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This issue's cover features a photograph of the Mississippi Research & Development Center tower in Jackson by associate editor Noel Workman.

Editor Joe N. Weilenman AIA talks about the need for a school of architecture in Mississippi.

The Mississippi Architect tours the Mississippi Research & Development Center in Jackson.

Chapter News this issue includes our recent discussion of the proposed revision to Mississippi's Statute of Limitations plus profiles of the chapter's 1971 officers.

Contributing editor A. J. Staub III AIA provides us a glimpse of one of the historic buildings of north Mississippi, the Mississippi Central Railroad Hotel & Depot in Holly Springs.

St. Mary's Convent in Vicksburg, Mississippi's most recent Gulf States Regional Award winner, combines a challenging site with a first rate building.

The roster of 1971 members of the Mississippi Chapter, American Institute of Architects.

"Community Involvement ... A Necessity for Good Planning." Tupelo architect A. J. Staub III takes a look at the governmental structures which have helped his area of Mississippi lead the way in urban renewal and public housing in Mississippi.

Contributing editor Bill Gill AIA continues his sketch pad journey through Italy. This stop is in Venice.
Dubious Distinction
by Joe N. Weilenman AIA

This was the description used by Charles H. Dean AIA as he discussed Mississippi’s nonexistent School of Architecture and Environmental Design. It was in 1969, after two years of research and other efforts toward establishing such a school. This is 1971. There still is no School of Architecture in Mississippi.

Does the state need a School of Architecture? There are a few architects in Mississippi who, with their heads carefully tucked under their wings, feel that the quota is filled and that a school would increase competition. This position results in feathers up your nose. The vast majority of architects and state officials realize the need for the school.

In 1968 Dr. E. R. Jobe, then executive secretary of the Board of Trustees of the Institutions of Higher Learning, commissioned a feasibility study by Southern Regional Education Board which “unanimously favors the establishment of a school which would include architecture. Such a school is not only feasible, but also is necessary to complement the rapid growth and increasing economic strength of the state of Mississippi.”

We are paying students to study out-of-state. Many do not return to practice in Mississippi because of the contacts and opportunities they find elsewhere. Many students, even with high scholastic averages, are not able to study architecture because out-of-state schools are overcrowded and give preference to their in-state students.

The most obvious advantage of a School of Architecture here would be a resource for trained and trainable people for our offices. Others would be an improved level of professional activity; research; academic awareness resulting from contact with critics, lecturers, and students in our state.

If we start today, we would be educating architects for ten to twenty years hence. At that time the students of law, medicine, engineering, and other disciplines would have some clearer appreciation of what it is that architects do and their areas of concern. It would also make it more obvious that architects are qualified to solve some of the problems of our physical environment.

Harry Truman decorated his presidential desk with a small sign which read, “The buck stops here.”

In any discussion of a School of Architecture for Mississippi, we can’t pass the buck on to any other group or individual. With this issue, the buck stops here, and we are the ones who should deal with it.

Letters to the Editor

To the Editor:
I was very pleased to have been put on the mailing list of the new “Mississippi Architect.” Joe Weilenman, Noel Workman, Ken Tolliver, Mary Anne Baker, the Delta Design Group and your guest authors are to be congratulated for a very professional magazine. I particularly enjoyed the article entitled “What’s Better About Better Housing?”

Dick Thevenot
Executive Director
Louisiana Architects Association
Baton Rouge, La.

To the Editor:
I would like to congratulate you on your first issue of “The Mississippi Architect.” It is a good issue and has been needed for the state. It is an ambitious project and needs careful nurturing and editing in the future with much work which will be unheralded and unsung, I know.

John L. Turner AIA
Jackson, Miss.

To the Editor:
Congratulations on an excellent first issue of your Mississippi Chapter’s new quarterly “The Mississippi Architect.” From your own sketch on the cover, Bill Gill’s “Italian Sketchbook” sketch, and Henry Mitchell’s account of the development of the campus of the University of Mississippi, through to the report on Rodney’s early nineteenth century Presbyterian Church, the content was first rate.

Arch R. Winter FAIA
Director
Gulf States Regional Council
The American Institute of Architects
Mobile, Ala.
Outdoor signs and billboards that are so grotesque, so poorly placed or spaced—so many miles of ugly. We’ve learned to live with it, even laugh about it. Until, one day, it’s our oak tree they’re chopping down. Our view that’s being blocked.

America, the beautiful. Our America. The crisis isn’t in our cities; the crisis is in our hearts. With a change of heart, we can change the picture.  

AIA/American Institute of Architects

Send this page to your local authority and ask him to support sign control laws.

These are on-premise signs, not billboards, as defined by the Outdoor Advertisers Association of America, Inc. What difference does it make?—The Editor.
research and development
Division of responsibility of the three architectural firms was established with Caudill-Rowlett-Scott assigned the schematic and design development phases, T.N. Touchstone Jr. & Associates (Bouchillon & Harris) assigned the contract documents and bidding phases, and B.H. Biggers & Associates assigned the construction administration phase.

The architectural problem was not only multi-phased, but due to intermittent updating of the functional program, required major redesign in all phases of work. As an example, the office tower was bid as a shell with unit prices bid on interior work so that final functions could be determined at the latest possible date. During the construction documents phase, the Commons, an element containing those functions common to the other structures was completely redesigned to house the central production facilities of the state-wide Educational Television Network. This was further refined during the construction period.

Basically, the final functional program required space for:

1. The Board of Trustees, Institutions of Higher Learning (which had overall responsibility for all other agencies in the complex)
2. The Mississippi Research and Development Council
3. The Universities Center
4. The Educational Television Authority

The final solution consisted of three separate structures joined by a broad brick-paved plaza at ground level and by direct connections at basement level. A remote central... Continued on Page 8
Education & Research Center of Mississippi

Project: Mississippi Research & Development and Universities Center, Jackson, Mississippi.

Owner: Mississippi State Building Commission acting for the State of Mississippi.

Mechanical Engineers: Lomax, North & Beasley, Jackson, Mississippi.


Structural Engineers: Maxwell-Spencer-Hust, Jackson, Mississippi.

General Contractor: H. A. Lott Inc., Houston, Texas.


Television Equipment Contractor: General Electric Corporation, Atlanta, Georgia.

Total Project Cost: $7,515,098.

Construction Cost (including site-work & fixed equipment but not television equipment): $5,422,398.

Continued from Page 5

service plant was designed with expansion in mind to serve future structures.

The site is a heavily wooded acreage in northeast Jackson. Preservation of the natural beauty was of prime importance and location of drives was very precisely plotted to avoid as many of the larger pines and hardwoods as possible. The complex itself was sited on the highest point of land. Long-range plans call for the main access to the site from the south with a vista focusing on the initial complex. Other building sites will be available along this drive.

Focus of the complex is the office tower, a ten-floor structure housing the central reception area and conference rooms, R&D administrative and staff offices and Board of Trustee administrative offices. This tower serves as a landmark rising above the tops of the tall pines covering the heavily wooded site. The vertical design is strengthened with the broad concrete columns which interrupt the fully glazed walls and horizontal concrete members of each floor level.

The Universities Center contains not only classrooms, seminar rooms and laboratories, but also the Center's administrative and staff offices. It is located in a modular building east and south of the tower and is constructed of 70-foot-square clear span blocks separated by 10-foot corridor strips. By taking advantage of the topography, a 100-space parking garage was utilized under this structure.

Southwest of the tower is the Educational Television Center. This facility has been recognized as the most up-to-date production center in the United States in both the educational and commercial categories. Containing two fully equipped studios, the control center will provide programming for eight other transmission stations across the state. Administrative and staff offices, teacher preparation and art department are located on the main level with technical and storage areas on the lower level. The studios extend in height from lower level through the main level. A 240-seat auditorium serv-
A Texas native now practicing architecture in Greenville has been selected 1971 president of the Mississippi chapter of the American Institute of Architects.

Terence O. Young AIA was named president at the November chapter meeting. He lists as his number one goal for the year the "improvement of the climate for the practice of architecture in Mississippi."

Prior to his election, Young served the chapter as vice president in 1970, secretary-treasurer in 1969, and member of the executive committee in 1967.

He graduated at Texas Technical College, Lubbock, Tex., in 1956 and was a member of Tau Beta Pi, honorary engineering fraternity. The same year he began his practical training in architecture with Charles S. Peete AIA of Memphis. Between that time and the establishment of his own practice in Greenville, Young was also associated with the firms of Bruce-Russell Associates, Architects, Tyler, Tex., Dempsie B. Morrison Jr. AIA, Memphis, and F. E. Hall & Associates, Greenville.

Watts Clark AIA was elected first vice president and president-elect for 1972. Clark is a partner in the Jackson firm of Clemmer & Clark Architects. Under the new structure adopted by the chapter, he will automatically succeed Young as president.

Commenting on the challenges to the chapter, he said "Architects have many differing opinions, views and outlooks as reflected in the varied architecture of our region."

The American Institute of Architects, and particularly the Mississippi chapter, can be common ground on which we can stand to further promote the profession of architecture and to do a better job of designing for our environment."

Clark graduated from Mississippi College in 1951 with a degree in mathematics and from Georgia Tech in 1955 with a degree in architecture. He served as chapter secretary-treasurer in 1970.

Elected second vice president of the Mississippi chapter was Robert V. M. Harrison AIA of Jackson, a partner in the firm of Jernigan, Hawkins and Harrison, Architects and Engineers.

"I am amazed," Harrison recently said "at the way Mississippi architects are able to create the amount of building with the budgets allotted, as compared with the rest of the country. We are fast reaching a position where the public must be educated to the reality of rising costs of construction so that prospective clients may be able to set reasonable budgets."

"An under-budgeted project means low quality construction, an unprofitable return for the money invested and an unhappy client if his program cannot be completed," he said.

Harrison was born in Baltimore but raised in Oxford, Miss. He attended the University of Mississippi for two years prior to attending Tulane University and graduating from there in 1959 with a degree
Construction on the Mississippi Central Railroad Hotel and Depot in Holly Springs was begun in 1852, interrupted by the Civil War, and completed in 1886. The building was used as a combination hotel and depot for the Mississippi Central line and later by the Frisco Railroad until the latter built its own depot in Holly Springs. The Hotel had 20 bedrooms and a combination ballroom-dining room large enough to accommodate 125 people. The increase in automobile traffic and the decline of railroad passenger service spelled the end for the building's use as an inn. The Holly Springs landmark now belongs to the R. L. Wyatt family and is used as a residence. The Wyatt family has been restoring the hotel for the past two decades.
St. Mary’s Convent in Vicksburg
Virden & Roberson, Ltd., of Greenville received an award of merit at the 18th annual Gulf States Regional Convention of the American Institute of Architects for a convent for St. Mary's Catholic Parish in Vicksburg.

The building is located in a run-down black neighborhood on the vacant site of an old convent. Clients' requirements were eight sleeping units with porches, a chapel, two parlors that could double as guest rooms, and a commons-dining room with kitchen and laundry facilities.

On the north and west elevations, the architects were restricted by the limitations of the hilltop. On the south elevation, they were restricted by the existing school building, and on the east, by a 150-year-old pecan tree (which was later cut down by the clients, as they felt it might endanger their building). A self-imposed restriction was the alignment of the Main Street entrance with an existing brick wall.

The architects strived to have the building oppose the existing neighborhood in hopes that it might upgrade future architectural projects in the area. Because of the diversity of the requirements and the site restrictions, the sleeping units were stacked in a two-story arrangement; the commons-dining room, kitchen-laundry and the two parlors were placed in a one-story arrangement; and the chapel, one and one-half stories, to give emphasis to the core of the clients' way of life. The porches were placed at each sleeping unit to give maximum privacy for meditation.
The Mississippi Chapter
American Institute of Architects
1971

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Community Involvement... A Necessity for Good Planning

by A. J. Staub III AIA

There exists in Mississippi a need for strong non-political groups, throughout the state, working in cooperation with state and federal governments for the solution of pressing economic, social and environmental dilemmas. The Mississippi A & I Board, the Mississippi Research & Development Center, and others are functioning in this capacity at the state level.

But for more effective solutions, there must be more involvement on the local level.

Tupelo is now completing Mississippi’s first Urban Renewal project. This consisted of removing more than a hundred shacks, a dilapidated city and county jail, and city water and light department, and replacing them with a new fire department, city court building and jail, county jail, water and light department building, a dozen new business firms, and a $3 million shopping center.

The Tupelo Housing Authority recently completed 200 one-bedroom to five-bedroom townhouse units. The city of Tupelo also provided $45,000 to be combined with matching funds for the construction of a needed neighborhood facility.

It is hoped that by taking advantage of federally financed programs, Tupelo can eradicate all substandard housing within the next decade.

Since problems similar to those which Tupelo has tackled are faced by nearly every community in Mississippi, a look at the development of Tupelo’s mechanics for problem solving can be of use to architects and planners throughout the state.

The Tupelo area has a group of non-political organizations which have successfully been solving problems through cooperation with local, state and federal governments.

The Community Development Foundation of Tupelo replaced the local Chamber of Commerce in 1948 and has since become the leading area organization involved in community improvement. Local business and professional men make up the membership of the Foundation and serve on its various committees, which cover the spectrum of community life.

This organization is supported financially by its members, the city of Tupelo, and the Lee County Board of Supervisors. Although Lee County has a population of less than 50,000 and fewer than 30,000 people live in Tupelo, the 1970 budget for the Foundation was $107,000.

The Community Development Foundation was formed to help local government discourage the migration of area residents to larger cities and to raise the economic level of the people. The Tupelo area is principally an agricultural region and has been directly affected by agricultural and technological advances and improvements and by the tremendous competition from imports, especially cotton from South America, India, and the Soviet Union.

The objective of stabilizing the population was solved by attracting diversified manufacturing to the area. There are now at least 87 separate industries providing more than 10,000 manufacturing jobs, plus an additional 10,000 jobs of other types.

The Community Development
Foundation helped form the Rural Community Development Council, which is a working cooperation between businessmen and farmers, for the purpose of rural development.

This plan for progress differs from most others in three respects. It is organized around community effort, rather than isolated, individual effort; it emphasizes farm management, rather than mere high production in unrelated farm enterprises; and it ranks high industrial productivity on a par with high farm productivity.

Under the Rural Community Development Council, for example, 27 communities in Lee and Itawamba counties are organized with councils of their own to direct their efforts at community improvement. Each has monthly meetings where educational or recreational programs are presented. Each develops its own projects or improvement.

Each community has a town-partner, either an entire civic club or a section of a civic club. These civic groups from towns of the Tupelo area meet with the rural councils each month, and contribute financially toward improvement of the community projects and programs.

This plan of cooperation between businessmen and farmers has been copied throughout the South. Portions of the plan have been adopted as the basis of the U. S. Department of Agriculture's program of rural development now being introduced from Minnesota to the Gulf of Mexico as "the best approach yet found to the problem of rural development."

Official representatives of the Philippine government, after touring much of America, described the Tupelo Plan as "exactly the thing we have been looking for."

The program was described by the late Paul Chapman, Dean of the University of Georgia College of Agriculture, as "the most important, the most complete, the most successful rural program in this country."

The most recently established intercommunity organization is the Lee County Council of Governments. Lee County and eight municipalities (Tupelo, Shannon, Nettleton, Verona, Plantersville, Guntown, Baldwyn, and Saltillo) formed this public entity in 1969 for effective, coordinated, long-range planning and efficient, intragovernmental relations.

The Council of Governments idea began in Detroit in 1954 and soon spread to New York, Washington, D. C., San Francisco, Philadelphia, and Baltimore. Even though this concept was originated to solve problems in large urban areas, it is readily adaptable to the smaller municipalities and rural areas of the South.

We are finding that the environmental problems in rural areas are similar to those of large metropolitan sections and that their solutions, though smaller in scale, are similar.

The federal government has assisted in establishing Councils of Governments and in aiding their work through federal planning grants for comprehensive development programs. Lee County's Council of Governments program, like its counterparts throughout the nation, is voluntary. Councils of Governments have governmental authority only to the extent that their members are willing and able to implement their decision. No one is required to join, and Councils of Governments have no taxing powers.

In May 1970, the Lee County Council of Governments received a comprehensive Planning Assistance grant from the Department of Housing and Urban Development. This grant will provide two thirds of the total cost of planning activities for fiscal year 1970 and is being administered through the Mississippi Research and Development Center.

Under this year's contract with the R&D Center, an intergovernmental study will be made, along with an overall program design and an initial housing element. The intergovernmental study will identify gaps and overlapping in the planning, programs and operations of local governmental agencies. Their overall program design will recommend planning and program activities to be undertaken by the Council of Governments during the next three years. This study will insure that work elements are related to the overall planning objectives; that staff time and financial resources are effectively used; and that work elements are conducted in a logical sequence.

The initial housing element will consist of an appraisal of the problems related to housing and the development of a planning work program to solve them.

(continued on page 23)
Rio S. Martin is a busy side street, a short cut across a loop in the Grand Canal to the Stazione and the Autorimessa, but it is different because it is a child of the sea. Its mother is the beautiful old city of Venice who is married to the Sea. The little house across from the sidewalk cafe of Albergo Basilea is occupied by an old man who leaves in the morning and returns in the evening. During the day, his dog sits in an upstairs window and barks at everyone going up and down the canal. He, his dog and the little house appear as though they were left over from an earlier age than their renaissance neighbors. Hotel Basilea is not on the American tourist list, but it should be. Here one meets the people, drinks the wine and dines with true old world grace either in the small dining room or out on the sidewalk. When a gondolier comes down the canal singing the concierge of Hotel Basilea serves both him and his passengers a glass of wine. Sunday morning a wedding party passed—a real regatta. The bride and groom in a special very ornate gondola decked with flowers chased by the wedding party in two other gondolas. Everybody joined in the fun—even the old man's dog.—Bill Gill.
Mississippi Congressman Charles Griffin (center) visited with AIA chapter members at the January meeting in Jackson. Talking with the congressman here were State Representative H. L. (Sonny) Merideth of Greenville (left) and State Representative Walter Brown of Natchez. The state legislators and Charles Barlow AIA of Jackson discussed the proposed changes to Mississippi’s Statute of Limitations laws at the chapter meeting.

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in architecture. Following military service he has had continuous professional experience as an architect. He is a member of the administrative board of Wesley United Methodist Church, a professional member of the Construction Specification Institute and has served since 1968 as its technical committee chairman. He served as a director of the Mississippi chapter AIA during 1970.

Thomas H. Smith AIA is chapter secretary-treasurer for 1970-1971. In this, his first AIA office, he hopes to help the chapter become an effective means for the continuing professional and educational development of its members. Smith also plans to work to encourage all eligible architects and related technical persons to become members of the chapter.

Smith is a partner in the Jackson firm of Gamblin and Smith, Architects, and was formerly an associate with Biggs, Weir, Neal and Chastain, Architects, Jackson. He is a 1954 architecture graduate of Auburn University and served in the Navy.

He is past president of the North-woods Exchange Club, chairman of the Council on Ministries at Wesley United Methodist Church.

Serving as chapter directors for 1971 are R. B. Clopton AIA, Charles H. Dean Jr. AIA, and H. F. Fountain Jr. AIA.

Clopton, a member of the Meridian firm of Clopton Associates, sees a “more businesslike and equitable arrangement in dealing with the State Building Commission” as one of his goals for the chapter this year. Dean, also speaking on this subject, hopes the chapter can negotiate a “reasonable contract for architectural services with the state.” He also calls for continued work toward establishing a School of Architecture in Mississippi.

Clopton is graduate of Auburn University (1943) and received his masters degree in architecture from Harvard University in 1950.

Dean is a past president and secretary-treasurer of the Mississippi chapter and is a senior partner in the Jackson firm of Dean & Pursell, Architects. He is a graduate of Tulane.

Fountain was president of the Mississippi chapter in 1970 and practices with the firm of H. F. Fountain Jr. & Associates in Biloxi.

Major revisions in Statute of Limitations legislation for architects was the subject of the January chapter meeting and two state legislators intimately acquainted with the proposed law changes were the speakers.


Existing Mississippi law provides a ten year Statute of Limitations on a patent deficiency with the time period beginning with the written acceptance of the construction.

Rep. Brown’s proposed revisions would provide for a six year Statute of Limitations, beginning after the substantial completion and acceptance by the owners.

“Architects in Mississippi would be better off working toward repeal of existing Statute of Limita-
The veteran legislator said that it was his judgment that the Mississippi Supreme Court would decide in favor of a six year Statute of Limitations starting from the performance date.

"The date of defective performance has been the basis for the only court decision in such cases," he told the Mississippi chapter.

Joe Pursell AIA of Jackson was made an honorary member of the Louisiana Architects Association at that organization’s recent meeting.

Mark these days on your Spring calendar.

The February chapter meeting will be a noon meeting in Jackson on Feb. 16. The chapter president has designated it "Associates Day" and city officials from Natchez are scheduled to present a program on Urban Renewal.

In March, the meeting will be held in Hattiesburg on the 19th and the program will deal with academic architectural training.

This year’s Gulf States Regional convention will be held in Hot Springs, Ark., April 8-10.

"The family which takes its mauve and cerise, air-conditioned, power-steered, and power-braked automobile out for a tour passes through cities that are badly paved, made hideous by litter, blighted buildings, billboards, and posts for wires that should long since have been put underground. They pass on into a countryside that has been rendered largely invisible by commercial art . . . They picnic on exquisitely packaged food from a portable icebox by a polluted stream and go on to spend the night at a park which is a menace to public health and morals. Just before dozing off on an air mattress, beneath a nylon tent, amid the stench of decaying refuse, they may reflect vaguely on the curious unevenness of their blessings. Is this, indeed, the American genius?" John Kenneth Galbraith in The Affluent Society (1958)
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Continued from Page 18

Lee County employs one full-time planner. Planning consultants are used for specific programs. A mass transit study for Lee County (the first such study completed in Mississippi) was partially funded by the Department of Transportation, has been completed and is now being reviewed locally. Following its approval a capital grant application for federal funds to help finance the system will be submitted to the Department of Transportation.

In transportation, we can see the similarity of planning problems between cities and rural areas. Every city, large or small, is dependent on certain factors to maintain a viable position. Accessibility and convenience to present and potential shoppers and employees are factors that vitally affect every city. And the transportation affects accessibility and convenience.

In addition, consideration must be given to the aged, the poor, and the young. The increasing numbers of senior citizens and school-age children make these groups worth special interest since many cannot drive. Without low-cost public transportation, their activities are severely restricted.

Many of the poor cannot afford to own automobiles. Lack of a transit system could well be a major cause of unemployment and under-employment for this group. Transit can be a major force in expanding the employment, cultural, and shopping opportunities for many who cannot or do not own automobiles. For these reasons, there has been an increasing awareness and a renewal of interest in public transportation at all levels of government, and many programs have been advanced to improve this vital service throughout the country.

The Lee County Board of Supervisors recently funded a county-wide water and sewer study and a solid waste disposal study. Hopefully, the recommendations of these in-depth studies will be catalysts for providing measures to attack the environmental problems associated with these areas. Because of fear of social change, Mississippi has too long turned its

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back on federal aid programs which would help improve the economic or educational standards of our people.

We have relied on our political system to provide and to set the necessary planning procedures. Too often however, this has led to overemphasis in areas affecting only certain sections of the state.

If we can begin to hope for competent and professional planning of housing, transportation, economic development, education, and cultural activity in cooperation with government, then we can look ahead to a period of progress that will have lasting effect on the welfare of the people of Mississippi.

"I must study politics and war, that my sons may have liberty to study mathematics and philosophy, geography, natural history and naval architecture, navigation, commerce, and agriculture, in order to give their children a right to study painting, poetry, music, architecture, statuary, tapestry, and porcelain."—John Adams (1780).

Continued from Page 8

ing the complex is also located in the building.

The construction of the complex is basically concrete frame with prestressed, precast concrete floor and roof members supported by post-tensioned, poured-in-place concrete beams. Where precast members were impractical, a pan joist floor system was utilized. Exterior walls at the main level of the ETV Center and Universities Center are face brick and concrete masonry topped by a two-foot-high continuous band of plate glass joining the roof structure. The interior surface of these walls is furred and finished with gypsum board. North and south walls of the tower are fully glazed, utilizing neoprene gaskets backed by light steel framing. End walls above the main level are exposed concrete structure with precast concrete panels backed by concrete masonry.

Interior walls are two-layer gypsum wallboard on metal studs. In the ETV Center and Universities Center, interior walls are topped by continuous glass matching the exterior walls.
The South is wired for action.

For "outstanding community service in restoring electric power supply to its service area" following Hurricane Camille's devastating pounding last year, the Mississippi Power Company, a Southern Company subsidiary, has been presented the U.S. electric utility industry's highest honor... The Edison Award.

"For over 20 years," said Mississippi Power Company President A.J. Watson, Jr., in accepting the award, "Mississippi Power had been refining detailed plans for restoring electric service following a severe disaster.

"Our 850 employees, along with some 1600 personnel from affiliated and non-affiliated electric utilities and contractors, were faced with the nearly impossible task of rebuilding transmission and distribution lines and other electric facilities. Working under the most trying conditions, these courageous and dedicated people transformed well-conceived plans into concrete achievements, restoring electric service to every customer able to use it in record time."

Hurricane Camille brought tragedy. It left a challenge, too. And a determination to build an even brighter tomorrow for the Mississippi Gulf Coast.

Mississippi's bold example clearly shows that the South is wired for action. And The Southern Company system provides reliable electric power in this 120,000-square-mile territory.

This advertisement, jointly sponsored by Mississippi Power Company and its parent organization, The Southern Company, is one of a series which highlights the South's achievements. It will appear before more than 4½ million business and professional leaders through U. S. NEWS & WORLD REPORT, WALL STREET JOURNAL and BUSINESS WEEK.

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