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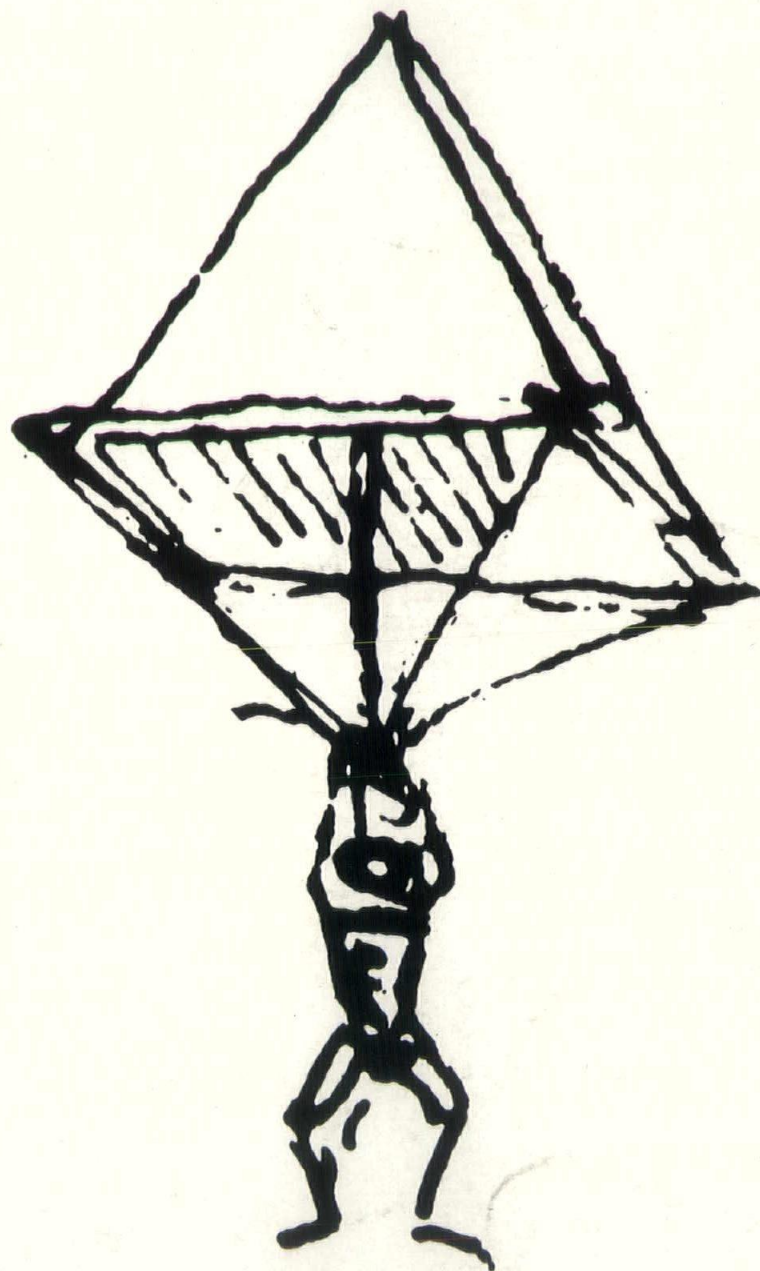
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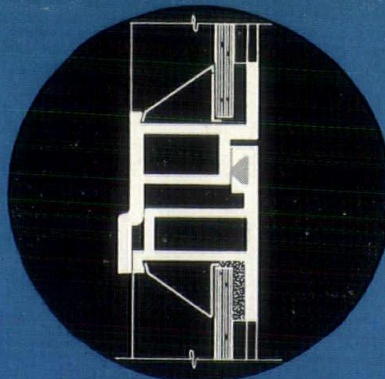
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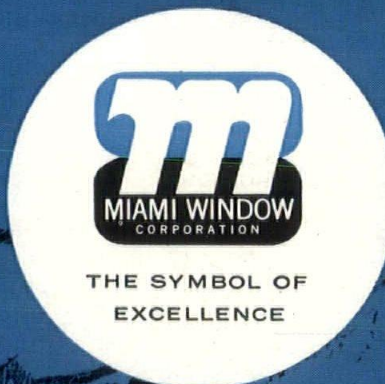
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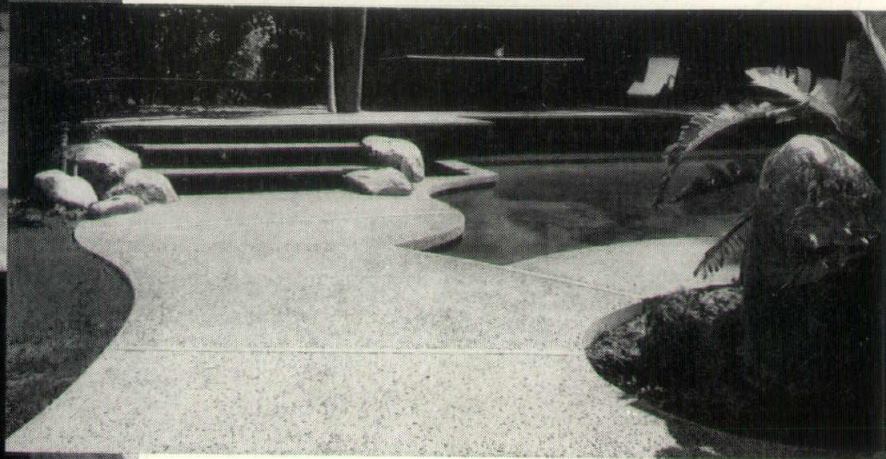
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LOUISIANA ARCHITECT

OFFICIAL JOURNAL OF THE LOUISIANA ARCHITECTS ASSOCIATION

1962

VOLUME I NUMBER 3

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Printed by Franklin Press, Inc.

Editorial Advisors—W. J. Evans, W. R. Brockway

Editor—Myron Tassin

Publisher—Louisiana Architects Association

Consulting Art Director — John H. Schaeffer

Adaptation of

Cover Art—John H. Schaeffer

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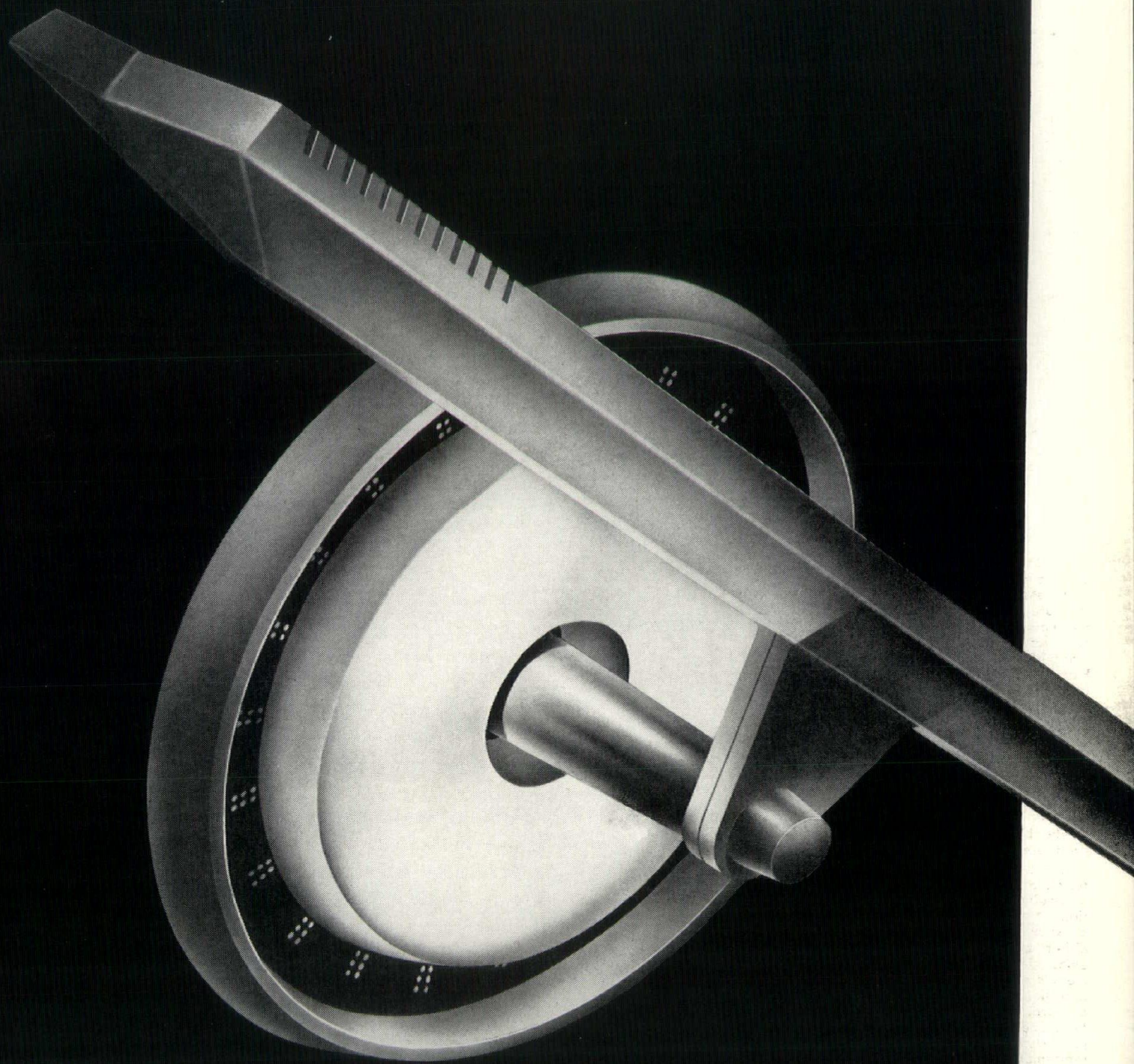
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COVER: Soon a space capsule bearing an American astronaut will descend to earth via parachute following an orbital flight. Long before modern aerodynamics and the space age, Architect Leonardo da Vinci designed the first parachute. "If a man have a tent made of linen of which the apertures have all been stopped up, and it be twelve BRACCIA across and twelve in depth, he will be able to throw himself from any great height without sustaining any injury." (COVER SKETCH IS FROM LEONARDO'S NOTEBOOK.)

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AIA IS YOUR CORPORATION

From an address

By Regional Director

Clinton E. Brush III

To the Gulf States Conference

I want to thank the officers and committeemen of the chapter and state organizations in our Region, my partners, and my long suffering wife for the privilege of being your representative on the National Board. These past two and a half years have provided me a most wonderful experience. During that time I have come to know many of you and I wouldn't take anything for that. I have traveled across this region and this country—many thousands of miles—and met hundreds of our fellow practitioners. This experience has vindicated my faith and pride in our profession.

My thanks, not only to our current chapter and regional officers and committeemen, but also to the many individuals, without whose cooperation and help my job could not have been accomplished. You can take pride in the work they have done.

Let us review some of the things that have happened since our meeting in Hot Springs last fall, that are happening today, and that may happen tomorrow.

Last fall the San Francisco convention voted against a change in the structure of the Institute, and instructed the Officers and the Board to study other proposals and come to Philadelphia with such other recommendations as might be thought advisable. A "Blue Ribbon" Committee was appointed to study the situation, and John Pritchard served on it with customary distinction.

Before this committee met, Bill Schieck stepped in — first as assistant to Ned

Purves, the Executive Director, and then as his successor. Ned served in an advisory capacity during his last year with the Institute—1961. This replacement had been anticipated by the Board at their meeting in New Orleans in 1959, for Mr. Purves was scheduled to retire. Planning for this change in management, the Board authorized a review and investigation of staff management policies and procedure, salary scales, retirement program, etc. This review was made by a firm of competent consultants and its recommendations were accepted. It recom-



mended the establishment of three Divisions in our staff—Administrative, Public Affairs and Information, and Member Services. Responsibility has been delegated to the heads of these Divisions, and to their subordinate Department Heads. Our Staff functions now with greater efficiency and provides better service. You should get what you want—if it is at all available—from the 20-odd executive personnel and their 40 secretarial and staff assistants. Our house is being set in order and like wine—should improve with age.

In Philadelphia in May, the convention voted the changes in structure recommended by the Blue Ribbon Committee. First, the terms of our Officers were limited with one important exception. The service of the Treasurer is unrestricted because a good one is hard to find and must have more than just business acumen. We are fortunate to have one of the best serving now and he is here as our guest this week.

Secondly, the Executive Committee of the Board was enlarged, and its authority and responsibilities greatly increased. The number of full board meetings was reduced from three to two occasions per year. Now there is a meeting of either the full Board or of the Executive Committee scheduled roughly every other month, and the membership is in much closer touch and in better control of staff operations than ever before. It is still too early to assess the real potential of this new system, but it seems to work very well.

The Committee on Structure continues to study ways and means of streamlining our organization.

It has been whispered that the Institute is run by a clique. It is—and you are part of that clique. Do you doubt that? The Institute is manned at every level—chapter, state, regional, and national by those of its members who are willing to devote their time and energy to attend its meetings, to be concerned with its policies and to work for the accomplishment of its goals. Their participation ranges from at-



HISTORIC OCTAGON, used as the White House by President Madison, is part of your corporation.

tending chapter meetings and voting for what they want—to participation as committeemen and officers. Perhaps they work for chapter projects or in serving their communities. I only wish that this clique of which you and I are members, embraced the entire membership of the Institute. If it did, our attendance record at meetings and our percentage of participation in projects for the common good would be greatly improved.

I have never been able to understand why all the stockholders in this corporation of ours do not pay more attention to their investment, or reap greater dividends. The annual budget of our corporation exceeds one and one-quarter million dollars. Many of these stockholders invest their annual dues and never try to gain their just return. Can't they realize that this corporation is *theirs* and stands ready to serve them if they will only use it? It can be a well of information, an oasis in a desert of doubt, and a vehicle for concerted and effective action.

COMMITTEE RECOMMENDATIONS

In addition to the continuing good work of our vertical and other important committees, recommendations have been made by the AIA-EJC (Engineers Joint Council), the Committee on the Profession, and the Board Committee on Councils.

The AIA-EJC Committee, under the chairmanship of our own Bill Bailey, (who hasn't come home recently due to his absorbing interest in grilles of all descriptions) formed a special sub-commit-

tee to study the area of liability of the architect and the engineer in light of the growing volume of litigation affecting our profession. From the report by this subcommittee came the decision to up-date and clarify our contract documents. This precipitated the dissension by Mr. William Standley Parker, author and guardian of most of these documents, and the Consultant to the Institute of such matters. Mr. Parker was present and was heard at the meetings of this Committee and of the Documents Review Committee. The recommendations coming from these meetings were cleared by legal counsel and by the Office Practice, and Liability Insurance Committees, and the decisions were reached by almost unanimous agreement, and only after full discussion and thoughtful deliberation. The Institute has attempted to clarify for its members, the areas of professional liability, to point up the importance and seriousness of this liability, and to properly define and set its limits. No attempt has been made to avoid responsibility, but rather to spell it out and place it where it belongs. With all due respect to Mr. Parker, a fine and conscientious gentleman to whom we owe a great debt for his many years of devoted service, this action is no "use of indefinite phrases."

EXPANSION OF SERVICES

The Committee on the Profession is at work on possible expansion of architectural services — a means of taking our place in an expanding economy through increased collaboration with the other design professions, and through the assem-

bling and *directing* of teams comprised of others whose disciplines compliment our own, but lie outside our fields of competence. These would include consulting engineers, landscape architects, mortgage bankers, realtors, planners, etc. To aid in this step forward to meet the challenges of the entrepreneurs, the package dealer, the overly ambitious engineer, etc., the Committee is studying possible changes in the Mandatory Articles of our Standards of Architectural Practice, and ways of strengthening and clarifying State registration laws.

The Committee on Councils has studied the feasibility of establishing components of the Institute which would increase the competence of the profession in areas of specialization such as industry, religious buildings, etc. These Councils must be carefully policed to prevent any one group from setting itself up as better or more competent than the practitioners who do not belong to that particular council.

We haven't touched on recruitment at the level of secondary schools, strengthening educational curricula, providing better apprentice training for the newly graduated, or the associate member, establishing refresher courses for the established practitioner, etc., etc., etc. We have not dwelt on the outstanding caliber of our leadership, or on the unselfish efforts of our members, past and present. I could talk a long time about all that is going on. Instead, let us share an experience I had at the registration desk yesterday and allow me one short comparison.

Two members were speaking to each other. After the usual amenities one asked —How's your wife? And the answer was— Compared to what?

104 YEARS OLD

The AIA can be compared to a teenager, if you will forget that its age of 104 is only slightly younger than that of the Republican Party, and much older than that of the New Deal, or whatever it is called today. The AIA is like a teenager because it is still growing and gaining strength and knowledge each passing year. It is inquisitive and sensitive. Its feet are planted firmly on the ground, while its dreams for the future are in orbit. It is discovering the extent of its obligations, not only to itself but to society. In short, it is well on the road to manhood, with its head held high in a spirit of confidence and pride.

Let each of us by striving for professional competence, by safeguarding the welfare of our clients and of the public, and by conducting ourselves as dignified members of a great profession, see to it that the AIA can always hold its head high.

What Costs Could Stock Plans Affect?

The stock plan would not eliminate the cost of preliminary planning. Such planning is necessary before the district knows what it needs. Research is required, in various problems. Site studies and soil tests must be made. Many conferences are involved in this preliminary stage.

The stock plan would not eliminate the need for obtaining approvals of the plans from the State, as to structural safety, and from other authorities. The law requires them.

It would not eliminate the need for preparation of contract documents, advertising for bids, and bid analysis.

It would not cut the cost of supervision and inspection, as required by State law—the earthquake-safety act.

Since the stock plan could be only for the superstructure, that is, that part of the building *above* the floor line, it would provide only a small portion of the architectural service required by law.

Each school building project requires the preparation of many documents, in addition to specific plans. These are necessary to provide a complete description of the construction contract so that contractors may submit a firm, lump-sum competitive bid. These cover all conditions, including instructions to bidders, specifications, bid forms, construction contract and surety bonds between the school district and contractor.

So already much of the service cost involved in the project is exempted from the "savings" stock plans theoretically would yield.

THERE ARE AS MANY STOCK
DETAILS IN SCHOOLS NOW
AS POSSIBLE AT THIS TIME

Were this not true, no architect could design a school in minute detail for the normal fee for full service. He must borrow on his own experience, and that of thousands of others. This is true of the consulting engineers with whom he works. Without any guideposts and details that may be repeated, it would take years to design a building. Modern design and construction are the product of centuries, and are constantly changing and improving.

ARCHITECT'S FEES ARE MODEST

Considering the wide range of his services, his costs, and the experience, training, and skill required, the architect's fee is the most modest service charge included in the cost of a school. His work and his responsibility begin with the selection of the site and the preliminary planning, and do not end until the building is completed according to plans and specifications.

No one seems to object to the real estate man's 5% fee for the sale of the site, or the contractor's 10% or more profit. But the normal fee of the architect, which must cover all of his costs, is under attack.

The drafting payroll alone on a typical 10-room elementary school will run \$10,000 or more, out of the architect's pocket.

In California, here is where the private architect's 8% goes on a school, based on State-wide average:

2.75 to structural, mechanical, and electrical engineering fees

2.25 to drafting costs

1.25 to overhead, such as rent, clerical work, supplies, etc. (Applications for State school building loans, which architects frequently must prepare, run to 100 pages or more.)

This leaves

1.75 for the architect to pay his own salary and those of his partners, taxes, and the rest of his costs of staying in business.

Costs to the architect may be reduced occasionally by that rare instance where it is possible to re-use one or more drawings. In this case, all architects stand ready to negotiate a credit to the district, based upon their own reduced costs, and providing they have been permitted to make their costs and a modest profit in the original fee. Fairness on both sides is the key to this situation.

BUREAU DESIGN COSTS MORE AND TAKES LONGER

Whether a private architect or the State prepare the plans, the taxpayers must pay for it. It can be shown that bureaus charge more for design than do

EDITOR'S NOTE: This is the final in a three-part series considering pros and cons of stock plans for schools. The information source is a study by the California Council of Architects.

private architects. The increased cost to the district for bureau design and service would more than wipe out any possible saving by eliminating the private architect.

This was vividly illustrated in New York City where an investigation by the city of the Bureau of Design and Construction of the Board of Education by John P. Riley, an engineer appointed to coordinate school construction, resulted in the liquidation of the office of school

architect and the employment of private architects to take over this work.

In the course of the investigation, Mr. Riley determined that the cost of plan preparation by the municipal architect ran from 18 to 20%, while the same architectural services could be rendered by architects in private practice for not more than 9%, even on small jobs.

These are direct quotes aimed at California Legislators in the study:

"Eliminate private enterprise and vest school design in a monstrous new bureau in Sacramento, and you eliminate competition both in design quality and in economy. Bureau costs go on forever, while local architect's fees are based solely on service performed for the individual project.

"The State Department of Education is now overloaded in its obligation to education. This Department's Division of School Planning is at present seriously handicapped by shortage of personnel and the extensive duties now placed upon it. To throw the entire load of the architectural profession, also the structural engineering, mechanical, electrical and plumbing engineering, acoustical engineering, landscape architecture, planning, preparation of documents, bid analysis, and construction supervision upon it—or any part of this service now assumed by the private architect—would completely swamp the Department of Education with work outside its province.

"Two-hundred million dollars worth of school building design a year could not possibly be accomplished each year either by a new civil service bureau or by the existing State Division of Architecture. The latter agency now, in spite of national advertising, cannot recruit enough architects and engineers to design the State's current building program, and is contracting out part of the work.

"We have seen that stock plans cannot eliminate the architectural service school projects require, that they result in higher costs of construction where they are tried, that they stifle progress in design and economy, and that design by a bureau would cost more and take longer.

"Under private enterprise and private architects and engineers, California has developed the finest school buildings in America, and costs are lower than the national average cost. California school designs and methods are being widely copied. And this Western pioneering and leadership is far from finished. It has just begun, and under the challenge of private competition and our traditional California system of "home rule" by the local school district, it will develop even better buildings, better educational programs, and better investments for the taxpayers."

regional growth factors . . .

Intellectually We Are Poverty Stricken

By EDWARD J. STEIMEL

Edward J. Steimel is Executive Director of the Public Affairs Research Council of Louisiana. The address from which this article was gleaned was prepared for presentation to the 11th Annual Conference of the Gulf States Region of the AIA. Much of the data for this address came from research done by the Public Affairs Research Council on a study to be published in 1962.

(Buford Pickens, director of Campus Planning at Washington University, upon hearing Steimel's talk remarked, "We could look all over St. Louis and all over Missouri, and never find anyone to compare with Steimel.")

Many times we look upon economic growth as meaning industrial growth and nothing else. It is true that industrial growth usually plays a prominent part in any economic development, but we should not be blinded to other factors that make their contribution as well. Rather, I feel we may get more for our efforts if we look to other factors, for I am convinced there is a limited extent to which we can really control industrial development anyway. The economic well-being of an area can be improved by such things as migration of people from the farm to city jobs, by the migration of people in and out of the state, by changes in the race composition of the population, by up-grading the educational level of the population, even by not getting certain kinds of industry.

The economic well-being of an area is probably best measured in terms of the per capita incomes of the people of that area. And we can use per capita income also to measure whether we are growing faster or slower than the rest of the country.

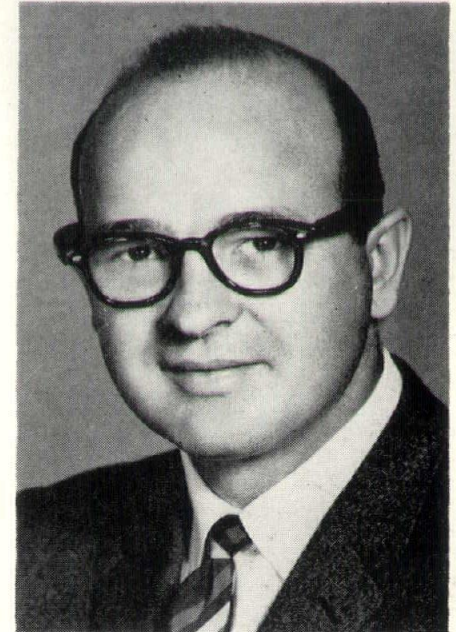
The more money people have the more they can and will spend. The pattern of spending is altered too by the amount each person has to spend. Your profession, for example, will find a much greater market in an area where the per

capita incomes are high than where they are low. Numbers of people in an area also interest you as they do many other groups, but they may not be as important to the economic well-being of an area as some of us think. If mere numbers of inhabitants made for economic prosperity and well-being then such countries as China, India, and Egypt would rank among the highest. But we know they rank among the lowest.

Let us now examine some of these factors and the role they play.

In the years prior to the Civil War, the South grew rapidly in population compared to the rest of the nation. But ever since that time it has been becoming a less and less significant part of the country populationwise. For the five states represented here which you call the Gulf South States, the picture has been much the same. In 1830 these five states had 10.7 per cent of the U. S. population; in 1860 it was 12.7 per cent; in 1960 it was 7.8 per cent.

It is of interest also to note where the people live. There probably was not too much business for architects in the South in the pre-Civil War days when only one in every ten persons lived in town. The people in that day needed a courthouse, an occasional hospital—even most of the



schools were built without the aid of an architect. There were some magnificent homes built in that day—real architectural masterpieces—but they were so few that not many architects made a living from them. But today instead of 1 in 10 living in town, we have 5 of every 10 living in town.

Rural to Urban

It is even more significant to note that the transition from rural to urban population is occurring much more rapidly in the entire South, as well as in the Gulf South, than it is in the nation as a whole. Much of the reason for this is that the rapid movement to town began occurring in other parts of the country before it did in the South. Now, the construction required by the people who invaded the towns of the North and East has begun to slacken, but it is in full swing in the Gulf South. For example in 1920 only 2 in 10 persons in these five states lived in town; today 5 in 10 live in town. And there will be considerably more migration to town in the decade ahead.

By comparison, over the nation, 5 in 10 were already living in town in 1920; in 1960, 7 in 10 were in town. We are therefore pretty far behind the nation in the shift of our population to the cities and demographers tell us that this

shift will continue at a faster pace in the decade ahead.

Behind Nation

A detracting force associated with the area we are talking about, however, is that population growth in this area is far behind the nation as a whole. Only Louisiana is keeping pace with the nation—Louisiana is growing faster than the nation. But Mississippi and Arkansas have both lost population for the past twenty years. Arkansas's population today is just about the same it was in 1920. For the Gulf South States the growth in the past decade has been only 7.1 per cent compared to the national growth of 18.5 per cent.

In spite of the slower population growth in this area, however, there is nevertheless an expanding need for your profession simply because of the shifting of people from country to town. Today in many of the rural parishes of Louisiana and counties of the other states there stand empty schoolhouses, churches and farm dwellings. The people didn't move their schools, churches and homes to town with them. They had to have new ones constructed. But just think of the need for your profession in this area today if we had both factors working together—the shifting population combined with a rapidly growing population.

There are other very important factors concerning economic growth of an area that vitally affect your profession; How much do these people have to spend and what are they likely to spend in the future? But before we answer those questions we need to find out what contributes to the ability of our people to spend more money. We need to look at the race composition of our population, their incomes, their productive capacity, and most basic of all their educational attainment and what is being done to improve their education.

What is the picture in personal income of the people of this area and what are the trends? Louisiana leads all the states of this area in per capita personal income. But even Louisiana citizens earned only \$73 for every \$100 earned by the average citizen in the U. S. in 1960. But for the five states the income was \$65 for every \$100 earned on the average. So you see we in this area have only \$2 to spend for every \$3 the average American has to spend. And the lower the total income of an individual, the more he is forced to spend on the bare necessities of food, clothing, and poor-quality shelter.

It is of interest to note, however, that incomes of the people of these same five states in 1929 was only 45 per cent of the national average. By 1950 we had advanced to 61 per cent. Now we are earning 65 per cent of the national aver-

age. So the picture seems to be brightening.

Why is it that our incomes are so low? In 1958, according to the U. S. Bureau of the Census, non-white families in the South had an average income of \$2,014, while whites had an average income of \$4,565, more than twice as much. We'll go into the reasons later.

Delaying Growth

An industry which simply puts people to work at subsistence levels cannot be looked upon as really contributing to the economic advancement of the area in which it locates. Such an industry might well be delaying the growth of an area by deferring an out-migration which should have been permitted to occur.

So it is not true that just "getting more jobs" through industrial location is going to cause an increase in per capita income of the people. The important thing is the kind of job and what it pays.

It should be of interest to you to know that there appears to be a very high correlation between construction expenditures in a state and per capita income. For example, figures supplied by the F. W. Dodge Company show that in 1960 Louisiana, which had the highest per capita income of the five states, had the highest amount of construction expenditures per capita, while Mississippi ranked at the bottom in both cases.

Industrially, these five states are hampered by relatively low population densities and low per capita incomes—the two main components of a market. This will prevent any important development of market-based industries during the next several years. Nothing that any of our state governments or industrial development commissions do will essentially change that picture in the near future.

By contrast, the Northeastern states of the U. S. have both factors which make for a market working for them. New Jersey, for example, had 807 persons per square mile in 1960, and its neighbor, New York, had a per capita income of 27 per cent above the national average. In our five states, Tennessee had the greatest population density with only 85 persons per square mile, and Louisiana, the richest of our five states, had a per capita income 27 per cent below the national average.

Reappraise Resources

The states will gain the most mileage by seeking to develop those industries which will best utilize their natural resources. . . . To determine this the people of each state should make a reappraisal of local resources.

But there is one resource about which I can give you some answers today, and

I believe it is the key resource available to all of us. That is the human resource. In each of our five states we must admit we have done a pitifully poor job of developing this resource. Intellectually we are poverty-stricken. Listen to these rankings of our five states compared to the nation as a whole, as reported by the National Education Association in its *Rankings of the States, 1961*:

1. Median School Years Completed by Persons 25 Years of Age and Older, 1950

Rank	State	Years
43.	Tennessee	8.4
44.	Arkansas	8.3
45.	Mississippi	8.1
46.	Alabama	7.9
49.	Louisiana	7.6
U. S. Median		9.3
Top state (Utah)		12.0

2. Percent of Population 25 Years of Age and Older with Less than Five Years of Schooling, 1950

Rank	State	Per Cent
42.	Tennessee	18.3
43.	Arkansas	19.8
45.	Alabama	22.6
48.	Mississippi	25.2
50.	Louisiana	28.7
U. S. Median		11.0
Top state (Iowa)		3.9

3. Per Cent of Population 25 Years Old and Older with at Least Four Years of College, 1950

Rank	State	Per Cent
42.	Louisiana	4.7
46.	Tennessee	4.1
48.	Mississippi	3.8
49.	Alabama	3.6
50	Arkansas	3.1
U. S. Median		6.0
Top state (California)		8.1

4. Per Cent of Selective Service Registrants Failing the Mental Test, 1959

Rank	State	Per Cent
40.	Tennessee	29.6
46.	Arkansas	43.8
47.	Alabama	45.0
48.	Louisiana	50.0
49.	Mississippi	53.4
U. S. Median		24.7
Top state (Iowa)		5.6

5. Per Cent of Population 14 Years Old and Older Unable to Read and Write, 1950

Rank	State	Per Cent
37.	Tennessee	4.7
39.	Arkansas	5.0
42.	Alabama	6.2
46.	Mississippi	7.1
48.	Louisiana	9.8
U. S. Median		3.2
Top state (Iowa)		0.9

(Continued on Page 14)

NEWS, NOTES, QUOTES

AIA-EJC MEETING

Architects and engineers throughout the country are looking to Louisiana in hopes that local collaboration between the two professions can be successful. The above message was given to members of the AIA-Engineers Joint Council by National Chairman William Bailey



Smith at a meeting of the group in New Orleans on January 8.

The national committee met with a

sub-committee set up in New Orleans by the AIA to determine what progress in liaison might be experienced on the local level and particularly on the state level.

The LAA-Engineers Liaison Committee met recently with representatives of the Louisiana Engineering Society and the Gulf Institute of Consulting Engineers to work for mutual betterment of the two professions. Future meetings are planned.

AIA members on the Council are Smith, formerly a Baton Rouge architect now with Edward Stone's firm in New York; Jimmy Wolf, New Orleans; Kenneth C. Black, FAIA, Lansing, Michigan; and C. Day Woodford, president of the Los Angeles AIA Chapter. Chairman of the Engineers Section is John F. Hennesy, consulting engineer of New York.

The meeting was held at the Royal Orleans.

LAA BOARD COMPOSITION

A great many LAA members do not realize that the composition of the state association's board membership is solely a chapter privilege. The seven chapter presidents are automatically on the board. Chapters with more than 30 corporate members elect one additional person to

serve on the board for each additional 30 corporate members or fraction thereof. The officers complete the membership, and they are elected at the annual meeting by delegates from the various chapters.

The 1962 board membership is as follows:

OFFICERS:

M. Wayne Stoffle President
Joseph M. Brocato First Veep
Marshall H. Walker Second Veep
W. R. Brockway Secy.-Treas.
W. J. Evans Immed. Past Pres.

CHAPTER PRESIDENTS:

Kenneth C. Landry Baton Rouge
Walter Price Central Louisiana
Murvan Maxwell New Orleans
Lon Heuer Monroe
Pierce Meleton Shreveport
Manny Veltin South Louisiana
John Gabriel Southwest Louisiana

ADDITIONAL REPRESENTATIVES:

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Carl L. Olschner New Orleans
F. V. von Osthoff New Orleans
August Perez, III New Orleans
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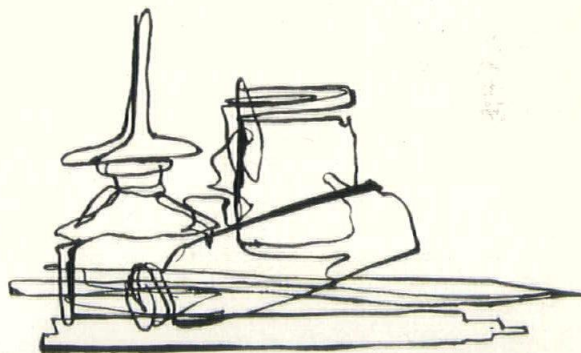
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NEWS, NOTES, QUOTES

PUBLIC RELATIONS PLUS

Since 1954, the Shreveport Chapter has been conducting an annual Awards Program. A person with outstanding skill in his trade is presented the Craftsmanship Award, and the individual responsible for the most outstanding presentation of an architectural subject is given the Journalism Award.

At the recent program, two new awards were instituted — one for Architectural Photography and the other is the Allied Arts Award.

In addition to recognition of good work, the Awards Program adds up to lagniappe in volumes of publicity, good will and public education. It's a good blueprint for other public relations minded Chapters.

Very often the architect is accused of being a poor citizen. The Awards Program paints a good public image for the Shreveport Chapter and its members. Let's have more of it.



FOUR PERSONS were honored recently by the Shreveport Chapter for outstanding contributions relating to architecture in their fields. Lester C. Haas (left) is chairman of the Awards, Scholarships and Allied Arts Committee of the Chapter. Receiving awards were (left to right) Miss Toni Sherman of the Shreveport Times staff for journalism; Thurmon C. Smith, Alexander-Smith Photography, for photography; sculptor Arthur Morgan for allied arts, and George D. Reardon, construction superintendent for Robert Neff Construction Co., for craftsmanship skill.

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NEWS, NOTES, QUOTES

EMPLOYMENT REFERENCE PROGRAM

Slightly over a year ago, the LAA instituted a reference program for member firms needing help and individuals seeking employment. Situations were listed each month in the Association newsletter, *THE BLUEPRINT*.

At first, there were more individuals looking for employment than firms wanting people. Now the trend has reversed itself. The file of employment seekers is exhausted.

The program has flourished to neighboring states. Calls and letters come from Mobile, Little Rock, Memphis, etc. At present, the firm of Walk Jones, Jr. in Memphis, is looking for help.

If anyone within the reach of LOUISIANA is interested in work, feel free to take advantage of this program. Notify LAA, and you might find that someone in your area is looking for your talents. Firms are also invited to participate.

Should this effort continue to grow, a section in LOUISIANA ARCHITECT might be devoted to listing situations each month. Incidentally, the service is GRATIS!

REGIONAL DIRECTOR TO VISIT CHAPTERS

Bert Brush will tour the state of Louisiana in mid-February to visit with the seven AIA Chapters in the LAA. His tentative schedule is as follows:

February 19—Noon	Shreveport
Evening	Monroe
February 20—Noon	Alexandria
Evening	New Orleans
February 21—Noon	Lake Charles
Evening	Lafayette
February 22—Evening	Baton Rouge

Lory Smith, chairman of arrangements, requests that you please contribute your efforts and self to assure good attendance at your chapter meeting. This is Bert's final official visit. Show your gratitude for three years of selfless service with your presence.

frank lotz miller, a.p.a.

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WORD FROM THE 1962 REGIONAL CONFERENCE CHAIRMAN

245 East New Street
Kingsport, Tennessee
December 18, 1961

Mr. Myron Tassin, Executive Director
Louisiana Architects Association
Capitol House Hotel
Baton Rouge, Louisiana

Dear Myron:

I appreciate your letter of December 15, 1961. I attended a meeting with Dean Hill and Ray Martin in Memphis on December 12, 1961. We spent most of the day making tentative plans for our 1962 Convention. A proposed list of Committee Chairman was completed and as soon as I receive from these men an expression of their willingness to work, I will send you their names. We agreed upon a four day trip to Nassau, leaving from Jacksonville, Florida.

I met in Nashville on December 14 with Bert Brush, our Regional Director and Jack Sloan, Vice President of Caribbean Cruise Lines. This meeting lasted from 10:00 A.M. to 6:30 P.M. We tried to cover every detail. Caribbean Cruise Lines has been appointed our official transportation agent. At present, it looks like we are going to sail sometime around the end of October. The cost of this four day Cruise will start at around \$115.00 per person, depending upon accommodations desired. Can you imagine that the cost of accommodations includes meals, exotic entertainment, and four never to be forgotten days and nights. This is more than a convention—we are giving our membership the opportunity to combine their vacation and convention costs into a reasonable package deal. Yes Myron, we are working hard and hope to have the most successful convention in the history of the Gulf States Region. Please ask the Presidents of your Societies and Chapters to appoint an active member to promote the Greatest Convention yet, and too think how many domestic misunderstandings will fade in the moonlight on the upper deck—"provided of course that the girl in your arms is your own wife."

Merry Christmas and a Happy New Year.

Sincerely,

Milton P. Robelot, General Chairman
1962 Gulf States Regional Convention

REGIONAL GROWTH FACTORS...

(Continued from Page 10)

6. Estimated Current Expenditures for Schools Per Pupil in ADA, 1960-61

Rank	State	Dollars
25.	Louisiana	379.00
44.	Arkansas	242.48
47.	Tennessee	228.00
48.	Mississippi	225.86
50.	Alabama	217.00
Average (5 states)		258.47
U. S. Median		390.00
Top state (Alaska and New York)		585.00

Louisiana spends 65% more per child in its public schools than do the other four states, and Louisiana people are not that much wealthier.

Our concern is with education at all levels, not just elementary and secondary. The Woodrow Wilson National Fellowship Foundation in recent years has awarded something over 5,000 fellowships to finance the full cost of graduate training for really top college graduates in the nation. Hundreds of these have come from our Southern colleges and universities. Yet only 17 have chosen to take their graduate training in any of the state institutions of Louisiana, Arkansas, Mississippi, Alabama, Tennessee, Georgia, Florida, and South Carolina. President Joel L. Fletcher of the University of Southwestern Louisiana, commenting on this fact, has pointed out that more than one hundred of these graduates have come from Louisiana, but only two from anywhere in the nation have chosen a publicly supported college of Louisiana for graduate training. He said further "when the time came for their graduate training, they made the hard-headed, deliberate choice and left the South—most of them never to return." This is not a good reflection on our colleges. This is the kind of loss the South cannot afford.

A report of the U. S. Department of Health, Education and Welfare shows that in 1957-58 all the private and public colleges and universities in our five states graduated a total of 254 persons with subject matter doctorate degrees. California with close to the same population as our five states produced 882 doctorates in the same year. Illinois with only two-thirds the population of our area produced three times as many doctorates as our states did. Tennessee led the five states with 130, while Mississippi trailed with six.

Not only have we lost economically because our people have been poorly educated, but we have limited brain power to produce the leadership, the inventiveness, the creativeness that will develop our natural resources to their optimum utilization. Further, we have through our

negligence toward public education fostered vast numbers of dependent or marginally productive people in our states. This lack of a good education will haunt us more in the years ahead than it has in the past because of the growing requirement for higher and higher skills and the more rapid obsolescence of present skills. If a person is not trained sufficiently to be versatile enough to move from one job to another as obsolescence demands, then he will be added to the growing number of unemployables and become dependent on society.

The records of the public welfare departments show the high correlation between dependency and low educational attainment. Louisiana, where 29 per cent of the population over 25 years of age in 1950 were classed as functionally illiterate (fifth grade education or less) had just under eight per cent of its total population on the welfare public assistance rolls. The same picture prevails for the other four states, varying only by degree. By contrast, over the nation, where 11 per cent of the adults were classed as functionally illiterate, less than four per cent of the population were on welfare. Not only are these dependent persons not contributing to the economic advancement of the state, they are additionally utilizing a large amount of the productive efforts of others.

Studies abound showing a high correlation between educational attainment and economic advancement of individuals. It stands to reason that by lifting the educational attainment of our people we will be making the most important contribution that can be made toward the economic well-being of our people. Well-educated, well-trained, highly-skilled, versatile individuals are seldom listed among the unemployed. Even if they become unemployed they are more capable of moving to other areas of the country where employment may be found. In either event, training is the key to success.

Pressure on Politicians

There is another important result of a well-educated population in a state. Where there are great numbers of illiterate, and therefore economically deprived people, the pressure on politicians to provide help with the groceries, hospital care, and the doctor bill is much greater. Louisiana is a good example of this. With the greatest percentage of its adult population classed as illiterate, Louisiana today is not outdone by any state in the liberality of its welfare program, its charity hospital program, free lunch program or school transportation program. These people who make up a very large segment of the electorate have pleaded for the economic handout and their pleas have been answered. This year about \$250 million of Louisiana's total state budget

of some \$865 million will go for programs of the welfare type. If the population were better equipped to fend for itself, it would not have to make such demands on the government. This would leave more money for the governmental programs which make a more constructive contribution to the economy.

Another important result of a more educated people will be in the stability of government. When vast numbers of illiterates and near illiterates have a major voice in electing those who make the policies of government, we can expect that the policies will be more erratic and less well conceived. This can only raise doubts in the minds of industrialists and others who might otherwise consider a state for investment.

I have gone to rather great lengths to try to make a single point. That the best single thing all of us can do to develop our states economically is to develop our human resources to their highest potential. We can do a lot to improve this factor in developing our economy, whereas we can do much less to develop any other factor. We must assess the other resources we have and then set about developing them to their optimum utilization—and this we will probably never do until we first develop an intellectually strong population.

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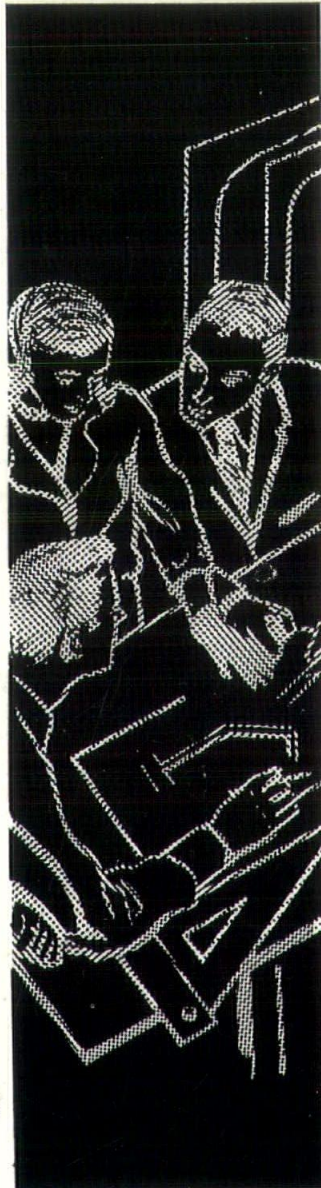
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