

Library

Awards issue

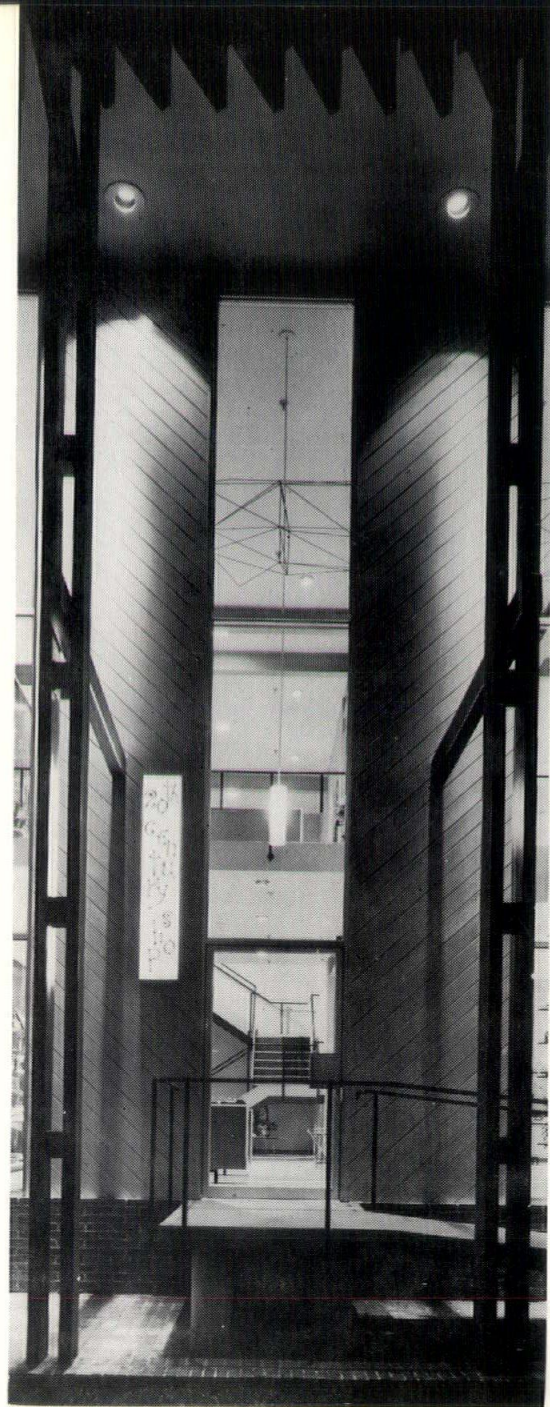
INSTITUTE

MAY 7 1958

LIBRARY

Only a slight
reflection remains of
a romantic era
of the Old South in
contemporary southern
architecture,
yet regional values
are of basic concern to
the architect of
today, as seen
in the design of
the award winning buildings
presented as a
special feature in
this issue.

April 1958

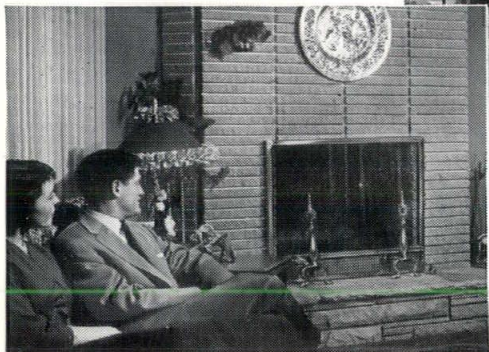
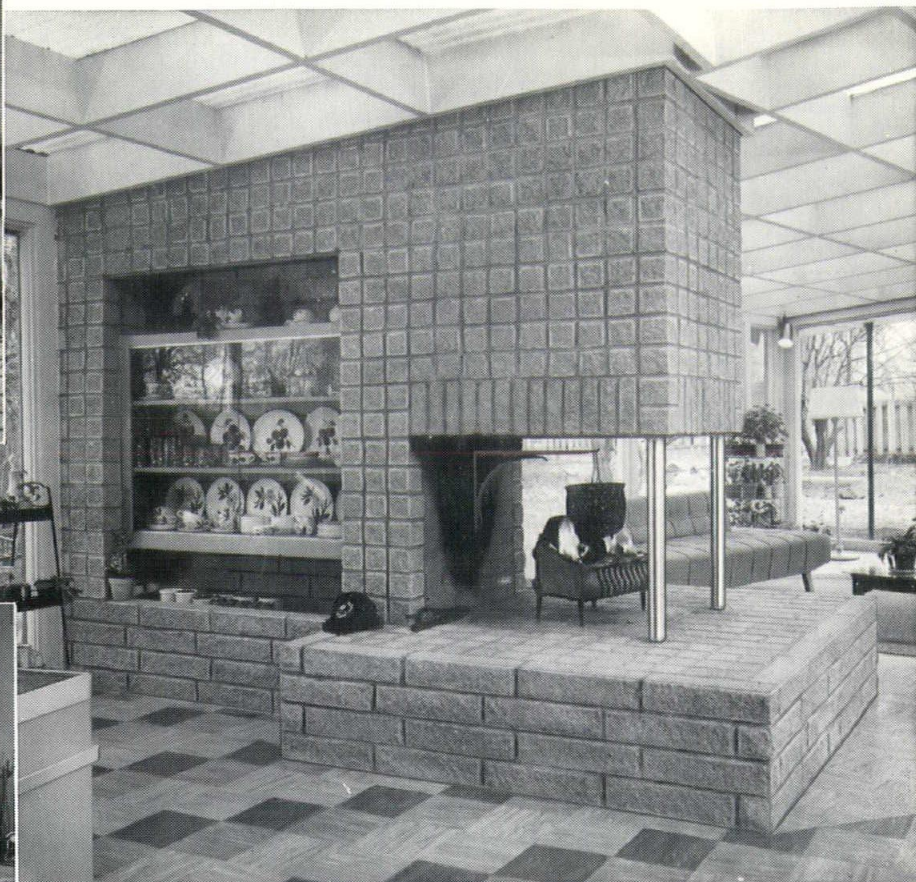


G U L F S T A T E S

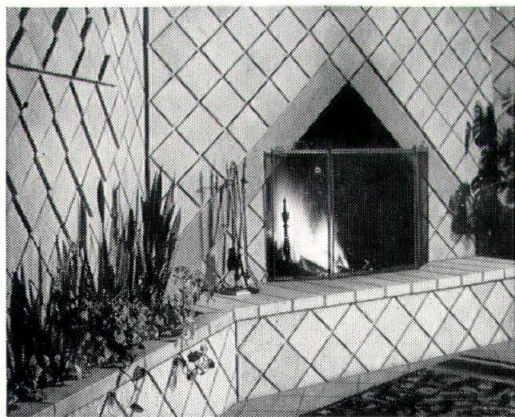
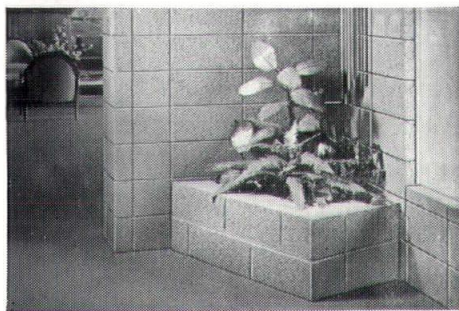
architect

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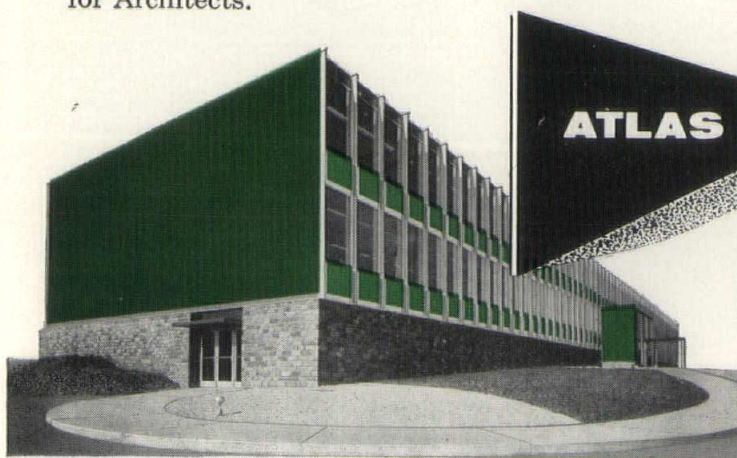
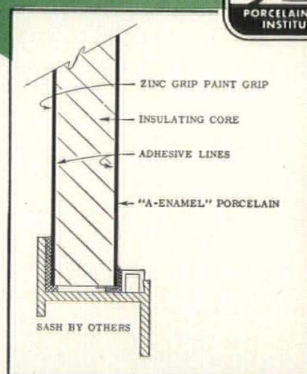
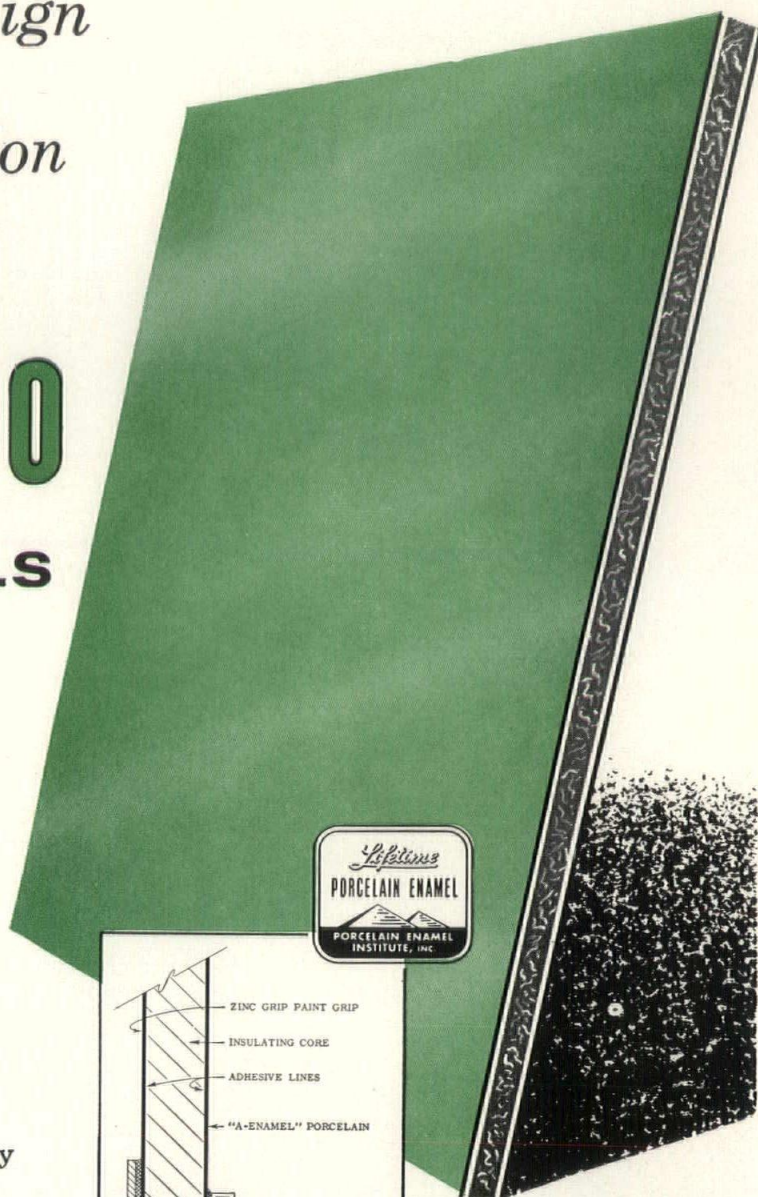
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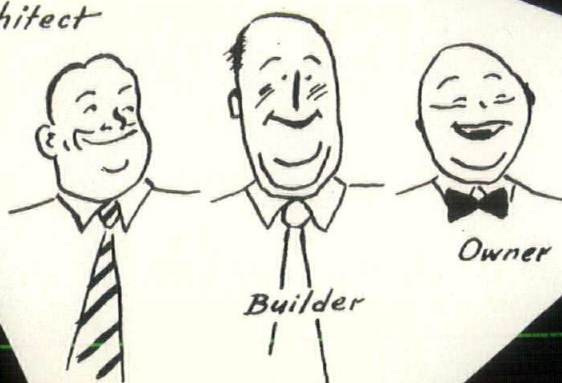
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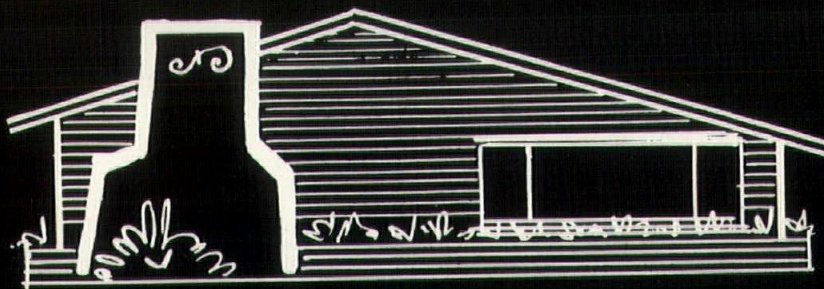
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The Magazine of Architectural Construction
serving the Architect, Engineer, Contractor,
and allied members of the building indus-
try in the Deep South.

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architect**builder**

THE OFFICIAL JOURNAL
GULF STATES REGION
AMERICAN INSTITUTE OF ARCHITECTS

APRIL, 1958

VOL. 2, NO. 10

AIA**awards****section****begins****on page 13**

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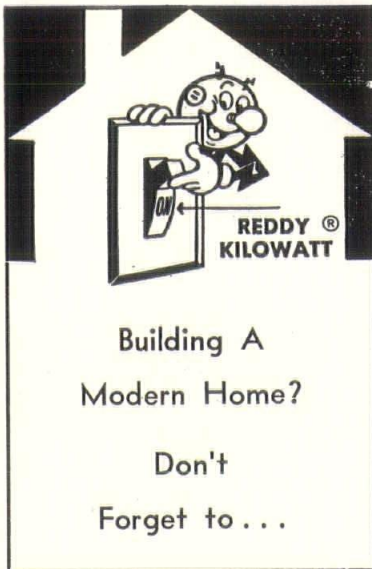
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THE COVER

This month's cover, a departure from our regular imprint, introduces a special issue of regional AIA awards, chosen by a panel of judges headed by New York architect Morris Ketchum, Jr., FAIA, and presented at the 8th annual Gulf States Region of conference of the American Institute of Architects.

Cover design by A&B art director Howard Edwards. Cover photo of the First Honor Award design, 20th Century Shop, New Orleans, by Frank Lotz Miller.



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Letters

Please address all communications to The Editors, P. O. Box 301, Baton Rouge, Louisiana.

● For some reason or other, I do not believe I received your last issue, or if I did, it somehow was misplaced before I had a chance to see it.

I have just received a letter from Mary Ann Zimmerman, Managing Editor, House Beautiful's Building Manual, and she tells me their Spring-Summer 1958 edition will feature work from our New Orleans and Birmingham architects.

She also asks that she be kept aware of our activities in the region, including building trends, etc., which will help them edit a better book for consumer use for those about to invest in new homes. Since you are the "fountain head" for our regional information, I wonder if you would send her a copy of Gulf States Architect & Builder. . . .

John H. Pritchard
Director, Gulf States District
American Institute of Architects
Tunica, Mississippi

● We wish to express our sincere thanks to you and your staff for the very nice presentation of our offices in your recent issue.

You are performing a very fine service for the architects of the Gulf States Region in providing them with such a fine publication that keeps them informed of the building progress and the news of their particular areas.

Best wishes for your continued success!

Tom A. Windrom
Windrom, Haglund and Venable, AIA
Memphis, Tennessee

● As a former resident of Baton Rouge and a graduate of Louisiana State University, I would like to express my interest in your magazine, and take this opportunity to request the placement of my name on your mailing list.

I received a tremendous amount of pleasure from your magazine, not only by keeping up with current architectural events throughout the Gulf States Region but also by staying aware of my friends and former classmates who practice architecture in this region.

William H. Beaty
Memphis, Tennessee

Editorial

Comment From Page 34—This Issue



"Recently a bill was introduced . . . to control the construction of billboards along new rights-of-way . . . The National Roadside Committee . . . has published a Billboard Control pamphlet which describes action to be taken . . . in preserving the natural beauty of the countryside . . ."

to be taken . . . in preserving the natural beauty of the countryside . . ."

—O. J. BAKER, AIA.



"While it seems obvious to most competent observers that this 85th Congress will, in all probability, not enact major legislation affecting the relationship between organized

labor and the employers, it seems highly probable that certain legislation will be enacted affecting the construction industry in its relationship with labor . . ."

—ARREN BROUSSARD.

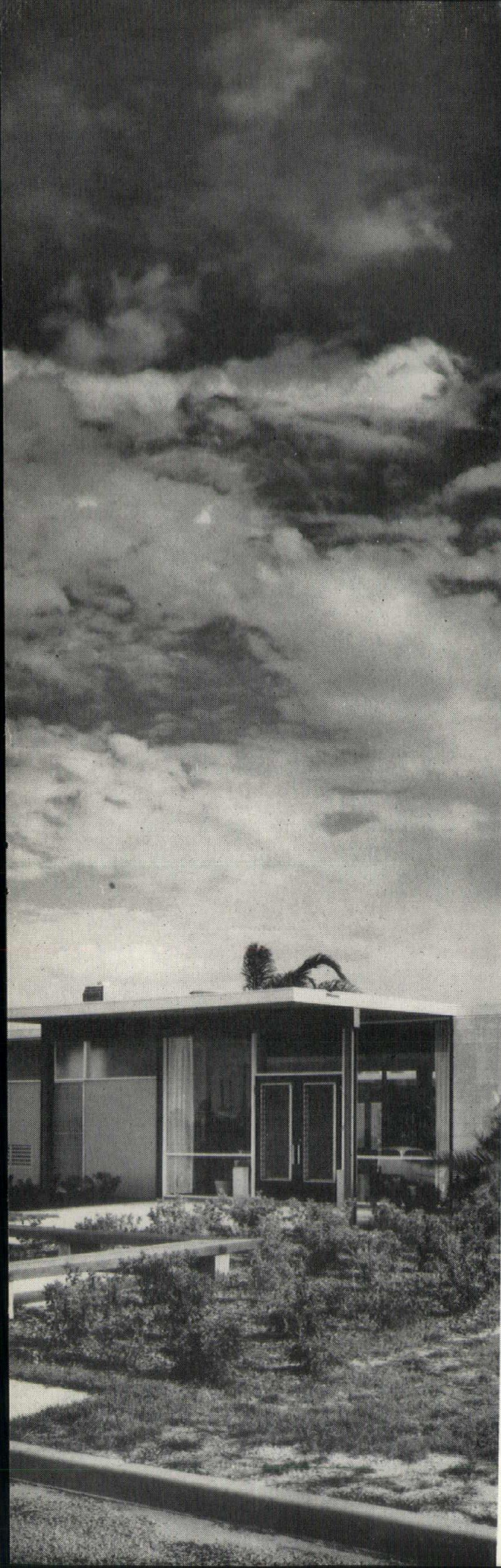


" . . . Specifications . . . 'a detailed description setting forth the dimensions, materials, etc.' . . . I believe the writers of dictionaries recognized the complexities of our

(construction) industry when they used 'et cetera.' This is the phrase that has gotten us all in trouble . . ."

—RAY E. PUTFARK.

ARCHITECT and BUILDER



Publisher's Letter



Killeen

Late last year we mentioned some of our editorial hopes for 1958, covering some topics that we planned for this year. At the time we were also faced with the growing need for editorial assistance to help us carry out these plans.

Last month, **Max Killeen**, young (33), native Southerner and veteran newsman, joined *Architect & Builder* as its first managing editor. He will direct the news activity of the journal throughout the region.

Born in New Orleans, he attended Georgia Tech, graduated from Louisiana State University's School of Journalism, and has been a newspaper reporter and editor, publications editor, a public relations executive and former advertising and promotion director of Louisiana's state industrial development agency. His talent is a timely and important addition to the magazine and its program of editorial development.

* * *

In the "fine print" on page 5 you may have noticed another addition . . . the name **Delta Publications, Inc.** Some time ago we began to feel the need of business expansion to take advantage of the steady expanded growth of all activities connected with the publication of the journal. Along with these new opportunities come increased responsibilities, therefore our new operating company Delta Publications, Inc. was formed. Ownership, and editorial policies have not been altered . . . only expanded . . . with a provision that a limited number of our audience may participate in the ownership of the magazine.

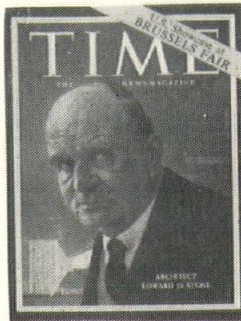
We feel that his new growth will help us provide you with a better magazine for our region in the years ahead.

Most cordially,

Howard Lewis

NAMES IN THE NEWS ★ ★ ★

A recent and notable example of "Gulf States boy makes good," to paraphrase an old cliché, is **Edward D. Stone, AIA**, native of Arkansas and architect of international scope.



TIME Cover Portrait by Robert Vickrey

Designer of the U. S. pavilion at the Brussels World's Fair, Stone is the "cover" subject

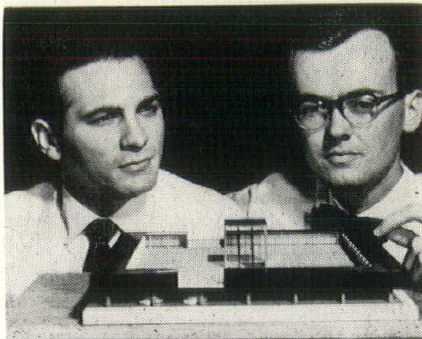
of the March 31 issue of TIME magazine, which features six of his buildings in color. Other recent recognition for the man from Fayetteville; life membership in the National Institute of Arts and Letters, illustrated articles in recent issues of Vogue magazine and the New York Times magazine section, and an interview on Edward R. Murrow's "Person to Person" telecast.

The Shreveport firm of **William B. Wiener & Associates, Architects**, has added the names of **Jesse O. Morgan, Jr.**, and **P. Murff O'Neal, Jr.**, to change the firm's name to **William B. Wiener, Morgan and O'Neal, Architects**.

Architects **Sherlock, Smith & Adams**, Montgomery, and **Curtis and Davis**, New Orleans, are among the

19 architectural firms whose work is now being featured in an exhibition of recent overseas projects of the Office of Foreign Buildings, Department of State. The designs are being exhibited at the Octagon galleries in Washington through April 21.

Partners in the new architectural firm of **Oubre and Wagner** check a scale model. Oubre, a Tulane graduate, received his masters degree cum laude in 1953 from



Oubre (L.) and Wagner

Columbia University, and was the recipient of a one-year traveling fellowship. Wagner, 1954 graduate of the Tulane School of Architecture, is now serving as treasurer of the AIA Chapter in New Orleans. The new firm's offices are located in the Maritime Building.

Dallas architect **Stanley Brown, AIA**, has announced the formation of a partnership, **Brown, Burnham and Underwood, Architects and Engineers**. Offices are located at 4012

Cedar Springs Road, Dallas, and 222 West Fifth Street, Texarkana, Tex. **Gilbert Stanley Underwood, II, AIA**, is in charge of the new firm's Dallas office, while structural engineer **Herman R. Burnham** will head the Texarkana office.

Owen Murphy, Tulane University graduate, has joined the sales force of Southern Heater Company of New Orleans distributors of heating and air-conditioning units, company president **Emmett A. Smith** announced recently. He will work primarily with the plumbing and heating trades.

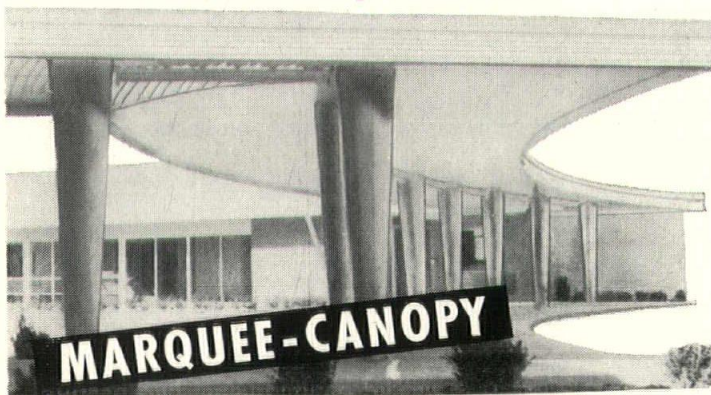


Joe E. Mitchell of Nashville has been named state director of the Tennessee Bureau for Lathing and Plastering, organized last June by Tennessee lathing and plastering contractors. Prior to his appointment, Mitchell was district manager for the Zonolite Company in Nashville.

Ashby T. Gibbons, district structural engineer in Louisiana for the Portland Cement Association, last month completed a technical short course conducted by the organization

(Continued on Page 26)

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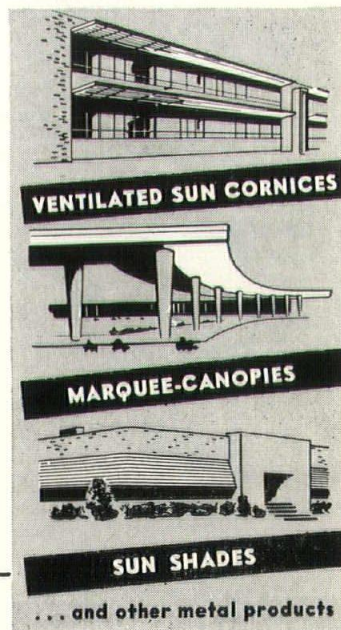
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ARCHITECT and BUILDER



Members of the Construction Industry Association staff in New Orleans discuss preparations for a seafood party at the New Orleans city auditorium March 25 with J. Marshall Brown (right), new CIA member and a member of the Louisiana Legislature. From left: James Renegar, Mary Stonecipher, office secretary, and Ray Putfark, executive director, CIA.

Producers' Council Sets TV Series

The vital story of the nation's largest industry — construction — will be carried to the American people, for the first time, through the medium of television beginning in the fall. Announcement of the show, "Building America," was made recently by Fred M. Hauserman, president of Producers' Council, the sponsoring organization.

The program, a filmed documentary series, is planned for showing by over 200 television stations with an estimated weekly audience of more than 7,500,000. It will be distributed through the Public Service Network, Princeton, N. J.

Hauserman, who also heads the E. F. Hauserman Company, Cleveland, Ohio, pointed out that, "This is the first time that any concerted industry-wide effort has been made to inform the public of the importance of the building industry to their living standards and modes of living.

"Through public service, we hope to make the people aware of how one gigantic \$50 billion industry is serving them. "At the same time," he continued, "we feel that the series will be of direct benefit to architects, builders, distributors and other segments of the building industry."

Each program will be made up of four five-minute documentaries.

Arkansas Sets Home Show Soon

"The largest and best" annual home show sponsored by the Arkansas Home Builders Association has been scheduled for five days beginning April 27.

An anticipated audience for of more than 30,000 persons will view exhibits from more than one hundred companies ranging from building suppliers to land developers, show chair-

Brick & Tile Group to Meet

The annual convention of the Mississippi-Louisiana Brick and Tile Manufacturers Association is scheduled to be held in Biloxi June 5-7, according to Dean Ramey, Executive Secretary of the association.

According to Ramey, the convention program will include talks by Joe Cermak, Structural Clay Products Research Foundation; and Jerry Sveck, Assistant Publisher, Brick & Clay Record, trade publication.

A paper titled "Construction Trends in Mississippi and Louisiana" is also scheduled to be presented by Dr. Louis M. O'Quinn and P. F. Boyer, respective heads of the Bureau of Business Research, Mississippi State College; and Louisiana State University.

The association is composed of brick manufacturers located in the Mississippi, Louisiana, South Arkansas area. It maintains executive offices at 603 Duling Street, in Jackson, Mississippi.

man Harry A. Pittard reports.

Featured at Barton Coliseum will be RCA Whirlpool's "Miracle Kitchen," and a missile from the Redstone Arsenal similar to those used to launch the American satellites.

Plaques will be awarded outstanding exhibits, to be chosen by a judges' committee of architects and associates of the construction industry.

Baton Rouge AGC Chapter Elects Officers



New officers of the Baton Rouge AGC chapter, installed at the annual meeting in March, include (from left) vice-president J. M. King, Sr., president A.D. Kendrick, board member Sidney Gregory, the outgoing president, and manager-director Arren Broussard.

The Baton Rouge chapter, Associated General Contractors, elected A. D. Kendrick president at the annual meeting and party March 13.

Other officers installed with Kendrick, who succeeds Sidney Gregory, include J. M. King, Sr., vice-president, and Charles Beadles, secretary-trea-

surer. A. D. Buquet was re-elected to the AGC chapter's board of directors, where he joins retiring president Gregory, who automatically becomes a board member.

Arren Broussard is manager-director of the Baton Rouge chapter.

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

John Hayes Pritchard, Tunica, Mississippi—Director

Wm. Bailey Smith, Baton Rouge, Louisiana—Secretary-Treasurer



Memphis chapter officers of the American Institute of Architects for 1958, pictured at a recent meeting, are: Seated, left to right, Dave McKinnie, vice-president; Dean Hill, president, and Raymond Martin, secretary. Standing, from left, are D. T. McGown and Carl Howe, directors, and Robert Flemming, treasurer.

AIA Releases Educational Films

Now available to AIA chapters are two films developed by the national group to assist local public relations efforts.

"What Is a House?" and "A School for Johnny" are quarter-hour films designed to entertain as well as educate the architect's varied audience.

The story of the architect's work, the scope of his activity and his role in society are covered in the films produced for AIA by public relations counsel Henry J. Kaufman & Associates.

The Disney-like pictures, cleared and monitored for television use, are highly suitable for local public service programs, either alone or in conjunction with an AIA-sponsored panel discussion.

"A School for Johnny" considers the problem of filling the need for more schools without overstraining community resources. A detailed explanation of how the architect goes about designing a school for Johnny, and outstanding examples of school design are featured.

"What Is a House?" illustrates the architect's essential role in residential design, and traces the evolution of American housing from the "carpenter classic" to the residence of the future.

Louisiana Group Meets April 19

The Louisiana Architects Association will have a fast and full semi-annual meeting April 19 in Monroe, according to the agenda recently issued by the host, the Monroe AIA chapter.

A conducted tour of architectural construction in the swiftly growing city, a business meeting, cocktail party and buffet dinner have been planned.

The agenda:

Registration, Holiday Inn Motel, 2 p.m.

Business meeting, 3 p.m.

Conducted tour, 4:30 p.m.

Cocktail party, Bayou DeSiard Country Club, 6 p.m.

Buffet dinner, Bayou DeSiard Country Club, 7:30 p.m., with music and dancing to follow.

The host chapter said the meeting had been timed to provide good flight connections from New Orleans and Shreveport.

Monroe AIA members planning the various activities include Lon S. Huer, program; Milton King, reservations; Jack Neel, cocktail party; Herbert Land, Jr., dinner; Beuford Jacka, advance information, and Milton Pickett and Howard Rivers, decorating.

New East Tennessee AIA Officers



Liberman

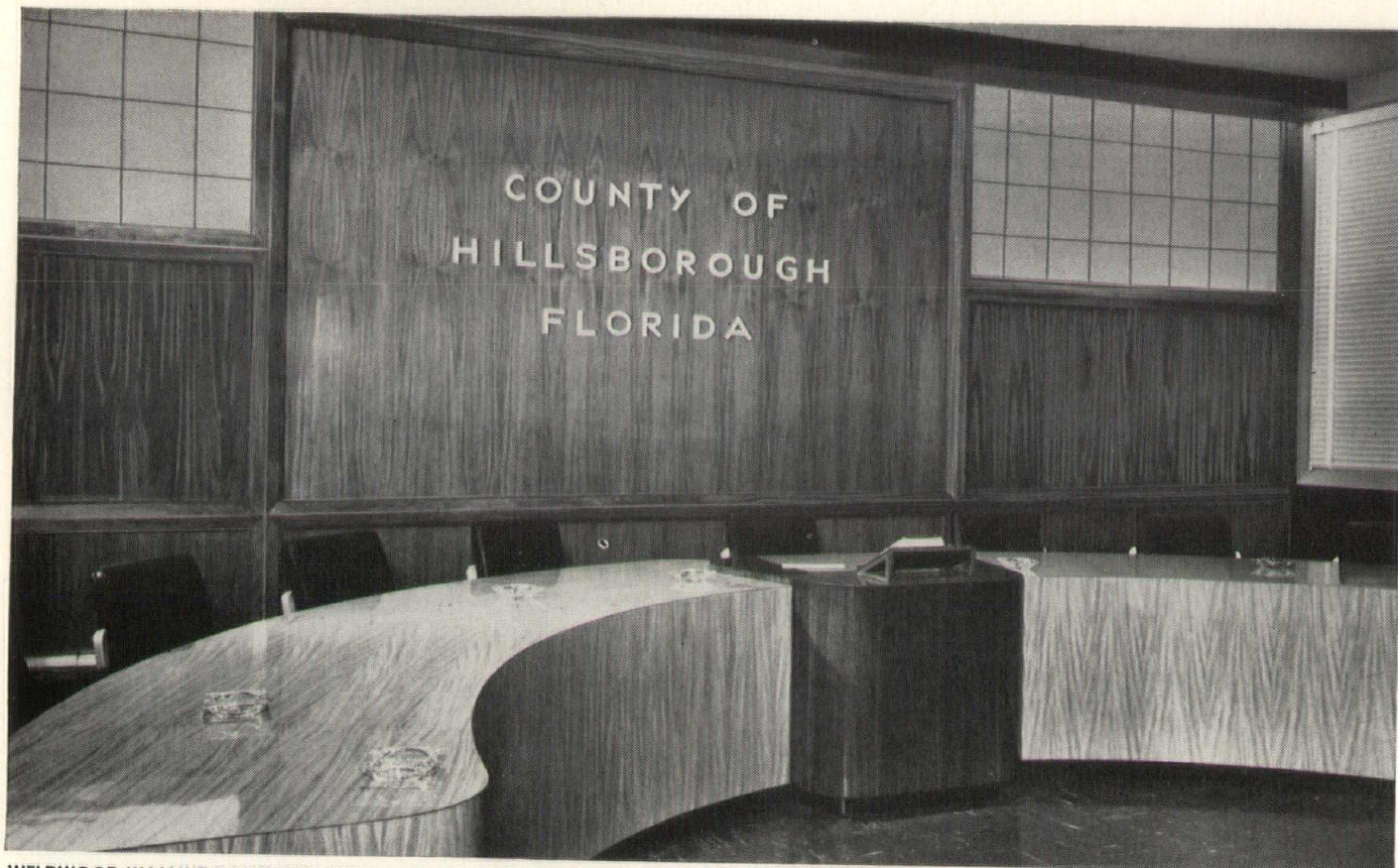


Robelot



Griffin

Newly elected officers of the East Tennessee Chapter of the American Institute of Architects include David B. Liberman, Knoxville, president; Milton P. Robelot, Kingsport, vice-president, and Will Griffin, Knoxville, retiring chapter president who was named to the board of directors.



WELDWOOD WALNUT PANELING. Hillsborough County Courthouse, Tampa, Fla. Architect: Richard S. Himes. Installed by Kreuger Manufacturing Company.

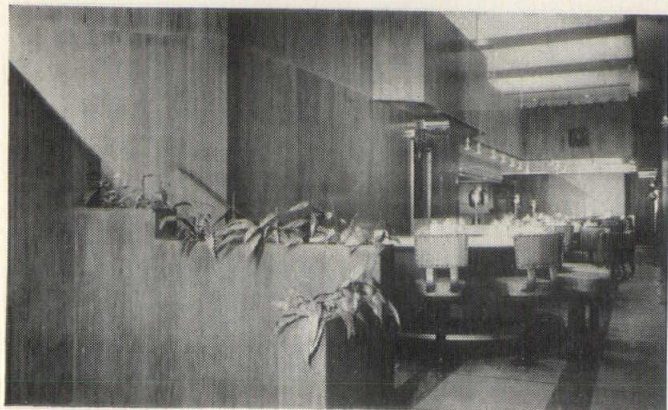
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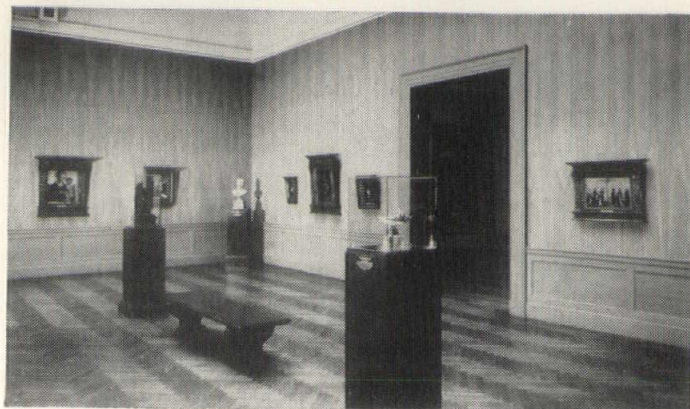


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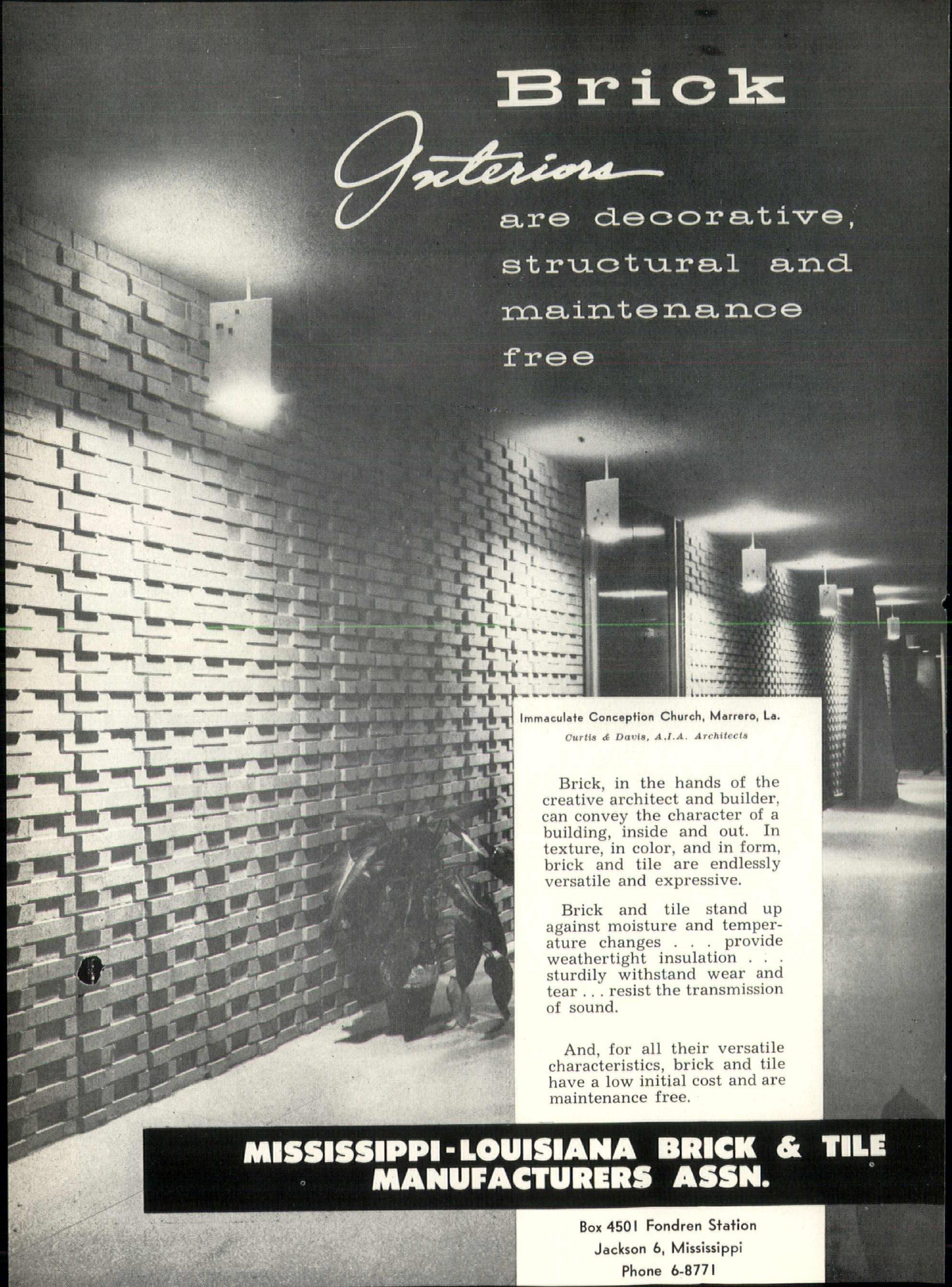
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AIA Awards

20th Century Shop

Immaculate Conception Church

Edna Pilsbury Health Center

Isle Dauphine Club

Hoerner Box Plant

Miller Memorial Library

Alcoholic Rehab Center

Chamber of Commerce Building

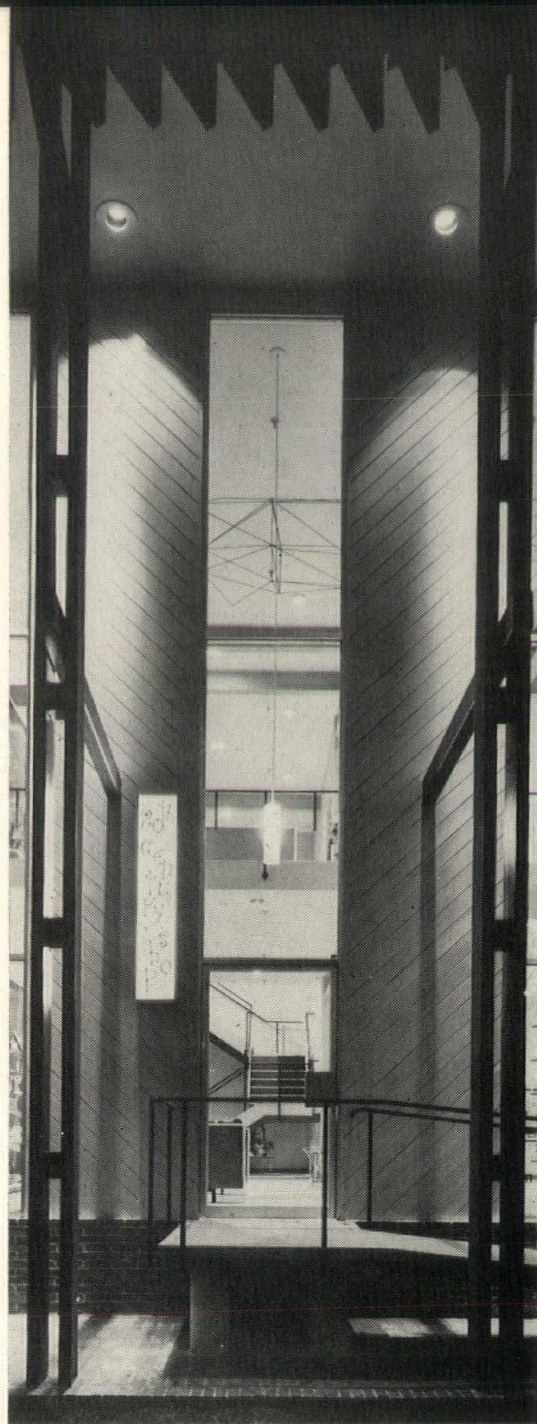
Madison Parish Hospital

Cherner Residence

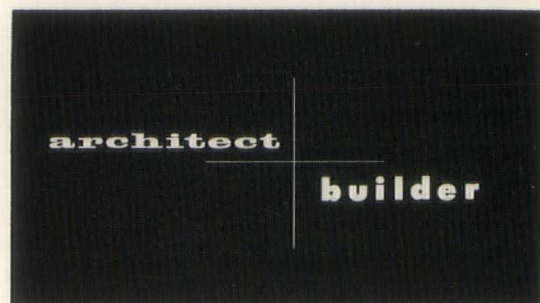
Printer's Warehouse

Ricciuti Residence

Dental Clinic



G U L F S T A T E S



THIRTEEN OUTSTANDING REGIONAL DESIGNS



Gift Shop

First Honor Award

Architects:

*Burk, LeBreton
and Lamantia*

● This contemporary fine gift shop in New Orleans was dramatically transformed from a double town house of 1885 by architects Burk, LeBreton and Lamantia.

● Basic dimensions remained unchanged, to conform with neighboring buildings, even retaining in the facade the rhythm of alternating vertical openings and wall space. Yet the entire structure was virtually rebuilt.

● A second level balcony and most interior bearing walls were removed, and replaced by steel beams and split "cradling" columns. An interior wall of space was achieved by cutting back the second level, presenting it as a mezzanine as the viewer enters the main display area. Old masonry of the side chimneys was exposed to accent the vertical space.

● The projecting louver of the main facade is porcelain enameled steel in alternating colors of beige and bone white. Painted cypress boards, diagonally placed, form the areas between openings on the main facade. The sash is of unpainted aluminum. Stucco side panels act as baffles on either end.

building	●	20th Century Shop
location	●	New Orleans
contractor	●	Bartley, Inc.
mechanical	●	Switzer Plumbing & Heating Co.
electrical	●	Frischhertz Electric Co.
photography	●	Frank Lotz Miller



Church

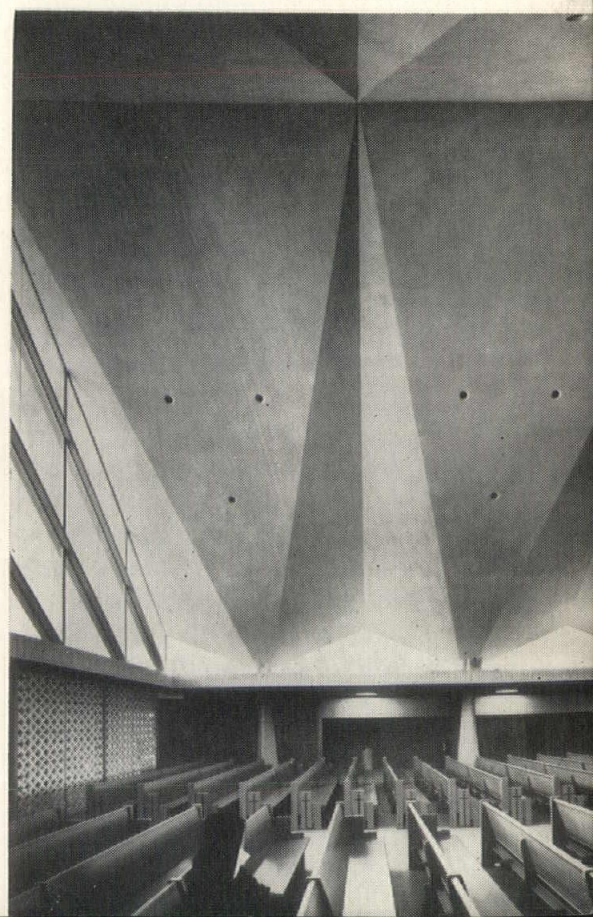
Honor Award

Architects: Curtis & Davis

● Main features of this Roman Catholic Church are the high, vaulted roof and a vaulted nave dominated by the main altar. Adjunct facilities are located in the interior's peripheral area, which is separated from the great central space by grilles of pierced concrete and wood, and by a low, flat roof that emphasizes the high ceiling which hovers lightly over the main body of the church.

building	●	Immaculate Conception Church
location	●	Marrero, Louisiana
contractor	●	Gervais Favrot Co.
mechanical	●	Guillot, Sullivan and Vogt
& electrical	●	Frank Lotz Miller
photography	●	

interior, side view



Health Center

Award of Merit

Architects:

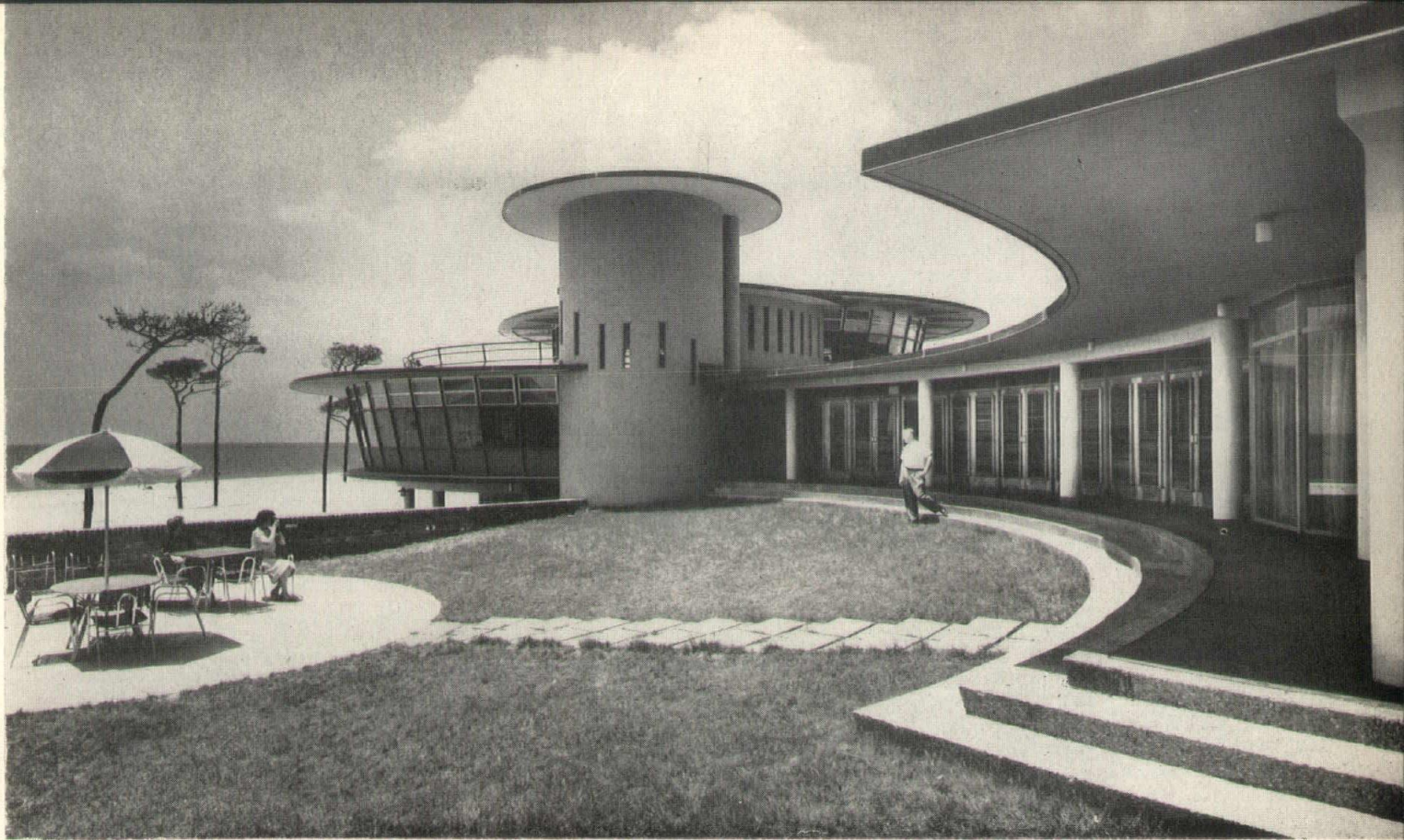
Curtis & Davis

building
location
contractor
mechanical
& electrical
photography

- Edna Pilsbury Health Center
- New Orleans
- Upham Engineering Co.
- Guillot, Sullivan and Vogt
- Frank Lotz Miller



● This neighborhood health center had to be designed to serve as a pediatric and prenatal clinic, records office, headquarters for 12 field workers, and for public health instruction sessions for groups of up to 70 persons. The center was designed to permit the staff, visiting doctors and workers to circulate freely within the work area without passing through the public areas.



Beach Club

Honor Award

Architects:

Arch R. Winter and T. Howard Ellis

building	●	Isle Dauphine Club
location	●	Dauphin Island, Alabama
contractor	●	Manhattan Construction Co.
structural	●	Campbell, Ewin & Gottlieb
mechanical	●	
& electrical	●	Mosley & Yarbrough
photography	●	Frank Lotz Miller

● Located on Dauphin Island at the mouth of Mobile Bay, the beach club for island residents was built, at a total construction cost of \$346,427, with the circle as the basic form.

The theme of swirling exterior, curved terraces and swimming pool continues within, with semi-circular lounge, dining room and galleries. The building is entered at the middle of the three levels on which it is built. A small circular tower contains the main stairway, leading up to the lounge and down to the bar and beach terraces. An observation terrace off the lounge provides a panoramic view of the Gulf of Mexico. The structure is concrete, with non-bearing walls, on creosote piling.

lounge and observation room



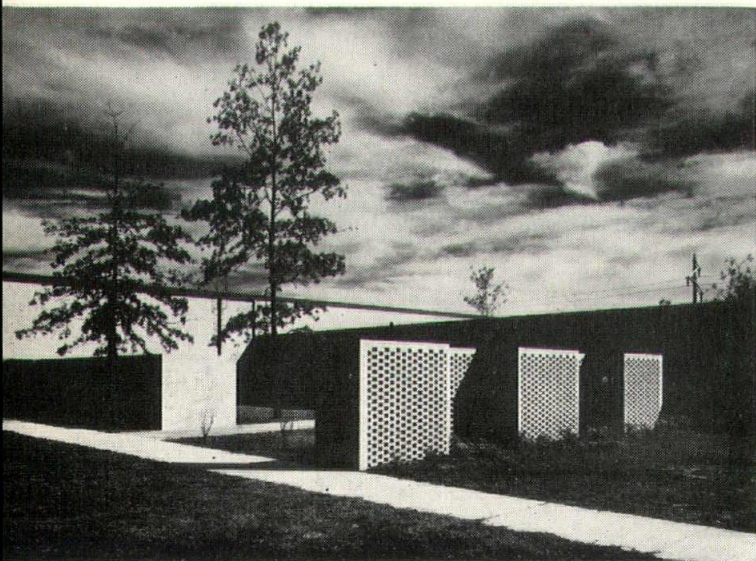


main entrance

● The design for this building combines business offices and a manufacturing plant for corrugated paper products. The entire structure is steel frame, with an office area exterior of masonry cavity walls and glass panels, and in the plant area an exterior of solid masonry walls and metal panels. The office area cost was \$10 per square foot, the plant area \$6.50.

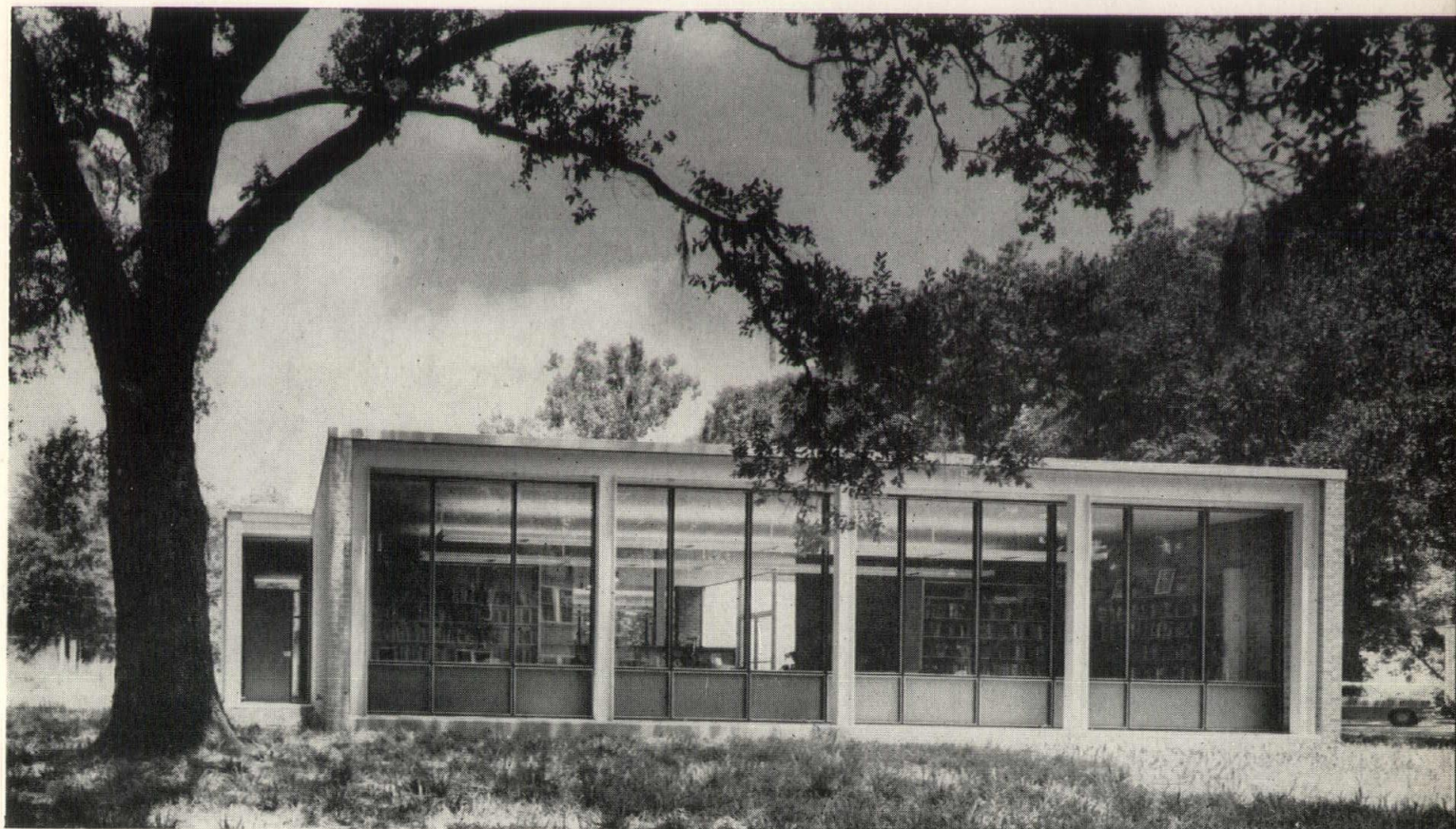


recreation area



building	●	Hoerner Box Plant
location	●	Little Rock
contractor	●	George Burden Co.
mechanical	●	Scott Medlin Co.
electrical	●	David Ray Electric Co.
photography	●	Wm. E. Davis

building	●	Miller Memorial Public Library
location	●	Hammond, Louisiana
photography	●	Frank Lotz Miller



side elevation

Library

Honor Award

Architects:

Desmond & Davis

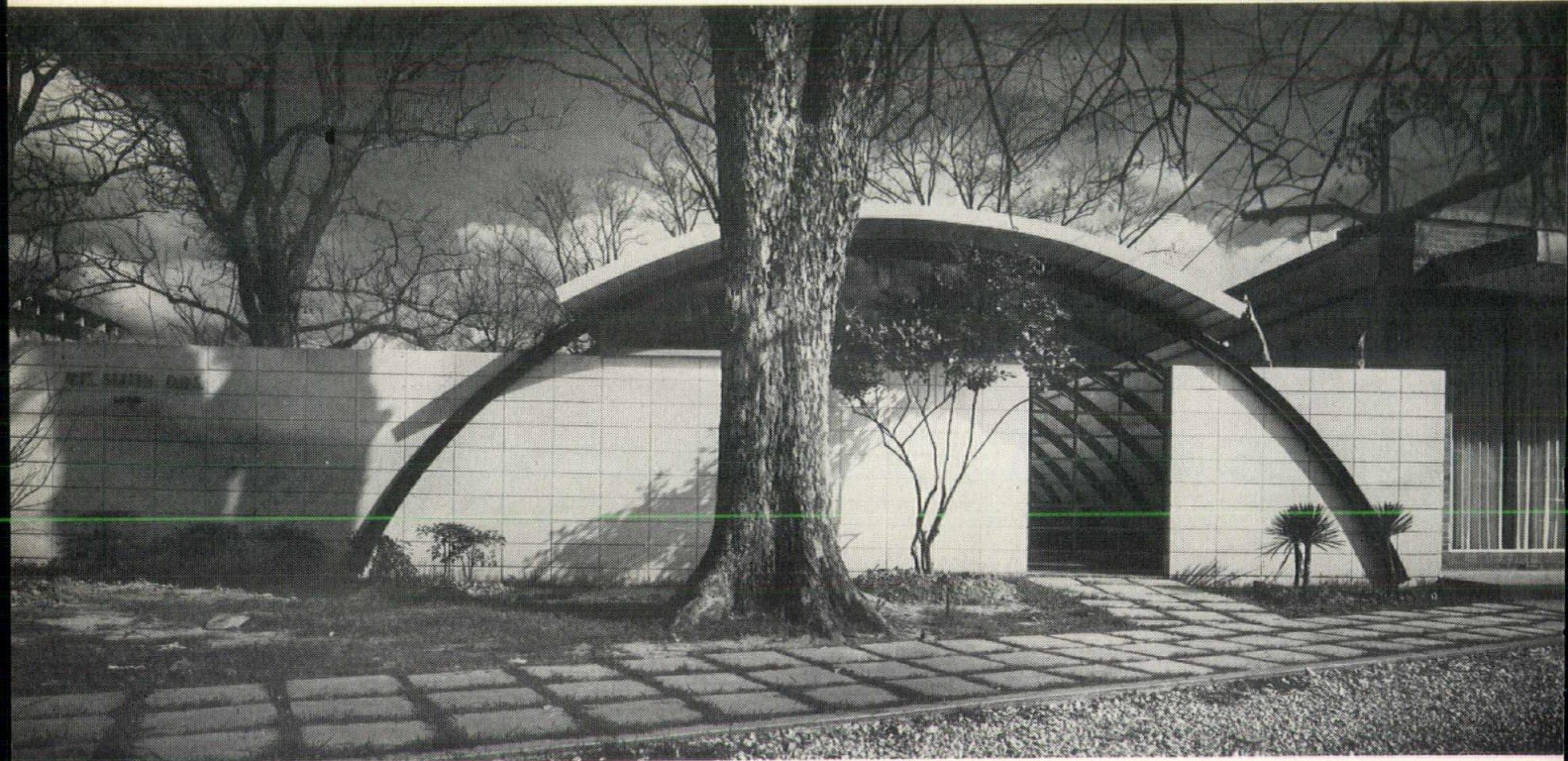
● With 2,824 square feet and a capacity of 20,000 books, this branch of a parish library was built at a total construction cost of \$34,312. The walls are of brick masonry, floors of vinyl tile on concrete slab. Interior walls are mahogany panel, ceilings of acoustical tile. The roof is built up, on wood joists.

Dental Clinic

Award of Merit

Architects:

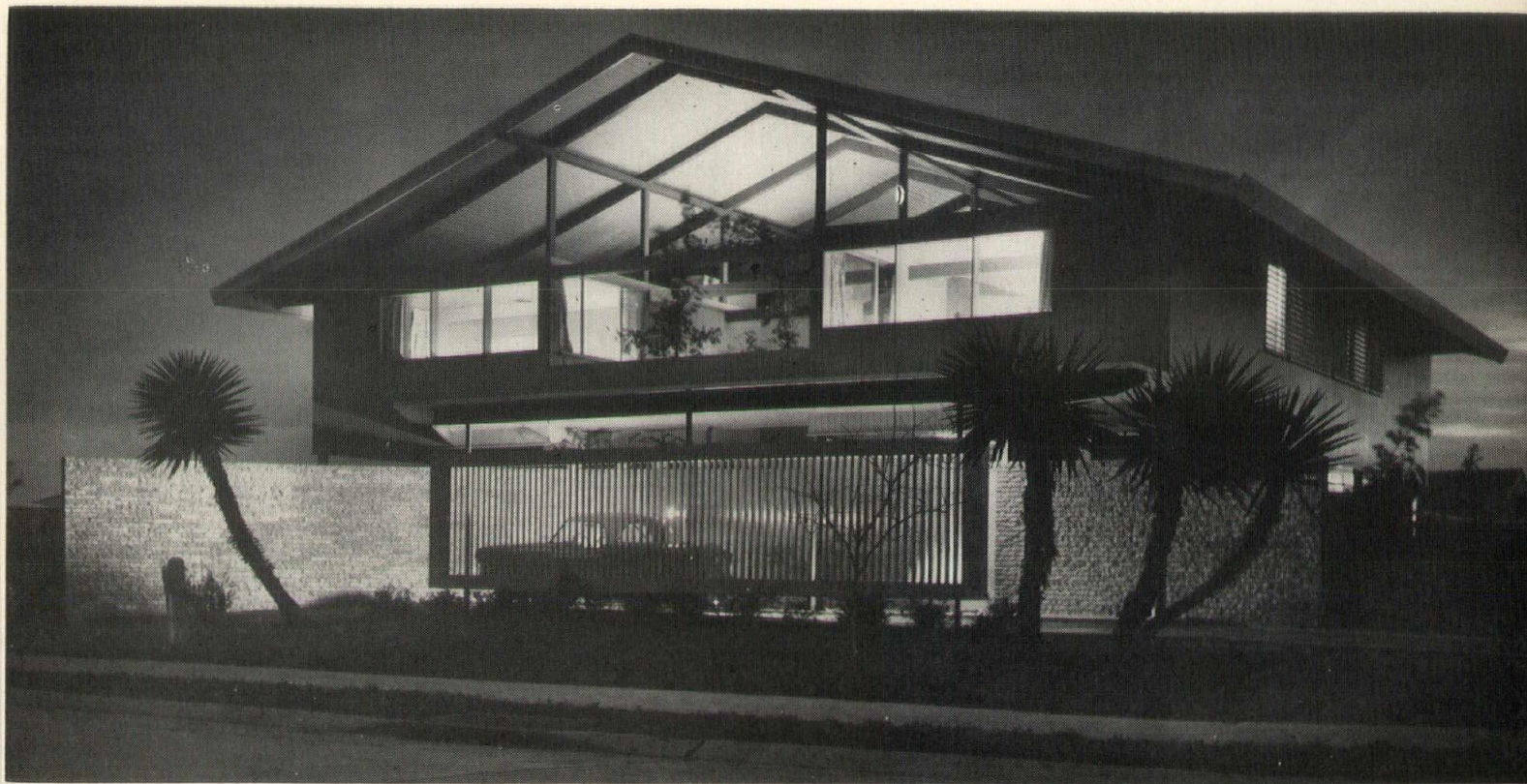
Short & Murrell



● For a total budget of \$17,000, requirements of this dental clinic included two operating rooms, laboratory, waiting room and reception area, and a private office and entrance.

Exposed structural steel arches are featured in the exterior design. A light gauge ribbed steel deck was welded to steel ribs, and a 2-inch rigid insulation applied, with built up roof and marble chip topping. The court wall is of painted concrete blocks. Interior partitions are waxed stained fir plywood, glass and ceramic tile. Colored concrete was used for floors. Final construction cost: \$16,800.

building	●	Dental Clinic
location	●	Baton Rouge
contractor	●	Raymond Honore
photography	●	Frank Lotz Miller



Residence

Honor Award

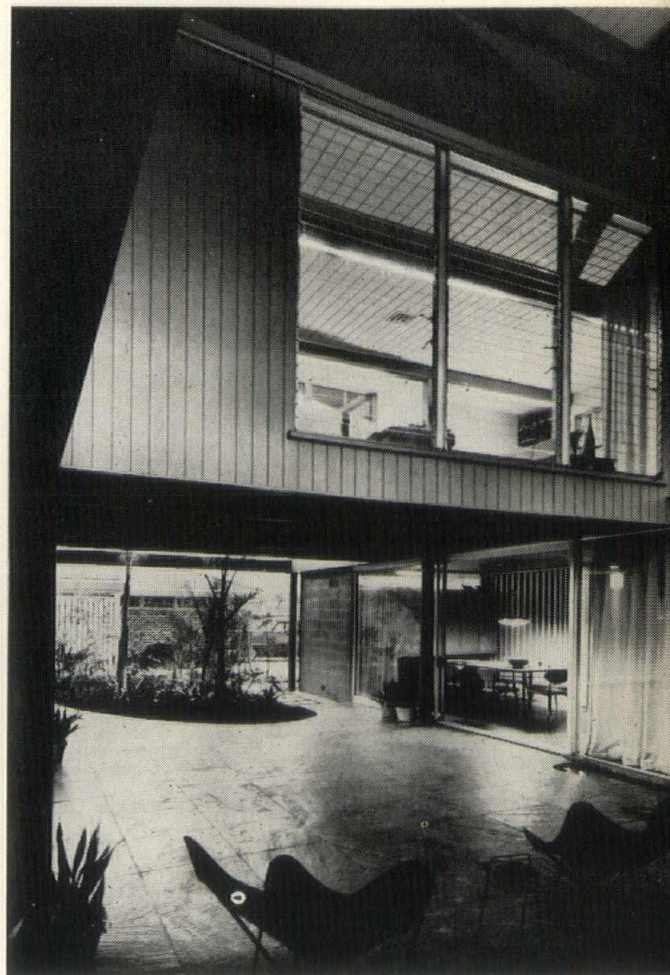
Architects:

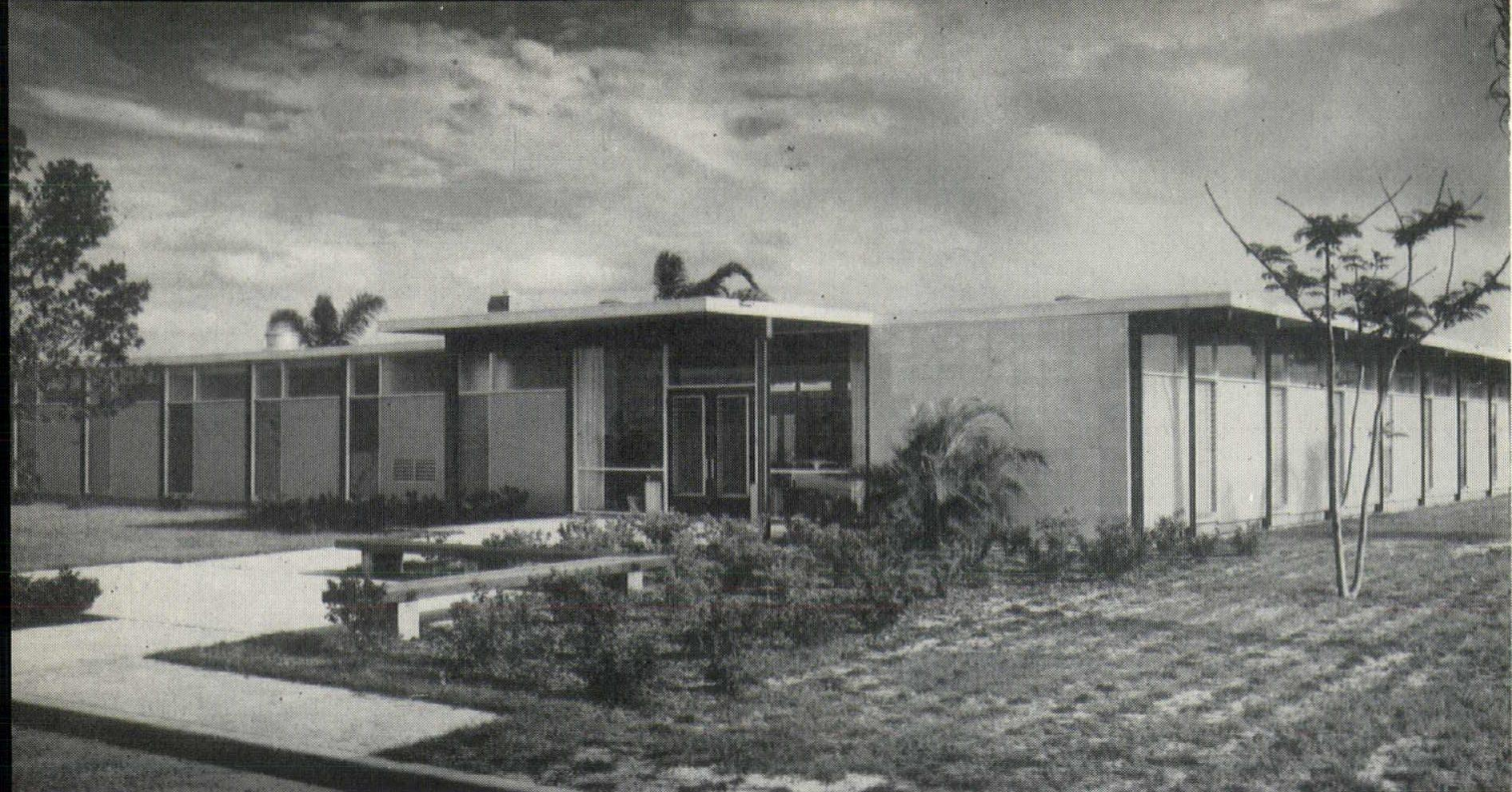
Ricciuti Associates

● The striking design of this contemporary Southern residence utilizes features of the old plantation homes.

The main living area is elevated, not only to conserve outdoor space on the small urban site, but to raise these areas to cooling breezes and away from ground dampness. A large pitched roof is completely open at both ends, to prevent building up of superheated attic masses. An open plan arrangement and full-opening jalousie windows provide good cross ventilation of all living areas.

building	●	Ricciuti Residence
location	●	New Orleans
contractor	●	Wallace Drennan
photography	●	Frank Lotz Miller





main entrance, administration building

Rehabilitation Center

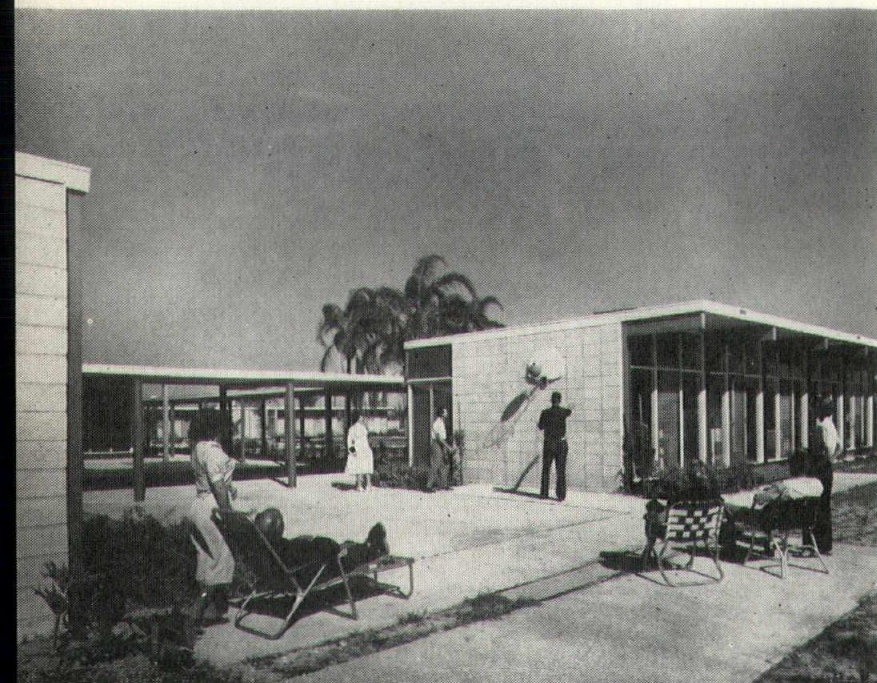
Award of Merit

Architects:

Sherlock, Smith & Adams

building
location
associate
architects
contractor
photography

- Alcoholic Rehabilitation Center
- Avon Park, Florida
- Helm and Helm
- A. C. Samford, Inc.
- Alexandre Georges, Rudi Rada



recreation area and commons building

● The rehabilitation of alcoholics, notably unresponsive to individual treatment, presented special program requirements in the conception of this institutional building.

The center was placed between two lakes, and designed as a cohesive, inward-facing community, to give a feeling of security and "togetherness," with enough open areas to avoid giving a sense of confinement to the voluntary patient. Moreover, the surroundings were made to create an atmosphere that would not alarm the down-and-out patient or depress the affluent.

Chamber of Commerce

Award of Merit

Architects:

Bodman & Murrell & Smith

● The bright, light building evokes a progressive feeling, one basic aim of a Chamber of Commerce. Eighteen-foot ceilings give an open effect, and exterior windows extending 20 feet to the roof line capture maximum natural light. The exposed surface of steel columns is faced with a 4" blue aluminum material to provide bright color contrast for exterior walls. Cost of the project, including principal furnishings, was \$25 a square foot.



- | | | |
|-------------|---|---|
| building | ● | Chamber of Commerce |
| location | ● | Baton Rouge |
| contractor | ● | Buquet & LeBlanc |
| mechanical | | Reynolds Building Materials Co.
and Ezell Plumbing & Heating |
| electrical | ● | Pen's Electric Co. |
| photography | ● | Frank Lotz Miller |

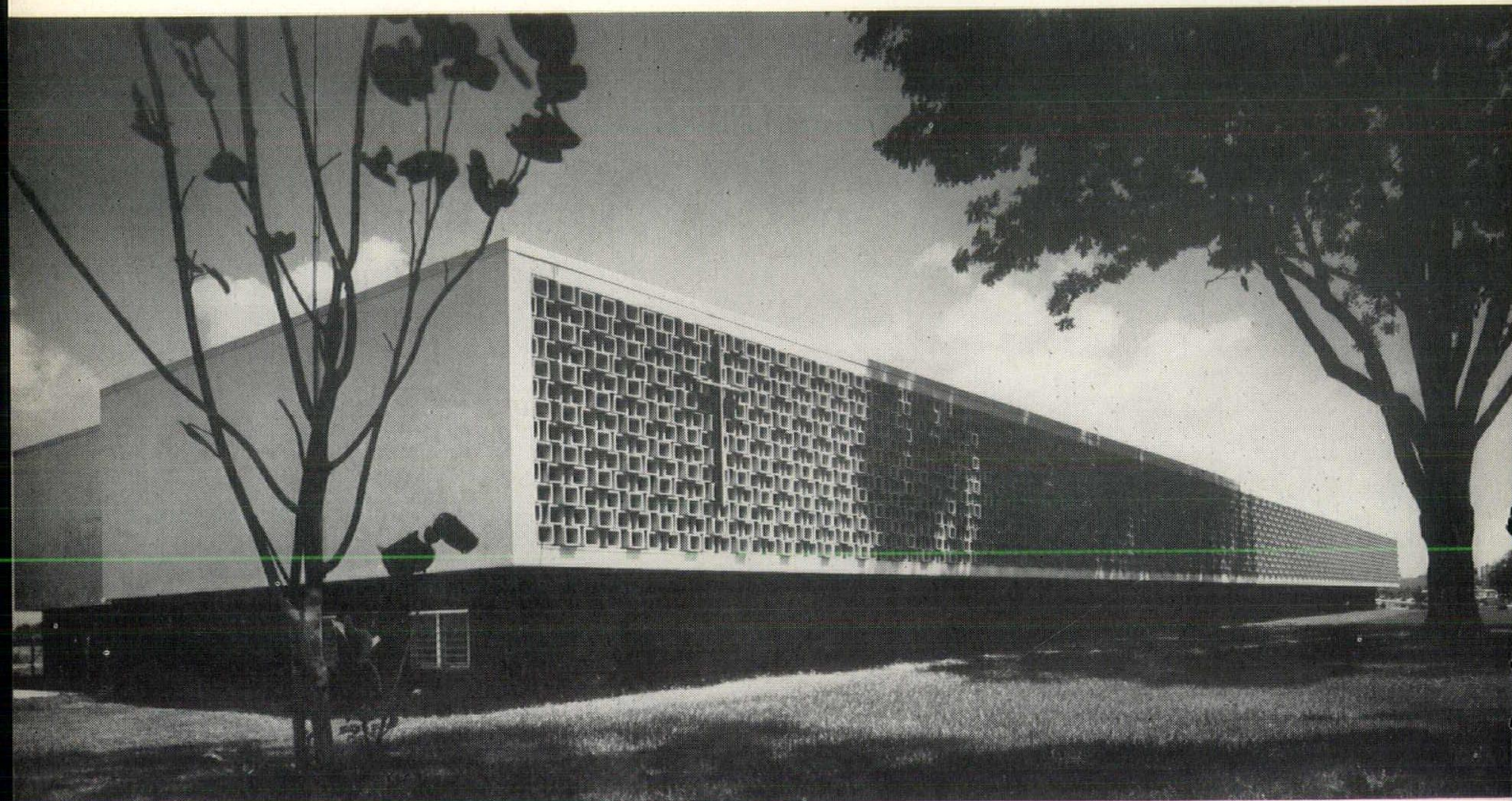
Hospital

Honor Award

Architects:

Curtis & Davis

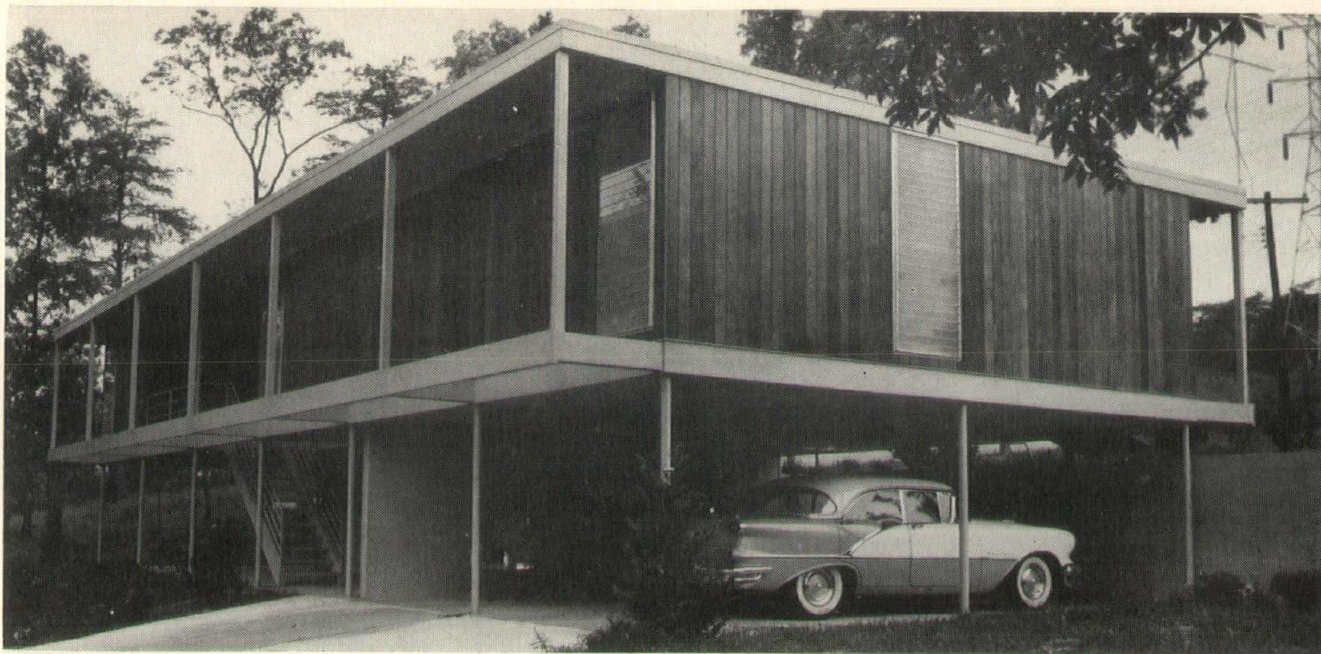
building	●	Madison Parish Hospital
location	●	Tallulah, Louisiana
contractor	●	Flint Brothers Co.
mechanical & electrical	●	DeLaureal & Moses
photography	●	Frank Lotz Miller



● Major factors in the selection of the hospital's site, and placement of the building, was traffic—emergency and ambulatory patients, public, staff, and service.

Traffic within the small hospital was designed to be completely separated, and properly controlled at strategic points. A second level resulted from the size of the site, which is comparatively small.

● Holding down construction costs was a major factor in the design for the combined office and warehouse of a commercial printing firm, with the final cost per square foot of approximately \$4.75. Tilt-up concrete panels were used in the construction of exterior walls, with the wall construction exposed on the interior, together with conduits and plumbing lines. Pre-stressed girders and pre-cast roof panels were used.



Residence

Award of Merit

Architects:

Caldwell & Harmon

building	●	Cherner Residence
location	●	Birmingham
contractor	●	Clark Construction Company

● The client, with a hillside lot, wanted a maximum number of separate activity areas. A stilt construction was designed, using 3½"-diameter steel pipe columns for structural supports. A long retaining wall allows the lower portion to be used for a variety of activities.

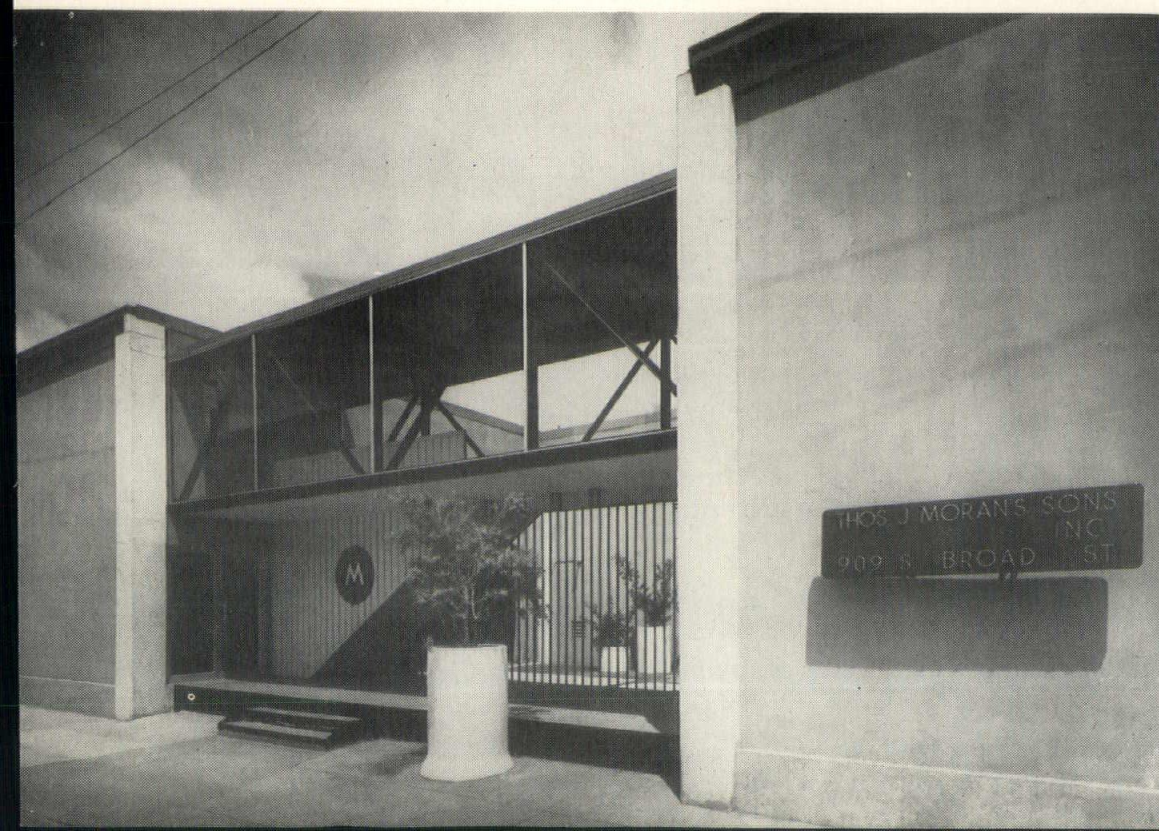
Warehouse

Award of Merit

Architects:

Lawrence, Saunders and Calogne

building	●	Thomas J. Moran's Sons Warehouse and Offices
location	●	New Orleans
contractor	●	C. B. Spencer
photography	●	Frank Lotz Miller



(Continued from Page 8)

at its general offices and laboratory in Chicago. The seminar, held for regional and district engineers, included work on ultimate strength design, design and construction of hyperbolic paraboloid and folded plate roofs, prestressed concrete, and use and application of electronic computers.

W. Hamilton Crawford, Baton Rouge prefab home manufacturer, has been appointed to the public re-

lations committee of the National Association of Home Builders by NAHB president Nels G. Severin.

Vulcan Materials Company of Birmingham, producers of chemicals, concrete and other construction projects, has appointed attorney **B. A. Monaghan, Jr.**, to the newly created post of executive vice-president.

Henry W. Zimoski, formerly North Hollywood sales representative for Pomona Tile Manufacturing Company, last month was named to head the firm's divisional office at Mem-

phis, covering a territory through southwestern Tennessee and parts of Mississippi and Arkansas.



Ketchum (R.) and Sharp

Morris Ketchum, Jr., J. Stanley Sharp and Robert MacKinnon, Jr., will continue their long association as partners under the new name of Ketchum and Sharp, Architects, successor to the old established firm of Ketchum, Gina & Sharp.



Faster sales, greater profits for YOU with the MEDALLION HOME PROGRAM

To help you sell more houses, faster, at a greater profit, Louisiana Power & Light Company brings you, locally, the nationally advertised and promoted MEDALLION HOME program. Part of the successful Live Better Electrically campaign, this program is open to any builder who meets the specifications set up for HOUSEPOWER wiring, appliances and lighting.

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OBITUARY

Robert F. Nichols, 49, prominent Louisiana industrial contractor, died Sunday, March 23, in Baton Rouge, following a brief illness.

He was president of Nichols Construction Company, the Baton Rouge Industrial Contractors Association, of Industrial Plant Sites, Inc., of Shells, Inc., and Southeastern Fabricators, Inc., vice-president of Gas Gathering Corporation, board chairman of Capital Equipment Company, and a member of the board of directors of American Bank and Trust Company.

Mrs. Ruth S. Nichols was elected president of Nichols Construction Company by the board of directors following her husband's death. Bert S. Turner has been named general manager of the company.

Architects Meet With Builders

At a recent meeting of the Memphis Home Builder's Association, Dean Hill, president of the Memphis chapter, American Institute of Architects was chairman of the panel discussion on the relationship between builders and architects.

William Cox of Eason, Anthony, McKinnie & Cox, Inc. discussed exterior design and "curb appeal"; and Louis Haglund of Windrom, Haglund & Venable talked to the builders on interior arrangement and floor plans. Robert Thomas Martin discussed contemporary design and future trends in architecture.

Memphis Planning Gets Study

The Memphis Bartholomew Plan is being rewritten, with the job to be completed in about a year, according to Fred W. Davis, Memphis and Shelby County Planning director.

According to the announcement, Tom Wellman, planner, and William Perkins, a senior planner with the commission have been given the job of revising the entire ordinance.

Asked what the Bartholomew Plan might contain that was in opposition "to conditions, habits and aspirations peculiar to Memphis," Davis said first there is Bartholomew Plan recommendations that further residences could not be placed in light industrial zones, as has been the long-standing habit in Memphis. He added these regulations have caused innumerable appeals to the Board of Adjustment.

The regulations has struck primarily at Negro housing areas, interfering with construction of much-needed Negro housing.

Davis said the rewritten ordinance should be clearer, more simply stated, without interfering with the general overall plan.

'Whisky Chute' Letterheads

From the Memphis Commercial Appeal's real estate column by Mike McGe we note a colorful suggestion related to a proposed change in the name of the city's well known 'Whisky Chute.'

Suggests writer McGee: "If we were a tenant in the Falls Building we would proudly put on our letterheads: 'Falls Building, Front Street at Whiskey Chute' . . .".

Home Show At Shreveport

The Home Builder's Association of Shreveport, Louisiana, have scheduled a 1958 Home Show for the State Fair Grounds in Shreveport, April 30-May 4, 1958.

The show will be a part of the Holiday in Dixie Festival, an annual springtime civic program.

SEE NEW
PRODUCTS —
PAGES 31-32-33

Auditorium For Nashville Planned

An auditorium to seat a capacity crowd of 10,000 people has been proposed for Nashville, Tennessee.

The city auditorium commission has received letters and suggestions for a 15,000-seat auditorium, a 3,500-seat music hall, and 80,000 to 90,000 square feet of exhibition space, however a report by William A. White & Sons, consulting firm of New York

said that the site selected for the auditorium in Capitol hill redevelopment area was not adequate for this size of project. The firm recommended that Nashville build a 10,000-seat auditorium-arena-exhibition hall as an alternate plan.

The site selected in the Capitol hill area contains 177,130 square feet.

The consulting firm's report recommends a elliptical shaped auditorium-exhibition hall building and a two-level garage underneath with a capacity of 714 cars.



HIGHLAND SCHOOL

New cafeteria at Highland Elementary School, Baton Rouge, Louisiana. Architect, Lionel Abshire. Contractor, J. M. King. Used on 12' centers, the curved laminated beams (7" x 22 $\frac{3}{4}$ ") are 58' long.



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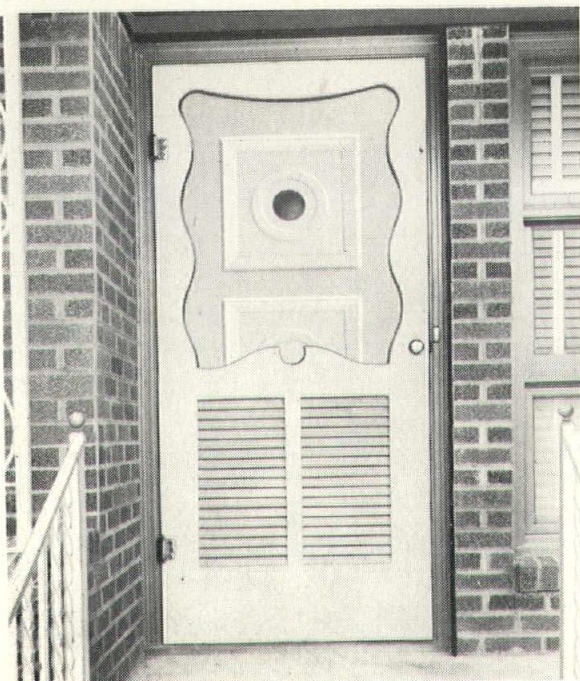
New Buildings



The \$2,600,000 student center at Tulane University, to be completed by mid-1959, is a contemporary design by New Orleans architects Curtis & Davis, with Edward Silverstein as associate.

The 212-foot-square building of glass, tile and stucco has three dining areas, a separate faculty grill, administrative and student group offices, a bookstore-department store and a large lounge. A year 'round "indoor-outdoor" swimming pool can be sealed off from the outdoors in cold weather by sliding glass doors.

To achieve maximum utilization of space, Curtis & Davis in one portion of the building provided for five levels within the height of a two-story building.



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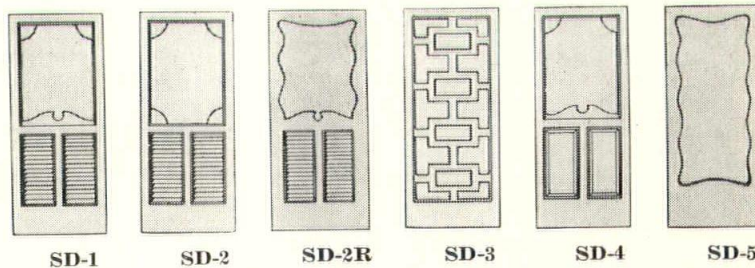


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SIX ATTRACTIVE DESIGNS



SD-1

SD-2

SD-2R

SD-3

SD-4

SD-5

ARCHITECT and BUILDER

B. R. Home Show Set for May 1-4

The inaugural Baton Rouge Home Show of the Homebuilders Association of Greater Baton Rouge has been scheduled for May 1-4.

The Ryan Field Gymnasium will house approximately 50 local firms that will exhibit. The quick sellout of available space emphasizes the activity in the Baton Rouge homebuilding market, and with space at a premium enabled the local Homebuilders



Miss Bourgeois

Association, as the sponsor, to choose diversified exhibitors to hold the public's interest. Major appliances with a total value of approximately \$2,500 will be awarded to visitors during the four-day exhibition.

In charge of arrangements is Kenner Day, chairman of the association's board of advisors. Thomas R. Walker is president of the group.

A glamorous addition to the show is Miss Dot Bourgeois, recently selected "Miss Baton Rouge Home Show."

Product
Information
Begins
Page 31

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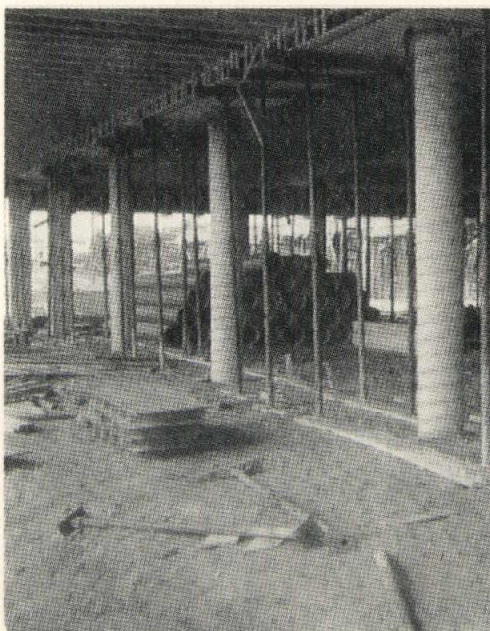
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Attending the Construction Industry Association seafood party last month at the New Orleans Auditorium were, from left: O. H. Pique, Jr., Pittsburgh Testing Laboratory; Al Livaudais, A. F. Livaudais Company, and Carroll Wood, Perrilliat-Rickey Construction Co. At end of the table is George A. Mansour, Pittsburgh Testing Lab, and facing camera (right) is Malcolm A. Meyn, District Manager, Pittsburgh Testing Laboratory. (A&B Photo).

MEETINGS

● April 19—Louisiana Architects Assn., semi-annual meeting, Monroe.

● April 21-23—Building Research Institute, annual meeting, Shoreham Hotel, Washington.

● April 27-May 2—National Assn. of Architectural Metal Manufacturers, annual convention, Shamrock Hotel, Houston.

● April 27-May 1—Arkansas Homebuilders Assn., home show, Barton Coliseum, Little Rock.

● April 30-May 4—Home Builders

Assn. of Shreveport, home show, State aFir Grounds, Shreveport.

● May 1-4—Home Builders Assn. of Greater Baton Rouge, home show, Ryan iFeld Gymnasium, Baton Rouge.

● June 5-7—Mississippi-Louisiana Brick and Tile Manufacturers' Assn., annual convention, Edgewater Gulf Hotel, Edgewater Park, Mississippi.

● July 7-11—American Institute of Architects, annual convention, Cleveland.

See Editorial Comment — Page 34

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Aluminum Louver

1

Columbia Electric & Mfg. Co. has announced a $\frac{1}{2}$ " x $\frac{1}{2}$ " x $\frac{1}{2}$ " aluminum louver now being offered in a variety of colors.

According to the manufacturer, the colors can be matched in various shades and tones to meet specifications.

Fabricated from .025 aluminum, the new item is assembled and Kolbonded as one unit by an automated process providing 45 degree shielding. The company says it can be specified in lengths up to 48" and in widths up to 24".

(For additional information about this product circle No. 1 on the coupon—page 33.)



New Wall System

2

E. F. Hauseman Company has announced a new movable wall system which the company says combines low initial cost with many of the design refinements of the most advanced, premium-priced prefab wall systems.

Major features of the new Type HP Hauserman wall system are said to include full-flush panels with single line joints, fireproof and sound-resistant steel and glass construction, and complete reusability of all components after wall is changed in design or relocated. Furnished in stock sizes for ceiling heights from 7' 3" to 9' $\frac{5}{8}$ ". Panels are available in widths ranging from 12" to 60" wide.

(For additional information circle No. 2 on the coupon—page 33.)

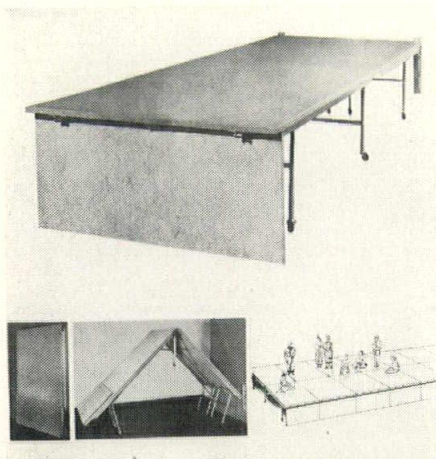


Folding Stage

3

Haldeman-Homme Mfg. Co. has announced a new stage that folds into the wall, making possible the double advantage of a full-sized stage plus immediate availability of all floor space.

According to the manufacturer, the



unit is of rugged construction and is the newest addition to the manufacturer's line of Erickson "fold-a-way" lunchroom tables with benches, in-wall tables, banquet tables, portable-type stages.

The announcement said that the stage unit is available in two basic sizes: 12 ft. by 4 ft. and 10 ft. by 4 ft. Automatic hydraulic action permits the setting up of each unit at the touch of a latch. A specially engineered hydraulic cylinder controls unfolding automatically.

(For more information on this product circle No. 3 on the coupon on page 33.)

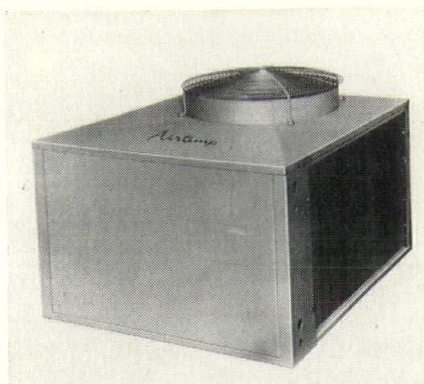
Airtemp Unit

4

Airtemp Division, Chrysler Corporation, has announced the company's new, Model 1203-4, 3 HP air cooled condensing unit.

The new unit weighs less than 300 pounds and requires only 8.5 sq. ft. of installation space, Airtemp reports.

Features are said to include a completely new hermetic compressor, bonderized steel cabinet, quick response expansion valve, magnetic starter with magnetic overload pro-



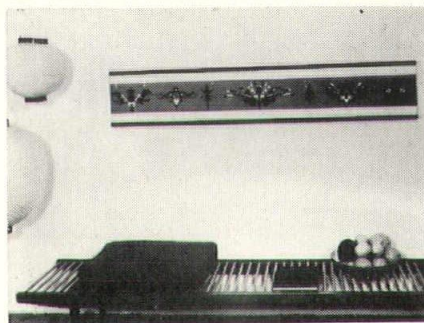
tection and hi-low pressure cutout, built-in service valves and service gauge connections, and combination receiver and refrigerant liquid purifier.

(For more information circle No. 4 on the coupon on page 33.)

Wall Art

5

Peter Pepper Products has announced a Kaleidoscroll designed for horizontal wall space, as a solution for the extra wide "hard to decorate" areas over sofas, cabinets, beds, etc.



The company says that each unit is original art and no two can ever be the same. The unit pictured is 12" x 60".

(For more information circle No. 5 on the coupon on page 33.)

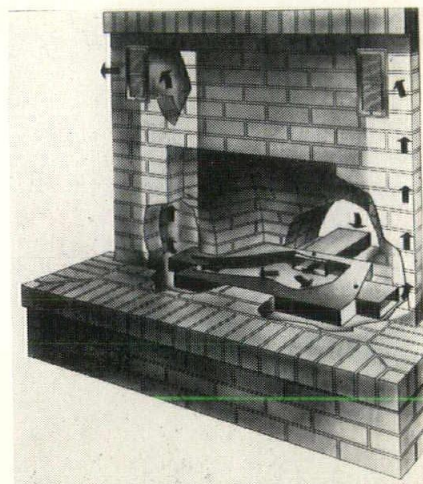
Mail Coupon
on Following
Page to
P. O. Box 301
Baton Rouge, La.

Heat Circulator

6

The Douglass Manufacturing Corp. has announced the immediate availability of the Douglass fireplace heat circulator.

According to the company, the hearth form makes any fireplace an effective heating plant. The item is available in all fireplace dimensions with the hearth form unit consisting of a heating chamber which may be



mounted in the fireplace flush with or lower than the top of the hearth. An extendable duct brings air into the heat chamber from either the inside or outside of the house.

The company says that one work—that it will fit any type fireplace including Swedish or custom designs. Swedish or custom designs.

(For additional information circle No. 6 on the coupon on page 33.)

Door Lights

7

Maywood, Inc. has announced new items in prefabricated door lights with its Art Glass line.

According to the company the new



door lights set a new fashion in this field, incorporating imported Bavarian cast glass and simulated leaded designs ceramically-fired onto clear glass.

The company said that in the new items, cast glass is available in clear, gold or green tints in diamond and round patterns.

The ceramically-fired designs are said to duplicate the blue-grey color of genuine leaded designs and are permanently fused to the glass. The company offers eleven basic designs of this type.

(For more information on these products circle No. 7 at right.)

Nutone Hood-Fan 8

Nutone, Inc., has announced a new Hood-Fan for peninsular areas, which



the company says is attractively-priced with uncluttered styling and unusually powerful fan to whisk away all cooking smoke and odors. It is equipped with a NuTone Jet-Flo Fan which assures effective operation even through longer duct work. Standard 7" round duct is used for discharge through cabinets above the hood.

Fan and light are operated by push-button control panel. Available in copper enamel, satin anodized aluminum, and copper anodized aluminum. Sizes 36" and 42" lengths by 24½" deep.

(For more information on this product circle No. 8 at right.)

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EDITORIAL COMMENT

While it seems obvious to most competent observers that this 85th Congress will, in all probability, not enact major legislation affecting the relationship between organized labor and the employers, it seems highly probable that certain legislation will be enacted affecting the construction industry in its relationship with labor.

The probability is that both unions and employer groups will, in the near

future, be certified without the necessity of holding elections.

It is also comforting to note that the National Labor Relations Board, as expressed in a letter of General Counsel Fenton, has at last adopted a firm policy as concerns illegal hiring arrangements, either pursuant to a contract, or as a matter of practice. With the enforcement of the hiring arrangements vigorously under Board has at last said to both unions and employers that the rights of working people must be protected

insofar as the law affords such protection.

The NLRB has suggested that during a period of three months, commencing March 1, 1958, employers and unions who are parties to illegal hiring arrangements vigorous undertake to correct such arrangements by bringing them into compliance with the provisions of Taft-Hartley. Otherwise, reimbursement remedies shall be invoked.

This writer is highly in favor of universal compliance with the laws of the land.

—ARREN BROUSSARD

Recently a bill (S. 3218) was introduced by Senator Kuchel (R., Calif.). The purpose of the bill is to control the construction of billboards along new rights-of-way, particularly insofar as the interstate highway system is concerned.

Chester C. Hart, AIA, Oak Park, Illinois, is very outspoken on this subject and has this to say: "I feel that this whole conservation issue is extremely vital to our continued well-

being as a nation from the angle of preserving our natural beauties of landscape, preventing slums along highways, and the saving of lives. I want to do all I can to spread the word. My thought is to contact in clubs that I belong to and friends and acquaintances. I believe that this personal basis of appeal will help bring about results in letters to proper authorities. To camera clubs, nature, garden and bird clubs the subject is a very vital one. These are

the persons I wish to inform about the dangers of highway pollution."

The National Roadside Committee in Washington, D. C., has published a Billboard Control pamphlet which describes action to be taken by those who may be interested in preserving the natural beauty of the countryside.

What can YOU do about it? Write your senator!

(And send a carbon to us—Ed.)

—O. J. BAKER, A.I.A.

I have had the pleasure of participating in a panel discussion entitled "Specifications" as the subject applies to the Construction Industry. In preparing myself for the discussion I examined various definitions of the word. I find that each dictionary agrees in common language which is worth quoting: "A statement of particulars; a detailed description setting forth the dimensions, materials, etc., for a proposed building, engineering work or the like." This

definition, of course, is the one which readily fits our construction industry.

I believe the writers of dictionaries recognized the complexities of our industry when they used "et cetera." This is the phrase that has gotten us all in trouble. It is usually used when we know something should be added, but we can't make up our minds as to the direction in which we should proceed.

Our own Construction Industry Association of New Orleans a few

years ago organized a committee on plans and specifications. The committee's task has been the development of a brochure entitled "Recommended Practices for the Proper Development of Plans and Specifications." Its primary purpose has been to develop concise and, at the same time, complete specifications, recognizing the responsibility to our community of providing the most economical construction consistent with safety and durability.

—RAY E. PUTFARK

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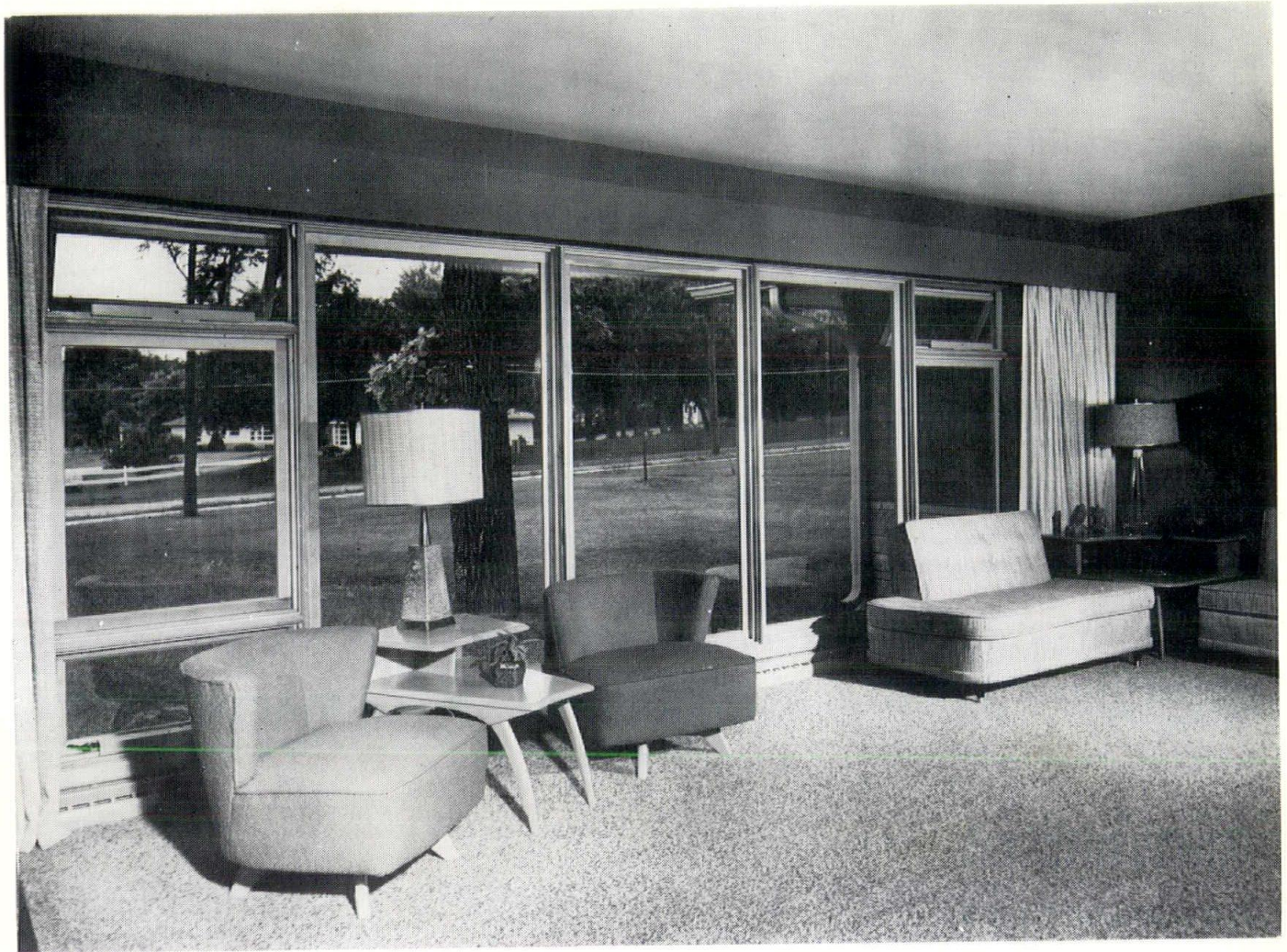
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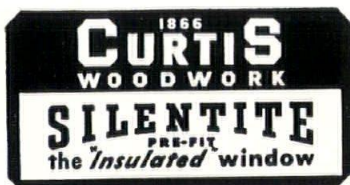
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