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*AIA  
Chapter Exhibit*

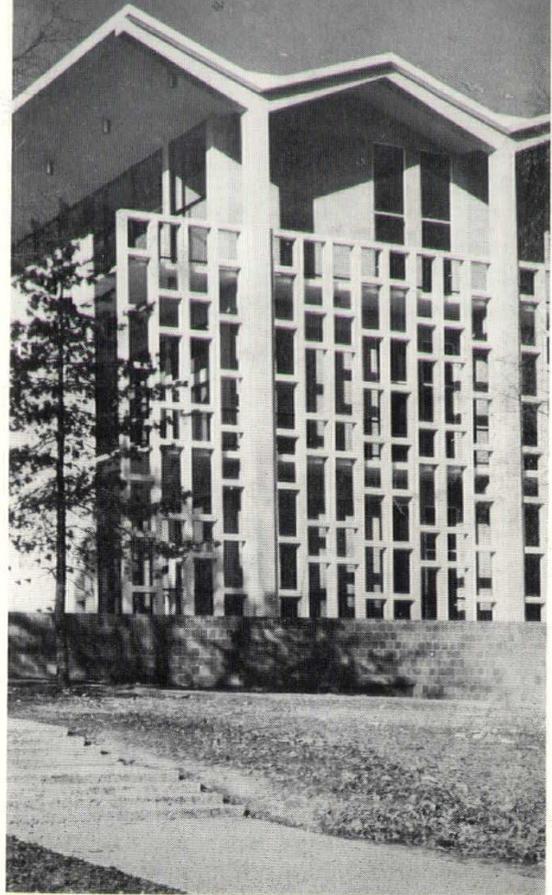
*Design  
Program Announced*

*New-  
Art Academy*

*Names  
In The News*

*New  
Products Dept.*

*November, 1959*



G U L F   S T A T E S

architect

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THE JOURNAL OF SOUTHERN ARCHITECTURE



# WE WANT MAPLE!

"Floors instead of doors," "The boys have it, why can't we?" demand the placards. "We want maple!" shout the high school girls in East St. Louis, Illinois. They march en masse into the school board meeting to insist on maple flooring for the girls' gymnasium in the new East St. Louis Senior High School. They explain to the board members their reasons for wanting maple. "Substitute floors hurt their feet," they say, "and provide a poor surface for games." For the small extra cost, they feel maple flooring is well worth it.

The board listens to their plea and considers, weighs the advantages of maple against substitute flooring . . . and then changes the plans. The girls win the day.

They argued so strongly because they *play* in gymnasiums and *know* there's a lot of difference in quality between maple flooring and substitutes. And the board had to agree that the big difference in quality was worth the small difference in cost.

Don't you?

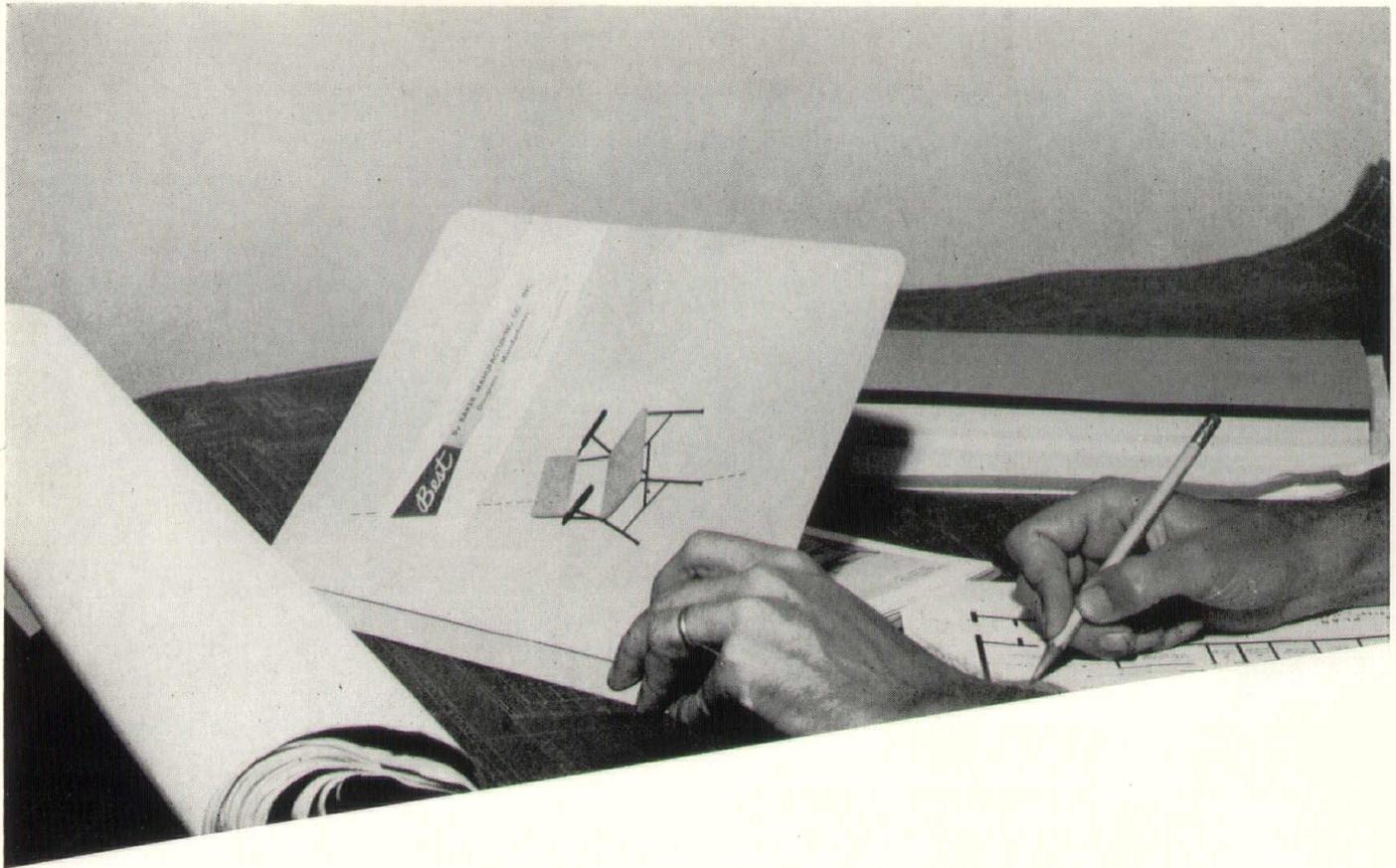


Photo courtesy East St. Louis Journal. Faces obscured in accordance with state privacy laws.

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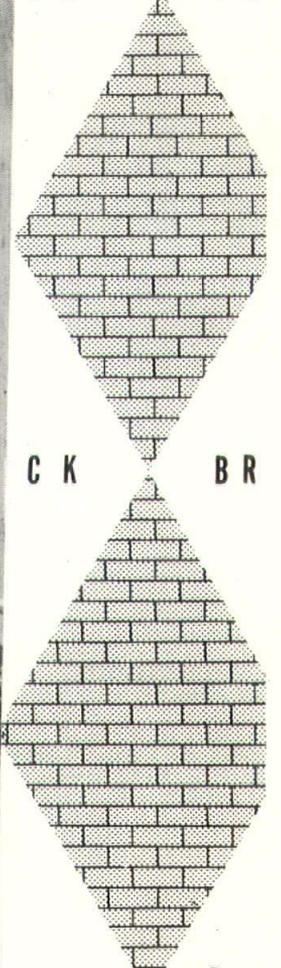
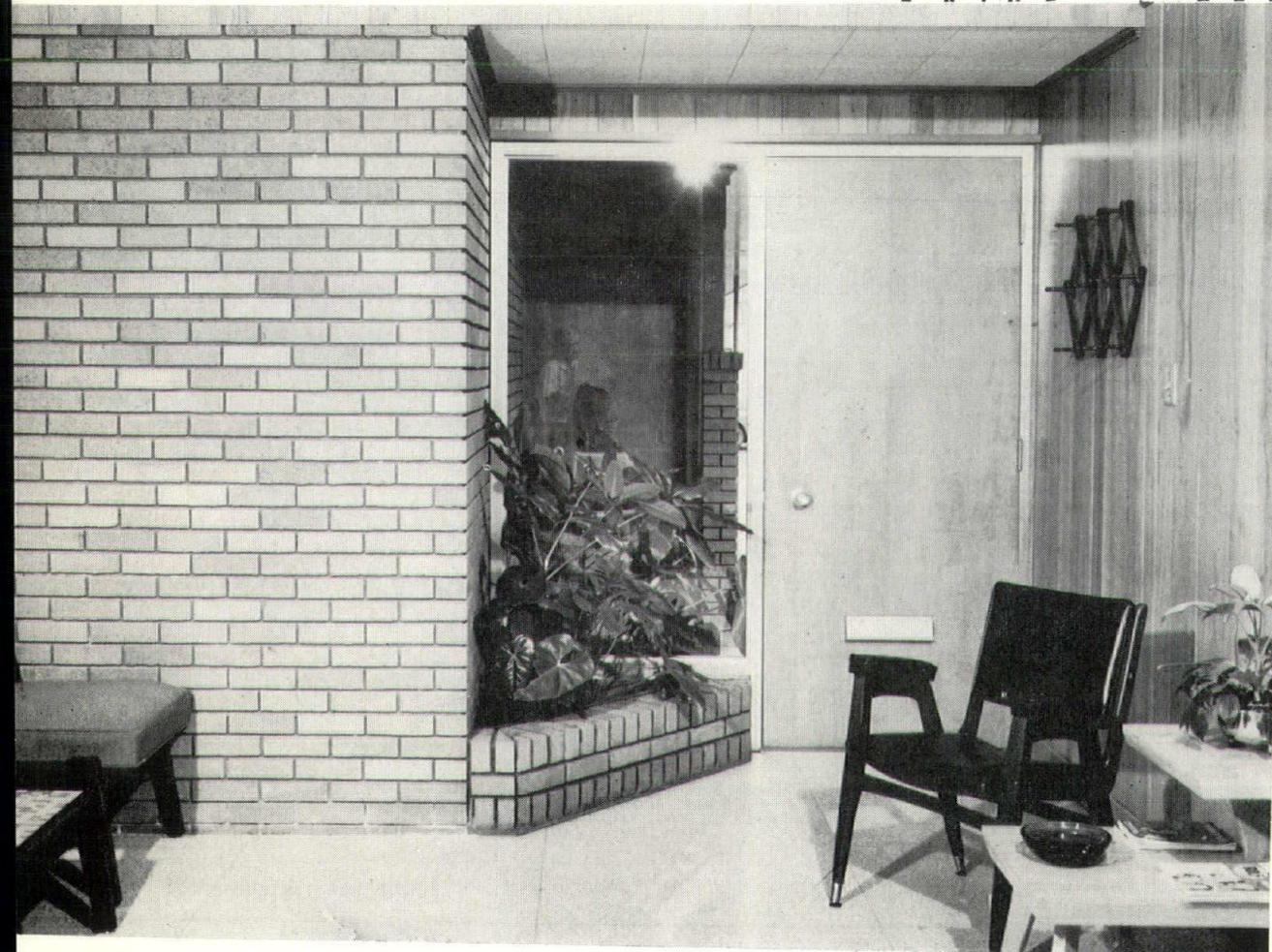
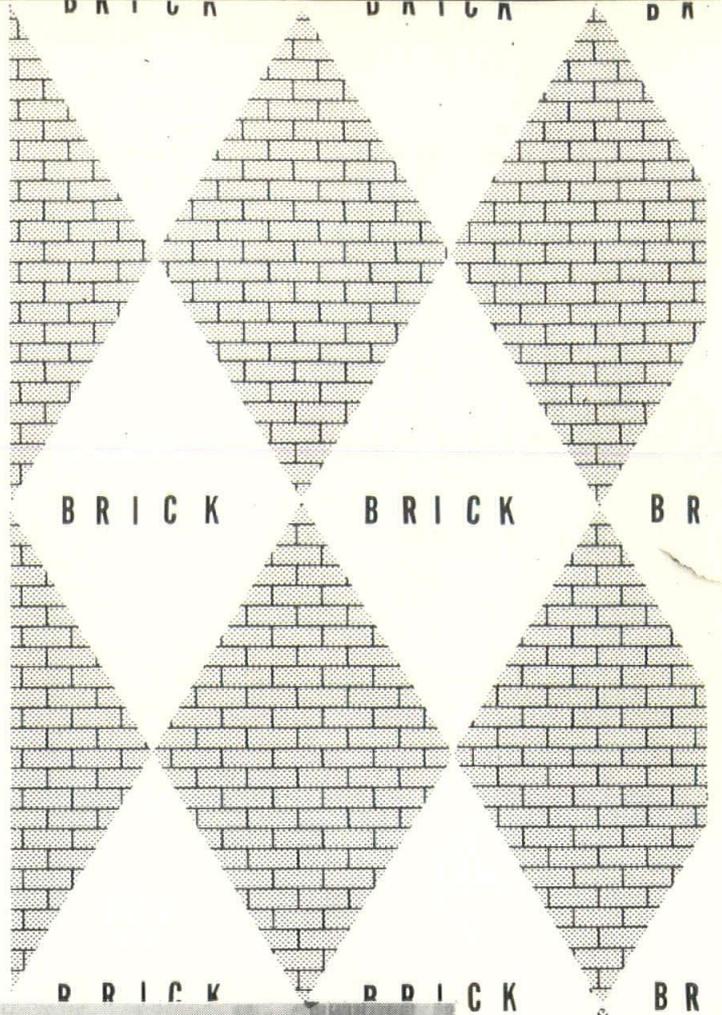
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The Magazine of Architectural Construction serving the Architect, Engineer, Contractor, and allied members of the building industry in the Deep South.

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**architect**

**builder**

THE OFFICIAL JOURNAL  
GULF STATES REGION  
AMERICAN INSTITUTE OF ARCHITECTS

NOVEMBER, 1959

VOL. 4, No. 5

AIA Exhibit

11

Design Awards

11

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*Detail of New Memphis Art Academy Building by  
Architects Mann & Harrover.*

Controlled Circulation Permit Pending at New Orleans, La.

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# Gulf States

## Letters

● In the past you have been so kind as to send us your Louisiana Architect & Builder. We should like to complete our file for binding and cataloging and find that we are lacking:

Volume number 9-to end of volume

Volume 2 - to date

We will be very grateful to you if you can send the above to us and add our name to your mailing list for future issues.

If these are out of print, would you please inform us? Also, if they are obtainable only by purchase, would you please quote us the price of the numbers we lack?

With much appreciation for your kind assistance, I am

Sincerely

Jean Ericson

Gifts and Exchange Librarian  
Louisiana State University  
Library  
Baton Rouge

● I represent a group of nine second year students at the Harvard Graduate School of Business Administration who are writing a report on the present and future uses of plastics as a building construction material.

Our group has become familiar with the characteristics of existing plastic materials and with past cases where plastics have been used in the construction industry. But we are extremely anxious to learn more about current developments and future opportunities in this field.

To assist us in this learning process we would appreciate your providing us with any or all of the following kinds of information with which you may be familiar.

1. Details of recent (Since July, 1959) or planned new uses of existing plastics for building construction.

2. Application concerning the development of new plastics which may have application in the construction filed sometime in the future.

3. Suggestions concerning other sources which might be able and willing to provide us with additional information.

John A. Shane

Student Research  
Harvard Univ. Graduate School  
of Business Administration  
Box 275  
Boston 63, Mass.

*ED NOTE — Can anyone within our audience help this young man?*

## 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.



## *A Letter From New Orleans . . .*

The architects in the Gulf States Region are very honestly recognizing the fact that the architectural profession is in need of some method to improve its program of acquainting the general public with the activity and responsibility of the individual architect, and the profession as a whole.

In recent months we have noted the interest in this field displayed by the chapters in Alabama, Arkansas, parts of Tennessee, and in this issue is a news story on a fine project by the Baton Rouge, Louisiana, Chapter. While the long hours of planning and execution that go into each of these individual programs, may go with seemingly little public recognition, the sponsors can surely know that the continuance of such effort will bring a renewed vigor, both from within the profession and in the eyes of the general public.

Of all topics of editorial concern that this publication could direct interest in, it seems to us that the field of communication should be near the top of the list. We believe that its pages can do much to stimulate a continued interest in the efforts that are initiated by the various AIA chapters, and we urge those who are contemplating any activity in this field to keep us advised of their progress, and problems.

What is not sometimes fully understood, is that any sound public relations program is more than mere publicity. It is based upon a long range effort which must have the stimulation of genuine internal support, and when possible, the objective guidance of competent professional public relations counsel.

Most cordially,

A handwritten signature in cursive script, reading "Howard Lewis". The signature is written in dark ink and is positioned below the typed name.

EDITOR

## Lowell Elected ANA President

Richard S. Lowell, director of advertising and promotion for United States Plywood Corporation has been elected to a three year term on the board of directors of the Association of National Advertising, according to a recent announcement.



The association is composed of more than 650 of the nation's leading advertisers.

Lowell has been U. S. Plywood Corporation's advertising executive for 16 years. Prior to that time, he was in charge of sales management for the eastern bakery products division of Anheuser-Busch for 10 years.

U. S. Plywood's advertising campaign for Weldwood Royal Marine Plywood was selected for presentation and explanation to the full convention to the ANA's Annual Meeting, November 9 at Hot Springs, Virginia.

## J-M Appoints New Executive

A. R. Fisher, Chairman and Chief Executive officer of **Johns-Manville Corporation** has announced the election of **R. S. Hammond**, as vice-president of the company. Hammond will serve as general manager of the Building Products Division, effective January 1, 1960.

Hammond will succeed **W. R. Wilkinson** of Larchmont, N. Y., who is retiring after 34 years with Johns-Manville, the announcement said.

## Anderson Named

**Glenn I. Anderson**, formerly sales manager of the Watco Division of Convento Manufacturing, has been named manager of the Steel Form Division of Valley Manufacturing Co., according to a company announcement.

The announcement said that the firm will begin production of prestressed concrete forms early in 1960. Company officials said that the need for a Midwestern manufacturer of forms in the rapidly growing prestressed field was an important consideration in the company's decision.



**Joe Mathes**, U. S. Plywood Corporation, New Orleans, president of the New Orleans chapter, Producers' Council, (left) discusses details of a future program with immediate past chapter president, **Jack Enyart**, **Truscon Steel Division**, also of New Orleans.

## Kelma Appointed

Bestwall Gypsum Company and Certain-Teed Products Corporation has announced the appointment of **Stanley F. Kelma** as regional credit manager to be located in the company's new regional credit office in the Chicago area.



According to **Robert E. McDaniel**, general credit manager, the new office is located at the company's plant at 10th and State streets, Chicago Heights, Illinois.

## CSI New Orleans Christmas Party

The New Orleans Chapter, Construction Specifications Institute, will hold its Christmas Party, Monday, December 21, at the Engineers Club, DeSoto Hotel.

According to C. M. Barnes, Jr., publicity chairman, the program begins the Christmas week, and is planned as a fellowship period for the members, their wives, and their professional guests.

The party is set to begin at 5:00 p.m. and ends at 7:00 p.m. Barnes said.

**Joe LaBorde**, Baton Rouge, La., architect, has been elected president of his local Exchange Club for 1960.

## AIA Auxiliary

The **Ladies Auxiliary of Rouge Chapter, AIA**, held a day coffee at the Women's house, in Baton Rouge, November 10.

Program was presented by **Mrs. Ted Landry** of Port Allen, and included a talk with slides on "Old Louisiana Homes."

## Gatewood Appointed

Barrett Division, Allied Chemical Corporation has announced the appointment of **Wesley E. Gatewood** as director of field sales according to **G. Peter Oldham**, vice-president for marketing.

Gatewood joined Barrett in February as director of sales training and promotion after 12 years with Armstrong Cork Company.

A native of Portland, Oregon, Gatewood was graduated from the University of Portland in 1947.

## American Metal Expands Force

American Art Metals Company of Atlanta, Georgia, has announced an expansion of its sales forces during 1959.

According to the company's president, W. L. Clifton, Jr., the company increased its force by more than 65 per cent.

Fourteen new sales representatives, all with previous experience in the architectural glass and metal field have joined the company, the announcement said.

Included in the new sales personnel list announced, are Chester Britton, of Bellaire, Texas, whose territory will be the area of South Texas; Hatrher L. Canipe, Nashville, Tenn., serving most of Kentucky and Tennessee, parts of Virginia, and North Carolina; and Perry L. Slack, Dallas, Texas, to serve the area of Central Texas.

## Unit Appoints Gates

**Richard L. Gates**, formerly chief engineer for the Proscott Company and Sterling Engine Company, a division of Sterling Precision Corporation, New York, has been named to a newly-created position of production development engineer for **Unit Structures, Inc.**, of Pestigo, Wisconsin, and Magnolia, Arkansas.

The appointment was effective September 1, according to Max C. Hanish, Jr., Unit Structures president.



*Grill-O-Metrics*\* by Blumcraft®



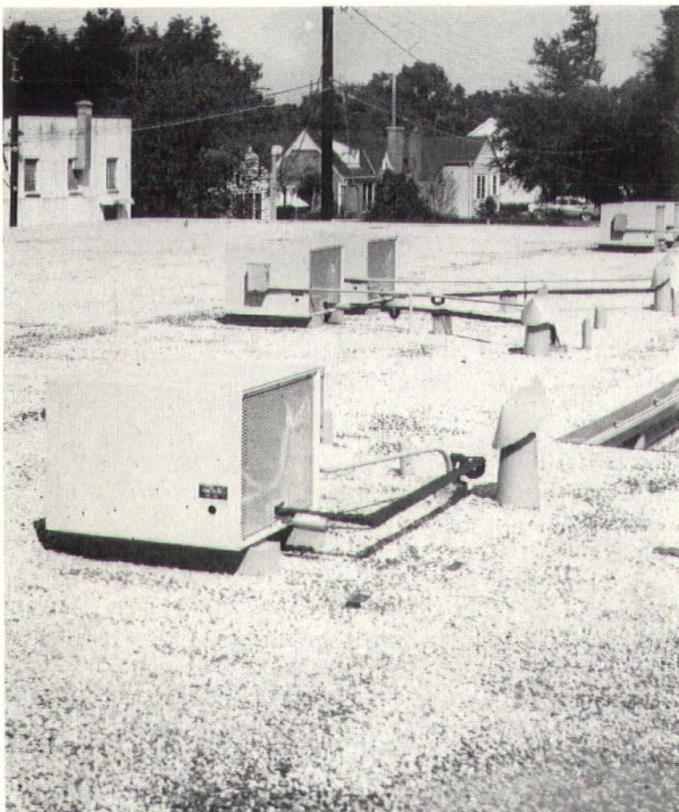
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Photo of exterior of the Martinez Properties in Baton Rouge, Louisiana. A Hays Town Architect/Basso Plumbing and Heating Co., Mechanical Contractors.



## 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

ARCHITECT and BUILDER



Baton Rouge architects view an exhibit of work performed by local architects in a special project entitled "Louisiana Architecture to 1959" sponsored by the chapter. From left, are: John Bani, Mrs. Bani, Mrs. Bill Brockway, and Mr. Brockway. Bani was publicity chairman and Mr. Brockway chairman for the chapter's committee on programs and awards.

## AIA Chapter Sponsors Exhibit

The Baton Rouge Chapter, AIA, celebrated its Tenth Anniversary November 20 with a special program entitled "Louisiana Architecture to 1959" and exhibition of architecture in the area.

The exhibit, staged in the galleries of the Louisiana Art Commission, Old State Capitol Building in Baton Rouge will remain open through December 13.

The exhibition is designed to show architecture, what it is, and what it does, its effect on our civilization and the broad field that it encompasses in the life of the community.

According to the chapter's new publication "Plans and Speculations", emphasis is on major divisions, such as "the Home," "the School," "the Office," "the Church," "the City," etc.

Attention in the exhibit is drawn to the versatility of architecture, rather than to individual architects, but the identification of individual designers is prominently displayed.

A colorful "touch" to the exhibit is an "exhibition catalog," which in itself is a collector's item. Designed by Jay Broussard, Director of the Louisiana Art Commission, and Paul Dufour of the L. S. U. Art Department, it is complete with pictures, comments, and an index to individual entries.

Bill Brockway is chairman of the chapter's Committee on Programs Awards, and Competitions and has spearheaded the development of the

(Continued on Page 17)

## Alabama AIA Chapter Notes

The annual meeting of the Alabama Chapter, AIA, has been set for January 8, 1960, in Birmingham.

One good public relations "follow-ups" being carried out by the Alabama Chapter, AIA, is the good old custom of attractive AIA Christmas cards being mailed to members of the press, radio and TV industry who have helped with the chapter's public relations program throughout the year.

Birmingham architect Lawrence S. Whitten, speaking for the architects within the Birmingham area, told the

Downtown Improvement Association that they would be "interested in taking on the job of converting the facts and figures from the Harlan Bartholomew masterplan into a visual model as a goal to build toward."

## Design Award Program Announced

Mastic Tile Corporation of America has announced its Second Annual \$25,000 architectural competition program for 1960.

According to the company announcement, a jury panel is headed by Henry L. Kamphoefner, F.A.I.A., Dean of the School of Design at North Carolina State College in Raleigh.

Other panel members include Dr. Harry J. Carman, Dean Emeritus of Columbia College, New York; William W. Caudill, member of the firm of Caudill, Rowlett, Scott and Associates, Architects-Engineers, Houston, Texas; John Lyon Reid, FAIA, a former president of the California Council of Architects; Eberle M. Smith, AIA, Architect-Engineer, Detroit, Michigan, and member of the firm of Eberle M. Smith Associates, Inc.; and Scottish-born, A. Gordon Lorimer, AIA of New York.

The 1960 program, as announced by Seymour Milstein, president of the company, calls for the complete design of an economically feasible education and recreational "plant" for the use of everyone in the community. Technical facilities, parks and other amenities relative to comprehensive educational training and rec-

(Continued on Page 17)



Others attending the Baton Rouge AIA design exhibit, are: T. A. Broussard, Mrs. Broussard, Jay Broussard, director of the Louisiana Art Commission, Mrs. W. J. Evans, and Mr. Evans, president of the Baton Rouge AIA chapter.



The photo above was taken during a recent meeting of the New Orleans chapter, Producers Council at Lenfant's Restaurant. From left, chapter officers are: W. L. "Bill" Argus, Alumaglass Building Products, Inc., vice-president; Joe Mathes, U. S. Plywood Corporation, president; J. E. B. Ransone, of W. H. Moynan Company, secretary; and Harold Aucoin, Jahncke Services, treasurer.

## AIA Board Meets In Oregon

In a statement issued at the end of its four-day fall meeting held in Portland, Oregon, in early November, the Board of Directors of the American Institute of Architects called on local AIA chapters and individual architects "to take the lead in improving our cities by advancing a coordinated approach to planning for community building and rebuilding."

Charging that "the decay of our cities is overtaking our limited on-again, off-again renewal efforts," the Board announcement said that "our national pride, the continuation of our high standard of living and our leadership of the free world demand sound and continuing redevelopment programs based on proper planning and design."

"The traffic problem cannot be solved by our present highway programs," the statement continued. "On the contrary highway construction without proper community planning is disrupting and disfiguring our communities."

Cited in the statement were the cities of San Francisco, Boston, and Washington, D. C., as examples where "expert highway engineering without regard to city planning has already done or threatened to do 'irreparable damage'."

We need greater emphasis on beauty in our environment," the announcement said.

In its four-day session the AIA directors also made plans for the next annual AIA convention in San Francisco, April 18-22, 1960.

Clinton E. Brush, III, Gulf States Regional Director, participated in the meeting.

## Gallier Hall Activity Increases

Gallier Hall, in New Orleans, formerly known as the old City Hall on St. Charles Avenue is fast becoming the center of activity for the various cultural groups within the city.

Under the direction of the New Orleans Cultural Center Commission, the old building houses the offices of the Commission, the New Orleans Symphony Association, and an outstanding exhibit of architectural photography sponsored by the New Orleans Chapter, American Institute of Architects.

According to Mrs. Veronica Schulz, office secretary for the commission, an active schedule of meetings by various groups is being developed for the coming months. Included are various groups is being developed for the coming months. Included are various affairs sponsored by the Louisiana Landmarks Society, the Women's Committee for Gallier Hall; and the *Causerie du Lundi*.

The old building was transferred to the care and development of the New Orleans Cultural Centre Commission, last year for the purpose of

the continuing development of the building as a center of cultural interest and the preservation of the building as a center of New Orleans.

Alfred Jay Moran is president of the Commission. Other members include Dr. John Dyer, vice president, and New Orleans Councilman Curtis, secretary-treasurer.

## Landmarks Society Enlarges Program

The Louisiana Landmarks Society will hold a meeting in New Orleans, December 11 for the purpose of promoting interest in the expansion of the program of the Society to all sections of the state, according to Mrs. Veronica Schulz, office secretary for the group.

Mrs. Schulz said that it is the desire of the Society to interest other cities and communities in forming local chapters of the society in the respective areas. Also where existing groups with a similar interest in the preservation of Louisiana's landmarks are presently available, the Society offers its cooperation in working closely with such groups in their respective programs.

The Louisiana Landmarks Society was begun in 1950, as the result of an aroused public regarding the destruction of historical landmarks in the South Louisiana Area.

Its general objectives are to focus attention on Louisiana's historical buildings as living remains of the state's history; and physical reminders of the heritage of its past.

It is active in the promotion of the preservation of important landmarks and to arouse public opinion when their loss or destruction is threatened.

It actively fosters a more general interest in the architectural traditions of the region and encourages research and aid in publishing its results.

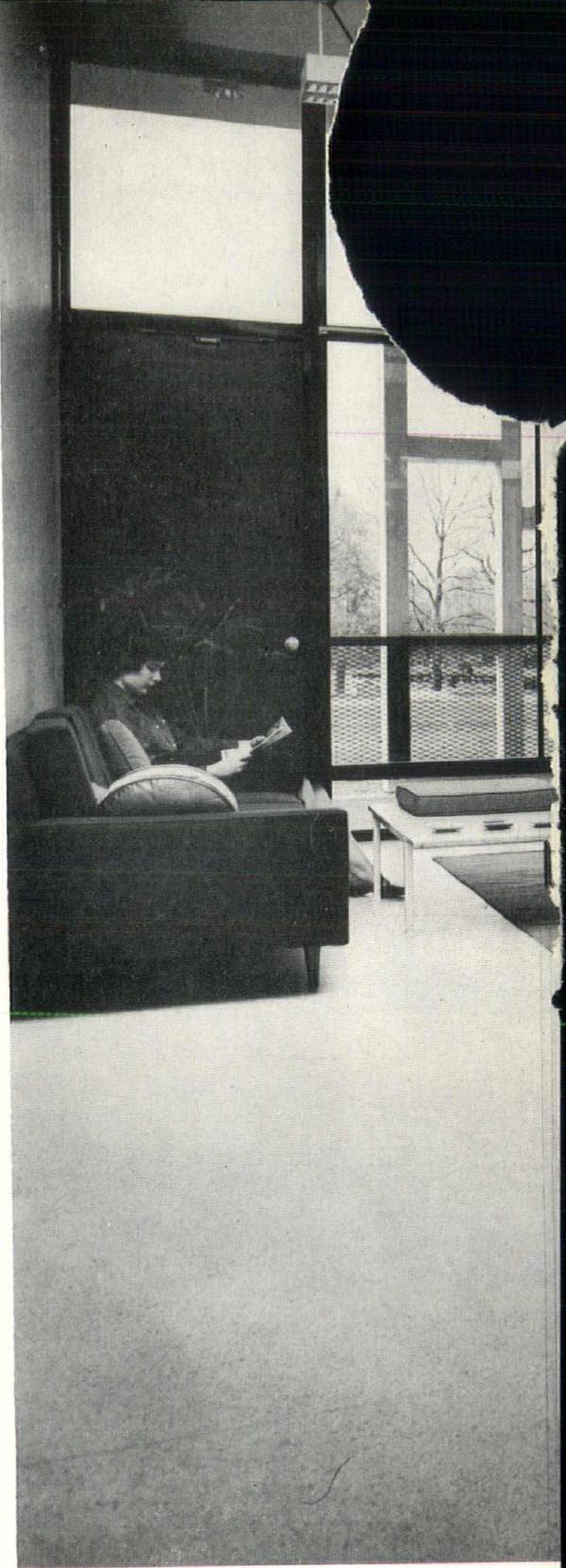
Also the Society provides a forum for those who have an interest in Louisiana's landmarks and cooperates with other organizations whose activities touch upon similar aims.

Some highlights in the history of the Society include an exhibition in 1952 of the work of Henry Howard at the Newcomb Art School; activity in the celebration of the Louisiana Purchase Sesquicentennial with the Louisiana State Museum, with an historic exhibit in the Cabildo; active in the formation of a subcommittee of 50 patriotic and civic groups, "The Louisiana Historic Landmarks Coun-

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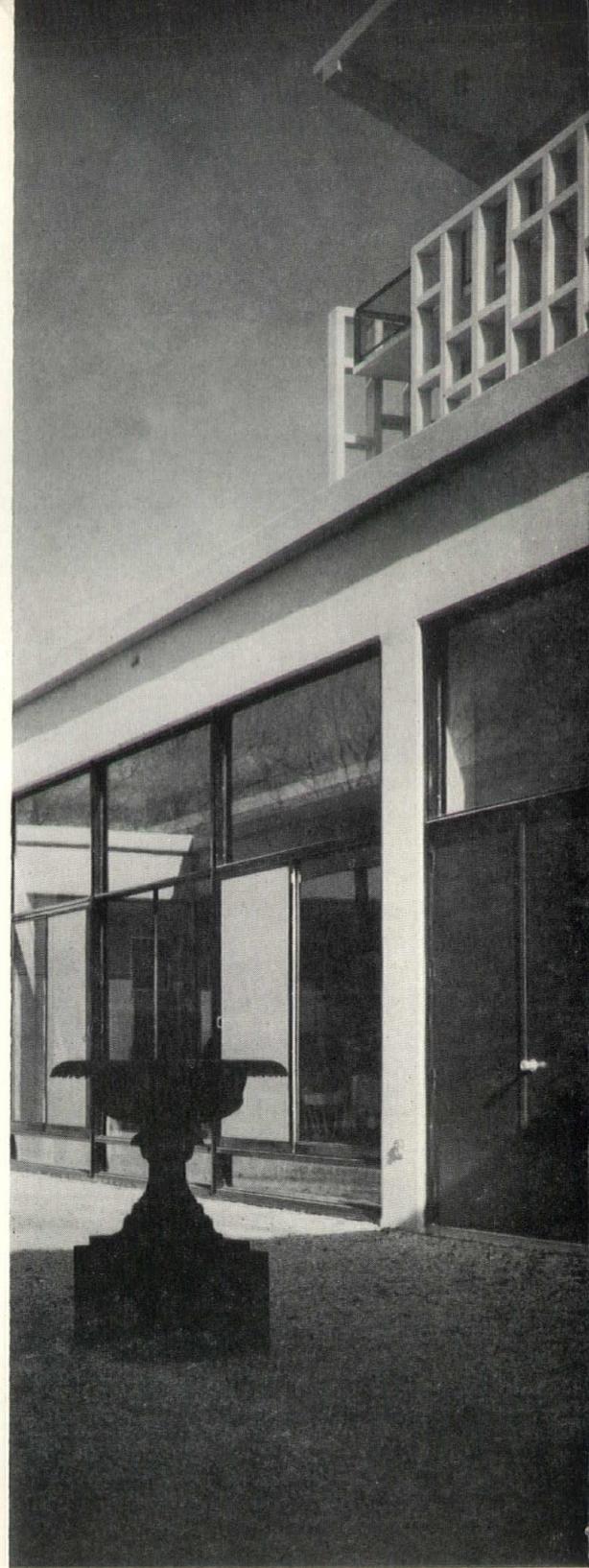
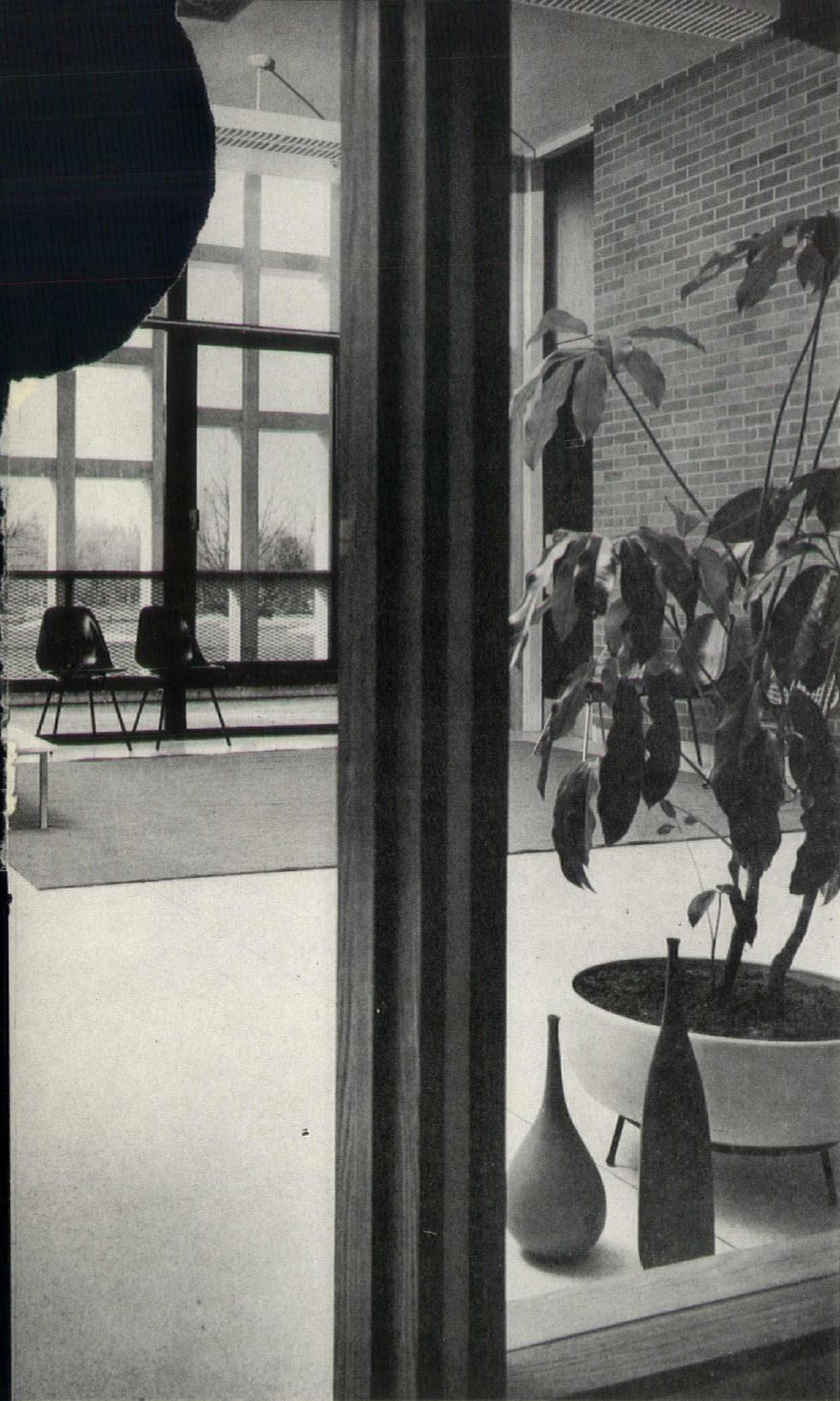
MEMPHIS  
ART  
ACADEMY





DESIGNED by the Memphis firm of Mann and Harrover, Architects, the new Memphis Art Academy is the first unit of a million-dollar Fine Arts Center located on a three-acre plot in the city's Overton Park near Brooks Memorial Art Gallery.

It is an award winning building for the architects. The details shown on these pages reflect the character of its design, and these photos give a view of its entrance, the lobby (above) and a section of an inner court shown in the photograph on the opposite page.



In commenting on the architects' design, an awards jury points to a basic problem in finding a solution which would be good, both in the first stage and the ultimate expression of a three-phase project. A second basic problem consisted of the need for the integration or separation of the three phases in the program, namely to provide for an academy, a theatre, and music activity. The architect groups each into a single structure.

Other jury comments: ". . . the gracious sense of shelter provided by the colonnade should be emphasized as appropriate to this part of the South. Within the rhythm of these columns, the entrance is clear, monumental, and graciously welcoming."

## New Furniture Group Formed

Dutch and U. S. manufacturers of furniture for home and commercial use have formed the Am-Neth Furniture Association of New York. Purpose of the new group is to provide a medium for an exchange of ideas between the furniture trade members of both nations.

Founder of the association is Harry Sooker, vice president and marketing director of Nethfacts, an alliance of 18 leading Dutch furniture manufacturers seeking wider marketing of their products in the United States.

Serving with Mr. Sooker on the board of directors of the new association are Julius Gilman, Harry Levy and Sigurd Saalversen, all prominent in the furniture field. Gilman is a practicing CPA, Levy is managing editor of Furniture World magazine, and Saalversen is an executive officer of James Talcott, Inc., factors.

**Eugene L. Rosenberry**, Sales Manager of the **Koh-I-noor Pencil Company, Inc.**, Bloomsbury, New Jersey, died November 17.

## Miss.-Louisiana Construction Notes

In the November-December issue of its "NEWSLETTER," the Mississippi-Louisiana Brick and Tile Manufacturers Association reports a dip in business activity during the latter part of the summer, however it observed that business continued at relatively high levels both nationally and locally. The newsletter states that the index for Mississippi stood at about 195 in August compared to 202 for July, and 212 for June. The index for Louisiana during August stood at 172 or 7.1% above August, 1958, and 1.4% below July, 1959.

Construction contracts in Louisiana were off 17.5% from August, 1958, with building permits issued in Baton Rouge, off 31.5 per cent from August, 1958, and New Orleans permits off 8.6% the bulletin said.

## BR Chapter To Elect Officers

The Baton Rouge chapter, AIA, has announced its nominating committee for 1960 chapter officers and executive committee. Appointed are: John Farrens, chairman; O. J. Baker,

Ralph Bodman, Roy Haase, and Tom Harelson.

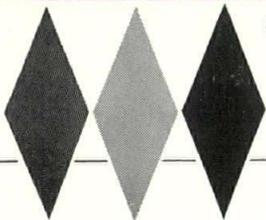
The committee will nominate members for each vacancy: chapter president, vice-president, secretary, treasurer, one member of executive committee for one-year term, and one for 2-year term.

The committee's report to the chapter will be at the December meeting, tentatively set for December 11. The election was held at that time. New officers will take office January 1, 1960.

## Am-Stan Exec Dies in New Orleans

Richard C. Nash, 56, manager of the Amstan Supply Division, of the American Radiator Standard Sanitary Corporation, in New Orleans, died at his home December 10.

A native of Arkansas, Mr. Nash had been with the firm for more than 35 years. Before coming to New Orleans, he had served as manager in Shreveport, where he was active in masonic and Shrine circles. He is survived by his widow, the former Clara Fitzgerald; a daughter, Mrs. J. P. Dardano of Memphis, and a son, Lester G. Nash of Atlanta, Ga.



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NEW ORLEANS

ARCHITECT and BUILDER



Pictured during recent design exhibition staged by the Baton Rouge Chapter, AIA, are, from left: Percy J. LeBlanc, Mrs. LeBlanc, Mrs. Carl Deen, and Carl Deen, all of Baton Rouge.

## Door and Frame Group Formed

Joseph A. Childress, vice president of American Metal Works, New Orleans, La., has been elected a vice president of the National Steel Door and Frame Association, a new national trade group recently formed.

Other officers include Joseph N. Saino, partner in Saino Manufacturing Company, Memphis, Tennessee, elected secretary-treasurer, M. N. Andrews, president of Builders Manufacturing Company, Birmingham, Alabama, is a director.

According to Herbert W. Wehe, Jr., executive vice president of Overly Manufacturing Company, and association president, the new group will attempt to co-operate with and augment the efforts of several existing regional organizations to develop and maintain practical standards and policies for the industry as a whole.

Wehe said, "We hope to develop standard engineering forms and procedures and common industry practice on such items as swings, door clearances, and hardware locations. We will also try to develop educational programs with building code officials on use of fire doors and metal frames, and maintain liaison with Underwriters' Laboratories, the National Building Hardware Association, American Society for Testing Materials and appropriate governmental agencies.

## AIA Publications Form Group

Gulf States Architect & Builder magazine is a charter member of a new organization composed of ten official publications of components of the American Institute of Architects. Lloyd Lewis, editor is vice president of the group.

The new organization, known as the AIA Publishers Architectural Co-operative has its headquarters at 120 Madison Avenue, in Detroit.

Clifford E. Sapp of the Ohio Architect is president and Talmage C. Hughes, AIA Monthly Bulletin, Michigan Society of Architects is secretary-treasurer.

In addition to the officers mentioned, the following publications and representatives are included in the organization—Phil Stitt, Arizona Architect, Phoenix; Don E. Gibson, Indiana Architect, Indianapolis, Ind.; Philip Kessler, Jersey Architect, Teaneck, N. J.; Robert J. Brendell, Northwest Architect, St. Paul, Minn.; H. J. Stockard, Jr., Southern Architect, Raleigh, N. C.; and N. J. Russell, Jr., Wisconsin Architect, Milwaukee, Wis.

Purpose of the new group is to offer advertisers a combined circulation of 33,900 among architects and others interested in the building industry, with one space order, one billing, etc.

Members point out that they are able to offer national coverage and at the same time localize advertising

to include names and addresses of dealers in the various regions, as well as many other local and personal services.

## AWARDS—

(Continued from Page 11)

reations are to be planned for a 295 acre site. This will serve the expanding housing in the area and will be adjacent to the middle-income development which was the core of the 1959 competition, "Better Living for the Middle Income Family."

The competition aims to stimulate the interest and utilize the training and experience of the nation's architects toward a significant solution to this problem.

All contestants will be eligible for a \$10,000 grand prize, a second prize of \$5,000, and a third prize of \$3,000.

Endorsed by the National Institute for Architectural Education and approved by the Committee on Competitions of the AIA, the competition will be open to all registered architects of the U. S. A. architectural assistants to registered architects of the U. S. A., students of schools which are members or associate members of the Collegiate School of Architecture as of 1959/60.

Registrations detailing the competition will be available directly from Mastie Tile Division, The Ruberiod Co., its sales representatives, or distributors, after January 1, 1960, the announcement said. Deadline for submission of entries is set for June 30, 1960. Entries are to be mailed to the Architectural League of New York, where judging will take place.

## EXHIBIT—

(Continued from Page 11)

current project for the past months. John Bani is chairman of the chapter's Public Relations committee.

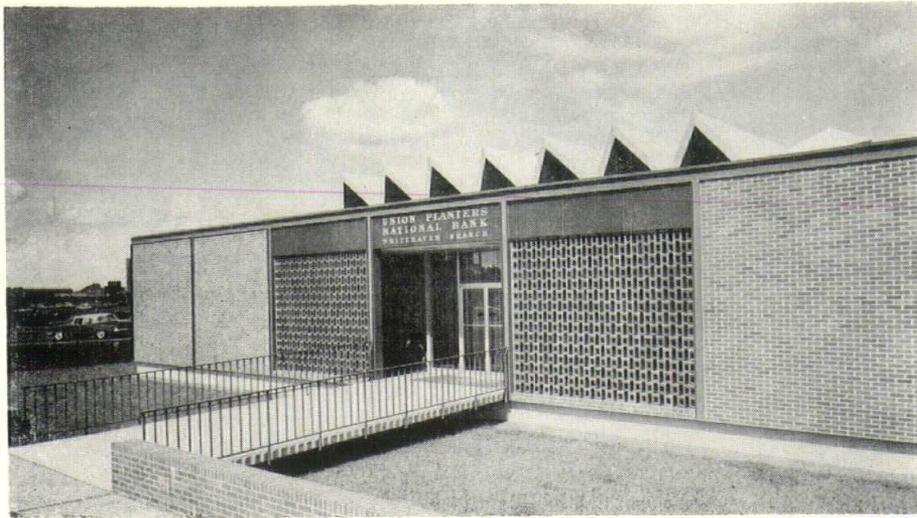
Bani's committee has secured wide coverage in local press, radio and TV outlets for the event.

Other chapter notes: An office practice seminar has been scheduled for Tuesday, December 8, beginning at 10:00 a.m., lasting until 12:00 noon, and again at 2:00 p.m. to 4:00 p.m., the same date. The activity is under the direction of Ralph Bodman and his Committee on Education, Research and Fellowships, Ross Murrell has assisted in the programming, and Alfred G. Rayner is scheduled to discuss "structural collaboration."

The seminar is intended to be the first in a series . . . toward a program of continuing education for practicing architects.

Location of the seminar will be at Louisiana State University.

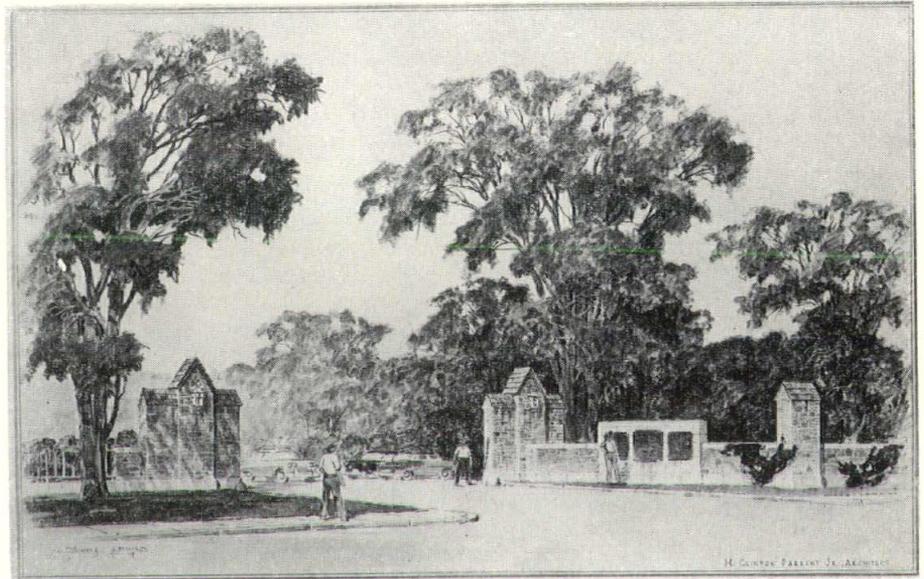
## Projects Within The Region



The Whitehaven Branch of the Union Planters National Bank, located in Memphis, Tennessee. L. Aydelott is the architect. Its features include a decorative and functional use of screen near entrance, brick exterior walls. Note vaulted roof detail over banking lobby. (Photo by Signet Illustrative Photography Studios — Memphis).

Perspective rendering of the gateway located in front of the Mallory Memorial Gymnasium at Southwestern, Nashville. Architect is H. Clinton Parrent, Jr., AIA of Nashville.

Projects of this nature provide prominent identifying features of the South's public and private institutions.



Interior view of the chapel area, of St. Mary's Church and Rectory, North Little Rock, Arkansas, by architects Swain and Allen, Little Rock.

Use of wood beams and arches in ceiling areas compliments use of brick in wall surfaces.

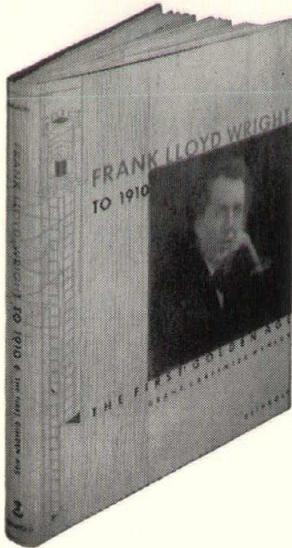
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By Grant Carpenter Manson



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

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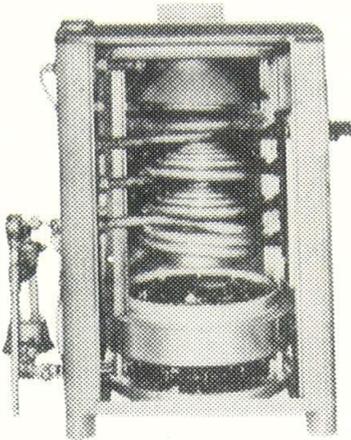
For prompt handling of correspondence to the magazine, it is essential that such correspondence be directed to the publication, 334 Exchange Alley, New Orleans, La., or to P. O. Box 1060, New Orleans.

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.

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The Editor

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**LITERATURE**

**Haskelite News**

The Haskelite Manufacturing Corporation, has announced two illustrated descriptive pamphlets designed as a reference for the nation's architects, according to a company announcement.

The company said the folders include detailed architectural specifications and informative product data, describe Haskelite's curtain wall structural panels, and the company's solid and hollow core institutional doors.

Write: the company, at 701 Ann Street, N. W., Grand Rapids, Michigan.

**Office Space Book**

Office Building and Office Layout Planning—By Kenneth H. Ripnen, President, Ripnen Company, Inc.—200 pages. 60 illustrations.

This book gives practical aid on all aspects of planning, setting up, and administering office space for efficient and economical operation. Included is information on determining the amount of space required for various kinds of office work; making the maximum use of space; lighting, air conditioning, under floor ducts, partitions, and color; and other factors involved in effective offices and office buildings.

**Roof Photos  
Wanted by Bureau**

The Red Cedar Shingle Bureau is offering to pay architects \$50.00 for each set of "before and after" pictures using shingles or shakes on sidewalls and roofs.

According to the announcement, each set of pictures submitted should consist of two 8x10-inch glossy photos one showing the exterior of the home before remodeling and the other, the exterior afterwards. A brief explanation of the job should accompany each picture. Credit lines for the architect will be carried should the picture be used for publicity or advertising purposes.

The photos may be of any type home remodeled during the last five years, the announcement said, and should be mailed to the Red Cedar Shingle News Bureau, 1400 Tower Building, Seattle 1, Washington. All photos not accepted for the collection will be returned, the Bureau said.

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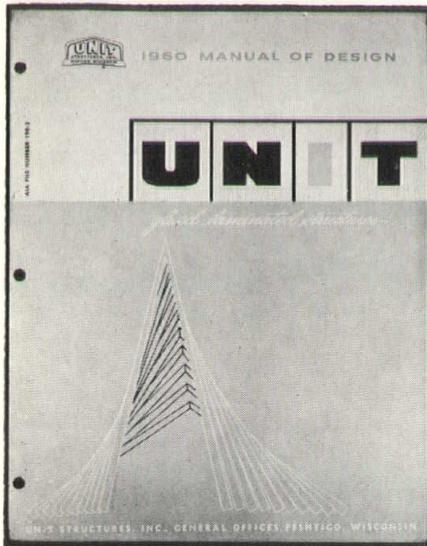
Overlooking the GULF at

**BILOXI!** MISSISSIPPI

**Manual**

Unit Structures, Inc., has announced a new "Manual of Design," recently prepared by the company.

According to the announcement, the booklet is ready for distribution to architects, designers and others interested in factual information



about glued laminated wood structural members.

The manual provides design data on various types of laminated arches and beams; connection details, comprehensive roof beam design charts, specifications for glued laminated construction, color selection chart for stain finishes, details and specifications on structural roof decking and other information.

Write: Advertising Department, Unit Structures, Inc., Pestigo, Wisconsin.

**Partitions Guide**

The Workall Division, L. A. Darling Co., has announced a new eight-page full-color reference guide to movable partitions, from "rail high" to ceiling height.

The brochure describes the company's four pastel color and modern wood-grain surface finishes. All finishes are bade-on melamine plastic; abrasion-resistant and easily cleaned with a damp cloth, the company said.

Write: Workwall Division, L. A. Darling Co., Bronson, Mich.

**Building Insulation**

A new booklet entitled "Fundamentals of Building Insulation" prepared by the Insulation Board Institute, Chicago, Illinois, has been announced.

The 44-page booklet was compiled to aid architects, engineers, students, builders, and personnel in or about to enter the lumber business; instructors in schools and colleges offering buiding materials courses, and other persons engaged in the construction industry.

Copies may be obtained by writing Charles M. Gray, Manager, or Robert A. LaCosse, Technical Director, Insulation Board Institute, 111 West Washington Street, Chicago 2, Illinois.

**Kohler Booklet**

The Kohler Co., has announced its new "guide to Quality Plumbing Fixtures," a 20-page booklet which the company says features bathroom planning and in full color illustrates color schemes built around Kohler's colored plumbing fixtures.

Write: Kohler Co., Kohler, Wisconsin.

**Lighting Booklet**

Progress Manufacturing Company, Inc., has announced the availability of a new booklet which shows how to select the right combination of post and lantern for individuality in post and lantern lighting for the home.

Write: Progress Mfg. Co., Inc., Castor Ave. & Tulip St., Philadelphia 34, Pa.

**Aetnawall Catalog**

Aetna Steel Products Corporation has completely re-designed its Aetnawall partitioning catalog for 1960 according to a company announcement.

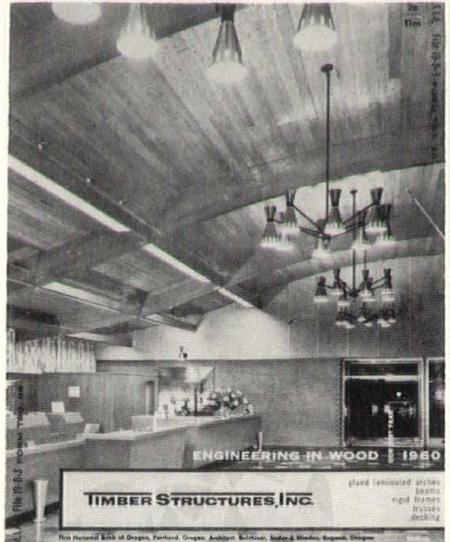
The announcement said that the new item offers five basic partitioning types including the new Aetnawall-A which features extruded aluminum shapes with snap-on pilaster covers; and Aetnawall-B a three-inch-thick post-and pilaster system for office, laboratory and industrial use.

Write: Aetna Steel Products Corp., 730 Fifth Avenue, New York.

**Timber Structures**

Timber Structures, Inc., manufacturers of glued laminated arches, beams, rigid frames, trusses and decking, have announced a new 24-page catalog entitled "Engineering in Wood—1960."

According to the announcement,



the catalog is illustrated with photographs showing the application of various timber structural components, and contains detailed drawings, tables of dimensions and section properties, together with specifications and other information of interest to architects and builders.

Write: Timber Structures, Inc., P. O. Box 3782, Portland 8, Oregon.

**New Mail Chute**

The Cutler Mail Chute Company has announced its "Moderne" mail chute, which the company sasy is designed to provide an economical package installation.

Conforming to modern architectural considerations it is said to present a clean-cut plain appearance with flush panel mouldings, bases, and ceiling members.

It is a packaged installation in that each floor is pre-cut and arranged as an integral unit. The continuous vertical sides of the chute are of extruded aluminum, satin finish clear alumilite (or enamel color), or with supplementary covers in bronze, nickel bronze or stainless steel.

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



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## Vinyl Panel

United Lighting and Ceiling Company has announced the development of its "Lifeguard 150", a self fire extinguishing vinyl panel with "light stability of 150% compared to conventional light stable vinyls."

According to the announcement accelerated aging tests have shown this material to have from 30,000 to 45,000 hours of life, a major breakthrough in lighting diffusers, with life of 150% as compared with conventional light stable vinyls.

When used in double "dirt shield" panels, 50,000 hours or 15 years of usable life will be attained, the company said.

The "Lifeguard 150" material has a "toughness" which resists cracking, shattering, and other disadvantages usually associated with ordinary vinyl fixture materials, it was stated.

"Lifeguard 150" long life vinyl diffusers will be used in United's popular Ceilume line of luminous ceilings and will also be made available to lighting fixture manufacturers through LIGHTONICS, a manufacturer of fixture diffusers.

For complete information about "Lifeguard 150," write to: United Lighting & Ceiling Company, 2828 Ford Street, Oakland, California.

## Cost and Prices Remain Stable

Construction costs and building material prices have remained relatively stable during 1959, according to Architectural Forum.

In October, reports Forum, the index of all building costs stood only 2.9 per cent above October of last year. The E. H. Boeckh Associates index of building costs for apartments and office buildings has risen 3.3 per cent, as has the Boeckh index of commercial and factory buildings.

Building materials prices have gone up less than construction costs over all, showing a 2.1 per cent rise from October to October. Most of the 1959 rise has been centered in lumber.

Prices of concrete products have risen less than the average, and prices of structural shapes have not risen at all in a year. However, cement prices went up last month, by 10 cents per barrel, in southeastern markets.

Some steel observers unofficially say that there may not be any steel price hike right away if the eventual labor settlement resembles the one made recently by Kaiser Steel.

NOVEMBER, 1959

## LANDMARKS SOCIETY—

(Continued from Page 12)

cil", a group dedicated to saving the heart of Chalmette Battlefield; worked closely with the New Orleans Chapter, American Institute of Architects in an outstanding exhibit "A Century of New Orleans Architecture" held in the U. S. Custom House, in New Orleans.

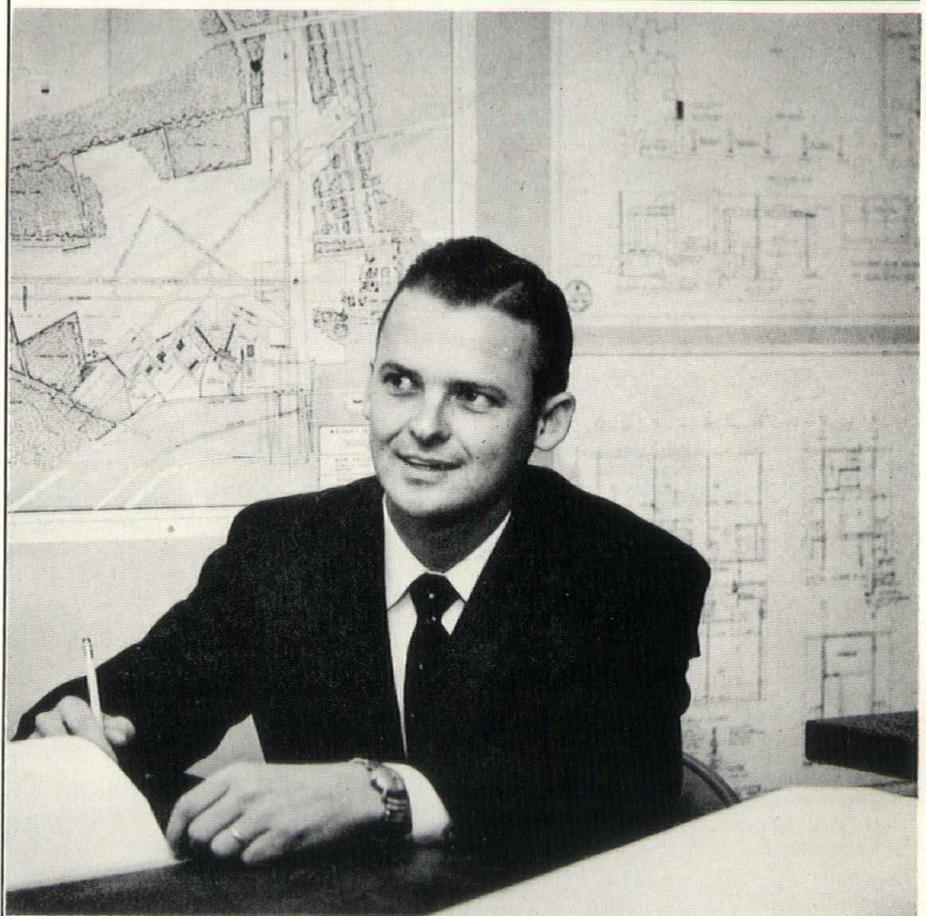
In 1958 the Society worked with the Vieux Carre Commission for the passage of an ordinance to prevent "Demolition by Neglect".

Membership in the Society is open to anyone who is interested in its program. Active memberships are \$5.00 annually; and other annual dues, include: Sponsors (firms or

organizations) from \$100.00; Associate (Out of State individuals), \$1.00. Life membership are, from \$100.00.

Mrs. Robert G. Robinson is president of the Society. Other officers include: Mrs. S. Walter Stern, vice president; Mrs. Marion LeDoux, recording secretary; Mrs. Samuel Wilson, Jr., corresponding secretary; and Leonard Huber, treasurer.

Directors for the group, include: Charles L. Dufour, Angela Gregory, Leonard V. Huber, Harnett T. Kane, Alfred J. Moran, Ray Samuel, Bernard Lemann, James Lamantia, Samuel Wilson, Jr., Robert J. Kuhn, Dr. Ambrose H. Storck, Mrs. Richard Freeman, and Albert Dart.



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## New Ruud Unit

Ruud Manufacturing Co., Kalamazoo, Michigan, is now making and marketing a new, compact, model of its heavy-duty multi-coil gas water heaters.

According to a company announcement, the Ruud multi-coil Model 500A is designed for use with an auxiliary storage tank in a variety of commercial and industrial water heating applications where natural, mixed or manufactured gas is available.

The manufacturer states the Model 500A incorporates the fundamental engineering principles and construction details which earned an excellent reputation for the veteran Model 500.

The new unit has a 460,000 BTU input. The gas line connection is 1¼ in.; water inlet and outlet are 2½ inches; and flue opening 8 inches. Recovery rating of the new heater is 645 gal. per hour at 60 degrees temp. rise; 484 gal. per hour at 80 degrees temp. rise, and 387 gal. per hour at 100 deg. temp. rise.

For further information, and bound catalog, write: Southern Heater Company, Ruud Distributors, 844 Baronne Street, New Orleans, La.

## Testing Device

The Illinois Testing Laboratories, Inc., have announced the availability of a portable indicating Pyro-meter.

The company says it is primarily intended to measure temperatures between minus 40 degrees F. (-40° F.) and 200° F. It does this by means of two scales or arcs in order to provide 1° F. per scale division and therefore readability to at least the nearest ½° F., the announcement said.

The selection of interchangeable thermocouples is available, the company said, and the instrument is versatile; can be used for different kinds of temperature measurements.

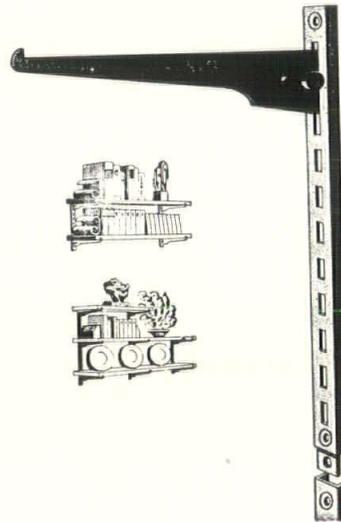
Write: Illinois Testing Laboratories, Inc., 420 North LaSalle Street, Chicago 10, Ill.

## New Brackets

Quality Steel Products, Inc., has announced a new decorator line of shelf brackets and standards in black and gold color combinations.

The announcement said the line features finger-lock brackets and snap-a-way tabs at bottom of each standard; is engineered for design flexibility and long life.

The announcement said that units are easily installed in three simple



steps: screw standards to wall in desired length; insert, seat and lock shelf brackets, and lay shelf across.

Each standard is 15" in length with "Snap-Away" alignment tab at the bottom. As each section is added to desired length, standards automatically line up correctly when screwed to wall. Tab is snapped off easily when last standard section is added.

Write: Quality Steel Products, Inc., 187 Gaardner Ave., West Roxbury 32, Mass.

## Bowser, Inc.

Bowser, Inc., has announced a new 16-page booklet "Bowser Modular Electronic Fueling System for Service Stations, which the company says describes a new system which can eliminate conventional service station "island" pedestal pumps as they are presently used.

Write: Bowser, Inc., Fort Wayne, Indiana.

## Bathroom Vanities

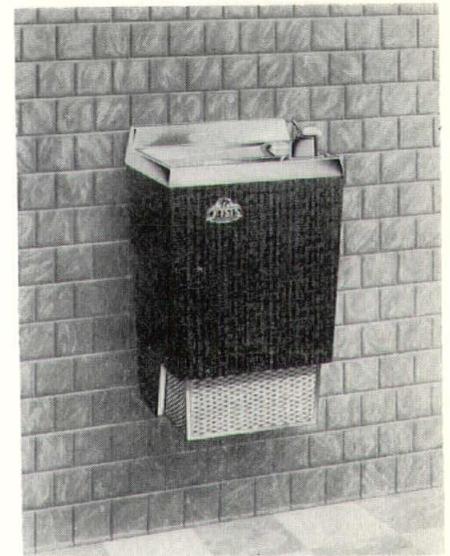
Glissade, Inc., has announced a specially designed line of standardized, easy-to-install bathroom vanities for builders. The new line will be exhibited at the NAHB Show in Chicago, January 17th thru January 21st, 1960.

## Water Cooler

The Ebco Manufacturing Company has announced its new "On-A-Wall" to the company's line of Oasis water coolers.

According to the announcement, the unit can be mounted directly to the wall and can be set at any distance from the floor.

Features include a brown Scandia pattern plastic vinyl laminate finish



on 20 gauge steel; removable front panel and grille; mirror polished stainless steel top with anti-splash ridge; wall protector back extending 3½ inches above bottom of basin; and dia-a-drink bubbler and provision for glass filler.

Write: The Ebco Manufacturing Company, 265 North Hamilton Road, Columbus 13, Ohio.

## Pipe Unit

The Evanite Plastic Co., Division of the Evans Pipe Co., has announced its new Triangle Packaging Unit designed for carrying as much as 100 feet of 4-inch plastic pipe by one man, according to a company announcement.

The unit consists of ten 10-foot lengths of clear green Evanite plastic pipe, the standard package strapped together to form a triangle.

For additional information write: Evanite Plastic Co., Division of the Evans Pipe Co., Carrollton, Ohio.

## Panel Structures

Panel Structures, Incorporated, has announced its new 1960 catalog featuring the company's Sanpan Translucent Building Panel.

According to the announcement, the complete line of panels walls, and curtain wal systems, are described in detail in the new catalog which is free to architect designers and contractors upon request.

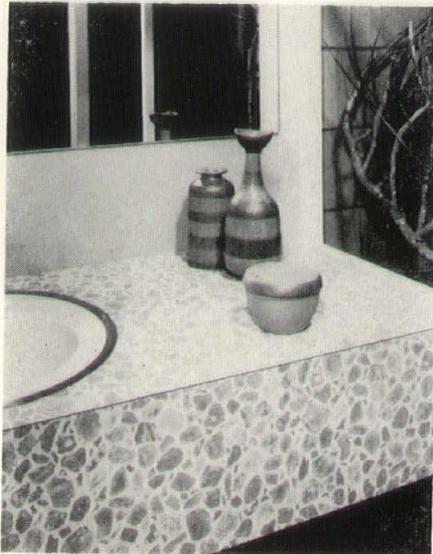
Write: Panel Structures, Incorporated, 45 Greenwood Ave., East Orange, New Jersey.

Clair W. Crider has been appointed Eastern Division Sales Manager, Flooring and Adhesives Division, The Flintkote Company, according to W. Leon Harper, the Division's Gen- Prior to his current position he served as a Tile-Tex floor tile salesman in Memphis and Houston.

## New Formica

Formica Corporation has announced its new Tidestone and a decorative line for 1960.

According to the announcement,



the new line created by Raymond Lowey Associates, for the decorator, architect and homemaker, has the appearance of beach pebbles, polished flat and set against a neutral background.

The Tidestone is one of 19 new colors and patterns being introduced into the company's 1960 line.

Write: Formica Corporation, Cincinnati, Ohio.

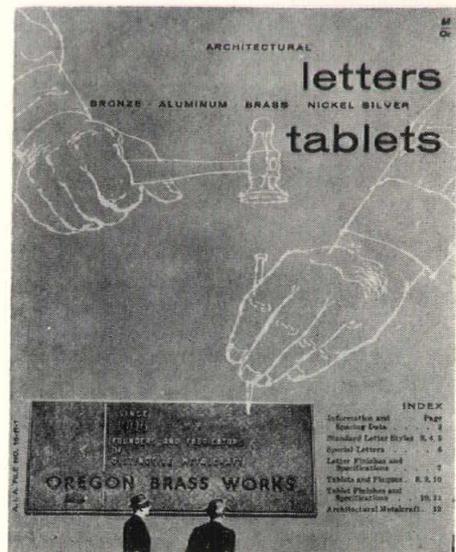
## Letters Catalog

Oregon Brass Works has announced a new 12-page catalog of architectural letters and tablets.

According to the company, the new catalog contains scale drawings of full alphabets in sixteen standard letter styles which the company produces in aluminum and bronze. Technical information is given for bronze and aluminum alloys and finishes together with recommended procedures for installing the letters.

Specimens of bronze and aluminum nameplates, cornerstone tablets, memorial and sculptured plaques, pantographed plates and architectural metalcraft are included, the company said.

Write: Oregon Brass Works, 1127 S. E. Tenth Ave., Portland 14, Oregon.



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## A Letter from Nashville . . .

Let's get the Institute airborne. The other day while flying over the beautiful countryside that makes up our Gulf States Region, my eyes wandered from the panorama below the airplane to the hand of the pilot which was visible through the door to the cockpit. Suddenly I became actually aware of the paradoxical relationship between the pilot and one of his passengers.

Both had undergone special training to prepare for their work, and had had to prove their competence by test and examination. Both had had to serve an apprenticeship, the pilot as a co-pilot, the architect as a draftsman. Both were constantly practicing and trying to improve their skills and ability. Both were entrusted to safeguard the health and welfare of the public. Both had a responsibility for making important decisions. But only the pilot was accepted by the public in blind faith of his ability without a personnel check on the part of each of his passengers.

Twenty or thirty years ago a pilot barnstorming through the country taking passengers for a ten or fifteen minute ride on Sunday afternoon did not enjoy the confidence that is placed today in our commercial pi-

lots. As a rule his would-be passengers watched a flight or two before entrusting themselves in his hands. Granted that airplanes then were not an accepted means of travel, the pilot's skill was the more doubtful item.

Today's architect is looked upon pretty much as the barnstormer was. He has to prove himself before he gets a commission. The results of his work and his relationship with clients and contractors are examined rather closely prior to his employment.

We trust today's pilots because we know each one has been thoroughly tested and has proven his ability. We know that any error of judgment or physical disability would result in his immediate dismissal by the airline.

Although almost all pilots are members of an association, certainly I am not suggesting that architects form what amounts to a union. However, I am suggesting that we take steps to see to it that membership in The Institute becomes so synonymous with professional ability that the public will consider this membership an automatic assurance of competence. One way this could be brought about would be for us to become our own severest critics, not only in the field of design but, as

importantly, in the fields of our relationships with our clients and with other components of the building industry. If we would police our own ranks and either upgrade or eliminate careless or ineffective practitioners, the Institute would mean more to the profession as a whole and to the public in general.

Another approach is by rigid adherence to our mandatory standards of professional ethics. Unfortunately all of us can cite jobs lost to the unethical practitioner. But all we lost was a job. Although it may have been bread and butter at the time, the loss was insignificant compared with the loss of our self-respect and dignity which would have been gone had we stooped to the level of the competition. You can't eat ethics, but by the same token you can't buy the esteem of your fellow citizens. Fortunately most of us can cite other jobs we were given in spite of the unethical practitioner and because of the reputation we maintained.

If all of us will give our best to every job we do and maintain our professional dignity and ethical practice, in time we will establish the initials "AIA" in the public mind as an assurance of professional competence and dependability.

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

## PAN AMERICAN ARCHITECTURE

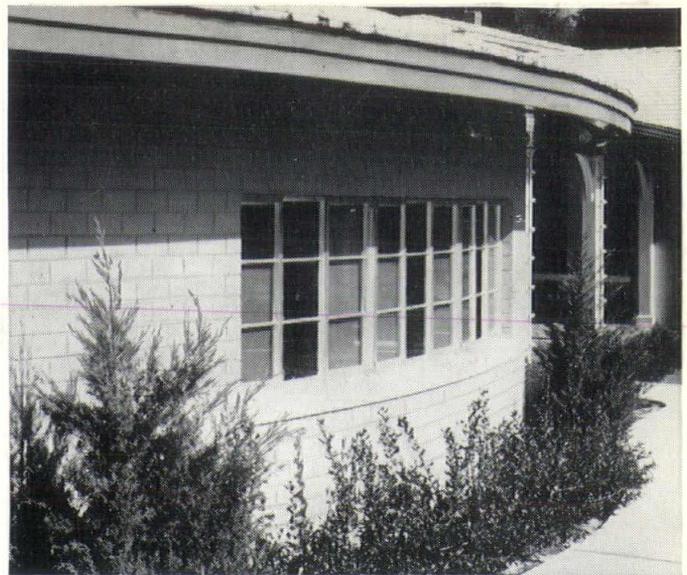
In coming months, we have plans here at the journal to begin a series of editorial presentations of design projects received from our architect friends in parts of Central and South America. Because of our geographical location, plus the interesting opportunity to give our readers a little of the design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

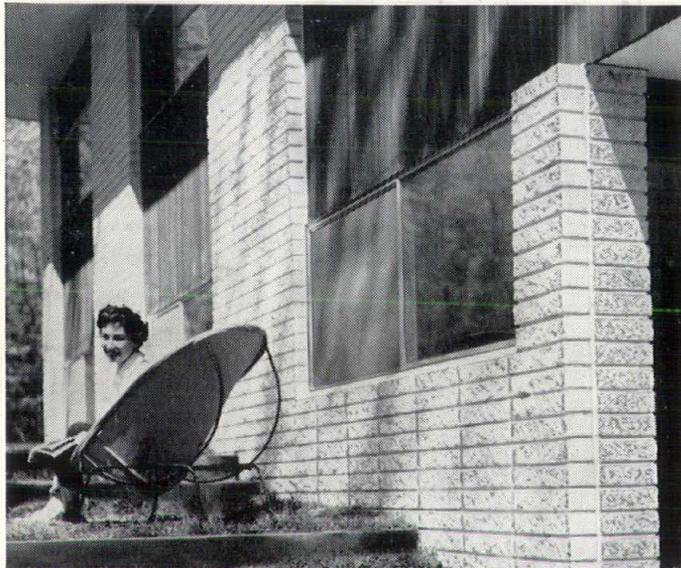
Obviously any comment from our individual readers, on this and other subjects is always helpful and certainly invited.—THE EDITORS



*Living concrete in integrally colored 2"-high split block*



*Painted 4"-high units. Another of concrete masonry's many new forms*



*Coarse-textured units in stacked bond for design interest*



*Raked horizontal joints add dramatic shadow lines to fireplace*

## Masonry patterns that bring new charm for today's homes...

More and more builders are discovering the sales appeal of modern concrete masonry.

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

And because *living concrete* is so beautifully suited to any region, any style of home, you find it used by builders everywhere—from California



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

**PORTLAND CEMENT ASSOCIATION** 611 Gravier Street, New Orleans 12, Louisiana

*A national organization to improve and extend the uses of concrete*