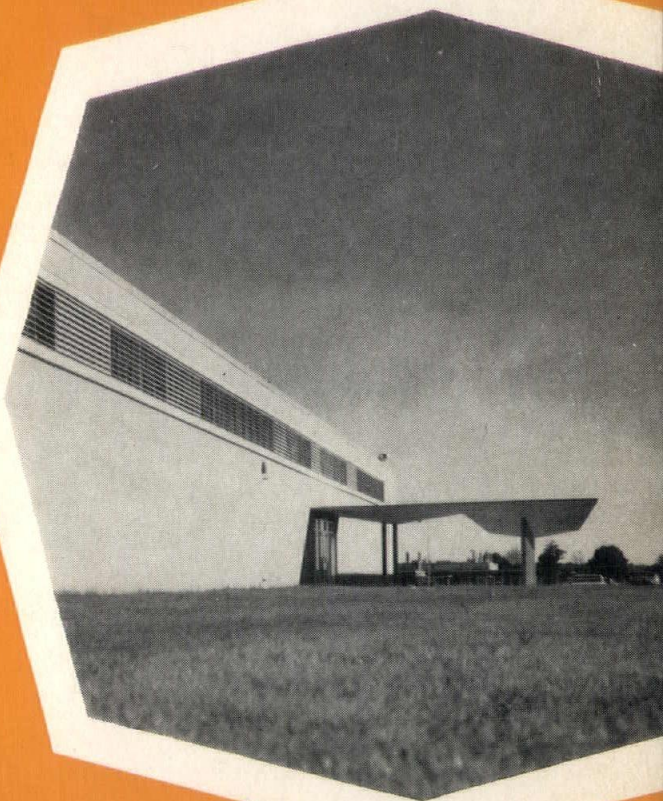


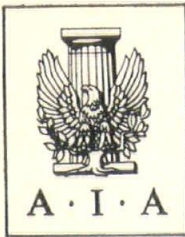
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MISSISSIPPI ARCHITECT





# The AMERICAN INSTITUTE of ARCHITECTS MISSISSIPPI CHAPTER

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I.T.T. KELLOGG

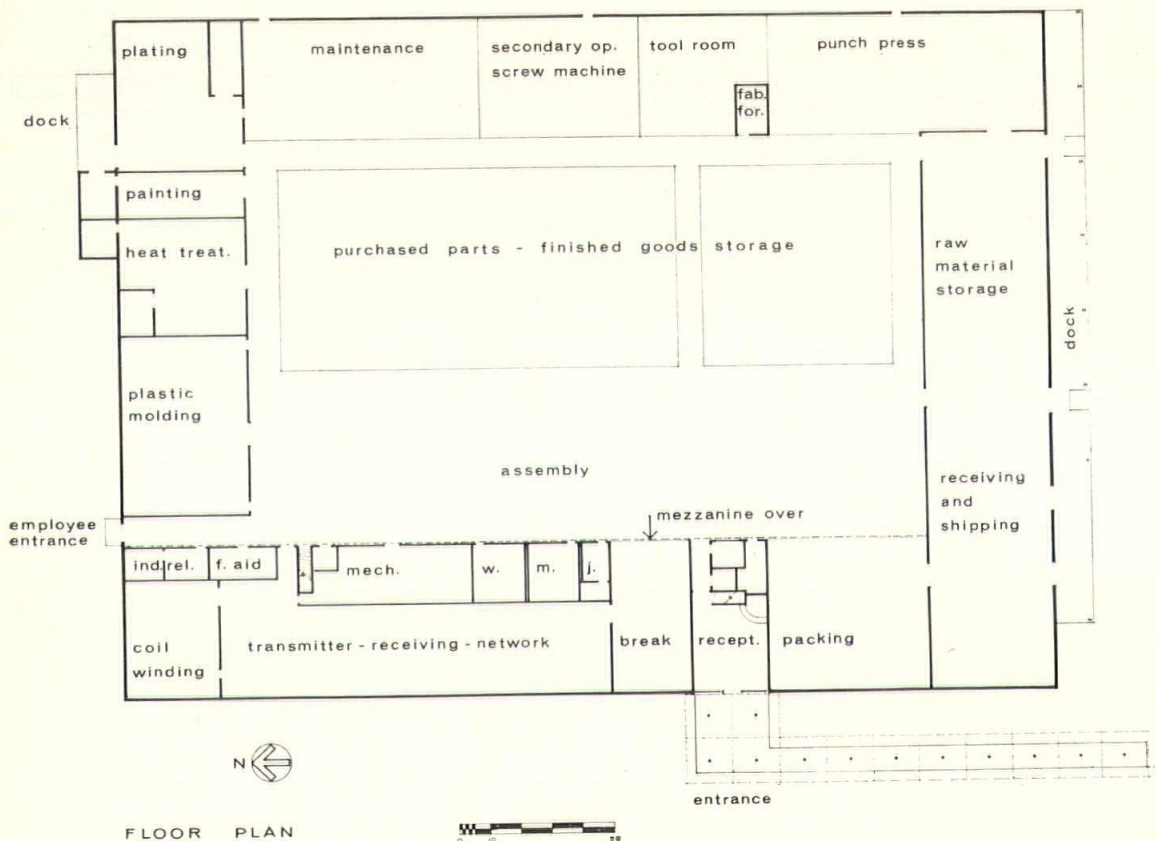
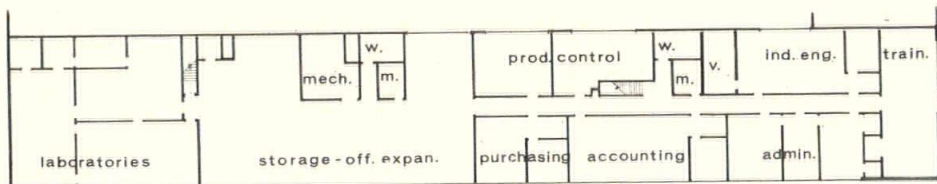
Plant and Office Building

Corinth, Miss.

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Architects-Engineers

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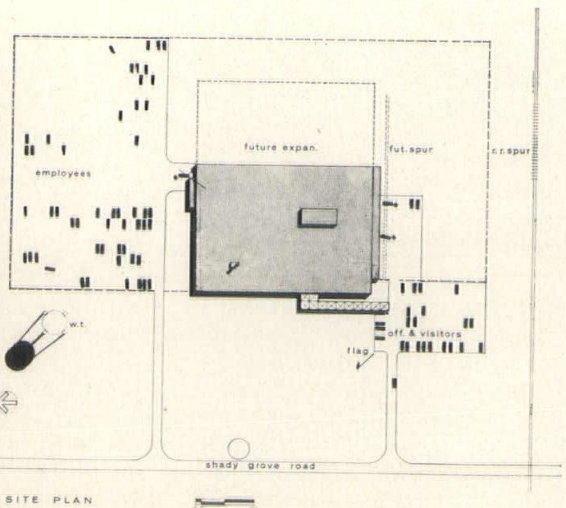
# Communications Plant

**T**HE International Telephone and Telegraph Corporation's Kellogg communications division plant at Corinth was master planned to build at once facilities for the production requirements of the communications systems and developmental work needed for anticipated production needs for ten years. Special flow diagrams were developed. Orderly future expansion on the plot is to rear of the building. Simple dignified design was to be a corporate image-type of structure.

Air conditioning was necessary for the comfort of production workers, and special humidity control was needed in the coil winding processing and transmitter, receiving and network areas. Due to the diversity of processes necessary in the building approximately 85 percent of the building is air conditioned. Areas, such as molding area, carbon and heat treat, painting, plating, as well as shipping and receiving, are ventilated with air volume movement complete approximately every six minutes.

General offices for this division, including production and quality control, industrial engineering, product engineering, and purchasing and accounting were criteria requirements with a 30 percent expansion desired in this area. This expansion already has taken place. Exhibition of products was required in the reception lobby. Due to changes in production and addition of new product lines, plans have been developed for an additional 60,000 square feet.

Special mechanical and electrical needs for equipment were analyzed in conjunction with equipment planned, which had been developed by the company, and careful studies were made correlating conveyors, air conditioning, compressed air, water, sprinklers, gas, et cetera. Special epoxy floors were developed for the plating areas.







### PLANT AND OFFICE BUILDING — I.T.T. KELLOGG

Office Area .....	17,100 Sq. Ft.
Main Plant .....	66,010 Sq. Ft.
Boiler Room and AC Penthouse .....	2,582 Sq. Ft.
Loading Docks at one-half .....	1,374 Sq. Ft.
Walkway Covered at one-half .....	1,017 Sq. Ft.
<b>Total .....</b>	<b>88,442 Sq. Ft.</b>

	<i>Contract Costs</i>	<i>Sq. Ft. Costs</i>
General Construction	\$443,872.25	\$5.02
Mechanical Construction	40,157.54	.45
Heating, Air Conditioning, ventilation	168,450.00	1.91
Electrical Construction	110,888.76	1.25
Sprinkler System	34,401.52	.39
Chain Link Fencing	5,612.76	.06
	<b>\$803,382.83</b>	

Average Cost Per Square Foot \$9.08

\$ 24,500.00 .28

Water Tank, 100,000 gallon

(1,851,105 Cu. Ft. at approximately 43 cents per cubic foot)

1. Concrete foundation and floors
2. Structural steel frame
3. Brick and block cavity walls
4. Concrete block and ribbed aluminum siding in high bay areas
5. Continuous steel sash in Production Area; aluminum double hung windows in Office Area
6. Steel roof deck—1½-inch rigid insulation—built-up roof

7. Air change every 6 minutes in non-air conditioned areas by means of roof fans—Office Areas air conditioned; 70% of Production Areas air conditioned
8. Power supply 4 W, 3-phase, 60-cycle AC. Secondary switch gear. 277/480 volt electric power distribution and lighting
9. Production areas completely sprinklered
10. Office area walls—concrete block painted—special offices paneled
11. Bituminous paving with concrete curb and concrete sidewalks.



Conversion of the old Times Tower, at 42nd Street & Broadway, into Allied Chemical's showcase for chemical products, has provided an eye-catching spectacle for millions of passersby. The bare steel skeleton stands just as it did in 1904, when the tower was built.

Completion of the Allied Chemical Tower is scheduled for summer, 1965. The completely renovated building will feature a three-story exhibit hall on its lower floors and a two-story restaurant on the 15th and 16th floors. The moving news sign will be reinstituted and the traditional New Year's Eve ball-lowering ceremony will be retained.



## The Name's The Same, But The Face Has Changed

THE more than 16 million out-of-towners who are expected to revisit New York City during the 1964-65 World's Fair years will find it a familiar but different place than it was during 1939-40 Fair.

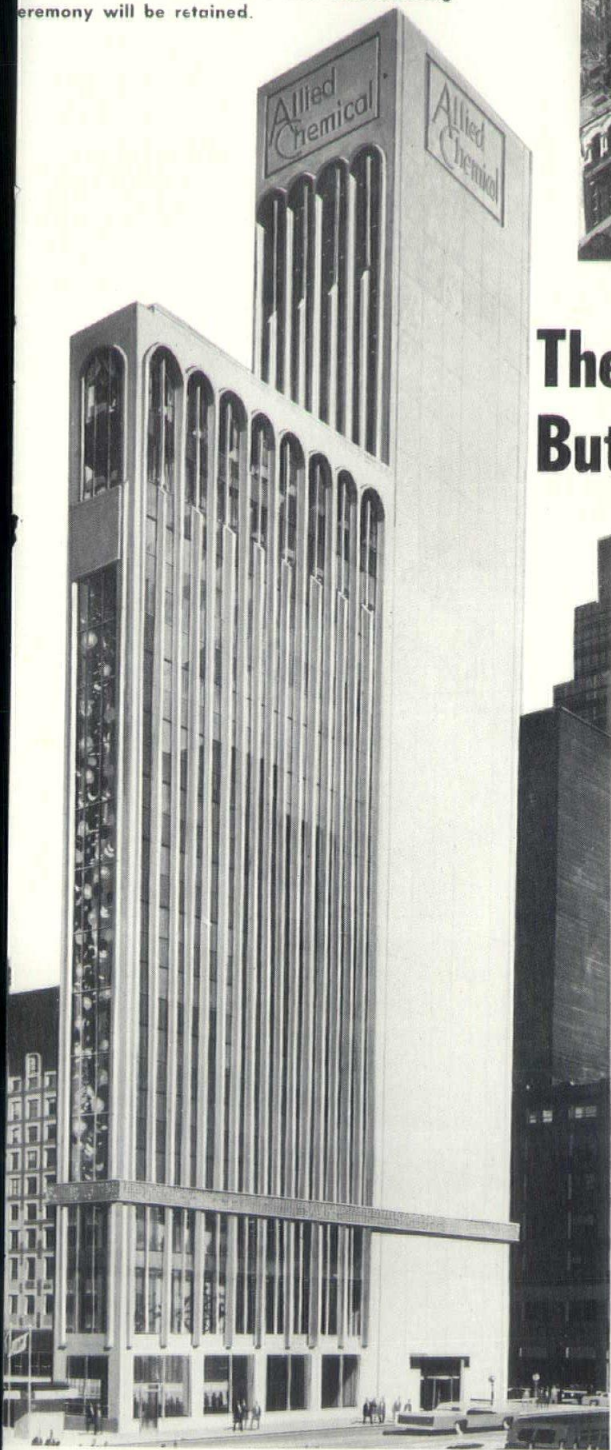
Approximately 70 million persons are expected to visit the upcoming Fair during its two April-to-October seasons and many of them will not have visited the city since 1940.

From Times Square outward, the face of the city will have changed and most visitors will be immediately aware of the differences.

Changing the city has been costly, however. More than six and a quarter billion dollars have been spent on residential and non-residential construction in New York City since 1946. In 1962 alone, \$714,022,000 was spent for construction of new buildings.

"Times Square itself will be strikingly different," says Lehman J. Hostetler, who is responsible for one of the major changes. Mr. Hostetler's job is to direct the conversion of the old Times Tower, from which Times Square originally drew its name, into Allied Chemical's Showcase for Chemistry.

"Visitors to Times Square during 1964 will be able to watch the new Allied Chemical Tower being created right over the steel framework of the existing building. By the time the World's Fair reopens in 1965 the tower will be one of the brightest lights on the 'Gay White Way,'" says Mr. Hostetler.





# PROSPECT HOUSE

FROM their living room windows, future occupants of the new 13-story Prospect House apartment building, under construction in Arlington, Virginia, will view a magnificent panorama of the heart of the nation's capital. Spread before them to the east will be the Marine Corps Memorial, the Lincoln Memorial, the Washington Monument, and the dome of the Capitol Building.

The steel framework of the Prospect House takes shape on an Arlington, Va. hillside, commanding a dramatic view of the heart of the nation's capital. Designed by architect Donald Hudson Drayer, AIA, the structure will be the nation's only high-rise, split-level apartment building.

A unique, split-level apartment layout and 12-ft.-square picture windows, open the view side of the building to the morning sun and to the inspiring scene from a hillside 175 ft. above the Potomac River, on the western axis of the Mall. The sloping, wooded site, once the home of General Patton, includes two city blocks between Nash and Oak Streets in Arlington.

To take advantage of the potential of the site, architect Donald Hudson Drayer, AIA, of Washington, arranged the apartments so that as many as possible would face the river and city below. A typical center-corridor plan was discarded, as it would have divided the units equally between good and poor views. Drayer also decided against the use of conventional eight-ft. ceilings, considering them inadequate to properly display the view.

A "skip-split" design evolved, allowing two levels

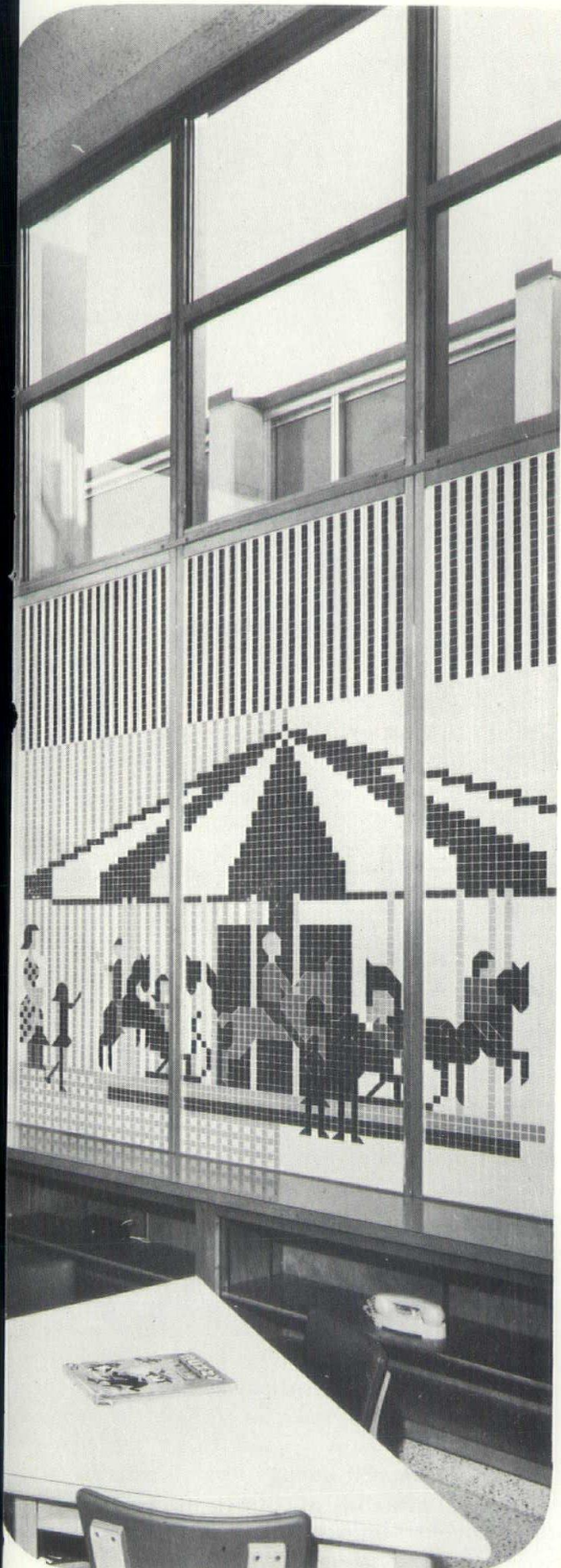
of living rooms to three levels of dining, cooking and sleeping areas. This permitted every living room to have a 13 ft., story-and-a-half ceiling.

On alternate floors, one and two-bedroom units either have all their rooms on one level, or they have a mezzanine on which dining room, kitchen, bedrooms and other spaces are located. These units extend the full width of the building. Efficiency apartments, on every third floor, extend half this width, and face the rear. The building contains a total of 263 apartments.

A gull-wing plan in the 480-ft.-long building eliminates the undesirable visual effect of long straight corridors found in many rectangular buildings, while preserving the view of the city from each unit. Single and double-bedroom apartments have a private balcony, accessible from each living room.



# AN INSTITUTE



## FOR CHILDREN

A COMPLEX set of problems created by the need for a surfacing material to withstand extraordinary abuse yet able to lend warm color and pleasant surroundings was solved with modern ceramic tile, according to architects, Supowitz and Demchick.

The Philadelphia-based firm designed the Irving Schwartz Institute for Children and Youth specifying tile for play and activities areas of the child study center.

Ceramic tile's intrinsic qualities answered both the demand for a sturdy, easily cleaned material and a pleasing and attractive atmosphere for the children, The Mosaic Tile Company, designers and manufacturers of the tile, pointed out.

Large tile murals are used extensively throughout the building, most of them kept at eye level for the youngsters' enjoyment.

In the playroom of the entrance level a large tile mural uses a carousel as the theme. Vividness of color and composition gives an apparent swirl and motion of reality. Another full wall mural depicts life-size figures of children participating in various athletic games. Here, too, motion, movement and balance have been obtained, Mosaic said.

Corridors leading to the classrooms are faced with tile motives in various colors with subjects of interest to various age groups fusing with the surrounding background colors. The Institute concentrates on child study of three age groups. Each group has its own activity and play areas.

The entrance floor of the split level structure leads to a parents' visiting area, a canteen and octagonal playroom with domed ceiling which extends above the roof. The playroom extends out to its own garden area.





Exterior view of pavilion of Spain at the New York World's Fair.  
Javier Carvajal, Architect (Madrid); Kelly & Gruzen, Consulting Architects (New York)

# PAVILION OF SPAIN

## An Exercise In Architectural Collaboration

**T**HE Pavilion of Spain, largest official structure of a foreign nation in the international area of the New York World's Fair, represents an outstanding example of successful collaborative efforts between European and American architects whose mission was to bring about a distinctive building under the demands of a rigorous and widely publicized construction deadline.

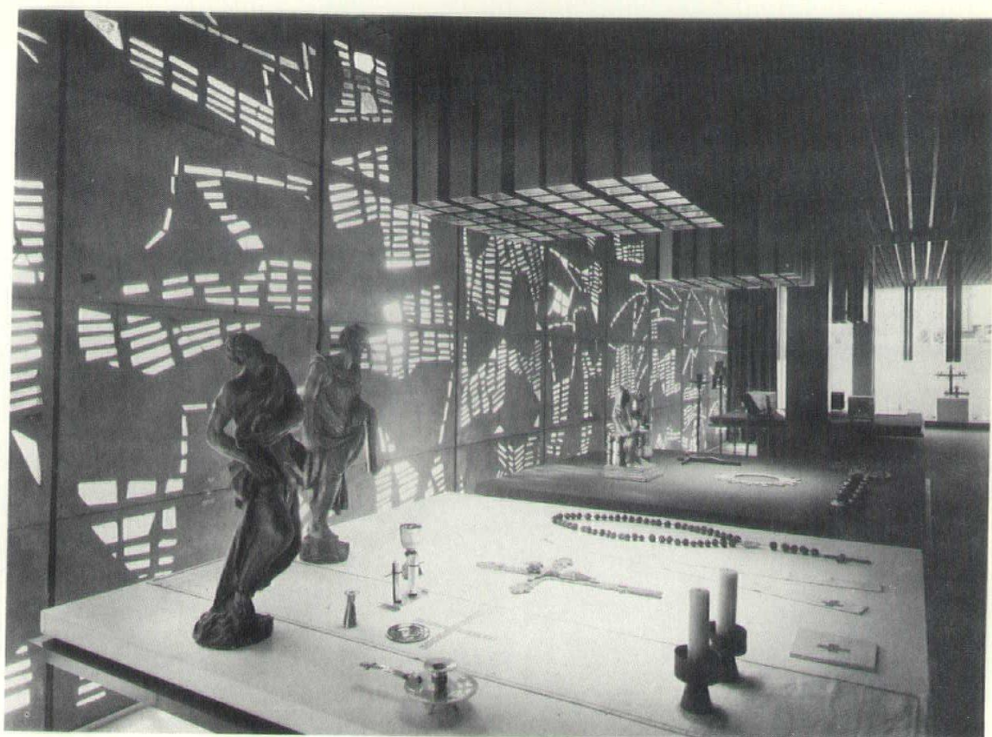
The basic design by Architect Javier Carvajal of Madrid was the winning scheme in a national architectural competition conducted by the Government of Spain when it decided to participate in the Fair. In May 1963, Kelly & Gruzen, architects of New York was given the responsibility to transform the original schematic design into detailed drawings so that the requirements of American construction techniques could be met; and also to coordinate and supervise the accelerated construc-

tion program. Given less than a calendar year to produce so complex and intricate a building, involving an extensive amount of materials and goods coming from Spain, proved to be a formidable challenge to all technicians and craftsmen and manufacturers involved.

Since the principal feature of the Pavilion's exterior is the use of a steel frame with pre-cast concrete wall panels, Kelly & Gruzen was faced with the immediate challenge of turning out working drawings early enough to allow for steel fabrication and erection as well as for fabrication of the panels so that the building could be enclosed as soon as possible.

More than 20,000 square feet of exterior wall are covered with the pre-cast panels which were cast in double widths and brought to the job for erection.





The Gallery of Religious Art

A courtyard in the pavilion

In addition, Kelly & Gruzen assigned a staff of designers and detailers to work out every feature and item for the complex interior treatment. This involved preparing plans for the fabrication and installation of a wide variety of exhibit displays; selecting and dimensioning materials coming from Spain, such as the Flemish pine wood blocks for the ceilings and the floor tile, as well as those to be supplied or manufactured here. Another major problem was the coordination of the unique lighting system devised for the displays, developed by an American manufacturer under severe time limitations. With the original design dimensioned in the metric system which had to be converted, and with the modifications which were being made continuously as work progressed, the final result reflects a high calibre of cooperation between many facets of the construction industry.

It was not until mid-January of 1964 that the 80,000 square foot structure was completely enclosed, leaving approximately three months for the complete execution, fabrication and furnishing of the interior with its diverse art and commercial displays, courtyards with major works by contemporary Spanish artists; and such facilities as two large restaurants, an 800-seat theater with bar-lounge, and the spacious connecting lounge between the two wings of the Pavilion.







Topping the new Holiday Inn-Downtown is a magnificent Macton-designed revolving restaurant. Patrons get a "magic-carpet" view of downtown Baltimore while enjoying the gourmet dishes of La Ronde. This first-of-its-kind design is a product of Macton Machinery Company Inc., Stamford, Connecticut.



# This Restaurant Goes

## 'ROUND AND 'ROUND

As might be expected, designing and decorating the first revolving restaurant of its kind presented a unique challenge to architects William W. Bond, Jr. and Associates, Memphis, Tennessee and Interior Designer Charles Hall of Washington, D.C.

According to Baltimore architects Bacharack, & Bacharack, associate architects, the unique concept of a rotating ring was chosen in order to provide the utmost in dining pleasure and enjoyment.

The entire dining area, which accommodates 234 persons, is a platform which revolves slowly and smoothly at a speed of one revolution per hour.

The kitchen and service facility remains stationary. To provide maximum efficiency, a special screened promenade has been erected around this kitchen core so that waitresses can serve La Ronde's gourmet dishes with a minimum number of steps within the dining area.

Similar attention and care has been lavished on the elegant decor of the restaurant. The wood-platformed turntable is carpeted in a lush, multi-colored fabric, and the rich opulence of gold is reflected in upholstered chairs, tablecloths and delicate chine of black, coin gold and white. Contrasting colors of pink, loganberry, coral and orange provide exciting accents. Because its ever-changing view of Baltimore is the focal point of the restaurant, the magnificent picture windows are not framed by draperies.

La Ronde might well be compared to a circular art gallery—its windows are its paintings, and the subject matter changes constantly.

Designed and manufactured by Macton Machinery Company, Inc., Stamford, Connecticut, the doughnut-shaped dining area has an outside diameter of 84 feet and an inside diameter of 58 feet. As it travels at the rate of one revolution per hour, the movement is so smooth and gradual that diners will undoubtedly be unaware that they are moving except for the ever-changing picture-window view.

Powered by a one h.p. motor, the turntable is friction-driven (an operation that is similar to that of a phonograph turntable). It can be stopped or started by a simple pushbutton.

According to D. Bruce Johnston, president of Macton Machinery Company, Inc., the unique new

revolving restaurant atop Holiday Inn in Baltimore has already generated much excitement. Phillips Petroleum Company's 16-story Pier 66 Tower in Fort Lauderdale, Florida will feature a revolving restaurant on the top floor. Appropriately 66-feet in outside diameter with a 37-foot inside diameter, the Macton-designed rotating platform will be in operation when the building is completed in the Spring of 1965. The Pier 66 Tower represents a major expansion of the currently popular Pier 66 Motel. Mr. Johnston also revealed that several other revolving restaurants are in the design and planning stages.

Macton has participated in many other exciting developments since the company was established in 1947. Currently, more than 20 leading pavilions and exhibits at the New York World's Fair rely on Macton turntables to transport people and/or display products. These include the Electric Power and Light exhibit, Festival of Gas, Clairol, Greyhound, RCA, Ford Motor Company and the magnificent Astral fountain.

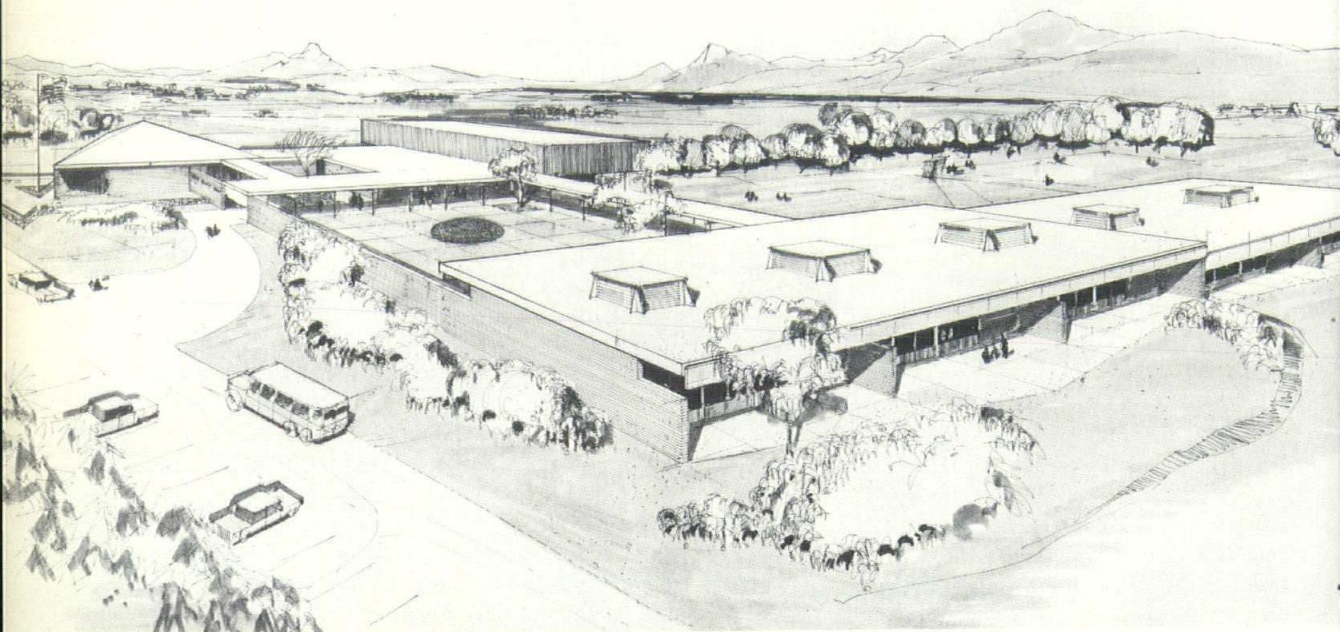
Other Macton "firsts" include the design and manufacture of a portable turntable. Trademarked Port-A-Fold, it has been successfully "test-driven" by one of the country's leading automobile manufacturers. Advantages of this new design include elimination of costly and time-consuming assembly—and disassembly, ease of transportation and minimum storage requirements. (for additional information, see attached news release).

Theatre-goers in Dallas and other parts of the country have watched a drama unfold on an exciting 32-foot diameter Macton revolving stage at Dallas Theatre Center, (designed by Frank Lloyd Wright). Banking institutions, hotels and commercial businesses rely on Macton turntables to facilitate parking, traffic-flow and/or Macton's own "first" was a turntable to display Mercedes-Benz automobiles in a New York City showroom. This was also a "first"—and only—for famed architect Frank Lloyd Wright who designed this unique automobile showroom.

Since that time, Macton turntables have displayed nearly every well-known automobile; been used by every leading television network, and "set the stage" for such popular arenas as Madison Square Garden, Jones Beach Marine Stadium, Cobo Hall and New York Coliseum.



# A School For Lake Havasu City, Arizona



Artist's conception of the first elementary school in Lake Havasu City, Arizona. The school is now under construction and will be ready for students when the fall semester begins in September.

THE first elementary school in Lake Havasu City, Arizona will be ready to accept students when the fall semester begins in September, according to Fred Schumacher, executive director of Lake Havasu City and vice-president of McCulloch Properties, Inc.

Now under construction on a 10-acre site, the new school will have five air-conditioned classrooms, auditorium and cafeteria, library, and administrative offices when completed.

Expected attendance has risen to over 120 pupils, more than double the original estimate.

"Two factors account for the increase in anticipated enrollment," Schumacher said. "First, the early opening of McCulloch Corporation's new Lake Havasu City Division plant will bring in the children of employees, and secondly, residential population of the city is growing more rapidly than had been foreseen."

Master-planned for a population of 50,000 within 20 years, Lake Havasu City is a 26-sq-mile industrial-recreational community being developed by McCulloch Properties, Inc., on the shores of Lake Havasu between California and Arizona, 235 air miles east of Los Angeles.

The new school was designed by the architec-

tural and design division of McCulloch Properties, Inc. under the direction of Robert Brown.

All streets adjoining the school are designed to keep traffic at a slow speed in order to safeguard walking youngsters.

C. V. Wood, executive vice-president of McCulloch Properties, Inc., and director of the city's master plan, said all aspects of development are ahead of schedule.

Arnold Plaza Shopping Center is scheduled to open this month. The city will shortly have its own post office, bank, and title insurance company office. A builders supply center will open next week, and a major lumber yard will be started in August.

McCulloch Corporation, maker of chain saws and third largest producer of outboard motors, will begin manufacturing operations in its first local factory in the near future.

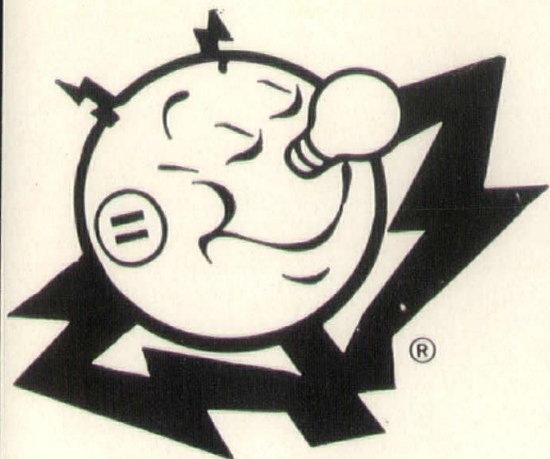
Residential development is expanding, with four major building firms engaged in construction of homes and apartments.

The Nautical Inn, \$500,000 resort hotel and water sports center, highlights development of the city's 23-mile beachfront.

Lake Havasu City is rapidly becoming one of the outdoor recreation capitals of the West.



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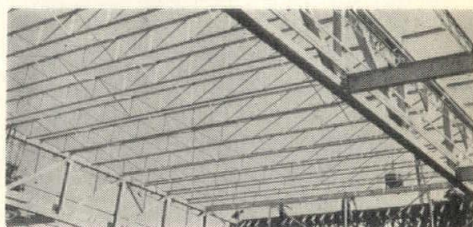
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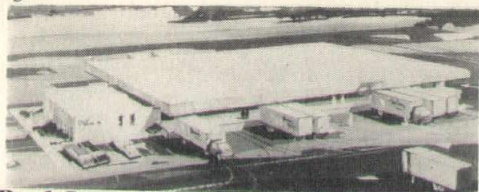
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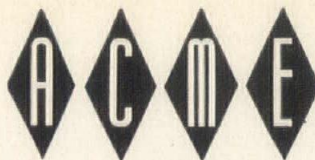
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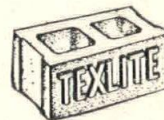
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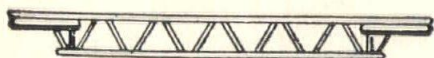
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