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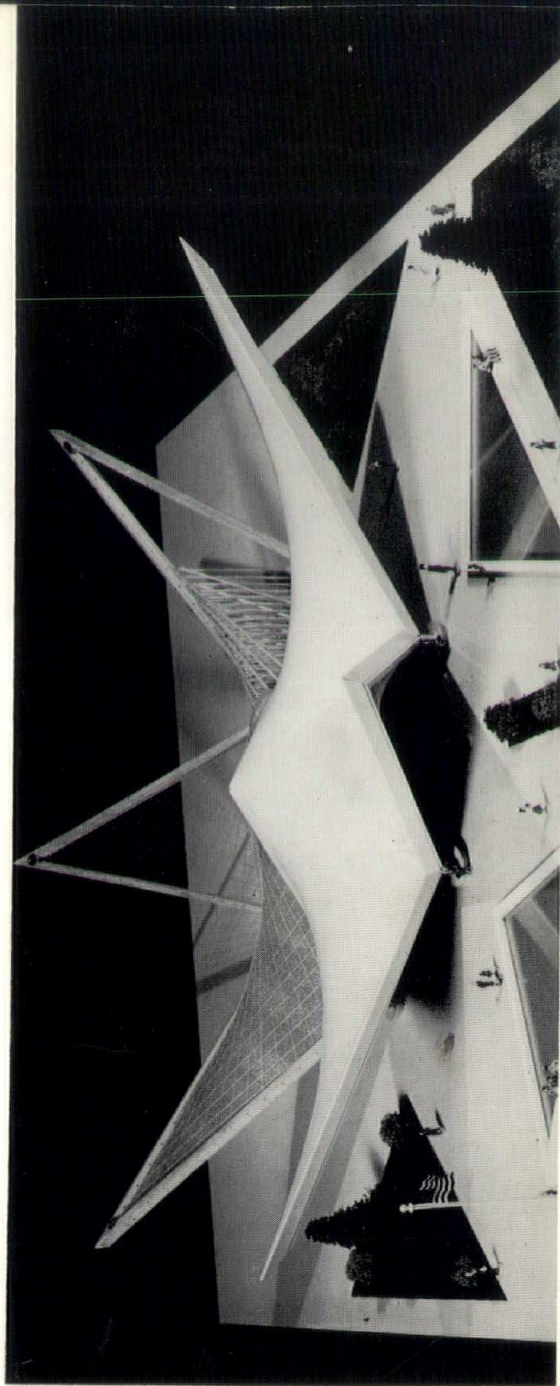
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*Gulf States  
Regional Conference*

*National  
AIA Convention Set*

*Mississippi  
Chapter Fights Fee Cuts*

*Student  
Design Awards*



G U L F   S T A T E S

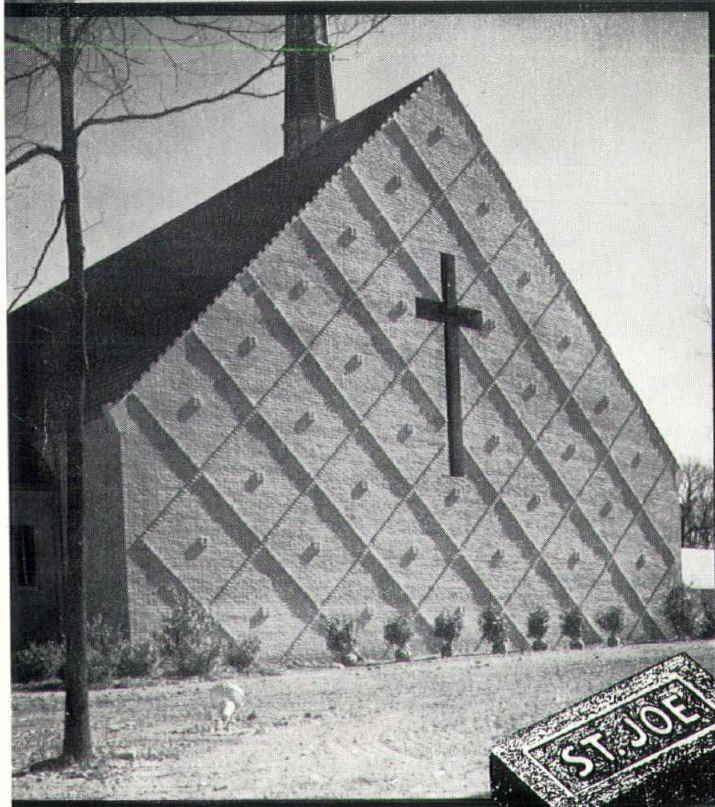
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A section of Wayne Seating in the Gymnasium of the Belle Chase, Louisiana High School. Fully-Closed Risers conceal understructure from view — provides safety by preventing slipping.

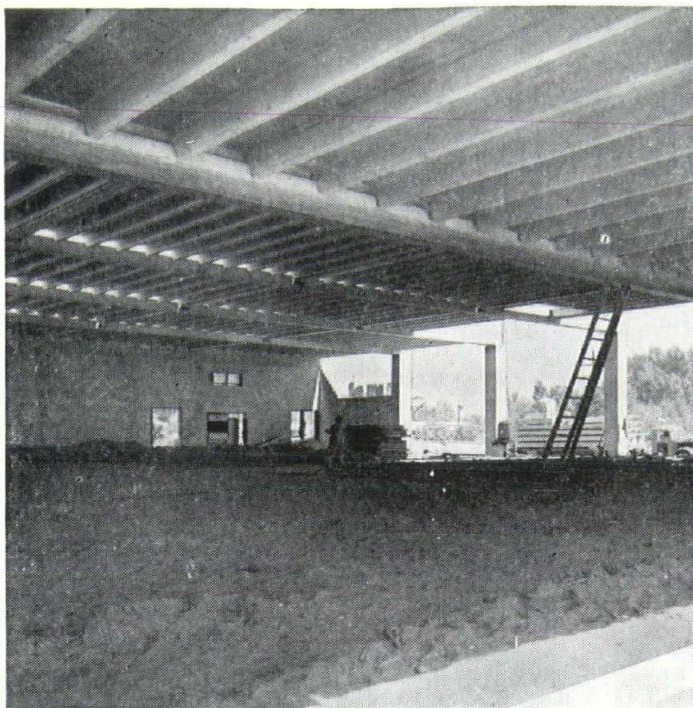
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OCTOBER, 1960



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.

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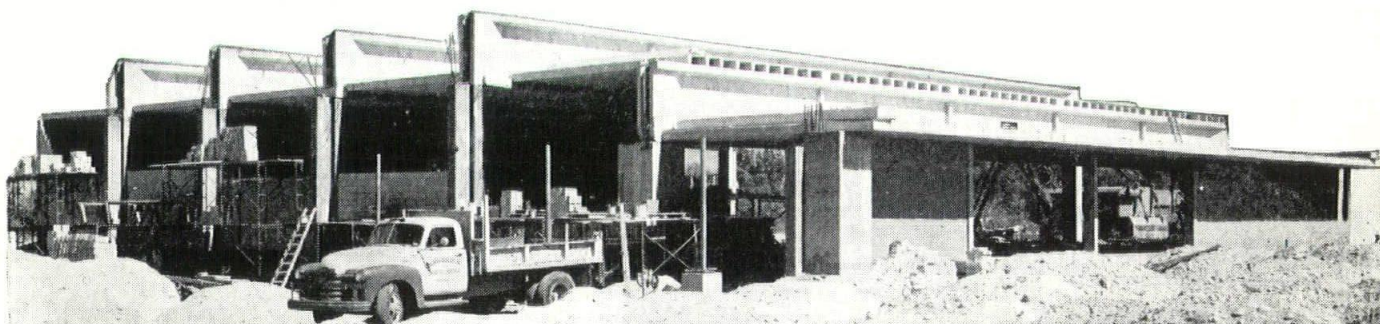
form with any applicable local building codes. Like all concrete structures they offer many advantages: great strength, extra long life, very low maintenance cost and true *low-annual-cost* service. In addition, such structures provide great resistance to destructive natural forces such as storms, decay,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

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THE OFFICIAL JOURNAL  
GULF STATES REGION  
AMERICAN INSTITUTE OF ARCHITECTS

October, 1960

VOL. 5, No. 4

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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.

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## LETTERS

• As fellow PAC participants we were interested to compare our publication with others. To my surprise and regret we were unable to locate a copy of yours. I hope that the reverse is not true, for we would be most pleased to exchange with you. I am instructing my secretary to make sure your name is on our mailing list, and would appreciate your doing likewise.

H. J. Stockard, Jr.

Editor  
Southern Architect  
Raleigh, N. C.

• Thank you for your letter of August 17. I have been out of town on my vacation until yesterday and unable to reply. I appreciate the kind words of congratulations for getting the LAA off the ground. The big job is to keep it flying. I am quite positive that the Gulf States Architect & Builder can be of great assistance to the LAA in the coming months.

G. Scott Smitherman

President  
Louisiana Architects Association  
Shreveport, La.

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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:

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

As this issue goes to press, a number of our friends within the area will be planning their trip to the 10th Annual Conference of the Gulf States Region in Hot Springs.

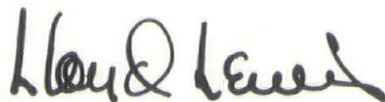
It would seem to us as a more than casual observer that this conference would be a good time for a hard look at the values of AIA membership.

One of the objective observations of a good number of construction industry principals is that architects are generally prone to say . . . "to hell with other architects . . . we're too individual by the very nature of our profession to become seriously concerned with the other guy's problem." We do not believe this kind of reasoning could be sound by any stretch of the imagination. We do not believe the thinking architect feels this way.

We do feel that the stand taken by the Mississippi Chapter AIA in their opposition to a real threat to quality construction, and in a direct way, the ultimate successful practice of architecture, is a prize example of unity in action. Chapters within the region should give concerted support to this activity.

As this problem is faced, as well as others which may arise, it will be interesting to note just how many will value their membership in the Institute.

Most cordially,



## Top-All Company, Inc.

James Frank, Jr., has announced the formation of Top-All Company, Inc. Principals of the firm include Frank as president of the new company, and Aaron Abramson as vice-president.

According to Frank, the company is the exclusive distributor in Southern Louisiana for Magna-Bond Protective Coatings and repairing compounds for use with swimming pools, pleasure craft, home repairs, refinishing furniture — a coating designed to repair, restore and protect metal, wood, concrete and other surfaces — wet or dry — from water and chemicals.

Frank said that Miracle Magna Bond coating stands up indefinitely under the severest "paint killing" conditions. Its uniquely "polarized" formula grips surfaces with an exclusive magnetic adhesion to withstand continuous wetting, impact and abrasion, Frank said.

The company is also distributor for Herculite Protection Fabrics, coated synthetic fabrics for marine and industrial use. Herculite is an operationally-proven vinyl coated nylon fabric developed through years of chemical research and combining high tear strength with great durability to overcome the shortcomings of cotton canvas, Frank said.

Warren, Knight and Davis, Birmingham architectural firm has received a merit award from Southern Bell Telephone for outstanding design on the telephone company's new Abbeville, Louisiana building.

Martin Lide and John M. Fuller, both of Birmingham, Alabama have been named to the Alabama State Board of Registration for Architects by Governor John Patterson. Fuller is already a member of the Board. This will be Lide's first term on the state board.

Dean Simerall of Mississippi State has announced the appointment of Dr. Julian H. Laucher, formerly of the University of Illinois to head the newly formed Department of Ceramic Engineering.

James F. Donnelly, Jr. has been appointed to the position of manager of advertising and sales promotion for the Permugas division of A. O. Smith Corporation, Kankakee, Illinois.

W. T. Halket, director of marketing for the Permugas division said that Donnelly's promotion is part of a stepped up marketing program necessitated by the number and diversity of products manufactured by the division.

## Swimming Pool Meeting Set

The Fourth Annual National Swimming Pool Institute convention and exposition has been set for Dallas January 7-10.

According to an announcement by the National Swimming Pool Institute, the event is shaping up as the biggest in history, surpassing the conference of last year in New York.

Robert S. Greene, Executive Secretary of the Institute has reported 108 exhibitors signed up as compared with 92 at the same time last year. Greene reported that much of the increase in exhibitors is in the water purification and pool accessory fields.

The 1961 exposition will be limited for the trade, with the public admitted only Sunday, January 8, Greene said.

Registration for the show will begin Friday, January 6.

## Fuller To Receive Award

R. Buckminster Fuller, New York will receive the Frank P. Brown Medal of the Franklin Institute, according to an announcement from the institute's office in Philadelphia.

Fuller will be honored at formal Institute ceremonies October 19 according to Wynn Laurence LePage, president.

The medal citation to Fuller reads: "In consideration of his inventive conception of the Geodesic Domes, the development of the associated mathematical derivations and the resolution of the Theoretical prin-

ciples to practice as a vastly more efficient and economic means of providing full-span shelter cover against the elements, without need for interior supports."

More than 1,000 geodesic domes have been built throughout the world, the announcement said.

## Conference Registration Fees Announced

Registration fees for the Hot Springs AIA Conference are as follows:

Corporate AIA members \$35.00 in advance; \$40.00 at the conference; Associate and Junior Associates, \$25.00 in advance; and \$30.00 at the conference. Exhibitors will be charged \$25.00 for advance registration; and \$30.00 if paid at the Conference. Guests will be charged the same. Wives will also pay \$25.00 in advance or \$30.00 if paid at the conference.

Advance registration must be postmarked before September 20. Registration includes evening events and afternoon tours, as well as the box lunch provided on tours. Tour tickets for children accompanying conference registrants are \$2.50 for each tour.

## 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.

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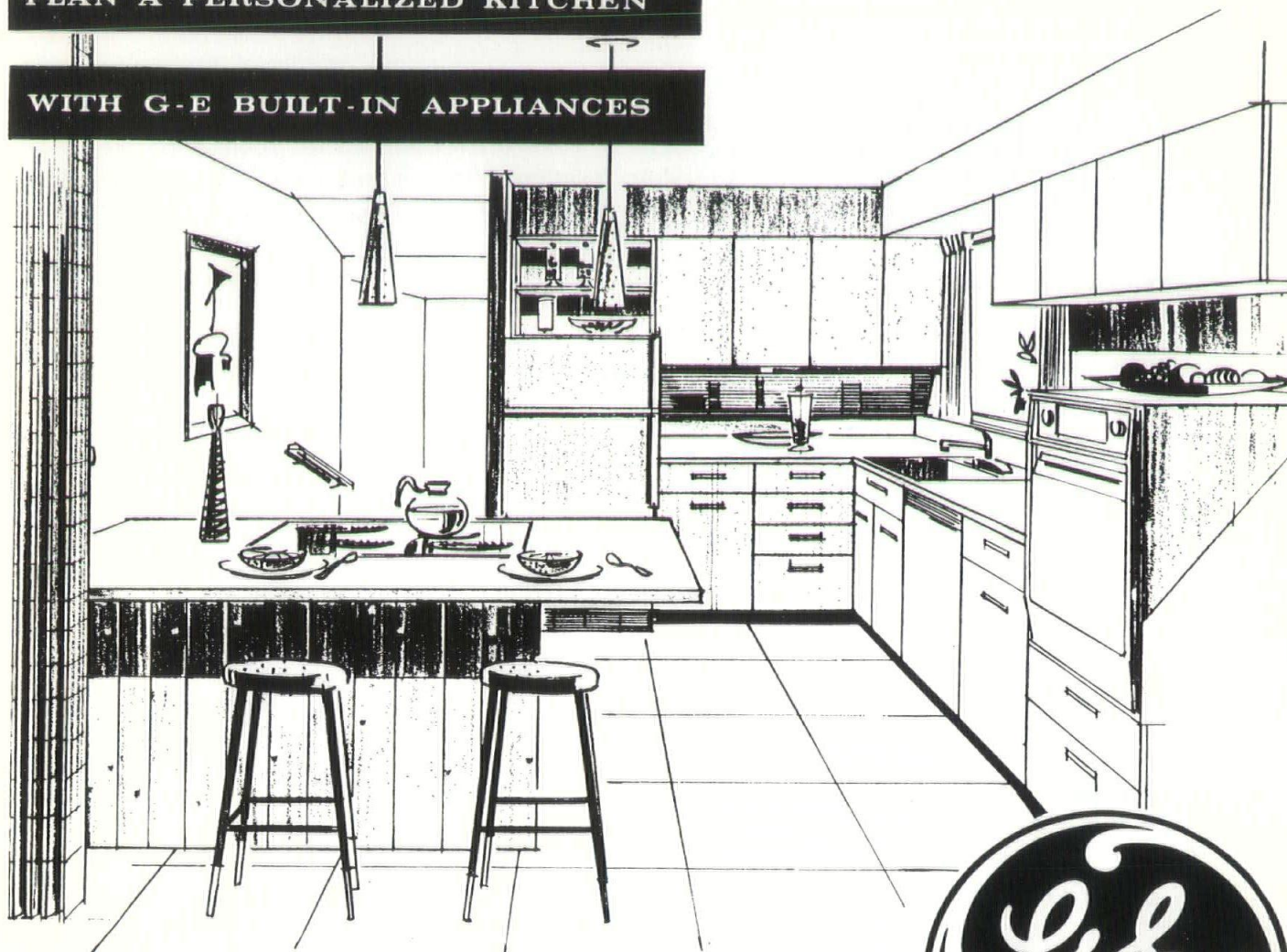
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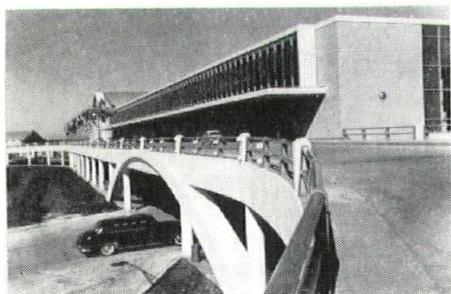
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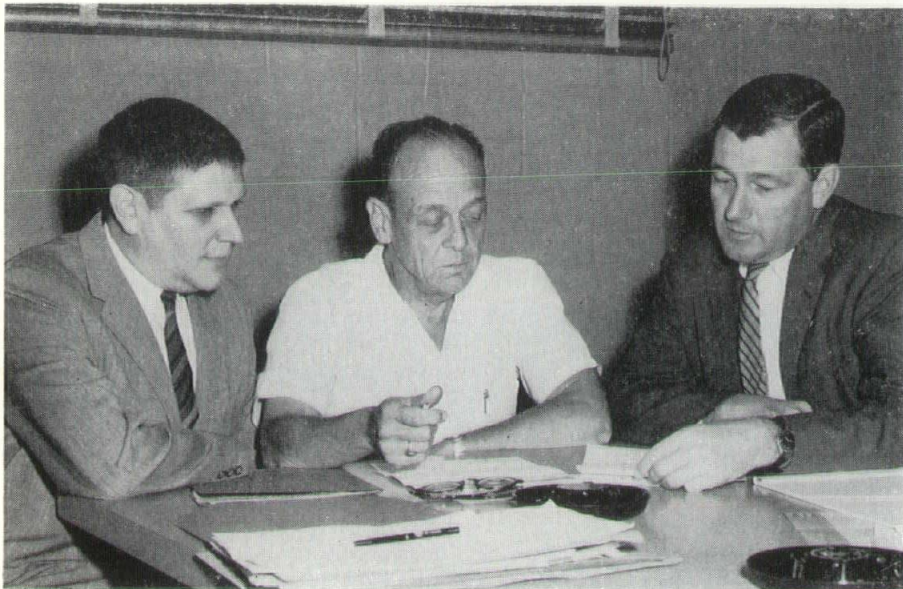
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Officials of the Arkansas Chapter, American Institute of Architects are shown during recent planning sessions of the 10th Annual Conference, Gulf States Region in Hot Springs. This is the first conference to be held in the state in over 5 years. From left in the photo are: Noland Blass, immediate past president of the Arkansas Chapter; Hal Phelps, chapter president; and George Wittenberg.

## Gulf States AIA Program Announced

The AIA membership from five southern states will gather in Hot Springs, Arkansas next week for three days of business and pleasure.

The Arkansas Chapter, AIA has worked months on an outstanding program to present to members of the Gulf States Region when it holds its 10th Annual Conference in the famous Spa.

Heading a list of nationally known speakers are the following: O'Neil Ford of O'Neil Ford & Associates, Architects, of San Antonio, Texas; Joseph Passonneau, Dean, Washington University of Architecture; J. Roy Carroll, Jr., F.A.I.A., Philadelphia, Penn.; George E. Kassa-baum, St. Louis, Missouri; Edward L. Wilson, F.A.I.A., Fort Worth, Texas; and William Stephen Allen, San Francisco, California.

Ford has done extensive research, study, travel and lecture-teaching since 1927. He was architect for the restoration of LaVillita, famous landmark area in San Antonio; and architect for the Texas State Historical Theatre at San Jose Mission. He is in demand as a consultant on historical and architectural precedents.

Ford has contributed to the knowledge and advantage of the profession by his active research into structural systems and use of materials as a basic key to design . . . not as master of design. As consulting architect for the Southwest Research Institute he has had a major part in the

research for Lift-Slab System, prestressing systems, concrete prefabrication, and foundations for unstable soil. He has done much research on concrete shells and prefab wall systems in the interest of economy and design such as those used in the Great Southwest Industrial development; Dallas-Forth Worth; and the cable-suspended roof as used in the public Service Assembly Building in San Antonio.

Passonneau received his B.S. degree at Harvard College, Magna Cum Laude in  
(Continued on Page 12)

## National Awards Program Announced

The AIA National Honor Awards Program for 1961 has been announced by the Institute's national office.

Closing dates for all entries is January 13, 1961.

All entries are to be of buildings designed by registered architects practicing professionally in the United States and which have been erected anywhere in the United States or abroad and must have been completed after January 1, 1956.

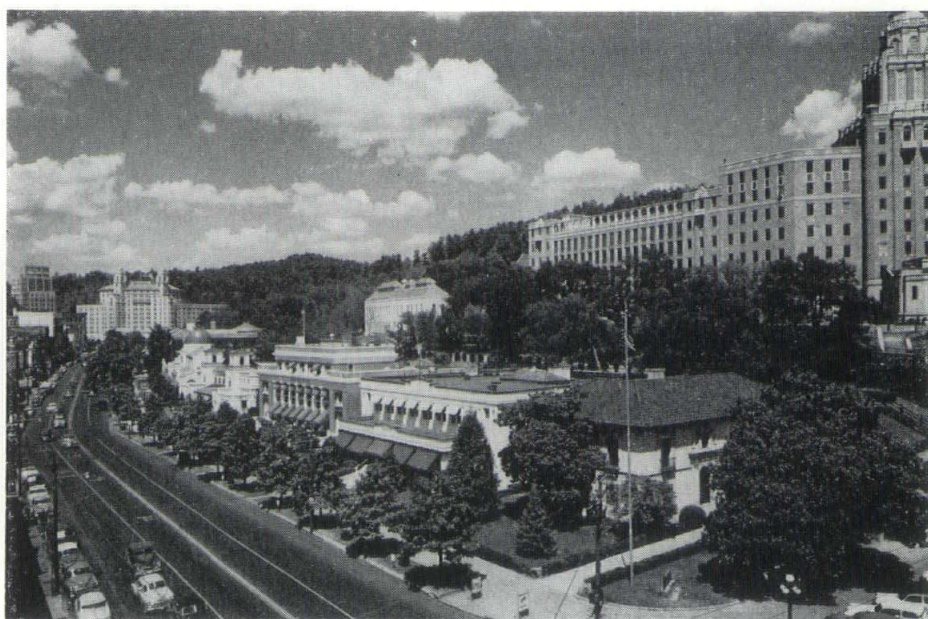
The program is open to buildings of all classifications and it is not necessary that the entrant designate his entry by category. An entry may be one building or a related group of buildings forming a single project.

A registration fee of \$10.00 for each building or group of buildings submitted must be paid by the entrant at the time of entry slips are forwarded. The entry slip and fee must be received by the Institute prior to November 21, 1960.

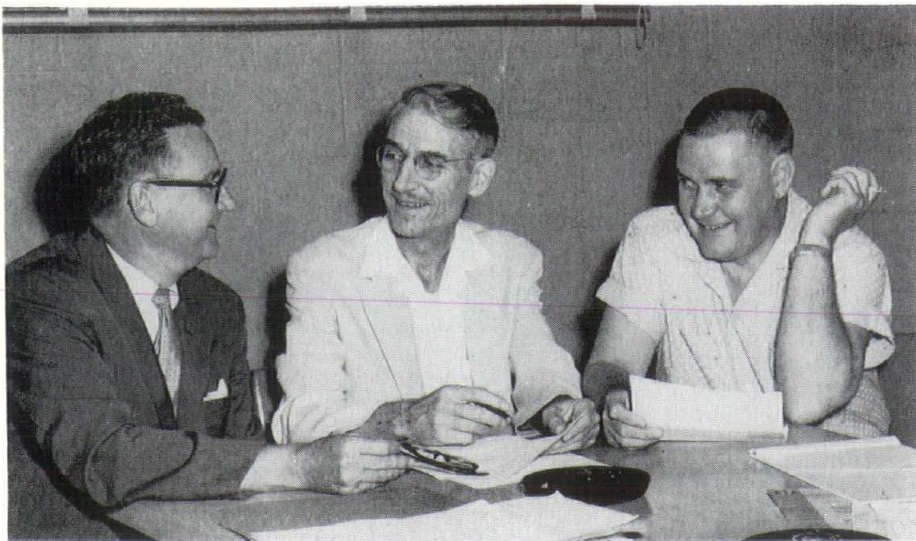
A Jury will be appointed by the Board of Directors of the AIA and will name its own chairman. It will consist of five architects — corporate members of the AIA representing various regions of the country, one of whom must be an architectural educator. Judgment will be made at the Octagon, January 18-20, 1961.

The awards announcement stated that the entrant should bear in mind that his project will not be judged in competition with other entries, but on the basis of his solution of the problem presented him and his worthiness for an award for excellence in architecture.

(Continued on Page 14)



A view of Central Avenue, Hot Springs, Arkansas, host city to the 10th Annual Gulf States Regional Conference, October 2-3-4.



Ebon Walker, Southland Building Products, (left) president of the Little Rock Chapter, Producer's Council discusses plans of the building materials exhibits of the Hot Springs Conference with Yandell Johnson, AIA (center) and Richard Thompson, National Builders Supply Company. The building products exhibit is a feature of the annual conference of the Gulf States Region set for Hot Springs.

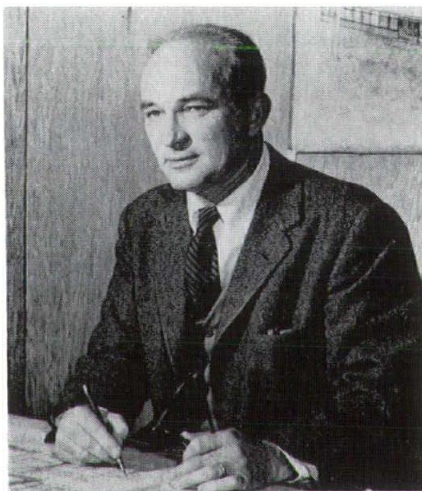
## Conference Program

(Continued from Page 11)

1942; and Bachelor of Architecture, Harvard Graduate School of Design and Master of Science in civil engineering, M. I. T. in 1949. He designed the summer auditorium for the Chicago Symphony Orchestra, and designed for the New York Life Insurance Company the first large private redevelopment project in Chicago. This project has the Chicago AIA Medal as being one of the most significant groups of buildings built in the last five years. Fortune Magazine selected it as one of the fifteen most significant building projects done in this country since 1930. He did architectural design for over a billion dollars worth of industrial buildings for the Tennessee Valley Authority, and designed and built in one year two of the biggest shopping centers in the country, one of which was

an entire new downtown for Oak Ridge, Tennessee.

Carroll is a partner in the firm of Carroll, Grisdale and Van Alen, Architects,



O'Neil Ford

Philadelphia, Pa. He is a Senior Architect, National Council Architectural Registration Boards, and registered in Pennsylvania, New Jersey, Maryland, New York, and Washington, D.C. He attended the University of Pennsylvania where he received his Bachelor of Architecture in 1926 and Master of Architecture in 1928. He has served as Instructor, Assistant Professor and Executive Chairman of the Design Staff, Department of Architecture at the University of Pennsylvania.

Carroll has served as President, Regional Director, Secretary, Board Member, and a member of many committees at Chapter, State and national levels in the American Institute of Architects.

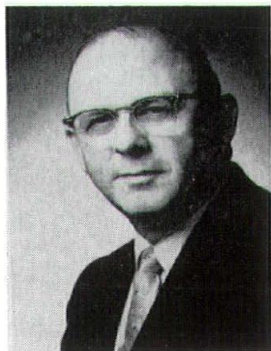
George E. Kassabaum is the principal in charge of production and construction in the organization of Hellmuth, Obata & Kassabaum, Inc., of St. Louis. He attended Washington University where he received his Bachelor of Science degree in Architecture, and is registered in Missouri and Kansas. He was an instructor in Design and Construction at Washington University from 1947 to 1950.

Kassabaum has worked on a number of public projects including the \$10,000,000 Maximum Security Prison Marion, Illinois and the \$21,000,000 Federal Office Building No. 9, General Services Administration, Washington, D.C. He is the 1960 vice-president of the St. Louis Chapter, AIA.

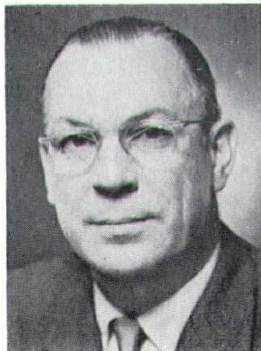
Edward Wilson is associated with the firm of Wilson, Patterson, Sowden, Dunlap and Epperly, Architects and Engineers, Fort Worth, Texas. He was the National Director, AIA from Texas 1951-54 and the National Secretary, AIA from 1955-59. He was elevated to Fellowship in 1957. Since 1945 Mr. Wilson has worked on many school and college buildings throughout West Texas, contributing to design progress in this field. The firm is presently engaged on a church for the St. Stephen Presbyterian Church in Fort Worth, which will cost ultimately approximately \$3,000,000.



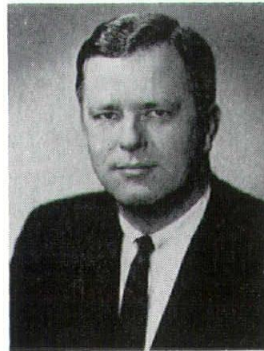
Passonneau



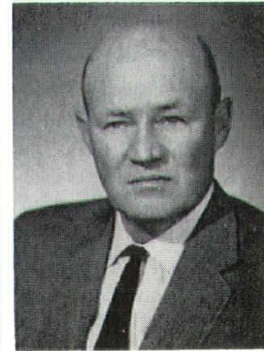
Wilson



Carroll



Kassabaum



Allen

Prominent speakers from throughout the United States will be a feature of the Gulf States Conference. Their appearances before the delegates will begin on Monday, October 2 and continue through the Conference programs of October 4.

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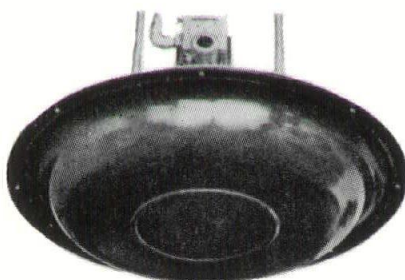
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## Convention Notes

### SOCIAL EVENTS CALENDAR SET

Social events planned for the 10th Annual Conference of the Gulf States AIA Region in Hot Springs, October 2-3-4 will tee off Sunday evening, October 2 with an "evening on the mountain" . . . a pool-side party on the mountainside deck-patio of the famous Arlington Hotel.

Cocktails, buffet and strolling entertainment will add a convention spirit to the event.

A "Hunt Breakfast" is available each morning during the stay. Monday evening will feature an "evening on the lake," a gay Polynesian evening with South Seas food and decor at the Majestic Hotel Lodge on Lake Hamilton.

Two tours each day are offered the guests. Box lunches included on each tour. A breakdown of the tours by days is as follows:

Monday — Tour M-1: To scenic Petit Jean State Park, including a visit to outstanding Winrock Farm with its Santa Gertrudis Herds, and home of Winthrop Rockefeller.

Tour M-2: Fascinating and instructive trip to one of the nation's larger aluminum plants, with a stopover at a brick

factory.

Tuesday — Tour T-1: Unique and exciting trip to the only diamond mine in North America — and the guests are permitted to keep the diamonds that they should find.

T-2: Land cruiser trip to Little Rock to view architecture, old and new, including the three capitols of Arkansas; cocktails before return to Hot Springs.

A special "get-acquainted" brunch for the ladies is planned; hospitality lounge, cards, sightseeing, world-famed thermal baths, and the fascination of Central Avenue's auction houses. For the more playful, there are night clubs located near the convention hotel.

The Conference Cocktail Party sponsored by the Mississippi-Louisiana Brick & Tile Manufacturers Association; and the Conference Banquet will be held Tuesday, October 4. Always the highlight of convention activity, this affair will climax the conference program.

Recreations facilities of the city and surrounding area are outstanding. Long noted for its atmosphere as a playground, the city offers championship golf courses;

swimming at any number of outdoor pools; boating, fishing and sailing on the big lakes — Catherine, Hamilton and Ouachita.

## Awards

(Continued from Page 11)

Insofar as the quality of the entries shall warrant, the National Jury shall select one or more First Honor Awards for Distinguished Accomplishment in Architecture. The Jury shall also select for Awards of Merit in Architecture as many exhibits as it deems deserving. Suitable certificates will be presented to the architects and owners of all buildings receiving either First Honor Awards or Awards of Merit. In addition, an appropriate stainless steel plaque will be presented for installation in all buildings receiving a First Honor Award.

Schedule recap is as follows: November 21 — entry slips and fee deadline; January 13 — deadline for receipt of submissions in brochure form; January 18-20 — judgment at the Octagon; February 3 — notification to winners with specifications for mount presentations; April 20 — deadline for receipt of mounts at Philadelphia; April 22 — Hanging — AIA National Convention; April 24-28 — Exhibition throughout the National Convention.

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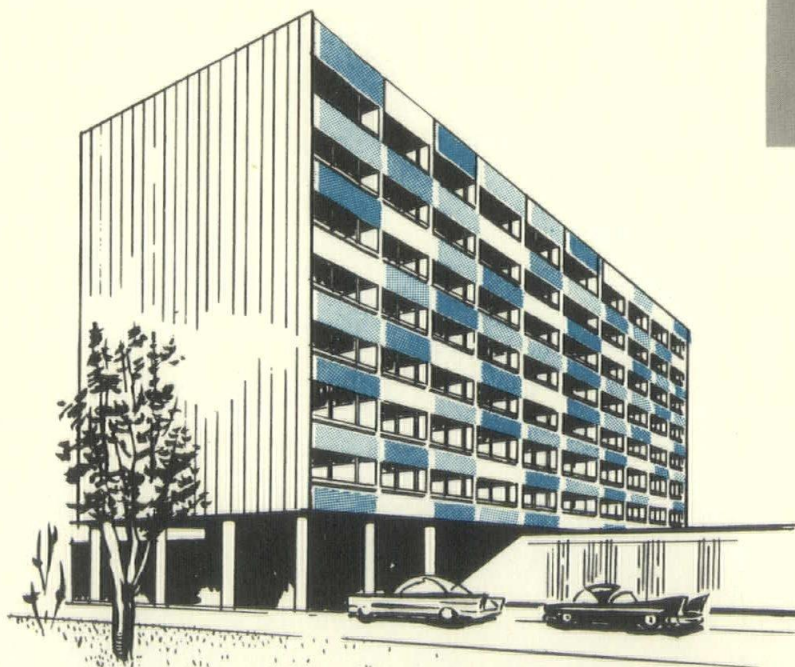
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*tile-kote*  
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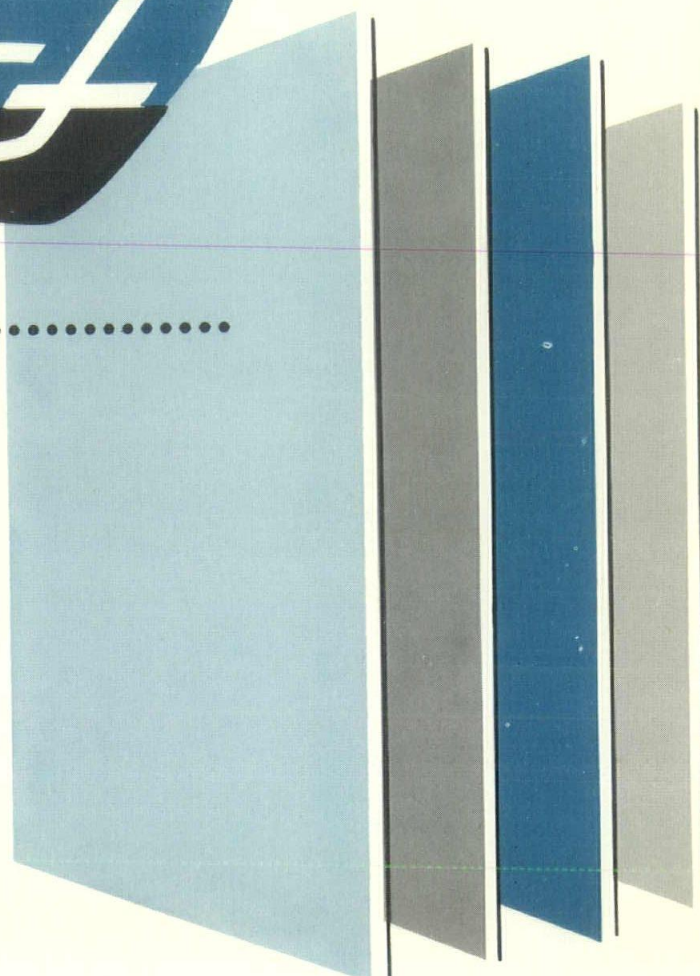
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## PANELS

**THE ONLY INSULATED WALL PANEL ON  
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The tile-kote insulated panels consist of a homopolymer surface factory applied to a laminate of cement asbestos board facings permanently bonded to an organic fiber core. (Other cores are available on special order.) It is non-porous, stain resisting and has a porcelain like finish. *Flat, perforated and corrugated sheets also available.*



### **A FEW OF THE MANY USES OF TILE-KOTE PANELS ARE:**

**CURTAIN WALLS • TOILET PARTITIONS • INTERIOR  
PARTITIONS • ACOUSTICAL PANELS • ROOF PANELS  
OFFICE PARTITIONS • SOLAR SCREENS**

#### **TILE-KOTE COMES IN UNRESTRICTED SIZES**

Standard tile-kote panels are available in sizes up to 4' x 12'. Larger tile-kote panels available on special order.

#### **TILE-KOTE PANELS ARE LOW IN COST**

Mass produced from time-proven materials in standard sizes and cut to fit individual requirements.

#### **NON FADING COLORS IN TILE-KOTE PANELS**

The colors used in tile-kote panels are the finest, most stable inorganic pigments available in the industry.

# PHYSICAL PROPERTIES OF THE TILE-KOTE PANEL SURFACE

## ABRASION RESISTANCE . . .

Tile-Kote surfaces are dense, non-porous and completely non-absorptive. A high compressive strength of 21,000 psi gives Tile-Kote extreme resistance to mechanical abuse.

The high impact and abrasion resistance of Tile-Kote makes it particularly suitable for areas of great wear and abuse.

## CORROSION & STAIN RESISTANCE . . .

A Tile-Kote surface is not affected by greases, oils, paints, lipstick, inks, food acids, juices, and most other soilants.

Tile-Kote resists most chemicals, including acids, solvents, and mild alkalis. Even boiling 5% solutions of sulphuric acid and sodium hydroxide fail to affect the surface after 18 hours.

## MAINTENANCE . . .

Because of Tile-Kote's chemical resistance, all common cleaning solutions may be used, but soap and water is sufficient to handle most stains. All common disinfecting solutions and chemicals may be used on Tile-Kote and the coating will not support bacterial or fungus growth.

## PERMANENCE . . .

Tile-Kote's toughness, strong bond resistance to wear and chemicals, combine to give the surface an exceptionally long life. As yet, we have experienced no failure of this coating when properly applied over a suitable substrate for architectural purposes.

Weatherometer tests in progress already indicate a life expectancy in excess of ten years.

## WATERPROOFING . . .

Not only will Tile-Kote provide an absolutely watertight and waterproof surface for such porous and irregular materials as cinder and concrete blocks, but will not even allow the passage of water vapor through the coating.

## COLOR . . .

Tile-Kote is available in an unlimited range of colors and can be matched or blended. Bold colors, soft pastels or artistic multicolor effects can all be obtained with Tile-Kote.

This coating does not absorb moisture or odors, and is completely non-toxic making it very suitable for food-handling areas and institutions having untidy wards.

## APPLICATION . . .

Factory trained and franchised applicators are available in some areas for Tile-Kote field applications.

## DESIGN DATA

PANEL THICKNESS	1 1/16"	1 1/8"	1 9/16"	2"
Approximate Weight Per Sq. Ft.	3.5	3.9	4.7	5.4
"U" Value-BTU per hr. Sq. Ft.	0.43	0.28	0.21	0.17
Deflection (inches) at various simple spans with uniform loads—4 ft. span with 0 Load	.003	.000	.000	.000
4 ft. span with 20 PSF	.17	.12	.06	.03
4 ft. span with 30 PSF	.24	.19	.07	.04
6 ft. span with 0 Load		.012	.19	.07
6 ft. span with 20 PSF		.30	.16	.05
6 ft. span with 30 PSF		.42	.19	.07

## SUGGESTED ARCHITECTURAL SPECIFICATIONS

---

### I SCOPE

- a. The contractor shall furnish and install all tile-kote panels as required by the drawings.

### II MATERIALS

- a. Tile-Kote panels manufactured by Grant-Lehr Corporation shall consist of a homopolymer surface factory applied to a laminate which consists of cement asbestos facings permanently bonded to an organic fiber core.

- b. The Tile-Kote panel surface shall be nominally 10 mils but not less than 8 mils in thickness. The surface shall be polymerized by a heat cure to form a dense monolithic film which shall possess the following properties:

ROCKWELL HARDNESS "M"  
119

#### FIRE RESISTANCE

Will not support combustion when applied to a masonry surface.

#### FUNGUS AND BACTERIA RESISTANCE

Will not support fungus or bacteria growth.

#### RADIOACTIVE RESISTANCE

Not effected.

#### VAPOR PERMEABILITY

Nil.

#### ABRASION RESISTANCE

Cured surface must withstand average No. 1 Silica sandblast @ 100 lbs. psi without effect other than loss of gloss.

#### WATERPROOFING

6 mil film impervious to water.

#### CHALKING

None.

#### COLOR AND FILM STABILITY

Excellent—2500 Weatherometer shows no loss of color, gloss or physical properties.

#### WASHABILITY

Excellent.

#### STAIN RESISTANCE

Resistant to all common stain and soilants.

- c. All specifications pertaining to Cemesto panels as manufactured by the Celotex Corporation shall apply.

- d. All units shall be transported, unloaded, stored, handled, and erected with proper care. Dented, scratched, chipped or otherwise damaged units will not be accepted and, if erected, must be replaced by undamaged units.

### III STANDARDS OF MANUFACTURE

The manufacture of all material under these specs shall be performed in accordance with the highest standards of workmanship.

### IV CLEANING

Upon completion of erection and sealing of all units and the completion of related work, all exposed TILE-KOTE surfaces shall be thoroughly cleaned.



---

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# MISSISSIPPI AIA CHAPTER FIGHTS FEE CUT

- Support Asked of Membership In Other State Chapters
- Nine of Thirty-Two Architects Sign Agreement
- A G C Chapter Supports Architects

Mississippi's state building commission and the Mississippi chapter of the American Institute of Architects have reached a stalemate in negotiations to iron out objections raised by the architects to new graduated fee contract proposed by the commission.

Spokesmen for the building commission meanwhile accused the Mississippi AIA chapter of putting architects under "tremendous pressure" not to negotiate contracts with the commission on an individual basis.

Senator John Clark Love, Kosciusko, chairman of a sub-committee which drafted the controversial contract, charged: "The AIA is apparently determined they are not going to sign any contract unless it agrees with the AIA contract."

## KEY POINT

Key point in disagreement is a proposal by the commission to install a downward graduated scale in place of the flat 6 percent fee which the commission has used for the past 21 years.

Under the new proposal, the 6 percent rate would apply on the first \$500,000 of the project cost, then drop to 5 percent on the next \$500,000 or fraction thereof, and to 4 percent for all over \$1 million.

Love said that despite the opposition of the AIA, nine of the 32 architects assigned to the \$21 million in building projects planned by the commission have agreed to sign their contracts.

A tenth contract has been signed with a Jackson engineer who received \$1,900,000 in projects on basis of having architects associated with his firm. The engineer is William Mallett, a strong supporter of Gov. Ross Barnett in last year's gubernatorial race.

Of the nine others who have agreed to sign, some were allowed fees by the

commission higher than the schedule provided in the new base contract drafted by the commission, Senator Love said.

He pointed out that the new contract does not prevent architects from negotiating with the commission on an individual basis for a higher fee if the type of project is technical or requires additional research, travel or consultative services.

The commission declined to identify all of the nine architects who have signed their contracts, but it was known that several are not members of the AIA.

## AFRAID OF AIA

"Some of the architects want to sign it (the building commission contract) but they are afraid of the AIA," declared Senator Ben Hulbun, Jr., Starkville, a member of Love's sub-committee.

"We don't think the AIA ought to sit up in New York and draw a contract and expect the people of Mississippi to accept it," Love declared.

He threatened to "set up our own architectural firm" if the architects failed to come to an agreement with the state. Another alternative, he said, would be to reassign the contracts of recalcitrant architects to other architects who will agree to the commission's terms.

Love said the negotiating committee named by the Mississippi Chapter of the AIA had declined to accept a stop-gap agreement to permit architects with contracts calling for the 6 percent fee to sign their contracts and to negotiate individually with the others.

This proposal also provided that the building commission and a committee of the architects would sit down to work out an amicable contract on all future projects to be let.

The Mississippi AIA chapter had voted two weeks ago to decline to accept the building commission chapter and a dele-

gation of more than 60 architects called on the building commission to protect the proposed new contract.

As a counter-measure, the architects proposed to the commission that it adopt the AIA "standard form" contract.

Raymond Birchett, Jackson, president of the Mississippi Chapter of the AIA, said he has received telegrams and letters of support from AIA groups in New Orleans, Baton Rouge, Lafayette, Memphis and Nashville.

Besides the fee scheduled, the architects have objected to a provision under which the state and the architects would share the cost of making borings or test pits, and chemical, mechanical or other tests "required for the proper planning and execution of the work."

## BORINGS AND TESTS

This new provision also says "should the architect fail to make necessary borings or test pits and chemical, mechanical or other tests required for the proper planning and execution of the work, any damages or additional cost caused by the negligence of the architect shall be paid by the architect, and should the architect fail to pay said additional cost, same may be deducted from the architect's fee."

N. W. Overstreet, Jackson architect and a leader of the AIA committee, told the building commission in an appearance before the body: "I've lost so much money on some projects I've been thinking of quitting the business."

In support of the architects, the Associated Building Contractors of Mississippi, adopted a resolution urging the commission to "retain the same fee basis of payment to architects as has been its past practice." It added that "this fee is generally accepted throughout the country as the minimum fee for architectural services."

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## 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-dozer; 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.

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## 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.

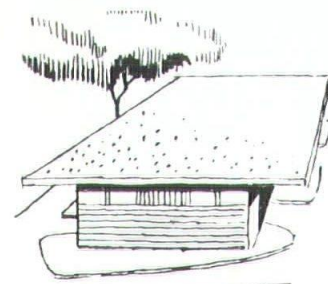
Further information on Foote, Abu-Lughod, Foley, and Winnick's *Housing Choices and Constraints* may be obtained from the McGraw-Hill Book Information Service, 327 W. 41st St., N. Y. 36, N. Y.

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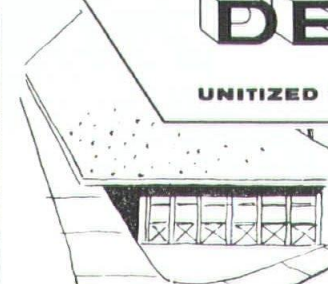
**THE EYE OF THE PAINTER** by Andrew Loomis. The enormously popular author-artist analyzes various components of beauty — unity, simplicity, color design, rhythm — from the practical standpoint of the working artist. Art instruction of a superior nature, it will also help layment to "see with the painter's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

(Continued on Page 20)






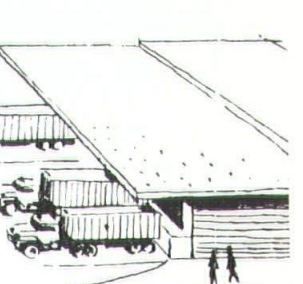
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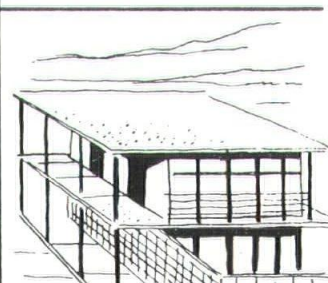
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## Producers Hold Market Conference

"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.

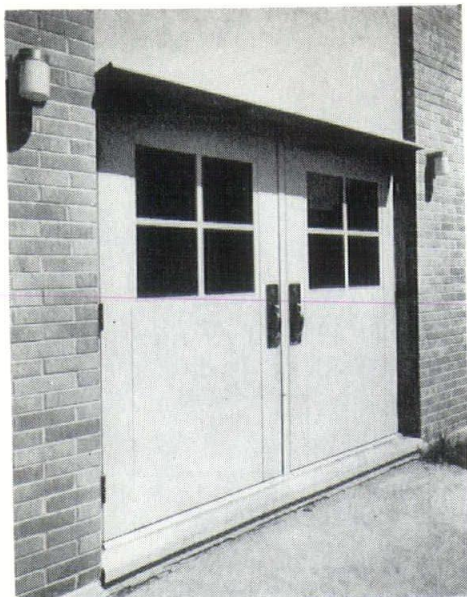
Builders find it easy to tie in directly with LP&L advertising and promotion. And LP&L's planned program of cooperation with builders includes these additional items: display certificates, weatherproof signs, handout literature, medallion plaques, training help for sales personnel and help with open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

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## 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 DYMATION 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)*

ARCHITECT and BUILDER

## 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.

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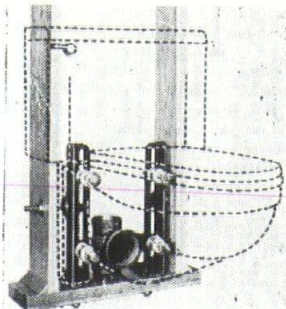
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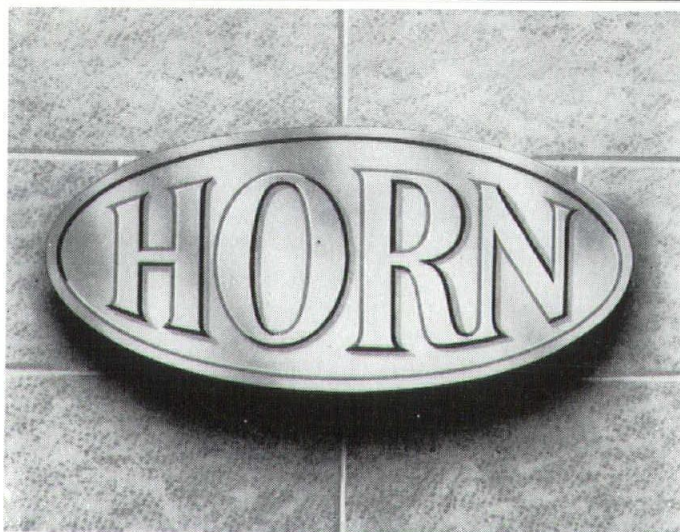
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## Women Suggest Ideal House

"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

## National AIA Convention Set

A command performance of the Philadelphia Orchestra, a midnight buffet at the venerable Bellevue-Stratford Hotel, a visit to Winterthur's 100 rooms, vespers in colonial St. Peter's Church, theatre at Playhouse-in-the-Park, cocktails at the Franklin Institute, a private dinner in the "City of Homes" — these might be highlights from a Philadelphia's social calendar for a lifetime.

In fact, they are some of the events A.I.A. members will be able to enjoy all in one wonderful week in Philadelphia next April.

The occasion will be the 1961 Convention of The American Institute of Architects; the events highlights a program planned by a Host Chapter Committee that seems determined to set records for foresightedness and good hostmanship.

How long the Philadelphia Chapter Committee has been working on plans no one is sure. But, according to Chairman Beryl Price, "We were young men then, and we dreamed the big dreams of youth!" The "we" includes Steering Committee members Paul C. Harbeson, Harry W. Peschel, Charles E. Peterson, and Herbert H. Swinburne.

Delegates to this year's San Francisco Convention were surprised and delighted to find the Philadelphians armed not only with notepads, but with reservations blanks for next April's Host Chapter Events. The response has already triggered rumors of a ticket shortage which Price denies — with a word of caution to laggards!

The biggest demand to date is for tickets to the biggest event — a special concert by the world-famous Philadelphia Orchestra with Eugene Ormandy conducting. A particular attraction to architects is the setting — the century-old Academy of Music, newly refurbished without alteration to its legendary acoustics. John F. Harbeson chairs the committee preparing for this event, and for the buffet-ball to follow at the Bellevue-Stratford Hotel. Both will take place on Tuesday of the Convention Week.

A new approach marks the opening of Convention Week. Sunday, April 23 is set aside as a day for reflection and consecration in the hallowed environs of Independence Hall. Before Monday's busy pace begins, delegates may attend an afternoon worship service at Historic Christ Church, hear vespers sung by Old St. Peter's Church Boys' Choir, and share buffet supper at Gloria Dei, Philadelphia's oldest (1700) church. A tour between services will encompass Independence National Historical Park and nearby "Society Hill," the Colonial residential

(Continued on Page 25)

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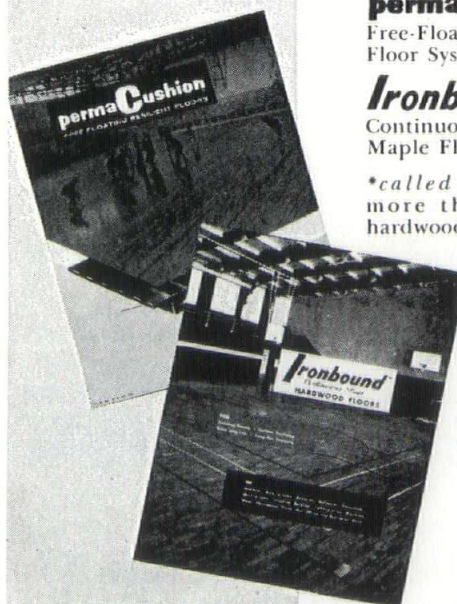
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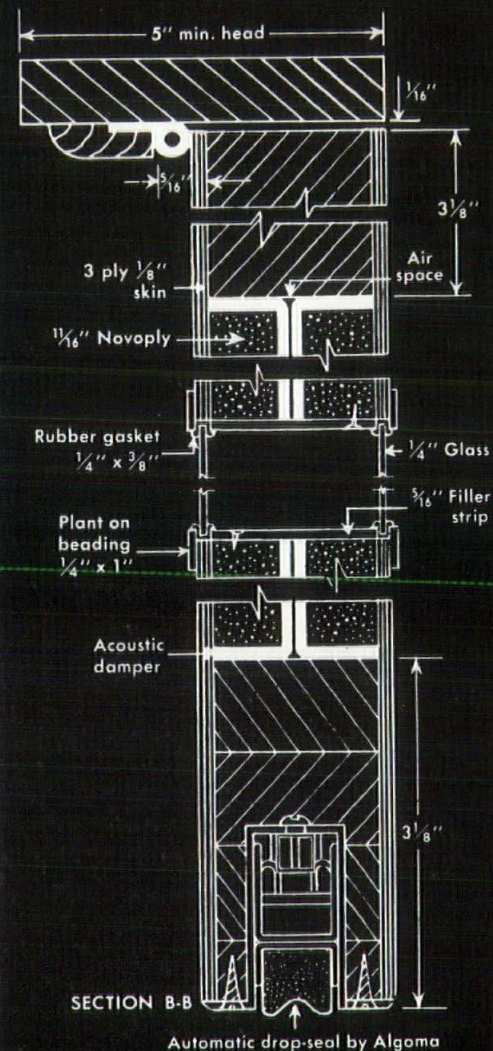
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## Bondite

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, the 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.

## National AIA

*(Continued from Page 23)*

area now being redeveloped in the unique Philadelphia manner. A committee headed by Roy F. Larson is responsible for this inspiring preamble to the week's work.

"Conventions are for couples" is the motto of Mrs. Arthur B. White's committee, eager to make the journey as attractive to wives as to their architect-husbands. Chances of success are good, with tours scheduled to two fabled duPont showplaces: Longwood Gardens, with its fountain displays, and the Henry F. duPont Winterthur Museum, "Largest and richest assemblage of American decorative arts ever brought together." Wives will also be favored with a special performance at the city's Playhouse-in-the-Park, a tea for artists in the galleries of the Pennsylvania Academy of Fine Arts, and a junket to the quaint shops of New Hope in Bucks County.

These are merely highlights of the Host Chapter Program. And to them a cocktail party at the unique Franklin Institute, arranged by Arthur B. White and committee; a whole array of specialized architectural tours, plotted by Benjamin S. Linfoot and committee, and the traditional alumni luncheons, planned with a special flair by Michael P. Marcelli and committee. Thanks to the energetic efforts of Alfred Clauss and his hospitality committee, "at home" cocktail and dinner invitations have already been extended to conventioners by hundreds of architects, clients, and civic leaders.



## 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 . . .

It is always good and frankly quite enjoyable to get photos of people, especially those who operate within our five state area . . . more enjoyable if the faces you see bring some reflection of pleasant moments in the past.

The interesting thing however is how these faces change from year to year. For instance: Last week we checked our morgue file for some suitable tie-in photos of some of our Arkansas friends responsible for planning the Annual Gulf States Conference. No sooner had we found old photos of a few people involved when the mailman cometh bringing new pix from **Gene Fretz**, Little Rock ad and public relations exec handling publicity for the Hot Springs show. Included in the new shots were some familiar names and faces and quite naturally we began to compare the old with the new. Take **George Wittenberg** . . . he never seems to change. He gets neither older or younger looking and somehow keeps his hair. We had no comparative photo of Arkansas Chapter president **Hal Phelps** therefore we'll say he looks years younger.

**Noland Blass**, still combs his hair the same way, or perhaps we should say he cuts it as he did four years ago; and having just finished a term as president of the Arkansas chapter probably is the reason for making him look a year or two older. In looking back over some convention photos we find that **Yandell Johnson** still prefers to wear a spread shirt color outside his coat. **Richard Thompson** of **National Builders Supply Company** pictured with Johnson looks like he's the youngest guy in the crowd, however, again we have no way of comparison. One familiar face that we were also delighted to see was that of **Eb Walker**, **Southland Building Products**, Little Rock, and president of the Arkansas Chapter, **Producer's Council**. The burdens of time have put glasses on him since we last saw him a few years ago. In fact in the photo he seems to be using two pairs of specs. Walker and Johnson are neighbors and we can readily see that much of this exhibit committee planning probably was done across the backyard fence. Regardless of its planning site, we'll bet it was planned well.

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.

## **AN EDITORIAL**

Our forefathers left us a heritage of individual and collective effort for fair play and democratic action. Thanks to them, and to those who, throughout the past one hundred eighty-four years, have given of their energies in peace and in war, we live in a strong free country. At the very beginning of this country a phrase was coined "Together we stand divided we fall."

This statement became a reality in this region when the rights and economics of one of our chapters was threatened by an unrealistic form of Owner-Architect agreement was prompted by sincere, though misguided, thinking. Whatever the cause, there was no doubt about the reaction.

The AIA architects of the state met, carefully reviewed the contract being proffered and requested a hearing to discuss the matter. When it became evident after several fruitless meetings, that the agency intended to force this contract on the architects irrespective of its unfair provisions, the chapter passed a resolution not to accept the contract as a profession. Further the members present, constituting a large majority of the total

membership, agreed individually not to accept this contract if it was proffered.

As the other chapters outside the state learned of the situation they did not say, "Tut tut tut, too bad", and dismiss this threat to their fellow practitioners from their minds. They acted. The out of state chapters endorsed the action of the beleaguered chapter and strongly advised their members to refuse any commission which might be offered them on such a basis. The response appeared unanimous.

Here is an example of the spirit and cooperation which exist in your region. Such unanimity of action would have been impossible without the organization and consequent means of communication which were at the immediate disposal of the threatened chapter.

The AIA is composed of professionals who do not cry wolf and who are not easily stampeded. It is composed of men who practice their profession with diligence and dignity. And this instance proves that it is composed of men of honor and conviction who will stand on a matter of principle at sacrifice

to themselves in order to preserve the standing of the profession.

Just how much defection may occur remains to be seen. It is entirely possible that some may choose to disregard the majority opinion and effort for the sake of immediate, if doubtful, personal gain. If they have any sense of responsibility they will find their conscience an uncomfortable bed fellow. In any event they will have declared themselves for what they are.

If they accept commissions on the basis offered, their actions will cause much disturbance. However, if they do a first rate job they will find their profit margin by no means justifies the risks involved. If they do a poor job they will lose their shirts and maybe more. Before long the agency will wake up to the type of practitioners they are getting for their stubborn misguided thinking.

Thanks to the united action of the chapter most involved, the agency may be wide awake right now. Our hats are off to all those in the Mississippi Chapter who stood up to be counted for the sake of their profession.

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