



*Gulf
States Party Set*

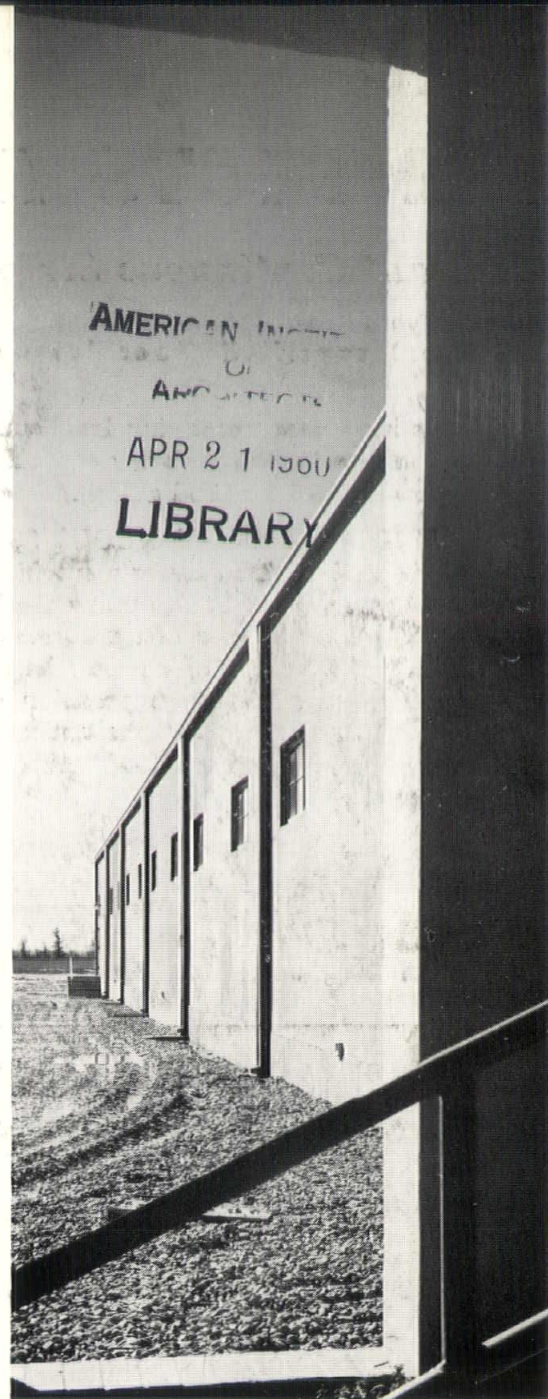
*Engineers
Hold Meeting*

*Southern
Pine Group Meets*

*AGC
Chapter Award*

*CSI Group
Receives Charter*

April, 1959



G U L F S T A T E S

architect

builder

THE JOURNAL OF SOUTHERN ARCHITECTURE

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Birmingham, Alabama
Eufaula High School
Eufaula, Alabama
Carven High School
Gadsden, Alabama
Robert E. Lee High School
Montgomery, Alabama
Leeds High School
Leeds, Alabama
Bessemer High School
Bessemer, Alabama
Pensacola High School
Pensacola, Florida
Perrin High School
Ponchatoula, Louisiana
St. Michael's High School
Crowley, Louisiana
Amite High School
Amite, Louisiana
Baker High School
Baker, Louisiana
George Washington Carver
Jr. & Sr. High School
New Orleans, Louisiana
Lady of Most Holy Rosary School
New Orleans, Louisiana
Assumption High School
Napoleonville, Louisiana
Favrot Field House
Tulane University
Baptist Theological Seminary
Gymnasium
New Orleans, Louisiana
Southern University Gymnasium
Scotlandville, Louisiana
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Violet, Louisiana
Bogalusa High School
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Gulfport High School
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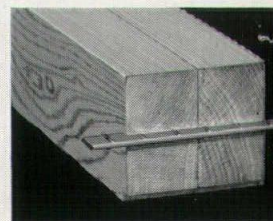
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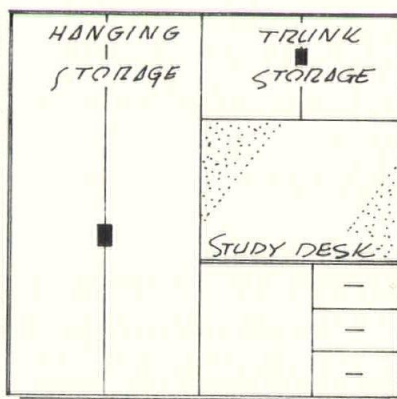


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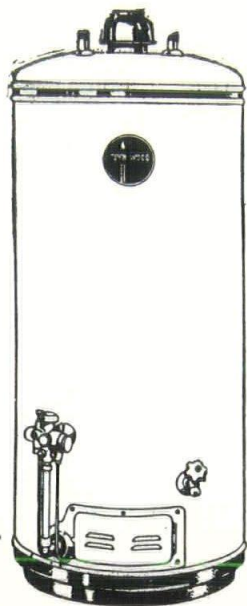
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AMERICAN INSTITUTE OF ARCHITECTS

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APRIL, 1959

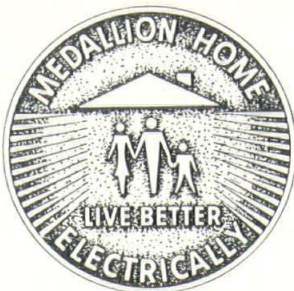
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Letters

● In your coming issue could you please use some photos or a story about the big dome building in Baton Rouge, Louisiana. At least I believe it is located near Baton Rouge, Louisiana. I have seen this building presented some time ago in another journal, but you people should know about it since you are headquartered in that area, and are near Baton Rouge.

A. C. Johnston

Atlanta, Ga.

¶ The dome that reader Johnston apparently refers to is the Union Tank Car Company Building located near Baton Rouge, and which appeared as a feature in our July, 1958 issue.—ED.

● Enclosed is our check for \$3.50 for 1-year subscription to your publication. Also we would like to have an additional copy of your January issue. If there is a charge for the latter please send the bill for my attention.

We have enjoyed receiving your publication very much in the past and want to get it on a regular basis now.

J. C. Copeland

Mountain Home, Arkansas

● I am advised that my residence at 4732 Richmond was featured in your publication of March, 1959.

Would you please forward to me at your earliest convenience six issues of this publication.

I thank you for this consideration.

Donald J. Zadeck

Shreveport, La.

MEETINGS

● MAY 4-8—**American Society of Civil Engineers**, national convention, Sheraton-Cleveland Hotel, Cleveland, Ohio.

● MAY 25-28 — **American Society of Mechanical Engineers**, 4th Design Engineering Conference, Convention Hall, Philadelphia, Pa.

● JUNE 24-25—**Asphalt Institute**, Mid-Year meeting, Hotel del Coronado, San Diego, Calif.

● April 30-May 2—**American Society of Civil Engineers, Mid-South Section**, annual spring meeting, Lafayette Hotel, Little Rock, Ark.

● June 21-26—**91st Annual Meeting, American Institute of Architects**, New Orleans, Roosevelt Hotel.

CHAPTER EVENTS

ALABAMA CHAPTER

Meets three times each year. First meeting is the second Friday in January and held in Birmingham. Second meeting is held Spring-Summer and alternates between Mobile and Montgomery. Third and Fall meeting is held annually at the School of Architecture at Alabama Polytechnic Institute at Auburn.

ARKANSAS CHAPTER

Arkansas Chapter meets four times each year. In January, April, July or August and October. Meetings are usually held in Little Rock at local hotel beginning at 6:00 p.m. July-August meeting includes party for associates.

LOUISIANA ASSOCIATION

Although Louisiana has chapters in Baton Rouge, Shreveport, New Orleans, Lake Charles, Monroe, and Alexandria, the Louisiana Architects Association has an annual meeting usually held in conjunction with the Gulf States Regional Conference plus another meeting which is held in the various chapter cities also annually. The 1959 meeting is scheduled in conjunction with the 1959 National Convention of the AIA in New Orleans June 21-26.

MEMPHIS CHAPTER

The Memphis chapter has twelve meetings annually. The 1959 schedule is as follows:

May 4
June 8
July 6
August 3
September 14
October 5
November 2
December 7

The July meeting is subject to change. The December meeting features the election of officers and is usually a dinner meeting. One other dinner meeting is held each year.

MIDDLE TENNESSEE

The Chapter holds twelve monthly meetings, held at the Noel Hotel in Nashville beginning at 12:15 P.M. on the Second Wednesday of each month. A special dinner meeting is held in the Spring and Fall.

SHREVEPORT CHAPTER

Chapter has monthly meetings held at the Embers Restaurant at 12:00 noon and all are scheduled on the third Wednesdays of each month unless changed to special events.

ARCHITECT and BUILDER



Publisher's

Letter

Probably in this country, there is no other profession, or industry, for that matter, which is less understood and appreciated by its public, than the architectural profession and those engaged in it.

There are thousands of people who cannot pronounce correctly the word "architect" . . . and just as many, or more, who can't spell it.

Also, as individuals, the architects take a low rank in their ability to be "understood" by the "garden variety" public . . . and in this connection it is almost tragic that some of the country's most able and talented individuals must be branded by their "public" as a "bunch of odd-ball individuals." Some, of course, come by this identity truly by some quirk of nature's gift, while a much larger number work overtime in an act which is confusing not only to themselves, but even more so to their "audience."

It is refreshing, however, in recent months to note the honest appraisal that is being made of the profession by its leaders at the chapter level . . . and a genuine desire for a true identity and understanding with their public. Various AIA chapters throughout the country have begun, good, sound public relations effort for this better understanding.

It would seem, however, that until the public can be made truly aware of the vast responsibilities of the architect . . . of the very complex nature of his day to day professional activities . . . of his need for creative growth . . . until these have been understood by his public, there will be little understanding of the architect as an individual. In the eyes of his public he will not reap the true appreciation that is rightfully his.

Most cordially,

Henry D. Lewis

Davis Opens Virginia Office

A. Jackson Davis, AIA, former Hammond, Louisiana, architect, has announced the opening of his office for the practice of architecture in Petersburg, Virginia.

A former member of the Hammond firm of Desmond & Davis Architects, Davis has announced the location of his new office as the Medical Arts Building in Petersburg.

Joins Curtis & Davis

Dale Byrd, architect has joined the staff of Curtis & Davis, New Orleans architects.

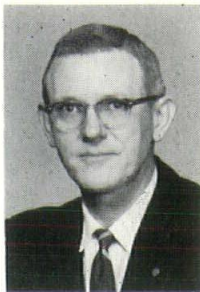
Byrd received his masters degree in architecture from Harvard in 1945, the Rotch Traveling Fellowship with travel in France, Italy, Switzerland, and England in 1947-48; and the Fulbright Fellowship with studies at the American Academy in Rome, 1950-1952.

He has been employed with prominent American architectural firms including Ketchum, Gina & Sharp, New York; Marcel Breuer, Architect — Cambridge, Mass. and New York; Skidmore, Owings & Merrill, New York; and Pace Associates, Chicago.

Byrd collaborated with Horacio Caminos and Juan Amador on design projects in San Juan, Puerto Rico in 1956-58.

Goble Appointed

Williamson, Loebsock and Associates, Topeka, Kansas, architects, have announced the appointment of Robert V. Goble, as director for the



Goble

firm's newly formed public relations department.

In commenting upon Goble's appointment, Victor Loebsock, general manager said the organization of this special department by the firm was to "provide facilities for the utmost efficient liaison contact and service between . . . our clients and our firm's technical personnel . . ."

The Kansas firm was originally organized by Thomas W. Williamson in 1912.

Bland Appointed

John D. (Jack) Bland, a partner in the Memphis architectural firm of Wiseman & Bland has been appointed to the Memphis and Shelby County Planning Commission. He succeeds Merill G. Ehrman of Furbringer & Ehrman, architects, who has resigned.

Bland is a native of Memphis, and attended Christian Brothers College, Memphis and Rice Institute, Houston, Texas.

Died—Matthew P. Schneider, 68, New Orleans brick manufacturer, March 19, at his home in New Orleans. (see page 13).

Died—George F. Thomas, 63, sales manager of Sherman Concrete Pipe Co., Little Rock, in Mountain Home, Arkansas, April 4, while on a business trip.

Elected—Ray E. Putfark, Executive Director, Construction Industry Association of New Orleans, Inc., to position as president of International Building Exchanges Executives, in Miami Beach, Fla. (see page 12).

Elected — E. C. Gates, Fordyce, Arkansas, as president of the Southern Pine Association, in New Orleans, April 15, (story on page 14).

Honored—Howard S. Eichenbaum, FAIA, Little Rock, architect, awarded an Alumni Citation by Washington University in St. Louis (page 12).

Appointed — John M. O'Brien as chief designer for the Civic Center Design Committee of the Memphis Chapter, AIA. (page 12).

Promoted — William M. Perkins, from senior planner, to planning Engineer, Memphis and Shelby County Planning Commission.

Re-elected—E. F. "Gene" Bespalow, vice-president of Choctaw, Inc., Memphis, as president of the American Concrete Pipe Assn.

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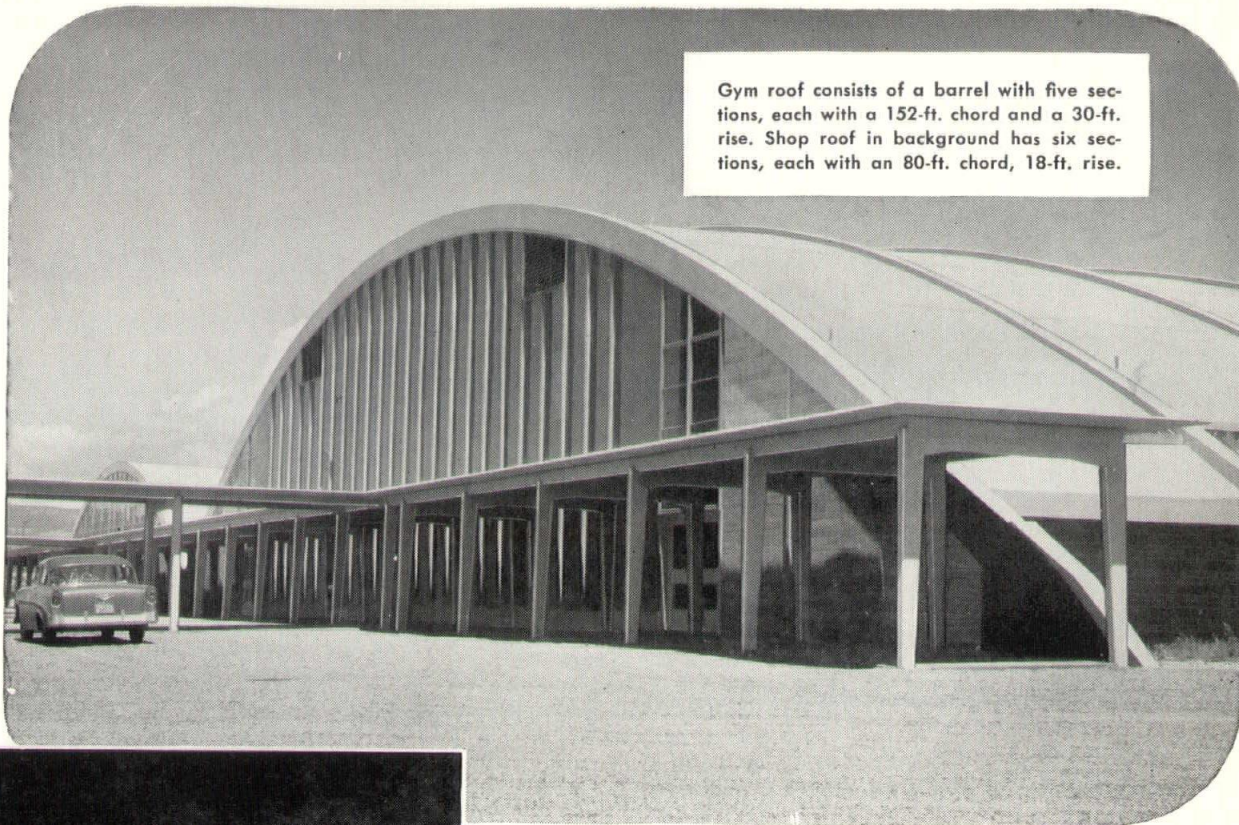
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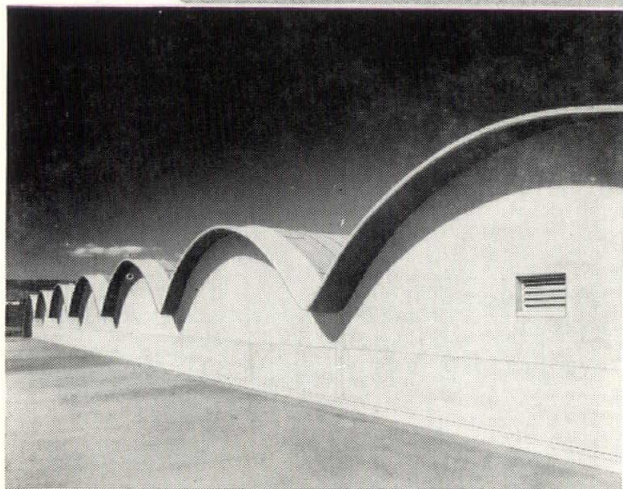
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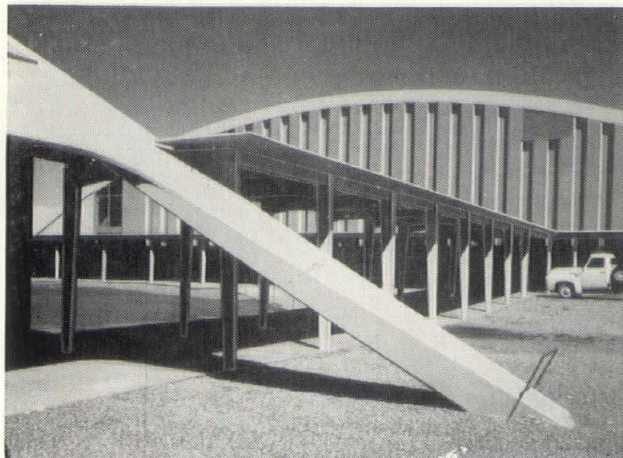
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Gym roof consists of a barrel with five sections, each with a 152-ft. chord and a 30-ft. rise. Shop roof in background has six sections, each with an 80-ft. chord, 18-ft. rise.



The roof of the multi-purpose building, above, consists of seven 60-ft.-long barrels, each with a 32-ft. chord and 23-ft. radius. Photo below shows the type of covered walks (pre-cast concrete bents) used on the campus. The architect was Maloney & Whitney, Yakima, Wash. The structural engineer was Worthington & Skilling, Seattle. The contractor was Wall, Bartram & Sanford, Wood Village, Troutdale, Oregon.



CONCRETE SHELL ROOFS answer school's need for unobstructed floor areas

The Ellensburg High School, Ellensburg, Wash., demonstrates the versatility of concrete shell roofs for educational structures. Large unobstructed floor areas were required for three types of buildings: the gymnasium, the shop building and a multi-purpose building. Concrete barrel shell roofs were chosen for all three.

Shell roof construction provided the unobstructed floor area required. It was economical to build and opened unusual design opportunities to the architects.

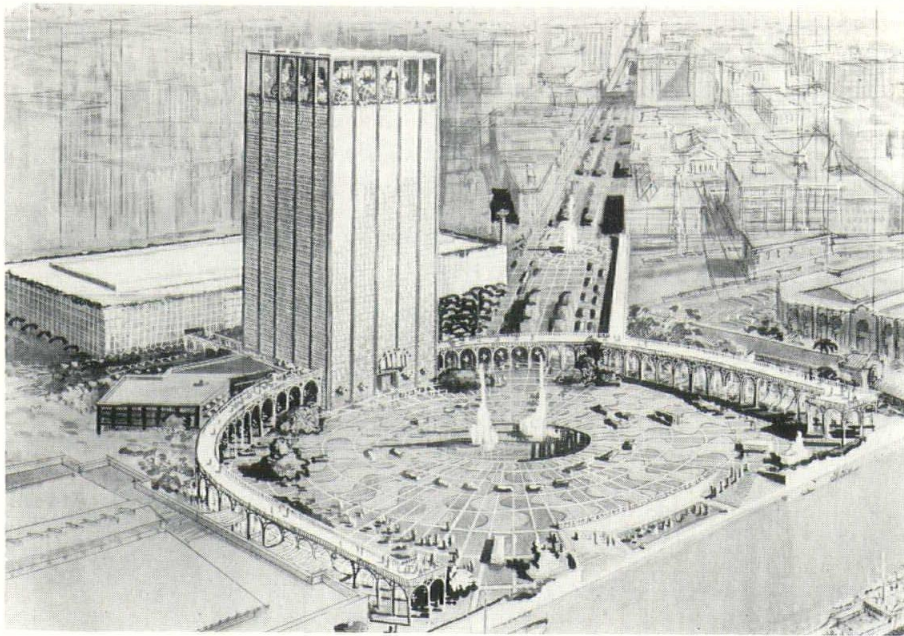
More and more architects and engineers are turning to concrete shell roofs for structures requiring open floor areas. Roofs with spans up to 300 feet and more can be built without any interior columns. In addition to school buildings such as shown here, concrete shell roofs are ideal for auditoriums, exhibition pavilions, hangars, field houses, train sheds, repair shops for large equipment, garages and warehouses.

Concrete shell roofs offer additional advantages of low maintenance cost, long life, low insurance rates and **low-annual-cost** service. Send for free illustrated booklets. Its distribution limited to the U.S. and Canada.

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Announce Trade Mart Project

Plans for a new and impressive International Trade Center project proposed for the city of New Orleans by the International Trade Mart were unveiled March 30 with a reception honoring the designing architect,

Edward D. Stone of New York. The affair was held in the International Ballroom of the Roosevelt Hotel.

On hand for the affair were prominent business and civic leaders of the lower Mississippi Valley trade area, local architects and members of the world trade and construction industries.

The proposed project is to be lo-

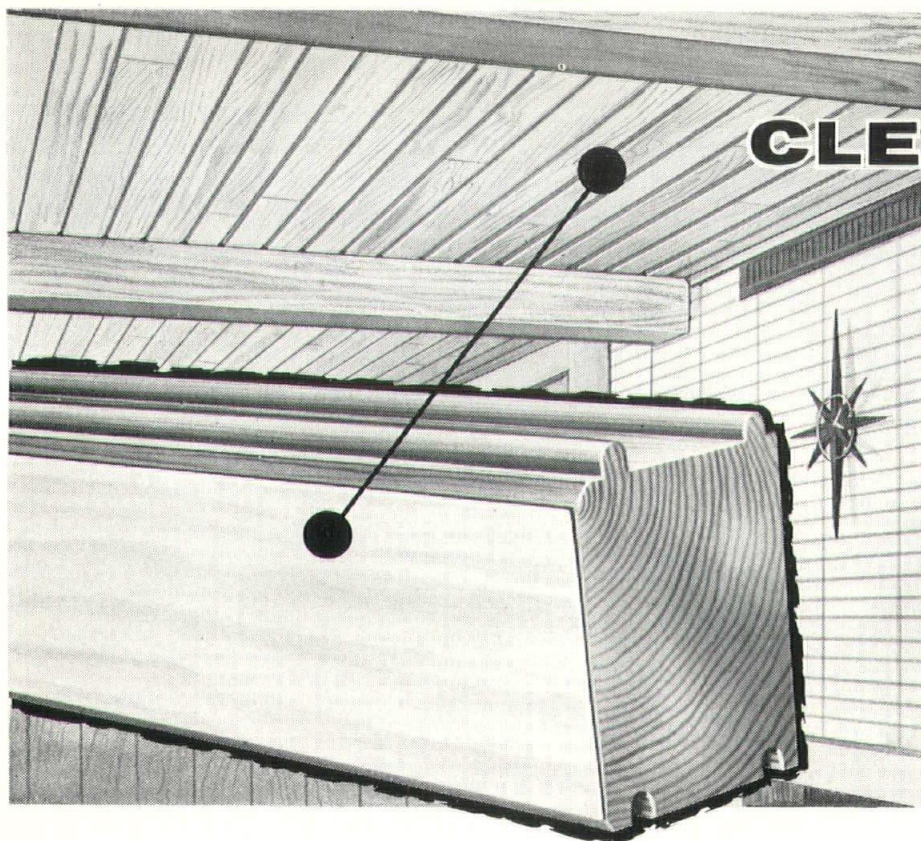
cated near the foot of Canal Street at the Mississippi River. The design by Stone features a solution to the problem of providing an international city lacking adequate facilities for expansion of its opportunities in foreign commerce with a world tourist attraction; a center of culture and art; and as a showcase for commerce and industry in the lower Mississippi Valley.

An office tower rising 19 stories to a height of 190 feet overlooks a plaza approximately 500 feet across. This main structure is expected to provide about 300,000 square feet of office and permanent exhibit space; house a pent-house type restaurant and cocktail lounge recessed into two floors under a flat, platform-like roof of the office tower.

In the design the architect suggested the use of broad glass surfaces for the tower portion, protected by an open screen of aluminum.

Immediately behind the office tower, and plaza are two walkways, extending from the exhibition floor of the auditorium and supported by arched columns, curving around the plaza, providing continuous flow of covered traffic areas.

A fountain is located at the center of the plaza.



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Attending the National Association of Architectural Metal Manufacturers Convention in New Orleans are from left, Wayne Stoffle, Edmund Purves, Solis Seiferth, Douglas Freret, Mary Mykolyk, and G. J. Stewart, Assistant General Manager for sales, U. S. Steel Corp., Houston.

Gulf States AIA Party Set

The Gulf States Region, AIA will hold a special cocktail party, buffet dinner and dance in the Tulane Room of the Jung Hotel on the evening of Thursday, June 25, according to Wm. Bailey Smith, Regional secretary.

The event is scheduled during the week of the National Convention of the American Institute of Architects and is set for the specific date in order not to conflict with general convention activity. The date is a "free" evening as far as National Convention activities are concerned, Smith said.

Since no Gulf States Regional Convention is being held this year, this event becomes the big social affair for Gulf States architects, their wives, and guests.

Full information concerning the event will be sent to all members in the various chapters throughout the Region.

Stone Presents Trade Mart Design

In New Orleans to present his plans for a new International Trade Mart Center for the city, Edward D. Stone, New York architect said that he considers "especially challenging" the commission to design a world trade building.

"New Orleans is one of the few cities of real architectural merit," Stone said. "I consider this to be one of the great opportunities of my career," he added.

Stone is a native of Arkansas. After basic work at the University of Arkansas at Fayetteville, his home town, he studied at the Harvard School of Architecture in 1925 and at the Massachusetts Institute of Technology.

Internationally known for many outstanding designs, his most recent project receiving an Award of Merit from the AIA is the U. S. Pavilion, World's Fair, Brussels, Belgium, completed in 1958.

CSI Group Receives Charter

The New Orleans chapter, Construction Specification Institute received its charter during a special meeting April 15 which included the appearance of National President of the Institute, J. Stewart Stein, Chicago architect.

Stein presented the charter to the new chapter's president Albert Bear of New Orleans during a meeting held at the plan rooms of the Construction Industry Association.

A special panel discussion on "Unscrambling Specifications for Miscellaneous Metal Work" was presented. Participating on the panel were, Earl P. Baker, president of the National Association of Architectural Metal Manufacturers; Harold S. Langland, secretary, Stanley Iron Works, Inc., Minneapolis, Minnesota, and co-author of "Architectural Metal Handbook"; and J. Thad Floyd, Jr., and Eugene Morrow, of Metal Building Products, Inc., New Orleans.

AIA Documents Now Available

Among the new bulletins announced by the Octagon in a recent newsletter include: a new 1959 edition of "The AIA Standard Filing System and Alphabetical Index" (AIA Document No. E-301). The new edition is said to contain many amplifications to provide for new materials and technological advances. Copies may be ordered at a cost of \$2.00 each postage paid.

Another newly revised document is "A Suggested Guide to Bidding Procedure" (AIA Document No. A-501). Although listed at 10¢ it will be distributed free to AIA members.

A Joint AIA-PC Committee has prepared a new document available at no cost entitled "Criteria for Product Exhibits at AIA Regional Meetings." (AIA Document No. E-203). A list of AIA publications and documents is also available including a list of all documents, books, reprints, pamphlets, films and other miscellaneous publications.

Landscaping Awards Program Announced

The Seventh Annual Industrial Landscaping Awards competition has been announced by the American Association of Nurserymen.

Entries must be received by September, 1959 and classifications include: (a) manufacturing and utilities; including research buildings; (b) retail and service establishments; and (c) public and private institutions.

A folder describing the awards, containing entry procedure and a list of past winners will be mailed by request to Dr. Richard P. White, American Association of Nurserymen, 635 Southern Building, Washington 5, D. C.

ASCE Meets In Little Rock

The annual spring meeting of the Mid-South Section, American Society of Civil Engineers, will be held in Little Rock, April 30 - May 2, according to an announcement.

Scheduled to be held at the Lafayette Hotel, the program activities will begin at 6:30 p.m., Thursday, April 30, with an "early arrivals" party, and registration is slated to open at 8:15 a.m., Friday.

All members are urged to make room reservations direct with the hotel.

Putfark Elected President of IBEE

Ray E. Putfark, executive director of the Construction Industry Association of New Orleans, Inc., has been elected president of the International Building Exchange Executives during the organization's annual national convention in Miami Beach, Fla.

Putfark succeeds Joseph C. Burr of Sacramento, California. The IBEE consists of over ninety construction industry associations and building exchanges throughout the United States and Canada.

Active in the affairs of the construction industry, Putfark is also recording secretary for the Greater New Orleans Code Committee; Chairman of the Ways & Means Committee, Delgado Trades and Technical Institute; and a member of the Construction Specifications Institute.

Putfark will head the organization through July, 1959.

AIA NATIONAL CONVENTION

NEW ORLEANS

JUNE 22-26

Eichenbaum Receives Alumni Citation

Howard S. Eichenbaum, FAIA, Little Rock architect, has received an Alumni Citation from Washington University in St. Louis for "his distinguished career and creative accomplishments in the field of architecture, his leadership in architectural education, and his many years of devoted and unselfish service to his fellow men and to humanitarian principles and practices through his work in the Boy Scouts and other organizations."

Eichenbaum is a member of the Little Rock firm of Erhart, Eichenbaum, Rauch and Blass. A former vice-president of the American Institute of Architects, he is active in civic affairs. Eichenbaum is a member of the executive committee of Pulaski County Metropolitan planning commission. In 1958 he served as a member of a survey commission of the United States Department of State to determine hospital and medical teaching needs for Berlin, Germany.

O'Brien Named To Design Group

John M. O'Brien has been named chief designer for the Civic Center Design Committee of the Memphis Chapter, American Institute of Architects.

According to Zeno Yeates, committee chairman, the design group has established offices at 274 North Lauderdale and will work to present a unified and coordinated overall plan for the Memphis Civic Center. Memphis architects will donate their talents without charge and the city will pay necessary expenses.

O'Brien recently received his masters of fine arts degree from Princeton University where his master's thesis was on a downtown revitalization plan for the city of Memphis.

Prior to his study at Princeton, he was graduated in architecture from Rice Institute, Houston. He was formerly employed by Wiseman & Bland, Memphis.

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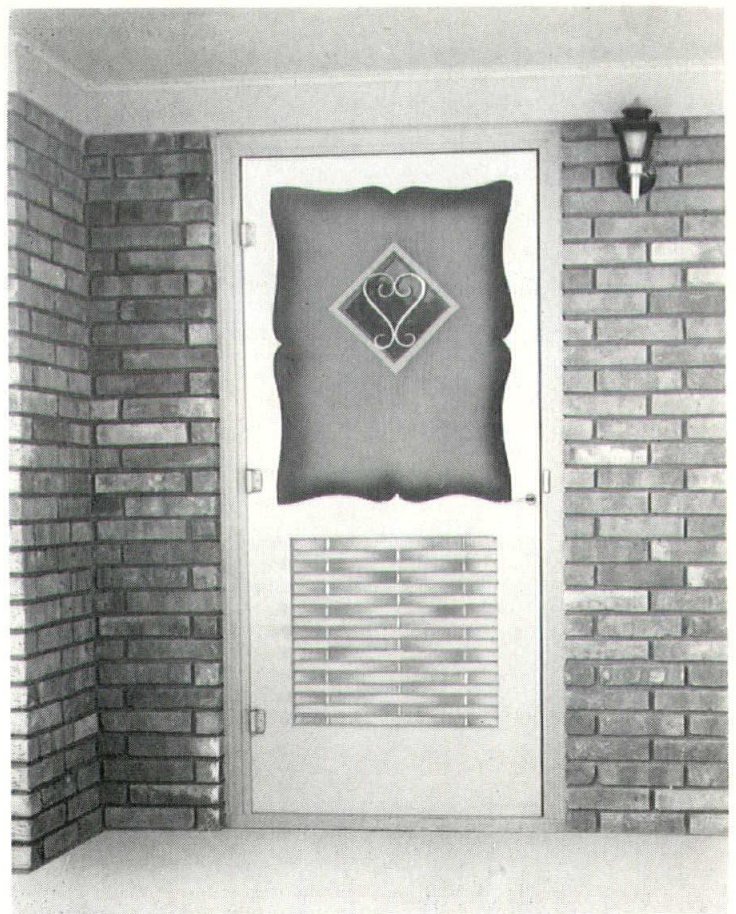
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AGC Chapter Receives Award

The New Orleans chapter, Associated General Contractors of America has received the national "Constructionizing" award presented by the Associated General Contractors of America in recognizing of the chapter's having "the most comprehensive and diversified public relations and construction promotion program of any chapter of the AGC in 1958."

According to M. H. Hogan, president of the chapter, the award including a check for \$100 was recently presented to John Bartley vice-president of the chapter, by Cliff Mortensen, chairman of the national public relations committee of the AGC.

In commenting on the award, Hogan commended the members of the New Orleans chapter's public relations committee who conducted the program in 1958. The committee membership included: Robert Boh, chairman; John C. Bartley, James Favret, John Haase, Charles Keller, Jr., William Kelly, Claiborne Perrilliat and John Sharp.

The chapter's public relations program has included a speakers bureau, which gives illustrated lectures to civic clubs on the scope and importance of the construction industry; the preparation of a comprehensive handbook of technical information for architects, engineers, contractors and owners; cooperation with other trade groups, publicity and advertising services for the industry, and others.

M. P. Schneider Dies in New Orleans

Matthew P. Schneider, 68, widely known Louisiana Brick manufacturer, died in New Orleans, March 19.

He was co-owner of the Slidell Brick and Tile Co., and the St. Joe Brick Works, Inc.

Active in the affairs of the construction industry, Mr. Schneider was a native of Baton Rouge, Louisiana. He moved to St. Joe, Louisiana, in 1898 where his father was engaged in the manufacture of bricks, and later entered brick manufacturing with his father at the St. Joe plant near Slidell. He resided in St. Joe until 1929 when he moved to New Orleans.

Schneider was a member of the Louisiana-Mississippi Brick and Tile Manufacturers Association, board member of the Construction Industry Association of New Orleans, Inc.; the Executive Club of New Orleans; and a member of the board of the Bank of Slidell.

Engineers Hold Annual Meeting

The Gulf Institute of Consulting Engineers, Inc., held its annual meeting at Arnauds Restaurant in New Orleans, April 1.

The Institute is actively engaged



Engineers Ernst and Rayner

in the promotion of ethical principles and professional practice of consulting engineers; the advancement of the interests of professional engineers engaged in the consulting practice of civil, mechanical, electrical and chemical engineering; and the increase in the usefulness of the consulting engineer to his clientele and to the public at large.

The Gulf Institute was organized in 1950 in a spirit of mutual helpfulness as a liaison medium between its members and its member's clients. Its membership is limited to graduate, registered consulting engineers in private practice; and it maintains active members from the states of Alabama, Mississippi, and Louisiana. Arkansas, Alabama, Mississippi and Louisiana.

Alfred G. Rayner, Consulting Engi-



Attending the National Association of Architectural Metal Manufacturers Convention in New Orleans are from left Bill Birney, U. S. Steel Corp., Pittsburgh; K. C. Woodrow, manager, metals division, Limbach Co., Pittsburgh; Edmund Turves, Executive Director of the American Institute of Architects, and W. V. Jones, Manager of Sales, New Orleans district.

neer, of Baton Rouge, Louisiana, is president of the Institute.

Other officers include: T. Edward Ernst, New Orleans, 1st vice-president; B. M. Dornblatt, New Orleans, second vice-president; and John P. Jones, of Ogden, Woodruff & Dyer, Inc., Baton Rouge, La., Secretary-treasurer.

Board members of the group include: Louis N. Goodman, of Louis N. Goodman & Associates, New Orleans; Thomas C. David, of Pan American Engineers, Alexandria, La.; and H. Nash Ogden, of Ogden, Woodruff & Dyer, Inc., Baton Rouge.

NAAMM Meeting In New Orleans

The National Association of Architectural Metal Manufacturers held its 21st Annual Convention at the Monteleone Hotel in New Orleans April 12-17.

The five-day event included the appearance of national industry executives and speakers including Edwin Purves, FAIA executive director, the American Institute of Architects, Washington, D. C.; Dudley Hunt, AIA, senior editor, Architectural Record; and J. Stewart Stein president of the Construction Specifications Institute, Chicago.

Social events included various receptions; a cruise aboard the steamer President and a social hour sponsored by Alcoa; others highlighting the event included receptions by Kaiser Aluminum & Chemical Sales, Inc., the Annual Banquet; and a Buffet Breakfast staged for NAAMM members and their families by United States Steel Corp.



New officers of the Southern Pine Association are (seated) E. C. Gates, M. W. Smith, Jr. and H. P. Greer and (standing) H. S. Mersereau, H. L. Manley and S. P. Deas.

Southern Pine Group Meets

The Southern Pine Association staged one of its largest conventions, April 11-15, in New Orleans setting forth objectives which included a series of coordinated campaigns to "push forward the frontiers of the of the Southern Pine lumber industry."

With a "backdrop" labeled "Southern Pine Week" in New Orleans by Mayor deLesseps S. Morrison, the convention delegates directed special attention toward a program of merchandising and research; new products; the development of new industry machinery for automated lumber manufacture; and a total utilization of the timber harvest.

Concurrent with the convention, a Machinery Exposition, sponsored by the Association was conducted at the New Orleans Municipal Auditorium. The demonstration was a part of a campaign for an automated Southern Pine Lumber industry.

Program highlights included discussions from SPA's Research Committee under the direction of T.L.L. Temple, III, outlining the development of new glues for lamination; with prominent industry representatives contributing to an analysis of new developments.

Dean Boyd Richards, Professor of Wood Technology, Alabama Polytechnic Institute, Auburn, Alabama, described new and improved glues that offer maximum durability and new testing methods available to the in-

dustry; Max Hanisch, president of Unit Structures, Inc. Peshtigo, Wisconsin pointed to improvements in the laminating process which are creating new glued structural components.

On other industry topics, H. S. Mersereau, SPA Vice-President for Trade Promotion addressed the convention urging the industry to increase its merchandising effort.

Other speakers included Robert M. Ingram, Aberdeen, Washington, president of the National Lumber Manufacturers Association.

On its final day, the convention elected E. C. Gates, Fordyce, Arkansas president of SPA, and immediate past president M. White Smith, Jackson, Alabama, as chairman of its board of directors. Other officers elected include: H. L. Manley, Savannah, Georgia, first vice president and H. P. Greer, Joyce, Louisiana, second vice president:

Re-elected were: H. S. Mersereau, Crossett, Arkansas, vice-president for Trade Promotion; M. L. Fleishel, Jacksonville, Fla., treasurer, and Stanley P. Deas, New Orleans, executive vice-president.

**AIA NATIONAL
CONVENTION
NEW ORLEANS
JUNE 22-26**

Pine Industry Cites Growth

Speaking to the 44th annual convention of the Southern Pine Association in New Orleans, April 11-15, SPA's retiring president M. White Smith, Jr., Jackson, Alabama, said the Southern Pine industry has an opportunity to create the greatest economic force the South has ever know.

"The past year has witnessed a new awakening of the importance of quality among those concerned with wood and its uses," Smith said. "Our best evidence in favor of a quality product is the fact that Southern Pine lumber consumption in the Southern states . . . where this quality program has been carried on . . . has increased from 71 per cent to 80 per cent of total Southern Pine production." He said that production had increased during the past year, and "th's means that we must be prepared to look beyond the borders of the South for new markets."

Smith also referred to a recent announcement from Birmingham, Alabama, that member cities of the Southern Building Code Congress has approved a .19% moisture content limit on framing lumber by overwhelming 95% majority, and that the "dry" lumber standard now goes into the Southern Building Code used by 798 cities.

"We believe the building public is entitled to a product that measures
(Continued on Page 19)

Producer's Council Meets

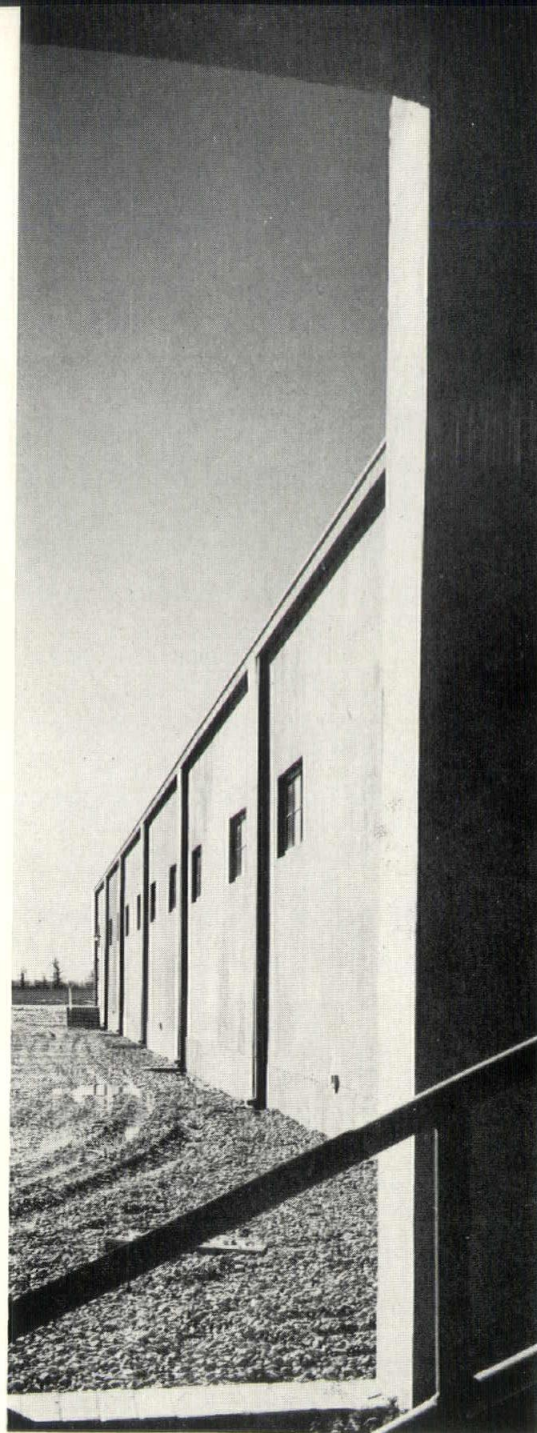
The New Orleans chapter Producers' Council held its regular monthly meeting April 14 at Lenfant's Restaurant and featured a presentation by Mr. R. R. Underhill, Technical Service Representative of Dow Chemical Corporation, Midland, Michigan.

Mr. Underhill discussed Saraloy 400 — The Elastic Flashing — Its Use and Application".

Brick Plant Purchased

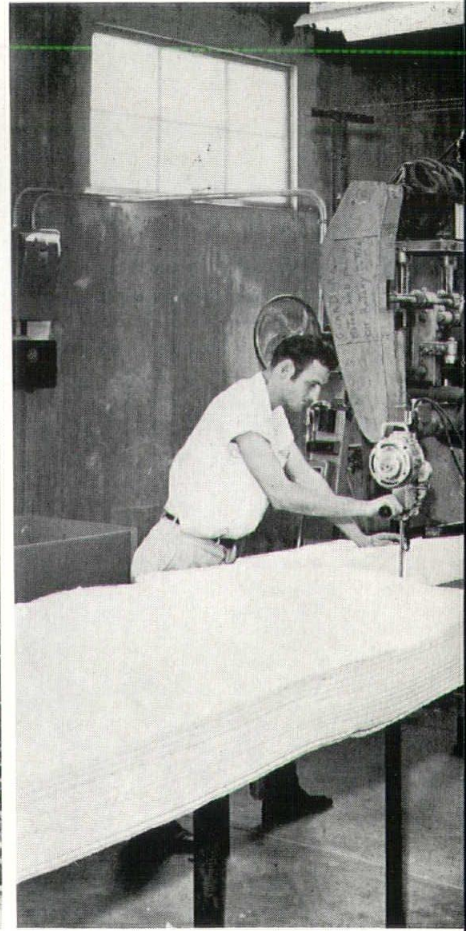
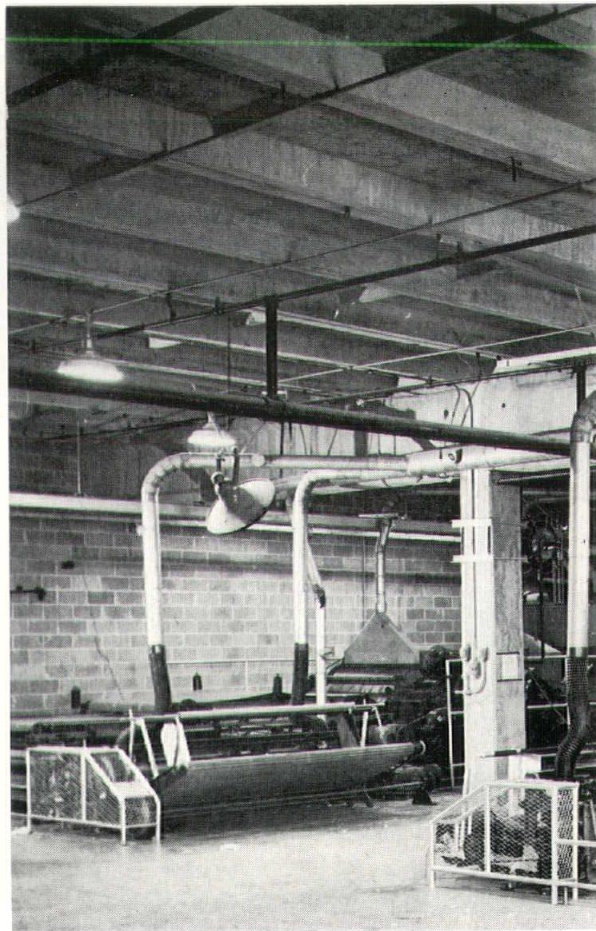
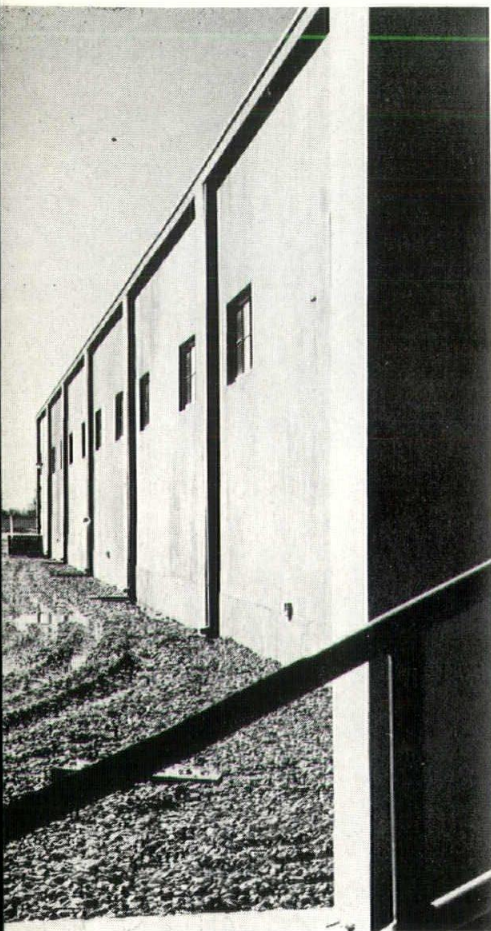
The Okolona Brick and Tile Co., Okolona, Mississippi, has been purchased by J. M. Savery, of Tupelo, Miss., according to a recent announcement.

The plant which has been closed for several years will be re-opened on a year-round basis and will employ about 30 workers, the announcement said.



Industry moves to the South's historical Delta Country, and its architects design new facilities for an on-site utilization of the area's most famous product . . . cotton. The Tunica Manufacturing Company plant, by architects Pritchard & Nickles, Tunica, Mississippi.

FOR INDUSTRY *a fire resistant building at the lowest possible cost.*



The Tunica Manufacturing Company, in Tunica, Mississippi, is devoted to the manufacture of quilting materials, which are made from the cotton linters; a local by-product of raw cotton. Tunica is in the middle of America's great Delta region . . . and cotton is a principal product of the area.

For Tunica architects, Pritchard & Nickles, the problem of design was to provide an adequate fire resistant building for the lowest possible cost. Using a reinforced concrete foundation on piles, grade beam, floor slab on fill, tilt up concrete walls, reinforced columns and prestressed girders and roof panels, the architects came up with a building comprising 71,438 square feet, for costs of \$5.78 per square foot, including the construction of a

water well and elevated tank. The cost does not include any site improvement work. The building also provides the occupant space to expand its current manufacturing processes, utilizing the structure for combination manufacturing activity and storage.

Sponsored by the Mississippi Agricultural and Industrial Board, the project was financed by a local county bond issue, and its cost is repaid by the manufacturing company in monthly rentals.

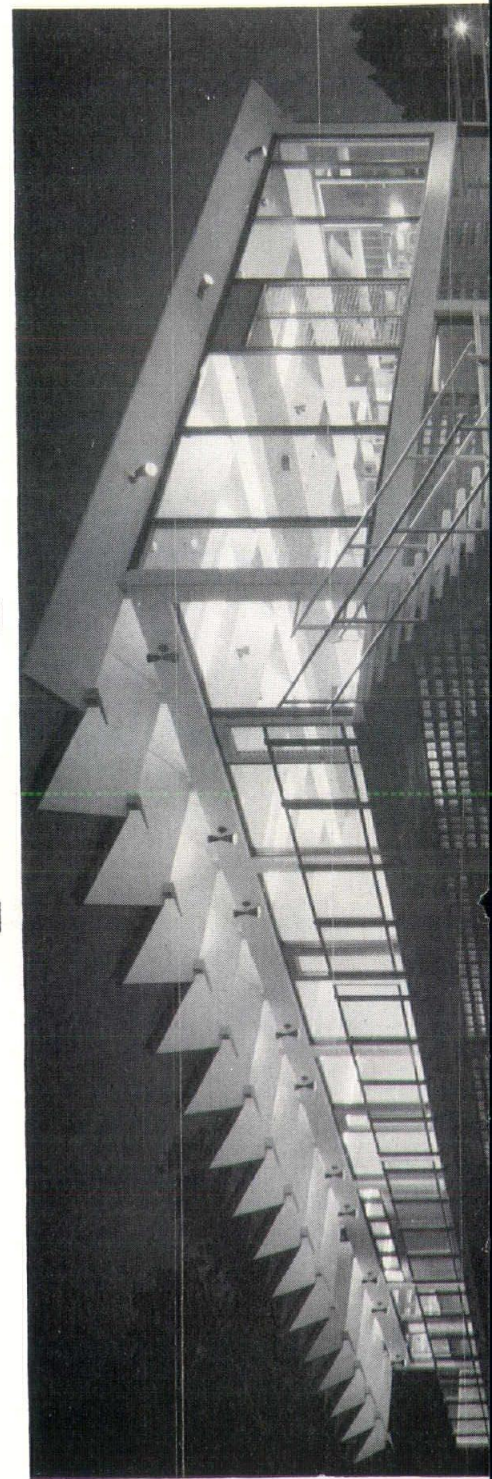
Consulting engineers for the project, were Lambeth, Briggs, Lemly and Story; General Contractor—McDaniel Bros. Construction Company, Jonesboro, Arkansas; Elevated tank contractors—Chicago Bridge & Iron Co., Atlanta, Georgia; and water well contractor—Delta Drilling Co., of Greenwood, Mississippi.





Southern Interiors

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



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BIRMINGHAM *Fred W. Smith*
1201 Forest View Lane—Vesthaven
BATON ROUGE *Executive Office*
3435 North Blvd.

Cement Exec Announced

W. R. "Bill" Montgomery has been named as general sales manager for Mississippi Valley Portland Cement Co. located at Redwood, Mississippi. Montgomery will be vice president of Valley Cement Co., Inc., a sales division of the cement manufacturer.

Prior to joining the new company, he was sales engineer with Jones and Laughlin Steel Corp. of Memphis, and a former Memphis District Field Engineer with Portland Cement Association.

Hester Appointed

Don P. Hester has been appointed as sales representative in the state of Arkansas for **Smithcraft Lighting**. His territory will include all of the state of Arkansas with the exception of Ft. Smith and Texarkansas western Tennessee and northern Mississippi. He was formerly with the Graybar Electric Co. of Memphis.

Josam Appoints

Neil R. Trout has been appointed assistant sales manager for Josam Manufacturing Co., Michigan City, Indiana, according to Loren H. Bonnett, General Sales Manager for the manufacturer.

Trout moves into his new position with background of seventeen years experience in the plumbing industry. He became associated with Josam's Newark office in 1955 and then moved to the general offices in Michigan City in 1957 as Southeastern District Sales Manager.

PINE INDUSTRY—

(Continued from Page 14)

up to meaningful standards," Smith added.

Robert M. Ingram, Aberdeen, Washington, president of the National Lumber Manufacturers Association told the convention delegates, that "Southern lumbermen are making great progress in modern forest management practices, increased log utilization and the development of new products and new manufacturing processes.

"The South is now responsible for more than one-third of the nation's total lumber, one fourth of its pulpwood, and about 40 per cent of its forests," Ingram said.

Natco District Manager

George F. Osten, formerly manager of Natco Corporations Louisiana sales area with headquarters in Baton Rouge has been named Southwest District manager for the company's new Southwest district sales office in Houston.

The new facility will serve Natco customers in a territory which includes Texas, Arkansas, Oklahoma, Southern New Mexico, and southern Arizona.

AIA Gold Medal

Walter Gropius has been selected by the AIA Board to receive the Gold Medal this year.

The renowned architect-educator will be given the Institute's highest award at a special ceremony during the Annual Convention of the AIA set for New Orleans June 22-26.

Gropius was elevated to Fellowship in the Institute in 1954. He received the Gold Medal of the Royal Institute of British Architects in 1956.

More builders tie in with LP&L's MEDALLION HOME PROGRAM

Month after month, more builders take advantage of the nationally and locally advertised MEDALLION HOME program. Newspaper ads are run regularly by LP&L, pre-selling the public on MEDALLION HOMES. Colorful outdoor posters, TV and direct mail advertising echo the theme "Live better electrically in a Medallion Home."

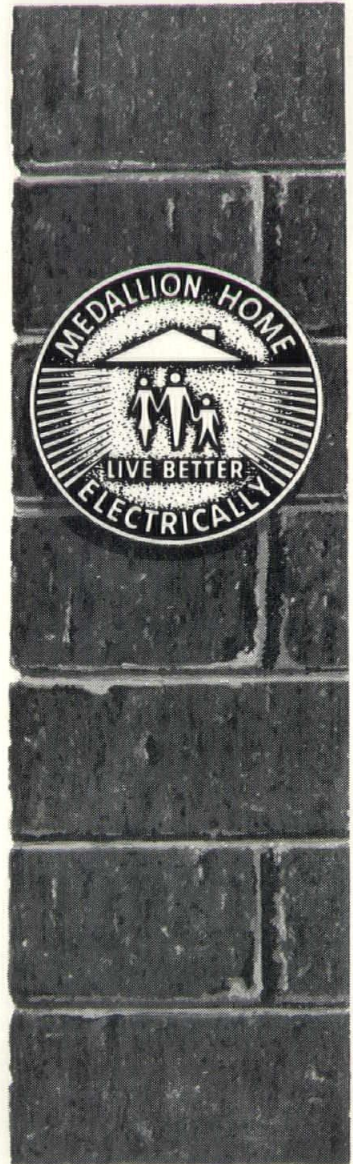
A planned program of cooperating with builders makes it easy for them to tie in directly with LP&L advertising and promotion. And LP&L is ready with all these additional aids for builders: display certificates, weatherproof signs, handout literature, bronze medallions, training help for sales personnel and assistance in setting up open house demonstrations.

The program is open to all builders in our service area who meet the requirements for HOUSEPOWER wiring, appliances and lighting. How about you?

For details write: Sales Department, LP&L Co.
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BLUMCRAFT OF PITTSBURGH, 460 MELWOOD STREET, PITTSBURGH 13, PA.

Steel Manual

American Zinc Institute, Inc., has just released a new definitive buyer's manual on galvanized steel sheet, the first of its kind ever published. Entitled: "Industrial Procurement — Galvanized Steel Sheets," the 36-page book is as complete a compilation of up-to-date yet available on the procurement of galvanized steel sheet for industrial applications. It describes in comprehensive form the significant factors governing properties, applications, specification, purchase and maintenance of galvanized steel sheet for industrial uses.

The combination of structural strength, corrosion resistance, plus low initial and maintenance costs are important reasons that galvanized, corrugated steel sheets are said to have been used for decades as roofing and siding in industrial and farm structures across the nation.

More recently the steel industry has developed a superior quality galvanized steel that can be purchased in standard sizes and grades to fulfill specific service requirements, an announcement said.

Roof Ventilators

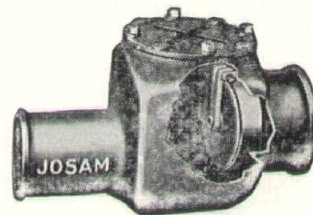
E. Van Noorden Company of Boston, Massachusetts, announces its new "Sleek-Line" Continuous Gravity Roof Ventilators for large volume exhaust from buildings where large furnaces or other heat or fume creating equipment is used in production processes. With throat sizes from 36" to 96", these new ventilators are capable of exhausting up to 12,000 cubic feet per minute for each 10 feet of length. They are designed to operate regardless of wind direction and are engineered to withstand hurricane, wind and snow load. Suitable for any type roof, their modern architectural styling is appropriate for all types of industrial buildings. VANCO "Sleek-Line" Continuous Roof Ventilators are available in a choice of materials: aluminum, galvanized iron or protected metal skin with painted steel, hot dipped galvanized or aluminum braces. Special coatings are also available. Positive exhaust control is provided by standard chain or motor operated butterfly dampers, and in addition fusible link and manually operated pivoted dampers may be specified. Complete details on these new "Sleek-Line" Ventilators are included in E. Van Noorden's new 1959 catalog. Request Catalog 59B.

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PROFESSIONAL LISTING DIRECTORY

Memo:

To: Consulting Engineers, and Others
offering professional services to
the construction industry.

Beginning with the June, 1959 Issue, Gulf States Architect & Builder will initiate a special professional listing directory for the advertising of professional services to the area that the publication serves: the states of Arkansas, Tennessee, Mississippi, Louisiana, and Alabama.

We especially believe this service to be of valuable assistance for the consulting engineer, or firm engaged in service to the construction industry . . . especially in the growing Deep South.

We believe the architectural firms within the five-state area and other principal segments of the publication's circulation will benefit by having this listing service available to them for their ready information on available professional services within their local area.

The service will appear in each monthly issue beginning with the June issue and continue as a special department.

All firms offering professional services should contact the Editorial offices, Room 100, 816 Howard Ave., New Orleans, immediately. Just ask for an application for professional listing. A special copy sheet will be mailed to you.

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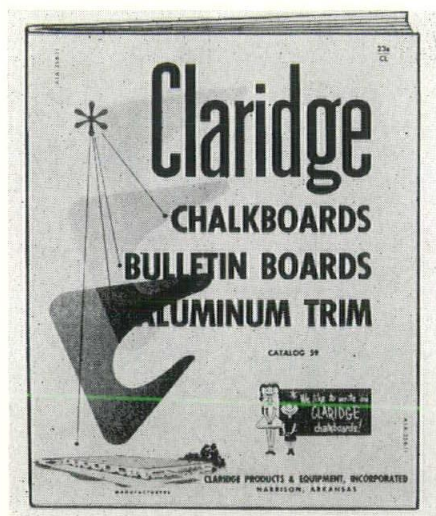
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Claridge Products

The Claridge Products & Equipment Company, Harrison, Arkansas, has announced its new catalog No. 59 which the company says describes and illustrates its full line of chalkboards, bulletin boards and aluminum trim.

Designed especially with the architect, specifier and contractor in mind,



this new full color 24-page item is said to include all necessary information about the company's line including bulletin board cabinets, trophy and display cases, reversible chalkboards, swing leaf bulletin boards, portable chalkboards, and a selection of snap-on extruded aluminum trim, etc.

For additional information write to Claridge Products & Equipment Co., Box 278-A, Harrison, Arkansas.

Otis Travolator

Otis Elevator Company has announced the development of what it says is the world's first "Travolator," a moving sidewalk installation at the El Cortez Hotel in San Diego, Calif.

The installation arches 127 feet across a busy San Diego street, the announcement said, and connects the main building of a 251-room hotel with a new 138-room motel and 500 car parking garage.

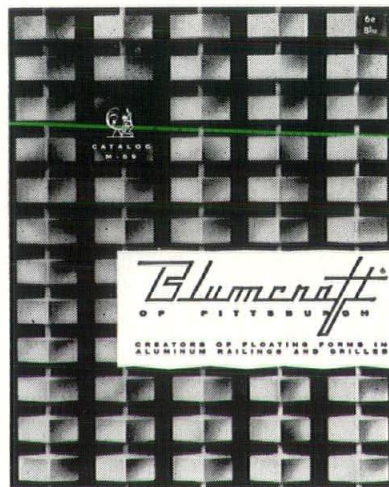
The unit carries guests and hotel employees back and forth on a series of safety-cleated platforms which incorporate the same safety features as modern escalators, the company said.

Grill-O-Metrics

Blumcraft of Pittsburgh has announced the development of the company's new 3-dimensional grilles and described in a new catalogue M-59 available to architects.

The new item is for use as railing panels, sun screens, room dividers and for complete building surfacing. Unlike stamped or perforated metal grilles, the company says that Grill-O-Metrics are built of sculptured extrusions to provide structural depth.

Sparkling facets which float sturdily in space are furnished in either a dished circular pattern or in a rectangular diamond effect. The vertical back-ground supports are furnished in black anodized finish to provide a striking contrast with the facets. The



aluminum alloy is the same alloy as that used in the entire Blumcraft railing line, thus providing uniformity of aluminizing. Extrusions are used throughout; no castings nor sheet aluminum are used.

In addition to style "R" and style "D" shown in the Blumcraft catalogue, two additional patterns of larger facets have been developed and are included with the other Grill-O-Metric details for easy tracing, the company said.

The new line permits a freedom in design, the company says, by the flexibility of the entire Blumcraft system and which is retained in Grill-O-Metrics. By omitting any number of facets, the architect is free to create his own pattern arrangements.

Architects are invited to forward their preliminary drawings of railings

and grilles to Blumcraft for review by its design staff, prior to the completion of the architect's working drawings, the company said.

Architects desiring copies of the new catalogue and easy tracing details of the new Grill-O-Metrics are invited to write to Blumcraft of Pittsburgh, 460 Melwood Street, Pittsburgh 13, Pa.

Josam Systems

A new intercepting system which is said to end many oil intercepting and disposal problems has been announced by Josam Manufacturing Company, Michigan City, Indiana.

The new Series GH Oil Interceptor is primarily designed for applications where oil recovery presents a problem, the manufacturer said. For this reason, it is particularly adaptable in garages, filling and service stations, repair shops, etc.

Josam states that the advantages received from the use of the intercepting system are many, including: oil removed from waste effluent automatically; separated oil emerges in a clean or clarified state for re-use; oil is drawn off into portable container; eliminates necessity for installing underground storage tank; sediment in waste oil is intercepted and separated for easy removal; and once installed, the system operates without constant attention.

Write to Josam Manufacturing Co., Dept. X-47, Michigan City, Ind.

New Booklet

Insulite has announced a new roof deck booklet available called "New Dimensions in Ceiling Design" and which is said to give the reader pertinent information on how Insulite Roof Deck can be used in contemporary residences and other structures where flat or low-pitch roofs are used.

The 20-page booklet which includes a section on beam size tables showing permissible minimum nominal dimensions of acceptable beams and other sections illustrating construction details is available by writing direct to Insulite, 500 Investors Building, Minneapolis 2, Minn.

Dining Rooms Are Important In Residential Design

A dining room for their next homes was desired by approximately two-thirds of the delegates who recently attended McCall Magazine's second annual "Congress on Better Living" in Washington, D. C.

Many of the delegates believed mealtime is an important part of their daily routines, and that family members should enjoy meals, especially dinner, in the dining room.

Then many of the homemakers also felt their children could be trained more effectively if meals were served in the dining room.

These housewives from the 49 states expressed their views on all aspects of the house of today and tomorrow — from physical construction, through financing and furnishing, to the moral, emotional and spiritual values of the home. In all, 4,263 pages of comment were recorded during the three-day sessions.

The editors of McCall's selected these forward-thinking housewives for their knowledge of and interest in homemaking.

"I have all of the meals in the dining room," commented a homemaker. "The only time of the day that the whole family is together is at mealtime. We enjoy having all our meals at the dining table."

Two-Thirds of Delegates Regularly Serve Dinner in the Dining Room

Two-thirds of the delegates regularly served dinner in the dining room. One-fourth served dinner on a terrace, porch or patio, but use of an outdoor place for serving meals was determined by climate.

And one-half of these housewives reported that they served breakfast and lunch in the kitchen.

Said a delegate, "I think at least one meal a day should be in the dining room where we can be together as a family unit. If you are going to eat in the kitchen it is a come-and-go meal. My husband works irregular hours so I serve two dinners. The children and I eat our meal in the dining room because I want to accustom them to eating in the dining room. They are taught at this age

to keep their food on the table."

"The dining room is a wonderful place for the social training for a youngster. I would like to eat all meals in the dining room; but with my husband's schedule, it is impossible a great deal of the time. At least the central meal of the day should be in the dining room. The rest of the meals we eat in the breakfast room," remarked a housewife.

Another housewife said, "All of our evening meals and certainly all our meals for entertaining are in the dining room."

"We have breakfast in the kitchen and the rest of the meals in the family-dining room. We keep the living room for entertaining guests," commented a delegate.

Said a homemaker, "We have a dining room which we use very often. In pretty weather we eat breakfast and lunch on the porch near the kitchen. In the wintertime we eat our evening meal in front of the fireplace quite often and I feed the farm crew in the kitchen."

While most of the delegates preferred a dining room, several were opposed to it. Said one, "I have a dining room now and it just means extra walking and extra carrying of trays. I suppose if I had a bar or a passthrough, that would be less work, but I just don't like the extra steps. I don't think it's worth it."

Notice:

For those within the Gulf States AIA Region . . . you'll be hearing more and more about the National Convention of the AIA set for New Orleans June 22-26. The New Orleans Chapter has programmed a splendid program for all who attend.

All members of the Institute within the Region should plan now to take away a few days and come to New Orleans for a period of relaxation and fellowship with our associates in more distant spots in the Country.

This is the first National Convention to be held by the AIA in New Orleans since April, 1938 and early indications are that a bumper attendance is expected. Room reservation instructions will soon be mailed to you by the responsible committees, along with other instructions regarding your participation.

Mark the date of June 22-26 down on your calendar today.

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Architect & Builder

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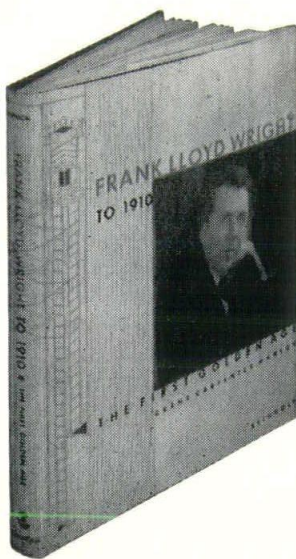
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In this comprehensive volume the author records the first golden age in the life and work of Frank Lloyd Wright—a span of 40 of his most creative years during which the master architect changed the face of American and world architecture.

This detailed story of Wright's dramatic rise to the forefront of his profession includes the surprising parental influence that helped to mold his native genius, what his work for Silsbee and Sullivan in Chicago meant to his design; the original and development of the famous Prairie House; and the birth of the many other milestones in American Architecture that these fruitful years produced. In addition, the 280 photographs, plans and diagrams used as illustrations are themselves a unique, personal architectural history of the time. \$10.00

(Use Order Form on next page for
convenience in ordering.)

New Industry Group Formed

Labor and management in the construction industry have announced a plan to tackle their mutual problems, to promote the welfare of the building and construction industry in the public interest, and to preserve and promote the contract method in construction.

Announcement of the formation of the Construction Industry Joint Conference followed a joint meeting of general presidents of national unions engaged in the construction industry and executives of national associations of general and specialty contractors. The affiliation of each national union and each national contractors association is subject to its own decision to affiliate with the Joint Conference.

Details of the plan adopted were worked out over a two-month period by a 16 man negotiating committee set up at a construction industry labor-management meeting on January 28, 1959.

The building and construction industry is the largest industry in the country. It directly employs more than three million workers on site and indirectly employs several times as many in supporting occupations. The value of construction is approximately \$60 billion a year. This includes the building of industrial plants and commercial buildings, the construction of highways, dams and military installations and the provision of schools, churches and homes.

The announcement was made by John T. Dunlop, who was named Impartial Chairman of the Joint Administrative Committee of the Construction Industry Joint Conference.

School Seating

The new Sico line of table seating equipment for schools and institutions is detailed in a 16-page brochure recently published by the Minneapolis manufacturer.

In addition to the full-line brochure, each of Sico's six new products is featured in separate four-page folders which give full specifications on the individual units.

The literature pictures and describes the portable folding tables, which are designed to implement multiple use of space. The products range from rectangular table and bench combinations of various lengths to portable units of round, square or rectangular shapes. Each unit is tailored for a specific purpose in effective use of space for seating and eating.

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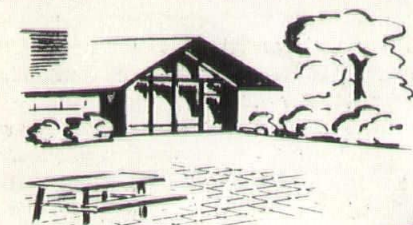
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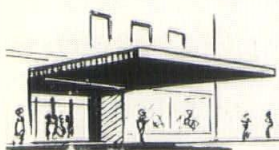
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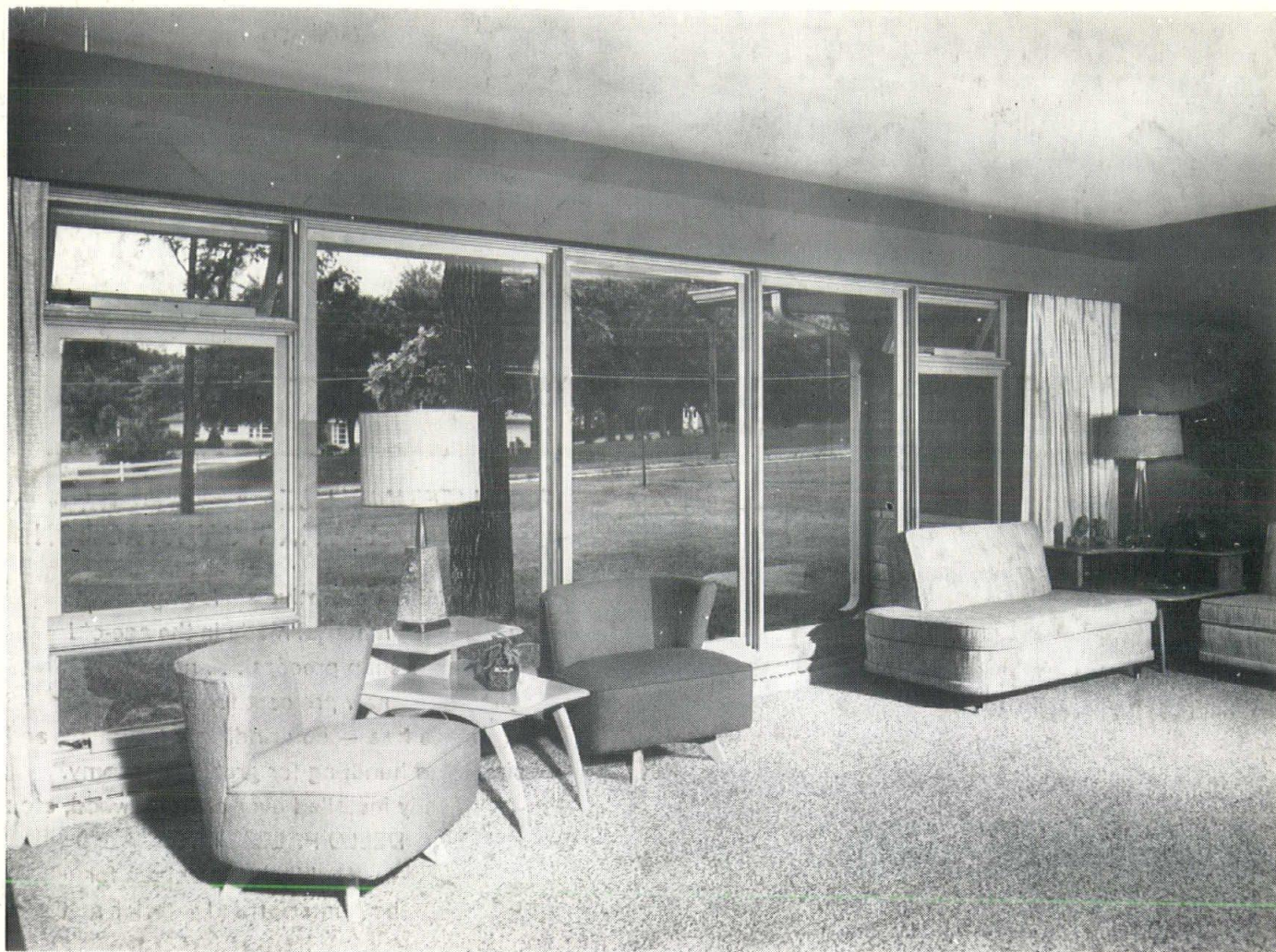
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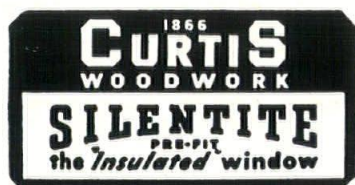
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