

ALABAMA ARCHITECT

JULY-AUGUST 1967

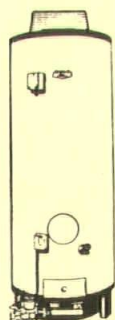


Colonel LaMatt heats up history at Tujague's

Just across the street from New Orleans' historic French Market, Tujague's Restaurant has been a French Quarter landmark for more than a hundred years. Its memorable boeuf bouilli and other fabled delicacies remain as they were in 1856, but there's some modern equipment in the kitchen. Colonel LaMatt's staff of water heater specialists have been around, and there's a Ruud Copper Sani-master water heater back there now! With a rush of marketmen, natives and hungry tourists coming in from all over the world, Tujague's needs lots of hot water for dishwashing and other sanitary requirements.

For 32 good years Colonel LaMatt and his people have been recommending Ruud Copper

Sanimasters to fine restaurants, institutions, industry and business throughout the South. Ruud works better. Ruud lasts longer. And the way Ruud reduces operating costs is making history. Long experience and specialized training gives the Colonel's crew the answers to most water heater problems, and they'll find the solution to any new one you can think up. If you have a water heater problem, whether you've had it since grandfather's time or it doesn't happen until tomorrow, let Colonel LaMatt help you. Call 522-9991, area code 504, collect TODAY.



LAMATT AGENCY, INC.

840 BARONNE STREET, NEW ORLEANS, LA. 70113
AREA CODE 504 / 522-9991

285 CUMBERLAND STREET, MEMPHIS, TENNESSEE 38112
AREA CODE 901 / 324-3661

WATER HEATER SPECIALISTS FOR LOUISIANA, ALABAMA, MISSISSIPPI, ARKANSAS, TEXAS & TENNESSEE

RESOLUTION

ALABAMA COUNCIL, AIA

Officers and Councilors 1967

President—Donald L. Horton—
Montgomery
Vice Pres.—A. Jackson Davis—
Huntsville
Secretary—Oscar W. Pardue—
Birmingham
Treasurer—Arthur Prince—Mobile
Past Pres.—Edward B. Baumhauer—
Mobile
Exec. Sec.—Jay Leavell—Montgomery
Birmingham Councilors:
Fritz Woehle (President), Paul Speake,
Nelson Smith
Mobile Councilors:
John McArthur (President), Thomas G.
Shepherd
Montgomery Councilors:
William Pearson (President), Howard
McElhaney, William G. McMinn
North Alabama Councilors:
Thos. A. Jones (President), Joe F.
Milberger

CONTENTS

Birmingham Resolution.....	3
Civic Activities Center Competition-Major Elements.....	5
Entry to Plaza.....	6-7
Site Plan—Competition Winner	8-9-10
Geddes, Brecher, Qualls & Cunningham, Architects	
Model Photo Looking NE.....	11
Council President's Message.....	14

ALABAMA ARCHITECT

July-August 1967 Vol. 3 No 4

Guest Editors:
Fritz Woehle, James Pfaffman

Managing Editor:
Jay Leavell, Executive Secretary

Published by the Alabama Council of the
American Institute of Architects every two
months at 501 Guaranty Savings Building,
Montgomery, Ala.

July-August, 1967

WHEREAS: The Birmingham League of Architects and Operation New Birmingham proposed to the City of Birmingham, a Civic Center, to be built between 19th Street and 21st Street, and 9th and 11th Avenues, North, as part of the "Design for Progress", a redevelopment master plan of the Central Business District, jointly sponsored by these two groups, and

WHEREAS: The City of Birmingham conducted a professional study to determine the specific needs of such a Civic Center, and

WHEREAS: The State of Alabama legislature passed enabling laws which created an Authority for the construction and operation of the Civic Center, together with taxes to finance it, and

WHEREAS: This body of Architects recommended to the City of Birmingham that the Architect for the Center be chosen by an architectural competition conducted according to the competition rules of The American Institute of Architects, and

WHEREAS: Such a competition was held and Mr. George Qualls, A.I.A. of Philadelphia, Pennsylvania was declared the winner by a very able and competent jury.

NOW THEREFORE be it resolved that the Birmingham Chapter of the American Institute of Architects finds Mr. Qualls' design outstanding in its suitability; to fit the needs of the program, to harmonize with the existing civic buildings and to provide impetus to the redevelopment of the Central Business District of Birmingham, and does hereby endorse the selection of the jury and look forward to the utilization of this inspirational Civic Center by 1971, the Birmingham Centennial Year.

Done this 3rd day of August 1967

Fritz Woehle, President
Birmingham Chapter of the
American Institute of Architects

PEARCE, DEMOSS & KING, INC.

GENERAL CONTRACTORS

1308 Church Street, N. E.

Decatur, Alabama

SATISFIED CUSTOMERS — OUR BIGGEST ASSET



GRESHAM, WILLIAMS AND JOHNSON CO.

General Contractors

P. O. BOX 1708

DECATUR, ALABAMA 35601

- EXTERIORS
- INTERIORS
- AERIAL
- COLOR
- BLACK & WHITE

Paul Robertson

ARCHITECTURAL
PHOTOGRAPHY

Many photos published in architectural forum & other publications

New Location, 847 South Perry St.
Montgomery, Ala. Phone 263-0413

► Special attn. to work anywhere in the State

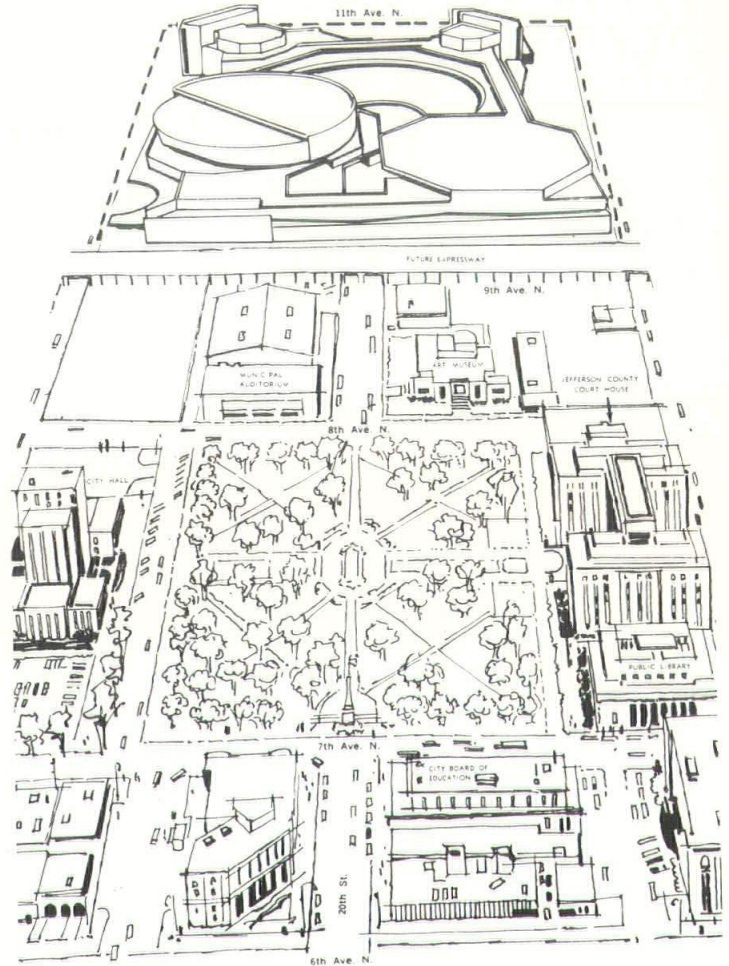
OPERATION



NEW BIRMINGHAM

Salutes the

Birmingham Chapter
American Institute of Architects



and thanks them for their
cooperation and thousands of
hours of work in the development
of this project.

Vincent Townsend *Chairman*
OPERATION NEW BIRMINGHAM

Albert L. Mills *President*
OPERATION NEW BIRMINGHAM

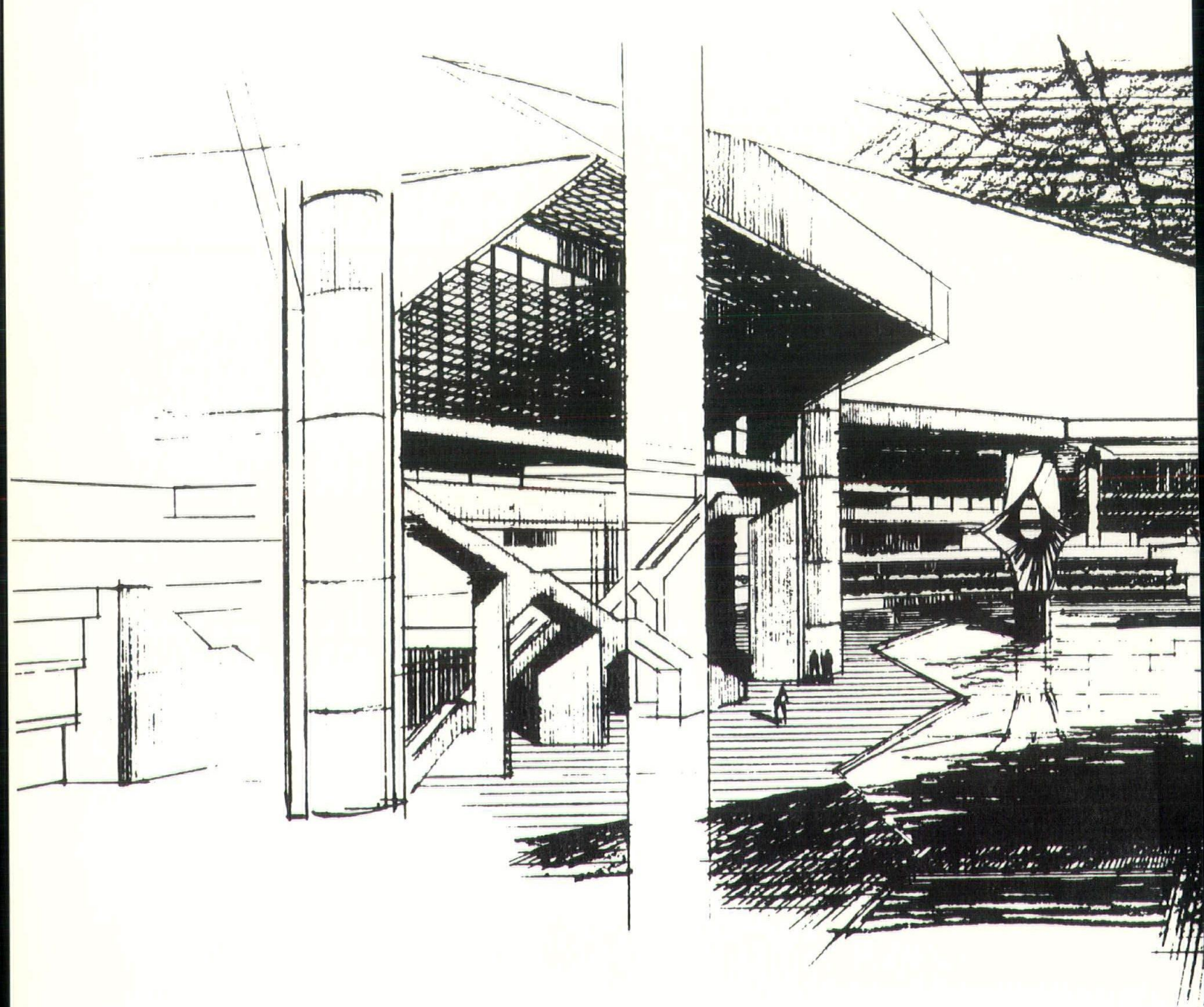
ALABAMA ARCHITECT

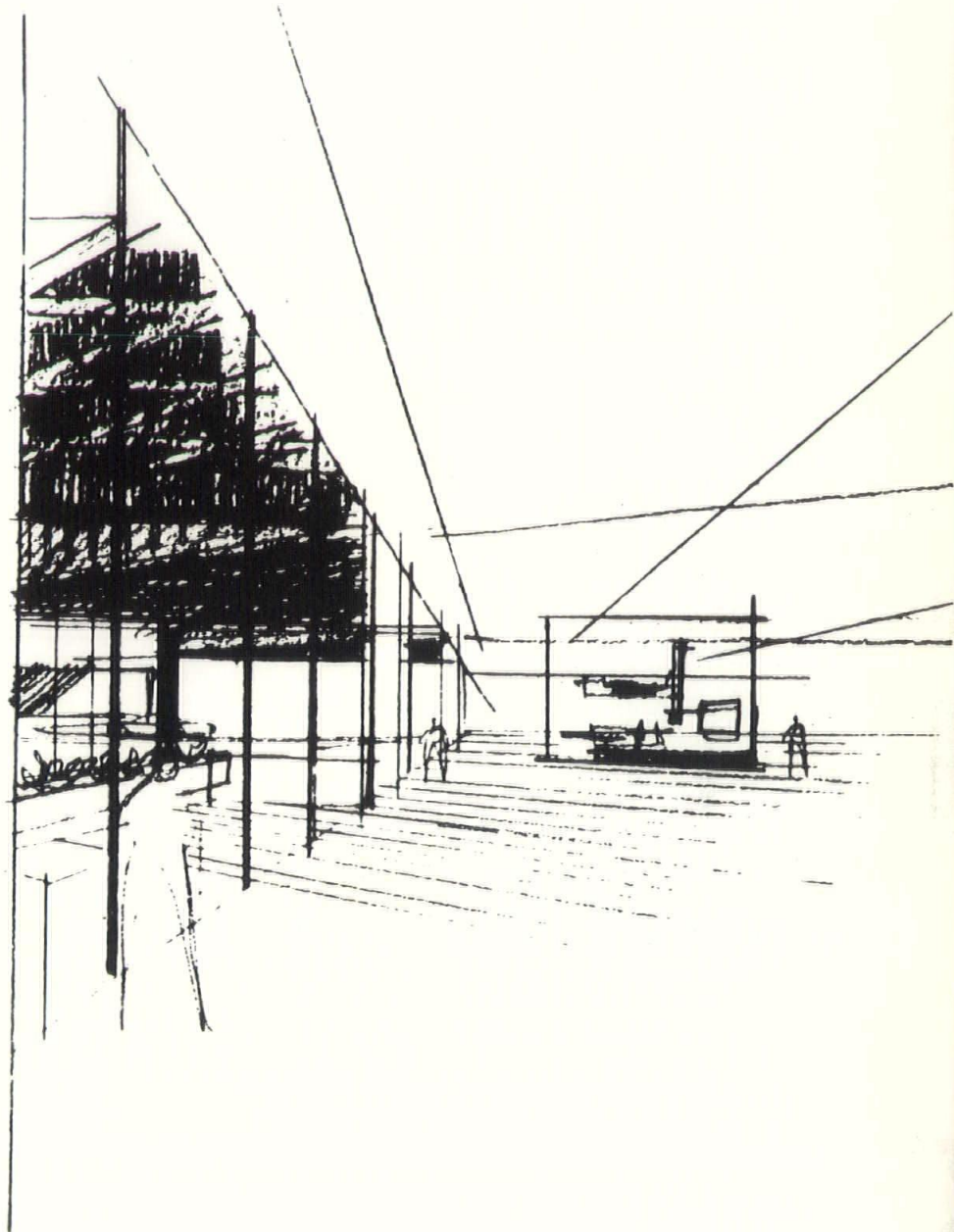
CIVIC ACTIVITIES CENTER COMPETITION



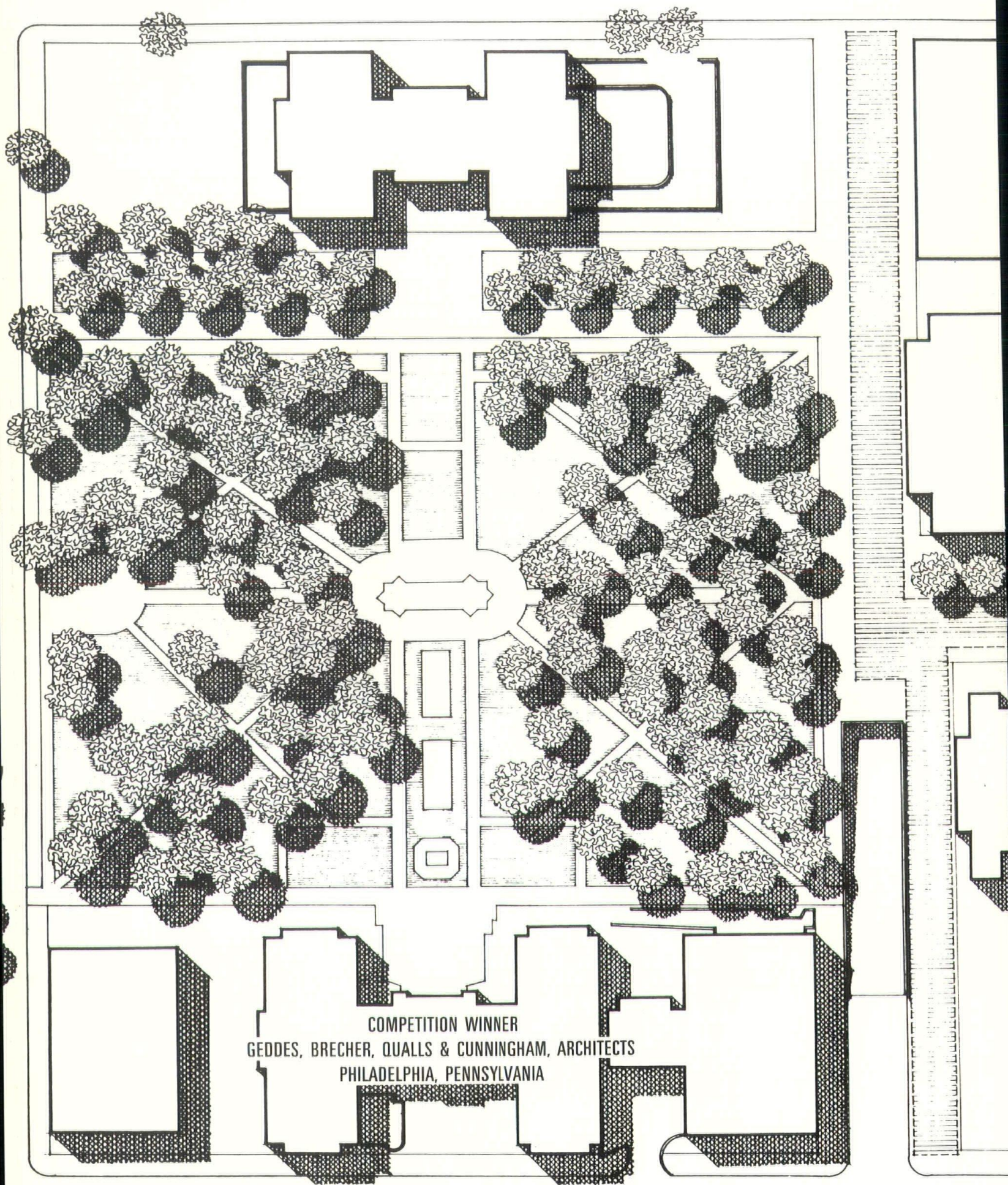
MAJOR ELEMENTS

<i>ELEMENT</i>	<i>SUGGESTED APPROXIMATE COST ALLOWANCE GUIDE</i>
1. COLISEUM . . . (10,000 Permanent Seats @ \$670/Seat)	\$ 6,700,000.00
2. MUSIC HALL . . . (3,000 Seats @ \$1,650/Seat)	5,000,000.00
3. THEATRE . . . (1200-1300 Seats @ \$2,000/Seat)	2,600,000.00
4. EXHIBIT HALL . . . (100,000 Sq. Ft. @ \$19/Sq. Ft.)	1,900,000.00
5. RESTAURANT . . . (400 Seats—6,000 Sq. Ft.) and KITCHEN . . . (6,000 Sq. Ft. = 12,000 Sq. Ft. @ \$50/Sq. Ft.)	600,000.00
6. BEVERAGE SERVICE AREAS . . . (6,000 Sq. Ft. @ \$60/Sq. Ft.)	360,000.00
7. CATERING PANTRIES . . . (6,000 Sq. Ft. @ \$25/Sq. Ft.)	150,000.00
8. OFFICE SPACE . . . (24,135 Sq. Ft. @ \$19/Sq. Ft.)	465,000.00
9. PARKING . . . (4,000 cars @ 300 Sq. Ft. ea. = 1,200,000 Sq. Ft. @ \$3.75/Sq. Ft.)	4,500,000.00
10. AESTHETIC APPOINTMENTS . . . (1% of Construction Cost)	<u>225,000.00</u>
TOTAL BUDGET	\$22,500,000.00



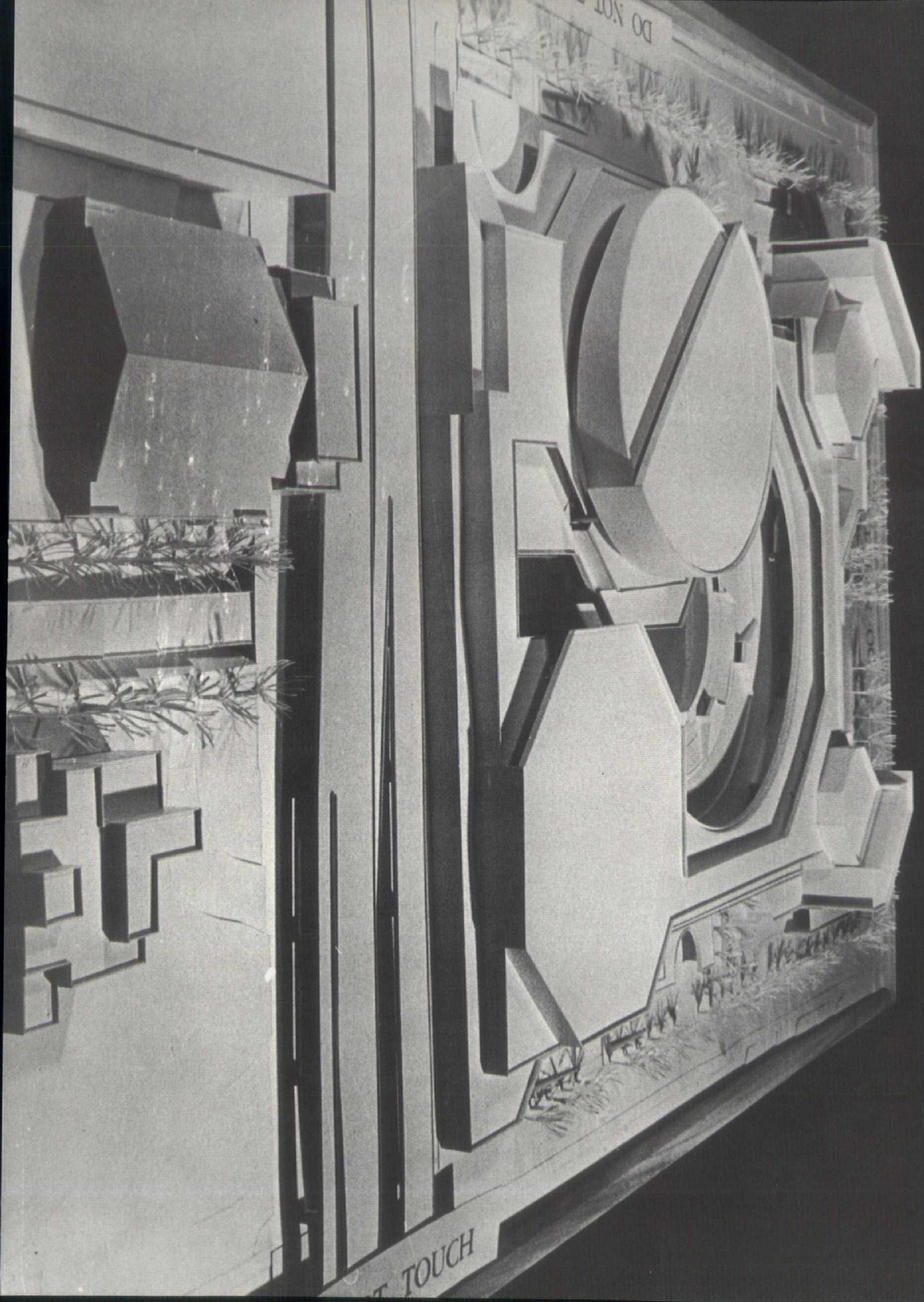


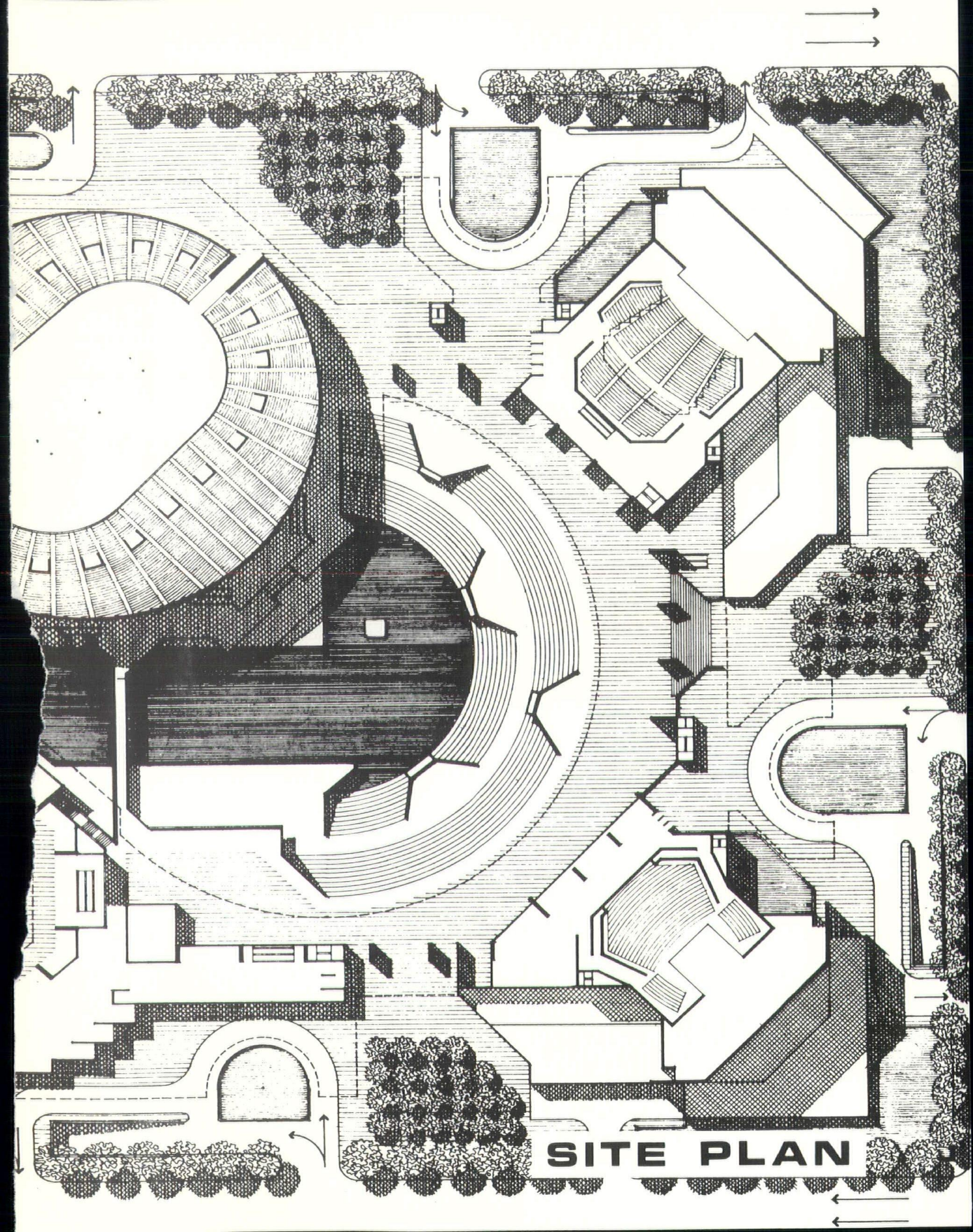
ENTRY TO PLAZA



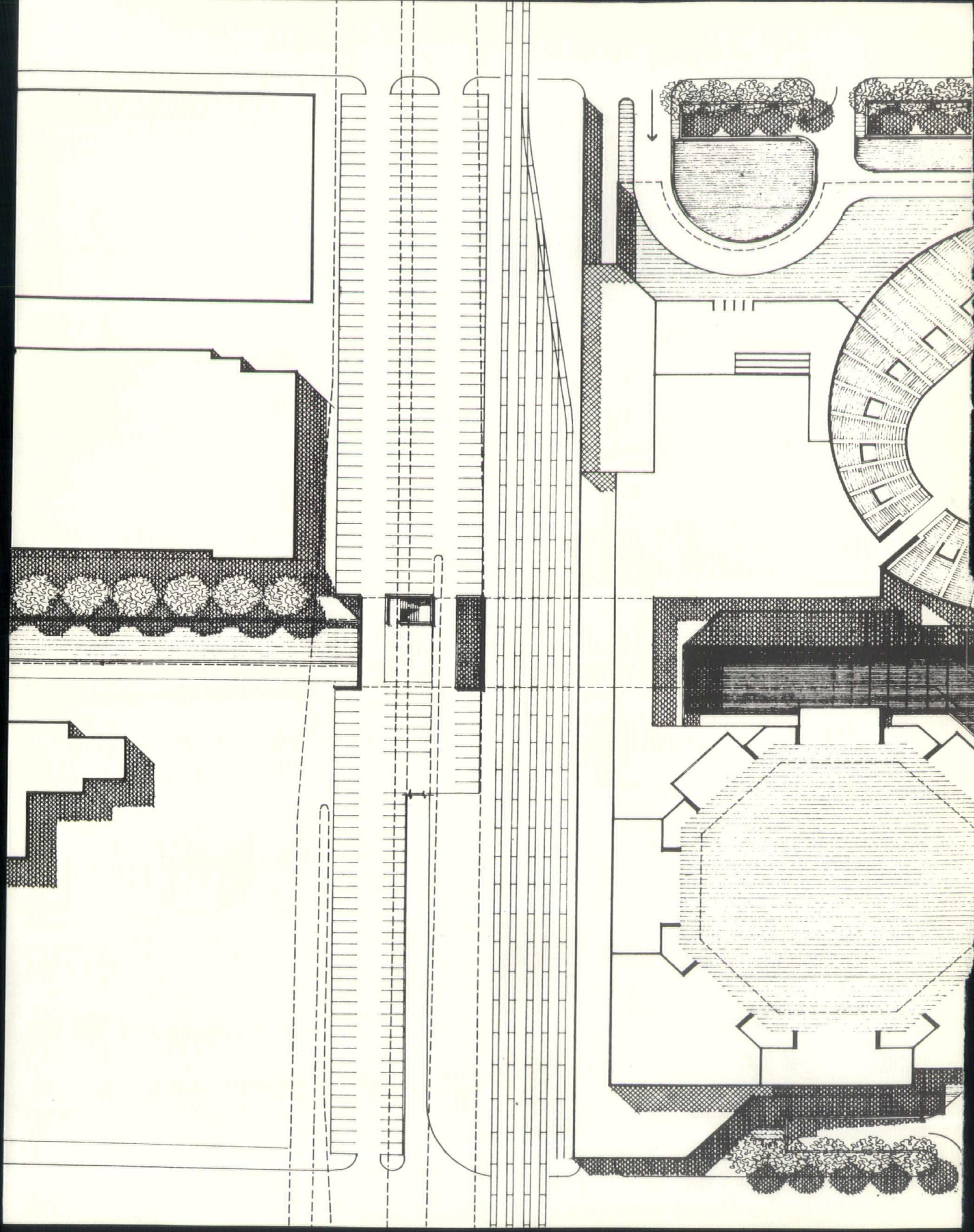
COMPETITION WINNER
GEDDES, BRECHER, QUALLS & CUNNINGHAM, ARCHITECTS
PHILADELPHIA, PENNSYLVANIA

MODEL PHOTO LOOKING NE





SITE PLAN

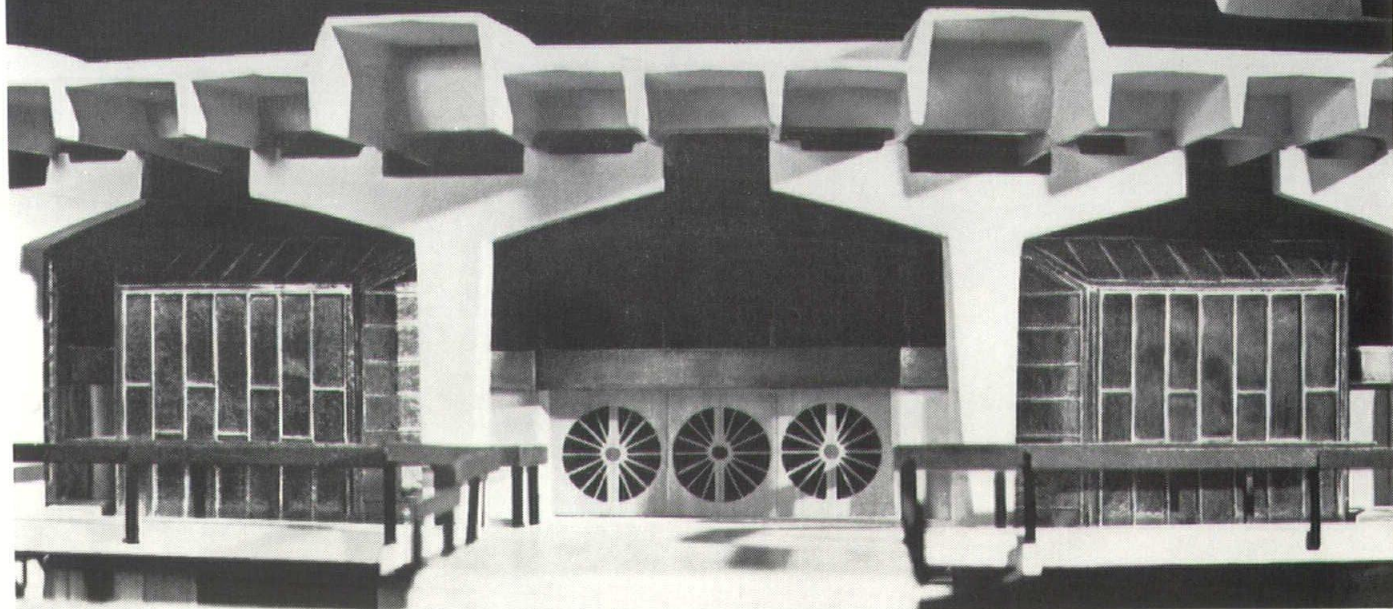
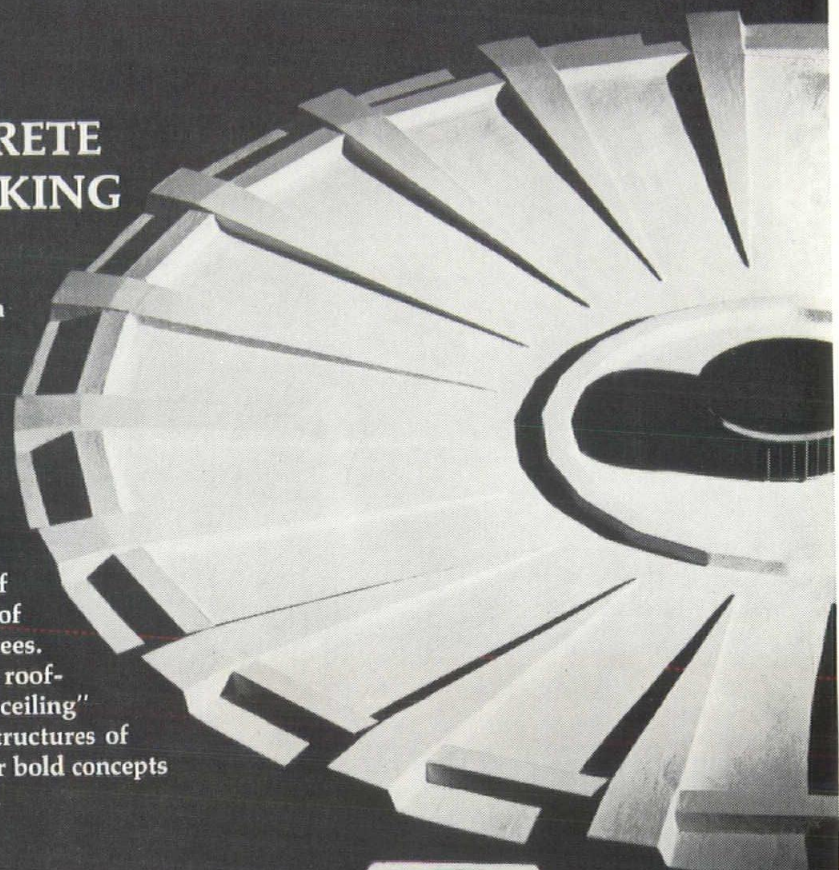




THE BEST IDEAS ARE
MORE EXCITING IN CONCRETE

40 WEDGES OF PRESTRESSED CONCRETE ROUND OUT A STRIKING 2000-TON ROOF

The spectacular new Convention Center in Phoenix is roofed by prestressed concrete wedges supported entirely by peripheral T-columns precast in concrete. Wholly unencumbered interior space, 180 feet in diameter, is effected by this unique design, along with superior acoustical qualities. □ Concrete provided the design versatility needed to achieve exceptional visual interest. The wedge-shaped roof sections, radiating from a center ring, are of alternating flat and "high-hat" double tees. This creates the decorative geometry of the roof-line and also produces a dramatic "beamed ceiling" interior. □ Everywhere today, concrete structures of all types are receiving recognition for their bold concepts and fresh, imaginative design treatments.



WINNER, 1964 PRESTRESSED CONCRETE INSTITUTE AWARD PROGRAM: HIWAY HOUSE CONVENTION CENTER, PHOENIX, ARIZONA. ARCHITECTS: PERRY NEUSCHATZ, A.I.A., LOS ANGELES, CALIF., GARY CALL ASSOCIATE. STRUCTURAL ENGINEERS: T. Y. LIN & ASSOCIATES. CONTRACTOR: E. L. FARMER CONSTRUCTION CO. OF PHOENIX

PORTLAND CEMENT ASSOCIATION

1214 South 20th St., Birmingham, Alabama 35205

An organization to improve and extend the uses of concrete, made possible by the financial support of most competing cement manufacturers in the United States and Canada

FOR THE MOST COMPLETE LINE OF
CERAMIC TILE IN THE INDUSTRY



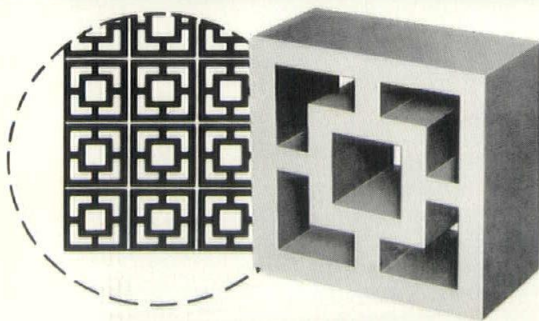
STYLON CORPORATION
FLORENCE, ALA.

McAlister & McQuinn
Construction Co., Inc.

GENERAL CONTRACTORS
2815 NEWBY ROAD, S. W.
HUNTSVILLE, ALABAMA

"Building for Space"

NATCO
"CERAMICOAT"
SOLAR SCREEN TILE



DECORATIVE • FUNCTIONAL

Designed to protect expansive window areas from direct solar radiation. Natsol Clay Solar Screen is furnished in the new "Ceramicoat" finish with an attractive smooth matt texture in a variety of pleasing colors. Available in many popular shapes and sizes to meet decorative appeal and functional requirements.

NATCO CORPORATION
CONSTRUCTION PRODUCTS DIVISION

327 Fifth Avenue • Pittsburgh, Pa. 15222
BIRMINGHAM SALES OFFICE:
726 South 37th Street • P.O. Box 30050, Birmingham, Ala. 35222
Telephone: 328-0525

We congratulate the Birmingham-Jefferson Civic Center Authority for planning this most outstanding and needed Civic Center. We are proud to be a part of this milestone in our growing city.



**LAW ENGINEERING
TESTING COMPANY**

3608 SEVENTH COURT SOUTH
BIRMINGHAM, ALABAMA

**Bryson Construction
Company, Inc.**

General Contractors

P. O. BOX 1506 ♦ 111 JOHNSTON ST.
DECATUR, ALABAMA 35601



*Serving the
Architects and
Builders of
the State*

**ALABAMA
INDUSTRIES**

**CONCRETE
ASSOCIATION**

ACIA

P. O. BOX 4157
401 BELL BUILDING
MONTGOMERY, ALABAMA

*Building for Permanence
with Concrete Products*

PRESIDENT'S MESSAGE

by Donald L. Horton, President,
Alabama Council of Architects, A.I.A.

In the last issue this column was devoted to the benefits (and pleasures) to be derived from a practicing architect dabbling in "Education". This time I propose to extend this line of thought.

What with our expanding general knowledge in all fields and specifically in the area of our own profession it is almost impossible to read all that we should—just to keep current with new developments. This leaves precious little time for any real "Education" on our part in any new area of knowledge. If we didn't get it in school we just don't find time to get it!

This year the Alabama Council of Architects convention will explore areas of knowledge which in most cases were given only cursory attention during our formal education. Marshall Fischrupp, general chairman for the convention has set the keynote:

"Seminars at architectural conventions have usually dealt to a great extent with subjects of a highly theoretical nature and subjects pertinent primarily to the 'large' practice, and while these subjects are certainly interesting and stimulating, we must recognize the fact that the small office is in fact the back bone of the Architectural Profession. The current issue of 'Architectural and Engineering News,' in reporting on a comprehensive study made of architectural practice in this country, states that the median firm was found to have 2.1 employees and to contract for less than one million dollars per year. This data confirms on a nationwide basis the situation that exists in Alabama.

"The intent of our seminars this year is to provide a discussion of a practical nature directed more to the small office. More and more we are experiencing clients demanding services beyond that which we have traditionally called 'normal' services, and as a result of this, we are once again made aware of the importance of continuing education. The client of today is demanding and expecting the architect to provide him with a 'complete' building and this, of course, includes furnishings, landscaping, and in many instances, assistance in promoting and/or participation in a project, as well as long range master planning involving not only the individual site but possibly the whole neighborhood or community.

"The advantage of the architect providing these services is that of continuity of design. Many examples can be shown which clearly illustrate this lack of continuity with no decisive control by the designer, and it is only through this control that a satisfactory total design can be accomplished.

"It is our hope that these seminars will be used as a vehicle to discuss the possibilities that exist within these areas, and to discuss in detail the mechanics of processing these functions within the limits of a small architectural practice."

ACIA ELECTS NEW OFFICERS FOR 67-68

At the Annual Convention of Alabama Concrete Industries Association held at Point Clear, Alabama, new officers and directors were elected for the 1967-68 fiscal year. They are:

Frank H. Holt President
Concrete Manufacturing Company
Decatur, Alabama
Paul H. Earle Vice President
Kirkpatrick Sand & Cement Co.
Birmingham, Alabama
Jamie Etheredge Secretary
Greenville Concrete Company
Greenville, Alabama
J. Allen Jones Executive Sec'y.
Alabama Concrete Industries Assn.
Montgomery, Alabama
James H. Green Director
Superrock Block Company
Birmingham, Alabama
Glenn Ireland, II Director
Vulcan Materials Company
Birmingham, Alabama

Joe F. Yarbrough Director
Southern Ready Mix, Incorporated
Birmingham, Alabama
Carl J. Leary Director
Johnston Concrete Products Co.
Huntsville, Alabama
Bob Jordan Director
Hodgson Concrete Company
Montgomery, Alabama
R. E. Ellzey Director
Dallas Concrete Pipe Company
Selma, Alabama
J. P. Reynolds Director
Reynolds Brothers Lumber Co.
Foley, Alabama
E. H. Anderson, Jr. Director
Radcliff Materials, Incorporated
Mobile, Alabama

When you're building in Alabama, come to Vulcan for basics: ready-mix, concrete block, concrete pipe.

Products so common you scarcely notice them . . . made with uncommon care.

**Vulcan
Materials
Company**
CONCRETE PRODUCTS DIVISION
BIRMINGHAM, ALA. 35223



Birmingham's Red Mountain Expressway - Phase II: Harbert Construction Corporation.
Ready Mix: Vulcan Materials Company

United Stage Equipment

INCORPORATED

POST OFFICE BOX 690 • HARTSELLE, ALABAMA 35640

STAGE ACCESSORIES FOR: SCHOOLS, CHURCHES, AUDITORIUMS AND THEATRES

Successors to Hubert Mitchell Industries

Complete Stage Equipment

STAGE DRAPERIES • PAINTED SCENERY • RIGGING • TRACKS • CONTROLS
ASBESTOS CURTAINS • AUDITORIUM WINDOW DRAPES • LIGHTING
PORTABLE STAGES • DOSSALS • BAPTISTRIES • CHURCH PEW CUSHIONS

ALABAMA'S LARGEST MORTGAGE BANKING OPERATION! SPECIALISTS IN LONG-TERM FINANCING ON INCOME PROPERTIES

- Apartments • Commercial Buildings • Medical or Dental Clinics
- Shopping Centers • Warehouses • Industrial Properties
- F.H.A. • V.A. • CONVENTIONAL • RESIDENTIAL LOANS
- Nursing Homes • Offices

COBBS, ALLEN & HALL

MORTGAGE COMPANY, INC.

BIRMINGHAM Phone 323-4481

MONTGOMERY Phone 265-9556

MOBILE Phone 471-1526

HUNTSVILLE Phone JE 9-3701

OPELIKA Phone 745-6451

DECATUR Phone 355-1441

PENSACOLA Phone 433-6569

BEBCO DISTRIBUTORS

ARMSTRONG FLOORS

MOHAWK CARPETS

The right floor covering for any job

*Let our trained personnel assist with your
specifications*

Birmingham
501 So. 12th St.
Phone 323-1694

Montgomery
704 No. Perry St.
Phone 262-6676



Tel. 262-8761

PHOTOGRAPHY

- Aerial • Color • Mural
- Progress • Black & White

**Scott Photographic
Services**

458 So. McDonough St.
Montgomery, Ala.

Assignments Accepted Over the State
John Englehardt Scott, Jr.

PROFESSIONAL CARDS

EVANS AND YOUNG

Consulting Engineers

Phone 322-4791

Brown-Marx Building

BIRMINGHAM, ALABAMA

HALLMARK & BROWDER

ELECTRICAL & MECHANICAL
ENGINEERS

139 Lee St. Tel. 265-5555

Montgomery, Alabama

Registered Professional Consultants
Alabama, Florida, Georgia, Mississippi

WILLIS ENGINEERING

REGISTERED: ALABAMA, TENNESSEE
& MISSISSIPPI

ROBERT C. WILLIS, P. E.
CONSULTING ENGINEER
ELECTRICAL AIR CONDITIONING
HEATING AND PLUMBING



PHONE
764-0817

P. O. BOX 916
612 EAST TENNESSEE STREET
FLORENCE, ALABAMA 35631

PAXTON-ALEXANDER ENGINEERS

Consulting Civil Engineers

301-303 RALEIGH AVENUE

SHEFFIELD, ALABAMA 35660

PHONE 205 — 383-0516

ESTABLISHED 1903

Robert Jemison, Jr., President



Business and Commercial Leases
Industrial Properties
Property Management
Mortgage Loans • Appraisals
Developers • Sales

**Jemison
Realty Company**

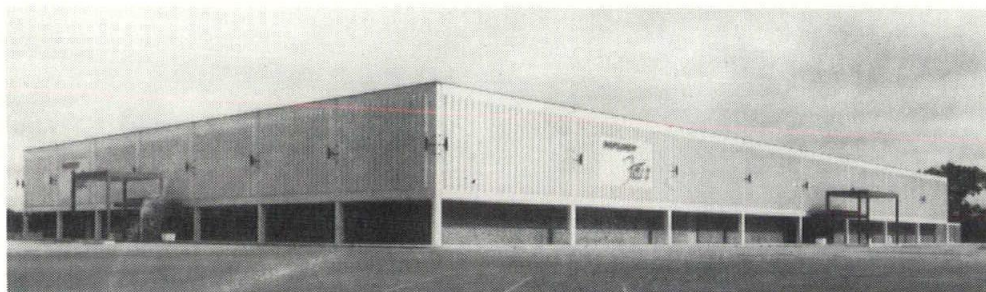
2105 3rd Ave., N. / 251-5141



Look who's using **ELECTRIC** heating-n-cooling!



EASTWOOD MALL SHOPPING CENTER ☆ BIRMINGHAM
750,000 SQUARE FEET



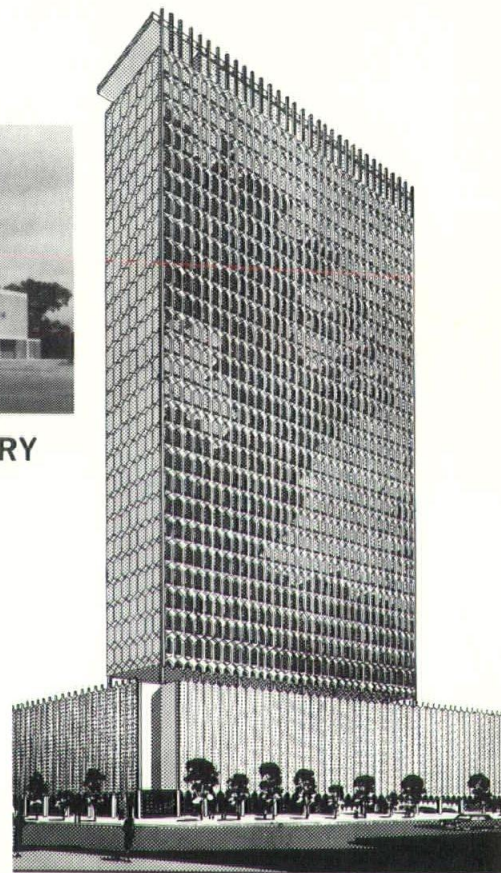
MONTGOMERY FAIR DEPARTMENT STORE ☆ MONTGOMERY
171,360 SQUARE FEET

Alabama's tallest building . . . one of its largest shopping centers . . . one of its finest department stores . . . that's who! And, these are but three of the scores from our area.

You know that *all* heating and cooling systems use Electricity. Some of the best heating-n-cooling systems use *only* Electricity. Here's why!

Boilers, fuel tanks, and long pipe and duct runs are *not needed* with an Electric system. Initial costs are lower, more usable space is provided, and future expansion is less expensive. This can mean *money saved* in design and construction.

One thing for certain, there's no cost or obligation to get the facts on Electric heating-n-cooling. Just call our nearest office and ask for the Commercial Sales Engineer.



FIRST NATIONAL BANK BUILDING
MOBILE ☆ 517,000 SQUARE FEET
33 STORIES

Alabama Power

Company... Investor Owned — Helping Develop Alabama

For the finest in finishes...

Who Is No. 2 In The Paint Industry?
STACO IS NOT!!

(We don't know who is. Nor do we covet the spot)

We are far below No. 2 in sales volume, nationally.

IN QUALITY of our products, we would not be satisfied with No. 2. A tie for No. 1 is the least we will settle for.

IN SERVICE, we have contractors, engineers, builders — and yes, even architects who will vote us the No. 1 spot. In the restricted territory we serve we have demonstrated our ability to give prompt delivery on architectural and special coatings that is unsurpassed. In fact, we are told by some that our service is unequalled. The proximity of our plant, the availability of our technical staff and our eagerness to give superior service enable us to get the job started and keep it moving on schedule.

OUR PRICES per gallon are neither second highest nor second lowest.

No, we just don't fit into any No. 2 spot!

Some architects are not familiar with Staco architectural finishes, Stacotile epoxies, Stacotile floor finishes and the variety of fine coatings that we can furnish.

Vastine Stabler, L. C. Burks, Philip Boyd, Fred Davis, Claude Kersh, Bill Hathcox, Buddy Strickland or Aubrey Hunnicutt would welcome the opportunity of telling you about Staco coatings.



STABLER PAINT MFG. CO.
INCORPORATED

HOME OFFICE AND PLANT —
3827 First Avenue, North / Birmingham, Alabama 35222

THE ALABAMA ARCHITECT

Suite 501—Guaranty Savings Bldg.

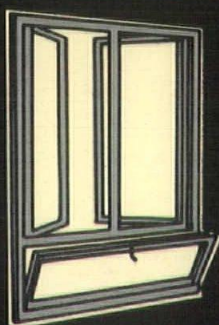
P. O. Box 267—Montgomery, Ala.

BULK RATE
U. S. POSTAGE
PAID
MONTGOMERY, ALA.
PERMIT NO. 130

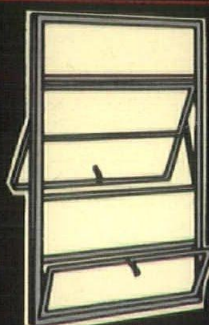
Alabama's **CENTRAL** Source
for Technical Information
and Distribution of

Aluminum Windows

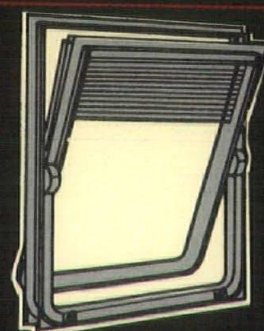
Representing the Nation's **MAJOR MANUFACTURERS** of
ALUMINUM AND STEEL WINDOWS



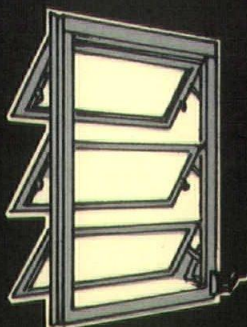
COMBINATION
CASEMENT



PROJECTED



THERMAL CONTROL



AWNING



DOUBLE HUNG

Also a Complete Line of **CURTAIN WALL & Complete Line of BUILDING SPECIALTIES**

Modernfold Folding Doors
Hotpoint Built-In Appliances
Nutone Built-In Equipment
Kwik-Set Hardware
Amweld Hollow Metal

Majestic Fireplace Grills
Kitchen-Aid Dishwashers
Sun Control Grills
Kane Detention Screens
Nord Wood Doors & Columns



Southern Sash

SUPPLY OF MONTGOMERY, INC.

506 No. Court • P. O. Box 446 • Phone 265-3521 • Montgomery, Ala.