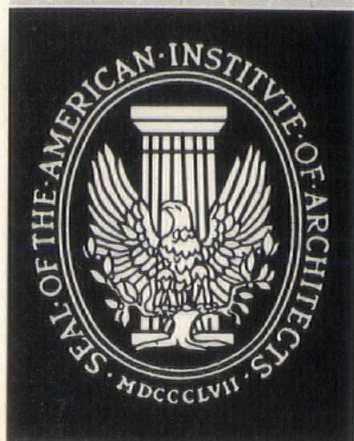


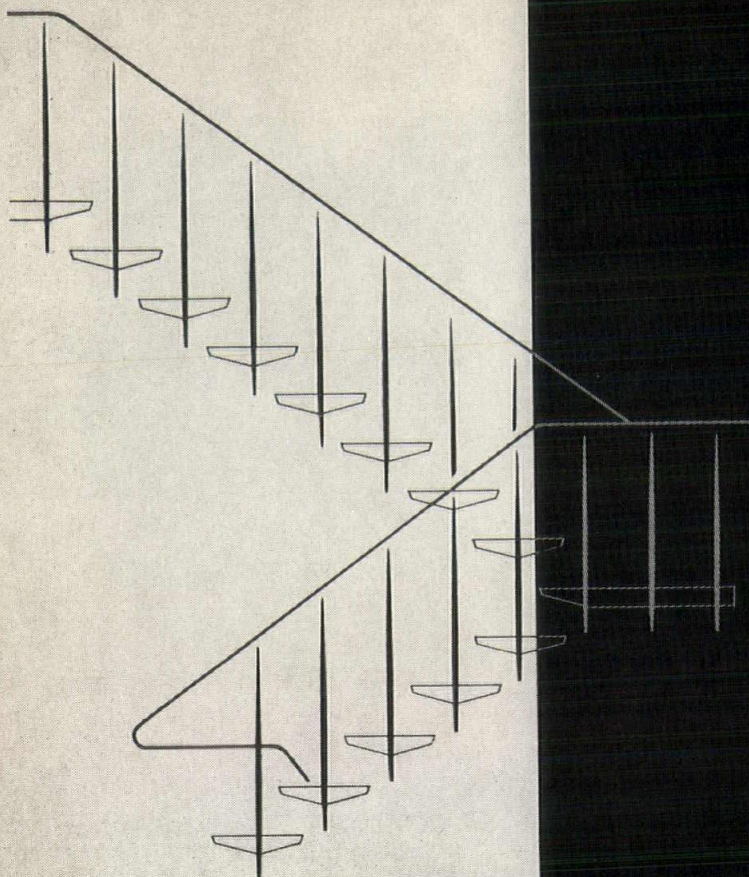
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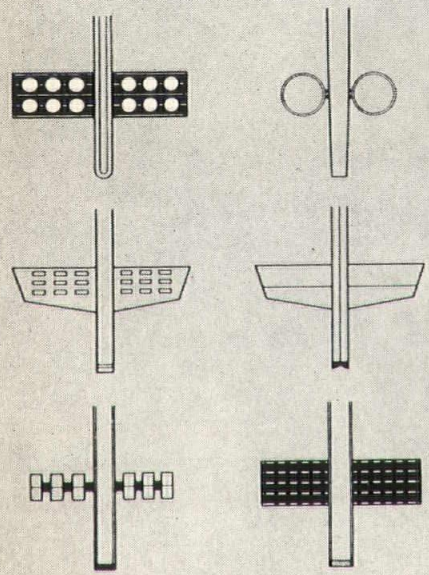
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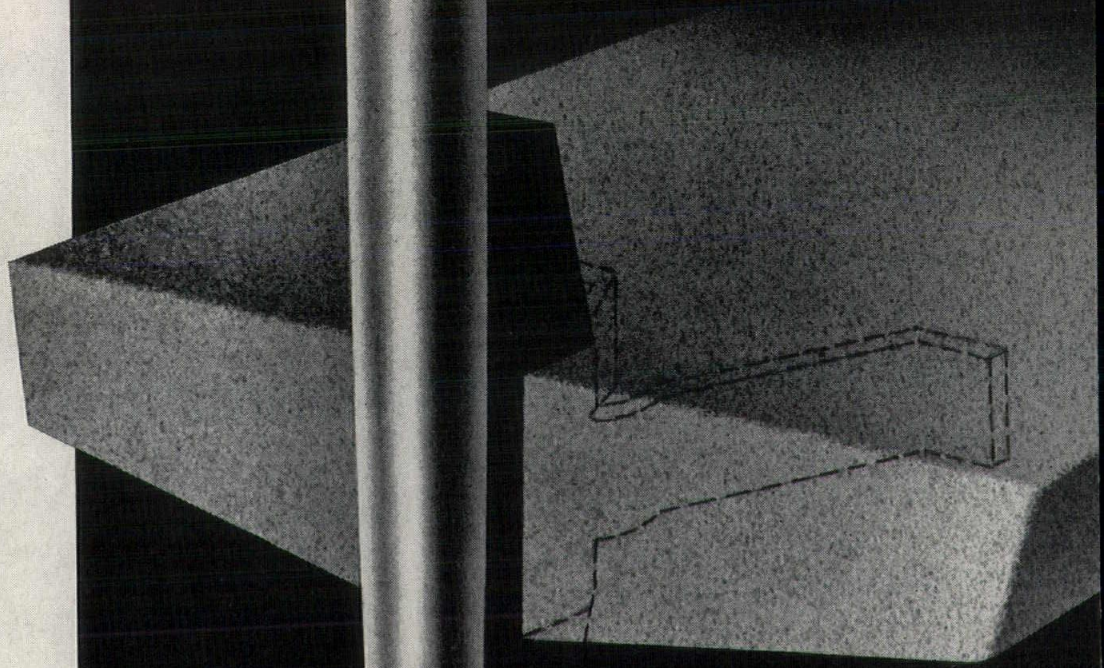




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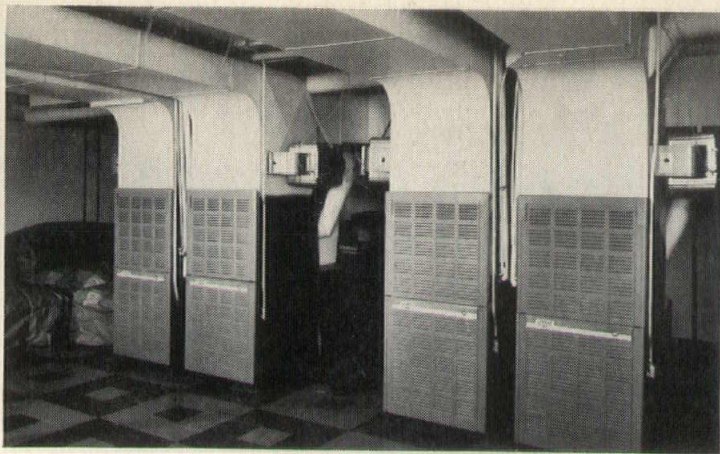
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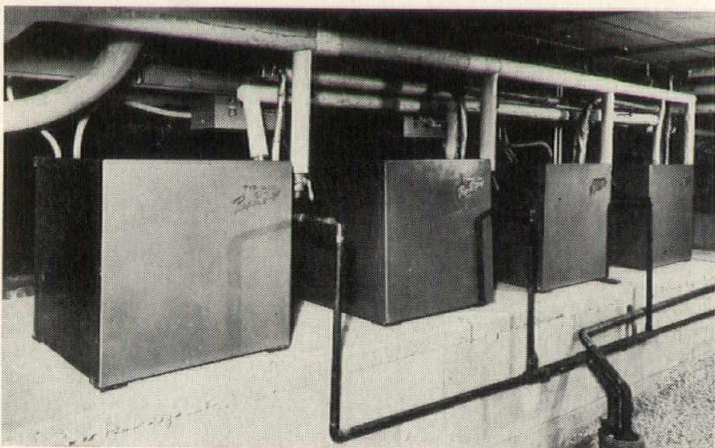
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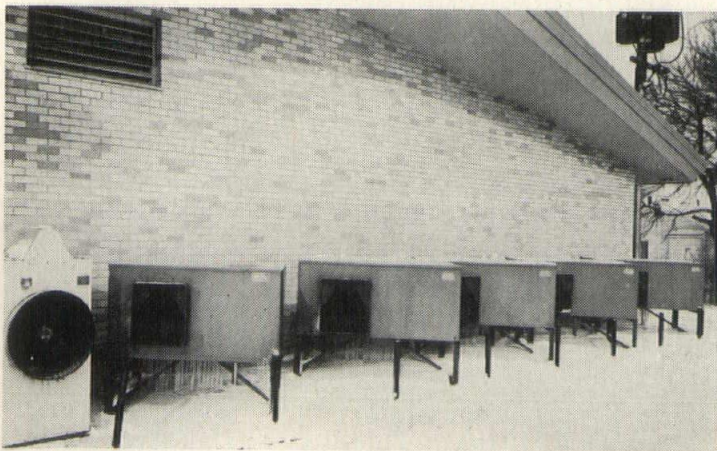
*Colonial Chapel, Inc., South Bend, Indiana
Supervising Architect: Joseph Mathews, A.E., A.I.A.*

FUNERAL HOME—These four packaged units take up little space in the basement of this funeral home. Four separate electric heat pumps were used to provide flexible operation, and operating costs have proved this to be a most economical arrangement. If only one section of the funeral home is being used, that is the only area which is heated or cooled.



*The Brotherhood Mutual Life Insurance Company, Fort Wayne, Indiana,
Oris O. Eash, A.I.A., Associates: Harry Rish, P.E., and William Cook, Architect*

INSURANCE COMPANY—Eighteen water-to-water-type electric heat pumps heat and cool 33,000 square feet of usable floor space in this insurance company's home office building. Executive offices have individual thermostats, while the general offices feature zone control for year-round comfort.



*Holly's Roseland, Inc., South Bend, Indiana
Van Dongen & Raymer, A.I.A.*

RESTAURANT—Diners here will always be comfortable, thanks to these electric heat pumps. And maintenance problems are virtually non-existent because there are fewer moving parts to break down or cause trouble.

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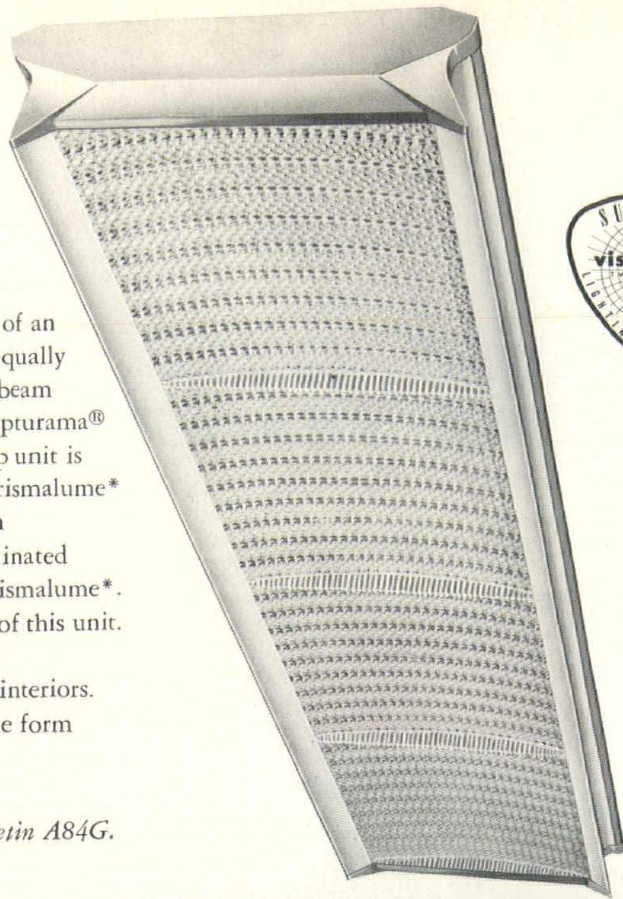
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ISA ANNUAL CONVENTION

Washington Hotel

Indianapolis

May 19, 20, 21, 1960

The 1960 Annual Convention of the Indiana Society of Architects will open on Thursday, April 19, 1960, with the annual Producers' Council Golf Outing and close with a special outing to the Indianapolis "500" Mile Speedway where qualifications for the Memorial Day classic will be in progress.

Scene of this year's convention again will be the Washington Hotel in Indianapolis, where last year's highly successful convention was staged. And again this year the Indiana Chapter of the Producers' Council is cooperating with the ISA in the program and entertainment of the Annual Convention.

Always a highlight of the architectural calendar, the Annual P.C. Golf Outing will be an all-day affair followed by a cocktail hour and banquet at Hillcrest Country Club in Indianapolis. ISA members will be the guests of the Indiana Chapter, Producers' Council, at this outing while their wives are enjoying a special get-together at the home of ISA Associate member Calvin Hamilton.

Friday morning, April 20th, the convention's attention will turn to specification writing at the special Specification Seminar at the Washington Hotel. Speakers will include members of the Producer's Council and the Construction Industry Specification Institute.

On Friday afternoon, a discussion of the Ethics and Practice of Architecture will be held. Mr. Linn Smith, AIA, Great Lakes Regional AIA Director, will be the speaker.

Friday evening, ISA members and wives will be the guests of Hugh J. Baker and Company, Indianapolis, for cocktails.

The Indiana Society's Annual Banquet and Dance also will be held Friday evening, with dress optional. Speaker at the banquet will be Mr. James A. Eldridge, publicity director of the Indianapolis office of The Bobbs-Merrill Company, Inc., publishers.

Mr. Eldridge is an outstanding after-dinner speaker, basing his remarks on the insight of twenty years spent as a student of public affairs. His career includes successful endeavors as a newspaperman (as a member of the editorial staff of The Indianapolis

News), lecturer (holding the John Winant Lecture Fellowship in Great Britain), diplomacy (working with the United Nations), foreign correspondent, writer and publicist.

The annual business meeting of the Indiana Society will be held Saturday morning, May 21st, at the Washington Hotel, starting at 9:00 A.M., Indianapolis time. A report to the membership will be made at that time on the progress of the Indiana Society since the sweeping changes in structure and operation were incorporated at last year's Annual Convention.

The final activity of the 1960 Convention will be an excursion to the Indianapolis "500" Mile Speedway to watch qualifications for the famous Memorial Day Race. Special buses will provide transportation between the Washington Hotel and the Speedway track, and box lunches will be served.

Plans for this year's convention are under the direction of the ISA Program Committee, Dick Zimmerly, chairman, working in cooperation with the ISA-PC Joint Committee. Mr. Zimmerly has announced that first notice of the convention will be mailed to the ISA membership in the near future, and that a considerable discount will be extended to those members making their reservations in advance. It is the hope of the committee that the price of convention tickets will be held low enough for every ISA member to participate.

Additional details will be announced in future issues.



INDIANA ARCHITECT

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

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EXPANDING HORIZONS

AIA Convention
San Francisco, California
April 18-22, 1960

For architecture, as the art of environmental design, to continue as the channel through which progress and human betterment are given valid physical form, architects must keep pace with major trends in fields other than those with which they are directly familiar. They must extend their horizons to include new knowledge, to recognize ideas and forces which influence individuals and social groups alike. They must become aware of technologies other than their own, since it is they who will in time be called upon to interpret these intangibles in functioning entity and in esthetic concept.

Thus, "Expanding Horizons," the theme of the 1960 San Francisco Convention of the American Institute of Architects, answers the challenge of a new decade full of promise and opportunity, but demanding an ever-increasing knowledge of fields beyond architecture.

Helping architects keep pace with this changing world will be several of the world's outstanding authorities in the fields of progress and human betterment:

J. ROBERT OPPENHEIMER, the director and a professor of physics at the Institute of Advanced Study at Princeton, New Jersey, since 1947; war-time director of the Los Alamos Scientific Laboratory in New Mexico; and, from 1946 to 1952 chairman of the General Advisory Committee to the U. S. Atomic Energy Commission.

WENDELL BELL, associate professor of Sociology and Anthropology at the University of California; author of "People of the City," "Social Area Analysis" and a large number of articles on urban sociology and other city problems.

C. NORTHCOTE PARKINSON, a British historian and student of government, currently lecturing in this country, who is the author of a recent world-wide bestseller "Parkinson's Law," a satiric but penetrating analysis of spreading bureaucracy in this age of overmanagement and the organization man.

MORTON WHITE, head of the philosophy department at Harvard University and author of a number of well-known books such as "Social Thought in America," "The Age

of Analysis," and "Toward Reunion in Philosophy."

Following each of these speakers will be a panel of three architects who will relate the remarks of the speakers to the problems and practice of architecture.

On the business side of the Convention, the proposed revisions to the structure of the Institute will be presented to the delegates for adoption, the yearly awards and honors of the A.I.A. will be presented, the Investiture of Honorary Fellows to the newly-elected Fellows (including Mr. Walter Scholer, Sr., F.A.I.A., of Lafayette), and the election of Institute officers.

For the ladies, there will be a fashion show, tours of the San Francisco area featuring outstanding examples of school, church, residential and commercial and industrial architecture, and a variety of programs arranged by the host Chapter. Two formal affairs will highlight the evening program, the Annual Dinner on April 21st, and the Annual Black and White Symphony Ball, most important of the San Francisco society events.

The five-day convention opens Monday, April 18th with registration, Producers' Council meeting and luncheon, and other specialized affairs. The regular program will get underway on Tuesday morning, April 19th, and will close Friday evening, April 22nd.

(NOTE: All ISA Members planning to attend the 1960 AIA Convention are requested to notify the Society office at their earliest convenience so proper delegate credentials can be issued.)



The Phoenix above was designed by ERNEST BORN, FAIA, of the Northern California Chapter, AIA. The Phoenix is the mythical bird which was consumed by fire and rose in youthful freshness from the ashes. It has long been a symbol of San Francisco, which rose from the ashes of a series of disastrous fires in the mid 1800's, and again after the great earthquake and fire of 1906.

PLAN NOW TO ATTEND
THE I.S.A. ANNUAL CONVENTION
MAY 19, 20 & 21, 1960
Hotel Washington, Indianapolis

Walter Scholer, Sr., Elevated to Fellow



WALTER SCHOLER, F.A.I.A.

Mr. Walter Scholer, Sr., well-known and outstanding Lafayette architect, has received the highest honor bestowed by the American Institute of Architects, the elevation to honorary rank of Fellow.

This honor was accorded Mr. Scholer for his notable contribution to the profession in the field of public service, according to an announcement made at the Octagon in Washington, D. C.

Best known of the buildings designed by Mr. Scholer is the Purdue University Music Hall, acclaimed by many performers as the finest auditorium in the country. Many other Purdue buildings also were designed by Mr. Scholer, as well as buildings on the Wabash College campus in Crawfordsville, and office buildings and residences throughout the State.

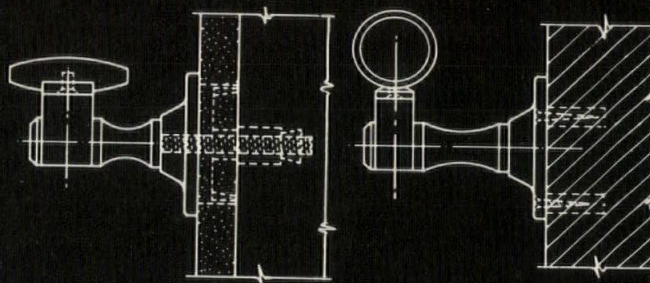
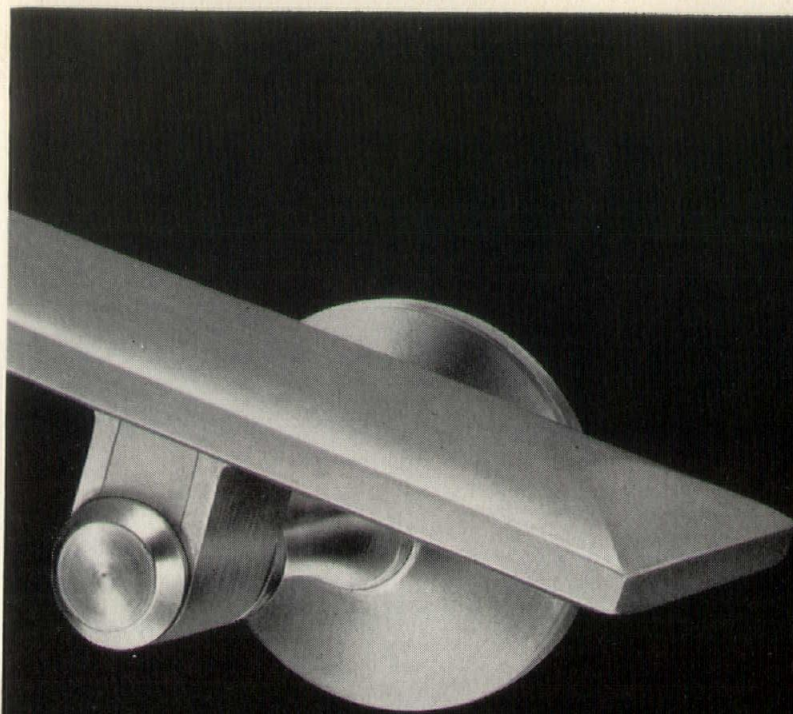
A member of the A.I.A. and the Indiana Society since 1927, Mr. Scholer has held every office in the I.S.A., including president, and has been instrumental in building a strong and active state chapter.

In addition, he has for many years been a member of the Indiana State Architectural Registration Board and has materially aided in maintaining consistently high standards of practice for the architectural profession.

One of 43 architects in the country being elevated this year, Mr. Scholer formally will receive the honor on April 19th, at a special ceremony during the A.I.A. National Convention in San Francisco.

The Indiana Society now has six living Fellows, three of them elevated within the last two years. These are Edward D. Pierre, Indianapolis, George Caleb Wright, Indianapolis, Warren D. Miller, Terre Haute, Raymond S. Kastendieck, Gary, Merrit Harrison, Indianapolis, and Mr. Scholer of Lafayette.

MARCH, 1960



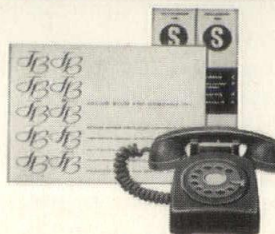
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FRANK CANTWELL HONORED



The Indianapolis District, Indiana Society of Architects, and the Indiana Chapter, Producers' Council, jointly paid tribute to Mr. J. Frank Cantwell, originator and for thirty-four years Managing Director of the Indianapolis Home Show. Mr. Cantwell was honored at the annual Producers' Council Home Show luncheon for architects for his years of service to the architectural profession and construction industry of Indiana and the nation.

P. C. President Charles Edmonds (left) and Indianapolis District President Fran Schroeder, AIA, (left), presented Mr. Cantwell with an Argus slide projector in appreciation of his service.

Although retired as Home Show Director, Mr. Cantwell will continue to serve as Secretary of the local Producers' Council chapter.

Guide to Permissive Publicity and Advertising Practice

NOTICE: The chart below originally appeared in the December, 1959, issue of THE INDIANA ARCHITECT. Due to an unfortunate and regrettable editorial mistake, a basic error was present in this chart in many of the publications.

	Newspaper and Magazine Publicity	Radio and Television Publicity	Newspaper, Magazine, and Television Advertising
By the individual architect	May furnish material concerning participation in building projects but may not stimulate self-laudatory, exaggerated or misleading publicity.	May participate in radio and TV programs as part of chapter, region or national AIA activity. May participate as individual Architect if the program is in the best interest of the profession.	May participate where an endorsement by the individual Architect is not required; the participation is not to the detriment of the Architects... where advertisements pay tribute to the profession. Photographs of architects may not be used in advertising material except when special permission has been obtained from the Institute. May not use space (or time) in own interest or in interest of architectural firm. May not advertise in special editions or
By AIA Chapter and Region	May initiate newspaper and magazine publicity in the public interest and for the good of the profession. May encourage the use of Architect credits in newspapers by diplomatic press relations.	May participate in radio and TV programs to better explain the profession.	May participate in interest of public. May purchase space or time in any medium if the advertisement is in the interest of the region or entire profession. May purchase space in special editions and magazines if there is no identification of Architects or firms.

WILBUR FOSTER ACCEPTS GOLD TROWEL

One of the last photographs of Mr. C. Wilbur Foster, AIA, taken before his untimely death last month was on the occasion of his acceptance of the Lathing & Plastering Bureau's Gold Trowel Award.

Mr. Foster's firm, C. Wilbur Foster & Associates, received the award for the most outstanding use of lath and plaster in a building completed in Indiana during 1959. Mr. Foster (left) accepted the award from Bruce H. Morford, business manager of the Lathing and Plastering Bureau.

The winning entry was the newly-completed First Baptist Church, 86th Street and College Avenue, in Indianapolis.

Edward D. Pierre and Associates, architects for the Our Lady of Fatima Council, Knights of Columbus Hall, and Fleck, Quebe & Reid Associates, architects for Elementary School 92, also received Merit Awards for outstanding use of lath and plaster in 1959.



For Members of the American Institute of Architects

You are requested to refrain from using the previous chart as an official guide to proper rules of professional conduct, and to substitute in its place the corrected guide printed below.

	Brochures, Pamphlets, Reprints, Etc.	Speeches and Panel Discussions	Displays and Convention Booths
the product ... where of fellow mmercials)	May produce a brochure or pamphlet covering facts about the firm and can use this medium in discussions with potential clients, provided: It is produced at the architect's own expense; contains no advertisements; contains no exaggerated or self-laudatory statements; its distribution is limited to persons with whom the architect has had previous personal or professional contact or is used in conjunction with an interview.	May speak to public service, community and educational groups to better explain the profession but not to advertise his own professional availability.	May rent or buy and maintain booth space at conventions or association meetings making such space available. The display should, however, be in keeping with the general standards of conduct of the architectural profession. A display by a Chapter, Region or the AIA precludes displays by individual members, however.
d in adver- mission has t purchase of the ar- on or archi- ms.			
profession. ve mediums chapter, re-	May produce brochures, pamphlets, etc., for purpose of enlightening public about the services of an Architect and the value of the profession.	May through a Speakers' Bureau participate for the express purpose of better explaining the profession to the public.	May rent or buy and maintain booth space at conventions or association meetings making such space available. Display must be in the public interest and for the good of the profession and must not make identification of individual Architects or firms.
newspapers f individual			

C. WILBUR FOSTER

Mr. C. Wilbur Foster, A.I.A., chairman of the board of C. Wilbur Foster and Associates, died at his home in Indianapolis on Saturday, February 6, 1960. Mr. Foster was 63 years old.



C. WILBUR FOSTER, A.I.A.

A Corporate Member of the American Institute of Architects and the Indiana Society of Architects since 1954, Mr. Foster took an active interest in his professional society; in addition he was a leader in many other civic, fraternal and social organizations, including the Masons, Knights Templar, Sahara Grotto and the Irvington Kiwanis Club. He was a member of, First Reader, and Sunday School teacher at the Fourth Church of Christ, Scientist, in Indianapolis, and for many years worked with the Christian Science Church radio broadcasts.

In architecture, Mr. Foster became best known for his work in church design. He designed four Christian Science Churches in Indianapolis, the First Church of Christ, Scientist, on East 38th Street, the Fourth Church in Irvington, the Fifth Church at 62nd and College Avenue, and the Sixth Church, located near Garfield Park.

Mr. Foster also designed some of the largest Christian Science Churches in America, in Detroit, Michigan, Washington, D. C., Houston, Texas, and Kansas City, Missouri.

One of his most recently-completed churches is the First Baptist Church at 86th Street and College Avenue north of Indianapolis. He also designed the Speedway Christian Church in Speedway, The Temple of the Indianapolis Hebrew Congregation in Meridian Hills, and the Prentiss Presbyterian Church Sunday School addition in Indianapolis.

In recent years Mr. Foster designed a number of suburban shopping centers, the largest and best-known of which is the Eastgate Shopping Center on U.S. Highway 40 east of Indianapolis. He also designed the Nora Plaza Shopping Center on State Road 100 north of Indianapolis and had recently completed plans for the Southern Plaza Shopping Center south of Indianapolis.

Mr. Foster also had done considerable work in the mausoleum field, and designed the mausoleum in the Washington Park Cemetery. His firm also designed a number of the new Garden Crypts for cemeteries throughout the Midwest.

Born in Chicago, Mr. Foster moved to Indianapolis in 1919. He is survived by his wife, Harriet C. Foster; a daughter, Maribelle F. Bicknell; two sons, C. Wayne Foster and Glenn W. Foster, and seven grandchildren.

Women's League Plans For ISA Convention

The Women's Architectural League is looking ahead to the May 19-20-21 Annual Convention of the Indiana Society of Architects, and making entertainment plans for the feminine side of the event.

On Thursday evening, May 19th, the WAL members will meet with the wives of Producers' Council members for dinner while the husbands jointly enjoy the annual Producers' Council Golf Outing.

On May 20th, the WAL will hold its annual meeting at the home of Mrs. William C. Wright in Indianapolis, then join their husbands for the cocktail party, banquet and dance that evening at the Washington Hotel.

To round out their week-end, the WAL members will accompany their husbands to the Indianapolis "500" Mile Speedway on Saturday afternoon, May 21st, to watch qualifications for the celebrated Memorial Day Race.

Further details, including the complete schedule of events, will be announced to the membership in the near future.

Corporate Membership Application Received

Mr. Henry G. Meier, recently an Associate member of the I.S.A., has submitted his application for Corporate Membership.

Formerly with the architectural firm of D. A. Bohlen and Son in Indianapolis, Mr. Meier recently joined the firm of Monical and Wolverton, Inc., as head of the firm's architectural department.

A registered architect, Mr. Meier graduated from the University of Cincinnati in 1953 with a B. S. Degree in Architecture.

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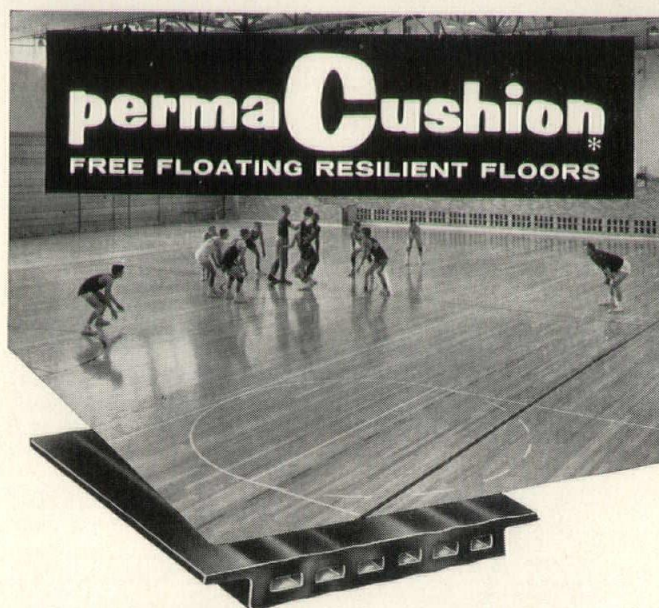


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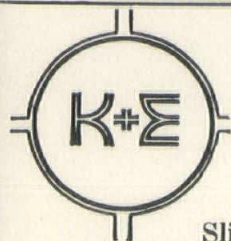
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"Pleasure In Architecture" Theme of Regional Conference

"Pleasure in Architecture" was the theme of the 1963 Great Lakes Regional Conference held in Cincinnati, Ohio, on March 3rd, 4th and 5th.

Held at the Sheraton-Gibson Hotel, the conference opened on Thursday, March 3rd, with registration and a meeting of the Chapter Presidents and National Committeemen, with AIA Director Linn Smith of the Great Lakes Region presiding. That evening a reception was hosted by the Cincinnati Chapters, AIA, and the Producers' Council, followed by a Smorgasbord and evening informal discussion gathering.

On Friday the annual business session was held in the morning along with a Student AIA Workshop. Director Smith presided at the business session, which was in preparation for the AIA National Convention to be held in May at San Francisco, and Charles Belinky, AIA Professional Relations Assistant, presided at the workshop.

Following the noon luncheon, the attention of the conference was directed to the theme, "Pleasure in Architecture." Ernest Pickering, FAIA, Dean of the College of Applied Arts, University of Cincinnati, presided at the discussion, and the main speaker was Philip Will, Jr., AIA, 1st vice-president of the Institute.

Friday evening, AIA President and Mrs. John Noble Richards were honored at a cocktail party followed by the annual banquet. President Richards spoke at the banquet.

At the final conference session on Saturday, G. Holmes Perkins, FAIA, Dean of the School of Fine Arts, Department of Architecture, University of Pennsylvania, and Mr. Grady Clay of the Louisville Courier Journal newspaper, continued the discussion of the conference theme. The Conference closed with the Saturday noon luncheon.

Several Indiana Society members attended this conference, including President Charles Betts, Vice-President Ray Thompson, and Executive Secretary Don Gibson.

Italian Classic Line Shown

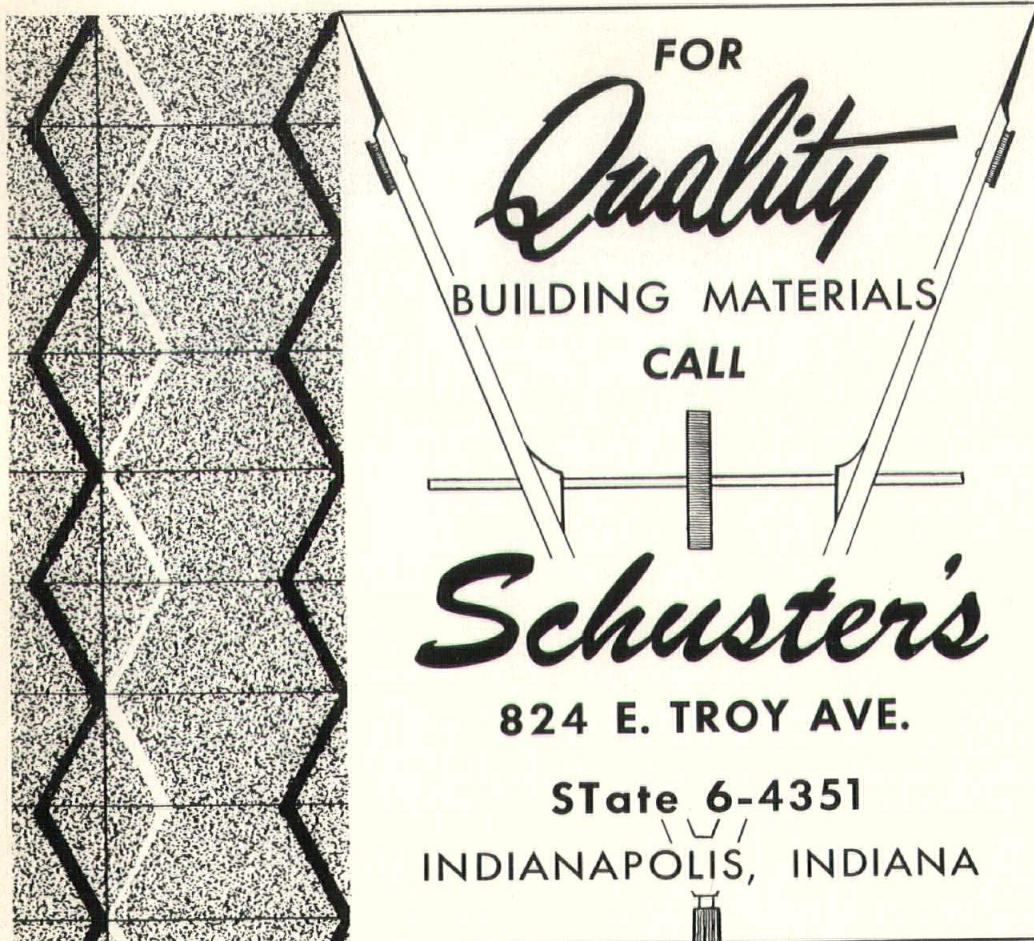
A new Italian Classic line of office furniture, designed by Giacomo "Jack" Buzzitta and manufactured by Stow & Davis Furniture Company, was introduced at a private showing February 25th by Business Furniture Company of Indianapolis.

In accordance with designer Buzzitta's belief that the strictly functional furniture of today fails to meet the desires of many business executives, the Classic line blends the gracefulness of fine wood-working with the demands of modern business efficiency.

The beautiful furniture features square, finely tapered legs, tops accented by decorative figured-cherry inlays or marble and plain surfaces relieved by brass moldings and ormolu mounts suggestive of traditional grandeur and strongly influenced by Italian styles of the late 17th and early 18th centuries.

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Born in Italy, Mr. Buzzitta received most of his schooling and training in the United States, including work with sculptor and carver, Riccardo Lamoueci, Herman Holmberg and designer Ralph Widdicombe.



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Applicants may contact Mr. Oscar Erikson or Mr. Arthur Broecker, at FLeetwood 6-2419, or during the evening at FLeetwood 9-1963.

Our Apologies

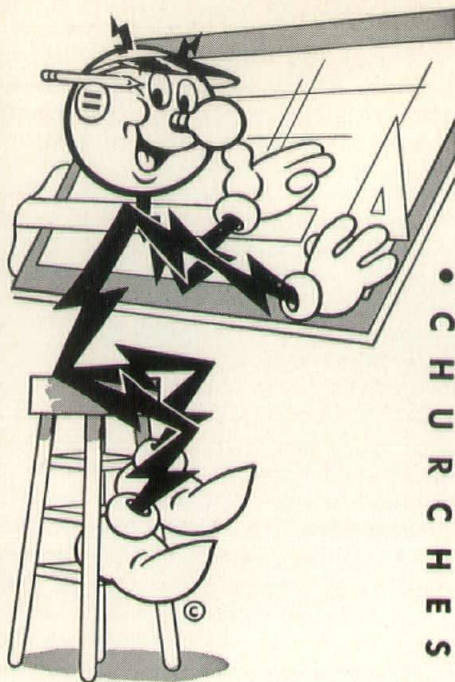
Our very red-faced apologies are extended to Business Furniture Company of Indianapolis for inadvertently excluding them from the credits given in last month's article on the new ISA Executive Office.

Although properly crediting Herman Miller for creating the fiberglass chairs in the conference and reception area of the new office, we failed to credit the local supplier of this furniture, Business Furniture Company, who so willingly worked with the office architects in furnishing the necessary equipment.

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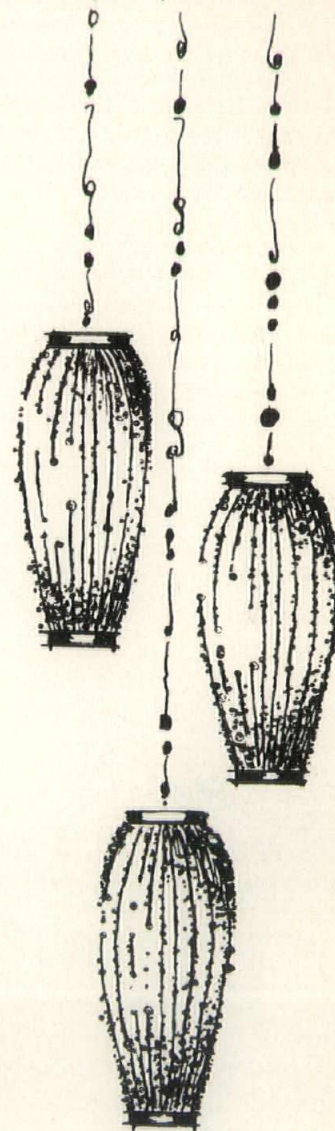
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The Passing Seen

by Don E. Gibson

An unfortunate editorial concerning the designing of school buildings appeared in a recent Hoosier newspaper. It was unfortunate not primarily in its effect on the architectural profession, although certainly it would be classified as opposed to the best interests of the profession, but mainly unfortunate in its possible effect on the quality of schools built for the youth of Indiana.

The writer of this editorial, who is, incidentally, the editor-owner of the paper, decries the payment of a six per cent architectural fee, decries the State law requiring that school building plans be prepared by an architect, and asks, "Why, when the state of Indiana has an engineering school of the reputation of Purdue University, should local taxpayers be forced to pay half the cost of a school room for the design of a couple of small school units when Purdue engineers could turn out plans readily and have them available to any school board which wanted them?" (Quotes ours, errors his.)

There is a tendency on the part of architects to shrug their shoulders and assume the oh-well-what's-the-use slump. Perhaps to some it is a little bit unethical to defend

their profession against charges of non-essentiality.

But in this particular field, it is not our profession we must defend; it is the citizens and future citizens we are obligated to protect against the possibility of paying the immeasurable cost of listening to such unsolicited, though undoubtedly well-meaning, advice.

Many persons enjoy the belief that for his six per cent fee, the architect merely copies a few basic squares and symbols on an oversized sheet of paper and attaches thereto a pre-prepared set of instructions to the do-it-yourself contractor. Further, if you should want to deviate in the slightest way from the normal, commonplace structure, the architect suddenly comes alive with inspiration and the costs soar beyond imagination.

Actually this percentage cost buys many services for the School Board, including review with the educational staff of the educational program and proposed schedule of facilities; assistance in the selection of the proper site; preparation of preliminary studies, including site utilization plans; assurance that the building designed and built will con-

form to the requirements of the various building codes; determination of structural methods and materials; cost estimates and project budget assistance; preparation of working drawings and specifications, advertisements and bid forms, assistance in securing bids, tabulation of bids, lists of recommended contractors and information necessary for the preparation of construction contracts and bonds; supervision of construction, including the providing of large-scale drawings, checking of shop drawings, color selection, interpretation of drawings and specifications to the contractor, work progress checks, issuance of payment certificates, and a recommendation as to the final acceptance.

Even after the building is completed, the architect insures that guarantees of work and equipment made by contractors and suppliers will be observed and helps the school authorities plan and specify the necessary equipment.

Our Hoosier editor's idea for a government agency to prepare stock plans so that "the only problem would be for the local school board to choose the style it wanted and take into consideration the site on which the unit is to be built" is neither new nor original. Let's face it, some people want the government to do everything.

In fact, twenty-six of our States have, from time to time, enacted stock plan legislation; of these, twenty have revoked the legislation entirely. Of the remaining six, five have stock plans for four room schoolhouses only, and the sixth has authority to use stock plans for up to nine rooms, but this state has never even prepared such plans.

Recently a New Jersey community simultaneously sought bids on a mass-produced school and on an individually-planned school with the same number of classrooms and adjunctive spaces. Bids on the individually-planned school and contracts were awarded on that basis.

Over the last twenty years, school building costs have increased 50%; construction costs in all other building types have increased 100% to 150%.

The most interesting fact in this whole field is that it is the educational leaders of the nation who are the most opposed to stock plan schoolhouses. The National Council on Schoolhouse Construction recently conducted a comprehensive study on school construction economics and did not include stock plans as one of its recommendations. Instead, the Council stated the basic fact that a school building must be a reflection of the educational program and of local conditions.

There is more, much more, to designing and building a school than the adoptance of a basic stock set of plans; the additional work must be done by someone who can act as a qualified representative of the owner. The best, and really only, person trained and capable to provide the services is a registered architect.

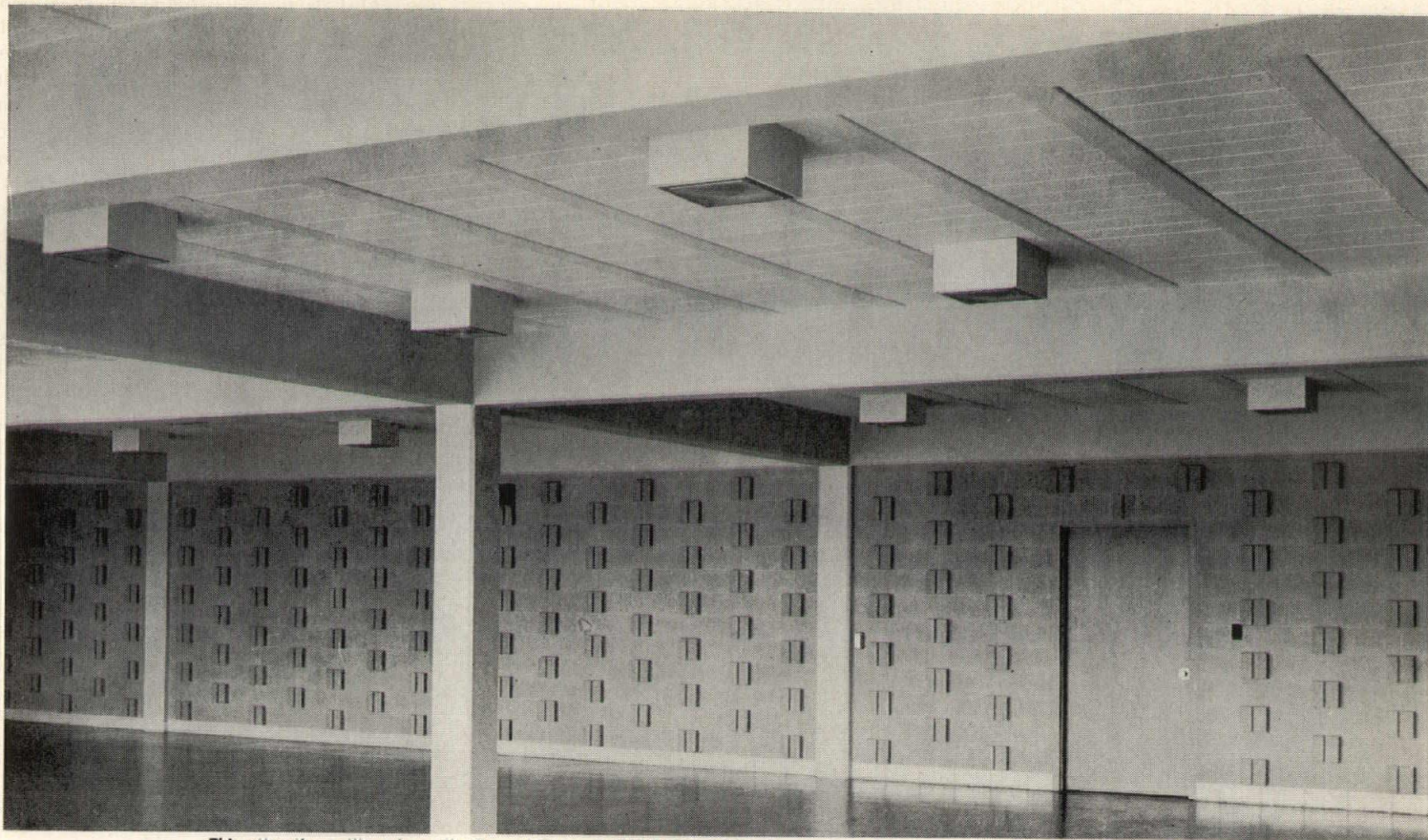


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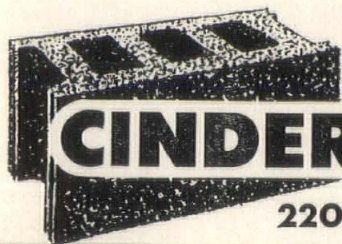
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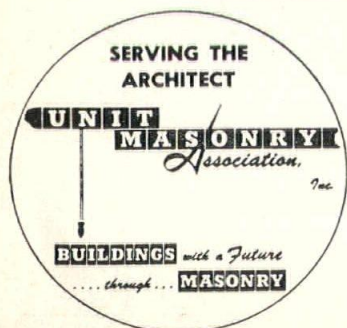
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