See Carl Herrin sitting on his new veranda. The Office Supply Company was ready to move into his new office before he was. Herrin-Gear in Jackson is said to be the most sensational new car facility in the state, and OSCO was part of it. Even before the ground-breaking of a building we are part of the game plan, working with architects on office space, furniture layout and specifications. We work closely with you to assure the very best space utilization possible. We have the same basic strategy - service and product to suit each client's specific needs.

Our game is office technology. And we'd like a chance to go in when you do.
COVER
Art Director Priscilla Nash turned a photograph of South Central Bell’s new Data Center into the high contrast cover illustration for this issue.

TWO
Folk Architecture and Us . . . Editor Paul Roberson, AIA comments on rural architecture of the South.

THREE
Three representative samples from Patti Carr Black’s recent photographic exhibit on folk architecture illustrates Editor Roberson’s editorial.

SIX
Mississippi readies for a “close encounter” of its own as the Planetarium nears completion in Jackson.

EIGHT
TMA visits the recently completed Data Center of South Central Bell for an architectural tour of the state’s most sophisticated computer structure.

TEN

ELEVEN
Details of the April 13-16 Gulf States Regional Convention in Biloxi.

SIXTEEN
Here’s your big chance to become a lucky winner. The editors are offering a free Windjammer Cruise to its readers. All it takes is your participation in the magazine.
A recent exhibit put together and circulated around the state by the Mississippi Department of Archives and History featured a photographic study of Folk Architecture from the Piney Woods section of the state (the southeaster quarter of Mississippi). This study by Patti Carr Black brings attention to a sector of Mississippi culture largely ignored in favor of the more affluent society associated with "antebellum architecture". These early buildings done by pioneers with no training in building and architecture reflect logical solutions to environmental and living problems they are useful to us not only as lessons in simplicity and honesty but as vital links to our roots and past.

It takes a lot of guts for modern architects to design simple, graceful buildings, appropriate to their site and intended uses. It takes discipline to avoid the latest fads, fashions, and badly considered cliches that have become the bane of the design professions. It requires a confidence few of us seem to have to avoid destroying a beautiful natural site by littering it with the current design devices picked up from this month's professional journals.

These are the reasons we like to look at the rural folk architecture of the south. It provides a welcome respite from the insane competition to "design" something different regardless of its impact on the landscape.
Mississippi Piney Woods

A photographic study of Folk Architecture — an exhibition at the Mississippi State Historical Museum.
Prepared by Patti Carr Black, Director of Mississippi State Historical Museum.

China Grove Methodist Church

CHINA GROVE METHODIST CHURCH — Built in 1854 in Walthall county. This was one of the more affluent churches of the day and featured a balcony for use by slaves and refined pew construction.
THE AINSWORTH HOUSE — A dog-trot house built by Jonathan Ainsworth between 1860 and 1870 near Harrisville, Simpson county, of squared split logs. Gertie Ainsworth, the present owner and granddaughter of Jonathan was born in this house.

Rooms are small, tight and snug. Doors are made of wide pine planks with a simple swivel latch.

A current feature to an old house — a cable spool table with a street light reflector center piece. Note the square notch method of joining logs together at corners.
SALEM CAMPGROUND — Salem Methodist Church Campground on the Jackson-George county line, is the oldest extant campground in Mississippi. The first camp meeting at Salem was held in 1826 and the present site selected in 1842. The original buildings were replaced after a tornado in 1906.

The “Tabernacle” is the central building with cabins called “tents” surrounding it in a “U” shape. The Tabernacle holds 300 people and houses week long meetings once a year.

This is the parker tent, the oldest on the Salem Campground.
Arts Center/Planetarium Nears Completion

A civic dream and architectural triumph has become reality in downtown Jackson, Mississippi, as the $4.2 million Mississippi Arts Center/Russell C. Davis Planetarium complex nears completion.

The 51,000-square-foot complex is being constructed by Rouse Construction Company, Inc., of Jackson. Henry W. Rouse, President, directed the operation through some unusual construction problems.

The structure, which is set 20 feet above street level and rises 81 feet from the street to the top of the planetarium dome, bridges a bridge over Town Creek in downtown Jackson.

As if that weren't enough of a headache, the creek was undergoing an extensive reculverting job at the same time that construction began on the new planetarium. Finally, the street which crosses the bridge over which the building was being constructed had to be extended — through the building.

The Rouse team had to penetrate an existing bridge structure — which had to remain in place — with a new foundation that had to be installed in a free-flowing creek.

The general construction contract for the complex came to $2.5 million. In 1972 voters approved a $1.5 million bond.

*continued on page 14*
A 40-acre tract was chosen for the location of the most sophisticated computer structure in Jackson. The facility would house first and second generation computers. Power requirements included automatic switch-over for dual primary service from the local power company with emergency generators and uninterrupted power source capabilities. The design solution incorporates a linear spine dividing the building into two sections—office space and computer areas. This spine is defined externally by the stairs and window penetrations. Office functions are expressed by bands of windows and computer spaces by their conspicuous absence. Future growth both horizontally and vertically and the need for other facilities in the area were programmed. Accelerated construction techniques were utilized resulting in reduction of five months in the project schedule.

Barlow & Plunkett, Architects
The Failure
Of Modern Architecture
By Brent C. Brolin
reviewed by Robert Ivy

We stand at a change in course
professionally from modernism's
graven truths to something more
responsive to context, to human
use and habitation. The death
knell of the absolutes has been
sounded by leading critics and
practitioners alike, led by such
men as Moore, Blake, and
Venturi, but architect Brent Brolin
expresses and explores many of
these formerly scattered
sentiments at one time, one
place.

His book is polemical,
argumentative. It is therefore
controversial since it sets out to
declare a new order, but its
strongest feature is its criticism
of modernism and where that
road has led us. It is weakest in
its presentation of alternatives.

The book is divided into three
major sections: a study of
modernism — its origins,
practice, and limitations; a study
of sociological design, or the
failure of design divorced
from human experience; and two
case studies. In discussing
modernism Brolin maintains that
despite half a century's exposure
to the modern style, most people
(the masses) have not accepted it.
"Is this due to most people's
inferior taste?" he asks
rhetorically. Inherent in this
rejection is a nineteenth century
notion that artists and their work
form an elite, separated from
middle-class values. However, in
one major area of design where
architects and the middle class
could meet, at the private
residence, architects have
abdicated the field for two
reasons: not only has it been
uneconomical, but most families,
uninitiated into modernism, have
known what they wanted and
have not desired an architect's
services.

Brolin exhibits the roots of
modernism: in the 19th century
cult of "genius" or originality, in
the naive belief in the machine
and of consequent Progress, in
the theory of Evolution which
seemed to show a natural
tendency toward simplification
and refinement, and in the
reaction to excessive applied
ornament and decoration. But as
Brolin shows, simple forms were
not easily achieved. Many
apparently simple details
required expensive hand
finishing, such as contemporary
chrome and glass furniture which
must be turned and rubbed by
hand.

Out of the nineteenth century
roots came moral truths which
reinforced a new visual order:
HONESTY of materials,
HONESTY of form which
reflected actual use, HONESTY of
structure. Architects seized
morality as a shield and buckler
and sallied forth to face the brave
new world. As Corbu said, "It is a
question of morality; lack of
morality, lack of truth is
intolerable." Rigorous words.

But the forms architects sought
defend were ultimately shaped
by aesthetic preference, not
truth. The Ten Commandments
never included "Less is More."

The underlying failure of
abstract modernism was that the
universal truths of the solid/void
relationship and the open plan
did not always acknowledge the
diverse, more complex and
ultimately richer world at large.
Man in the abstract does not
exist; men do. And Sanaa,
Yemen, which Brolin explores,
differs from Canton, China,
differs from Canton, Mississippi.

Brolin's arguments are not new
to most architects. They
themselves have been changing,
as is witnessed by the diversity of
contemporary design including a
popular trend among architects to
renovate existing structures,
where use of warm wood, brick,
and color are common.

While many of the author's
arguments are thought
provoking, and his photographs
delightful, his scholarship is less
than rigorous, he tends to
generalize, and he selectively
omits positive debate, such as
the fact that architecture
produced a vigorous, viable art
form when other arts were
foundering in philosophy.
Margaret Mead is quoted on the
book's flyleaf as follows:
"a visually fascinating attack —
possibly on the wrong people."

Read The Failure of Modern
Architecture. Some of its
excessive polemics will enrage
you; others will strike chords of
recognition. It guarantees at least
one excellent conversation with a
friend.

—Robert Ivy, Associate Member
AIA — Virden & Roberson LTD
ARE YOU READY FOR GSR?

The Mississippi chapter will be the host for the up-coming 25th Gulf States Regional Convention of the AIA, April 13-16 at the Biloxi Hilton.

With less than two months to go, things are really starting to happen. The exhibitors are all lined up to show their products. The first mailing for Honor Awards entries has gone out. Tentative schedules have been set for you, the ladies, and students attending. If the preparations for the Gulf States Convention are any indication, the event should be a great success!

CHECK THIS LIST:
☐ Have you volunteered your services? Your participation is directly related to the success of the convention.
☐ Are your reservations made? Don't wait until the last minute. Be sure to bring your wife!
☐ Have you entered your work in the Honor Awards competition? If you don't enter, you can't win!

EXHIBITORS

The following is a preliminary list of exhibitors for the Gulf States Regional Convention. Be sure to visit their booths while at the convention. Also, be sure to register for door prizes!

- American Desk Manufacturing Company
- Binswanger Glass Company
- Butler Manufacturing Company
- General Electric Company
- General Equipment Manufacturers
- W.R. Grace Company
- Gulf South Prestress Concrete Association
- Kewanee Scientific Equipment Company
- Krieg Bros. Terrazzo Company, Inc.
- Masonite Roofing Division
- Mississippi Associated Builders and Contractors, Inc.
- Neely Blueprint
- Owens Corning Fiberglass Corp.
- Pellerin Laundry Machinery Sales Company, Inc.
- Port Distributing Company
- P.P.G. Industries
- Silbrico Corporation
- Paul Westerfield Company

TENTATIVE SCHEDULE OF EVENTS

THURSDAY, APRIL 13

9:00 a.m. to 5:00 p.m.
REGISTRATION — Hilton Lobby
Sports Activities — Reservations required (Golf Tournament, Tennis Competitions, Swimming)

2:00 p.m. to 4:00 p.m.
Gulf States Regional Council Meeting
Student Orientation

4:00 p.m. to 6:00 p.m.
Tour of Historic Homes, Tour of Gulfport & Marine Island, Tour of Tullis — Grass Lawn, Tour of Biloxi. (Tour Registration Required)

7:00 p.m. to 9:00 p.m.
Welcoming Cocktail Party

9:00 p.m. to ?
Free to sample Gulf Coast Restaurants
FRIDAY, APRIL 14
9:00 a.m. to 5:00 p.m.
REGISTRATION — Hilton Lobby
7:45 a.m. to 8:30 a.m.
Sweet Roll Breakfast
8:30 a.m. to 10:00 a.m.
Gulf States General Meeting
10:00 a.m. to 10:15 a.m.
Break
10:15 a.m. to 11:00 a.m.
Continue Gulf States General Meeting
11:00 a.m. to 12:00 noon
Student Presentation to Professionals
12:00 noon to 1:00 p.m.
Lunch in Exhibition Hall
1:00 p.m. to 5:00 p.m.
Exhibition Time (Door Prizes; Entry available at booths)
5:30 p.m. to 8:30 p.m.
Architects/Exhibitors Banquet (Door Prizes & Booth awards will be awarded)

SATURDAY, APRIL 15
7:30 a.m. to 8:30 a.m.
Breakfast with Architects
8:30 a.m. to 10:00 a.m.
Programed Speaker
10:00 a.m. to 10:15 a.m.
Break
10:15 a.m. to 12:00 noon
Programed Speaker
12:00 noon to 1:30 p.m.
Lunch
1:30 p.m. to 3:00 p.m.
Programed Speaker
3:00 p.m. to 5:00 p.m.
Tour of Louis Sullivan Homes, Tour of Bruce Goff Homes, Tour of Coast by Air (Tour Reservations Required)

SUNDAY, APRIL 16
Until 9:00 a.m.
Breakfast on Your Own
9:00 a.m.
Tours of Litton Industries (ship building), Tour of NASA, Tour of Ingalls Shipyard

POET JAMES DICKEY TO BE GUEST SPEAKER AT GSR

Poet James Dickey, literary critic and renowned author of "Deliverance", will be the guest speaker at the 25th Annual Gulf States Regional Convention of the American Institute of Architects (AIA) on April 15th at the Biloxi Hilton.

Jackson architect, David Trigiani, president of the Mississippi chapter of the AIA and chairman for the event, made the announcement of Mr. Dickey's appearance recently.

"The theme of the convention is Regionalism and how it affects architectural design. James Dickey is a poet foremost, but also a Southerner and in his own words 'a beholder' of the South as a place and time unto itself. We expect he will provide a fresh view of the South which will serve as inspiration to the architects from Mississippi, Arkansas, Louisiana, Alabama and Tennessee expected to attend the Gulf States Convention," Trigiani explained.

Dickey's substantial list of credentials include: National Book Award Winner in 1966, Consultant in Poetry for the Library of Congress (the equivalent of poet laureat for the country), Poet-in-Residence at Reed College in Oregon, Writer-in-Residence at the University of South Carolina, and is considered America's First Man of Letters.

Several hundred members of the participating chapters of the AIA are expected to attend the convention, hosted by the Mississippi chapter headquartered in Jackson.
ARCHITECTS & DRAFTSMEN
REFRESHER COURSES

The AIA, under the auspices of the School of Architecture, is sponsoring classes in Structural, Electrical, and Mechanical Design at the R&D Center in Jackson. The instructors are Otto R. Maganos, Consulting Structural Engineer; William W. Adams, Consulting Electrical Engineer; and David Butler, Consulting Mechanical Engineer. The classes are structured to be a refresher for architects and candidates for registration examinations, and to teach the basics of each discipline to draftsmen and others. There are twenty students enrolled, including one interior decorator. Class convenes at 6:30 each Monday. Classes have been underway since early December, however, new students can enroll at any time. The Structural course will continue through February and March. The Electrical course will end on February 6. The Mechanical course will begin on February 13. Classes in Structure are from 6:30 until 7:45 and Electrical from 7:45 until 9:00. The Mechanical will supplant the Electrical in February.

The cost is $25 per month per student. Questions are to be directed to Arthur J. Godfrey, Chairman of the Continuing Education Committee.

MEETING NOTICE

AIA Monthly Meeting
February 24, 1978
Mississippi School Supply Co.
4155 Industrial Drive
Jackson

Speaker:
Irving D. Schwartz, FASID, AIA
President, IDS Inc.
821 So. Neil St.
Champaign, Ill.

Topic:
Architect/Interior Designer Relationship

Cocktail Buffet — 6:30 P.M.
Program — 8:00 P.M.

February 23 — Irving Schwartz will speak to the students at the School of Architecture, Miss. State University.

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issue to bring the long-planned Arts Center to reality, and civic leaders raised an additional $1.3 million to help defray construction costs.

The complex, which is located on Pascagoula Street in downtown Jackson, will be one of the showcase arts centers of the South. Included in the Arts Center will be Jackson's first art museum, a bookstore, a gift shop, a manager's office, meeting rooms, a studio for art instruction, an exhibit hall, a restaurant, and offices, practice rooms and studios, for the Mississippi Art Association, Opera/South, the Mississippi Opera Association, the Jackson Ballet Guild and the Jackson Symphony Orchestra.

The planetarium, named in honor of the mayor who helped guide the crucial bond issue to passage, will feature a 60-foot diametric dome and will have seating capacity for 170 people.
The Arts Center building, over a decade in the planning, will officially open in late Spring. Some of the organizations have already begun their moves into the new structure, and all will be located there by the time the Arts Center is formally dedicated at the end of April.

Exterior construction on the planetarium is expected to be completed near the beginning of February, with final installation of the telescope and technical instruments finished in the summer.

Doug Tuttle, executive director of the Jackson Redevelopment Authority, who supervised construction, said the Authority was “most satisfied” with the construction job — which put the complex ahead of schedule.

Rouse Construction Co. is one of the nation’s largest construction firms, with offices in Mississippi, New York, Georgia, Tennessee, and the District of Columbia. Architects were Biggs & Weir of Jackson.

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The main purpose of The Mississippi Architect is to serve as a communication vehicle for the Mississippi Chapter AIA and all architecturally related firms. You must realize that this is best accomplished through active participation from our readers. To encourage readers to further participate in the content of The Mississippi Architect, we the editors have set up a Travel Sweepstakes.

The prize will be a Windjammer Cruise. The cruise is discussed in the ad on the inside back cover of this issue. It is being made available to our readers in exchange for advertising space in the magazine.

The Travel Sweepstakes rules are simple. Each reader submitting an article which is subsequently published will have his or her name placed in a pool. At regular intervals (when we have built up sufficient credit with Windjammer Cruises), a lucky reader's name will be drawn from the pool and a free cruise will be arranged.

Any reader is eligible to submit any number of written articles, letters to the editor, features about fellow architects, photographs, or graphic illustrations.

The name of the game is participation in your magazine . . . . so as they say in show biz, keep those cards and letters coming. Win a free trip to the romantic West Indies, drink exotic rum smashes, sunbathe and swim . . . after all, everyone's a winner, because The Mississippi Architect will be even better for your contribution.