



*Award
Winning Designs*

*Regional
Conference Notes*

*Producers'
Council Activities*

*Resort
Project Featured*

*Housing
Congress Report*

*National
Convention Activity*

October, 1958



G U L F S T A T E S

architect

builder



Main Lobby, New Fidelity National Bank, Baton Rouge, La.

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- General Contractor — L. W. Eaton & Co.
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The decorative and acoustic values found in the interior design of the lobby and office areas of the new Fidelity National Bank in Baton Rouge are typical of the versatile uses of genuine plaster. Plaster coins placed in random pattern covering an entire wall give added life and color to the lobby area.

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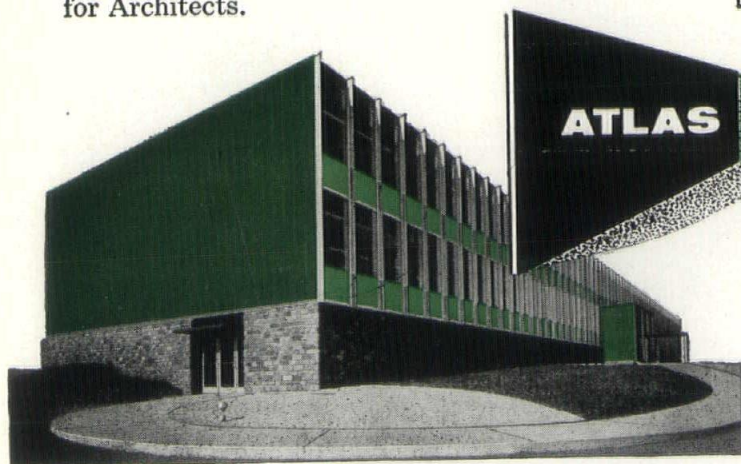
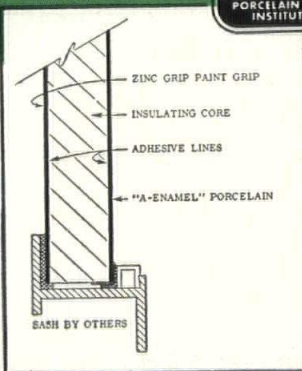
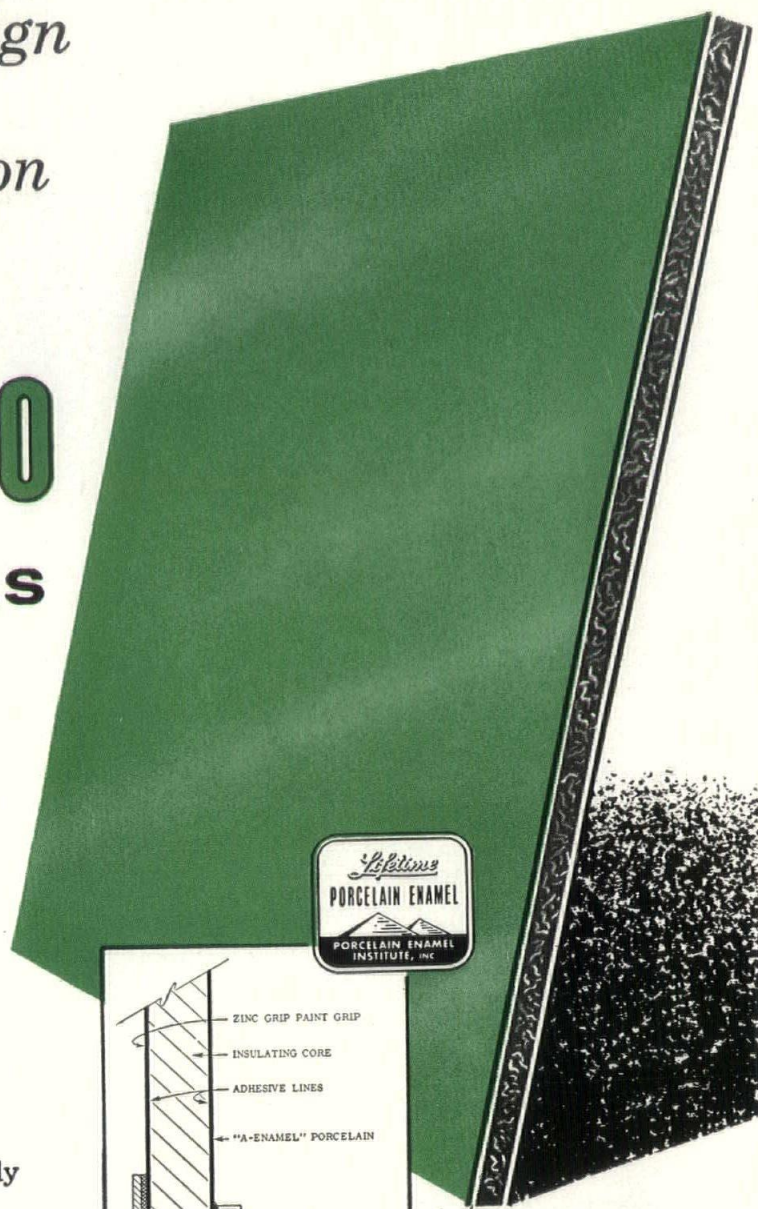
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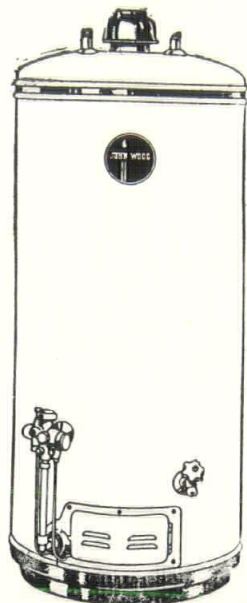
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OCTOBER, 1958

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REGION NEWS	11
PRODUCERS' COUNCILS	14
BETTER DESIGN WANTED	21

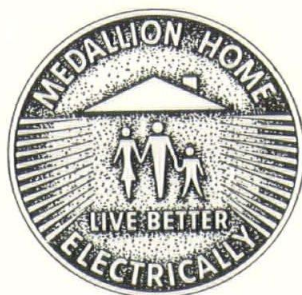
DEPARTMENTS

names in the news	8
product application	24
new products	24

COVER

Section of Roof Detail
Hot Wells, La. Restaurant Building
Photo By Frank Lotz Miller

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Letters

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

● I am inquiring about a recent publication which you put out, published by Delta Publications, Inc., entitled "A.I.A. Awards 1958". I wonder if there is a possibility that you may have one left, and if so could forward it to me. There is a building of particular interest to me in the publication and it would prove most fruitful if I could obtain this copy.

With my sincere thanks for your cooperation to this matter, I am

Eugene R. Smith

304 E. Hunting Towers
Alexandria, Virginia

MEETINGS

● October 19-20—**Texas-Oklahoma Allied Equipment Distributors**, region 10, annual fall regional meeting, Hilton, San Antonio, Tex.

● October 23-25—**National Society of Professional Engineers**, fall meeting, St. Francis hotel, San Francisco, Calif.

● October 26-31 — **International Road Federation**, third world meeting, Mexico City, Mexico.

● November 10-12—**American Petroleum Institute**, annual meeting, Chicago, Ill.

ADVERTISERS

ATLAS ENAMELING CO.	3
BAKER MANUFACTURING CO.	12
BLUMCRAFT	*
BUREAU FOR LATHING AND PLASTERING	2
HARRY CASH CO.	4
CURTISS WOODWORK	28
DAMERON-PIERSON	*
RONALD A. COCO	22
CONSTRUCTION MATERIALS, INC.	20
E. P. CUTHRELL FLOORING CO.	10
GULF STATES UTILITIES	5
IDEAL WOODWORK	19
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COMMENT

ED Note: The following remarks by John H. Pritchard, Gulf States Regional Director, AIA are the first in a series of comment from well known architects from throughout the South. We believe their remarks will be of value and concern to the members of our audience.

Have you ever stopped to think and reflect how progressive the ugliness gets after leaving the heart of a city, large or small.



It seems to me that fringe or peripheral areas of our communities are pretty dismal heart breaking sights; as we proceed to

the open country, by miles and miles of shacks and shanties, automobile graveyards and the absolute lack of planning of any kind; and suddenly we do arrive at the next little village, small town or even city finding the same of everything.

I know we all are enjoined by wise men to think big, act big, be big, plan big, still I feel that there are thousands of little things that big men and big architects could be doing throughout this country to encourage the smaller communities to begin to think about architecture, planning commissions, town planning and appropriate controls as ordinances might provide.

I know from personal experiences that while the buildings are not always big and wealth is not always to be gained, there is a great satisfaction in the feeling that one has brought architecture a little closer to the people who thought it was only for courthouses, school buildings and skyscrapers.

NATIONAL AIA CONVENTION

New Orleans
June 21-26, 1959

ARCHITECT and BUILDER



Publisher's

Letter

Sometimes you can almost feel that a new year begins with October. A new vigor and drive seems to express itself in almost every way. Especially this is true as the Convention period begins and old and new faces seem to light up with a great expectancy of good and exciting things to come.

This October and its "new year" was ushered in for us with the 9th Annual Conference of the Gulf States Region AIA held in Biloxi. Our entry began on a bright Saturday afternoon from the airport in New Orleans. The twenty-seven minute flight along the blue waters of the Gulf to Gulfport seemed even shorter because of a good traveling companion in the person of **Frank Lopez**, for many years a senior editor of **Architectural Record**, now in private practice in New York. Widely known throughout the profession, Mr. Lopez maintains a warm personal interest in architecture in the South.

The beginning of a convention is somewhat like a backstage preparation of an ill-rehearsed stage production. **Bill Rosemond** and **John Ware**, of the Mississippi chapter had their show well-rehearsed and it began on time. If a person has never watched a product exhibit being erected, they can't appreciate the work attached to such a project. Heroes if listed, should include the guys who plunked down their hard cash for a shot at trying to interest the architects in their exhibits. Overflowing into the outer lobby of the Buena Vista, the product exhibitors did a splendid job in presenting their wares. Reflections. . . **Bert Brush**, surveying what can be expected when he takes the gavel as Region director next year. The friendly faces of **Sam McLean**, **Bob Rogers**, **John Harwood**, **Terrill Hall** from the upper reaches of the Region. **Howard Eichenbaum**, father to the regional organization and its founding being singled out by national president **John Noble Richards** for these efforts. . . **Brickmen**, **M. P. Schnieder, Jr.** and **Emile Tabb** distributing cigars. . . **Harry Hass, Jr.** and his expert choral group from Jackson, Miss., keeping banquet goers entertained expertly. Ray Putfark, keeping party goers amused with his story about the men from mars.

Faces in the crowd . . . architectural Photographer **Frank Lotz Miller** doubling as news cameraman to accommodate a friend. Architect **Mary Mykolyk** being photographed on the pool's diving board.

Cement engineer **Ashby Gibbons** listening to **Buckminster Fuller** describe his projects for the Moon . . . **Emmett Smith** unveiling his exhibit door prize . . . an automatic revolving Christmas tree mount. The arrival of **Miss America** in front of the hotel . . . and the night rides between The Fiesta, Gus Stevens' and the hotel.

As we said, sometimes you can almost feel that a new year begins with October.

Most cordially,

Henry D. Lewis



Telling AIA National president John Richards (third from left) all about the coming national convention of the Institute next June in New Orleans, are from left: A. J. Wolf, Jr., general chairman of the New Orleans planning committee; Solis Seiferth, chapter president; and John H. Pritchard, Gulf States Regional Director.

Eugene F. Magenau is the new Secretary for Professional Development in the AIA's Department of Education and Research. Magenau succeeds **Byron C. Bloomfield** who resigned from the staff to head the Modular Building Standards Association.

A former partner in the architectural firm of **Lyford & Magenau**, of Concord, N. H., Magenau is a graduate of Dartmouth with architectural training at M.I.T. He is a former president of the New Hampshire Chapter and for the past five years a member of the national AIA Committee on Chapter Affairs.

Edward D. Stone, New York architect, and a native of Arkansas said in New Orleans recently that he has been invited to tour Russia. He will spend November in the Soviet Union, he said, meeting with architects and city planners as a guest of the Russian government.

Stone was in New Orleans in connection with his design of a new International Trade Mart scheduled to be built at the foot of Canal Street, near the river.

Josam Manufacturing Company has announced the appointment of **J. S. Newman** as Executive Vice-President and general manager of the company including its subsidiaries and affiliates.



Mr. Newman succeeds his father **Mr. Leo N. Newman** who

died in January of this year.

A member of the American Society of Sanitary Engineering, Producers' Council, American Foundrymen's Association, and other trade groups, the new executive attended the Schools of Engineering at Purdue and Ohio State Universities.

H. Dorn Stewart, president of the Barrett Div., Allied Chemical Corp., New York has been elected president of the Producers' Council, Inc. Stewart succeeds **Fred M. Hauserman**, president of E. F. Hauserman Company.

A former president of the Asphalt Tile Institute, and now a member of the AIA-PC joint committee, the new president has been active in the construction materials industry for many years. He is also a former committee secretary and director of Modular Building Standards Association.

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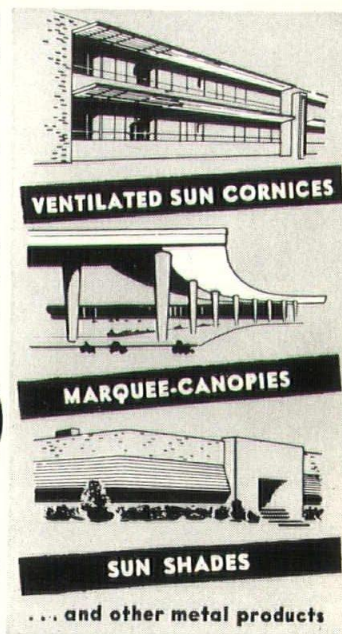
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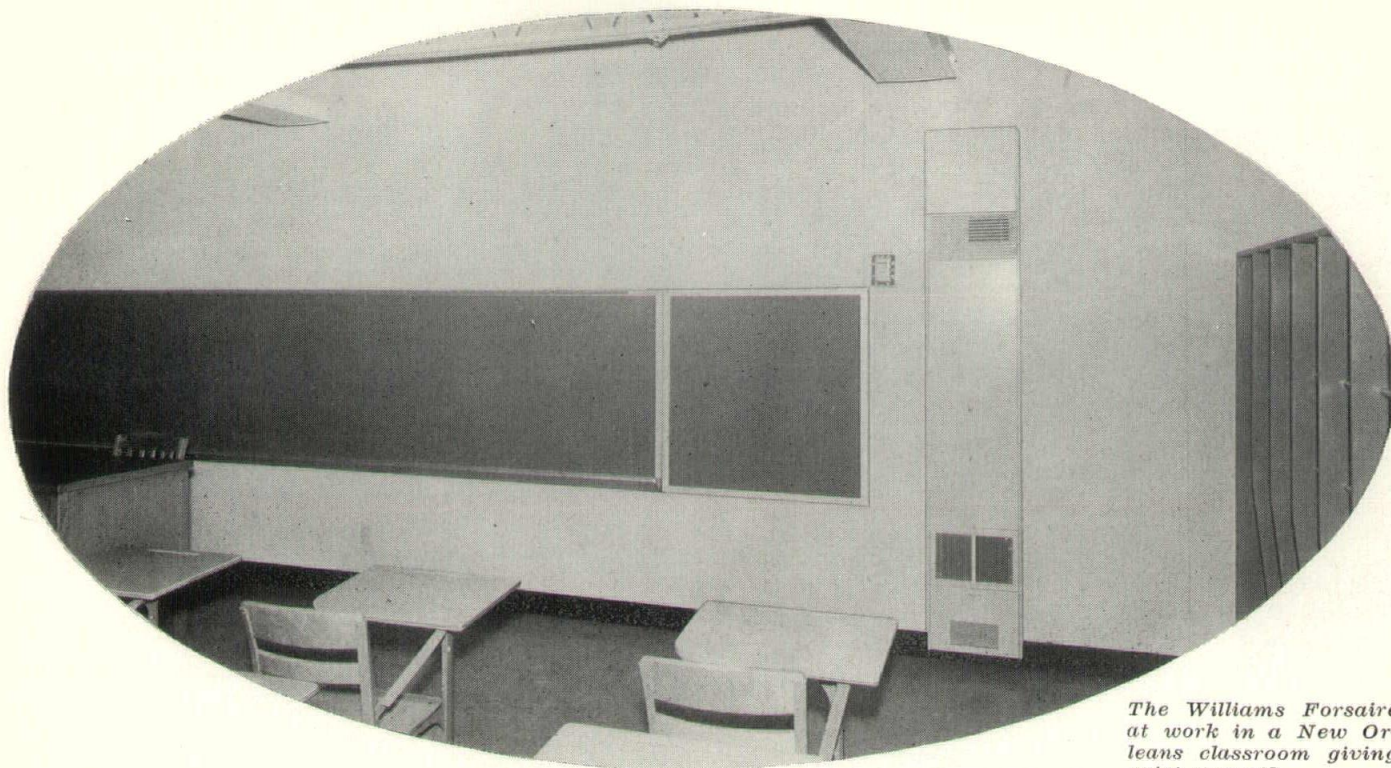


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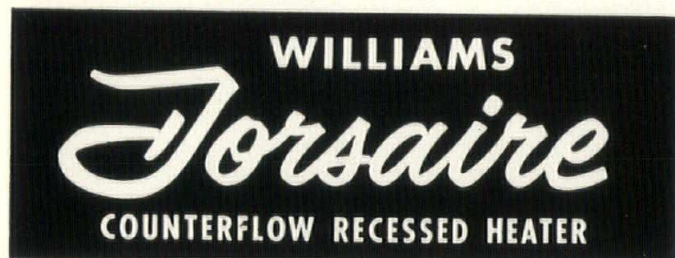
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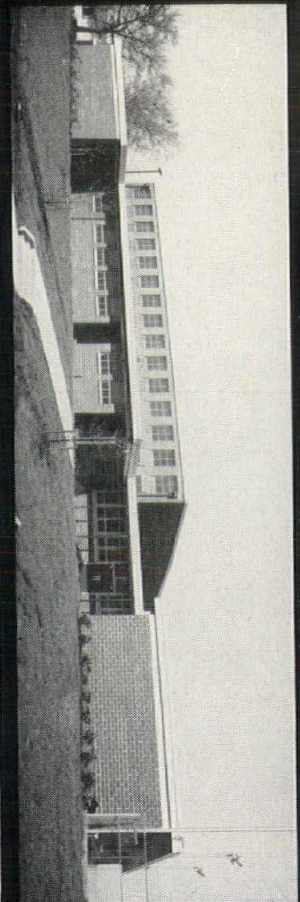
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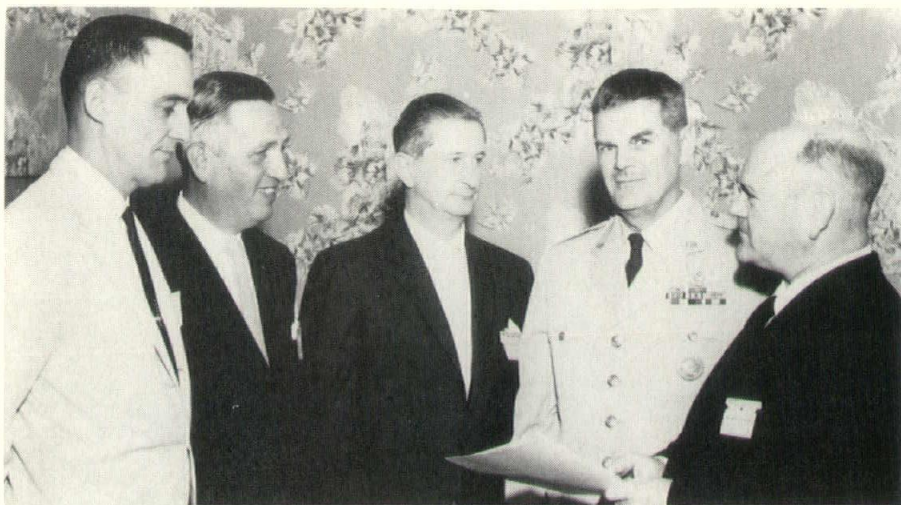
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Discussing details of AIA program in Biloxi are from left: John Ware, president of the Mississippi chapter; John N. Richards, Toledo, AIA president; Frederick Graf von Surma, civilian space and missile expert, Redstone Arsenal; Gen George Fowler, Keesler AF Base; and Wm. Rosamond, general chairman for the conference.

Regional Meet Promotes South

The Annual Conference of the Gulf States Region AIA was held at Biloxi October 5-8, attended by approximately 500 architects, construction industry representatives and guests.

Although the Mississippi Gulf Coast is best remembered for fun and frolic, convention goers were also treated to a series of speeches and panels by some of America's great architects and industry representatives.

The keynote address was given by Frederick Graf von Surma, civilian space and missile expert from the Redstone Arsenal, Alabama, and an assistant to Dr. Wernher von Braun.

Other speakers and panelists included: Buckminster Fuller; Harold Horowitz, Technical Secretary, Building Research Institute; John I. Yellott, assistant director, Stanford Research Institute; Eric Pawley, Research Secretary, AIA; William Demarest, Director, Plastics in Building, Manufacturing Chemists' Assn.; A. L. Parme, Manager, Structural & Railways Bureau, PGA; and Col. Martin P. Korn, consulting engineer, Boca Raton, Florida.

William I. Rosamond, of Columbus, Miss., was general chairman of the conference planning committee for the host chapter. John Ware is chapter president.

Ladies activities included an excursion to Ship Island, a harbor sight-seeing tour by sail boat; golfing at

four famous courses; a style show at Sun-n-Sands, and dinner and dancing at the convention hotel.

Committee chairman of the conference planning committee, included: Raymond Birchett, Tom J. Biggs, Harry Haas, Jr., John L. Turner, Charles H. Dean, Mrs. Harry Haas, Jr., and John W. Staats.

Public relations for the event was handled by Gordon Marks & Co. under the direction of B. B. Hosch, Jackson, Miss.

Regional Groups Assist Institute

National AIA president John Noble Richards, in addressing a meeting of the Regional Council at the recent conference in Biloxi, said that the regional concept in organizational structure is the backbone of the Institute's field activities.

Pointing to the fact that regional groups within the AIA have the natural facilities to keep in closer contact with regional problems than officials at the national level, Richards said that continued interest and growth in local conferences can do much to promote the overall strength of the Institute and its activities.

The president noted that the regional type organization had its beginning almost ten years ago in Biloxi when a group of Gulf States architects headed by Howard Eichenbaum of Little Rock met to discuss the values and methods of promoting the regional ideas. Since then other areas in the country have founded similar regional groups within the Institute.

EIGHT DESIGN AWARD WINNERS ANNOUNCED . . .



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Glankler



Mykolyk



Mann

LeBreton receives for Wm. Burk and John Desmond; Glankler for Glankler & Broadwell; Mykolyk for Mykolyk and Mann for Mann and Harrover.

The Ninth Annual Conference of the Gulf States Region, at its meeting in Biloxi, October 5-8 presented eight certificates of honor for outstanding work in all types of projects.

Seventy entries were submitted for judging by a panel of outstanding in-

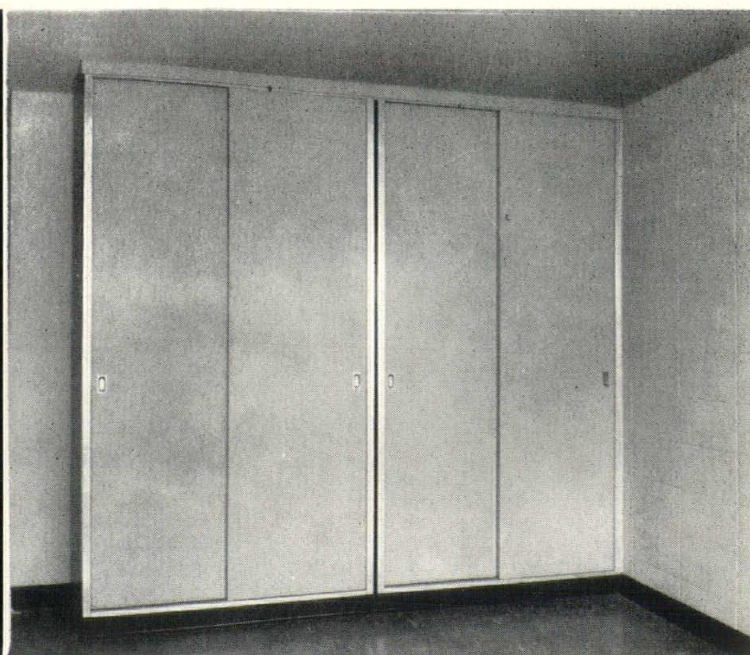
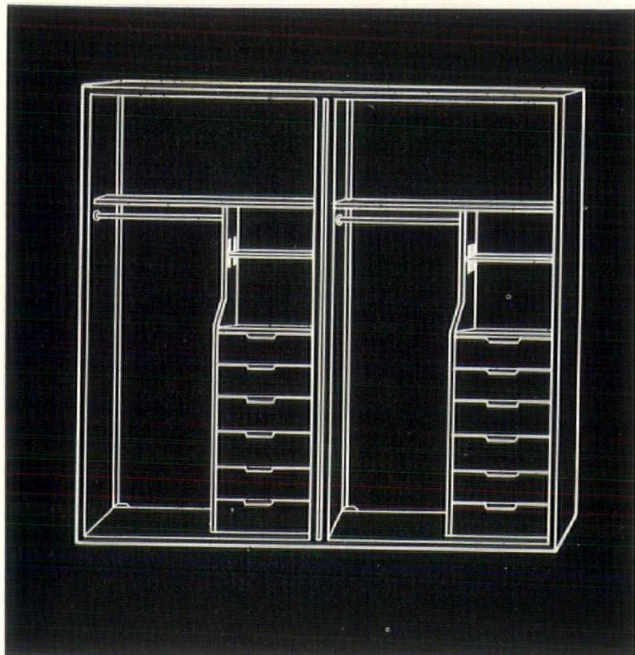
dividuals related to the profession of architecture. The jury panel included, Albert Bush-Brown, School of Architecture and Planning, MIT; Paul Heferman, School of Architecture, Georgia Tech; and Frank Lopez, architect,

editor, and educator, of New York City.

Three Honor Awards of Merit and five Awards of Merit were presented. There was no First Honor Award.

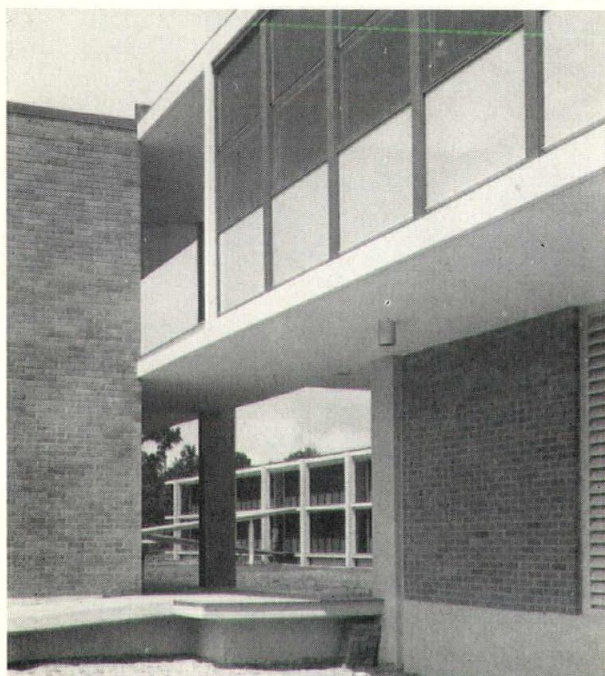
Winners of Honor Award certi-

(Continued on Page 13)



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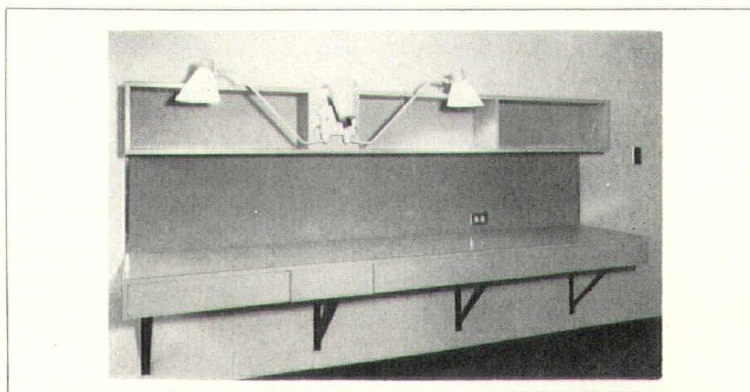


Southeastern University dormitory building, Hammond, Louisiana. Burk, LeBreton & Lamantia, New Orleans, Architects.

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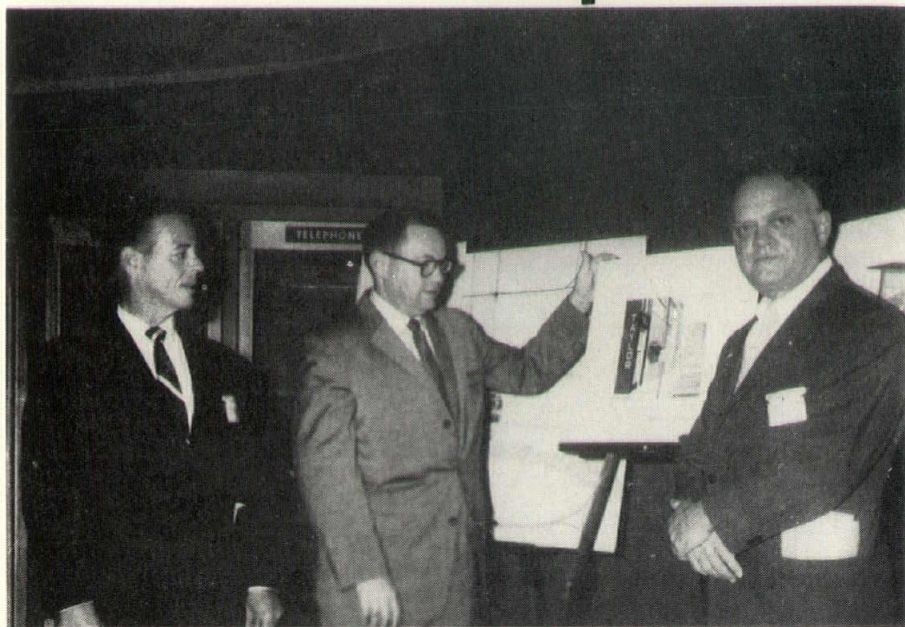
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ACTIVITIES OF THE GULF STATES REGION A.I.A.

John Hayes Pritchard, Tunica, Mississippi—Director

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



Wm. Bailey Smith, Secretary Gulf States Region, AIA (center) discusses display at Regional Conference in Biloxi with Harold Haller, AIA, chief plan examiner, City of New Orleans, left; and Bernard J. McCloskey, director, department of safety and permits, New Orleans.

1959 Conference Plans Cancelled

The 1959 Annual Conference of the Gulf States Region, has been postponed until the fall of 1960 according to an announcement of the Regional Council. The action was taken during a meeting of the Council held in conjunction with the annual conference of the Region at Biloxi, October 5-8.

According to John Pritchard, regional director, the move was taken because of the scheduled National Convention of the AIA set for New Orleans in June, 1959. From early indications, the big convention in New Orleans will highlight most of the convention activity within the Region for the year.

Pritchard pointed out that the postponement of the Conference originally set for Hot Springs, Arkansas, in the early fall of 1959 was not adopted as a policy for future consideration, but only to assist members of the Region in concentrating their activity toward the National meeting to be held in June.

A convention highlight of the recent Regional Conference of the AIA in Biloxi was the sudden and comparatively unannounced arrival of Miss America, Miss Mary Ann Mobley (34½-22-35) who said she was born in Biloxi, but now hails from Brandon, Mississippi. Her brief, but

colorful appearance in front of the convention hotel gave delegates an added and unexpected treat. Additional statistics on Miss Mobley—5 feet, 5 inches.....weight 114 pounds.

AWARDS—

(Continued from Page 11)

cates and their clients, were: William R. Burk and John J. Desmond, Architects for the design of the Louisiana State Library Building in Baton Rouge, Louisiana; Ginocchio-Cromwell & Associates, Architects for the design of Architects Offices at Little Rock; and to A. L. Aydelott & Associates, Architects for the design of a retail store building at Pine Bluff, Arkansas.

Award of Merit certificates were presented to: Glanker & Broadwell, Architects, Alexandria, Louisiana, for the design of a restaurant and swimming pool at Hot Wells, Louisiana; to the office of Walk. C. Jones, Jr., Architect for Christ Methodist Church at Memphis; to Mann and Harrover, Architects, also of Memphis for the Richland Elementary School, Memphis; Mykolyk, Architects for a River Weekend House, Tangipahoa River, Louisiana; and to Curtis and Davis & Associates, for the Caribe Building and Architects' Offices located in New Orleans.



Typical of the many excellent product exhibits in the Conference product show is this booth manned by J.E.B. Ransone, (left), New Orleans who discusses merits of his products with convention goers.



Officers of the New Orleans Producers' Council includes from left: J. T. Mathes, U. S. Plywood Corp., vice president; Jack Enyart, Truscon Steel Div., president; Mm. Argus, Alumaglass Products Co., secretary; J. E. B. Ransone, E. L. Bruce Co., treasurer; and Harold Aucoin, Jahncke Services Co., assistant treasurer.

New Orleans PC Design Contest

The New Orleans Producers' Council has announced its Design Problem Contest for the 1958-59 season.

The new program provides for the awarding of three prizes at each scheduled meeting of the chapter. The valuable prizes will be awarded on the basis of points, with winning points being redeemed from with the selection of a prize from a special prize catalogue; or winners can carry their points forward to each consecutive meeting with the intention of accumulating a greater number of points for a bigger and better prize.

Copies of the prize catalogue are to be delivered to each architectural office within the city.

Other provisions of the contest include:

(1) Each contestant will be individuals of the architectural profession. If the contestant is not a principal of a firm, then the entry will require the signature of a principal.

(2) Each entry shall have the contestant's name on the back of his submission and it shall be concealed by masking tape until after it has been judged. The overall dimensions of the illustration board shall be 24" wide by 24" high.

A. F. Livaudias, 309 Jahncke Building, 816 Howard Avenue, is chairman of the awards committee of the Chapter. For additional information Mr. Livaudias can be contacted in New Orleans at Magnolia 1910.

Chapter Officers Attend Meet

The Producers' Council, Inc., held its annual Fall meeting September 17-19 in Miami with chapter officials from throughout the United States and territories on hand to participate in an outstanding program.

A feature of the event was a conference of chapter officers which covered a number of topics of concern to the local PC chapters including: improved informational meetings, closer cooperative activities with local homebuilder organizations, and chapter publicity. Speakers on the various

subjects included Walter A. Taylor, FAIA, director of the AIA's department of research and education; Robert Loftus, public relations director of the National Association of Homebuilders; and Asher B. Etkes, New York public relations consultant.

Chapter officials from the Gulf States Region attending the convention included: H. J. Price, president, and James H. Emack, vp of the Birmingham Chapter; Harry B. Worley, president, and Jack Clark, vp of Little Rock chapter; Robert C. Turner, (Continued on Page 22)

Meetings Dates Are Announced

The New Orleans chapter, PC has announced scheduled meetings for the current season. The initial information meeting was held October 14 under the sponsorship of Inland Steel Products Co.

Future meetings and sponsors announced are: November 11 — National Perlite Institute; January 13 — Cupples Products Corp.; February 10 — The Kaweener Company; March 10 — Uvalde Rock Asphalt Co.; April 14 — Anderson Window Corp.; and May 12 — Portland Cement Association.

Officers of the chapter include: Jack Enyart, Truscon Steel Div., president; J. T. Mathes, U. S. Plywood Corp., vice president; J. E. B. Ransone, E. L. Bruce Co., treasurer; Wm. Argus, Alumaglass Products Co., secretary; and Harold Aucoin, Jahncke Services Co., assistant treasurer.



Architects take a rest in the products exhibit area during the Biloxi Conference of the Gulf States Region, October 5. From left: Roy Haase, Baton Rouge, O. J. Baker, Baton Rouge; and Bert Brush, Nashville, Tenn.

This new resort project incorporates contemporary design and construction methods with existing facilities for maximum site use and budget requirements.





Front Elevation Restaurant Building, Hot Wells, La.

Public Resort Area Project Features

Contemporary Methods And Design

Architects Glankler and Broadwell, Alexandria, Louisiana were commissioned to design a restaurant, a mineral water swimming pool, a public dressing room facility to complement an existing bathhouse and tourist court accommodations at Hot Wells Hospital and Health Spa north of the city of Alexandria.

The existing bathhouse, operated by the Louisiana State department of Hospitals, provided for hydro-therapeutic treatments of various description based the curative effect of the hot mineral water welled on the site. The new pool is intended to provide swimming facilities in the same water as a supplement to the existing bath. The restaurant will serve the tourist courts remotely, but is

primarily located for in-transit trade.

The entire project is located on the first of a series of wooded foothills bordering an expanse of flat Mississippi Delta farmland. The site selected is on the brink of a hill overlooking a scenic bayou and a small rural village. An existing parking area adjoins the site, eliminating the necessity of further altering the naturally landscaped grounds. The site is viewed from below and from two sides as one travels the approach road, and the third side is approached from the parking area. The fourth side affords an impressive view of the wooded hills and the bayou. The existing bathhouse and tourist courts look upon the site from above.

In the final analysis the res-

taurant was placed above the dressing rooms and service areas to take advantage of the view. Entrance to the restaurant is at parking level in deference to physically handicapped patrons. The pool, dressing rooms and service elements are secluded from the hill, so that the view as one approaches the parking lot is unimpeded by the pool, and the service drive is visually subordinated. Stairs and a ramp for wheel chairs provide access to the pool.

The folded plate concrete roof affords a structurally unobstructed dining space and provides a many facted silhouette when viewed from above or below. Redwood screens protect the south wall and offer a sense of visual privacy from the parking area without eliminating the

transparent quality of the structure.

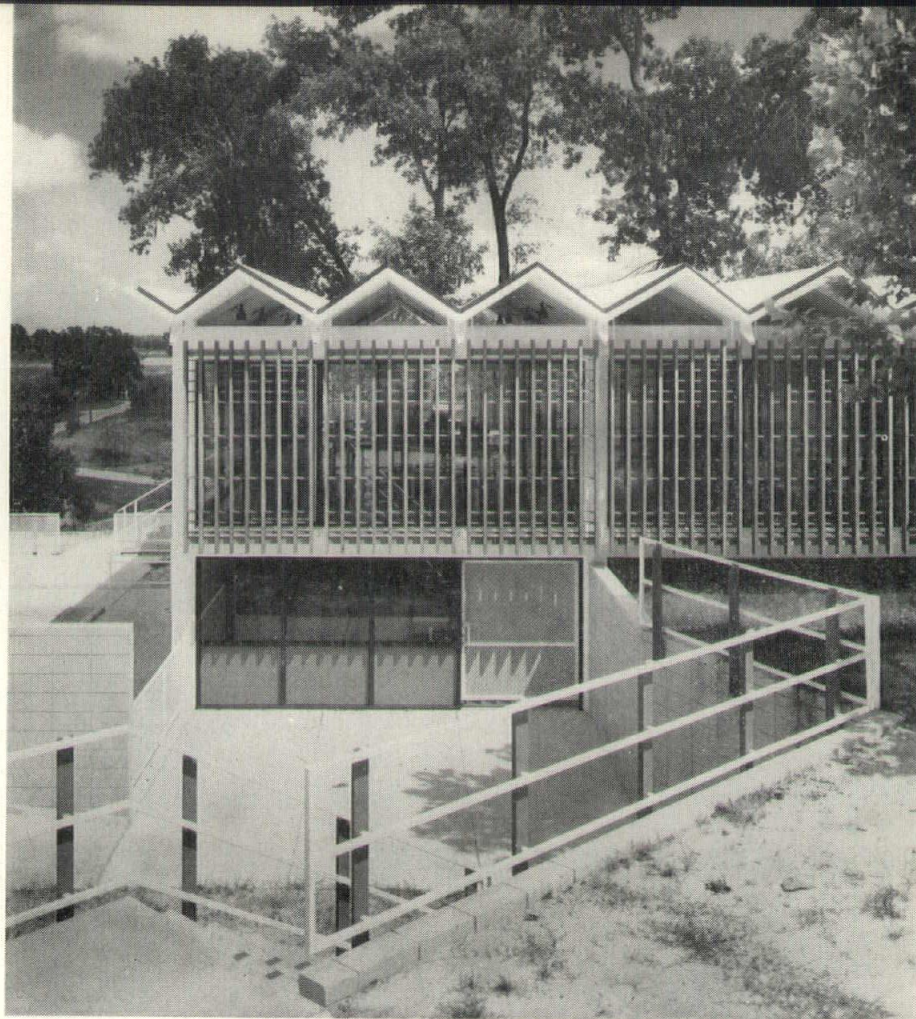
Both the pool and the building structure are of reinforced concrete. Pre-cast concrete wall panels are employed at the upper level and lightweight concrete blocks below. A year-round forced air mechanical system conditions the restaurant. Fluorescent general illumination is tempered with dimmer controlled incandescent accent lighting.

Main dining areas, outdoor dining gallery, kitchen, public toilet facilities, office areas are also provided at upper level, overlooking bayou, wooded hills and village. The white marble roof, presents a pleasing appearance when viewed from other resort facilities further up the hill. Folded concrete roof plates span 40' 0".

General Contractor was Gravier and Harper, Alexandria. Engineers were Leroy Staples—Structural; DeLaurel and Moses, Mechanical & Electrical; and Pan American Engineers, pool mechanical & structural. Photography by Frank Lotz Miller.

Top photo shows rear of restaurant building and ramp leading down to lower level which contains swimming and dressing and service areas.

Lower picture shows wide expanse of glass permitting a broad view of swimming pool and landscape beyond from dining areas on second level.



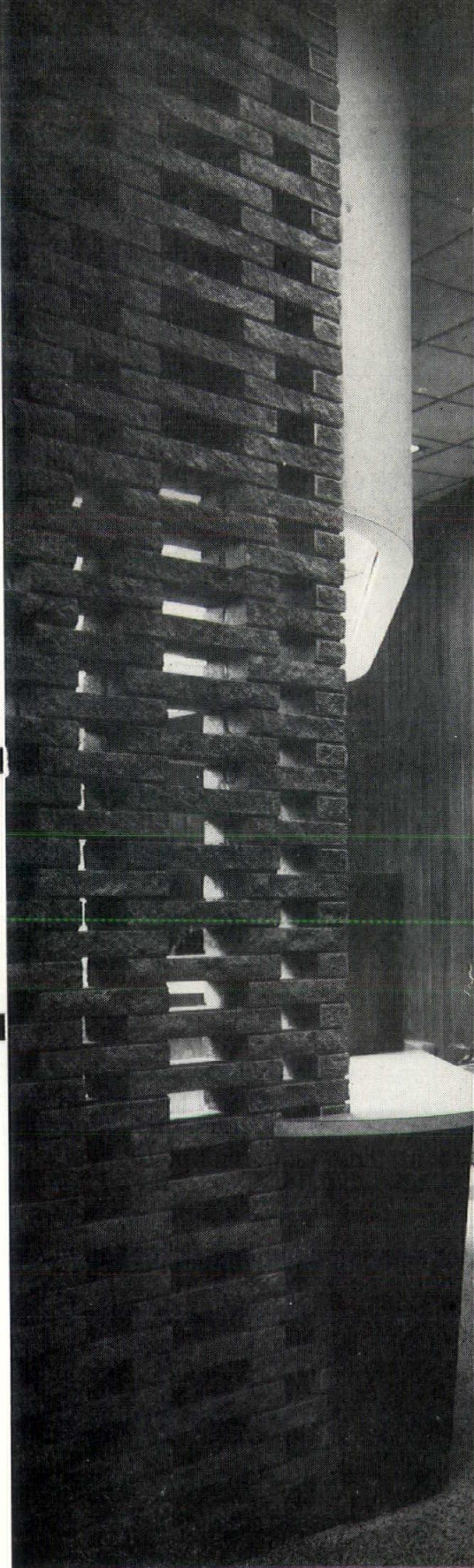


Southern Interiors

Southern Interiors is a 'journal within a journal.' As a monthly feature of Gulf States Architect & Builder, it devotes its pages to the presentation of interior design in the South. Its general format and character blends naturally with the parent publication. Southern Interiors offers the manufacturer and distributor of quality products a choice medium to reach a select, and stimulated professional audience.

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● Wall Fabric

Tapistron, a coated vinyl wall fabric in eleven deep-molded textures and a wide range of decorator colors, has been introduced by United States Plywood Corp.

Warren Poitras, director of the company's Flexible Material Division, said the new item is being produced to give the architect, designer and decorator a complete selection of Weldwood wall coverings.

It will supplement the company's Kalistron and Kalitex, which are vinyl sheets with colors fused to the underside, then bonded to a flock backing.

Tapistron, the company says, is easy to apply, clean, smooth, dry and porous wall will hold it firmly.

The item is available in rolls 30 to 35 yards long and 54 inches wide. Several textures and colors are available.

(For additional information circle No. 1, Southern Interiors page 25).

● New Fixtures

A complete new line of recess and surface-mounted modular fixtures with UL approval has been announced by E. Allen Lea, sales manager for Moe Light Div., Thomas Industries, Inc.

The fixtures are available in 1 by 4, 2 by 2, and 2 by 4-foot sizes. They are said to be

ideal for use in an office, store, bank, kitchen, schools, libraries etc. and other areas where diffused light is a necessity.

(For additional information circle No. 2, Southern Interiors page 25).

● Models

The Elgin Metalformers Corporation has announced scale models of basic components of the Emcor Modular Enclosure System which provide a three-dimensional



design aid for engineering management. One-inch to one-foot scale enclosures can be used on a one-inch square grid floor plan to help engineers architects accurately visualize in advance the final appearance of completed automation, electronics, communications, or scientific research equipment. The plastic model units are realistic duplicates of the full-sized, steel enclosures and components of the Emcor System.

(Circle No. 3, Page 25)

● New Lights

Palco Manufacturing Co. has announced a complete departure from conventional hospital-room lighting and what the company claims is the best answer to date, for the usual problems of adequate illumination for both patient and attendant needs, high-cost multiple fixture, and lack of floor space.

The company's Luminaire is a single-unit ceiling fixture that provides three distinct types of lighting: a night safety light at the foot of the bed, a comfortable reading light directed at the head of the bed, and a full bed-length shadowless flood-lighting for examination purposes.

The announcement said that the unit construction and fluorescent tubes make it notably economical to install and maintain.

(Circle No. 4, Page 25)

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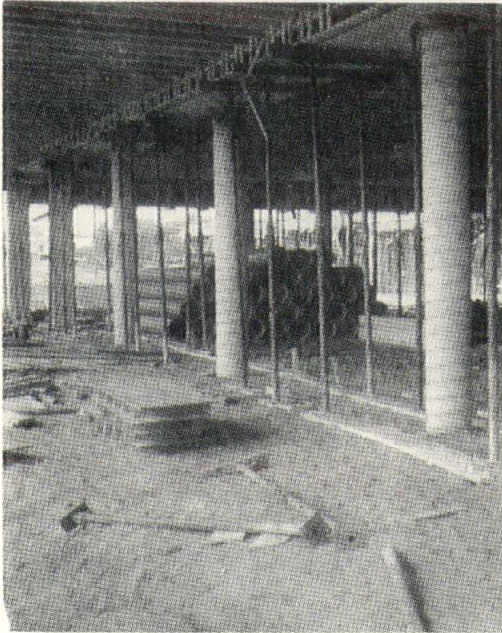
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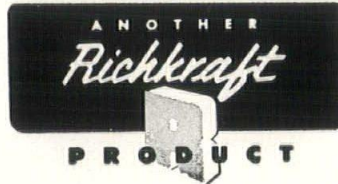
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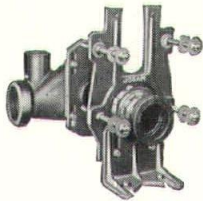
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Decorator Slaps Design 'Monotony'

One lady, Mary Jean Alexander, said to be the chairman of the Education Committee of the American Institute of Decorators and a member of the faculty of Pratt Institute of School of Art, has taken some verbal haymakers at what she says is "the monotony of modern architecture, unrelieved by sound decoration . . . which has already deprived Park Avenue, New York City, of much of its former charm . . .".

In statements publicizing her new book—"Decorating Begins with You," published by Doubleday, Mrs. Alexander, referring to an area on Park Avenue containing new office buildings, says that "in spite of much basic good design they already seem to lack character, and the more of them one sees together, the more each loses its identity . . . people do prefer character and the many I have listened to on this subject not only dislike this kind of conformity but fear its influence on their homes. Some of them have been battered into acceptance on the basis of fulfillment from a functional angle . . .".

"The present need for right decorative design to counteract this frightening conformity has never been greater," she states.

Lab Design Study Begun

A nationwide study of the best features of physics laboratories and buildings will be started immediately with a grant of \$75,850 by the newly-created Educational Facilities Laboratories, an independent organization established by the Ford Foundation.

The study, according to an announcement, will be conducted under the joint auspices of the American Association of Physics Teachers and the American Institute of Physics.

Physics departments at 172 U. S. colleges and universities report that the institutions are planning to spend \$240,000,000 in the immediate future for construction of new physics buildings. In addition, many physics departments are drawing up plans to

(Continued on Page 22)

Women Want Better Design

The American woman wants more house, by which she means not only more rooms but larger rooms, and she wants better design, by which she means not only the exterior attractiveness and appearance of the house but the way in which that house is oriented into the landscape.

These are the two major trends which developed out of the first of four sessions of the 2nd annual Congress on Better Living, a three-day conference of 100 homemaker delegates assembled in Washington, D. C. from all 48 states and Alaska, and held under the sponsorship of McCall's. The first session of the Congress was devoted to the house itself—its style, materials and layout and additional sessions will be devoted to other aspects of the American home, including its furnishing, its financing and the moral, emotional and religious atmosphere in the home.

The delegates were positive in their desire for more house—50% of them wanted a home with 6 to 8 rooms, which is larger than their present homes; they realize full well that space must be paid for, and went on record as preferring a larger house even though it is not fitted with built-in equipment and appliances rather than a smaller fully equipped house. They want in these homes 2 to 2½ bathrooms and they want these bathrooms bigger.

In their mental picture of the exterior of the home, they see it as blending into the landscape in a pleasing fashion and in that landscape they see trees. Most placing of homes are, in their opinion too routine, and they thoroughly condemn look-alike houses. Many favor the use of native material—such as redwood and fieldstone, and they insist on exterior finishes that are not a drain on the family pocketbook for maintenance.

As to the type of home, four out of 10 prefer a one-story house; four out of 10 vote for Colonial, with split-level and "soft" modern tied for second choice. The color of the house is important to the woman and the preference was expressed for grey and white with green trim.

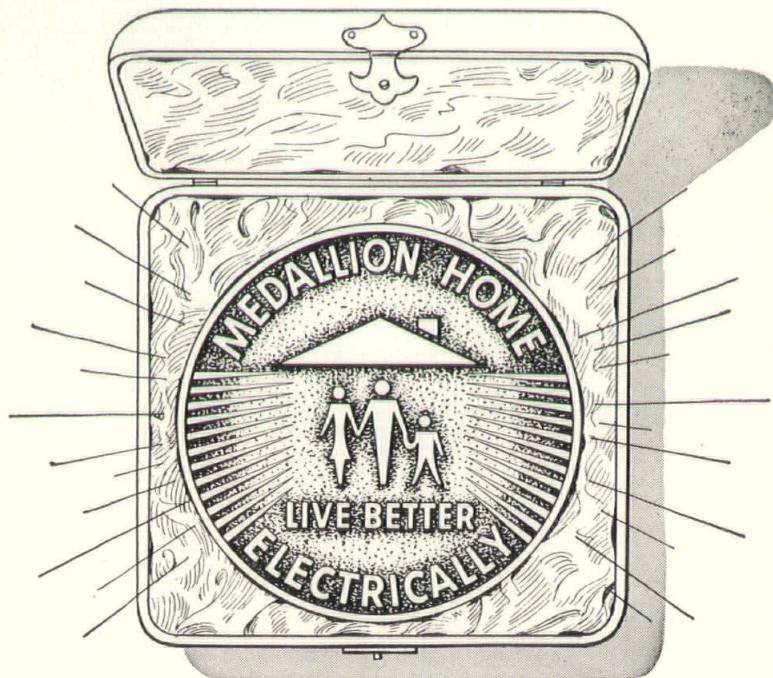
Fine Prints On Display

For the architects traveling to New York soon, one of the largest collections of fine prints by G. B. Piranesi,

the 18th Century Italic architect-artist-archaeologist-etcher, has been assembled by The Old Print House at 139 East 53rd St., New York.

According to an announcement, they are of special interest to architects and engineers, who are invited to inspect the collection on any weekday from 10 a.m. to 5 p.m.

Most of the approximately 250 prints are said to have an architectural theme. Piranesi's eminence is based, to an extent, upon his devotion to fine detail, which gives unusual vividness to his work. The examples to be seen at this display include many first issues, and some first editions on uncut paper.



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Builders Hear AIA President

As keynoter for the Second Annual National Executive Marketing Conference in San Antonio, sponsored by the National Housing Center, AIA National President John Noble Richards has called for a closer cooperation between the architect and the homebuilder.

Purpose of the conference, attended by the NAHB Board of Directors

and top executives of the nation's leading manufacturers of building products, was to present concrete methods by which a united building industry can more efficiently expand new home ownership.

Richards summarized his solution in three short words . . . "a better product." While congratulating the homebuilders on the tremendous job they have done to house the nation in the post-war period, he observed that "the time is rapidly coming to

an end when builders can tantalize the American housewife with the shiny splendor of colorful gadgets . . . people have become more discriminating, they don't want just any home, they want a better home, a better product, better design".

The AIA president called attention to architects who have successfully and profitably designed homes in close cooperation with builders. Richards urged that this teamwork be expanded. "The homebuilding industry needs the architect", Richards said. While it is simple to say that architects and builders will have to work more closely together, it is far more difficult to effect such cooperation, Richards continued.

Richards said "as far as the architects are concerned, we are just beginning to realize our full responsibility in the field of residential housing". Pointing to efforts at the national level to devise ways and means of closer day-to-day working cooperation with the home building industry, he said that "the job can't be done in the committee and conference room alone. It must be done on the drawing board and on the site. There is where we must get together and work together."

RIBBONS OF WOOD SINEWS OF STRENGTH



LAMINATED BEAMS



KEAN'S LAUNDRY

Drive-in dry-cleaning pick-up station for Kean's Laundry in Baton Rouge, Louisiana. Architects, Wilson & Coleman. Each vertical supporting beam is 9' high. Horizontal beams are up to 23' long. (5 1/4" 145/8" for both.)



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PRODUCER'S COUNCIL—

(Continued from Page 14)

vice president of the chapter in Memphis; and Jack Enyart, president, and J. T. Mathes, vice president of the New Orleans chapter.

H. Dorn Stewart, president Barrett Div., Allied Chemical Corp., New York was elected president of the Producers' Council succeeding Fred M. Hauserman.

LAB DESIGN—

(Continued from Page 20)

share science buildings serving more than one discipline.

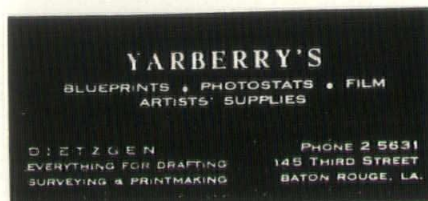
The study is expected to have some practical effects for architects in that it should assist in providing information on the design of buildings for related sciences and structures which serve a multiple purpose and accommodate many sciences.

See
New Products
Page 24

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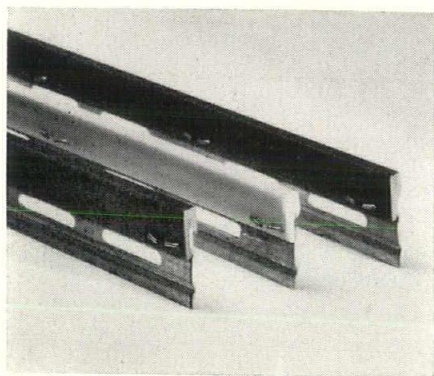
Occupation _____

Divider Strip

The American Terrazzo Strip Company, Inc., has announced the availability of a new divider strip designed in many different colors for use in modern terrazzo floor jobs.

Plastic topped, the "Q" type divider strips are made of a heavy double beaded reinforced metal anchoring base, firmly attached to a solid extruded plastic top molding. The molding has a $\frac{3}{8}$ " deep grinding surface.

According to the manufacturer, the



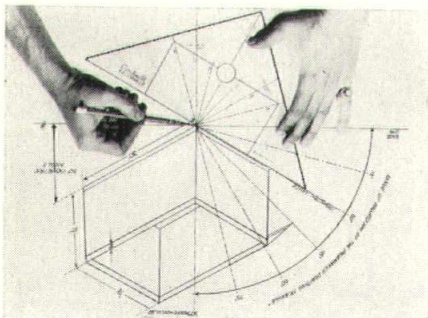
width of the plastic for determining the appearance of the division lines in the finished floor, can be varied from $\frac{1}{8}$ " for very thin lines, to $\frac{1}{2}$ " widths for broadest lines.

(Additional information can be obtained by circle of No. 1, page 25).

Drafting Tool

The Pacemaker Drafting Supply Co., has announced a new drafting tool that is said to reduce board time in both engineering departments and in the field.

The "Pacemaker" Drafting Triangle combines the functions of a drafting machine and eliminates the



use of T-square and former drafting aids, the announcement said. Com-

plete drawings are constructed with the single device.

The item is said to carry a modest price and is of professional quality for lifetime service.

(For additional information, circle No. 2, Page 25.)



Electric Window

Truscon Division, Republic Steel Corporation, has announced a new "window of the future" which will be able to "outsmart the weather" . . . electrically, that it. According to the company the new unit closes automatically in response to cold, rain, snow and wind. A model is pictured above. Sensitive electronic-mechanical contacts on the outside of the window are said to set off an electric motor which closes the window.

(For additional information, circle No. 3, Page 25.)

Files

Wabash Filing Supplies, Inc., says that the Wabash A.I.A. Standard Filing System is the only filing system designed exclusively for the use of architects and engineers.

The system is made in accordance with specifications outlined by the AIA document number 172, the company said.

Classifications and file numbers are printed and arranged under 41 master headings. It is available as a com-



plete indexing system for large offices, or with master headings only for smaller offices.

(For additional information, circle No. 4, Page 25.)

Color Brick

Adel Clay Products Company of Des Moines has announced the availability of the company's Color Brick. According to F. L. McCrea, manager, the new colors are available in a wide range of colors and are adaptable for any building need including fireplaces, interior walls, etc.

Colors announced include: reds, buffs, cream, tans, pinks, whites, grays, blacks, chocolate, rose, blues, and yellows plus combination colors.

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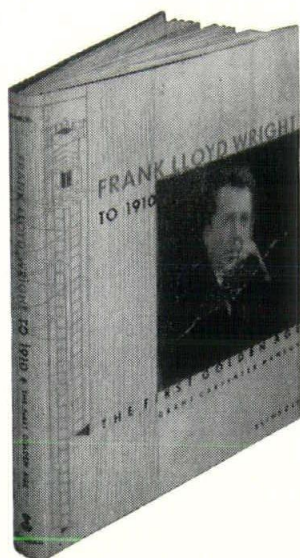
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This department is for the use of our readers and a convenience in ordering professional and technical publications for their use. If a special title is desired other than listed on these pages, contact our book department stating title and author.



FRANK LLOYD WRIGHT TO 1910

By Grant Carpenter Manson

In this comprehensive volume the author records the first golden age in the life and work of Frank Lloyd Wright—a span of 40 of his most creative years during which the master architect changed the face of American and world architecture.

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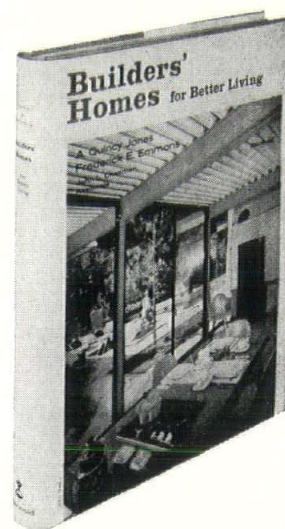
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The planning committee of the chapter and the publishers urge all advertisers interested in the architectural market to write for details concerning this project. Deadline for space reservation is February 1, 1959.

Contact: Mr. Lloyd Lewis, 816 Howard Avenue, New Orleans -- TU-8651; or write attn: National Convention Issue Planning Committee, Suite 100, 816 Howard Ave., New Orleans.

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