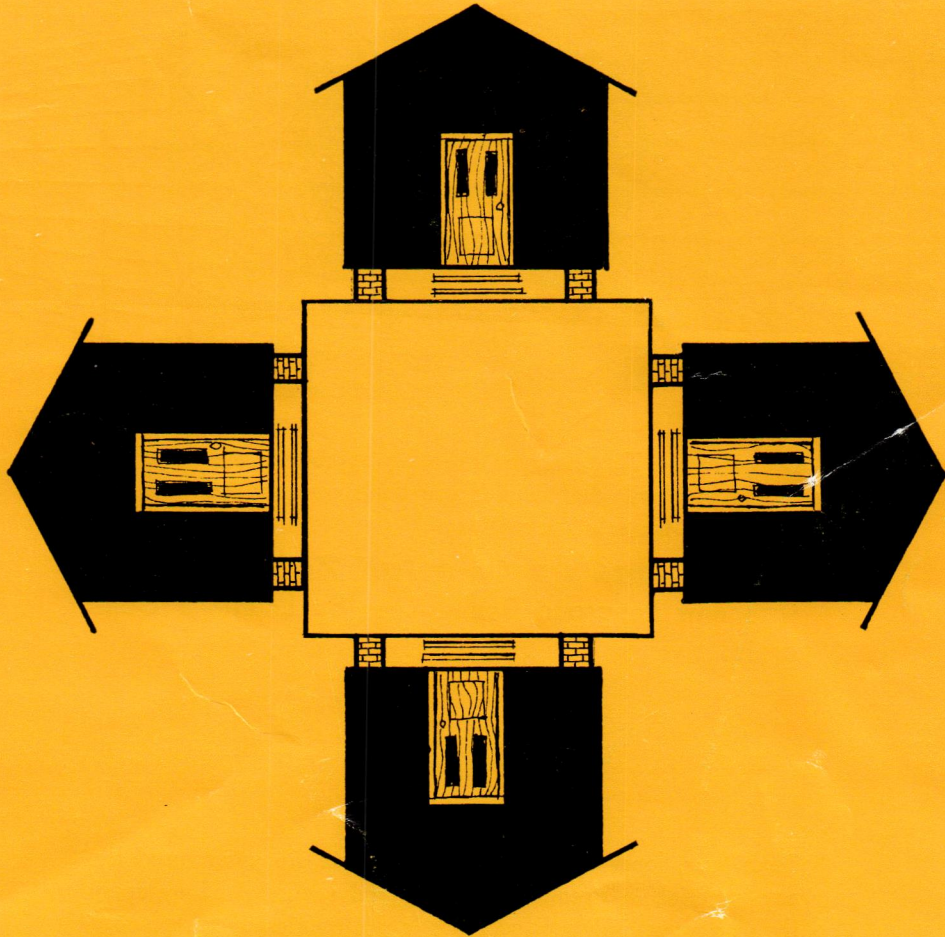


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ZEPPELIN HANGAR PROBLEM SOLVED!



If you own a Zeppelin, you can truly appreciate the immensity of the problem! And even if you don't own one, you can still appreciate the solution:

free spans up to a full 75 feet,
with new Longspan Double-Tees by Louisiana Concrete.



These new, longer-length prestressed spans are unsurpassed by any material, in strength, durability and economy! They open the way for entirely new concepts in construction of warehouses, freight terminals, department stores or any structure requiring lots of free, open space.

Longer spans with more reliability and lower cost . . . yours with new Longspan Double-Tees, another quality development of Louisiana Concrete for better, safer building.

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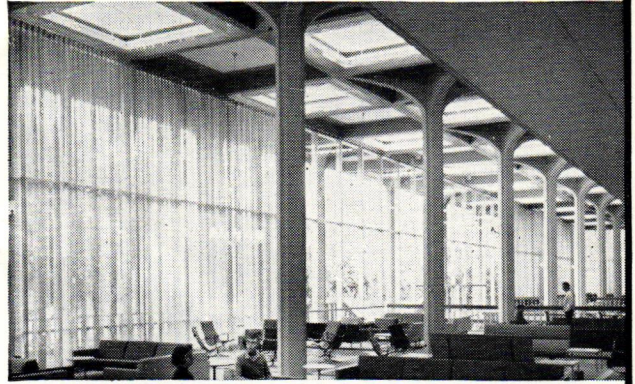
BATON ROUGE, LOUISIANA
4747 Choctaw Drive

NEW ORLEANS, LOUISIANA
5401 France Road

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**NEW STUDENT UNION
BUILDING AT L.S.U.**
dramatically demonstrates
the versatility of
**MODERN
CONCRETE**



Capturing the spirit of Louisiana traditions in a striking contemporary design, the new Student Union Building expresses the beauty and versatility of modern concrete. Basic concrete structural elements are left exposed to form an intriguing architectural treatment. The reinforced concrete columns, flaring gracefully at the top, provide a single motif for both the interior and exterior of the building.

From the decorative roof trim panels and precast balustrades of exposed aggregate concrete to the handsome screen walls and shining terrazzo floors, concrete further evidences its far-ranging talents.

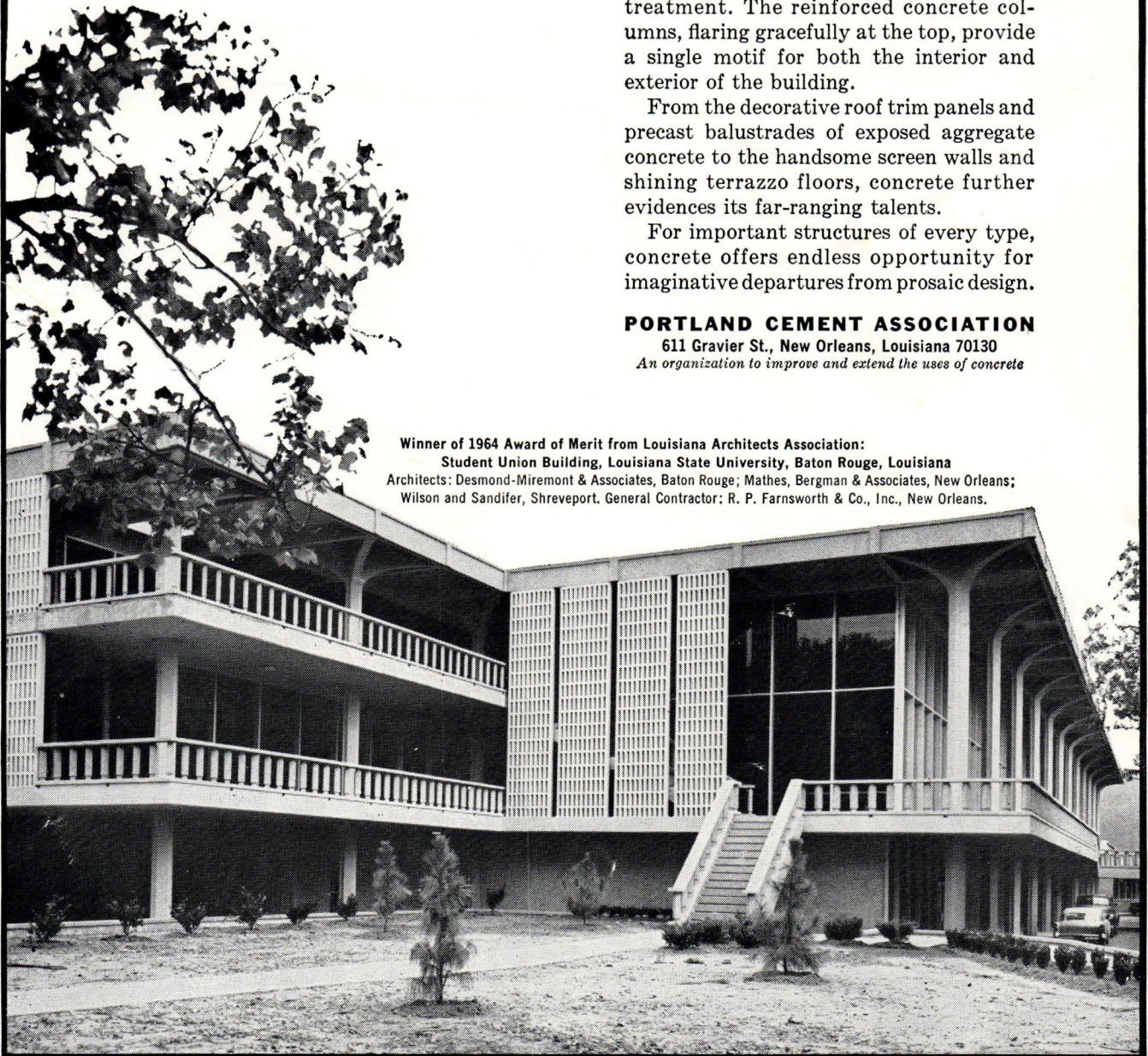
For important structures of every type, concrete offers endless opportunity for imaginative departures from prosaic design.

PORTLAND CEMENT ASSOCIATION

611 Gravier St., New Orleans, Louisiana 70130

An organization to improve and extend the uses of concrete

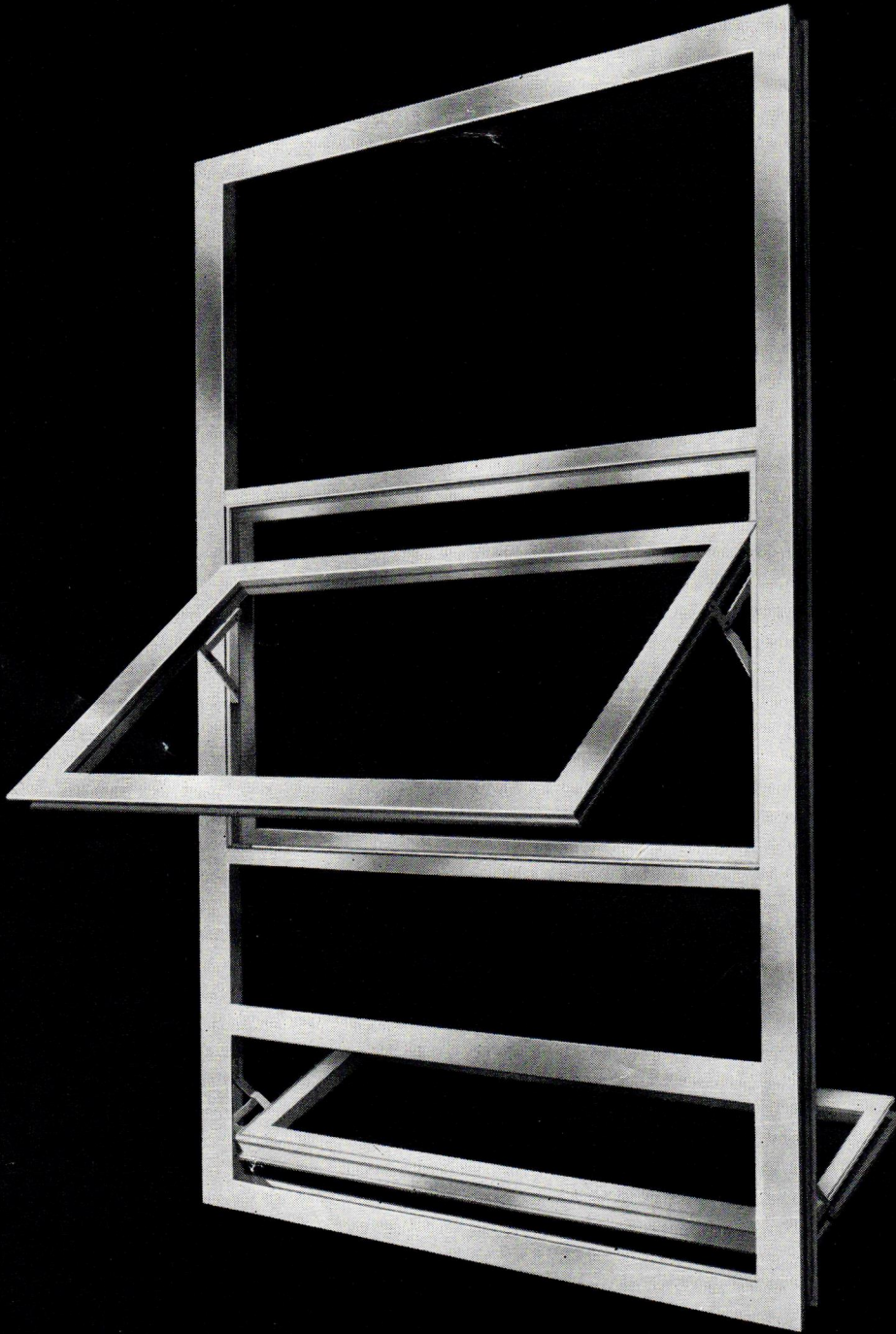
Winner of 1964 Award of Merit from Louisiana Architects Association:
Student Union Building, Louisiana State University, Baton Rouge, Louisiana
Architects: Desmond-Miremont & Associates, Baton Rouge; Mathes, Bergman & Associates, New Orleans;
Wilson and Sandifer, Shreveport. General Contractor: R. P. Farnsworth & Co., Inc., New Orleans.





MIAMI WINDOW CORPORATION

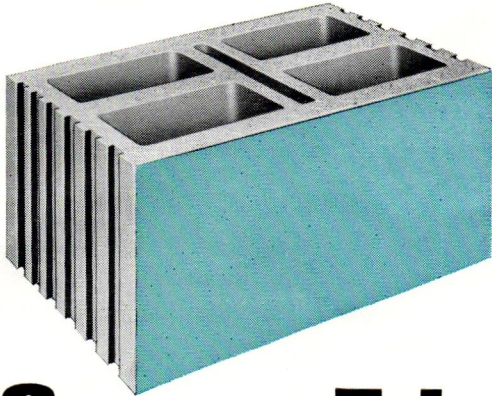
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**THIS WINDOW LEAKS 0.00 OUNCES OF WATER
... and only 0.3 cfm of air at 50 mph!**

Deflection caused by a 30 lb. torsion load on the vent was negligible... and a 40 psf exterior and 20 psf interior load caused no permanent set or glass breakage. It successfully passed a 30 lb. concentrated load test on vents and vent rails... a 40-inch-pound torsion load on intermediate rails and a vent balance arm test of 60 lbs. per corner. It is 2" deep... has flush vents with 1/8" glazing legs... and four-bar hardware! We call it our Series 210-3, 220-3, 255-3 or 260-3, all exceeding P-A3-H specifications... May we demonstrate it, submit our specifications, details, certified test reports and preliminary prices?

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SUPER SIZE . . . 8" x 8" x 16" size offers faster installation, less handling, fewer units and an 8" wall finished both sides.

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NEW STAR-LITE . . . Light weight structural glazed tile offering unequalled dimensional precision, easy handling, cutting and drilling.

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