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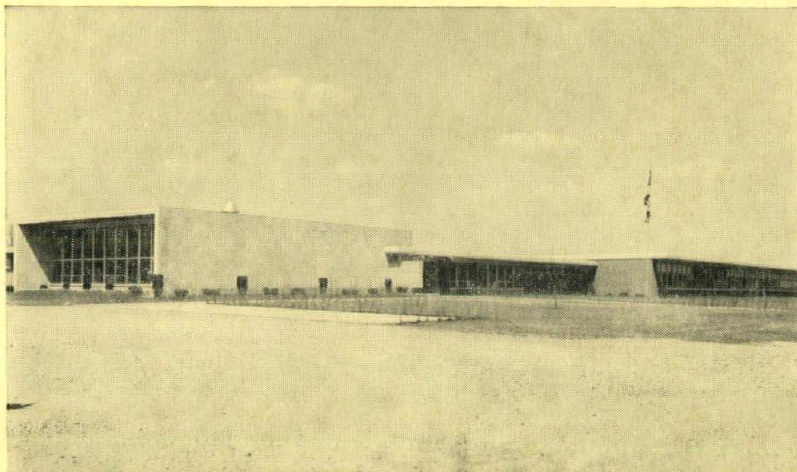
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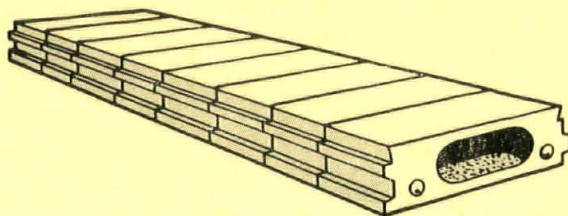
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## CONTENTS

	Page
Hospital Planning Requirements .....	4
Construction Sings Upward .....	4
Principals of Practice for Architects and Engineers....	7
Recommended Reading .....	10
How's and Why's of Newspaper Publicity .....	11
Howard White Named to Home Show Board.....	12
New Products .....	13

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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 Publication Committee.*



# Board of Health Official Explains Hospital Planning Requirements

By ROBERT S. LEECH, Chief, Housing and Schools Section  
Division of Sanitary Engineering, State Board of Health

Some of the basic procedures and requirements for developing hospital plans are somewhat different than for other type buildings. The brief approach herein to some of these procedures and requirements may be helpful and of interest to those concerned.

First, it probably should be mentioned for general information that under Chapter 346 of the 1945 Acts of the Indiana General Assembly the term "hospital" was defined and a hospital licensing council was authorized and enabled to establish procedures and requirements for licensing. The administration of this Act was set forth as a joint function of the Hospital Licensing Council and the Indiana State Board of Health. So, under the provisions of this Act, the hospital licensing regulations and requirements are established and maintained.

Here again, with respect to the regulations and requirements under this Act, some additional clarification seems in order. The hospital regulations and requirements do not conflict with the Administrative Building Council or other building requirements. The hospital requirements supplement those of the Administrative Building Council, etc. The logic of this can briefly be expounded by recognition of the fact that the many specialized and rather complex services and necessities for achieving the best in patient care in a hospital, can hardly be included in generalized minimum building regulations.

## Revisions Made

In the latter part of 1957, the hospital requirements were clarified and revised. There were no drastic changes or conditions imposed. This was basically the ever-present problem of bringing or keeping existing requirements up to today's needs. Notwithstanding this approach, however, a mention of some of the features of the requirements may be helpful.

In developing plans for a hospital, there are three stages of submission of plans to the State Board of Health, namely; the schematic plan, the preliminary plan, and the final plans and specifications. These stages of submission are required for remodeling and additions, as well as new buildings. Of course, normal maintenance and repair are not included.

Also, it may be of interest to mention that if an existing building used as a hospital does not meet the requirements, and such a building is abandoned or ceases to be used as a hospital, it cannot be re-opened or used as a hospital until the requirements are met. Likewise, other buildings cannot be converted to hospital use until all requirements are satisfied.

There are many areas of service and care in a hospital, such as nurseries, surgeries, laboratories, etc., that could be individually discussed at considerable length. But, it seems more appropriate to mention some general features of the requirements that may sometimes be over-looked.

Patient rooms should not be located with floors below grade. Also, screens should be provided on exterior openings. The screening problem is not solved with air conditioning because there are many periods of marginal weather when the cooling system is not operating and the windows, etc., are opened. Screens are most essential in helping to control flies which may spread disease or infection.

## Standby Power

Standby boiler service should also be provided. Many of the essential hospital care services are dependent upon steam and hot water and failure of such services can produce a real hazard. In this connection, emergency electric service should be provided. This requirement specifically indicates that emergency electric service should be a generator with automatic starting and cut-in controls. It seems more-and-more essential that the emergency generator service be studied carefully to provide standby power over-and-above such minimums as exist lights, etc.

Adequate incineration facilities should be provided for at least surgical and obstetrical wastes, dressings, etc. This requirement precludes the use of boiler fuel boxes and incinerators, thereby eliminating many insanitary conditions.

The door widths of patient rooms and elevator door widths and cab dimensions should be sized to allow ready movement of patient beds and carts. Usually a minimum door width is considered to be at least 3'-8".

In hospital laundries, careful attention should be given type and location of the general exhaust system. Here, it seems logical that dissipation or pick-up of the heat produced should be effected at the equipment producing the heat, and in such a way that this heat will not be pulled across the laundry workers.

## Protection Standards

In regard to radiation protection, two or three features seem necessary for mention.

Generally, the recommendations of the National Committee on Radiation Protection as set forth in the latest issues of National Bureau of Standards Handbooks should be used as guides. However, the actual protection standards should meet the Standards for Protection Against Radiation of the Atomic Energy Commission, published in the Federal Register, Title 10, Code of Federal Regulations, Part 20, latest effective revision. In this connection, the licensing requirements state that the responsible hospital official shall certify to the State Board of Health that the Radiation shielding and protection are in conformance with the aforementioned Standards before placing the equipment in operation. Another point in this regard is that Cobalt 60 therapy units, etc., that come under the licensing requirements of the Atomic Energy Commission, such plans and specifications should be submitted to the Atomic Energy Commission and approval obtained therefrom.

The dietary and food service facilities in hospitals are very important parts of hospital service. In this respect, the hospital requirements have been expanded in considerable detail with the intent of providing maximum assistance and understanding as to minimum requirements.

## Separate Air Supply

The mechanical problems and requirements of hospitals could be discussed at some length. There are two or three features that should be of general interest. General recirculation of air, including corridor return systems, will not meet the requirements. Further, such areas as surgeries, labor and delivery rooms, laboratories, nurseries, etc., should have separate controlled air supply and exhaust systems.

One problem that appears to be increasingly important is that of control heat loss from sterilizers and similar equipment. Possibly more attention should be given to providing sufficient insulating barriers and more efficient exhaust at these installations to minimize heat loss for personnel comfort, efficiency and safety.

Again, it should be repeated that the few basic features of the hospital planning requirements mentioned herein are some that it is hoped may be of general interest and usefulness, and not of the nature of a technical discussion. In meeting these and other problems in this specialized field, the co-operation, proficiency and skill of architects have certainly made possible much progress in patient care through improved hospital facilities.

The staff of the State Board of Health is available at any time to offer their services in problems in hospital planning requirements.



# Construction Swings Upward, May Biggest Month in History

Construction contracts in the United States in May totalled \$3,402,575,000, the highest figure ever reported for any single month, according to F. W. Dodge Corporation.

The May total was only a small fraction of one per cent above the previous record set in May, 1957, but it exceeded the third highest month (June, 1957) by 5 per cent.

Commenting on these new figures, Thomas S. Holden, Dodge vice chairman, said it was now evident that "construction is well past the bottom of the relatively mild recession it was experiencing in late 1957 and early 1958."

According to Holden, "the effects of the recession on construction as a whole were at no point as severe as in other important sectors of business activity, although it is true that some types of construction suffered more than others. As in the earlier postwar recessions, construction has remained relatively steady, and has helped to cushion the downward push on the economy. Now that construction is turning upward, other industries should also be stimulated."

The May construction contract total for non-residential building was reported by Dodge as \$1,124,087,000, up a fraction of one per cent from May, 1957. Contracts for commercial buildings and factory buildings were down sharply, and educational buildings were off slightly, but other non-residential building types increased.

Contracts for residential buildings in May totalled \$1,346,170,000, an increase of 4 per

cent over May, 1957. The number of dwelling units covered by the May contracts was 104,048, the highest monthly total in two years and 2 per cent above May, 1957. The number of single family units was one per cent ahead of May, 1957, and the number of units in apartment buildings was up 14 per cent.

Heavy engineering contracts in May were \$932,318,000, down 5 per cent from the same month of last year. Public utility contracts were down 33 per cent, but this was partially offset by a 9 per cent increase in public works contracts.

Cumulative construction contract totals for the first five months of 1958, with percentage changes from the corresponding period of last year, are as follows: Non-residential building, \$4,538,896,000, down 5 per cent; residential building, \$5,145,117,000, down 3 per cent; heavy engineering, \$3,299,511,000, down 8 per cent; total construction, \$12,983,524,000, down 5 per cent. While these cumulative figures show the current year lagging behind 1957, the spread between the two years has narrowed considerably during the past three months.

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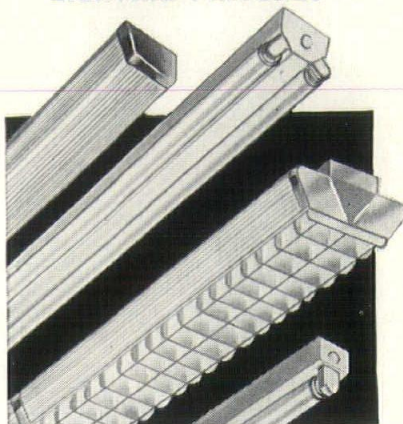
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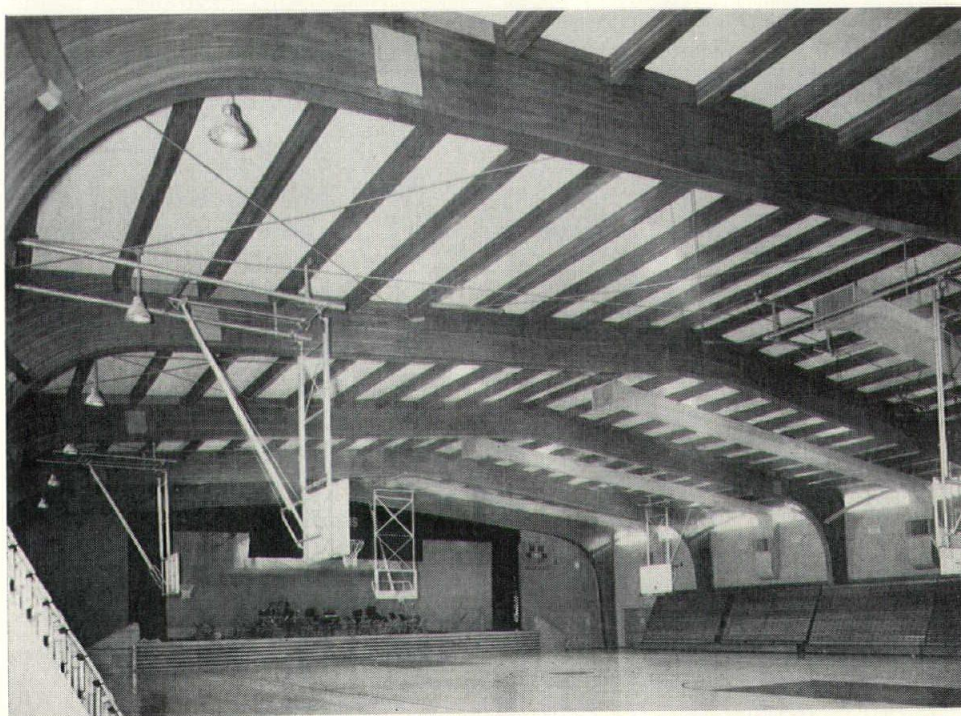
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# Architects, Engineers Develop Professional "Principles of Practice"

(EDITOR'S NOTE: The following interprofessional principles of practice for architects and engineers were developed jointly and have been approved by the governing bodies of the NSPE, the American Institute of Architects, and the American Society of Civil Engineers.)

## PREAMBLE

Architecture and engineering are learned professions legally recognized in each state to promote the public welfare and safeguard life, health, and property.

It is a matter of public interest that these professions discharge their professional responsibilities with such fidelity to their clients and the public as to warrant the utmost confidence.

Furthermore, it is incumbent upon these professions to prevent confusion in the layman's mind in these similar or overlapping fields of professional practice.

## THE PRACTICE OF ARCHITECTURE AND ENGINEERING

An architect or engineer may ethically accept commissions for projects embracing both architectural and engineering work, provided he is competent to do the type of work involved, or provided he will employ other registered architects or engineers who are competent in those phases of the projects in which he lacks proficiency.

The client's interests normally are served best when the principal retained is proficient in the predominant work involved in the project. Recognition for their responsibility shall be granted to the architects or engineers executing separate phases of the project as associates of the principal.

## MUTUAL RELATIONS

Architects and engineers shall undertake to design only those phases of a project in which they are proficient and shall retain professional associates for those parts in which they lack proficiency.

The professions shall maintain effective and dignified cooperation in their public statements, exchange of information, and assistance to students of the professions.

Joint Committees of Architects and Engineers shall be encouraged at state and local levels to promote greater understanding and cooperation on the many common problems for the mutual benefit of both professions and in the welfare of the public.

## PUBLIC RESPONSIBILITY

Both professions shall interest themselves in public improvements and shall utilize their special talents (in bringing them about). They shall, however, require that professional services for public improvements be obtained at equitable fees.

## RELATIONS WITH MANUFACTURERS

The professions may freely use the specialized services of manufacturers for integration into their designs, but shall oppose general architectural or engineering design by manufacturers or their sales representatives as being inherently biased and, therefore, not in the best interest of the client.

## INDIVIDUAL OBLIGATIONS OF THE ARCHITECT AND ENGINEER

Professional service, performed singly or in collaboration entails exhaustive study and research in preparation for the solution of the problem, the careful application of talent to sound planning and design and the highest integrity in guarding the client's interest. By its very nature the rendering of professional services by the Design Professions must be on a highly ethical and professional basis. It is presupposed that the collaborators will perform their services in a cooperative manner with competence and efficiency and in full compliance with the "Code of Ethics" of the various professions.

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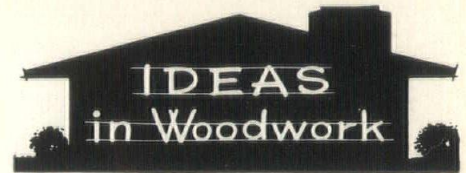
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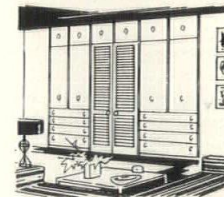
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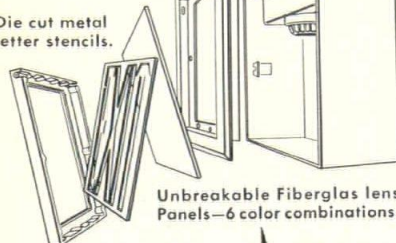
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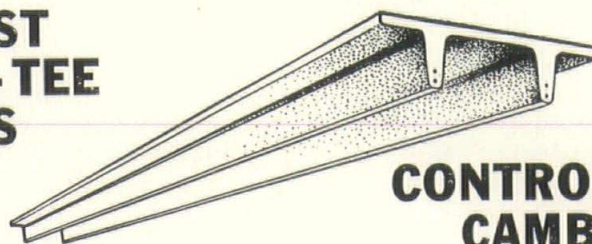
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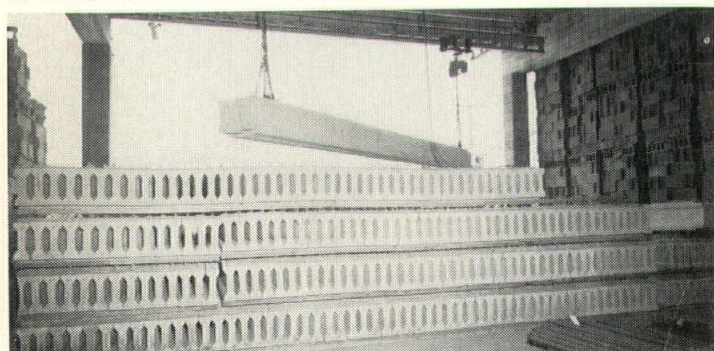
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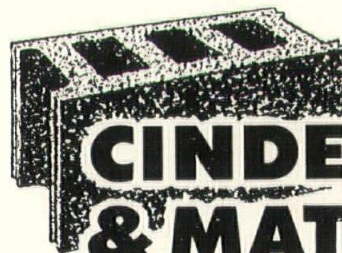


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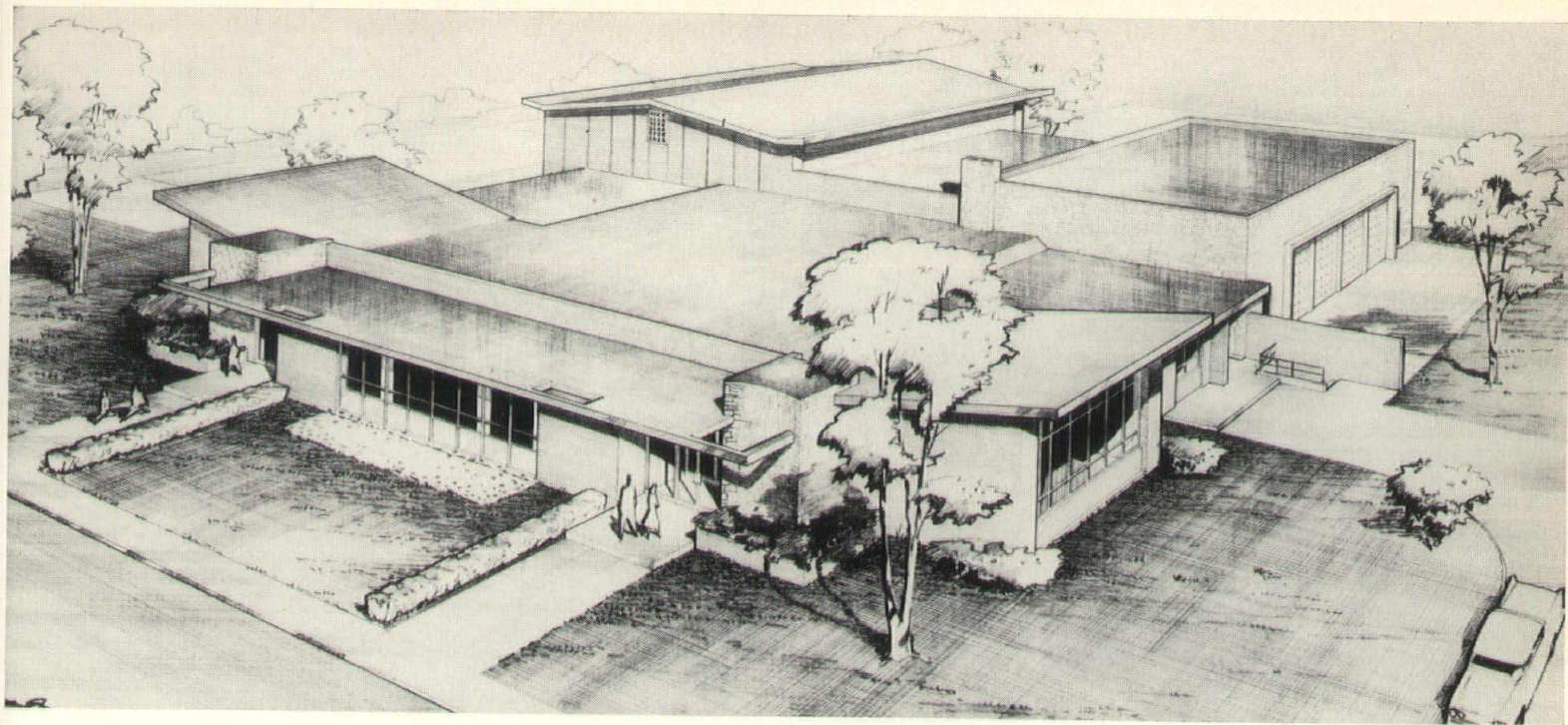
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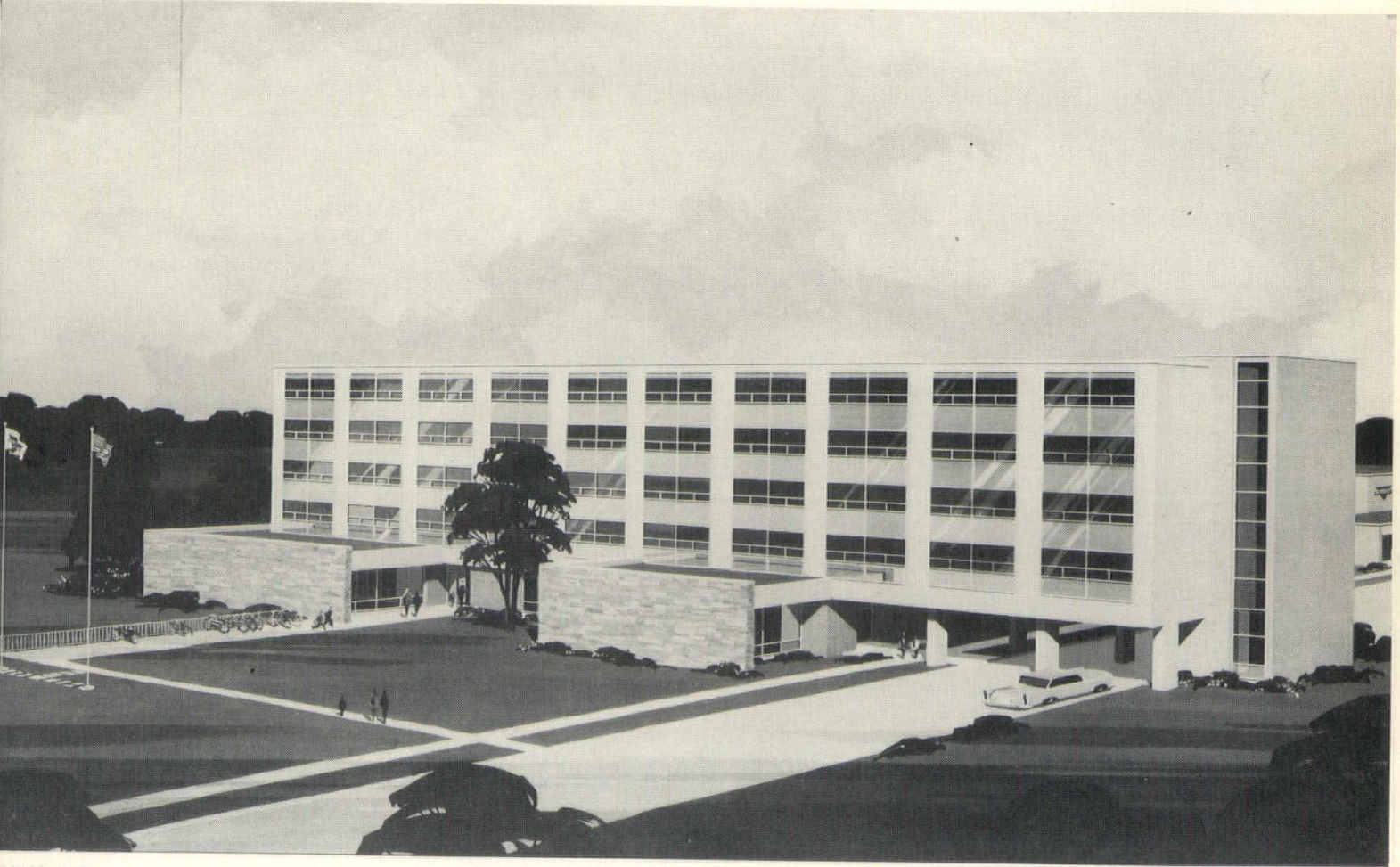
THE INDIANA ARCHITECT





Two contemporary versions of YMCA's are the recent projects of Indianapolis architects. Top photo shows the East Branch, Young Men's Christian Association, located at 501 N. Shortridge Road, which is being constructed by C. Wilbur Foster and Associates at

a cost of \$600,000. Bottom photo shows the YMCA's Fall Creek Parkway Branch which will replace the old Senate Avenue Branch in Indianapolis. Cost of the project, including dormitory floors, is \$1,200,000.





## A.I.A. Publishes Brochure, Urges Wide Distribution

An attractive new brochure, "Facts about your Architect and His Work," has recently been prepared and issued by the American Institute of Architects as part of its public relations program. Copies already have been sent to chapter presidents, public relations chairmen and editors of chapter publications.

In addition, copies are being sent from the Octagon to selected government officials, trade association executives, editors and chief editorial writers of leading newspapers, publishers and magazine editors, and individuals in TV and radio.

It has been suggested that chapters and members see that this very informative booklet be placed in the hands of local editors and important clients or prospective clients such as school boards, municipal and state government officials, heads of civic and service organizations, business leaders, and the like.

Copies may be ordered by writing to "Facts," The American Institute of Architects, 1735 New York Avenue, N. W., Washington 6, D. C. Cost is 30 cents per copy, with a special rate of 25 cents per copy for quantities of 25 or over.

## Recommended Reading . . .

**SUBSOIL INVESTIGATIONS FOR FOUNDATIONS**—Raymond Concrete Pile Co., Gow Division, 140 Cedar St., New York 6, N. Y. 12 pp. Illus.

**CURRENT LITERATURE ON HIGH FREQUENCY HIGH VOLTAGE FLUORESCENT LIGHTING**—Published by the Wakefield Co., Vermillion, Ohio, 50 pp. Illus.

**JAFFE'S SUNCHART**—Jaffe Publications, 634 San Vincente Blvd., Los Angeles 46, Calif. 1 p. (5 copies). \$1.95.

**NATIVE GENIUS IN ANONYMOUS ARCHITECTURE**. By Sibyl Moholy-Nagy. Published by Horizon Press, Inc., 220 W. 42nd St., New York 36, N. Y. 223 pp. 8 1/2" x 10 1/2". Illus. \$7.50.

**REAL ESTATE AND CITY PLANNING**. By Richard L. Nelson and Frederick T. Aschman. Published by Pentice-Hall, Inc., 70 Fifth Ave., New York 11, N. Y. 507 pp. 6" x 9 1/2". \$10.

**JAPAN'S NEW ARCHITECTURE**. Edited by Professor Shinji Koike in collaboration with Architect Ryuichi Hamaguchi. **WORLD'S CONTEMPORARY HOUSES**: Vol

1, NORTHERN EUROPE; Vol. 2, CENTRAL EUROPE; Vol. 3, SOUTHERN EUROPE; Vol. 4, U.S.A.; Vol. 5, LATIN AMERICA; Vol. 6, JAPAN. Edited by Shinji Koike, Ryuichi Hamaguchi, Kimimasa Abe. Published by Shokoku-sha Publishing Co., Tokyo, but available at various prices through Charles E. Tuttle Co., Rutland, Vt. In Japanese and English. All illus.

**PLEXIGLAS REPLACEMENT GLAZING (PL-251)**. Published by Rohm & Haas Co., Plastics Dept., Washington Sq., Philadelphia 5, Pa. 12 pp. Illus.

**METAL CURTAIN WALL CWA-2**. Published by Michaels Art Bronze Co., Inc., P. O. Box 668, Covington, Ky. Folder file. Illus.

**ALUMINUM IN ARCHITECTURE**. Published by Kaiser Aluminum & Chemical Sales, Inc., Palmolive Building, 919 N. Michigan Ave., Chicago 11, Ill. 15 pp. Illus.

**DATA FILE: SEALERS**. Published by the Adhesives and Coatings Division, Minnesota Mining & Manufacturing Co., 423 Piquette Ave., Detroit 2, Mich. Six brochures and data sheets. Illus.

**UNIVAC II DATA AUTOMATION SYSTEM MANUAL: U 23**. Published by Remington Rand Univac Division, Sperry Rand Corp., 315 4th Ave., New York 10, N. Y. 79 pp. Illus.

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# 'Hows and Whys' of Newspaper Publicity Explained by A.I.A. Public Relations Head

By ROBRET R. DENNY,

Henry J. Kaufman & Associates, Washington, D. C.

(EDITOR'S NOTE: The following article on the newspaper publicity phase of public relations is being reprinted from a recent copy of the A.I.A. Journal. We feel it not only an invaluable piece for every architectural office or chapter, but of equal interest to any similar professional firm or organization. Mr. Denny is the Public Relations counselor for the American Institute of Architects.)

Publicity is one of the most misunderstood and misused words in our promotional lexicon. Some people assume that it is the be-all and end-all of public relations—which it is not. Others believe that, if it's just done properly on the national level, it will take care of itself on the community level. It won't. Still others think that it's simply a matter of technique, which if well-handled, will solve all problems without any demands on the time and effort of the chapter and individual. This, too, is untrue.

If I may be permitted to mangle the language for purposes of simplicity, I would say that the most important fact about publicity is this—it isn't something you get, it's something you do.

A professional society whose members have influence in a community will always command a certain amount of public attention because of its prestige. However, this in itself won't make news and produce favorable publicity on more than one or two isolated occasions. Publicity can be helped along by a sound knowledge of the mechanics of communication. It's certainly true that poor procedures can wreck good planning. But, all the mechanical excellence in the world won't make news if the activities reported are not, in themselves, newsworthy.

This is an enormous subject. Therefore, let us define our scope. For purposes of this article, we'll talk about publicity techniques and suggestions on the chapter level.

Let us start with the assumption that the chapter's primary interest is in its own members and their relationship to their community. Proceeding from there, we can pose some questions and answers which may be considered basic in establishing a good publicity program.

First, what is the problem? If you have an average chapter and community, your overriding problem is a lack of public understanding of the architect—who he is, what he does, and how he contributes to the community, both esthetically and economically. Second, what should be your program's prime objective? To create public understanding of

the architect. Third, what are your program targets? Your local editorial media—that is, your newspapers, radio and television stations, the house organs of your neighboring plants and businesses, the chamber of commerce publication, the board of trade newsletter; your community's civic, service, and fraternal clubs; your legislators on the municipal, county, state, and national level. Fourth, what are your publicity motives? This may seem out of place here, but it's most important. For anything you do which fails to contribute to the public interest and is aimed solely at self-aggrandizement will fail of its own weight. Your publicity, like your actions, must involve and serve the public interest.

Having come this far, we can now ask two decisive questions—what should you do, and how should you do it?

Let's start with specific ideas and suggestions, and then take up mechanics and techniques.

It's doubtful that any single event will give you the publicity mileage you should have. You should have a program comprising a number of projects for which specific tasks can be assigned by your public relations committee. One good way to spark the ideas necessary to a continuing program is for your committee to go over the check-list of target groups mentioned earlier and consider the environmental interests of each. One good choice of subject matter may cut across the interests of a number of groups and publications.

For example, consider a well-organized

talk about how sound planning and construction produce economy in schools. A simple, point-by-point discussion of the economics inherent in long-range planning, early site selection, and design tailored to the local site, climate, community, and curriculum—when bolstered with specific examples and figures—will be of interest to the city or school editor of the newspaper, to the parent-teacher association, the chamber of commerce, and the Kiwanis Club.

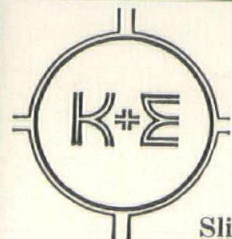
Similarly, a church group will be interested in the architect's method of approach to designing the suburban church and its contrast with church planning of a century ago. Quite often, it is the little anecdote or small touch that holds audience appeal. For example, I remember the considerable amount of audience interest generated by an architect who explained how rugged "white elephant" sites, unsuitable for residential or commercial use, were perfect for church use—provided the adaptation of building site were made by a competent architect. A good case history of this type will also appeal to the editor of the church publication.

As a chapter, have you explored the possibilities of holding public panel sessions on architecture in your community? The A.I.A. chapter in Denver did it by tying-up with the Denver public library and the city's adult education council. A series of such illustrated programs were held at the library for an enthusiastic audience.

Participation in career conferences for high school students, tied in with open-house tours of architectural offices, may do much to attract attention to the chapter and its members, besides serving the worthy purpose of recruiting promising young men for the profession. This project can embrace appearances before high-school assemblies; a display to pupils of models, sketches and photographs in several architects' offices, and a trip to a building site. The local newspaper should be invited to send along a reporter and/or photographer.

A group chapter effort to give its community a look at its future comes as close as anything can to producing sure-fire publicity. An excellent example of this type of activity was provided several months ago by the Little Rock, Arkansas, Chapter of A.I.A. There, the chapter joined with the metropolitan area

(Continued on Page 14)



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## Howard L. White Named On Home Show Board

Two Indianapolis architects, both members of the Indiana Society of Architects, have been named to key positions on the newly-elected slate of officers and representatives of the Indianapolis Home Show.

Howard L. White and Donald Clark will represent the profession at next year's Home Show. White was also elected first vice president of the Board of Directors.

Following is the complete list of Board members:

W. T. Richards, vice president-sales, Indianapolis Power & Light Co., was named president; Howard L. White, A.I.A., Edward D. James & Assoc., first vice president; Mead Knight, F. M. Knight Realty Co., second vice president; Ben Olsen, Jr., builder, treasurer; and Don A. Stackhouse, Stackhouse Building Specialties, Inc., secretary. Mr. Ben Olsen, Jr., is the retiring president.

Mr. Richards has been associated with the Home Show for the past several years during which time he has been chairman of the General Plan & Model House Committee, first and second vice presidents of the Home Show.

Sponsoring organizations of the Home Show and their representatives are:

**Indiana Society of Architects, A.I.A. (Indpls. Section)**—Howard L. White, A.I.A., Donald Clark, A.I.A.

**Indianapolis Chamber of Commerce**—Frank Weiland, Guy F. Boyd, Jr.

**Electric League of Indianapolis, Inc.**—W. T. Richards, Albert L. Maillard.

**Construction League of Indianapolis**—O. W. Brown, Carl F. (Tony) Spickelmier.



National Clay Queen, "Miss Clayland of 1958," receives college scholarship award from A. G. Cochran, president of the Clay Sewer Pipe Association. Crowning of Jeraldine Mae Cowgill, 19, as "Miss Clayland" climaxed the ninth annual National Clay Week celebration in Tuscarawas County, Ohio, the "clay capital of the world."

**Indianapolis Landscape Assn.** — James Maschmeyer, David Burkhardt.

**Garden Club of Indiana, Central District**—Mrs. Robert F. Mannfeld, Mrs. Rudolph Egener.

**Indianapolis Home Builders Assn.**—Paul R. Pike, Robert E. Killion.

**Indianapolis Real Estate Board**—Mead F. Knight, C. K. Whistler.

**Marion Co. Residential Builders, Inc.**—James A. Holt, Ben Olsen, Jr.

**Producers' Council, Inc., Indiana Chapter**—Don A. Stackhouse, W. L. Johns.

**Executive Committee**—W. T. Richards, Pres.; Howard L. White, 1st V. P.; Mead Knight, 2nd V. P.; Ben Olsen, Jr., Treas.; Don A. Stackhouse, Sec'y.; J. F. Cantwell, Managing Director.

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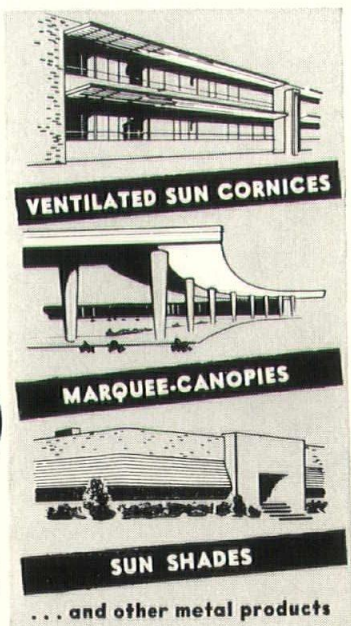
Architects: Frank A. Shufflin, AIA; John E. Petersen, AIA.



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Ideal installations of this wall finish are confined mostly to commercial and industrial construction rather than residential. The interior wall of schools, hospitals, churches with treatment on corridors and stair wells, wash-rooms and shower rooms, kitchens, classrooms, lobbies, operating suites, utility rooms, all such are strong potentials for Desco Vitro-Glaze.

It may be applied to any surface which is of a solid and rigid type and in which there would be a negligible amount of movement due to expansion and contraction. Walls which are constructed of cement or cinder block, brick, poured concrete, cement plaster, masonry or asbestos building boards provide the most common surfaces for the applications of Desco Vitro-Glaze.

Initially, two coats of base coat consisting of white cement, silica and certain chemical additives, are sprayed on the wall. After proper cure of the base coat, the color and spotting coats are applied. While solid colors can be effected, the use of complimentary spotting colors with the base color should be encouraged. This not only presents a distinctive effect but also aids in hiding imperfections. The surface is then sealed which in effect retards the cure of the previously applied materials for the purpose of obtaining the desired toughness for the final product. The final step is in glazing the surface which acts further to harden the finish and to provide an easily maintained wall. Because of the characteristic texture of Desco Vitro-Glaze, the "high polish" surface does not present one which glazes. Rather, the entire effect is one of deep warmth and permanent beauty.

Desco Vitro-Glaze of Indiana is a division of the F. E. Gates Marble & Tile Co., 5345 Winthrop Ave., Indianapolis.

*Numerous requests for previous issues of THE INDIANA ARCHITECT necessitate a policy of charging \$1.00 for eight copies to cover costs of mailing and handling. Address all such requests, with money enclosed, to Indiana Architect, 5930 Gladden Dr., Indianapolis 20, Ind.—Publications Committee.*

## Indianapolis Firm Has New Perimeter Heater

A new exclusive plug-in type Electric Convection Perimeter Heater, known as the Meier Tandem 500, manufactured by Meier Electric of Indianapolis is designed for low wattage consumption and simple, fast installation.

The heater is composed of a thermostat section or a starter section, heater section (as many as are needed for the perimeter of the room) and inside corner sections. The current connection to the unit is made through the thermostat or starter section. All subsequent sections plug into each other as they are affixed to the wall. The heater has a low wattage requirement per foot—143 watts.

Safety for small children—front surface temperature 113°F. Thermostat maintains floor temperature at 2° differential. No parts to disassemble for installing. Completely wired at the factory. Underwriters' Laboratory approved. For further information, write to W. H. Hendricks, Sales Manager, Dept. T-485, Meier Electric and Machine Company, Inc., 3525 East Washington Street, Indianapolis 7, Indiana.

## Davidson Enamel Offers Porcelain Panel Folder

A new four-page folder, obtainable from Davidson Enamel Products, Inc., illustrates how a structurally sound office building was remodeled with architectural porcelain. Before and after views are shown with appropriate details.

The building illustrated was given a new curtain wall appearance utilizing stainless steel mullions and weatherability-grade architectural porcelain panels. For your copy of this informative literature, write to Davidson Enamel Products, Inc., Dept. INA, East Kibby St., Lima, Ohio.

## Prescolite Corp. Prepares New Lighting Catalog

A new general catalog for Prescolite Manufacturing Corporation, covering recessed and surface lighting fixtures, Portable lamps, Pin-Up lamps and accessories, is now available for the asking.

The catalog, produced in five colors, with detailed line drawings, also gives special construction details, features, and design advances in the Prescolite line. The catalog is available from Prescolite, 2229 Fourth St., Berkeley 10, Calif.

## Indiana Limestone Scores With Record Shipment

Shipment of final sections of a 14-panel carved frieze recently marked completion of one of the largest single contracts ever placed for Indiana Limestone, according to announcement received from Fred Barrett, president of Matthews Brothers Company, Bloomington, Ind., the supplier. At the company's Ellettsville, Ind., mill, a crowd of 200 spectators witnessed departure of the last of an estimated 400 carloads of cut and carved Indiana Limestone to be used in construction of the Cathedral of the Assumption of the Blessed Virgin Mary, Baltimore, Md.

Over a three-year period, 225,000 cubic feet of stone have been required, including cut stone and extensive carved work, produced by Harold Elgar, a Matthews Brothers craftsman with 31 years' experience in the Indiana Limestone belt. In addition to the frieze, depicting the Way of the Cross, outstanding carved work includes an eight-foot crucifix which will be mounted between statues of two angels, each 5' 6" in height atop a facade of the 12 apostles.

Towering 140 feet in height, Indiana Limestone makes up the entire structural strength of the Cathedral, being used exclusively for both exterior and interior. The 80-foot interior is large enough to accommodate an eight-story building. Total cost is estimated at 8½ million dollars.

Architects for the structure, to be completed in 1959, are Maginnis, Walsh & Kennedy; Builders, Turner Construction Co.

## M.C.A.A. President Speaks To Unit Masonry Members

Harold W. Peterson, president of the Mason Contractors Association of America, was the principle speaker at the Unit Masonry Association's summer membership meeting in the Marott Hotel this month. Over 100 Indiana U.M.A. members were present.

Peterson paid special tribute to the profession of architecture, emphasizing the architect's importance in the building trade and construction business.

"It's the architect who specifies the materials—be it brick, stone, metal-skin, or glass," Peterson noted.

In appraising the building industry's role in the next decade, Peterson said, "It has been forecast that there will be 600 billion dollars worth of building in America in the next 10 years, barring a war or some national disaster. This is more than the total value of all the buildings in our country today."



## 'Hows and Whys'

(Continued from Page 11)

planning commission in projecting the area's community facilities, population, and renewal needs. The end product was a handsome report filled with information on the "new city," its transportation, subdivision planning, restored business district, etc. The document, presented formally to the Chamber of Commerce, was illustrated profusely with drawings prepared by the chapter. A most important point: The Little Rock architects didn't just go "blue-sky" and draw pretty pictures. Before-and-after photos and drawings showed clearly that the renovation of downtown contemplates utilization and remodeling of many existing buildings. A direct result: Two dozen newspaper stories and subsequent speaking invitations which have been extended to the chapter, on the average, twice a week.

The chapter can make news by concerted action to preserve its historic and worthy buildings. Looking at the matter selfishly, this is an excellent opportunity to create good personal contacts with the often-influential members of the local historical and civic societies, besides creating the kind of slam-bang controversy which appeals to the press.

These are just a few of many suggestions designed to reap a publicity harvest for the chapter. In my office and at the Octagon, we receive many clippings from local newspapers that indicate what chapters are doing.

From the Detroit Times, for instance, comes a story headlined "Architects Aid Schools." It goes on "A committee from the Detroit Chapter of The American Institute of Architects will be appointed to serve as consultants to the Detroit Board of Education. . . ." From the Los Altos, Calif., Herald American, this story: "The Long Beach Museum of Art has organized and is offering for national circulation the exhibition 'Arts of Southern California — Architecture' . . . Twenty-one leading architectural firms are represented. . . ." The New Rochelle, N. Y., Standard-Star reports that "Architects Present \$1,000 to Student in New Rochelle," in carrying a story on the Westchester chapter's ambitious scholarship program.

In Philadelphia, the chapter received attention via a five-column headline in the Inquirer to the effect that "Architects Urge Philadelphia to Retain City Hall." The architects' report, according to the newspaper, was made "as a civic duty. . . (the absence of City Hall) would weaken the continuity of architectural tradition of the whole country."

In Kansas City, the A.I.A. chapter took on a whopping public task and gave the Kansas City Star a statement that criticized both sides in a construction strike and urged renewal of negotiations. The headline, "Architects in a Strike Plea" and column-long story created a chain reaction that included a front-page editorial, extensive coverage on radio and television, and resumption of ne-

gotiations which ended the strike five days later.

These examples illustrate how news is made, and how, when opportunity knocks, the alert chapter opens the door. Returning to our assumptions, then, let's assume that the chapter has organized a good program, makes news through worthwhile projects and seizes the chance to make more news by careful and well-timed attention to community affairs. The chapter's remaining need is knowledge of the mechanics of press operation.

Many valiant press efforts are wrecked on the shoals of tedious and over-written releases. The lead story of such a story, the editor decides (if he bothers to think about it at all) must have been very heavy. It sank like a rock to the bottom of the release. Obviously, the story was written, as Gilbert and Sullivan once said on another subject, "by terrified amateurs."

One way to assure the chapter of good press handling and writing is to hire an agency or freelance person to do it on a professional basis. In situations involving small communities and smaller budgets, it may be possible to hire a local newsman on a part-time basis. However, on the theory that even if you follow this advice you still should know something about it, here are a few tips:

The basic news release is a simple, straightforward account of an event. The first paragraph or "lead" almost invariably answers the who, what, when, where, and why of any story. Like this:

John R. Smith, president of the New Bedford Chapter of The American Institute of Architects, will address a meeting of the Kiwanis club at 8 p.m. Wednesday (March 20) in the Konrad Milton hotel on "A Plan For A New Downtown." The speech is one in a series of talks being sponsored by the New Bedford chapter to advance public understanding of community planning.

WHO—John R. Smith, president of the New Bedford Chapter of The American Institute of Architects.

WHAT—will address the Kiwanis club.

WHEN—8 p.m. Wednesday (March 20).

WHERE—the Konrad Milton hotel.

WHY—to speak on "A Plan for a New Downtown."

This, admittedly, is an elementary example. Yet few persons who read newspapers all their lives would be able, without some explanation to technique, to sit down and write a basic newspaper story.

Here's a good rule of thumb: In the "straight" news story, the most important news is at the top. Information of diminishing interest flows down through the story. Thus, if the story were set in type as written and something had to be chopped from the end to fit into the page form, nothing of basic importance would be lost from the story.

Here are some pointers on writing press

releases: Type, ditto, or mimeograph all copy. Double-space all copy. Give full names, titles and addresses of people. Give times, dates, and places of events. Make sure the release carries the name, address, and telephone number of the person your committee has designated to answer questions and handle press contacts. Make sure your press contact man has a copy of every release that goes out and is informed about the story. **Do not send carbon copies to editors.** If your secretary has to type the story, and the same story is to go to three local newspapers, tell her to type three originals. Avoid adjectives, i.e., the "outstanding" speaker, a "stimulating" discussion, etc. If the speaker is outstanding, or the discussion is stimulating, the facts will speak for themselves. This is one basic difference between editorial and advertising copy.

When you're scheduling a speech, panel discussion, or meeting, send the newspaper a brief release about a week in advance. Attach a memo to the editor requesting coverage by a reporter and photographer. Assuming that you have a speech scheduled for a certain evening, call the editor that afternoon, and reiterate your request for coverage by the paper.

If the editor tells you that his personnel work load is such that coverage will be impossible, volunteer to call the paper that evening after the speech has been made. It helps to insure coverage if you send an advance copy of the speech to the editor the day prior to delivery. Then, assuming you've done so, have your press contact man notify the city desk that evening that the speech has been delivered as written in the advance copy.

Should no advance copy have been dispatched to the city desk, briefly recite the highlights of the speech over the phone when you call the paper. Most morning newspapers need their morning news—except for fast-breaking crime traffic, and international news stories—by about 10 p.m. **Do not wait until next day to call.** Of course, none of this will be necessary if a reporter covers your meeting.

Photographs make news. Whenever possible, have advance photos taken of events. Send glossy head-and-shoulder pictures of speakers to the paper, in advance. Attach a caption to the photo. If you take a group photo—make it a small group—identify the people, left to right, in order of their appearance. If you take a photo of a single person—here we should emphasize that all pictures should be taken by a **professional** photographer—you may write the subject's name and firm in **soft** pencil on the bottom of the back of the picture. On no other occasion should you write on the back of a photograph. It ruins the print. Instead, type out the caption on a piece of paper and tape or paste it to the bottom-back of the print. **Do not send snapshots.** They won't reproduce well.



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