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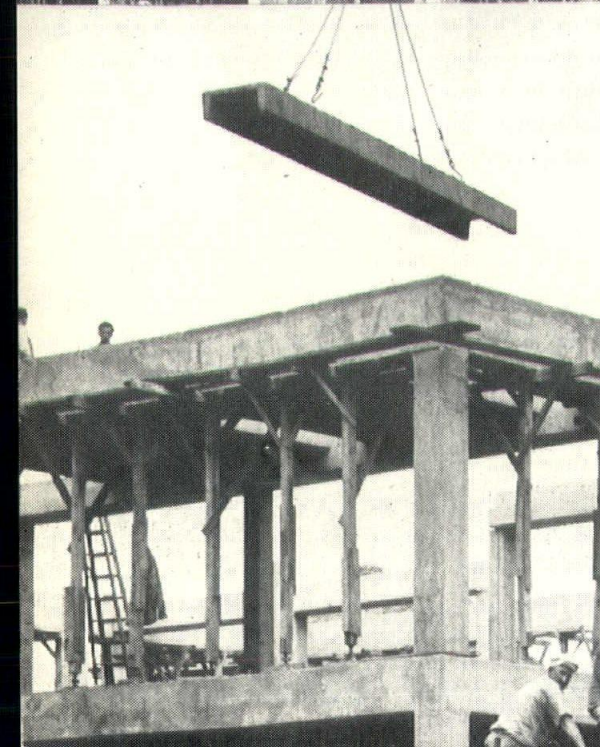
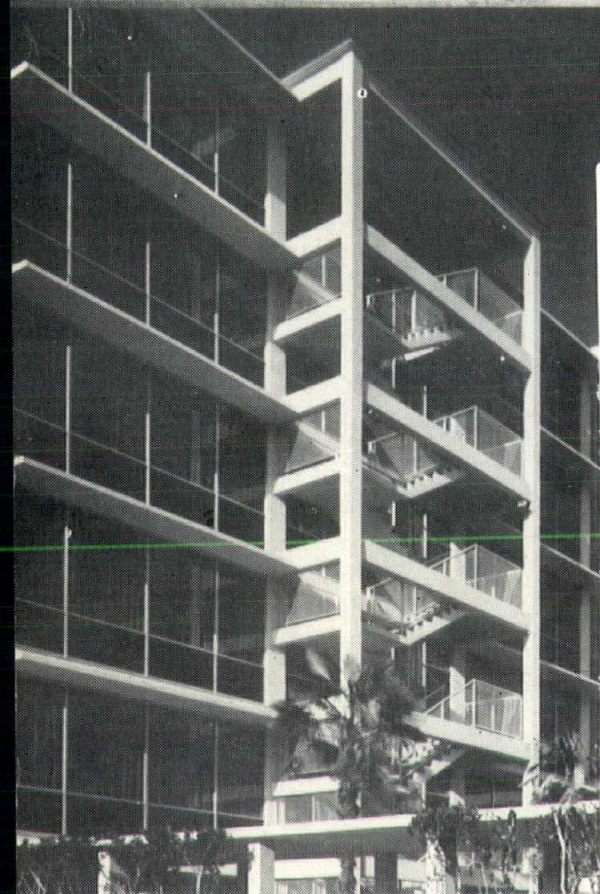
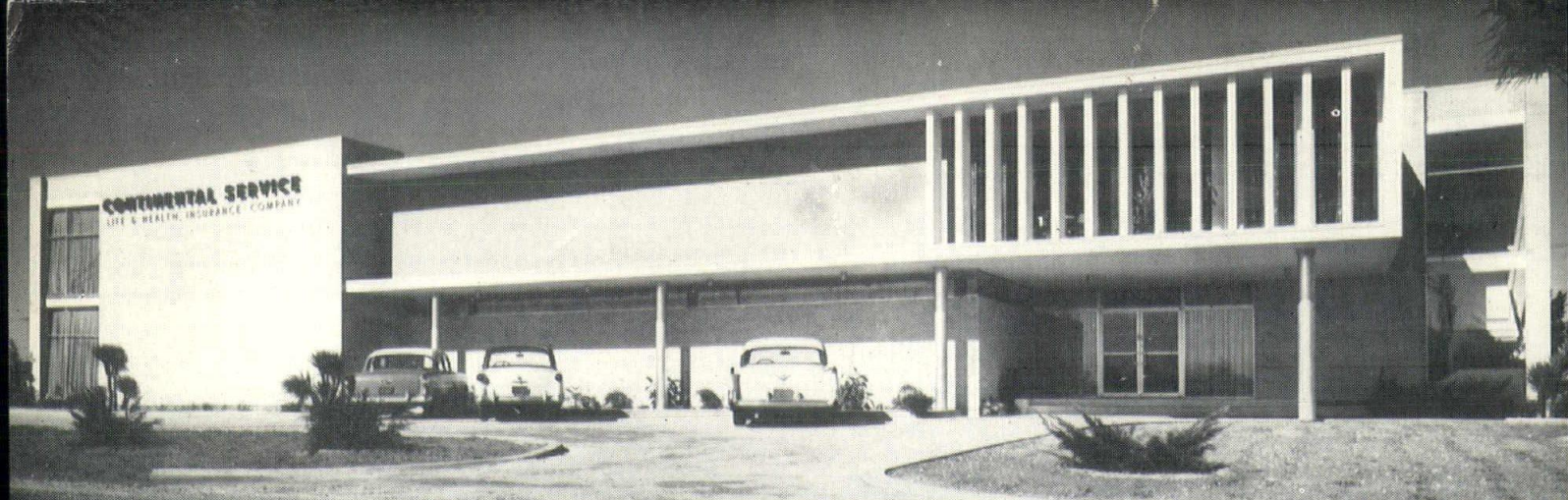


Pre-Conference Registration
Mississippi Chapter Meets
Draftsmen Awards Program

9
18
9

CIVIC CENTER

12



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IN
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For Gravelite Precast
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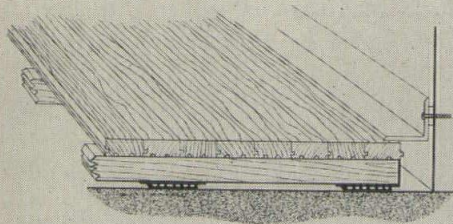
Baton Rouge • New Orleans

new permaCushion[†] rock maple gym floor



The flooring of this new PermaCushion gymnasium installation is $\frac{33}{32}$ " thick, $2\frac{1}{4}$ " wide, strips of Dri-Vac treated, first grade Northern Hard Maple.

The architect who designed the gymnasium says the installation is "proving very satisfactory. Coaches and players as well as visiting coaches, players and officials have commented quite favorably on the resiliency of the floor . . . it is a first-class installation. As architects, we will be pleased to recommend this floor to clients." Similar comments on the nearly one-half million feet of PermaCushion floors now in use attest to its acceptance.



Air channeled GRS cushioned pads assure uniform, permanent resiliency, prevent sleepers from contacting slab and allow for cross ventilation under entire floor. With void between flooring and wall, plus the fact that no part of the floor is anchored to slab, floor system expands and contracts without "cupping" or "buckling." Power nailing method of installation assures perfectly nailed floor, eliminates hammer marks and broken tongues.

the only truly resilient free-floating floor with dimensional stability.

Here's the floor that has permanent resiliency and dimensional stability built right into it. It's the new PermaCushion* system, the floor that actually floats on GRS resilient pads and is entirely separated from slab and other structural members. The unique construction of the specially engineered and compounded pads *cushions* the floor to assure uniform, permanent resiliency. And since no part of the floor is anchored to slab, the entire system can expand and contract without warping, "buckling," or "cupping." This ability to relieve stress results in dimensional stability unmatched by virtually any other floor.

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[†] Patent Pending

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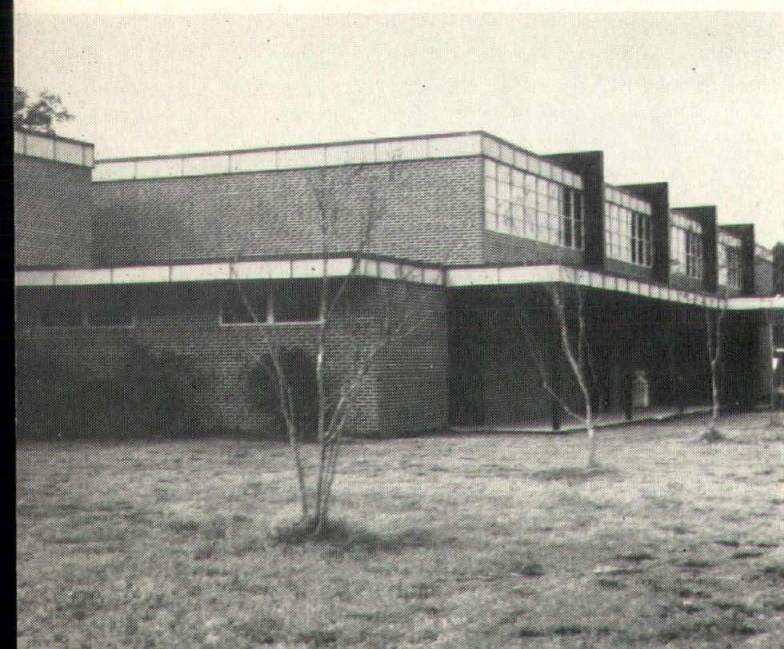
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The Gulf States Architect and Builder is an official means of communication between the Louisiana Architects Association and its membership.

architect

builder

SEPTEMBER, 1957

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COVER PHOTO

Front Elevation, New Chamber of Commerce Building for
Baton Rouge, Louisiana—Photo by Frank Lotz Miller

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Letters

● Words are rather inadequate to express my appreciation for the fine story that you published in the Louisiana Architect & Builder.

. . . I do not know if you saw a copy of the editorial published in the Shreveport Times or not so am enclosing a copy of same. It was a direct result of your story, and in my opinion was a wonderful tribute to Dad and to the Architectural profession in general. . . .

Thank you so much for your wonderful tribute. I shall always remember it.

HERMAN J. DUNCAN, JR.,
Duncan & Duncan Architects
Alexandria, Louisiana

● My heartiest congratulations on the expansion of your magazine to cover the Gulf States Region. I personally feel that it will not only bring you more advertisers but will bring the local Gulf States A.I.A. Chapters closer together.

BYRON COUCH, JR.

The Georgia Marble Co.,
Tate, Georgia

MEETINGS and EVENTS

● October 6-9—Eighth Annual Gulf States Regional Conference, A.I.A., Birmingham, Alabama.

● October 13-20—Arkansas Home Builders Association, Parade of Homes, Little Rock, Arkansas.

● October 25-26—Louisiana State Council, Associated General Contractors of America, Roosevelt Hotel, New Orleans.

● October 30 - Nov. 1—Texas Region, American Institute of Architects Regional Conference, Dallas.

● October 31 - Nov. 2—Central States District, American Institute of Architects, Regional Conference, Hotel Skirvin, Oklahoma City Oklahoma.

● January 26-30—Associated Equipment Distributors, 39th annual meeting, Conrad Hilton Hotel, Chicago.

Please address all communication to the Editor, P. O. Box 301, Baton Rouge, Louisiana.

Comment From Page 30—This Issue

Our Editorial Advisors Comment on topics of present day concern—Page 30.

“ . . . the architects, engineers and contractors of today will greatly influence the world of tomorrow. Conditions in ten or fifteen years will be quite different from now. The growth of our cities, and the



tremendous increase in number of automobiles must be taken into consideration now . . . ”

—O. J. Baker, A.I.A.

“If you take the attitude “To hell with the other fellow”, you probably will find that you don't get as much work, but in the over-all you will make as much or perhaps even more money . . . with the biggest boom facing us in the history of the construction industry, we all ought to re-evaluate our position . . . ”



—Ray E. Putfark

“Congratulations to the editor and publisher of this journal . . . we have not had cause to regret the decision and are proud to have been a part of a pleasant association. The publication is doing what it set out to do, and that is all we could ask . . . ”



—Arren Broussard

(ED NOTE — We appreciate these communications from our readers and always welcome suggestions and comments.)

For those who desire to send editorial material to the editors for publication, we suggest that a note be enclosed stating, requested dispositions of papers and photographs.

ARCHITECT and BUILDER



Publisher's Letter

With this issue the ARCHITECT AND BUILDER has extended its editorial and circulation activities to embrace the entire Gulf States region of the Deep South. Actually, this issue marks a milestone in a plan which had its beginning months ago. In July, 1956 this publication came into being for the first time, and its growing success over the past year as the Louisiana Architect and Builder has made its new expanded audience a necessity.

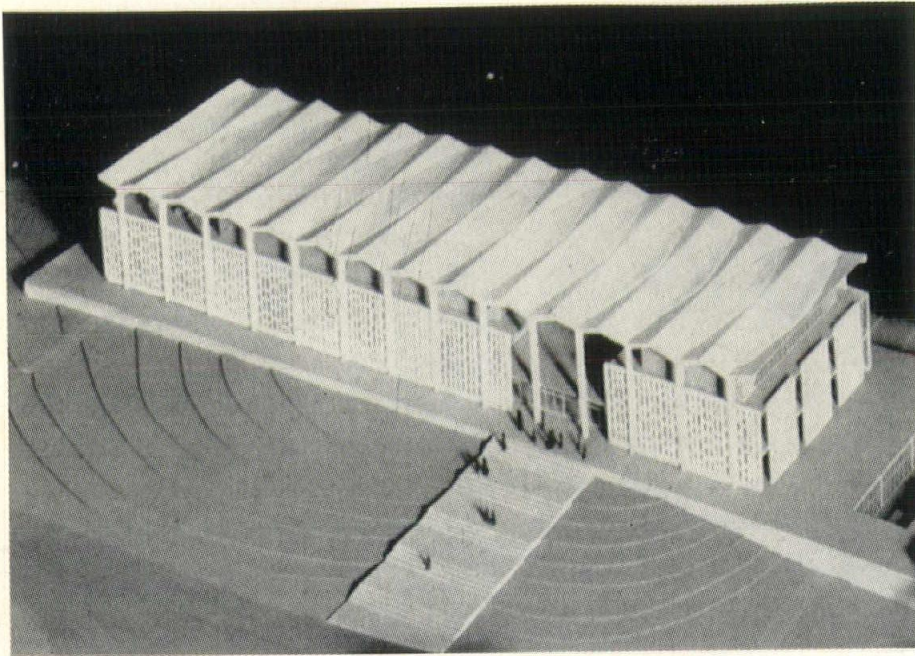
To our new friends in the states of Arkansas, Tennessee, and Alabama we extend a hope that you will find on these pages and those in the months ahead, something of value . . . information of a nature that will bring you into a closer relationship with the activity of your colleagues throughout the area.

To our old friends in the states of Louisiana, and Mississippi . . . those to whom we stand indebted for our initial success, we continued in our pledge to put forth our best efforts to produce a journal worthy of your splendid support.

Most cordially,

Hayden Lewis

New Buildings



Constructed of 12" reinforced brick exterior walls, steel and concrete columns, glass, steel joists and lightweight concrete roof deck, this design for the new Vermilion Bank and Trust Company building, in Kaplan, Louisiana, draws on contemporary use of materials with a flavor of Old South Architecture.

Designed by Baton Rouge architect, Lionel H. Abshire, the proposed building is to be located on a corner lot, 84 x 120 and will feature off street parking for both customers, and employees; a drive for the drive-in teller's window.

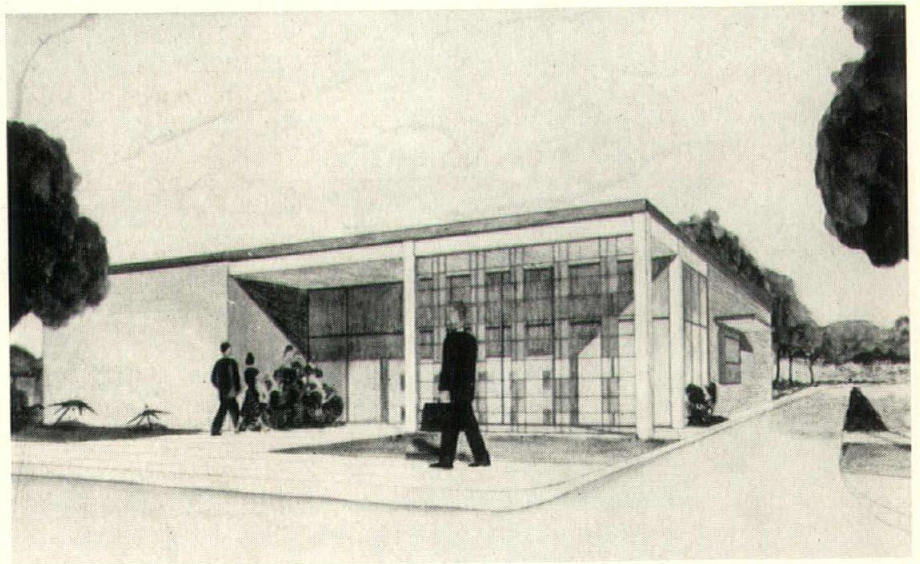
On exterior surfaces, a metal grill is used between concrete columns in front of the building to create a feeling of shelter and also to stimulate interest. Gold anodized aluminum plates are set into the grill, adding a touch of luxury to an otherwise quite simple facade.

A large lobby, 5-teller counter, night depository and other banking facilities are provided for in the plans.

An award winning design for a Fine Arts Center, at Memphis, Tennessee by Memphis Architects Mann & Harrover features the ability of unification for use not only as an art academy, but provides theater and concert hall accommodations as well.

The architects received the first place award in September, 1956 in a design awards program approved by the city of Memphis for the design of a Fine Arts Center.

Harmon Construction Company is low bidder on the project with a bid of \$423,000. A figure of \$320,000 is said to have been allocated in 1955 for the construction of the project in Overton Park. A proposal to raise an additional \$150,000 thru public subscription to assure construction of the new building is said to have been made to the city by the executive committee of the Memphis Academy of Arts.



Lionel H. Abshire



Nelson Smith, architect, Birmingham, Alabama, (right) general chairman, 8th Annual Conference, Gulf States Region, A.I.A. discusses some highlights of the conference set for October 6-9 with Mississippi Chapter officials in Biloxi. From left, they are: Charles H. Dean, Jr., Jackson, member executive committee; L. L. Brasfield, Meridian, Secretary-Treasurer; John M. Ware, Jackson, Vice President; and William I. Rosamond, Columbus, president. (A&B Photo).

Birmingham AIA Conference May Set Record Attendance

Tentative Program Outlined

Pre-conference registration for the 8th Annual Gulf States Conference, A.I.A. scheduled for Birmingham, October 6-9 indicates a record-breaker in attendance, according to Nelson Smith, conference general chairman.

With a theme "The Architect and the Industrial South," the conference will explore and appraise the role of architects and associated professional planners in the vast changes taking place in the area.

Included in a preliminary program issued by the conference committee are such social highlights as a cocktail hour and buffet dinner at the Mountain Brook Country Club; tours of the city of Birmingham; a fashion show and luncheon at The Club for visiting ladies; and the annual awards banquet and program "Deep South Follies."

Although registration will begin Sunday, October 6 at the Dinkler-Tutwiler Hotel, the opening session of the conference will be held Monday, October 7. Prominent speakers and panelists to appear on the program include A. L. Crabb, professor of Education, Emeritus, George Peabody College for Teachers; Keen Johnson, vice president for Public Affairs, Reynolds Metals Products, and a former governor of Kentucky.

Max Wehrly, executive director,

Urban Land Institute; Oskar Stonorov, A.I.A., A.I.P.; Karl Van Leuven, Jr., A.I.A., Associate, Victor Gruen Associates; and Philip Will, Jr., F.A.I.A.

Also an outstanding feature of the conference will be a modern products exhibit displaying the latest in building products and methods.



Attending the annual dinner of the Mississippi A.I.A. chapter's Gulf Coast meeting in Biloxi, are, from left: Eddie Bellman, Longview Mortar-Mix Co.; Miss May Juanico; Mrs. H. F. Fountain, Jr.; Mr. Fountain; Mrs. R. D. Ladner; and Mr. Ladner. (A&B Photo).

Chairman Smith has announced that those who plan to attend and desire to take advantage of a "pre-convention" registration fee should file their request for room reservations at the Dinkler-Tutwiler Hotel
(Continued on Page 26)

Draftsmen Award Program Set

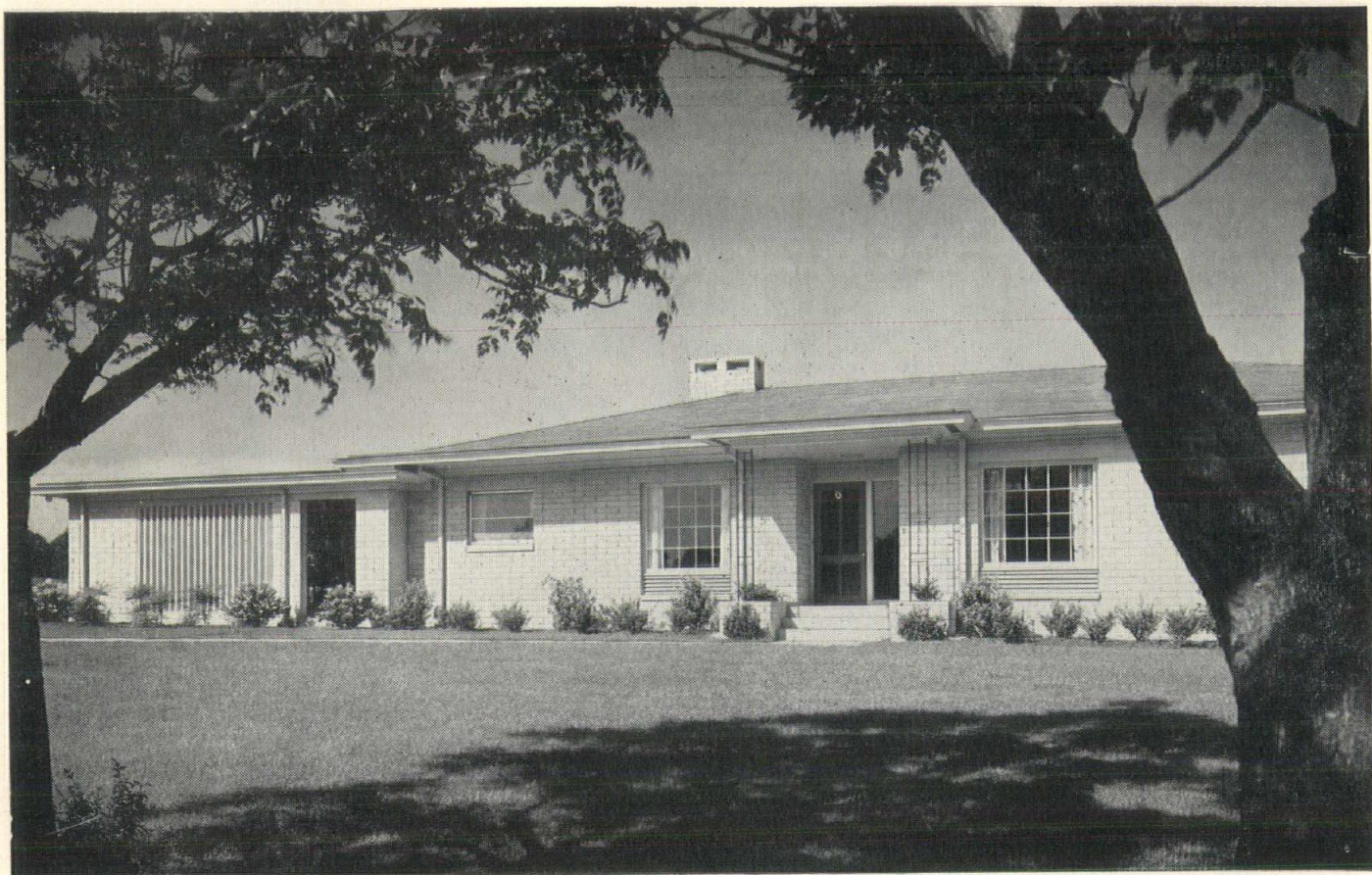
An award program for architectural draftsmen, a feature of the 8th Annual Conference of the Gulf States Region, American Institute of Architects, has been announced by William N. Chambers, Birmingham Alabama architect and a member of the Conference planning committee.

Awards will be made to five architectural draftsmen whose work will be judged in a final competition during the week preceding the Conference. The conference of the Region is scheduled to be held in Birmingham, October 6-9.

The purpose of the competition, co-sponsored by many of the blueprint companies in the Region, is to stimulate greater interest and pride in the technique of architectural drafting and due regard to processes used in reproducing drawings.

Monetary awards to be donated by participating blueprint companies are: First Prize \$125.00; Second Prize \$75.00; and three Third Prizes at \$50.00 each. Appropriate citations will also be awarded to the winning participants.

Competitors will submit prints of work made during the year 1956 in an
(Continued on Page 26)



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ACTIVITIES OF THE GULF STATES REGION A.I.A.

John Hayes Pritchard, Tunica, Mississippi—Director
Wm. Bailey Smith, Baton Rouge, Louisiana—Secretary-Treasurer



Attending a meeting of the Gulf States Regional Council, A.I.A. held in Biloxi, Miss., July 26 are, from left: Gordon Wittenberg, Little Rock, Ark.; O. J. Baker, Baton Rouge, La.; John Pritchard, regional director, Tunica, Miss.; Wm. Bailey Smith, secretary treasurer, Baton Rouge, and William Shaw, Birmingham, Ala. (A&B Photo).

Regional Council Holds July Meeting at Biloxi, Miss.

The Gulf States Regional Council, A.I.A., held a meeting July 26 at the White House Hotel, Biloxi, Mississippi.

Highlighting topics of concern to the Council were plans for the 8th Annual Conference of the Gulf States Region scheduled for Birmingham, Alabama, October 6-9; a report by director John Pritchard concerning special committee activity; a report on associate membership; and considerable discussion on state registration with a proposal for a central regional group to give exams which would be in accordance with NCARB standards.

Nelson Smith, Birmingham, general chairman of the planning committee for the 8th Annual Conference reported on his committee's activities in preparation for the event.

With reference to a central regional examining group, wherein the

same examination would be given in each of the five states and would be graded by the central group, a reso-

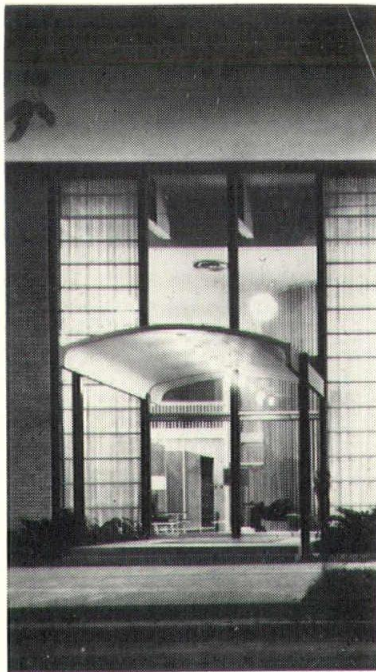
lution favoring such a plan was adopted. The resolution recommended that the various state boards give the idea favorable consideration.

Members from throughout the Region attending the meeting were: John Pritchard, Tunica, Miss., director; Wm. Bailey Smith, Baton Rouge, La., secretary-treasurer; Gordon Wittenberg, president, Arkansas Chapter, Little Rock, Ark.; Wm. Shaw, president, Alabama Chapter, Birmingham, Ala.; Nelson Smith, Birmingham; William Rosamond, president, Mississippi chapter, Columbus, Miss.; O. J. Baker, Baton Rouge; Ed Silverstein, New Orleans, president, New Orleans chapter; Marshall Walker, Shreveport, La., president, Shreveport chapter; John Bland, secretary, Tennessee society, Memphis; Robert L. Rogers, Nashville, Tenn., president of Middle Tennessee chapter.



Other Council members attending the meeting at Biloxi, are from left: John Bland, Memphis; Ed Silverstein, New Orleans; Marshall Walker, Shreveport; and Robert L. Rogers, Nashville, Tennessee. (A&B Photo).

*A fresh new
community building
designed for a progressive
state of mind.
This new structure
is a representative
milestone in the civic
and industrial growth
of an old city in the
Deep South.*

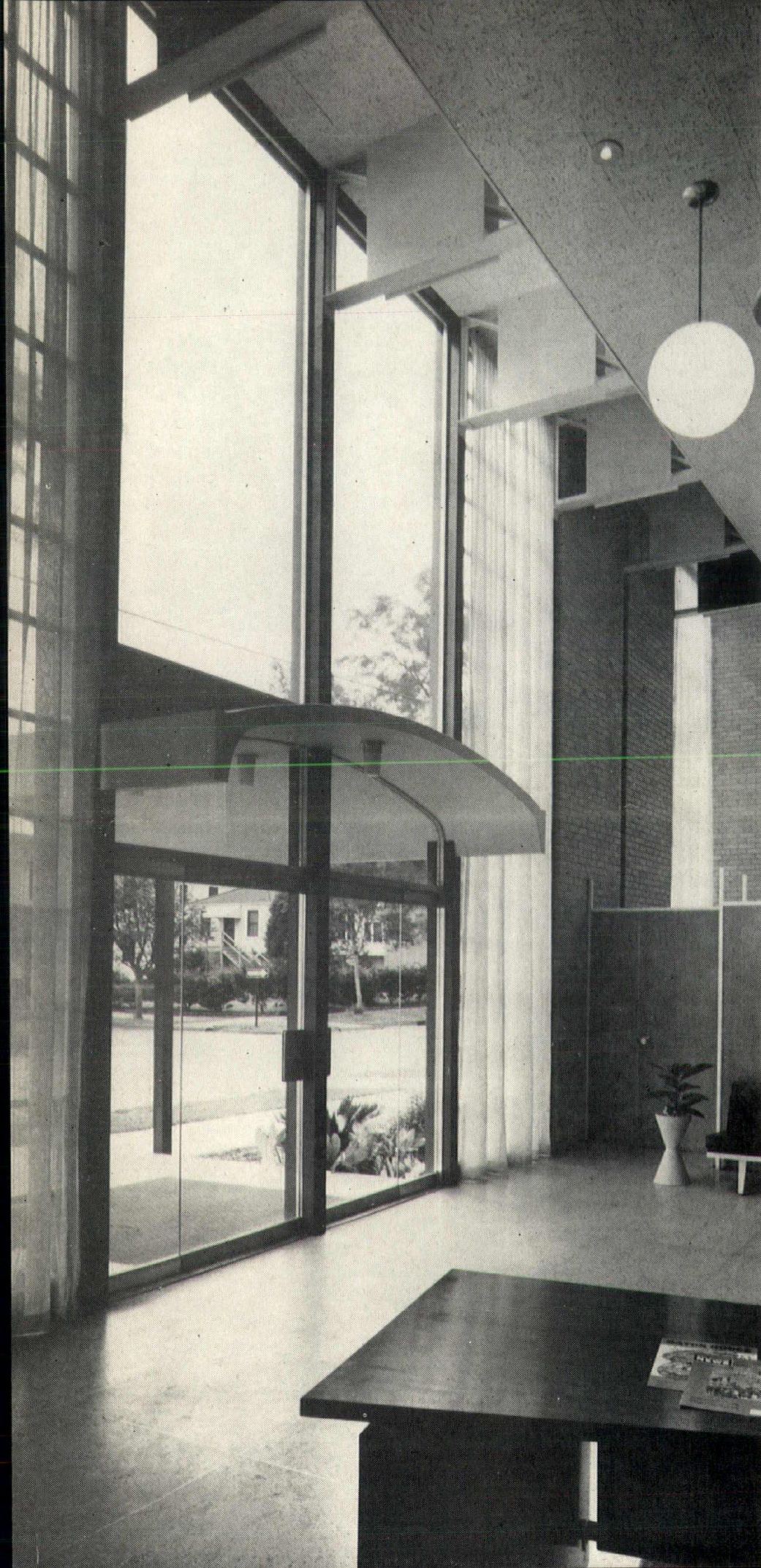


Frank Lotz Miller



Stairway Leading from Lobby-Office to Second Floor Offices, Chamber of Commerce Building, Baton Rouge, La.

Frank Lotz Miller



The new Chamber of Commerce building in Baton Rouge, Louisiana designed by the firm of Bodman & Murrell & Smith, Architects, is a symbol of a progressive civic and industrial growth . . . a basic principle of the organization it is meant to serve.

Built on a corner lot, measuring 128' x 64' in a near-downtown area, the new structure was designed to serve contemporary needs of a growing industrial center with provisions for additional facilities as such future growth may require.

The 18-foot ceilings throughout most of the working areas and lobby give an effect of openness, and aid in the capture of maximum natural light which enters through shafts of aluminum exterior windows extending 20 feet to the roof line. The windows extend over the front and street-side elevations, formed between 4" x 8" steel support columns. The exposed surface of the steel columns is faced with a 4" blue aluminum material providing color contrast for exterior walls. Brick panels between the steel support columns complete the exterior surfaces.

Accommodating 17 employees, the interior of the building features an auditorium with a normal seating of 78. At one end

of the auditorium section, a balcony, also serves as a connecting walkway and permits maximum use of two second floor offices.

A board of directors chamber designed in a circular pattern highlights the lobby and working area. It measures 18 feet in diameter and extends from the lobby floor to the ceiling. Cypress fluting is used on its exterior wall surfaces and panelling within.

Executive offices, a coffee room complete with kitchen facilities and office space for two affiliated organizations are also provided.

Parking area accomodating 6 automobiles is located at the rear of the building and provides an avenue for future expansion if needed.

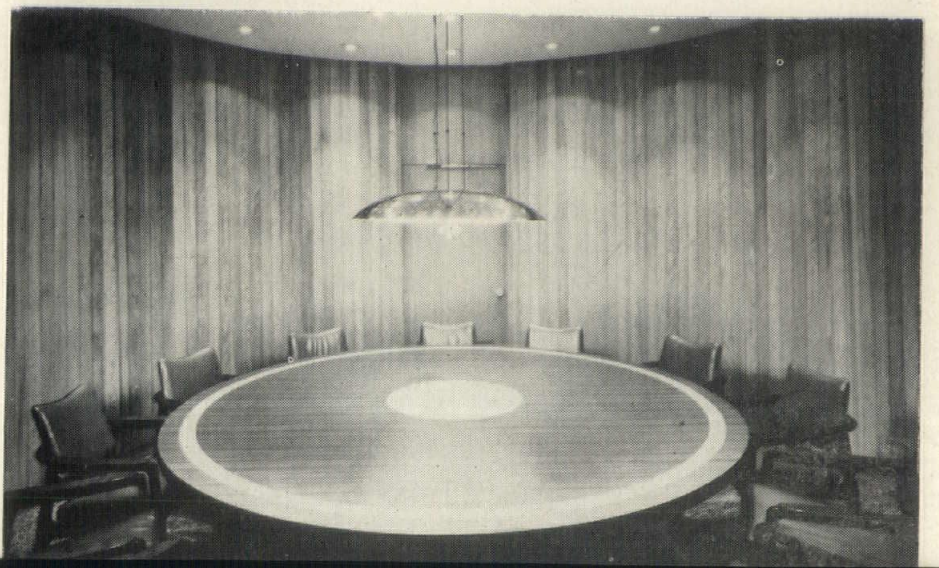
Interior colors are white and beige. Furniture was designed by the architects.

The building is completely air conditioned.

Cost of the project, including principal interior items was \$25.00 per square foot.

Barksdale and LeBlanc of Baton Rouge were general contractors.

Photo on opposite page shows expanse of glass used in entrance to lobby at front. Top picture this page and succeeding downward show circular board room with cypress fluting; auditorium with balcony-walkway; and in the bottom photo, a circular board table inside the board room.



..... *and now—greener pastures*

THE REGION of the Gulf States is one of America's great industrial frontiers. It offers a challenge to those who seek greener pastures. At least we felt this way months ago when we first began a publication to serve the construction industry in the Deep South.

And now as we grow into additional responsibilities to provide a better journal to serve an expanded market we do so with the knowledge that our "team" is ready to accept the challenge.

The faces you see on this and the succeeding page are our marketing and editorial team. Howard Edwards is not only an accomplished art director, he has spent his comparatively youthful life in all phases of industrial advertising. His intimate knowledge of his field . . . his awareness to the needs and problems related to modern-day industrial marketing, make him a valuable source of information on advertising requirements.

A native of Detroit, Michigan, his experience includes positions as art director on many national accounts, including Packard Motor Car, The Auto-Lite Co., and others. He is a former art director for Brooks, Smith, French & Dorrance, Inc., Detroit advertising agency, and for Ruthrauff & Ryan also of Detroit. His most recent agency assignment was as an art director for the Aylin Advertising Agency in Houston, Texas.

The strength of editorial accuracy is most important to this trade paper. The factual accounting of the present is a top concern with our editorial advisory board pictured on the opposite page. These men are seasoned executives of the construction industry. They individually occupy unique positions in their respective fields in that their relationship to the activities of the journal is foreign to personal gain. O. J. Baker is head of an architectural engineering school of a great Southern University; Arren Broussard and Ray Putfark are youthful construction association executives with a common desire to contribute their energies to something they believe to be in the best interests of the industry.



Howard Edwards

BAKER



PUTFARK



BROUSSARD



Dear Reader:

Editorial Advisory Board

Beginning with this issue, the Architect and Builder has extended its editorial and marketing efforts beyond the states of Louisiana and Mississippi, to embrace the entire Gulf States Region. Its audience now includes the local architect, building contractor, home builder and industry executives in the states of Arkansas, Tennessee, and Alabama as well.

The wonderful support of our audience, our advertisers and our friends over the past months, plus the growing interest in our program, has made this new growth advisable.

As in the beginning, we expressed our editorial concern that the Architect and Builder is not intended to be or to become a showcase of architectural design. Its pages, however, are dedicated to recognizing the efforts of the local architect . . . his problems and achievements. To present the activity of the contractor, the engineer, and the home builder as well.

In this new and challenging move, we seek to give to the construction industry of the Gulf States, a good publication . . . one that is void of bias and free from attention to individual merit or a given cause.

Our early successes have justified our firm belief that there is great opportunity in "America's new industrial frontier" . . . a land of green pastures. We continue in our service to our old audience, and our aims are as they were in the beginning . . . we've only moved our fence.

Most cordially,
LLOYD LEWIS
Editor-Publisher



Pictured at the annual dinner of the Mississippi A.I.A. Chapter's Gulf Coast Meeting at Biloxi in July, are, from left clockwise: Mrs. Thomas S. Jones; Mrs. W. E. Campbell, Jr.; L. L. Brasfield; Mrs. Brasfield; Thomas S. Jones; and W. E. Campbell. (A&B Photo).

Planning Group Studies Report

A preliminary report prepared by Planning Consultant Arch Winter on the proposed Mobile-Prichard, Alabama unification has been accepted for further study by the Mobile Planning Commission.

The unification move was first proposed recently by E. E. Delaney, chairman of the planning commission.

According to Delaney, the commission has postponed possible recommendation of the unification plan to members of the Mobile County delegation to the state legislature because of a lack of sufficient time for the body to consider it.

Winter's report was read to the planning group and contained an outline of advantages to be gained by unification in the fields of fire and police protection, recreation, water and sewerage, streets, garbage collection, finance and purchasing, taxes, personnel, administration, and planning.

New Planning Booklet Announced

A new construction booklet, titled "Construction Codes; A Guide for Arkansas Cities" has been published by the University of Arkansas, City Planning Division, according to W. S. Bonner, associate professor in charge of the department.

Prepared by John Voorhies, the new publication is designed to assist Arkansas cities in adoption and administration of construction codes.

Bonner said that copies of the publication could be obtained by writing his office in Fayetteville.

Miss. Architects Hold Meet

Over 100 Mississippi architects, their wives and guests were in attendance at the annual Gulf Coast meeting of the Mississippi chapter held at the White House in Biloxi, in July.

Highlighting a series of social events was an annual banquet; seafood parties; and a boat trip to islands off the Mississippi coast.

William I. Rosamond, Columbus is president of the Chapter. Other officers include, L. L. Brasfield, secretary-treasurer; John M. Ware, vice president.

sociation president. The new additions bring the total membership figure to 292 members.

Memphis Engineer Promoted by Corps

N. W. Bouton has been named chief of the maintenance branch of the U. S. Corps of Engineers in Memphis. Bouton succeeds Earl P. Houston, deceased.

The maintenance branch is concerned with the construction of river bank protection and related activity.

Wilbur C. Stolte also of Memphis will succeed Bouton as chief of the Projects Operations Branch, with supervision of maintenance and operation of the Wappapello, Missouri dam and reservoir, processing of applications for permits for structures along navigable streams and preparation of plans and procedures for flood emergencies and disaster recovery.

Ark. Cities Get Planning Funds

Seven Arkansas communities will get the benefit of a federal grant totalling \$18,600 for development planning directed by the University of Arkansas.

The university will direct the project with the aid of the grant approved by the Urban Renewal Administration. The federal funds are matched by state and local funds in the program.

The project is expected to be completed within two years.

Memphis NAHB Adds Members

The Home Builders Association of Memphis has added 54 new members during a current membership drive, according to Robert G. Snowden, as-



Enjoying a lighter moment during annual dinner of Mississippi A.I.A. chapter's Gulf Coast meeting in Biloxi are, John Pritchard, John Collins, Mrs. Collins, Fred Harrison, Jr. and Mr. and Mrs. Tom Mortimer. (A&B Photo).

Planner Warns Little Rock Merchants

Little Rock's downtown business district may be doomed in the face of a trend to perimeter shopping in the city, according to a planning executive.

Commenting on the construction of two proposed multi-million dollar shopping projects in the city, Gerald J. McLindon, a director of the Metro-plan Commission, urged businessmen who are located in the downtown section to unite and start making the section more attractive to shoppers, "or face a piecemeal extinction."

McLindon stated that several weeks ago a national planing conference on the theme of "Main Street U.S.A." was held in the city and local architects high-lighted the program with a plan for modernization of the Little Rock shopping district.

"So far, no one has shown anything but lip service to the plan, and I am beginning to doubt that businessmen will work out a solution," McLindon said.

New Planning Commission Formed

The Clarksdale Mississippi city planning commission has been enlarged with the appointment of new members, according to a recent announcement.

Newly appointed members of the body, include: Guy Hyde, Marion Brewer, Virge Edwards, R. A. Miller, city engineer; and Jess L. Haley, water and light department superintendent.

Other members of the commission, previously appointed include: C. S. Longino, Jr.; W. R. Ellis, Jr.; F. W. Cannon; and E. F. Bornman.

The new planning commission will work with the board of the mayor and commissioners in an effort to strengthen zoning ordinances and to implement suggestions of the city engineer in regard to better planning.

ARCHITECTS

and

DRAFTSMEN

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**Information About
EMPLOYMENT**

PAGE 31

this issue

Mr. Architect:
Mr. Engineer:
Mr. Builder:

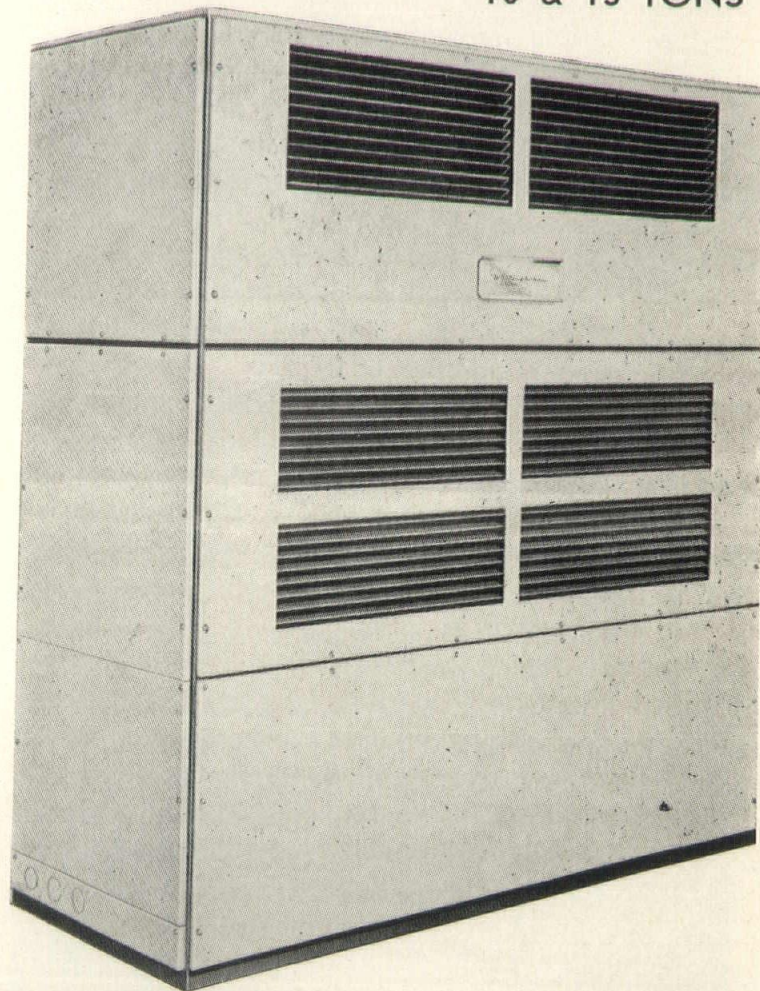
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NEW ORLEANS

New Forestry Building Planned

Bids for the construction of a new Forestry Building for the State of Arkansas will be advertised about mid-September, according to state forester, Fred Lang.

Lang said that the state Forestry and Parks Commission had approved plans and they are now in the drawing stage. When plans are completed, bids for construction will be sought, he said.

Scheduled to be constructed on the old state penitentiary grounds in Little Rock, the new offices will feature wall paneling designed from various types of Arkansas timber.

Estimated cost of the proposed structure is \$225,000.

Arkansas Gets Federal Funds

A House-Senate Conference Committee has earmarked \$22,670,000 for construction projects in or involving Arkansas.

Largest single figure was \$17,000,000 for the Table Rock Reservoir on the White River, near Bronson, Missouri. Other items include \$1,500,000

for emergency bank stabilization and channel rectification on the Arkansas River and tributaries; \$1,700,000 for Greers Ferry Reservoir; \$1,400,000 for the Dardanelle Lock and Dam; \$750,000 for Red River levees; \$210,000 for Galion, and \$110,000 for the Bull Shoals Reservoir.

Mobile Engineers Organize Section

A Mobile, Alabama section of the American Society of Refrigerating Engineers is in the process of being organized, and will hold a formation meeting September 12, according to Herb Tinning, New York, assistant secretary of the society.

Tinning said the local section would include members from South Alabama, Northwest Florida, and Southwest Mississippi.

Members obtained from the refrigerating and air conditioning industry do not have to be graduate engineers, Tinning pointed out.

Assisting in the formation of the Mobile section, are: H. W. Gillis, Harris Supply Co.; Chester Gunn, U. S. Engineers, and John F. Burnette, Hart Engineering Co.

New River Bridge Plans Reviewed

The Bureau of Public Roads in Washington has asked the Arkansas Highway Commission to provide additional information on the method of financing the proposed bridge across the Mississippi River near Helena.

In turn the highway commission asked the St. Louis firm of Stifel, Nicolaus and Company for the required information. The firm was hired early this summer as fiscal agent for a proposed bond issue which is scheduled to be a major financing avenue for the project.

Plans for the bridge had been redrawn recently and sent back to the Bureau of Public Roads for final approval. Highway director Herbert Eldredge said the BPR has raised further questions about the plans, indicating possible additional changes.

Exactly how long the new report will delay the project isn't known, however highway commissioner Cecil Lynch of Pine Bluff said the St. Louis firm should have its report ready in another month or two.

Upon approval of BPR, bids covering construction costs can be advertised.

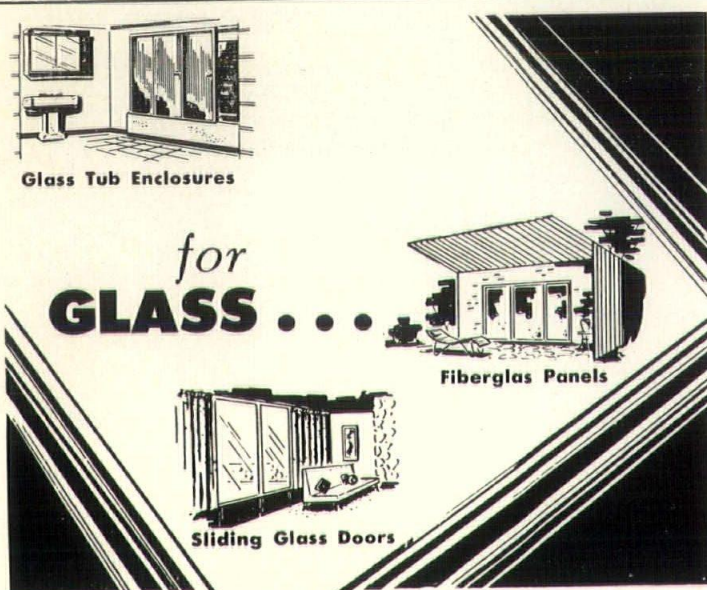
A cooperative venture between the states of Arkansas and Mississippi, Arkansas has pledged two million dollars in urban construction funds to the bridge project and Mississippi a pledge of one million dollars.

Cost of the project is reported to have grown from an estimated 11 million dollars to about 14 million dollars during the past two years.

Univ. of Arkansas Gets Land Gift

A 40-acre estate within the city limits of Little Rock, Arkansas has been presented to the University of Arkansas for use in expanding the school's "educational and cultural program . . . in Little Rock."

Mrs. Kate Gaines Broadus Cammack, widow of the late Wiley D. Cammack, prominent Arkansas real estate figure, presented the acreage to the university for a consideration of \$1 and the right to spend the rest of her life in her home, which is located in the center of the property.



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NEED DRAFTSMEN?

Architects

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Details on Page 31

This Issue

ARCHITECT and BUILDER

- Indications are that mortgage money will remain tight in spite of new FHA rulings. Leaders predict that starts in 1957 will be below 1,000,000.
- Winthrop Rockefeller and associates have announced plans for the development of a Negro housing program. Scheduled for a North Little Rock subdivision, the plan incorporates the equivalent of 100 per cent down payment for buyers.
- Memphis builders have announced plans for National Home Week and named Ben J. Dlugach as NHW committee chairman.
- Laurel, Mississippi has organized a 15-man city planning commission and named Don Gray, vice president and general manager of the Masonite Corporation plant as temporary chairman.
- A \$4,500,000 bond issue to extend Biloxi, Mississippi's waterworks and sewer system will be voted on in September by the city's electors.
- The Memphis City Commission has rejected bids on the proposed Art Academy project for Overton Park. All bids received were in excess of the \$320,000 maximum previously earmarked for the structure. Architects Mann & Harrover have been instructed to confer with contractors to try to determine how plans can be revised and cost lowered.
- An airport improvement program for Memphis includes a plan for the acquisition of land for a north-south runway extension. February, 1958 is a starting date to begin construction of the new runway.
- In supply circles, John-Manville Corp. and Bestwall Gypsum Co. have announced preliminary agreement on a merger for the two companies. The merger would be affected on the basis of $1\frac{1}{4}$ shares of Johns-Manville for one share of Bestwall.



Prominent Baton Rouge, Louisiana, Builder J. M. Powell, Jr., SAYS THIS ABOUT NUTONE

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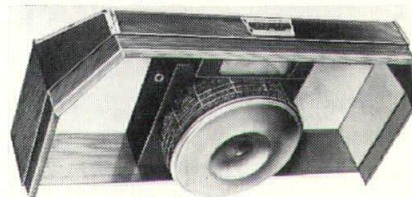
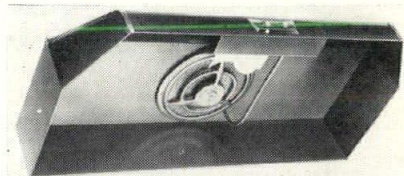
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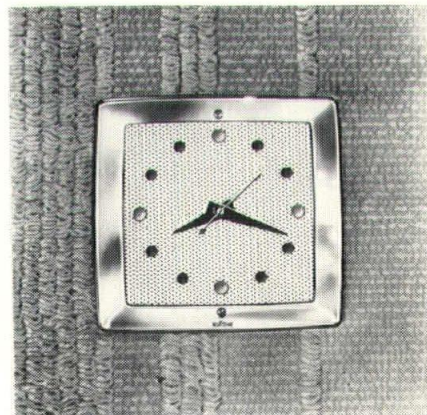
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ARCHITECT and BUILDER



In Spite of New FHA Rulings

MORTGAGE MONEY STILL TIGHT - - - MAY GET TIGHTER

Investors Not Rushing the Building Market as Some Expected

A reserved optimism seemed to be the general state of mind of the housing industry in the gulf states area following announcement of the new FHA regulations affecting lower down payments and a permissible interest rate increase to 5¼ per cent.

Leaders of the industry feel that the new regulations affecting the industry are a step in the right direction to correct a market situation which has threatened to choke all life out of the residential field, however the small builder still feels that the industry will continue to be restrained because of a tight money policy at the national level.

With general business conditions in the country geared to a high demand for investment funds, many fear that money sources normally available to the housing market will continue to meet other investment opportunities until such time as the general condition stabilizes possibly in early 1958.

Robert G. Snowden, president of the Home Builders Association of Memphis said that the new lower down payments are a help to people with low and middle incomes.

"The new terms will make it possible," Snowden said, "not only for these families but all American fami-

lies seeking homes to plan more certainty for their requirements and to arrange adequate mortgage financing.

"Many families in Memphis have been squeezed out of the market by the high down payments which have been required up to now although they have the incomes to pay for the homes they want.

Snowden said that the recent action by FHA in lowering down payments may not have much effect on this year's housing construction because most of the building season has passed.

Edward R. Richmond, president of the Real Estate Board of Memphis predicted the new program would mean up to 25 per cent increase in building in the Memphis area, if the loans under the new program "prove marketable."

On the national scene, however, industry leaders have hailed the new regulations authorized by Congress as a significant step toward better financial conditions in the housing field.

Albert M. Cole, Housing Administrator said it was expected to "facilitate the flow of available mortgage investment funds into the financing of lower-priced homes and thereby

make it easier for Americans in the lower and middle-income groups to purchase homes."

George S. Goodyear, president of NAHB said the new regulations could be "the most significant step forward the FHA has made since it was established in 1934."

Meanwhile at the grass-roots level, many local builders have adopted a 'wait and see' attitude toward the new moves. Many are of the opinion that the present 'tight money' policy of the administration has damaged the availability of construction funds to the extent that more action is necessary before any substantial relief can be experienced.

Although faced with the same economic limitations placed on residential construction as in other areas of the country, the Gulf States area is enjoying a continued activity in the housing field. Using local and sectional financing programs, builders in the deep South also have enjoyed a continued construction boom atmosphere created by the movement of heavy industry into most parts of the region. Many builders feel that this steady growth of a diversified nature will hold the market to a favorable level until the condition of the industry stabilizes in a general way.

Rockefeller Plans Negro Housing

A plan which would permit Negroes to get what would amount to 100 per cent loans on new homes and spread the debt over a 40-year period has been developed by Winthrop Rockefeller, and his associates, according to a recent announcement.

The announcement said that Winrock Enterprises, Inc., Little Rock, Arkansas will build 3-bedroom houses in a North Little Rock subdivision, and make them available to Negroes for \$9,000 each. Payments would be

\$200 for closing costs and monthly installments of about \$54.00.

Buyers would need only the \$200 for closing costs, and their ability to borrow \$9,000 on the houses would be in effect, a 100 per cent loan, the announcement said.

New Engineering Dean Appointed

Harry C. Simrall has been appointed to the position of Dean of the School of Engineering and Director of the Engineering and Industrial Research Station at Mississippi State

College located at Starkville, Mississippi.

According to Ben Hilbun, president of the college, Simrall succeeds Dean Harold Flinsch who has resigned to accept a position in South Carolina.

Memphis Home Week Planned

Ben J. Dlugach has been appointed chairman of National Home Week activities for the Home Builders Association of Memphis, according to Robert G. Snowden, president of the local NAHB chapter.

A partner in the Dell Co., Dlugach said that "National Home Week will be of special interest to Memphians this year. Several thousand Memphis families are being forced by municipal progress to seek new shelter. The great shifting of population in Memphis in the near future will attract many interested Memphians to National Home Week displays," Dlugach said.

Other builders on the planning committee are: Frank Jemison, Si Slocum, William M. Tate and E. R. Triplett.

New Sales Engineer Appointed

Grund Plastic Industries, Manufacturers of Grund expansion gaskets has announced the appointment of Werner A. Wulf as Chief Sales Engineer.

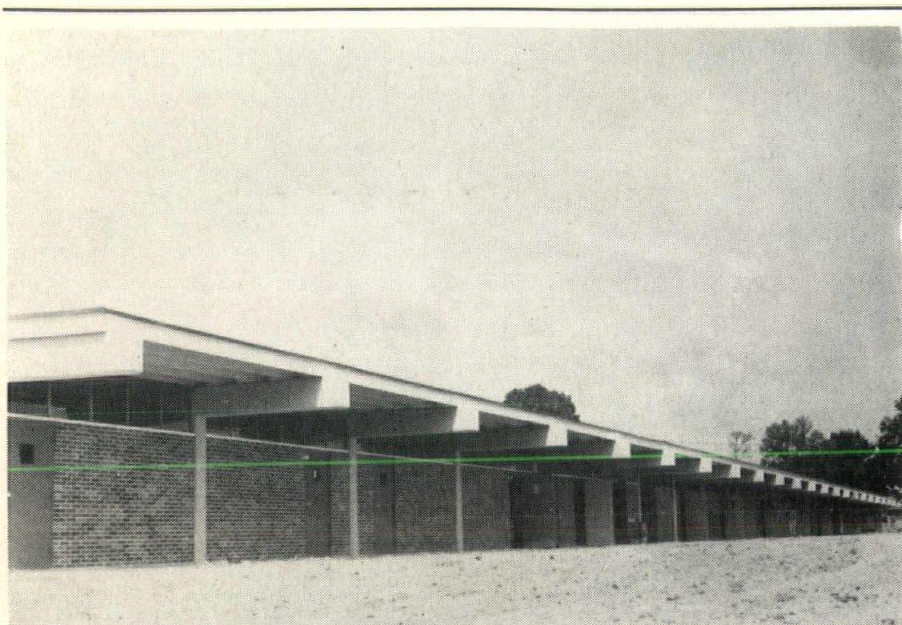
According to the announcement, Wulf is well known in Detroit architectural and building circles. A former head of the construction department, Commercial Contracting Corporation, in Detroit, Wulf was also employed for a number of years as chief engineer at DeCroupet Iron Works, structural steel fabricators.

Grund Plastic Industries, according to the announcement, are the originators and designers of Grund gaskets which are used in the building field to eliminate cracks in masonry wall construction due to contraction, expansion, and building movement.

Distributors in various section of the country include, A. M. Bowles, 4005 Center Street, P. O. Box 7508, Houston, Texas.

Perfection Line

A new line of economy remote air cooled air conditioners has been introduced by Perfection Industries Division, Hupp Corporation, according to a company announcement.



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New Office For Metal Goods Corp.

A new sales service office of Metal Goods Corporation has been opened in Baton Rouge, Louisiana according to an announcement by Carl T. Wedemyer, district manager of the company's New Orleans branch.

Located at 509 North Acadian Thruway, the new sales office enables Metal Goods Corporation's service to keep pace with the demands of the rapidly expanding industries of the Baton Rouge area, Wedemyer said.

The new office is managed by Vernon L. Ellerbe, Jr., a former resident salesman for the Baton Rouge area. Assisting Ellerbe is Paul T. Spicuzza, Jr., formerly with the sales department of the company's New Orleans branch.

Metal Goods Corporation is a warehouse distributor of aluminum, brass, copper, monel, nickel, Inconel, steel, stainless steel, and metal accessories.

The company maintains warehouses in New Orleans, Houston, Dallas, Memphis, St. Louis, Tulsa, Kansas City, Wichita, and Denver. General offices are in St. Louis.

Southern Heater Appoints Makofsky

Edward Makofsky, 5870 Orleans Emmett A. Smith, president of the firm.



Makofsky Southern Heater is a distributor. Avenue, New Orleans has joined the sales force of the Southern Heater Company, Inc., according to

tor for Ruud Water Heaters in five and one-half states. Active in the construction and plumbing industries in the New Orleans area, Makofsky joins his new company following 10 years with one of the largest plumbing and heating houses in the area.

DRAFTSMEN

See

HELP WANTED

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New Engineering Post Available

Memphis public works commissioner Henry Loeb has initiated a requisition for a qualified addition to the present staff of City Engineer Will Fowler, according to a recent announcement.

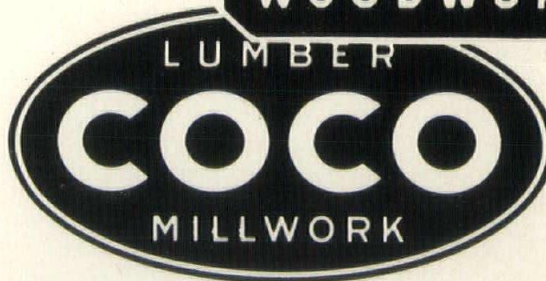
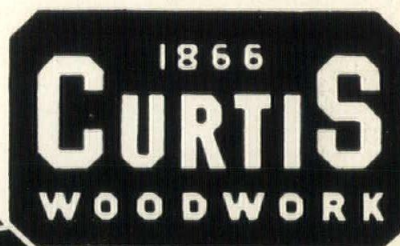
Pointing to the need for more top supervisors to direct the activities

of the department, Loeb indicated that the position could be filled from present personnel who can pass a Civil Service examination, otherwise a qualified individual would be sought from outside sources.

Present assistants in the department are: Tom Maxson, Arthur Holbrook, and W. T. Maddux.

The proposed job is listed for a salary range between \$495 and \$615 per month, the announcement said.

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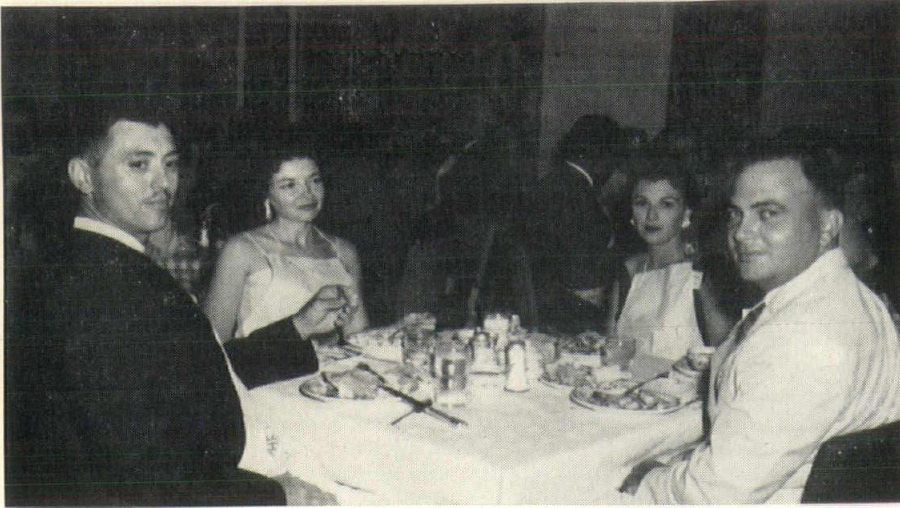
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INDUSTRY NEWS 12 MONTHS AGO



Pictured at annual dinner of Mississippi A.I.A. meeting July 26 at Biloxi are: Harley Price, Georgia-Pacific Corporation; Mrs. Price; Mrs. Wm. Westbrook; and Mr. Westbrook, Westbrook Manufacturing Co. (A&B Photo).

DRAFTSMEN

(Continued from Page 9)

architect's office in the Gulf States Region. The region consists of the states of Alabama, Mississippi, Louisiana, Arkansas and Tennessee.

All draftsmen, not registered as architects or engineers, who are employed by architects, or architectural-engineering firms in the Region, are eligible for the competition. Each competitor must provide himself with a sponsor who is a member of a chapter in the Region, who is a principal in the office where the draftsman is employed, and who shall vouch for

the eligibility of the competitor and compliance of competitor's entry with the rules of this competition.

Architectural draftsmen who are interested in this competition should contact a member of a Chapter in the Region who can obtain further details through Chapter officers and committee members.

Architects—Builders
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Columns Page 29

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BATON ROUGE, LOUISIANA

The Mississippi Chapter, American Institute of Architects held a two-day combination business and social meeting at the Buena Vista Hotel in Biloxi, August 10-11.

L. L. Brasfield, architect of Meridian, Mississippi has been appointed to a four-year term on the State Architectural Board.

Architecture for the Nuclear Age will be the theme of the Seventh Annual Conference, Gulf States Region, when it convenes at Chattanooga, October 7-8-9, according to Chairman Harry B. Tour.

Louisiana's new contractor's licensing board appointed Warren I. Pol of Baton Rouge as its chairman.

Building industry leaders in New Orleans recently held their first OHI public demonstration in the 3000 block on Canal Street.

Verdun R. Daste, former New Orleans housing executive has been appointed executive vice-president of the Home Builders Association of Greater New Orleans, according to Fred J. Forstall, association president.

National Home Week, set for September 15-23 will be observed by leaders of the state's building industry in an attempt to give home buyers an opportunity to view the latest in architectural design.

Leonard G. Barnes of Memphis, Tennessee and a former glass company executive in Texas has been appointed manager of Binswanger & Company in New Orleans according to Milton S. Binswanger, Jr.

Fred C. Loucks, New Orleans builder has been appointed to the board of Delgado Trades School in New Orleans.

The International Aluminum Corporation, has announced the opening of its manufacturing and office facilities in Baton Rouge.

CONFERENCE

(Continued from Page 9)

with the registration chairman, Allen L. Bartlett, 1624 Brown-Marx Building, in Birmingham. Pre-conference registration is \$27.50 for corporate members and \$20.00 for associates and guests. Registration at the conference has been set at \$37.50 for corporate members and \$30.00 for associates and guests.

ARCHITECT and BUILDER

• U. S. Steel Homes

United States Steel Homes Division of U. S. Steel Corporation has announced its new Steelaire model homes now being prefabricated in the division's new manufacturing plant in Cumberland County, Pennsylvania.

The photo at right shows a phase in the erection of steel roof truss and steel framed panels to a "Steelaire-Fifth Avenue," being built on the roof of Kaufmann's Department Store in Pittsburgh.

According to the manufacturer, the clear span of 28 feet without intermittent support is made possible by sturdy cold formed steel shapes in the construction of the "house on the roof."

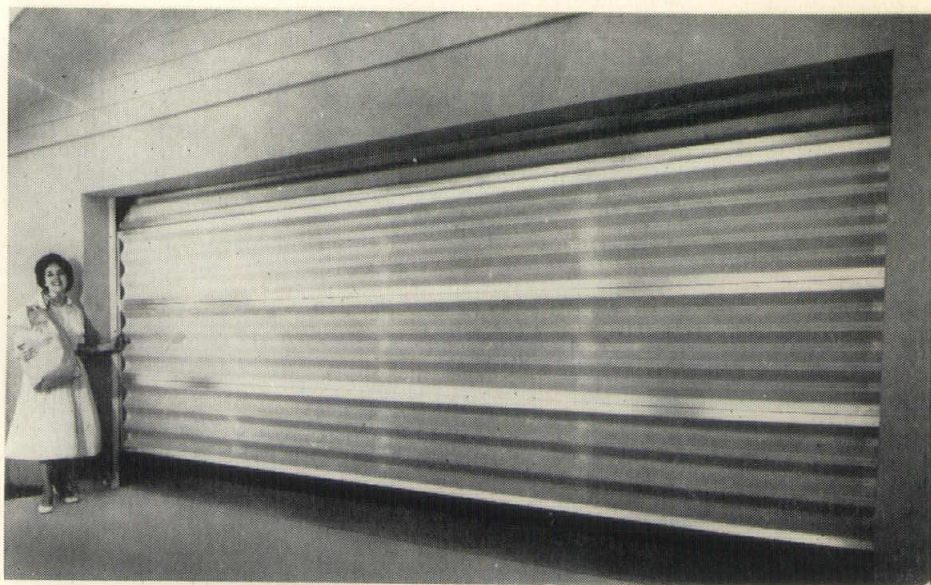
The company said that more than six tons of steel above that used in conventionally built homes is in evidence in this construction view.



• Plastic Door

Aldor, Inc., Miami, Florida, has announced a fiberglass-plastic garage door, combining high tensile strength with dramatic beauty, according to company announcement.

Unusual in concept, this garage door, in both rigid and sectional types, embodies a design principle called "Monoque" which renders a door so light a child can operate it with ease, yet so strong it has withstood a testing laboratory's test of 149.9 miles per hour, the announcement said. More information from the company at 2415 N. W. 75th St., Miami, Florida.



a

b

NEW

PRODUCTS

Wood Paneling

The Plywall Products Company, Incorporated, of Fort Wayne, Indiana has announced a new type of prefinished wood paneling, reported to greatly reduce labor and material costs for attractive and practical interior walls in new construction or remodeling.

According to M. B. Jorgenson, sales manager of the firm, the product is being marketed under the registered trade name of PLYWALL, is essentially a plywood material with a natural wood grain effect transferred to the panels by means of a photographic process without the use of paper or plastic laminations.

The company now produces eight different finishes in either grooved, random plank or plain, the announcement said.

Power Tool

Omark Industries, 9701 S. E. McLoughlin Blvd., Portland, Oregon has announced its Twin-Master, a new power actuated tool with interchangeable barrel for driving $\frac{1}{4}$ " and $\frac{3}{8}$ " pins into concrete and steel.

The unit is two tools in one, the company says. Barrels are quick and easy to change, and allow pin positioning for maximum and minimum power. Breech plugs permit firing .22 or .25 caliber power loads. The unit can do 90 per cent of all steel and concrete fastening jobs, the announcement said.

Made of special alloy steels, the Twin-Master has a polyvinyl hand grip and chromium plated housing. Overall length is 14 inches; weight, 6 $\frac{3}{4}$ pounds.

New Skylight

Daylight Engineering Company announced its new Daylite Air Skylight Fan and fluorescent light fixture which is now available in one packaged unit.

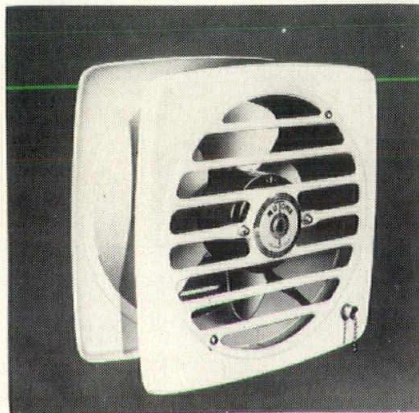
According to the company, the plexiglass skylight is offered in three colors, clear—white—clear sun resistant grey.

General Electric's 80" fan is designed for continuous or intermittent

operation. Oilite Ball bearings motor never needs oiling and the fan is concealed from view showing only the skylight from room below. A vented translucent plexiglass ceiling panel is offered for flush ceiling appearance.

Weather stripped louvers open and close automatically and completely seal daylight air against wind or rain.

The new item is designed to flow with the pitch of the roof with a 12" rise from base to top of the skylight. It can be used on flat roof or roofed with a 5 and 12 pitch, the company said.



NuTone Fan

NuTone, Inc., has announced its room to room ventilating fan Model 814 pull chain operated for installation between 2 rooms.

According to the company, the unit was specially designed to move warm air from one room to another for maximum heating facilities from one heating unit. It is also said to be ideal for use in air conditioned homes where it is desirable to move cool air from one room through to another.

The model 814 is easy to install; is mounted between studding and fits a 9 $\frac{1}{4}$ " square wall opening. It is adjustable for 25/8" to 5 $\frac{1}{4}$ " thick walls and operated on 110-120 volt as standard house current.

Housing and grille are finished in baked white enamel and may be

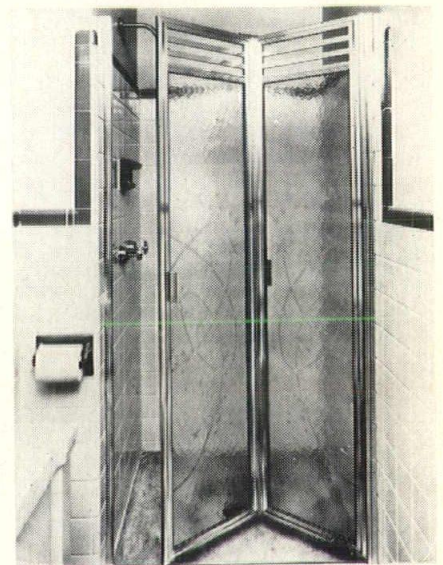
painted to match walls. List price is \$21.95.

More information may be obtained by writing direct to the company. Southwestern Sales office, 1303 Dragon Street, Dallas, Texas.

New Shower Door

The Shower Door Company of America has announced the addition of a new folding door to their line of Permalume shower enclosures.

According to Robert Robbins, General Manager of the company, the folding door, which has a new positive opening and closing action, is the answer for any small bathroom where space problems and crowded location of fixtures would normally make the use of a shower door impossible.



According to the announcement, no space outside the stall is required for the installation of a Permalume Folding Shower Door, since it folds into the shower stall. It is hinged on the wall opposite the shower head and handles, thus folding away from them.

Available in three frame designs and weights, the new item is said to be made in all standard widths up to 36". Standard height is 66" above curb.

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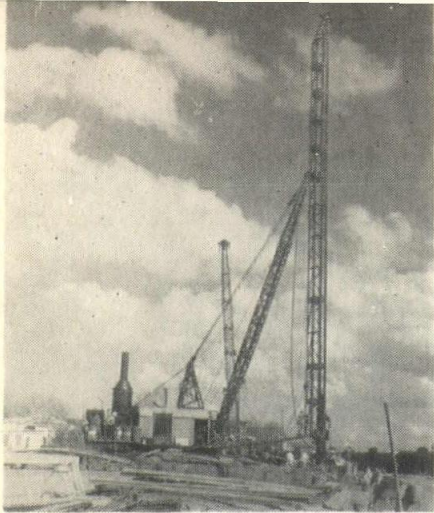
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Congratulations to the editor and publisher of this journal. He has at once announced a 150 percent increase in his area of coverage and presented to his readers two men

whom he has chosen to help him wear out his seven league boots.

The acceptance of the publication in Louisiana and Mississippi is sure to be paralleled in these other states.

It was with some misgivings that the writer agreed to undertake to help out on this editorial advisory business, having no previous experience in that field. We have had no cause to regret the decision and are proud to have been a part of a pleasant association. The publication is doing what it set out to do and that is all we could ask. The publisher's

choice of Mr. Edwards and Mr. Welons is simply another example of his desire to keep pace. We are happy to have them aboard.

We are still of the opinion that a publication of this sort, presenting factual matter in an unbiased manner, with a fresh, modern editorial approach, does fill a need. Now what could a fellow like me possibly have to say to this new audience?

We'll have to think of something.

ARREN BROUSSARD



I read recently a report from a national survey agency which predicted the percentage of contractor failures for this year will run far ahead of previous years. The figure indicated was something like 37% higher.

I think the most important thing about the article which bears repeating is that three definite reasons were given for failures in our industry. No. 1 we seek to under-bid our competition; No. 2 we try to take on more work than we can personally supervise; and No. 3 we make mistakes in estimating or misinterpret the plans and specifications. A

solution for the first reason would be to forget entirely your competition and to base your estimates on what you believe to be your exact cost, overhead and a reasonable profit.

If you take the attitude "To hell with the other fellow," you will probably find that you don't get as much work, but in the over-all you will make as much or perhaps even more money. At least the answer to No. 1 does a great deal toward solving the second and third reason for failures. Surely, if you don't take as much work you are bound to give it closer supervision and achieve higher production. It follows also that you are less apt to make mistakes in estimating or interpreting

the plans as prepared by our designers.

With the biggest boom facing us in the history of the construction industry, we all ought to reevaluate our position with the industry and see to it that it is secure. As I recall, this national survey showed the average life of a contractor as of today to be less than seven years. Prior to 1945 the average was approximately 15 years. Unless the industry wakes up and starts bidding with a better profit, closer supervision and more exacting detail in estimating, that national average will be reduced to about two years or two jobs.

RAY E. PUTFARK



At the time this article is being read, millions of students will be starting another record-breaking year in our primary schools, secondary schools and universities. L. S. U. will have the largest enrollment in its history over 10,000 and this number will more than double in ten years. The population of the United States is increasing at an unprecedented pace.

The architects, engineers and contractors of today will greatly influence the world of tomorrow. Conditions in

ten or fifteen years will be quite different from now. The growth of our cities, and the tremendous increase in number of automobiles must be taken into consideration now.

Eliel Saarinen once said, "Show me your city, and I will tell you what are the cultural aims of its population."

City planning engineers and city planning groups are doing their share to improve our cities but more important is the fact that the population should be aware that their city should be allowed to grow only in an orderly manner.

The primary schools can touch on this; the secondary schools can have community projects discussed in their classrooms and the universities can require courses in city or community planning.

In many schools of architecture the fifth year is devoted largely to city planning, but this is a minority group. These schools of architecture could teach a two hour or three hour service lecture course in community planning that would be invaluable in so far as the future of our communities, towns and cities are concerned.

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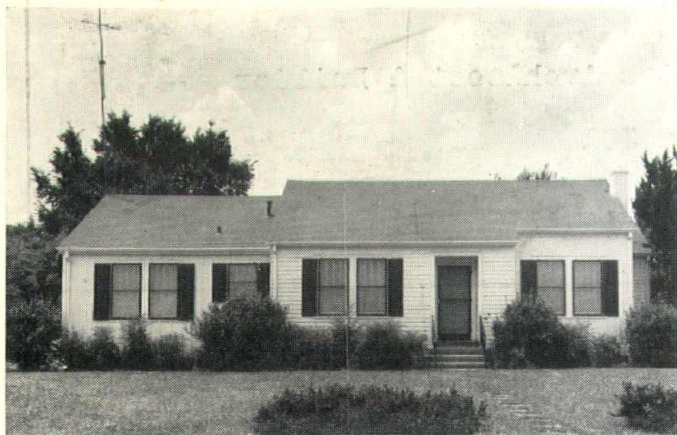
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