ROSTER OF MEMBERS
NEW ORLEANS CHAPTER, THE AMERICAN INSTITUTE OF ARCHITECTS
Including Parishes of St. James, St. John the Baptist, St. Charles, Jefferson, St. Bernard, Orleans and Plaquemines

MURVAN M. MAXWELL, President
H. MORTIMER FAVROT, JR., Secretary
JOSEPH G. BERNARD, Director
JAMES R. LAMANTIA, JR., Director
MISS STELLA FAGET, Executive Secretary, 510 Esplanade Ave., New Orleans 16, Louisiana

WILLIAM E. BERGMAN, Vice-President
PHARES A. FRANTZ, Treasurer
SIDNEY J. FOLSE, JR., Director
ALBERT J. WOLF, Director

MURVAN M. MAXWELL, President
H. MORTIMER FAVROT, JR., Secretary
JOSEPH G. BERNARD, Director
JAMES R. LAMANTIA, JR., Director
MISS STELLA FAGET, Executive Secretary, 510 Esplanade Ave., New Orleans 16, Louisiana

CORPORATE MEMBERS

Allison, Patrick M.
Ammen, Charles E.
Andry, Albert G. — Emeritus
Berg, William J.
Bergman, William E.
Bernard, Joseph — Emeritus
Bernard, J. Grimo
Blitch, J. Suchanow
Bonie, Walter C.
Burk, Thompson B.
Cazale, Philip P.
Chachere, Tilghman G., Jr.
Cimini, Benedetto, Jr.
Corry, Joseph B.
Coupland, Robert S., Jr.
Cummins, Robert
Curtis, N. C., Jr.
Danserou, Valeton, Jr.
Davis, Arthur Q. — Fellow
Dolatte, Martin J.
de la Vergne, Jules K.
Diboll, Collins C.
Drew, Robert L.
Dreyfous, F. Julius — Emeritus
Dufrechou, Leo F.
Favrot, H. Mortimer, Jr.
Feitel, Arthur — Fellow-Emeritus
Finger, Milton H., Jr.
Folse, Sidney J., Jr.
Franz, Phares A.
Freeret, Douglass V.
Fuhrmann, Emilie F.
Fulco, Jos. T.
Gardner, Wm. P.
Gibert, Eugene — Emeritus
Gibert, James H.
Goldstein, Louis A.
Goldstein, Moise H. — Fellow-Emeritus
Grimball, Henry O.
Haase, Lucien M.
Heck, Eldon C.
Hemeter, David K.
Hess, William J., Jr.
Hogg, Mary C. (Miss)
Hopper, Janet E. (Miss)
Hooton, Claude E.
Hymel, Alton C.
Johnson, Kamalah L.
Keenan, Walter Cook, Jr.
Keenan, Walter Cook, Sr. — Emeritus
Kessels, J. Jack H.
Koch, Richard — Fellow
Kohler, Irving, Jr.
Labouisse, F. Monroe
Lachin, John M., Jr.
Lamantia, James R., Jr.
Lawrence, John W.
Leake, George M.
LeBreton, D. C.
Ledner, Albert C.
Lowrey, Mark P.
Lohman, Ben K.
Mason, E. B.
Mathes, Earl
Mathes, Mildred A. (Miss)
Maxwell, Murvan M.
McCoy, Lemuel W.
Meric, Thomas S.
Montz, Andrew S.
Moudedous, Richard C.
Murray, Paul
Mykolyk, Mary
Nolan, Ulissie M.
Nolan, Warren
Ochsner, Carl L.
Oppenheimer, Leo M.
Osborne, Thomas L.
Oubro, James P.
Parham, Frederick D. — Fellow
Perez, August, Jr.
Perez, August, III
Perrier, Theodore L.
Righi, George
Reilly, Maurice E.
Reisch, Erthon H.
Ricciuti, I. Wm.
Rock, John W.
Roesle, Rudolph B.
Rifs, Arthur, Jr.
Rosenthal, Sol — Fellow
Rowe, Charles J.
Rubin, Maury I.
Sanderson, George A.
Saputo, Albert B.
Saunders, George A.
Schneider, Andrew L.
Seifert, Solis — Fellow
Silverstein, Edward B.
Simont, R. T.
Singer, Maurice
Stoffle, M. Wayne
Thomson, John H. — Emeritus
Trepagnier, Horace E.
Tsoi, Edward M. Y.
Underwood, H. T.
Valladores, Rene
Verges, Ernest E.
von Oshoff, Frederick V.
Wagner, Leo F., Jr.
Wicker, Chester
Wilson, Samuel Jr. — Fellow
Wolf, Albert J., Jr.
Wright, L. Lavelle

ASSOCIATE MEMBERS

Boudreaux, Raymond J.
Cooper, Thomas D.
Etheridge, Leonore U. (Mrs.)
Faroh, Frederick
Freeret, Jack B.

Haller, Harold O.
Owen, Allison, Jr.
Pique, Harold E.
Stoop, Lawrence D.
Suchke, Frederick R.

ASSOCIATE MEMBERS

Boissonnet, Norman J.

HONORARY ASSOCIATE MEMBERS

Donaldson, Joseph, Jr.

ASSIGNED ASSOCIATE MEMBERS

Olsen, Ole K.

JUNIOR ASSOCIATE MEMBERS

Weinstein, Norman J.

ASSIGNED ASSOCIATE MEMBERS

Olsen, Ole K.
THE MISSION OF THE PROFESSION OF ARCHITECTURE

By PHILIP WILL, JR., F. A. I. A., President, The American Institute of Architects

I hold that the architectural profession should assume responsibility for nothing less than the nation’s MAN-MADE ENVIRONMENT, including the use of land, water and air, AN ENVIRONMENT IN HARMONY WITH THE ASPIRATIONS OF MAN.

For what aspect of the nation’s welfare should the architectural profession be responsible? For what are we (or should we be) educated and trained? For the design of buildings? For groups of buildings? For cosmetics applied to the work of engineers? Or is there a more comprehensive mission to which we may aspire? I hold that there is.

If land is debauched, or streams polluted, our air a nauseous mix of soot, fumes, and the lethal gas of industry; if our cities are exploited jungles of disorder and corrupting ugliness; and, if there is little safety and no amenity, to whom can the public look for help, for guidance, for vision? To the realtor? The developer? The politician?

The answer must be: the architect. In one form or another, the solutions to all of these problems lie in the province of design, which is the special province of the architect.

By common consent a free society looks to each profession to assume responsibility for that aspect of public welfare for which it is qualified by education and training. The successful discharge by a profession of its responsibilities, both individual and collective, brings great rewards in recognition of leadership, in gains both social and economic, and in freedom of action. All gain. The failure of a profession to discharge its responsibility is not long tolerated by a dissatisfied public — and a dissatisfied public appeals to government. Thus, for example, if the public feels its medical needs are not adequately met, the medical profession loses status, freedom, and independence. Doctors become employees of the State. Patients are assigned and the fees are fixed, with far-reaching consequences to this nation’s fundamental philosophies. The point is self-evident that solutions must be found for voids in professional service.

So here is the demand, the challenge. Never before in history has America so needed the design professions. Never before has the opportunity for leadership by the architectural profession been so overwhelming and self-evident.

We are at a crossroads.

To say that the architectural profession is now totally prepared to meet the challenge would be self-deluding. Some individuals recognize the need; a small number are qualified to perform; an even lesser few are willing to act. In reacting to the magnitude of the task, we therefore have much to do and far to go. The longest journey, however, begins with a single step. That first step will have been taken if we can but agree on a definition of our professional mission. The services to be rendered, the skills, education and training required, the necessary organization and methods of practice all will follow as further steps on the way.

The challenge of society’s need faces us now — today. The hands of the Clock spin with alarming speed. Will we understand and act in time to save the nation from environmental debauchery? Such is unlikely without the vision and leadership of an aroused and dedicated profession of architecture.
We spend a great deal of time drum-beating the cause of Urban Renewal. No one will dispute the fact that we, the enlightened human race, have fouled our own nest and must get rid of the blight, so . . . “Down with the Old, and Up with the New!” is the battle-cry. Nor can we admit that all our efforts have truly relieved slum-dwelling, but at least the effort is obvious.

While we cut out the root of one massive fungus, we blithely scatter the spores of future corruption in every direction, seemingly unaware that mold and decay are hard to control.

A case in point for all New Orleanians to become aware of is the slow, steady and relentless desecration of St. Charles Avenue.

Any city of today is blessed if there is one major thoroughfare that it can hold up in visual pride. We are so used to the endless eyesore of Tulane Avenue, Airline Highway, Veterans Highway and Chef Menteur that we seemingly put them out of mind as places or major approaches to the city. Who of us, however, have failed to point out St. Charles Avenue to visitors and expect them to comment in favorable awe?

At one time very recently we could point with pride to the spacious neutral ground with the charming trolleys, the rows of live oaks, and the banks of azaleas and camellias. We felt a tinge of status to even be inhabitants of a city that still retained the picturesque or stately mansions and urban apartments that lined it on both sides as a prelude to Audubon Park and the universities. It was an elegant street where an address was distinctive.

Start today on a nostalgic journey up St. Charles from Canal Street . . . and look about you with discerning eyes.

The first few blocks are reasonable results of commercialism before the chaos throws itself in your face. The abandoned old City Hall stands on borrowed time across from Lafayette Square, the haunt of derelicts from the nearby flophouses.

Lee Circle is approached through an alley of automobile repair shops, and entered in a confusion of tall and indifferent buildings ignoring the “lesser scale” of the Lee monument and the gasoline pumps.

The oaks are sparse once you have passed under the elevated bridge approach that slices the scene like a concrete saber. They cannot hope to soften or hide the array of muffler shops, gaudy bars, tenement houses lurking behind shabby columned facades, and short-order Drive-Ins.

From Jackson to Louisiana Avenue you are jolted by an array of apartment buildings where lately stood the handsome residential landmarks of a more tasteful age. The relentless bulldozer has shaven away both building and foliage to prepare for the new era of Hawaiian Living. I should not cast aspersions on Hawaii, for it has its visual advantages. The transplanting of the cheapest sort of motel structure wrapped around a swimming pool that allows space for a few sickly plants is, nevertheless, as out of context with St. Charles Avenue as a plate of sauerkraut at a Christmas feast!

So we watch daily, as the Old is swept away, and the Nebulous New fills the empty gaps like bargain-basement dental plates.

“For Sale” signs deck homesteads that once displayed bunting and Rex flags at previous Mardi Gras as far as Nashville Avenue. Garish Super-Markets and other “Drive Right In and Step Right Out” establishments blink their gaudy neon in place of diamond-like lights behind beveled glass entrance doors.

So we say, “What can be done about it?” and look with added horror at new creations for mass living concocted without even the aid of an architect. This is the most unkind cut of all. We realize that times and economies and circumstances change, and we cannot force preservation of houses no longer within reason to maintain — and so we lose them one by one to the necessities of high taxes and higher real estate values.

No one can expect the same type of control exerted by the Vieux Carre Commission to preserve that heritage of a colorful past, but is control of any type totally out of the question? Present zoning laws restrict the height of new apartment buildings so that they are forced to become crowded minimums throughout in order to exist at all. More forethought and less hindsight might hold a rein on haphazard planning and produce handsome apartment buildings of a character more in keeping with New Orleans and an urban avenue. A St. Charles Avenue Commission could easily be formed to direct, but not dictate, the quality of new architectural designs that are bound to come. It could decree the re-establishment of destroyed plants and trees, and it might even encourage Public Service to re-design the paint jobs on the drab streetcars. It might also make sure that the streetcars will remain, and no further infringements be made on the neutral ground in favor of widened automobile lanes. It could control the design of signs and other visual displays that have passed the limit of bad taste and restore at least some visual integrity to the Avenue.

Could Paris turn the Champs Elysees into the Midway at Coney Island? Of course it could, but it won’t!

Will we fail to exert our influence to save so small a vestige of civic beauty, or to realize that “Here today, Gone tomorrow” is not a very stable credo to live by?

This is the poignant question.

Mark P. Lowrey
Exposed aggregate techniques are bringing new visual impact to concrete-paved surfaces in today’s patios and gardens. Intriguing color and texture possibilities are endless.

Tiny chips to fist-sized rocks, sparkling white to dramatic black, aggregates of all kinds combine with a rainbow choice of concrete colors.

Landscape architects everywhere choose modern concrete to bring new beauty to their best ideas.

PORTLAND CEMENT ASSOCIATION
611 Gravier Street, New Orleans 12, Louisiana
A national organization to improve and extend the uses of concrete
The building shown here and on the cover is the Raceland Bank and Trust Company, Raceland, Louisiana. It was designed by H. T. Underwood and Associates, Architects, A.I.A., and constructed by Lionel F. Favret & Co., General Contractors.

The site for this bank is an ideal corner location on heavily traveled U.S. Highway 90 and adjacent to a planned shopping center. It is a simple rectangular shaped building fronting on the highway which provides easy access to the Motor Banking area in the rear. The bank was set back 40 feet from the highway to allow for landscaping and to eliminate as much highway noise as possible.

A specially designed pre-cast stone sun screen shields the large expanse of glass around the public space, yet does not cut down on the visibility into the bank. Since the expansion of a building is usually accomplished only at great expense and disruption of activities, the building was designed to take care of the bank's needs for the next 10 years. This was achieved by designing the various areas larger than required and by providing a future work area on a Mezzanine Floor for electronic bookkeeping machines when they are installed in the future.

The Structural system is steel framing with bar joist and load bearing masonry, with a structural concrete slab resting on wood piling. Exterior walls are of face brick, glass, and marble; interior walls are of glazed tile, wood studs covered with gypsum board and vinyl fabric or wood paneling. Floors are of terrazzo, Granwood, quarry tile and carpeting; and acoustic tile ceilings.

*Photos on this Page and Front Cover by FRANK LOTZ MILLER*
WE ARE DISTRIBUTORS FOR:

- Ceramic Color-Stone Roof Chips
- White Top Roofing Marble
- Roofing Tile
- Door Tile
- Aluminum Siding
- Architect Shingles
- Asbestos & Asphalt Shingles
- Asphalt Shingles
- Insulated Siding
- Bag In Bags
- Waterproofing Materials
- Built-Up Roofing Materials
- Everything in Roofing, Siding & Floor Tile

By:

- MINNESOTA MINING & MANUFACTURING
- GEORGIA MARBLE
- LUDOWICI-CELADON
- FLINTKOTE
- ALSIDE AND ALCOA
- BIRD
- RUBEROID, FLINTKOTE, SUPRADUR & GOLDBOND
- RUBEROID, FLINTKOTE & BIRD
- RUBEROID, FLINTKOTE & GOLDBOND
- MASTIC CORPORATION
- BIRMINGHAM SLAG COMPANY
- GULF STATES ASPHALT & FLINTKOTE
- FLINTKOTE, RUBEROID & KOPPERS
- THE BEST MANUFACTURERS

CRESCEANT MATERIALS SERVICE
INC.

330 JEFFERSON HWY.
P. O. BOX 10097
NEW ORLEANS 21, LA.

NOW - STEEL DECKING
LIGHTWEIGHT AND HEAVY DUTY

ANY LENGTH

IMMEDIATE DELIVERY

CORRUGATED INDUSTRIES, INC.
2716 ROYAL STREET
NEW ORLEANS, LA.
WHITEHALL 7-5568

BEFORE YOU DRAW THE PLAN . . . CHECK THE TITLE TO THE LAND

Furnishing Evidence of Good Title for Prospective Owners and Their Lenders Is Our Business. Often Title Insurance Is Required. Our Service Is Fast and a Consultation Costs You Nothing. To Be Sure, On Your Next Project, Call . . .

DUTEL TITLE AGENCY, INC.
— Representing —
KANSAS CITY TITLE INSURANCE COMPANY

823 PERDIDO STREET NEW ORLEANS 12, LOUISIANA PHONE 523-1991
FRANK BRIGTSEN, INC.

Face Brick
Common Brick

711 Williams Blvd.
P.O. Box 563
Phones: 721-4439 or 721-3634
Kenner, Louisiana

UN. 1-1421

"For Building Needs DIXIE Leads"
8201 Fig Street — P.O. Box 4310
New Orleans 18, Louisiana

NEW ORLEANS ARCHITECT

is sent to you each month through the courtesy of the New Orleans Chapter of the A. I. A.
in cooperation with the friendly firms listed in various portions of this magazine.

NEON, PLASTIC, and Porcelain ENAMEL SIGNS

A complete Design Service—

We are happy to cooperate with Architects and Engineers to provide maximum service for the client at minimum cost.

INDUSTRIAL SIGNS INC.

401 NORTH ROMAN • Telephone 529-7355
NEW ORLEANS, LA.
An unusual design feature of the recently completed Earle Brown Jr. - Sr. High School in Brooklyn Center, Minn., is the use of large facia beams of concrete cast in special plastic molds.

The molds, made of polyester resin reinforced with fiberglas, produced a sculptured beam of glass-lake smoothness. These beams form a band around the upper perimeter of the building, supporting the roof. They add distinction to the one-story structure without added cost.

Matson and Wegleitner, the architects who designed the concrete beams, were attracted to the use of plastic forms because of the wide variety of

(Calendar on following page)
CONCRETE BEAMS

(Continued from page 3)

effects possible. Actual execution of the architects’ design was a cooperative matter involving several firms. Resco, Inc., of Victoria, Minn., made the forms using a polyester resin developed by the Archer-Daniels-Midland Company. Beams were fabricated at the Roseville, Minn., plant of Prestressed Concrete, Inc.

Molds were made from wood patterns, and liquid plastic applied with a special spray gun. For easier transportation to the casting plant, the forms were made in sections and assembled at the yard. Parts were sealed together with resin and fiberglass to produce a seamless mold. Application of a special gel coat insured a smooth, impervious surface. The molds were anchored to standard steel pallets, and braced securely to prevent any deviation in the completed beam.

The finished molds were extremely tough and durable, capable of being re-used many times. In all, 53 beams were cast, totaling 1,153 linear feet. While it would have been possible to do the entire job with one form, two were used to speed construction time, a beam a day being pulled from each. The repetitive use possible with forms of reinforced plastic is, in fact, one of their important advantages.

The beams for the Earle Brown School are among the largest concrete units to be cast in this type of mold. Because of their structural function, they needed to be fairly massive; in dimension, they are 37 in. high, 12 in. thick, and up to 28 ft. in length. Each beam weighed about six tons, and was lifted into place by a crane with a 45-ft. boom.

Evidence of the architects’ enthusiasm for this new technique is the fact that since designing the Earle Brown School, Matson and Wegleitner have specified plastic-formed concrete members or panels for the Windom High School addition and for two other Minnesota schools still in the design stage, at Osseo and Spring Valley.
Soon to be built is the $1.7 million Temple University Central Heating Plant shown in the above illustration. Designed by Architects Nolen & Swinburne of Philadelphia, the heating facility, with its 150-foot sculptured chimney, will house three steam boilers rated at 45,000 pounds per hour, and will be expandable to hold three more boilers to meet future demands. The four fill pipes in foreground lead to underground concrete vault containing four 30,000-gallon oil storage tanks.

Construction is expected to begin shortly on the $1.7 million Temple University Central Heating Plant, it was announced by Dr. Millard E. Gladfelter, university president.

Dr. Gladfelter said the structure, scheduled for completion June 1963, will be put up through the General State Authority in the state of Pennsylvania. The project was designed by Philadelphia architects Nolen & Swinburne. Mr. Herbert Swinburne, of this firm, said construction contracts have been awarded.

The heating plant will house three boilers with a steam rating of 45,000 pounds per hour and will be designed for enlargement to include three additional boilers. Provision has been made for off-street oil delivery by four tank trucks. Fill pipes, located on top of the underground concrete vault which contains four 30,000-gallon oil storage tanks, are readily accessible.

Nolen & Swinburne designed the heating plant using a basic rectangular form with floating platforms at either end. Tower stairs and catwalks connect the platforms from which an unobstructed view of the boilers is possible at the times. Ventilation is provided by high, mechanically-operated windows.

When future enlargement of the heating plant is completed, the main platform, engineer's office and the 150-foot chimney will be centrally located. Presently situated on part of a city block in an industrial section of Philadelphia, the central heating plant is approximately four blocks from the center of Temple University. With the fulfillment of the institution's long-range building plans, the heating plant will become a perimeter feature of the campus.

The architect stated that the 150-foot chimney will be a colored, sculptured design to take advantage of the prime position this feature will enjoy when the entire block is developed. Integrated colors will be used on the concrete operating floor, while all stairs, platforms and catwalks will be painted steel. Mr. Swinburne said the air intake louvers and the windows will be dark anodized aluminum.
WAREHOUSES, traditionally as homely and foursquare-functional as the crates they are designed to shelter, can be showcases for the wares they house—particularly if the product involved is building material to begin with.

In line with this thinking, United States Plywood Corporation long ago adopted a policy that was tantamount to a gigantic “packaging” operation. This company, which handles both hardwood plywood and fir plywood, demonstrates the functional beauty and versatility of its products by displaying them in warehouses elegantly designed with its own wares—thus showing how striking the buildings created from these wares can be.

A recent example is the new Seattle warehouse complex and branch office, designed respectively by architect Clare Moffitt and industrial designer Gideon Kramer. Both exterior and interior of the branch office feature colorful Glasweld, a new all-mineral building panel; Weldwood paneling and doors, all-weather exterior plywood, Micarta, panelbild components, and other U. S. Plywood products. In effect, the branch office is a display of the materials it was built to accommodate.

Perhaps the most striking example of the builders’ combination of beauty and function is the startling design of Kramer’s “Hong-Kong” roof for the office section. The roof is formed in a series of five sweeping skylight sections, rather like the flutings of a shell, that run the length of the building.

The Panelbild roof components, fabricated at the company’s nearby Lynnwood, Wash. plant, actually are concave plywood shells, spanning 32 feet. Slender columns support these arches, forming an arcade of entries without interrupting the feeling of airy space that the architect planned. The prefabricated shells were put in place three feet apart and connected by convex plastic skylight sections.

Above: Showcase for the wares it houses is this U. S. Plywood Corporation branch warehouse in Seattle, Washington. Panelbild roof components in an unusual fluted arrangement characterize the facade of this complex of offices and warehouse.

Below: Interior of office section of U. S. Plywood Corporation’s new facility in Seattle is dramatized by fluted Panelbild roof components, alternating with skylight sections, and the dramatic sweep of luxurious rosewood paneling on the reception counter.
Aerial photograph of the new $5 million dollar Philadelphia Marriott Motor Hotel. The 300-room, four section unit was planned by William B. Tabler, New York architect, and constructed by Irwin and Leighton Company, Philadelphia contractors.

MARRIOTT MOTOR HOTEL

Newest idea in hotels is the so-called “suburban hotel”, combining the best features of resort motor hotel and traditional urban hotel. Philadelphia’s Marriott Motor Hotel, built to exemplify this theory, offers such conveniences as a nine-hole golf course, an Olympic-size pool, a skating rink that turns into a patio, and daily guided-tours — many of special interest to women — of the historic Delaware Valley area. Three dining rooms cater to every taste and budget; personal conveniences include one-day valet and laundry service, laundromat, barber shop and gift shop.

To provide the traveling businessman with “an office and a home away from home” the Marriott offers dictaphone service, secretarial aid, airline ticket service, auto rental, direct dial telephone and notary public. A special message light tells the executive, upon entering his room, if he has any calls or visitors. He can use any of twenty small conference rooms — as well as ballroom holding 700. There are party and catering services, free ice machines on every floor and combination desk-bars for the “Studio-Executive Room”.

Located 10 minutes from the heart of Philadelphia, en route to Valley Forge and Gettysburg, the Marriott is the only Philadelphia hotel, motor or otherwise, to have its own heliport, with daily flights to and from the airport and charter flights to any point in the Delaware Valley!

Kona Kai — Delicately hand-crafted artifacts and materials, imported from the South Seas, decorate the fabulous Kona Kai Polynesian restaurant in the new Philadelphia Marriott Motor Hotel. Each of the three dining rooms, like the one shown here, is built in the form of a hut with bamboo rafter construction.
NEW PLANT BUILT

H. K. Porter Company’s new $2,225,000 refractory plant at Bessemer, Ala., was literally built over the company’s old plant on the same site to modernize and enlarge the facility without loss of production during the construction period.

Porter’s refractories division is a major supplier of the steel industry. The Bessemer plant, one of 15 refractories which Porter owns, serves such companies as Tennessee Coal & Iron and Republic Steel in the southeastern market. Shoe-horned between two railroad tracks (the Atlantic Coast Line and the Birmingham Southern), the 10-acre property is convenient for raw material delivery and shipment of finished products.

The plant now consists of a new main manufacturing building, and extensions to a previous structure. The main manufacturing area is for operations such as forming, drying, firing, and product storage. The other structure, which houses clay preparation facilities, was enlarged to accommodate new grinding, batching, and mixing equipment, and ground clay storage.

The manufacturing building is a rigid frame multiple building, 240 feet wide. One section is 520 feet long and the other two sections are 400 feet long. Walls and roof are metal with factory-applied color, tan outside and white inside.

The clay preparation facilities are also covered with metal panels in the same colors, but the extensions to this building were custom framed instead of pre-engineered.

The old manufacturing building, which dated back to 1889, was a wooden structure with dirt floors. It was 75 feet wide and 130 feet long. By replacing the wood structures with metal buildings, Porter gained minimum fire insurance rates.

The entire plant is brighter inside because of improved electric lighting, white interior walls, and
plastic skylights which provide natural illumination. A dust collection system and paved floors were also installed.

Porter began planning the modernization in 1958. It considered moving to a different site, but management did not want to give up the convenience of the railroad sidings and the strategic location for its market. Had it moved, the company would also have lost much of an investment it had recently made in raw clay handling and preparation facilities.

Thus a decision was reached to replace and improve the facilities by systematically superimposing the new over the old. Swindell-Dressler Corp. was engaged to engineer the new plant, engineer and build the kilns and dryers, and to manage plant construction. To maintain production during this period, construction was divided into four phases, three in the main manufacturing building and the fourth in revamping the clay facilities.

The first phase was the construction of the south 80 x 400-foot section containing the new “stiff mud” forming and twin-tunnel dryer.

Next came the 80 x 520-foot section containing the tunnel kiln. This was the opposite or northern section where most of the old periodic kilns were removed.

The third phase or final section in the main building was erected between the initial sections. This 80 x 400-foot unit was erected over the existing building where the old “stiff mud” line was producing, and over a section of the periodic kiln yard. For a long time, one of the old kilns operated while it was inside the new building. This phase contains the “dry press’ operations, hand mold making and the shuttle dryer-kiln.

The fourth phase of construction followed and was completed in August, 1961. Equipment installations were completed last fall.

Daily production is now 50,000 nine-inch brick equivalents in 12 classifications of quality. Both “stiff mud” and “dry press’ brick are made. The main production units are a tunnel kiln, 440 feet long, a twin-tunnel dryer 134 feet long and a shuttle dryer-kiln 60 feet long. All units are automatically controlled.

Above: H. K. Porter’s new refractory plant was literally built over the old one without production loss during construction which was divided into four phases. Above: Steel for Butler pre-engineered multiple building is erected over old facilities dating back to 1889.

Right: Vastly better working conditions resulted from installation of dust collection system, paved floors, white Butlerib walls, modern artificial lighting, and natural illumination from Butler plastic skylights.
Cities and Towns are Beautifying

Maytag company's new headquarters won for firm a "Plant America" award in 9th annual competition of the American Association of Nurserymen.

A long list of cities already have programs for beautifying with trees and shrubs, including large concrete planters in which plant materials are changed periodically to conform to the seasons, according to the American Association of Nurserymen who state that merchants have found it to be a sound business promotion resulting in increased trade and more visitors to the area planted. The large planters along city streets in a "Salute the Seasons" program like that of New York City, seems to be the coming thing.

A few of the cities are:

Birmingham, Ala., concrete urns filled with flowering plants and evergreens in the downtown area.

Chicago, Ill., tree and shrub plantings.

Miami, Fla., a program of beautification.

Los Angeles, Cal., beautifies downtown areas with trees and other plants.

Neosho, O., flower-box campaign.

Norfolk, Va., flowering plants and shrubs downtown.

Omaha, Neb., landscaping a major highway from downtown to airport.

Philadelphia, Pa., plantings in downtown areas.

Portland, Ore., hundreds of potted trees and shrubs downtown.

Washington, D.C., has attractive sidewalk planters.

West Hartford, Conn., planting thousands of flowering crabapples.

Hammond, Indiana, has been beautifying for years. Hundreds of both small and large cities are experiencing the benefits of downtown plantings both from the viewpoint of increasing trade in downtown shopping areas, as well as the intense desire of citizens and city officials everywhere to bring color and life to their often drab downtown shopping areas. The U.S.D.A. Federal Extension Service, Washington 25, D.C. has a pamphlet (PA 262) on the subject; while New York City's Commerce Department has issued a booklet describing how its "Salute to Seasons" program works.
DELTA MORTGAGE CORPORATION

DOUGLAS L. BLACK, President
HARRY A. CREAGAN, Vice President
CLAUDE E. MEYER, Vice Pres. & Secy.
EMMETT ST. GERMAIN, Vice President

802 Perdido Street  New Orleans 12, La.
Telephone 523-6221

COMMERCIAL — INSTITUTIONAL — RESIDENTIAL FINANCING

C. R. BRANDON COMPANY
“SCREENING THE GULF AREA SINCE 1920”

KoolShade
Sunscreen

Distributor

B. W. KoolShade
KANE MFG. CORP.

421 So. Salcedo St.
HU 2-6921
New Orleans 19, La.

frank lotz miller, a.p.a.
ARCHITECTURAL PHOTOGRAPHY
Member of Architectural Photographers Association

1115 WASHINGTON AVE.
NEW ORLEANS, LA.

BLOUNT & COMPANY
Manufacturers’ Representatives

Rotolite
FOR MODERN COPYING
MODERN BUSINESS MACHINES

Phone 523-5649
Factors’ Building — 806 Perdido Street
New Orleans, Louisiana

INSURANCE AND BONDS
OF ALL KINDS

GEORGE E. MARTIN
EDWARD F. LeBRETON, JR.

Martin-LeBreton
INSURANCE AGENCY

312 Carondelet
Jackson 5-9936
Near Gravier
AIRTEMP DIV., CHRYSLER CORP.
711 MAGNOLIA STREET
NEW ORLEANS, LA.
JA 2-4419

KCO DISTRIBUTORS, Inc.
Distributors of
WOOD
FOLDING
DOORS &
PARTITIONS

and
OTHER TOP QUALITY BUILDING SPECIALTIES
02 ST. CLAUDE AVE. WH 9-4821
NEW ORLEANS 17, LOUISIANA 7-0355

Avegno & company incorporated

- bonds
- insurance

12 whitney building 529-5571
new orleans 12, louisiana

LOUISIANA BLUE PRINT INC.
Blue Prints
Direct Prints
Photostats — Films
Superstats

40 PERDIDO STREET TEL. 524-7529
NEW ORLEANS, LA.

Brick & Stone Center, Inc.
Natural Stone - Face Brick - Landscaping Stone
"Natco" Structural Glazed Facing Tile
PHONE 488-1542
JACKSON 2-9165
401 N. JEFF. DAVIS PKWY.
NEW ORLEANS, LA.

EXECUTONE
JA 5-7221
841 CARONDOLET STREET NEW ORLEANS 12, LA.

For Dependable
Intercom
Sound
... Call ...

Ridgways
L. L. RIDGWAY COMPANY, INC.
433 O'KEEFE AVENUE
NEW ORLEANS, LOUISIANA
Jackson 2-3831
CUSTOMER OFF-STREET PARKING

ALBERT D. HULSE CO., INC.
439 POYDRAS STREET
NEW ORLEANS 12, LA.
JA 5-1200

- THOMPSON'S WATER SEAL
- W. R. MEADOWS LINERS

SERVING ARCHITECTS, ENGINEERS & CONTRACTORS

- SURCO LATEX BINDERS
- MITCHELL RAND FLASHING
THE MOONEY Equipment Company

ELEVATORS — For Home, Rectories, etc.
DOVER-SHEPARD HOMELIFTS - ESA LIFTS
PUMPS AND LIQUID METERS — For High-Pressure Petroleum and Chemical Service, Ultra High-Pressure Water Blast Service
JOHN BEAN-BLACKMER - BYRON-JACKSON - GILBERT & BARKER
RED JACKET - ROCKWELL MANUFACTURING CO. - A. O. SMITH
HYDRAULIC PLATFORM LIFTS AND DOCK RAMPS — For Plants, Warehouses, Shops, Department Stores, etc.

RO TARY LIFT COMPANY
VALVE ACTUATORS AND CONTROLS — Hydraulic or Pneumatic.
BETTIS MANUFACTURING COMPANY
2704 St. Claude Ave. P. O. Box 3294 Whitehall 3-6676
New Orleans 17, Louisiana

ARK LA-S E R VEL
GAS AIR CONDITIONERS
SELF CONTAINED AND REMOTE CHILLER-HEATER UNITS
FOR INFORMATION CALL
GULF ENGINEERING CO. INC.
1000 SO. PETERS STREET JA 2-4421 NEW ORLEANS, LOUISIANA

Complete Design and Fabrication Service

SWITCHBOARDS
LIGHTING PANELBOARDS
POWER DISTRIBUTION PANELS
MOTOR CONTROLS
AIR CONDITIONING PANELS
SHEET METAL ENCLOSURES
Underwriters Approved

INDUSTRIAL

ELECTRIC INC.

3315 Magazine Street TWinbrook 1-6311
New Orleans, La.

BRUNER MALLETT
ROOFING CO.
Bonded - Built-Up - Tar & Gravel
Sheet Metal
Gutters & Pipes
Repair Work
Built-up Roofs
Asbestos Shing
Siding
Asphalt Shingle

Slate Roofs
Commercial — Residential — Industrial
1717 FELICITY NEW ORLEANS, LA

Chas. C. Lang Co.
PAINTING & DECORATING
COMMERCIAL • INDUSTRIAL
RESIDENTIAL
TWinbrook 9-8694
NEW ORLEANS 15, LOUISIANA
The school of Architecture at Tulane University has added to the faculty this year an architect who is a graduate from the School of Architecture at Bengal Engineering College, Calcutta, India. Mr. A. N. Sengupta graduated with highest honors from the school in 1956.

After graduation, Mr. Sengupta taught as a lecturer and worked with the Consultative Practice Committee on several architectural and planning schemes in the Department of Architecture and Regional Planning at the Indian Institute of Technology, Kharagpur, India. From 1957-58 completed one year of a two year course in Regional Planning at the Institute of Technology, Kharagpur, India. Following that, he taught as instructor at the School of Design, North Carolina State College, Raleigh, North Carolina. Before coming to Tulane, he obtained his Master's degree in architecture while attending the School of Architecture at M. I. T., as recipient of the Voorhees, Barber, Smith & Smith Research Fellowship and Tuition Award. After working with Edward D. Stone for a one year period he has joined the faculty at Tulane University as design critic for the second year class.

For the month of February the School of Architecture had scheduled a number of visitors and lecturers. Professor Eduardo Sacriste, former faculty member at Tulane University returned for a brief stay as general critic and lecturer. Mr. Sacriste gave a series of lectures at the School for both the student body and public.

M. I. T. Professor Albert Bush-Brown was at Tulane for a two-day visit on the 19th and 20th of February and lectured on the philosophy of architecture.

The School welcomes visitors at any time as there are continual displays of student work and related subjects in the field of art and architecture.

---

**ARCHITECTS' WIVES**

The Women's Auxiliary of the New Orleans Chapter, American Institute of Architects, is not on the outside looking in but on the inside looking forward. The interests of the members as individuals and as a unit are centered on architecture.

At the request of a group of local A. I. A. members Auxiliary was organized in 1947. The By-Laws of the auxiliary list its objectives as: To promote, aid, encourage and foster the dissemination of knowledge calculated to be of value in connection with the architectural profession and to render service to the New Orleans Chapter.

These objectives are not empty words but have become an integral part of Auxiliary thinking and activity. Each year since their organization the Auxiliary has held a Slaux Arts Ball. The proceeds from this annual event provide a $1000.00 Travel Award for an outstanding 4th year student in the School of Architecture at Tulane University chosen by the faculty. The award winner chooses the country whose architecture he wishes to study and photograph during that summer. The West Indies, Central America, Mexico, England, France, Italy and other European countries, Malaya, Thailand, Singapore, Japan, and the United States have been visited by the recipients.

Programs of architectural significance are regularly scheduled by the Auxiliary. In January of this year Mr. Leonard Huber, eminent author, lecturer and historian, gave a slide lecture for members on “Small Houses of New Orleans.”

An evening party was also held this year with the wives of members of the Tulane University Student Chapter of the A. I. A. as guests. This afforded the student wives the opportunity to know each other as well as to meet Auxiliary members.

When a group of 44 Swedish Architects of the Royal Institute of Architects and their wives visited the United States and Mexico the Auxiliary held a gala reception for them. The warmth and hospitality shown them in New Orleans was said to be one of the highlights of their trip. It was just as much a highlight for the Auxiliary members who were delighted that they were well organized and were ready to help the Chapter once again when they were needed.

Present officers are: Mrs. Solis Seiferth, President; Mrs. Sidney Folse, Vice-President; Mrs. William Gardner, Treasurer; Mrs. Milton Finger, Recording Secretary; Mrs. Phares Frantz, Corresponding Secretary.
SAVE TIME  SAVE MONEY
Use Precision Built Roof Trusses
RESIDENTIAL • COMMERCIAL
R. F. "DICK" Mestayer
LUMBER CO., INC.
1533 Lafitte Street
JA 5-6285
NEW ORLEANS 16, LOUISIANA

J. WILTON JONES CO.
Established 1894
WHOLESALE ONLY
• SHEET METAL PRODUCTS
• HARDWARE SPECIALTIES
731 Tchoupitoulas St.
JA 5-0471
Warehouse at Baton Rouge and Lafayette
NEW ORLEANS, LA.

A. G. SIEGEL
ELECTRICAL CONTRACTOR
4136 Jefferson Highway
New Orleans 21, Louisiana

WORK AREAS:
by professional office
designers for distinctiveness
planned by experienced
equipment engineers for efficiency

Dameron-Pierson
NEW ORLEANS  BATON ROUGE

ROUBION
Tile & Marble Company
• CERAMIC TILE • MARBLE
• VINYL TILE • CARPETING
INDUSTRIAL TILE FLOORS
1128 Dublin Street
PHONE 866-232
NEW ORLEANS, LOUISIANA

ORLEANS MATERIALS & EQUIPMENT COMPANY, INC.
MORTGAGE CORPORATION
Successor to Miller Mortgage Co., Inc.

MORTGAGE LOAN SPECIALIST
INCOME PROPERTY • RESIDENTIAL PROPERTY • CONVENTIONAL — FHA — VA

New Orleans, La.
600 Maritime Bldg. — 529-5581

MORTGAGE LOAN SPECIALIST
INCOME PROPERTY • RESIDENTIAL PROPERTY • CONVENTIONAL — FHA — VA

Baton Rouge, La.
1412 Florida Blvd. — DI 4-0328

DIXON PLYWOOD CORP.
Manufacturers
DIXON PLANK

PREFINISHED WOOD PANELLING
Visit Our Show Rooms
4440 Earhart Blvd. Tel. 822-0446
New Orleans 25, Louisiana

DIXON PLYWOOD CORP.
Manufacturers
DIXON PLANK

PREFINISHED WOOD PANELLING
Visit Our Show Rooms
4440 Earhart Blvd. Tel. 822-0446
New Orleans 25, Louisiana

DIXON PLYWOOD CORP.
Manufacturers
DIXON PLANK

PREFINISHED WOOD PANELLING
Visit Our Show Rooms
4440 Earhart Blvd. Tel. 822-0446
New Orleans 25, Louisiana

KNOCK ON THE WALL!

Be sure it’s
GENUINE
LATH AND
PLASTER
LOUISIANA BUREAU FOR
LATHING & PLASTERING
H. RITCHIE, JR., Executive Secretary
4805 DANNEEL STREET
NEW ORLEANS, LA.

Gulf States Elevator Corp.
Main Office: 715 CAMP STREET
NEW ORLEANS

ELEVATORS — ESCALATORS
DUMBWAITERS—SPEEDWALKS
ELECTRIC AND OIL HYDRAULIC
THROUGHOUT LOUISIANA BY

ALUMAGLASS
BUILDING PRODUCTS INC.
HU 6-6581
739 S. Clark Street
New Orleans 19, Louisiana

ELEVATORS — ESCALATORS
DUMBWAITERS — SPEEDWALKS
ELECTRIC AND OIL HYDRAULIC
THROUGHOUT LOUISIANA BY

Gulf States Elevator Corp.
Main Office: 715 CAMP STREET
NEW ORLEANS

PRESTRESSED CONCRETE UNITS

ALATEX PERLITE

4516 D’HEMECOURT ST.
Telephone HUnter 8-4463

R. K. ROTHROCK, INC.
PACKAGE SEWAGE TREATMENT PLANTS
FOR
SCHOOLS — HOSPITALS — INDUSTRIES
SHOPPING CENTERS — SUBDIVISIONS
SINCE 1921 — QUALITY EQUIPMENT
NEW ORLEANS, LA.
P. O. BOX 5377 PHONE 895-0665
New Orleans Sash & Door Co., Inc.

P.O. Box 1386
1212 S. Roman St.
New Orleans 5, Louisiana

INSULITE
BUILDING PRODUCTS
CEILING TILE

DIXONPLANK
PREFINISHED
WALL PANELLING

New Orleans Blue Print & Supply Co.
INcorporated

Architectural and Engineering Supplies
Surveying Instruments — Drafting Room Furniture
Blue Printing — Photostat Prints
Super Photostat Prints — Photo Murals

Phone JA 5-4271
820-824 Union Street
New Orleans 12, La.

Authorized Representatives KEUFFEL & ESSER CO.
HOBOKEN, NEW JERSEY

Jno. Worner & Son
Builders' Hardware

401-405 Decatur Street
New Orleans 16, La.

Visit Our Show Rooms
and Displays

Woodward, Wight & Co. LTD.
THE LARGEST GENERAL SUPPLY HOUSE SOUTH SINCE 1867

451 Howard Ave. • NEW ORLEANS 9, LA.

TELEPHONE 451-2471