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Masonry’s Place in Industry Cited by U.M.A. Official

By CHARLES A. WEAVER
Executive Director, Unit Masonry Association

Most reliable estimates forecast a $600 billion dollar construction market during the next ten years. If this is true, and it most certainly is, then those of us in the building industry have a deep moral and professional obligation to design and build the best possible buildings at the least possible cost. The industry must face-up and provide the designer with new and better products—new colors and textures—new shapes and sizes. The designer must place more emphasis on design and the use of shapes and units—lest we become a nation of sameness in our buildings.

This is not meant as criticism of so-called curtain-walls, but rather to criticize the “all” solution—whether it be all glass, all aluminum, all steel, and yes, even all masonry. Let’s stop this oversimplified construction trend before it is too late. The masonry industry is quite aware and will readily admit that metal cladding and glass play a functional role in today’s buildings. However, the role is, or should be, to complement rather than to replace.

Many will tell you that the reward of standardization is decreased construction costs and increased revenue. This simply isn’t true. It is generally agreed that the cheapest part of the building is the walls and partitions. It is also true that the costs of construction have risen greatly during the past decade; however, on a proportionate ratio, walls and partitions cost less today than ever before. This is true of all types of wall construction. It is particularly true of masonry.

It is difficult to talk about construction without getting right to the core of things—costs, material comparisons—the problems that arise with the use of each material, whether it be a new product or one that has been time-tested for decades.

In 1927 the brick and stone walls of a 20-story office building, including the windows, etc., amounted to 19.6% of the total building cost. Today, in similar walls, the cost would amount to only 8.29%. The reasons are, of course, obvious. Although labor and material costs have gone up, the overall percentage costs have gone down. Increased production on the part of the mechanic and new and lighter masonry units, together with realistic design and better cooperation on the part of all concerned in the building project—greater use of cored units has also aided in this decreased cost of masonry walls.

Air conditioning, a more complex electric system, etc., have contributed, to a great extent, to the additional costs. If air conditioning, modern lighting and all of the other mechanical wonders we put into buildings today have contributed so greatly to increased costs, then we should look in this direction for ways to cut costs with satisfactory results. The effects of the exterior wall of a building upon the size of the heating and air conditioning plant are obvious. Engineers of a well-known New York construction firm have made an extensive study of this all-important problem. They found that the cost of heating and air conditioning an average multi-story building would run about $1,000 per ton of refrigeration. Using this as a base figure, the study showed that for every square foot of masonry wall changed to glass, costs increased $3.90 per square foot. They also discovered that operating costs jumped another 78¢ per square foot.

Another problem arising in construction is the effect the sun rays have. In some extreme cases where large expansions of glass have been used, it becomes necessary to heat and cool simultaneously on the same floor. Southern and western sides of many buildings which are subject to intensive sun rays may register 140°F on a winter day, while the east and north elevations may register 0°F. In one west coast building transmission of the sun rays through a glass wall was so great that the heat melted rubber discs in the telephone equipment, causing constant interruptions of service. There can be no question that glass-walled buildings provide for more natural or outside light. However, since lighting systems must be designed for the worst possible conditions—that is, for night-time operation—the use of glass does not save either in time or money.

In construction “first costs” are not “last costs.” Maintenance becomes a major cost factor and should be considered not only by the architect, but also by the builder. The most common maintenance problem, and the major cause of failure in wall construction, is leakage. Since the advent of thinner walls, masonry is no exception. (Seldom does one hear of a 12-inch masonry wall leaking.) However, there are countless examples of masonry walls which have functioned for decades without trouble, and when trouble does develop, it is a relatively simple matter to correct the problem.

Temperature changes cause movement of metal and glass, and in most instances tolerances are so close that this movement causes the calking to crack and eventually fall away. As a result, the wall fails to weld into a weather-tight unit, resulting in leaky windows, intensive heat, condensation of interior walls. Panels become loose and in some cases fall away, or they warp causing the building to go out of plumb. The very fact that glass absorbs heat, both from sudden temperature changes caused by the weather and temperature changes caused by heating and air conditioning plants, will cause calking compounds to dry out.

Even in cases where the calking withstood the expansion, the building developed trouble. The U. N. Secretariat building in New York City is a good example. The building, which is exposed to the weather, developed leakage through windows and vertical and horizontal wall joints, just from the force of wind-driven rain.

The characteristics of masonry, we feel, have never been questioned or equaled—durability, fire resistance, beauty, flexibility. Yet masonry is occasionally subject to criticism—some justified; most of it not. The industry, both locally and nationally, is aware of this criticism and they are developing programs to overcome it.

During the recent convention of the AIA in Cleveland, O., a marketing management consulting firm, Walter Geerston & Associates Inc., conducted an exhaustive four-day survey among the visiting architects to obtain their opinions of masonry. The results of this survey, which was sponsored by the Allied Masonry Council, will be available shortly to the industry and will be used as a guide to further improve our position.

We are aware that we cannot stand on past performances and past merits, and we don’t want to.

An accelerated research program is under way—we are finding ways to design and build thinner and lighter walls of masonry. If designers want panel walls, then we need panel masonry walls. Color and texture are tools of the trade, along with the trowel. (Continued on Page 10)
Unique in contemporary design is this circular Administration Building for the Board of Church Extension of Disciples of Christ now under construction at 110 S. Downey, Indianapolis. Charles J. Betts and Rollin V. Mosher are the architects. Emphasizing a strictly functional floor plan, the 12,000 square foot building will be completed by December 1 at a cost of $300,000.
I.S.A. Annual Fall Meeting Set, Limestone Institute to Co-Sponsor

The Annual Fall Meeting of the Indiana Society of Architects, scheduled for Friday and Saturday, Sept. 26 and 27, in Bloomington promises to be one of the group's most active sessions to date, according to final plans released by Arthur Burns, ISA program chairman.

This year's meeting will be co-sponsored by the Indiana Limestone Institute, which has arranged numerous educational activities to coincide with the society's regular order of business during the two-day period.

Headquarters for the two-day confab will be the Van Orman Suburban Hotel, located on the north side of Bloomington. Every registered architect in the state of Indiana is invited to attend, plus wives and guests. According to Mr. Burns, over 400 invitations have been issued. (A block of 25 rooms at the Van Orman Suburban Hotel has been reserved, and those wishing reservations for Friday evening at the hotel should contact ISA Treasurer William J. Strain, 402 S. College Ave., Bloomington. Rates at the hotel range from $6.50 to $12.50.)

Mr. Strain, who has handled all arrangements in Bloomington, reports the following schedule has been set up:

FRIDAY, SEPT. 26
9:30 A.M.—Registration and assembly, Van Orman Hotel.
9:45 to 10:15 A.M.—Feature movie on Indiana limestone industry.
10:15 to 11 A.M.—Bus tour through limestone quarry and mill districts.
11:00 to 11:30 A.M.—Visit to one of larger quarries.
11:30 to Noon—Coffee break, courtesy of Indiana Limestone Institute.
12 Noon to 1 P.M.—Visit to milling operations.
1:00 to 1:30 P.M.—Return to hotel, passing number of jobs under construction.
1:30 to 2:30 P.M.—Luncheon at hotel, courtesy of Indiana Limestone Institute.
3:00 to 5:00 P.M.—Individual committee meetings.
6:00 P.M.—Buffet Supper ($3.00 per person).
8:00 P.M.—Three-Act Play, "Janus," by Indiana University Little Theater Cast ($1.00 per person).

SATURDAY, SEPT. 27
9:30 to 12 Noon—General Business Meeting.
12 Noon to 1:00 P.M.—Luncheon at hotel ($1.85 per person).
1:30 P.M.—Executive Board Meeting.

Cartoon by Charles Pye, Indianapolis
Shimer Selected As Home Show Architect

Thomas Shimer, Jr., Indianapolis architect, has been named to serve a second year as general architect for the Indianapolis Home Show, according to an announcement by Home Show President W. T. Richards.

The 1959 Home Show is scheduled for next April, and again will be held in the cattle pavilion on the Indiana State Fair Grounds.

Shimer is an associate member of the Indiana Society of Architects, and maintains his own office at 3117 Richardt Ave. A graduate of the University of Cincinnati, he has been associated with the Indianapolis firms of C. Wilbur Foster and Associates and McGuire & Shook, Compton, Richey and Associates.

His assignment will be to "blue print" the entire show, including the placing of various exhibits and determining the pedestrian traffic routes.
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The President Speaks . . .

By CHARLES J. BETTS, President
Indiana Society of Architects, A.I.A.

During the month of August I visited six of the areas of the state where architects predominate. My schedule was as follows:

August 12—Terre Haute, Ind., with 14 present.
August 14—Ft. Wayne, Ind., with 13 present.
August 19—Lafayette, Ind., with 11 present.
August 21—New Albany, Ind., with 6 present.
August 26—South Bend, Ind., with 16 present.
August 26—Gary, Ind., with 15 present.

All of these meetings were noon luncheons from 12:00 to 2:00 P.M. with the exception of Gary which was an evening dinner meeting.

These meetings were very productive in free discussion about the profession, the Indiana Society, and the regulatory bodies of the State of Indiana. I learned many things regarding all three. Our program for the year will be developed with many of the suggestions made included. You will be hearing more regarding this within the next sixty days.

The mechanic is getting younger too. In 1947 the average age was just over 53—today it is 41. This is a result of the Apprentice Training Program. To insure a steady flow of skilled craftsmen the union has, for many years, sponsored an apprentice program—believing that one apprentice should be in training for every five craftsmen; thus maintaining the present high level of skilled mechanics.

The Unit Masonry Association is a part of this accelerated program of the masonry industry. Formed in March, 1957, the Association is the only organization representing the burnt clay industry, concrete products industry, stone industry, glazed tile industry, mason contractors and the craftsmen, exclusively dedicated to the promotion and the proper use of unit masonry products.

To this end we have, during the past twelve months, published three major publications for the use of the architect and the engineer. A Modern Masonry Reference File, a handbook of construction charts and estimating tables and a cost index brochure illustrating the various types of masonry walls together with approximated "in wall costs" has been distributed. These publications are in general use today in most architects' offices and more are being prepared.

The UMA also is a service organization for architects, engineers, and others interested in sound, modern construction—and you should avail yourselves to its services.

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Masonry in Industry . . .
(Continued from Page 4)

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One simple fact continues to nullify both the efforts of the road engineers and the arguments of those who insist that our road system must everywhere be enlarged to cope with modern traffic: The fact that the more road-space you provide the more motor-cars arrive on the scene to take advantage of it, so that from the point of view of congestion you are back where you started. This is a problem America in particular is having to face today, but America is postponing acknowledgment of the fallacy that the building of roads can by itself out-distance the manufacture of motor-cars, by building roads, allowing them to be flooded with motor-cars, and then building more.

Which she has the space to do. We have not; if we follow the same policy, the time will quickly come when the road-space occupied by motor-cars, moving or stationary (mostly stationary), will take up so much of the total that all territorial development will come to a standstill.

So what about an alternative policy to that which encourages more motor-cars: One which discourages them as energetically as possible? This essay is an examination of the arguments in favor of such a policy. It may sound like a completely reactionary policy, but it is not. It would be reactionary if it represented a retreat from the frontiers that progress has pushed forward on society's behalf, or if it was motivated by a wish to pretend that motor-cars hadn't come to dominate the social and physical scene—that is, by nostalgia for the peaceful days before motor-cars happened.

But planning to make any phenomenon (including the motor-car) an asset, not a menace, to society is progress rather than reaction, and the one thing we can say about the way we have allowed the motor-car, which came into being as no more than a useful contrivance, to acquire its present disproportionate influence on our lives, is that it is the negation of planning. What we have to examine is the fallacy that the multiplication of the private motor-car is one of the given factors that planners must accept and plan for. It is not. Motor-cars are simply an artifact of our time, which society can employ in great or small numbers, according to how they suit society as a whole.

There is a clear parallel between planning for motor-cars and planning for houses. In each case the idea of planning in the interests of the community—especially the community without much expendable ground-space—involves bringing into a closer relationship units which without planning scatter themselves too widely, in order to create cohesion. In the case of housing we try to progress from separate villas swarming out into the countryside to a more organized pattern of terraces, squares and the like, and of blocks of flats, thereby freeing ground-space for other purposes. The private car, spreading itself more widely than our available ground-space can afford, is surely the exact equivalent of the single villa, and the equivalent of bringing houses into more compact groups is perhaps to make more use of public transport, but that parallel we must discuss in a moment.

Just as with houses, it is for society, and the planners to whom society entrusts the task of providing whatever controls it is willing to accept, to decide how far the individual motor-car should be allowed to spread. Planners, as we have found, can do little more than indicate to society what alternatives to existing practices there are. They have shown up the imbecility of allowing little houses to be scattered everywhere, at the whim of the house-owner but to the detriment of the community and, as a result of the public beginning to accept their arguments, we are at last building more compactly and passing legislation that helps us to insist on everyone doing the same. The planners could, and should, also show up the imbecility of allowing free rein to the individual motor-car, so that society can take action. It cannot, however, act effectively until ordinary people understand what the fight is against. The trouble about the motor-car is that it has been elevated from a convenient piece of machinery into a social symbol, and we have thus let it get outside the system of control by means of which we normally ensure that our various machines are our servants not our masters.

We have lost any judgment about the relative value of motor-cars compared with the difficulties they create, because over several generations they have been built up as the yardstick of individual success and as the best creators of self-esteem, and have thus been given an inflated social and psychological value that has no connexion with their utility as transport machines. This has come about through several causes. One is the habit of regarding motor-cars as a symbol of prosperity. Another is pressure from the motor-car industry, which to keep itself prosperous has to persuade the public of the importance of not only owning a motor-car (or several motor-cars) but of getting a new model each year, with the result that, any way in America, the discarded motor-cars, the space they take up and the visual squalor they engender, are becoming almost as much a problem as parking the ones still in use. America, however, having space to spare, has hitherto been able to absorb this multiplication of motor-cars. Europe cannot, and the fact that it tries to do so is one of the most destructive examples of Europe's recent tendency to imitate American ways because of the glamour of American prosperity and because of its admiration for America's creative energy, whether American ways suit home conditions or not.

But there are deeper and more personal reasons than these for the all-pervading, uncritical, cult of motor-car ownership. The act of driving a car is one of the few outlets available to most people for their need to exercise personal power and assert their individuality; it is sometimes even an outlet for their sense of fantasy. Skill in driving and roadmanship, allied with the glamour of the superior vehicle, enable the ordinary person to express his innate sense of craftsmanship. Connoisseurship of cars and driving has indeed a mystique about it that is to some extent aesthetic in origin.

Of course some people enjoy driving, even when it's the same traffic-bound journey every day, but surely the need for an outlet for the personality such as driving provides could be provided in some other, less anti-social, way.

The obvious corollary to all this, and the process that would do most to bring about the desired result (though it would have to be accompanied by a psychological process of dispelling the glamour of the private motor-car) is the improvement and reglamorization of public transport. Public transport has been vulgarized and made squalid by bad conditions and obsolete equipment. If my parallel between housing and transport is accepted, not only do people have to be educated to prefer public transport in exactly the same way as they have to be educated out of their prejudices in favour of isolated villa ownership, but the process must compete with difficulties equivalent to the resistance to flats that was created by flats becoming associated with obsolete slumy tenements. Public transport suffers from the same associations. But this can be put right by showing how comfortable, efficient and glamorous it can be—and adventurous. There are no end of possibilities: the monorail is a typical example. And to experiment with them should appeal to the idealist in us, because the ultimate aim is one of social betterment, not one of social fragmentation like the improvement of individual motor-cars and the provision of more facilities for them.

The task must be to put across the idea that public transport provides the proper means of getting in and out of cities and...
Construction Contracts Show 24 Per Cent Gain Over 1957

Construction contracts in the United States in July totaled more than $3.6 billion, a gain of 24 per cent over the same month of 1957, according to F. W. Dodge Corporation.

The construction news and marketing firm reported that the past three months have been the highest in history, with June ranking first, July second, and May, third.

According to Dodge vice president and economist Dr. George Cline Smith, the July figures have several significant features.

“For the first time this year,” he said, “all three of the major branches of construction gained over the corresponding month of last year, and all the gains were substantial. The tremendous July total also helped overcome the weakness which was apparent at the beginning of the year, so that for the first time, in July, the year-to-date figure is ahead of the same period of 1957 by 3 per cent.

“Despite the recession earlier in the year,” Dr. Smith said, “contracts now seem to be well on their way toward a new record in 1958. The recovery continues to have a very broad base, with virtually everything except business spending for commercial and factory buildings going upward.

“Among the most buoyant forces in July contracts were schools, up 20 per cent above July, 1957; streets and highways, up 67 per cent; residential buildings, up 21 per cent; public utilities, up 35 per cent; public buildings, up 46 per cent; social and recreational buildings, up 34 per cent; religious buildings, up 22 per cent, and hospitals, up 8 per cent.

“Increases in apartment building contracts, up 44 per cent, continue to lead the residential spurt, but contracts for one- and two-family houses also rose in July by a substantial 26 per cent. The July contracts covered 211,023 dwelling units, a gain of 26 per cent over July, 1957, bringing the seven month total to 635,798, or 7 per cent ahead of the same period last year.”

According to the tabulations, which are based on Dodge Reports and supplemental sources, contracts for non-residential buildings in July totaled $1,076,034,000, a gain of 24 per cent over July, 1957.

Residential contracts amounted to $1,557,943,000, up 21 per cent from July of last year.

Heavy engineering contracts, at $973,579,000, were up 49 per cent from last July.

Total construction contracts for July amounted to $3,607,056,000, a gain of 24 per cent over last year.

Cumulative totals for the first seven months of 1958, with percentage changes from the corresponding period of last year, were: Non-residential, $6,572,077,000, down 5 per cent; residential, $8,057,400,000, up 4 per cent; heavy engineering, $5,740,077,000, up 1 per cent; total construction, $20,369,554,000, up 3 per cent.

SEPTEMBER, 1958

Final plans were formulated at the recent 3rd Annual Convention of the Lathing and Plastering Bureau of the United States and Canada for the publication of the industry’s new manual.

According to Bruce H. Morford, business manager of the Lathing and Plastering Bureau of Indianapolis, and Robert F. Bowman, the Bureau’s president, the manual’s objectives will be “to develop, for the first time, a single source of authoritative data on all important aspects of the products, ideas, systems, and methods of the lathing and plastering industry.

The first major project was to assemble data from available sources, such as published literature, unpublished technical material, knowledge of technical specialists, and trade practice in the field.

A literature survey was started for the purpose of compiling a bibliography which would rapidly expand existing information on file. A total of 2,300 such items were thus collected. After preliminary examination of all, 1,900 items of books, papers, articles, etc., were judged to be useful. In addition, it was found that 1,000 items of useful content were available in local university libraries and already in the files of John R. Diehl Associates, Princeton, New Jersey, architectural firm.

All the material had to be reviewed and that portion which was considered pertinent to the need of each phase of the proposed manual was extracted in abstract form. This, of course, had the value of reducing the tremendous mass of material to workable and usable size. As an indication of the value, 1,400 separate uses of the bibliography are represented in the writing done to date. Approximately 120 conferences or interviews with industry groups and individuals have been conducted. Included were architects, personnel of manufacturers, trade association executives, technical staff men, contractors, journeymen, etc. From this work, 48 specific reports have been prepared and much of the data thus obtained will become a part of the manual.

Perhaps the most significant single reaction to the work has been the increasing level of interest and enthusiasm which has been generated among architects and other industry factors.

Man in Hot Tin Box . . .

(Continued from page 12)

moving about inside them; not by the use of compulsion—measures like forbidding private cars to come nearer in than the suburbs would not work at present because they run too much contrary to popular desires—but by persuading people that organized transport, like organized anything else (from athletic competition to orchestral music) is that much further along the road to civilization than unorganized. It is no valid objection that it gets more and more difficult for public transport to pay its way. There are plenty of other public services that society as a whole has to provide for its members because they are considered necessary, even though they don’t balance their budget internally: the sewage system, for example, or the health service—to say nothing of the Royal Navy. It is a matter of balancing the cost of a good public transport system against the cost of all the wasted effort and wasted time that our present over-use of private transport creates. We don’t complain that the sewage system doesn’t make profits and that therefore we would be justified in dealing with sewage as individuals.

If public enthusiasm for public transport were engendered by such means, what a difference would immediately be shown in our towns and cities. Their street-pattern, on which their architectural character depends, and which is nowadays condemned as inadequate, would be found to be perfectly adequate; there would be no need to destroy and disrupt them by road-widening schemes or blast them open with new highways. The parking problem, with all its frustrations, would disappear. We would no longer need to view our town architecture across a foreground of vehicles.

The privately owned car would still of course have its place—for private journeys and especially for travel in the country; the equivalent of the country cottage. But the gregarious human being could surely—at least it is worth trying—be persuaded to make travel to work and about his cities (which are after all, an expression of his gregariousness) a co-operative effort, and take pleasure in doing so. Provision of the means of doing so would be far more worth while than expensive and unnecessary multi-storey and underground car-parks, which spread the very disease they are designed to cure. But let me repeat, this remedy cannot be forced on the community. In its present mood it would only interpret criticism of motor-car worship as an attempt to put the clock back. First of all the false glamour of the motor-car must be destroyed.

Perhaps the tide is already turning. There are signs that our failure to deal with the motor-car sensibly, and stop the havoc it is causing to the shapeliness, habituability and the very existence of our cities, is already causing people to question the validity of the assumption that all planning must make way for the motor-car instead of, sometimes, the motor-car for planning.

Mr. Lewis Mumford, writing recently in the New Yorker on the subject of the motor-car, suggested four necessary measures to prevent it from making city life first unendurable and finally impossible: improving public transportation within the city; re-planning both central and residential neighbourhoods to encourage pedestrian movement and restrict motor-car access; designing smaller cars and restricting the use of huge cars within the city; and relocating industry and business on the edge of the city to encourage cross-city traffic to take the place of the daily ebb and flow from outside.

These are all useful ideas, on which planners are already working with varying degrees of success. But unless the validity of multiplying privately owned motor-cars is itself questioned, their success will never amount to much. Mr. Mumford’s analysis implies this, although he does not draw the only possible conclusion (that the passion for having a private motor-car to play with is a form of social disease—or at least an irritant symptom of social disease) when he ends with the unavoidable statement that “the main issue is that the right to have access to every building in the city by private motor-car, in an age when every one possesses such a vehicle, is actually the right to destroy the city . . . our highway engineers in defiance of the lessons the past should have taught them, are butchering good urban law with reckless as the railroad builders did laying out their terminals and marshalling yards. But the notion that you can free the motor-car from all restrictions in the city without devastating the city’s living space is a delusion that will probably cause a lot more damage before it dies.”

But perhaps destroying the city is one of the things our time is content to do; perhaps the city is an out-of-date concept. One would be happier in accepting this if there were any signs of some other organism being evolved to replace it—something that would facilitate, not discourage, social contact—something that did not involve every member of society spending more and more of his life shut up by himself in hot tin box.
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