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

CORPORATE MEMBERS

Allison, Patrick M.
Ammen, Charles E.
Andry, Charles G.
Bear, Albert G. — Emeritus
Berg, William J.
Bergman, William E.
Bernard, Joseph — Emeritus
Bernard, J. Grima
Biltch, J. Buchanan
Bonie, Walter C.
Burk, Thompson B.
Cazale, Philip P.
Chachere, Tilghman G., Jr.
Ciminii, Benedetto, Jr.
Corry, Joseph B.
Coupland, Robert S., Jr.
Cummins, Robert
Curtis, N. C., Jr.
Dansereau, Valeton, Jr.
Davis, Arthur Q. — Fellow
Delatte, Martin J.
de la Vergne, Jules K.
Diboll, Callins 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.
Frantz, Phares A.
Freret, Douglass V.
Fuhrmann, Emile F.
Fulco, Jos. T.
Gardner, Wm. P.
Gibert, Eugene — Emeritus
Gibert, James H.
Goldstein, Louis A.
Goldstein, Moise H. — Fellow-Emeritus
Grinball, Henry G.
Haase, Lucien M.
Heck, Eldon C.
Hemeler, David K.
Hess, William J., Jr.
Hogg, Mary C. (Miss)
Hooper, Janet E. (Miss)
Hooton, Claude E.
Hymel, Alton C.
Johnson, Kamal 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.
Leafo, George M.
LeBreton, D. C.
Lederer, 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.
Mouldous, Richard C.
Murray, Paul
Mykolyk, Mary
Nolan, Ulisse M.
Nolan, Warren
Oelschner, Carl L.
Oppenheimer, Leo M.
Osborne, Thomas L.
Oubre, James P.
Parham, Frederick D. — Fellow
Perez, August, Jr.
Perez, August, III
Perrier, Theodore L.
Riehl, George
Reilly, Maurice E.
Reisch, Erston H.
Ricciuti, I. Wm.
Rock, John W.
Roosle, Rudolph B.
Ralls, Arthur, Jr.
Rosenthal, Sal — Fellow
Rowe, Charles J.
Rubin, Maury I.
Sanderson, George A.
Saputo, Albert J.
Saunders, George A.
Schneider, Andrew L.
Seiferth, Solis — Fellow
Silverstein, Edward B.
Simoni, R. T.
Singer, Maurice
Soffie, M. Wayne
Thomson, John H. — Emeritus
Trepagnier, Horace E.
Tsol, Edward M. Y.
Underwood, H. T.
Valladares, Rene
Verges, Ernest E.
von Osthoff, Frederick V.
Wagner, Leo F., Jr.
Wicker, Chester
Wilson, Samuel Jr. — Fellow
Wolf, Albert J., Jr.
Wright, L. Lavalle

ASSOCIATE MEMBERS

Boudreaux, Raymond J.
Conger, Thomas D.
Etheredge, Leonard U. (Mrs.)
Farah, Frederick
Freret, Jack B.

ASSIGNED ASSOCIATE MEMBERS

Olsen, Ole K.

ASSOCIATE MEMBERS

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

JUNIOR ASSOCIATE MEMBERS

Weinstein, Norman J.

HONORARY ASSOCIATE MEMBERS

Donaldson, Joseph, Jr.

ASSIGNED ASSOCIATE MEMBERS

Front Cover Photo by FRANK LOTZ MILLER
NEW LAKEFRONT MARINA FOR NEW ORLEANS

Shown on this page is the new multi-million dollar lakefront Marina, designed by H. M. Favrot, Jr., and Henry G. Grimball, architects, and constructed by Troman Construction Company for the Board of Commissioners of the Orleans Levee District. This prominent, public recreational facility reflects latest and most up-to-date thinking on boating facilities. It will ultimately contain six covered piers providing rental slips for three hundred pleasure boats, as well as a boat repair yard, dry dock, administrative offices, restaurant and lounge, and retail stores. The first stage of construction, now complete, includes a Harbor Master’s building, four covered piers, parking area, landscaping, drives, walkways, and area lighting.

The Harbor Master’s building contains two stories. The upper story houses the Harbor Master and Administrative Office and is completely enclosed in glass, allowing unobstructed surveillance of the entire harbor. The lower floor contains a Public Lobby, Toilets, Showers and Locker Rooms and an exterior, covered Vending Machine Area.

The covered concrete piers are supported on treated timber piles and provide slips for approximately one hundred and fifty-five craft of a variety of sizes with power boats being primarily accommodated. Each pier is equipped with public telephones and toilet rooms. Gear locker boxes are furnished for each slip. In addition, a public address system is provided on each pier with the central station being controlled by the Harbor Master.
PLAN OF MEDITATION CHAPEL
SAINT JOSEPH SEMINARY
Saint Benedict, Louisiana

The Minor Seminary for the Archdiocese of New Orleans

LAWRENCE and SAUNDERS
Architects

PERRILLIAT-RICKEY CONSTRUCTION CO., INC.
General Contractors
THE ADMINISTRATION BUILDING FOR THE ARCHDIOCESE OF NEW ORLEANS

The Administration Building for the Archdiocese of New Orleans is a gray and white reinforced concrete structure on a landscaped stylobate. The columns and spandrel beams are white, the intermediate panels are light gray and the windows are gray glass. At the center of the building is a large landscaped courtyard with enclosed ambulatories on two sides. Above the main entrance stands a nine foot cast stone statue of St. Louis, sculptured by Miss Angela Gregory. The exterior surfaces of the building are cast stone.

The main floor consists of the Archbishop’s suite, the Vicar General’s suite, the Chancery offices, Metropolitan Court, the Directorate of Vocations, Archdiocesan Building Commission, the office of Finance Secretary and a large fire proof vault records. The ground floor houses the Diocesan School Board, Propagation of the Faith, Confraternity Christian Doctrine, Catholic Youth Organization, Sodality and Holy Name Society. Meeting rooms, dining facilities for staff and office help and a printing shop have also been provided. The building is air conditioned and has two passenger and one freight elevator. A loading dock and service facilities located to the rear of the building.
THE CREOSOTE JUNGLE

During a recent trip abroad I tried very hard to cover some of the reasons why most foreign cities are more order and human interest values than our own. The journey ranged from Paris to Cairo, but, Athens, Vienna, Stockholm and Copenhagen is, admittedly, is a very fair cross-section of large metropolitan areas of completely different ages, cultures and economies.

My discoveries were many, and not all apply to problems of city planning. Some apply strictly to inherent differences in values and customs of people. Others simply are created through the interest people in the places that they must live in or near.

It is not a new discovery, the lack of telephone poles that we seemingly take for granted, is a part of our city scope.

Paris, to me the world’s most beautiful city, long ago put them where they belong — out of sight. Perhaps Cairo never even had them in numbers that required drastic action, or even Athens — yet there seems to be no lack of electrical services or telephone wires in either place. Beirut, Vienna, Stockholm and Copenhagen have trolley wires, to be sure, but a forest of leaning black poles heavily hung with transformers and tangled umbilical cords to each and every structure.

Sometime in the early part of this century New York realized that the pedestrian was about to be kicked-out from the sky, so the municipal services went below the surface of the streets and a new horizon was accomplished.

Yes, it takes money, and a lot of it, to undo the nage of these insidious man-made stalks and tendrils, so the easy excuse is to forget them and watch over the city like a jungle. If we are not blind, we must be insensitive to their blight.

New Orleans, perhaps of all cities, has the most obvious luxuriance of this particular flora, almost in keeping with the prolific foliage provided by nature. We complain when a killing frost destroys our natural foliage, and whisk away the lifeless hulks of trees that might be a menace to the inhabitants, thereby disclosing in all their flagrant ugliness the very poles and wires and transformers that the trees tried valiantly to hide. As long as they compete with trees in visual importance we cannot hide them.

It is difficult to imagine how real estate values anywhere can be kept when the surrounding streets and walks are so overwhelmed with the visual outrage that we accept as progressive necessity.

Some say it can’t be done — the obvious step of underground services — because of our soil and water table. Well, look at Canal Street or the Vieux Carre, and certain areas of Metairie and the Lakefront. Doesn’t something look different about these streets? It isn’t some indefinable essence that they possess. They simply do not have exposed overhead wires swagging between haphazard spars and stanchions . . . and yet the areas have all the modern conveniences. Someone with foresight (or hindsight, if you will) spent what was required in effort and money to release these environments of their aerial discord.

If we miss our trees, let us see that others are planted. They provide the visual and emotional reminders of a city that pretends to care for its welfare. At the same time, we should all take a long second glance at what we are left with as a permanent blight, and realize that what goes up can, and someday, fate willing, will come down before the effort is really too Herculean to consider.

—Mark P. Lowrey

CREDIT DUE

In the September Issue Credit was inadvertently omitted from The Cameron House

The Architects are Rock & Galloway, New Orleans, La.

CURRENT BEAUX ARTS THEME / LITERATURE AND LESS

Decoration nearing completion, last minute reservations in, still leaves a vast amount of unfinished business concerning the Beaux Arts Ball, sponsored by the Women’s Auxiliary, New Orleans Chapter, American Institute of Architects. Tulane students planning to attend are buzzing and in their time off from academic duties creating costumes for this gala evening. Most preparation is conducted behind closed doors to avoid duplication in thoughts on theme interpretation. However, this last minute rush is not the exclusive right of students. Each year it seems to be the general trend among participants of the Ball. No doubt many stitches will be sewn even as late as Friday, November 30, the night they will be observed in the International Room of the Roosevelt Hotel.
WE ARE DISTRIBUTORS FOR:

- Ceramic Color-Stone Roof Chips
  By MINNESOTA MINING & MANUFACTURING
- White Top Roofing Marble
  By GEORGIA MARBLE
- Roofing Tile
  By LUDOWICI-CELADON
- Floor Tile
  By FLINTKOTE
- Aluminum Siding
  By ALSIDE AND ALCOA
- Architect Shingles
  By BIRD
- Asbestos & Asphalt Shingles
  By RUBEROID, FLINTKOTE, SUPRADUR & GOLDBOND
- Asphalt Shingles
  By RUBEROID, FLINTKOTE & BIRD
- Asbestos Siding
  By RUBEROID, FLINTKOTE & GOLDBOND
- Insulated Siding
  By MASTIC CORPORATION
- Slag In Bags
  By BIRMINGHAM SLAG COMPANY
- Waterproofing Materials
  By GULF STATES ASPHALT & FLINTKOTE
- Built-Up Roofing Materials
  By FLINTKOTE, RUBEROID & KOPPERS
- Everything in Roofing, Siding & Floor Tile
  By THE BEST MANUFACTURERS

CRESCENT MATERIALS SERVICE INC.
4830 JEFFERSON HWY.
P. O. BOX 10097
NEW ORLEANS 21,
PHONE VErnon 5-5421

NOW - STEEL DECKING
LIGHTWEIGHT AND HEAVY DUTY

ANY LENGTH

IMMEDIATE DELIVERY

CORRUGATED INDUSTRIES, INC.
2716 ROYAL STREET
NEW ORLEANS, LA.
WHITEHALL 7-556

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
TAKE A NEW APPROACH TO OUTDOOR BEAUTY WITH MODERN CONCRETE

Concrete is building a reputation as the basic material of a "ion" winning ideas. Grille blocks, for example, are offered. Every day sees new grille block in sight screens, screens and carport walls—just a few.

Scores of other examples of what concrete, plus imagination, can produce are seen everywhere...in reflecting pools, terraces, patios, and in garden walks and walls. Cast-in-place, precast, colored, textured or polished, modern concrete is the low-cost way to create truly beautiful effects outdoors.

Portland Cement Association
611 Gravier Street,
New Orleans 12, Louisiana
A national organization to improve and extend the uses of concrete
"Shepard Home Elevators"
Rotary "Levelator" Lifts
Wonder Building Fallout Shelters

MOONEY EQUIPMENT COMPANY
2704 ST. CLAUDE AVENUE, NEW ORLEANS 17, LA.
WHitehall 3-6676

ARKLA-SERVEL
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, LOUISIAN

BRUNER MALLETT
ROOFING CO.
Bonded - Built-Up - Tar & Gravel

- Sheet Metal
- Gutters & Pipes
- Repair Work
- Built-up Roofs

JAcKson 5-8625
Commercial — Residential — Industrial
1717 FELICITY NEW ORLEANS, L.A.

Chas. C. Lang Co.
PAINTING & DECORATING

COMMERCIAL • INDUSTRIAL
RESIDENTIAL

TWinbrook 9-8694
NEW ORLEANS 15, LOUISIANA

Complete Design and Fabrication Service
SWITCHBOARDS
LIGHTING PANELBOARDS
POWER DISTRIBUTION PANELS
MOTOR CONTROLS
AIR CONDITIONING PANELS
SHEET METAL ENCLOSURES
Underwriters Approved
BUILDING REHABILITATION - AN ECONOMIC OPPORTUNITY

Before rehabilitation work began for Richfield, the Wilshire Blvd. structure had large showroom windows and an austere facade. Some windows were removed, others lowered and altered to improve appearance and to serve as entrances. Planters and trees were added to enhance the exterior.

Cost-savings were realized by Richfield Oil Corp. which renovated a 1931-vintage structure, rather than choosing new construction. Before alterations, the structure was an automobile-showroom-garage featuring a display area with 30-foot-high ceilings.

Renovation of individual structures is reaching trend proportions for two cardinal reasons: spreading emphasis on urban renewal in land-short cities and the economic rewards awaiting those who choose remodeling over new construction when the situation so warrants.

In stating these causes, C. Robert Farnsworth summarizes findings based on more than a decade of building rehabilitation experience. Farnsworth is a project architect with Albert C. Martin and Associates, one of Southern California's oldest.

Sedate simplicity keynotes the entrance area of Richfield's new Wilshire Blvd. facility. Exterior lighting includes back-lit eagle trademark, adjustable semi-recessed eyeball spotlights in the marquee and flush incandescent fixtures above the glass and aluminum main entrance.

Copyright 1962 by Construction News, Inc.

P. O. Box 679, Mt. Vernon, N. Y.
Building Rehabilitation  
(Continued from page 4)

and largest planning, architectural and engineering firms.

To illustrate economic advantages of structural reclamation, he singles out the new home of Richfield Oil Corporation's Southern Division. The Martin firm, under Farnsworth's supervision, is completing a six-year remodeling program for the oil company's new 124,400 square foot quarters on Wilshire at Mariposa, Los Angeles.

Pre-work studies pointed out that the 1931 building was designed by Albert C. Martin, Sr., founder of the Martin organization, for E. L. Cord as a combination showroom-garage for his fabled Cord, Auburn and Duesenberg automobiles. With the demise of these autos, the structure was moderately modified for other types of tenants—a radio station, the Atomic Energy Commission and an insurance company. Richfield became interested in the property in the mid-1950's, purchased it and commissioned Albert C. Martin and Associates to effect total remodeling and modernization.

"Among the economic gains realized by Richfield was the low cost of building preparation compared with the expense of new construction on this site," Farnsworth noted.

A second financial advantage resulting from modernization of the Richfield facility was gained through a programmed move. Coordinated planning by officials of the Richfield and Martin firms enabled renovation to advance in stages so that wooden strips were taped to outer edges of ducts before finishing concrete was poured in the Richfield facility. Runners were then removed after the new concrete surface was applied, shrunk and raised along junction lines. All remaining edges were ground down to provide a smooth sub-base for the asbestos vinyl floor covering.

Two million-plus credit card invoices are processed each month by Richfield's Southern Division headquarters. These items are handled by IBM equipment, which requires flexible electrical installations. Under the direction of C. Robe Farnsworth, project architect, the Martin firm planned and engineered the electrical system.
Our country's newest national monument is now being built on the west bank of the Mississippi River. Gleaming in its covering of stainless steel, the 630-ft. high arch will commemorate the city's historic role as the gateway to the American West. Shown here in model form, the graceful arch designed by the late Eero Saarinen is reflected in the water of the river.

The United States is going to have a new man-made national monument—an arch of gleaming stainless steel soaring 630 feet above St. Louis and the Mississippi River.

Destined to rank among such great world structures as the Washington Monument, Statue of Liberty, and the Eiffel Tower—the Jefferson National Expansion Memorial (as it is officially named) will commemorate St. Louis as the historic gateway to the American West. Work on the $11-million structure is underway and scheduled for completion in the fall of 1964, in time to help celebrate the 200th anniversary of St. Louis.

The "Gateway Arch" is the design of the late, noted architect, Eero Saarinen, who won a nationwide architectural competition sponsored in 1947 by the memorial association. The association sought a fitting symbol to grace an 80-acre national historic site on the Mississippi River at the original place where the city of St. Louis was founded in 1764.

Saarinen's epic plan calls for the arch to rise 630 feet above the ground and to span the same distance at ground level. According to his plan, each leg in cross section is an equilateral triangle with 54-foot long sides at the base and tapering to 17 feet at the top.

It will be a gleaming monument, with an exterior surface made of quarter-inch stainless steel panels tied by steel rods to an interior wall of structural steel plates. Between the skins, structural steel reinforced-concrete will be poured up to the 300-ft. level. Steel braces will tie the inner and outer skins together above 300-ft. The lighter construction at the top of the arch, and the weight in the base will reduce sway.

The legs of the arch are being sunk 60 feet below ground level and supported by 26,000 tons of concrete keyed into bedrock. Despite its sleekness and great height, the St. Louis Arch is designed to withstand winds of 155 miles per hour. The center portion of the arch body will be hollow and provide three means of transportation for visitors to reach the top. The young and athletic can walk up flights of steps. An elevator from below the base will rise to the 300-ft. level, while a train system with "capsule" cars will go right from the base to the top of the monument.
Look What They’re Doing WITH STONE

CLIMBING a big city skyline and rambling along a suburban street, cropping up on homes, office buildings, churches, restaurants—on all the most “modern” structures, in fact—is that durable material, stone!

Architects, builders and homeowners are using it in ingenious ways as a building “envelope or accent trim, and even as an interior decorating aid.

To symbolize the cables which are its lifelines—one New England telephone company adorned its new office building with a facade of fluted stone. Interlacing the metal or glass panels of a curtain walled building, stone strips provide vertical or horizontal accents. Many new skyscrapers are surrounded with stone pavements instead of concrete, others boast the dignity of stone lobby wall or flooring.

Actually, it’s becoming harder and harder to move a stone’s throw away from anything. New York’s George Washington Bridge is only the most famous example of bridges and bridge approaches employing stone masonry, and the spurt of new highway construction across the country will probably mean greater use of stone for facing overpasses, underpasses, piers, abutments and retaining walls. Stone curbing, too, need no maintenance and can be readily moved when highways must be widened—a recurring problem in the era of the traffic jam.

New processing methods are creating, at little extra cost, a fascinating variety of stone structures.

St. Francis Xavier Church
Kansas City, Missouri
Barry Byrne, Architect
Evanston, Illinois
Alfonso Iannelli, Sculptor
PLANS have been made for a $2 million West Coast headquarters for the Radio Corporation of America at 6363 Sunset Boulevard at Ivar.

Building owner Frank Muller, Hollywood businessman, and John K. West, RCA Staff Vice President, in a joint statement said construction of the nine-story, 82,000-square-foot structure is expected to begin in December. Completion is scheduled for late 1963.

RCA will fully occupy four of the lower floors and part of a fifth, totalling approximately 41,500 square feet, for its West Coast corporate functions, electronic data processing sales activities, and recording studios of RCA Victor Records.

The new RCA Victor facilities will include the latest in acoustical engineering and will utilize the most modern techniques in use or in development at other RCA studios. They will consist of two two-story-high recording studios, one smaller studio, three control rooms, a listening room, two re-recording rooms, two cutting rooms, two editing rooms and a master test room. All will feature the most advanced equipment for high-fidelity and stereo recording.

Muller plans to lease portions of the top three floors to other tenants. A parking garage accommodating 155 vehicles is planned.

The architectural design is described as creating a textured "floating tower" effect. A precast system of window-walls with horizontal and vertical solar protection will be used for the upper six floors.

The parking level, bounded by textured concrete, will separate the tower from the marble tiled studio floor.

The design also calls for a dramatic Sunset Blvd. entrance featuring a sheet of 30-foot-high glass. A second entrance, leading to the record division offices, will face Ivar.

Maximum acoustical control in the three clear-span recording studios will be provided by undulating walls, as well as alternated panels of reflective and absorptive materials. Light neutral background hues, strikingly accented by primary colors, are planned for the interior.
PITTSBURGH CORNING RESEARCH CENTER

New Research and Engineering Center opened by Pittsburgh Corning Corporation 20 miles east of downtown Pittsburgh, Pa., houses research, product development and technical research laboratories, and central engineering.

PITTSBURGH Corning Corporation has opened a new Research and Engineering Center about 20 miles east of downtown Pittsburgh for the investigation and development of new uses of materials for the control of heat, light and sound.

The new Center, on a 10.8-acre plot off Route 286 in Plum Borough, replaces and expands smaller facilities previously located at the firm’s Port Allegany, Pa. plant. About 40 persons are now employed at the Center and 60 will be employed shortly.

The one-story E-shaped building, designed by the architectural firm of Franklin Douden & Associates, Pittsburgh, houses research, product development and technical research laboratories, and central engineering offices in 33,600 square feet of floor space. Part of the company’s development work on glass block and acoustical materials will continue for the time being at Port Allegany, although the new facility eventually may include a pilot plant and an acoustical laboratory.

Russell Brittingham, president of Pittsburgh Corning, said the Center was built in the Pittsburgh area so that administrative and sales personnel could work more closely and efficiently with the research and development staff.

Activities of the Center’s staff will be concentrated in four major areas: the development and
materials testing laboratory, the research laboratory, the technical services laboratory, and the engineering and drafting room.

The technical services laboratory, actually a branch of the sales department, tests accessory materials used with Pittsburgh Corning products, seeks to solve problems encountered by the sales force, and develops more effective methods of using the company's products.

Separate areas are provided for mechanical development, X-ray, and balance and microscope rooms.

The engineering department designs all new structures, machinery or equipment used in product development or production work. Department personnel worked closely with the architect in laying out the new Research Center.

Designed for subsequent expansion to the east or south, the new building is constructed on a structural steel framework, enclosed with glass block, glass curtain wall, brick, and enameled aluminum siding. A cast aluminum sun screen protects the west wall of the general office area.

The building is air-conditioned except in areas where large furnaces make such treatment impractical. In these areas, high ceilings and large exhaust fans are provided. All lighting is fluorescent. Plastic sky domes in the laboratories admit additional light. In the offices and smaller rooms, lighting fixtures are recessed and serve also as air-conditioning discharge ducts.

Utilities throughout the building are designed for future expansion and easy utilization. All utilities except power are distributed in trenches with lift-off cover plates, so that equipment can be set directly over the proper utility outlet.

Optical pyrometer is used to measure temperature of glass material in a furnace at Pittsburgh Corning Corporation's new Research and Engineering Center.

Technical services laboratory is used in solving problems encountered by the company's sales force. Equipment includes (left to right along wall) an environmental test chamber for low-temperature tests, a weatherometer for testing under simulated weather conditions, a high-temperature environmental test chamber.
THE NEW LOOK IN GAS STATIONS

The shape of tomorrow in super service gasoline stations is found in this unique structure on Highway 52, near Wichita, Kansas.

 Appropriately called the “Eclipse” by designer Gene Miles, the arched structure exhibits the largest span of arches in the state—over 29 ft. high at the center and spanning some 100 ft. over all.

The laminated arches and solid timbers were fashioned and built in Oregon and are covered with corrugated translucent Alsynite panels in glare-subduing green. The weather and sun-proof plastic is shatterproof, won’t warp or rot, and requires practically no maintenance.

The glass-reinforced roof covers the entire service area, offering natural lighting as well as protection to both customers and employees. At night the roof is flooded with lights, giving the structure long range visibility.

In addition to the regular gasoline station services, the building incorporates a modern restaurant, open 24 hours for the convenience of customers.

The unusual station’s basic design is adaptable to larger or smaller buildings and Mr. Miles indicates he has received extensive inquiries from both station owners and contractors. Additional information is available through Alsynite Division Reichhold Chemicals, Inc., San Diego 9, Calif.
TAPERED STEEL PLATE GIRDERS

Tapered steel plate girders, cantilevered sections and perimeter columns, from Bethlehem Steel Company plants at Bethlehem, Pa., and Sparrows Point, Md., form the structural frame of this pavilion which was built around an old stone court yard in suburban Philadelphia. To be used as a children's day camp by Har Zion Temple, the steel and stone pavilion preserves the natural beauty of a rustic Main Line estate.

Steel played a vital role when an old stone-walled court yard was transformed into a modern pavilion which preserves the outstanding natural beauty of a Main Line estate near Philadelphia. Tapered welded steel plate girders and cantilevers frame the pavilion, built inside a 60- by 65-foot court yard so that the stone walls of the yard become an important aesthetic part of the new structure.

Philadelphia architect Norman N. Rice designed the building for Har Zion Temple. As dining hall and auditorium, it serves as part of a children’s day camp in the summer months. It will also be used as a religious, educational and cultural center for the area’s Jewish community on a year-round basis.

In order to preserve the stone walls and use them to best advantage, Mr. Rice decided to locate the supporting columns inside the court and free of the walls. Steel was chosen because of its great strength coupled with minimum bulk. The strong steel muscles are handsome enough to be left exposed and painted a dark Venetian red, matching the original woodwork of the house.

Although it is large, the pavilion does not dominate the adjacent house but is compatible with it. The low-sloping pyramidal roof, covered with standing seam copper, is well related to the high slopes and colored slates of the house roof.

Spanning between the steel roof members is 3-inch wooden roof decking, formed with 2 by 3s nailed side by side to each other. This wood deck is exposed on the interior, forming a handsome contrast with the steel. Wood framed windows, in scale with the house windows, are placed between the roof and the slate coping atop the stone walls.

Shoring is often necessary in this type of erection. However, both time and shoring were saved by a temporary center column that provided support until all automatic field welding was finished. The column was placed on a concrete footing in the center of the hub, and then all perimeter columns were raised.

The arch halves were erected individually, beginning at points most distant from the crane. Then, all pieces of the roof system were installed. To complete erection, all field connections were welded. Bolts were removed and all holes were plug welded and ground. The center column was then removed by burning the flanges on a 45-degree slope so that the amount of deflection (3/16-inch) could be determined.

Success of the erection operation was due to adaptation of the center column. Without it, an extensive amount of shoring would have been necessary and crews would have had to use two cranes.
Since its successful introduction in 1959 of architectural components made of Dylite sandwich panels, the Panel Department of Koppers Company, Inc., has developed an efficient, low cost refrigeration panel system offering several exclusive features to the food processing industry.

The results of intensive development work in the firm’s Detroit plant were demonstrated to architects, engineers, consultants and contractors last year when a Koppers crew toured over twenty cities in a specially outfitted van to make on-the-spot demonstrations of the superior properties of Dylite refrigeration panel assemblies. In each city, a freezer unit, complete with door and refrigeration equipment was assembled in an hour or two. Then the temperature was dropped to -20°F and maintained at that level during the presentation. Guests who witnessed the program, were impressed with the unique fastening system which permitted quick erection and dismantling.

Of particular significance to owners and operators of freezer rooms, blast tunnels, warehouses, walk-in coolers and cold storage warehouses is the construction of the panels. Dylite panels are produced by a patented process. Dylite expandable polystyrene is molded in place between selected facing materials producing a rigid, closed-cell core with a high-density surface and a permanent bond to the facing materials. Excellent resistance to water and vapor penetration are other important characteristics of the finished panel. A low U factor, probably the lowest available in panels of this type, indicates that Dylite refrigeration panels will gain even wider acceptance in the future. As stated by Mr. B. R. Sarchet, Manager, Panel Department: “In terms of U factor, a seven inch thick Dylite panel wall is roughly equivalent to a 14 3/4 inch wall of an old style building and insulation materials.”
DAVID H. MURDOCK Development Company of Phoenix today announced another big move in its national expansion program with commencement of operations in the state of Texas.

According to David G. Roesler, executive vice president, the Phoenix-based firm will develop a 10-story, $4,500,000 home office building for Southwest National Bank of El Paso, Texas.

Construction will start within the next few weeks as soon as necessary building permits are obtained. Completion of the new bank building is scheduled for June of 1963, Roesler said.

"This new project marks the start of our operation in Texas and another important advance in our planned national expansion program. We are very pleased to be able to add El Paso to the ever growing list of cities served by Murdock buildings," Roesler commented.

Location of the 170,000 square foot Southwest National Bank Building is on Main Street between Stanton and Kansas streets in downtown El Paso. Architects on the project are Thomas E. Stanley, Architects-Engineers, AIA of Phoenix and Dallas, Texas, who recently completed the design of the 50-story First National Bank in Dallas.

Dominant exterior architectural feature of the new building is the aluminum-and-glass curtain wall with brightly colored porcelain enamel panels and gold facings. Trim will consist of decorative stone facings for all outside columns and solid wall surfaces.

Inside, the ground floor lobby will be decorated in polished marble and glass with stainless steel and aluminum trim. Lobby floors will be finished in polished terrazzo. Tower corridors will be covered in colorful vinyl wall coverings, with pure vinyl tiling on the floors. Each story will have its own distinctive color pattern.

Underground parking facilities will be provided.

One of the fastest-growing business enterprises in Phoenix, the Murdock Company has since 1957 specialized in the development of high-rise financial buildings. In Phoenix, the company's buildings house the headquarters offices of three major banks, including the 20-story Guaranty Bank, tallest building from Texas to California.
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

RESIDENTIAL AND INCOME PROPERTY
MORTGAGE LOANS

F. H. A. - G. I. Terms

75% Conventional at Low Interest Rates

INDUSTRIAL SIGNS INC

401 NORTH ROMAN • Telephone 529-7355
NEW ORLEANS, LA.
SAVE TIME  
SAVE MONEY  

Use Precision Built Roof Trusses  
RESIDENTIAL • COMMERCIAL  

R. F. "DICK" Mestayer  
LUMBER CO., INC.  
533 LAFITTE STREET  
JA 5-6285  
NEW ORLEANS 16, LOUISIANA  

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

A. G. SIEGEL  
ELECTRICAL CONTRACTOR  
4136 Jefferson Highway  
VE 831-1386  
New Orleans 21, Louisiana  

ROUBION  
Tile & Marble Company  
• CERAMIC TILE • MARBLE  
• VINYL TILE • CARPETING  
• INDUSTRIAL TILE FLOORS  
128 DUBLIN STREET  
PHONE 866-2323  
NEW ORLEANS, LOUISIANA  

A.I.A. Standard Contract Forms are now being stocked at the Louisiana Architects Association headquarters. Order your A.I.A. forms from the Louisiana Architects Association, 2nd floor, Capitol House Hotel, Baton Rouge, Louisiana. All orders filled on the same day the request is received, for prompt service. Copies of “Recommended Standards of Architectural Service and Practice,” as officially adopted by the L.A.A. are also available at twenty-five cents per copy.
ARCHITECTURAL MILLWORK AND FIXTURES

Bernard LUMBER COMPANY, INC.
NEW ORLEANS, LA., P. O. BOX 19408

Topform, Inc.
A DIVISION OF Bernard LUMBER CO.

Top Quality Millwork — Architectural Fixtures — Construction Lumber — Whitehall & Bra
dom Kitchens — Architectural Formica Work — Plasti-Clad Doors — Pan-i-Flex-Folding Do
units — Tables — Bars — Panelling

7833 Edinburgh Street
NEW ORLEANS 19, LOUISIANA
HU 8-0814

1017 Jefferson Highway
VE 5-2536

When you specify

Firon

Architectural Porcelain
by Industrial Enameling you get these Plus Values

• Field Engineering Service
• Erection Service
• Complete Engineering Staff
• Manufacturing and Fabrication
• Direct Factory Delivery

Industrial Enameling Division

Industrial
Electric
INC

3233 Magazine Street
NEW ORLEANS, LA.

Jos. J. Bindewald, Inc.

Plumbing - Heating - Air Conditioning
Service • Repairs • Maintenance

Mechanical Contractor

5851 Gentilly Road
Box 705, Route 4
NEW ORLEANS, LA.
WHitehall 7-1105-4

American Creosote Works, Inc.

"Built on 61 years' experience"
1305 Dublin St., New Orleans

Other sales offices: Jackson, Tenn. • Pensacola, Fla.
Chicago, Ill. • Houston, Texas • Tulsa, Okla.
Plants: Slidell and Winnfield, La. • Louisville, Miss.
Jackson, Tenn. • Pensacola, Fla.

BEST ELECTRIC COMPANY, INC.

Electrical Contracting
Motor Rewinding and Repairs

747-51 SO. RAMPART STREET
NEW ORLEANS 12, U.S.A.
DELTA MORTGAGE CORPORATION
DOUGLAS L. BLACK, President
HARRY A. CREAGAN, Vice President
CLAUDÈ E. MEYER, Vice Pres. & Secy.
EMMETT ST. GERMAIN, Vice President
802 Perdido Street New Orleans 12, La.
Telephone 523-6221
COMMERCIAL — INSTITUTIONAL — RESIDENTIAL FINANCING

AMERICAN ELEVATOR & ELECTRIC CO., INC.
PASSENGER AND FREIGHT ELEVATORS
311 Gravier Street PHONE 525-5265
NEW ORLEANS

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
115 Washington Ave. TW 5-3680
NEW ORLEANS, LA.

SEAL WET WEATHER OUT
THE lasting paint for masonry
 Distributed By
SOUTHEAST DISTRIBUTORS, Inc.
NEW ORLEANS, LA.
3914 Howard Ave.
TEL. 822-1684
A Complete Waterproofing Service Firm

Every Drafting Room Needs
Rotolite
FOR MODERN COPYING
• For low-cost, on-the-job, blueline prints, blacklines, sepias, foils! Dial control. Thermomatic rotary developing unit!
BLOUNT & COMPANY
806 Perdido Street Phone 523-5649
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

BLOUNT & COMPANY
806 Perdido Street Phone 523-5649
New Orleans, Louisiana

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
115 Washington Ave. TW 5-3680
NEW ORLEANS, LA.

SEAL WET WEATHER OUT
THE lasting paint for masonry
 Distributed By
SOUTHEAST DISTRIBUTORS, Inc.
NEW ORLEANS, LA.
3914 Howard Ave.
TEL. 822-1684
A Complete Waterproofing Service Firm

Every Drafting Room Needs
Rotolite
FOR MODERN COPYING
• For low-cost, on-the-job, blueline prints, blacklines, sepias, foils! Dial control. Thermomatic rotary developing unit!
BLOUNT & COMPANY
806 Perdido Street Phone 523-5649
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

BLOUNT & COMPANY
806 Perdido Street Phone 523-5649
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

BLOUNT & COMPANY
806 Perdido Street Phone 523-5649
New Orleans, Louisiana
Factory Distributors
AIRTEMP DIV., CHRYSLER CORP.
711 MAGNOLIA STREET
NEW ORLEANS, LA.
JA 2-4419

EKCO DISTRIBUTORS, Inc.
Distributors of
WOOD
FOLDING
DOORS &
PARTITIONS
and
OTHER TOP QUALITY BUILDING SPECIALTIES

4102 ST. CLAUDE AVE.
NEW ORLEANS 17, LOUISIANA

Avegno & company incorporated
• bonds
• insurance
512 whitney building
529-5571
new orleans 12, louisiana

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

940 PERDIDO STREET
NEW ORLEANS, LA.

ALBERT D. HULSE CO., INC.
439 POYDRAS STREET
NEW ORLEANS 12, LA.

Brick and Stone Center, Inc.
401 N. Jeff Davis Pky.
New Orleans 19, La.

Louisiana Blue Print Inc.
Blue Prints
Direct Prints
Photostats — Films
Superstats

L. L. RIDGWAY COMPANY, INC.
433 O'KEEFE AVENUE
NEW ORLEANS, LOUISIANA

Ridgway's
L. L. RIDGWAY COMPANY, INC.
433 O'KEEFE AVENUE
NEW ORLEANS, LOUISIANA

ALBERT D. HULSE CO., INC.
439 POYDRAS STREET
NEW ORLEANS 12, LA.

For
Dependable
Intercom
and
Sound

... Call ...

Executone
JA 5-7221
841 CARONDOLET STREET NEW ORLEANS 12, LA.
MORTGAGE LOAN SPECIALIST

INCOME PROPERTY • RESIDENTIAL PROPERTY • CONVENTIONAL — FHA — VA

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

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

DIXON PLYWOOD CORP.
Manufacturers
DIXON PLANK

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

DIXON PLYWOOD CORP.
Manufacturers
DIXON PLANK

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

ELEVATORS — ESCALATORS
DUMBWAITERS — SPEEDWALKS
ELECTRIC AND OIL HYDRAULIC
THROUGHOUT LOUISIANA BY
Gulf States Elevator Corp.
Main Office: 715 CAMP STREET
NEW ORLEANS

PRICE ALONE DOES NOT DETERMINE
THE VALUE OF A PRODUCT

Our jobs are based upon furnishing materials of the finest quality, fabricated to exacting tolerances by workmen experienced in quality construction.

A good reputation can't be purchased; it must be earned. We of Alumaglass realize this. That's why throughout our business life we have constantly endeavored to make each year always better in terms of customer service and product selection. Our field installation and maintenance service matches our product quality.

"Specify the Best — Insist on it — Don't Settle for Less"

R. K. ROTHROCK, INC.

PACKAGE SEWAGE TREATMENT PLANTS
• FOR •
SCHOOLS — HOSPITALS — INDUSTRIES
SHOPPING CENTERS — SUBDIVISIONS

SINCE 1921 — QUALITY EQUIPMENT

NEW ORLEANS, L.A.
P. O. BOX 5377 PHONE 895-0665