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the indiana architect

OFFICIAL JOURNAL OF THE INDIANA SOCIETY OF ARCHITECTS
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

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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.

Architects Advised How to Save On Mechanical System Costs

By RILEY SHUTTLEWORTH, Professional Engineer

What can an Architect do to reduce the first cost and the operating cost of the mechanical systems that go into his non-residential buildings? Or, in other words, how can he do a better job for his client with regard to mechanical design?

There are two general ways in which the Architect can accomplish this:

1. Design his buildings architecturally so as to require the least from their mechanical system.

2. See that his Engineer designs good quality mechanical systems that are low in first cost and inexpensive to operate.

The first of these methods is certainly available to every Architect, is not difficult to understand and apply; and is, in fact, applied to a considerable degree by many Architects. The second does involve greater understanding of mechanical systems and is more difficult to apply; but it is still well within the range of most Architects. Each Architect should build for himself a check list of items where savings can most often be affected; then he can check this list with his Engineer on each project. The items that follow later should be on such a list.

Here, first, are a few of the steps that can be taken architecturally to make possible the use of more economical mechanical systems:

A. Use adequate insulation. Gone is the day when insulation in outside walls was considered unsafe from the standpoint of moisture buildup. Surely this old bogey is finally returned to the dust where it belongs. Why, then, do we continue building walls which consist only of an 8" or 12" masonry backup, stone or brick veneer and usually very little else except perhaps furred plaster or paneling. Even with light weight aggregate block this is a poor wall from a heat loss standpoint—no better, really, than the old uninsulated wood frame wall now almost completely departed from the residential scene. Adequate wall and roof insulation can almost always be fully justified by a reduction in mechanical system initial cost which is equal to the insulation cost. The prime benefit is a better building, and a more comfortable building which costs less to operate. Storm sash or other forms of double glass are, of course, one type of insulation, and what goes for wall and roof insulation also applies to double glass—you can usually justify the cost. Unfortunately the range of applications of double glass is much more limited; but walls and roof can almost always be properly insulated.

B. Ample Space for Ducts. The last ten years have seen a tremendous increase in the use of high velocity duct systems for air conditioning; and it may seem to all of us that this is the pattern of the future. But don't

forget that the last ten years have seen also a tremendous increase in the use of low velocity systems. High velocity systems have their place, and the writer has used them to good advantage; their cost is about equal, usually, to that of a comparable low velocity system—sometimes even less. But, oh, the operating cost!!

Consider the case of a certain air conditioning system, installed a few years ago, which required 22,500 cfm of air circulation. The high velocity system which was installed required its fan motor to develop 27.5 brake horsepower; had it been designed for low velocity, the power requirement would have been 12 brake horsepower. This fan runs 20 hours per day, except in very mild weather, and with the smaller motor would have consumed perhaps \$2,000 per year less electricity. \$2,000 is 6 per cent of \$33,300; which is the amount that could have been justifiably spent to provide space for the larger, low velocity ducts. At \$1.50 to \$2.00 per cubic foot, only a fraction of this amount would have been required. So, be sure of your figures before you design a building that requires high velocity ducts; but if you are sure, go ahead.

C. Eliminate Ducts Where Possible. Sheet metal ductwork is really expensive today, and there are often ways to greatly reduce the amount of ductwork in a building. For example, a pipe shaft containing a toilet exhaust duct can often be sealed airtight and the shaft itself used for a duct—thus eliminating the sheet metal duct.

When air conditioning is used, most of the return air duct system can often be eliminated if the Architect will take the few steps necessary to make ceiling furred spaces available for air return.

Now, here is a list of ways in which an Engineer can reduce mechanical system costs. These are all items which an Architect can check on when discussing the overall mechanical design with his Engineer:

A. Open Specifications where possible. In many cases your Engineer may feel that a certain manufacturer's equipment is particularly applicable or necessary to a certain job. In such case, a tight specification is justifiable. This might involve such basic equipment as refrigerating machines, water chiller packages, certain types of boilers, plumbing fixtures, pumps, etc. But such mundane items, which so often represent most of the job cost, as grilles, registers, diffusers, air

filters, traps, valves, radiation, piping, sheet metal, dampers, and so on ad infinitum, can certainly be specified in an open manner. Then a competitive situation will result which will hold costs to a minimum.

B. Use Hot Water Heating Systems—Especially HTHW (high temperature) Systems. Where some form of "wet" heat is indicated, use hot water heat rather than steam unless some unusual condition exists. Hot water systems are less expensive; and in general, do a better, quieter job. This is especially true of medium temperature (300°F.) and high temperature (450°F.) systems. Even in a medium temperature system, pipe sizes (cross sectional areas) may be only one-third as great as in a steam or conventional low temperature water system. The same ratio applies to pump capacities, valves, etc. There is nothing mysterious or even new about a high or medium temperature water heating system; one or the other will probably be applicable to any "wet" heat building you are designing—and it will save your client money.

C. Heat Pumps. In a building requiring cooling in summer as well as heating in winter, a heat pump system can probably reduce initial cost appreciably. This is true since the refrigeration compressors required for air conditioning can be used to provide heat in winter. As a result, the boilers, burners, fuel storage facilities, chimney, radiation, piping, pumps, etc., which normally would be used for heating are eliminated. Operating costs of a good heat pump system are comparable to conventional heating system operating costs. However, beware of the packaged "air-to-air" heat pumps now being so vigorously sold, with coefficients of performance (C.O.P.) of 2.5 or less; they are no bargain. A good heat pump system should have a C.O.P. of 4 or better. Check this before you decide on any heat pump system.

D. Use Packaged Equipment. Today, there is discernable in the mechanical field an ever quickening trend to packaging of the more complex parts of the mechanical systems. Boilers, air conditioners, water chillers and sewage treatment units are a few of these. Such packages represent a mighty good deal for the Owner, where they are applicable, since they embody the finest in coordinated design, they focus the responsibility of a large number of components onto the manufacturer, they permit more precise application of manufactured equipment to the field requirements, and they do save money.

E. It may, unfortunately, be said that some, not many but some, engineers do specify, in a more or less routine manner, that certain pipe lines, conduits etc. are to be painted, or insulated when such is not necessary. Why should a pipe line that is to be run concealed above a furred ceiling be painted? Rarely is that necessary from the standpoint of corrosion; almost never is it

(Continued on Page 17)

Indiana Architectural Firms Are Among Nation's Top 100

In a survey covering what it calls the four "building decision-makers," Architectural Forum, national architectural publication, has listed the first 100 leaders in the nation in architects, engineers, contractors, and clients.

Four Indiana firms, including two members of the Indiana Society of Architects, are listed in the top 100 of their respective classifications.

Vonnegut, Wright & Porteous, Inc., Indianapolis, and Walter Scholer & Associates, Lafayette, were listed as 72nd and 100th, respectively. According to Forum, Vonnegut, Wright & Porteous, with 26 employees, listed an estimated \$25 million of "construction put in place" for 1958. Walter Scholer & Associates, with 32 employees, reported \$13 million.

In the "biggest customer" category, the Eli Lilly Co., Indianapolis, lists an estimated \$9,011,000 spent on building outlays, according to Forum. It ranked 54th in the nation.

Of the nation's 100 biggest general building contractors, the firm of Huber, Hunt & Nichols, in Indianapolis, ranks 14th, according to Forum. The firm reports an estimated \$25 million worth of construction put in place in 1958.

Following are excerpts from conclusions drawn by Architectural Forum on the magazine's recent survey concerning architects. It is printed here with special permission granted by Architectural Forum:

"Nearly one-tenth of all the new construction in the U. S. last year was accounted for by just 100 architectural and architectural-engineering firms. That is the finding of a unique Forum survey which confirms that while architecture is primarily an art, it is also a business that is stamped indelibly with the American cachet of bigness. The 100 firms . . . were responsible for a mammoth \$4.4 billion of new construction in 1957, or 9.1 per cent of the total \$48.5 billion that was spent on new building of all kinds. Yet these firms represented only 1 per cent of the estimated 9,800 architectural offices in the country.

"Forum's ranking, which is the first ever to apply a financial gauge to architectural firms, is derived from questionnaires to 270 leading volume architects. The list is not intended as a guide to the best qualified architects although many are, of course, represented. In this list, to a lesser degree than in any other list in this series, can top ranking by volume be equated with influence and quality. First, it is axiomatic that "genius never gets paid": the genius architect gets no higher fee than his fellow professionals, including the duds; nor does the talented designer necessarily compensate through added volume, because he is likely to hold his own volume down. Second, a listing such as this

can be based only on the dollar volume of new construction put in place that is claimed by the various firms. More meaningful data of actual fees received for architectural work done are impossible to get. Therefore firms whose work lies heavily in speculative building, an area of low fees and quick repetitive design, rub shoulders in the rankings with firms that work primarily on high-fee, meticulously conceived, institutional buildings. Further, it is likely that not all firms which qualify for the list are included. Apart from the possibility that some offices have been overlooked, 13 firms refused to cooperate in the survey. And of these at least four—Pereira & Luckman, Edward D. Stone, Walter Butler Co., and Graham, Anderson, Probst & White—probably rank among the top 100.

"By far the biggest firm to appear on the list is Detroit's Giffels & Rossetti. Its \$250 million of construction put in place last year was almost two-thirds greater than the \$150.7 million of second-ranking Skidmore, Owings & Merrill and the \$150 million of Daniel, Mann, Johnson & Mendenhall.

"The directory also shows that:

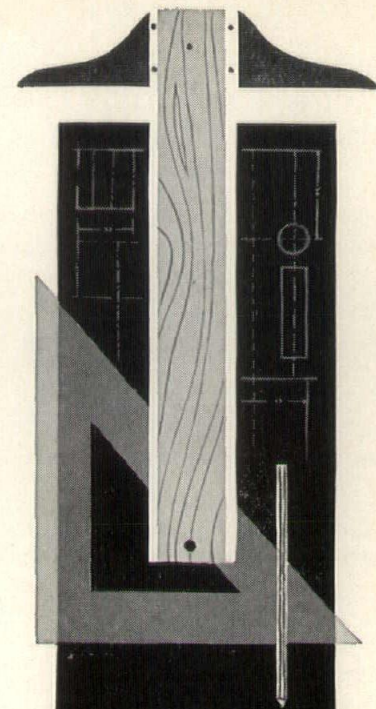
"Ten firms individually handled more than \$100 million of construction in 1957; another 18 from \$50 to \$100 million; and 29 others from \$25 to \$50 million.

"Based on number of employees, the largest individual firm is Skidmore, Owings & Merrill, with a staff of 1,066. Others in the top ten, on an employee basis: Giffels & Rossetti (850), Voorhees, Walker, Smith & Smith (550), Daniel, Mann, Johnson & Mendenhall (480), Welton Becket (427), Ellerbe & Co. (290), Holabird & Root & Burgee (290), Albert Kahn Associated Architects & Engineers (290), Smith, Hinchman & Grylls (287), and Albert C. Martin (264). There are wide divergencies in ratio of staff size to volume of construction handled: In the extreme case one firm showed an amount of construction per staff member 13 times as high as the ratio in another firm doing comparable volume.

"Forty-eight firms, or nearly half of those listed, are located in just five cities—New York (20), Los Angeles (9), Chicago (8), Detroit (6), and Philadelphia (5).

"Of the total \$4.4 billion of construction represented by the 100 firms, about one-fifth is industrial building, a fifth is office building, and another fifth educational building. Hospital and institutional construction represents about 13 per cent of the total, while

(Continued on Page 17)



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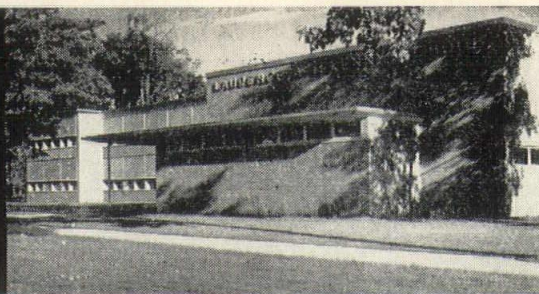
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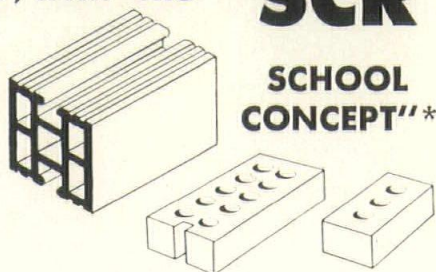
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New Church Film Prepared by A.I.A.

A new full-color, semi-animated film on church architecture is now available to state chapters. Latest in the series of films produced as public relations tools for A.I.A. chapters, "A Place to Worship" is designed to explain to lay groups the architect's role in the design and execution of religious structures.

The film runs 13½ minutes and is for use in 16mm sound projectors. In addition to serving as the basis for a program before a church building committee or other non-architectural organization, it is suitable for local public service programming on TV, either alone or in conjunction with a panel discussion or interview.

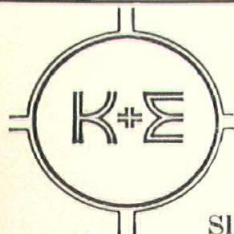
This is the third in the series produced for the Institute by its public relations counsel. Also available at this time are "What is a House?" and "A School for Johnny." In preparation for release later is "Buildings for Business."

The first two films have had and are continuing to enjoy good reception when presented by A.I.A. chapters. In fact, John Flowers, Executive Director of the Texas Society of Architects, credits the school film with swinging passage of a school bond issue in a Texas community. Many chapters have purchased the films, shown them widely in their areas to diverse groups and have featured them in chapter booths at expositions, home shows, state fairs and the like.

Purchase price of each film is \$65. In addition a rental service is maintained by the A.I.A. Library whereby each film may be borrowed for showing at a fee of \$5. Orders for purchase or requests for rentals should be directed to the Library at Institute headquarters.

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Construction Contracts Up Sharply; Residential Work in Biggest Gain

Sparked by large increases in housing and heavy engineering, construction contracts in October rose to a new record for the month, 27 per cent ahead of October, 1957, F. W. Dodge Corporation reveals.

Dodge vice president and economist Dr. George Cline Smith reported that October was the sixth successive month in which contracts have set new monthly records, and that the six months together were by far the highest such period in history.

October contracts in the United States totalled \$3,309,024,000. This was the first time any October had passed the \$3 billion mark.

The biggest increase over last year, in dollar terms, occurred in residential contracts. These totalled \$1,595,041 in October, up \$430,000,000, or 37 per cent, above October, 1957. Most of this dollar increase occurred in single family homes, although the percentage increase in apartment building contracts was much greater.

Dwelling units put under contract in October totalled 123,553, up 38 per cent from a year ago. Here, again, Dr. Smith reported, single family homes accounted for the bulk of the increase, but apartment units increased much more sharply in percentage terms.

"Emphasis on apartments has been steadily increasing for the past two years," Dr. Smith said. "In 1956, only 10 per cent of all the units under contract were in apartments. In 1957, the proportion rose to 14 per cent, and in the first ten months of this year it reached 17 per cent."

The greatest percentage increase among the three major categories of construction, according to the Dodge data, occurred in heavy engineering. The October total for this group was \$759,190,000, up 41 per cent from last year. As in other recent months, Dr. Smith reported, highways and electric power projects produced most of the increase.

Contracts for non-residential building in October were \$954,793,000, up 5 per cent from October, 1957. The principal increases occurred in commercial buildings, public buildings, churches, and social and recreational buildings; these were partially offset by declines in other groups, with the sharpest decrease in manufacturing buildings.

Cumulative totals for the first ten months of 1958, with percentage changes from the corresponding period of 1957, are as follows: Nonresidential building, \$9,452,320,000, down 3 per cent; residential building, \$12,534,797,000, up 10 per cent; heavy engineering, \$8,292,729,000, up 23 per cent; total construction, \$30,279,846,000, up 9 per cent.

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A.I.A. Sets Theme for Annual Convention in June

"Architectural Design" is the theme selected for 1959 A.I.A. Convention to be held in New Orleans, June 22-26, it has been announced by the Octagon. Convention headquarters will be the Roosevelt Hotel, and leading architects from the United States and abroad have been invited to appear on the program.

The following dates and cities were approved for future Conventions: 1960 Convention, San Francisco, April 18-23; 1961 Convention, Philadelphia, April 23-28; 1962 Convention, Dallas; 1963 Convention, Miami; 1964 Convention, St. Louis.

Dates Announced for WAL's Monthly Meetings

Fourteen members of the Women's Architectural League met at John Herron Art Institute November 21 for a tour of the museum conducted by Mr. David G. Carter, Curator of Art. A coffee hour and brief business meeting followed.

The next four meetings of the League will be on the first Monday of the months of January, February, March and May. The final meeting and election of officers will be on the same day as the Indiana Society annual meeting.

The January 5th meeting will be at the Oscar Erikson's and will feature a talk on "Stained Glass in Modern Churches." The February 2nd meeting will be the annual Valentine Card Party and luncheon at the Richard Lennox home. On March 2, the group will be at the Richard Zimmerly's; program to be announced later. The May 4th meeting will be the Guest Day Tea at the Roll McLaughlins.

Members will be notified of meetings by postcard and asked to make reservations.

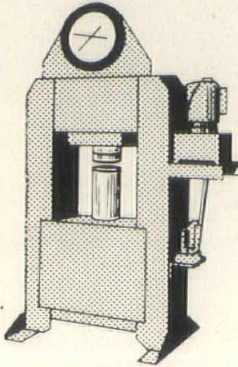
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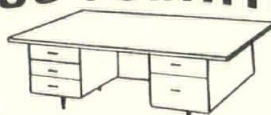
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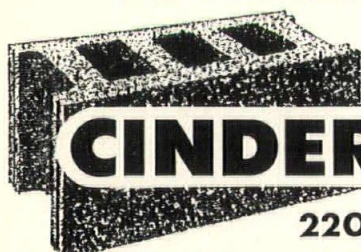
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New Rules Announced For Memorial Award

The American Institute of Architects has announced a new set of regulations for the annual \$25,000 R. S. Reynolds Memorial Award for significant use of aluminum in architecture.

These new rules increase the emphasis on the creative and architectural value of the structure selected to receive the Reynolds Award.

"This international award is conferred annually on an architect who has designed a significant work of architecture, in the creation of which aluminum has been an important contributing factor," Edmund R. Purves, Executive Director of the AIA said.

Prime consideration will be given to the creative value of the architect's contribution to the use of aluminum and its potential influence on the architecture of our times, Mr. Purves explained.

Under the new regulations, an architect may be nominated for the Reynolds Award by anyone—including himself or his firm. Nomination forms can be obtained from the AIA in Washington, D. C. (1735 New York Avenue, N. W.)

The Reynolds Award Jury selected by the AIA will give preference to works of architecture completed during the last three years. But the Jury may acknowledge earlier work if it desires, Mr. Purves said.

The Award, which may be given for any type of structure, was established two years ago by Reynolds Metals Company in memory of the founder, R. S. Reynolds, Sr. It is administered by The American Institute of Architects.

In addition to the \$25,000 honorary payment, the recipient also receives an appropriate sculptured piece specially created by a prominent contemporary artist.

Seven Belgian architects won the 1958 Reynolds Award for the Transportation Pavilion at the Brussels World's Fair. The sculpture they received was designed by Jose de Rivera.

Three Spanish architects, who received the 1957 Reynolds Award for a building in Barcelona, were presented an emblem sculptured by Theodore Roszak.

The AIA said nominations for the 1959 Reynolds Award would be accepted until February 2, 1959.

Architects practicing in any nation are eligible. Membership in a professional society is not required.

Programs giving details of the Award will be sent by the AIA to each one of the 12,560 members of the Institute as well as to foreign architectural societies. Nomination forms are included with the programs.

The Award with the honorarium and the sculptured piece will be formally presented at the annual convention of the AIA in the summer of 1959.

DECEMBER, 1958

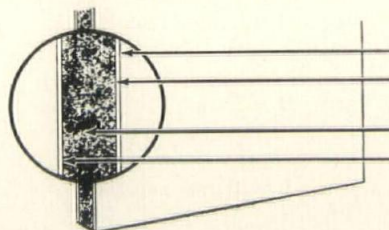
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New Building Code Released by MwCBO

The latest in model building codes, the Modern Standard Building Code, has been developed by the Midwest Conference of Building Officials and has just been released in bound book form, it is announced by John V. Gallagher, executive director of the organization.

The new code is the result of more than two years effort by MwCBO's Building Code Committee, and was recently approved by the membership of the group at their annual convention in Des Moines, Iowa. Arthur H. Kuhlmann, building commissioner of University City, Missouri, served as chairman of the committee.

The Modern Standard Building Code is reported to be of performance type in character, with requirements minimum to safe and sound construction. Its provisions, contained in 490 pages of 10 articles and 72 chapters, cover the construction of buildings of all types and occupancies. The use of new developments in materials and techniques of construction methods are permitted, subject to approval of the administrator.

In form the Modern Standard Building Code differs from the usual code, with all specific provisions contained under the occupancy chapter to which they apply, making for ease of administration and interpretation. An evident lack of "exceptions and references," the bug-a-boo of most codes, has caused the document to be tagged "The Positive Code."

The Modern Standard Building Code will be subject to constant and continuing action toward maintenance to current and up-to-date trends of building construction through the Code Changes procedure of the sponsoring organization. Supplements of changes to its provisions will be issued annually, as enacted and approved, with a re-issue of the document scheduled for each third year.

The use of materials or products not specifically provided for in the code may be submitted by the manufacturer for examination and consideration of MwCBO's Research Committee under a material approvals procedure, toward determination of compliance to the intent of the code under performance standards.

The new code is made available by the sponsoring group to all governmental agencies for consideration toward adoption without obligation. Copies of the code in any quantity are available for purchase from the sponsoring organization at \$6.00 per copy to non-members, and with a discount for quantity orders. Write Midwest Conference of Building Officials, Office of Executive Director, 205 West Wacker Drive, Chicago 6, Illinois.

The President Speaks . . .

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

We are reminded again and again at this time of the year that we are a fortunate people. Our country was founded upon the principle of freedom of worship and speech and of public assembly. Here we have the opportunity of organizing in professional, recreational, working, political, religious, and other groups as we may desire, as long as we do not advocate the overthrow of our government by force.



MR. BETTS

The Indiana Society of

Architects is an organized professional group. We have the opportunity and privilege of determining our own officers, policies, and procedures. Because of this there are many points of view re-

garding our organization, dues structure, policies, and future program. We all have the right to our own opinions and to express those opinions. During the past few months I have received many. During the next few months we will be formulating new policies and programs and making an effort to satisfy the largest percentage of our membership. You will be hearing more about these ideas as we move along.

We are probably more concerned at this time of the year about our fellow man than at any other time. Regardless of our religious faith, we recognize that without the birth of Christ our country and our freedoms, as we know them, would be non-existent. We are so often unconcerned about people around us and yet because we do have our freedoms it is our responsibility to look after the needs of others. We, as individuals, too easily let our governmental agencies look after the needs of the man next door. It is our responsibility, even more our privilege, to say a kind word, give a helping hand or lend an attentive ear to the needs of others. Let the spirit of Christ be in each of us as we celebrate His birth.

**NO OTHER PUBLICATION
— LOCAL, STATE, OR NA-
TIONAL — COVERS THE IM-
PORTANT BUILDING INDUS-
TRY FIELD IN INDIANA AS
EXTENSIVELY AS THE IN-
DIANA ARCHITECT.**

indianapolis section entertains . . .

The Indianapolis Section, ISA, combined food, music, and brought the girls along to their November meeting in the Marott Hotel. Among those attending the gala dinner-dance were this happy trio at right: Miss Betty Edington, Don Clark, and Howard L. White.



Shown at left, relaxing between dances, are, left to right, Harry E. Hunter, Miss Jean Wells, and Mrs. H. Roll McLaughlin.

At right are Mrs. Joe McGuire, Mrs. John Parrish, and John Parrish.



I.S.A. Calendar of Coming Events

DATE	TYPE OF MEETING	LOCATION
Friday, Jan. 9	Executive Board	Indianapolis
Friday, Feb. 13	Executive Board	Indianapolis
Friday, March 6	Executive Board	Indianapolis
Friday and Saturday, April 10 and 11	General Meeting and Executive Board	South Bend
April 24 and 25	Great Lakes Regional Meeting	Ann Arbor
Friday, May 1	Executive Board	Indianapolis
Friday and Saturday, June 12 and 13	Annual Meeting and Honor Awards Exhibit	Indianapolis
June 22 through 26	A.I.A. Convention	New Orleans, La.

Indiana Construction Up 28% Over 1957

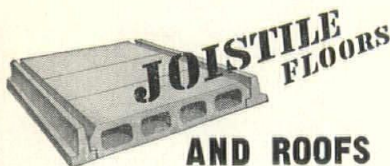
Contracts for future construction in Indiana amounted to \$75,014,000 in October, an increase of 28 per cent from October 1957, F. W. Dodge Corp., has reported.

According to Dodge figures, a breakdown of contracts by the major building categories in October, compared to the like month in 1957, showed: non-residential at \$17,090,000, down 39 per cent; residential at \$31,023,000, up 19 per cent; and heavy engineering at \$26,901,000, up substantially.

The cumulative total of contracts for the first ten months of 1958 amounted to \$648,398,000, down nine per cent from the like 1957 period. Cumulative total of contracts in the major construction categories showed: non-residential at \$242,436,000, down 21 per cent; residential at \$231,262,000, down 15 per cent; and heavy engineering at \$174,700,000, up 32 per cent.

The Indiana Architect is always interested in publishing the best work of state architects. If any Indiana registered architect wishes his work published, he should send an 8 by 10 black and white glossy print, either a photo of the work or a rendering. It should be accompanied with descriptive matter such as location, function, time of completion, estimated cost, area, materials used, etc. All data should be name stamped and dated. The magazine reserves the right to accept or reject any material submitted.

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Function of Office Public Relations Explained by A.I.A. Counselor

By ROBERT R. DENNY

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

(EDITOR'S NOTE: The following is another article on public relations which 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, but of equal interest and value to any professional firm and organization. The author is Public Relations Counselor for the American Institute of Architects.)

Public relations on the national level embraces staff and committee activity devoted to the elevation of professional competence; liaison with government, business groups and allied associations; and production of materials for the state societies, chapters and A.I.A. members.

On the regional level, it may be defined operationally as an instrument for two-way communication within the profession and, of course, as a vehicle to attract public attention through conventions. Public relations for the state organization ordinarily concerns itself with registration, legislation, and the activities which these matters suggest.

For the chapter, public relations means community action whose targets are the public at large as well as specific groups within the community.

To the individual firm, public relations means professional competence and the promotion of the firm. Since the former is the preoccupation and objective of every national A.I.A. committee and the Octagon itself, we propose here to concentrate upon the latter—the matter of promoting the services and merits of the individual office.

In order to obtain a sampling of views and account of activity in this important field, we recently sent a questionnaire to seven successful architectural firms located in various parts of the country. The answers were quite interesting and provide information on what is being done and can be done to attract public attention to the firm.

We asked these questions: Does your firm maintain what you believe to be a good public relations program? What does it consist of? Do you retain professional counsel? If not, who handles it for the firm? Do you have a brochure? Do you send releases, photographs, renderings, etc., to the newspapers in your community? Do you write articles for other types of publications? Do you belong to community service and civic organizations? (If so, please name them.) On the average, how many speeches, appearances, etc., do you make before public groups in your community? Do you support speeches with visual props? Is your firm's office a good showcase of design? What should the average firm do, in your opinion, to strengthen its position in public relations?

Here is a box score on the answers:

... Four firms reported they conduct what they consider to be a good public relations program. One is in the process of building a good program. One reports negatively.

... All seven handle public relations with-

out outside counsel. However, one plans to hire professional help.

... Three report that firm principals supervise the program. Two have staff publications directors.

... Four send releases, photographs, renderings, etc., regularly to community newspapers. One does so irregularly. Two do not; one reports his firm should do it.

... Four regularly prepare articles for professional and trade magazines in various fields. Three do not; one reports his firm should do so.

... All seven see to it that at least one of the firm's principals is active in community civic and service groups. (One reports that "five members of our firm belong to Rotary, Kiwanis, Optimists, Lions, and the Chamber of Commerce.")

... All seven make speeches before community groups. One speaks on the average of twice a month. Two speak once per month. Three average a speech every two months. One speaks once or twice a year. In their speeches, five use visual props.

... Four consider their offices to be good showcases of design. One says his office is designed to provide the feeling of a "lively workshop." Two report their offices are poor in appearance, but one reports he is planning to move into excellent new quarters.

... Five of the seven agree that the most important ingredients of good public relations for the architectural firm consist of competent work and regular participation in community affairs. One says simply that the average firm can strengthen its community position if it will "get its feet off the desk."

Asked for general comments, respondent "A," a successful Philadelphia architect, exhibits a firm grasp of public relations principles and operation:

"The staff organization," he says, "must be such that the principals have ample time for contact with the public. Press relations should be the major responsibility of one member of the staff, who should see that the firm's achievements, both in building, awards, and professional activities, are made known to the public.

"The firm should work with the local A.I.A. chapter to establish certain principles (i.e.,

recognition of the architect in news about buildings) and to plan chapter activities that will draw public attention. In our public relations work, we try always to focus on the client himself, who is the best potential salesman of our services."

Some illuminating answers were given to the question about participation in community affairs. Architect "B", a successful practitioner in Little Rock, Arkansas, reports that he serves as a director of both the Chamber of Commerce and the Community Cultural Center, and is president of the Citizens' Planning Association of Pulaski County.

Architect "C", who with his partner heads a large Los Angeles firm, reports:

"The firm belongs to such organizations as the Chamber of Commerce, Greater Los Angeles Plans, Inc., the All Year Club, the Symphony Association, etc. In addition, I am completing my third year as a vice president and member of the board of directors of the Symphony Association, and my second year as president of A.I.D.-United Givers, which is the charitable organization in southern California. Last year, we raised seven million dollars for the various charities."

At this juncture, more than one of our readers will stop and say, "This is all very well, but my firm is small and there just isn't enough available man-power to do all that."

A justifiable comment—up to a point. The seven firms which were surveyed range in size from five persons to several hundred. Yet all participate in community affairs. The architect who speaks most often to community groups is one of two principals in a firm of modest size. This same architect maintains his firm's promotional program, as he says, "through the primary efforts of myself by personal contact, participation in politics, etc., and by providing really good service and personnel."

Concerning his publicity and literature merchandising efforts, he says: "We used to have a stock brochure. We abandoned it because it didn't fully meet our needs. Now we maintain a photo file and compile information on our buildings. We bind the material into a brochure for special cases. We regularly send photographs, renderings and information on our projects to area newspapers, particularly where we're active. They have space and they'll run practically any photo and article we send them."

Quite often, the apparent—or imagined—intricacies of press relations serve as a sort of mental obstacle which prevents the firm from getting its share of newspaper publicity. (The December issue of the Journal carried our story on publicity procedures, which, although aimed primarily at the chapter, has application to the individual office.)

Several points may bear repetition and amplification. The two most common comments we hear from members on this subject

(Continued on Page 18)

Home Fashions League Plans Panel January 7

With a theme of "Target: Total Design," a luncheon panel discussion will be jointly presented by the Home Fashions League of Illinois and the Chicago chapter of the American Institute of Architects at the Sheraton Hotel on January 7.

Better coordination between all phases of design that go into a home will be discussed by a panel of experts: Alden B. Dow, architect, Midland, Michigan; Melanie Kahane, interior decorator, New York City; Ken White, industrial designer, Westwood, New Jersey; Jens Risom, furniture designer, New York City; and Gena Thames, Home Furnishings specialist, Rutgers University, representing the consumer. Publicist Alfred Auerbach will serve as moderator.

John N. Richards, national president of the American Institute of Architects, will keynote the program.

The luncheon is open to the public, but advance reservations are required. They may be made before January 5 by mail or phone to the Home Fashions League, 35 E. Wacker Drive, Chicago 1, Illinois; ANdover 3-5696. Price, \$4.75 per person.

LETTERS to the EDITOR

Editor
The Indiana Architect

Dear Sir,

The policy of the Indiana State Board of Registration for Architects which specifies that renewal certificate fees be paid for either by certified check or money order seems to have caused no end of unfavorable comment, including opinions expressed in your publication. First, let me give you some background information.

Following a recent review by the State Board of Accounts the above policy was specified as a requirement to the Board of Registration for Architects for certificate renewal fees. The reviewing board was questioned regarding this requirement and the Registration Board was informed that all State Licensing Boards were being set up in the same manner. For instance, it is understood that the Registration Board for Engineers were given the same requirement; the secretary became ill and his replacement un-

knowingly sent out renewal forms as previously prescribed.

The Registration Board for Architects complied as instructed and a chain reaction of indignation started throughout the state claiming "discrimination," "exasperation," "monkey business," etc. Telephone calls, resolutions, personal letters, and cartoons have followed in rapid order criticizing the Board for distrustful action. Such was not the case. However, the Board does apologize and does agree with all comments that have been made. With all this ammunition at hand for a good firm stand, the reviewing members of the State Board of Accounts were contacted for reconsideration. As a result, we are happy to say at this time that with the backing and the concern of the architects of Indiana, the Registration Board shall continue as in previous years. In other words, personal checks will be accepted for renewal fees until such time as the Registration Board is forced to capitulate.

W. L. FORD, A.I.A., Chairman
State Board of Registration for
Architects.

* * * *

Editor
The Indiana Architect

Dear Sir,

Here is a paragraph that may be of interest to architects. It's from Vitruvius, Book VII, on "the decoration of dining rooms":

"The Greek method of making floors for use in winter dining rooms may not be unworthy of one's notice, as being very inexpensive and yet serviceable. An excavation is made below the level of the dining room to a depth of about two feet, and, after the ground has been rammed down, the mass of broken stones or the pounded burnt brick is spread on, at such an inclination that it can find vents in the drain. Next, having filled in with charcoal compactly trodden down, a mortar mixed of gravel, lime, and ashes is spread on to a depth of half of a foot. The surface having been made true to rule and level, and smoothed off with whetstone, gives the look of a black pavement. Hence, at their dinner parties, whatever is poured out of the cups or spirted from the mouth, no sooner falls than it dries up, and the servants who wait there do not catch cold from that kind of floor, although they may go barefoot."

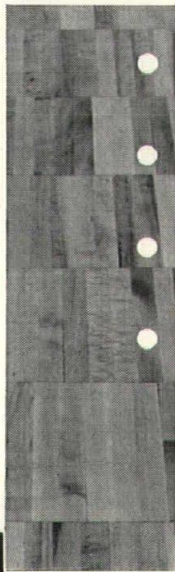
—JULIET PEDDLE, A.I.A.
Terre Haute.

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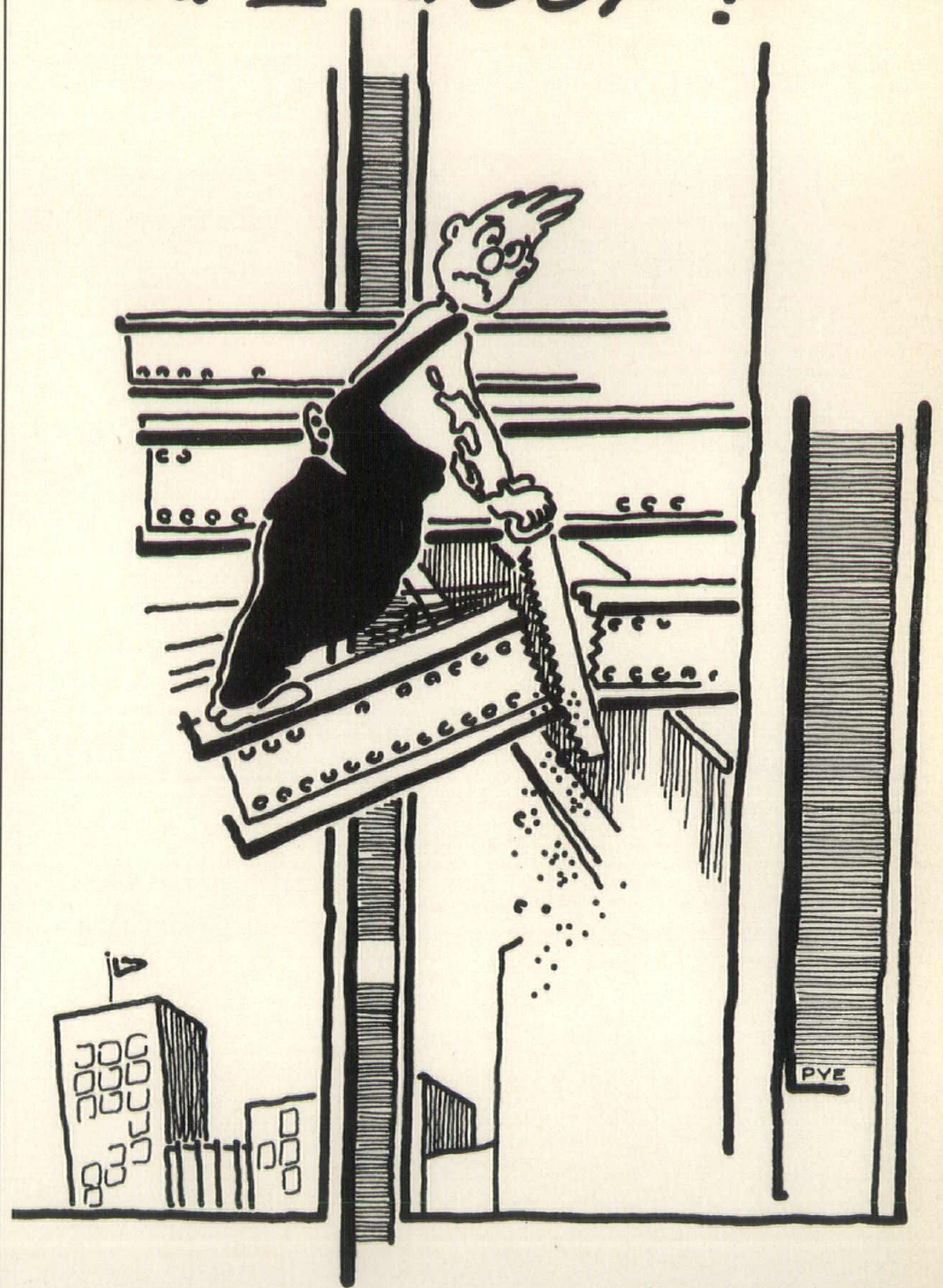
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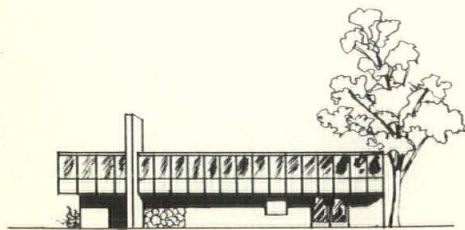
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Recommended Reading . . .

HISTORIC CHURCHES OF THE UNITED STATES. By Robert C. Broderick. Published by Wilfred Funk, Inc., 153 E. 24th St., New York, N. Y. 257 pp. 6" x 9". Illus. \$3.95.

HOUSING CODES, THE KEY TO HOUSING CONSERVATION. (Three volumes.) Published by New York State Division of Housing, 270 Broadway, New York 7, N. Y. Free.

SUMMER AIR CONDITIONING. By Seichi Konzo, J. Raymond Carroll, and Harlan D. Bareither. Published by Windsor Press, 200 E. Ontario St., Chicago, Ill. 554 pp. 6" x 9". Illus. \$7.50.

THE BUILDING OF TVA. An Illustrated History. By John H. Kyle. Published by Louisiana State University Press, Baton Rouge 3, Louisiana. 162 pp. 7 1/2" x 10 1/2". \$7.50.

PRODUCTS OF STAINLESS STEEL FOR ARCHTECTS AND BUILDERS. Published by the American Iron & Steel Institute, 150 E. 42nd St., New York 17, N. Y. 45 pp. Illus. Free.

ACOUSTICS, NOISE AND BUILDINGS. By P. H. Parkin and H. R. Humphreys. Published by Frederick A. Praeger, Inc., 15 W.

Priesshoff Promoted at Holliday Steel Warehouse

Philip H. Priesshoff, 1208 North Riley Avenue, has been appointed Manager of Inside Sales for Holliday Steel Warehouse, Jones & Laughlin Steel Warehouse Division, 545 West McCarty Street, Indianapolis.

Mr. Priesshoff has been with Holliday for 23 years during which time he has gained wide experience as an outside sales representative as well as an outstanding inside salesman of steel and aluminum products and industrial supplies. He was the recipient of a National Sales Executive Council Award for distinguished salesmen in 1956.

He is a native of Indianapolis, a graduate of Cathedral High School, is married, and has one daughter.

47th St., New York, N. Y. 331 pp. 6" x 10" Illus. \$15.00.

GAUDI. In photographs by Joaquin Gomis. Published by George Wittenborn Inc., 1018 Madison Ave., New York 21, N. Y. 76 pp. 8 1/4" x 8 1/4". Illus. \$5.75.

MASTERS OF MODERN ARCHITECTURE By John Peter. Published by George Braziller Inc., 215 Fourth Ave., New York 3, N. Y. 230 pp. 10" x 13". Illus. \$15.00.

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THE INDIANA ARCHITECT

Architects Advised How to Save On Mechanical System Costs

(Continued from Page 4)

necessary for reasons of appearance. Yet, often such lines are painted. Again, why should a cold water line running through a crawl space be insulated? It is so bad for that line to sweat and drip onto the crawl space floor? Usually it is not; but such lines are usually covered. Many, many times heating lines which run through crawl spaces could be left uninsulated with no unfavorable result; in fact, the often favorable feature of warmer, more comfortable floors could be the result. Surely, it is within the province of the Architect to ask if perhaps this is not so.

F. Ventilation. Air for ventilation is usually an item of appreciable expense. It must be circulated, filtered, distributed, fresh air must be heated or cooled; and in the process much money is spent to meet first costs and the much greater operating costs which must be borne for the life of the building.

One method of curtaining these costs is to use odor absorbing equipment, such as activated charcoal, which makes possible the re-use of vitiated air. Another method involves the use of a device known as a "Thermo-O-Wheel," which transfers heat or cooling effect from exhausted air to fresh incoming air. This can to a surprising extent reduce the load on heating and cooling equipment.

G. Plumbing. Opportunities for saving costs on plumbing systems are more limited, but still there are some opportunities. As mentioned, packaged sewage disposal units may provide a reasonably priced answer to an otherwise very expensive situation.

Cast iron pipe, while one of our oldest

Indiana Architectural Firms Are Among Nation's Top 100

(Continued from Page 5)

a varied assortment of 'other' building makes up a remaining 29 per cent.

"Of 95 firms which made specific estimates of their work for 1958, as well as for 1957, 52 expect to do more work this year than last. Of the rest, 30 feel their volume will decrease, while 13 foresee no change. In the main, the 1958 figures indicate that there is likely to be considerable shuffling in the rankings of the top 100 from year to year (for instance, if estimates hold, Daniel, Mann, Johnson & Mendenhall will be the No. 1 firm in 1958, while Skidmore will not even appear among the top ten in volume). However, the list as a whole is certain to be more stable than that of the architects' 100 biggest clients."

building materials, is being used more and more to replace the more expensive galvanized steel, wrought iron or copper pipe for plumbing drain lines, vent lines, downspouts and swimming pool piping. The answer here is the use of threaded, "iron pipe size" cast iron pipes and fittings, which provide all the permanence of cast iron without the bulkiness of the bell and spigot or mechanical gland type joint.

The foregoing is not by any means an exhaustive treatment of the subject of possible cost savings in mechanical systems; but it does point out a few of the more promising avenues of approach which any Architect may take in arriving at the very worthwhile goal of more reasonably priced mechanical systems for his client.

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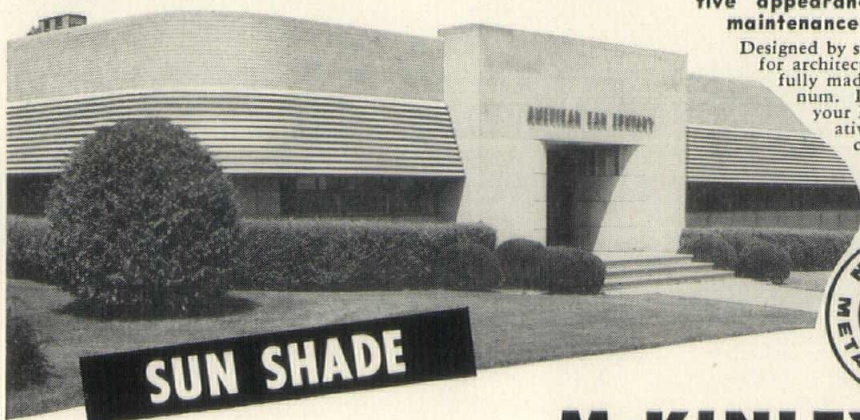
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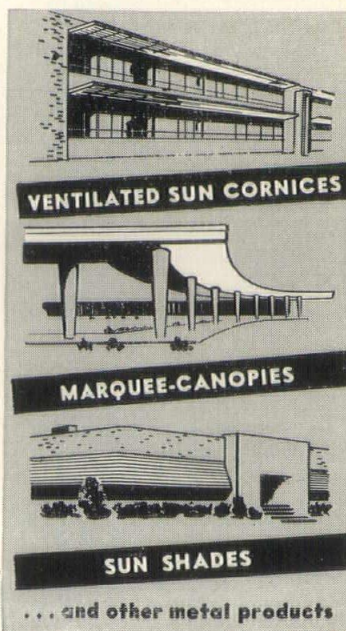
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Function of Public Relations

(Continued from Page 13)

are (1) "We can't seem to get our names in the captions of our pictures and renderings," and (2) "The newspaper won't publish our material because we don't advertise."

To provide authoritative answers to these comments, we recently taped interviews on the subject with four editors—Sidney Epstein, of the Washington (D. C.) Evening Star; Abe Mellinkoff, of the San Francisco Chronicle; Glenn Fowler, of the New York Times; and William Davey, of the Greenville (S. C.) Piedmont.

There was marked similarity in the answers given to a set of questions concerning press relations for architects. First, to dispell one myth, all four said flatly that they were not interested in having architects as advertisers; as editorial people, they weren't interested in the subject of advertising at all. All they want, they said, is newsworthy information. The Star editor went so far as to say that pressure from the newspaper's advertising department is viewed with such disfavor by the editorial department that, on the infrequent occasions when it occurs, "the release winds up in the wastebasket."

The four editors said they would welcome information about new building projects in their communities. A phone call and/or letter to the city editor (or building page editor, if it seems appropriate) will almost always be enough to get the editorial staff working on the story, they said. Then, if the project appears to the editor to be newsworthy, the architect can be told what information and visual material are needed; an interview may be requested, or the architect may be asked to "write up" the facts about the project and mail it in. The editors asked for information about any kind of project which encompasses unusual design or construction features; new uses of materials; new ideas of function, etc. Office buildings were singled out as especially interesting to the newspapers. Also mentioned, were churches, banks, industrial plants, and public buildings of all types. The editors expressed interest in the architectural design of houses and several called attention to the design awards programs in their cities.

Here were some other tips offered by the editors:

Always identify the photos and renderings which you send editors by affixing a caption that gives the name and address of your firm. Don't depend upon the lettering in the corner of the rendering to do it for you. When the rendering is reduced to newspaper "cut" size, the name will be illegible. Don't try to "force" identification of your project of copyrighting the art. It will only reduce the probability of publication. Do not write on the back of the print. It will probably damage it so that it can't be used. Tape or paste a typed caption to the bottom of the art. Unless you're an awfully good photog-

rapher, have your pictures taken by a professional photographer and send the newspapers 8x10 glossy prints. An edited, 31-minute master tape was made of the editors' comments. If your chapter requests it, the Octagon will give you a copy for \$5.00.

Let's explore a few more uses for pictures:

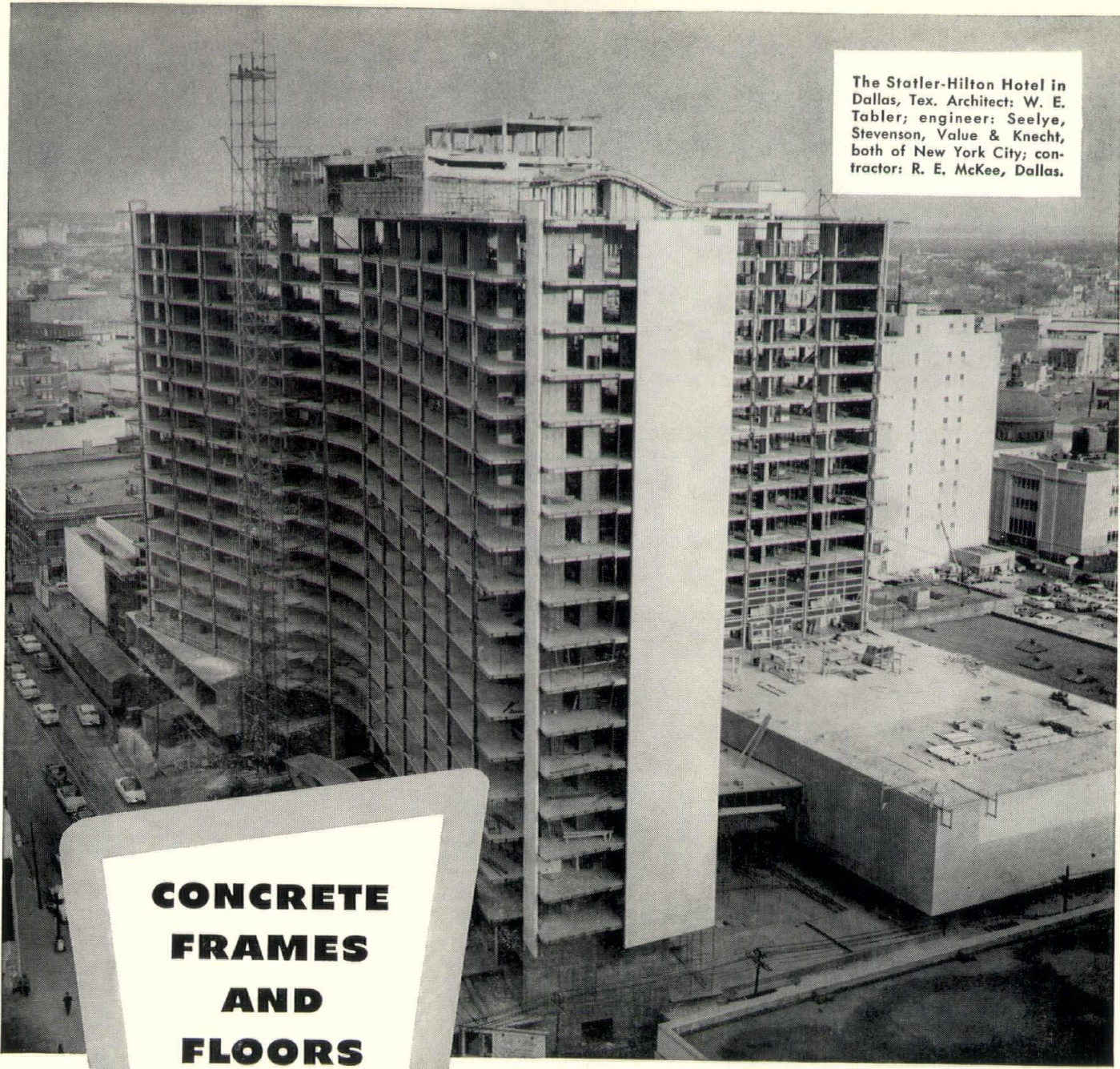
If you're proud of your new building, have several extra prints made and offer them to trade magazines in the appropriate fields. If you've done a good school, you might cover not only the local newspapers and the State school administrators' publication, but also The Nation's Schools and School Executive magazine. The same applies to publications interested in hospitals, industrial plants, and other specific building types. If you do not know which magazines serve the various "vertical" fields and how to get in touch with them, you can write to the R. H. Bacon & Co., 14 E. Jackson Blvd., Chicago 4, Ill. The company publishes Bacon's Publicity Checker, which contains in several handily-assembled categories the names and addresses of some 3,000 publications serving 100 different markets. The handbook costs about \$25.

If you think you have a really worthy project, have some good color photos made and offer them to the architectural magazines. True, publication in a professional magazine won't get you a commission. But you can obtain reprints of the article and send them to your clients and any prospects and business friends with whom you have had previous acquaintance. This is entirely within the bounds of professional ethics. You can also make slides from your color photos and so build up, through similar attention to other projects, an entertaining visual presentation for use in talks before public groups.

One opportunity which architects often ignore is that of offering aid to building owners, realtors, and, sometimes, builders in disseminating publicity on building projects.

When an architect has designed and produced renderings of an apartment house, let us say, he should keep in mind that both the owner and realtor will be extremely interested in developing publicity so that the units can be rented as quickly as possible. Often, the realtor will send out releases on his own. He can send out a better release, and the architect will not be ignored, if the latter takes the trouble to offer the realtor an explanation of the design for publicity purposes.

If you stop to think about it, nearly every client has an interest in getting publicity on his building. The pastor would like publicity on his church, not only because he is proud of it, but because he naturally wants to keep the church in the eyes and minds of the congregation. The banker wants publicity on his new branch bank because he wants more customers. The university would like attention because it depends upon donations from alumni, and so on.



The Statler-Hilton Hotel in Dallas, Tex. Architect: W. E. Tabler; engineer: Seelye, Stevenson, Value & Knecht, both of New York City; contractor: R. E. McKee, Dallas.

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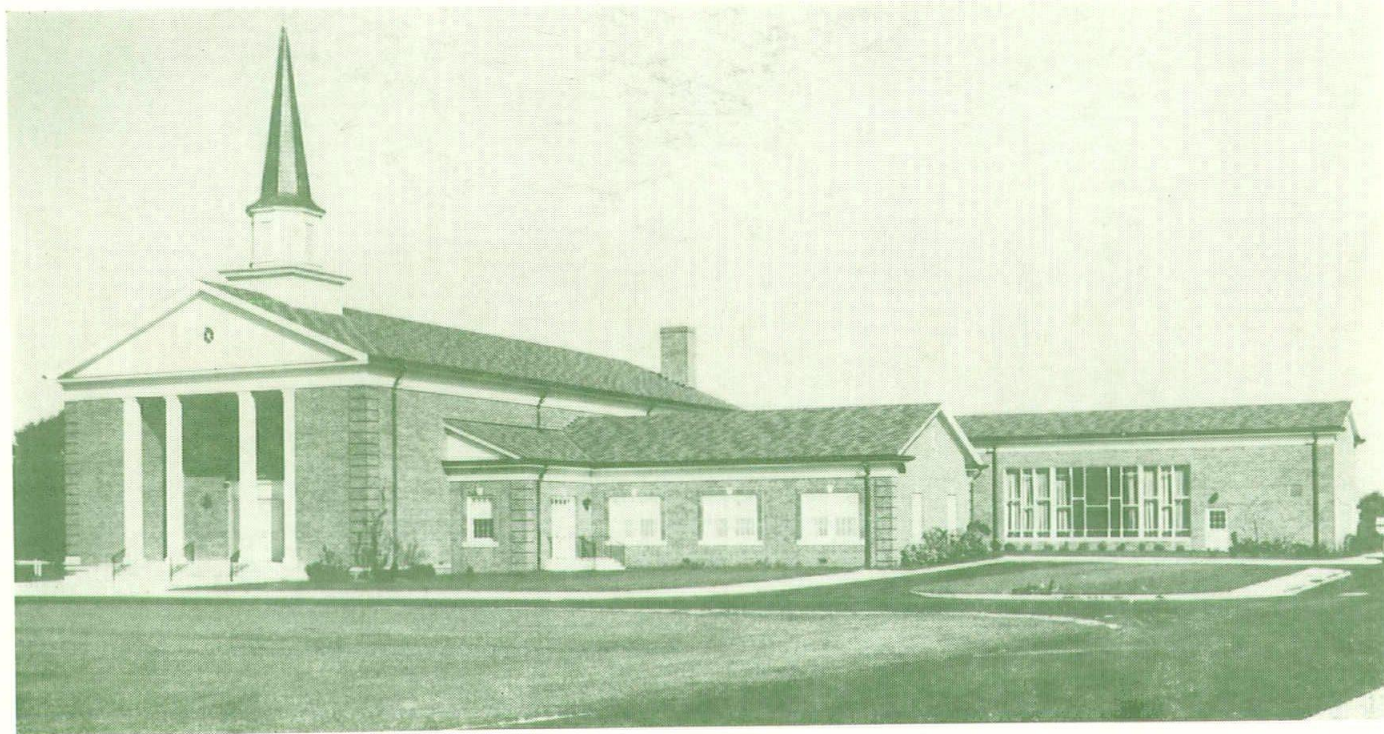
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