

AIA
Regional Conference

*Mississippi
Contractor Forum*

*Draftsmen
Award Program*

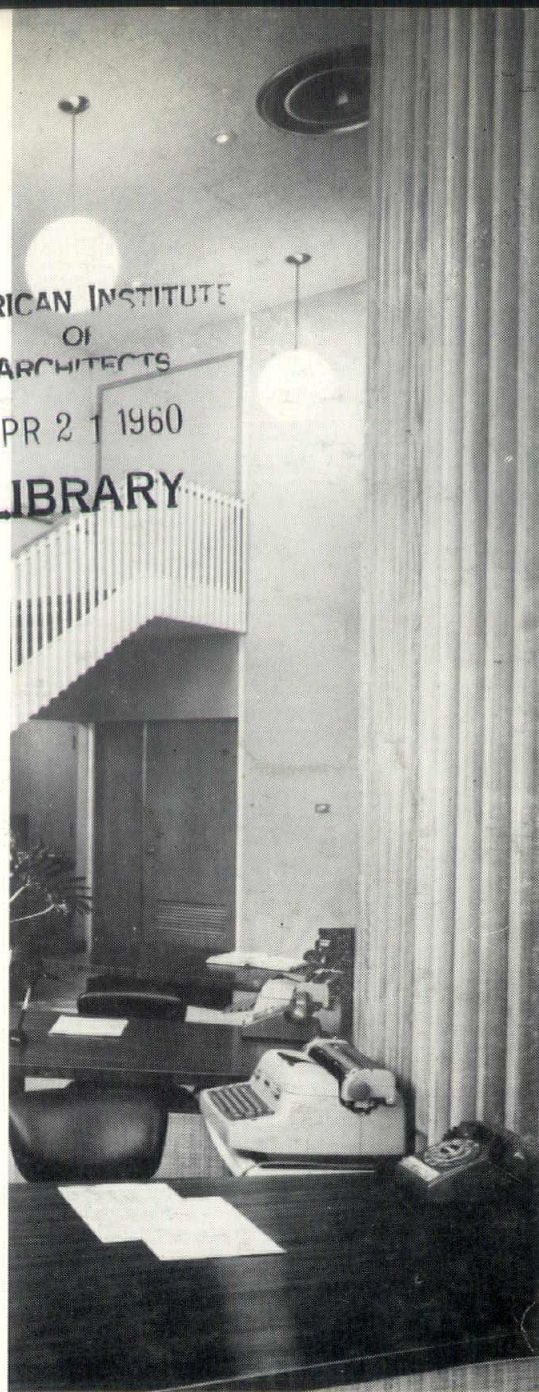
*Southern
Apprenticeship Conference*

*Office
Practice Discussed*

*Cameron
Rebuilds with
Care*

August, 1958

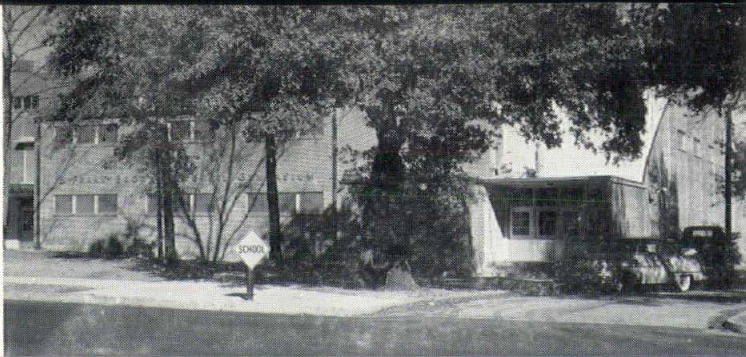
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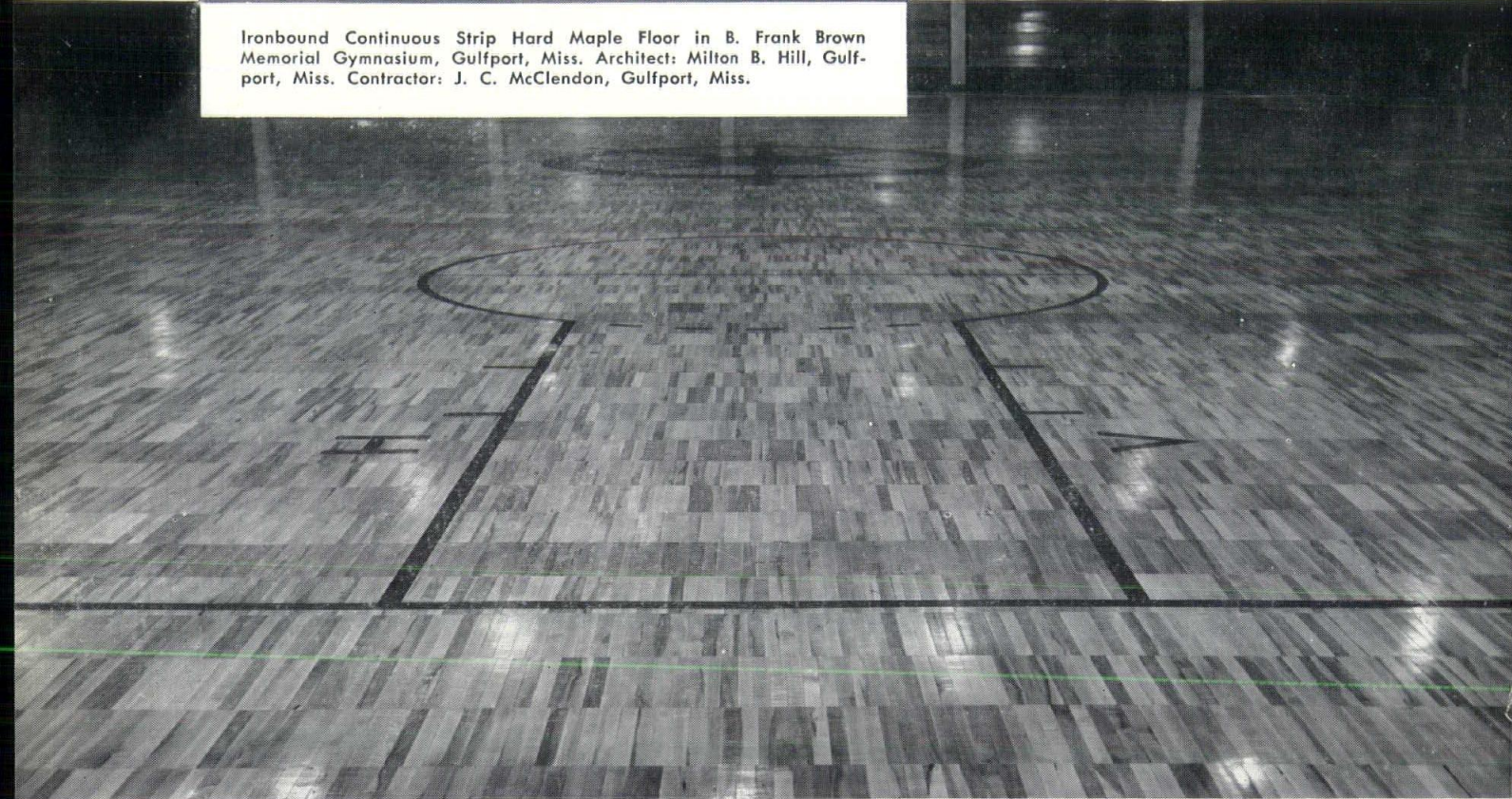
G U L F S T A T E S

architect

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Ironbound Continuous Strip Hard Maple Floor in B. Frank Brown Memorial Gymnasium, Gulfport, Miss. Architect: Milton B. Hill, Gulfport, Miss. Contractor: J. C. McClendon, Gulfport, Miss.



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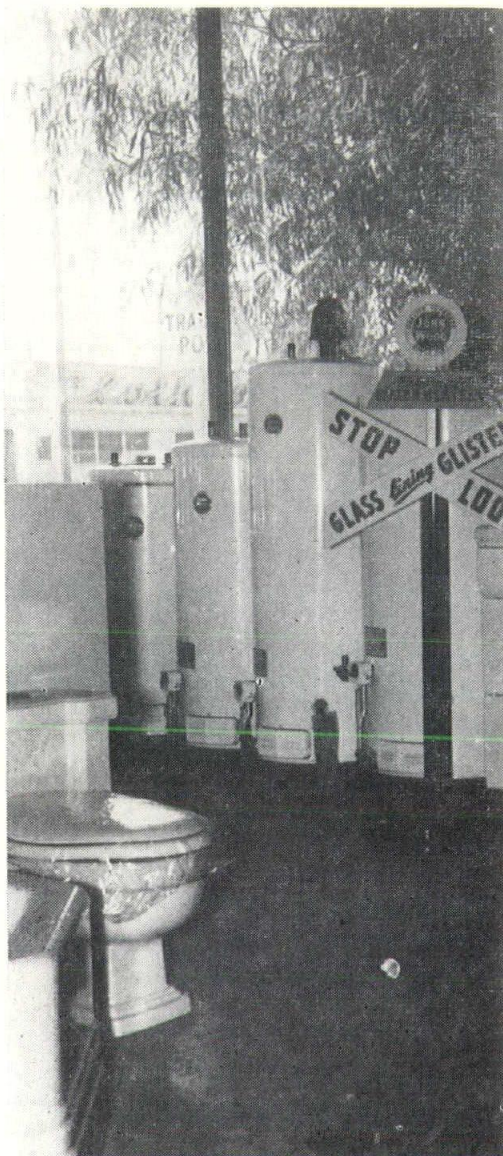
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The Magazine of Architectural Construction
serving the Architect, Engineer, Contractor,
and allied members of the building industry
in the Deep South.

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AUGUST, 1958

architect

builder

THE OFFICIAL JOURNAL
GULF STATES REGION
AMERICAN INSTITUTE OF ARCHITECTS

AUGUST, 1958

VOL. 3, NO. 2

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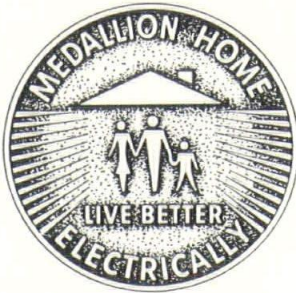
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COVER

Executive Interiors will be a feature of Southern
Interiors Section, September Issue.

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Letters

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

Your article on the Union Tank Car Co. Dome under construction in Baton Rouge, Louisiana was good. This appeared in your July issue.

We would like to see more good articles about this type of construction if they are available.

E. C. JOHNSTON

Atlanta, Georgia.

A.I.A. Secretary Rankin furnished me your name and address. In that we issue a monthly publication we would be very interested to be on an exchange mail with you, and I have instructed our secretary to have a plate addressed as above.

H. J. STOCKARD, JR.,
Executive Secretary

North Carolina Chapter
American Institute of Architects

One of the best issues we have had the pleasure of receiving was your July issue now on my desk. Keep up the good work.

Will you tell us how we may obtain extra copies for mailing to a few of our friends?

CONWAY ALLISON

Weldon, Allison and Norsworthy
Dayton, Ohio

¶ Because of increasing production costs, and a tremendous hike in mailing expense under the new postal law, it has been necessary for the management of Gulf States Architect & Builder to begin a paid subscription policy for the journal. Formerly it was free to members of the construction industry and allied professions. Subscription rates are: 1 year \$3.50; 2-years \$6.00; and 3 years, \$8.00. Single copies are 50 cents.—Ed.

Comment From

Page 26—This Issue

" . . . One important factor that was brought out at the (Cleveland) meeting of the architects from the Gulf States Region, was the small number of architects in the region who have been elevated to Fellowship in the A.I.A. It was suggested that . . . each chapter check its own membership for men eligible for Fellowship . . ."

—O. J. Baker.

"I could not refrain from answering Mr. O. J. Baker's charge of a lack of coordination and cooperation within the Industry of which he wrote in the July issue of Architect & Builder.

In the article he suggested a committee to be known as "Improved Relations Committee," wherein two members of each important segment of the Industry would meet quarterly in a "cards on the table" meeting where all matters concerning these groups would be discussed . . ."

—Ray Putfark.

MEETINGS

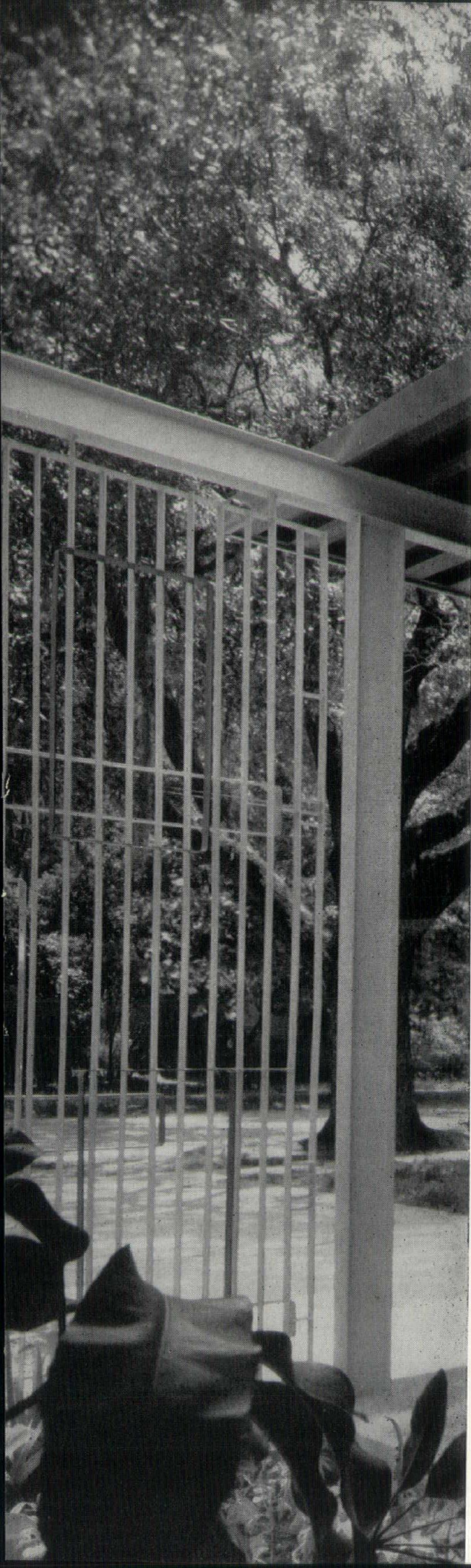
September 5-6: **Associated Equipment Distributors**, Region 13, Annual meeting, Captain Shreve Hotel, Shreveport, Louisiana.

Sept. 17-18: **Building Research Institute**, conference on floor construction systems, Sheraton-Park Hotel, Washington, D. C.

Oct. 5-8: **Gulf States Region, American Institute of Architects**, annual conference, Biloxi Buena Vista Hotel, Biloxi, Miss.

Oct. 31-Nov. 2: **National Trust for Historic Preservation**, annual meeting, New Orleans, La.

ARCHITECT and BUILDER



Publisher's Letter

Over the past two years it has been our great pleasure to have been able to mail to our readers in Louisiana and Mississippi monthly copies of *Architect & Builder*. For the past year we have provided this service to our friends in the states of Arkansas, Tennessee, and Alabama.

Because of mounting production costs . . . printing, engraving, and general operating expenses, coupled with a sixty-six per cent increase in our mailing costs under the new postal law, it is now essential that subscription rates for *ARCHITECT & BUILDER* go into effect with this issue.

Most members of our audience will have received our notice of subscription rates prior to the receipt of this issue, and we are happy to report that response to this announcement has been outstanding. This immediate response from our individual subscribers makes us here at the journal even more aware of the genuine challenge of measuring up to rendering a better service, producing a better journal . . . something of value, for our audience, and our advertisers.

We believe this is a constructive move . . . one that will greatly benefit you as a reader and through your interest will benefit our advertisers. Together we can build the best regional architectural journal in the country today.

Most cordially,

Henry D. Lewis

J. Walter Jones, Memphis general contractor, is chairman of the 1958 Southern States Apprenticeship Conference. The conference held its annual meeting in Little Rock, Arkansas, July 10-12. **Robert Soule**, New Orleans, is co-chairman of the conference.



Alex Hill, district manager for Formica Corporation, New Orleans held a preview of the company's new products at the Capitol House in Baton Rouge July 22. The event included a company film and informal breakfast for architects and industry representatives.

Ellie H. Schill, New Orleans builder, has been appointed general chairman of the Homes On Parade, an annual exhibition of new homes staged by the Home Builders Association of Greater New Orleans. The event is set for National Home Week in early October.

Hugo Brenner, plant manager of Medart Lockers, Inc., Greenville, Mississippi, has announced the location of production facilities for Precision Products, Inc. scheduled to be moved to Greenville. Brenner is president of Precision Products, a new

corporation which will manufacture galvanized sheet metal specialties.

According to announcement, the firm will specialize in the design of heavy structures, and a "contractor's advisory service" will be offered for methods of excavation, sheeting and bracing for deep excavations, concrete formwork, underpinning, dewatering, inspection and supervision of construction. Formerly a consultant to engineering and industrial firms in Memphis and the mid-South, he is also a professor of Civil Engineering for the University of Mississippi. Sherman will continue his association with the University, the announcement said.

M. P. Schneider, Jr., Slidell, Louisiana has been elected president of the Miss.-La. Brick & Tile Manufacturers Association. The association held its annual meeting at the Edgewater Gulf Hotel, Edgewater Park, Miss. in early July.



Zachary Sherman, consulting engineer, has recently opened his office in Memphis at 3387 Poplar Avenue.

Solis Seiferth, president of the New Orleans Chapter, AIA speaking

before the annual meeting of the **Mississippi-Louisiana Brick and Tile Manufacturers Association** in Biloxi said it is impossible to practice architecture intelligently today without a thorough knowledge of modern-day building materials, through constant study and experimentation. Commenting on the repeated uses of many materials, Seiferth said that such repetition has sometimes produced a sameness which causes many people today to regard modern structures as cold and uninspired. "The greatest pitfall of modern architecture is monotony, brought on by copying elements of good work over and over or by adapting the ideas of others without imagination or the creative genius to produce something of originality," he said.

Harry Tour, A.I.A., Knoxville, Tennessee was a member of a committee of nationally prominent architects judging the year's most outstanding building product literature and space advertising directed to architect-reader during the Cleveland convention, AIA.

Clinton E. Brush, III, Nashville, Tennessee, architect has been elected by the Gulf States Regional Council, A.I.A. to succeed **John Hayes Pritchard**, Tunica, Mississippi, as director of the Gulf States Region. Brush will assume the post during the 1959 National Convention scheduled for New Orleans, in June, 1959.

DuPont Plaza Selects McKinley Products!

The beautiful new DuPont Plaza Center, Miami, Florida, chose McKinley Ventilated Sun Cornices for protection against sun's glare and heat, and for attractive appearance.

Architects: Frank A. Shufin, AIA; John E. Petersen, AIA.



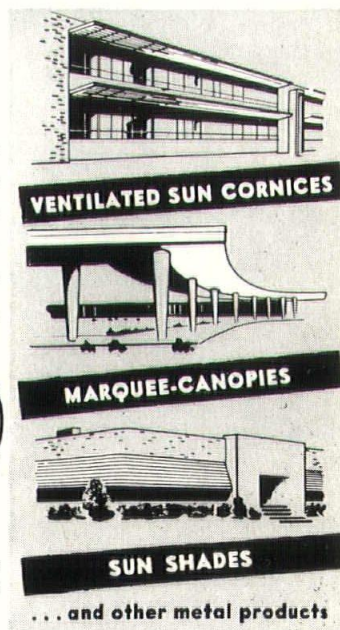
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The Statler-Hilton Hotel in Dallas, Tex. Architect: W. E. Tabler; engineer: Seelye, Stevenson, Value & Knecht, both of New York City; contractor: R. E. McKee, Dallas.

CONCRETE FRAMES AND FLOORS

...economical construction for modern hotels

The three-wing, 18-story Statler-Hilton Hotel in Dallas, Texas is the most economical hotel built in recent years by this international hotel chain.

The main reason for this economy was the use of reinforced concrete frame and floor construction with a flat plate floor design.

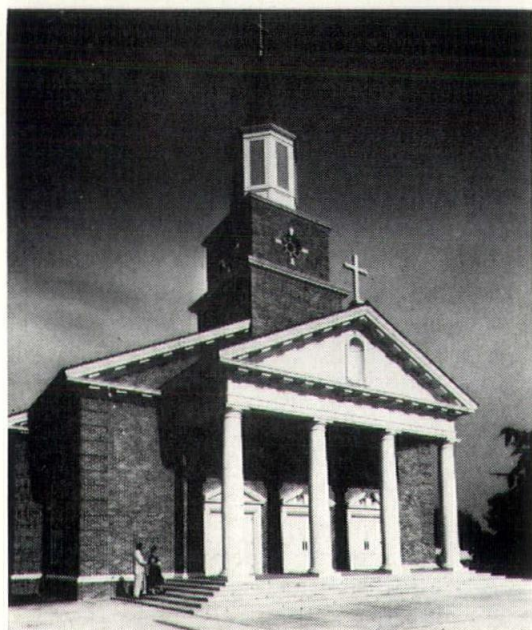
Designers' cost comparisons showed that this type of construction was far more economical than any other. And additional savings resulted from the fact that flat plate design reduced the total building height. This shortened the runs needed for all heating, ventilating and pipe installations, lowered partition heights and reduced the plastering yardage.

Reinforced concrete frame and floor construction offers unusual opportunities to designers. In this hotel, for example, the floors were cantilevered out to both sides of each wing from two rows of interior supporting columns.

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

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Attending the recent meeting of the Gulf States Regional Council held at the Buena Vista Hotel, Biloxi, are from left: George Fisher, Shreveport; Solis Seiferth, New Orleans; John Webb, Baton Rouge; Mrs. Seiferth, and Wm. Bailey Smith, secretary of the Council.

AIA Regional Meeting Set

Architects from the five southern states of Arkansas, Tennessee, Mississippi, Louisiana and Alabama will probably conduct one of the largest, well attended conferences of the Gulf States Region, AIA when they meet in Biloxi, Miss., October 5-8.

The ninth Annual Conference of the Region is scheduled to feature a roster of nationally prominent speakers, and entertainment highlights now being programmed by the host chapter will keep attending architects, their wives and guests in a gay, holiday mood typical of Mississippi's famed Gulf Coast playground. Headquarters for the conference will be the Buena Vista Hotel, in Biloxi.

Miss. Contractor's Board Appointed

Mississippi's new Board of Public Contractors is scheduled to get an architect as one of its members, according to a recent announcement.

Aimed at having all segments of the construction industry represented, the 1958 Legislature abolished the old board and established a new one. The announcement said the primary purposes of the new board is to license all contractors bidding on public projects in Mississippi.

Appointed by Gov. J. P. Coleman to the board, were: W. E. Blaine Mt. Olive; W. C. Matthews of Tupelo; Marion Terry, Philadelphia; and W. Ernest Pigford, Meridian. All are contractors.

AUGUST, 1958

Memphis Masonry Group Formed

Masonry industry representatives in Memphis have announced the formation of the Memphis Institute of Masonry, an organization to handle the public relations of the industry in the Memphis and West Tennessee area.

John A. McIntosh, Jr. has been named to serve as executive secretary of the group with offices in the Sterrick Building. McIntosh will be responsible for the flow of information about the masonry industry to architects, lending agents and the general public, the announcement said.

Miss. Contractors Hold Forums

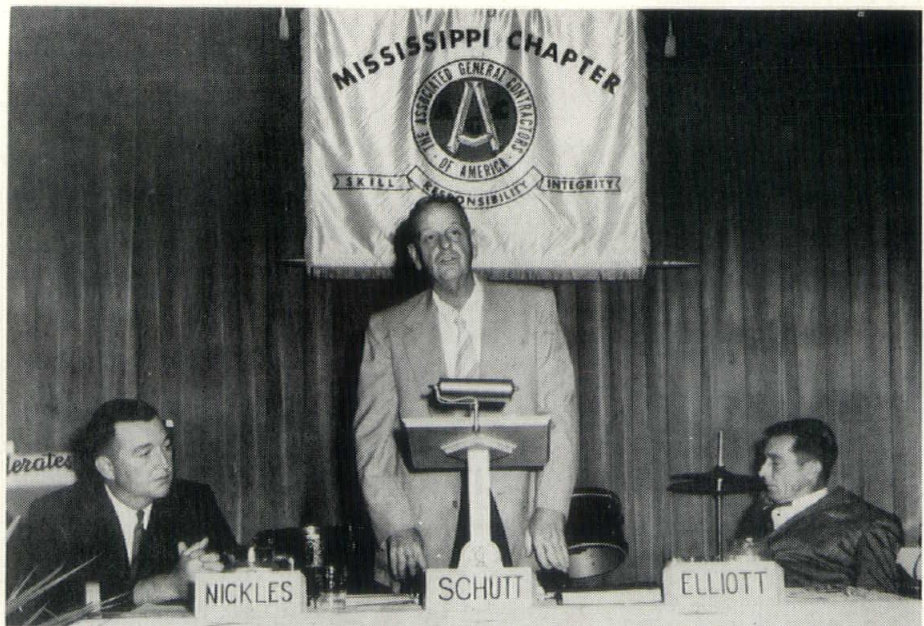
Under the sponsorship of the Associated Building Contractors Mississippi, Inc. (AGC), leading building contractors from throughout the state of Mississippi recently completed the first in a series of meetings designed to foster and improve contractual relationship within the construction industry.

The July meeting, held in Jackson was designed as an exchange of ideas and information about the subcontracting phases of the contracting profession. It was conducted in the form of a panel discussion and presented as a feature of the Association's education program.

Association president, J. Harry Campbell, Campbell Construction Company, Jackson, introduced panel members which included James R. Nickles, Nickles & Wells Construction Company; W. I. Schutt, M. T. Reed Construction Company; and M. C. Elliott, Southeastern Construction Company. Schutt served as panel moderator.

Subjects covered by the panel included: (a) soliciting and securing subcontractors' proposals, (b) writing of subcontracts, insurance and bond applications, and (c) expediting work of subcontractors. An audience question and answer period followed the presentation of each subject.

Contractors attending the meeting represented the Mississippi cities of Jackson, Vicksburg, Leland, Greenville, Philadelphia, Laurel, and Meridian.



Panel members of a Mississippi AGC forum held in Jackson are, from left: James R. Nickles, Nickles & Wells Construction Co.; W. I. Schutt, of M. T. Reed Construction Co.; and M. C. Elliott, Southeastern Construction Co.

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BATON ROUGE, LA

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

John Hayes Pritchard, Tunica, Mississippi—Director

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



Ray Martin, Memphis, Mrs. John F. Pritchard, and Mr. Pritchard, Director of the Gulf States Region; and Clinton Brush, III, Nashville, newly elected director to succeed Mr. Pritchard whose term expires in mid-1959.

Regional Conference Set for Oct. 5-8

Meeting at the Buena Vista Hotel in Biloxi Saturday, August 2, the Gulf States Regional Council completed plans on the details of the regional conference set for Biloxi, October 5-8.

Members of the Mississippi Chapter AIA are hosts to the conference and have done an outstanding planning job for the event.

Under the leadership of William I. Rosamond, the Conference Committee has secured outstanding speakers, programmed delightful entertainment which includes the colorful flavor of Mississippi's Gulf Coast area, and arranged for outstanding tours, honor awards, and product exhibits.

With a theme of "Architecture of the Space Age," the conference will explore technological developments creative ideas likely to determine future patterns of living and building.

Panels

Panel discussions set for the conference will cover such subjects as "structures of the Space Age," "The Enclosure of Space," "New Factors in Building Design"; "Planned Neigh-

borhood Spaces and Landscaping" and "Downtown Spaces and Parking Spaces."

Speakers

Heading a list of prominent speakers will be Dr. Wernher Von Braun, perhaps the world's leading authority on missiles and space. Other leading speakers include William Demarest, (Continued on Page 22)

Draftsmen Award Program Announced

A Draftsmen's competition has been announced by the Conference Committee for the 9th Annual Gulf States Conference, AIA set for Biloxi, October 5-8.

The purpose of this competition is to stimulate greater interest and pride in the technique of Architectural drafting and particularly to emphasize the need for linear quality, clarity of dimensioning, simplicity of lettering, adequate notations without superfluity, well composed and logical sheet arrangements and due regard in drafting to processes used in reproducing drawings.

Entries

Draftsmen shall submit one (1) white print and one (1) blue print

of any single working drawing executed by him in an Architect's office in the Gulf States Region during the calendar year of 1957 for an actual building to be constructed. Only one entry per contestant will be accepted. Working drawing shall not be retraced for the purpose of providing the contestant with a better entry.

All entries become the property of the Gulf States Regional Conference and will not be returned to the contestant.

Eligibility

All draftsmen, not registered as architects or engineers, who are employed by architects, or architectural-engineering firms in the Gulf States Region, are eligible for this competition. Each competitor must provide himself with a sponsor who is a member of a chapter in the Region who is a principal in the office where the draftsman is employed, and who shall vouch for the eligibility of the competitor and compliance of competitor's entry with the rules of this competition.

Awards

Through the generous donation of the blue print companies in the Region, the following awards will be presented: First prize, \$125.00; second prize, \$75.00, and three third prizes at \$50.00 each.

Competitors shall cover the title block with a sealed envelope which can easily be removed after judgment and which shall contain the sponsors' and competitors' signed statement.

Closing Date

All entries must be received by mail prepaid or by personal delivery by 5 P.M. October 2, 1958, addressed: to Thomas J. Biggs, Chairman, Honor Awards, 9th Annual Gulf States Regional Conference, AIA, Buena Vista Hotel, Biloxi, Mississippi. All entries shall be rolled and placed in a suitable mailing tube plainly marked on the outside "Gulf States Regional Conference."

Decision of the jury is to be final on all matters and the competitors and sponsors so agree upon entering the competition.

South's Manpower Needs Are Chief Topic for Apprenticeship Conference

Recognizing that the development of skilled craftsmen is vital to meet the ever increasing demands of American business and industry geared to the speed of sound, representatives of both management and labor from ten Southern States met

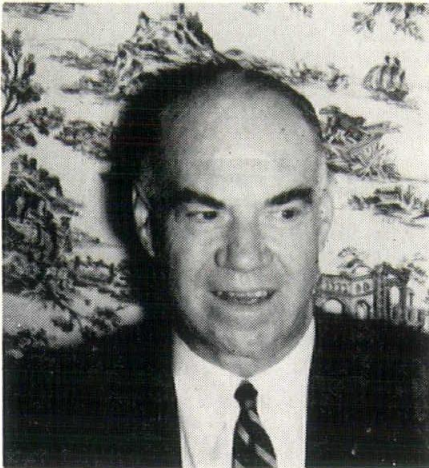
looking on itself as an integral part of the total process of education?" Patterson commented.

Patterson predicted that in the future there will be a stronger tendency to project and base training plans for numbers and types of skills

your expanding Southern industrial economy," he said.

The ten southern states making up the Conference, include: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Oklahoma, South Carolina, Tennessee, and Texas.

Beginning with the initial meeting in New Orleans in 1949 with an attendance of 376 persons, additional annual meetings have been held in Miami Beach, Memphis, Birmingham,



W. F. Patterson



Paul Morehouse



James A. Brownlow

in Little Rock, Arkansas, July 10-12 to discuss this topic of mutual concern.

The Tenth Annual Southern States Apprenticeship Conference meeting in Arkansas' capital city was no small affair. It was well attended, as have been nine previous conferences dating back to its birth in New Orleans in April, 1949. But with the increasing importance of Southern Industry and its expansion, the July conference took on a forward look with a theme entitled "Development of Skilled Manpower for the Industrial South—through Apprenticeship."

Getting to the point, W. F. Patterson, special assistant to Secretary of Labor James P. Mitchell told the conference that "to meet the skilled manpower needs of an industrial South, all segments of management, labor, vocational education, state apprenticeship agencies, and the Bureau of Apprenticeship and Training, U. S. Department of Labor will have to tackle currently apparent apprenticeship problems with courage and seasoned judgment." Patterson said that the time has arrived to face up to the problem of whether apprenticeship has taken the right turnings, the right areas of emphasis and the right priorities. "Has it met crucial issues by inventing more effective approaches? Has the institution gravitated toward compartmentalization, or has it adopted the conception of

needed on reliable ten-year forecasts of manpower requirements. As an example Patterson said the amount of quality of skills called for in maintenance will shoot upward, and single skill and machine tool operators will be rotated systematically from one job to another to insure flexible and broadened competence.

Paul Morehouse, director of training, Goodyear Tire and Rubber Company, urged Southern industrial firms to build a good apprenticeship program. Morehouse said that skilled labor is needed in the South and "the industrial growth of the South will automatically follow the development of skilled labor." He referred to the benefits of the apprentice program at Goodyear and its effect in increasing maximum production of the company.

Pointing to the activity of the apprentice program in the South, James A. Brownlow, president, Metal Trades Department, AFL-CIO said that of the ten states represented by the Conference, eight have shown an increase in their active apprentice registration during the year 1957. He said the net increase in the ten states composing this Conference is some 1,128 active registrants as compared to a loss of 945 for the country as a whole. Brownlow said the industry of the South is now in the making. "It will be necessary to continue the efforts to provide the skilled manpower to meet the requirements of

Fort Worth, Atlanta, Biloxi, and Houston.

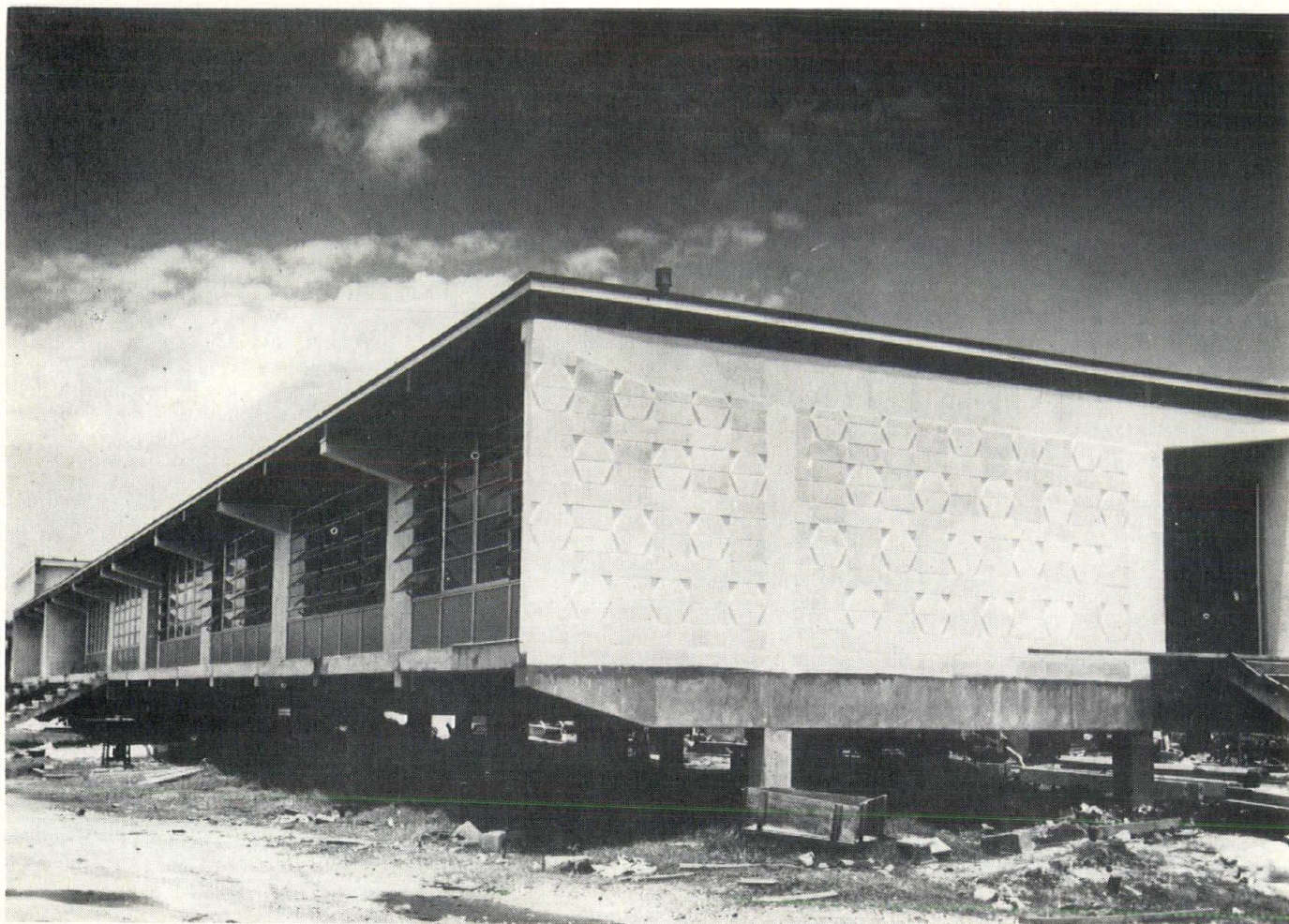
The annual conferences are designed to provide training for all persons interested in apprentice training and include prominent speakers, panel discussions and a number of workshop sessions. Outstanding apprentices are sent to the conferences from each participating state. They are given the opportunity to meet and discuss their own training problems, receive special recognition and are presented pins and certificates of honor.

J. Walter Jones, Jr., Memphis general contractor is chairman of the 1958 conference. Robert Soule, New Orleans is co-chairman, and Charles Pitts, secretary-treasurer.

Other members of the Conference and steering committee representing management and labor are: Alabama—Richard Hoar, and R. Y. Hadaway; Arkansas—Lee Harvill, and W. C. Harris; Florida—R. H. Munsie, and William E. Allen; Georgia—Andrew Hill, and W. M. Crim; Louisiana—Lloyd J. Dubuc, and Robert Soule; Mississippi—C. L. Cornell, and George F. Davis; Oklahoma—Edmund Wells, and F. N. Bull; South Carolina—John Hatchell, and Jimmie Joseph; Tennessee—P. C. Mock, and Earl Burnette; Texas—Charles A. Hall, and Chester V. Smith.

*A fishing vessel
carried miles inland from
the sea;
twisted metal, and
wind-ripped power lines
mute evidence of the
destructive force
of last year's Hurricane
Audrey.
New buildings designed
to meet problems of
extreme weather conditions
are a part of the
rebuilding program of
a community exposed to
the Gulf.*





Hurricane-Damaged Community Rebuilds With Safety a Major Factor

For many people along the Gulf Coast, the date of June 27 carries with it ominous memories. On this date a year ago, Hurricane Audrey roared in from the Gulf of Mexico with terrible winds and tidal wave, laying waste miles of farmland and destroying whole communities. One of the areas hardest hit was the parish of Cameron, La., where more than 400 people lost their lives. The stories of heroism, tragedy and drama told by survivors deeply moved the rest of the nation.

What happens to a community after a catastrophe of this sort?

A return trip to Cameron a year later reveals many heartening things. True, there are still some conspicuous reminders of the disaster. An ocean-going fishing vessel lies rotting in a

field near Main Street where it was swept five miles inland by the storm. Battered houses and empty foundations testify to families that failed to return. But 80 to 85 per cent of the homes that were wrecked have either been repaired or rebuilt.

New stores and churches have appeared. Cameron's medical center and the post office, both badly damaged, have been restored. Plans are under consideration for a hospital to be called the Audrey Memorial Hospital. Two new schools, a telephone exchange, and a Parish Library have been built in the past year.

In all this rebuilding, considerable thought has been given to storm protection. One of the unforgettable aspects of Hurricane Audrey was the role played by the parish courthouse. This

structure designed by the late Herman Duncan was credited with saving the lives of from 600 to 1,000 people who took refuge there. Built in 1937, it was carefully designed to resist fire, hurricane and tidal wave. Its wide footings and foundation walls extend down through sand and shell to hard clay. The 12-in. thick walls above grade are buttressed by battered pylons, and braced by concrete floors and roof. At the height of the storm, the courthouse withstood winds of 110 miles an hour and swirling flood water, providing safe shelter for hundreds inside. Following the storm, it served as the center of rescue and clean-up operations.

While many less substantial structures were demolished by the wind or swept off founda-

tions and overturned by the tidal wave, only buildings such as the ice house and the Calcasieu Marine National Bank building came through relatively undamaged.

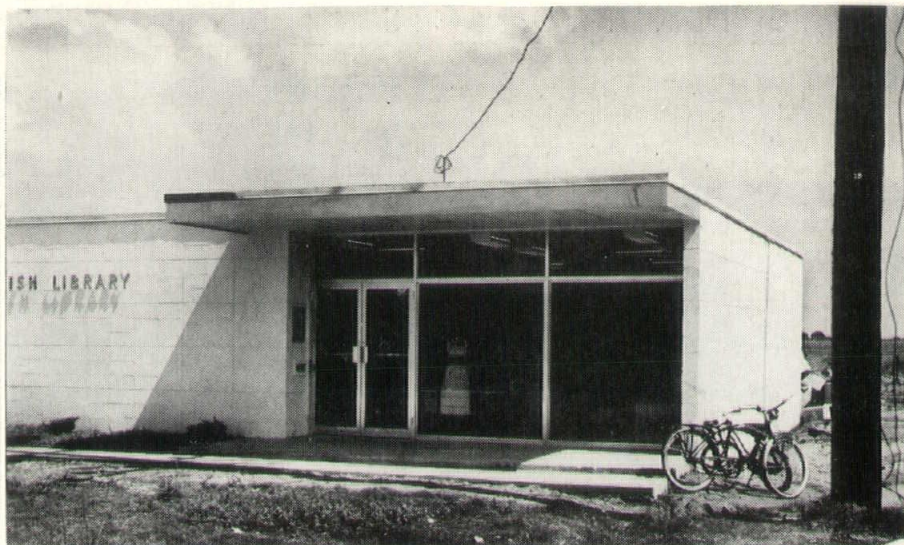
Of the new commercial and public buildings being constructed in the rebuilding program, most are designed with safety a major factor.

One of the new public buildings to be built is the Cameron parish library. Appropriately enough, this building was dedicated on June 27, the anniversary of Hurricane Audrey, designated by the Louisiana state legislature as an official day of remembrance in Cameron. Design of the building is by Paul F. Thompson of Lake Charles, who used concrete for the floor and roof, and concrete masonry for the walls.

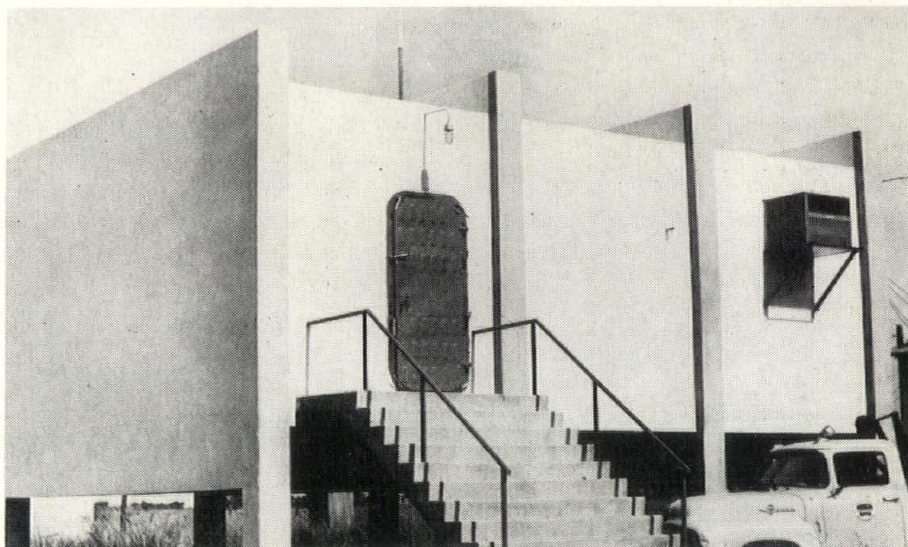
Two new schools have also been built. To avoid any possibility of their being swept away like the previous ones, the architect Robert L. Miller incorporated safety features into their design. The larger school is well equipped to double as a storm center if necessary. Its heavy reinforced concrete piers extend 5 feet below ground. Its raised floor allows flood water to rush beneath if necessary. The concrete floor rests on heavy reinforced concrete joists and beams, and the structural frame is given additional strength through prestressed concrete roof girders. The roof, in fact, can serve as landing area for a helicopter in time of crisis.

One of the town's most vital services—its telephone exchange—is similarly housed in a new storm-resistant building. Like the courthouse, it is of architectural concrete. Walls are 8 inches thick, floor and roof 5 inches. Elevated 7½ feet above ground and equipped with a watertight door, the building resembles a concrete vault, capable of riding out the severest storm.

(Continued on Page 21)



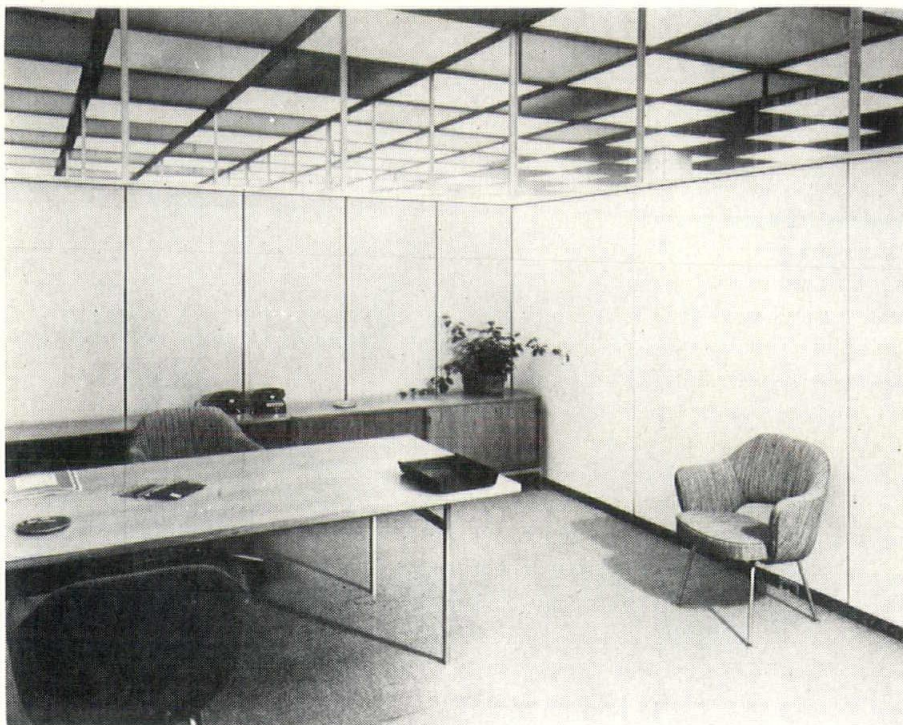
Among the new buildings that have been erected is this structure housing the Cameron Parish Library. Dedication was on June 27, the anniversary of Hurricane Audrey.



A new telephone exchange recently completed in Cameron was designed of reinforced concrete to ride out rough storms. The watertight door and a 7½-foot elevation are precautions against damage by tidal waves such as experienced in last year's hurricane.



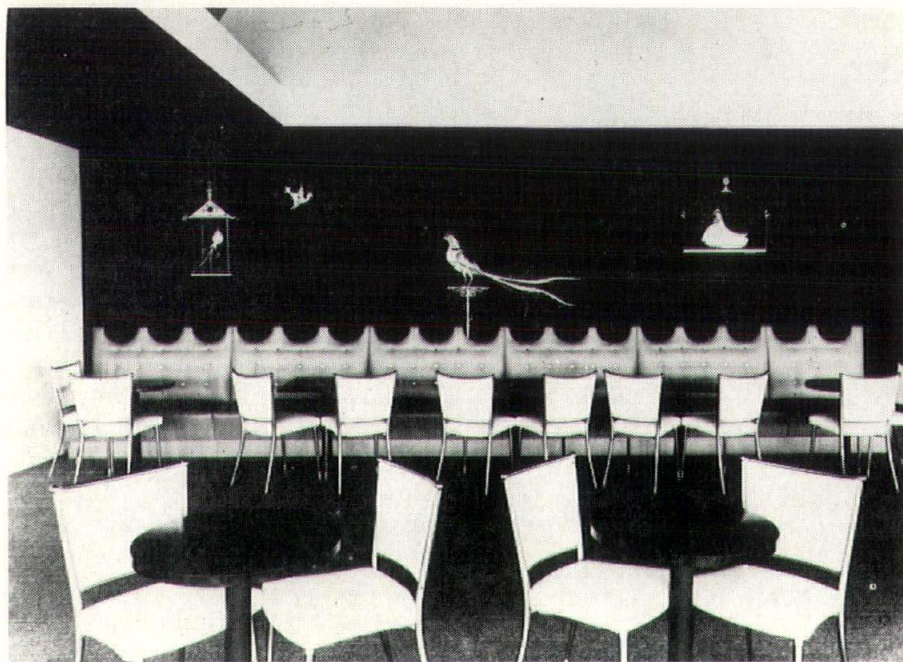
This building occupied by a grocery store and bank was one of the few structures that escaped destruction during the hurricane.



● Movable Walls

E. F. Hauserman Co. has announced the use of its interior movable wall system in the Milliken building in New York. The company states that all parts of the system are based on a four-inch module in every dimension. The measurement corresponds to the modular plan of the entire building and assures that all wall installations will match perfectly with the basic module of the ceiling sections, no matter how room size may vary.

(For additional information Circle No. 1 page 25).



● Metal Furniture

The Howell Co., points to the use of the company's styled chairs and tables, a feature in the Foyer Lounge, located on the rooftop of the new Dupont Plaza Center, in Miami. The room is furnished with the company's Bronztone modern metal dining chairs and with brass accents.

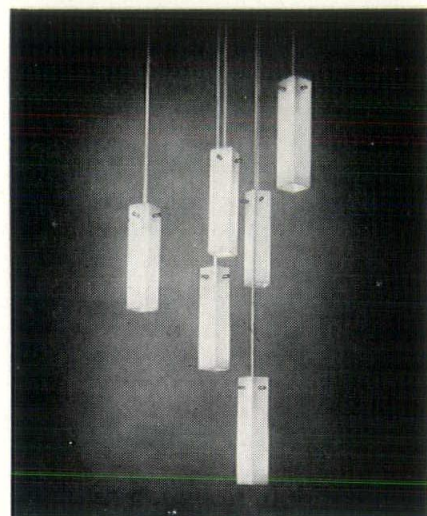
The Bronztone line as well as other Howell products are featured in their catalog No. 28A now available from the company.

(For additional information Circle No. 2 page 25).

● New Fixtures

A new series of pendant fixtures has been announced by Habitat, Inc., New York.

Designed for both commercial and residential lighting installations by Paul Mayen, the new fixtures are simple in appearance for heightened effectiveness in groupings that can be created by combining various shapes and sizes of Habitat "Forms in Light" at the same or different levels, or individual suspensions.



Of particular interest, the announcement said, is an entirely new fixture combining a flat-plane metal reflector disk on a Spheroid of hand-blown glass.

Square "Forms in Light" ranging in size from 2" x 2" x 9 1/2" to 6" x 6" in dimension are designed to add greater flexibility for grouping design.

(For additional information use coupon on page 3 Circle No. 25).

● New Wall Covering

The Birge Company, Inc. has announced its completely new fabric wall covering called "Fabrique."

According to the company, Fabrique is a (For additional information use coupon on page 25 Circle No. 4).



ARCHITECT and BUILDER

new concept in wall covering combining the durability and protection of vinyl and fabric, and the colors, and finish of the finest wallpaper.

The new item is a vinyl-impregnated, non-woven fabric developed by the Birge Company.

The company says that Fabrique does not have warp and woof limitations as do woven materials. It feels unlike paper, oil-cloth or vinyl wall coverings and its non-woven characteristics provide tensile strength and elasticity in all directions.

It is stain resistance, the company says, as well as being permanently embossed, and requires no special adhesives as are required with some vinyl wall coverings. The fabric is pre-trimmed for ease of hanging by professionals or "do-it-yourself."

● Vinyl Goatskin

United States Plywood Corporation has announced a new pattern of its Weldron, called "Goatskin." The vinyl upholstery is produced by the Barash Company Division of U. S. Plywood.

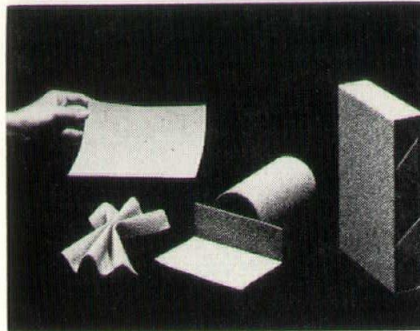
According to the announcement, Weldron's new goatskin pattern is a reproduction of a skin which was selected as most nearly perfect after hundreds were inspected over a six-month period.

(For additional information use coupon on page 25 Circle No. 5).

● Resilient Covering

Minnesota Mining and Manufacturing Co., has announced a new resilient floor covering which the company says offers the silence and texture of carpet combined with the wearability of tile.

The announcement said the new material provides positive, non-slip traction even when wet or oily; and its resilience helps reduce fatigue for those who work or stand on it.



Called "Scotch-tred" brand, the material is presently available in three colors . . . beige, black and gray . . . to fit various decor.

(For additional information use coupon on page 25 Circle No. 6).

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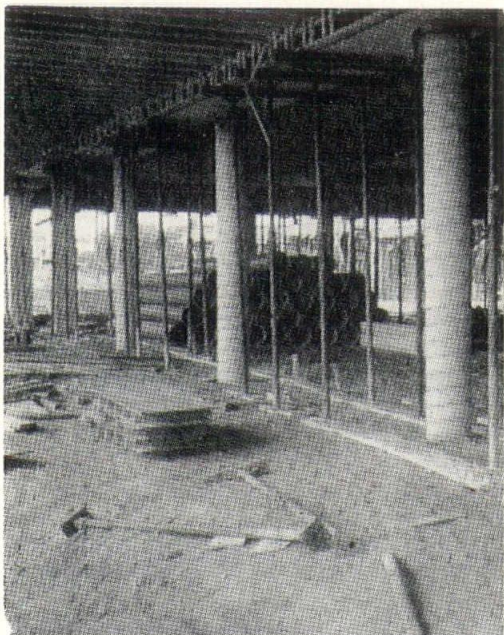
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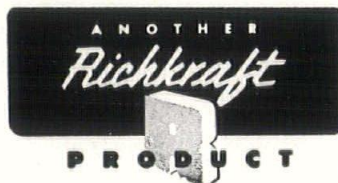
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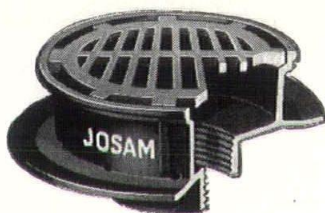
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Convention Notes From Cleveland

Following talks by anthropologist Margaret Mead, architects Vincent Kling and William Tabler, the National Convention of the AIA held in Cleveland in early July took action on a number of important topics of interest to the nation's architects.

Elected to serve as officers of the Institute for the coming year were: John Noble Richards, Toledo, Ohio, president; Philip Will, Jr., 1st vice president; Henry L. Wright, Los Angeles, 2nd vice president; Edward L. Wilson, Ft. Worth, secretary; and Raymond S. Kasteniecek, Gary, Indiana, treasurer.

East Front of Capitol

Following a two-hour debate, the delegates by a better than 4 to 1 majority, voted to reaffirm the Institute's twenty-year-old opposition to the extension of the east front of the nation's capitol.

AIA president John Noble Richards issued a statement urging Congress to enact legislation promptly to block alteration of the Capitol until the expansion needs can be studied further.

Community Planning

Four resolutions submitted by the Institute's Committee on Community Planning were adopted by the Board and will be incorporated as Institute policy. The resolutions include recommendations that architects and local chapters assume leadership in their communities in initiating programs to improve cities.; advocating the setting aside of a proper percentage of funds on Federal, state and municipal public works programs for advanced planning; and adopted as Institute policy a resolution supporting the Federal billboard control amendment already enacted by Congress.

Clinton E. Brush, Nashville, Tennessee architect, was appointed to a membership on the Community Planning Committee.

AIA Policies

At its pre-convention meeting the Board adopted as a policy of the Institute: Component organizations of the Institute shall conform to established AIA policies and shall communicate with the Institute before making any public announcement of actions taken concerning national interests.

New Regions

The Board of the Institute was empowered to establish not less than thirteen regions, as a result of a change in the by-laws. California (Continued on Page 22)

Office Practice Problems Discussed

A growing need for some method of exchanging office practice and procedure information was apparent at a seminar on "How to Set Up an Office" held during the AIA 90th annual convention in Cleveland in early July.

Headed by Howard Eichenbaum, FAIA, Little Rock, the panel explored everything from tax problems of the architect to bonuses for employees.

Douglas A. Russell, general manager of Daniel, Mann, Johnson and Mendenhall, Los Angeles said there is too much for the professional man to concern himself with today in the efficient operation of an office. He urged the firms to use "the highest talents of members where most applicable." Russell also suggested that architects accept the need for additional specialists on jobs, that they try to understand the economics of client's problems; and that the architect use the most competent insurance broker in their area and that the firm's insurance portfolio be reviewed every six months or even four months to be sure of the adequacy of the program. Panel member Daniel Schwartzman, New York, stressed the importance of employer-employee relations although as he said, "employee turnover is less of a problem today than it has been in the past." He said that his office has evolved an office code of practices and procedure which is given each new employee and which the employee must read and indicate that he or she understands and accepts its conditions.

Concrete Institute To Meet Sept. 21

The Prestressed Concrete Institute has announced its annual meeting and convention scheduled for Chicago, September 21-25. According to the announcement, headquarters for the event will be the Edgewater Beach Hotel on the city's near north side.

A comprehensive program includes a huge materials exhibit, field trips, a ladies program including sightseeing tours of Chicago; panel discussions on industry problems and outstanding social events.

Registration will begin on Sunday afternoon, September in the Passegio Corridor of the Edgewater Beach Hotel.

Hurricane Damage— (Continued from Page 17)

One of the buildings badly damaged last summer by the hurricane was the Jeff Davis Co-op. High winds tore away most of the covering walls, leaving the concrete framework exposed. This building has now

been restored.

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(Continued from Page 13)

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Social Events

The Mississippi Chapter, noted for their hospitality, have arranged for

outstanding social events against the backdrop of the colorful area of the Coast.

Cleveland—

(Continued from Page 20)

was approved as a region effective January 1, 1959; Florida as a separate region as of the 1960 Convention; and Hawaii will be incorporated into the Northwest Region, and Nevada into the Western Mountain Region.

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Exterior Art

Electro Metallurgical Company, Division of Union Carbide Corp., has announced the use of stainless steel for exterior pieces of decorative art.

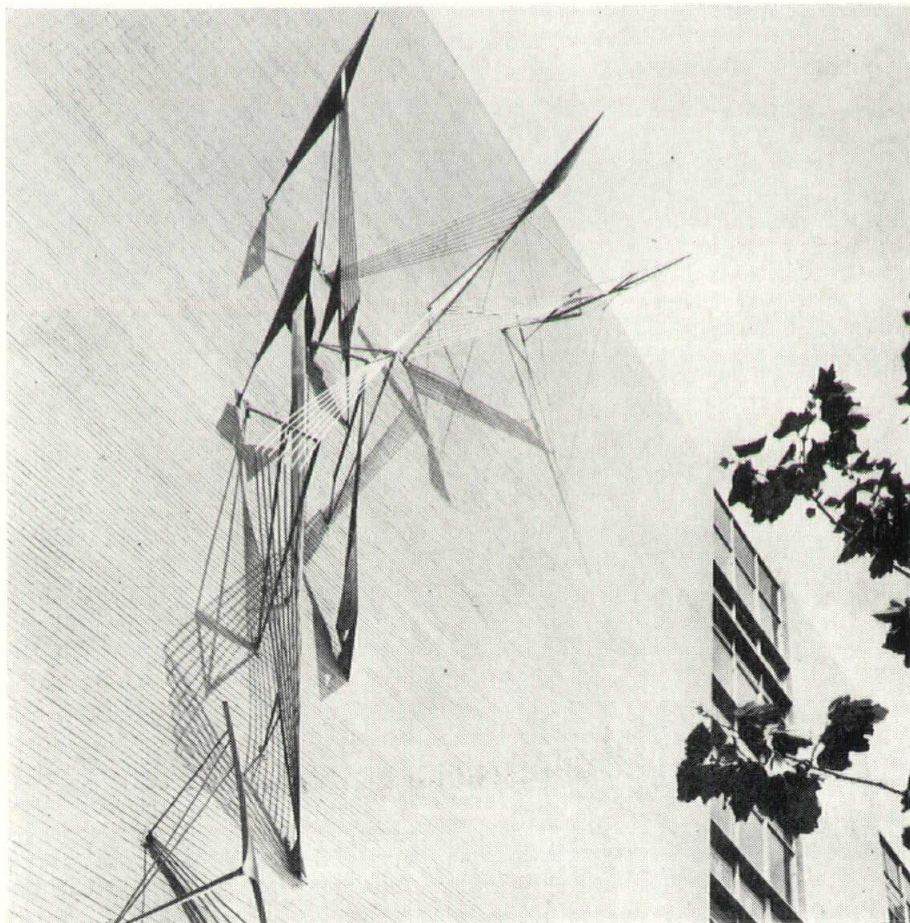
Pictured is a symbolic representation "Vapor Trails" which adorns a wall of a new High School in New York state.

The announcement states that stainless steel is almost completely impervious to the corrosions of the industrial atmosphere common to some areas.

The sculpture pictured was fabricated by welding, using the Heliarc inert gas shielded arch welding method of Linde Company.

Longest dimension is 56 feet. Weight is 800 pounds.

(For information, use coupon on page 25. Circle No. 1.)



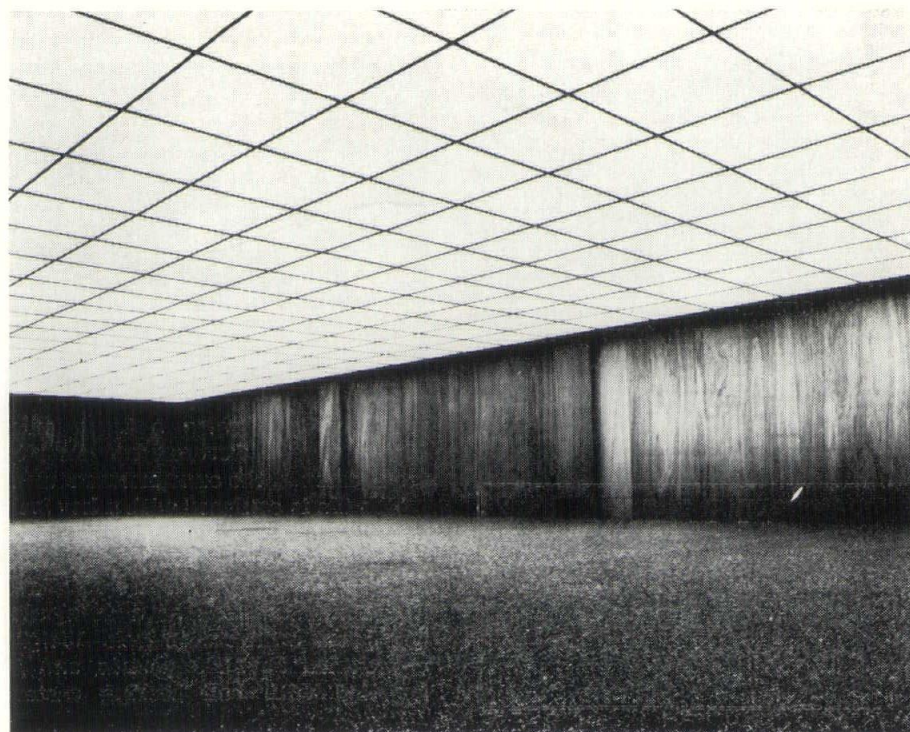
Modular Ceiling

John J. Fannon & Co. has announced its Pan-type Modular Luminated Ceiling, said to meet the need expressed by architects and lighting engineers for a wider scope of designs in suspended illuminated ceilings.

The announcement said that the Thermotank Pan Ceiling is available in various designs permitting the creation of individual ceiling treatment.

An exclusive feature of the Thermotank Pan Ceiling is the extruded aluminum "V" track which forms the 2' x 2' or 3' x 3' grids without the use of screws.

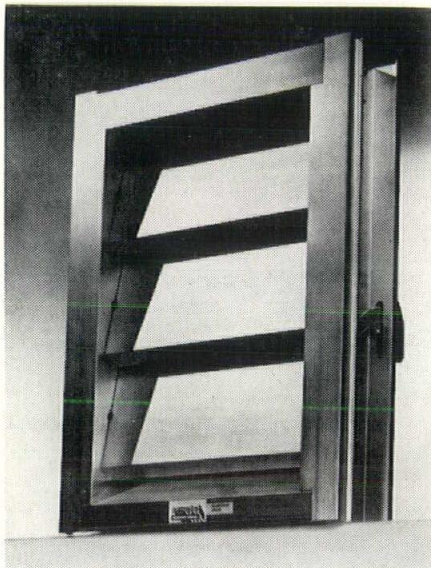
(For additional information, use coupon on page 25. Circle No. 2.)



New Louver

The extruded Louver Corp. has announced a new louver of extruded aluminum which the company says has exceptional neatness and unusual freedom in blade positioning.

In contrast to conventional fusible link louvers, the company states that the blades of the new louver may be adjusted to opened, closed, or any



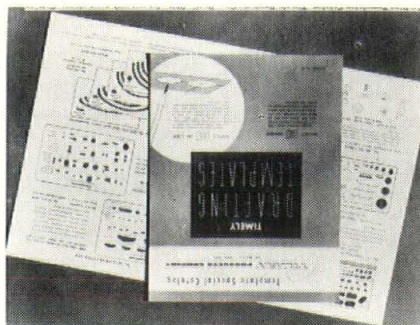
intermediate position; at all times the stainless steel spring will take over and move the blades to desired position when the fusible link is broken by heat or fire.

Designated as the FL88, the new item is job-engineered to any size and may be supplied for operation by crank, motor, pole, rotor type gear, or by gang operation.

The announcement says that the new louver has a blade design and spacing which provides an effective barrier against normal storm conditions, at the same time giving an effective free area of 53%.

(For additional details use coupon on page 25. Circle No. 3.)

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Drafting Templates

Timely Products Company has announced a new complete catalog of drafting templates.

The company says its new well illustrated eight page catalog presents the full line of Timely precisely made symbol, circle, ellipse, alphabet and other templates used by architects, builders and contractors, engineers, draftsmen and others.

(For additional information, circle No. 4 on coupon, page 25.)

New File

A new, fireproof and burglar-proof file is now offered by the Charles Bruning Company, Inc., according to a company announcement. The announcement said that valuable drawings and maps as large as 31" x 42" can be protected from fire and theft without the necessity of building a



vault or purchasing a large safe. Meets U. S. Government security requirements, the announcement said.

The file is equipped with a key lock at the handle and a drill proof steel plate located ahead of all locking mechanism. Also available is either a combination lock or a manipulation proof combination lock. Weighs approximately 1,500 pounds and is supplied with ball bearing casters

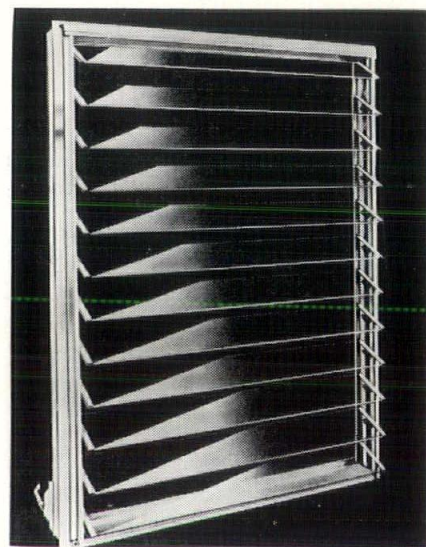
for mobility. The casters can be removed permitting the files to be stacked, the announcement said.

(For additional information, circle No. 6, page 25.)

Jalousie Model

The Adams Engineering Co., Inc. has announced the introduction of a new jalousie window model, according to Charles Silvers, president of the company.

Silvers said the latest designed ABC jalousie window incorporates new, improved weather sealing and



operational features and advantages.

He cited among them use of a tough bulb-type vinyl weatherstrip around the entire length of the head, sill and jambs giving an even more effective weatherseal against wind and rain.

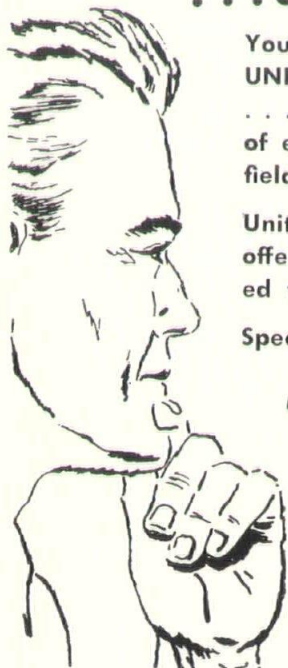
Another feature, he said, would be an even better balance in the operation of the clips securing the glass louvres and noted that screen sizes for the new maintenance-free jalousies remain the same.

(For additional information, circle No. 7 on page 25.)

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EDITORIAL COMMENT

An informal meeting of architects from The Gulf States Region was held in Cleveland during the annual convention in July.

One important factor that was brought out at the meeting was the small number of Architects in the Gulf States Region who have been elevated to Fellowship in The A.I.A. This is **not** because of a lack of Architects talented in Design or Architects who have worked untiringly for the Institute or for education, or who have rendered exceptional service to

the public, but for the simple reason that chapters have **neglected** their duty. These men should be rewarded by the Institute!

It was suggested at the meeting in Cleveland that each chapter check its own membership for men eligible for Fellow in The A.I.A. and that these be presented at The Regional Meeting in Biloxi in October. The membership of the Region would then push these men for F.A.I.A. to be installed at the National Meeting in New Orleans, in June, 1959.

A candidate may be recommended for Fellowship by his chapter or by five corporate members. It is necessary that the institution of Fellows receive as many recommendations as possible from friends of the candidate and from F.A.I.A. Members. Recommendations are due about December 1.

I suggest that the secretary of each chapter write **immediately** to the Institute for information regarding Fellowship in The A.I.A. and start the wheels in motion so that the Region can take action in Biloxi.

I could not refrain from answering Mr. O. J. Baker's charge of a lack of coordination and cooperation within the Industry of which he wrote in the August issue of *Architect and Builder*.

In the article he suggested a committee to be known as "Improved Relations Committee," wherein two members of each important segment of the Industry would meet quarterly in a "cards on the table" meeting where all matters concerning these groups would be discussed. Mr. Baker was making this suggestion as a result of House Bill 30, which would have required the architect to advertise for sub-bids on all portions of a public job requiring an expenditure of \$5,000.00 or more. The bill failed.

Mr. Baker knows, I am sure, that here in New Orleans we have an organization known as the Construction Industry Association. It is representative of the entire industry, and each member firm is classified in its own trade category. There are 16 autonomous groups within the C.I.A., beginning with the Architects, Engineers and Other Professional Services; then General Contractors; each of the various Sub-Contracting Trades; Lumber and Material Suppliers; and, in fact, Insurance Companies. Each trade group elects its own member to the Board of Directors. The Board members are the spokesmen for their respective groups regarding problems affecting their particular segment and of course,

problems which affect the industry as a whole.

I agree completely with Mr. Baker in that there should be and must be closer coordination and cooperation within the Industry. The theory of C.I.A. in New Orleans is that if mutual problems can be discussed openly, solutions can be found. Although C.I.A. is a relatively new organization, its foundation is secure and its progression in administering the affairs of the Industry has made an indelible imprint in New Orleans. In fact, several large cities throughout the country have modified their own industry organizations to conform to the concepts adopted by this New Orleans group.

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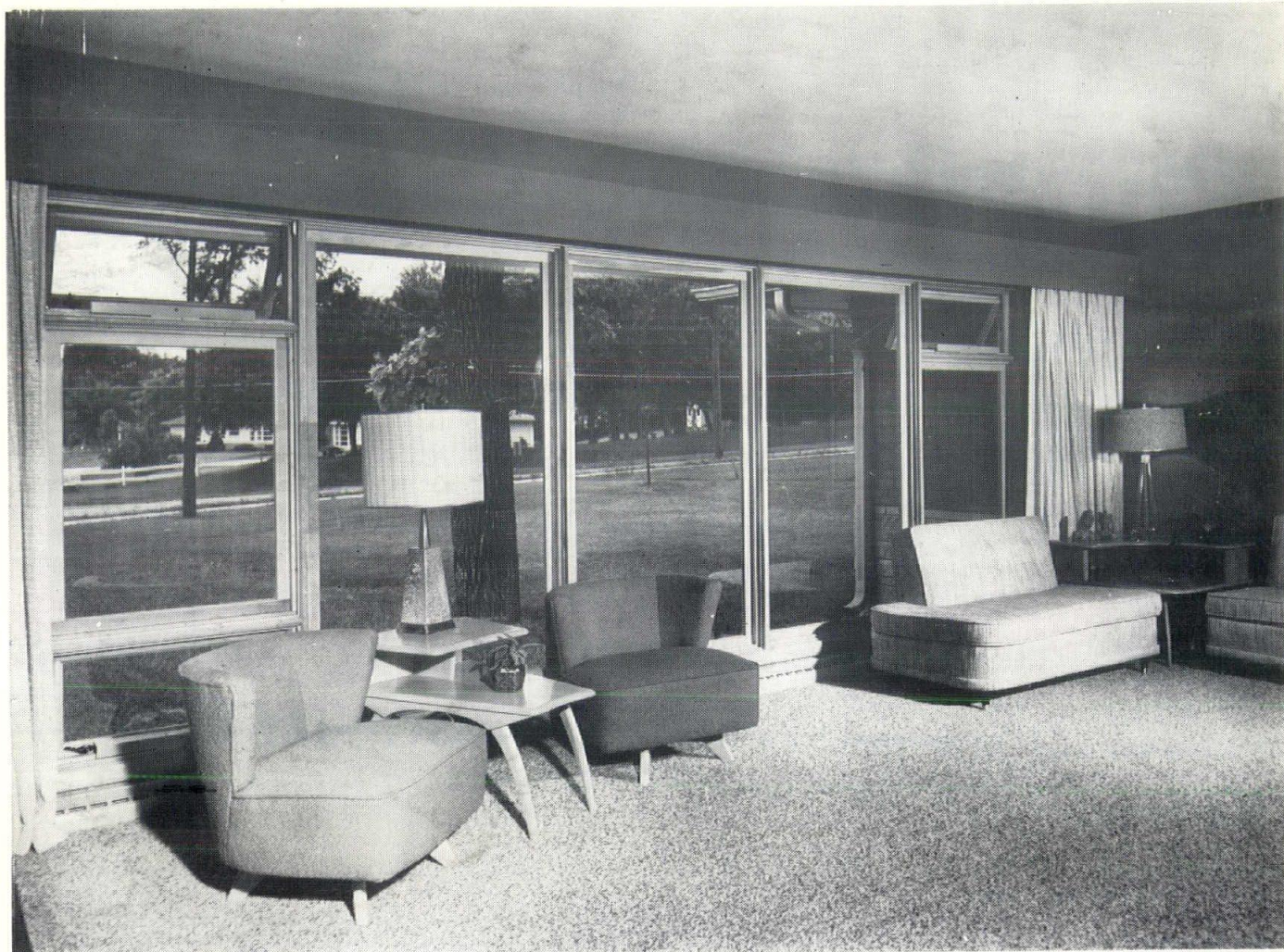
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