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Washington, D. C.

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*Alabama
Architects Meet*

*Church
Architect Program*

*New
Opelousas Inn*

*Names
In The News*

*New
Products Dept.*

October, 1959



G U L F S T A T E S

architect

builder

THE JOURNAL OF SOUTHERN ARCHITECTURE

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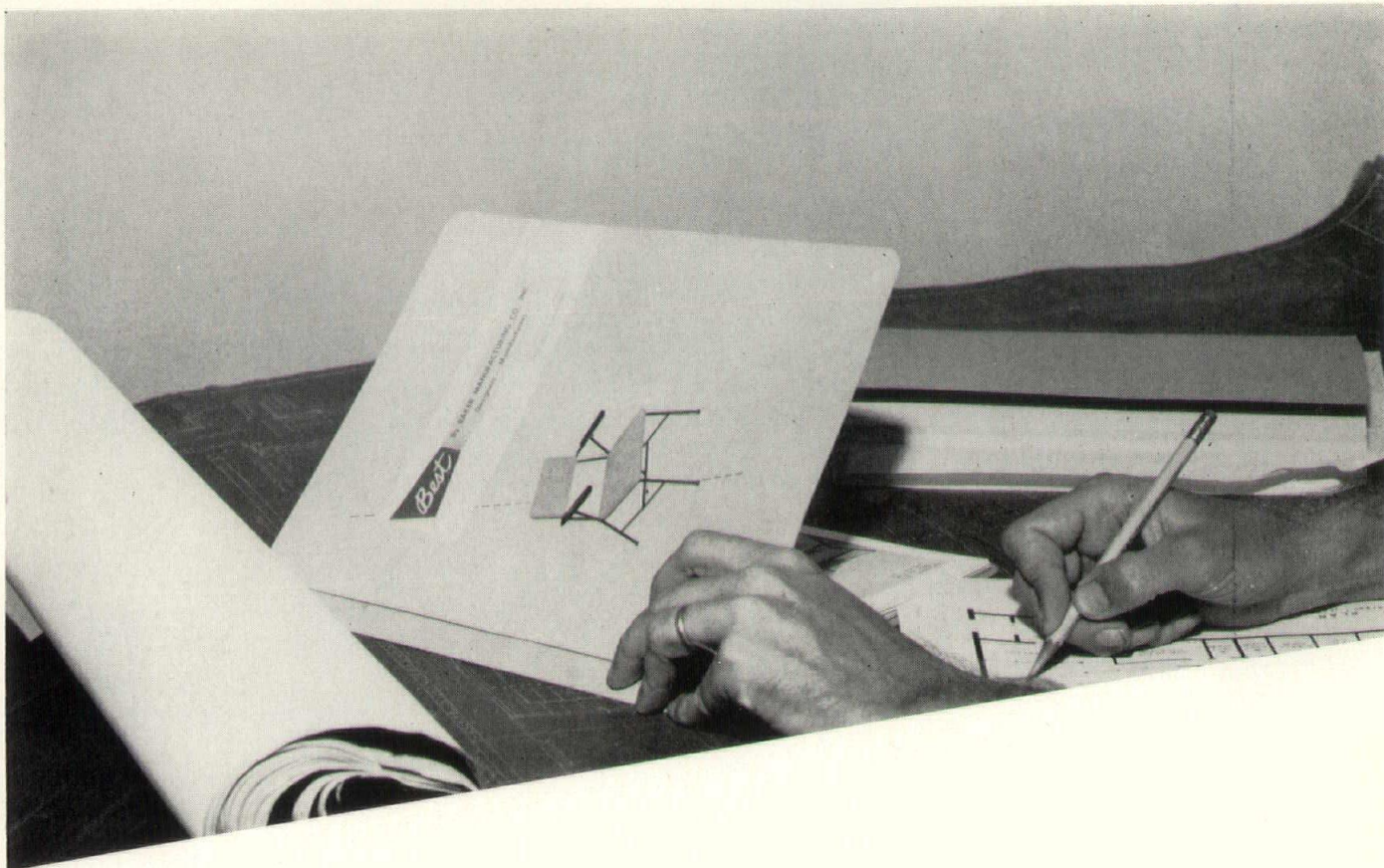
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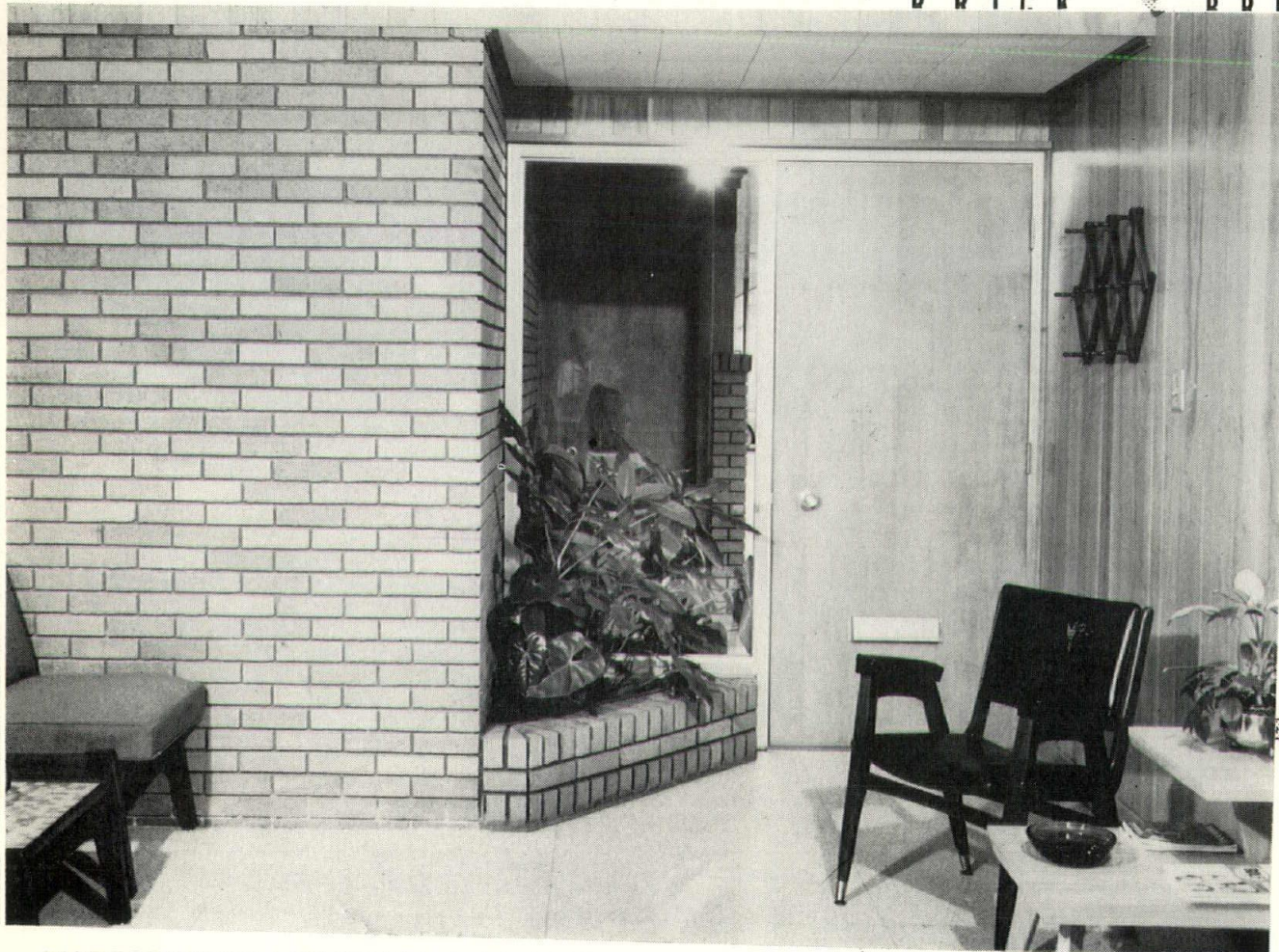
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The Magazine of Architectural Construction
serving the Architect, Engineer, Contractor,
and allied members of the building industry
in the Deep South.

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THE OFFICIAL JOURNAL
GULF STATES REGION
AMERICAN INSTITUTE OF ARCHITECTS

OCTOBER, 1959

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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, engineers, contractors, draftsmen students, and members of recognized construction industry trade associations — 1-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, 334 Exchange Alley, New Orleans, La.

Details of The New Inn, Opelousas, Louisiana, by Stoffle & Finger, New Orleans Architects. Photography by Frank Lotz Miller.

Controlled Circulation Permit Pending at New Orleans, La.

Hallmark of



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.

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Gulf States

Letters

● I hope you will accept the enclosed invitation and will be with us on this occasion. To date nineteen of the local firms have submitted work to be exhibited and our chapter is looking forward to a fine exhibit and turn out for this occasion.

This showing is "the event" of the Chapter for the year and we hope to have many dignitaries of the city, etc at the party.

Please try to be with us, and if I can do anything for you preceding the party, please feel free to call on me.

John A. Bani

Publicity Chairman
Baton Rouge Chapter, AIA

In the 1958 January issue of your magazine there was a write-up on the Florida Alcoholic Rehabilitation Center at Avon Park, Florida, which was designed by our firm. We have misplaced our issue of this magazine and would very much like to receive another copy for our permanent file. If it is possible, please send us this copy.

(Mrs.) Patsy Whatley

Librarian
Sherlock, Smith & Adams, Inc.
Montgomery, Alabama

● 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

● November 9-13—Meeting of Board of Directors, AIA, Portland, Oregon.

● November 16-19—Building Research Institute Fall Conferences, Shoreham Hotel, Washington, D. C.

● November 23-25—Fifth Annual Student Forum, The Octagon, Washington, D. C.

● January 25-29—Meeting of Board of Directors, The Octagon, Washington, D. C.

● April 18-22—AIA Annual Convention, San Francisco, California.

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:

November 2

December 7

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

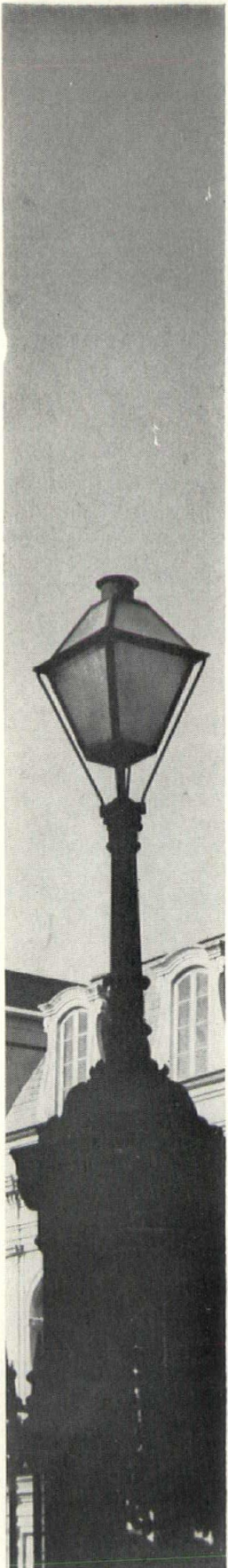
MIDDLE TENNESSEE

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

SHREVEPORT CHAPTER

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

ARCHITECT and BUILDER



A Letter From New Orleans . . .

Frequently there comes a time with any worthwhile project when the physical demands created by growth seem to exceed the capacity of those responsible for its being. This has been the case with his publication.

Interest in Gulf States Architect & Builder since its founding in 1956 has grown to become the basis of considerable responsibility . . . to its audience and to its advertisers who sustain it financially.

For the past three years a greater portion of the total workload connected with the production of each monthly issue has been done by one individual, the editor-publisher. His daily and "nightly" tasks have taken him into several worlds of concurrent responsibility in order that the magazine could exist . . . editorial copy, photography, layout of the journal and production on the one hand, and advertising sales and promotion on the other. This frenzied activity by one individual is very similar to a juggling act which forbids the failure of either hand . . . if so the act is "finished."

With this issue, however, it is a happy privilege to announce the affiliation of a new principal of the management and development of this publication.

Hugo Heyns, II, (38) is an accomplished advertising and publishing executive. A native of Chicago, Heyns came to New Orleans fifteen years ago as an art director for the New Orleans Item, and progressed in his field successively to advertising manager, national advertising manager, director of advertising, and vice president and secretary of the Item Publishing Company. His interest in the program of this publication is stimulated by his early training to become an architect, and his background as an advertising executive will lend itself in an excellent manner toward the development of a marketing and merchandising program for the advertisers of the publication. In equal measure his energy and his talent in his chosen field will permit your present editor to return to the full responsibility of producing a journal that will editorially fulfill its license for existence.

It is a happy occasion to add his name to our masthead page, and to gain his association as a principal of our publishing firm.

334 Exchange Alley
New Orleans

Most cordially,

EDITOR



Mason Named By Institute

S. Kennon Manson, of King & Co., New Orleans, has been elected treasurer of The Marble Institute of America during its recent annual convention held in Atlanta.

The Institute is a national organization representing leading manufacturers and representatives of the marble industry.

Other officers elected were: A. T. Howe, Vermont Marble Co., president; T. R. Hidding, Twin City Tile & Marble Co., Minneapolis, Minn., vice president; and Lawrence M. Cohen, Domestic Marble & Supply Co., New York, secretary.

The 1960 convention for the group will be held in New York City.

New AWI Officers

Ralph W. Harrison, J. E. Chilton Millwork and Lumber Company, Nashville, Tennessee, has been elected a vice president of the Architectural Woodwork Institute during a recent convention in Chicago.

Also named to the Institute's board was **William T. Sutherland**, **Clarence Sutherland Co.**, also of Nashville.

AWI is an association of millwork manufacturers and their suppliers. Membership exceeds 500 and is drawn from the U. S., Canada and Australia. Robert Hoe, Jr., of the Hoe Corporation, Poughkeepsie, N. Y., is the newly elected president.

New York Offices

The offices of **DeLeuw, Cather & Brill**, and **Brill & Gray**, engineers-architects are now located at 220 East 42nd Street New York 17, N. Y.

Blount Appointed

Winton M. Blount, president, Blount Bros. Construction Co., Montgomery, Alabama, has been appointed to the University of Alabama Board of Trustees at the group's fall meeting.

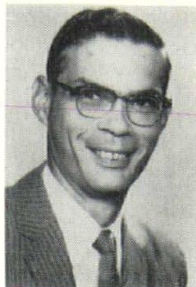
Blount is chairman of the Engineering Department Committee, president's Council for Development, of the University.

The new trustee is a director and past president of the Alabama Road Builders Association, and chairman of the State Licensing Board for General Contractors.

The university is currently undertaking a \$5,000,000 campaign for funds, of which \$3,000,000 will go to expand the College of Engineering.

McDonald Appointed

Harold McDonald has been elected Vice President in charge of manufacturing of the Mathes Company, according to Benjamin Ebersman, company president.



According to the announcement, McDonald will be in charge of all manufacturing of Mathes, makers of residential and commercial air conditioners and heat pumps. His new post was recently created as part of an overall corporate plan providing for future company growth.

The Mathes Company is a division of the Glen Alden Corp.

McDonald is a member of the Society of Refrigeration Engineers, and the Society of Heating and Air Conditioning Engineers. He resides in Marble Falls, Texas.

Sika Appoints Esping

John F. Esping, formerly district manager and sales representative for Butler Manufacturing Company, Reynolds Metals Co., and the Special Products Division of Stromber-Carlson Co., has been named to head a new Kansas City District office for Sika Chemical Corporation, according to a company announcement.



A native of St. Joseph, Missouri, Esping was graduated from the University of Kansas in 1948.

A native of St. Joseph, Missouri, Esping was graduated from the University of Kansas in 1948.

Attend Your
AIA Chapter
Meetings
Regularly

New Office Announced

Donald L. Horton and **S. Allison Alford**, Montgomery, Alabama, architects, have moved their offices to 2108 Southern Bypass, Farm Bureau Building in Montgomery.

Faddis Opens Office

Edward I. Faddis, AIA, has opened his new offices for the practice of architectuer located at 423 Annex, First National Bank Building, in Mobile, Alabama.

New Dallas Office

Thomas E. Stanley, architects-engineers, have announced the opening of their office in Dallas, Texas, located in Suite 507 Turtle Creek Building.

Russell McCaleb and **Lawrence D. White** are associates of the firm in the new office.

Joins Memphis Firm

Arthur H. Mohrhussen, Boca Raton, Florida, well known advertising and paint manufacturing executive, has joined **Wallace E. Johnson, Inc.**, Memphis, Tennessee, as vice president in charge of marketing, sales promotion, public relations and advertising.

Mr. Mohrhussen will hold the same title with Wallace E. Johnson Hardware Company, and Standard Builders Supplies, Inc., wholesalers of basic building materials.

In recent years, Mohrhussen was connected with Bruning Brothers, Inc., Paint Manufacturers; and is still a member of the board of directors of this company.


Murrell Opens Office

G. Ross Murrell, Jr., Architect, has announced the opening of his office for the practice of architecture at 2987 Government Street, in Baton Rouge, Louisiana.

Murrell is a former member of the firm of Short & Murrell, Architects, Baton Rouge.

Short Announces Office

Sam B. Short, Jr., Architect, formerly of the firm of Short & Murrell, architects, has announced the opening of his offices at 3170 Florida Street in Baton Rouge.



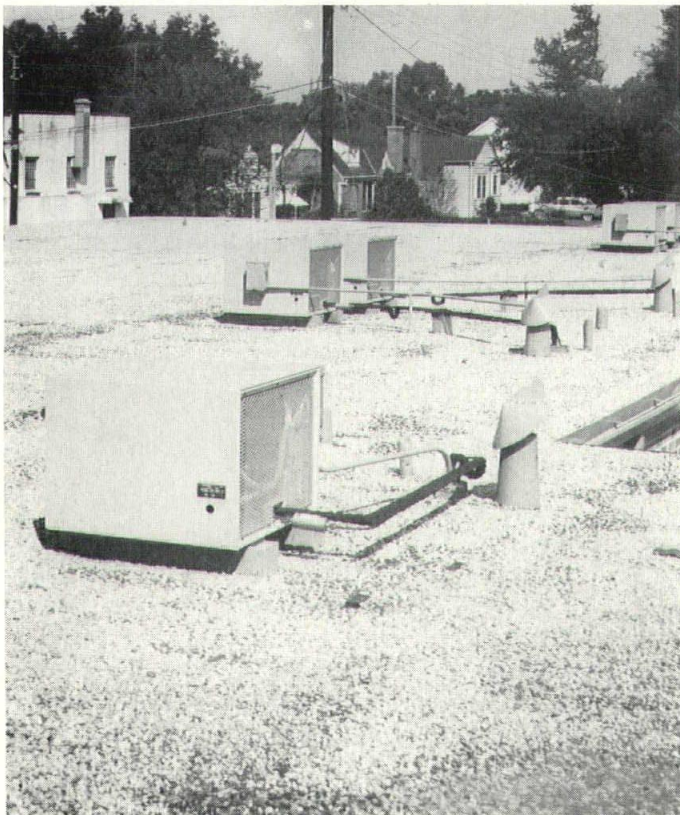
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OF PITTSBURGH

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POSTS, HANDRAILS AND GRILL-O-METRICS**

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Photo of exterior of the Martinez Properties in Baton Rouge, Louisiana. A Hays Town Architect/Basso Plumbing and Heating Co., Mechanical Contractors.



AMERICAN-Standard

Air conditioning of this new commercial center in Baton Rouge features the versatile mechanical placement of American Standard units in a manner to fully utilize total available space.

Basso Plumbing and Heating Company were mechanical contractors for this project. Note the group placement of condensers on top of roof section of building.

HARRY CASH CO., INC.

2312 Scenic Highway
Baton Rouge, Louisiana

2834 St. Claude Ave.
New Orleans, Louisiana



On a recent television program on "community planning," these Alabama architects help tell the story of architecture to the public in the Alabama chapter's public relations program: from left, Don Kirkpatrick, moderator; Isadore Pizitz, Birmingham businessman, and Arch Winter, city planner and architect, Mobile. Albion Knight, Birmingham architect points out the route of a new highway and how it will affect the surrounding area.

Alabama Architects Continue TV Series

A television series for the Alabama Chapter of the AIA consisting of 14 weekly half-hour programs over Alabama's three educational television stations is past the halfway point.

The series, aimed at the general public, is telling the story of the architect's role in the construction and building industry. The programs have also dealt with the architect's obligations to the client, to the contractor and engineer and to the general public.

Some of the subjects already discussed cover house design, business buildings, school design, landscaping, and community planning. Featuring architects from all over the state, as hosts, the programs are seen each Friday afternoon over the statewide network.

Evan M. Terry, Birmingham, public relations chairman for the Alabama group, said, "The Alabama Chapter feels that the television series is helping the general public to have a better understanding of the many problems of architecture. We also feel that they are creating a closer relationship between other members of the construction industry."

Programs coming up will cover such subjects as church design, influences on home design in Alabama, the story of the American Institute of Architects, architecture as a career, and a discussion of the future of architecture.

CSI Panel Reviews Concrete

The New Orleans Chapter, Construction Specifications Institute held its first meeting of the 1959-60 season October 21 in the Faculty Dining Room, Delgado Trades School.

A panel on "Concrete, Present and Prestressed" was held with the following panelists participating: Walter E. Blessey, Head of Civil Engineering Department, Tulane; Warren F. Smith, vice president and manager, Lone Star Cement Company; and Robert L. Belden, president of Belden Concrete Products Co.

Ray Putfark, director of the Construction Industry Association of New Orleans was moderator.



Frank Martin, director of a public relations series on architecture via television in Alabama gives final instructions to panelists, Martin, Kirkpatrick, Pizitz, Winter and Knight.

Church Architecture Conference Set

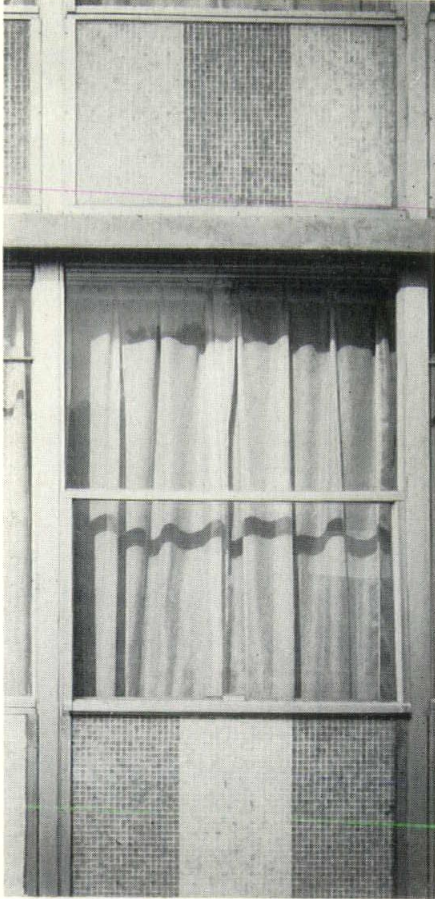
The Department of Church Building and Architecture of The National Council of Churches of Christ of America, and the Church Architectural Guild of America have announced a Joint Conference to be held in Minneapolis, Minnesota, May 3-5, 1960.

According to the announcement, the conference is planned as one of a continuing annual series of efforts which bring together denominational leaders, ministers, lay people and church architects on a national level.

The objectives of the 1960 conference, according to the announcement, is to stimulate basic reasoning and thinking of ministers and lay people on relationship of Architecture and planning for the needs of the local church program; to stimulate architects to create space that helps church members to worship; and to help ministers, lay people and architects to understand the need for the fine arts and beauty in church design.

In connection with the conference, an exhibit of photographs showing latest church work throughout the United States entered by architects for competitive judging will be on display. For additional information, architects may contact, Mr. S. Turner Ritenour, General Chairman, Joint Conference on Church Architecture, National Council of Churches of Christ, in America, 257 Fourth Avenue, New York 10, N. Y.

**CURTAIN WALL DETAIL
OPELOUSAS INN
STOFFLE & FINGER, ARCHITECTS**



The following considerations were recognized in the installation of the window wall system of the new Opelousas Inn, by Stoffle & Finger, Architects:

Problem:

To furnish and install an aluminum window wall system with venting . . . to provide a character "with something different" in insulated panels, with glass screens, with thiokol caulking, all within a budget limitation of \$3.00 per square foot.

Solution:

Our use of Mesker Bros. aluminum projected windows, Mexican Mosaic Glass Tile Panels (U-Factor .19) provided the "Something Different" in a decorative, and lasting curtain wall system. . . . for something less than \$3.00 per square foot.

Architects, engineers contractors and others having problems in window wall design and aluminum fabrication are invited to discuss their requirements with us.

**ALUMAGLASS
BUILDING PRODUCTS, INC.**

739 South Clark St. New Orleans, La.

Retained Percentage Meeting Held

"Retained Percentage" procedures on construction contracts were the subject of a day-long discussion recently between architects, sub-contractors, procedures and surety bond experts at the Octagon, AIA headquarters in Washington.

The meeting was called on the invitation of the AIA which was represented by six national officers and directors as well as the chairmen of national AIA committees concerned with construction industry problems. AIA president John Noble Richards, presided.

The purpose of the meeting was to acquaint the officers and regional directors of AIA with the subcontractor's problems and views on "retained percentages," the amounts withheld from payment on any job as protective cushion to assure completion of a job according to owner's and architect's specifications.

Executive Director Edmund R. Purves said the meeting had made an impact on the AIA leadership. "As a result of our discussion the AIA Board of Directors will most likely again consider the Institute's policy on this matter and bring the views of the subcontractors to the attention of all AIA members.

"We of the AIA have leaned a lot in the course of this harmonious meeting and are full aware that the business of the construction industry is also the business of architects," Purves said.

Skyscraper For New Orleans

A new 28-story office building is scheduled for construction in downtown New Orleans, according to a recent announcement.

John J. Mack, sponsor of the building, said plans and specifications for the new structure to be located at 225 Baronne Street will be completed in late November and will be placed on the market for general contract bids from a selected list of contractors.

Shaw Metz and Associates, Chicago, architects, are designers for the new project.

Cushman & Wakefield, Inc., New York rental and management agent has been named rental agent for the new building.

Mack said that Leon J. Peters, executive vice president of Cushman & Wakefield, is project manager, and Peter E. Pattison has been appointed resident rental manager in New Orleans. Present offices are located at 232 Baronne.

Fitzgerald Award Program Planned

Five leading building industry associations have joined in the establishment of an F. Stuart Fitzpatrick Memorial Award to be given annually in honor of the late building industry pioneer for "outstanding individual achievement in the unification of the building industry."

Mr. Fitzpatrick, for 25 years the manager of the construction and civic development department of the United States Chamber of Commerce, died in 1956 after long and brilliant personal leadership in unifying the diverse elements of the building industry. Among his achievements was a pioneering role in the founding and growth of the Building Research Institute of the National Academy of Sciences.

Sponsors of the F. Stuart Fitzpatrick Memorial Award are The American Institute of Architects; the Building Research Institute; the Producers' Council; the Associated General Contractors, and the National Association of Home Builders. Individuals named to represent the sponsoring groups and serve as advisors to the fund trustee, named as the Union Trust Co., of Washington, are:

Leon Chatelain, Jr., past president of AIA; Edmund Claxton, vice president of the Armstrong Cork, Co., and past president of BRI; William Gillett, vice president of Fenestra, Inc., and past president of the Producers' Council; Welton A. Snow, manager of the building division of AGC, and John M. Dickerman, executive vice president of NAHB.

New AIA Film

The American Institute of Architects has released a 13½ minute, 16 mm. vocational guidance film to interest young people in taking architecture as a profession.

Entitled "Designing a Better Tomorrow" the semi-animated sound and color film explains the attitudes, interests, education preparation desirable for the study of architecture as a career. It discusses the elements and meaning of architectural design and the nature of architectural schooling.

The film includes animated drawings and student work from several schools of architecture with a number of color photos and distinguished buildings.

Suitable for adult audiences such as PTA, civic, service and business groups, but primarily intended for students in high schools. Available by rent for \$5.00 per showing or purchase for \$65.00 per print.



An attractive, well designed hotel unit can become the center of social activity and a pleasant oasis for the traveler, even in a more restricted environment of smaller community life. Here the architects design for community and transient needs with a free hand from the client.



Photography by Frank Lotz Miller

FOR A PROGRESSIVE COMMUNITY

A New Hotel Provides Center For Social and Travel Comfort

The scope of the problem in the design of the Inn, Opelousas, Louisiana, by the firm of Stoffle & Finger, Architects was to design a 63 bedroom hotel with its necessary adjunct facilities.

A maximum construction budget of \$507,000.00 was given to the architects by the owners, The Opelousas Community Hotel, Inc., and the tenant.

The site, 174 feet by 255 feet had a sloping terrain, a difference of about four to five feet from the front to the rear. To take advantage of this contour it was decided to slightly raise the first floor and excavate in the front approximately three to four feet to provide for a sunken swimming pool and private club on this lower level. This scheme offered considerable advantages:

(a) A swimming pool at the front of the building (the owners requirement) with privacy from a main artery through the city. The pool is at a level hidden from passing traffic.

(b) Access by guests in bath-

ing attire by elevator to the pool from the bedroom floors without passing through the first floor;

(c) Excellent view of the pool and surrounding areas from the dining rooms, cocktail lounge, bar, and lobby without the feel-



Suspended checkroom of Redwood Panels add Lightness to interior.

ing of being right on the street.

Entrance to the hotel by auto is by a ramp which brings the guest completely under the structure and out of the weather for loading and unloading.

Other features include: 63 bedrooms with baths, a banquet room to serve 250 persons and flexible to divide into 3 separate rooms for serving smaller groups; a cocktail lounge; a dining room combined with a coffee shop to serve approximately 100 guests; adequate kitchen facilities to enable good management to build a reputation for excellent food and service; a swimming pool; and maximum parking area for hotel guests as well as dining guests.

The architects used reinforced concrete columns and slab frame. Details on materials include a built-up 5-ply roof and gravel; exterior walls include concrete block, wood, glass curtain-walls; interior walls and partitions: concrete block, gypsum board and wood studs; fold-

ing fabric partitions; windows are fixed glass in aluminum or wood stops and frames, and aluminum sash.

The client permitted the architects to completely govern specifications of materials from structural members to the details of interior accessories, linens, carpets and lamps for the guest rooms, etc.

Decorative and appropriate silk-screened prints were used on the walls of each guest room to carry out the general character of design. The prints were developed in the architects' offices by two young staff members, Philip T. Frank and Robert Perry.

Patterns in carpets throughout the project were also designed by the architects.

These photographs show some detail of the new Opelousas Inn, from the guests' point of view.

The top photograph shows the general swimming pool and patio area located at the front of the project. Note privacy from street level provided by sunken areas. Here the architects took advantage of a high point on the site near the front of the project. Areas adjacent to patio are covered which permits passage throughout the building and direct covered access with the pool area.

Middle photograph is of a typical guest room. Furniture, wall coverings, linens, lamps, and draperies were provided according to architects' specifications. Wall murals were designed in the architects' offices and processed for the job by silk screen method.

Lower photograph shows a section of the dining room with wide expanse of glass wall sections which open onto the surrounding site and permit maximum natural light. Here again all furniture and fixtures, including carpet patterns were specified by the architects.

Exterior walls shown on upper photograph are glass and aluminum with panels of colored Mexican mosaic patterns.

General Contractor—Lionel F.

Favret Co., Inc.

Furniture Arrangements—Office

Equipment, Inc.

Curtain Walls Exterior—Aluma-

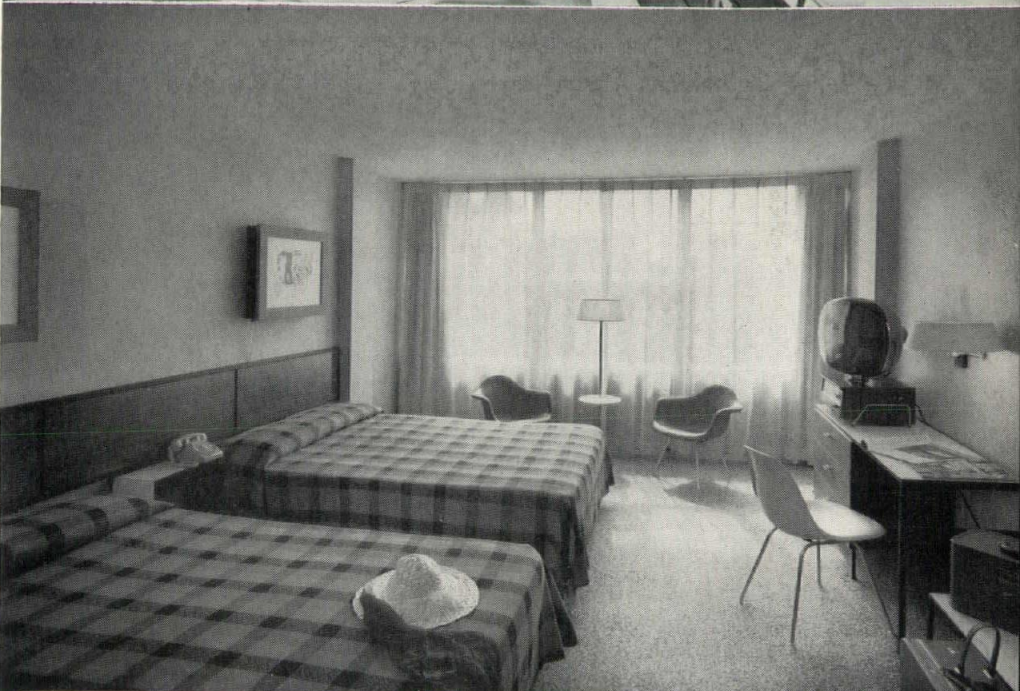
glass Building Products

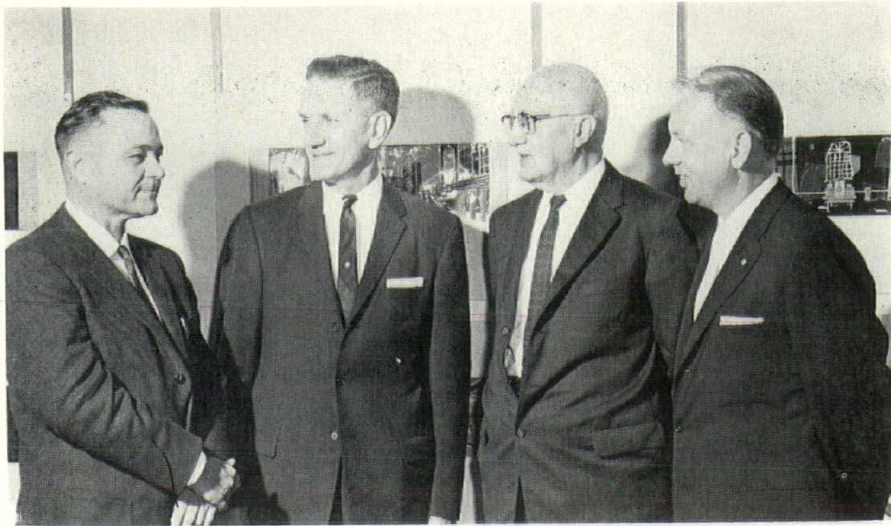
Surface Treatment and Paint—

Napco

Photography—

Frank Lotz Miller





NEW OFFICERS OF THE ALABAMA CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS. Left to right: Allen M. Northington, Florence, president; William N. Chambers, Birmingham, vice-president; Professor E. Walter Burkhardt, Auburn, Director of the Central District; and Malcolm Smith, Florence, secretary. Not pictured is Charles Schell, Sheffield, treasurer.

Alabama AIA Chapter Meets

The Alabama Chapter, AIA, held its annual Fall meeting at Auburn, October 23.

A proposed amendment to establish the Mobile area as a separate chapter was defeated.

The program included a panel discussion on "Architectural Education Beyond the Degree" executed by Lawrence S. Whitten, John M. Fuller and Paul M. Speake, all of Birmingham. Professor Charles M. Kelley of Auburn was moderator for the group.

Thomas F. Faires of the Memphis League of Architects addressed a luncheon group on the "planning of the Memphis Civic Center." Faires said he believed the project had led to a better understanding of the civic center problems in Memphis and "has laid the basis for a sound design concept."

A proposed amendment to establish the Mobile area as a separate chapter was defeated by the delegates.

In other actions, the chapter introduced an amendment to the by-laws which provides for additional chapter income through a supplement each year to be levied on the chapter by a vote of the membership at the Annual Meeting. The vote mitted by the Executive Committee; would be taken on the budget sub-passed a motion to underwrite some of the legal expense incurred in the licensing battle with the state.

Jim Prestridge headed the planning committee for the meeting ar-

rangements, and members of the Architectural Students' Wives Club provided coffee and cookies following business sessions.

Retiring president Tom Kirkland in commenting on the large number of votes cast by the members attending and by proxy, said, "I am gratified at the turnout and the interest. Continued efforts along these lines will make the state organization grow and prosper."

CSI Publication Announces Committees

The New Orleans chapter Construction Specifications Institute has begun the publication for its new bulletin the "CSI Enlightener."

According to a recent issue the following members have been ap-

pointed to committee assignments for the year 1959-60:

The Technical Committee membership includes, Irving B. Rau, Chairman; D. A. Tanet, S. H. Crochet, Emmett R. Coats, and Frederick A. Dupre.

Other committee chairmen named are: M. Wayne Stoffle, AIA, membership chairman; Stanley G. Beck, program chairman; Albert G. Bear, by-laws chairman, and Mary Mykolyk, AIA, chairman for publicity, public relations and education.

T. G. Chachere, Sr. is chapter president.

Work Survey Reports Revised

The AIA has revised procedures for its Current Work Survey which reports on building construction work on the drawing boards of the nation's architects.

Results of the AIA survey will henceforth be announced every three months instead of semi-annually as previously, an announcement said.

Under the new survey procedure, the nearly 9,500 architectural and engineering firms in the U. S. which handle building construction are being queried as to the firm's size in terms of volume of business. From this "universe" a random sample of about 1,000 firms, representative of the total, will be selected for the quarterly reports.

As a "by-product" of this survey, participating firms will be in a position to measure and evaluate input and output of design work and compare their own volume with regional and national trends and averages. The results of its first Quarterly survey will be made in early 1960, the announcement said.



This photograph made during a board meeting of the Mississippi-Louisiana Brick & Tile Manufacturers Association held in New Orleans. Front row, from left (seated), Dean Ramey, Ralph Waite, Emile Tabb, and M. P. Schneider, Jr.; (standing), from left, Paul Gaston, J. B. Phillips, J. W. Kornrumpf, Ed Stout, and T. H. Ruffin.

BR AIA Chapter Sponsors Exhibit

The Baton Rouge, Louisiana, chapter American Institute of Architects has sponsored a special exhibition entitled "Louisiana Architecture to 1959" to be held in the galleries of the Louisiana Art Commission, Old State Capitol Building beginning November 20. It will continue through December 13.

A special preview reception is being held by the chapter Thursday Evening, November 19, according to an announcement by John Bani, publicity chairman for the chapter.

Oklahoma AIA Launches Magazine

The Oklahoma Chapter, American Institute of Architects has announced the publication of its new magazine entitled "Perspective." Members of its editorial board include Donald McCormick, FAIA, chairman; Blaine Imel, Dow Gummerson, M. D. Timberlake, and Fred V. Kershner.

Ken Miller is editor of the new publication.

Publication and advertising offices are located at Suite 219 Tri-State Building in Tulsa. It is a quarterly.

Producers' Council Holds Convention

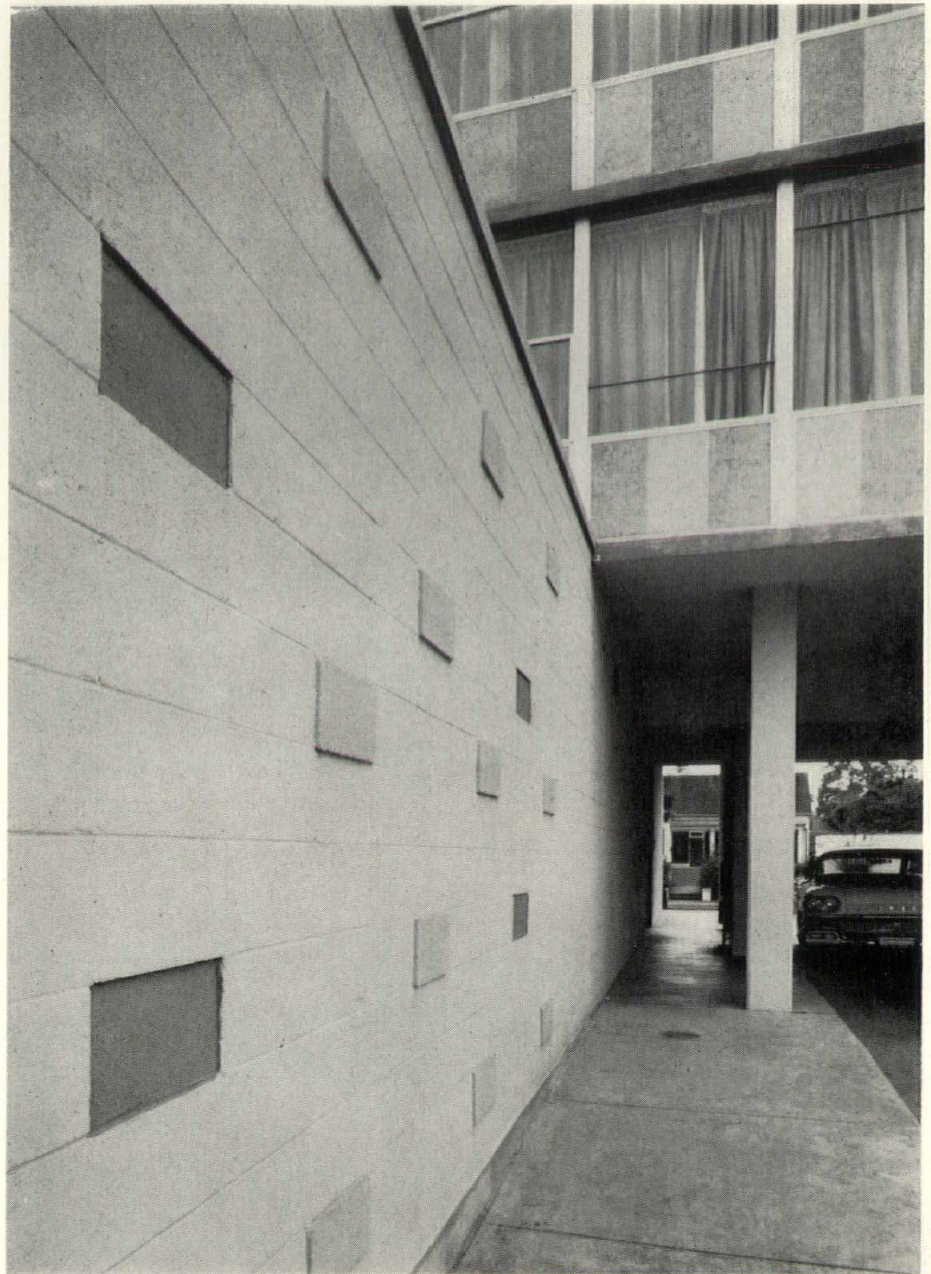
Three major distribution problems in the building industry were chief topics of a meeting in St. Louis recently of the Producers' Council membership.

National representatives from the more than 160 companies and associations in the Council heard recommendations for a broad study of distribution channels, a closer analysis of who actually makes the final buying decision and an attempt to get more and better statistical information.

Some council members favored the latter as the most pressing problem in the discussion which followed, moderated by Robert W. Lear, director of marketing, American Standard.

At the opening luncheon session, members heard United States Plywood Corporations' board chairman, S. W. "Tony" Antoville call for a united front among manufacturers to assist other organized segments of the building industry to "expand the market in which we can all participate."

OCTOBER, 1959



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Above is a typical exterior wall of the Opelousas Inn, showing the architects' selection of NAPKO's new block treatment which was used for both interior and exterior surfaces.

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SOME TIPS ON

New Rules for Business Gift Giving

Some experts have come up with some finds of their own that extravagant business gifts are "taboo," but modest gifts are "okay."

So says an announcement from The Business Goodwill Advisory Council of Washington, D. C., an organization recently formed by a group of sales managers interested in clearing the air relative to the subject of business gift giving.

In a folder entitled "Business Gifts at Christmas—Good or Bad?" the new organization sets forth seven basic "Keys to Success" in the selection and distribution of business gifts. The rules developed by BGAC are:

(1) Keep your gifts of modest value in relation to the importance of each recipient as an employee, prospect, or customer. Extravagant gifts smack of bribery.

(2) Choose your gifts individually, considering the tastes of each group of recipients, or preferably, of each individual recipient.

(3) Choose only high quality gifts that are useful, durable and dependable.

(4) Personalize each gift, if possible, with the recipient's name or initials.

5. Package each gift attractively and securely.

6. Accompany each package with a personal note, greeting card or at least a special gift label.

7. Deliver each gift with a flair, if possible—personally or by special messenger—and preferably to each recipient's home rather than to his office.

BGAC makes a strong point of

the fact that "as a result of occasional abuses . . . some businessmen have made the mistake of forbidding their employees to accept business remembrances before realizing that such a public statement bares basic mistrust of the employee and inevitably results in very poor employee and public relations."

On the other side, BGAC points out, detailed surveys have shown that "business giving is generally on the upswing; that the practice is definitely worthwhile, but it does depend on how it is done."

"The giving of well-chosen remembrances can be a highly rewarding practice," the survey concludes. "Goodwill generates easily and it generates best when the remembrance is presented in a truly thoughtful manner as an honest token of appreciation."

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Edmund H. Christy, (left) will direct leasing operations for the new International Trade Mart Building to be built in New Orleans. At right is Miss Josephine LeFever, secretary of the rental offices. A model of the proposed building is shown in the picture.

Trade Mart Opens Rentals

The International Trade Mart in New Orleans has announced the opening of a new rental office for service to tenants and prospective

occupants of the city's new International Trade Mart Building, scheduled for completion in 1962. Beginning of construction on the huge project is planned for early 1960.

Designed by Arkansas-born New York architect Edward D. Stone, and

New PC Officers Elected

H. Dorn Stewart, president, Barrett Division, Allied Chemical Corporation, has been re-elected president of the Producers' Council. The election was held at the Council's 38th annual meeting in St. Louis.

Other officers, all re-elected, were: Elmer A. Lundberg, Pittsburg Plate Glass Co., 1st vice president; Henry E. North, Jr., Arcadia Metal Products, 2nd vice president; T. D. Wakefield, The Wakefield Company, secretary; and H. L. Cramer, Westinghouse Electric Corp., treasurer.

New board of director members elected for a 2-year term also were: George Martens of Johns-Manville Sales Corporation, and J. O. Heppes, U. S. Ceramic Tile Co.

financed by Collins, Tuttle and Company of New York, the building will be occupied by consulates, services and firms engaged in, or related to foreign trade.

One third of the available space in the group of buildings has already been reserved by consulates, services and firms, an announcement said.

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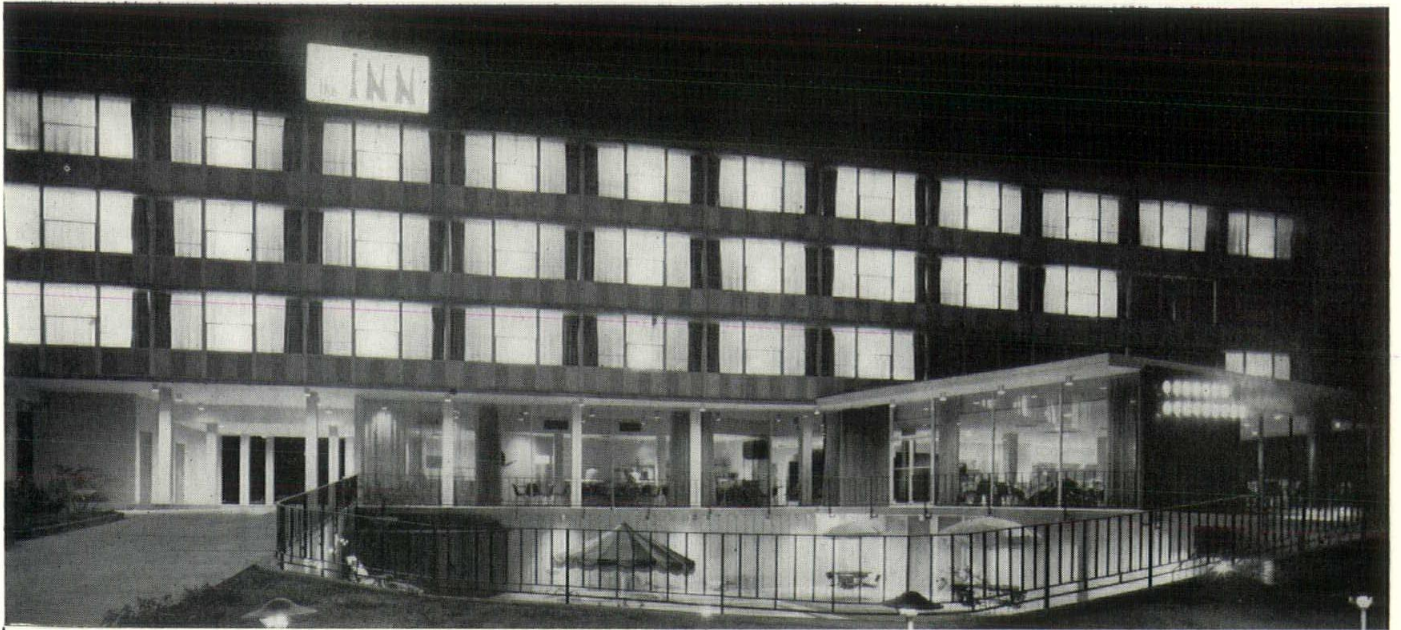
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LITERATURE

BRI Directory

The Building Research Institute, National Academy of Sciences, has announced the availability of its Building Science Directory.

The publication is an excellent volume which contains the following information:

(1) An alphabetical reference list of nearly 500 Associations and Societies of the building industry in the U. S., complete with names and addresses of their officials. Updated each year.

(2) A list of more than 200 private research and testing facilities for the building industry in the U. S. showing the fields of specialization for each organization, names and addresses of their executives. Also updated annually.

(3) A list of approximately 100 colleges and universities doing research on building in the U. S. including what types of projects they have under way, and the names and addresses of persons to contact.

(4) Data pages on 200 selected associations and societies showing in detail their organizational structure, research programs, educational programs, publications and any standards or codes issued. Additional data pages are issued quarterly, and are updated approximately every two years to reflect changes in programs.

(5) An annual index by names and subject matter.

Copies may be ordered by writing direct to the Building Research Institute, 2101 Constitution Avenue, Washington 25, D. C. Subscriptions for the complete Director which includes the years 1956-58 plus the four quarterly supplements for 1959 is \$14.00. A price of \$19.00 will also cover renewal for the year 1960. A discount of 10 per cent is offered to public and institutional libraries.

AITC Slide Lecture Available

The American Institute of Timber Construction, has announced that it is distributing a new photo slide lecture which will permit school boards, church groups, and other organizations responsible for the planning and construction of buildings to learn about today's engineered timber structures.

The announcement said that the series entitled "Modern Timber Construction" describes the use of glued laminated structural members and heavy sawn timber in schools,

churches, bridges, commercial and industrial buildings.

The set, 35 color slides and a 2,000 word script are available at \$10 each plus postage and handling, or are available on loan without charge to professional, contracting, school and church groups.

Available for use with the lecture set is a non-technical booklet which illustrates recent examples of wood construction in the United States. Inquiries should be addressed to the American Institute of Timber Construction, 1757 K St., N. W. Washington 6, D.C.

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

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

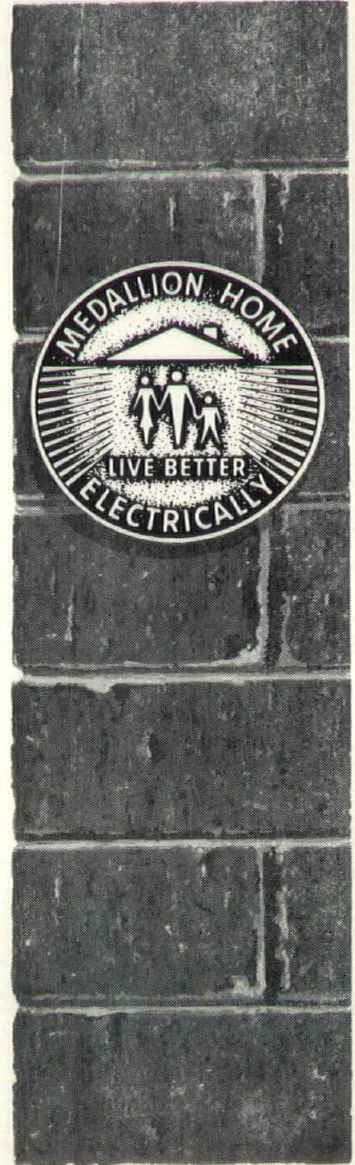
A planned program of cooperating with builders makes it easy for them to tie in directly with LP&L advertising and promotion. And LP&L is ready with all these additional aids for builders: display certificates, weatherproof signs, handout literature, bronze medallions, training help for sales personnel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

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

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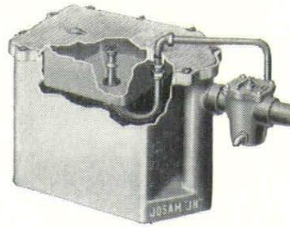
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Sidney Folse On BRI Program

Sidney J. Folse, of the New Orleans architectural firm of Curtis and Davis Associated Architects and Engineers will appear on a conference program during the Fall Conferences of the Building Research Institute to be held in Washington, D. C., November 17-19.

General title for the conference will be "Design Potential of Metal Curtain Walls."

Appearing with Folse on the program will be representatives of Graham, Anderson, Probst & White of Chicago, and Robert C. Dean, of Perry, Shaw, Hephburn & Dean, Boston firm.

Buildings selected as case studies for the sessions which propose to consolidate recent experience with metal curtain walls, include the New Orleans Library Building, the Morton Salt Company building in Chicago, and the Sheraton Hotel at Philadelphia.

George P. Danforth, director, School of Architecture, Illinois Institute of Technology, will be the conference chairman and the National Association of Architectural Metal Manufacturers will sponsor a book containing the proceedings of the conference.

Sales Representatives Go to School

An architectural sales representative institute was held at the University of Florida in Gainesville, November 9 through November 11, sponsored by the National Producers' Council.

The program is designed, according to the institute to help salesmen learn how to sell architects.

A brochure which describes the national council project states:

" . . . Instruction intended to give the sales representatives a better understanding of architecture, the practice of architecture and methods of meeting problems resulting from architect-salesmen relationship."

Attendance, with a numerical limitation, is open to all Producers' Council members with consideration given to local area representatives.

Leading architects and sales executives will join members of the Department of Architecture at the University of Florida and the Council in the project. Tuition, covering room, board, literature and full curriculum will run between \$140 and \$200 dependent upon an accounting of all physical and faculty expenses, the announcement said.

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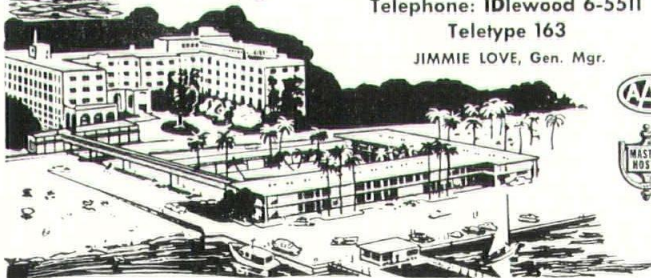
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Church Automation Booklet Available

Are architects and electrical contractors missing many of the possibilities for electrical automation in the church buildings they are contracting?

Answers to this and other questions are given in a new piece of literature now available on electrical automation in the church. Many new and practical ideas are described on how churches can operate electrically controlled equipment at a sizable savings in operator's time and power cost.

"It's about time . . . and your church" Bulletin 5921M is available by writing to: Dept. 37, Paragon Electric Company, Two Rivers, Wisconsin.

Parking Lot Layout Described

Western Industries, Inc., Chicago, has developed and published a new 40-page book titled, "How to Layout a Parking Lot," which is well illustrated with engineering drawings, charts, and pictures of various types of parking lots.

The book has been published to help city officials, hospitals, colleges, shopping centers, industrial firms, engineers, construction men and others to lay out their parking lots so as to get the most cars in the lot with a minimum of mishaps in the parking of cars . . . and also operate the lots with the lowest cost factor.

The sketches and pictures show how many cars can be parked in a lot with 60 degree angle stalls as compared to stalls located at 90 degrees or 45 degrees.

One of the interesting comments the book points out concerns women . . . if women are going to be the main drivers using the lot, such as a supermarket, that it is best to have stalls 10 feet wide instead of 8 or 9 feet wide.

The book also describes various types of parking lot equipment including automatic barrier gates actuated by keys, coins, or dispensed tickets and various types of bump barriers and dividing equipment which Western Industries, Inc., manufactures.

The book can be procured from Western Industries, Inc., Dept. 28, 2742 W. 36th Pl., Chicago 32, Illinois, for one dollar a copy to help pay for production costs and help the book to get to those people who are directly concerned with parking lot problems, an announcement said.

Chase Brass

A new copper tube fitting catalog, containing much useful information on the making of solder joints and flared connections, is now available from Chase Brass & Copper Co. Also included are considerable data on types of solders and working pressures, dimensions of copper water tube, and flow capacities and friction loss allowances for both tube and fittings.

The new Chase Fitting Catalog covers wrought and cast fittings for

copper water tube and drainage tube (DWV) in both flared and solder joint types. Both threaded, solder-joint and flared valves available in Chase's complete line are also listed and illustrated, as are the recommended and approved accessories, such as solders, straps, fluxes, and sizing and flanging tools.

Copies of the new fitting catalog are available upon request from any of the 28 local Chase warehouses or sales offices, or directly from Chase Brass & Copper Co., Waterbury 20, Conn.



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Audrey Mossmeier, above of Alumaglass Building Products Co., New Orleans represents one of the many quality contracting and material firms who daily use the new plan room facilities of the Construction Industry Association of Greater New Orleans.

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

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Fibreglas Fenestration Fabric diffuses light at the windows of this air-conditioned office in New York. A new concept in window shading, according to the company, Fibreglas Fenestration Fabric allows "see-through," and provides heat, light and glare control, according to the company in a new brochure just issued by Owens-Corning Fibreglas Corp.

A decorative quality of window curtains pictured is enhanced by a use of a patterned Fibreglas fabric for side drapes.

Unit Structures

A high-speed computing system to aid a complete design analysis of laminated wood members has been added to the facilities of Unit Structures, Inc., according to Max Hanisch, president.

Hanisch said the heart of the system is an electronic digital computer which performs long and complex arithmetical operations at astonishing speeds. A complete design analysis of some Unite laminated wood member can be obtained in a matter of minutes simply by processing certain "command" data through the machine, Hanisch said.

The company maintains plants in Peshtigo, Wisconsin, and Magnolia, Arkansas.

New Mail Box

The Cutler Mail Chute Company has announced the addition of a new "master door" front access letter box to its line of mail handling equipment. Specifically suited to cramped space and where access to the letter box is

available, from only one side, the new line is said to be ideally suited to existing buildings as well as new construction. Installation may be mounted on the surface of any available wall or set in flush with the wall surface. Master Doors open wide to give mail clerks ready access to every pigeonhole, the announcement said.

Write: Cutler Mail Chute Co., Box 1819, Rochester 7, N. Y.

New Curtain Wall

The American Art Metals Company, Atlanta, Georgia, has announced a new line of Amarlite aluminum curtain walls.

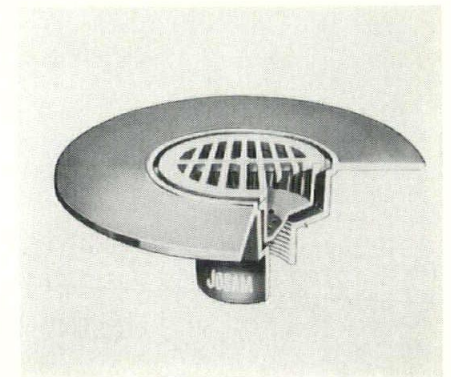
According to the company, the new line is made up of five distinct series, each of which is designed to do a specific job ranging from multi-story applications down to simple flush-glazed grid walls for stair wells and show windows.

A new catalog is available from the manufacturer, the announcement said. Write P. O. Box 7188, Station "C," Atlanta, Ga.

New Drain

A new drain developed for use on sun decks, promenades, recreational areas and similar purposes has been announced by Josam Manufacturing Company, Michigan City, Indiana.

In addition to an extra wide flange, Series No. 7780 roof drain is said to have a sediment bucket to prevent entry of debris into the leaders. The heavy anti-tilting grate is provided with perimeter drainage slots to permit greater free drainage area.



As a precaution, when the sediment bucket is emptied, the grate cannot be replaced in the drain unless the bucket is returned to the drain body since the bucket supports the grate.

For additional information, write: Josam Mfg. Co., Dept. X-47, Michigan City, Ind.

Drawing Table

A modern, fold-away drawing table from the Netherlands, called the RISTA KAPPA, is ideal for engineers, artists and others who work where space is at a premium. The lightweight unit, which can be put up and folded away again in just a few seconds, weighs only 30 pounds. When collapsed, the practical, good-looking table is only 48½ inches high and four inches wide—excellent for storage in small areas. Telescopic tubes used for the frame instantly give a flexible and precise adjustment to any desired position at varying heights. Handles for fastening and loosening the tubes are chromium finished. Foot rests are covered with black plastic to protect the enamel.

For further information, write The Netherlands Trade Commission, 551 Fifth Avenue, New York 17, New York.

New Light Fixture

The Delta Division, Light & Power Utilities Corporation, Memphis, Tennessee, has announced a tamper-proof, vandal-proof lighting fixture for public buildings and areas.

According to the company, the fixture, developed by Robert Hisserich in cooperation with the Light & Power research department, accommodates up to two 100-watt A lamps in its double 14-gauge steel housing.

Steel mesh is welded to the outer housing to protect the Corning fresnel lens against vandalism. Theft is also prevented by spanner-held screws requiring a special screw driver for access to lamps.

Other safety items include the seating of the lens in a shock-absorbing foam-rubber gasket, a fiber-glass insulation between the fixture and the ceiling, and a safety chain to hold the outer steel housing to the inner housing to facilitate re-lamping.

All component parts are phosphate-coated for rust prevention and better adhesion of white-baked synthetic enamel finish. Other colors are available.

New Heater

A new portable heater, just introduced by John Wood Company's Heater and Tank Division, is designed for use in heating buildings under construction, portable heating for plumbing and heating roughing in or repair jobs, heating warehouses, curing and drying concrete, warming, drying and thawing materials, and temporary or emergency heating jobs. It needs no vent and is equipped with an exclusive fold-back stainless steel combustion chamber to assure

complete combustion and eliminate odor, smoke and visible flame.

John Wood's portable heater (Model 120) rolls on large wheels to any area where heat is required. It will burn kerosene, #1 or #2 Diesel or fuel oil. A Sirocco type blower provides positive air flow. Weighing only 140 lbs., the portable heater can produce 120,000 BTU's per hour.

Dimensions are: Length, 37"; Width, 21½"; Height, 31". With a heated air output of 450 cubic feet per minute, the portable heater can be operated continuously for up to 16 hours. The 1/6 H.P. motor takes 115 volts of 60 cycle AC current.

Bumper handles facilitate one-man operation and protect all components from knock-over damage. Rugged construction assures dependable operation despite severe conditions.

Further information about the portable heater can be obtained from Advertising Department, John Wood Company, Heater and Tank Division, Conshohocken, Pa.

Executive Seminar

A seminar in executive leadership will be presented in Tucson from January 25 through February 5, 1960 under the co-sponsorship of the University of Arizona College of Business and Public Administration and the Cornell University School of Industrial and Labor Relations.

Participation in the seminar will be limited to 25 top management representatives, according to Dr. Shaw Livermore, dean of the UA Business and Public Administration college. Invitations to the seminar are being handled jointly by UA officials and

by Cornell University in Ithaca, N.Y.

A fee of \$600 for each participant will cover tuition, books, materials, weekday luncheons and several dinners during the two-week seminar. In addition, each participant will be responsible for his own accommodations at the new Hiway House hotel in Tucson, where the seminar will have its headquarters. Seminar conferences and meals will take place at the hotel. Facilities of the University of Arizona will also be available to participants.

The seminar will be conducted in an informal and consultative atmosphere, and has been conceived as a stimulus to upper level management thinking. In broad outline, the program will advance from a consideration of the business organization as it exists in the current socio-economic environment to the individual manager's role in the organization, and finally, to more specific problem areas of management.

Applications for enrollment should be submitted prior to December 26 to Dr. John W. Leonard, College of Business and Public Administration, The University of Arizona, Tucson.

Synchronize Home Movies

Reprints of a published editorial article that explains how to synchronize sound to a home movie, are available to interested individuals. The reprints, completely illustrated with photographs of actual editing and synchronizing processes, are distributed free of charge by McMurry Audio-Electronics, Inc., Box 179, Culver City, Calif.

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A Letter from Nashville . . .

Herewith begins a series of comments. Their appearance will be contingent on their reader interest and/or on the difficulty the Editor may encounter ghosting these gems of English literature. I look forward to this opportunity to augment information you get in regular chapter meetings, to share perhaps some worthwhile ideas, and to just plain say "hello."

First, thank you for the honor given me to represent this region. Had not the proximity of time and space between the Convention in New Orleans and the proposed 11th Gulf States Regional Conference caused a postponement of the Conference, I would have had an opportunity to thank many of you personally.

You who went to Little Rock in '54 will remember the gracious hospitality of our Arkansas hosts. Also you will remember the theme and certain discussions about a situation which is difficult throughout the Region on today's market. I, for one, am looking forward to next year's conference and another visit to Arkansas.

In line with that pleasant thought,

were you in Biloxi last fall or in New Orleans in June? If not, you missed a lot of fun, interesting talks and panels, and pleasant renewals of acquaintance. Both our Regional Conferences and the Convention afford us opportunities to widen the scope of our professional knowledge and friendships. Through their programs and through contacts with our fellow architects from other chapters we are forcefully reminded of the interesting, progressive accomplishments of our profession and gain a proper sense of perspective.

Speaking of perspective, have you ever thought of yourself as the Institute? Well, you are. After all, you determine what shall or shall not be. Between meetings of your Chapter or the Regional Council or the Conventions, your officers, representatives, and committee personnel, with the help of the staff at the Octagon, work to implement your wishes. They can't do as well with a crystal ball as they can with your direction.

The Institute can function for our mutual benefit at local, state, and regional levels. It has provided its members and others in the profession

with many benefits, some of which I'm afraid we take for granted. It also offers its members certain intangible gains. The member who participates in its affairs enjoys a sense of accomplishment and the satisfaction of service to his profession. The measure of his enjoyment is in direct ratio to the effort he expends.

Some can spend several hours a week or month. Some aren't able to take this much time from their practice. But—all of us have an obligation to the Institute.

Our membership is voluntary. Each member has declared that he "will comply with the by-laws of the Institute." These by-laws set forth certain objects, two of which are "—to organize and unite in fellowship the architects of the United States of America—and to make the profession of ever-increasing service to society."

If you stay aware of what the Institute is trying to do, evaluate its efforts, and exercise your rights and privileges of membership by supporting or correcting these efforts, these objects can be accomplished.

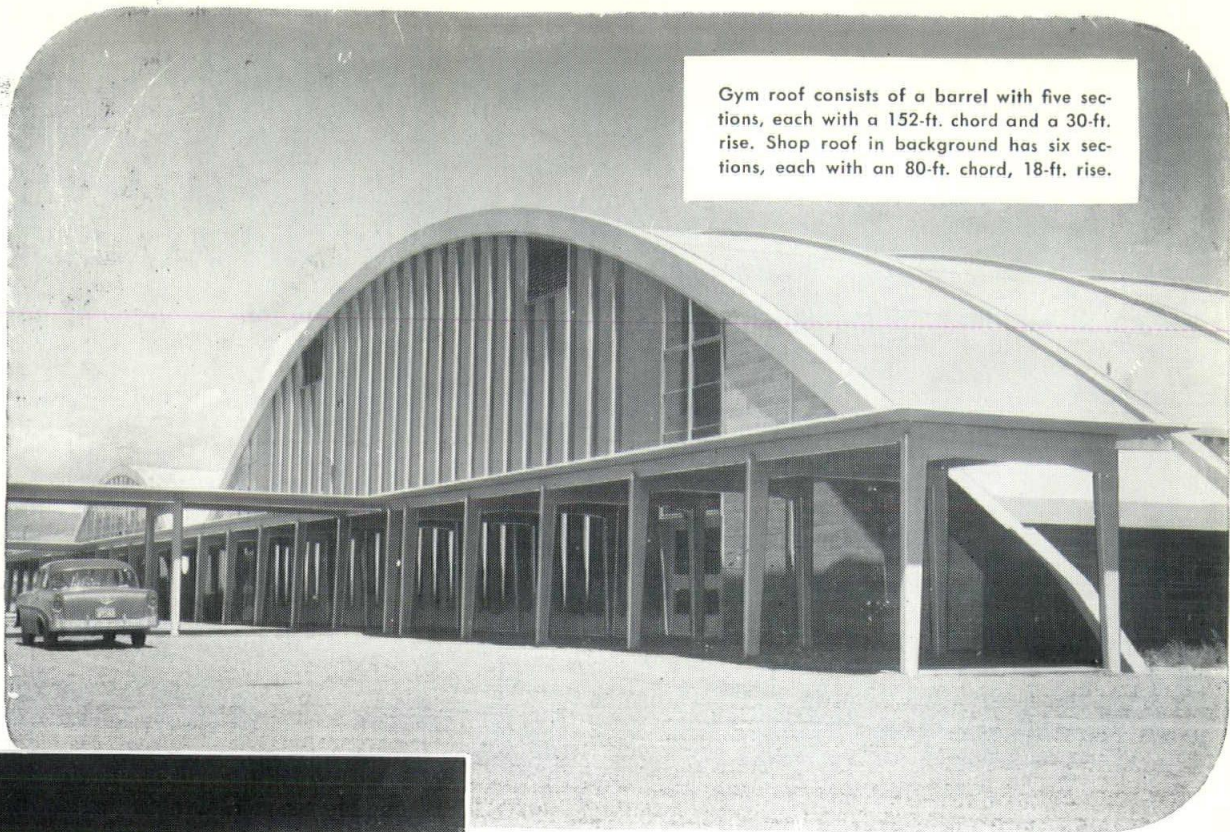
CLINTON E. BRUSH, III
Regional Director
Gulf States Regional Council
American Institute of Architects

PAN AMERICAN ARCHITECTURE

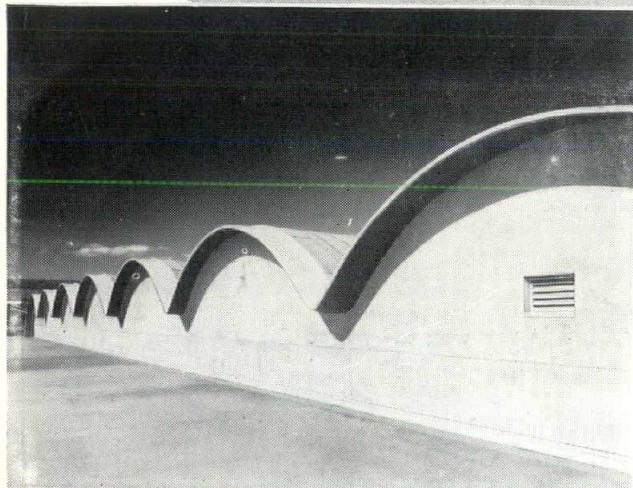
In coming months, we have plans here at the journal to begin a series of editorial presentations of design projects received from our architect friends in parts of Central and South America. Because of our geographical location, plus the interesting opportunity to give our readers a little of the design 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.

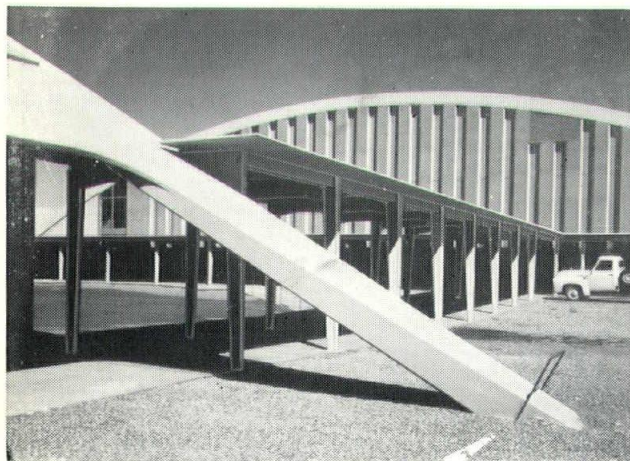
Obviously any comment from our individual readers, on this and other subjects is always helpful and certainly invited.—THE EDITORS



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



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



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

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

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

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

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

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