Mr. George Pettingill, Librarian The American Institute of Architects 1735 New York Ave. N. W. Washington, D. C.

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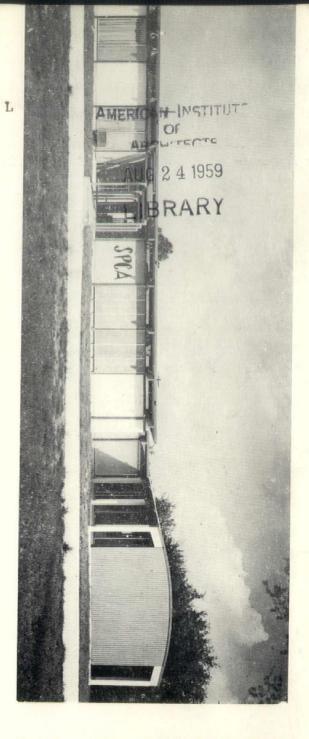
East Tennessee AIA Party

Design For Kennel Building

Memphis Plans Civic Center

> Names In The News

New Products Dept.



GULF STATES



July, 1959

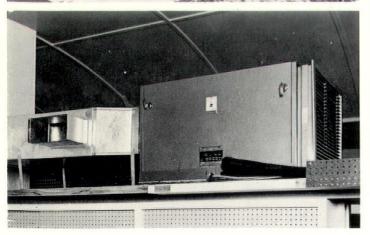
THE JOURNAL OF SOUTHERN ARCHITECTURE



The Home and Showrooms of NEW INTERIORS, Baton Rouge, Louisiana - Photography by André







AMERICAN-Standard

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Photos at left show placement of an interior unit and the condensers arranged on an exterior location.

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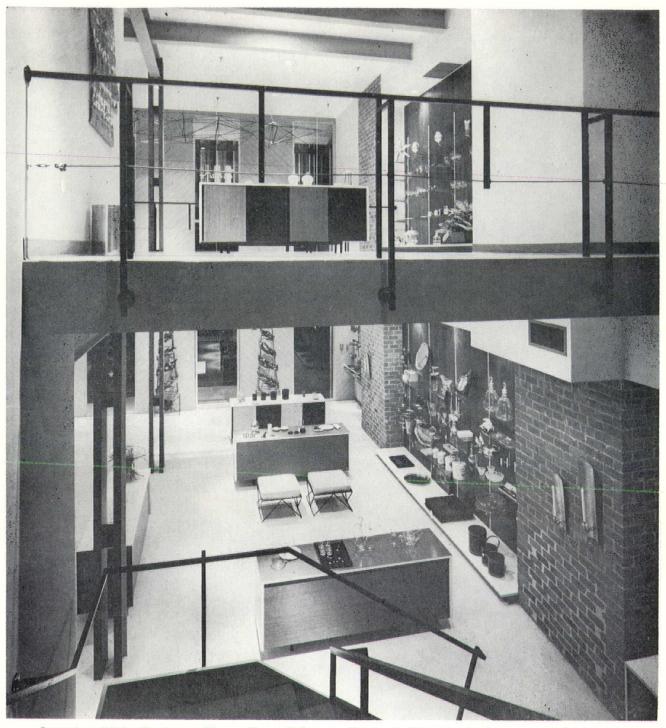
Here are new shapes, new textures and colors that create homes of fresh interest, real warmth and charm . . . homes that are appealing, easier to sell. Concrete masonry's known practicality and economy now fit the buyer's idea of modern living . . . new-type *living concrete*!

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to Michigan to New York. Acceptance by architects and financing agencies is expanding its popularity. *Living concrete* has much to offer *you*. Write for free booklet "*What Builders Say About Concrete Masonry Homes*," distributed only in the United States and Canada.

PORTLAND CEMENT ASSOCIATION 611 Gravier Street, New Orleans 12, Louisiana A national organization to improve and extend the uses of concrete



Interior 20th Century Shop, New Orleans-Burk, LeBreton & Lamantia, Architects

INTERIOR UNITS FOR AN AWARD WINNING PROJECT

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This interior view shows a use of Best furniture and cabinets which reflect a careful blending in detail with this contemporary interior. A controlled use of steel, high-pressure plastic laminates, quality core stock, and the production knowledge of experienced craftsmen results in a product which meets the most exacting interior fixture need.



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architect

THE OFFICIAL JOURNAL GULF STATES REGION AMERICAN INSTITUTE OF ARCHITECTS

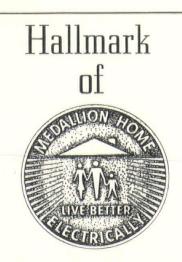
builder

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Exterior of a new building in New Orleans for the care of animals by SPCA. Designed by Architects Stoffle and Finger, AIA. Photograph by Frank Lotz Miller.

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Letters

• I would appreciate your mailing me three (3) additional copies of a publication of the Gulf States Regional Architect featuring a factory building, The Acme Manufacturing Building located at Tunica, Mississippi, as we were the general contractors on this project.

I would appreciate your forwarding these direct to our Jonesboro, Arkansas office, P. O. Box 239. If there is any charge for the publications, please enclose with the publications your bill for same.

Doswell H. McDaniel McDaniel Bros. Construction Co. Clarksdale, Mississippi

• Please accept my congratulations on behalf of the entire New Orleans Chapter for a very excellent and creditable publication as well as our snicere thanks for the generous contribution given the Chapter. We appreciate the difficulty experienced in an effort of this kind and I can assure you that we are grateful for your interest and the immense amount of time you gave to this endeavor.

If there is any way in which the Chapter can cooperate with you at any time, please do not hesitate to call upon us,

Solis Seiferth President New Orleans Chapter, AIA New Orleans, La.

• Kindly enter our subscription to Gulf States Architect & Builder beginning with the June issue (1959). Enclosed is our check in the amount of \$8.00 for a three year subscription.

M. O. Foss

Foss and Company Architects & Engineers Moorhead, Minnesota

• Thanks a million for sending me the very excellent picture of the welcoming address. Fortunately nobody can hear in the picture what I'm saying, but to be along side of the notable great Ed Stone will be a memory of some interest perhaps to my grand-children.

I don't know when the Mississippi meeting is coming up . . . but I look forward to seeing you then and with best wishes.

John H. Pritchard

Architect Tunica, Miss.

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:

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.

Letter From the Publisher

Lloy & Land

With this issue, Gulf States Architect & Builder enters the beginning of its fourth year of continuous publication.

We here at the magazine would be derelict not to mention its birthday, for the date recalls the exciting period of giving birth to something new. The months and the few years of its life have brought its editor into direct contact with a new and interesting challenge and an association with fine people who contribute a constructive force in architecture and the construction industry.

As we approached our third birthday, we got to thinking about our original editorial purpose for the magazine . . . we wanted to guage ourselves to be sure we had not strayed too far from our original concepts. And so we went back to Volume 1 Number 1 to see what we said at the time of our beginning.

To re-state what we said in July, 1956 briefly . . . that we would edit and publish a magazine free of bias insofar as individual merit or attention to a given cause is concerned . . . to present the industry news in a factual manner . . . and to record an exchange of ideas and information beneficial to those we serve . . . for it is through this exchange that we hope to contribute to a closer and useful cooperation among the industry talents of the area. This is our license for existence.

Our feelings have not changed regarding our editorial objectives.

Finley Elected

Carl Finley, New Orleans plumbing contractor has been named first vice-president of the National Association of Plumbing Contractors during a recent national convention of the group in Miami.

According to association procedure Finley is scheduled to be moved up to president of the national group next year.

Architects Appear on Educational TV

Lawrence S. Whitten, Birmingham, and Allen M. Northington, Florence, Alabama architects were members of a two-man panel appearing in an educational television series entitled "Architecture in Alabama" currently carried over the Alabama Educational Television Network Channels 2, 7 and 10.

Their appearance on this program is a part of a planned series sponsored by the Alabama Chapter, AIA in its coordinated public relations program.

Murphy Receives Award

Charles Francis Murphy, Chicago architect has received the **Building Stone Institute's** 1959 award for outstanding contributions in the field of architecture.

The award, which is given annually by BSI was presented at a luncheon at the Sheration Blackstone Hotel in Chicago, July 21.

Vulcan Appoints Harold White

Vulcan Materials Company, Birmingham, Alabama, has announced the appointment of Harold H. White as director, blasting practices and explosives research.

According to John M. Lambert, executive vice president of Vulcan, Mr. White has several years of experience in the planning and direction of blasting operations.

He was one of the first to introduce modern blasting methods in Latin America; and among his larger projects there were the first stages on the Third Locks Excavation of the Panama Canal, the Mexico-Laredo Highway and the Mexico Guadalajara highway. He is a registered professional engineer.

SCPI Appoints Douglas Whitlock

Douglas Whitlock II, has been appointed Assistant to the Director of Mason Relations of the Structural Clay Products Institute, according to a recent announcement.

Whitlock, a native of Washington, D. C. is a graduate of Duke University and a veteran of three years active service in the U. S. Marine Corps Fleet Marine Force.

The SCPI Mason Relations Department under the direction of William F. Roark, is designed to assist the Bricklayers, Masons & Plasters International Union in the training of an adequate number of bricklayer apprentices for the construction.



Architects sharing a story during recent New Orleans AIA chapter party at Gallier Hall are from left: George Leake, Samuel Wilson, Jr.; and Jack Kessels. (additional photo page 11).

Sprague Announces New Office

Robert P. Sprague, AIA, former Baton Rouge, Louisiana architect has announced the opening of his office for the practice of architecture in Jefferson Parish, Louisiana.

A former associate and chief draftsman of the Baton Rouge firm of Lionel H. Abshire & Associates, Architects, Sprague will be located in his new office at 3613 Airline Highway in Jefferson Parish.

Whitten Named To Commission

Lawrence Whitten, Birmingham, Alabama architect, has been appointed to the Birmingham Planning Commission.

Whitten was nominated for a vacant seat on the planning body by Commissioner J. T. Waggoner.

Alabama Group Elects Terry

Evan M. Terry, Birmingham has been elected president of the Jefferson County (Alabama) Association of Architects.

Officers elected to serve with Terry for the coming year include: **William P. Shaw**, of the firm of Shaw and Rennecker, vice-president and **Gurley Burgin**, of Southern Services, Inc., secretary.

Architects Announce New Office Address

Fuller and Crawford, Birmingham architectural firm has announced the removal of its offices to 729 South Street in Birmingham.

The new office is located on the ground floor of the Town House. The firm was formerly located in the Stallings Building in Birmingham.

Douglas Recovers

Wilmot C. Douglas, Birmingham architect is reported recovering from a serious injury in a recent automobile accident.

Wade Receives CSI Award

Gerald Wade, Florence, Alabama has received national recognition from the Construction Specifications Institute at its third annual convention held in Chicago. Wade's entry in the competition was a set of specifications for an office building and manufacturing plant for the manufacturers of King Edward cigars. Wade is a graduate of Florence State College and is a specification writer for Northington, Smith and Kranert, architects of Florence.

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(Below) St. Matthew's Lu-theran Church, New Orleans, Louisiana, Dreyfous, Seiferth & Gibert, Architects.



of Christ, New Orleans, Louisi-ana, Dreyfous, Seiferth & Gi-bert, Architects.

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(Above) Bethany United Church



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LSU architectural student, Charles Head, second from right, is presented with a first award by members of the Baton Rouge AIA chapter for his design of a new facility for the school of architecture at LSU in Baton Rouge. Chapter members are, from left: Benton Harelson; W. J. (Red) Evans, chapter president; and A. Hays Town (far right).

AIA Chapter Honors Student Design

Heading a long list of planned programs for the Baton Rouge, AIA chapter, a recent event featured the awards to top architectural students at Louisiana State University's school of architecture.

Charles Head, Baton Rouge won first place award for this design of a building to house the School of Architecture at LSU. Lyle Bufkin also of Baton Rouge won second place award, and Russell Fulco, Shreveport, third.

The awards jury included Benton Harelson, Richard C. Murrell, and A. Hays Town, all Baton Rouge architects.

Other awards presented during the program included a series by Louisiana Concrete Products Co., Inc., presented to Dickie Lamp, first place; Lowell Shoemaker, second; and Walter J. Leaumont, third place.

Class members and their wives were guests of the chapter at the meeting held at the Bellemont Motor Hotel. O. J. Baker, head of the School of Architecture, spoke on objectives and curriculum, and George Jackson, architectural student from Shreveport, discussed activities of the LSU student chapter.

W. J. (Red) Evans, AIA, is chapter president.

AIA Convention Committee Reports

Members of the New Orleans Chapter, AIA held a special meeting recently in Gallier Hall for a report on the chapter's role in the planning and execution of the annual convention of the American Institute of Architects held in New Orleans in June.

The Chapter was host to the nation's architects during the four-day event beginning June 22.

Chapter president Solis Seiferth discussed the various phases of the convention and the results of various convention committees who were active in planning and programming the event. Convention general chairman A. J. Wolf, Jr., gave an analysis of the planning and committee functions.

AIA Public Relations Leaflets Available

The AIA's public relations department has announced the availability of a new series of four leaflets written and produced by the Institute's public relations counsel, Henry J. Kaufman & Associates, under the direction of the national Public Relations Committee.

The leaflets cover (1) "The Meaning of Architecture, (2) residential design, (3) commercial buildings, and (4) school construction.

They are designed as public relations tools for use by both AIA Chapters and individual architects.

Prices for the leaflets, available only in quantities of 100 or larger, \$3.00 per hundred; and \$27.50 per 1,000.

Orders should be placed direct with the American Institute of Architects, 1735 New York Avenue, N. W., Washington, D. C.

Suggests Home Owners Consult Architects

G. P. Oldham, vice president of Allied Chemical's Barrett Building Materials Division, believes in the use of architects when building a new home.

In a company announcement, he advises prospective new home owners that "an architect is trained to see both the hidden liabilities and unobvious assets of any lot," and "you should like your architect personally

(Continued on Page 19)



Members of the New Orleans chapter, AIA held a recent meeting in Gallier Hall, New Orleans, to discuss a final report on the chapter's activity in connection with the national convevntion of the AIA held in the Crescent City in June. Here members and officers of the planning group receive refreshmments following the business meeting.



This photo was taken at the charter meeting of the New Orleans Chapter, Construction Specification Institute. From left (seated) are: Carl J. Ebert, Editor, "The Construction Specifier", Washington, D. C.; Harold S. Langland, Stanley Iron Works, Minneapolis, Minn.; program speaker; Earl P. Baker, Baker Iron Co., Minneapolis, speaker; Jack L. Enyart, Truscon Steel Div., Republic Steel Corp., panel moderator; Eugene M. Morrow, Metal Building Products Co., New Orleans, speaker; and J. Thad Floyd, Jr., also of Metal Building Products Co. Standing from left, are: T. G. Chachere, Sr., CSI chapter president; Albert Bear, CSI director; J. Stewart Stein, CSI National President, Chicago; and Chas. M. Barnes, Jr., chapter secretary-treasurer.

East Tennessee AIA Party

(ED NOTE—The following letter from Milton Robelot, president of the East Tennessee Chapter, AIA, Kingsport, Tenn., tells of recent activity at the chapter's annual meeting.

I am deeply distressed that our letter and invitation failed to reach you in time.

We had a most successful meeting. Bert Brush, A.I.A., arrived by plane with his lovely wife at 11:30 and they were my guests for lunch. After lunch, we met with a group from Knoxville and went out on Boone Lake, As usual, Mayland Muse had his yacht at our disposal and I had my boat. Judging by the remarks, I think I can say that the yachting, boating, swimming, and skiing party was a complete success. Having a speedboat and yacht at this party, gave a little variety to the types of entertainment enjoyed by this group and also kept it from being monotonous. Of course refreshments were served to all. Frank Brewer, from my office, and Larry Poole, A.I.A., who has his own practice here, ably assisted me in entertaining this group, together with our good friend Mayland Muse.

While the Yachting party was in progress, **Ham Wallace**, A.I.A., was entertaining another group at the Ridgefields Country Club who were interested in playing golf. The comments from this group are such that they evidently had a most enjoyable afternoon.

At 6:00 p.m. we gathered at the Ridgefields Country Club for a social hour and discussion of the events of Wednesday afternoon, and you know how fantastic some of these stories were, especially with **Charlie Lindsay**, A.I.A., and **Carl Maples**, A.I.A., bragging about their golf game. At 7:30, we had our Banquet with every type of food served that you can

imagine. The plates were piled so high that it was a wonder that some of the fellows could carry them back to their places (as you know the food is served in a buffet style). I acted as Master of Ceremonies and had Dave Liberman, A.I.A., make a report on the convention, which he did very ably. Bert Brush was called upon to give us a talk and in his remarks he said that John Pritchard, A.I.A., had told him whatever he did not to miss one of our parties and that he felt that everything that had happened had far surpassed even the complimentary remarks made by John Pritchard. After dinner, Mayland Muse showed us one of his movies made in the Everglades. This picture was in color and had some very fantastic fishing scenes. The setting was very beautiful. Although the movie was most interesting, it was surpassed by Muse's dialogue during which he kept most of the group in laughter.

Mr. and Mrs. Brush and Joe Goodstein, A.I.A., were guests in my home for the night and we were so tired all we could do was go right to bed, after a very enjoyable day. I think you would be interested in knowing that Bert and his wife nearly missed getting houe. Their Limousine came for them at 6:40 a.m. and when I knocked on Bert's door he was sound asleep on Central Standard Time. Luckily, we did get them up and off on time to catch their plane.

I am awfully sorry, but no one took any pictures.



Typical of quality product exhibits at the recent national AIA Convention in New Orleans is this booth by Portland Cement Association. This photo shows Baton Rouge Architect John Bani, being registered by PCA representatives John Marshall, office engineer, New Orleans district office; and Louis Pacheco, architect of the PCA general offices in Chicago.



For New Orleans architects Stoffle & Finger, AIA, the building of an administration and kennel building for the care and handling of dogs and cats offered a unique program. The SPCA building in New Orleans offers an example of use of contemporary design to meet requirements of this "out-of-the ordinary" problem.



Interior of administrative section of SPCA building shows a lecture room area featuring the use of laminated wood arches, with wood roof deck, and asphalt tile floors. Photograph this and opposite page—Frank Lotz Miller.

A Building for the Care and Treatment Of Animals an Interesting Design Problem

The building of an administration and kennel building for the SPCA in New Orleans, offered the architectural firm of Stoffle & Finger a unique program.

Basically the facilities desired by the client required the combining of three functions previously located at different areas within the city.

The three basic items for consideration were: (1) the construction of a kennel building to house approximately 200 dogs with additional space for puppies and cats and all necessary adjunct facilities such as treatment rooms, kitchen, space for bathing animals, a euthanair room and a crematory; (2) an administration building which houses the office personnel, records, board (lecture) room, and space for the teaching of children about the care and treatment of animals; and (3) a small residence for a caretaker to live on the premises at all times. The caretaker's duties are primarily for emergencies during the off hours of the rest of the personnel.

The kennel or storage areas for the animals were designed to provide both indoor and outdoor operation. Cages were set with aisles between, backed with covered areas to protect the animals during inclement weather conditions. Enclosed kennel areas were ventilated to relieve the area of odors and the maintenance of maximum sanitary conditions.

Just outside the administrative offices, three small "display" sections were designed to permit visitors to view animals available for "adoption." This area would assist the staff in making known such animals without having to bring visitors to the kennel areas.

Other areas included facilities for the preparation of food and a treatment facility.

In addition to the two-room residence for the care-taker, an

additional 1-room and bath was provided for his helper.

Materials selected for the structure included: steel columns and laminated wood beams in the administration building; bearing concrete block and precast concrete walls with a 2inch wood deck. Exterior walls are of concrete block and wood frame.

Interior partitions include wood partitions in administration building, concrete block in kennel building, and pre-cast moisture-resistant concrete walls in kennel; ceilings are natural wood deck.

Floors are asphalt tile in administration building; and concrete in kennel building.

Mechanical facilities include hot water heating in kennel building and summer-winter air conditioning in administration building.

Electrical included fluorescent fixtures in administration building, and incandescent in kennel building.

Cost per square foot-\$11.00.

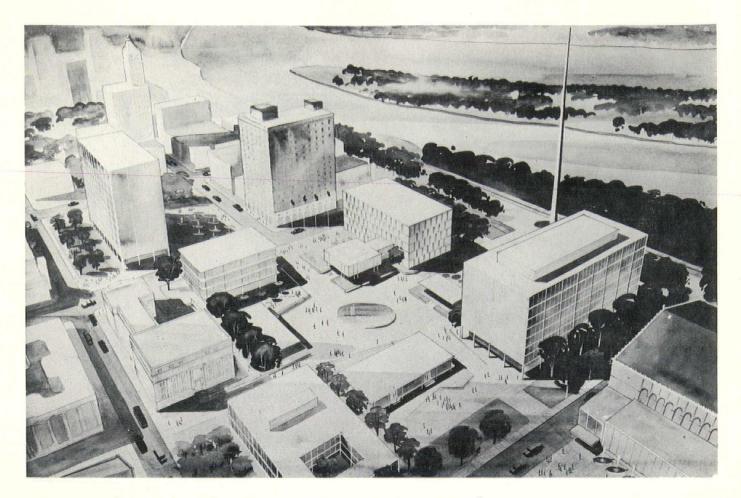
Another view of the exterior of the SPCA building in New Orleans (top photo) shows administrative and lecture room facilities at left with kennel areas (right) enclosed with masonry units.

Kennel area (lower photograph) shows arrangement of cages for feeding and observation backed with a covered area for housing animals in bad weather. Ventilators on top of covered area permit relief from foul air and odors within the area.

Aisles or passage-ways front of each cage section permits ease in handling and care of animals from within the section.







Memphis Architects Combine Talents For Planning of New Civic Project

A new Civic Center for Memphis grouped around an urban pedestrian plaza and oriented to a 300-foot tower overlooking the Mississippi River has been unveiled in the form of preliminary plans.

A series of sketches, a study model, and the first volume of a three-part report on the Memphis Civic Center project were presented to the National Citizens Planning Conference June 19 at Memphis.

Heart of the design concept—which is not yet final—is the pedestrian plaza to be surrounded by a new City Hall, new Federal and State office buildings, parking facilities, and the tourist information center, and the remodeled city auditorium and police headquarters. Focal point of the plaza would be a reflecting pool.

"This would be a completely urban place", says the statement of the designers, "made attractive and colorful by its trees and fountains, sculpture and murals and enlivened by the busy goings and comings of its 5,000 inhabitants and the countless other visitors on business or pleasure, freed for once from the distractions of motor traffic."

From this plaza a view will open up to the river front—only a block away—and to existing county government buildings as well as downtown structures and a proposed headquarters for the city-owned public utility—the Memphis Light, Gas & Water Division.

Creation of the pedestrian plaza as envisioned would require rerouting traffic from three blocks of Main Street and Washington Street. Traffic studies indicate this may be possible.

Immediately west of the Civic Center proper, the planners envision a river front development based on two levels of parking structures built into the side of the Mississippi River bluff. These parking facilities would be surmounted by an open landscaped area which would focus on the commanding observation tower — a symbol of Memphs and its historic ties with the Mississippi River.

This river front treatment will become an appropriate foreground for the public buildings of the Civic Center when interstate traffic approaches Memphis across a projected Mississippi River Bridge just north of the Civic Center area. The riverfront and Civic Center will also afford a panoramic view to motorists on a future expressway system and on the proposed Great River Road, currently being planned to traverse the length of the Mississippi River at bankside.

The new Federal Building, already authorized and in the planning stage, would be an eight-story structure oriented to the river. The new City Hall would feature a semi-detached Council Chamber, symbolizing the center of municipal government. Closer in around the plaza are three one-story pavillon-type structures: a headquarters for the City Beautiful Commission combined with the information center, displaying Mid-South products and other exhibits of interest to visitors, and two concession pavillions, containing snack bars, news and candy stands.

The Memphis Civic Center master plan is being prepared by the League of Memphis Architects, Inc., a (Continued on Page 19)



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JULY, 1959



Panel members during a recent meeting of the New Orleans Chapter, Construction Specifications Institute are, from left: T. G. Chachere, Sr., chapter president; D. T. Phillips, Plastics Division, Lundin-Hendry, Inc., Baton Rouge; George Hansel, R. M. Hollingshead Corp., Camden, N. J.; and W. A. Dunlap, Head, Plastic Techincal Service Group, Freeport, Texas Plant, Dow Chemical Co.

Specification Group Discuss Plastic Materials

The New Orleans chapter, Construction Specification Institute held its regular meeting July 28 at the New Orleans Housing Mart.

The meeting featured a panel discussion on "Plastics" as a construction material. The panel included, George Hansel, manufacturer's representative of the R. M. Hollingshead Corporation, Camden, N. J.; D. T. Phillips, Plastics Division, Lundin-Hendry, Inc., Baton Rouge, Louisiana; and W. A. Dunlap, Head, Plastic Technical Service Group, Freeport Texas Plant, Dow Chemical Co.

The Emerson Company, and Dow Chemical Co. were hosts for refreshments served at the meeting.

Organized early this year, the New Orleans Chapter, CSI is currently active in the stimulation of interest in the field of construction specifications among architect and supply firms. T. G. Chachere, Sr., is president of the Chapter.

Moderator for the panel meeting, was Ray Putfark, executive director, Construction Industry Association of New Orleans, Inc.

Standard and Appeals Board Honored

The city of New Orleans officially honored five veteran members of the city's Board of Building Standards and Appeals during a recent meeting of the New Orleans City Council.

The board functions under the Department of Safety and Permits and the same members have served continuously since the board was established in 1949.

Members of the five-man board are, Rush P. Strong, chairman, Louisiana Rating & Fire Prevention Bureau; Albert M. Alexander, vice-Chairman, Registered Civil Engineer; J. A. Haase, Sr., General Contractor; Murvan M. Maxwell, Architect; and James M. Todd, professional Mechanical, Electrical and Mining Engineer.

New Orleans mayor Morrison presented certificates recognizing the long services of each member during the meeting attended by members of the City Council, and key members of the city's department of Safety and Permits.

Millwork Specification Publication Announced

The Architectural Woodwork Institute announces publication of its new Recommended Standard Millwork Specification work sheets. Free copies can be obtained by writing the AWI office at 332 South Michigan Avenue, Chicago 4, Illinois.

The work sheets are designed to assist architects and spec writers in the preparation of millwork specifications, and include latest industry recommendations on the following:

- A tabular guide for species and grades of hardwood and softwood lumber normally used for exterior and interior millwork —both for paint and natural or transparent finish.
- A summary of items sometimes included in error under millwork which should be covered under building specialties, carpentry and painting.

Other subjects covered in the recommended "specs" are work including moisture content; flush doors; plywood; thickness of members; gluing; shop assembled items; shop drawings; workmanship; protective treatment; delivery of millwork and competence.



Mayor deLesseps Morrison, New Orleans presents certificates of outstanding service to members of the New Orleans Board of Building Standards and Appeals during recent meeting of the city council. From left, they are: Albert M. Alexander, Rush P. Strong, Mayor Morrison, J. A. Haase, Sr., Murvan M. Maxwell, and James M. Todd. (Randon Photo).

MEMPHIS CENTER-

(Continued from Page 16)

non-profit corporation formed for this project by members of the Memphis Chapter, American Institute of Architects. The architects are donating their services free of charge.

They have made a contract with the City of Memphis under which the city pays the overhead costs of the project office up to \$30,000 for a period of about six months. The project office includes full-time project manager, and assistants working under the supervision of a 10-man design team chosen by the League. The design team includes eight architects, a land planner and landscape architect, and a representative of Harland Bartholomew & Associates, city planners who made the Memphis City Plan.

The architects are working under the authority of a Civic Center Advisory Committee of leading citizens named by the Mayor and Commissioners of Memphis.

Work on the design studies was begun only after extensive analysis and correlation of facts pertinent to the requirements for the Civic Center.

The League's published report details with maps and charts the findings with reference to traffic patterns and traffic desires, present and future, relationships to the central business district, parking requirements, public transit routes, land use and assessed valuation, utilities, topography, and urban renewal areas. The report recommends extending the area of the study beyond the original boundaries set for the Civic Center.

Members of the Civic Center Advisory Committee are: Robert E. Galloway, Chairman; Everett R. Cook, Vice-Chairman; Robert Day Smith, Secretary; Harry C. Pierotti; Walter P. Armstrong, Walter Chandler, Roy M. Marr, I. L. Myers, William R. Kent, and F. T. Thayer.

The Design Team consists of: Merrill G. Ehrman, Thomas F. Faires, Francis Gassner, Roy Harrover, Walk C. Jones, Jr., W. D. McKinnie, Jr., Robert Day Smith, Tom A. Windrom, Walter A. J. Ewald, and William Pollard, Jr.

They work under the League's Executive Committee: Thomas F. Faires, President, Francis Gassner, Vice-President, Raymond Martin, Secretary, Robert Goforth, Treasurer, Wells Awsumb, Director, William H. Norton, Director and Dean E. Hill, Ex-Officio.

Peter B. Andrews is project manager. John M. O'Brien is assistant manager and chief designer.

Terrazzo and Soap Case Set Aside

The U. S. Court of Appeals in June set aside a \$15,000 verdict won by a Washington woman after she slipped and fell in a grocery store. Her suit was based on the theory that the store was negligent in washing its terrazzo floor with soap instead of a detergent, and a chemist testified for her that soap reacts with terrazzo to form a slippery film that stays on the floor. The verdict was set aside when other testimony showed the store used a detergent part of the time, and the chemist's opinion that the floor was slick had not been based on this fact.

MOVE HOME OWNERS-

(Continued from Page 11)

as well as his work, because mutual respect is essential between an architect and his client."

Recognizing that low-cost development homes can't be designed on an individual basis, Oldham recommends in this case calling in an architect on an hourly fee basis to look over plans and make certain you get the best house for your money.

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."

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Alabama AIA Chapter Programs A Sound Public Relations Activity

The Alabama Chapter, American Institute of Architects is doing something about the need for better public relations for the profession of architecture and the individual architect.

Recognizing that theer is a vast need for a better public understanding of the responsibilities and the efforts of the practicing architect, the chapter "rolled up its sleeves" early this year and went to work to formulate a good and sound approach to doing something more than "giving lip service" to an idea and a need.

Beginning with the honest realization that most architects individually, and chapter officers, especially, have a limited amount of time to devote to detailed execution of any program of this nature, plus the need for professional guidance, the chapter engaged a competent public relations counsel to step in and get the details under way with the supervision of a chapter public relations committee.

The PR counsel, working with the chapter and its committees has programmed a well balanced program directed to the public while at the same time stimulating the Chapter membership with such things as a well prepared "Newsletter" mailed regularly to each chapter member.

Spearheading the public information effort is a series of personal appearances of individual architects and panels on Alabama's Educational TV channels 2, 7 and 10. So far a series of fourteen telecasts have been scheduled as "Architecture in Alabama" wherein such subjects ranging from the need for better school construction, to an interview with the late Frank Lloyd Wright will be seen by the viewers.

The television series will also make use of some excellent PR films available from the AIA Washington office which show architecture and its relationship to the public needs.

An example of TV programming is a scheduled program for August 21 which will include a special film of an interview between Frank Lloyd Wright and William MacDonald staged shortly before Mr. Wright's death. Filmed in two half hour sets, architect Wright vividly expresses his ideas before the tv camera, using numerous sketches and photographs of his work.

On the August 21 program, Mr. MacDonald will discuss the practice of designing homes to accommodate the terrain, and the proper use of materials, while Mr. Wright tells of his creations, the Unity Temple and the Johnson Building. Other topics of their discussion will be influences on Wright; the relationship of education and culture, the proper education of Man and Wright's advice to young architects.

The second film of this series will

include a discussion by Mr. Wright on the relationship between a building site, materials and function. Both telecasts will be seen as a part of the Heritage series presented on the Alabama Educational TV network through the facilities of the University of Alabama TV and the National ETV Center.

A TV program on school construction features the appearance of Alabama architects, Marvin Killingsworth, Jr., Charles F. Davis and Wilmot C. Douglas.

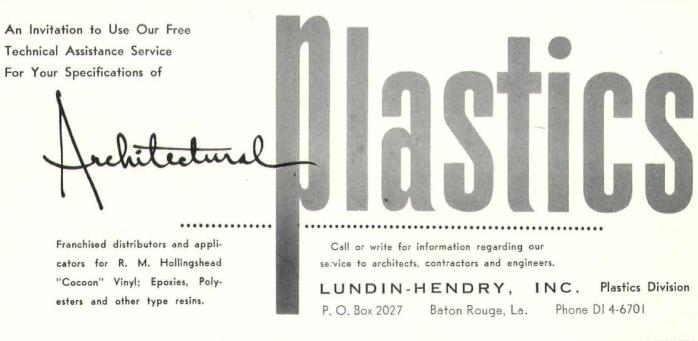
The program includes a discussion on the need for safety in school construction, as well as a design for meeting the needs of today's children.

The chapter "Newsletter" directed ate regular intervals to the chapter membership is a well-prepared, mimeographed bulletin usually in two or three pages which includes "personal" items on the activities of individual architects within the area.

The newsletter also serves as an excellent medium of informing the membership of special meetings, programs and an exchange of information that is of current interest to the chapter membership.

The chapter is convinced that this approach to a better understanding by the public of the need for the architect and his talents will result in a greater interest generally in the profession of architecture.

The program of the Alabama Chapter should be of considerable interest to the other chapters throughout the region.



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Bestwall Gypsum Announces New Plant

Bestwall Gypsum Company, of Ardmore, Pennsylvania, this month dedicated a five-and-one-half-million dollar gypsum plant site at the Port of New Orleans, Louisiana.

Second step in the company's projected multi-million dollar expansion program, Bestwall is scheduled to start operations of its new, Brunswick plant early this fall and expects to break ground swiftly for a third gypsum plant in Wilmington, Del.

The New Orleans dedication party, which included Senator Allen J. Ellender, Congressman Hale Boggs. and Rawson G. Lizars, president of Bestwall Gypsum Company, held the official ceremony Monday, July 20, aboard the New Orleans Dock Board's harbor inspection yacht, "Good Neighbor." To approach the plant site, first industrial site located along the new Mississippi River-Gulf outlet, the party proceeded south on the Industrial Canal to its junction with the Gulf-outlet, then east on the seaway for 11/2 miles to the bank of the site.

Other dignitaries attending the ceremony, at which a large color rendering of the Bestwall plant was unveiled, and the Keys to the City presented to Bestwall officials, included Curt W. Seigelin, executive director of the State Department of Commerce and Industry; Hon de-Lesseps S. Morrison, Mayor of the City of New Orleans; George H. Dinwiddie, president of International House; T. J. Smith, president of the Board of Commissioners of the Port of New Orleans; and from Bestwall Gypsum Company, Mr. Lizars, Malcolm Meyer, executive vice president; and E. A. Diefenbach, assistant to the president.

The plant, scheduled for completion by June, 1960, will use 200,000 tons of gypsum rock per year. It will manufacture plaster, lath and gypsum board, producing 150 million square feet of gypsum board per year. It will employ approximately 200 persons and will be served by an extension of the Public Belt railroad. Architects - Engineers are Johnson & Johnson, Chicago, who will be in consultation locally with Bedell & Nelson, Engineers, Inc.

"We selected the Port of New Orleans for our newest plant," Mr. Lizars pointed out, because of its strategic location, excellent transportation system and planned bulk ore terminal."

PROFESSIONAL LISTING DIRECTORY

Memo:

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

Beginning with the August, 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 engineering 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 August issue and continue as a special department.

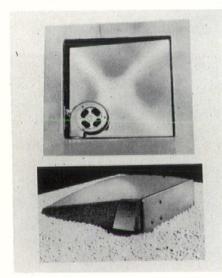
All firms offering professional services should contact the Editorial offices, Room 100, 816 Howard Ave., New Orleans, immediately. Just ask for an application for professional listing. A special copy sheet will be mailed to you.

NEW PRODUCTS

New Skylight

Consolite Skylights, a division of Consolidated General Products, Inc., Houston, Texas, has announced a new low-cost power ventilating skylight, which the company says provides both ventilation and natural lighting, yet costs as little as an ordinary ventilator.

Identified as the "Consolite Power Ventilating Skylight", the new unit is made with fiber glass with built-in squirrel cage blower. It is said to be leak-proof, shatterproof and is offered in a choice of five colors. An accessory plastic grid is available



with extruded aluminum frame for finishing off the ceiling opening.

The Company said that the unit is built for years of trouble-free operation and moves air efficiently and silently. It operates on 60 cycle A.C. current, 115 volts, 47 watts .62 amps, with an exhausting capacity of 108 cfm and a speed of 1525 rpsm.

Additional information can be obtained by writing the company at 2401 Nicholson, Houston, Texas.

Technical Furniture

Technical Furniture, Inc., Statesville, North Carolina, an affiliate of Kewaunee Manufacturing Co., Adrain, Michigan, has announced the publication of an 82 page catalog and planning book describing their wood casework.

Interested readers should contact, the company direct, at 3019 West Front Street, Statesville, North Carolina.

Marble Data

The Vermont Marble Company, Proctor, Vermont has announced the availability of a new "Marble and Granite Source Book" being offered free of charge to architects.

According to the announcement, the book contains individual data sheets on many varieties of marble



and granite, each sheet including a brief description, specifications, physical properties, etc. as well as a colored photo. Information is bound in an attractive three-ring binder.

Further information may be obtained by writing direct to Vermont Marble Company, Proctor, Vt.



Modulum

Glenn of California, 130 N. First Avenue, Arcadia, Calif. has announced a new system of joining aluminum to wood resulting in a new line of contemporary furniture identified by the company as "Modulum."

According to the company's announcement the number of solutions to requirements in design are virtually limitless. Modulum is constructed on a 22 inch module providing the designer with a wide scope of adaptations, the announcement said.

Garden Speaker

A new outdoor garden speaker, the Audiolier, that connects easily to indoor hi-fi sets, record players, radios or inter-com systems is being introduced by the Shalda Manufacturing Company, Inc., of Burbank, California. New garden speaker offers for the first time in outdoor speakers —perfect acoustical reproduction, retaining the rich, full tones of the finest hi-fi installations.

Designed to blend naturally into outdoor settings, the Audiolier is of molded fiber glass, weather-proofed and garden green in color. The housing is of heavy gauge, rust-proof, spun alumnium, with vents to prevent back loading of the speaker cone.

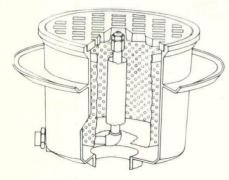
. The speaker is a six-inch professional quality, extended range model that has been scientifically combined with specially designed fiber glass baffles to provide a 360° tone beam for smooth, easy listening from all sides. The relative loudness efficiency is plus $1\frac{1}{2}$ DB; the minimum range of frequency response of the entire unit is from 100 to 12,000 cycles. Power rating is six watt; impedance is three to four ohms.

Subscribe To **Gulf States** Architect & Builder

New Drain

A complete unit for the washing of cans and collection of refuse from the waste water is now being offered by Josam Mfg. Co., Michigan City, Indiana.

According to the company, the new Josam Series No. 5380 Can Washer and Drain consists of cast iron floor drain with double drainage flange,



heavy gate having substantial free area, removable bronze perforated sediment basket and interior piping with jet spray nozzle. The jet spray nozzle has no moving parts that can become fouled or worn the announcement said.

Use of the unit with wall-mounted control valve for hot water supply assures safe, sanitary efficient washing of garbage, rubbish or ash cans, mixing kettles, stock pots, milk cans, or any large containers, the company said.

Write Josam Mfg. Co., Dept X-47, Michigan City, Indiana.

Scale Model Light Studies

According to a report by the Building Research Institute in its bulletin, Building Science News, architectural researchers at the Texas Engineering Experiment Station are able to study light intensity, distribution, brightness, and other related factors inside a scale model building without the changing effects of actual weather conditions.

The researchers use a 5000-watt incandescent spot lamp and a table adjustable to latitude and sun angle.

According to the bulletin, an intensive study of plastic dome skylights is now under way to determine optimum spacing, material types for skylights and other lighting characteristics. Studies are also being conducted on the effects of landscaping elements on the interior daylighting of the scale model, and it is planned to use the spot lamp to examine the effects of various building elements on solar radiation and inside comfort conditions.

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Seal-Draft

A new development and improvement in the field of weather-stripping doors has been announced by Seal-Draft Division, Sun Screen Products, Inc., No. 2220 Division St., Spokane 21, Washington.

According to the announcement the company's "Seal-Draft" weatherstripped door stop consists of a featheredged vinyl sealer imbedded into the body channel, and designed to flex with door operation to create a tight weather proof seal. The body is said to be permanently affixed to the wood or metal door jambs with stainless steel screws and can be used either as a weatherstripped door stop on straight jambs, or as a weatherstripping on rabbetted jambs.



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FRANK LLOYD WRIGHT

By Grant Carpenter Manson

FRANK ILOTO WRIGH

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

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For prompt handling of correspondence to the magazine, it is essential that such correspondence be directed to the publication, 816 Howard Ave., New Orleans, La., or to P. O. Box 1060, New Orleans.

Mail addressed to the publication at our production facility at 1391 Highland Road in Baton Rouge, La., should be confined to production materials, i.e., cuts, advertising plates, etc.

Your cooperation will greatly assist us in giving prompt attention to your letter and requests.

The Editor

PAN AMERICAN ARCHITECTURE

In coming months, we have plans here at the journal to begin a series of editorial presentations of design projects received from our architect friends in parts of Central and South America. Because of our geographical location, plus the interesting opportunity to give our readers a little of the design quality received from these countries, we believe that this effort will be well received by our professional audience in the Gulf States Region.

This is not to say, of course, that the space allocated to such projects will void what is needed in the way of better coverage of our own area, however it will be a step toward a growing inter-exchange of design ideas which should be of some service and interest to our audience and to the architects in the other countries. We also hope to increase our space presently used for the presentation of worthy projects within our own areas.

Obviously any comment from our individual readers, on this and other subjects is always helpful and certainly invited.—THE EDITORS



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