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



Trade Mart Construction Set

> Alabama AIA Story Told

L

New University Faculty

> Names In The News

New Products Dept.



GULF S STATE

builder

architect

September, 1959

THE JOURNAL OF SOUTHERN ARCHITECTU

RE





Fireplace of concrete slump block has raked joints for added interest



Living concrete in integrally colored 4"-high split block



Painted, rough-textured units in running bond, a perfect patio background

# Conformity to area...strong resale value make homes of new-type living concrete a sound investment!

Enthusiastic home-buyer acceptance is proving concrete masonry has the advantages that give it real value in today's market.

With new shapes, textures, colors, and patterns of laying, new-type concrete masonry creates homes of charm and enduring appeal. A modern material matched to the modern way of life, it's truly *living concrete*.

In every part of the country, living concrete has shown its ability to adapt to any architectural style, conform to any neighborhood. Lasting in-

### PORTLAND CEMENT ASSOCIATION

611 Gravier Street, New Orleans 12, Louisiana

A national organization to improve and extend the uses of concrete

vestment value grows out of its special beauty and proved practicality.

Be sure to see the new booklets about concrete masonry homes. They're yours for the asking. (U.S. and Canada only.)



Ironbound Continuous Strip Rock Maple Floor in gymnasium of Leeds High School, Leeds, Ala. Architect: Van Keuren Davis & Co., Birmingham, Ala.

> **IRONBOUND\* CONTINUOUS STRIP\* HARD MAPLE FLOORS** are designed to "take it". After punishment administered by generations of pounding feet, they still look new and smoothly beautiful – with only normal maintenance. And Ironbound's uniform, resiliency and tight-grained splinter resistance are just as long-lasting as its beauty.

Beauty

This happy combination of beauty and long run economy is achieved by finest strips of edge grain Northern Maple laid in mastic over cork and interlocked with sawtooth steel splines . . . all handled with expert care by highly trained experienced installers.

A BEATING

TAKES

To further assure its permanency, Ironbound. floors are available Dri-Vac treated with Woodlife to protect against moisture absorption, swelling, shrinking, grain raising and "cupping" as well as termite and fungi attack,

\*T.M. Reg. U.S. Pat. Off.

E. P. CUTHRELL FLOORING CO. 104 2nd Avenue,

Birmingham 4, Ala. PH. Fairfax 2-1854

Richards Bldg. • New

New Orleans 12, La.

Brick

Interior

are

decorative,

structural

and

maintenance

free



DNI

UN

MISSISSIPPI-LOUISIANA BRICK & TILE MANUFACTURER'S ASSOCIATION

Box 4501 603 Clare Ct. BR Fondren Station New Orleans, La. Jackson, Miss.

CK

BR

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

> Lloyd Lewis Editor-Publisher

### EDITORIAL ADVISORY BOARD

O. J. Baker, A. I. A.

Ray E. Putfark

Harvey Krefft Advertising Manager

The Gulf States Architect and Builder is published monthly at 1391 Highland Road, Baton Rouge, Louisiana by Delta Publications, Inc. It serves as the official Journal Gulf States Region, American Institute of Architects. Statements by its editors or contributors of Editorial Material are not necessarily the views of the Gulf States Regional Council. Material contained herein may only be used subject to written permission of the publishers. Subscription Rates to all architects, and members of recognized construction industry trade associations — I-year \$3.50; 2-years \$6.00; 3-years \$8.00, For all others \$5.00 per year, Fifty cents per single copy. All correspondence relative to Editorial and Advertising information should be addressed to the publication, Suite 100, 816 Howard Ave., New Orleans, La.

### architect

builder

THE OFFICIAL JOURNAL GULF STATES REGION AMERICAN INSTITUTE OF ARCHITECTS

SEPTEMBER, 1959	VOL. 4, No. 3
Trade Mart Set	п
PCI to Meet	12
New University Building	14
Corner Poles Help	18
What Is An Architect	20

New Married Students Building, Louisiana State University, Baton Rouge, designed by William J. Hughes, Jr. Photo by Frank Lotz Miller.

Accepted as Controlled Circulation Publication at New Orleans, La.



This metal plaque appears only on homes that meet modern requirements for electrical living.

# Comfort

It's important that a new home provides full electrical facilities for good value and solid, electrical livability.

You can be sure the homes that carry the new Live Better Electrically Medallion the hallmark of excellence in electrical living — have the facilities to make home life more comfortable.

Make sure the homes you build or design qualify as medallion homes—that they have plenty of electrical outlets for better livability now and in the future.

For more information about the advantages of building medallion homes contact the Sales Department of Gulf States. We'll be happy to serve you. Live Better . . . Electrically

Gulf States

### Letters

• Thanks for bringing me down to date on your activities and particularly for this interesting copy of Architect & Builder.

I am delighted with these reference to the TVA . . . Incidentally, Ned Purves is a close friend of ours.

I am glad to know of your present activity and wish you every success. Brooks Hays

### Director

Tennessee Valley Authority Knoxville, Tenn.

• We have in the past received the publication Louisiana Architect and Builder which later changed title to Gulf States Architect & Builder. We have all of volume one and numbers 1, 2 and 7 and 12 of volume two, and number 1 of volume three. We received these as gifts and they were evidently of interest to our architectural school because their librarian has asked us to try to replace the missing issues, and to see if we could continue to receive this magazine.

(Mrs.) Mary Elizabeth Gilvert Howard-Tilton Memorial Library Tulane University

• As I told you over the phone, I certainly appreciate your sending us a copy of your convention issue. We have enjoyed looking through this and see many useful things for our files. If you do have any available, we would appreciate any number up to ten for use in answering specific requests and to show members of the visiting press who have questions on the subject.

Walter B. Hoover

Director Public Relations Chamber of Commerce of the New Orleans Area

# MEETINGS

• October 9-10—State Council of AGC Chapters, State of Louisiana, annual convention, Capitol House Hotel, Baton Rouge, La.

• November 1-7—Prestressed Concrete Institute Convention; 5th annual convention; Deauville Hotel, Miami Beach, Florida — Habana Hilton Hotel, Havana, Cuba.

• November 2-5—American Concrete Institute, regional meeting, Continental Hilton Hotel, Mexico City.

# 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:

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

The people over in Alabama should know just a little bit more about the profession of architecture as a result of the Alabama Chapter's public relations efforts. Through the facilities of the Alabama Educational Television Network, the chapter and its public relations committee is doing an excellent job in creating a better understanding by the public of the architect's responsibilities, his talents and his profession.

What started out to be a small group of Texas women engaged as secretaries, co-owners and other varied capacities related to the construction industry, has blossomed into a

Lloy & Laur

full-fledged organization (WIC) that seems to have a big gleam in its eye. Holding its national convention recently in Baton Rouge, about 250 gals from throughout the United States acted as if they had been around for some time; elected a new president, two vice presidents, including one from Louisiana; heard Justin Wilson tell his 'Cajun' stories, and departed for home, possibly to needle their 'bosses' into doing a better job. Said one onlooker, "at least the construction industry has acquired something that looks good and smells good," Another summed up his thoughts with, "the women want to run everything else, why not the construction industry."

### **Dickinson** Appointed

Haskell L. Dickinson, Little Rock contractor, has been elected to the board of directors of the Arkansas-Louisiana Gas Company.

He is also chairman of the board of McGeorge Contracting Co., Inc.

### Engineer Assigned

**Capt. Frank M. O'Quinn** has been assigned to duty with the New Orleans district, corps of engineers, according to Col. G. M. Cookson, district engineer.

A native of Colfax, Louisiana, O'Quinn is a graduate of Louisiana State University with a degree in mechanical engineering.

### Named President

**O. B. Curtis, Sr.**, Jackson, Mississippi, assistant state aid engineer of the Mississippi State Highway Department and member and secretary of the state Board of Registration for Professional Engineers, has been elected president of the National Council of State Boards of Engineering Examiners.

Alfred K. Allen, veteran administrator in the construction and engineering field, has been named executive vice president of Folmar & Flinn Industries, Inc., Montgomery, Alabama, construction and engineering firm.

Before joining Folmar & Flinn, Allen was a vice president in charge of construction for the Utah Construction Company of San Francisco, Calif., one of the firms which was active in the construction of the St. Lawrence Seaway.

Allen has supervised construction of some \$100,000,000 in projects in both the civilian and military field, an announcement said. He is a native of Birmingham, Alabama, and a graduate of Alabama Polytechnic Institute. He is a licensed general contractor, and a licensed professional engineer.

### Perez to Speak

August Perez, Jr., AIA, New Orleans architect is scheduled to address a national meeting of the National Builders' Hardware Association to be held in New Orleans September 27.

He will discuss "what the architect expects from the architectural hardware consultant." Vulcan Materials Company, Birmingham, Alabama, has announced

the acquisition of the Ralph E. Mills Company, Frankfort, Kentucky, and Talbott Construc-Corporation, and Talco Constructors, Inc. of Winchester, Kentucky.

Monaghan

The announcement was made by Vulcan president, Bernard A. Monaghan.

Monaghan said that the acquisition of the companies will enable Vulcan to service larger foreign and domestic construction projects.

Robert B. Horner has been named president of Kosmos Portland Ce-

ment Company, subsidiary of The Flintkote Company with headquarters in Louisville, Ky.

A native of Louisville, Kentucky, and a graduate of Princeton University, Horner

served in the U. S. Navy during World War II, and joined Kosmos in 1946 as assistant engineer. He later served as assistant plant manager and plant manager before becoming vice president-operations.

### **Realtor Nominated**

F. Poche Waguespack, Sr. has been nominated by the New Orleans real estate board for the annual "Realtor of the Year" award presented by the Louisiana Realtor's Association in October. Waguespack is a past regional vice-president of the national association and has served as president of the local board, the state association, and the National Association of Real Estate Brokers.

### **TV** Series

Clyde Pearson, Montgomery, Alabama, and Nelson Smith, Birmingham, Alabama architects were featured in a recent educational TV series program, entitled Story of the AIA."

### Moves Office

**Carl F. Burmeister, Jr.,** Mobile, Alabama architect has moved his offices to 1914½ Grant Street, Mobile. His office was formerly, Mocated in the Creighton Towers.

### City Preservation

**Tom Kirkland**, president of the Alabama chapter, AIA urges all members to take an active part in the preservation of their city's historic buildings by becoming members of societies similar to the Historic Mobile Preservation Society. Kirkland cited the work of the Mobile group which has made Government Street in Mobile one of the "most beautiful in the world." The society has thirty committees at work furthering the work of the group.

### Traffic Problems

Nelson Smith, Birmingham architect presented a posisible solution to the city's downtown traffic problem in a letter to the editor of the Birmingham News. Smith says the answer lies not in speeding up traffic but in slowing it down and re-routing all through-traffic around the town. He suggests a series of mazes and dead ends to keep through traffic out of the downtown area.

### To Address Society

**H. D. Richards,** Louisiana State University will present a paper on Isotope radiography and its practical application, at the National Fall Meeting of the American Welding Society, in Detroit, September 28-October 1.

According to an announcement, three major subdivisions of the subject will be discussed in the paper: elementary radiation, radiography, and isotope radiography. Isotope radiography has many applications in non-destructive testing of metals and welds and the author discusses the technique and compares it with other methods for industrial quality control.

Engineers from all parts of the United States and Canada are expected to converge on Detroit for the AWS National Fall Meeting. Many overseas visitors are expected for what will be one of the most important technical meetings of the year.



SEND FOR CATALOG M-59 SHOWING NEW POSTS, HANDRAILS AND GRILL-O-METRICS

OF PITTSBURGH

Ame

1111 mill

460 MELWOOD STREET, PITTSBURGH 13, PENNSYLVANIA COPYRIGHT 1959 BY BLUMCRAFT OF PITTSBURGH, PITTSBURGH, PENNSYLVANIA



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









AMERICAN-Standard

Air Conditioning of this residence and show rooms for contemporary furniture and accessorie in Baton Rouge, Louisiana required a versatil mechanical placement of units that would blen with a well planned interior.

Spillman Refrigeration, Baton Rouge pluml ing and heating contractor used three American Standard 3-ton units to provide year-round qua ity air conditioning service for this client.

Photos at left show placement of an interio unit and the condensers arranged on an exterio location.

HARRY CASH CO., IN

2312 Scenic Highway Baton Rouge, Louisiana 2834 St. Claude New Orleans, Loui



Edward D. Stone, Arkansas-born, New York architect, (right) discusses plans for the construction of the new International Trade Mart building with civic leaders in New Orleans.

# Construction Set On Trade Mart

New Orleans' long dreamed of expansion of its famed International Trade Mart facilities will soon become a reality.

In early September, William Zetzman Sr., Trade Mart president, signed an agreement with a New York real estate firm to finance and construct a \$30-million project at the foot of Canal Street near Eads Plaza. Plaza.

Designed by Arkansas-born New York architect Edward D. Stone, it will replace the present Trade Mart facility located at 124 Camp Street. Construction is scheduled to begin shortly after January 1, 1960.

The present International Trade Mart when into operation in 1948. Its concept, being to centralize and promote the vast activities related to foreign trade in the lower Mississippi Valley was soon imitated in other major port cities. With the expansion of port facilities—docks, wharves and product terminals in New Orleans since World War II has come the increasing need for a continued expansion of its International Mart.

In early 1958 business and civic leaders spearheading the new Mart expansion program entered discussions with architect Stone regarding its design and construction. Stone came to New Orleans for a puble presentation of his design concept (see cut) in late March of this year. Professional reaction to his design presented mixed comment.

Initial plans for the new Internation Trade Center features a solution to the city's need for an expansion of already limited facilities

(Continued on Page 16)

# Alabama AIA Story Told

The story of the American Institute of Architects and what it has done for the architectural profession was the subject of a recent television presentation over the Alabama Educational Television Network, Channels 2, 7 and 10.

Participants in the program were Nelson Smith, Birmingham architect, and Clyde C. Pearson, architect of Montgomery, Alabama.

This presentation is a part of the Alabama AIA chapter's public relations program directed to public education of the architect, his responsibilities, and his contribution to the cultural, and economic development of the country.

The two promiment Alabama architects will present the early struggles of the Institute, its growth to a national organization, and its role today as the leading light for the nation's architects.

The program will also show the Institute's role at the state level.

### New AIA Film Features Career

The American Institute of Architects has announced the availability of a new film—"Designing a Better Tomorrow . . . A Career in Architecture."

The new film, designed primarily for showings to high school and junior high school assemblies is  $13\frac{1}{2}$  minutes in length, semi-animated, in color.

It gives a vivid short course on the meaning of architecture in general, thus making it especially suitable for showings to civic, service and other groups.

As with all other AIA films, the announcement suggests that it be used primarily as a speaker's aid. A showing of the film should be followed by a brief talk relating the message of the film to local conditions and by a question and answer period, the announcement said.

It was produced by Henry J. Kaufman & Associates, public relations council for the AIA, under the guidance of the AIA Public Relations Committee and members of the AIA's Education Committee.

### WIC Convention In Baton Rouge

Women In Construction, an organization rapidly becoming national in scope held its "national convention" in Baton Rouge, Louisiana, September 4.

Over 200 gals who have one way or another tied themselves to the construction industry were in attendance . . . a few from such far-awayplaces as Boston, Mass.

Elected to serve for the coming year were the following officers: Corrie Ann Marquette, Houston, president; Viola Brown, Little Rock, Ark., 1st vice-president; Peggy LeBlanc, Baton Rouge, La., 2nd vice-president; Maria Dellafano, Boston, Mass., 3rd vice-president; Dorothy Haynes, Waco, Texas, secretary; and Maxine Studebaker, Austin, Texas, treasurer.

Rita Fiegenschue, New Orleans, was appointed a member of the nominating committee, and Mary Stonecipher, also of New Orleans, appointed legal advisor and auditor.

### Iron Fabricators Meeting Announced

The National Ornamental Iron Manufacturers Association has scheduled its annual convention for February 4-6 in New Orleans. Headquar-(Continued on Page 16)

SEPTEMBER, 1959

# RUUD Certified Service TAKES THE "GUESSWORK" OUT OF WATER HEATER SELECTION



### HERE'S WHAT YOUR CLIENTS GET WITH A RUUD CST 40-40 MARK VI GAS WATER HEATER

- MARK I . . . Bath-Rating—4 baths every hour . . . hour after hour. MARK II . . . Laundry-Rating—Will
- supply most any washer—continuously,
- MARK III.... Peak-Demand-Rating -108 gallons of hot water in 2 hours.
- MARK IV . . . Sanitation-Rating-180° for safer dishes, whiter washes.
- MARK V... Rustproof-Rating-No rusty water-ever.
- MARK VI... Convenience-Safety-Rating—Two temperatures of hot water—simultaneously (180° and 125°).
- \* Smallest of the Mark VI series; larger Mark VI models will supply even greater hot water demands.



### 844 Baronne Street NEW ORLEANS, LA.

470 Decatur Street MEMPHIS, TENN.

# PCI To Meet In Miami

The fifth annual convention of the Prestressed Concrete Institute will be held November 1-7 at the Deauville Hotel, Miami Beach, Florida, and at the Habana Hilton Hotel in Havana, Cuba.

The program will highlight research and development reports from this country and abroad, panel discussions featuring architects, and prestressed concrete producers from throughout the country.

Among the various reports on prestressing will be one given by Mario G. Suarez, consulting engineer of Havana, and James D. Piper, vicepresident of Portland Cement Association, Chicago, will discuss prestressing in the United States.

The topic, "The Architect's Challenge to PCI," will be discussed by a panel including Emil A. Schmidlin, architect of East Orange, N. J.; Kenneth C. Naslund, The Engineers Collaborative, Chicago; Alfred Browning Parket, architect of Coconut Grove, Florida, and Louis A. Oliver, of the Oliver and Smith architectural firm of Norfolk, Virginia.

A briefing on a post-convention field trip to Cuba will be given by Cuban engineers Mario G, Suarez and Nicholas M. Rivero. Departure from Miami for Havana is scheduled for the morning of November 6. The post convention trip will cost \$86.50 the announcement said. All expenses (except meals) are included.

### WIC Charters New Chapter

Women In Construction (WIC) has chartered its newest chapter in the South at Jackson, Mississippi.

A charter luncheon was held in Jackson August August 8 with 23 of 38 charter members in attendance.

WIC chapters from other cities represented at the meeting included Ida May Bagby, the organization's national extension chairman from Fort Worth, Texas; Edna M. Good, Ethel McKenney, and Pauline Mason, also from the Ft. Worth chapter; Ruth King, Telena Foster, Mary De-Camp and Lorraine Estes, all from the Memphis chapter; Rita Fiegenschue, and Shirley Dimm from New Orleans; Martha Knowles, Fern Mc-Canimon and Lee Dillion from the Dallas Chapter.

### Architect & Builder Appoints Krefft

Harvey Krefft, New Orleans, has been appointed advertising and promotion manager for GULF STATES



ARCHITECT & BUILDER, according to Lloyd Lewis, editor and publisher.

A native of Elmwood Park, Illinois, Krefft has been a resident of Louisiana since World War II. He is a former executive

secretary, Sales Executives Council of New Orleans; director, Membership Department, Chamber of Commerce of the New Orleans Area, and sales and advertising manager, Press Craft Printing Company in New Orleans.

Active in sales management and marketing fields, Krefft is also chairman of the Marketing Department, Evening Division, Loyola University. He is a charter member, steering committee, Greater New Orleans Educational Television Foundation and a winner of a Freedom Foundation award.

Krefft is a graduate of the School of Business Administration, Tulane University.

In announcing his appointment, Lewis said that Krefft would direct the publication's advertising and promotion programs and the establishment of a special market research study to assist the publication's adverisers in their promotional approach to the building construction markets in the Gulf area.

### Plumbing Contractors Set Convention Site

The Plumbing, Heating and Mechanical Contractors Association of Louisiana, Inc., will hold its 1960 convention in Baton Rouge, according to a recent announcement.

Scheduled for July 25, it will be the first convention of the group to be held in the Louisiana capitol city since 1953.

The location of the convention was made by the Association's board following its meeting in Baton Rouge, July 25. The Baton Rouge Plumbing Contractor's association will be hosts to the convention.

Bob Corley is president of the state association.

Architect creates maximum use of living and recreational space in new university student's housing facility.





# University Housing Facility Combines Economy-Space

Baton Rouge architect, William J. Hughes, Jr., uses prominent roof and floor areas to create a wide availability of living space for married university students at Louisiana State University.

Considerations in the design of the university's new Married Students' Buildings, included placing the group on four acres of ground to house approximately 104 married students and their families. Because of this high concentration, the architect felt that the best possible way to accomplish this was to construct four buildings housing 24 in three units each, and 32 in a fourth unit which would provide a good method of creating economy of construction and at the same time to create lawns and a central children's mall or play area.

Although the total area houses 25 families to the acre, the plan reserved approximately  $1\frac{1}{2}$  acre quadrangle, or park in the center of the project. Parking is accomplished around the perimeter of the four buildings.

As far as the individual units are concerned, the university officials desired that the apartments should be designed so as to provide a feeling of independence and self-sufficiency by the individual students and their families, and that the units should be designed for a family of two ranging to a family of four or five, and at the same time have all units identical. Making all units identical in facilities and plans would lessen the problems that arise in assigning the units, and in assessing the rents. The University also decided that the construction be such as to reduce maintenance costs which are traditionaly high for apartments of any kind.

With these basic desires by the client, the buildings and interiors feature, for each unit, a complete separate bedroom, spacious kitchen area and long living room which can be converted into a living room and separate bedroom or sleeping area. Each unit opens in the rear to private interior open court. Though small, the interior courts function as a source of light and ventilation into the bedroom and bath, and also serve as a clothes drving area. Individual clothes lines have been provided for each apartment in the court. A knock-out panel below bedroom windows allows for the installation of an air conditioning unit if desired by the tenant. A space, along with plumbing and electrical connections in the bathroom allows the installation of a washing machine or a combination washer-dryer. The finishes of the rooms include: Exposed brick walls, except in bedroom which is painted block; structural glazed tile in bathrooms; natural finished Philippine mahogany woodwork and cabinetry; vinyl asbestos floors; and painted concrete ceilings.

The basic structure is poured in place concrete columns, floor and roof. All concrete ceiling surfaces were cast on striated plywood for a "built-in" texture. A definite and continuous elliptical ceiling form was rigidly held throughout the project. This allowed economy in forming (some forms were used over eight times, and all forms were identical), a minimum story height of 8' 6" floor to floor, and a savings in partitions since most partitions only went up to a height of 6' 8".

Individual buildings are surrounded by outside corridorporches allowing dual use for protection from sun and rain. A pre-cast concrete balcony railing was decided upon and used for two reasons, first-because of the permanent nature of the material, and, secondly-it was inexpensive. The apartments were furnished only with a dropleaf built-in table between the kitchen and living room and with vertical slat front door drapes because of the university's experience in housing which indicated that families prefer to furnish their own apartments, including stove and refrigeration.

Each apartment occupied 600 sq. ft., not including balconies or courts, and the cost per sq. ft. using exterior covered areas as half, came to \$11.60 per sq. ft.

Barksdale & LeBlanc, Baton Rouge, were general contractors for the project, sub-contractors included: Victory Electric Co., electrical; Mack's Plumbing Co., plumbing; Reynolds Roofing & Sheet Metal, roofing; King & Co., flooring. Photography by Frank Lotz Miller.

Photography above shows detail of exterior covered stairway to second floor apartments (top) and a wide expanse of living areas in middle and lower pictures. Note interior space designed for versatile uses, for privacy, and is expanded to include use of "covered" exterior areas. SEPTEMBER. 1959





### MART-

### (Continued from Page 11)

in the interest of world trade, tourism, cultural development, and promotion of commerce for the Mississippi Valley area.

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

The exterior wall surfaces use a wide expanse of glass protected by an open screen of aluminum. Immediately behind the office tower are two walkways extending from the exhibition floor of the auditorium and supported by arched clumns, curving around the plaza.

Wylie Tuttle, president of Collins, Tuttle & Co., Inc. New York firm handling details of construction, said that the new structure will be ready for occupancy some time in mid-1961. "Right now we are working from preliminary plans provided by the architect," Tuttle said. "It will be three or four months before the final drawings are ready. Then we'll advertise for bids and we'll be able to state a final (cost) figure."

Tuttle praised both the location and the design of the facility. He said that the site will anchor and give added impetus to the part of the city at the foot of Canal Street, and "the architect's design is a monumental effort, combining the semitropical flavor of New Orleans and modern architectural technique." Cost of real estate and construction has been estimated at \$12 million. The \$30 million figure includes the cost of financing the project for a period of 30 years, a spokesman said.

### Architect-Engineer Dinner Meetings

Southern Heater Company, Inc., New Orleans, distributors for Ruud Manufacturing Company, Inc. in five Southern states will play host to architects and engineers in a series of dinner meetings during the months of September and October.

According to Emmett Smith, president of Southern Heater Co., invitations are being mailed to the individual architects and engineers to attend a special presentation entitled "What's New". Cocktails are scheduled at 5:30 p.m. and dinner at 6:45 p.m. on dates announced.

Cities, dates and location of the dinner meetings are as follows: Baton Rouge, Sept. 17, Bellemont Motel; Memphis, Tenn., Sept. 22, Chisca Hotel; Little Rock, Sept. 23, The Embers; Hot Springs, Sept. 24, Phillips Willow Room; Ft. Smith, Sept. 25, Goldman Hotel; Shreveport, Sept. 28, The Shreveporter; Monroe, Sept. 29 The Rendezvous; Alexandria, Sept. 30; Herbie K's; Lake Charles, Oct. 1, Belmont Restaurant; Birmingham, Oct. 9, Golden Nugget; Chattanooga, Oct. 12, Patten Hotel; Nashville, Oct. 13, Andrew Jackson Hotel; Jackson, Miss., Oct. 15, Rotisserie; and Meridian, Miss., Oct. 16, Holiday Inn.

Ruud Manufacturing Company, Inc. joins with the distributor as host for the evening events.

### Miss. Hospital Unit Proposed

Spokesman for a group of Gulfport (Miss.) area businessmen said the group is exploring the possibility of erecting a privately owned hospital in the area.

The proposed hospital would be staffed by an administrator and a group of trained Catholic sisters. It would include a large percentage of private rooms,

Advocates expressed hope the initial plan would be for 200 beds.

### FABRICATORS-

(Continued from Page 11)

ters for the convention will be the Jung Hotel.

Plans for its program are being made, and will include also a meeting of the Ornamental Iron Academy, and the NOIMA Trade Show and Exhibits.

President of the national group is Frank A. Kozik, of Scranton Craftsmen, Inc., Scranton, Pa. Arthur H. Jones, of Jones Iron Works, Baton Rouge, La., is second vice-president.



UNIT STRUCTURES, INC. General Offices — Peshtigo, Wisconsin

SALES OFFICES: ARKANSAS

Southwest Division Office and Plant SOUTHWEST UNIT STRUCTURES, INC. Magnolia, Arkansas Telephone: CEntral 4-4112

G. R. SCHMELZER SALES ASSOCIATES 124 River Road

Little Rock, Arkansas Telephone: MOhawk 6-6664

### ALABAMA

SHEARER & RAYFORD Mobile, Alabama 2504 Old Shell Road Mobile, Alabama Telephone: Greenwood 9-4581

#### MISSISSIPPI

JOHN B. HOWARD COMPANY 600 West Monument Street Jackson, Mississippi Telephone: 4-2346

### TENNESSEE

BUILDERS SPECIALTIES 1523 Demonbreum Street Nashville, Tennessee Telephone: ALpine 6-0325



# DESIGNS UNLIMITED

# thanks to the Miracle of LAMINATION !!

A new era of freedom in architectural design is here! You are free, Mr. Architect, to dream of exciting new combinations of structure, space and mass . . . free to design in a boundless latitude that is yet within the realm of economic reality.

As pioneers of lamination in America, we offer the services of master craftsmen who can and will custom build laminated wood members to meet your most advanced design requirements.

Our staff of experienced structural engineers, trained product consultants and efficient estimators can help you keep your projects "in the money". For complete details, write or call us. No obligation, of course.



PLANTS AT PESHTIGO. WISCONSIN AND MAGNOLIA, ARKANSAS CHARTER MEMBER OF AITC



UNIT STRUCTURES, INCORPORATED GENERAL OFFICES: PESHTIGO, WISCONSIN

17

# Corner Poles Speed Guide-Line Handling in Brick Wall Construction



It is uncommon today to find a carpenter without power saws, a cement finisher without power finishing machines, however, until recently you could still find a mason using his age-old tools, namely the trowell and level.

Help has finanlly come to his aid in the form of a new "process" known as the "SCR Masonry Process"\* developed by the Structural Clay Products Research Foundation.

The "process" consists of three principal factors (1) a scaffold that keeps work and materials at comfortable working levels, (2) a system of corner poles that cuts the time of resetting guide lines to a minimum, and (3) a marked line which shows where each brick is to be laid.

The Mississippi-Louisiana Brick and Tile Manufacturers Association points out that any one of the three factors may be used alone, but states that costs are reduced to a greater degree where all three are put to use. Of the three phases used individually, the "corner poles" are said to provide a direct increase in productivity and cost reduction.

The Association points out that the "SCR Masonry Process" is not a bricklaying machine, nor will it make a brickmason out of just anybody, but it does stimulate old skills without requiring new ones, while making the job of a brickmason easier.



A recent adaptation of using the "corner poles" was effected in the construction of a "circular" gymnasium at the Hattiesburg, Mississippi Senior High School. (See pictures). These poles were used in the same way as on straight walls except that the line is replaced by a curved, lightweight template. Brick were laid to this template as they would be to a line. The result of the use of the poles meant for the architect, a uniformed curved wall, and for the contractor, a reduction in costs and speed of erection. For the bricklayer it meant less tedious work and more satisfaction in a well constructed wall.

Information about the "process" for architects and builders can be obtained from the offices of the Mississippi-Louisiana Brick and Tile Mfgrs. Association located in Jackson, Mississippi, and New Orleans.

### Pennsylvania Case Gets Court Airing

The Pennsylvania Society of Architects recently joined a York taxpayer in his court fight seeking to set aside a contract through which an engineering corporate form supplied architectural services to a school district for the construction of a new junior high school.

According to a report in Charette, official publication of the Pennsylvania Society of Architects, the Buchart Engineering Corporation "entered into a formal and conventional contract for the performance of architectural services with the school district of the City of York knowlingly and willfully in violation of Section 16 of the Pennsylvania Architects law . . ."

The society, entering the case as amicus curiae, takes the same position as the taxpayer, R. S. Noonan, who brought the equity action against the Buchart firm and the City School District, contending that under the Pennsylvania state architects law, only an individual and not a corporation can be registered to practice architecture in the state.

The society in its statement filed with the court, said that the Pennsylvania Architects law "forbids a registered architect in the employ and service of the Buchart Engineering Corporation . . . from using his name as a registered architect in any manner in conjunction with, and collaboration with or in aiding or assisting corporation by which he is employed to engage in the unlawful corporate practice of architecture, making the registered architectural employee of the Buchart Engineering Corporation and their employer Buchart conspirators in an illegal attempt to evade compliance with the provisions of the Pennsylvania Architects law." The case is scheduled to be argued the week of October 19.

# Office Design Methods Discussed

Status seekers in offices came in for some ribbing here today at a symposium held recently in New York

Sponsored by Corry Jamestown, a designer and builder of office furniture, the symposium was attended by about 100 architects, designers, equipment and furniture manufacturers, management consultants, and representatives of the press and trade publications.

The speakers included Jo Mielziner, set designer; Ralph Eckerstrom, director of design, Container Corporation of America; Robert F. Dick, president, George Fry Associates; and Dr. Ralph H. Markus, managing partner, Psychological Consultants to Industry.

Management, for status reasons, wants large offices, striking decorations, and gadgets, such as motorized draperies and hidden hi-fi sets, said Mr. Dick; but he questioned whether these status symbols made executives more efficient.

Mr. Dick pleaded for greater simplicity, efficient and economy in office design, and he believes that manufacturers of office equipment and furniture can make a major contribution to better office designs by offering their customers an engineering design service similar to the industrial plant engineering service offered by many machinery and tool manufacturers.

While money lending was considered throughly declasse in past centuries, the "Roman temples" in which banking is now conducted reflect the reputable status that banking has gained today, said Mr. Mielziner. Office design should reflect the economic, social and cultural position of the businessman, Mr. Mielziner believes. It should be less functional, more humanized, and more flexible.

"I believe that some of our most carefully and elaborately designed executive offices would gain if some touch of human warmth were added," said Mr. Mielziner, "The chairman of the board can still be enormously impressive to his visitor despite the mortal lines on his face, the comfortable crease in his shoe, a flick of ash on his lapel, and a slight break in the crease of his well cut trousers."

Status-for the executive - and

functionalism-for the staff-are not all in office design, according to Mr. Eckerstrom.

"We have oversold functionalism," he said. "Rows of desks, regimented, clinical and clean, do not necessarily mean optimum efficiency, in spite of the gaping hole in the pattern left by the girl gone to the drinking fountain."

Mr. Eckerstrom recommends a better use of space, light, color and deccration to remind us that "man does not live by bread alone." He believes that beauty has a stimulating effect on office efficiency.

Too much attention has been paid to status in office design-especially in the allotment of space and sunlight, said Dr. Markus.

Speaking on the human factors in the office enviornment, Dr. Markus pointed out that there is no "average man" for whom an office can be designed. If the strait jacket of standardized jobs and office design is too tight, and the work rhythm of individuals is ignored, efficiency may be seriously affected. He believes that the talent and ingenuity of the designer and architect have by no

(Continued on Page 25)



# About Your Plans . . .

Louis (Pete) Elliott, above of Taylor Seidenbach, Inc., New Orleans is one of the many quality contracting firms who daily use the new plan room facilities of the Construction Industry Association of Greater New Orleans.

Your plans on deposit in the CIA Plan Rooms are assured of interest from the leading contracting and sub-contracting firms within the area.

Inquiries from your firm regarding use of our plan room facilities are always welcome.

onstruction Industry Association



New Orleans

### Some Definitions of 'Architect'

### By: Talmage C. Hughes, FAIA

The following excerpts from an article by Talmage C. Hughes, FAIA, Secretary, Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors. The article appeared in The Monthly Bulletin, Michigan Society of Architects—ED.

In attempting a legal definition of an architect, it is well to first consider what we ordinarily understand the word (architect) or term to mean in everyday usage, without regard to legal aspects.

A circular of Information issued by the New Jersey Society of Architects states:

"Full architectural service includes preliminary conferences, site inspection, preliminary sketches, working drawings, specifications, detail drawings, taking construction bids, letting contracts, interim consultations, supervising construction, approving payments, final acceptance of job.

"The architect does not 'draw blue prints,' as is too commonly believed.

"The architect is the owner's agent. He safeguards the owner's interests throughout the entire period of design and construction of the building. His financial interest in the job is limited to the fee paid him by the owner. . . ."

This would seem to be a pretty good definition of an architect and architectural practice, but of course, it would not qualify as a legal definition. It was not so intended.

Legal definitions, as used by the various state boards of registration vary widely. In many cases there are joint acts for architects and engineers, in which case definitions of both are necessary. Even where there are separate acts for the two professions, some clarification as to the duties and limitations of each is generally included.

The Alabama act required separate registration for architects and engineers but permits each to perform the services of the other, provided they are purely incidental to their practice. The act defines an architect as "any person who shall be engaged in the planning or design for the erection, enlargement or alteration of any building or buildings for others, or furnishing architectural supevision of the construction thereof-." Alabama continues by defining a "building" as "a structure consisting of foundations, walls and roof with or without the other parts." We find this in several other state acts, but would not a manhole qualify under this?

A better definition is contained in the Ohio act, which states: "the term 'building' as used in this act shall mean a structure intended for use as a shelter for man and/or his possessions."

The Arizona Act states:

"Architect means a person who, by reason of his knowledge of the mathematical and physical sciences, and the principles of architecture and architectural engineering acquired by professional education, practical experience, or both, is qualified to engage in the practice of architecture as attested by his registration as an architect.

"Architectural practice means any service or creative work requiring architectual education, training and experience, and the application of the mathematical and physical sciences and the principles of architecture and architectural engineering to such professional services or creative work as consultation, evaluation, planning, design and supervision of construction for the purpose of assuring compliance with specifications and design, in connection with any building, or site development. A person shall be deemed to practice or offer to practice architecture who in any other manner represents himself to be an architect, or holds himself out as able to perform any architectural service or other services recognized by educational authorities as architecture."

Two of the shortest definitions:

Arkansas: "Architect means a person who is technically and legally qualified to practice architecture."

California: "Architect refers to a person who holds a certificate to practice architecture in this state under authority of this chapter."

For the purpose of registration acts, there are two definitions to consider: architect, and the practice of architecture. When one is defined, definition of the other follows naturally. Given a definition of architectural practice, then an architect can be defined as one qualified to practice architecture.

For instance, a proposed amend-(Continued on Page 23)

# "... The Answer is BEST"

For quality, life-time furniture and interior storage and display facilities, consider BEST Custom designed units in your plans. A combination of skilled craftsmanship, modern quality materials, and controlled custom production, is the answer for the architect's most exacting requirements.

Write for complete details about our service to architects, contractors, and designers.



By BAKER MANUFACTURING CO., INC.

Pineville, Louisiana P. O. Box 152



The wall-hung residential closet is a "center of attention" with home buyers today. Architects will find that it offers extra savings in construction and sets new standards of sanitation in the bathroom. Helping to popularize this off-the-floor trend is the new Josam Residential Closet Carrier. It makes the installation of the closet so easy . . . so simple . . . and so trouble-proof that building and plumbing contractors alike welcome it! Write for literature.

### JOSAM MANUFACTURING COMPANY Michigan City, Indiana



District Representatives L. M. FLANARY 938 Volunteer Bidg. AM 6-5645 Chattanooga, Tenn, JOSEPH TANET Carondelet Bidg. RA 3656 New Orleans 12, La. JOHN R. CORRIGAN 35 S. Cooper St. BR 8-2833 Memphis 4, Tenn.



# Light and Power Builds Plant

The Light & Power Utilities Corporation of Memphis will open a second plant next spring in Olive Branch, Mississippi, according to Light & Power president Murray Reiter, The company is a manufacturer of commercial and industrial fluorescent and incandescent lighting fixtures.

The factory, 28 miles from Light & Power's present site, will cost about \$600,000 and will triple Light & Power's present space. According to Reiter, the additional facility marks the third expansion for the company in the past four years, and will give needed manufacturing space as well as room for additional expansion.

Construction of the 112,000 square foot plant should be completed in about eight months. Architects for the plants are Lee, Bromfield & Riggens of Jackson, Miss., and the general contractor is Dixie Steel Buildings, Inc., of Memphis, Tenn.

The new plant will employ 150 people initially, and should build to an employment of about 300. The Mississippi factory will house facilities for the two Light & Power complete lines of electrical fixtures— "L & P" fluorescent fixtures and "Delta" incandescent fixtures. They are distributed in 38 states and many foreign countries.

The company moved to Memphis from New York state in 1946, and expanded its present plant at 1035 Firestone Blvd., Memphis, in 1955 and 1957.

### Unit Structures Appoint Personnel

Unit Structures, Inc., Peshtigo, Wisconsin, has added three field men to its sales staff, according to an announcement by Joe Boyer, general sales manager.

James Armstrong has been named to serve as district sales manager with headquarters in Houston, Tex.

James Schmminger has been named sales engineer for Unit's Detroit office.

Verne Garrison will serve as sales engineer for the Company's Dallas district office.

Armstrong attended high school at Houston and holds a degree in Civil Engineering from Houston University. For the past year he was affili-(Continued on Page 26)

ARCHITECT and BUILDER



A department devoted to a review of today's modern press release which describes new building products or services available to the industry. We think some are factual, educational, and are a genuine service to the editors. In addition, some are entertaining.

### **REALLY FOR THE BIRDS...**

The Dixie Paint and Varnish Company, southern paint manufacturer and American Can Company have jointly prepared with the assistance of their agency, Carl Byoir & Associates, Inc., in New York, a startling announcement to our audience that we may soon hear birds chirping the virtues of paint.

In its lead paragraph the release states, "don't dis-believe your ears if you hear birds chirping the virtues of paint, for it can happen . . . if it does, you'll be on the receiving end of another imaginative promotion by Dixie Paint and Varnish Company of Brunswick, Georgia."

The master-mind behind this announcement, it seems is Mr. W. Quealy Walker, a forward-looking former architect, no less, "who mixed his first gallon of paint in a washing machine, is the largest independent paint manufacturer in the South, one of the 'top 50 nationally', and certainly one of the industry's leaders in merchandising."

Going back to the birds, we find a plot that certainly thickens with the paint, and substantiates the statement that Mr. Walker is "one of the industry's leaders in merchandising." According to the release, Dixie's standard line of products is Durlite architectural finishes and the company slogan is "Durlite-that famous paint." To further popularize this slogan throughout its marketing area, Dixie, according to the release is "offering a free parakeet with each gallon of paint purchased in each dealer's store during a certain period of time. . . ." Now comes the offer: "the first person in each dealer's area to teach his parakeet to chirp out the slogan will be rewarded with a cash prize." And, finally the merchandising skill of Mr. Walker really comes into play with the offer that "... the prize will be given to buy the bird back, and the idea is to use the (trained) bird in the store to help further merchandise the company's products."

The release hastens to add that this type of promotion is typical of Walk-

er's company which has steadily increased production and sales since forming in 1941. It also admits that Mr. Walker is a "non-conformist." This is obvious and refreshing. We are intrigued, however, with the possible outgrowths from the promotion involving the birds. What happens when bird lovers refuse to sell their trained ones back? Walker's birds may become as famous as his paint, thus creating another thriving opportunity for promotion.

Digressing a moment from the birds and the paint, the release brings up another "unique" analysis: the company's policy of handling salesmen. Only two requirements: "orders for paint, and a weekly itinerary. . . ." This policy apparently works out well for the company and the salesman, for the average salesman earns about "\$20,000 a year and our top man is in the \$45,000 bracket." That ain't hay . . . it's paint.

To back up his claims about Dixie's paint, Walker's company offers a guarantee that its paint is equal to or superior to any other nationally recognized paint and "provides a \$100 warranty to dealers that can prove otherwise through comparison tests performed by an independent research laboratory." He proudly announces that "two dealers have tried and both have failed."

Meanwhile back to the birds, which the company calls "Operation Parakeet"... the release finally suggests that in addition, the company probably would run a "Treasure Chest" promotion "in which keys will be mailed to local residents. All those who come to the dealer's store to try to open the chest will get a prize, while anyone whose key fits the chest and opens it will collect the major prizes inside." The nature of the prizes was not announced.

We congratulate Mr. Walker on bringing his company along from his initial "capital of \$2,250, the old washing machine, and a knowledge of the paint and varnish business . .." to his 1959 goal of a million gallons production. This obviously takes a lot of paint "know-how."

However, with talking birds . . .

chirping the virtues of his paint, and loose keys rattling around in pockets speeding to his dealer's showrooms, we're certain that in addition to his ability to make good paint, he knows a lot about promotion.

What happened to the old washing machine? According to the release, it "is merely a conversation piece."

### SOME DEFINITIONS-

#### (Continued from Page 20)

ment to the Washington, D. C. Act stated:

"The practice of architecture within the meaning of this Act consists of rendering or offering to render services by consultations preliminary studies, drawings, specifications, contract documents, supervision of construction, or any other services in connection with the design or supervision of construction of any buildings or addition or alteration thereto, whether one or all of these services are performed either in person or as the directing head of an organization.

"An architect within the meaning of this Act is an individual technically and legally qualified to practice architecture and who is authorized under this Act to practice architecture."

In early days the word architect meant master builder, but in later years the architect gave up some of his duties to others. Certainly, since the architect is a professional man, his behavior toward his clients should be taken into account-ethics. This is suggested in the Michigan law, which states that, among other things, an architect "has no prejudicial interest in the project." It is interesting to speculate on what would happen if one were brought into court, charged with practicing architecture without a license and his attorney made the plea that, since his client did have a prejudicial interest, he could not, by our own definition, be held as practicing architecture.

The primary reason for a registration act is the safeguard of the public. The fact that certain benefits accrue to the architectural profession is incidental. It is a reasonable assumption that the avoidance of eyesores is in the public interest.

# New Design Book

Individuals concerned with planning new physics teaching and research facilities now have available a new volume just issued by the American Institute of Physics.

The book, "Selected Reprints of Articles on Physics Buildings", contains articles from architectural and building magazines and from the "American Journal of Physics" official publication of the American Association of Physics Teachers.

The book is issued as a part of the Project on Design of Physics Buildings, a nationwide study under the joint auspices of the American Association of Physics Teachers and the American Institute of Physics to determine what constitutes a good design for physics building facilities. Orders for the book should be addressed to: Project on Design of Physics Buildings, American Institute of Fnysics, 335 East 45th Street, New York 17, N. Y.

### New Floors

Modernwood Company, Clinton, N.C., has announced a new type of laminated block flooring called Modernwood.

According to the company the most important advantage of its product is that it can be laid in mastic directly on concrete subflooring.

Other features, the company says is its Mirro-Tuff factory finish, with no further on-the-job finishing required.

It has three plies of highland oak which are cross-laminated with waterproof glue under heat and pressure. The company says it will not swell, shrink, warp or buckle. It is toxic-treated to prevent termites, damp rot and vermin.

Comes in decorator-approved blonde color, 9" x 9" squares.

### 4-Lite Mirror

National Steel Cabinet Company, 2415 North Pulaski Road, Chicago, Ill., has announced a new line of medicine cabinets, which features permimeter lights on all four sides.

Available exclusively from the company, the four-way lighted cabinets are said to give shadow-free lighting when using the mirror.





A selective light switch permits using only the side lights, the top and bottom lights, or all four together. Use of all four lights when shaving or applying makeup eliminates blind spots and dark shadows, the announcement said.

The unit is available in single mirror style, and with a sliding mirror door. Cabinet sizes are  $23'' \ge 28''$ , and  $34'' \ge 25''$ .



### Inter-Com System

Dictograph Products, Inc., Jamaica, New York, has introduced a new fully transistorized intercommunication system, which the company claims is the most advanced and most flexible ever produced. The units feature hands-free operation, right-of-way priority, an acoustical design with two-channel transistor-



ized amplifier and a conference circuit.

The standard walnut cabinet can house three different size stations permitting contract with 12 to 24 people. Larger stations with as many contact points as required are also available, the company said. The master stations comes in standard walnut or metal cabinet and can be converted to any one of five size stations allowing contact with 6 to 23 points and more as needed.

### Aluminum Production

Aluminum production hit an alltime record for them month of July, according to the Aluminum Association.

Production soared to 179,194 tons of primary aluminum. The second quarter period of 1959 was a record quarter period of production which totalled 486,393 tons.

Subscribe To **Gulf States** Architect & Builder

### Mortar Grinder

Wyzenbeek & Staff, Inc., 223 N. California Ave., Chicago 12, Ill., have announced a new light weight attachment which grinds mortar from between bricks to a predetermined depth. The device has an adjustable depth gauge and is fully guarded, the announcement said.

Two models are available, designated as Model No. 600-G to fit WYCO Handy Grinders and Model No. 600-Jr. to fit series No. 900 WYCO "Junior" concrete vibrator motors.

### Floor Finish

Huntington Laboratories, Inc., Huntington, Indiana, have announced a finish for floors which the company says will seal and polish in one operation.

The announcement said the combination sealer and polish called Poli-Seal, works well on light terrazzo, white cement, magnesite, white marble, cork, wood, ceramic tile, quarry tile and slate floors. It may also be used on most vinyls and linoleums the company said. A free sample may be obtained by writing direct to the company at the above address.

### Air Units

The L. J. Wing Mfg. Co., Linden, N.J., has announced new units for recirculating ceiling-accumulated warm air.

According to the company, the high level circulating units consist of fan, plenum chamber with air guides, and revolving or fixed discharge. The units draw in heated air which accumulates at the ceiling of industrial buildings and recirculate it downward to the floor, thus reducing the load on building heating systems. Eight sizes are available.

### Stanley Booklet

Stanley Hardware, division of The Stanley Works, 195 Lake Street, New Britain, Connecticut, has announced a new A.I.A. folder on hospital hardware. It is available from the company and contains information on all the company's hinges, roller door holders, and latches required in modern hospitals.

Write direct to the company at address above for copies.

### New Door

Clark Door Company, Inc., 512 Hunterdon St., Newark 8, N.J., has announced a new industrial bumper door which the company says is designed to withstand hundreds of thou-



sands of openings by heavily laden fork trucks, and will not rip, warp or come off the fastenings.

The announcement said that urethane-filled bumpers take the shock, and flexibily suspended hinges let the door "ride with the punch."

Available in widths from 6 ft. to 8 ft. and heights from 7 ft. to 10 ft., the easily installed door requires little or no maintenance, the manufacturer said.

### OFFICE DESIGN-

(Continued from Page 19)

means been exhausted in producing better offices that meet the human needs of office workers.

The office worker spends more waking hours in the office than at home, D. Armour Hillstrom, vice president, Corry Jamesaown Corporation, said. Offering some background information for the subject of the symposium, Mr. Hillstrom pointed out that the number of office workers has increased from about five million in 1940 to about ten million today. In 1940, office workers represented about one-third of the working population; today they make up one-half. In industry, the number of production workers has increased by only 3 per cent since 1940, while the number of office workers has increased by 33 per cent. In addition, of course, the number of office workers has increased vastly in government agencies and service industries. And this trend is likely to continue. The need for new office space is, therefore, likely to rise considerably.

### Baton Rouge

BATON ROUGE BLUE PRINT & SUPPLY COMPANY 207 St. Ferdinand St. Blueprints - Photostats Superstats - Film Reproductions Architects & Engineers Supplies DI 2-2208 DI 4-4394

# New Orleans

RIDGWAY'S Complete Reproduction Service— Photocopies - Engineer's and Drafting Supplies Phone 3-0676 423 Crockett St. Shreveport, La. Mail Orders Solicited BLUEPRINTS • PHOTOSTATS • ARTISTS' SUPPLIES ET Z G E N PHON RYTHING FOR DRAFTING 145 THIS DESTUDO & SERUTIAURO 145 THIS

YARBERRY'S

PHONE 2-5631 145 THIRD STREET BATON ROUGE, LA.

NEW ORLEANS BLUE PRINT & SUPPLY COMPANY, INC. Blue Prints — Photostats — Photo Murals K & E Architectural & Engineering Supplies

Phone RA 4196

# Shreveport

RIDGWAY'S Blueprinting — Photocopying Architect & Engineers Supplies Phone CAnal 3831 307 St. Charles St., NEW ORLEANS

Your Firm's

Name Here

### MISCELLANY

### Good Way to Lose It

Aesop, about 2600 years ago, wrote: A miller and his son were driving their ass to the fair. On the way they met a troop of girls. "Look there," cried one of them, "did you ever see such fools to be trudging along on foot when they might be riding?" The old man, hearing this, quietly made his son get on the ass.

Presently they came to a group of old men in earnest debate. "There," said one of them, "it proves what I am saying. What respect is shown to old age in these days. Do you see that idle young rogue riding while his father has to walk? . . . Get down you scapegoat, and let the old man rest his weary limbs." Upon this, the father made his son dismount and got up himself.

In this manner they had not proceeded far when they met a company of women and children. "Why, you lazy old fellow," cried several tongues at once. "How can you ride upon the beast while that poor little lad can hardly keep pace beside you?" The goodnatured miller immediately took his son up with him. They had now almost reached the town. "Pray, honest friend," said a townsman. "Is that ass your own?" "Yes," said the old man. "Oh, one would not have thought so the way you load him. Why, you two fellows are more able to carry the beast than he you."

"Anything to please you," said the old man. So, alighting with his son thev tied the asses' legs together and by the help of a pole endeavored to carry him on their shoulders over the bridge. The people ran out in crowds to laugh at the sight, until the ass, not liking the noise or the situation, kicked asunder the cords and, tumbling off the pole, fell into the river and was drowned.

Upon this, the old man made the best of his way home with his son . . . convinced that, by endeavoring to please everybody, he had succeeded in pleasing nobody . . . and had lost his ass in the bargain.

### Simple and Clear

In giving some tips to members of the National Ornamental Iron Manufacturers Association, about the topic of "Market Research," L. S. Clarke, editor of the associaton's publication, "National Ornamental Iron Fabricator," defined "research activity" as: "Research activity consists of a careful, critical and exhaustive inquiry cr investigation having as its objective the discovery of new facts, their correct analysis and interpretation and the revision of accepted conclusions, theories or precepts—in light of such facts."

"That's it—simply and clear," he adds.

### Correct Change

A master counterfeiter, after years of labor, finally created his masterpiece—a \$15 bill.

Entering a store, he bought a dollar's worth of merchandise, gave the \$15 bill to the proprietor and waited calmly for his change.

The proprietor, without batting an eyelash, opened his cash register and placed the \$15 bill in it. Then he removed two \$7 bills and handed them to the customer for his change.

### **Regional Conference**

The Gulf States Region, American Institute of Architects is scheduled to hold its anual meeting in Arkansas during the fall of 1960.

According to Noland Blass, Jr. Arkansas Chapter president, location of the 1960 conference will be the Arlington Hotel in Hot Springs. Exact dates of the conference will be announced when plans are generally completed.

### UNIT STRUCTURES— (Continued from Page 22)

ated with Ther-Mo Roof, Inc., as an engineer, prior to which he was associated with construction firms.

Schimminger is a graduate of the University of Detroit where he majored in architectural engineering. For the past four years he was employed in Michigan as a building estimator and sales representative. He formerly was with Timber Services, Inc., of Detroit.

Garrison, a native of Illinois, attended the University of Illinois and Colorado State where he received B.S. and M.S. degrees in forestry. Prior to joining Unit Structures, he was a field representative for Southern Pine Association at New Orleans.

As field service representatives for Unit, they will promote the sale of the Company's glued laminated roof structures and roof decking, manufactured in Unit's plants at Peshtigo, Wisconsin and Magnolia, Arkansas.

# **ADVERTISERS**

Atlas Enameling Co Baker Manufacturing Co Blumcraft of Pittsburgh Harry Cash Co	* 9 * 4
Blumcraft of Pittsburgh	*
	4
E. P. Cuthrell Flooring Co.	3
Gulf States Utilities Co.	6
Ideal Woodwork	21
Josam Mfg. Co	22
Louisiana Power & Light Co.	19
Lundin-Hendry, Inc.	*
Mississippi-La. Brick & Tile	*
W. H. Moynan	3
Office Equipment Co., Inc.	*
Portland Cement Association	2
Southern Heater Co	*
Unit Structures, Inc.	17
U. S. Plywood Corp.	*

# MAILING NOTICE

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 WHEN AMERICA BUILDS FOR ECONOMY ... IT BUILDS WITH CONCRETE



Sears, Roebuck & Company's Tampa store . . .

# concrete folded plate roof achieves large, unobstructed floor area

One of the basic requirements here was to achieve unobstructed floor space with economy. Architects Weed, Russell, Johnson & Associates found the answer by using a concrete shell in the form of a folded plate. This construction made it possible to span the entire floor area with only one interior row of columns . . . and suspend the second floor from the roof. The result: 163,715 square feet of *fully flexible* floor space, so important to any retail selling operation.

Folded plate design is, in itself, unique and interesting. And only concrete can give the added boldness of the wide, cantilevered overhang.

It's one more example of the way new uses of concrete are bringing big economies and added vitality to both conventional and modern architecture.

> PORTLAND CEMENT ASSOCIATION 611 Gravier St, New Orleans 12, La. A national organization to improve and extend the uses of concrete



FOR STRUCTURES... MODERN CONCTETE **Isometric view** showing 125-foot c on c spacing of main columns. Floor slab is supported by 3-inch plates welded together to form a hanger. Hangers are spaced 25 feet c on c.