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OF
ARCHITECTS
JUN 30 1958
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*National
AIA Convention*

*Tennessee
Society Meeting*

*Memphis Gold
Medal Award*

A Church Design

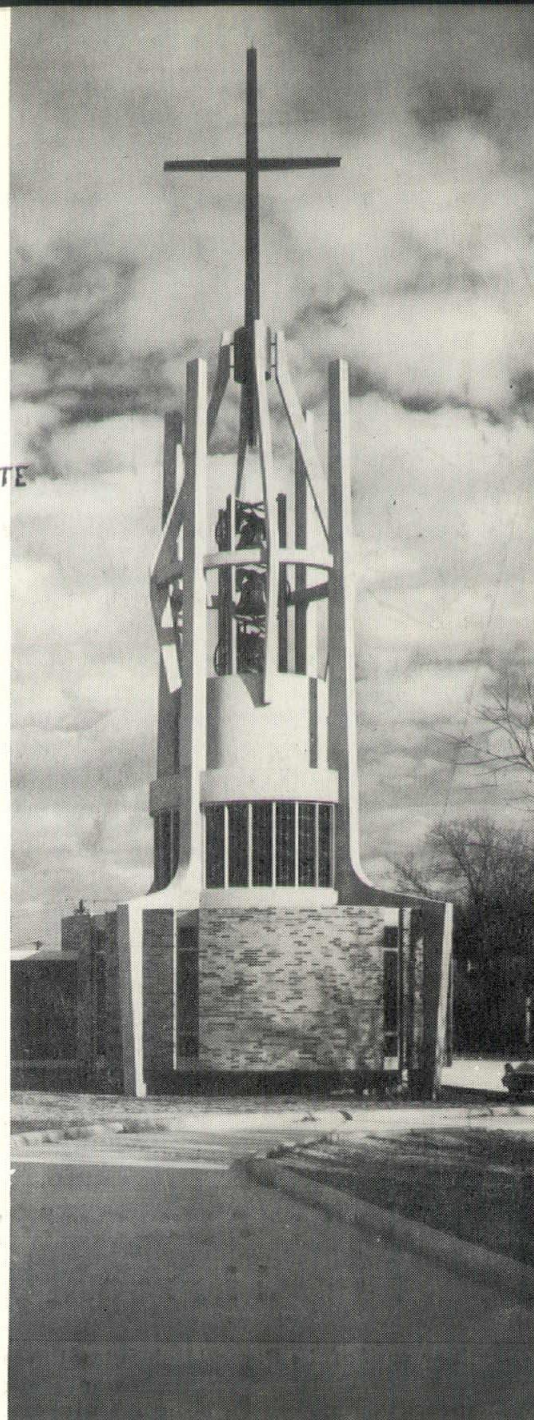
*National Honors for
Regional Architects*

*Predictions for Third
Quarter and Year*

*AIA Jury
Chooses Fellows*

Names in the News

June 1958



G U L F S T A T E S

architect

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THE JOURNAL OF SOUTHERN ARCHITECTURE



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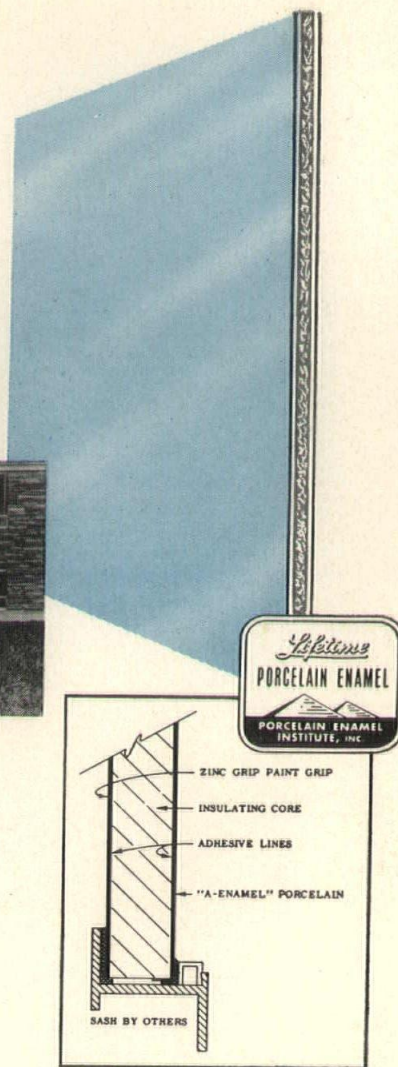
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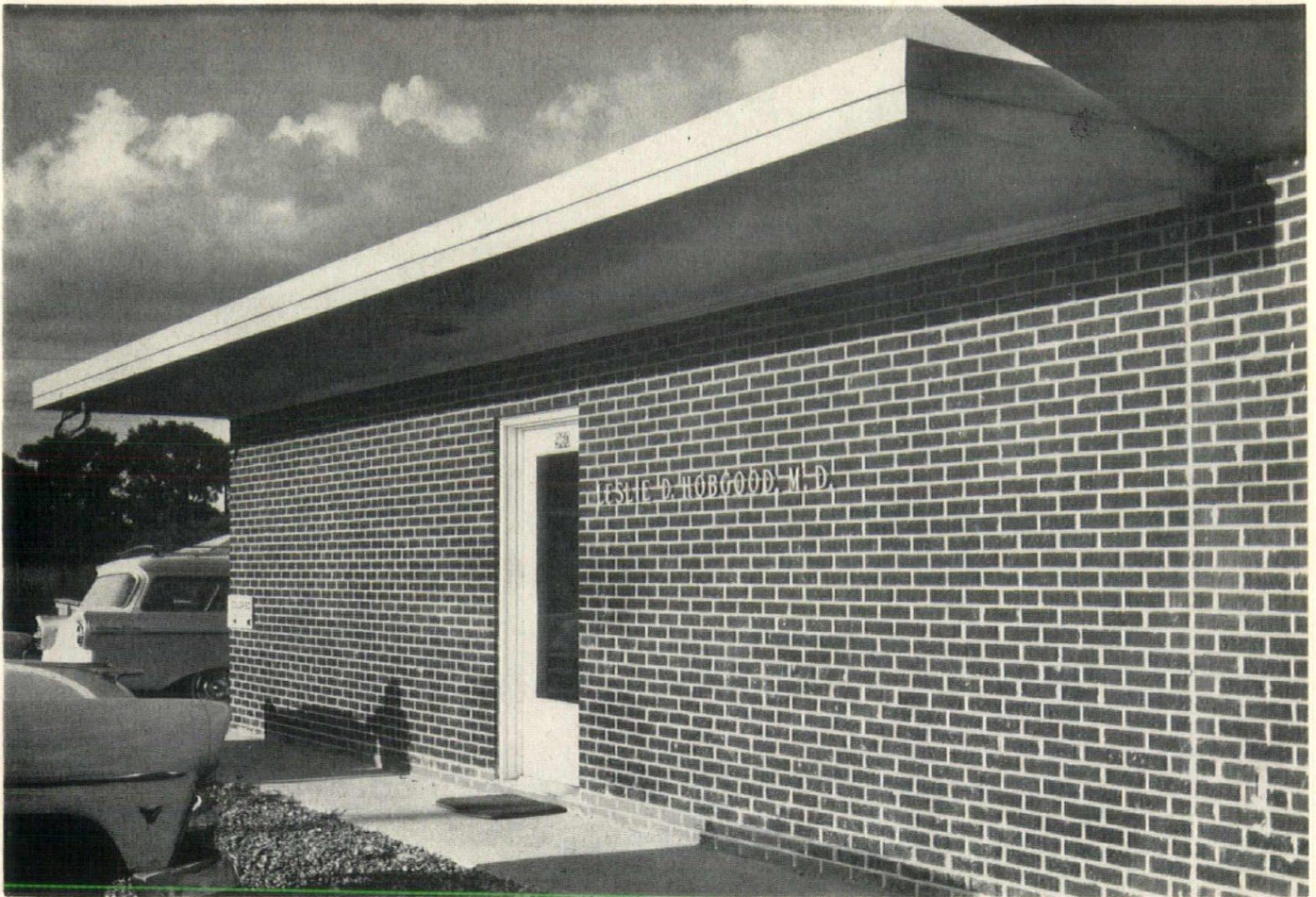
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JUNE, 1958

architect**builder**

THE OFFICIAL JOURNAL
GULF STATES REGION
AMERICAN INSTITUTE OF ARCHITECTS

JUNE, 1958

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Church Belfry Designed by Burk, LeBreton and Lamantia, New Orleans. See Pages 15-17. Photo by Frank Lotz Miller.

Letters

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

● On behalf of the Middle Tennessee Chapter and its Special Planning Committee, may we thank you for the sensitive coverage you afforded our project in the May issue received today.

If you happen to be in this vicinity I hope your schedule will permit time for a get-together. If this shouldn't be possible before next fall, I will look forward to seeing you in Biloxi.

CLINTON E. BRUSH, III

Brush, Hutchinson & Gwinn
Architects-Engineers
Nashville

● Your April, 1958 issue of the Gulf States Architect & Builder is a very attractive publication. Congratulations!

Mr. Sapp (executive secretary, Architects Society of Ohio) and I would enjoy receiving your publication in the future. Would you please add the name of the Architects Society of Ohio to your mailing list?

LOUIS A. COLATCH

Architects Society of Ohio
Columbus, Ohio

● Congratulations on your April issue. New cover format and glazed stock is a fine improvement. We appreciate the mention and picture on our new firm in this issue and look forward to your publishing some of our work in the future.

LEO F. WAGNER, JR.

Oubre and Wagner
Architects
New Orleans

EDITORIAL COMMENT FROM PAGE 26

"How you're gonna keep 'em in the North, after they've seen New Orleans?" asks editorial advisor O. J. Baker in his comments on the approaching AIA convention in New Orleans next July. "Although the New Orleans Chapter has charge of the Convention, it is not just a Chapter affair nor a state undertaking,

but a meeting that will reflect upon the Gulf States Region, (whose) architects should offer their services (to the convention committee)."

Other Editorial Advisory Board members, Arren Broussard and Ray Putfark, were unable to contribute to this issue due to the press of business.

OVER THE EDITOR'S DESK

¶ For the architect whose eyes glaze when the man asks, "But exactly what do you do?", there is a publication fresh off the presses that is the most explicit explanation directed to the public that we have seen. It's called "Facts About Your Architect and His Work," and was completed late in May by the American Institute of Architects.

In addition to discussing the architect's profession in general, his qualifications and education, the new piece of literature takes up the delicate topics of fees, the client's responsibilities, and a detailed listing of the architect's usual services, broken down into preliminary services, working drawings and specifications, and services during construction.

Copies are thirty cents, less for quantities, from "Facts," The American Institute of Architects, 1735 New York Avenue, N. W., Washington 6, D. C.

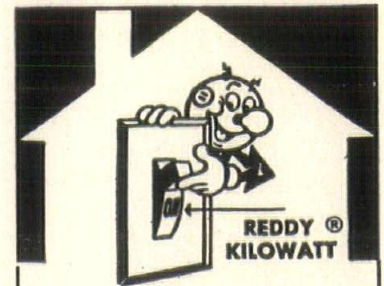
¶ Not long ago the Saturday Evening Post started a series of articles called "Adventures of The Mind," written by authorities of unquestioned competence and attainment in their fields, which range from Art

to the Humanities to Life and Matter. Scheduled to write on Architecture is Walter Gropius, founder of the "Bauhaus School" and former head of the Department of Architecture, Graduate School of Design, at Harvard. The Post has promised to inform us when the article is definitely scheduled, and unless it catches us between issues, we'll let you know when to look for that particular SEP on the newsstand.

¶ While on the subject of other periodicals, architects should enjoy a recent account of how Frank Lloyd Wright received the Philadelphia AIA Chapter's Gold Medal. It's pure Wright, written by AIA Journal columnist Alfred Bendiner, and can be found in the May issue of Harper's.

¶ The following is not recommended for men with heart trouble. When two contracting firms recently submitted identical low bids of \$360,000 for a job in Nebraska, they in effect drew straws to see who got the job. Natkin & Company and Ray Martin Company, both mechanical contractors, were the participants.

(Continued on Page 26)



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Publisher's Letter

During the past several months we have received many fine suggestions to assist us in our efforts to make Gulf States Architect & Builder a better magazine for its audience.

The announcement which appears on page 15 of this issue is the result of a number of conversations we've had with various friends of the journal who have expressed a desire to see more about the architect's role in the field of interior design. We believe that SOUTHERN INTERIORS will assist us in presenting this story and will open up an entirely new area of growth.

Also, on page 21 you will note our announcement of the appointment of Howard M. Dodge as manager of our mid-western division with headquarters in Chicago. We are happy to have Sparks Dodge join our team for we know he will become an important part of our development program now under way.

Most cordially,

Howard M. Dodge



Clinton E. Brush of Tennessee (left) is congratulated by John Pritchard of Mississippi on being nominated by the Tennessee Society of Architects to succeed him as the director of the American Institute of Architects from the Gulf States Region.

Architect **Dewey A. Somdal** was recently selected "Mr. Shreveport of 1958" for his public service activities in the North Louisiana city.

Little Rock architect **Howard Eichenbaum** of Erhart, Eichenbaum, Rauch and Blass, was recently presented a citation by West Berlin mayor Willy Brandt and German Republic president Theodor Heuss for his work on a building donated by the United States to West Germany. Eichenbaum served as a State Department consultant on the building, which was erected for the International Building Exposition in West Berlin.

Arriving last month from Istanbul to join the architectural firm of **Lester C. Haas** in Shreveport was Turkish architect **Nuri Akkoc**. He is a member of the Turkish Institute of Architects, and a registered architect in Istanbul.

Baton Rouge architect **John W. St. Martin** last month received an honorable mention award in vying for the LeBrun traveling fellowship, an annual design competition sponsored by the New York AIA chapter for architects under thirty. His design of a memorial exhibition building and park area will be exhibited at the Architectural League in New York. Now associated as architect with City and Industrial Planners, Jack St. Martin is an Auburn graduate, formerly with Curtis & Davis, New Orleans architects, and in private practice in his home town of Houma, La.

Robert Sprague last month was named an associate in the firm of Ba-

ton Rouge architect **Lionel H. Abshire**, who also announced the addition of two other architects, **Ronald J. Couvillon** and **Leonard V. Collins**, to his staff. Sprague, a licensed Louisiana architect, was formerly with Favrot, Reed, Mathes & Bergman, of New Orleans. An associate AIA member, he received his architectural engineering degree from Louisiana State University. Couvillon and Collins are also LSU graduates and associate members of AIA, licensed in Louisiana. Cou-



Sprague
a native of Biloxi, Miss.



Couvillon



Collins

New Orleans architects **Richard Koch** and **Samuel Wilson** have gone on record in the Congressional Record urging preservation of the U. S. Capitol. They joined several AIA members from other regions and additional authorities in the field of architectural history and preservation in a statement that said they believe it possible to preserve the East Front. They "are convinced that the exterior walls of the old Capitol building can be made sound and beautiful again without a change in their location." The statement declared, "We believe that this work of preservation should be undertaken because the central portion of the Capitol is both the greatest of the Nation's historic monuments, and in addition, a work of architecture of more than national importance. Its majesty ought not to be marred by extension, additions or modernization. . . . A facsimile reproduction of these walls and portico would be

meaningless, neither expressive of our age nor evidence of the historic past."

Memphis architect **Lawrence Hord** has announced the opening of his private practice at 2305 Sterick Building. Formerly with the architectural firm of Mann & Harrover, he is a graduate of Oklahoma A. & M., where he placed in the three national architectural competitions, winning an honorable mention in the 1949 Hiron's competition for an art center design, third prize in the 1950 Kawneer competition for a commercial-industrial building, and second medal in the 1951 Beaux Arts competition for a church plant.

Baton Rouge roofing contractor **B. Clovis Hendry**, vice-president of Lundin-Hendry, Inc., has been elected to the board of directors of the Sheet Metal and Air Conditioning Contractors' National Association. He is also president of the Roofing and Sheet Metal Contractors Association of Baton Rouge.

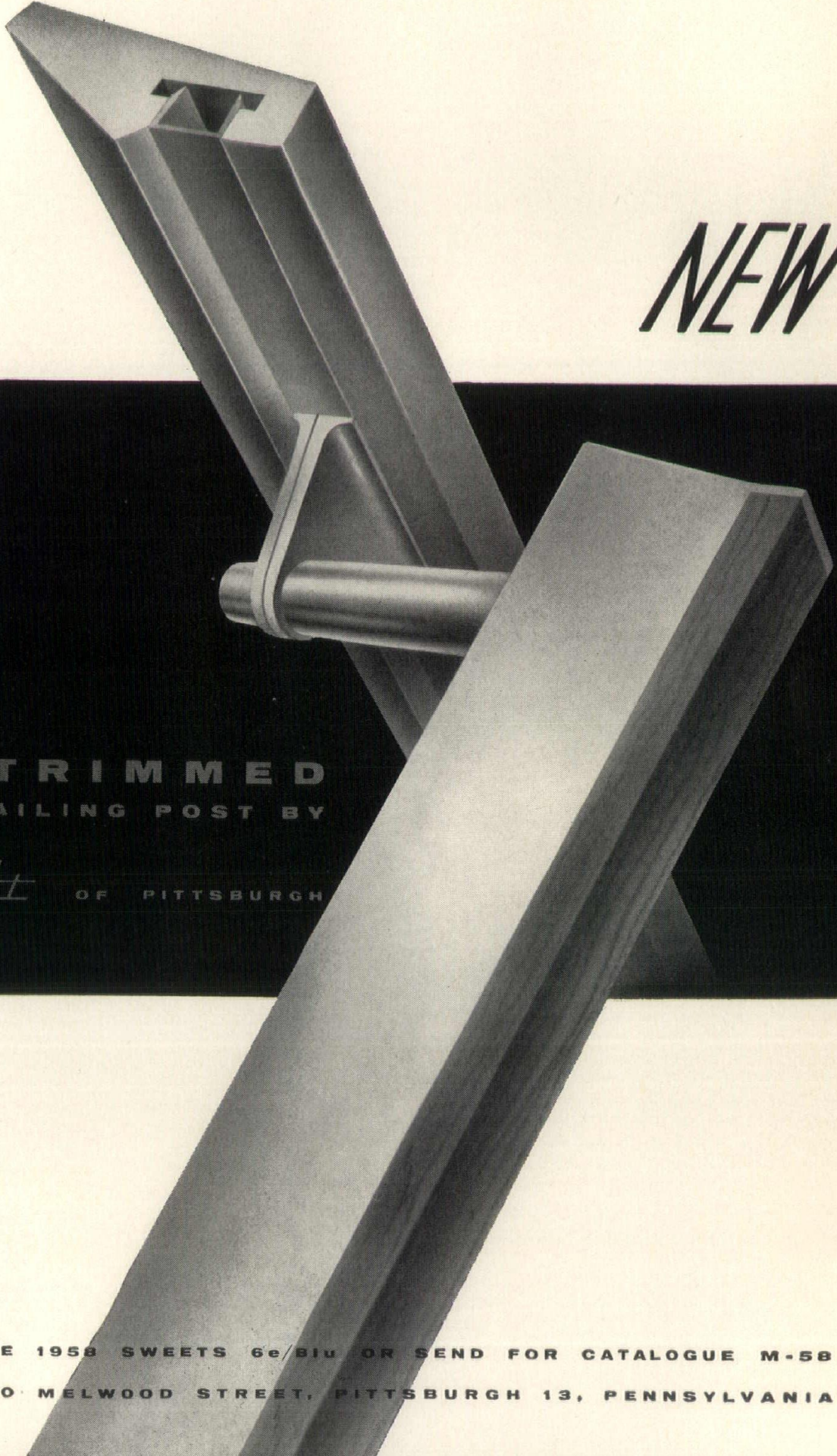
Recently named to the executive committee of the Metal Lath Manufacturers Association was sales vice-president **C. Webb** of Alabama Metal Lath Company, Incorporated, at Birmingham.

Florian H. Yoste of Jackson, Miss., has been named sales representative for Zonolite Company, miners and manufacturers of vermiculite. He will contact architects, engineers, contractors, and building material dealers in southern Mississippi and northern Louisiana.

One Gulf States area community was among the nine cities selected recently as winners of Community Home Achievement awards for outstanding progress in the improvement of homes and residential areas.

Anniston, Alabama, was selected in the national competition conducted by Look magazine. Other winners: Atlanta, Ga.; Columbia, S. C.; Detroit, Mich.; Kansas City, Mo.; Providence, R. I.; Richmond, Calif.

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Conference
Biloxi, Miss., Oct. 5-8**



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Regional Architects Honored Nationally

Two Louisiana firms of architects were among those selected last month to receive Awards of Merit in the American Institute of Architects' 1958 competition for outstanding architecture.

New Orleans architects Curtis & Davis, and Desmond & Davis, Hammond, were selected from the 312 submissions in the AIA's 10th annual program of National Honor Awards for Current Architecture.

A total of five First Honor Awards and nine Awards of Merit were selected by the jury. They will be presented at the AIA annual convention July 7-11 in Cleveland.

The Desmond & Davis design selected was of a cafeteria building at Southeastern Louisiana College,

Photos of the award-winning buildings in this Region on Page 13.



WHEN IN ROME—Do as the architects do—in Baton Rouge. Elaborate and sometimes bizarre costuming marked the first annual Beaux Arts Ball staged by the Department of Architecture of Louisiana State University, in conjunction with the university's Fine Arts department. Bedecked in Roman finery at the highly successful ball, attended by students, faculty, alumni and Baton Rouge architects, are (standing) LSU Department of Architecture head O. J. Baker, at left, and Baton Rouge architect Lionel H. Abshire. Associate professor of architecture Harold Jordan, far right, was co-chairman of the ball committee. The young couple in the center, architectural student Anthony Gendusa and Miss Paddy O'Neal, were chosen as the best dressed Romans at the ball. Gendusa made the warrior's breast plate of molded papier mache. (Photo by Art Kleiner.)

National AIA Convention Nears

The architects' road leads to Cleveland next month, for the national convention of the American Institute of Architects. The annual meeting is scheduled for July 7-11, with headquarters at the Hotel Cleveland.

Secretary of the Treasury Robert B. Anderson will deliver the opening address it has been announced by AIA president Leon Chatelain, Jr.

Dr. Margaret Mead, associate curator of ethnology at the American Museum of National History, will address the convention on Wednesday morning, July 9. Her topic will be "The Anthropologist Looks at Architecture." Dr. Mead is widely known as a writer on anthropological subjects.

Because the architect's services are expanding and the demands upon him are greater and more diverse than ever before, the convention program this year is geared towards providing a deeper understanding of the economic forces of the nation that are influencing environmental patterns.

Secretary Anderson's opening address on Tuesday morning, July 8, will be followed by the architectural keynote speech of Philadelphia architect Vincent G. Kling. At luncheon that day Harlan Hatcher, president of the University of Michigan, will

(Continued on Page 13)

Root to Receive AIA Gold Medal

John Wellborn Root of Chicago, a leader in freeing American architecture from its "period" bonds, has been named to receive the 1958 Gold Medal of the American Institute of Architects.

He will receive the coveted award, highest honor the Institute can bestow, at the annual AIA banquet in Cleveland next month.

Many of the buildings Root designed in the 1920's foreshadowed present-day building design. Among the most advanced buildings of its time is the A. O. Smith Engineering building in Milwaukee, Wisconsin, which he designed in 1928. Nearly all glass, it preceded New York's

(Continued on Page 12)

Hammond. Curtis & Davis will receive their award for the Immaculate Conception Church at Marrero, Louisiana.

Honored with the two architectural firms from the Gulf States Region were five California architects, two from New York and one each from Florida and Washington.

San Francisco architect Mario J. Ciampi received two First Honor Awards, for schools designed in California. Other dual winners were Pereira & Luckman, Los Angeles, and Edward D. Stone, New York. Both were selected for one First Honor Award and one Award of Merit each.

First Honor Awards selections were:

Home Office Building, Bloomfield, Conn., for the Connecticut General Life Insurance Company; Skidmore, Owings & Merrill, New York.

Pharmaceutical Plant Headquarters at Pasadena, California, for The Stuart Company; Edward D. Stone, New York.

Elementary School, Sonoma, California; Mario J. Ciampi, San Francisco.

Westmoor High School, Daly City; Mario J. Ciampi, San Francisco.

Specialty Shop, Robinson's Palm

(Continued on Page 13)

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

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



John H. Clark of Nashville (second from left) last month was named elected president of the Tennessee Society of Architects' at the group's annual spring meeting in Chattanooga. With him are (from left) Gulf States Region director John Hayes Pritchard, newly-elected TSA secretary-treasurer John A. Preston of Nashville, and retiring state president Zeno Yeates of Memphis.

Brush Nominated For GS Director

Nashville architect Clinton E. Brush, III has been nominated for regional director of the Gulf States Region, AIA. Brush was nominated during the annual meeting of the Tennessee Society of Architects, held May 10 in Chattanooga.

John H. Clark of Nashville was elected president of the Tennessee group, succeeding Zeno Yeates of Memphis. John A. Preston of Nashville succeeds John D. Bland of Memphis as secretary-treasurer.

Brush's nomination for the top AIA office in the Gulf States Region will be presented to the 9th Annual Regional Conference, set for October 5-8 in Biloxi.

Featured speaker at the meeting was U. S. Senator Albert Gore of Tennessee, member of the influential Senate committees on Finance and Public Works.

Regional director John H. Pritchard reported on the meeting of the AIA Board of Directors at the Octagon in Washington, from which he had only recently returned.

Presented at the meeting was a

community project, "Nashville: 1970," sponsored by the Middle Tennessee AIA chapter (May issue, GSA-B).

The Chattanooga chapter was host for the meeting.

Gruen Receives Memphis Gold Medal

Los Angeles architect Victor Gruen was awarded the second annual Gold Medal of the Memphis chapter, American Institute of Architects, at a recent dinner meeting in Memphis.

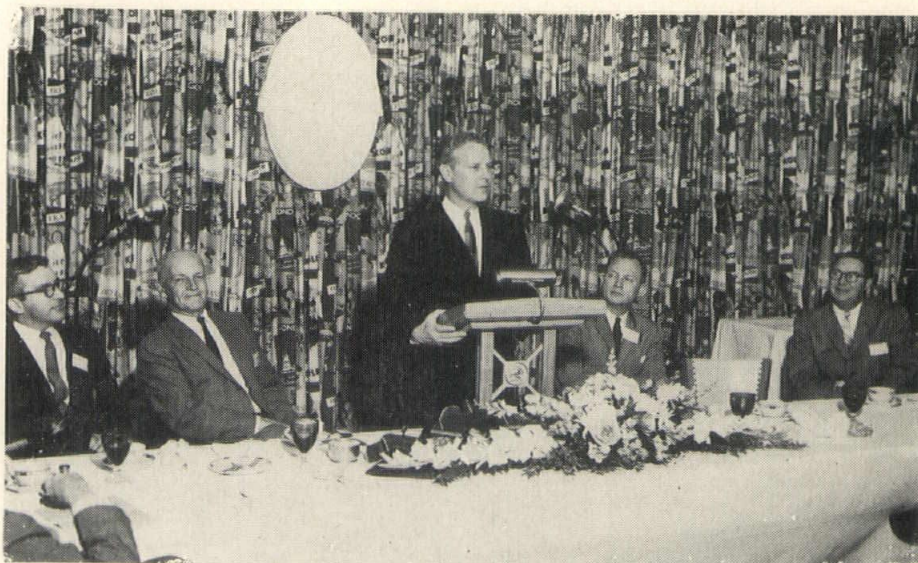
The Gold Medal was presented to Gruen "for outstanding contributions to architecture and city planning" by Memphis chapter president Dean E. Hill at a dinner on April 30. Zeno L. Yeates was chairman of the arrangements committee for the event.

The Memphis chapter presented its first Gold Medal last year to Pietro Belluschi, Dean of Architecture and Planning at the Massachusetts Institute of Technology.

Gruen presented a slide lecture on reorganizing cities on a cellular plan at the dinner, attended by architects and members of the Memphis Downtown Association, an organization of business men in the downtown area.

"Some time ago we concluded that railroad trains do not belong on

(Continued on Page 12)



United States Senator Albert Gore of Tennessee (standing) addressed the Tennessee Society of Architects during their meeting at the Read House in Chattanooga. He is a member of the Senate committees on Finance and Public Works. Facing camera, from left, are Dean Hill, Memphis AIA chapter president; F. B. Shepherd, Chattanooga AIA chapter president; Senator Gore; retiring TSA president Zeno Yeates, and Gulf States Region AIA director John Pritchard.



Seen at the recent upper east Tennessee meeting at Kingsport of the East Tennessee AIA chapter are (from left) East Tennessee chapter president David B. Liberman of Knoxville, AIA regional director John Pritchard of Tunica, Miss., guest speaker Hal Spoden, Kingsport structural engineer, and East Tennessee chapter vice-president Milton P. Robelot of Kingsport. (Photo by Bob Burgess.)

Root to Receive—

(Continued from Page 10)

celebrated Lever House by a quarter-century.

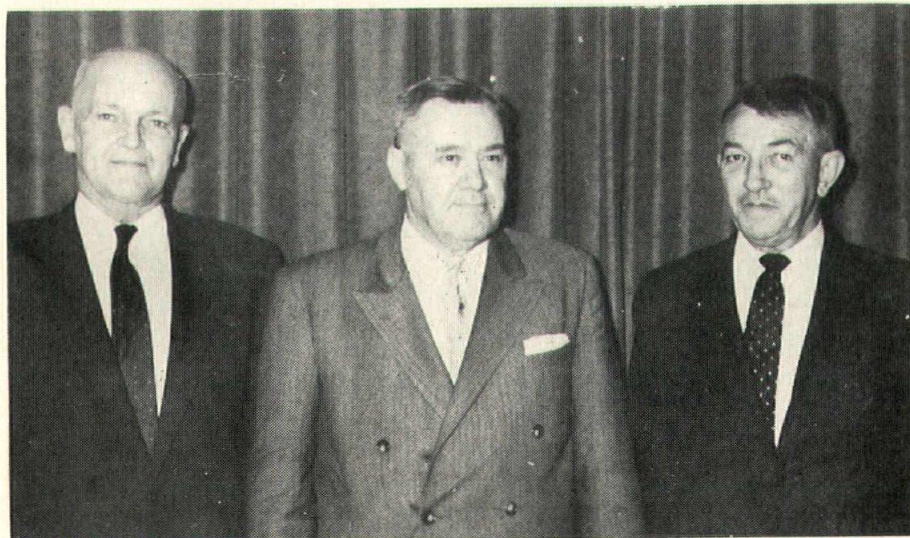
Born 71 years ago, the son of famed architect John Root, Sr., the Gold Medal recipient is a graduate of Cornell University's School of Architecture. While studying at the Ecole des Beaux Arts in Paris, he formed a close personal friendship with John A. Holabird, also the son of a famous architect of his day.

Holabird and Root eventually formed a partnership which was among the busiest and most advanced of the Chicago pre-depression skyscraper era. The firm has

been known as Holabird & Root & Burgee since 1948.

Root's Chicago buildings include the Stevens (Conrad Hilton) Hotel and the Palmolive and Daily News buildings. Other notable structures he designed include the North Dakota State Capitol at Bismark, and the Ramsey County Courthouse and City Hall at St. Paul, Minn.

The Gold Medal may be awarded annually in recognition of most distinguished service to the architectural profession or the Institute. Previous Gold Medalists include Louis Skidmore in 1957, Clarence S. Stein in 1956, William M. Dudok in 1955, and Frank Lloyd Wright in 1949.



Elected 1958 officers of the Chattanooga chapter of the American Institute of Architects are (L. to R.) president P. B. Shepherd, vice-president William A. Martin and secretary Robert G. Crump. The Chattanooga Chapter was host for the recent Tennessee Society of Architects' meeting.

Gruen Receives—

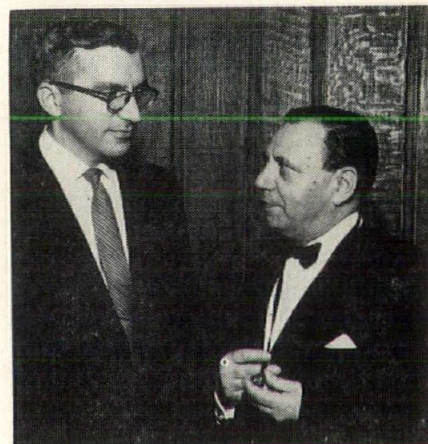
(Continued from Page 11)

Main Street," he told the group. "But we are sticking stubbornly to the notion that it is inevitable to have automobile traffic rushing by our front porch, though it is denser and less disciplined than airplane or railroad traffic, which are at least scheduled."

"People in bathing suits belong on a beach, and people in automobiles belong on a freeway," he said. He pointed out that better working conditions and shorter work hours are being offset by increasingly chaotic urban conditions.

"Even the most ingeniously conceived building can be rendered ineffective and useless by the inadequacy and hostility of its surroundings," Gruen declared.

He urged the architects to take on the job of shaping human environment, rather than simply designing buildings. "The human being on foot can rightly demand his own



Noted architect and city planner Victor Gruen of Los Angeles (right) displays the Gold Medal presented to him last month by the Memphis AIA chapter. Chapter president Dean E. Hill made the presentation. (Photo by Jimmy Jamieson.)

natural habitat, an area of restfulness and quiet, unmolested by mechanical noises and technological smells, with an opportunity of getting some exercise by moving the feet which are attached to his legs for exactly that purpose," he said.

Gruen told the businessmen he believes shoppers will do considerable walking if the scenery is interesting. He noted that a woman will walk dozens of blocks in window shopping. He pointed out, however, that the window shopper would be in a bad frame of mind if she had to walk one block past buildings with nothing to see.

ARCHITECT and BUILDER

National AIA—

(Continued from Page 10)

speak on "The Western Reserve—Part of our Heritage."

Specialists serving on panels will discuss such practical matters as how to make better cost estimates, where to find construction money, developing today's building program, working with the homebuilder. Other seminars are scheduled on urban planning, office organization, chapter affairs, and on "Professional Status—Your Most Valuable Asset."

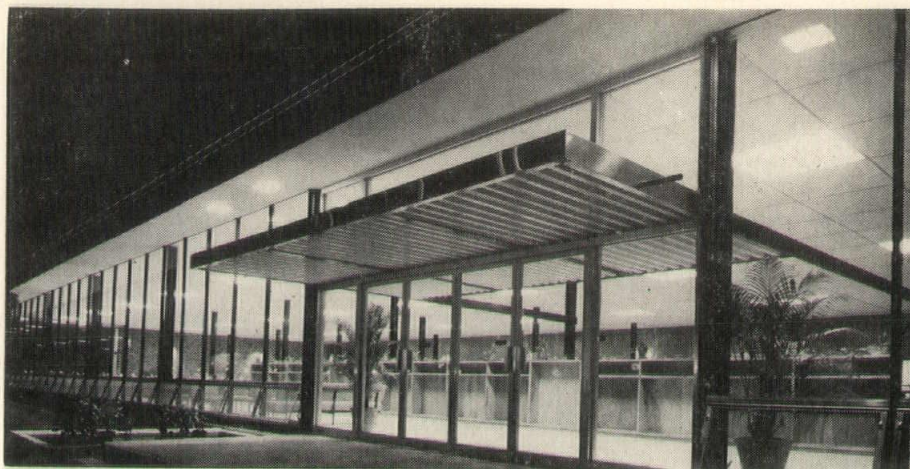
The Gold Medal, highest honor given by the Institute, will be awarded to Chicago architect John Well-born Root at the annual banquet on Thursday, July 10. Additional medals and honors will be presented at the Awards Luncheon on Wednesday, July 9. Other regular convention events include the induction of new Fellows, the Annual Exhibition of Outstanding American Architecture, the President's reception, election of officers, business sessions, and the display of new building products and equipment.

The host chapter committee, under the chairmanship of Cleveland architect Joseph Ceruti, is arranging a varied program of tours and entertainment features. Entertainment and education will be readily combined on tours through General Electric's Nela Park and the Republic Steel Corporation, Monday, July 7. An evening's entertainment at Cleveland's famed "Musicarnival," special exhibitions of architecture and the allied arts at the newly expanded Museum of Art and its neighboring Institute of Art, and a special program of ladies' events are among the features scheduled.

Situated on the shores of Lake Erie, Cleveland enjoys "natural air conditioning" from the cool lake breezes. The "natives" report that summer is one of the most enjoyable times to visit their city.

During the days prior to the opening of the convention, there will be meetings of the AIA Board of Directors, the Association of Collegiate Schools of Architecture, the National Council of Architectural Registration Boards, the Producers Council, the National Architectural Accrediting Board, and students of architecture.

JUNE, 1958



SLI Cafeteria

DESMOND & DAVIS

Regional Architects—

(Continued from Page 10)

Springs, Palm Springs, California: Pereira & Luckman, Los Angeles.

Selected for Awards of Merit were:

Warm Mineral Springs Inn, Venice, Fla.: Victor A. Lundy, Sarasota, Florida.

Architectural Studio at Pasadena, California: Thornton Ladd, Pasadena.

Cafeteria Building, Southeastern Louisiana College, Hammond: Desmond & Davis, Hammond, Louisiana.

Residence at Beverly Hills, California, for Mr. and Mrs. Neil Lake-nan: Richard Dorman & Associates, Beverly Hills.

UAW-CIO Union Service Center, Los Angeles: Smith & Williams, South Pasadena, California.

Bellevue Office, Washington State Bank, Bellevue, Wash., Mithun & Nesland, Bellevue, and associate architects Ridenour & Cochran, Bellevue.

Immaculate Conception Church,

Marrero, La.: Curtis & Davis and Assoc. Architects & Engineers, Harrison Schouest, New Orleans.

United States Pavilion, Universal & International Exposition, Brussels, Belgium: Edward D. Stone, New York.

Beckman-Helipot Corporation Plant, Newport Beach, Cal.: Pereira & Luckman, Los Angeles.

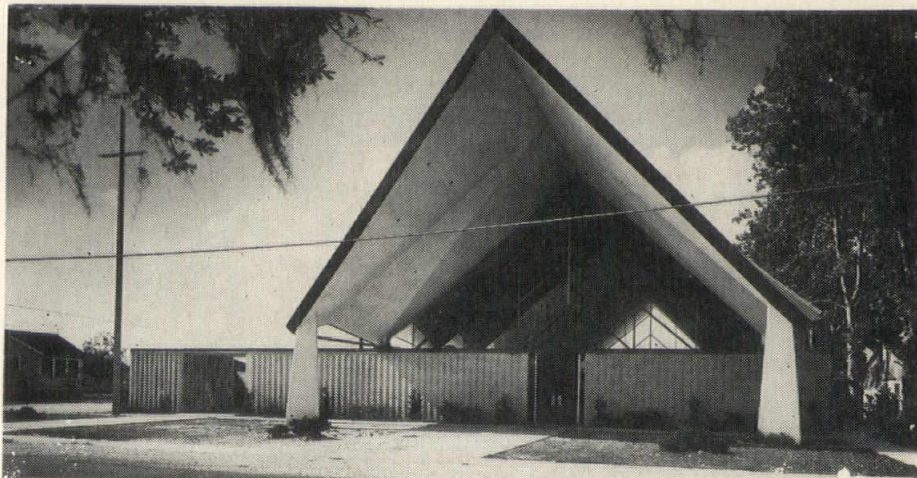
The all-architect jury for the 1958 selections was composed of Professor Jean Labatut, Director of Graduate Studies at Princeton University's School of Architecture, chairman, and Igor B. Plevitzky, Miami; Frederick James MacKie, Houston; John Gaw Memme, Santa Fe, and Welton Becket, Los Angeles.

Certificates will be presented to the architects and the owners of all buildings receiving awards, at the AIA annual convention next month in Cleveland.

Convention goers will have an opportunity to view the award-winning submissions in an exhibition at the Cleveland Museum of Art. The exhibition will be shown throughout July.

Marrero Church

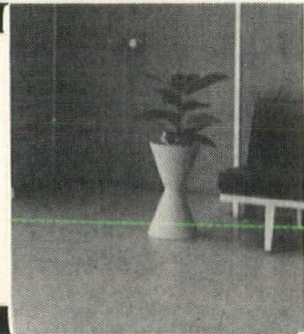
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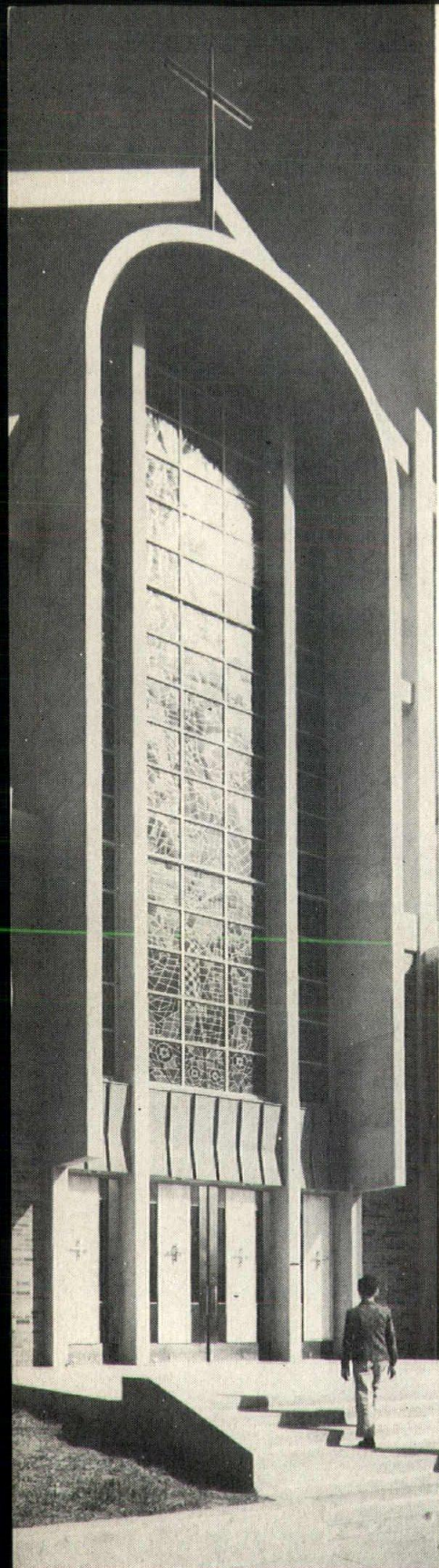
*Southern Interiors is
a 'journal within a journal.' As a
monthly feature of Gulf States Architect &
Builder, it will devote its pages to the
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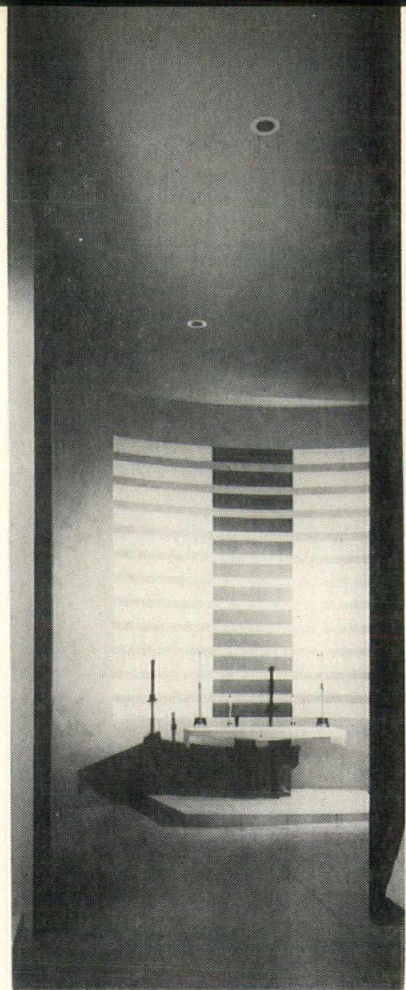
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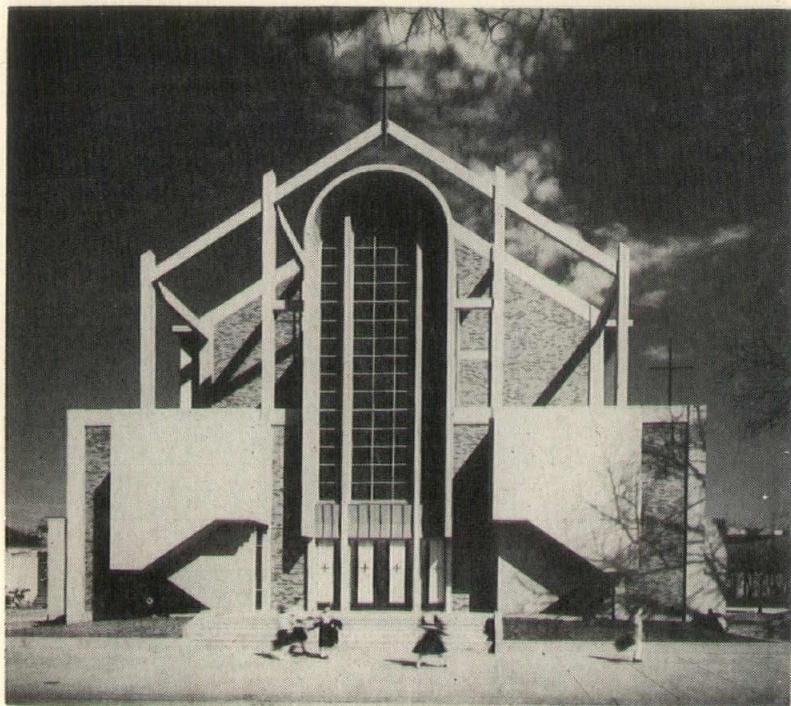


Roman Catholic Church, St. Catherine of Siena, in New Orleans, designed by Burk, LeBreton and Lamantia.



A side altar, simply and cleanly executed, in the church located on Metairie Road.





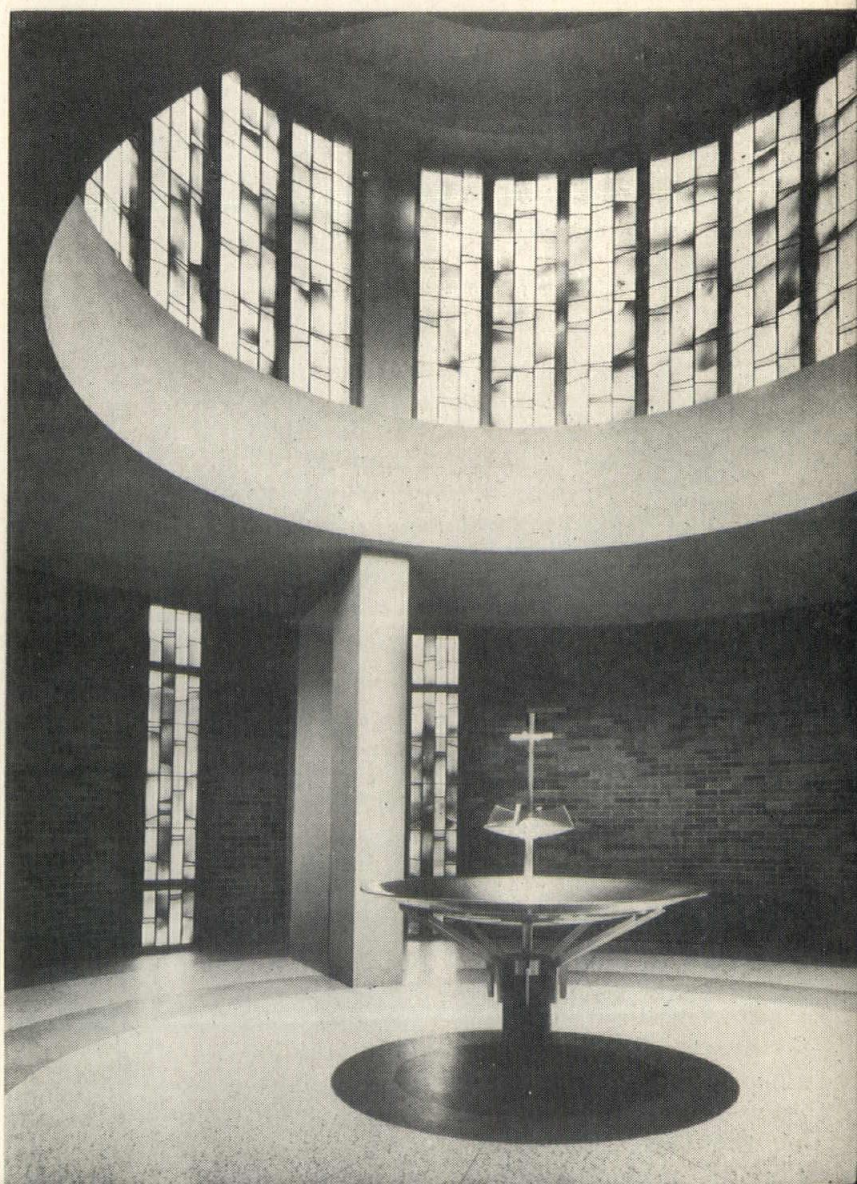
A skeletal web of projecting columns and beams evoke the full nave height. The choir stairs are employed as decorative exterior masses whose raking stringers point to the arched concrete vault, which is brought fully forward over the choir space to house the large arched window.

The new church building for the Parish of St. Catherine of Siena under the Archdiocese of New Orleans located in Metairie, by New Orleans architects, Burk, LeBreton and Lamantia features high, arched windows, and a campanille-baptistry serving as a symbol for the whole parish plant which includes an elementary school, gymnasium, convent and rectory.

A great height reflected by the interior is evoked by a skeletal web of projecting columns and beams, some of which help support the vault but are, in the main, present solely for the effect of projecting height.

Altars, communion rail, sedilla, tabernacle, baptismal font, confessionals and stained glass (other than pictorial) were custom designed by the architects. Tabernacle sculpture was executed by Miss Lin Emery.

Photography by
Frank Lotz Miller



Fellows Named By AIA Jury

Twenty members of the American Institute of Architects have been advanced to fellowship by action of the Jury of Fellows at a recent meeting in Washington. Serving on the jury from the Gulf States Region is Jack Bass Smith of Birmingham.

No submissions from the Gulf States Region were received by this year's Jury of Fellows, which includes chairman Douglas William Orr of New Haven, Conn.; Thomas D. Broad, Dallas, Tex.; Winchton L. Risley, Los Angeles, Cal.; Robert W. McLaughlin, Princeton, N. J.; Alfred Shaw, Chicago, and Smith.

"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," Smith has commented. Nominations must be filed by February 1, 1959.

Ten of the recently advanced Fellows were selected for design, four for public service, four for service to the institute, one for education



Plaques bearing the names and dates of terms served were presented to past presidents of the Tennessee Society of Architects at the annual spring meeting last month. Displaying one of the plaques are (from left) newly-elected TSA president John Clark, retiring president Zeno Yeates, Senator Albert Gore and F. B. Shepherd, Chattanooga AIA chapter president.

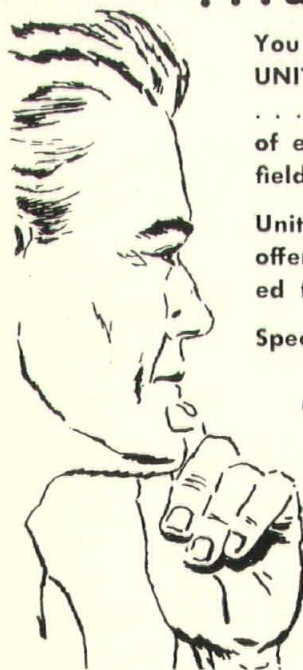
and one for design and public service.

Newly elected Fellows, who will receive their certificates and medals at the Cleveland convention next month, are:

Nelson Wilmarth Aldrich, Massachusetts; William Clement Ambrose, Northern California; Herbert Lynes Beckwith, Massachusetts; Marcel Lajos Breuer, New York; Gordon Bunshaft, New York; Robert Car-

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AIA Honors To Allied Arts

Scheduled for presentation at the national AIA convention in Cleveland next month, in addition to the Gold Medal, are a number of other medals and honors for work directly related to architecture.

Architect John Wellborn Root of Chicago will receive the Gold Medal, highest honor bestowed by the American Institute of Architects.

The Fine Arts Medal, recognizing achievement in the fine arts relating to architecture will go to Viktor Schreckengost, sculptor and ceramist of Cleveland, Ohio.

Francois Lorin of Chartres, who designed and executed the stained glass window given to the French cathedral by American architects through the Institute several years ago, will be awarded the Craftsmanship Medal.

Two new medals will be awarded this year, an Allied Professions Medal for achievement in the design professions related to architecture to Frederic Severud of New York, a structural engineer; and an Industrial Arts Medal to Merle Armitage, graphic arts designer of Yucca Valley, California.

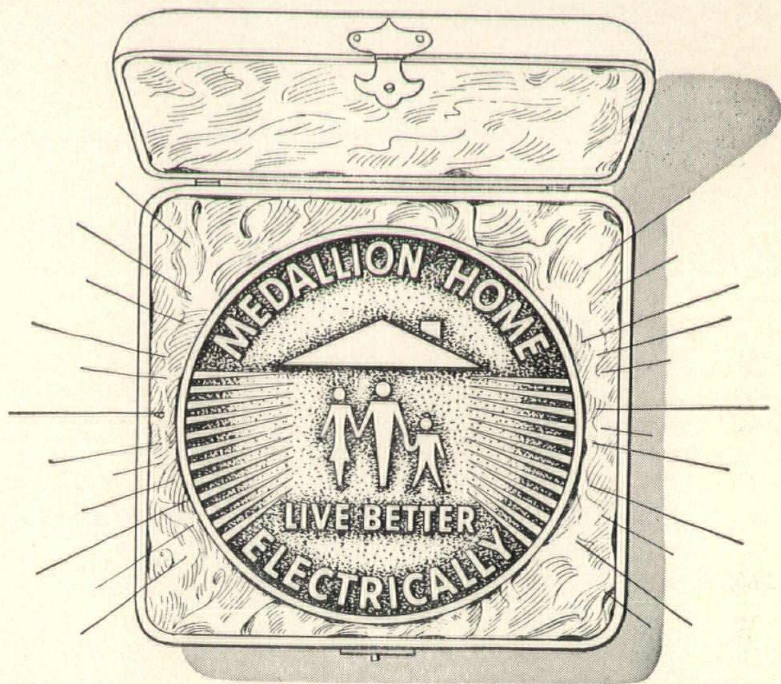
The citation to an organization will go to the United States Steel Corporation in recognition of its sponsorship of the "Chicago Dynamic" program.

Honorary memberships to persons who though not eligible for corporate membership have rendered distinguished service to the architectural profession, will be given to F. Moran McConihe, commissioner, Public Buildings Service of the General Services Administration, and to Deputy Commission Fred S. Poorman, also of the Public Buildings Service.

Both are from Washington, D. C. Earlier this year, John Douglas Forbes of Charlottesville, Virginia, editor of the Journal of the Society of Architectural Historians, was presented with his honorary membership.

As previously announced, AIA executive director Edmund R. Purves will receive the Edward C. Kemper Award. The award is given annually to an AIA member who has made significant contributions to the Institute and the profession.

Eight distinguished foreign architects have been elected to honorary fellowship. They include Alvar Aalto of Finland; Matsuda Gumpei, Japan; Hector Mardones-Restat, Chile; Pavel Abrossimov, U.S.S.R.; Augusto Guzman R. of Peru; I. Caro De Castro Mello, Brazil, and Federico Ugarte, Argentina. Flemming Grut of Denmark, who was elected this year, was presented with his honorary fellowship at a special ceremony early in May in Washington.



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NAHB Surveys Plans for 1958

Members of the Builders Economic Council of the National Association of Home Builders last month reported—most of them optimistically—on the outlook for home building in their communities, and their own business plans.

The survey, fourth in a series, covered every size and type of home building operation in all parts of the country. Findings were reported on

May 19 by the National Association of Home Builders.

Three builders out of every five surveyed expect 1958 housing starts in their communities to exceed last year, another 25 per cent expect no change from 1957 and 16 per cent foresee a decline. In general, they forecast that housing starts in their home towns this year would top 1957 by 10 per cent.

Seven out of every ten of the reporting builders said they planned to build more this year than last, one in ten expects no change in his op-

erations, and two in ten plan to cut back. The builders included in the survey started 28,000 homes in 1957, and plan to build 38,000 this year. The sharpest gains, they said, would be in the price brackets below \$15,000.

Three-fourths of the council members reporting said that the market for new homes at present is the same or better than it was at this time last year. Two-thirds look for further improvement over the next six months.

HIC Launches Impressive Campaign

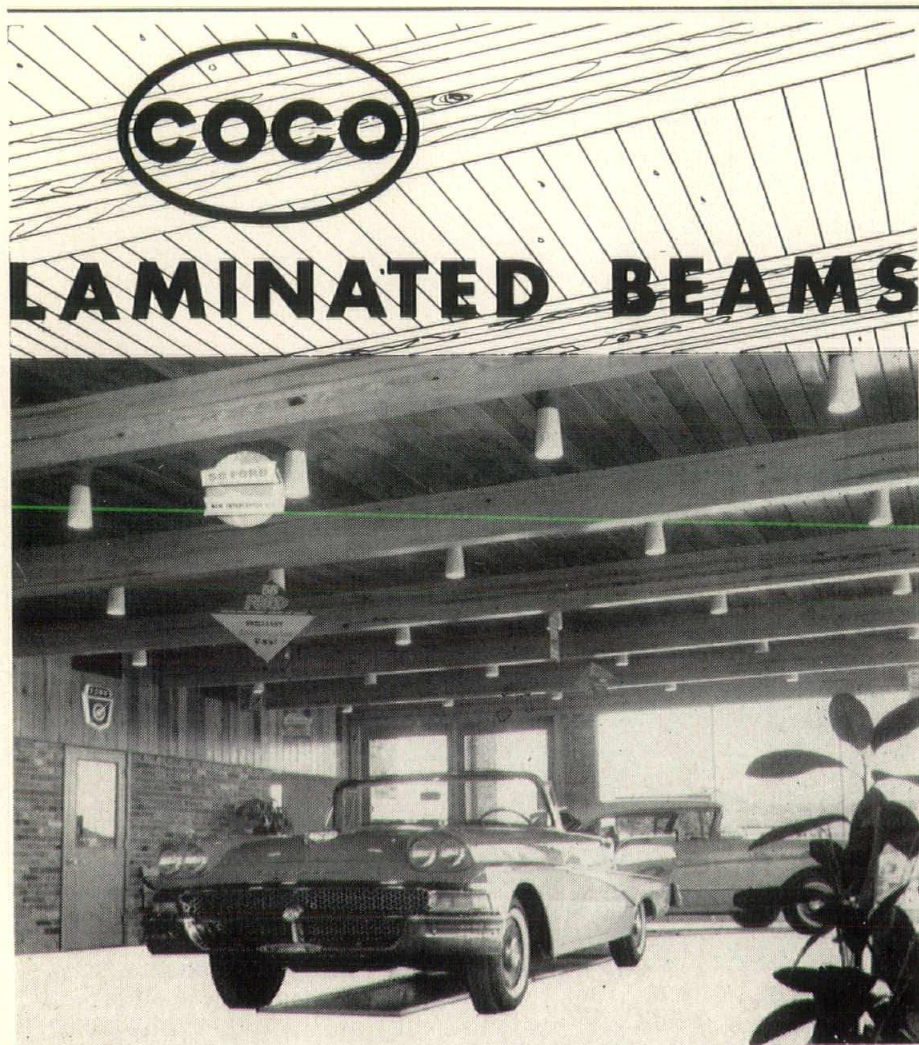
An intensive effort to tell the public and the opinion leaders of government and industry that home improvement and modernization can play a vital role in stimulating the nation's troubled economy has been launched by the Home Improvement Council.

All of the 1,400 newspapers, 1,000 radio stations and 500 TV stations supporting HIC have been sent copies of the Council's public service advertisement, which stresses that "in the recipe for prosperity, your home is the basic ingredient." Copies of the ad have also gone to congressmen, governors, industry leaders and consumer and trade magazines.

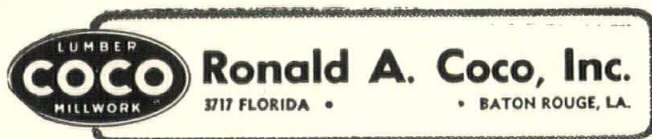
Pointing out that home owners can give the economy an effective transfusion by catching up with needed home improvement projects this year, the advertisement states: "No one modernizes his home just to help the economy. But we do suggest that you look into several very important reasons why you will find home improvement possibilities particularly timely right now . . . reasons like these:

1. Prices on all types of building materials and home equipment are especially favorable.
2. More than ever, in times of economic uncertainty, your home is your best investment. Sound, sensible home improvement increases its value beyond the cost of the improvement. In that sense, it's better than money in the bank.
3. More dealers and contractors than ever before are fully equipped to take care of your whole project—all the materials and labor and financing you need—in one stop.
5. Financing is readily obtainable at ideal terms—through your dealer or contractor or direct from your financial institution.
5. Men to do the work are more available, too.

Reprints of the ad are available from HIC, 2 East 54th Street, New York 22, N.Y.



Holmes Ford Company showroom in Baton Rouge, Louisiana. Contractor, L. W. Eaton and Co. Used on 7½' centers, the laminated beams (5¼" x 13", 40' in length) extend through the plate glass to support a 10' overhang.



DIAL DI 2-5242

Business Prospects For Third Quarter

In looking at their companies' prospects for the third quarter of 1958, the majority of the executives interviewed in the latest Dun & Bradstreet compilation of businessmen's opinions expected business would either match or surpass the comparable 1957 period. This optimism may in part be attributed to some recent encouraging reports on construction, retail trade, new orders, and employment. Subsequent reports may raise or lower the spirits of the respondents.

The current report was released by Dun & Bradstreet in mid-May.

Fewer businessmen foresaw year-to-sales declines in the present survey than in the preceding one. But the percentage expecting lower sales was twice that of those of the same opinion interviewed a year ago.

It was the consensus of a large majority of the executives, 80 per cent, that their third quarter selling prices would remain at year ago levels. In the third quarter survey last year, 65 per cent foresaw no year-to-year change and 32 per cent expected to boost their prices.

Magazine Adds To Ad Staff

Howard M. "Sparks" Dodge, former western advertising manager of Newsweek magazine, has been named midwestern district representative for Gulf States Architect & Builder.



His appointment, effective June 1, was announced last month by Lloyd Lewis, president of Delta Publications, Inc., and publisher of Gulf States Architect & Builder.

Dodge, with long experience as an advertising executive, will serve as advertising representative for the magazine in Illinois, Missouri, Kansas, Iowa, Wisconsin, Minnesota, northern Indiana and western Ohio. Prior to his 15 years with Newsweek, Dodge was a publisher's representative for Hearst magazines and for the Curtis Publishing Company. He has been advertising manager of the Charles Bruning Company, and account executive and assistant to the

president of MacFarland-Aveyard advertising agency of Chicago.

A native of Valparaiso, Indiana, "Sparks" acquired his nickname from his early prowess as a telegrapher and radio operator. He is the son of G. M. Dodge, head of the first radio school of America, at Valparaiso.

The skilled advertising executive has a considerable reputation as a magician, and is a former president of the Society of American Magicians.

—MEETINGS—

June 11-14—National Society of Professional Engineers, annual meeting, Chase-Park Plaza Hotel, St. Louis.

June 22-27—American Society for Testing Materials, annual meeting, Hotel Statler, Boston.

July 6-7—National Council of Architectural Registration Boards, annual convention, Hotel Cleveland, Cleveland.

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

October 5-8—Gulf States Region, American Institute of Architects, annual conference, Biloxi, Miss.

IN TUNE WITH MODERN TRENDS



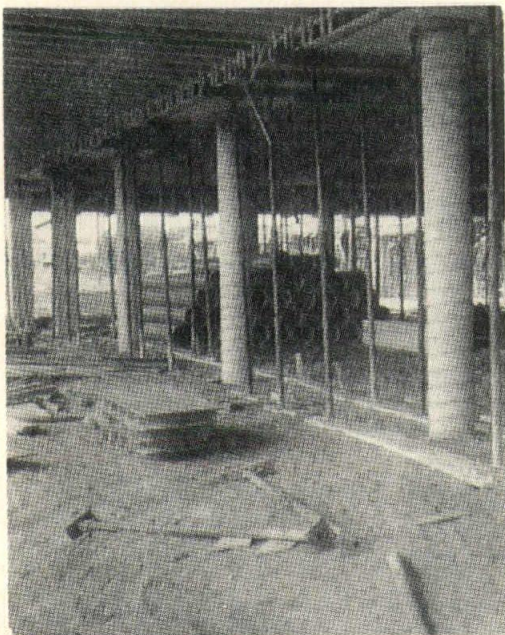
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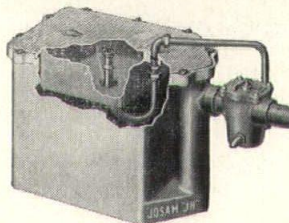
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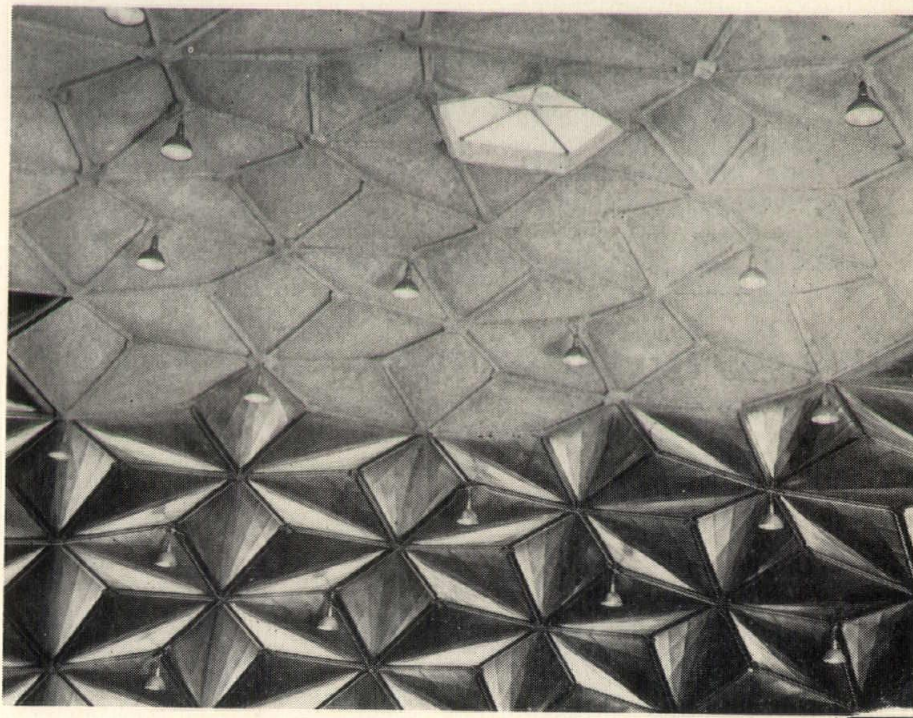
1

How to conform to a local ordinance requiring the coating of exposed interior metal surfaces, without losing the unique geometric pattern of the aluminum geodesic dome, was the problem facing Oliver and Smith, Norfolk architects, in the design of the civic auditorium for Virginia Beach, Va.

Solution lay in the application of Sprayed "Limpet" Asbestos to the inner surface of the dome. Applied under pressure, by means of a gun-type applicator, the special asbestos fibers adhered to the metal, following very closely the contours of the ceiling, thus retaining the identity of the geodesic design.

At right is a view of partially covered ceiling of the geodesic dome, showing application of Sprayed "Limpet" Asbestos. The pentagonal opening at the center of the dome is a vent which is hooded with aluminum similarly coated with the sprayed asbestos fiber. Approximately 20,000 square feet were coated in this project.

(For further information circle No. 1 on Page 25.)



Style Center

2

A Styling Center devoted exclusively to the styling of resilient flooring and wall coverings, has been established at Lancaster, Pa., by the Armstrong Cork Company.

The completion of a specially designed, one-story modern brick structure for this activity marks the latest step in a new approach to the styling of Armstrong flooring and wall coverings.

Previously, Armstrong named one group of designers to concentrate on current demands and trends within existing product lines. Another group probes the future for new processing techniques and design trends.

The new Armstrong Styling Center—which covers 10,454 square feet of floor space—houses the activities of both the Current and Advanced Styling groups.

(For further information circle No. 2 on Page 25.)



New Publications

3

Two new publications, "The Architects Estimator" and "The Professional Construction Estimator," are now available to the building trades through the Professional Publishing Company of Pasadena. These labor and material calculators have been compiled by professional estimator Jacques Cramer Priest to assist architects, engineers, contractors, industrial firms, etc., in arriving at preliminary costs, budgets and time elements involved in all types and sizes of construction projects.

"The Architects Estimator" is a reference guide covering current unit building costs, including mark-ups and contractor's overhead and profit. It provides valuable tables and factors which may be used as a fast means of calculating quantities of material. This publication is issued in hard cover ring-binder loose leaf form which enables the user to insert revised sheets as published which keeps the information up to date.

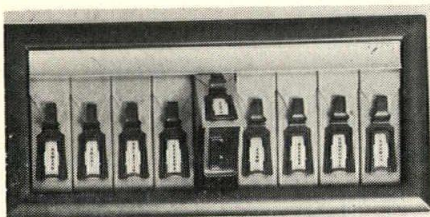
"The Professional Construction Estimator" is a labor and material calculator which gives the time it takes labor to execute each unit of a building project. All labor units are net and do not include supervision, unusual conditions, overhead, etc. This book also includes many tables on materials and waste factors which are valuable time savers in quantity computations.

(For additional information on both of these publications circle No. 3 on opposite page.)

Spice Cabinet

4

A built-in spice cabinet has been announced by D'Anco Manufacturing Company, Pasadena, Calif. The kitchen accessory is adaptable for professional or do-it-yourself installation, according to the company. The baker enamel and aluminum cabinet is available in pink, yellow, pure cop-



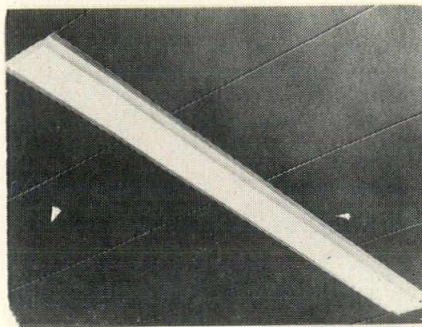
per and copper tone. Retail price for the color trim cabinets is \$23.95, for pure copper trim, \$26.95.

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

New Fixture

5

Lighting Dynamics has announced Argus, a new series of recessed troffer luminaires which are the first to use the new high output, and very



high output lamps, according to the company.

The new fixtures are being used extensively in Pereira & Luckman's new office building for International Business Machines in Los Angeles, the manufacturer says.

Designed for wide use in contemporary architecture, the Argus series produces long continuous lines of unbroken light, completely integrated with ceiling construction. They're ideal for 200 foot-candle-level lighting in large office areas, drafting or engineering rooms, research or scientific laboratories, the company points out. The long parallel strips of light create an outstanding architectural effect, the announcement said.

(For further information circle No. 5 on opposite page.)

"Sunken" Tub

6

Announcement of what the manufacturer terms the industry's first completely assembled one-piece "sunken" bathtubs has been made by the Ingersoll-Humphryes Division, Borg-Warner Corporation, Mansfield, Ohio, producers of enameled cast iron, porcelain on steel and vitreous china plumbing fixtures.

Designed for installation in the most luxurious modern bathrooms, the new Ingersoll-Humphryes tubs also are suitable for use in lower-

cost homes and in remodeling work where structural conditions permit.

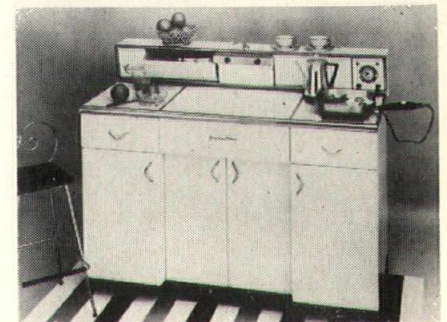
Named the Kent, Models I-2150 (right-hand) and I-2151 (left-hand), the new units are of enameled cast iron construction. They are available in three sizes—4½, 5- and 5½-foot lengths—and in white and six pastels including new 1958 "House & Garden" magazine color selections.

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

Unique Sink

7

Youngstown Kitchens' new Servicer has introduced a "sink that cooks" and that also provides the most advanced clean-up and storage facilities. It has been called the first major improvement in this important kitchen work-center equipment since Youngstown introduced the modern cabinet sink twenty years ago. It offers, says the company, all the features of a cabinet sink plus an electrical appliance center, a lighted sink bowl, "push button" detergent and hand lotion dispensers, single lever water control, concealed faucet, and tilt-out storage bins. Two models,



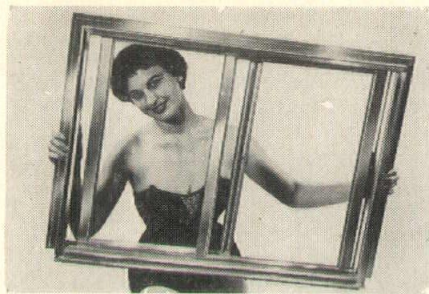
54" and 42" long, both in white or in sandalwood color, are available. (Price \$199 and \$229.)

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

Aluminum Windows

8

Announcement of a new line of Watson double vent aluminum slide windows has been made by W. M. Products Co. Manufactured as a completely assembled unit, the manufacturer says they are ready to be nailed into the rough wall opening. The window is furnished glazed with a vinyl plastic interlocking bead so that the glass is air-tight and rattle



free, and is weather-stripped with double contact metal backed wool pile. Both vents slide smoothly and are easily removable for cleaning from the inside. Also comes with a fixed light in the center to provide a picture window with ventilation. The windows fit together for almost unlimited architectural combinations. Continuous integral fin peels off whenever not needed. Available with screens.

(For further information circle No. 8 on this page.)

New Stairway 9

Announcement of a new low-priced unit in the Bessler quality line of disappearing stairways, to be known as the Model 25, is made by the Bessler Disappearing Stairway Co., Akron, Ohio.

Models are available in heights from 7'7" to 9'3". Actual width of the stairway is 17-3/16" overall, including stringers. A finished opening of 2'0" x 4'0" is required. Stringers and treads are made of 4" Sitka spruce. List price of the new Model 25 Bessler Disappearing Stairway will be \$39.75.

(For further information circle No. 9 on this page.)

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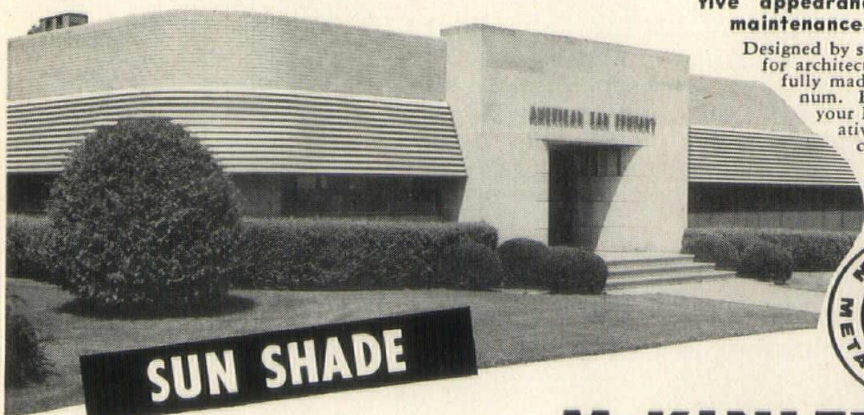
Pages 23, 24 and 25).

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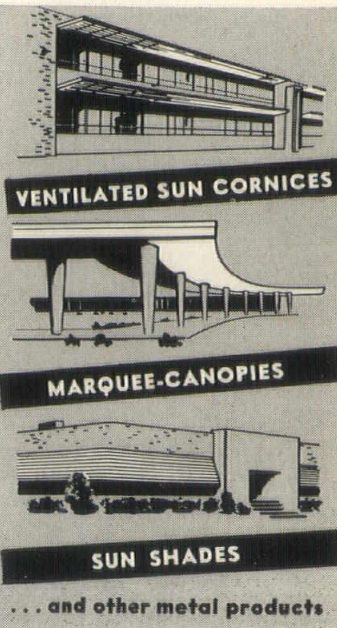


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EDITORIAL COMMENT

The 1959 National Convention of the American Institute of Architects will meet in New Orleans next June and preliminary plans for the meeting have been underway for some time. Mr. Jimmy Wolf of the New Orleans Chapter is chairman of the special convention committee that has the responsibility of preparing and executing plans for this important meeting.

Although the New Orleans Chapter has charge of the Convention, it is not just a Chapter affair nor a

state undertaking, but a meeting that will reflect upon the Gulf States Region. Architects in Louisiana, Arkansas, Mississippi, Alabama and Tennessee should offer their services to Mr. Wolf. It is a tremendous task to make the necessary preparations and carry out the hundreds of detailed jobs required for a successful convention.

The cities and areas where previous A. I. A. Conventions have been held have gone "all out" in their efforts to provide an interesting and

informative program and to plan tours and entertainment that simulates our own "Southern Hospitality."

Let's show those yankees some **Gen-u-wine southern hospitality!**

"How you're gonna keep 'em in the North after they've seen New Orleans."

The **Architect-Builder** is planning to publish a special pre-convention issue that will be mailed to A. I. A. members throughout the United States.

O. J. BAKER, A.I.A.

Over the Editor's Desk—

(Continued from Page 6)

Army engineers said this was the first tie in more than 3,500 construction contracts let in the Missouri Basin, involving more than a billion dollars worth of civil and military work. Overseeing the drawing was Col. David G. Hammond, Omaha district engineer. Five capsules were placed in a hat. Three were blank. The others contained slips of paper with the names of the two firms. Natkin, celebrating its 50th anniversary this year, got a \$360,000 "birthday present" on the first draw.

¶ Over an editor's desk comes a mountain of mail each month. Much is useful, some only suitable for immediate discard, but just about all of it is interesting.

Architects Butler & Dobson of Natchitoches, La., remembered us with a handsome post card showing in full color a drive-in bank they designed. The post cards were prepared by the Peoples Bank of Natchitoches, which described the facility as "first of its kind in our area and modern in every respect."

Mailmen all over the United States are probably directing unkind words at the Union Abestos & Rubber company. We recently received from their Espro Tubing Division, as undoubtedly did many another publication, a section of structural steel tubing weighing at least a pound. They enclosed — naturally — a news release that said Espro is now making structural steel tubing larger than ever before available, up to 12

x 12 inches square. Ours was a 5 x 5 section. Maybe it made the mailmen unhappy, but not us. Needed a new paperweight.

¶ We enjoyed a form letter, dripping with cliches, from a gentleman who warns against "business Typhoid Marys," recommends we all "sing the right song in a symphony of good business," and suggests each "tend to his knitting with confidence." Don't be "contaminated by virus panic," or else you'll be "an exponent of gloom." And you know, there's more than a grain of truth to that (we can cliché with the best of them).

¶ Up at the Louisiana Architects Association meeting in Monroe, Jack Davis of Desmond & Davis, Hammond, showed us a clipping that somehow ties in with the above. Before passing it on to you, we solemnly affirm that we are not now, nor have we ever been, the Southern edition of the Democratic Digest. We just like the letter. Here it is:

Secretary of Agriculture
Department of Agriculture
Washington 25, D. C.

Dear Mr. Secretary:

My friend Bordeaux over in Terrebonne Parish received a \$1,000 check from the government this year for not raising hogs. So I am going into the not-raising-hog business next year. What I want to know is, in your opinion, what is the best kind of farm not to raise hogs on and the best kind of hogs not to raise? I would prefer not to raise razorbacks, but, if that is not a good breed not to

raise, I will just as gladly not raise any Berkshires or Durocs.

The hardest work in this business is going to be in keeping an inventory of how many hogs I haven't raised. My friend Bordeaux is very joyful about the future of this business. He has been raising hogs for more than 20 years and the best he ever made was \$400 until this year, when he got \$1,000 for not raising hogs. If I can get \$1,000 for not raising 50 hogs then I will get \$2,000 for not raising 100 hogs.

I plan to operate on a small scale at first, holding myself down to about 4,000 hogs, which means I will have \$80,000. Now, another thing: these hogs I will not raise will not eat 100,000 bushels of corn. I understand that you also pay farmers for not raising corn. So will you pay me anything for not raising 100,000 bushels of corn not to feed the hogs I am not raising? I want to get started as soon as possible as this seems to be a good time of the year for not raising hogs.

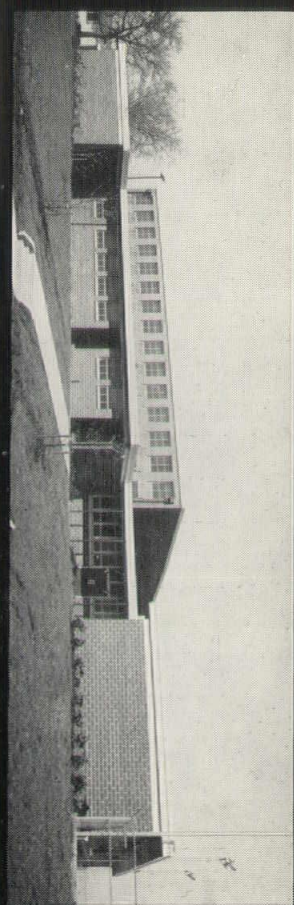
Sincerely,
Octave Broussard,
Louisiana

P. S.—Can I raise 10 or 20 hogs on the side while I am in the not-raising-hog-business—just enough to get a few sides of bacon to eat?

Finally, if you have something to contribute to this column, a nebulous region lying somewhere between straight news and formal editorials, we would like to hear from you.

THE EDITORS
ARCHITECT and BUILDER

Memorial Park Community Center, Birmingham, Ala., Architects: Greer, Holmquist & Chambers, Birmingham, General Contractor: Steel City Construction Co., Birmingham



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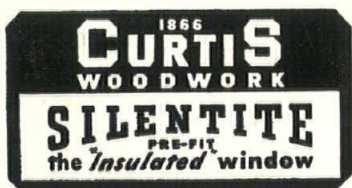
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