

AMERICAN INSTITUTE
OF
ARCHITECTS
OCT 17 1960
LIBRARY

Copy 1

3

Louisiana

AIA Names Director

Gulf States

Regional Conference Set

Legal

Observations Listed

CSI

Chapter Meets



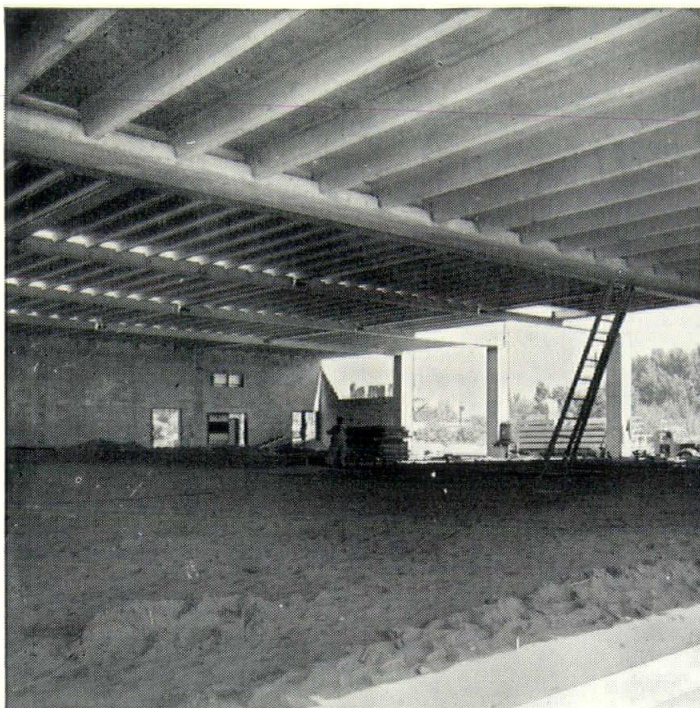
G U L F S T A T E S

September, 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 conform with any applicable local building codes.

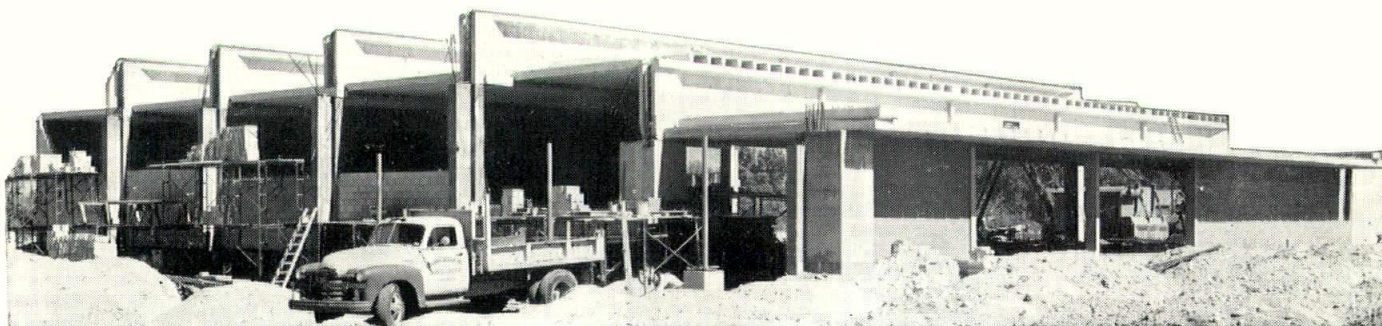
Like all concrete structures they offer many advantages: great strength, extra long life, very low maintenance cost and true *low-annual-cost* service. In addition, such structures provide great resistance to destructive natural forces such as storms, decay, termites and especially fire.

For additional information on construction utilizing precast and prestressed concrete beams write today for our helpful free illustrated literature. Distributed only in the United States and Canada.

PORTLAND CEMENT ASSOCIATION

Dept. A2-25, 611 Gravier Street, New Orleans 12, La.

A national organization to improve and extend the uses of portland cement and concrete... through scientific research and engineering field work



LASSCO



SON-NEL CHALKBOARDS, another product represented and installed by LOUISIANA SCHOOL SUPPLY CO., INC. SON-NEL PRODUCTS COMPANY, pioneered the use of scientific, eye-pleasing color in chalkboards, offering premium quality chalkboards in six laboratory tested shades at no extra cost.

SON-NEL'S painstaking production techniques assure an exceptionally close-grained writing surface with a minimum thickness of .007 inch. Each backing is sealed with asphaltic primer to eliminate moisture absorption and warpage.



Specified by CIMINI AND MERIC, A.I.A., for the Lynn Park Elementary School.

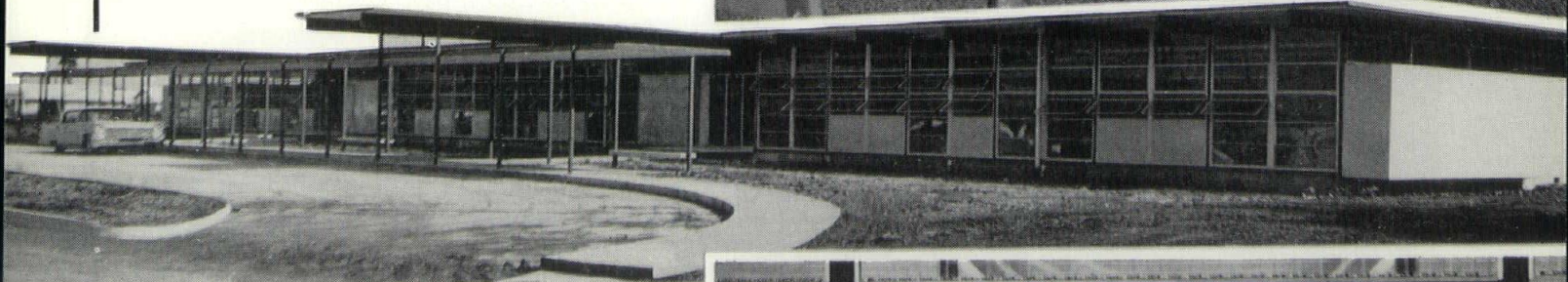
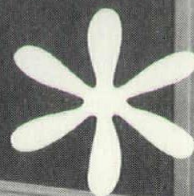


Ask the LASSCO representative for complete details, specifications, and information.

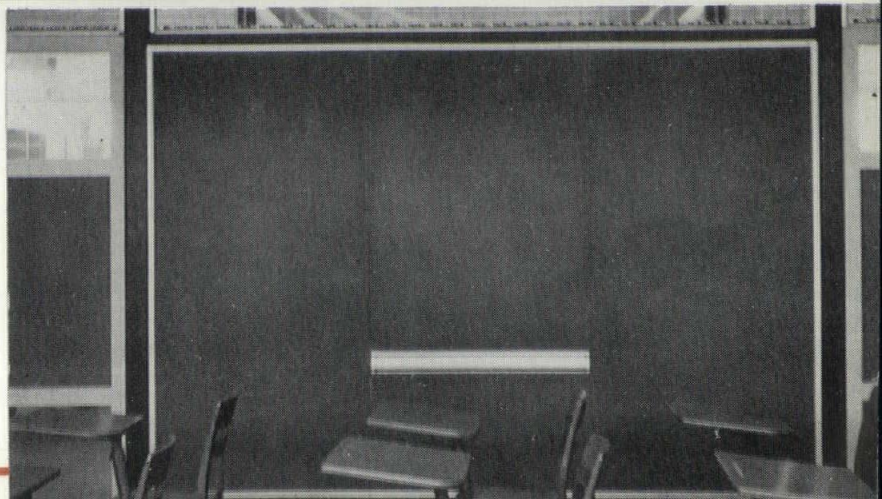
new orleans • louisiana

LOUISIANA SCHOOL SUPPLY COMPANY

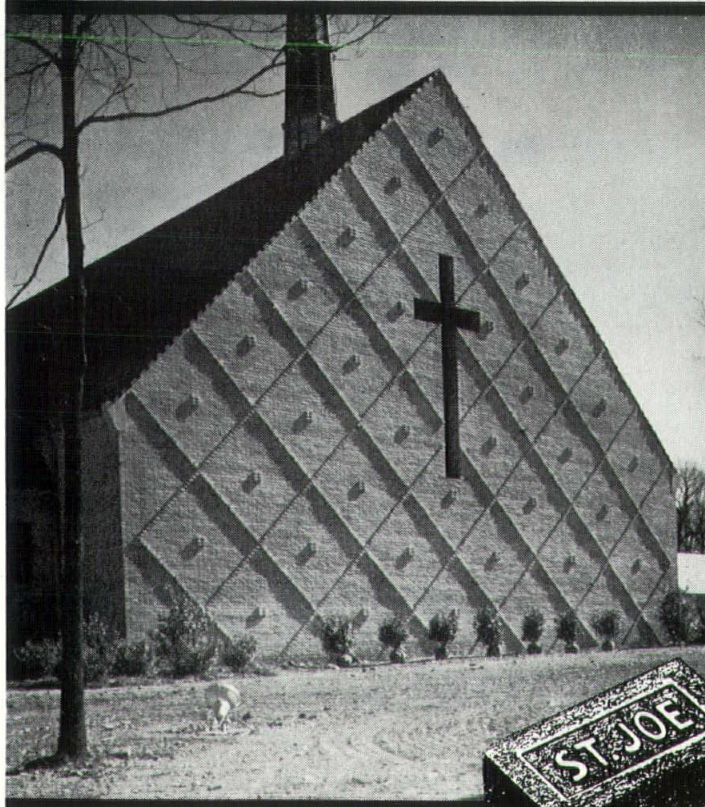
833 HOWARD AVENUE



Custom workmanship produces equipment that makes SON-NEL the first choice of educational institutions everywhere.



ARTISTIC BRICK



Moulded Colonial Brick manufactured by ST. JOE Brick Works, Inc., near Slidell, Louisiana, have a warm, aesthetically satisfying texture common only to true Wood-mould Colonial Brick. Immediately after the brick are laid in the wall, an aged effect is noticeable, due to the slight dimensional variation of each brick unit inherent to the moulding process of manufacture.

Five distinctive color ranges include various hues of tan, grey, pink, lavender, and rose. One of these five ranges of color will work well with any color scheme or setting, and will satisfy the most discriminating taste.

The combinations of texture and color available in ST. JOE Moulded Colonial Brick work equally well with colonial, traditional, or contemporary design.

Our brick have been specified by architects on some of the outstanding residences, churches, schools, hospitals, municipal buildings, motels, and hotels in the southeastern United States over a period of many years.

ST. JOE BRICK WORKS INC.

SLIDELL, LOUISIANA, PHONE: 125

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

Lloyd Lewis
Editor-Publisher

EDITORIAL ADVISORY BOARD

M. Wayne Stoffle, AIA, Chairman
New Orleans

O. J. Baker, AIA, Louisiana

J. Buchanan Blitch, AIA, Louisiana

Allen Northington, AIA, Alabama

David Liberman, AIA, Tennessee

John Pritchard, FAIA, Mississippi

Noland Blass, AIA, Arkansas

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.

architect

builder

THE OFFICIAL JOURNAL
GULF STATES REGION
AMERICAN INSTITUTE OF ARCHITECTS

September, 1960

VOL. 5, No. 3

CSI Chapter Meets	11
LAA Appoints Director	11
Gulf States Conference	12
Legal Observations	14
Minimum Age Rule	17

COVER

*A Section of Interior Ceiling Detail of the New
Surburban Baptist Church, New Orleans. Designed by
Oubre & Wagner, Architects. Photo by Frank Lotz
Miller.*

Hallmark of



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

Comfort

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

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

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

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

Live Better . . . Electrically

Gulf States

LETTERS

• We are finally getting rolling on the Gulf States Regional Convention In Little Rock, to be held October 2, 3 and 4 in Hot Springs. I am turning a copy of this letter and your letter over to our publicity chairman so that he can be advising you of developments.

Noland Blass, Jr.

The Arkansas Chapter
The American Institute of Architects
Little Rock, Ark.

• I have your letter with memo and latest issue of AB attached. Herewith our check for a two year subscription and a pat on the back for an addition to AB . . . "Over the Editor's Desk." Best of luck in getting AB airborne.

Clinton E. Brush, III

Regional Director
Gulf States Regional Council
American Institute of Architects

ADVERTISERS

Portland Cement Association	2
U. S. Plywood	13
St. Joe Brick Works, Inc.	4
Gulf States Utilities	5
Executone	*
Miss.-La. Brick & Tile Assn.	*
Flynn Building Specialties	*
Span Deck Corporation	18
Louisiana Power & Light Co.	19
Materials Service, Inc.	20
Belden Concrete Products, Inc.	20
Jno. Worner & Son, Inc.	21
Josam Mfg. Co.	22
A. C. Horn	22
E. P. Cuthrell Flooring Co.	9
W. H. Moynan	9
Robbins Flooring Company	9
Louisiana School Supply Co.	3
Office Equipment, Inc.	16
Mestayer Lumber Co.	17
American Metal Works	23
Industrial Electric, Inc.	23
Bernard Lumber Co.	10

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:

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

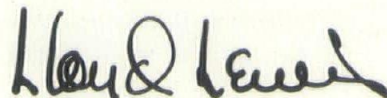
Prior to Little Rock's school integration dispute, Hot Springs, was probably Arkansas' most famous city. Best known throughout the world for its thermal baths, its scenic beauty, and more directly its offering of entertainment for the sporting crowd, the city is a match for any recreation and entertainment location in the country.

Hot Springs and the Arkansas Chapter AIA, will play host early next month to the architectural talents of the Gulf States Region. It will be fun to be there, and those who attend the 10th Annual Conference of the Region will surely find themselves involved in four days of activity that they will long remember.

It takes some courage, and some money to break away from the office routine to attend these affairs, however, Hal Phelps and his committeemen of the Arkansas group have spent months of time and effort in planning an outstanding program for those who will make the trip. From early reports there appears to be one of the largest registrations ever held by the Region.

Autumn in the Ouachita Mountains which embrace the convention city is a delightful period and those who come will find for themselves a rewarding experience.

Most cordially,

A handwritten signature in dark ink, appearing to read "Hal Q. Lewis". The signature is fluid and cursive, with the first name "Hal" and last name "Lewis" being more prominent than the middle initial "Q".

Art Director Gets Award

Jay Broussard, Baton Rouge, director of the Louisiana Art Commission has received a special wood and bronze plaque from the Baton Rouge, AIA chapter in appreciation of his contributions to the architectural profession.

The award was presented by chapter president G. Ross Murrell, Jr. during special ceremonies in Baton Rouge recently.

Broussard is an active member of the American Association of Museums, the Museum of Modern Art, American Federation of Art, Adult Education Association of Louisiana and Art Association of New Orleans. He holds an honorary membership in the Baton Rouge AIA chapter.

Broussard has exhibited in such major art competitions as those conducted annually by Corcoran Gallery, Washington, D. C.; Pennsylvania Academy of Fine Art, Adult Education Association of Louisiana and the Art Association of New Orleans.

LSSCO Gets Univ. Contract

Louisiana State University at New Orleans has completed contractual arrangements with Louisiana School Supply Company, Inc. for the purchase and installation of laboratory furnishings and equipment as part of the new LSUNO Science Building, according to LSSCO president, Harry R. Layne.

Layne said that, when completed, the new science project will offer ultra-modern research and study facilities. The building is designed by August Perez & Associates, architects of New Orleans and is a part of the current LSUNO building improvement and expansion program in progress.

Total cost of laboratory equipment and furnishings to be installed amount to \$307,036.00 Layne said.

The new building will be located on the University campus near Lake Pontchartrain.

Ricciuti Named To Head Symphony Group

I. Wm. Ricciuti, AIA, New Orleans architect, was recently reelected to his second year as President of the New Orleans Philharmonic Symphony Society, one of the five major orchestras in the United States.

New Building Supply Firm

Voorhies-Andree & Co., Inc. has announced the opening of its headquarters at 1742 Scenic Highway in Baton Rouge. The new firm will serve the building industry with a complete line of building specialties. Principals of the firm are L. J. Voorhies and J. W. (Billy) Andree.

Both Voorhies and Andree have long been associated with the construction industry. Voorhies was formerly with Anderson-Dunham, Inc. of Baton Rouge. Andree formerly was associated with J. Paul Smith Building Materials Co., also of Baton Rouge.



William (Bill) Smith, vice president, Architectural Surfacing, Inc., struggles with a post hole digger under the direction of Joseph Peebles, president of the firm during the company's recent participation on the construction of the Nashville, Tenn. AIA chapter's exhibit building at the Fine Arts Festival held in the city.

MEETINGS

September 26-30: AIA Board of Directors, Las Vegas, Nevada.

September 26 - late October: South American Trek led by Executive Director Edmund Purves.

October 2-4: Gulf States Regional Conference, Hot Springs, Arkansas.

October 5-7: Thirty-ninth Annual Meeting, The Producers' Council, Inc., Drake Hotel, Chicago, Illinois.

October 6: Sixth Annual Architects' Tour of Japan.

October 8-16: Pan American Congress, Buenos Aires, Argentina.

November 2-5: Twenty-first Annual Convention, the Texas Society of Architects, Cortez Hotel, El Paso, Texas.

Colbert Wins Top Award

Edward Colbert, AIA architect of McComb, Mississippi together with Michigan architect, Alfred J. Petrilli of Detroit have been awarded the Grand Prize of \$10,000 offered by Mastic Tile Division of The Ruberoid Co. according to a company announcement.

Seymour Milstein, vice president of The Ruberoid Co. said the winners were selected from entries received from throughout the United States and whose designs best achieved the objective of the company's Second Annual Architects' Competition "Education for Youth and Adults, and Recreation for All the Family."

The jury commented that the main feature of the entry of Colbert and Petrilli was the total plan, with the center of the plant revolving around an information center, which served not only the schools but also the community as well.

"The relationship and scale of the building, the real sense of the educational community, including the scientific aspects (the solution included an atomic reactor), the air of reality in the developments of the facilities, and the awareness of the tremendous revolution taking place in American education were most impressive," the jury stated.

Ralph Lewis Knowles, AIA of the Department of Architecture, Auburn University, Auburn, Alabama also won a certificate of achievement in the awards program conducted by Mastic Tile.

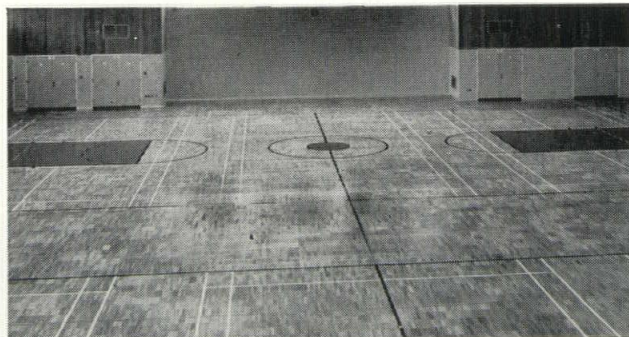
The jury panel included Henry L. Kamphoefner, FAIA, (chairman), Dean of the School of Design at North Carolina State College, Raleigh; Dr. Harry J. Carman, Dean Emeritus of Columbia College, New York; William W. Caudill, of the firm of Caudill, Rowlett, Scott and Associates, Houston; John Lyon Reid, FAIA, former president of the California Council of Architects; and Eberle M. Smith AIA, architect of Detroit, Michigan.

The company said the 1960 program called for "the complete design of an economically feasible education and recreational 'plant' for the use of everyone in the community, with educational facilities for approximately 5500 students. Technical facilities, parks, and other amenities relative to comprehensive educational training and recreation were to be planned for the 295 acre site.



79,000 sq. ft. OF SMOOTH, RESILIENT BEAUTY!

The 60,000 sq. ft. Ironbound* Continuous Strip* Hard Maple Floor installed in the new Men's Intramural Sports Building at a large national university brings the school's total Ironbound floor area to approximately 79,000 sq. ft. This includes Ironbound floors in gymnastic areas, squash courts, exercise rooms and hand-ball courts in the new building and the 19,000 sq. ft. installed in 1958 in the school's Women's Gym, shown below.



Ironbound floor in Women's Gym

*May we tell you of the many
benefits Ironbound offers you?*

E. P. CUTHRELL FLOORING CO.

140 Second Avenue

Birmingham, Alabama

Phone: FAirfax 2-1854

W. H. MOYNAN (distributor)

1318 Richards Bldg.

New Orleans 12, Louisiana

Phone: JA 5-0834

* T.M.REG. U.S. Pat. Off.

Background photo is Ironbound floor
in Men's Intramural Sports Building.
Flooring Dri-Vac treated.

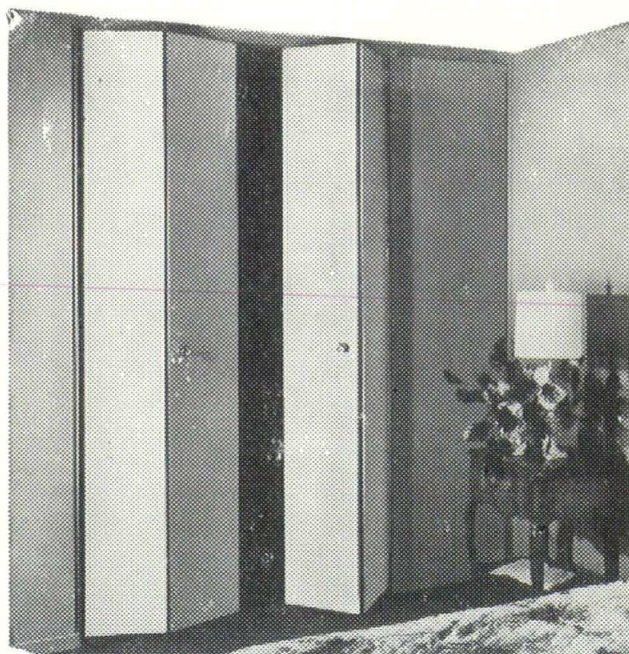


PANIFLEX™ BIFOLD Doors!

Add more living and storage area throughout the house — install full-height, full-width WELDWOOD PANIFLEX Closet Doors.

Easy to hang, no jamb, no trim, no framing, no floor guide. Afford years of carefree and silent operation. Attractive Weldwood Paniflex Bifold Doors are of Novoply, the flatest wood panel made — won't shrink or swell — fully guaranteed. Takes paints and stains beautifully — can be finished natural, too.

Let us suggest dozens of practical applications for these doors — call or write for descriptive folder.



HUnter 8-0814

Bernard LUMBER CO., INC.
7833 Edinburgh Street • AUdubon 0814

Furnished by

FLYNN

For the CLECO Building

- Blumcraft Ornamental Lobby Rail
- Cutler Metal Toilet Partitions
- Lupton Curtain Walls
- Ornamental Metal Work
- Hollow Metal Work
- Structural Steel Fabricated by Mobile Steel Company



Lobby, CLECO Building, Alexandria, La., Roberts & Barksdale, Architects

FLYNN BUILDING SPECIALTIES INC.

"Our 35th Year"

ALEXANDRIA, LOUISIANA

LAFAYETTE, LOUISIANA



Rene Valladares (above left), New Orleans received a special appointment as Honorary Consul General, Republic of Guatemala for Jefferson Parish, Louisiana during a special event in his honor held at the Guatemala Biltmor Hotel in Guatemala City. Shown with Valladares is His Excellency Miguel Ydigoras Fuentes, president, Republic of Guatemala (center); and Sr. Julio Montano Novella, Sub-Secretary of Economy for the Republic of Guatemala.

Architect Named Consul General

Rene Valladares O., AIA, New Orleans architect, and a native of Guatemala, C.A. has been named Honorary Consul General, Republic of Guatemala for Jefferson Parish, Louisiana by His Excellency Miguel Ydigoras Fuentes, president of Guatemala.

Valladares received his appointment in special ceremonies held recently in Guatemala City in his honor.

The young architect is a graduate of the University of Mexico in architecture; the University of Southern California, and the school of architecture, Tulane University. He has been associated on major design projects in the South with the firms of Mathes and Bergman; Curtis & Davis; and in his own practice in New Orleans.

While engaged in his studies of architecture he served his native country's diplomatic corps in Mexico City, Los Angeles, and in New Orleans.

He is a member of the American Institute of Architects, the Louisiana Architects Association, and the New Orleans Chapter AIA.

Brick Group Holds Meet

A joint promotion in the Memphis-Shelby County Area was the concern of

a meeting held July 14 in Memphis by the Mississippi-Louisiana Brick & Tile Manufacturers Association and the Southern Brick & Tile Manufacturers Association.

Attending the meeting from the two associations were: J. V. Phillips, Ralph Waite, Julian Rives, John Dunlap, Marvin White and Jack Carney, all of M-LB&TMA and Jim Lee, Scotty Dahin, and Bill Spears of Southern Brick & Tile.

Dealers from within the area, Jim Wellborn of Fischer Lime and Cement, and Wilbur Crump from Crump Lime and Cement were advisors to the meeting. The group plans a kick-off of a joint promotional effort in mid-September with a cocktail party and showing of the film "Man & Masonry" for the architects.

LAA Appoints Executive Director

Myron Tassin, Baton Rouge public relations man, has been appointed executive director of the Louisiana Architects Association.

Tassin's appointment was announced by G. Scott Smitherman of Shreveport, president of the Louisiana association.

Headquarters for the new state offices will be located in the Capitol House in Baton Rouge.

Tassin is a former managing director of PIC, Inc. a Baton Rouge public relations and advertising firm. Prior to his

Givers Fund of Greater Baton Rouge for four years. He is a native of Cottonport, Louisiana and graduated from Louisiana State University with a degree in journalism. While attending LSU he served as vice president and president of Sigma Delta Chi, honorary journalism fraternity. He received the Sigma Delta Chi Scholarship Award upon graduation.

In 1957 Tassin received a summer institute training certificate in community organization from Ohio State University and more recently has served as public information chairman of the Mayor-President's Traffic Safety Conference in Baton Rouge during 1957 and 1958 and was chairman of the Baton Rouge Advertising Club's Awards Program in 1959.

With the appointment of Tassin, the LAA brought to reality the formation of a fulltime state office designed to promote strength and effectiveness of the state organization through public relations. The LAA membership is made up of 254 corporate members, 34 associate members, 9 junior associate members and 6 honorary and student members.

The seven LAA chapters are located in New Orleans, Baton Rouge, Shreveport, Lafayette, Lake Charles, Alexandria, and Monroe.

LAA officers in addition to Smitherman, include Albert J. Wolfe, Jr., first vice president, New Orleans; W. J. Evans, second vice president, Baton Rouge; Eugene H. Fleming III, secretary, Shreveport; and Joseph M. Brocato, treasurer, Alexandria.

New Orleans CSI Chapter Meet

A special program on the specification of masonry was presented at a dinner meeting of the New Orleans Chapter Construction Specification Institute held July 28 at the Pan American Motel in New Orleans.

Dave Tanet of Curtis & Davis, architects, and chairman of the chapter's Technical Committee presented a specification on masonry for general discussion.

Commenting on the specifications were: Albert Baer, specification consultant; Fred Simonson, masonry contractor; Jack Carney, and Emile Tabb of Louisiana-Mississippi Brick & Tile Mfgs. Association; J. C. Costello and A. J. Lala of Concrete Block industry; Wylie McDougall, McDougall-Parsons Co.; Cy Crochet, architect of Diboll & Kessels; and Phares France, architect from the office of Koch and Wilson.

Jack Chachere, chapter president, introduced Charles Huckleberry a member of the CSI chapter in Atlanta. Huckleberry along with Albert Bear was instrumental in founding the New Orleans Chapter in 1958.



One feature of the 10th Annual Conference of the Gulf States AIA Region in Hot Springs, Arkansas October 2-3-4 will be an Honor Awards Program. Entries will be on display during the event.

Gulf States Conference Set

The Tenth Annual Conference of the Gulf States Region American Institute of Architects is set for October 2-3-4, in Hot Springs, Arkansas. Headquarters of the conference will be the Arlington Hotel on famed Central Avenue near "Bath House Row."

Long famed as a gathering place for the sporting crowd the city is one of Arkansas' most colorful and entertaining centers. Located in the heart of the Ouachita Mountains, Hot Springs offers the visitor an opportunity to find the entertainment of his choice.

W. Hal Phelps, Little Rock general chairman of the event, said that registration is expected to reach 400 from the five states that comprise the Gulf States Region.

Highlights of the three-day conference will be an Honor Awards program; new products displays and a panel of prominent speakers who will use the theme of the Conference "The Architect of Today" as their base.

O'Neil Ford of San Antonio will moderate the program. Other speakers announced are: Joseph R. Passonneau, Dean, School of Architecture, Washington University, St. Louis; J. Roy Carroll, Jr., of the firm of Carroll, Grisdale & Van Alen, Philadelphia; George E. Kassabaum, of Hellmuth, Obata & Kassabaum, St. Louis; Edward L. Wilson, of Wilson, Patterson, Sowden, Dunlap and Epperly, Fort Worth; and William Stephen Allen, of Anshen and Allen, San Francisco.

Delegates to the Conference will also

have an opportunity of participation in a series of guided tours to the diamond field at Murfreesboro; to Winrock Farm on Petit Jean Mountain, developed by Winthrop Rockefeller; to nearby aluminum and brick plants, and to Little Rock with its three historical capital buildings.

Committee chairmen for the conference are: W. Hal Phelps, Gordon Wittenberg and Nolan Blass, Jr., all members of the steering committee; James Wellborn heads up the budget and finance committee; Gordon Wittenberg is responsible for

directing the program development; and Nolan Blass, Jr. the entertainment committee. Charles Carter is chairman of the registration committee; Yandell Johnson, products exhibits; and Ralph Mott, awards and exhibits. Dan Cowling's committee is responsible for publicity.

AIA Building Products Register

Building industry editors, leaders, and individual subscribers have joined in praising the first edition of the AIA Building Products Register, which recently became available to architects following a 10-year study aimed at solving the problems of publishing a single reference work on which product analysis could be based.

"... We think the Register is the most important reference book available to the industry. Congratulations," stated Joseph C. Hazen, Jr., AIA, managing editor of Architectural Forum. Burton H. Holmes, AIA, technical editor of Progressive Architecture, said "... This long-awaited volume will immediately become one of the architectural office's most useful properties — correlating for designers, job captains, draftsmen, and specification writers the countless pieces of product information necessary for the creation of a contemporary building."

Norman P. Mason, HHFA Administrator, labeled the new AIA Register "an impressive volume." John James Carlos, AIA, Editor, Architectural & Engineering

(Continued on Page 23)



Cesar Cassiellas, architect from Caracas Venezuela (left above) is shown talking with William Bergman, New Orleans architect before the Simon Bolivar monument located at Basin Street and Canal in the Crescent City. Cassiellas was associated with the New Orleans firm of Mathes & Bergman in the design of the monument.

Announcing a new product of United States Plywood research . . .

THE WELDWOOD WOOD-FACED ACOUSTICAL DOOR

For economical sound control in all interior and exterior applications

EFFECTIVE SOUND CONTROL.

Tested as an operating door at Riverbank Acoustical Laboratories and certified to have the highest decibel rating, based on comparable tests of leading 35 db 1 3/4" soundproof doors. (ASTM E-90-55.)

BEAUTIFUL REAL WOOD FACES.

Available in a wide range of fine domestic and imported wood faces that blend beautifully with other wood doors, paneled walls and wood-work. The handsome flush faces have the appearance of regular flush doors—there are no visible gaskets or other soundproofing devices.

SURPRISINGLY LOW COST.

For the first time, an effective sound-retarding door with beautiful wood faces is available at a reasonable price. Doors are practical for applications that could not justify the higher cost of earlier types of sound-retarding doors.

STANDARD FLUSH DOOR SIZES.

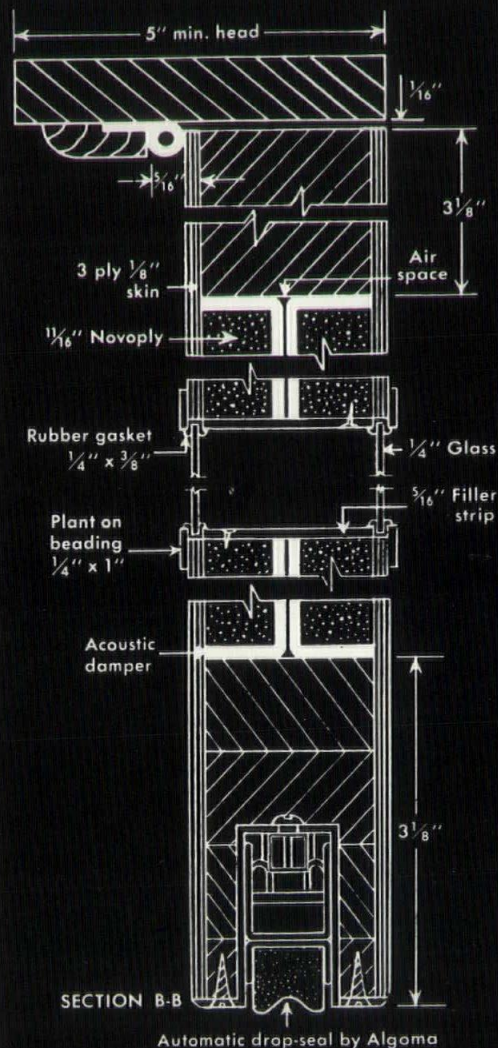
Stock doors are 1 3/4" thick. You may specify thicker doors on special order. Doors are available in all normal door sizes up to 4/0 x 8/0. The weight of the 1 3/4" door is 6 1/2 lb./sq. ft. Available with light openings up to 40% of door area without diminishing acoustical effectiveness.

EASY TO INSTALL.

All accessories on Weldwood Acoustical Doors are designed for easy fitting and efficient performance. Doors are furnished complete with automatic threshold sealing device, gaskets, stops, and stop adjuster.

GUARANTEED FOR THE LIFE OF THE BUILDING.

Like its famous companion Algoma-made doors—Weldwood Stay-Strate® and Weldwood Fire Doors—the Weldwood Acoustical Door is unconditionally guaranteed by United States Plywood against warping, twisting, or manufacturing defects for the life of the installation, when it is accorded treatment which is considered good practice as far as storage, installation, and maintenance are concerned. If any Weldwood Acoustical Door fails to meet these standards, it will be replaced without charge, including all labor costs of hanging and refinishing involved.



• Faces are 3-ply hardwood bonded directly to stiles, rails, and Novoply® core.

• Novoply—made only by United States Plywood—is a patented 3-ply board of resin-impregnated wood flakes and chips. It is warp-free, strong, and retards sound transmission.

• Unique concealed bottom-closing device eliminates exposed metal parts, is reversible for either lefthand or righthand doors.

For detailed information, drawings, specifications, and decibel loss rating table on Weldwood® Acoustical Doors, write United States Plywood, Dept. A-B, 55 West 44th Street, New York 36, New York.

WELDWOOD *Algoma Made*
ACOUSTICAL DOOR

ARCHITECT AND ENGINEER LIABILITY

- Arbitration Procedures Discussed
- Contractor Claims For Delay Damages

A recent Pennsylvania case, *Emporium Area Joint School Authority v. Amundson Construction and Building Supply Company*, 156 A 2d 554, decided by the Superior Court of Pennsylvania, on December 17, 1959, is worthy of consideration.

In 1953, the contractor and the School Authority entered into a contract for construction of a new school building. Separate contracts were entered into for heating, plumbing and electrical work. Work was to be started by the contractor within five days from the signing of the agreement and was to be completed by September 1, 1954. The contract also provided for a completion certificate to be furnished by the architect.

The architect determined the date of completion to be February 1, 1955. The contractor made claim for certain extras which the School District refused to pay. The contractor then invoked the arbitration provisions of the contract. Following an award, the School District appealed to Court. The Superior Court substantially reduced the award.

The contract provided for arbitration in accordance with the provisions then obtaining of the standard form of arbitration procedure of the American Institute of Architects; that the agreement should be enforceable under the prevailing arbitration law; and that judgment upon the award could be entered in any court having proper jurisdiction. The decision of the arbitrators was a condition precedent to the right of legal action by either party against the other. The procedure followed at the arbitration hearings in the case governed by the Commercial Arbitration Rules of the American Arbitration Association.

The Court held that the contract as written indicated that the parties intended to proceed substantively under the Arbitration Law of Pennsylvania. For this reason the Court reviewed the arbitration award and materially lessened the amount due the contractor.

The Contract in question specifically stated that it would be enforceable under

the prevailing arbitration law. This referred to the Pennsylvania Arbitration Law of 1927. The Court felt that this provision in the contract entitled it to limit the finality of the award and, in effect, review the weight of the evidence just as the Court has the right to review or modify a jury verdict. It is interesting to note that this reasoning applied to the instant case because one of the parties, the Emporium Area Joint School Authority, is entitled to the special considerations and indeed immunities granted to municipalities. This is to say that consideration of public policy enable the court to modify an arbitration award where the public interest was considered to be involved.

Contracts involving municipalities or divisions thereof should be carefully drafted so as not to refer to a specific statute.

The arbitration clauses recommended by the American Arbitration Association are as follows:

For the Arbitration of *future* disputes:

"Any controversy or claim arising out of or relating to this contract, or the breach thereof, shall be settled by arbitration in accordance with the Rules of the American Arbitration Association, and judgment upon the award rendered by the Arbitrator(s) may be entered in any Court having jurisdiction thereof."

For the Submission of *existing* disputes:

"We, the undersigned parties, hereby agree to submit to arbitration under the Commercial Arbitration Rules of the American Arbitration Association the following controversy: (cite briefly). We further agree that the above controversy be submitted to (one) (three) Arbitrators selected from the panels of Arbitrators of the American Arbitration Association. We further agree that we will faithfully observe this agreement and the Rules and that we will abide by and perform any award rendered by the Arbitrator(s) and that a judgment of the Court having jurisdiction may be entered upon the award."

It is questionable whether the Court

would have reached the decision it did if one of these arbitration clauses had been specifically used and if the contract had not referred to the prevailing arbitration statute.

Several other questions raised in the case are of interest to architects. The contract provided that there should be no charge for extra and no change should be made unless the contractor received a written order from the owner signed or countersigned by the architect. The contractor, in making its claim for extras, alleged that strict compliance with the contract was waived because the architect gave change orders verbally; because he issued written change orders long after the work was done; because he verbally instructed the contractor to make certain changes, making threats of dire consequences to follow if the contractor did not make them; and because the Authority members knew of the situation. The Court held that none of the above would constitute waiver of strict compliance with the terms of the contract. Whether the decision would be the same if the owner were not a public organization is not discussed. The Court said the contractor should have refused to proceed with the work until proper written authority had been given and should have called to the attention of the owner the threats of the architect. It would appear that the old saw "put it in writing," is the best procedure.

Another interesting problem discussed in the case was the claim of the contractor for damages due to delay. The contract provided that an extension of the completion date did not affect the claim for damages due to delay. It is further provided that if arbitration was demanded without reasonable cause, the arbitrators had the power to award the injured parties damages for delay. The contractor, in making his claim, alleged it was subjected to long delays by reason of the action of the architect, among others. The court refused to allow such damages in this case. The Court held that, in construction work, an owner does not

EDITOR'S NOTE: Comments on these two pages is reprinted from "The Legal Aspect," an article by Mr. Hillard Kreimer which appeared in a recent issue of THE CHARETTE, official journal of the Pennsylvania Society of Architects; and from THE LOUISIANA ENGINEER, official journal of the Louisiana Engineering Society, June issue. We believe that this comment will be of interest to our readers.

around an incident which occurred in the generally guarantee or indemnify against loss occasioned by the delays of independent contractors (such as the architect) connected with the work which may be reasonably anticipated. It appears that the answer by the Court to the problem would not be changed if the owner were a private corporation or individual. The Court does not discuss, however, the legal responsibilities between the architect and the contractor on the matter.

* * * *

Of particular interest in connection with the recently-started LES Registration Law Fund is a status report on a suit filed in their own names by 14 members of the Gulf Institute of Consulting Engineers, Inc., against the State Board of Registration for Professional Engineers and Land Surveyors.

The plaintiffs, through their attorneys, are appealing the April decision of an Orleans Parish Civil District Judge dismissing the suit. They have also asked for an injunction to stay execution of the resolutions.

The Court ruled that "no justiciable controversy is asserted by plaintiff's petition," that the plaintiffs as professional engineers, and the State Board of Registration "are merely seeking an advisory opinion" that House Concurrent Resolutions Nos. 1 and 4 of the 1959 Fiscal Session are unconstitutional.

Reasons for Judgment

In its reasons for judgment, the Court noted:

This suit is brought by a number of persons who are residents of East Baton Rouge Parish, as taxpayers and as (registered) professional engineers, against the State Board.

The plaintiffs seek a declaratory judgment to declare invalid and unconstitutional the provisions of House Concurrent Resolutions Nos. 1 and 4 of the 1959 Fiscal Session, and further to declare that the State Board has no power or authority to issue licenses to any persons who do not meet the qualifications for licensing as set forth in the State Engineering Law.

construction of a tunnel under the Intra-

Additionally, the Attorney General of Louisiana is named a defendant with the State Board.

The Court noted that:

(1) House Concurrent Resolution No. 40 of 1958 purports to suspend the licensing law for a period of 30 days from the date of the adoption of a resolution to permit state employees to be licensed, and it provides for the licensing of certain state employees as highway engineers during the suspension, provided they meet with certain qualifications recited in the resolution.

(2) Senate Resolution No. 21 of 1958 purports to deal with employees of the State Conservation Department and is similar to House Resolution No. 40.

(3) House Concurrent Resolutions Nos. 1 and 4 of the 1959 Fiscal Session purport to deal with licensing as civil engineers of certain employees who are now in the employ of the State Department of Highways, performing the work of civil engineers.

Said the Court: "The Attorney General, in his answer, raises the question of whether there is a justiciable controversy. This Court is of the opinion that no justiciable controversy is asserted by plaintiffs' petition—that plaintiffs as professional engineers, and the State Board of Registration for Professional Engineers and Land Surveyors are merely seeking an advisory opinion. Although the litigants suggest that this is a justiciable controversy, it is patent upon the face of the papers that the parties hereto are not seeking a declaration of right, but rather an advisory opinion that the resolutions herein above referred to are unconstitutional."

Another example of engineer involvement in legal matters occurs in the case of J. B. Thomas vs. Fromherz Engineers, Singstad & Baillie, New Amsterdam Casualty Company, Lloyd LeBlanc and Jack L. Barker. Titled Case 19-899, 17th Judicial Court, Parish of Terrebonne, State of Louisiana, the litigation revolves

coastal Waterway near Houma. The plaintiff, J. B. Thomas, was employed by Baltimore Contractors of Baltimore, Maryland, the general contractors on the tunnel job, a joint undertaking of the State of Louisiana and the Police Jurors of Terrebonne Parish.

In the project under consideration, Fromherz Engineers by contract with the State Highway Department undertook three categories of engineering services: 1) to survey the job; 2) to design the work, prepare plans and specifications to be incorporated in invitations to bid and 3) to inspect work as it progressed as the representative of the State to insure to the State that the work as performed by Baltimore Contractors was in accord with the plans and specifications.

In his petition Thomas alleges that on April 16, 1959, he was a sand-hogger working for Baltimore on a pile-driving crew of which Lloyd LeBlanc was foreman and in which Jack L. Barker was operating the pile-driving crane, and claims to have received extensive injuries. He states that he was underneath the piling when it slipped from the pile-line. In his suit he asks \$155,000 damages, interest and costs. He also asks that his suit be tried by a jury.

The plaintiff names Fromherz Engineers in his complaint on the grounds that they were at fault for his injuries in that they had the responsibility of supervising and directing the construction. They were derelict in their duty. Thomas claims, in that the piling slipped because the lead line was "not equipped with an end unit." He specifies that Fromherz and Ole Singstad of Singstad & Baillie were negligent "in failing to inspect said equipment; in permitting said pile-driver to operate without the proper safety appliances and particularly an end unit to securely hold the pilings which were being set."

The current status of this is open since the defendants have obtained a stay for time in which to prepare an answer to the plaintiff's petition.

EXECUTIVE INTERIORS

*Architects are especially invited
to visit our showrooms located in
New Orleans at 523 Gravier Street.
For your next interior requirements
consult our representatives for any
assistance in providing detailed
information for your exacting needs.*

*Offices
Louisiana
Supreme Court
Building
New Orleans*

*Architects
Favrot, Reed, Mathes & Bergman
Goldstein, Parham & Labouisse
August Perez & Associates*

CARPETS
AND DRAPERIES
By
A. W. HERMANN
President
OFFICE EQUIPMENT, INC.

Executive Interiors
OFFICE EQUIPMENT INC.
523 GRAVIER ST. NEW ORLEANS

Minimum Age Rule Considered

Recognizing the hazards of wrecking and demolition work, Secretary of Labor James P. Mitchell has set a public hearing on proposals to raise to 18 years the minimum age for employment of young workers on all such operations on buildings and in shipbreaking. The action was taken pursuant to the child labor provisions of the Fair Labor Standards Act.

The hearing on a proposed new Hazardous Occupations Order No. 15 will be held September 14, 1960 at 2 p.m., Room 2325, Main Labor Building, Washington 25, D. C. Formal notice of the hearing has been published in the Federal Register.

Operations of certain equipment used in wrecking and demolition operations is already prohibited for employees under 18 years of age. Prohibited are occupations such as truck driver and helper and operation of woodworking machines, elevators, cranes, derricks, hoists, and all metal-shearing machines.

With the aid of technical advisers from State labor departments, management, labor, insurance and professional safety organizations, the Labor Department's Bureau of Labor Standards made an intensive study of the occupational hazards to young workers in all operations involving total or partial wrecking, demolition, and dismantling of buildings or other structures, such as bridges, steeples, towers and chimneys, and wrecking or demolition of ships and other vessels. Findings indicate general agreement by contractors and safety experts that all work on these operations is particularly hazardous for the employment of 16- and 17-year old persons.

While no two wrecking and demolition jobs are exactly alike, the report notes, three methods — commonly known as hand, mechanical and dynamite procedures — are used, depending upon the size and type of structure, man-hours required for completion, labor costs and type and amount of salvageable material.

Equipment found in use by the Bureau ranged from wrecking bars to demolition balls, hammers to jack hammers, and wheel barrows to front-end loaders.

Hazards in building demolition, the report continues, includes those involved in maintaining and operating power equipment such as cranes, power shovels and bull-dozers; falls from many levels while working on scaffolds, on insecure walls and around unguarded material chutes as well as in wet and slippery weather; being struck by falling objects when working on lower levels and by swinging loads; collapse of walls; exposure to heavy moving equipment and to the un-

known structure of old buildings. Other hazards include the dangers of high voltage, fire, explosives, and explosions strains from handling heavy materials, and infection from nail punctures and the like.

Shipbreaking hazards are much the same except for serious added dangers from toxic fumes while cutting metals in confined spaces, and the use of shearing machines.

Copies of the notice of hearing and report of investigation, "Report No. 15 — Wrecking and Demolition Operations," are available on request from the Bureau of Labor Standards, U. S. Department of Labor, Washington 25, D. C.

Zonolite Appoints Sales Representatives

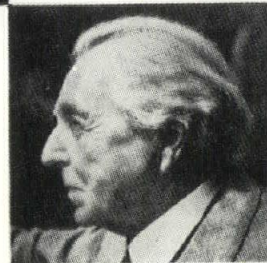
E. David Bossier of Baton Rouge, La. and Richard C. LaRue of Levittown, Pa. have been named sales representatives for Zonolite Company, Chicago miners and processors of vermiculite.

Both will serve engineers, architects, and building supply dealers for the firm's Building Products Division, Bossier in portions of Louisiana and Mississippi, and LaRue in Southern New Jersey. Zonolite Company markets insulation products for home and industry; fireproofing and acoustical materials; and lightweight aggregates for plaster and concrete.

FRANK
LLOYD
WRIGHT

SELECTS THE
TALIESIN PALETTE

IN
MARTIN-SENOUR
PAINTS



Only Martin-Senour offers Taliesin Colors, personally selected by world-famous architect Frank Lloyd Wright to coordinate furniture, rugs, wallpaper and fabrics.

Architects are especially invited to inquire for color samples and charts to assist in correct color and decorative specifications.

Sold Exclusively By

R. F. "DICK"

MESTAYER LUMBER CO., INC.

1533 LAFITTE AVENUE

NEW ORLEANS 16, LA.

News About Books

Reinhold Publishing Corporation, New York, has appointed Thomas Creighton, F. A. I. A., Editor of *PROGRESSIVE ARCHITECTURE* as Consulting Editor for the Reinhold Architectural Book Department.

Creighton will assist in the development and appraisal of new book projects. His understanding of the field and his wide acquaintance among architects will be especially valuable in this capacity.

Creighton has a long and varied background in the field of architecture ranging from practicing architect to editor and author. He was graduated from Harvard University, studied at the Beaux Arts Institute of Design, and then practiced architecture from 1926 to 1946. In 1946 he joined *PROGRESSIVE ARCHITECTURE* as Editor.

He is a Fellow of The American Institute of Architects and a member of the Architectural League, American Institute of Designers and American Hospital Association as well as being an honorary member of The Construction Specification Institute.

Mr. Creighton is the author of *PLANNING TO BUILD* and *BUILDING FOR MODERN MAN* and co-author of *HOMES, THE AMERICAN HOUSE TODAY, QUALITY BUDGET HOUSES* and *DESIGN FOR LIVING*.

Housing Choices and Housing Constraints by Nelson N. Foote, Sociologist, Consumer Behavior Research, General Electric Co.; Janet Abu-Lughod, Sociologist, ACTION Research Program; Mary Mix Foley, Former Associate Editor, *Architectural Forum*; and Louis Winnick, Consulting Economist, ACTION Research Program. ACTION Series in Housing and Community Development. 453 pages, 5 3/8 x 8, 18 illustrations, \$12.50.

This newly published book presents a discussion of the factors governing the choice of housing in America today and provides an analysis of existing housing problems and what action can be taken to solve them.

Based on extensive research, surveys, and interviews, the book investigates the preferences of housing consumers and explains motives which determine these preferences. Special attention is given to the ways in which the family life cycle influences choice of location and specific type of structure desired.

The book spotlights many important inadequacies that exist in housing development at the present time, and offers practical suggestions for improving housing so that it will result in more complete satisfaction of consumer wants.

Among the subjects covered are the city versus the suburbs; why some consumers choose a dining room instead of an extra bedroom; the importance of the

number of bathrooms in a dwelling to some consumers; what percentage of the family budget is spent for housing by representatives of various income levels; and how community planning and action can maintain or improve the value of property.


The parts played in the development of modern housing by builders, bankers, realtors, manufacturers, government officials and bureaus, and consumers are analyzed. In addition, the book discusses mounting pressures for more external and internal space; modern design and technology in housing; renting and buying; and other subjects.

Further information on Foote, Abu-Lughod, Foley, and Winnick's **Housing Choices and Constraints** may be obtained from the McGraw-Hill Book Information Service, 327 W. 41st St., N. Y. 36, N. Y.

• • • •

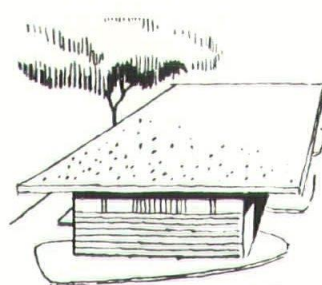
THE EYE OF THE PAINTER by Andrew Loomis. The enormously popular author-artist analyzes various components of beauty — unity, simplicity, color design, rhythm — from the practical standpoint of the working artist. Art instruction of a superior nature, it will also help layment to "see with the painter's eye." Illus., many in full color. October. Viking. \$6.00.

(Continued on Page 20)

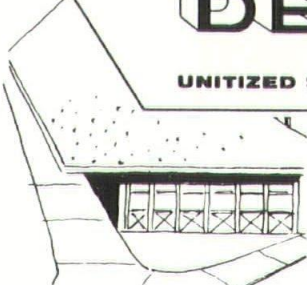


**SPAN
DECK**

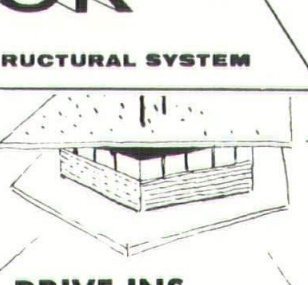
UNITIZED STRUCTURAL SYSTEM



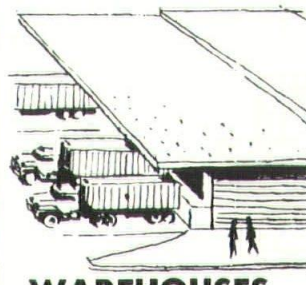
MOTELS



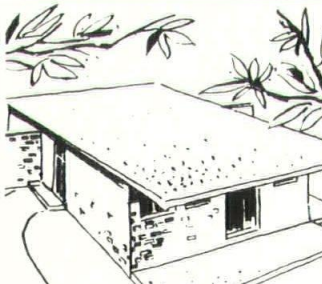
SCHOOLS



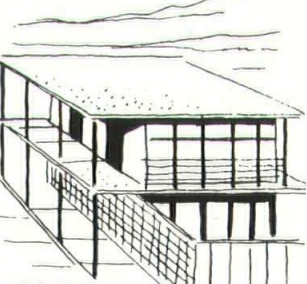
DRIVE-INS



WAREHOUSES



HOMES



CLINICS

Versatile • Economical • Practical

For Additional Engineering Data, Load Carrying Capacities and Specifications call or write

SpanDeck Corporation

5501 CHEF MENTEUR HIGHWAY • WH 5-2132 • NEW ORLEANS, LA.

Producers Hold Market Conference

"Marketing '60" will be the theme of the Producers' Council's 39th Annual Meeting, to be held this year at the Drake Hotel in Chicago, Illinois, October 5 and 6.

Representatives from companies and product associations embracing the whole spectrum of suppliers to the construction market will have a well-planned opportunity to complete notes and check the effectiveness of their current sales strategy with other top marketing men.

Announcing the program, Council First Vice President Elmer A. Lundberg (Director of Architectural Sales, Pittsburgh Plate Glass Company) said, "Manufacturers in the building industry are moving into a decade of new products and changing patterns of marketing. We feel that, as the only association with representation from every product category, the Producers' Council is in a unique position to define the new problems and set about solving some of them."

The Annual Meeting will begin at 10 a.m., October 5, with a review of the Council's long-range study of distribution problems in the building industry, now in its initial stages. Study committee chairman Robert W. Lear (Director of Marketing Services, American Radiator and Standard Sanitary Corporation) will make the progress report.

A top United States Steel official, Marketing Vice President Bay Estes, will keynote the afternoon conference on marketing matters at luncheon and preside at the premiere of a USS film on product introduction to the architectural field. The conference itself will cover advertising, sales promotion, public relations and sales training.

Speakers will include the president of the public relations counselors to the American Institute of Architects, Henry J. Kaufman (Henry J. Kaufman Associates) and Managing Editor Joseph Hazen, *Architectural Forum*, who will present for the first time the results of a comprehensive survey of architects' advertising preferences.

Wednesday conference proceedings will be summarized by Robert A. Whitney, President of Marketing Audits Institute, Inc. at the first session Thursday morning, October 6. Drawing on the results of the conference, Whitney will try and pinpoint the most effective ways to utilize marketing dollars in selling architecturally specified building products and equipment.

Thursday morning will also include economic forecasts from divergent elements in the industry. Thursday luncheon, business meetings, and Annual Banquet plans will be announced shortly.

Presidents of the Council's forty-five

chapters, composed of member companies' field representatives and located in major marketing areas, will convene in separate session Thursday afternoon and continue their meeting through Friday morning.

Topform

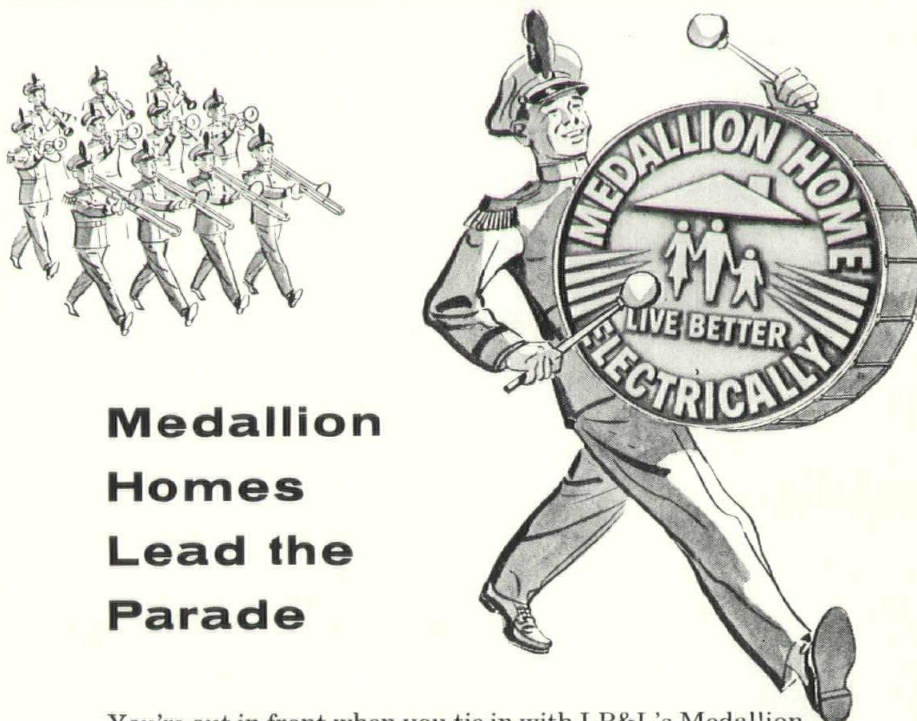
Topform, Inc., New Orleans, has announced its Decorator Model of Beautiful Vanities.

According to the manufacturer, the model has been designed for the home where luxurious decor is of prime importance.

The announcement said the units are

larger, roomier, exquisitely designed, and are adaptable for unusual arrangements to comply with odd sizes and shapes in today's bathrooms.

Features include 3-drawer units, left or right hand -12" -18", and 24" widths. They can be combined with lavatory base units to make unlimited size combinations. Exterior surfaces are covered with Formica, Micarta or Equal. Semi-concealed hinges, chrome pulls, 2 tapered chrome legs. Interior finish is in multi-color lacquer. Also featured are Topform fully-formed plastic tops with "no-drip" edge, 4" backsplash. Write direct to the manufacturer — Topform, Inc., New Orleans, La.



Medallion Homes Lead the Parade

You're out in front when you tie in with LP&L's Medallion Home Program. Builder after builder has already taken advantage of this nationally and locally advertised program to help sell houses faster.

LP&L runs newspaper ads—regularly—to pre-sell homebuyers on Medallion Homes. Outdoor and truck poster, TV and direct mail advertising swell the volume of Medallion Homes.

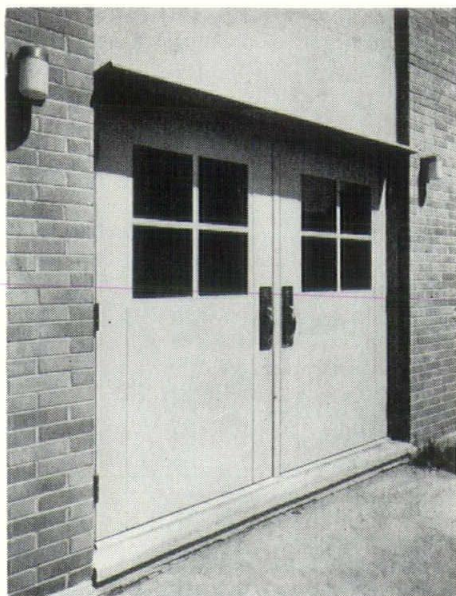
Builders find it easy to tie in directly with LP&L advertising and promotion. And LP&L's planned program of cooperation with builders includes these additional items: display certificates, weatherproof signs, handout literature, medallion plaques, training help for sales personnel and help with open house demonstrations.

All builders in LP&L's service area who meet the requirements for Housepower wiring, appliances and lighting are invited to join the parade. That includes you!

For details write: Sales and Development Department, LP&L Co.
142 Delaronde St., New Orleans 14, La.

Louisiana Power & Light Company

"Helping Build Louisiana"



Pictured at left is a Hollow Metal Door installation, Florence Johnson Chester Elementary School, New Orleans by Carl L. Olschner & Associates, Architects.

IN YOUR NEXT JOB

Save both Money and Delivery Time in
Specifying Stock Size

HOLLOW METAL DOORS

Both Interior and Exterior

For complete specifications and information write or call.



Truscon

FLUSH STEEL DOORS

CALL FRANK DUPRE

**MATERIALS
SERVICE**

4100 Tchoupitoulas

New Orleans, La.

PRE - CAST & PRE - STRESSED CONCRETE

**Beams — Piling — Channel Slabs —
Bridge Sections — Building Frames**

BELDEN
CONCRETE PRODUCTS INC.

P. O. Box 9210 • METAIRIE, LA.

VE 3-5593

Books

(Continued from Page 18)

THE PAHLMANN BOOK OF INTERIOR DESIGN, new edition by William Pahlmann. The famous interior designer brings his popular book up to date with many fascinating new decorating ideas. Illus., many color. October. Viking. \$7.50.

MOTELS, HOTELS, RESTAURANTS and BARS by the editors of *Architectural Record*. Completely revised and expanded, the informative book presents in one place a detailed study of physical design in motels, hotels, restaurants and bars, and successfully shows the important relationship between good design and good business. Presented in these pages are illustrations and plans of successful establishments. Each case study is profusely illustrated with interior and exterior photographs and floor plans. In many cases, structural diagrams are also included for clarity. Designed to save time and work in countless ways, and to open up new opportunities in the field, this book is invaluable for anyone planning to build, remodel, make additions, expand into a chain operation, or invest in this type of enterprise. Dodge. 324 pages. Illus. \$9.75.

MODERN MASONRY: NATURAL STONE AND CLAY PRODUCTS. This book resulted from the first industry-wide examination of masonry's place in contemporary building. Scope is limited to brick, tile, natural stone and marble. Papers deal with architectural design, technology of building with masonry, research and new technical developments, costs and maintenance, and building type analyses for residences, multi-story buildings, hospitals and schools. BRI (1956). 163 pages. \$4.50.

LINEAR PERSPECTIVE WITHOUT VANISHING POINTS by Stanley B. Parker. This book has been prepared expressly for those who wish to use a quick and dramatic method of picturing the three dimensions of objects at an accurate scale. Its compact, lucid presentation will be of great practical value to anyone actively concerned in this field. Dealing with all aspects of orthogonal perspective, the book is organized in two sections, including an elementary presentation for those not interested in the geometry of the system, and an advanced discussion for those interested in mathematical theory. Parker, author of *The Vertical Vanishing Point in Linear Perspective*, is a practicing architect in Mass. 100 pages. Illus. Harvard. Paper, \$2.50.

THE DYNAMIXION WORLD OF BUCKMINSTER FULLER by Robert W. Marks. Here is a thorough presentation of the life and work of one of the

(Continued on Page 21)

Books

(Continued from Page 20)

most original and controversial men of our time. It is the outcome of a long and close friendship between the author and his subject. In this book the author explains even the most complex of Fuller's ideas in a way that makes them accessible to all readers. Included are all the provocative Dymaxion projects — car, house, deployment units and transports, as well as Fuller's more recent work on Geodesic domes and space frames. The book also reveals the principles behind all these highly original design concepts. 232 pages. Illus. Reinhold. \$12.00.

MATERIALS FOR ARCHITECTURE by Caleb Hornbostel. This big handbook presents authenticated, up-to-date data on materials for building construction. It is useful to the practising architect, and the student, as well as to engineers, contractors, specifiers, interior designers, decorators and others in the building industry. This book will clarify and integrate current information in an easy-to-find format giving basic data, definitions, and formulas with lasting values. It will point up the future possibilities of materials, broaden the architects' viewpoint on the possibilities of available materials, and give up-to-date data by using the latest research information. In ad-

dition, this publication will give comprehensive scientific information useful for the student who will save much "book hopping" when in search of basic data. 500 pages. Illus. Reinhold.

HOUSING DESIGN by Eugene Henry Klaber. Emphasizing the design of housing rather than its social aspect, this book contains practical information on housing developments from its simplest to most complex form. It points out the standard essential to successful room layout, floor planning, site orientation, etc. 250 pages. Illus. Reinhold. \$4.25.

ARCHITECTURE IN AMERICA, a photographic record by Wayne Andrews. Twenty years have gone into the making of this handsome book. No other photographer has succeeded in documenting so many phases of our architecture, from century to century and from coast to coast . . . nor presented his findings with such skill, grace and wit. Introduction by Aline Saarinen. October. Illus. Atheneum. \$12.50.

See
New Products On
Page 24-25

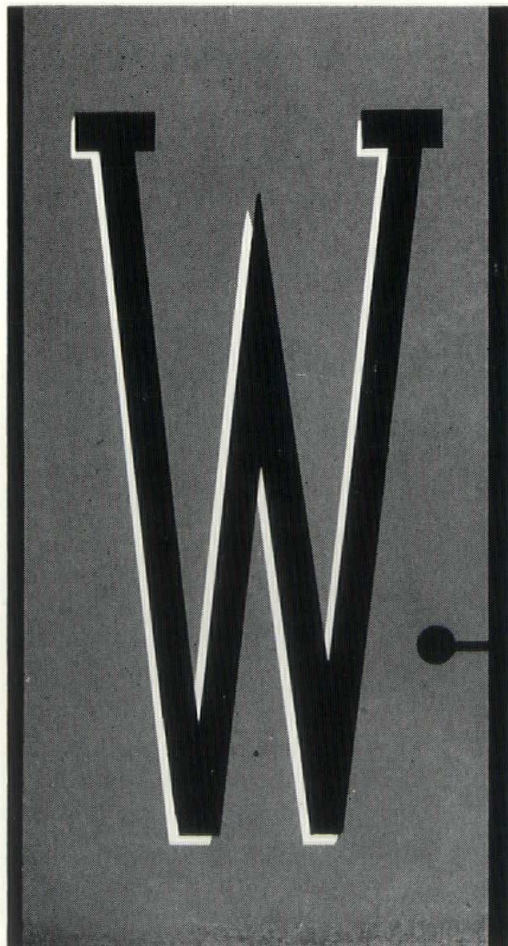
Subscribe

to

Gulf States
Architect & Builder

833 Howard
New Orleans

\$3.50
Per Year



BUILDERS HARDWARE

JNO. WORNER
& SON, INC.

401-405 DECATUR STREET

New Orleans 16, La.

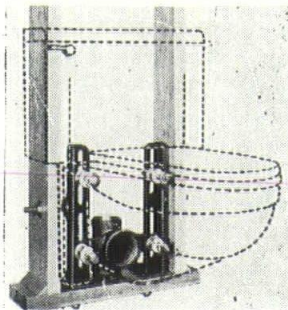
Phone EX 2592



EASIEST TO INSTALL
a type to meet every requirement
UNITRON CARRIERS

**FOR RESIDENTIAL
WALL-HUNG CLOSETS**

- ✓ Carrier and fitting fit into standard plumbing wall construction.
- ✓ Ample vertical and horizontal adjustment for floor and wall variations.
- ✓ Fits within standard stud center-to-center dimensions.
- ✓ Fits all manufacturers' closet bowls with standard bolt centers.
- ✓ Quickly installed — built to last a lifetime.



TYPES

- No. C-010 Carrier with 3" solder joint brass fitting.
- No. C-011 Carrier with 3" hub and spigot cast iron fitting.
- No. C-020 Carrier with 4" hub and spigot cast iron fitting.
- No. C-021 Carrier with 2" IPS and 4" spigot cast iron fitting.
- No. C-026 Double Carrier with adapter for 4" hub and spigot cast iron fitting.
- No. C-015 Carrier with adapter for 3" brass fitting.
- No. C-017 Double carrier with adapter for 3" sanitary cast brass T.
- No. C-018 Carrier with adapter for 4" lead connection.
- No. C-019 Carrier with adapter for 4" brass fitting.

Call or write for Catalog F-2

JOSAM MANUFACTURING CO.

Michigan City, Indiana

District Representatives



P. O. Box 747

L. M. FLANARY

AM 6-5645

Chattanooga 1, Tenn.

JOSEPH TANET

JA 5-3656

New Orleans 12, La.

624 Gravier Street

JOHN J. CORRIGAN

P. O. Box 5792, Crosstown Sta.

BR 4-5712

Memphis 4, Tenn.

Women Suggest Ideal House

"Improve what we have before you give us something new," is the gist of advice to manufacturers, dealers, builders, architects and others concerned with products for home and family use.

This suggestion came as a result of a 3-day meeting in Washington of 100 homemaker delegates to McCall Magazine's 3rd National Congress on Better Living.

General theme of the Congress was "The Pursuit of Quality," and the delegates aired their pet peeves as well as their likes with considerable relish.

In describing the ideal home, the delegates stressed "quality," and the "ability to endure." Their ideal home would look something like this:

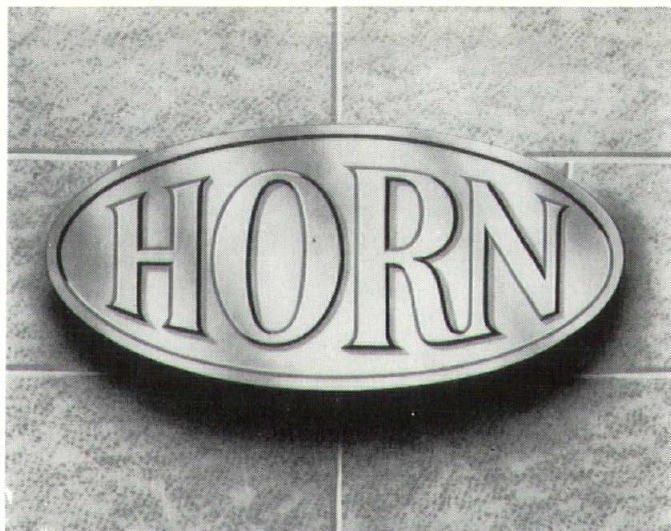
(1) Traditional two-story design with one bedroom on the first floor; (2) Two baths at least, one with a tub and the other a stall shower; (3) Bright, airy kitchen planned only for the woman of the house . . . a place where she will do everything connected with food but no other activities will intrude; (4) A separate laundry room which will have lost of counter space, storage space, television set and telephone as well as washer, dryer and ironing equipment; (5) Much storage space throughout . . . perhaps an old-fashioned "walk-in" pantry; (6) fireplaces; (7) No terrace unless the terrace has a roof; (8) glareproof glass in picture windows and glass walls; (9) Television sets anywhere but in the living room; and (10) A custom-look exterior . . . delegates were willing to pay up to \$1000 more for a house which doesn't look like all its neighbors.

Its location would be further away from suburban developments and the neighbors ideally in a country-like "acreage" with schools and cultural facilities nearby, and shopping centers and churches not necessarily close.

The architecture we seek shall be as a man active, alert, supple, strong, sane. A generative man. A man having five senses all awake; eyes that fully see; ears that are attuned to every sound; a man living in his present, knowing and feeling the vibrancy of that every moving moment, with heart to draw it in and mind to put it out: that incessant, that portentous birth, that fertile moment which we call Today!

—Louis Sullivan

ARCHITECT and BUILDER



SYMBOL OF SECURITY SINCE 1897 — The A. C. Horn Companies have pioneered in the development and manufacture of materials for the construction, maintenance, decoration and protection of structures of all kinds. This continuous record of reliability and service in the supply of time-tested products has made the name "Horn" a hallmark in architectural, engineering and industrial specifications.



A. C. HORN COMPANIES

DIVISION

Sun Chemical Corporation

4323 CRITES, HOUSTON, TEXAS

Plants: Atlanta, Houston, No. Bergen N. J., Los Angeles

San Francisco, Denver, Toronto

World's Largest Construction Drill

The world's largest construction drill, a towering giant reaching a height of nearly eight stories, has been put in service by Case Foundation Co., Roselle, Illinois.

The enormous structure weighing more than 120 tons took approximately a year to build at a cost of over \$325,000. It was designed and constructed by Case engineers and mechanics in the firm's Chicago area plant as part of a continuing equipment research and development program.

The new tool will enable Case crews to drill through practically any type of soil, anywhere in the world, down to solid rock at depths as low as 200 feet, and to install concrete caisson foundations as large as 15 feet in diameter to support structures of any size or load.

Caissons formerly had been limited to the depth they could be put down by the capacities of the machine drilling equipment. The new drill is expected to overcome every known natural or man-made obstacle in the ground, including previously unpenetrable rock boulders, old cement foundations and other types of obstructions. It also will have the ability to go down deep enough to reach firm, unyielding rock strata to support caissons in any geographical area.

Up to now caissons could not be used in some sections of the Western Hemisphere because of the lack of adequate drilling equipment to perform the job. Case Foundation's new drilling tool is expected to provide the answer to this long-standing problem.

The equipment will be used in installing foundations on large land projects, such as skyscrapers and industrial plants, and for marine construction in Lake Michigan, bridge supports in the middle of the Mississippi River, and offshore installations on the West Coast and in the Gulf of Mexico for the oil industry.

Products Register

(Continued from Page 12)

News, called it "... A significant technical service ... an exceedingly useful professional tool ... a consistent time-saver." The Building Research Institute of the National Academy of Sciences said it was "obvious that a tremendous amount of hard work has gone into (its) preparation. ..."

The Register is available to all AIA members at \$25 per copy. It may be obtained by writing to The American Institute of Architects, 1735 New York Avenue, N.W., Washington 6, D. C. A descriptive brochure is available without charge.

When planning

REMODELING or

NEW CONSTRUCTION

look to an

experienced,

dependable source



**PORCELAIN
ENAMEL**

INSULATED WALL PANELS/VENEER PANELS

Complete Field Engineering and Erection Service

INDUSTRIAL ENAMELING DIVISION

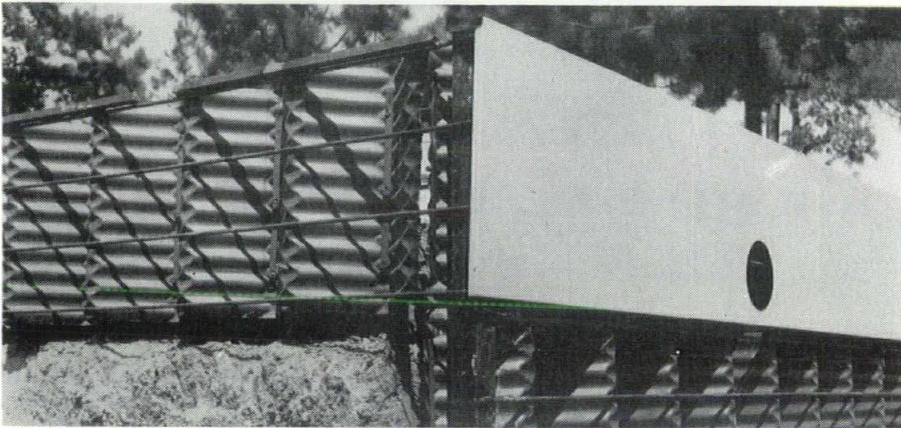
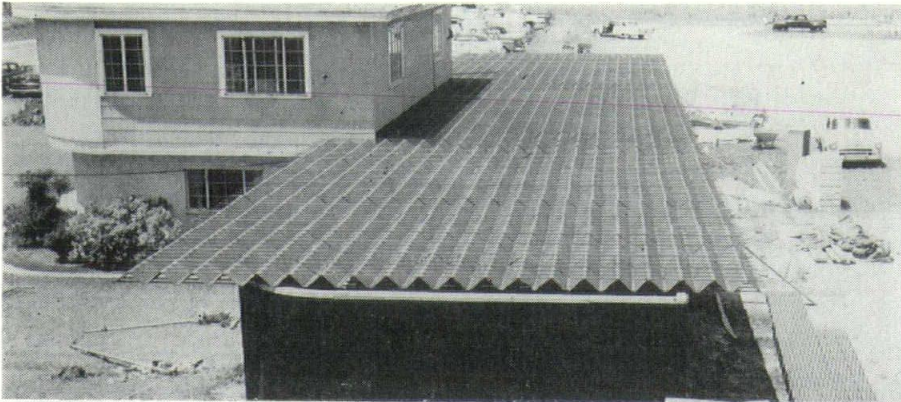
INDUSTRIAL ELECTRIC, INC.

3235 MAGAZINE ST • TWinbrook 1-6311 • NEW ORLEANS, LA.

**DOORS
FRAMES
LOUVERES**

**American
METAL WORKS, INC.**

P. O. Box 7027 New Orleans 19, La.



SpanDeck

Back in 1946, New Orleans steelman Wilburn (Bill) Moore was looking for an expanded use of his principal product, he wanted to explore new methods of construction, and at the same time use his experience in the steel markets as a base for making some new ideas work.

Moore and his associates observed that architects and builders must frequently face the problem of providing a load bearing floor or roof with an uninterrupted span at low cost. The problem often being compounded by the necessity of having to provide a wide overhang which adds to the design complications and cost.

After months of research and tests the group came up with a fabricated unit which could be used in roof and floor construction offering ease and speed of construction, some versatile applications and various economies. The unit which the group elected to call SpanDeck is fabricated of 26 guage cold finish formed and corrugated steel sheets in 16" modules which overlap at the bases and are welded by a gas shielded arch method. Compatible welding rod is used to fuse the formed corrugated sections and transverse backup bars to the round steel bars

forming the flanges of the unit.

The SpanDeck units used in roof construction incorporate the use of either pre-case or cast-in-place light weight con-

crete or gypsum concrete, direct application of rigid insulating board, or other collateral materials as a base for a built-up roof. Triangular voids provide unobstructed raceways for wiring, cable, plumbing and sprinkler piping. The underside of the SpanDeck section provides an easy means of installation or ducts, light fixtures or installation of suspended or directly applied ceilings of many types.

In floor construction the units with precast concrete slabs are said to afford an easily assembled floor system with high load bearing capacity. This bearing capacity can be increased by the manufacturer with the additions of more bars on the top and bottom chords of the unit or by increasing the diameter of each bar. In combination with other materials as an underside, a floor and ceiling can be installed in one pre-assembled unit. Structural voids provide passage for cable, wiring, plumbing and piping. Concrete may also be poured after the basic units are in place or other flooring materials can be attached to the upper steel bars in the field.

Another use for SpanDeck units was found in swimming pool construction. One chief problem in pool construction was a movement of soil causing cracks, breaks and faults in the concrete sidewalks. In this connection the company found that through the use of the SpanDeck units in pool construction, the sides of the pool were easily formed by using SpanDeck units welded to four steel pipe posts set in concrete to a depth of two feet; the level and grade of the pool being easily established and set by instruments from these four points. Welding the units to the posts provides a welded steel frame for the entire pool. Concrete is poured into the voids of the units forming the frame, thus becoming the vertical sidewall of the pool. The company also has developed a pool sidewall finish of fabricated steel enameled sections in various colors. These sections are easily placed on the SpanDeck sections of the pool wall and provides a finished and lasting surface.

For additional information regarding the use of SpanDeck units, write the company direct. SpanDeck Corporation, 5501 Chef Menteur Highway, New Orleans, Louisiana. P. O. Box 26005, New Orleans 26, Louisiana.

For
Additional
Information
About These
New Products
Write
The Manufacturer

Bondite

A newly developed adhesive material for the rapid securing of wooden block flooring and wooden screeds to concrete slab floors and foundations, has been announced by the Lion Oil Company Division of Monsanto Chemical Company.

The new product, designated as "BONDITE Asphalt Adhesive," enables builders to bond wood to concrete quickly and easily without fear of eventual disbonding, according to Donald J. Fox, asphalt sales manager for Lion. Available in 5-gallon pails, it may be applied at ambient temperatures from 45 degrees to 105 degrees, Fahrenheit, and dries almost immediately. Wooden block may be laid and walked upon at once; and flooring may be nailed to screeds 30 minutes after application, the announcement reported.

In addition, the new material dries flexible enough to allow for expansion and contraction during temperature changes, yet holds flooring and screeds firmly in place, theu manager declared.

Literature describing the new adhesive in detail may be obtained by writing the Lion Oil Company Division of Monsanto Chemical Company, Asphalt Dept., El Dorado, Arkansas.

Subscribe

Today

To

**GULF STATES
ARCHITECT-BUILDER**

\$3.50

Per Year

Mail To

Room 605

833 Howard Ave.

New Orleans, La.



Color Mixer

A color mixing machine, operated by punch card, now makes an unlimited range of colors available for the architect or designer who demands exacting color combinations.

The machine developed by the Martin-Senour Paint Company, Chicago can deliver any of an infinite number of colors with a few seconds, according to Dick Mestayer, Jr., Mestayer Lumber Company, New Orleans, a dealer for Martin-Senour Paints within the area.

According to Mestayer, the Colorobot will permit a paint specifier to select a color coded punch card which is then inserted into a slot, and within a few seconds, have the exact selected color mixed in the desired finish and ready to take home.

Special color charts are available for the use of architects and builders, Mestayer said.

Interior Prints

A gallery of contemporary interior designs, with commentary written by an architect who lived 2,000 years ago, is being offered to architects by Armstrong Cork Company as a full color portfolio. Distribution of the 16-page booklet, titled "A Portfolio of Mid-Twentieth Century Architectural Interiors," is being handled by District Offices of Armstrong's Floor Division.

Featured in the booklet are seven American buildings to which resilient flooring has made outstanding contributions. Each illustrates a different precept in architectural design. Copy is interlaced with comments by the Roman architect Vitruvius, whose ideas expressed about 40 B.C. still have validity in the Twentieth Century.

Most of the photographs in the portfolio were taken by Lawrence S. Williams, architectural photographer from Philadelphia. Over a period of three months, Williams traveled across the United States to photograph some of the

best works of leading American architects.

Buildings featured in the booklet, with their architects, include the Bennington College Library, Bennington, Vt., designed by Pietro Belluschi and Carl Koch & Associates, Cambridge, Mass.; Parke Davis building, San Francisco, designed by Minoru Yamasaki and Associates, Birmingham, Mich., in association with Knorr and Elliott, San Francisco; Connecticut General Life Insurance Company building, Hartford, Conn., designed by Skidmore, Owings and Merrill, New York City; Automobile Club of Washington (AAA) building, designed by John Graham and Co., Seattle; Church of the Redeemer, Baltimore, designed by Pietro Belluschi, Cambridge, Mass., and Rogers, Taliaferro and Lamb, Baltimore; International Minerals and Chemicals Corporation building, Skokie, Ill., designed by Perkins and Will, Chicago; and the Dallas Trade Mart, designed by Harold A. Berry and Donald H. Speck, Dallas, in consultation with Harwell Hamilton Harris, Dallas.

Poly-Kote

Brad Chemical, Inc., 111 West Washington Street, Chicago 2, has announced its new "Poly-Kote" compound which the company says offers long lasting, economical waterproof protection for wooden concrete forms.

The company says that "Poly-Kote" is a highly concentrated compound of active organic ingredients that penetrate deep into the wood, coating each fiber with a flexible layer impervious to water or chemical action.

Mixed with ordinary fuel oil in a 54-1 ratio, Poly-Kote is easily applied by brush, spray, or mop, the company said.

For additional information write direct to the company above.

Book Ends

Adjustable book ends called "Shelvies" have been announced by The Hahn Co., 2311 Fox Hills Drive, Los Angeles, Calif.

The units, according to the company solve the problem of holding books, records, folders, directories, magazines upright.

Designed of slender anodized aluminum, spring loaded for tension, with non-marking white rubber tips.

The announcement said the units could be adjusted to any shelf height from 9½" to 14". Bronze or aluminum finish.

For more details write direct to the company.

Over the Editor's Desk . . .

Confidence Man on the Loose . . . if you haven't checked the lock on your office door, you'd better consider checking it, that is provided you're an architect and provided you're good prey for 'confidence men.' It seems there's one on loose. He was last reported by the August 15 issue of the **AIA MEMO** as somewhere in the "New England Area." **Ward C. Robinson**, alias **Wayne Robinson**, alias **Barney Bates**, etc. seems to be a sort of "werewolf" confidence man . . . says he is well known with some California architect, an expert on **Frank Lloyd Wright**, a college professor, a writer on cultural affairs, and what have you. He usually purports to be just back back from Italy or Mexico, so says the **MEMO**. His tracks have been reported by the **Spokane Chapter**, later by the **Rocky Mountain Region** and now more recently in the **New England** area where he is "borrowing" money from architects.

He is described as between 50 and 60 "short and chunky" with protruding brown eyes, white hair and a crew cut. When last seen he was wearing "a disreputable Florida shirt and a London accent."

.

Instead of subscription checks we are flooded every morning with stacks of "new product" releases. The institution of the "press release" is a helpful phase of the publishing business but unfortunately we don't have the space to use much of the stuff in our "new product" columns. They all sing the virtues of their products, quite naturally. One little item we noticed recently was a release on what is apparently a publication called "The Human Touch — In Engineering." It says that if you employ engineers or similar technical personnel that you'll be interested in this "new human relations program." The purpose of the program the announcement said, was to develop better human relations for engineering personnel. One of a few typical titles of issues is "The Professional Griper." Sample copies from the **National Business Aids, Inc.**, 1656 Lincoln Blvd., Santa Monica, Calif.

.

An interesting piece in the mail recently was an advance tear sheet from **Life** magazine showing off a beautiful presentation on the fine work of **Pier Luigi Nervi**, Italy's "greatest living builder." Center of the piece was a well done presentation of Nervi's big **Sports Palace** built to house the 1960 Olympics. His achievement of beauty through his prime interest in structural qualities seems exceptional.

Rene Valladares, New Orleans architect is proudly displaying his official insignia as **Honorary Consul General for the Republic of Guatemala** in Jefferson Parish, Louisiana.

.

Roy Hasse, heads the BR chapter's Construction Industry Relations group and **O. J. Baker** keeps the chapter aware of activity within the field of Education, Research and Scholarship.

Bill Hughes' committee on the Home Building Industry is suggesting some good thoughts for getting the local architect more good publicity . . . use local newspapers and magazines distributed to the public for special features and regular articles on the benefits of using an architect in home construction.

Gilbert Buvens' committee on the Preservation of Historic Buildings was apparently taking inventory of historic buildings within the area at the time of the chapter bulletin's publication. The loss by fire of historic Greenwood north of Baton Rouge last month will reduce the committee's inventory.

A community development committee for the Baton Rouge chapter is headed by **Frank Brocato**, and **Betty Lee**, the lady architect heads the important Public Relations committee. Local television stations are being encouraged to cooperate with the chapter for a public service series including a presentation of the various steps involved in the erection of a building.

Cliff Lasseigne heads the Schools and Hospitals committee who apparently had a meeting and directed that if the (local school board comes up with another bond issue, architects should insist on a better means for distribution of the work. The committee also suggests that architects should demand a 10 per cent fee for remodeling work for the school board in lieu of the flat 6 per cent on all work.

A "Potpourri" committee is headed by **Ralph Bodman** and who has been busy with watchdogging on legislative matters and keeping the membership informed on matters that may affect the profession.

.

Recently your editor had the pleasure of a visit with members of the **Mobile Architects Association**, Mobile, Alabama. **Arthur Prince**, association president had extended a most cordial invitation for me to talk briefly with the group concerning efforts of this publication. It was a pleasant association and for once in several days I enjoyed a good meal as guest of the architects. Also had a

pleasant visit with Mobile architect **Ed Slater** who now observes the efforts of three generations of architects within his firm. It was also good to see **Carl Burmeister** again after many months.

.

In a recent announcement coming across the editor's desk **McCall's** magazine points out some interesting items concerning women.

The "head" of the release starts out with the exclamation that "American Women Want Better Quality, Not New Models . . ." — which seems to bear out properly all the little items of thought running through the female mind where 'better living' is concerned.

It seems that during **McCall's 3rd National Congress on Better Living** a hundred women delegates from all parts of the U. S. met in Washington and let fly with all kinds of suggestions, on what they liked and how they wanted it.

On items ranging from houses to automobiles, food, etc. some conclusions were drawn, that — "the hamburger is the number-one choice for quick meals;" "husbands aren't welcome as shoppers, or chefs;" "and they don't like tall skinny bottles or round containers; want more screw-top jars, and spouts on anything that can be poured.

The announcement said the delegates were outspoken about cosmetics. Cosmetics they said was a necessity and should not be taxed, also they resented ads which portrayed them as "unreal-looking models in velvet pants, rolling on leopard rugs . . ."

More about women . . . this time **Edith Brazwell Evans**, Editor-in-Chief of **Living for Young Homemakers** magazine, in a release prepared by **Universal-Rundle Corp.**, tees off in a speech before the annual luncheon of the Women's Auxiliary of the National Association of Plumbing Contractors with a hair-lipping suggestion that we now have bathrooms large enough to hold a terry covered chaise lounge, and a fireplace. "Just imagine," she says, "stepping out of your bath or shower and relaxing in front of a nice, warm fire. Wouldn't it be wonderful?" Mrs. Evans proposes also that "bathrooms should be the most luxurious rooms in the home . . . even at the expense of some other rooms." She comes more to the point with a playful "think how much happier many marriages would be if she had hers, and he had his own bathroom in which to prepare for the day or evening. They could then do justice to themselves, and each other, with unhurried ease . . ."

Now back to my chaise lounge . . . towel please!

L. J. L.

ARCHITECT and BUILDER

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

GULF STATES ARCHITECT & BUILDER
833 HOWARD AVENUE
NEW ORLEANS, LA.

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

BULK RATE
U. S. POSTAGE
PAID
PERMIT NO. 194
NEW ORLEANS, LA.

**AN
AFFAIR**

OF IMPORTANCE

- Outstanding Entertainment
- Scenic Holiday
- National Speakers
- Big Materials Exhibit

OCTOBER 1-2-3

**THE
10th ANNUAL
CONFERENCE
GULF STATES
AIA
REGION**

*The
Arlington Hotel
Hot Springs, Arkansas*

**Make Your Reservations Directly
With the Hotel or the Motel of
Your Choice In Hot Springs**