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Alabama

Student Awards

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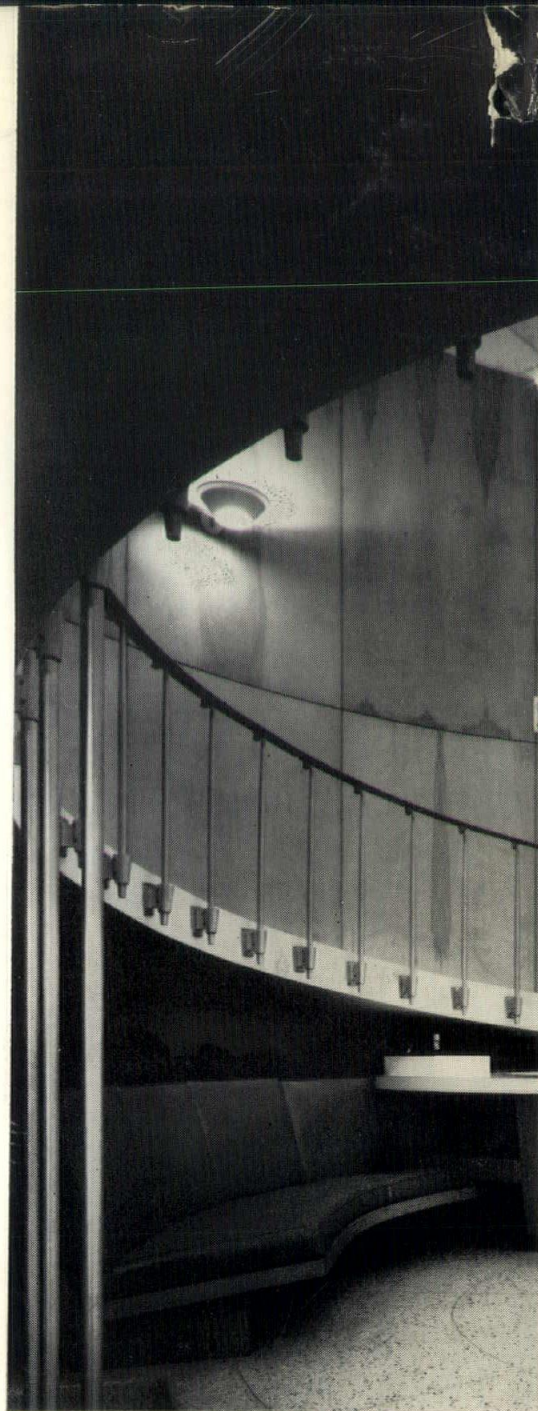
AIA Chapter In Action

Louisiana

WIC Group Meets

Alabama

Appoints Watchdog Group



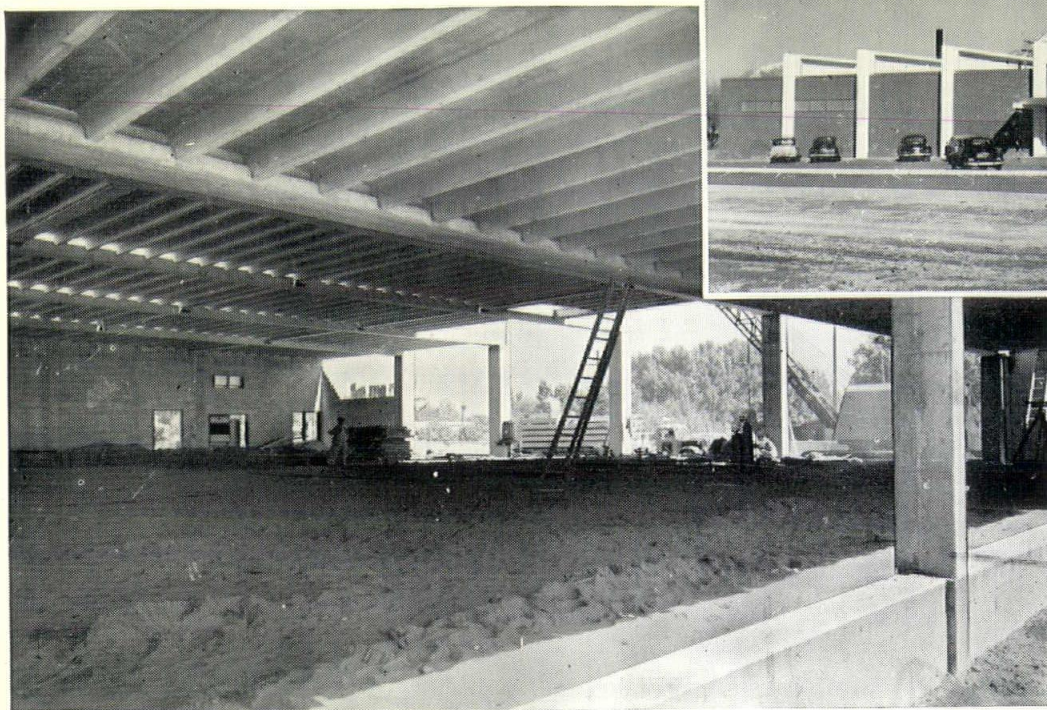
G U L F S T A T E S

June, 1960

architect

builder

THE JOURNAL OF SOUTHERN ARCHITECTURE



Above: Front and side view of the nearly completed Safeway Store built in Midvale, Utah.

Left: Interior of the store showing precast concrete channel roof slabs placed on lower flange of the main prestressed concrete roof beams.

Architect, Wm. J. Monroe, Jr., Salt Lake City; Contractor, Ragnar-Benson, Inc., Chicago.

Super Mart's 108 ft. clear span made possible by Precast, Prestressed Concrete Beams

The Safeway Store Building in Midvale, Utah, obtained a clear floor area 108' wide by 130' deep through the use of only five precast, prestressed concrete beams. The beams, cast on the job site, were placed to give a 16' space above the finished floor in the main store area.

The roof required about 13,500 sq. ft. of precast concrete channel slabs with conventional reinforcement. These channels, 2' wide with 10" legs, were placed on the lower flanges of the main prestressed beams. This allowed the prestressed concrete beams to stand boldly above the finished roof line to produce a dramatic architectural effect.

Structures designed to utilize precast and prestressed units can be built for any usage and to con-

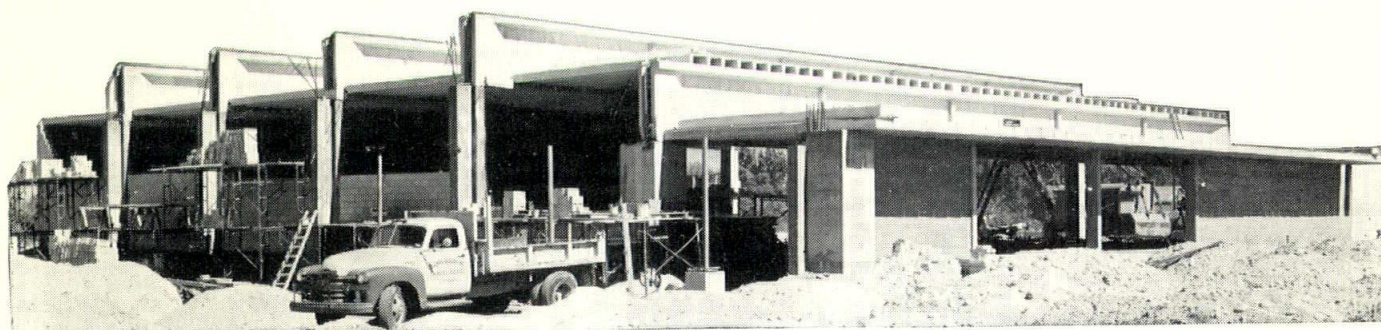
form with any applicable local building codes. Like all concrete structures they offer many advantages: great strength, extra long life, very low maintenance cost and true *low-annual-cost* service. In addition, such structures provide great resistance to destructive natural forces such as storms, decay, termites and especially fire.

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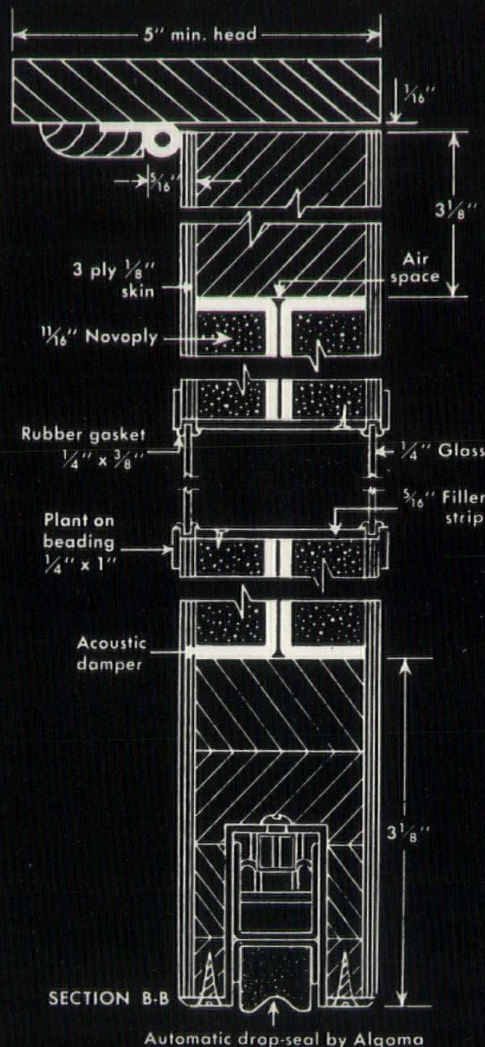
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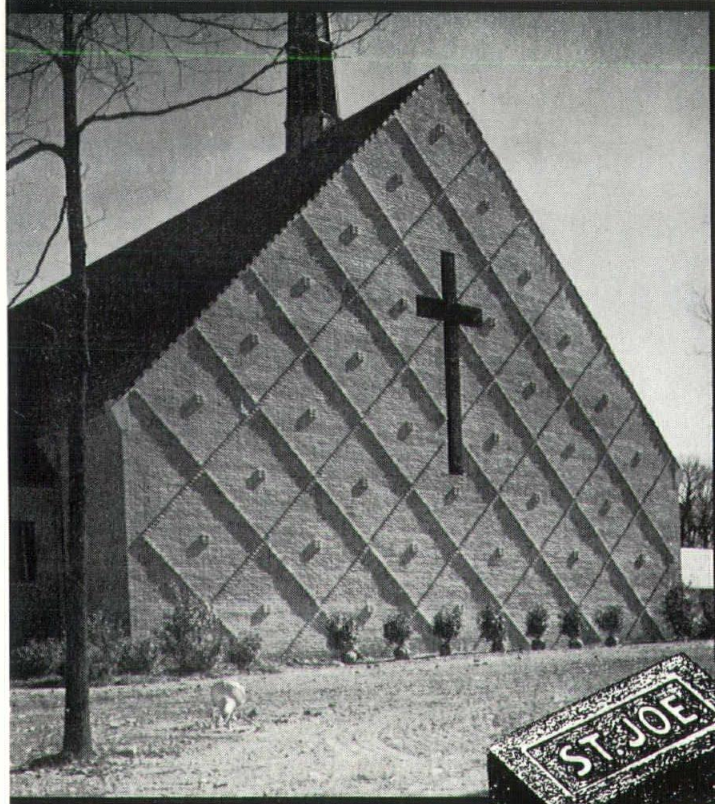


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and allied members of the building industry
in the Deep South.

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THE OFFICIAL JOURNAL
GULF STATES REGION
AMERICAN INSTITUTE OF ARCHITECTS

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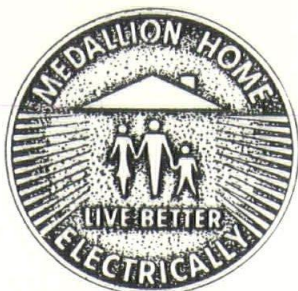
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The Gulf States Architect and Builder is published monthly at New Orleans, Louisiana by Delta Publications, Inc. It serves as the official Journal Gulf States Region, American Institute of Architects. Statements by its editors or contributors of Editorial Material are not necessarily the views of the Gulf States Region 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 publisher, 833 Howard Avenue, New Orleans, Louisiana.

COVER

*New CLECO Building in Pineville, La. Designed by
Roberts & Barksdale. Photos by Frank Lotz Miller.*

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

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L E T T E R S

• As Mr. Voltaire said, "All things happen for the best in the best of all possible worlds, and since this is the best of all possible worlds, all things happen for the best." I am delighted that you are back in New Orleans with the magazine which I too have some feeling of kinship and feel that with this renewed attempt and second wind things will go along in great shape.

I haven't been called on to do much advising which is a doubtful attribute, but, nevertheless, if I can be of any help or assistance to you, I shall always welcome the opportunity. So holler long and loud and if nothing else we can cry together . . ."

John H. Pritchard, F.A.I.A.
Tunica, Mississippi

• • • • •

• Following up our telephone conversation, we are pleased to say you may count on the help and cooperation of Executone Systems Company of La., Inc. in your Architect-Builder magazine.

We . . . commit ourselves to 3 full pages of advertising during the 1960 calendar year.

You may contact us at your convenience to work out details of the insertion dates and copy which will most probably be in the nature of a full page ad . . . we certainly wish you every success and are anxiously looking forward to seeing the Architect-Builder.

E. V. Macon
Executone Systems Company

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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.

MEMPHIS CHAPTER

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

August 3
September 14
October 5
November 2
December 7

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

MIDDLE TENNESSEE

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

SHREVEPORT CHAPTER

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

Letter From the Publisher

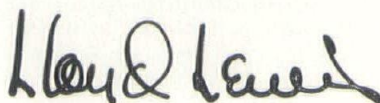
Of economic necessity this publication has had a forced leave of absence from its audience. It is indeed good to be back. What began as a very modest venture in the mind of your editor in mid-1956 within a three year period had become one of the best recognized regional architectural publications in the country. Unfortunate circumstances prompted this absence from its loyal readers.

This absence however, gave your editor a chance to become rather objective in his thinking regarding the real purpose of a publication of this kind. It gave him an opportunity to measure the degree of interest, the degree of friendship that the journal had created within the framework of its audience. This "time-off" period also has brought very forcefully to his mind that it is now time that this publication must take some positive editorial position . . . for the good things that affect the practice of architecture and the construction industry in general and against those that would seem to destroy its best interests. In saying this we mean to express a feeling that a passive editorial attitude is of no value to anyone. When we speak of an editorial "attitude" we speak in terms of the general "character" of the publication rather than the contents of an individual "editorial" page. And finally this is to say that in the words of some of our friends, "there are a lot of fine things that we can talk about, and at the same time an awful lot of bad things that we need to discuss."

Your AIA Gulf States Region has appointed an editorial advisory board as editorial liaison to this publication. Each of these individuals named are men who represent the finest thinking as a group. This obviously is not to say that they are unique in this quality, however they come to us as appointments by the Regional Council and their chief aim in their relationship to this effort is solely in the role of doing something for the best interest of architecture in our area of service. Their time and their interest in the journal is contributed as a part of their service to the profession.

Within the next few weeks, it will become the responsibility of this group to analyze the proposed editorial aims of this publication and to place its stamp of approval upon a course that will be set. We believe in the meantime that for those architects within our "voice" it is now time for you to "speak up" and tell us how you as an individual architect measure the efforts of this journal. We need frank opinions from which some sensible "course" can be set. Your letters are invited.

Most cordially,



Coatings Firm Opens N. O. Office

Architectural Surfacing, Inc., Memphis, Tennessee has announced the opening of its new office at 325 International Trade Mart in New Orleans. The new office will be under the direction of William Foster Smith, chemical engineer, and vice president of the firm.

According to Joseph Peeples, president of the company, the new office is a part of the company's growth in the field of architectural coatings. Founded in 1956 the company specializes in the technical application of plastic coatings, and maintains a staff of qualified field applicators especially trained in the techniques of coatings application. The company maintains a special service to architects and engineers in supplying related technical information in this field.

A native of Jefferson City, Missouri, Smith is a graduate of Tulane University in chemical engineering. He is a veteran of the air force during the Korean Conflict, and a former member of a firm of consulting engineers. In addition to his membership in the American Institute of Chemical Engineers, he also holds membership in the American Chemical Society, the International House in New Orleans, and the Air Force Association.

Peeples is a native of Memphis, Tennessee; a graduate of Memphis State University and Georgetown University. He served in World War II in the U. S. Army Special Services and the U. S. Marine Corps, during the Korean Conflict. Peeples was also associated with the Union Planters National Bank in Memphis, and the Press Department, United Nations, in New York City. Beginning his interest in the coatings field six years ago, he worked in cooperation with leading architects and engineers throughout the eastern states.

Headquarters for the company is located at 2627 Broad Avenue, in Memphis.

Shaw Elected To New Post

William P. Shaw has been elected president of the Jefferson County (Alabama) Association of Architects.

Other officers elected to serve with him are, Paul M. Speake, vice president and James Mitchell, secretary-treasurer.

The new president is a former president of the Alabama Chapter and a past president of the Episcopal Churchman's Association of Alabama. He succeeds Evan M. Terry.

Prince Heads Mobile Group

Arthur Prince has been elected president of the Mobile (Ala.) Association of Architects according to a recent announcement.

Other officers are, Ed Baumhauer, vice president; Dewey Crowder, secretary; Cham Flock, treasurer.

The group is engaged in a public relations program within the general area of Mobile and it plans four TV programs over a local commercial station which will display all phases of the building industry.

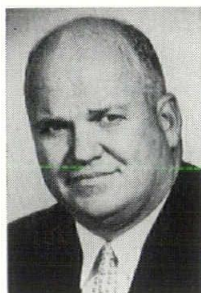
Master Builders Appoint Whatley

Paul M. Whatley has been appointed to the position of branch office manager in Birmingham, Alabama for The Master Builders Company, according to company president Stephen W. Benedict.

Benedict said that increased sales and field engineering activities in its Alabama territory resulted in a major expansion for the company.

Since joining Master Builders in 1955, Whatley has worked closely with architects, engineers, contractors, and ready-mixed concrete producers in the design and use of technical treatments for concrete, mortar and floor surfaces.

Prior to joining Master Builders, he served with the sales division of the T. T. Wilson Company of Chattanooga, Tennessee.



Whatley

Brick and Tile Group Meets

The fourth annual meeting of the Mississippi-Louisiana Brick and Tile Manufacturers Association was held at the Edgewater Gulf Hotel, Edgewater Park, Mississippi, June 2, 3 and 4.

Raymond Birchett, AIA, president of the Mississippi Chapter, American Institute of Architects was a principal speaker along with Jack Clark of the Structural Clay products Institute; Gil Robinson and Bob Taylor.

Other speakers included Thomas Sutter and J. W. Underwood.

Manitou Manufacturing Names Van Meter

Floyd Van Meter, Jr., has been named General Sales Manager of Manitou Manufacturing Company, of Houston, fabricators of aluminum door frames and entrance units.

Manitou Manufacturing Company is a new Houston firm located at 5723 Green Ash which plans to produce and market the entrance units from Houston.

Van Meter will direct the national sales program for Manitou.

He formerly was general manager for the Overhead Door Co. of Houston, Inc. Prior to that, Van Meter was associated with Pierce Enterprises, in Dallas, manufacturers of garage doors and disappearing stairways; New Castle Products Co., manufacturers of Modernfold doors; and headed the Van Meter Sales Co., of Lafayette, Ind., distributors of building specialties.

Zonolite Appoints Dabney

John D. Dabney, 29, has been named sales representative in northern Alabama for Zonolite Company, Chicago.

Dabney, who majored in building construction at Auburn, has previously been a draftsman for Rust Engineering Co. and Usco Power Equipment Corp., both of Birmingham, and a sales representative for Roberts Equipment Company.

He will service architects, contractors, and building material dealers on the company's line of insulations, lightweight aggregates, and acoustical products.

Josam Appoints Ryan

Josam Mfg. Co. has announced the appointment of John S. Ryan as Southeast Regional Manager. He will make his headquarters at 10440 N. Miami Avenue, Miami Shore, Florida.

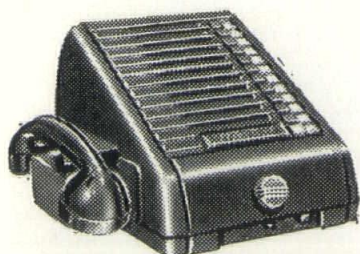
Long active in the plumbing field, Ryan was formerly associated with Servel, Inc. where he became a sales specialist and interested in sales training and sales promotion. He also served as district manager for this company in the New England territory followed by his appointment as vice president and manager of the Miami district for Servel appliances.

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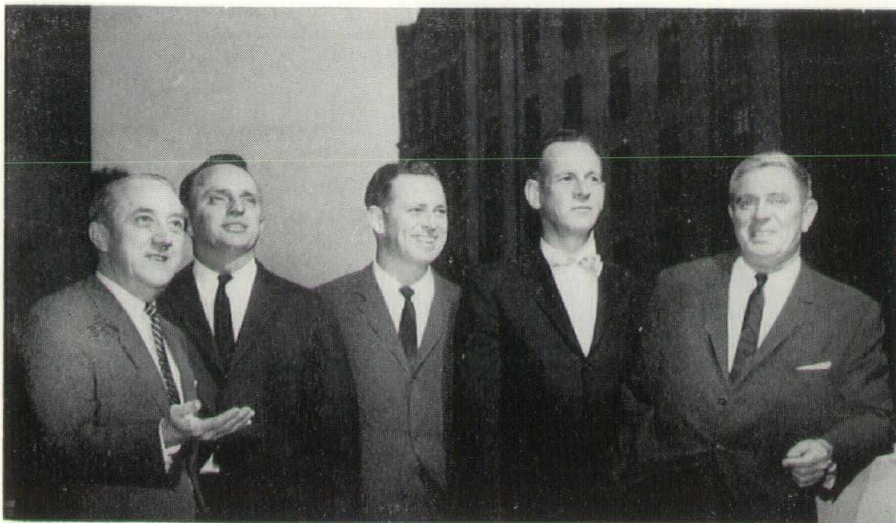
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are decorative
structural and
maintenance free

MISSISSIPPI-LOUISIANA BRICK & TILE MANUFACTURERS ASSOCIATION

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Photography by FRANK LOTZ MILLER



Nashville, Tennessee architects, review the skyline of their city with the president of the AIA. From left they are, Donald Steinbaugh, Robert B. Rodgers, Charles Wheeler, Philip Will, national AIA president, and John E. Harwood. (See story on page 12).

Alabama Students Receive Awards

Student architecture awards presented to students with outstanding overall records have been announced at Auburn.

Awarded the Chandler C. Yonge scholarships because of their outstanding scholarship and ability in design were, Tom Valentine, Mansfield, Louisiana, a sophomore; and Wilbur Pearson, Jr., Columbus, Mississippi, a junior.

Other recipients were James H. Johnston, Columbus, Georgia, the Alpha Rho Chi award; Charles C. Moroney, Natchez, Mississippi, first-place AIA award; and Eduardo Alvarado, Almirante, Panama, second-place AIA award.

In other honor programs, Foster Carlisle Towery, Alexander City, Alabama was awarded First Place in the Alabama Chapter Scholarship Competition. The project was the design of an alcoholic rehabilitation for Alabama. Letters of recommendation were presented to Gilford Robson Smith, Troy, Alabama, and to Stacy Earl Simmons, Kosciusko, Mississippi, first and second alternates respectively.

Jury of award members included, architects James Adams and William L. Williams of Birmingham and John P. Shaffer of Montgomery. Representing the chapter's education committee, co-Chairman Lawrence S. Whitten, Arch R. Winter and James Adams presented the scholarships.

The book award for excellence in History of Architecture was presented to Foster Carlisle Towery; and the Senior Decor Award to Sharon Murphy of Birmingham, for outstanding work in Interior Design.

Alabama Group Features Exhibit

The Montgomery (Alabama) Association of Architects and the Montgomery Museum of Fine Arts joined together in February and presented an exhibit entitled "100 Years of American Architecture."

The exhibit featured a photographic survey, circulated nationally by the Smithsonian Institution Traveling Exhibition Service showing development of a distinctive American Architecture. Also included in the exhibition were recent works of the members of the Montgomery Association and student projects from the School of Architecture at Auburn University. Donald Horton, Executive Director of the Alabama chapter said the exhibition was a success.

SARA Group Formed In La.

Ronald Couvillon, Baton Rouge architect is the first president of the newly organized Louisiana Chapter of the Society of American Registered Architects, according to a recent announcement.

According to the announcement by Mr. Couvillon, membership in the organization is drawn from the "state registered architects" in Louisiana. There are approximately 450 registered architects in Louisiana.

Couvillon said the purpose of the chapter is to unify Louisiana architects into one group. He said the Louisiana group joins the national SARA in helping promulgate the aims of the profession and improving architectural education.

Other charter officers include Leonard

M. Short, Metairie, Louisiana, vice president; Paul F. Thompson, Lake Charles, vice president; Thomas D. Miller, Baton Rouge, treasurer; W. F. Bowen, Lafayette, director; Roy Rackley, Alexandria, director; and Lionel Abshire, Baton Rouge, director.

Architects Appoint Watchdog Group

The Alabama Chapter, AIA is casting a watchful eye toward proposed procedures of the State Building Commission (Alabama) in its handling of the \$100 million bond issue for school construction.

According to the Chapter's Newsletter of April, chapter president Allen Northington has appointed a "watchdog committee" from the chapter and "whose only interest was in securing the best and most economical school building program for the state."

Named to the committee were, Northington, John Carey, Clyde Pearson, Donald Horton, Renis Jones, Paul Speake and Evan Terry.

The committee was appointed at a meeting of the chapter in Mobile.

In other matters presented to the meeting, a resolution drawn up by a "committee on separate chapters" and calling for the formation of three separate branches for the state chapter failed to pass by a necessary majority.

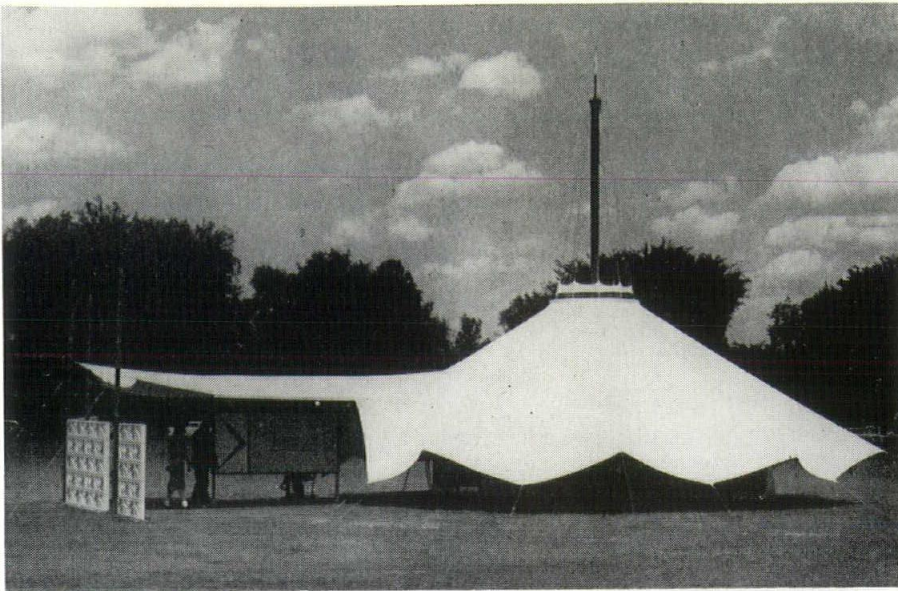
Samuel Wilson, Jr., New Orleans architect told the Mobile meeting that architects could give old buildings a new life and a new reason for being. He urged the preservation of the historic Alabama heritage by finding new uses for old structures which are worth preserving. Wilson also presented a series of slides covering early buildings and city planning in Mobile, Biloxi and New Orleans.

Regional director, Clinton E. Brush, III, Nashville discussed the "New Structure of the Institute" before a luncheon meeting. He also pointed to the increasing liability of the architect for the "whole job" and said that architects were being maligned in a viscous practice of lawsuits being higher and higher.

Stone Comments On Modern Design

Writing in the New York Times, Edward D. Stone, New York architect and a native of Arkansas says that our democracy now seems capable of producing almost anything except beauty; he says this is the one thing we seem unable to afford . . . that primarily we have "abandoned beauty" in our modern architecture . . . devoid of the "native charm and grace that characterize this country's earlier history."

AIA Chapter In Action



Complete exhibit structure designed and built by members of the Middle Tennessee Chapter, AIA, Nashville, in connection with the Nashville Arts Council's Festival held recently. The unit housed various architectural exhibits prepared by member architects.

Middle Tennessee AIA Builds Active Civic Interest

A combination of good leadership, and planning, coupled with an organized and sincere interest in civic affairs is paying off for the Middle Tennessee Chapter AIA in good public relations for the architect and his profession.

In 1957 a small group of Nashville civic leaders formed a committee to set up the Nashville Arts Council. The Council is composed of the city's principal creative and cultural groups, and shortly after its founding the Middle Tennessee Chapter officially became a member. In addition to encouraging and organizing the efforts of its organizational members, the Council sponsors an Annual Arts Festival of considerable scope.

The 1960 Festival was held for an entire week in early May, and the AIA chapter played a prominent role in the event. In each of the previous annual festivals, the Chapter has mounted an exhibit showing local work of the architects, sheltered by a rented tent, however the 1960 program for the architects was enlarged considerably. Not only did they increase their exhibits which included renderings, models and photos of finished work, but a chapter committee went to work and designed their own "Pavillion" to house their exhibit.

The "housing committee" headed by Charles W. Waterfield, Jr. and including James W. Rich, Neil Bass, John N.

Badger, and Boyd Bogle III, came up with a conical parasol constructed with open gridwork of masking tape, steel center pole and covering with sprayed-on plastic "Cocoon." The pavillion was designed as an integral part of the total display program to demonstrate graphi-

cally the nature of architectural space and the ability of contemporary architects to use recently developed materials in creating structures adaptable to unusual requirements.

In addition to local work, several projects from the National Honor Awards program of the AIA were also presented.

Just to make sure that the Nashville Community became fully aware of the architect, the chapter officials presented Philip Will, Jr., national president of the Institute for two days during the Festival Week. Will appeared on television, radio and spoke to a Chapter meeting which was attended by over 150 people. Of the group attending the meeting, approximately 100 were civic financial, and government leaders.

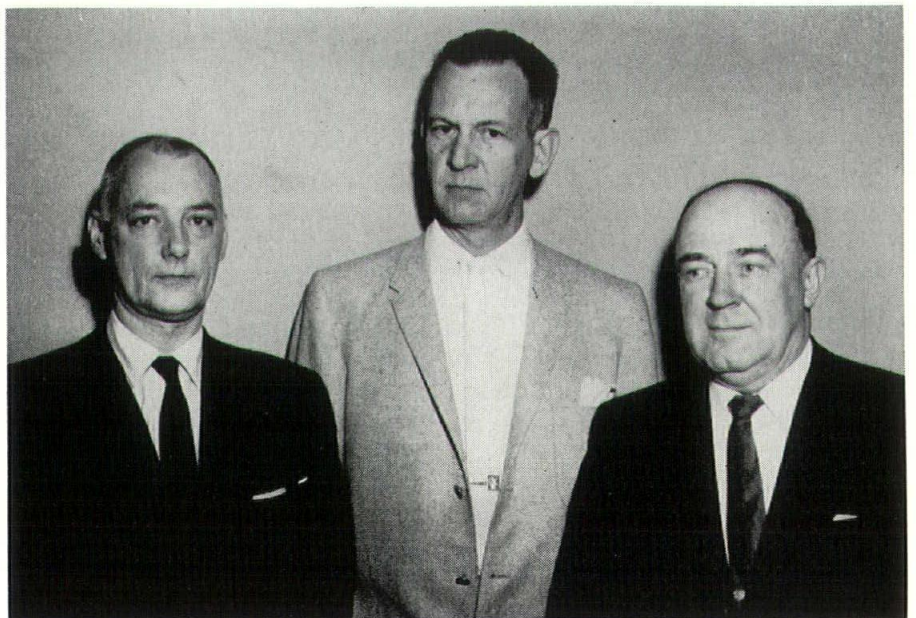
Total result of good planning and execution by the Middle Tennessee Chapter was an abundance of good public recognition for the architect and his work within the community.

Why Architects Succeed

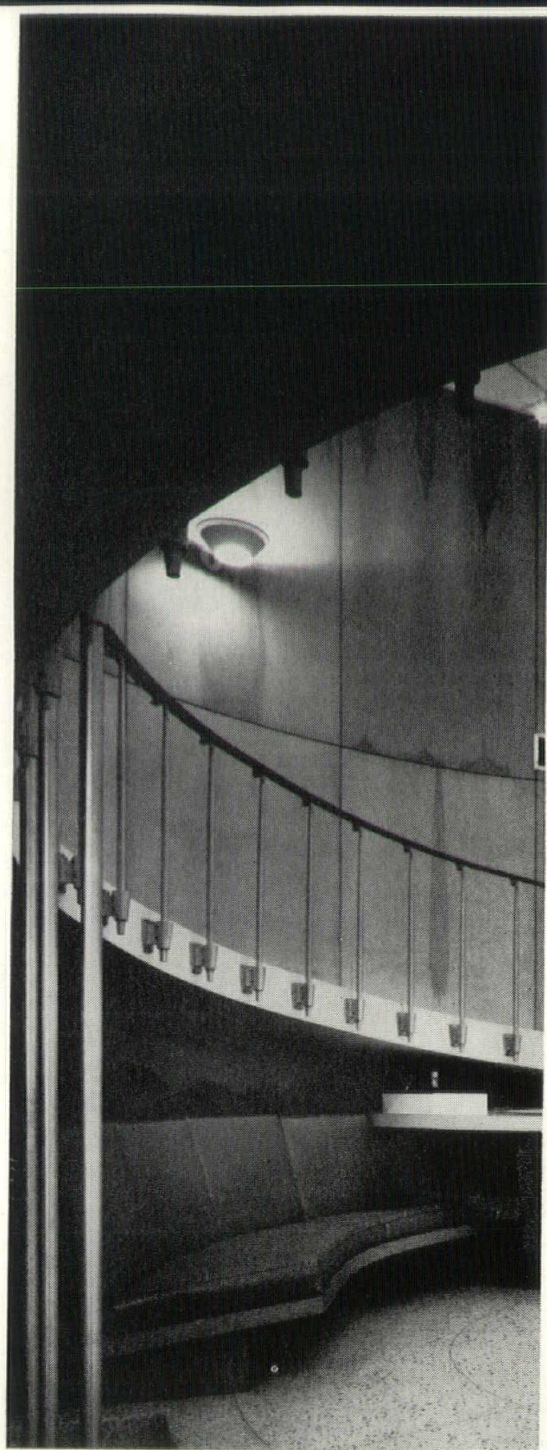
An investment banking executive states that his company has determined that only two characteristics of an architectural and building firm are indicative of success.

Sidney Feuchtwanger, president of Commercial Discount Corporation said that it has taken his company close to a

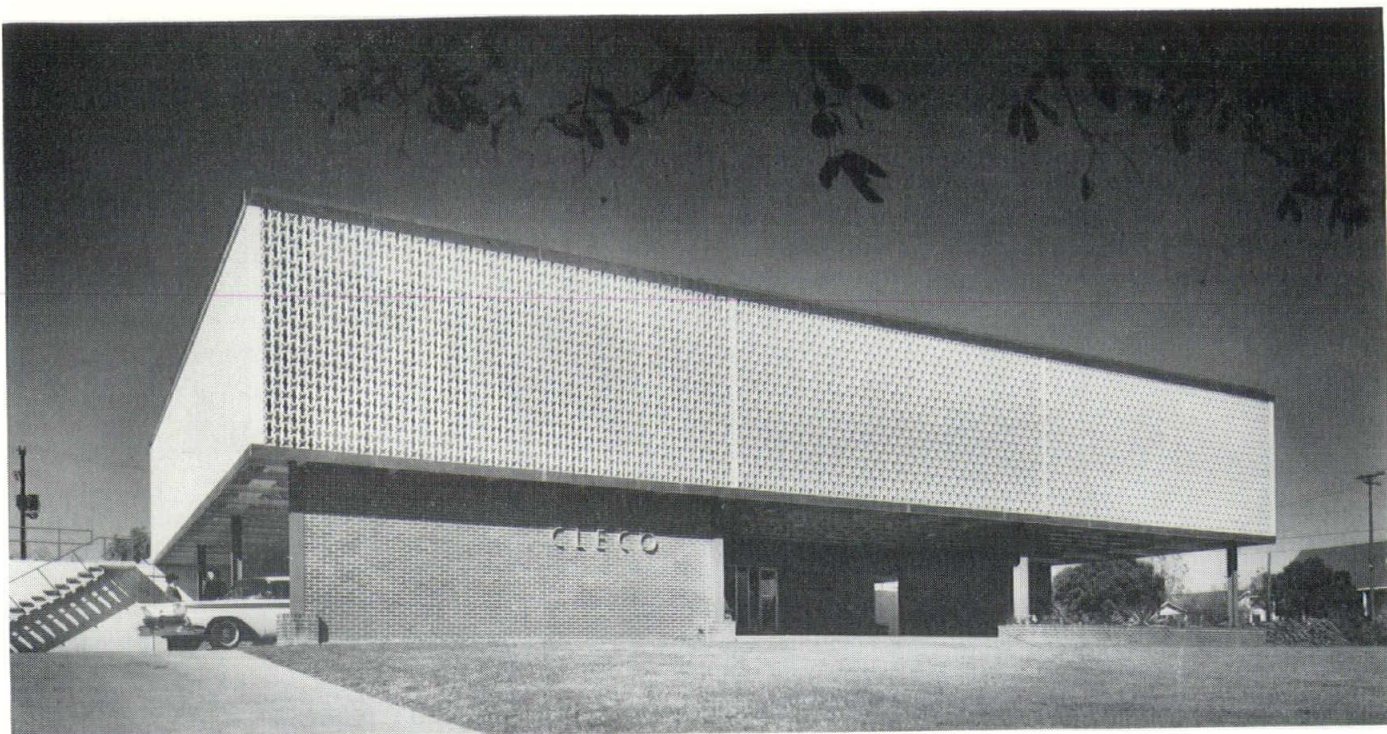
(Continued on Page 25)



Clinton E. Brush, III, Nashville, Regional Director, Gulf States District, AIA; Philip Will, National AIA president; and Clinton Parrent, AIA, pictured during Will's visit to the Nashville Arts Festival.



The architect's honest use of an irregular building site provides this client with an attractive, and functional office building used by a growing public utility firm in Central Louisiana.



Irregular Site Provides Functional Split-Level

The design of the new building for the Central Louisiana Electric Company in Pineville, Louisiana the Alexandria firm of Roberts & Barksdale worked around a site featuring natural split-level characteristics.

The client was a rapidly expanding statewide electric company offering related but separate services to the public, and because of this some separation of its administrative functions were required.

The site was a parcel of ground composed of a natural hill, the front portion of which had been cut down to street level by the previous owner.

The design of the building was established by using, to a maximum advantage, the existing split level site. In as much as the building was to house all the executive offices, maximum office efficiency was of utmost importance. Inclement Louisiana weather required sheltered parking — a necessity rather than a luxury — thus the office area was raised. The rear of the building was placed on the hill and the front on stilts, forming a natural

sheltered area on the lower level. The lower level was then a natural shelter for executive parking, loading and unloading, meeting room (for both company and community meetings which required a direct outside entrance for the public), and a screening or receptionist lobby. A circular cantilevered, reinforced concrete ramp spirals to the second level and terminates at the entrance of an enclosed patio. The patio forms a central core utilized for several functions of the office — a waiting area, relaxation as a coffee area for employees and visitors, and offers areas for conversation or minor conferences. This central core was encircled by a secretarial corridor which, in turn, was enveloped by the executive offices, board room, etc. From the economical, functional, and aesthetic point of view, the building was constructed without closets. Freestanding circular costumed cylinders, of oiled walnut, placed strategically in the secretarial corridor, allowed the omission of built-in closets. Exterior curtain walls of glass around the perimeter of the second level are surrounded

by a solar tile shell. This protects the inhabitants from the extreme heat and glare of the Louisiana sun. Not only does this add to the transparency and spaciousness of the building, but also helps release any psychological tension of employees. The shell then allowed omission of any unsightly "electric signs" for building identification. Night time advertising (by use of the company's own electricity in the offices around the perimeter) automatically speaks for itself. Basic construction details include the use of a steel frame, bar joists, lightweight concrete and reinforced concrete.

Exterior walls are of window-wall construction with solar tile and eight inch brick.

Interior partitions use gypsum board wood paneling and brick.

Floors are terrazzo, vinyl tile, ceramic tile and Tennessee crab orchard stone.

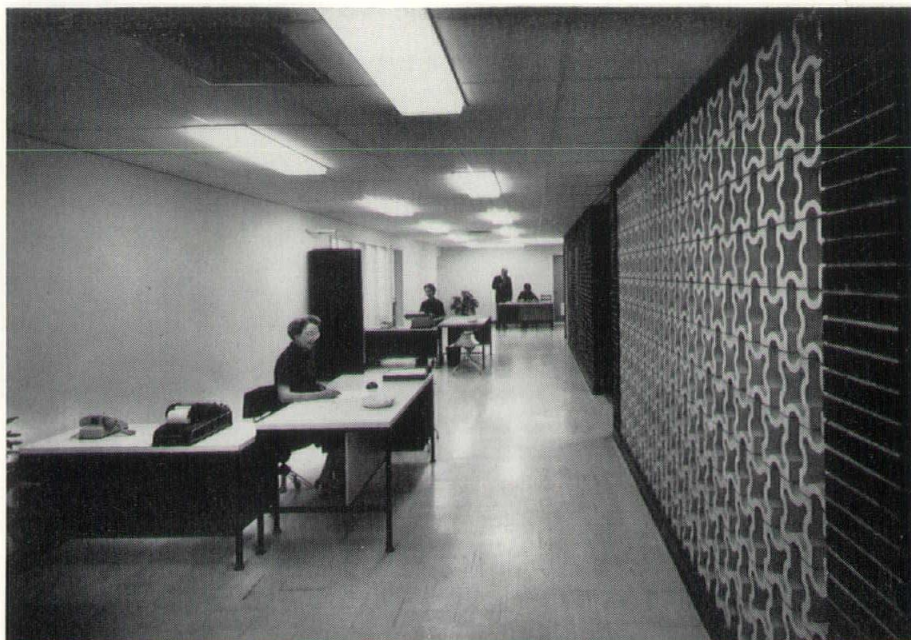
Ceilings feature luminous ceiling and fiberglass panels.

Tudor Construction Company of Alexandria was general Contractor.

Photography by Frank Lotz Miller — New Orleans.

Photographs on this page reflect the character of the interior of the CLECO building in Pineville.

Top photo shows one section of an administrative function adjacent to private office facilities. The area on this side of the building is separated from a central lounge (see next photo) and reception area by a masonry grill. The masonry grill pattern brings the exterior sun-screen image into the core of the working area which gives a feeling of relationship with the exterior wall surfaces.



The center photograph shows an attractive, roomy reception area for use by employees and also for special community functions — a good public relations facility for building community interest in the client's product and services. The area also serves as a joint waiting and reception area to serve each of the four administrative sections on the outside perimeter. A special kitchen facility adjoins the lobby and reception area for the use of employees and community groups.



The lower photo shows a typical private office featuring maximum privacy combined with ample natural light through exterior glass walls protected from a Southern sun by clay masonry screen.



Philip Will Visits Chapter

Philip Will, Jr., president of the American Institute of Architects told Nashville, Tennessee architects and business leaders recently that the nation faces a massive planning job to meet the demands of urbanization.

Appearing before a luncheon meeting sponsored by the Nashville chapter AIA, Will said cities are for people and should be built for them and not machines.

Calling it "fantastic in scope," Will said that the future demands the cooperation of city planners, architects, political bodies and engineers.

One of the serious problems he cited was the rural domination of political bodies. He called urbanites a "disfranchised group" of 100 million people.

"The real space age problem is space on earth," Will said.

Elbridge White, chapter president, and Clinton E. Brush, Gulf States Regional Director introduced the speaker.

Will is a member of the Chicago firm of Perkins & Will.

Prestressed Concrete Convention Planned

Program plans for the forthcoming 6th Annual Convention of the Prestressed Concrete Institute, September 27 through 30, 1960, at the Statler-Hilton Hotel in New York City, have been completed, it was announced today by Randall M. DuBois, president.

Utilizing the theme: "Prestressed Concrete, Key to Creative Architecture and Imaginative Engineering," the convention will be primarily a three-day workshop designed to present new techniques and methods in this over \$300 million industry.

The convention is open to all members of the Institute, architects, engineers, manufacturers of material and equipment, and students. The program will include general sessions of interest to all attending plus special sessions directed primarily to producers and engineers.

This 6th Annual Convention is under the co-chairmanship of Charles B. Kiesel, vice president, Raymond International, Inc. and Edward Schechter, president, Stressteel Corporation.

Alabama AIA Names Director

Donald L. Horton, a Montgomery architect has been named Executive Director of the Alabama Chapter of the American Institute of Architects.

The announcement of his appointment was made by Allen Northington, president of the chapter.

Horton has been in private practice as an architect in Montgomery since 1954. Prior to 1954 he was associated with the Montgomery architectural firm of Pearson, Tittle and Narrows. A graduate of the Penn State School of Architecture, he attained the rank of Captain while serving as a squadron navigator with the 15th Air Force during World War II.

In 1955 he received a Merit Award from the Gulf States Region, AIA, and in 1957 he received a First Honor Award for the design of a doctors' office building in Montgomery.

In accepting his new position, Horton called for cooperation from all members of the AIA in making the state chapter "some new highs in accomplishment."

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AIA Journalism Awards Made

George McCue, of the St. Louis Post-Dispatch, and Grady Clay, writing in Horizon Magazine, are winners of the twin \$500 first prizes in The American Institute of Architects' Seventh Annual Journalism Awards Competition.

Mr. McCue won first prize in the newspaper class for the second year in a row for a critical article on architecture in the Post-Dispatch's art and music section. Mr. Clay, real estate editor of the Louisville Courier Journal, was awarded first prize in the magazine competition for an article in Horizon titled "Metropolis Regained."

Second prize of \$250 each went to James Britton, writing in San Diego and Point magazine for an article entitled "Downtown Tomorrow," concerning the development of downtown San Diego, and Brooks Martin, AIA, for an article in La Prensa, a Spanish-English newspaper in San Antonio, Texas, for a story titled "Raising the Roof," which discussed the



New Orleans architect, Solis Seiferth, right, being interviewed for a local radio program in San Francisco during the recent AIA National Convention. Seiferth is immediate past president of the New Orleans Chapter. Shown with Seiferth is a representative of the Formica Corporation.

lift-slab method of building construction.

The AIA Journalism Awards Jury also awarded Certificates of Merit to: Time magazine, for the excellence of a continu-

ing series of articles on architectural subjects; The Nation magazine, for the excellence of a series of articles on architecture by several authors, and Robert J. Lewis, real estate editor of The Washington Star, for the excellence of a series of articles which have played a creative role in urban renewal activity in Washington.

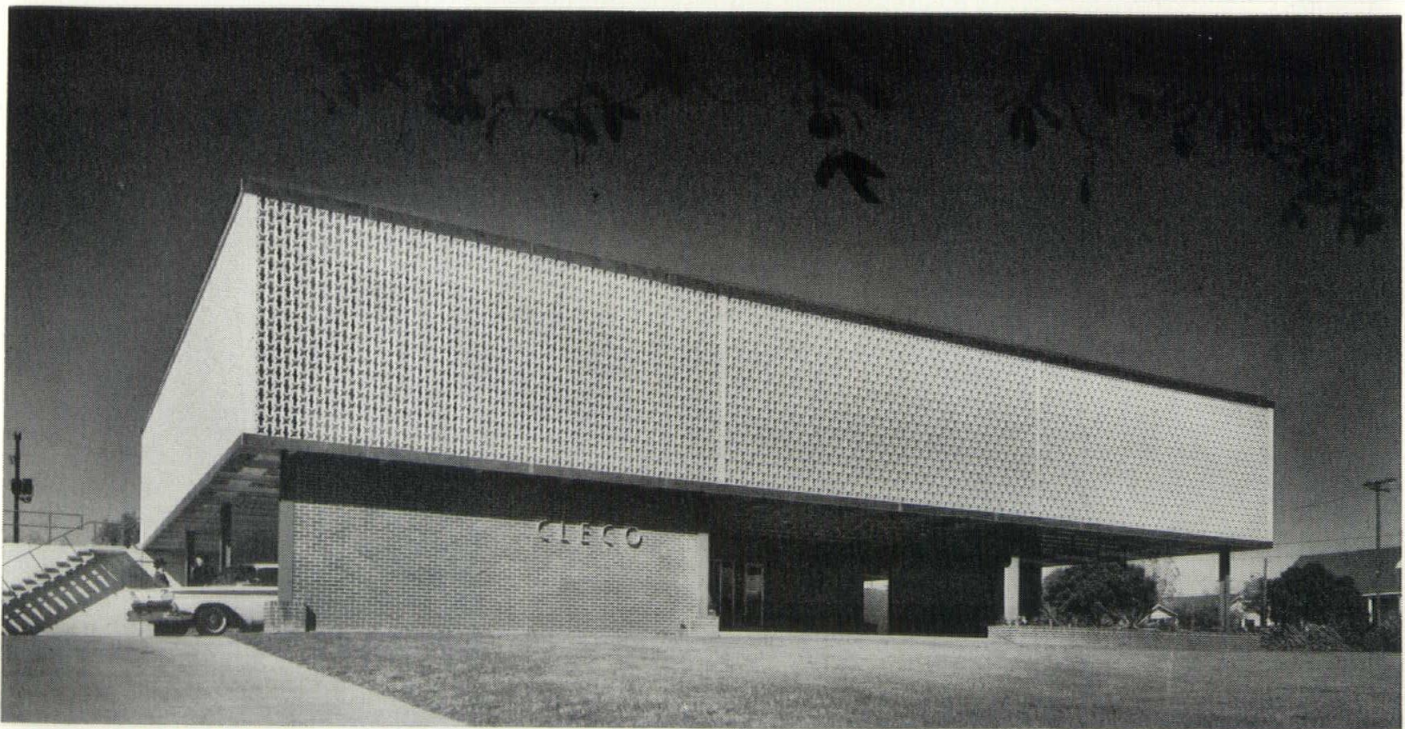
Serving on the Award Jury were Thomas H. Creighton, FAIA, Editor, Progressive Architecture, Joseph Watterson, AIA, Editor, The AIA Journal and Ken Simendinger, a former staff reporter of the Washington, D. C. Daily News, and now with Henry J. Kaufman & Associates.

The Jury made the following comments on their choice:

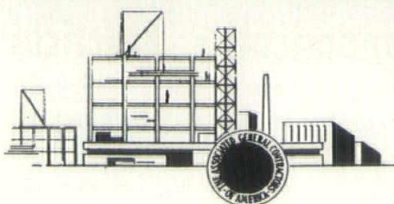
"The broad scope of the material submitted for this competition, both in the magazine and newspaper competitions, was impressive.

"We chose Mr. Clay's article in the July, 1959, issue of Horizon on 'Metropolis Regained' because it stood out as a thoughtful, well-written article on the future of the American city which man-

(Continued on Page 23)



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Officials of a Conference of Women in Construction held in New Orleans May 21, include from left: Mrs. Carolyn Sanchez, president, Baton Rouge, La. chapter; Mrs. Mary Greer, president, Shreveport chapter and national chairman public relations; Mrs. Viola Brown, Little Rock, Arkansas, first national vice president; Miss Peggy LeBlanc, Baton Rouge, second national vice president; Mrs. Rita Figenschue, president, New Orleans chapter; Mrs. Lucille Holman, Corpus Christi, Texas, past national president; Mrs. Pat Bess, president, Monroe chapter; and Mrs. Steve Newman, conference committee chairman.

Louisiana WIC Meeting Held

A conference of the Louisiana chapter, Women In Construction was held May 21 at the Monteleone Hotel in New Orleans. The meeting was the first of its kind held by the newly formed group

comprised of five individual chapters within the state.

Women in Construction is an organization whose membership is made up of employees or owners of business affiliated with the construction industry and restricted, quite naturally to the female sex.

According to a brochure published by

the the national office of the group located in Ft. Worth, Texas, the organization first began its activities with a meeting in September of 1953 at which time ninety Ft. Worth women, engaged in some phase of the construction business applied for membership in the then, local group.


Since that date the "urge to join" has affected women in five additional states, and, according to the brochure an additional six or seven states are about ready to form their own chapters, or units.

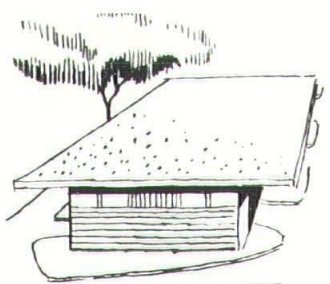
The fourth annual convention of the national group was held in Baton Rouge, Louisiana last September.

Objects of the organization, according to its brochure include, the uniting for mutual benefit the women who are actively engaged in the various phases of the construction industry; to encourage cooperation and better understanding between them; and to promote fellowship and goodwill among members of the organization.

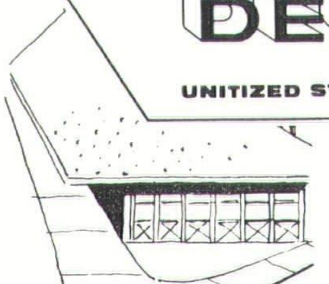
The annual meeting of the National group will be held September 16-17 in Amarillo, Texas.

The Gulf Sash & Door Company, Inc. of Lake Charles, Louisiana has been appointed a distributor for Azrock Floor Products, according to a company announcement.

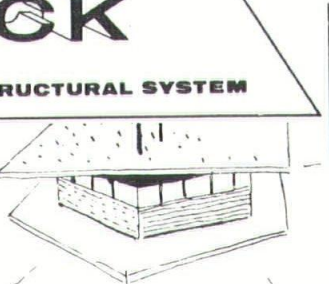




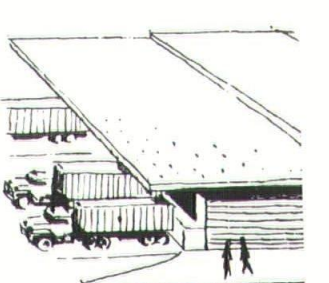
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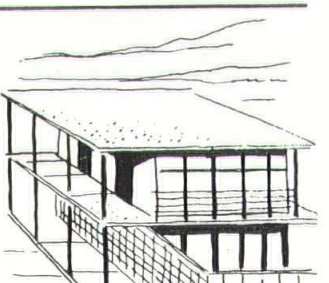
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Disimone Named To Head Group

John F. Disimone, New Orleans, vice-president of Rudiger-Lang Co., and general manager of its Eastern Division has been elected president of the Screen Manufacturers Association at its annual meeting held in Dallas in March. Disimone succeeds John C. Adams of Vulcan Metal Products, Inc., Birmingham Alabama, as president.



Disimone

Board membership included names from the region. These were: Clyde Winter, Perfection Metal Products Div. of Aluminum & Chemical Corp., Birmingham, Alabama; and Frank L. Mason, Southeastern Tool & Die Co., Inc. also of Birmingham.

Dickens Appointed Sales Manager

Eugene G. Dickens of Dallas has been appointed sales manager of Command-Aire division of Texas Products Mfg. Co., according to a company announcement.

Based in Waco, Texas Products manufacturers the Command-Aire line of residential and commercial central air conditioning equipment.

Prior to joining Texas Products, Dickens was associated with Minneapolis-Honeywell Corp in Dallas.

New Insurance Firm Announced

Spawr, (31) is a former account executive insurance brokers has announced the opening of offices in New Orleans for service to the construction industry.

Principals of the firm include, E. Frank Spawr, Jr., president, and Marshall D. Clagett, vice president and secretary.

Spawr, (21) is a former account executive with Marsh & McLennan, of New Orleans. He is a native of El Dorado, Arkansas and a graduate of the University of Arkansas in business administration.

A veteran of U. S. Air Force Intelligence, Spawr served in the Far East. He is a member of the Young Men's Business Club of New Orleans and Alpha Kappa Psi, national professional business fraternity.

Clagett, (35) is a former underwriter for Cravens, Dargan & Co., Houston, Texas in the Marine and Lloyd's department.

(Continued on Page 23)

AIA Citation Winners Announced

The American Institute of Architects has awarded its 1960 'Citation of an Organization' to the Providence City Plan Commission, the General Motors Corporation, and the International Business Machines Corporation.

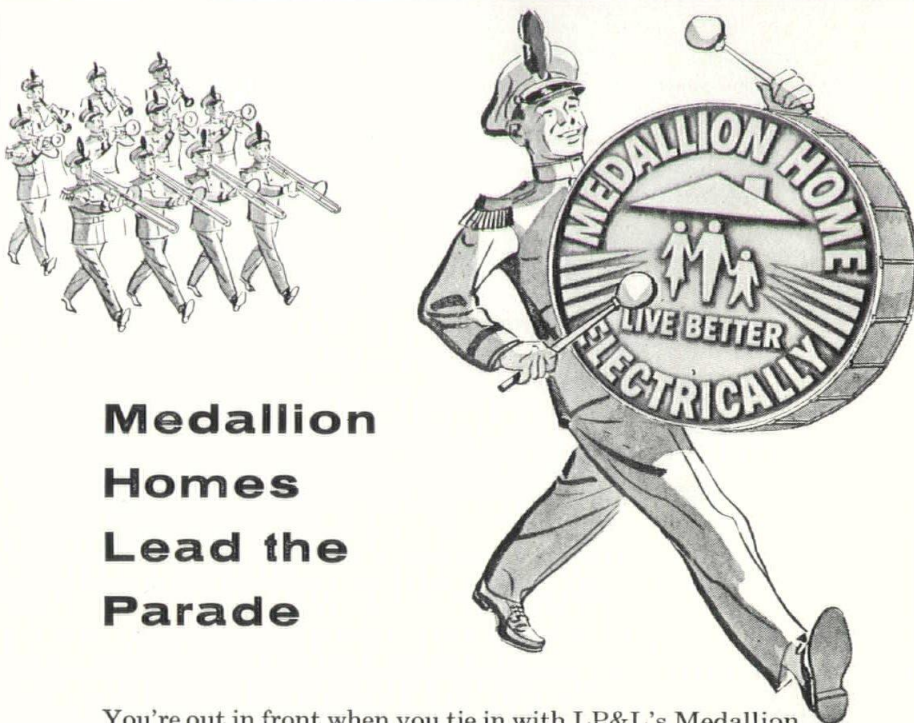
The AIA Citation of an Organization is given annually to any organization, governmental or private, for outstanding achievement in any field related to architecture or planning.

The Providence City Plan Commission received the AIA citation for its leader-

ship in preparing a planning study for the renewal of the historic area of Providence, R.I. The study was made possible by a "College Hill demonstration grant."

"No other city in the U. S. has presented its historic preservation and rehabilitation problems as clearly, succinctly, or as beautifully," the AIA Community Planning Committee stated in praising the study.

AIA President John Noble Richards also sent letters of commendation to the Providence Preservation Society, the City of Providence, planning consultants Blair Associates, and the Housing and Home Finance Agency for their participation in the survey.



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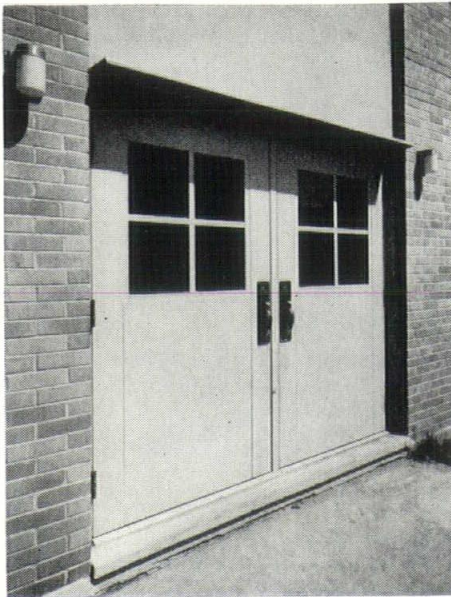
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Bestwall Opens Louisiana Warehouse

Bestwall Gypsum Company has announced the opening of a new warehouse facility at Chalmette, Louisiana.

According to Rawson G. Lizars, president, the new facility is located at Dock #2, Section D, Southern Railway Chalmette Slips. It has been established to serve the local and expanding building market, he said.

Management of the new warehouse will be under the direction of A. E. Edmundson, former Production manager of the company's plant in Acme, Texas.

The company will also complete construction this summer of a multi-million-dollar plant on the Mississippi River Gulf outlet. It is scheduled to process 200,000 tons of gypsum rock annually. It will produce more than 150,000,000 square feet of gypsum board, lath and sheathing each year, as well as wall plaster, the company said.



Edmundson

Concrete Design Meet Held

A conference on Modern Design in Reinforced Concrete, sponsored jointly by the Department of Civil Engineering and the School of Architecture and the Arts in cooperation with Portland Cement Association was held at Auburn University June 6 and 7.

Speakers included E. R. Enslin, Portland Cement Association; Dr. Earl Brown, Assistant Dean, School of Engineering, Auburn; R. A. Schoolbred, Portland Cement Association, and Professor Paul A. Darden, Building Technology, Auburn. Dr. M. S. Priest, Head of the Department of Civil Engineering, and Dean Sam T. Hurst, of the School of Architecture and the Arts, presided over the conference.

Dinner speaker was Dr. Demetrios A. Polychrone of the Georgia Institute of Technology.

William Caudill of Caudill, Rowlett and Scott, Architects appeared before a meeting of the Alabama Association of School Boards' annual convention April 7. The titles of Mr. Caudill's presentations were "Crystall balling" and "Schizonyomy."

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Alabama Firm Expands Operation

Joseph H. Fox & Co., Inc., of Birmingham, Alabama has purchased the controlling interest in F & P Steel Pipe Corporation of Jacksonville, Florida, for an undisclosed price. F & P Steel Pipe with assets valued in excess of \$1,000,000, is a major producer of electric weld steel pipe in the South. The pipe mill produces steel pipe 4" through 14" in diameter for use in the transmission and distribution of gas, oil and water as well as for structural purposes.

The announcement was made by Joseph H. Fox, president of the Fox Companies.

Robert C. Crumbaugh, Jr., of the Fox Companies will become Executive Vice-President of F & P and Walter C. Beatie, the current plant manager at F & P will be elevated to Vice-President in charge of Operations.

Fox has been a leading figure in the industry for 30 years. In addition, he is a member of Associated Industries of Alabama, American Society of Civil Engineers, National Society of Professional Engineers, American Concrete Institute, American Society for Testing Materials, and the Birmingham and State of Alabama Chamber of Commerce.

The Fox Companies are among the

major steel fabricators of concrete reinforcing bars in the South with fabricating plants in Baton Rouge, La., Pompano Beach, Fla., Birmingham, Ala., and a proposed plant in Jacksonville, Fla. In addition, the company has a sales office and warehouse in Atlanta, Ga. The company distributes its products principally throughout the Southern States. With the purchase of F & P, the Fox Companies will have combined gross annual sales in excess of \$10,000,000, a company statement said.

OHI, Bermuda Cruise Set

The Oil Heat Institute of America will sponsor its Diamond Jubilee Cruise to Bermuda, including a Management Conference and OHI Board meetings, to take place Saturday, October 29 to Friday, November 4, it has been announced by Charles H. Burkhardt, Acting Managing Director of the Institute.

The cruise, on the S. S. Queen of Bermuda, sailing from New York to Hamilton, Bermuda, will be one of the closing events in a series of year-long activities celebrating Oil Heat's Diamond Jubilee. Reservations are open to OHI members and non-members alike, the announcement said.

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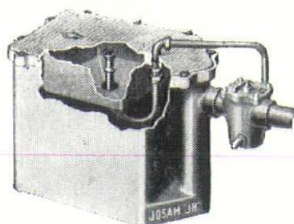
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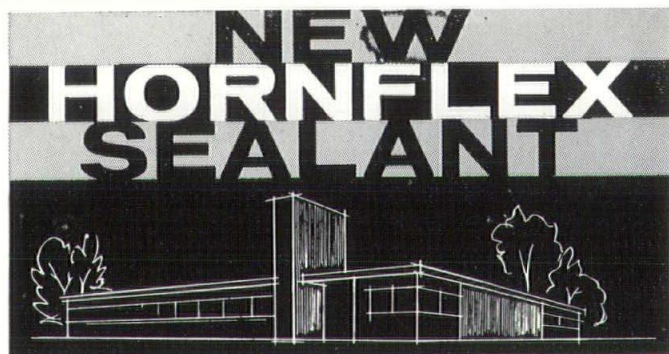
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Tennessee AIA Chapter Program

The Chattanooga Chapter of the AIA has made plans for the establishment of an Architectural Clinic, according to a Chapter announcement.

The clinic, it is felt, is a most needed public service that the architects of Chattanooga are happy to render because of their interest in fostering and maintaining the highest possible standards in the development of our community.

The building of the community is a responsibility of every one of its citizens and in our case this responsibility is even more acute because Chattanooga is at the threshold of an unprecedented development. The architects of Chattanooga feel that the citizens need assistance in doing their part and that the Architects by training, experience and knowledge of urban and architectural problems are the proper group to extend such advice.

To administer this guidance program, the Chattanooga Chapter of the AIA has obtained the full cooperation of the Chattanooga Chamber of Commerce, obtaining adequate space in the Chamber of Commerce building. Every Saturday this Clinic will be opened to the interested people, and an Architect Member of the Chapter will be available to offer comment, technical advice or explanations needed. Generally the area covered to the solution of such problems are follows:

1. Interpretation of a problem and its economic evaluation.
2. Orderliness and functionalism of a plan.
3. Aesthetic conditions relative to a plan.
4. Impact of a project to its own neighborhood and community.
5. The site development plan, with special regard to services such as utilities, driveways, etc. Considerations of landscaping and adaption of a project to its natural surrounding.
6. Consideration of future expansions.
7. Nature of materials to be used.
8. Handling of interior decor and furnishings.
9. Etc., etc.

Obviously, the advice offered at the Clinic will be of a general and broad nature and its extent will vary with the dimensions and importance of the problem. But it is hoped that more understanding and more efficient and fitting solutions of the projects will be generated by the Clinic work, and that the Community will benefit because of it.

(Continued on Page 23)

Professional Liability of Architects

By: J. D. Sullivan

Editor's Note: Mr. Sullivan is Resident Manager of The Fidelity and Casualty Company of New York, member company of America Fore Loyalty Group. He is a graduate of the University of Notre Dame and the insurance courses of The New York Insurance Society. Past President of both the Surety Association of New Orleans and of The Casualty and Surety Association of New Orleans, Mr. Sullivan is currently a member of The Louisiana Advisory Committee of the National Bureau of Casualty Underwriters and of The Association of Casualty and Surety Companies.

"Malpractice" is an ugly work. No professional man likes to contemplate it; yet, doctors, lawyers, engineers and architects are fallible and employ human beings who are fallible. Therefore, malpractice can occur in spite of the finest professional training and most careful supervision. Ugly as the word may be under any circumstances, it might well be disastrous when it is uttered by a jury foreman in handing down a verdict for damages against an architect.

What circumstances can give rise to claims or judgments for professional error? The occasions are legion. They range from relatively minor incidents in residential design which might arise from oversight in considering title restrictions in property deeds or zoning ordinances, to the spectre of structural faults in major projects. The former can result in major loss and the latter might be susceptible of correction, but a potential exposure exists nevertheless. Less obvious is the exposure to claim for loss from occurrences which might appear to result from the negligence of another party such as a contractor or manufacturer, or indeed, from someone not at all connected with the design or construction of a building.

An increasingly social concept of awards for damages in our courts may destroy established ideas of proximate cause, privity of contract and other legal principles. Without these legal concepts, the burden of fault may well inure to the detriment of otherwise innocent parties. If, for example, an error or omission appears to be the fault of a bankrupt contractor, can the architect feel secure from claim even though his connection with the negligence may be somewhat remote?

In a fairly recent case still pending in a Southern State, an architect is made party to a suit for damages involving death of a contractor's employee in a boiler explosion following installation by the contractor. The claim against the architect alleges negligence due to lack of supervision of the installation. In another case along the Gulf Coast, an employee of a building owner is suing for damages from injuries sustained when he was crushed against a loading platform by a truck. The truck owner carries insurance with low limits of liability and claim is being made against the architect, consulting engineers and others alleging faulty design of the loading platform.

Among recent claims of a type are unfortunately too common, one cost an architect \$10,000 for re-laying a new floor in a school gymnasium which was rotted out due to seepage of underground water. Another architect paid \$5,000 to correct a flooring condition in the shower stalls of a college dormitory when it was found that the drain pipes were not sufficiently large to carry off the water when all showers were in use.

What about claims for the alleged negligence of consulting engineers or manufacturers engineers? If they are not financially responsible, the architect may be taxed with the loss. What about claims for undue building settlement where the sub-surface evaluation may have been done by an independent consulting engineer employed by the architect for that purpose? The owner might proceed against the architect alone or jointly with the consulting engineer. What about claims involving inadequate mechanical items such as insufficient cooling capacity of an air-conditioning system? The architect can expect to be party to claims in such instances.

The acute public awareness of the possibility of claiming against the architect in a wide variety of instances has given rise to a requirement in one Louisiana municipality that all architects and engineers employed on public works in that community carry professional liability insurance with relatively high limits of liability. Undoubtedly, this trend will continue as architects become increasingly popular targets for claimants and their attorneys.

Professional error or omission poses two important problems. First in personal importance to the professional man is protection of his professional reputation. First in business importance is protection against large monetary loss. The architect is faced with both problems. As an aid in guarding his professional reputation, the architect should purchase insurance under a policy wherein the underwriter agree to settle a claim without his written consent. It is important that the insurance cover claims brought during the policy period regardless of when the error or omission occurred. Protection against large monetary loss is, of course, best accomplished by carrying professional liability insurance in an amount commensurate with individual requirements.

Tennessee AIA

(Continued from Page 22)

The Chapter welcomes extending its facilities to all people or groups needing advice on architectural problems and on architectural procedures.

The Architectural Offices in Chattanooga were scheduled to take turns, in alphabetical order, starting on Saturday, April 9, 1960, from 9:00 A.M. to 12 noon, to have a qualified representative in the Chamber of Commerce Building, 819 Broad Street, and every following Saturday, exclusive of holidays. The work of the Clinic is scheduled to go on indefinitely, if the response of the public will justify.

The participating Architectural Firms are: Bianculli and Palm, July 20; Butler and Wilhoite, July 9; Derthick and Henley, July 16; Selmon T. Franklin, July 23; James G. Gauntt, July 30; Frank Gibson, August 6; Harrison Gill and Associates, August 13; Hunt-Caton and Associates, August 20; Clyde F. Mack, August 27; William A. Martin, September 3; Shepherd-Smith and Associates, September 10; Smith and Ashby, September 17.

New Insurance Firm

(Continued from Page 19)

A native of Washington, D. C., he came to New Orleans in March of this year following 8 years service with the Houston firm. He is a graduate of George Washington University in foreign trade and commerce.

Clagett is a veteran of both World War II and the Korean conflict. He served as a member of a parachute demolition team in the Pacific, and holds the Bronze Star. He is a former member of the Port Advisory Council of Houston; The Mariner's Club, and the Propeller Club of New Orleans.

Executive offices of the firm are located at 1350, National Bank of Commerce Building, in New Orleans.

AIA Journalism Awards

(Continued from Page 17)

aged to tell a story to a non-architectural audience without talking down to them."

Mr. Clay was given an Honorable Mention in the newspaper category in the 1958 AIA Journalism Awards competition for an article in the Louisville Courier Journal, March 9, 1958.

The \$1,500 annual awards program was established in 1953 to recognize and encourage writing that will further public understanding of architecture and the architect. In addition to cash awards, Certificates of Merit will be given award-ees and the publications in which their work appeared. Presentations will be made by the AIA chapter in the locality of the publication. Eligible for submission by writers, their publishers, or AIA Chapters, were articles that appeared in a general circulation newspaper or magazine during 1959.



New "Packaged" Teaching Lab

A complete tape teaching laboratory is being introduced by the Webster Electric Co., Racine, Wisconsin. The company announced that the creation of this one source "package" for electronic teaching is a result of 13 years of study and research.

Webster said that the new teaching laboratory was unique in several ways:

(1) All components are compatible in sound, size, color and method of installation, because they are all engineered by Webster personnel and manufacturing facilities.

(2) The "package" allows three different methods of teaching — i.e., the student may select his own teaching program, the instructor may select for the student, or the student may "teach himself."

(3) Since all the components are produced by Webster, the company's existing network of authorized service stations are within the immediate call of any school employing the system.

(4) The same system can be used for paging or music distribution.

(5) Instructors can "test" students by recording their oral work on tape.

(6) Major components are designed for installation in standard EIA equipment racks or in custom cabinets.

The Webster Teaching Laboratory con-

sists basically of a monitor panel, a power panel, a program panel, tape recorders, microphones and headsets. It can teach up to nine different lessons at the same time and can teach from six to fifty-four or more students during any given period. Write Webster Electric Co., Racine, Wisconsin.

For
Additional
Information
About These
New Products
Write
The Manufacturer

Aluminum Shutters

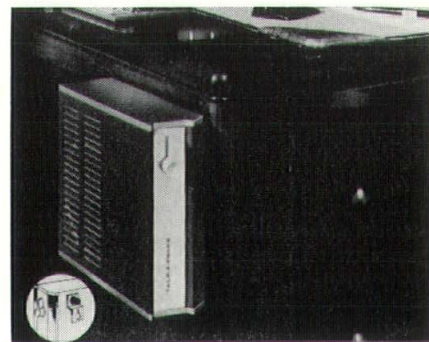
The Louis T. Garrett Company of Greenville, Mississippi has announced the addition of a line of aluminum shutters.

The company is fabricating 31 sizes of shutters, each available in a choice of seven pre-finished baked-enamel colors or oxide red prime coated ready for painting by builders or homeowners. Twenty-five different lengths, ranging from 24 to 85 inches, are produced in 17-inch widths. Six heights of shutters, ranging from 49½ to 63½ inches, are manufactured in 14-inch widths.

Mrs. Dorothy Gavins, manager of the firm, said the shutters are now in national distribution. Shipments also are being made to distributors in Canada and a number of South American countries, she said.

Organized in 1946 as a distributor for aluminum awnings, the firm soon branched out into manufacture of aluminum home building products. It is now one of the largest manufacturers and distributors of aluminum home building products in the South. Its products include awnings, venetian blind screens, doors, gutters, marquees and ornamental fixtures. Write the Company direct.

Intercom



A desk intercom, introduced by Talk-A-Phone Co., Chicago, is said to offer more efficient use of office work space by providing versatile placement of the units.

A bracket attachment, optional with all new Talk-A-Phone office and industry models, makes it possible to place the intercom on the side of a desk, on a wall, table, or in other positions, thus freeing additional work space. Write Talk-A-Phone, 5013 N. Kedzie Avenue, Chicago.



Domettes

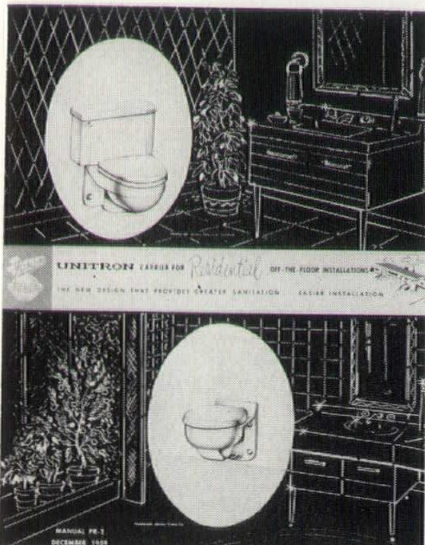
Astro-Domettes have been developed for high schools and junior colleges according to Astro-Dome, Inc. They are fabricated on an assembly basis.

Because sections are stamped or molded, dome components are uniform and interchangeable. Astro-Domettes are available in sizes of 8, 10 and 12 feet outside diameters. A ten foot Fiberglass Astro-Domette weighs about 500 lbs. and each Astro-Domette is equipped with an "Up and Over" shutter system and is manually rotated. Electric drives are available as an accessory, the company said. Write company at 1801 Brownlee Avenue, N.S., Canton, Ohio.

Josam Manual

A new Josam Manual FR-2 is designed to aid architects, engineers, plumbing supply wholesalers, plumbing contractors in specifying, selecting and ordering UNITRON carriers and fittings for residential wall-hung closets, according to a company announcement.

The manual illustrates and describes the UNITRON line of adapter-type carriers and carriers with fittings for off-the-floor installation of Residential closets.



In addition typical installation diagrams are shown together with typical roughing layouts for bathrooms.

Copies of Josam Manual FR-2 may be obtained from Josam Manufacturing Co., Dept. X-47, Michigan City, Indiana.

Reynolds Consolidates

Reynolds Metals Company will consolidate all activities of its architectural sales and manufacturing division in Louisville, Ky., as of June 18, the company announced today.

The division is responsible for manufacture and marketing of Reynolds aluminum curtain wall for high-free structures and smaller commercial buildings.

Succeed

(Continued from Page 12)

billion dollars in business financing to find the two characteristics.

"We have learned that no matter what tremendous assets an architecture and building firm has at the moment, the business is an unsound risk if the management does not worry about (1) facts; and (2) numbers. You can predict a company's future from these alone," Fauchtwanger said.

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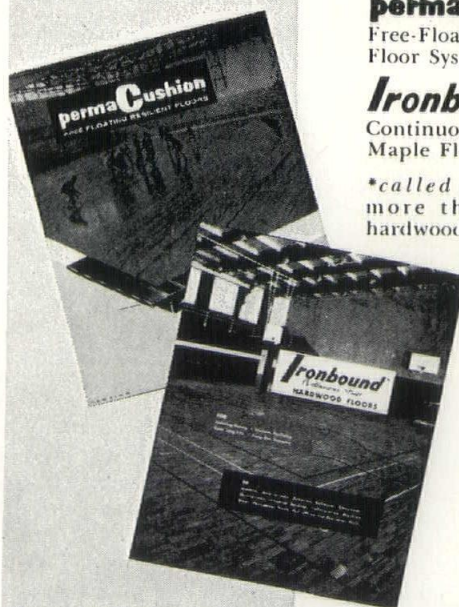
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Over the Editor's Desk . . .

Since December of last year your editor has been inactive concerning the efforts of this publication, however upon returning to his desk he finds that time does march on, and with it always a series of events and people, new and old faces still not the regional scene. There seems to be always the shuffling about of jobs, promotions, new recognitions and a brief absence from the job always gives the return event a little more life.

In looking through a pile of mail and information received by the journal in my absence I will mention some of the happenings, which I assumed happened because they were supposed to have happened, according to the various pieces which I am sure were well intended.

Back in January "Plans and Speculations" published by members of the Baton Rouge chapter AIA started off the year with an apology to the East Baton Rouge Parish School Board and it's (the board's) slogan "Look for the Green Door." Seems it had reference to the fact that all AIA chapter members should adopt a slogan — "Look for the Red Circular." The Chapter's bulletin is printed on red stock. This same "red" circular announced officers for 1960 which included **Ross Murrell**, President; **Bill Brockway**, vice president; **Chester Jordan**, secretary, and **John Bani**, treasurer. Also announced was a student competition for junior architectural class at LSU. **Hays Town**, **Sam Short** and **Conway Washburn** agreed to work with **O. J. Baker** and **Woody Wilkens** of LSU to formulate the problem and select winners. Apparently **Red Evans**, last year's president did a good job for the chapter for he was voted a personal thanks by the editor. **O. J. Baker**, Head of the Department of Architecture at LSU was mentioned twice in the "red" sheet. This time it said **O. J.** had been appearing before the **Home Builders' Association of Baton Rouge** attempting "better cooperation between home builders and architects." On the same program he quite naturally discussed the Department of Architecture at LSU — salesman that he is.

The Baton Rouge bulletin congratulated **Bill Brockway**, **Jay Broussard** and **Paul Dufour** for designing an exhibition catalogue for the chapter's "Architecture to 1959 Exhibition" held last December. Seems it had been selected as the National AIA Document of the Month.

Also in February over in Alabama in its "Newsletter" about lecturers at the School of Architecture at Auburn which include **Max Borges, Jr.** from Havana Cuba; with **Lewis Clark** of the Department of Landscape Architecture North

Carolina State College also on the agenda. The Jefferson County Association of Architects was to have been held in early February. **Allen Bartlett** was chairman of the event. A previous bulletin said that new officers of the Alabama AIA chapter included **Allen M. Northington**, Florence, Alabama, president; **William N. Chambers**, Birmingham, vice president; **Malcolm Smith**, Florence, secretary; **Charles Schell**, Sheffield, treasurer; and **Prof. E. Walter Burkhardt**, Auburn, director of the Central District.

In the Alabama bulletin for January the front page was dominated by three good press photos. The lead photo prominently displayed **Tom Kirkland** of Montgomery, outgoing chapter president giving some good advice to incoming president **Allen M. Northington** of Florence, and **Donald L. Horton**, Montgomery, new executive director of the chapter.

The Alabama group of architects are a progressive crowd when it comes to getting something done for the profession. Several months ago it got busy with a public relations program and stayed with it until it has begun to bear fruit. Apparently these architects have now taken the next logical step in their growth for an even better chapter with the appointment of **Mr. Horton** as their executive director. It would appear that some of the other state and even local chapters within the region could very well make note of these efforts.

In a lower picture on the same Alabama bulletin, **Clyde Pearson**, former regional director seemed to be giving a group meeting a bit of advice. Subject unknown.

The bulletin also thanked **J. Marion (Squint) Thrasher** of Birmingham for his "wonderful work as chairman of the Birmingham meeting."

The Baton Rouge bulletin, this time printed on "white" stock (apparently the "red" variety didn't go well with subscribers) says that **Betty Redding Lee** a lady architect has opened her own office in Louisiana's capital city . . . and that **Wm. Bailey Smith** has been attending meetings in New York City as a member of a 3-man committee called the AIA-Engineers Joint Council. Also announced was a **Breaux Arts Ball** for April 29 which said that costumes (clothes) were "mandatory." It was billed as the "social of the year," and the theme of the affair reflected a rather "wet" undertaking. The theme — "Kingdom Under the Sea." No photos are available.

In describing a cocktail party to precede the "Kingdom" fracas, the bulletin

made special note to its members that "refreshments will be available at popular prices . . ." and in this event, the party may have turned out to be quite a "dry" one, since most architect's pocket books are generally regarded as "dry."

The bulletin also mentioned such names as **Gene Ernst** along with **Sam Short**, **Bill Brockway**, and **Bert Berenson**. They are program planners. **Joe LaBorde** and **John Bani**, so it says, have "gone into the greeting card business." — **J. J. Novelties, Inc.** is the name.

Scott Smitherman, up in Shreveport has his hands full between the practice of architecture and his trips to the capital city watching legislators needle now and then with various goodies that could possibly present adverse effects for the practicing architect in Louisiana. **Scott** is LAA president. The group plans to establish an office in Baton Rouge, complete with director and staff. **Smitherman** says the LAA will bill members for special dues to be collected to run the office, etc.

Had a nice talk recently with **Chuck Colbert** of New Orleans . . . he's home briefly peding his leaving for duty as head of the Department of Architecture at Columbia University. **Colbert** has recently returned from several weeks in Europe, visiting various schools of architecture on the Continent. Prediction — **Colbert** will add his mark to the international scene in architecture in his lifetime.

The boys up in Arkansas are getting things set for the **Annual Conference of the Gulf States Region** in the Fall. Set for **October 2-3-4** in **Hot Springs**. Headquarters will be the famous **Arlington Hotel** in the famous **Spa**. Central Avenue in **Hot Springs** is real nice in early October. Pleasure and sightseeing spots dot the strip and the early fall is a good time to go there.

Parting shot — The other day, we were discussing the problems of this little magazine and its efforts to stimulate some interest within the profession and to bear out properly its license for existence. An observer said that it looked to him like it didn't make too much difference to the architects within the AIA whether they had a journal or not — but commended the journal for its trials in keeping alive. The letters that we receive do not reflect an indifference. If we could get a check for \$6.00 — 2-year subscription attached to the letter, this would make the difference. Or better still, why not buy several subscriptions for clients and associates. Thanks for the commercial.

L. J. L.

PAN AMERICAN ARCHITECTURE

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

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

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

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