

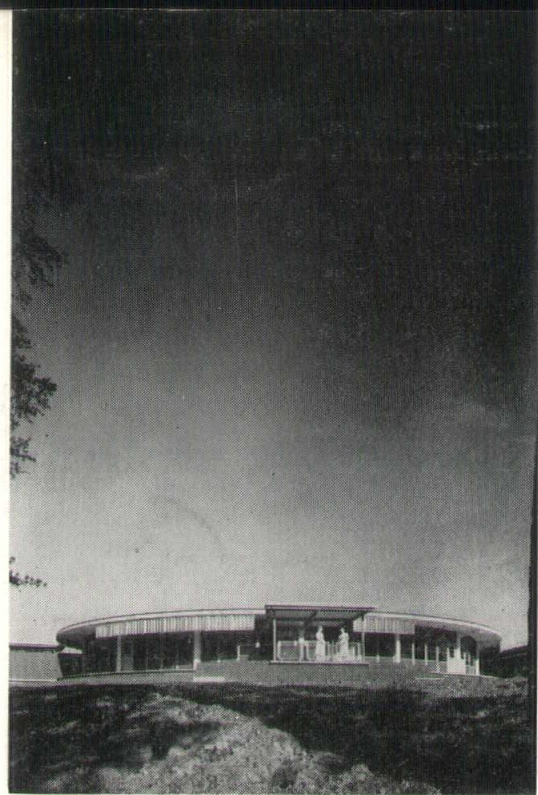
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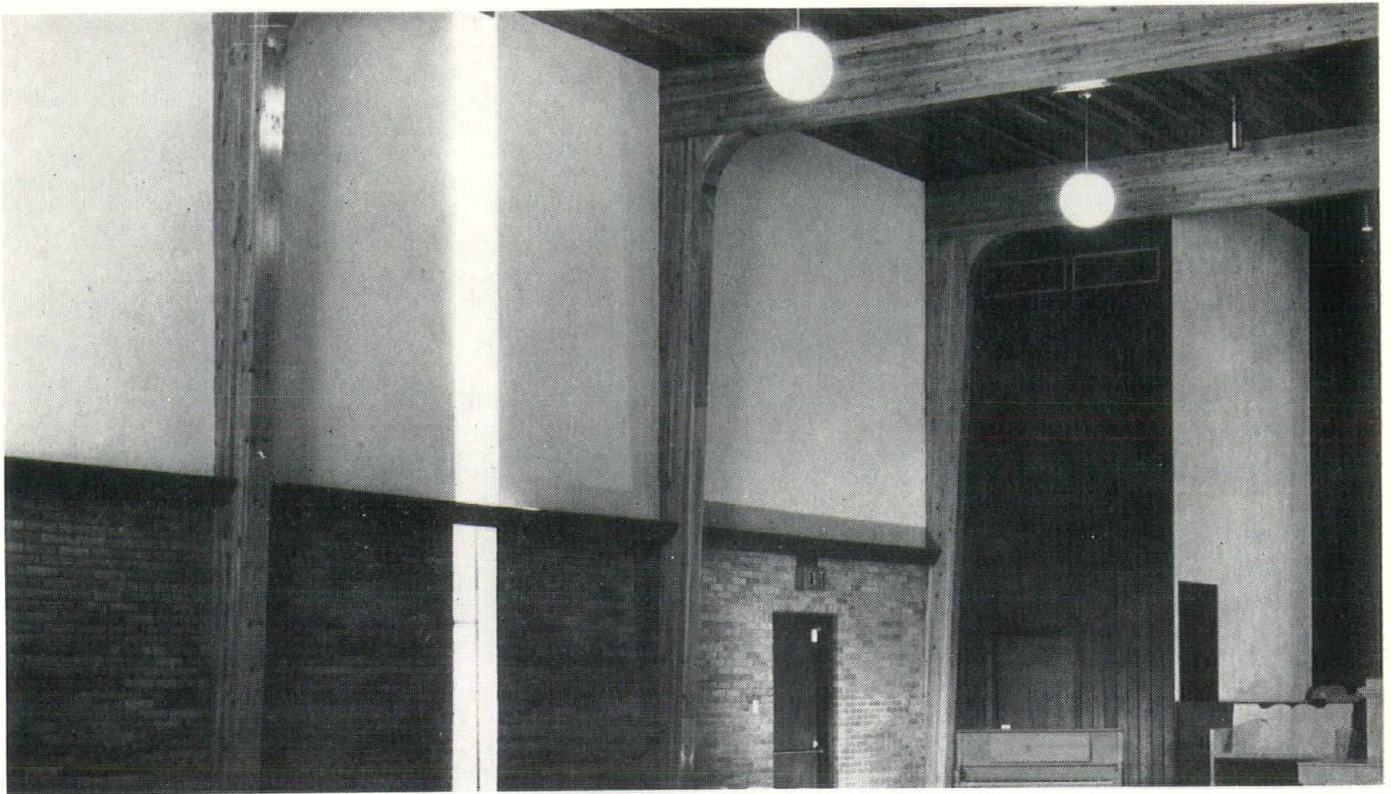
Nashville in 1970

G U L F S T A T E S

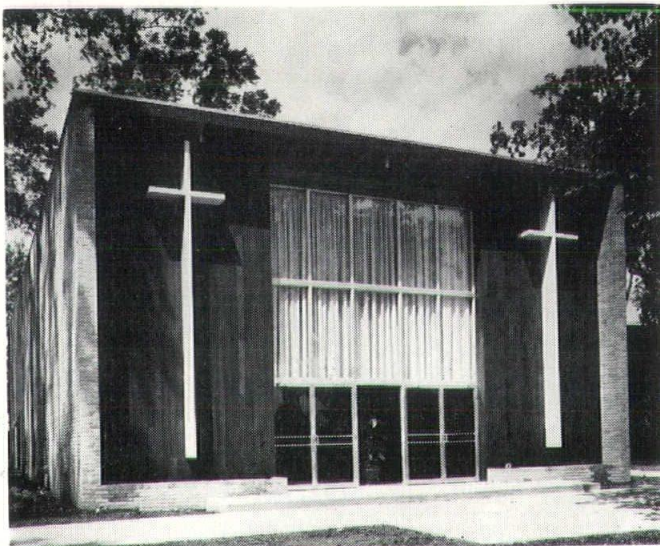
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GENUINE PLASTER . . . A VERSATILE MATERIAL



Auditorium of New Baton Rouge Church Shows Use of Acoustical Plaster with Other Materials



BROADMOOR BAPTIST CHURCH
Baton Rouge, Louisiana
Photographs by Ray Mauer

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General Contractor • Bozeman Concrete Co.
Plaster Contractor • Watkins Bros.

The versatile ability of genuine plaster to blend with the use of other construction materials is reflected in the design of interior wall surfaces of this new church building in Baton Rouge, Louisiana.

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

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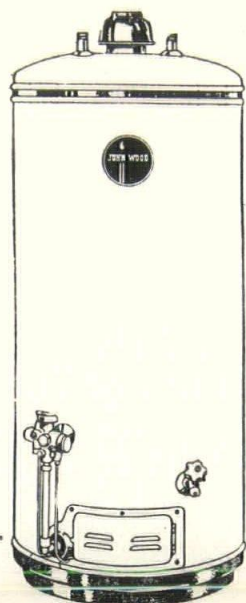
The economy, strength, durability and firesafety of concrete frame and floor construction account for its growing popularity. Write for free illustrated literature, distributed only in United States and Canada.

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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

MAY, 1958**VOL. 2, NO. 11**

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Letters

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

• Your April issue featuring regional AIA awards was, we thought, outstanding.

Naturally, we were pleased and proud that one of our efforts, the Ricciuti residence, appeared with the other award winners. . . .

. . . Again, our thanks for a fine presentation.

AL YATES

Ricciuti Associates, Architects
New Orleans

• We have read with interest your April, 1958 issue devoted to Award Winners of the Gulf States Region, and wish to commend you on the excellent presentation. . . .

NATHANIEL C. CURTIS, JR.
Curtis and Davis, Architects
New Orleans

• . . . I read your magazine thoroughly and have been happy to note your continued progress and particularly the marked progressive improvement in the quality of the magazine. You are to be congratulated.

I feel in a few years your publication will be at least equal to or may even surpass long-time regional architectural publications.

. . . The special coating on your cover stock makes the Hard Maple background of our advertisement appear to have been finished with the gym finish and is altogether delightful. I showed your magazine to practically everyone in our offices here in Reed City, and comment regarding this advertisement has been overwhelmingly enthusiastic.

C. W. ABENDROTH
Robbins Flooring Company
Reed City, Michigan

• . . . May I comment on the character and quality of your excellent publication.

RAY C. JENKINS
Jenkins Advertising, Inc.
Minneapolis, Minnesota

• . . . Yours is a most attractive publication and one we feel that will be well received by the architects and building contractors in the South.

BOB WIMBERLY
Arkansas Power & Light Company
Little Rock, Arkansas

Editorial Comment From Page 26—This Issue

" . . . If you join a church, but never attend services and do not take an active part in its program, what does the church do for you? Not a thing. The same is true for the AIA. . . ."



—O. J. BAKER, AIA.

" . . . It appears that the construction industry, in the Baton Rouge area at any rate, is getting ready to take up some of the slack. . . . Industrial work is on the increase. . . . The only thing to be feared is fear. . . ."



—ARREN BROUSSARD

" . . . The list of failures reported in the construction industry points up the need for a review by each company of its own selling and bidding practices . . . too many (contractors) apparently base their estimates on what they think their competitors are doing about each job. . . ."



—RAY E. PUTFARK
ARCHITECT and BUILDER



Publisher's Letter

There is little good to be said for those who hide their heads in the sands . . . at the same time there remains less good to be said for those who wander aimlessly about proposing, to all who will listen, a philosophy of doom, limitation, and defeat.

We hasten to state that we are not experts in the field of financial star-gazing, nor do we have substantial results of worldly success to which we can point with pride. However, it would seem that never in the history of our country is there more genuine opportunity for success for those who seek it and will pay the price . . . a price that has gone up with the speed of civilization.

The other day we came upon a statement by Theodore Roosevelt that we thought particularly worthy of repeating. Said he:

"I wish to preach not the doctrine of ignoble ease, but the doctrine of the strenuous life . . . far better it is to dare mighty things, to win glorious triumphs even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows not victory or defeat."

Most cordially,

Howard Lewis

NAMES IN THE NEWS ★ ★ ★

Albert J. Wolf, Jr., of Freret and Wolf, New Orleans architects, has been named to head up local arrangements for the 1959 national AIA convention in New Orleans. Selected as chairman of host chapter activities by the New Orleans AIA chapter, he will serve with **Mrs. M. Wayne Stoffle**, who is chairman of the ladies activities for the national convention next year.

Arthur Charles "Paddy" Doyle last month was appointed resident manager of Metal Goods Corporation's sales service office in Baton Rouge. His appointment was announced by **Carl T. Wedemeyer**, New Orleans district manager for Metal Goods.



Doyle

Born in Ireland, the new Baton Rouge manager is well known in the New Orleans trade area, where he has served as an outside salesman for Metal Goods. Before joining Metal Goods' sales organization in 1953, he was with Baroid Sales division of the National Lead Company, Halliburton Oil Well Cementing Company and American Tool Works Company.

Two major appointments to Prescolite Manufacturing Company's operations in El Dorado, Arkansas, have

been announced by **W. D. Runswick**, vice-president and general manager. **Leonard G. Stevens** has been named plant superintendent, and **Robert G. Bennett**, office manager. Stevens, a native of England, came to the United States in 1951, and was with Schlage Lock Company until 1955, when he



Stevens



Bennett

joined Prescolite. A graduate of English technical schools in mechanical engineering, he was with Stamford Engineering Company in England and South Africa before coming to this country. Bennett, before joining Prescolite in 1955, was with General Motors Acceptance Corporation in Denver, later with Dohrman Hotel Supply, San Diego. He is a business administration graduate of the University of Nebraska.

Paul Steele has been named territorial representative for Pomona Tile Manufacturing company's new district office at Oklahoma City, which will handle sales and distribution of

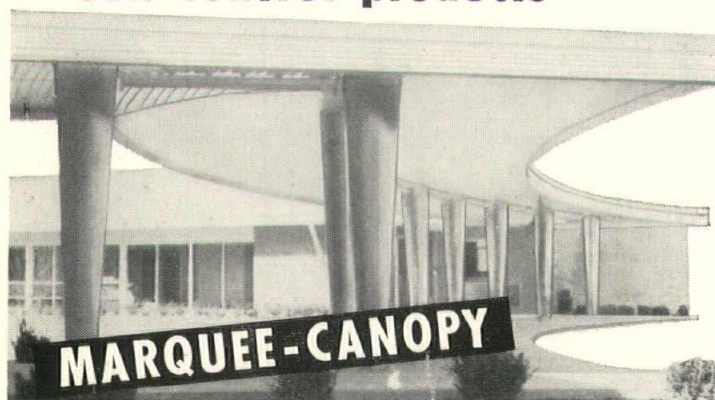
Pomona ceramic tile in Oklahoma, parts of Arkansas and Texas. Steele was formerly customer relations representative at the company's Arkansas City, Kansas, plant. The new district office is located at 5209 North Western, Oklahoma City.

John K. Purcell has been appointed director of public information for the American Institute of Timber Construction, AITC executive vice-president **Frank J. Hanrahan** announced in April.

Emile R. Tabb, Jr., Louisiana representative for the Mississippi-Louisiana Brick & Tile Manufacturers association, and **Art Gleason, Jr.**, salesman for the Henry Brick company, Selma, Alabama, recently completed a special five-week sales engineer training class held at the Washington, D. C., headquarters of the Structural Clay Products Institute. The brick and tile men participated in a continuing program of instruction for salesmen on the newest technical and promotional information in the structural clay products industry. The new graduates also reviewed established brick and tile products, were briefed on competitive building materials, observed U. S. Bureau of Standards tests of clay products, and heard talks by representatives of light and heavy construction. SCPI is the national association of brick, structural tile and architectural terra cotta manufacturers.

(Continued on Page 20)

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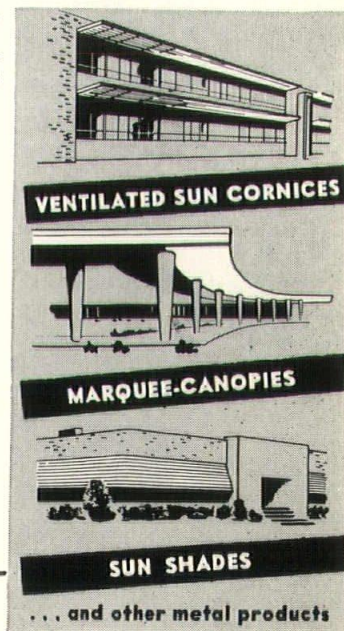
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ARCHITECT and BUILDER



Top AIA officers for the Gulf States Region and Louisiana and their ladies meet over coffee at the recent LAA meeting: from left, Gulf States Region director John Hayes Pritchard of Tunica, Mississippi, and Mrs. Pritchard, Mrs. Duncan, and Herman J. Duncan, Jr., newly elected president of the Louisiana Architects Association.

Tennessee AIA To Meet May 10

The Tennessee Society of Architects will hold its annual spring meeting May 10 at Chattanooga, it has been announced by Zeno L. Yeates, president of the statewide AIA group.

The full one-day agenda includes the election of state officers, and delegates to the national convention at Cleveland, the nomination of a regional director, a case history of a Middle Tennessee chapter project, a report from regional director John Pritchard on national and regional AIA activities, and an address by United States Senator Albert Gore.

Starting with registration at the Read House from 8 to 9:30 a.m., the agenda includes:

A report by society secretary-treasurer Jack Bland.

A report by Harry Tour on the Southern Regional Education Board, and architect-engineer relations, chiefly concerning contract forms and a recommended code of professional ethics.

Nominations for regional director, to succeed John Pritchard, whose term expires next year. The nominee selected at Chattanooga will be presented at the regional meeting next October.

An illustrated discussion by Clinton E. Brush, III, and his Middle Tennessee chapter committee, on the architects' 1970 projection of the Nashville downtown area, which the group recently completed and presented to

Nashville officials and civic leaders.

Percy B. Shepherd, president of the Chattanooga chapter, will preside at the luncheon which will feature an

(Continued on Page 16)

LSU Students Make Houston Tour

Architectural students from Louisiana State University had an opportunity to see how things are done in Texas recently, on a three-day tour of Houston architectural construction arranged by the LSU Department of Architecture.

Faculty members C. H. Jordan and W. W. Wilkins and 16 LSU architec-

tural students were on the trip, which included visits to two schools of architecture, several office buildings and contemporary residences. The group were also guests of Houston architect Karl Kamrath at a weekend breakfast at his home.

The tour began with a visit through the Department of Architecture at Rice University, and construction on the campus. On subsequent days the group visited the Department of Architecture at the University of Houston, an architect's office, the Bank of the Southwest, the Texas Medical Center and the Medical Towers, new offices of a construction company, and the Gulfgate Shopping Center. (Photo on Page 10)

Miss. Group Adopts Plan

The DeSoto County, Mississippi board of supervisors has adopted a long-range master plan for the entire county, according to an announcement.

The announcement said that the plan is tailored to fit in with the plan for Shelby County, Tennessee to the north.

J. B. Bell, mayor of Hernando, Mississippi, and a member of the DeSoto County Planning Commission, said the Dibble Plan recommends zoning for the county and proposes a system of roads and subdivision regulations to serve as a guide.



National officers of the Structural Clay Products Institute met with the board of directors of the Mississippi-Louisiana Brick & Tile Manufacturers association April 18 at Jackson, Mississippi. From left, Admiral Joe W. Stryker, SCPI executive director; SCPI president Kenneth W. Dunwoody, of Macon, Georgia; Mississippi-Louisiana Brick & Tile Manufacturers association president Charles L. Laird, of Holly Springs, Mississippi, and W. D. Ramey of Jackson, Mississippi, executive secretary of the Mississippi-Louisiana group.



Students on the LSU Department of Architecture tour of Houston construction, at the site of the Buckminster Fuller geodesic dome being built on the University of Houston campus. Sheets on ground are for plexiglass skin of dome.

AF Housing Units Sold

The Air Force has announced in Washington that it has purchased 858 units of on-base housing at Keesler Air Force Base, Biloxi, Mississippi

from Military Housing, Inc., of Memphis, Tennessee.

The Air Force reported it paid \$1,572,977 for the project and assumed mortgages of \$6,122,084 for a total purchase price of \$7,695,061.

Officers of Military Housing, Inc.,

at Memphis include James E. McGehee, president, and Russell Wilkinson and Robert G. Snowden as other firm principals.

The housing units are said to have been built several years ago under the Wherry Bill, which permitted private ownership of such housing units on government property under long-term lease.

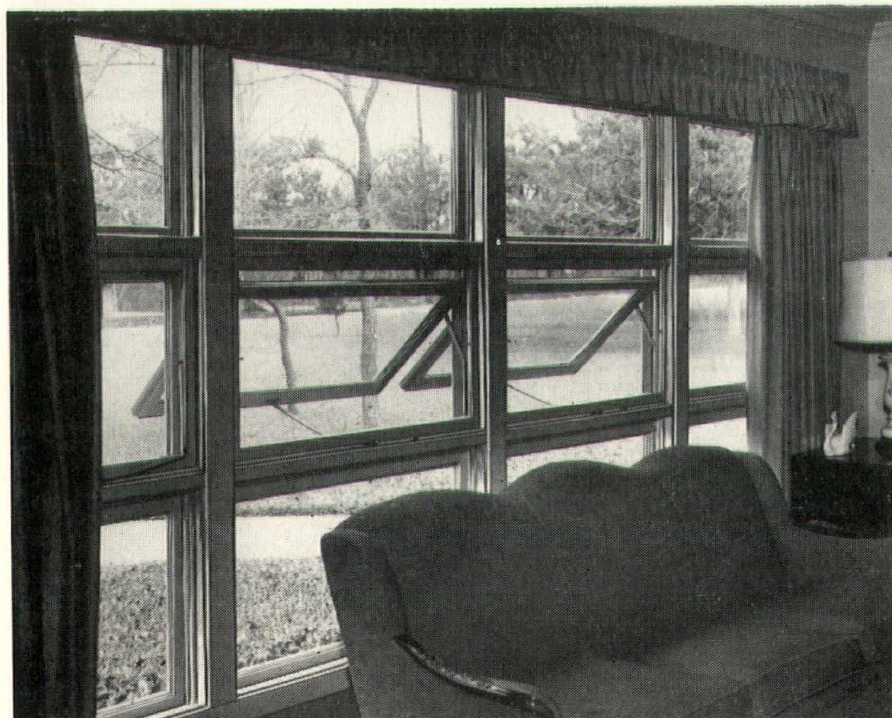
Shreveport Gets Low-Cost Homes

The first new local area subdivision for Shreveport in more than five years to feature low-cost homes will be built just south of the new Military Bridge approach in Bossier City, according to an announcement.

Don S. Coleman, president of the DSC Corporation, developers of the project, said the subdivision is the first in the Shreveport-Bossier City area to be built under the federal government's new 200 million dollar "Program Nine," designed to provide long term loans for small home buyers.

Coleman said that work is already progressing on the grading of streets in the proposed subdivision. He said the project is scheduled for completion by October 1 of this year.

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SOLD AT LUMBER YARDS

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

John Hayes Pritchard, Tunica, Mississippi—Director

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



Elected last month to guide the Louisiana Architects Association for the coming year were (from left) second vice-president O. J. Baker, Baton Rouge; secretary Joseph M. Brocato, Alexandria; first vice-president G. Scott Smitherman, Shreveport; president Herman J. Duncan, Jr., Alexandria, and treasurer John I. Neel, Monroe.

Duncan Elected By Louisiana

Members of the Louisiana Architects Association gathered April 19 in Monroe for their statewide meeting.

Herman J. Duncan, Jr., of Alexandria, was elected president of the state group for the coming year, succeeding William Bailey Smith of Baton Rouge. Other officers elected at the meeting were G. Scott Smitherman of Shreveport, first vice-president; O. J. Baker, Baton Rouge, second vice-president; Joseph M. Brocato, Alexandria, secretary, and John I. Neel, Monroe, treasurer.

The group voted to retain legal counsel to work on suggested legislation that would strengthen the Louisiana law relative to the practice of architecture, following a report by LAA legislative committee chairman John F. Wilson of Baton Rouge. His committee will prepare a contract with the attorney, who will also check any proposals affecting Louisiana architects placed before the Louisiana Legislature during the next two years.

The group tabled any decision on

retaining public relations counsel for the state association, following reports from several officers.

**PLAN NOW
TO ATTEND
Gulf States Regional
Conference
Biloxi, Miss., Oct. 5-8**



Shown winding up plans for the LAA meeting are Monroe AIA chapter memers (L. to R.) Herbert Land, Jr., Milton S. Pickett, John I. Neel and Lon S. Heuer. Other committee chairmen who arranged details of the meeting included Beuford G. Jacka, William King Stubbs, Milton King, Ray Johnson, and Howard Rivers.

Approval of the Louisiana Architects Association becoming a sustaining member of the National Council of Architectural Registration Boards was voted at the meeting. O. J. Baker, citing a letter from the NCARB, said the small fees paid by sustaining members are used to finance visitations for accreditation and setting up a program to aid and expedite the registration of architects from one state to another.

Jim Wolf, recently named chairman of host chapter activities by the New Orleans AIA chapter group for the 1959 national AIA convention in their city, reported on the preliminary arrangements now underway. "We are now developing our committees, and I know that we'll be calling on all LAA members, and their wives, for assistance in arranging the best AIA convention in history," Wolf said.

John Pritchard of Tunica, Mississippi, AIA director for the Gulf States Region, spoke briefly on current activities throughout the five-state region. Commenting on recent trips around the area, Pritchard said permits and plans out for bids are higher than usual around the region.

The Louisiana group was addressed informally by G. A. Smalling, coordinator of school planning and construction for East Baton Rouge parish. He described the organization of the Louisiana State Council on School

(Continued on Page 12)

Duncan Elected—

(Continued from Page 11)

Planning and Construction, an adjunct of the Louisiana Teachers Association. "This group was formed two years ago to bring the 'pros' together to exchange ideas." He said the next meeting of the state council would be held in November, during the Louisiana Teachers Association convention in Alexandria.

A tour of architectural construction in Monroe, which included governmental buildings, office buildings, and residences followed the business session.

The one-day meeting closed with a Saturday evening cocktail party and buffet dinner at the Bayou DeSiard Country Club.

Host for the meeting was the Monroe AIA chapter. H. H. Land, Sr., is president of the Monroe group. Lon S. Heuer was in charge of local arrangements for the statewide conclave.

LAA members attending the April 19 meeting included:

From Shreveport: Murff O'Neal, William B. Wiener, P. G. Annan, J. Jack Cloutier, William C. Gilmer, Dewey A. Somdal, G. Scott Smitherman, John A. Walker, Marshall H. Walker, and Jesse O. Morgan, Jr.

Baton Rouge: O. J. Baker, John F. Wilson and T. Clayton Smith.

Monroe: William King Stubbs, H. H. Land, Sr., Herbert Land, Jr., John I. Neel, Roy Johns, L. Milton King, Lon S. Heuer, Howard Rivers, B. G. Jacka, and Milton Pickett.

Alexandria: Herman J. Duncan, Jr., Joseph M. Brocato and Robert D. Wynne.

New Orleans: Albert J. Wolf, Jr., M. Wayne Stoffle, and Miss Mildred Mathes.

Lake Charles: Robert L. Miller.

Hammond: A. Jackson Davis.

Natchitoches: E. P. Dobson, Jr.

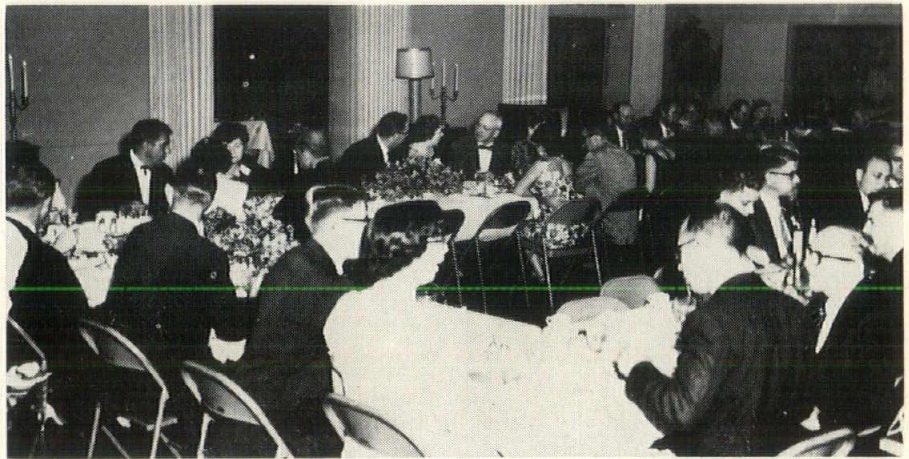
Guests at several of the functions included Horace R. Brown of the state licensing board for general contractors, Baton Rouge; J. H. Heard of West Monroe, president of the Northeast Louisiana AGC chapter, and G. A. Smalling of the East Baton Rouge School Board staff.

Coming in June:
A Report on the
Tennessee AIA Meeting

Scenes from the LAA Convention

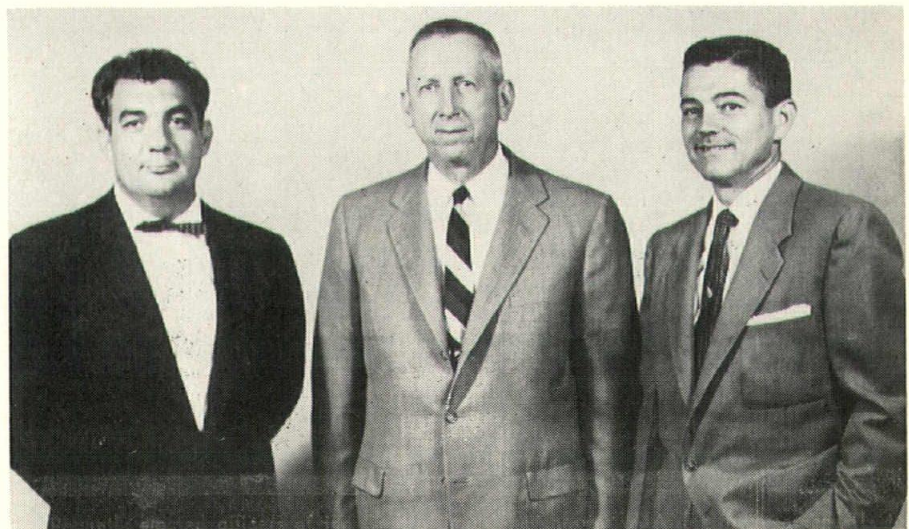


Hosts and guests gather at the LAA meeting: from left, L. Milton King, founder of the Monroe AIA chapter, which served as host for the meeting; G. A. Smalling, coordinator of school planning and construction for East Baton Rouge parish; current Monroe AIA chapter president Herbert H. Land, and J. H. Heard of West Monroe, president of the Northeast Louisiana AGC chapter.



The Louisiana Architects Association meeting April 19 at Monroe ended with a dinner (above) at the Bayou DeSiard country club.

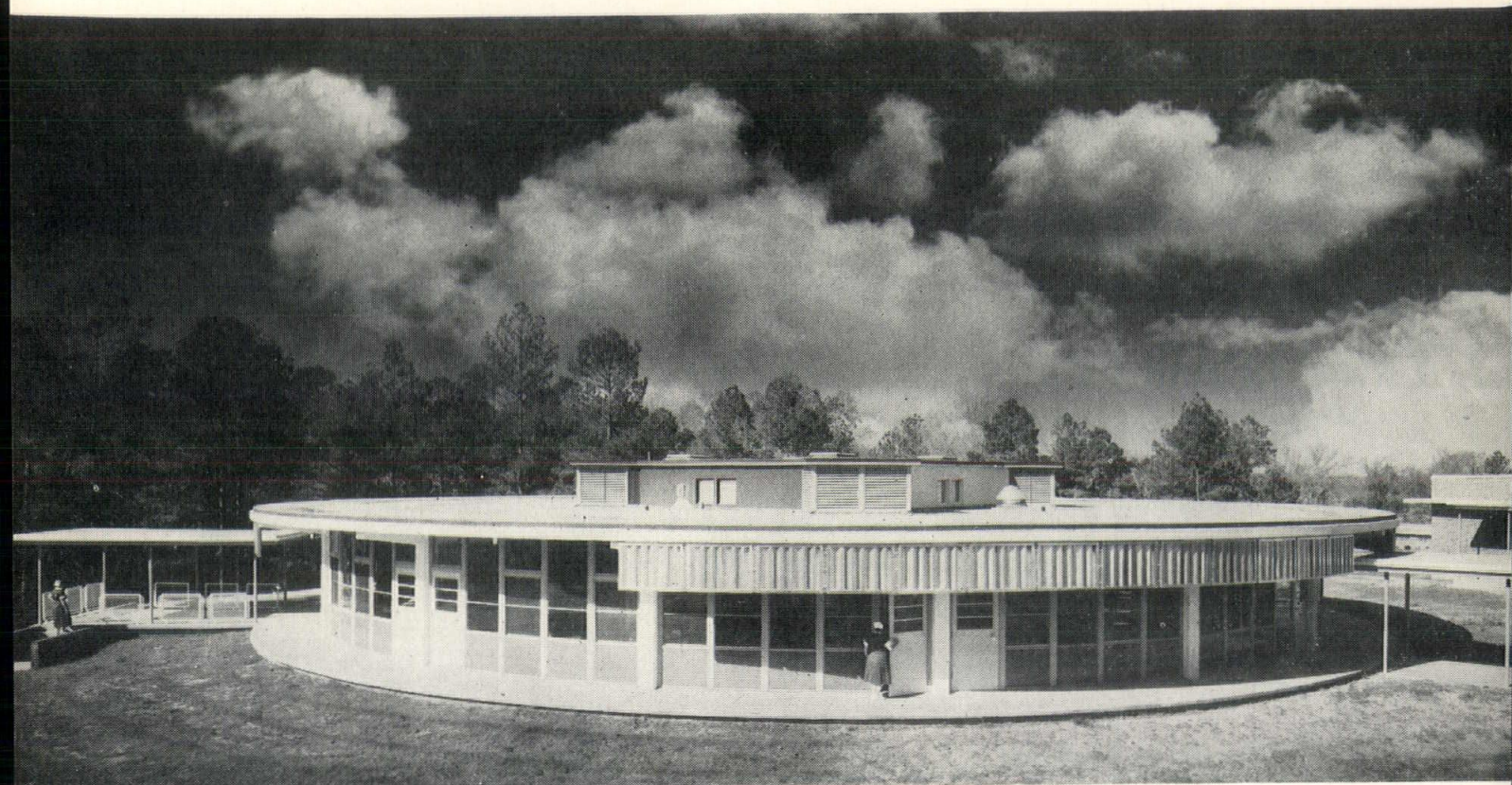
New Officers for Central Louisiana AIA



Recently elected officers of the Central Louisiana chapter, AIA, for this year are (L. to R.) Joseph M. Brocato, president; Charles T. Roberts, vice-president, and Robert D. Wynne, secretary-treasurer, all of Alexandria.



Along with new medical advances and improved care, institutional patients now benefit from bright and cheerful surroundings. For a case in point, turn the page:



Patients' entrance to right, staff entrance at left

Circular Core System Provides Functional Cafeteria Building

The "cafeteria in the round" designed by Barron, Heinberg and Brocato, architects of Alexandria, La., for the Central Louisiana State Hospital at Pineville was the logical conclusion to special design considerations of use and location.

The cafeteria building had to serve three dining areas from a central kitchen and food preparation area, and the most convenient site available was bounded by a circular drive. The result: a handsome, bright cafeteria in the round that stands in sharp contrast to institutional buildings of the past.

The concrete frame structure, with flat slab roof, has a colorful exterior of black brick work, and rubbed white concrete, with porcelain enamel panels of a vibrant red.

The design requirements had

to provide for preparing and serving of meals, in two shifts, to 600 female patients, a barber-beauty shop for those patients, and dining lounge for doctors and staff. The cafeteria building had to be convenient to the several dormitory buildings, and provided with covered walkways to each of the dormitory buildings.

A perimeter porch went into the design, to offer easy access to the barber-beauty shop and the two dining areas for the patients, and, for the staff, access to their lounge and dining area. The porch also allowed easy servicing to and through the kitchen and storage areas.

The porch's overhang, and strategically located aluminum sun shades, fends off the bright sun glare from March through September.

The porcelain enamel panels in the window wall construction were used for all exterior walls. All interior partitions are 4-inch ceramic glazed structural tile. Floors are terrazzo throughout the dining, lounge and service areas. Quarry tile was used on the floors of the kitchen and food preparation areas.

The slab ceilings in the dining rooms have acoustical plaster applied between the concrete beams. In the kitchen area, the ceiling is raised above the roof of the adjacent areas, creating a mechanical penthouse. Four 4-foot-square skylights flood the kitchen area with natural light. The penthouse provides accessible pipe chases and houses large exhaust fans which ventilate the entire building. The building is heated from the central core and

ARCHITECT and BUILDER

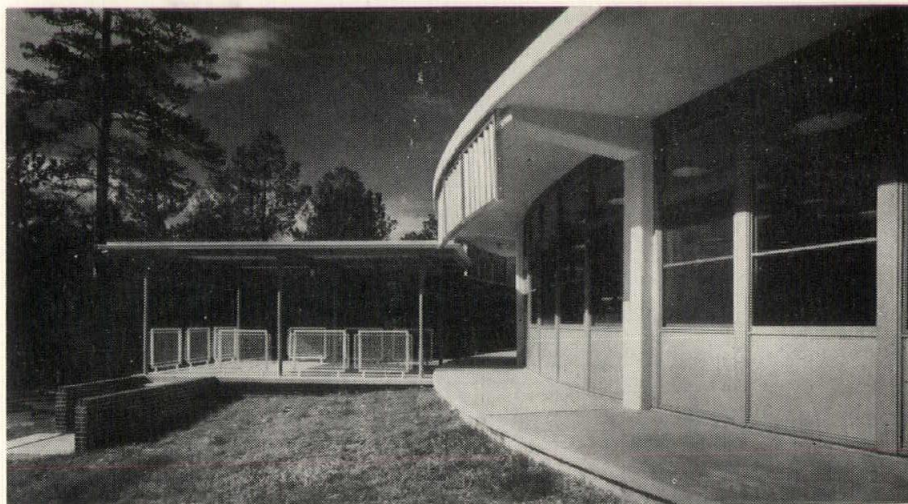
radiantly heated from the slab at the perimeter.

Interior colors are subdued in the tile and floor, with accents of red, lime, yellow and blue in the light fixtures, tables and plastic chairs. The tables and lighting fixtures repeat the circular theme of the basic design.

The project was started in the spring of 1956 and completed last fall.

Architects: Barron, Heinberg & Brocato, Alexandria. Mechanical engineers: Chesson, Forrest & Holland, Baton Rouge. Structural engineers: Leroy A. Staples, Alexandria. Contractor: James A. Eiland, Jr., Bunkie, La. Owner: Louisiana State Building Authority, Baton Rouge.

Photographs by Frank Lotz Miller.



TOP:

The staff dining room and lounge continues the circular motif in lighting fixtures, tables.

CENTER:

This detail of the staff entrance shows the overhang of the perimeter porch and aluminum sun shades (center) that ward off glare.

BOTTOM:

Patients' dining room, lighted by graduated circular fixtures from perimeter to central core.



Another Accredited Architectural Curriculum Due

Establishment of another fully accredited program of professional training in architecture for the Gulf States region neared fulfillment last month, when the board of supervisors of Louisiana State University approved a new, five-year architectural curriculum.

Only Auburn, Tulane and the University of Arkansas now have accredited schools of architecture in the five-state region, which includes Alabama, Arkansas, Louisiana, Mississippi and Tennessee.

What It Means

Until the recent action by the LSU board of supervisors, the university had a four-year program, graduating bachelors of science in architectural engineering. The LSU move means:

The existing Department of Architectural Engineering now becomes the Department of Architecture.

The first Bachelor of Architecture from Louisiana State University will be graduated in June of 1961. Students will now register in architecture, rather than architectural engineering.

More than 20 hours of additional architectural design courses will be added to the curriculum, in addition to new courses in city planning, materials of construction, and architectural delineation. Chemistry and certain engineering courses will be dropped.

Licensing Eased

The new fifth year curriculum will be taught for the first time in September of 1960.

It is expected that at least one professor a year will be added to the present six-man faculty during the next three years.

The change will facilitate the licensing of LSU graduates in other states, most of which require graduation from an accredited five-year program, or equivalent experience in an architect's office.

No one could be more pleased with, or due more credit for the current developments than O. J. Baker, head of the LSU Department of Architectural Engineering since its inception in 1950, and now head of the new Department of Architecture.

Professor Baker gives the credit to professional groups such as AIA, individual architects, his superiors and staff at the university, and other schools of architecture.

"Dean Dinwiddie of Tulane's school of architecture was invaluable in our

getting the new program approved," Baker said. He pointed out that the Tulane architecture dean went on record three years ago in favor of the new LSU program. "He feels that there is a need for more schools of architecture in the United States, and especially in our fast growing area, and that a nearby school can be of great help in coordinating and exchanging not only ideas in our field, but problems in design, delineation techniques, and so forth."

Professor Baker also credits the individual architects in his area, through the AIA, for getting the program approved. "By becoming active in the AIA, I came to know the architects in this region, had a chance to tell them our story and they really pushed for the program."

Much Credit Due

But to those who have followed the progress of the LSU development since architect Baker arrived on the local scene from Illinois in 1946, there's little doubt where the major part of the credit properly resides.

The limited architectural engineering program that was conducted by the state university before World War II was non-existent when Baker was invited by Leo J. LaSalle, dean of the LSU College of Engineering, to head up the LSU housing research program.

A Program Grows

Since the beginning in 1950, when a total of about 45 students were in the architectural engineering program, the department has grown to where it now has approximately 150 students under the four-year curriculum. Graduates of the four-year program have distinguished themselves in the Louisiana state architects' examinations.

"The most difficult thing to learn how to do, when you're trying to put across a program like this, it to learn how to relax, and wait," Baker said recently. "Now that the program is underway, we feel it is going to snowball, in support, in interest, and in enrollment."

For O. J. Baker, head of the new Department of Architecture at Louisiana State University, the waiting is pretty much over. And probably not too long after that first Bachelor of Architecture is graduated, the Gulf States will have another fully accredited program in architectural education.

Tennessee AIA—

(Continued from Page 9)

address by United States Senator Albert Gore of Tennessee, member of the Senate committees on public works and finance.

Regional director John Pritchard will then receive the report on the secret balloting to nominate his successor, and announce the successful candidate.

Plaques will be presented at the luncheon to past state society presidents William Cox, Henry Clinton Parrent, Jr., of Nashville, Gordon L. Smith of Chattanooga and Harry B. Tour of Knoxville.

The afternoon session will begin with a report on regional and national AIA activities by regional director Pritchard, who will have only recently returned from the annual meeting of the Institute's Board of Directors, scheduled in the week prior to the Tennessee state meeting.

A discussion of the 1958 national convention to be held July 7-11 at Cleveland, and election of Tennessee Society officers and national delegates will be followed by viewing of the two brand new AIA motion pictures, "A School for Johnny" and "What Is A House?"

State president Zeno L. Yeates said he was appointing a Special Committee for Fellow Nominations, and because the Middle Tennessee Chapter will furnish state officers for the coming year, had asked Clint Parrent of that chapter to be chairman of the new committee, to serve with Charles Peete, Felder Weeks and T. Leland Asby. His action came as a result of a report to regional director John Pritchard from Jack B. Smith, FAIA, of Memphis, who is currently serving on the Jury of Fellows. The meeting of the Jury of Fellows last month at the Octagon did not have the names for any Gulf States Region architects submitted for consideration for advancement to Fellow from the entire region.

"Our neighboring regions have a total of eight from Texas and seven from the South Atlantic, of which four are first submissions from Texas and six are first submissions from the South Atlantic region," Smith reported. "In view of next year's AIA convention being in New Orleans, in our Region, I hope something will inspire our chapters to initiate first submissions for the jury's consideration before that convention." Nominations must be filed by February 1, 1959.

South's Economy Boom Continues

A prediction that booming plant expansion and creation of more jobs will continue at a fast rate in the South was voiced by six industrial executives serving as a panel of judges on the Memphis Commercial Appeal's Industrial Awards Contest.

Winners of the program which features recognition to communities active in industrial development will be announced at Memphis during the month of May.

Speaking with glowing optimism about the future of the Mid-South economy were: W. R. Smith, member of the Arkansas Industrial Development Commission; William E. Keith, Director of Information for the Mississippi Agricultural and Industrial Board; William Frank Lebus, Jr., director of the Agricultural Development Division of the Kentucky Department of Economic Development; Ralph L. Rose, industrial representative for the Missouri Division of Resources and Development, and L. B. Dickson, director of the Industrial Division of the Alabama State Chamber of Commerce.

Smith said Arkansas has developed jobs steadily at the rate of 10,000 a year during Arkansas' three years of an industrial program.

Rose said the state of Missouri broke all records for industrial development in the state last year, and has begun exploitation of a large deposit of high grade iron ore which he felt would herald a new era of expansion in south central Missouri.

Keith pointed to the rapidly bulging industrial area known as Bayou Cossotte at Pascagoula on the Mississippi Gulf Coast where new industries are filling a big acreage. Keith said Mississippi may have some unemployment because of the mechanization of farms, but there have been no big industrial layoffs.

Dr. Whitlatch, in discussing business conditions in Tennessee, said prospects for new industry are encouraging. He said not a great many industries are moving to Tennessee from other sections, but many industries from other parts of the country are expanding by building new plants in this area to take care of growing markets in the South and Southwest.

Dickson said the economic picture in Alabama is entirely stable "with the possible exception of the textile industry."

Winners of the industrial development program will be chosen in each of four population classes.

New Commercial Center Announced

A new commercial and residential development has been announced for Southwest Jackson, Mississippi.

The project will be located on the Florence McAlphin Estate property at Terry and McDowell Roads.

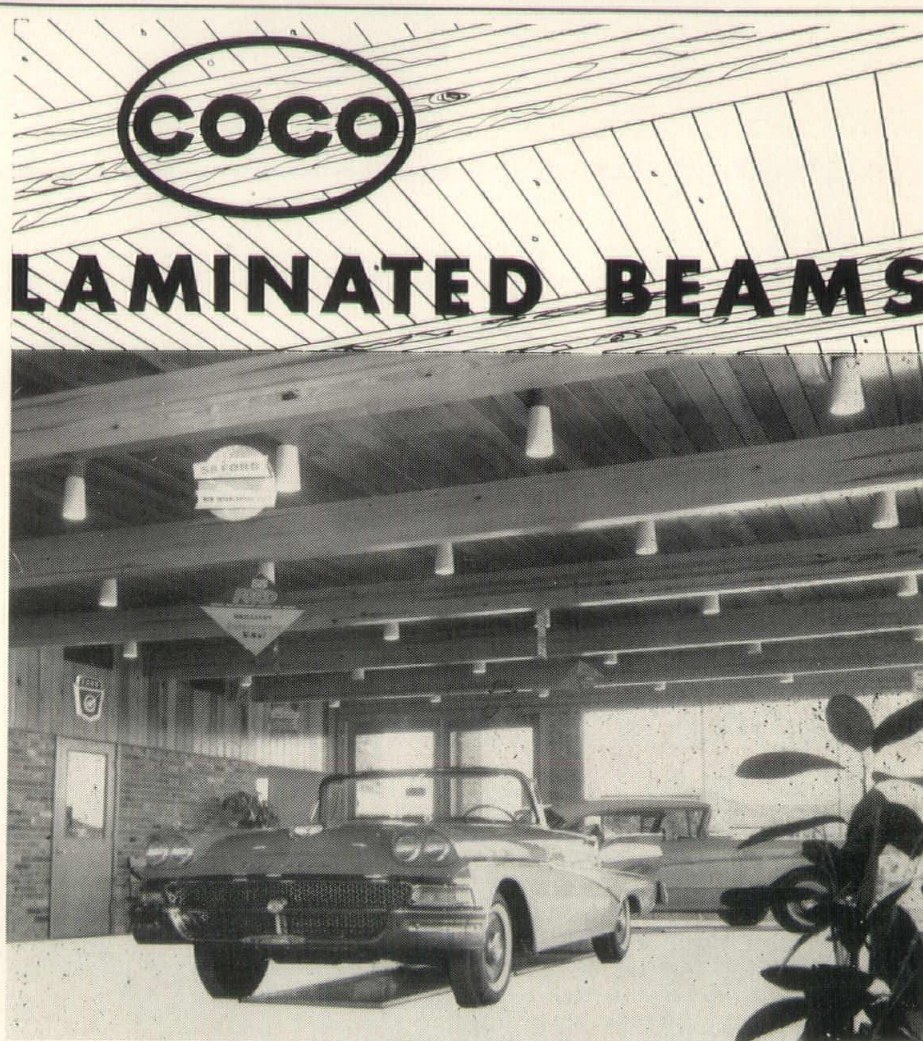
Wetmore and Parman, Inc., general contractors have already been awarded a contract for the construction of a new supermarket.

According to an announcement, the supermarket will be located on the

northwest corner of a 25 acre tract and will be the first commercial structure built on the Terry Road frontage. Additional units will be constructed as leases are completed, the announcement said.

The balance of the estate property has been zoned for residential use and will be planned for a future residential development in keeping with the surrounding homes.

Plans and specifications for the project were prepared by Jackson architects Biggs, Weir and Chandler.



Holmes Ford Company showroom in Baton Rouge, Louisiana. Contractor, L. W. Eaton and Co. Used on 7 1/2' centers, the laminated beams (5 1/4" x 13", 40' in length) extend through the plate glass to support a 10' overhang.



Ronald A. Coco, Inc.

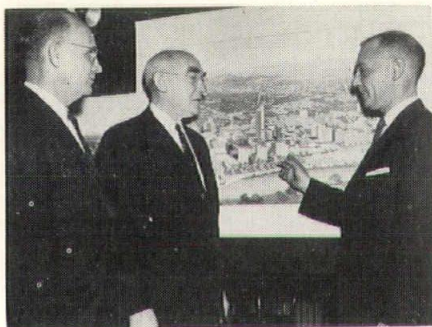
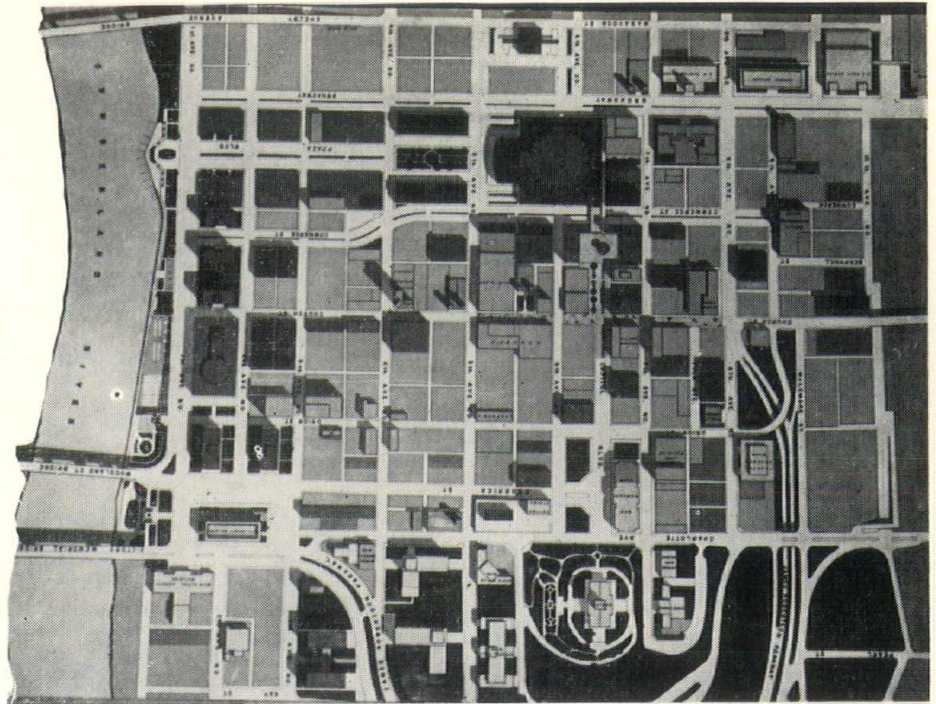
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NASHVILLE'S BLUEPRINT FOR 1970

Middle Tennessee AIA
Chapter Completes
Community Project, Draws
High Praise for Work



Bert Brush (right), who directed the Middle Tennessee AIA project, points out a feature of one of the panoramic drawings to U. S. Chamber of Commerce president Philip M. Talbot (center) and Dr. J. L. Sullivan, chairman of the Central City committee of the Nashville Chamber of Commerce.

Last August the Middle Tennessee chapter of AIA was asked by the Nashville Chamber of Commerce to project its "Central City" into the year 1970.

Last month the chapter in presenting the report, provided a classic example of community action by architects and brought down upon itself a quick and grateful response from city officials, other civic leaders and the press.

Said the Nashville Banner in an editorial, "Nashville architects of the Middle Tennessee Chapter, American Institute of Architects, have raised a vision and presented a challenge.

"They have looked ahead through the next decade and created—with skill, logic and keen imagination—a practical dream of what Nashville's vital downtown can become in 1970.

"We have needed a point of beginning. This, the committee of Nashville architects has provided. The Banner congratulates these men who have worked hard and well to lift this challenge for the progress of our community."

Nashville mayor Ben West called the report "a breath of fresh air" when the carefully packaged, thoughtfully presented report was unveiled at the Central City Recognition dinner of the local Chamber of Commerce. "It is obvious that this is what Nashville of the future must become," the mayor said. "The precise method and manner for achieving these goals can be worked out as

we progress step by step, but this report is certainly the vision in broad scope of the Nashville of 1970."

At a subsequent forum participated in by the AIA Chapter before the Nashville Junior Chamber of Commerce, forum chairman Doug Fisher, executive counsel to Governor Frank Clement, recognized the long months of study and work given to the project by the architects, in saying, "Let us never forget in the years ahead, as some of the improvements mentioned here begin to crystallize, how much we owe to these men." Financially, that could have been considerable, according to Fisher. "Fort Worth just paid \$75,000 for a similar survey," he told the forum audience.

The community's reaction to the project contributed by the architects was summed up by Middle Tennessee AIA chapter president W. Terrill Hall recently. "The enthusiasm with which it was received by the Chamber of Commerce and subsequent groups to which it has been shown is really terrific and extremely gratifying to the local chapter."

The striking concept developed by project chairman Clinton E. Brush, III, and his committee could hardly have failed to draw applause. Seven long months went into its design and preparation. The end product was presented clearly in lecture form, illustrated by color slides and backed up by large, panoramic drawings.

The plan for the downtown area stresses easy access, comfort, spaci-

ousness, beauty, utility and recreational facilities.

The planning that went into the report emphasizes flexibility. "We did not feel called upon to anticipate fancy architectural designs of the future, or to plan specific buildings for specific purposes," says Bert Brush, "rather we felt that we should suggest reasonable possibilities, that could be accomplished by both public and private groups."

Highlights of the extensive report included these suggestions:

"Opening up" a portion of the city by creating a square and pedestrian shopping mall. From the square pedestrian traffic would flow across a bridge spanning a major existing street and on to a plaza covering multi-level parking areas and supporting important buildings.

Location of the much-discussed theater-auditorium in the center of the proposed plaza, which would be immediately adjacent to the heart of the city.

Five modifications to the traffic system, making two major streets one-way, widening two others, and closing another to regular vehicular traffic.

The establishment of a free shuttle bus system moving in a loop, which could be operated for less than one-half mill per dollar of the annual gross sales within the central city.

Renewal of a large area now housing antiquated, partially occupied structures, with the renewed area terminating in a marina development along the Cumberland River.

Development, adjacent to the river, of an enclosed sports and recreational center.

Conservation of the downtown area through multiple-level construction, particularly of parking facilities and apartments.

Looking into the future of 1970, the report concluded, "Much of the old will remain to retain Nashville's present character, but enough of the new will be added to keep pace with an aggressive acceptance of the future. Nashville will accept its evolution gracefully because it has already planned for progress. It will remain a city proud of its heritage and awake to its potential."

And, it would seem from the recent comments, Nashville will continue to take pride in its community-spirited architects.



The dramatic plaza in the heart of the city, envisioned by the Middle Tennessee architects.

"Our own idea, offered without misgivings, is that just such a plan may well prove the salvation of the central city and the AIA is to be commended for so generously giving of its service and thought to this program," said the Nashville Tennessean in a recent editorial.



A bird's eye perspective of one detail of the AIA chapter's version of Nashville's future look, as it would appear from across the Cumberland River.

New School For Mississippi

The Education Finance Commission, Jackson, Mississippi, has approved an appropriation of \$300,000 for the construction of the Durant Attendance Center for Negroes which will serve approximately 800 students when completed.

Construction on the new unit has already begun. It will contain 40,200 square feet of floor space with 19 classrooms, an announcement said.

T. N. Touchstone, Jr., Jackson, is the architect for the project.

New Arkansas Plant Announced

The construction of a three million dollar chemical extraction plant near Magnolia, Arkansas, is a step closer with the completion of the organization of Arkansas Louisiana Chemical Corporation. The new firm is a wholly owned subsidiary of Arkansas Louisiana Gas Co.

W. R. Stephens, Ark-La Gas president and board chairman said a date for construction of the new plant would be set soon at a meeting of Ark-La Gas directors. Stephens is also president of the new subsidiary.

The plant will extract ethane, propane and butane from natural gas, and will operate in conjunction with the gas company's Columbia Products extraction plant near Magnolia.

Other officers of the new subsidiary include Donald W. Weir of Shreveport, vice-president, and Frank L. Holleman, Shreveport, secretary-treasurer.

Memphis Medal Goes to Gruen

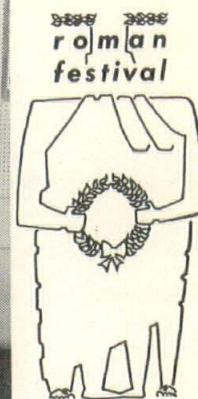
Victor Gruen will be presented the Memphis AIA chapter's Gold Medal "for outstanding contributions to Architecture and City Planning" at a joint dinner meeting April 30 of the Memphis chapter and the Downtown Association.

The first Gold Medal was presented last year to Dean Pietro Belluschi of the Massachusetts Institute of Technology.

Beaux Arts Ball At Baton Rouge

Architectural students and fine arts majors at Louisiana State University will stage their first combined Beaux Arts Ball on May 10 in Baton

Rouge. While the initial event is being supervised by the faculty, it is expected to become an annual event directed by students in future years.



Two LSU architectural students model Beaux Arts costumes based on the poster design for the ball (right) created by Malcolm Quantrell of the university's Department of Architecture faculty.

Any surplus proceeds will go to a special fund, to provide prizes and scholarship aid for outstanding students. To get the ball rolling, the organizers are inviting area architects to become sponsors, by subscribing ten dollars and up.

NAMES IN THE NEWS—

(Continued from Page 8)

Patrick Law has been appointed district sales manager for the Southern division of Haskelite Manufacturing corporation, Grand Rapids, Michigan. Headquartered at Atlanta, he will supervise sales in Southern states of Haskelite's plastic laminated sandwich panels, used in curtain wall building construction and now being studied for refrigerator cabinets, the company's related panel products in plastics, woods and metals, and the company's door line. Formerly a curtain wall materials salesman for the H. H. Robertson company of Pittsburgh, the new Southern district sales manager is a graduate in building construction technology from Georgia Tech's Southern Technological Institute.

Paul J. Washburn of New York City was elected president of the Acoustical Materials Association at the group's annual meeting April 14-16 in Chicago. The new president has been manager of acoustics with Johns-Manville Sales corporation since 1938. The association is composed of firms manufacturing approximately 90 per cent of the nation's acoustical materials, according to AMA executive secretary **Wallace Waterfall**.

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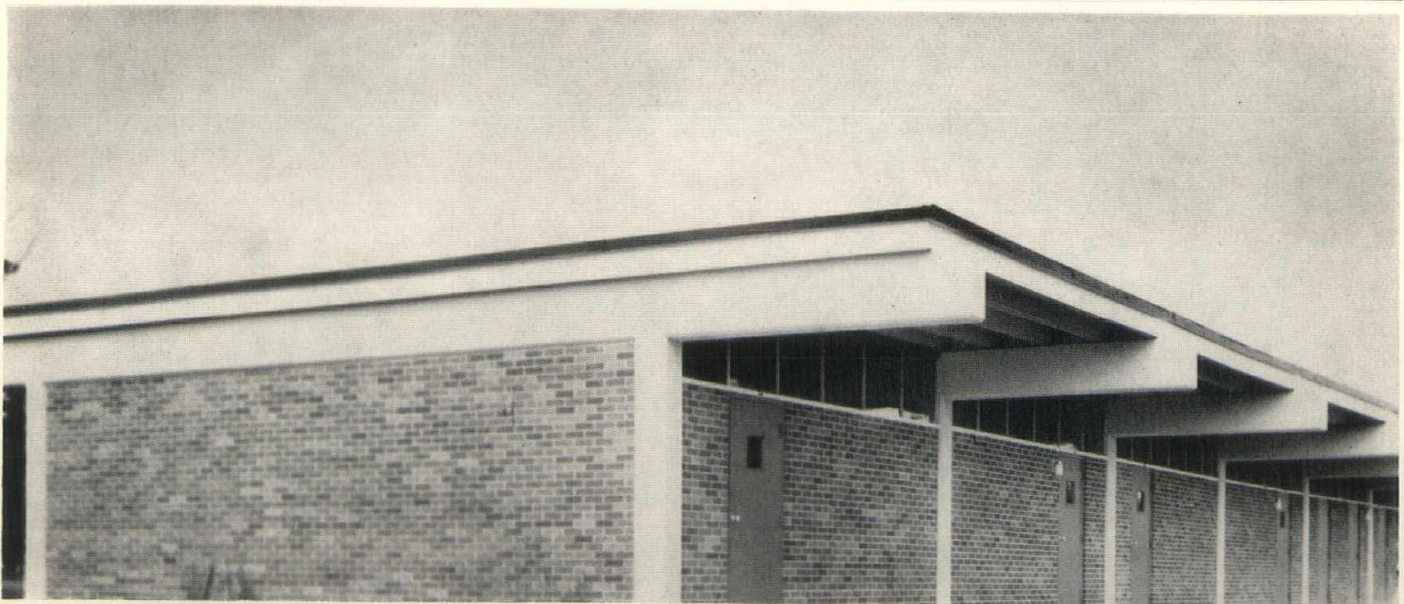
1318 Richards Building, New Orleans 12, Louisiana

New Buildings



Construction started in March on the new administration building of the Louisiana Department of Highways in Baton Rouge. The reinforced concrete frame structure, designed by Baton Rouge architect A. Hays Town, is being built facing the Baton Rouge Expressway, less than a mile northeast of the State Capitol. The one-story wing behind the six-story structure is an auditorium, connected to the main building by a covered passageway.

General contractor for the job, scheduled to be completed in another 18 months, is George A. Caldwell, Baton Rouge, with a bid of \$2,549,501.



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Contractors Get Break on Weather

A parish school board in Louisiana last month approved a resolution which stipulated that the board would give consideration to contractor's time lost due to bad weather.

The resolution was adopted by the East Baton Rouge parish school April 9. The board in the past has not generally included weather as an excuse for late completion.

The first section of the two-part resolution stated that where adverse weather conditions are considered a major reason for extending time to a contractor, the matter will be brought up to the board for consideration, on an individual job basis. The second part stated that wherever a building or portion of a building is used by the school system prior to completion of contract, liquidated damages which may have accrued may be waived at the board's discretion.

Arren Broussard, manager-director of the local AGC chapter, in appearing before the school board pointed out that some amount of rain fell on 90 separate days from last September through March, 1958.

Trying to "average out" doesn't work for the contractor, who not only loses the actual rainy day, but must also take at least another day to get ready to work again after a heavy rain, Broussard said. "We would like some relief on current and future contracts," he told the board.

George A. Smalling, director of school planning and plant construction for East Baton Rouge parish, said there are instances when the board must have the school ready regardless of rain or inclement weather.

Replied Broussard, "Irrespective of need, and we are certainly in sympathy with that, rain will stop work, and taking the contractor's money is not going to get you into the building on time."

350th Anniversary For Southern Pine

"We and our forefathers have furnished more than a trillion feet of lumber to the nation and the world," Quentin T. Hardtner, Jr., president of the Southern Pine Association, told the group last month as it marked its 350th anniversary with a New Orleans convention.

"We have a timber supply that is recognized by the U. S. Forest Service as healthy and strong," Hardtner said. He called for "aggressive research and product improvement as well as the development of wider areas of merchandising and more intensive trade programs."

Memphis AGC Chapter Meets

The Memphis AGC chapter held its first member and associate dinner meeting of the year April 22.

Harvey Padgett presided at the dinner, which featured the Memphis State University athletic program, arranged by program chairman Walter Roos.

Mayor of Memphis Edmund Orgill and Forrest Ladd, chairman of the Chamber of Commerce committee on Memphis State development, were among the guests.

MEETINGS

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

● May 4-7—Air Conditioning and Refrigeration Institute, annual meeting, The Homestead, Hot Springs, Va.

● May 6-7—Louisiana Realtors Assn., real estate seminars, New Orleans and Shreveport, respectively.

● May 7-8—National Association of Home Builders, business management clinic, National Housing Center, Washington, D. C.

● May 10—The Tennessee Society of Architects, annual spring meeting, Read House, Chattanooga.

● May 13—Construction Industry Association of New Orleans, seafood

party, Municipal Auditorium, New Orleans.

● May 13-14—Porcelain Enamel Institute, mid-year divisional conference, Edgewater Beach Hotel, Chicago.

● May 18-21—American Institute of Decorators, annual conference, Sheraton-Plaza Hotel, Boston.

● 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, national convention, Cleveland.

● Oct. 5-8 — Gulf States Region AIA, annual conference, Biloxi, Miss.

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ARCHITECT and BUILDER

New Cabinet Line

1

Whelan's of Topeka has announced the introduction of a full line of MVM All-Purpose cabinets for school use.

Uniform lengths and matching silver birch finish permit the choosing of various combinations to make up units for every type of classroom, in unlimited arrangements, the announcement said.

The cabinets can be used for storage, work counters and room dividers. Doors are offered in five color choices designed to harmonize with classroom decor.

According to the announcement, Whelan's is producing a completely new line of birch home economics, science, and art laboratory equipment for junior high and high schools.

(For catalog and price lists circle No. 1 on page 25.)



Built-In Unit

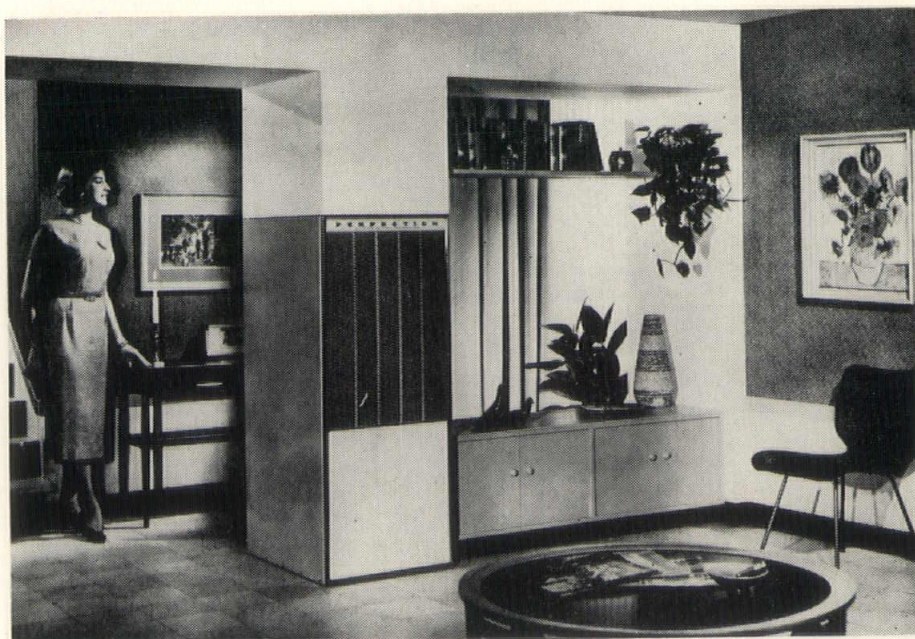
2

The Perfection Industries Division of Hupp Corporation has announced a new type of combination furnace-air conditioner, which features gas- or oil-fired units that can be built-in anywhere in the home. All duct connections can be made from the top which permits an "island" installation as shown in the photograph above.

According to the announcement the unit needs no clearance areas on the sides or back, dust-collecting crevices are eliminated.

The manufacturer said that the Regulaire unit was chosen by the United States Government and the Institute of Contemporary Arts, to be displayed at the Brussels Universal and International Exhibition.

(For more information circle No. 2 on page 25.)

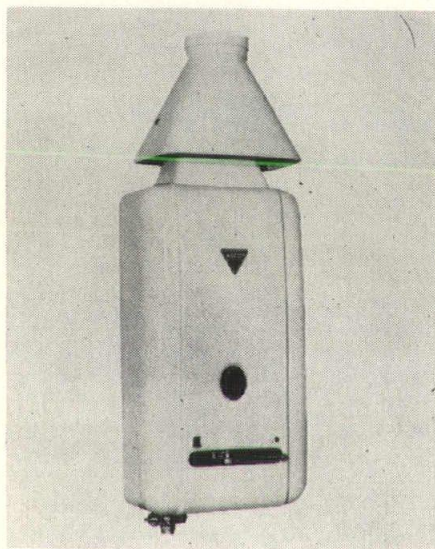


Special Water Heater 3

Architects and builders looking for a source of constant hot water for baptistries, service stations, weekend cottages, hunting lodges or fishing camps now have available the Ascot gas automatic coil water heater, announced by Southern Heater Company, Inc., 844 Baronne Street, New Orleans, Louisiana.

According to the announcement, the Ascot is 43" high and 14" wide, and will put out as much as 120 gallons of hot water per hour.

The announcement said the Ascot also operates economically from natural, manufactured, or liquified petroleum gas. It is particularly suitable in out-of-the-way places where gas is



brought in in small tanks. It will operate successfully wherever there is a pressure water system, the announcement said.

Available in two sizes, and approved by the American Gas Association as a boiler, where it can be used for heating in addition to furnishing hot water, the unit is engineered to insure efficient, quiet operation and long life.

Exterior is finished in porcelain enamel with a heavy chrome trim. Safety features are built in. It can be mounted neatly on the wall in an out of the way place.

For literature on the Ascot, write Southern Heater Company, Inc., Dept. GS, 844 Baronne St., New Orleans, or circle No. 3 on form on opposite page.)

Metal Lath Booklets 4

The Metal Lath Manufacturers Association has announced its Technical Bulletin No's. 12-1 and 12-2 relating to "Suspended Metal Lath and Plaster Ceilings" now available for free distribution.

According to the announcement, a feature of the two bulletins is a large illustration covering the size and spacing of all metal components for metal lath suspended ceiling. This illustration covers: the minimum size of hangers; the maximum spacing of wire hangers along each main runner; the size and weights of cold rolled main runner channels; the maximum spacing of runners and maximum spans of furring; the maximum spacing of cross furring; types of cross furring; and the types and weights of metal lath.

Other topics include maximum limitations of main runners for spans up to 7 feet, and cross furring; properties of cold-rolled channels; a table on hangers which denotes the minimum requirements for maximum areas; and recommendations for compression members to resist the upward movement of ceilings for areas that are subject to high-velocity winds.

(For additional information circle No. 4 on opposite page.)

Zonolite Booklet 5

The Zonolite Company has announced the availability of an 8-page booklet giving information on vermiculite refrigeration fill, insulating concrete mixes, and asphalt-bound vermiculite for cold storage floor construction.

Suggestions for proper vapor-barrier treatment are included, as well as specifications and physical data on various Zonolite products, the announcement said.

(For additional information circle No. 5 opposite page.)

Steelcraft System 6

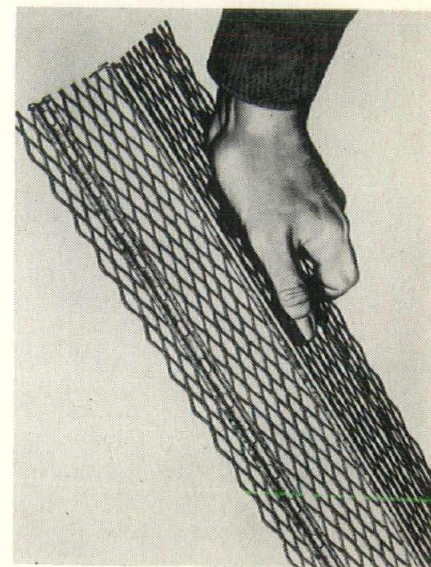
The Steelcraft Manufacturing Company, has announced a new catalog which describes the company's new concept in low profile building design.

The Slope Beam Roof System catalog contains drawings illustrating various applications of the new roof system which the company said is

ideal for virtually every type of flat roof construction. Typical examples include renderings and labelled details of a school, library, clinic and supermarket.

(For additional information circle No. 6 on opposite page.)

New Corner Bead 7



The Wheeling Corrugating Company, Wheeling, W. Va., has announced a new reinforced expansion corner bead, which the company says is designated as Double-Ex, and which has been perfected to reinforce and improve the keying of plaster at extreme corners in all types of buildings.

The announcement said the product is similar in appearance to Wheeling's expansion corner bead with the addition of stiffening ribs located in the outer portions of the expanded metal wings. These perforated ribs, according to the manufacturer, are ideal for nailing the corner bead to underlying masonry or wood.

Die straight for smooth, true outside corners, Double-Ex is furnished in lengths of 7, 8, 9, 10, and 12 feet in 26 gauge zinc-coated steel.

(For additional information circle No. 7 on opposite page.)

Portable Cooling 8

Whitehall Engineering Company has announced a portable room air conditioner that the company says does not need a window for its cooling source.



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(Got A Problem?)

If it's a materials or product problem you may find the answer on the pages of this issue. Our Advertisers are aiming at the cream of the South's architects and builders when they present their product ads in ARCHITECT and BUILDER. Study their ads in this issue. For more information about their product, write direct, or use the handy coupon below. Just circle page and ad number below:

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Called "Kool-A-Bout" the unit refrigerates, freshens, dehumidifies and circulates air and gives a cooling efficiency equal to two $\frac{3}{4}$ hp conditioners, the announcement said.

The announcement said the unit can be plugged into any electrical outlet, is mounted on four ball bearing rubber casters and has a furniture styled exterior finish in beaver brown.

Cooling is controlled by a thermostat and a five push-button control in a concealed box on the side.

(For additional information circle No. 8 on opposite page.)

Lint Trap

9

Techtmann Industries, Laundry Equipment Division has announced its new Model Olson Water-Operated Lint Trap which the company says is of particular interest for laundries, institutions, hospitals, hotels, etc.

According to the company announcement the unit eliminates a fire hazard and a neighborhood nuisance and maintains maximum drier efficiency.

Offered in two sizes, Model B for driers having air outlets of 8 and 9 inches; and Model C, for larger driers with outlets of 12 and 14 inches. Each model is obtainable with inlets for 1, 3 or 5 driers, and can be installed in any combination of each, the announcement said.

(For additional information circle No. 9 on opposite page.)

Kreswall Sections

10

Kesko Products Division of Tusco Corporation, Briston, Indiana, has announced the availability of a 4-page folder on Kreswall aluminum framing sections for curtain wall construction.

According to the announcement Kreswall fabricates all exterior aluminum curtain wall members and all exterior trim members directly connected with the curtain wall.

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EDITORIAL COMMENT

At the recent meeting of the Louisiana Architects Association, there was considerable informal discussion of the merits of being a member of the American Institute of Architects.

The answers to the question, "What does the AIA do for me as an individual?" are several. Let me give you an example: If you join a church, but never attend services and do not take an active part in its program, what does the church do for you? Not a thing. The same is true for the AIA.

If you attend Chapter, State and Regional meetings, serve as an officer, become a member of one of the numerous committees, voice your opinion on matters of vital concern to the profession, take an active part in community affairs, only then will you know what AIA does for you.

Although membership in the AIA is rapidly increasing (AIA members make up 123 local chapters, 11 state

organizations, 12 regional districts and 34 student chapters) there are still many architects who do not hold membership. Yet who of us would not recognize not only the validity but the necessity of the AIA objectives, as stated in the publication, *Facts About Architects and Architecture*.

"The objectives of the American Institute shall be to organize and unite in fellowship the architects of the United States of America; to combine their efforts so as to promote the aesthetic, scientific, and practical efficiency of the profession; to advance the science and art of planning and building by advancing the standards of architectural education, training, and practice; to coordinate the building industry and the profession of architecture to insure the advancement of the living standards of our people through their improved environment; and to make

the profession of ever-increasing service to society."

The Institute works constantly toward improving conditions which affect the public welfare in housing, community planning, safety, etc.

Its various committees are always working toward improving education, research and professional development.

The Institute works closely with the Associated General Contractors, the National Society of Professional Engineers, American Society of Civil Engineers, the Producers Council, the Building Research Advisory Board, etc., to improve their relations with these allied organizations, so that the public can get a better product more economically.

Think what it would mean to the Institute and to you if each member would ask this question, "What can I do for the Institute?"

O. J. BAKER

In the midst of all the talk of recession it appears that the construction industry, in the Baton Rouge area at any rate, is getting ready to take up some of the slack. Industrial work is off considerably in this area but private and public work is on the increase. Our contractors are bidding on schools, hospitals, college building, and privately owned structures at a rate well above "normal." Highway construction is also picking up.

When one stops to consider that construction accounts for 15% or more of the gross national product and employs, directly and in related work, some 12-15 million persons, it is easy to see that fluctuations of any consequence in the industry can have a profound effect on the economy and the general welfare. It is apparent that construction programs beget new programs and there is no real cause for concern. Let us hope only that the visionaries do not falter. The

adjustments in work forces now being made in manufacturing and production industries will shortly stabilize themselves. New programs made necessary by the clearing of rights-of-way, demolitions, etc., will make additional work for construction people and their demand for goods will strengthen other industries.

The only thing to be feared is fear. Let's have none of it.

ARREN BROUSSARD

The list of failures reported in the construction industry points up the need for a review by each company of its own selling and bidding practices. Surveys indicate that there will be approximately two thousand failures of major organizations during 1958. These are the ones reported. You must consider the ones that are not reported but are sold or liquidated voluntarily. This, compared with the survey figure of 912 in 1950

I am sure our readers will agree, is cause for alarm.

While I do not profess to have a magic wand or to be a prophet in these complicated matters, I do feel it is significant to state that contractors in all categories have evidenced a feeling of permitting their own business to be governed by that of their competition. Simply stated, too many apparently base their estimates on what they think their competitors are doing about each particular job. It

would appear to me that if a company would be primarily individually concerned with its own costs, production and profits and with a sincere desire to do a good job for the owner at a fair price and to forget what their competitors are doing, we would see a sharp drop in the number of failures. As I stated earlier, it is something worth considering. How do you feel?

RAY E. PUTFARK

ARCHITECT and BUILDER

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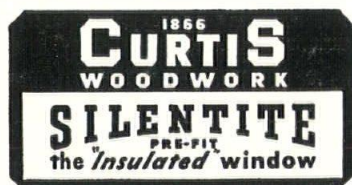
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