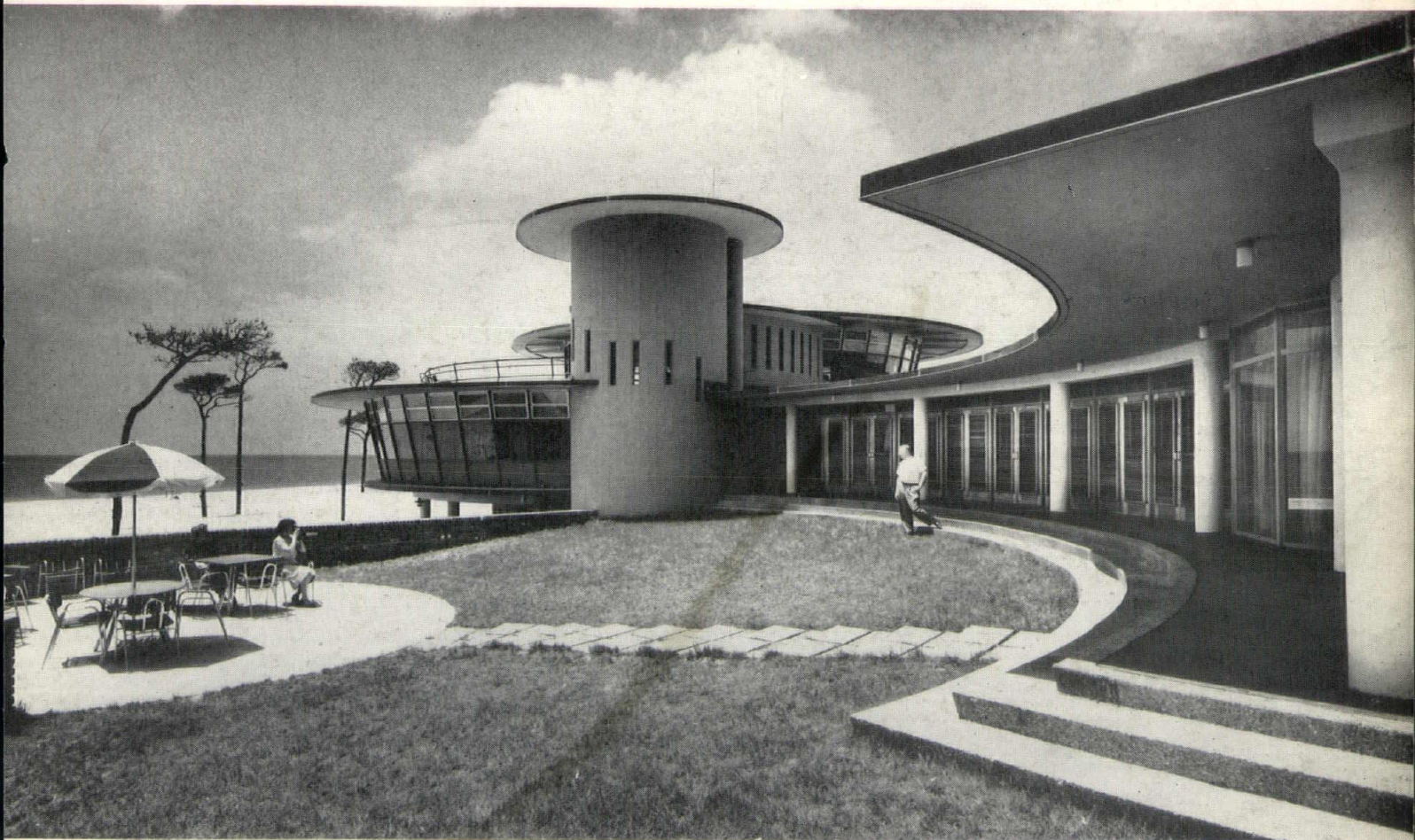


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NOVEMBER, 1957

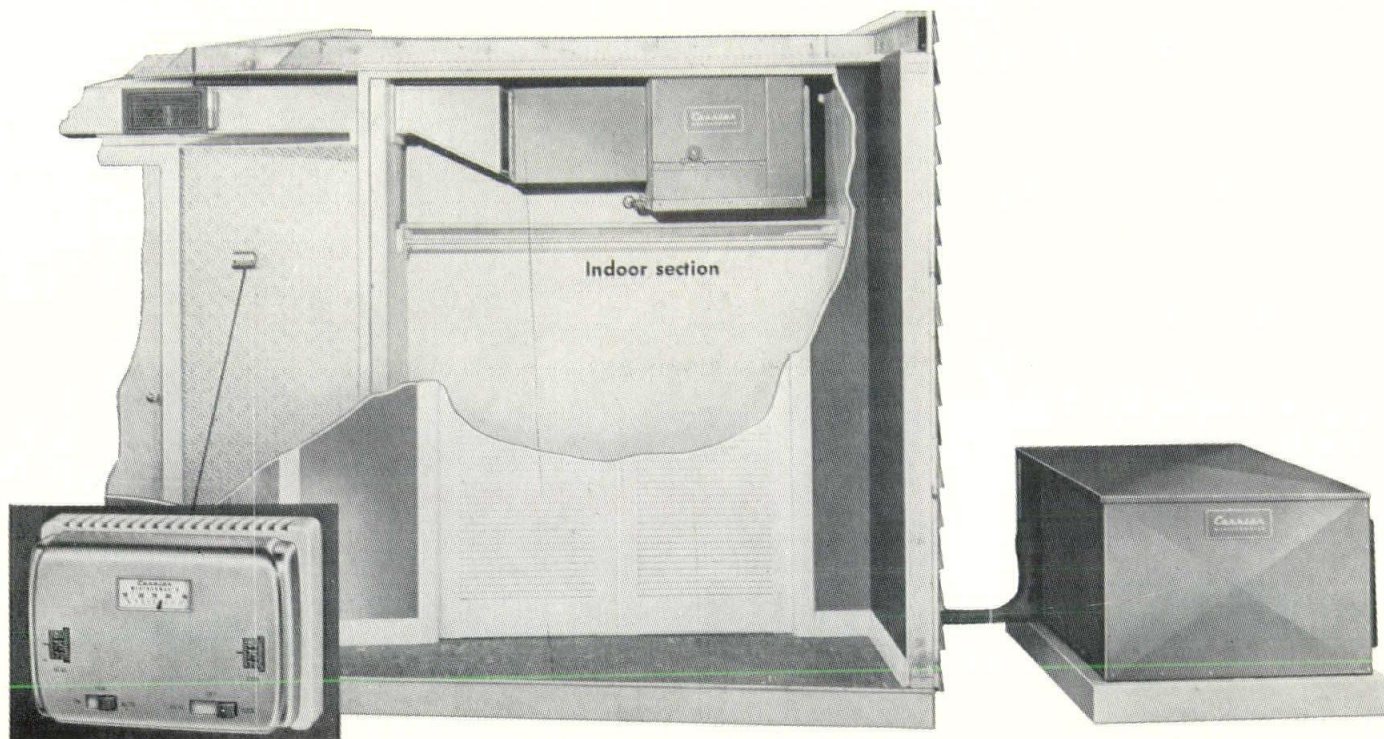


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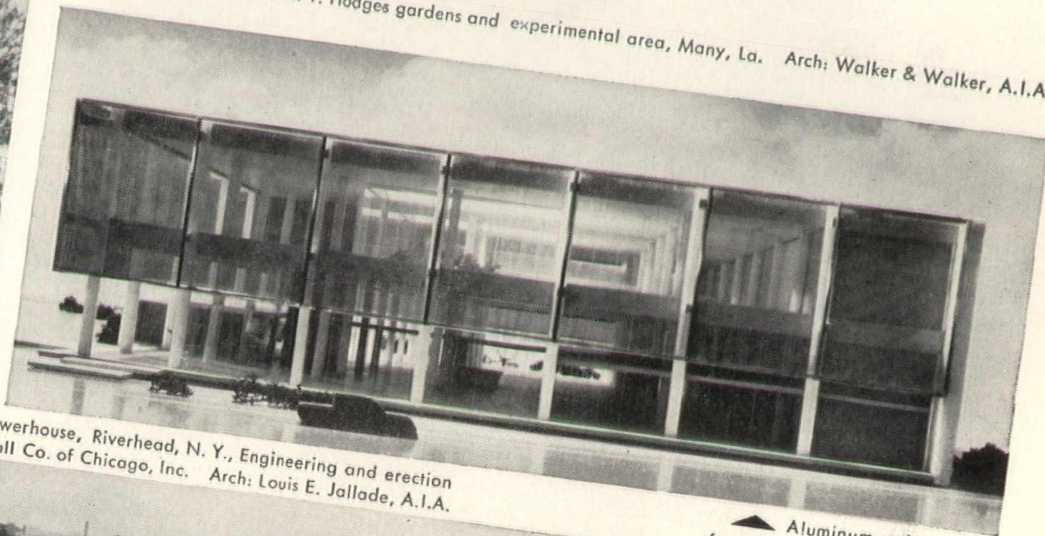
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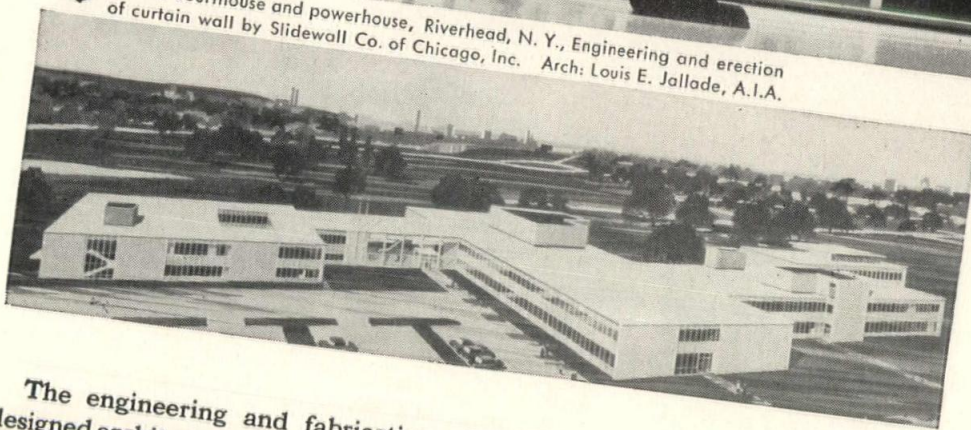
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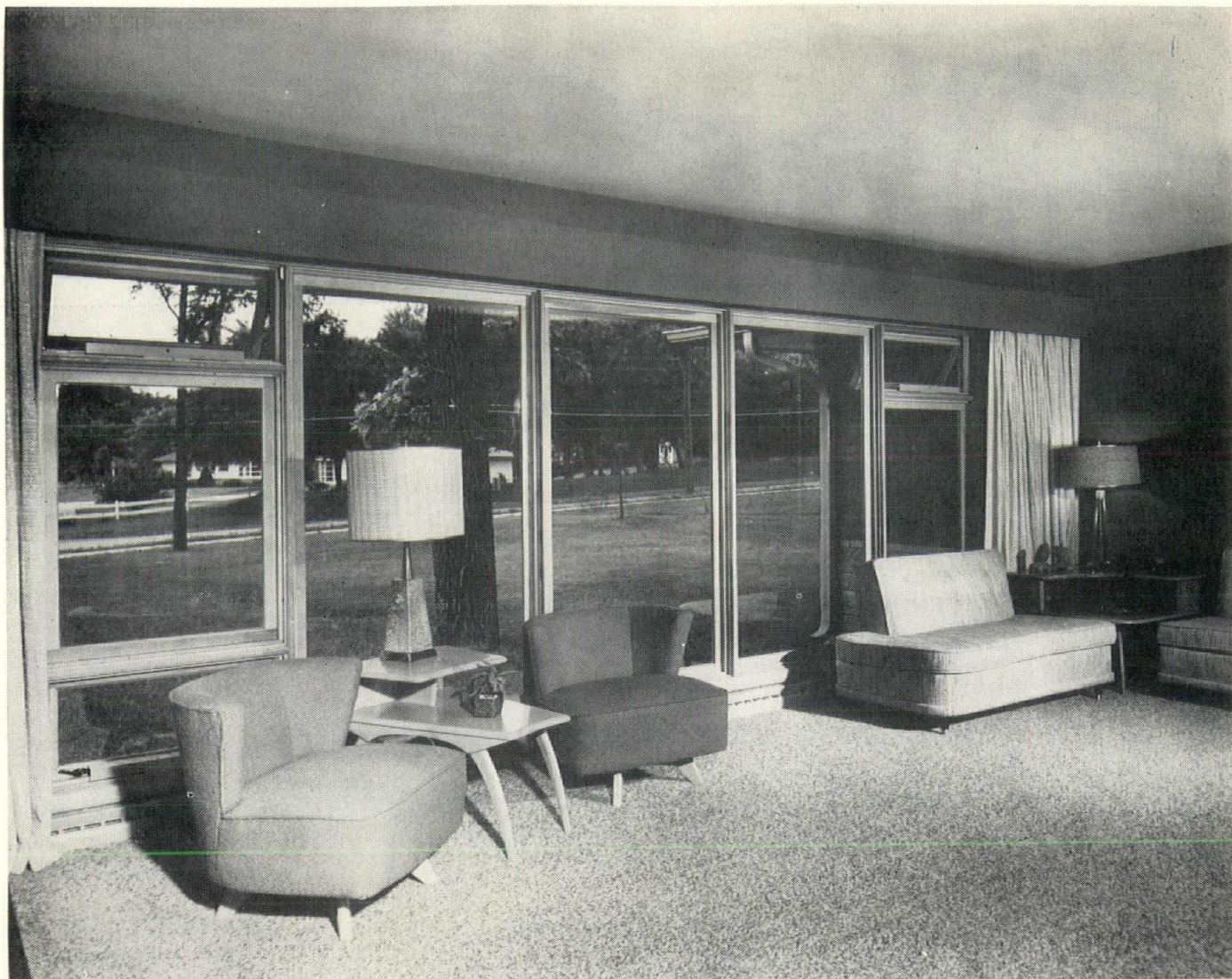
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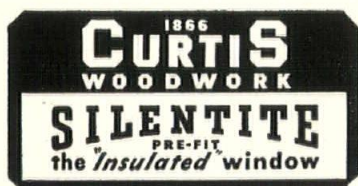
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COVER PHOTO

New Isle Dauphine Club—Mobile, Alabama
Frank Lotz Miller, Photo

NOVEMBER, 1957

architect

builder

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Letters

We all appreciate the cordial interest you had in the Conference and the many things done by you to aid us. I hope that you can attend the Alabama Chapter's annual meeting here in January....."

Nelson Smith, A.I.A.
General Conference Chairman
Birmingham, Ala.

* * *

Your publication is always received in our office with a great deal of pleasure. We are very impressed with the job selections you make for publication. . . .

Tom E. Stanley,
Hendrick & Stanley
Fort Worth, Texas

Tape of Conference Now Available

A condensed tape recording of the 8th Annual Conference Gulf States Region, A.I.A., held in Birmingham, October 6-9 is now available through the Construction Industry Association of New Orleans, according to Ray Putfark, Executive Director of the Association.

The recording was made through the facilities of the Association and can be obtained for use by the various A.I.A. Chapters within the Gulf States Region, by writing direct to: Construction Industry Association, 515 California Building, New Orleans. Mr. Putfark explained that there is no charge for the use of the tape.

MEETINGS and EVENTS

● October 30 - Nov. 1—Texas Region, American Institute of Architects Regional Conference, Dallas.

● October 31 - Nov. 2 — Central States District, American Institute of Architects, Regional Conference, Hotel Skirvin, Oklahoma City Oklahoma.

● January 26-30—Associated Equipment Distributors, 39th annual meeting, Conrad Hilton Hotel, Chicago.

Please address all communication to the Editor, P. O. Box 301, Baton Rouge, Louisiana.

Comment From Page 30—This Issue

Our Editorial Advisors Comment on topics of present day concern—Page 30.

"... The acceptance of the magazine Architect & Builder as the official publication of the Gulf States Region, A.I.A. is an important step . . . a publication of this type can do more for the architects of the area than can be done by any other means. . . ."—
—O. J. Baker, A.I.A.



"... I believe that those of us in all allied phases of our construction industry should become attune to the vast potential that is our opportunity in the years ahead. . . ."—
Ray E. Putfark



"... Very often local prejudices will stand in the way of an understanding approach to problems of the type arising between these folk . . . it is believed, and . . . hoped, that the removal of such prejudices can be recorded."—Arren Broussard.



(ED NOTE — We appreciate these communications from our readers and always welcome suggestions and comments.)

For those who desire to send editorial material to the editors for publication, we suggest that a note be enclosed stating requested dispositions of papers and photographs.

ARCHITECT and BUILDER



Publisher's Letter

On our masthead page this month, you will note something new . . . a few words have been added there which reflect what we consider to be a distinct honor for this publication. The words reflect the faith of a great portion of our audience . . . faith in our ability to produce for them a factual accounting of activities related to the construction industry in the deep South.

In October at Birmingham, the architects of five great southern states officially recognized this publication as their official journal. We are proud of this new honor and what it represents, and we share it with our wonderful friends, whose encouragement, and support has been instrumental in the continuing success of the publication. To these friends, our advertisers and our audience, we extend our thanks for your major role in bringing us this far.

As the Official Journal of the Gulf States Region, American Institute of Architects, we assume our new responsibility with the sincere hope that we may become an effective instrument of service to the architectural profession, and the construction industry in the years to come.

Most cordially,

Hayden Lewis



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Discussing activities of the 8th Annual Conference, A.I.A., in Birmingham, October 8, are, from left: Samuel B. Zisman, A.I.A. San Antonio, Texas; Nelson Smith, FAIA, general chairman for the Conference; Angus Wynne, president, Great Southwest Corp., Ft. Worth; and Lawrence S. Whitten, A.I.A., chairman of the program committee. (A&B Photo.)

Gulf States Architects Explore Industry Growth In South

The architect's role in guiding the growth of Southern industry and cultural progress was a topic of chief concern to members of the Gulf States Region, A.I.A., at the 8th annual conference held in Birmingham, Alabama, October 6-9.

Almost 300 architects, wives, and guests from throughout the region heard top speakers and panelists discuss the challenge of tomorrow for the architect and his responsibility in planning and growth of the southern states.

Ralph Delahaye Paine, Jr., Publisher of *Fortune* Magazine and Architectural Forum in his keynote address to the conference said that what America becomes architecturally, "will in a large measure represent what America will be."

"What is, or is not done, in the next ten to twenty years in American architecture will largely determine what America will look like for a long, long time," Paine said.

Pointing to vast economic opportunities of growth in almost every section of the construction economy, Paine told his audience to "get ready for glory." "The architects of the

South," he said, "have the best opportunity of all to make their influence felt."

On city planning and growth in the South, Paine said that the architecture of the Gulf States, as well as the business and civic leaders of

the area have a unique opportunity to show the way. "Your cities are still of a size where civic leadership can be rallied, where ideas can be explained to the citizens, where growth is in the air, and forward planning is accepted," Paine said.

Panels and Workshops Featured

A series of workshops and discussion clinics gave the architects access to a wide cross-index of ideas on the topics of planning and industrial development.

The importance of "plant location" was featured in a panel with Gordon Wittenberg, Little Rock, Arkansas as chairman. Moderated by W.

(Continued on Page 25)

Producers' Council Receives Award

The New Orleans Chapter, Producers' Council of America, has received the Council Cup, a national award for the outstanding program during the 1956-57 season, according to a recent announcement.

The award was presented to the chapter's president, Roy O. Lovell, Jr., during the Producers' Council annual Presidents' Conference held at Louisville, Kentucky, September 26.

Principal basis for the award was the council's outstanding program conducted during 1956-57 centered around design competition for local (Continued on Page 25)



Pictured during a social highlight of the conference, are: Don Steinbaugh, Nashville, Tennessee; Mrs. Steinbaugh; Howard Eichenbaum, FAIA, Little Rock; Mrs. Tour, and Harry Tour, Knoxville; Mrs. Wiatt, and J. Streeter Wiatt of Montgomery, Alabama.

Predicts Record Construction in Next Decade

PUBLISHER CITES CHALLENGE TO ARCHITECTS

Setting the stage for a climate of better economic things to come and apparently undisturbed by any weakness of the general economy of the country that may have been reflected in the ups and downs of the stock market, in early October, Ralph Delahaye Paine, Jr., publisher of *Fortune Magazine*, and *Architectural Forum*, told architects gathered in Birmingham, Alabama, for the 8th Annual Conference of the Gulf States Region, A.I.A. to "Get Ready for Glory." He predicted a "breath-taking" growth in the annual volume of construction in the next few years.

While pointing out the economic possibilities and future growth of the construction economy Paine also presented a challenge for the architect of today in preparing to meet a "real and living challenge to Architecture."

Referring to a report by Miles Coleman, a leading economist in the construction field which included a number of predictions related to the growth of the construction industry during the next 10 years, Paine said that this report indicates that the annual volume of construction of all kinds will rise from about \$47-billion this year, to \$69 billion in 1967, an increase in annual volume of 46 per cent. "Cumulatively that is, the sum of all construction over the next ten years works out at between \$500- and \$600 billion . . . considerably more in dollars than the present value of all buildings of all kinds now standing . . . everywhere in the United States."

In breaking down this increase in construction volume, Paine said the prediction includes the annual volume of school construction, public and private, will rise more than 50 per cent; industrial buildings volume up 48 per cent; office buildings, warehouses, up 35 per cent; stores, restaurants, garages, etc., up 36 per cent; and institutions up over 100 per cent.

A Number of If's

To evaluate the correctness of such predictions Paine, pointed to a number of factors to be considered.

"If we have a big war, they (the figures) are not worth anything. But barring war, they represent what all careful projections are . . . first, an analysis of population growth and shifts in the composition, second, an analysis of the productivity factor

. . . production-per-worker-per-hour, which on the average is rising two to three per cent per year compounded. And third, the probable share of the gross national production which will go into construction."

"No one . . . would contend that we will arrive at the ten year figure in one uninterrupted, even curve. We may have some ups and downs. Some classifications of construction may not grow so much, some may grow more . . . but granted those variations, granted no war, there is no doubt whatever that we are about to see the greatest volume of construction that ever occurred in history. That is 'The Big Prediction.'"



Keynoter Paine
... Ready for Glory

Paine said there are three aspects of architecture and building which tend to compound the dimensions of the challenge of the next 10 years to architecture . . . technology, econom-

ics and the impact of scale which is lifting planning and design from the individual building to groups of buildings, to centers and communities, and finally to the greatest task of all, the rebuilding of the American cities.

Pointing to a tremendous progress in technology Paine said that "from every laboratory in the land, new ways of doing things and new things to do them with is flooding in upon you."

"In addition to the burdens imposed by a rampart technology, the architect today must cope with bankers, insurance companies, real estate men and all their specialists and technicians, not to mention the client and his specialists and technicians."

Paine said that most of the half-trillion or more we will spend on construction in the next decade will be spent in and around cities. "Half the Federal highway program is earmarked for use in and around cities. All the population gains of the coming years will go into cities or their suburbs, plus a lot more in the shape of the continuing drift to the cities from farm and rural areas. America is very rapidly becoming the first truly urban civilization in history," Paine said. "What America is going to look like in very large part is what our cities are going to look like. American civilization will be urban civilization and if it's architecture is to be great architecture, truly symbolizing a great civilization, then it's cities must be, architecturally, great cities. This can no longer be done building by building, for it must be done in larger units, clearance projects, civic centers, rede-

(Continued on Page 26)



Members of a panel discussion on "Plant Location," a chief interest topic on Southern industrial progress included from left: Fred J. Bashaw, lecturer, producer of real estate films, West Palm Beach, Florida; W. Cooper Green, vice-president, Alabama Power Company, Birmingham (moderator); Samuel B. Zisman, A.I.A., planning consultant, San Antonio, Texas; and Max Wehrly, executive director, Urban Land Institute, Washington, D. C.

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

John Hayes Pritchard, Tunica, Mississippi—Director

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



Among those receiving honor awards for outstanding architectural design at the 8th Annual Gulf States Regional Conference in Birmingham, October 6-9, are from left: Carroll Harmon, and Hebert Caldwell, of Caldwell & Harmon, Birmingham; James Lamantia, of Burk, LeBreton & Lamantia, New Orleans; Morris Ketchum, Jr. F.A.I.A., New York, chairman of the Awards Jury; Mrs. Mary Mykolyk, of Curtis & Davis, New Orleans; and T. Howard Ellis, and Arch R. Winter, of Mobile.

Annual Awards Program A Leading Feature of Conference

Thirteen Gulf States architectural awards were presented in special ceremonies during the 8th Annual Gulf States Regional Conference in Birmingham, October 8.

A First Honor Award went to the New Orleans firm of Burk, LeBreton & Lamantia for the design of the 20th Century Shop on St. Charles Avenue, in New Orleans.

Morris Ketchum, Jr., FAIA, of Ketchum, Gina & Sharp, Architects, New York was chairman of a Jury panel which judged entries from throughout the five states of Arkansas, Tennessee, Louisiana, Mississippi, and Alabama. Other prominent jury panel members included: Tracy Newton, Jr., AIA Robert & Company, Atlanta; James J. Souder, AIA, Kiff, Collean, Voss & Souder, New York; Oskar Stonorov, AIA, AIP, Philadelphia; Todd Wheeler, FAIA, Director, Hospital Planning, Chicago; Samuel B. Zisman, AIA, Planning Consultant, Fort Worth; and

Ralph Stephenson, vice president, Victor Gruen, Detroit.

Five Honor Awards, and seven Awards of Merit were also presented. The Honor Awards were presented to: Arch R. Winter & T. Howard Ellis, Mobile, Alabama; Desmond & Davis, Baton Rouge, and Hammond, Louisiana; I. William Ricciuti, New Orleans and two awards to Curtis & Davis, also of New Orleans.

Awards of Merit were presented to: Sherlock, Smith & Adams, Montgomery, Alabama; Caldwell & Harmon, Birmingham; Ginocchio-Cromwell & Associates, Little Rock, Arkansas; Short & Murrell, Baton Rouge, Louisiana; Bodman & Murrell & Smith, Baton Rouge; Curtis & Davis, New Orleans, and to Lawrence, Saunders & Calonge, New Orleans.

Draftsmen Awards

A new highlight of the conference was the presentation for the first time, of awards to outstanding

draftsmen representing architectural firms from throughout the region.

Receiving awards were: James W. McCleskey, Hattiesburg; Francis M. Bosak, Memphis; John M. Mander, New Orleans, Leslie P. Pitts, Jackson, and to James E. Rheudasil, Shreveport.

Civic Awards

Seven individual architects were presented awards for outstanding civic contributions to their respective communities.

(Continued on Page 26)

Award Winners

FIRST HONOR AWARDS

20th Century Shop, New Orleans, Owner: Mrs. Laurence M. Williams, Architect: Burk, LeBreton & Lamantia.

HONOR AWARDS

Isle Dauphine Club, Dauphine Island, Alabama, Owner: Dauphin Island Property Owner's Assn., Architect Arch R. Winter & T. Howard Ellis.

Miller Memorial Public Library, Hammond, Louisiana, Owner: City of Hammond, Architect: Desmond & Davis.

Residence, New Orleans, Owner: I William Ricciuti, Architect: Ricciuti Associates.

Immaculate Conception Church, New Orleans, Architect: Curtis & Davis.

Madison Parish Hospital, Tallulah, Louisiana; Architect: Curtis & Davis.

MERIT AWARDS

Alcoholic Rehab Center, Avon Park, Florida; Architect: Sherlock, Smith & Adams.

Residence, Birmingham, Alabama; Architect: Caldwell & Harmon.

Hoerner Box Plant, Little Rock; Architect: Ginocchio-Cromwell & Associates.

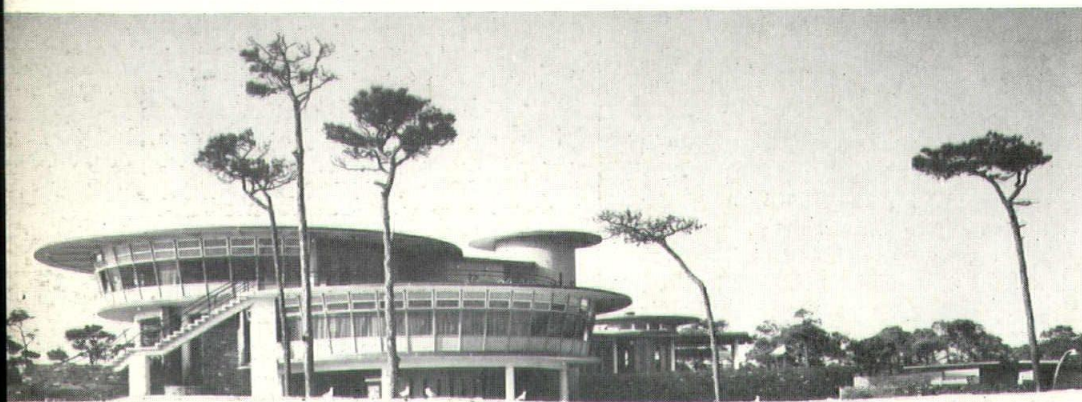
Dental Clinic, Baton Rouge; Architect: Short & Murrell.

Chamber of Commerce Building, Baton Rouge, Louisiana; Architect: Bodman & Murrell & Smith.

Edna Pillsbury Health Center, New Orleans, Louisiana; Architect: Curtis & Davis.

Moran's Sons Warehouse, New Orleans; Architect: Lawrence, Saunders & Calonge.

*In the
desert-like sands
of an island
in the Gulf,
the design of
this new recreational
building is a blend
with nature's
backdrop of water,
sand, and
exposed surface to
the sun.*

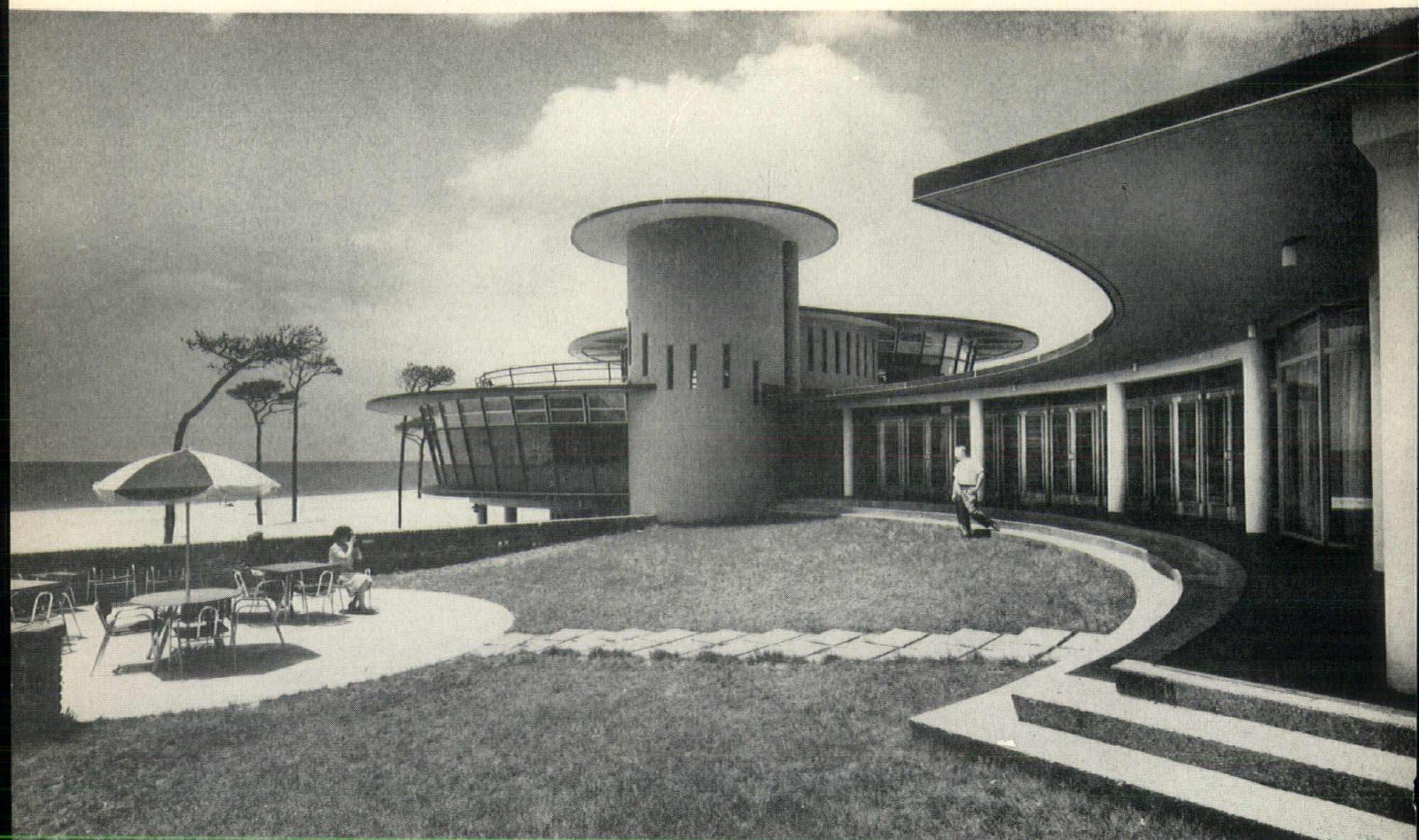


Frank Lotz Miller



Circular Interior of Isle Dauphine Club—Mobile

—Frank Lotz Miller



Frank Lotz Miller

A New Recreational Building For An Island in the Gulf

The Isle Dauphine Club, located in the high sand dunes of Dauphin Island at the mouth of Mobile Bay, was designed by Mobile architects Arch R. Winter and T. Howard Ellis. The club was built in 1956 by the Dauphin Island Property Owners' Association for the use of those who have bought lots on the island for either seasonal or year-around homes.

The building uses the circle as a basic form and repeats it throughout the plan. The curved shapes of the club rooms, terraces, and swimming pool are interwoven, but they are separated in various ways so that the function of each can be carried on independently.

The entrance, at the middle of the three levels, is from a covered automobile port into a small lobby that gives, to the right, onto a semi-circular gallery leading to the dining room area and, to the left, onto a similar semi-circular walk leading to the swimming pool area. The offices and service rooms are along the gallery. In the semi-circular dining room the tables are ranged around the glass wall, and the kitchen and kitchen services occupy the central and rear parts of this area. The dining room has a marble stand-up oyster bar.

Between the gallery and the dining room a small circular tower contains the main stair-

way, which leads up to the lounge (used also for Saturday night dances) and down to the bar and beach terraces. The lounge, 48 feet across, opens in the front onto an observation terrace with a panoramic view of the beach and the Gulf.

On the lower level the bar and its terrace open to the beach so that bathers with sandy feet can use these facilities without interfering with the more formal activities above.

This main part of the building is air-conditioned, with heat pumps.

The round swimming pool and wading pool are heated, and the walls of the bathhouse encircle the pools to cut them off from

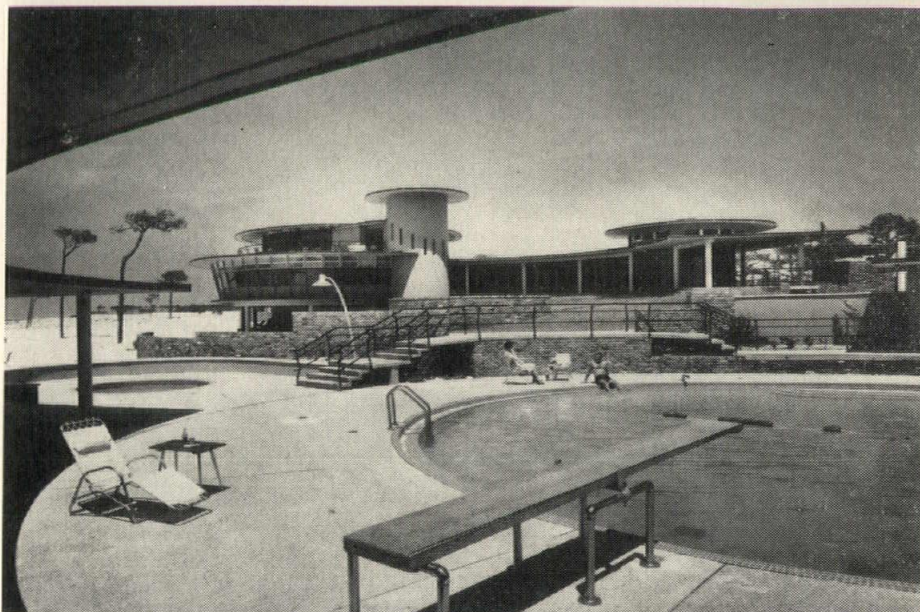
north winds and make them usable the year around.

The structure is concrete and rests on creosoted piling so that the building will stand even if the sand beneath it is washed out in a storm. Except at the bathhouse, the walls are non-bearing. Most walls are painted concrete block, but the gallery wall and the retaining walls in the lawn and dunes are old brick.

The pine trees and palmettos with which the island is covered come up close to the land side or entrance to the building and will shade the parking area. But the club itself is in the open, desert-like setting of the sand dunes.

Final construction costs of the building was \$346,427. Total costs, including furniture and equipment, was approximately \$400,000.

Campbell, Ewin & Gottlieb were structural engineers; Mosley & Yarbrough, Electrical & Mechanical engineers; and Manhattan Construction Company of Texas, the general contractor.



The photos on this page (right) show the interior effects of the circular design of, lounge and observation rooms, dining facilities, and an exterior view of the circular swimming pool which blends in with exterior surfaces of the building and landscape.



Gordon Wittenberg, Little Rock, Arkansas (left), and Seymour Van Os, Shreveport, Louisiana (extreme right) were presented Civic Awards for outstanding contribution in the civic affairs of their respective communities. John H. Pritchard, Regional Director, Gulf States Region (center) made the presentations. Second from right is Clyde Pearson, FAIA former regional director, and master of ceremonies for the awards program.

AIA-AGC Fund Presented Tulane

\$2,500 check from the joint fund of the New Orleans' chapters, American Institute of Architects, and the Associated General Contractors of America, together with a \$1,000 check from the Women's Auxiliary of the A.I.A. was presented to the Tulane University School of Architecture on October 5.

The AIA-AGC funds will be used to finance architectural history slides, photographic equipment, student publication for the School of Architecture, and shop tools required by the school.

The \$1,000 from the Women's Auxiliary of the local AIA chapter will finance a scholarship awarded to Stanley Thomason, Flushing, Long Island, New York, a senior in the school or architecture at Tulane.

Attending the presentation were, Rudolph B. Roessle, representing the AIA, Mrs. Denvrish LeBreton, president of the AIA women's auxiliary, and Claiborne Perrilliat of the AGC chapter.

The gift was received by John E. Dinwiddie, Dean of the Tulane school of architecture.

Home Improvement Council Organizes

Building and building materials firms which took such a prominent role in the *ohi* campaign will have an opportunity to participate even more extensively in the much bigger, more promising 1958 program of the

Home Management Council, according to Don Moore, executive director of *ohi*'s permanent successor.

"Support of building supply dealers was largely responsible for the success of *ohi*'s 22-month trial venture," he asserted. "The new, more comprehensive program—promotion and public relations aimed directly at the consumer—is dependent on your continued backing."

Moore points out that one of the advantages of the new program will be the boost to be given dealers at all levels by national advertising and promotion designed to stir the consumer out of inertia and into action.



Dean John E. Dinwiddie (second from left) is shown receiving a check for the Tulane University school of architecture from Claiborne Perrilliat, representing the New Orleans AGC chapter, and Rudolph B. Roessle, representing the local AIA chapter. Mrs. Denvrish LeBreton, president of the AIA women's auxiliary is at left.

Highway Program Funds Announced

The Bureau of Public Roads has announced that more than one billion dollars in Federal funds is now committed to projects advertised for bids or already under construction on the national system of interstate and defense highways.

The federal total thus committed at the end of September was \$1,061,671,000. This amount along with approximately \$172 million dollars in matching state funds, is scheduled to be used in construction of 2,227 miles of the new interstate system.

In the Gulf States area, the following figures represent a breakdown of money committed to projects on which construction contracts have been awarded or on which construction is now under way but not completed: listed in order, are the total cost, the Federal funds, and miles.

Alabama: \$18,302,000; \$16,483,000; 62.3.

Arkansas: \$7,418,000; \$6,045,000; 19.0.

Mississippi: \$32,674,000; \$28,646,000; 85.0.

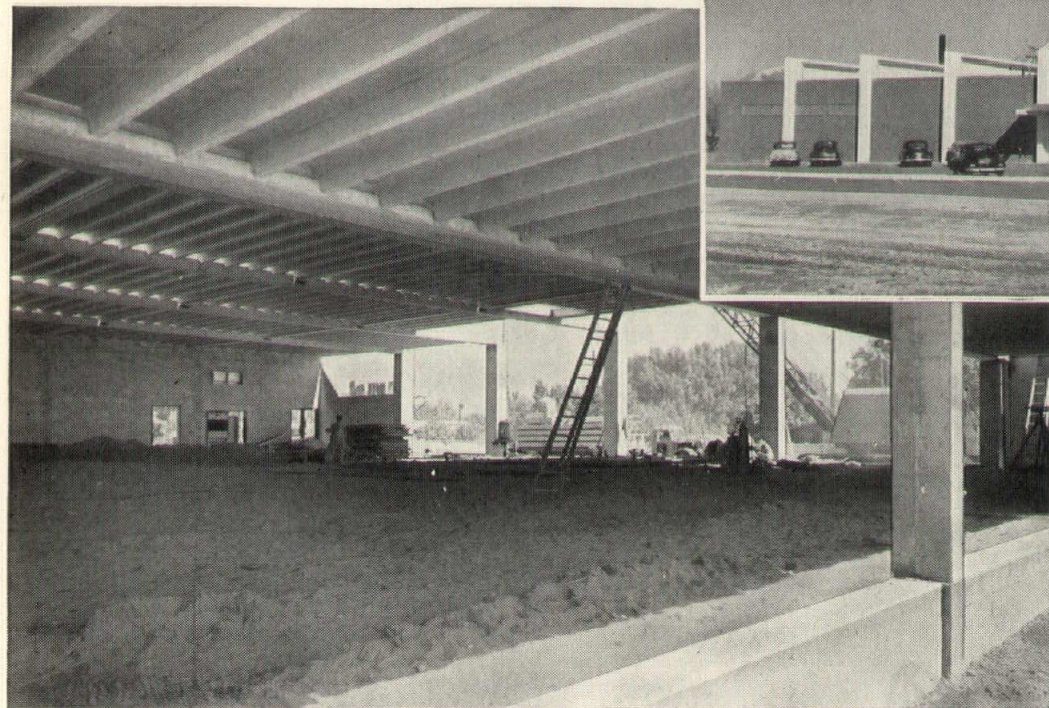
Tennessee: \$4,230,000; \$3,481,000; 7.1.

Louisiana: \$4,829,000; \$4,252,000; 7.0.

The interstate and defense system at completion is scheduled to total about 41,000 miles. Original estimates placed the cost at about 27½ billion dollars, but rising costs have added approximately 3 billion dollars to this amount.



Above: Front and side view of the nearly completed Safeway Store built in Midvale, Utah.



Left: Interior of the store showing precast concrete channel roof slabs placed on lower flange of the main prestressed concrete roof beams.

Architect, Wm. J. Monroe, Jr., Salt Lake City; Contractor, Ragnar-Benson, Inc., Chicago.

Super Mart's 108 ft. clear span made possible by Precast, Prestressed Concrete Beams

The Safeway Store Building in Midvale, Utah, obtained a clear floor area 108' wide by 130' deep through the use of only five precast, prestressed concrete beams. The beams, cast on the job site, were placed to give a 16' space above the finished floor in the main store area.

The roof required about 13,500 sq. ft. of precast concrete channel slabs with conventional reinforcement. These channels, 2' wide with 10" legs, were placed on the lower flanges of the main prestressed beams. This allowed the prestressed concrete beams to stand boldly above the finished roof line to produce a dramatic architectural effect.

Structures designed to utilize precast and prestressed units can be built for any usage and to con-

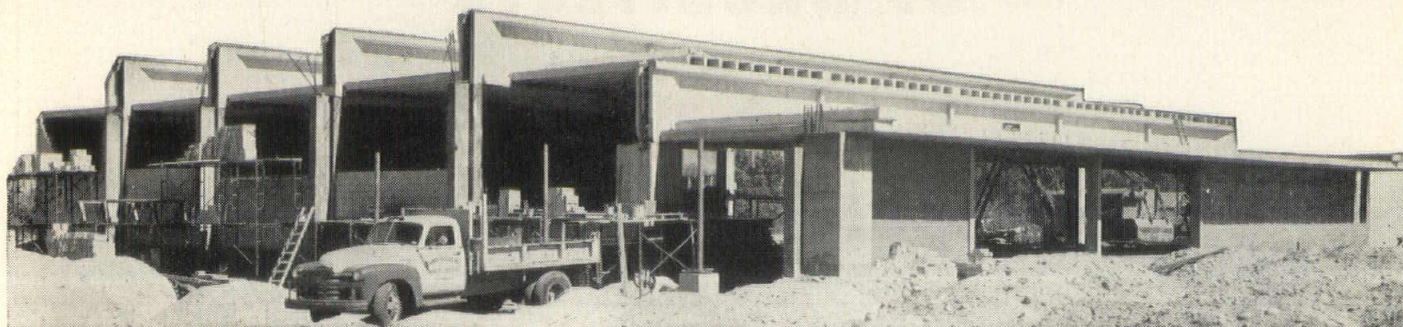
form with any applicable local building codes. Like all concrete structures they offer many advantages: great strength, extra long life, very low maintenance cost and true *low-annual-cost* service. In addition, such structures provide great resistance to destructive natural forces such as storms, decay, termites and especially fire.

For additional information on construction utilizing precast and prestressed concrete beams write today for our helpful free illustrated literature. Distributed only in the United States and Canada.

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Editorial

The acceptance of the magazine Architect-Builder as the official Publication of the Gulf States Region A.I.A., is an important step.

A publication of this type can do more for the architects of Arkansas, Louisiana, Tennessee, Mississippi and Alabama than can be done by any other means in the field of communication.

In the short time the Architect-Builder has been published as an official means of communication among the architects of Louisiana, we have become acquainted with each other and feel closer together. The same can be true of the architects in this Region. We need to KNOW each other; to discuss common problems and to arrive at solutions that will be beneficial to all.

Our problems can be discussed through the publication; news can reach all of us each month; buildings of merit may be given space; the architectural schools in the area can become acquainted with each other—Tulane, U. of Arkansas, Georgia Tech. Auburn and L.S.U. A section of the magazine will be devoted to school activities.

I have always admired the motto of my home state, Kentucky, "United we stand, divided we fall" and I believe that within a short time the Gulf States Region A.I.A. will be more united than ever before.

The National Convention of the American Institute of Architects will be held in New Orleans in 1959, and the Architect-Builder can play an important part in making this annual meeting successful.

The Gulf States Region is recognized by the Institute as one of the most progressive regions in the A.I.A. Let's keep it that way!

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



E. P. Cuthrell, Birmingham contractor, Carl Abendroth, of Robbins Flooring Co., Reed City, Michigan, and J. E. B. Ransone, of W. H. Moynan, New Orleans lumber distributor visit at product exhibit during 8th Annual AIA conference in Birmingham, October 8. (A&B photo).

New Shopping Center Built

New Orleans is scheduled to get a new \$10 million suburban shopping center with its location scheduled for a 60-acre tract on the lake side of Veterans Highway near the Pontchartrain Causeway.

According to Lewis Leader and Paul Kapelow, officials of Shelby

Construction Co., Inc., the project will include 50 commercial units with a total floor space for commercial purposes, of 500,000 square feet.

Construction on the project is expected to begin in January, 1958 and to be completed within the following 18 months.

Instead of the customary "strip" development with store fronts in a line facing a parking area, the new

project will have its commercial spaces encircling a center mall and the outer periphery with entrances for parking.

According to the announcement about 80 per cent of available space has been leased to national firms and local concerns.

Canal Street Being Widened

New Orleans' famed Canal Street, presently one of the widest thoroughfares in the world gets another 12 feet added to its width as the result of a current program by the city to enlarge its capacity of traffic flow.

Eight contractors were invited to bid on the project; Boh Brothers Construction Company, New Orleans was low bidder with a bid of \$731,000. The bid includes three phases of work.

Each side of the street will be widened six feet.

Embellishment of the neutral ground, a final phase of the current project will not be done in 1957, according to Mayor deLesseps S. Morrison.

Couch Forms New Firm

A. Byron Couch, Jr., for the past 6 years with the Calcium Products Division, Georgia Marble Company, Tate, Georgia, has resigned his sales position with the company to form his own firm, the A. Byron Couch Company, with headquarters in Sheffield, Ala.



According to Mr. Couch, the new firm will continue to represent the Calcium Products Division, of Georgia Marble Co., in the states of Louisiana, Mississippi, Alabama, West Tennessee, and central and south Arkansas. Other related lines identified with the architectural field will be added, Couch said.

A native of Decatur, Georgia, Couch attended George Washington University, Washington, D. C., and is a veteran of Army service during World War II. He has three children, Judy 7, Bruce Michael 5, and Melody Tate, 2.

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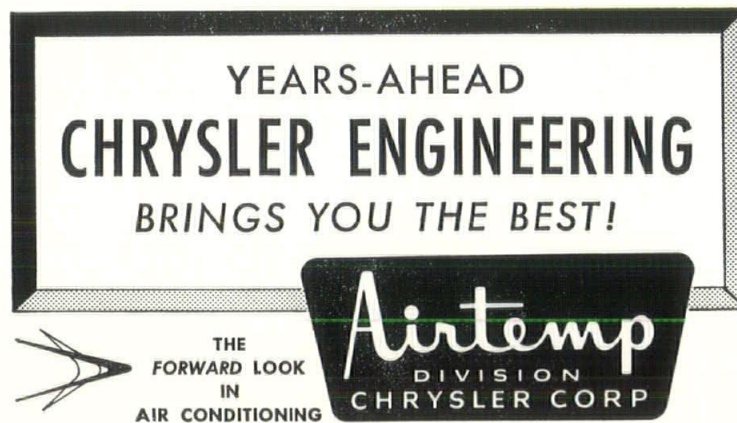
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- A new plant for the Geigy Chemical Co. located at McIntosh in Washington County, Alabama, is currently under construction according to a recent report. Cost of the project, according to a company spokesman is in excess of one million dollars and will employ about 125 persons.
- A huge suburban shopping center is scheduled to be built in New Orleans at a location near the entrance to the Ponchartrain causeway. Estimated to cost \$10,000,000 the 50-commercial unit assembly will be named the Lakeside Shopping Center.
- Canal Street in New Orleans is undergoing a widening job estimated to cost \$731,000. Each side of the well known thoroughfare will be widened six feet, taken from its neutral ground. Low bidder on the project was Boh Brothers Construction Company.
- According to Norman Strunk, executive vice-president, United States Savings and Loan League, the 1957 home building picture is shaping up better than most expected. He expects only a few thousand starts short of the million mark.
- The Arkansas Highway Commission has advertised for bids totalling \$3,250,000 of new highway construction including two projects in the West Memphis area.
- The location of piers for a fourth Mississippi River Bridge at Memphis cannot be determined until the river's channel past Memphis is stabilized, according to Brig. Gen. William A. Carter, president of the Mississippi River Commission.
- A. L. Aydelott, architect for a new mental hospital for the city of Memphis has indicated that groundbreaking for the project could possibly be held in April or May of 1958.

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CIA Announces Annual Barbecue

The Construction Industry Association of New Orleans has scheduled its annual Golf Tournament and Barbecue for Tuesday, November 5, according to an announcement by Cecil Shilstone, chairman of the association's entertainment committee.

Shilstone said the event will be held at the Metairie Country Club.

Always a popular event with members of the construction industry in the New Orleans area, the affair will feature a golf tournament with first flight teeing off at 12:00 noon, followed by a barbecue scheduled for 6:00 p.m.

Golf Tournament chairman is George C. Gabler. Tickets are \$4.00 per person. Guests are welcome, Shilstone said.

Other members of the planning committee, are: Herman Egloff, James E. Favret, Martin Gurtler, and Carroll Wood.

People

Jack Renshaw, program chairman of the Memphis Home Builders Association announced the appearance of Charles Abel, executive vice president of the Brickell Institute of Leadership, before the membership of the Memphis HBA chapter in October.

Walter J. Wood, vice-president for Sales, and **Harvey Creech**, both executives with **E. L. Bruce Company**, Memphis, attended the October convention of the Prefabricated Home Manufacturers Institute in Detroit.

Sam Williams, Southern Pine Association, New Orleans, addressed a meeting of the Mobile, Alabama area lumber dealers and salesmen at the Battle House in October. The meeting was sponsored by the **Quality Southern Pine Producers**, an organization composed of mill operators and lumber dealers in South Alabama and Northwest Florida.

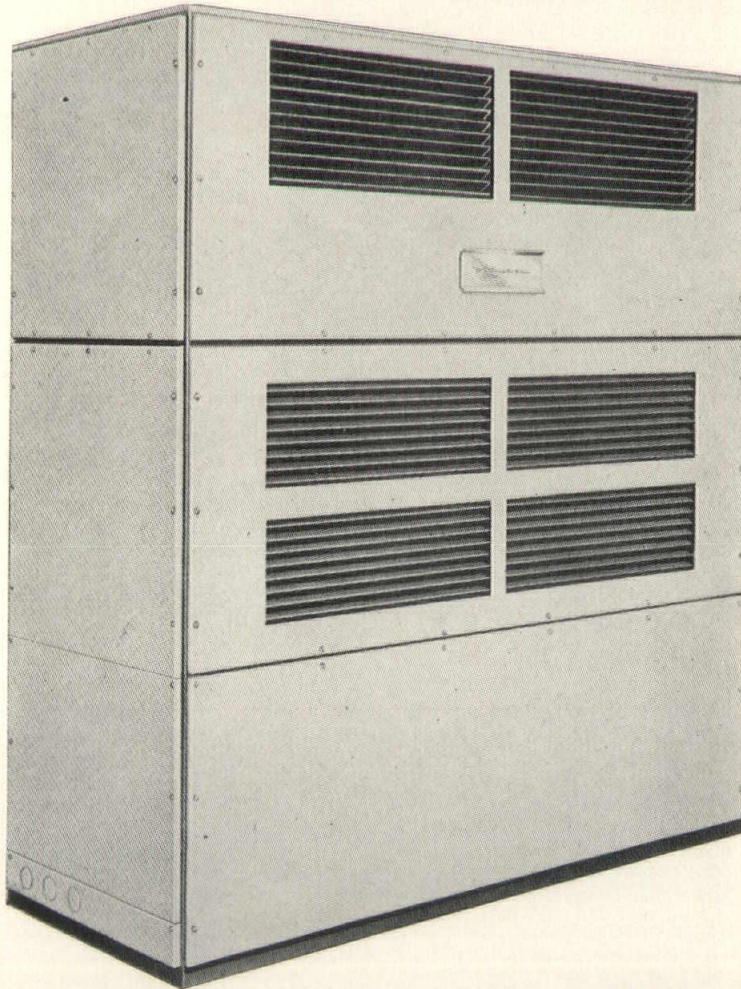
Mrs. Jayne Shores, Executive Secretary of the Baton Rouge Home Builders Association for the past three years has resigned her position with the group.

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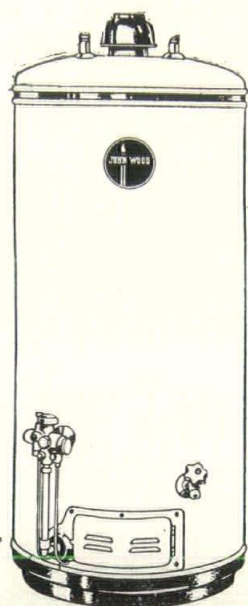
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Conference

(Continued from Page 9)

Cooper Green, vice president, Alabama Power Company, panelists included Max Wehrly, executive director, Urban Land Institute, Washington, D. C.; Fred J. Bashaw, producer of real estate films, West Palm Beach, Florida; James F. Steiner, manager, construction and civic development department, Chamber of Commerce of the United States, Washington, D. C.; and N. M. Mitchell, Barnes Textile Associates, Inc., Plan Location Specialist, of Boston, Mass.

Other panels, workshops and members, included: "Community Planning" with William Bailey Smith, Baton Rouge, as chairman. Members of the panel included, moderator, Arch Winter, Mobile, Alabama; John Osman, vice president, Ford Foundation Fund for Adult Education, White Plains, N. Y.; Oskar Stonorov, architect of Philadelphia; Ralph Stephenson, vice-president, Victor Gruen Associates, Detroit; and Richard W. Poston, director, department of community development, Southern Illinois University, Carbondale, Ill.

A "Community Buildings" panel headed by William I. Rosamond, president of the Mississippi chapter as chairman, was moderated by E. Todd Wheeler, FAIA, Chicago. Among the panel members were, Philip Will, Jr., FAIA, Chicago; James J. Souder, AIA, New York; Morris Ketchum, Jr., FAIA, New York; Charles Graves, Atlanta; and Morgan Yost, FAIA, Chicago.

Zeno Yeates, president of the Tennessee Society of Architects, headed a panel discussion on "Industrial Buildings."

Social Highlights

Members of the conference planning committee headed by Nelson Smith, FAIA, Birmingham, executed a well-planned highly entertaining schedule of social events for visiting architects, wives and guests, highlighted by the annual awards banquet.

Producers Council

(Continued from Page 9)

architectural firms. First place winner of the program was awarded a scholarship to the Fontainebleau School of Architecture, Fontainebleau, France. Winner of the design competition was the firm of Favrot, Reed, Mathes and Bergman. A Wylie McDougall, representing the E. F. Hauserman Company was chairman

of the architectural design competition.

In addition to Lovell, other chapter officers include Jack L. Enyart, Truscon Steel Division, Republic Steel Corporation, vice president; Joseph Mathes, United States Plywood Corporation, secretary; William L. Argus, Arcadia Metal Products, treasurer; and J. E. B. Ransone, E. L. Bruce Company, assistant treasurer. Lovell is representative of American Standard.

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Prior to the first of a series of lectures on prestressed concrete, Dr. F. J. Germano (right), head of the civil engineering department at Louisiana State University, discusses plans for the meetings with James Taylor, field engineer, and Ashby Gibbons, district structural engineer, Portland Cement Association. The series of talks on prestressed concrete began October 8, and will continue for eight weeks. Architects and engineers of Louisiana have been invited to attend the series at the University.

Paine

(Continued from Page 10)

velopment areas, etc. The beauty of the individual buildings within these larger units is as important as it ever was, but the architect must learn to work in these ever broadening concepts of space, design and planning."

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INDUSTRY NEWS 12 MONTHS AGO

William Bailey Smith, Baton Rouge architect, was elected president of the **Louisiana Architects' Association** at the organization's annual meeting held at the Lookout Mountain Hotel Chattanooga, Tennessee, October 9.

Malcolm Quantrill, formerly an assistant professor of architecture at A.P.I., Auburn, has been appointed to an assistant professorship in architectural engineering at Louisiana State University.

Led by the New Orleans firm of **Curtis and Davis**, Louisiana's architects captured the spotlight in regional awards competition at the seventh annual conference of the Gulf States Region, A.I.A. held at Chattanooga.

The New Orleans Chapter of the **Producers Council of America** has announced a design contest for local architectural firms, according to chapter president **A. F. Livaudias**.

The fourth annual Louisiana conference of the **Associated General Contractors of America** was held in New Orleans October 12-13.

Ashby T. Gibbons, Jr., structural engineer, and **E. L. Crews**, soils engineer have been assigned to Louisiana for the **Portland Cement Association**, according to **A. J. Spradlin**, New Orleans district manager for the organization.

Preston Eggers, executive director of the **Louisiana Highway and Heavy Construction Chapter**, Associated General Contractors of America announced plans for the chapter's annual banquet to be held at the Bellemont Motel in Baton Rouge, November 28.

Awards

(Continued from Page 11)

munites; Receiving awards were: Robert R. Basset, Jackson; Bruce McCarty, Knoxville; Charles S. Peete, Memphis; William I. Rosamond, Columbus, Mississippi; Farrow L. Tittle, Montgomery; Seymour Van Os, Shreveport; and to Gordon G. Wittenberg, Little Rock.

Evan M. Terry, Birmingham was general chairman of the awards program for the conference. William N. Chambers was in charge of arrangements for the Drafting Awards program.

● Vaulted Roof

Douglas Fir Plywood Association, Tacoma, Washington, has announced an application of plywood in the design of pavilions and other sheltering units. Pictured here is a bandstand designed by Evelyn and George Kosmak in conjunction with the engineering staff of Berkeley Plywood Company, which features a scalloped roof-line with a series of five vaults (trademarked Plyvaults) of sandwich construction, supported on light metal scaffolding. Each unit is 24-feet long and 7-feet wide, creating a sheltering canopy 24 x 35 feet for a 16 x 32-foot stage.

The sandwich components consist of light top and bottom plywood skins, glued to curved framing members.



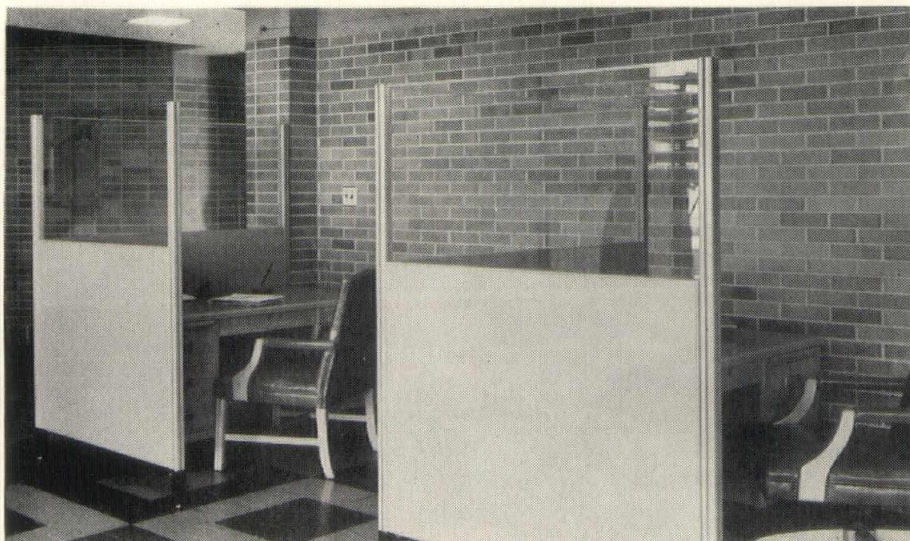
● New Partitions

GR Products, Inc. of Grand Rapids Michigan, manufacturers of "Soundex" partitions have announced the addition of a new line of partitions called "Budgex."

According to the manufacturer the "Budgex" units feature a sound-retarding core of acoustical spun glass, flush surfaces and baked enamel finish and are competitively priced.

The units are offered in three heights, 42" flush, 42" plus 1" glass; and 42" plus 24" plus 24" glass. They are available in a variety of standard lengths and in standard eye-ease colors, the announcement said.

Company officials explain that a unique feature of the line permits the sawing off on-the-job of any partition to form a desired length, which permits easy adjustment of runs to fit any space.



Printing Machine

The Paragon-Revolute Corp., 77 South Ave., Rochester 4, New York has announced its newest machine for processing ammonia type diazo white-prints.

According to the company, the new unit, identified as the Revolute Star, of offer production speeds up to 45 feet per minute with automatic separation.

Front and rear suction tanks provide positive separation of original and sensitized material. A new type solenoid pump assures accurate metering of full strength ammonia and is synchronized with machine drive for completely automatic operation. Cast aluminum construction and patent developer design provides maximum dependability and economy, the company claims.

Magnet Latch

The Heppner Sales Co., Round Lake, Illinois has announced a new magnet latch for cabinet doors which the company says has a 10 pound holding power, yet permits easy opening of doors.

The magnet contact area provides a positive door closure even if the door is slightly warped or sagging, the announcement said. An exclusive "pivot-cushion" action absorbs door-slam shock to prevent damage to door and latch.

New Booklet

The Douglas Fir Plywood Association, Tacoma 2, Washington, has announced its new booklet just released entitled "Design with Fir Plywood."

According to the association, the new item is intended to serve as an informal aid to industrial designers, material handling, packaging, and plant engineers, architects, and other specifiers of building materials.

It contains detailed charts on plywood's properties, working stresses, bending radii, and acoustical and thermal insulation, among others.

The booklet lists in capsule form the major advantages of plywood and recommended fabrication procedures.

New Bleachers

The Berlin Chapman Company, Berlin, Wisconsin has announced the availability of a new catalog which describes the company's mechanical folding bleachers, folding chair stands and studio seating.

According to the company, the new items features illustrated construction features, architects' specifications, capacities, and dimensions, etc.

New Book

Modren School Shop Planning. (Revised & Enlarged Edition). Ann Arbor, Michigan: Prakken Publications, 1957. Pp. 184: \$3.85. Plastic bound.

Carefully compiled to be of the utmost practical help in the planning of modern facilities for school shops, this revised and enlarged edition of the only work available on the subject features the addition of extensive check lists of standards for evaluating shop plans and facilities.

Based on careful university research, the standards will enable designers of shop facilities for schools to check their work against the judgments of experts in various areas such as ventilation, fenestration, space requirements, visual comfort, and other details. The new edition also carries inclusive recommendations for handling storage of tools, projects, and equipment.

The first portion of the book covers general principles of planning school shops with descriptions of the various types of programs for which shop-work is offered in the modern school from elementary industrial arts to advanced vocational work. Material on purchasing and requisitioning is also included.

The remainder of the book is divided into sections dealing with the planning of general shops, automotive shops, drafting rooms, electricity, radio and TV shops, graphic arts, machine shops, metalworking, and woodworking shops. Specimen plans, pictures, and descriptions of facilities needed in all of these areas are included in each section, as well as equipment lists.

The first edition of this book was adopted for use in more than 75 colleges and universities as a textbook in shop planning courses. It contains over 200 illustrations and has an attractive cover with a photograph of a modern shop with a classroom overlooking the shop area.

Armstrong

Armstrong Custom Minaboard, a new type of acoustical ceiling material with negligible air infiltration, has been introduced by Armstrong Cork Company.

The high density of the material (19 pounds per cubic foot) prevents "breathing," a frequent problem with lower density boards of this type. Because virtually no air passes through Custom Minaboard, dirt and dust do not collect on its interior surface. Thus, maintenance needs are minimized.

The perforated ceiling material has good sound absorption properties, with a NRC range of .70-.80. Because of its high density, it also offers excellent resistance to sound transmission.

Custom Minaboard is available in a $\frac{5}{8}$ " thickness, in a $23\frac{3}{4}$ " x $47\frac{3}{4}$ " size. The interior face of the material is finished with white washable latex paint and is patterned with an attractive random arrangement of tiny perforations.

The mineral fiber used in the board is combined with special binders to produce a rigid panel with exceptional strength. It is designed for lay-in installation in exposed grids that support the panel on all four sides. Completely firesafe, the material has an "Incombustible (Class A)" rating under federal specifications.

Armstrong Custom Minaboard can be cleaned with a vacuum cleaner or damp cloth. If desired, it may be repainted without an appreciable loss of acoustical efficiency.

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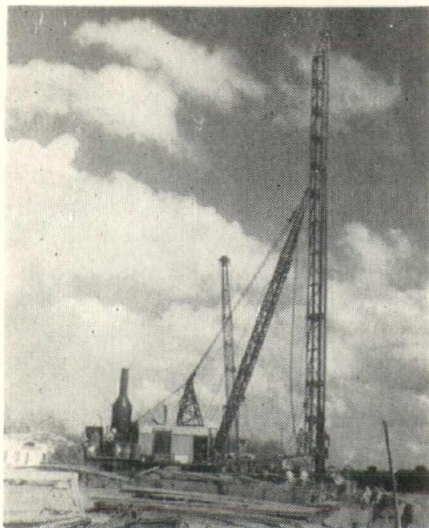
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EDITORIALS

Ralph Delahaye Paine, Jr., publisher of *Fortune* and Architectural Forum in his keynote speech to the Conference of the Gulf States Region, A.I.A., recently in Birmingham tossed out some fabulous figures for those of us in the construction industry to seriously consider in our attitude toward the future of our industry. Referring to a report on the construction industry's possible growth compiled by economist Miles Colean, Paine said that the report indicates that the annual volume of construc-

tion of all kinds will rise from about \$47 billion this year, to \$69 billion in 1967, an increase in annual volume of 46 per cent. "Cumulatively . . . the sum of all construction over the next ten years works out at between \$500 and \$600 billion . . . considerably more in dollars than the present value of all buildings of all kinds now standing . . . everywhere in the United States," Paine said.

These are mighty big figures, however, Mr. Paine should be in an excellent position to observe the overall picture of our construction economy, and although in his address he commented on the tremendous challenge these figures present to today's

architects, I believe that those of us in all allied phases of our construction industry should become attune to the vast potential that is our opportunity in the years ahead. We should approach the next decade and this challenge with cooperative merging of all talents at our command in order to properly fulfill our industry obligations to the growth of our nation. Those of us at the regional and local levels can continue our energies in this right direction . . . we can accept the challenge, and with a proper understanding of our mutual problems as they arise, we can complete our course.

RAY E. PUTFARK

Welcome news from Washington was the recent announcement of the formation of a joint cooperative committee composed of representatives from the Associated General Contractors and the Council of Mechanical Specialty Contracting Industries, which represents the interests of electrical, heating, air conditioning, piping, plumbing, refrigerating and ventilating contractors. This committee

is intended to engage in cooperative efforts to handle industry problems.

I say this news is welcome because I doubt that there is a contracting industry relationship of any kind in this nation which does not feel the need of a closer understanding between general contractors and subcontracting firms, particularly of the types mentioned above, than which exists today as between these groups.

Very often local prejudices will stand in the way of an understanding approach to problems of the type

arising between these folks. It is believed, and conscientiously hoped, that with the removal of such local prejudices some progress can be recorded.

Millions of words of testimony given before Congressional and Legislative Committees bear mute evidence that legislation is not the answer. The answer definitely lies in the spheres of morality and ethical procedures.

This is a large step in that direction.

ARREN BROUSSARD

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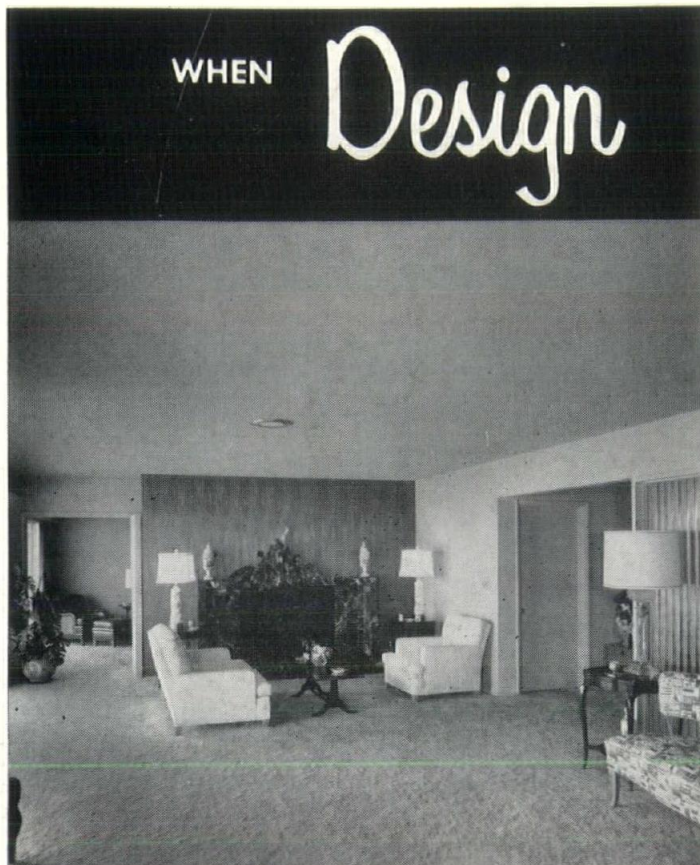
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