

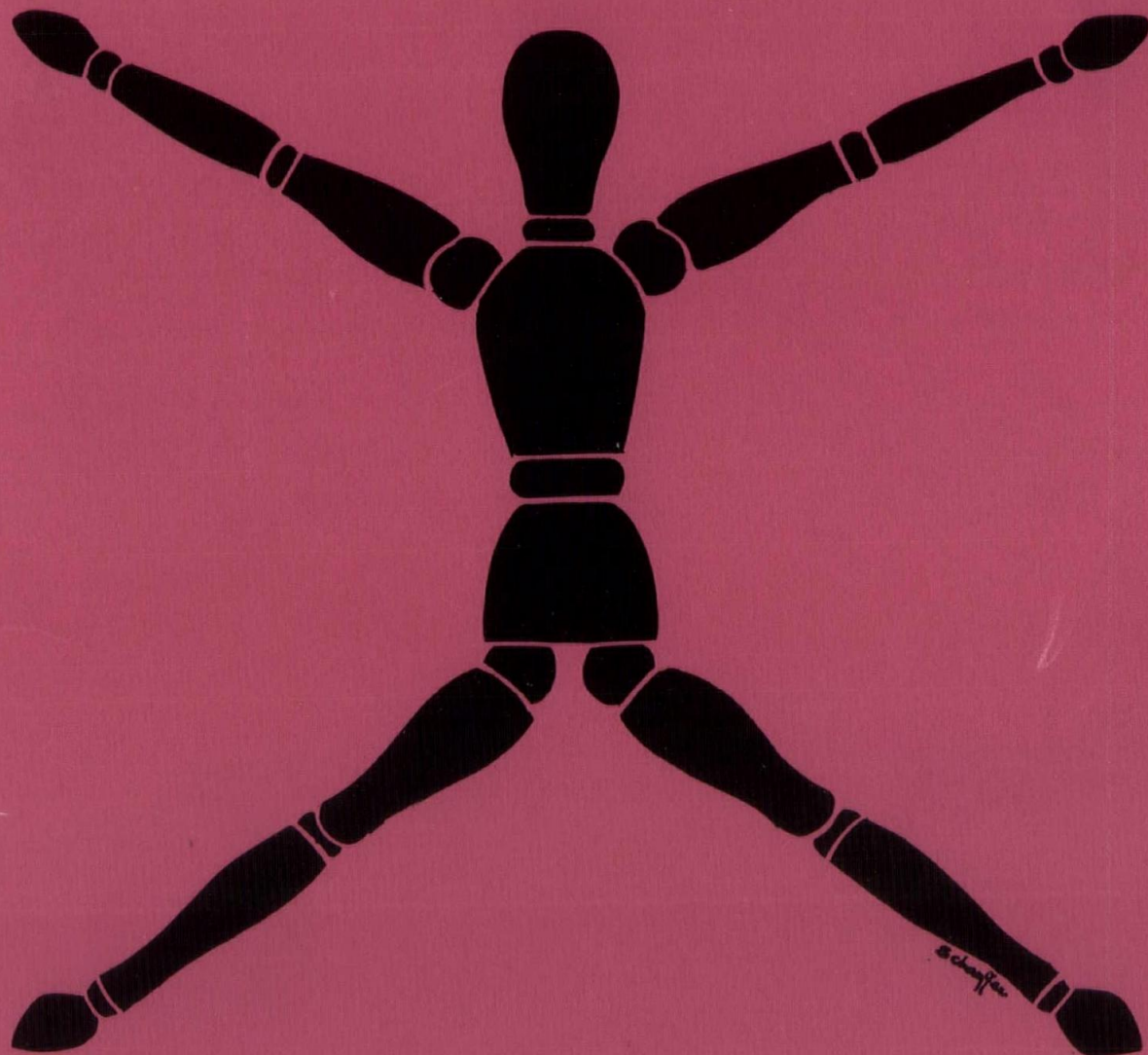
C-2

LOUISIANA ARCHITECT

FEBRUARY

1963

AMERICAN INSTITUTE
OF
ARCHITECTS
FEB 21 1963
LIBRARY



OFFICIAL PUBLICATION OF THE LOUISIANA ARCHITECTS ASSOCIATION

S SEE US IN SWEET'S CATALOG

17a
Mi
MIAMI WINDOW CORPORATION



wherever better windows are specified.....



MIAMI WINDOW CORPORATION

A1A 16E

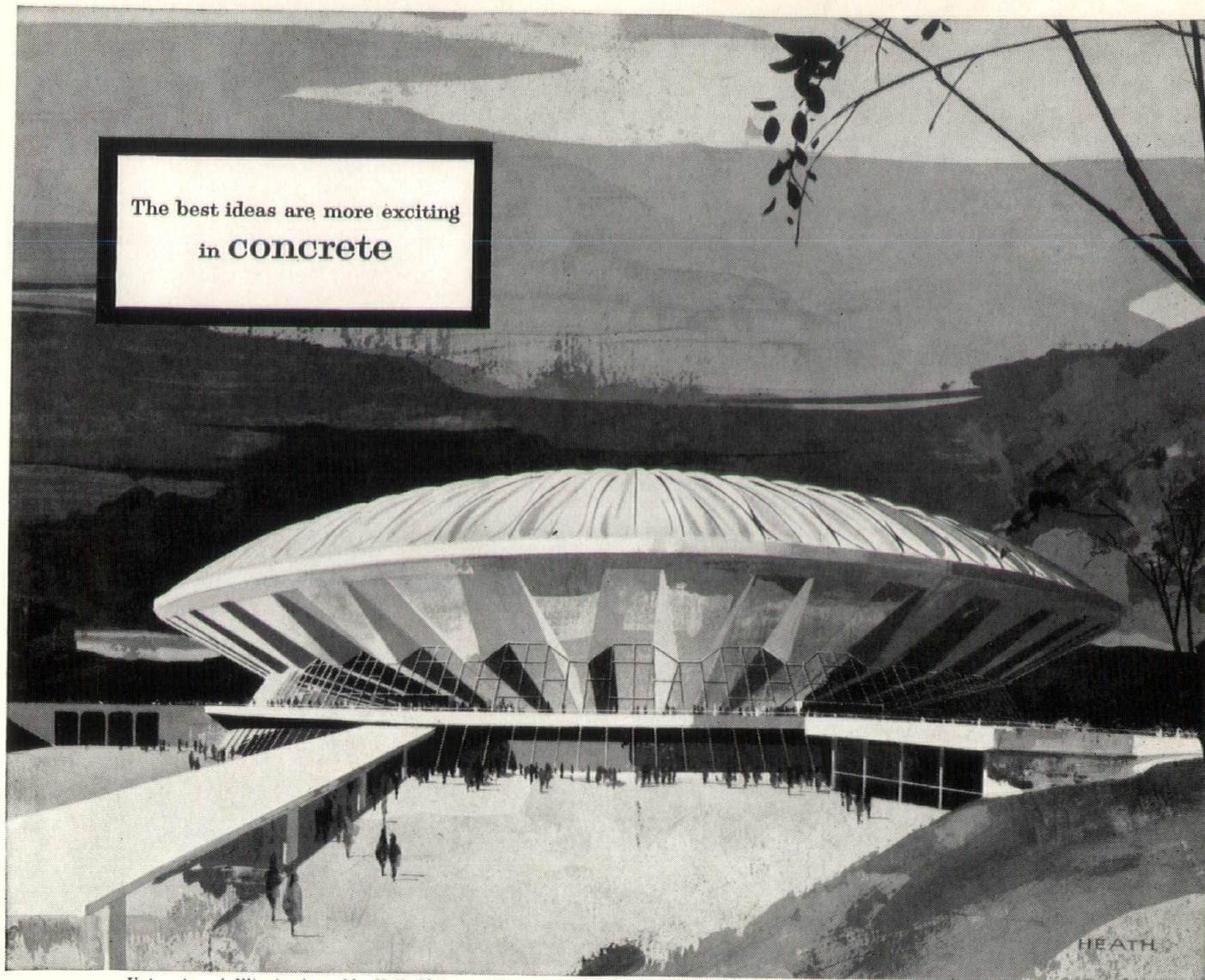
WINDOW SHOPPING?

THE 'PANE-LESS' WAY IS TO BROWSE THROUGH OUR NEW CATALOGUE... A FULL LINE OF AWNING AND PROJECTED WINDOWS FOR EVERY INSTITUTIONAL, COMMERCIAL AND RESIDENTIAL USE. IT'S THE MOST COMPLETE LINE OF FENESTRATION PRODUCTS—AND IT'S THE BEST! EVERY WINDOW—WHETHER IT'S COMMODITY OR MODULAR, TUBULAR, MONUMENTAL, DELUXE, STANDARD, OR WHATEVER SERIES YOU SPECIFY—IS TIME-TESTED PROOF OF THE SOUNDEST FENESTRATION ENGINEERING. IF YOU'RE DOING ANY WINDOW SHOPPING, WRITE FOR OUR NEW CATALOGUE... OR LET ONE OF OUR QUALIFIED SALES ENGINEERS MAKE A PRODUCT PRESENTATION. IT'S SOMETHING TO LOOK INTO!

IT'S NOT A MIAMI WINDOW UNLESS IT'S MADE BY... **MIAMI WINDOW CORPORATION**
P.O. BOX 48-877, INTERNATIONAL AIRPORT BRANCH, MIAMI, FLORIDA



The best ideas are more exciting
in **concrete**



University of Illinois Assembly Hall, Urbana, Illinois. Architects: Harrison & Abramovitz, New York. Structural Engineers: Ammann & Whitney, New York. Mechanical-Electrical Engineers: Syska & Hennessy, Inc., New York. University Architect: Ernest L. Stouffer. General Contractor: Felmley-Dickerson, Urbana, Illinois.

“Floating saucer” of folded concrete roofs 3 acres

Free of supporting columns, the roof of the new University of Illinois Assembly Hall will seem to “float” over the spectators. This is the world’s largest concrete dome, 400 feet across and weighing 5,000 tons. It is borne entirely by a peripheral ring of prestressed concrete resting on 48 concrete buttresses.

There’s an unobstructed view from every seat in the house for sports events. Seating arrangements and staging are readily adaptable for theatricals and concerts. For insulation and acoustical control, the underside of the roof will be lined with cement-wood fiber panels.

The use of concrete to effect such architectural and engineering achievements is seen more and more today. Everywhere architects are turning to versatile concrete to create designs of outstanding beauty and functionality.

PORTLAND CEMENT ASSOCIATION
A national organization to improve and extend the uses of concrete

611 Gravier Street, New Orleans 12, Louisiana

LOUISIANA ARCHITECT

OFFICIAL JOURNAL OF THE
LOUISIANA ARCHITECTS ASSN.

VOLUME 2 NUMBER 4 1963

THE LOUISIANA ARCHITECT, Official Journal of the Louisiana Architects Association of the American Institute of Architects, is owned by the Louisiana Architects Association, not for profit, and is published monthly, Suite 200, Capitol House Hotel, Baton Rouge, La., telephone DI 8-4331. Editorial contributions are welcomed but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Louisiana Architects Association. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to the LOUISIANA ARCHITECT for prior use.

... Advertisements of products, materials and services adaptable for use in Louisiana are welcome, but mention of names or use of illustrations of such materials and products in either editorial or advertising columns does not constitute endorsement by the Louisiana Architects Association. Advertising material must conform to standards of this publication, and the right is reserved to reject such material because of arrangement, copy, or illustrations.

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.

Cover Art—John H. Schaeffer

LAA OFFICERS — 1963

Joseph M. Brocato, President •
Murvan M. Maxwell, 1st Vice-President • David L. Perkins, 2nd Vice-President • Clifton C. Lasseigne, Secretary-Treasurer

DIRECTORS—John L. Webb • John A. Bani • C. Henry Wells • William E. Bergman • F. V. von Osthoff • August Perez III • Carl L. Olschner • Robert E. Middleton • Ralph Kiper • Walter E. Price • Hal N. Perkins • John M. Gabriel • M. Wayne Stoffle, Immediate Past President • • Myron Tassin, Executive Director

IN THIS ISSUE

Politics — An Honorable Profession	5
What Does Professionalism Mean to the Architect and to the Client?	6
What's So Good about the Old Buildings in New Orleans?	7
Travel, Entertainment and Gift Expense Reach the New Frontier	8
News, Notes, Quotes	12

THIS MONTH'S COVER: Can you guess what Artist John Schaeffer has in mind? The first one to guess right will receive, absolutely free, one annual subscription of Louisiana Architect magazine.

POLITICS -- AN HONORABLE PROFESSION

Just completed an eye-opening course in practical politics. We recommend highly this capsule look at: The Individual in Politics; Party Organization; The Precinct; the Campaign; Political Clubs; The Political Leader's Problems; Meetings, and Businessmen (Professional Men) in Politics. The course was sponsored by the Association of Louisiana Chambers of Commerce.

As was expected, we were firmly convinced that participation on the part of businessmen and professionals is long overdue. Reason for their abstinence is their image of "politics as a dishonorable profession." One of the axioms of the course, however, is that politics is an honorable profession whose respectability or lack of it is related directly to the degree of public participation. The profession becomes dishonorable only when public apathy permits the unethical practitioner to run rampant.

Meade Alcorn, former chairman of the Republican National Committee, said, "Whatever other interests the business community may have, the one big interest it has is the same as that of all American Citizens—good government. Politics is the business of everybody, including businessmen."

Former Democratic National Committee Chairman Paul M. Butler put it this way: "I say, with the strongest possible conviction, that businessmen belong in politics."

We think former president Eisenhower said it best, "Politics ought to be the part-time profession of every citizen." We fervently hope that politics will soon become the part-time profession of every professional.

This wish has been expressed countless times lately and perhaps it is fruitless to do so again. However, if repetition will move a few architects to action, repetition will continue.

Where to start? Call your Chamber of Commerce about the Action Courses in Practical Politics. Your interest may do much to insure honor in politics. For a businessman to say he isn't interested in politics is like a drowning man proclaiming he isn't interested in water . . . he's in it . . . and had better begin to swim if he is to survive!

BY MYRON TASSIN

What Does Professionalism Mean to the Architect and to the Client?

**Earl L. Mathes, Secretary, National Council
of Architectural Registration Boards;
Partner, Mathes & Bergman, New Or-
leans, La.**

Architectural Professionalism to the Client means that the individual Architect can and will approach his design problem with a degree of competent craftsmanship to assure a solution employing the best factors of technology, economics, and above all, aesthetics.

Professionalism to the Architect sets up standards whereby the individual Architect has a high regard for his profession, a strong devotion to his work and a deep enthusiasm to problems of design that strengthen his resistance to the competitive aspect that would tend to cheapen or distort the final overall design outcome. Basically, "Architectural Professionalism" means SINCERITY.

* * *

**W. J. Evans, Past President, Louisiana Ar-
chitects Assn.; Firm of W. J. Evans,
Baton Rouge, La.**

Professionalism is the mark of a man who has become educated, trained, and experienced in the art of serving others rather than himself. The architect is such a man. He assumes legal and moral responsibilities requiring of him the highest level of integrity, judgment, and business ability. To the architect, professionalism means that he has undertaken a sacred trust to design and construct buildings that are attractive, efficient, safe, sound, and economical.

To the client, professionalism should mean confidence, reliability, security, and satis-

faction. When professionalism results in profit for the client, as it inevitably will, it is because he has wisely chosen to take advantage of the experience and attitude of the professional.

* * *

**David L. Perkins, Second Vice President,
Louisiana Architects Assn., Firm of
David L. Perkins, Lafayette, La.**

I would like to answer the question as posed from an opposite viewpoint:

Recently it was my privilege to look behind the scenes in a large, fast-growing city in another state. It was my observation that the absence of professionalism was in the process of creating complete chaos. The architects, engineers and developers were operating with little professional approach. In most instances, the services offered or required were of a partial nature and at a sub-standard fee. The net result was poorly designed and constructed buildings for the community, which will be the city's slums of the future. Due to this breakdown of understanding and communications between the profession and the public, almost all new work of any consequence is being assigned to "out-of-city" firms.

Who has lost in this situation? I would say all that are involved. The profession has lost its prestige in failing to perform its total function; the client has lost by not utilizing complete professional counsel; the community has lost by the presence of ill-conceived buildings. The situation must be corrected and it must come from the profession, in the form of excellence in practice and education of the public as to the importance of such practice.

What's So Good About the Old Buildings In New Orleans?

By I. WILLIAM RICCIUTI
Chairman, Vieux Carré Commission

In New Orleans we do a lot of bragging about our "quaint" architecture. Perhaps if the question were put to us bluntly, we might flounder a bit in explaining and maybe even be assailed by some personal doubts. But, if we take the time to look and think a little about it, we'll be able to say definitely that no, it isn't all good, but that part which *is* good, is *very, very* good.

Good architecture, authorities from the most conservative historian to the most rambunctious modern will agree, depends on the efficient fulfillment of the requirements of living as dictated by climate, topography, and the social customs and cultural tastes of the times. New Orleanians were acutely conscious one hundred and fifty years ago, as they are today, of the long summers, the moist breezes, the hot sun, and the torrential rains. They knew that to build they had to conquer the unstable swamp on which they lived. Too, the exigencies of their colonial life made it necessary to develop whatever local materials were available. And, for the most part, they also knew how to live well, joyously, and graciously—at least those who could afford to did.

Look How They Built

To keep from sweltering, look how they built; look at the heavy walled buildings in the Vieux Carré and see for yourself how excellently the houses of 150 years ago made living pleasant and cool. Courtyards shaded by high brick walls and wide spreading palm and banana leaves, cooling drafts through lofty arched carriage drives, wide fan windows admitting river breezes through broad halls and high ceilinged rooms, long "galleries" shielding from the intense glare, thick brick walls excluding the heat of the street and retaining the coolness of the night—everything was calculated to cool and refresh, down to the small cast iron fountain splashing pleasantly in the courtyard under the shade of the oleander and camphor trees.

Damp ground? The solution to one phase of the problem gave birth to a truly indigenous development—the New Orleans raised house. The water soaked condition of the soil made the building of subsurface basements a highly impractical procedure. So, the whole house was raised to allow room for a "basement" above ground level. The oldest existing building in the Mississippi Valley, Madame Jean's Legacy, on Dumaine Street, is an interesting example of such a "raised house," and there are many other old buildings still standing today in every section of the city

built in the same way. As a matter of fact, New Orleanians occasionally still build that way.

About frequent rains? One need only walk, snug and dry, under the wide projecting eaves and galleries in a French Quarter street during a shower to be convinced that the old boys must have known what they were doing. And remember, too, that under such projections windows don't have to be closed when it rains.

Indigenous Look

As to the use of local materials, they cut the cypress trees around them, they baked their own brick, beat out their own hardware, and concocted their mortar from the clam shells in the nearby bayous. How could a building look anything but indigenous when its very substance was of the things around it?

We architects often plan the living portions of houses to open onto the privacy of the gardens behind them. New Orleanians of an earlier vintage thought about that long ago when they presented an aloof front to the street while living informally and graciously in their courtyards to the rear.

The wealthy New Orleanian of that day was a discriminating, gracious, and cultured individual given to easy formality in his social life. He was a turner of pretty phrases, and a connoisseur of good things; his wife and daughters curtsied and minueted, his sons sipped wine, bowed, and duelled for their honor. Just look, then, at the interiors of the houses they lived in—the gracefully winding staircases, the delicately modeled mouldings, the lovely mantels, each expressing a culture and graciousness. Could there be a better mirror of that bygone way of life?

Precepts Hold True

It's precisely this awareness of all the conditions in the lives of those who live and function inside buildings and the subsequent honest solution of the problems of contemporary living which transforms buildings into good architecture. These precepts hold true today just as they did long ago and as they will continue to do. Let's remember, it is not "style" that makes good architecture, it is the qualities of greatness in solutions that make good architecture. So if the question is asked you "What's so good about old buildings in New Orleans?" think for a moment of the way our forefathers lived, what they thought, what they must have been like, the realities they had to contend with. Reflect on how often they successfully licked their building problems, then answer the question.

BY ALVIN RUBIN LAA LEGAL COUNSEL

Taxpayers have long been afforded the right to deduct from their taxable income "ordinary and necessary" expenses. This included the right to deduct entertainment expenses, the cost of business gifts, and travel expense.

These expenses were indeed necessary to many businesses; however, some taxpayers were able to disguise personal benefits as business expenses and thus to secure an income tax deduction for items which should not have been deductible. The public became aware of what was called "expense account living." And the Treasury Department repeatedly urged Congress to curtail the widespread abuses which it claimed were a result of the broad judicial interpretation of what was "ordinary and necessary." The Treasury Department contended that it was losing revenue and that, in addition, public confidence in the income tax system was being undermined.

As a result, in 1962 Congress enacted Section 274 of the Internal Revenue Code. This Section imposes new requirements for the deductibility of entertainment and related expenses, in addition to the "ordinary and necessary" test and other earlier requirements. These new rules may impose a substantial increase in the tax burden of the self-employed professional man who is prevented from advertising by professional ethics and who has found it economically important to entertain clients or to belong to clubs where he could meet prospective clients. Many expenses which were formerly deductible will no longer be allowed as deductions for income tax purposes. Those expenses which are still deductible must be accounted for in much greater detail. The new rules took effect on January 1, 1963. It is important that you be familiar with them and adjust your office procedures to be certain that inadequate record keeping will not cause you to lose any tax benefits which the law still allows.

OUT—WHICH IN INCOME TAX MEANS DISALLOWED

1. *No deduction will be allowed for the cost of entertainment, amusement, or recreation unless it is "directly related to the active conduct of a trade or business" or otherwise specifically allowed by law.*

This means that the expense of taking clients to night clubs, restaurants, social clubs, theaters, sporting events, hunting or fishing trips, and like affairs will be disallowed unless the taxpayer can show that this particular entertainment was directly related to his business. However, entertainment expenses directly before or after a substantial and bona fide business discussion will not be disallowed even though they were not "directly related" to the taxpayer's business.

Example (1): If you spend the afternoon discussing a building project with a client, you may deduct the cost of taking him to dinner afterward. You may also deduct the cost of taking him and his wife to a night club after the meeting. Or, if you plan to meet with out-of-town guests, you may deduct the cost of entertaining them and their wives on the evening before the meeting.

Example (2): You probably cannot deduct the cost of tickets for your client and his wife to attend the LSU-Ole Miss football game unless this is directly after a business meeting.

Example (3): You probably cannot deduct the expense of entertaining prospective clients to build good will.

The new requirement is intended to make the taxpayer show a closer relationship between the expenditures and his trade or business than was previously required. Some tax experts think that the new criterion may not be much more difficult than the requirements of the old law. But it is the opinion of most practitioners that the new test, coupled with strict enforcement procedures, will dictate substantial changes in the enforcement of the law.

The Senate Finance Committee Report on the new law states that expenses incurred to promote good will will be disallowed where the amount of good will generated by a particular expense is vague or where the possibility of its resulting in the production of income is remote.

2. *No deduction will be allowed for expenses incurred with respect to an entertainment facility unless it is used primarily for the furtherance of the taxpayer's business and its use is directly related to the active conduct of his business.*

The term "entertainment facility" includes boats, airplanes,

Travel, Entertainment, and Gift Expense REACH THE NEW FRONTIER

automobiles, apartments, hunting lodges, fishing camps, swimming pools, and other places or equipment normally used for entertainment. A facility used less than 50% for business purposes is likely to be considered not used primarily to further the taxpayer's business and, if so, *no part* of its expense will be deductible.

Example (1): If you have a fishing camp which you use 40% of the time to entertain clients and 60% of the time for personal purposes, *no* deduction is allowed. If you use the camp 75% of the time for entertaining clients, and if such entertainment is directly related to your business, then 75% of the maintenance expense of the camp (including depreciation) is deductible.

Example (2): If you use your car 20% for business use and 80% for personal use, no part of your automobile expense may be deductible.

Example (3): Even if you use your automobile primarily for business purposes, that part of the mileage registered going from home to your office, and from your office to your home will be considered personal expense and this portion of the use will be disallowed.

3. *No deduction will be allowed for any entertainment expense*

which is lavish or extravagant under the circumstances in which it is incurred.

This is what the Senate Finance Committee says, although the new law includes no express provision to this effect.

4. *No deduction will be allowed for club dues or fees paid to any social, athletic or sporting club or organization unless the club is used primarily for business purposes.*

More Than 50%

Remember "primarily" means more than 50% of the time. If you visit your country club 50 times a year, you must be able to show that at least 26 visits were with clients or prospective clients before you can deduct any of the dues. If you show that 30 visits were with clients, then you can deduct 60% of the dues. If only 20 visits were with clients, no part of the dues would be deductible.

Civic organizations, such as Rotary, Kiwanis, or Lions Clubs, and professional groups, like the A.I.A., are not considered social clubs, and, therefore, are not covered by the new rules.

5. *Deductions for business gifts will be limited.*

You may not deduct gifts amounting to more than \$25.00 per individual per year.



Safe and sound... the pressure-treated wood products of ACW

- *Top-quality materials* are carefully selected and seasoned.
 - *Proper penetration* of chemical preservatives is insured by ACW pressure equipment. Every step of manufacture is quality controlled.
 - *Quickest delivery* from any of ACW's five plants. We maintain large inventories of standard items...or make to your specifications.
- Poles, piling, crossties, crossarms, fence posts, lumber—pressure-treated with creosote, creosote-coal tar or pentachlorophenol.

AMERICAN CREOSOTE WORKS, INC.

"Built on 61 Years' Experience"

PLANTS AT SLIDELL, LA... WINNFIELD, LA...
LOUISVILLE, MISS... JACKSON, TENN...
PENSACOLA, FLA.

WRITE, WIRE OR CALL—SALES OFFICES:

New Orleans, La. University 1-1455	Jackson, Tenn. 7-8561	Pensacola, Fla. HEmlock 8-4629
Chicago, Ill. TAIcote 5-6432	Houston, Texas MAdison 3-3943	Tulsa, Okla. LUther 2-9536

6. Deductions for travel expense will be limited if part of the trip is spent on personal purposes.

No Change in Old Law

If a trip does not take longer than a week, or if the time spent for personal reasons on the trip is less than 25% of the total time away from home, there is no change in the old law. If the trip takes more than seven days, then the expenses must be allocated based on the time spent in personal purposes and the time spent on business purposes, and only the business part of the expense is deductible, unless the time spent in personal activities is less than 25% of the time spent on the trip.

Example (1): You go to the A.I.A. convention in New York by air. You spend one day going up, two days on business, two days sight-seeing, and one day returning. Since your trip was primarily for business and took less than seven days, all your expenses are deductible.

Example (2): You go to the A.I.A. convention in San Francisco by air. You spend one day going, four days at the convention, three days at Yosemite Park, and one day returning. Since your trip was primarily for business, part of the expense is deductible. However, since the trip took nine days and three days were spent on personal activities, you may deduct only two-thirds of the expense.

Example (3): You go to Los Angeles on business for a client. You spend one day going, five days in Los Angeles on business, one day in Las Vegas entertaining yourself, and one day returning. Since your personal activities occupied less than 25%

of the time spent on the trip, all of the expenses are deductible.

If you are taking a business trip with some time set aside for pleasure, you may therefore be able to save taxes by (1) keeping the trip time down to seven days or less; or (2) if the trip takes more than seven days, spending more than three-fourths of your time on business affairs. *If you expect to deduct all or part of your expenses on the trip, keep a diary of your activities, business and personal.*

IN—MORE RECORD KEEPING

The new law prohibits any deduction for travel expense, entertainment or gifts unless you can substantiate your deduction by adequate records or other evidence aside from your own statement. You must be able to show:

- (1) The amount of the expense you incurred.
- (2) The date and approximate time of the entertainment.
- (3) The place at which you entertained, its address, and a description of the entertainment (unless this is apparent from the name of the place).
- (4) The business purpose of the expense and the nature of the business benefit which you expected to gain.
- (5) The business relationship to you of the person whom you entertained or to whom you gave a gift.

If you claim a deduction for entertainment directly preceding or following a business discussion, you must be able to show in addition:

- (1) The time, including date, hour, and duration of the business discussion.

BAKER *Built-Inns*

for: Hospitals
Dormitories
Schools
Nursing Homes

Our Planning and
research facilities
are at your disposal

BAKER MFG. CO.

Pineville, La.

HI 5-3601

S E R V I C E S

**R. J. Jones
& Sons**

General Contractors

P. O. Box 991
ALEXANDRIA, LA.
Phone HI 3-2531

Commercial and Residential
CONSTRUCTION CO., Inc.
Construction

TERRAL

Rannie Terral, Pres.
P. O. Box 338
FARMERVILLE, LA.
Phone 3121

*Wear Your
AIA Pin
Proudly!*

**ARCHITECTURAL
PHOTOGRAPHY**

DAVE GLEASON
163 Burgin Ave.
Baton Rouge, La.

DI 2-8989

- (2) The place at which it occurred.
- (3) The nature of the discussion.
- (4) The name and business relationship to you of each person who participated in the discussion.

If you give a business gift, you must be prepared to prove:

- (1) The cost of the gift.
- (2) The date of the gift.
- (3) A description of the gift.
- (4) The business purpose of the gift, including the business benefit you expected to derive from it.
- (5) The business relationship to you of the recipient of the gift.

The Secretary of the Treasury is engaged in preparing regulations which will spell out in detail what records you must keep. However, it is clear that you should be able to support your expenditures by receipts so far as possible. The following are a few precautions which you should follow:

- (1) Pay for your transportation by check or get a receipt.
- (2) Use a credit card or get a receipt for automobile expense.
- (3) Have your hotel bills listed in your firm name and keep the receipted bill. If your wife accompanies you, get two bills, one for the cost of the room (your cost) and a separate bill for the additional charge made for your wife's occupancy.
- (4) If you take a client out to dinner, either charge the meal or pay for it by check. Keep a record showing the data listed above.

- (5) Keep a full diary of your activities while on trips and a full record of your entertainment expense whether on trips or at home. In order to serve as a tax record, the diary should be kept contemporaneously, not based on entries made from memory. Your travel diary should include notes of the date and hour of departure and return, the total number of days away from home, and the number of days and hours spent on business at each destination; the name and location of each destination; and the business purpose and the business benefit which you expected to derive as the result of travel to each place.

- (6) If you must spend cash, note the cash expenditures, time, date, purpose and amount in your diary as incurred. For example:

January 10, 9:30 A.M., taxi from Hilton Hotel to John Jones' office—\$1.40

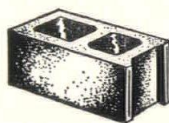
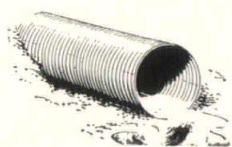
- (7) Get itemized receipts for every bill of \$25 or more.

Of course, all of this is going to be a lot of trouble. But if you expect to deduct your expenses and not have the deduction disallowed later, it is essential.

Purchase Vouchers or Diaries

You can purchase expense vouchers or expense diaries at any stationery store. Let your lawyer or accountant take a look at the one you propose to use before you start, and then be sure to keep your records accurately.

If you are interested in a further discussion of this subject, there are several publications available. One very good one is available from Commerce Clearing House, 4025 West Peterson Avenue, Chicago 46, Illinois, entitled "How to Handle Expense Accounts in 1963." It sells for \$1.50 per copy.



Serving Your Community . . .

TEXCRETE HIGH PRESSURE STEAM CURED BLOCKS • QUALITY CONTROLLED READY-MIXED CONCRETE • TEXCRETE MO-SAI • CORRUGATED METAL CULVERTS, PLAIN AND ASPHALT COATED • HOLIDAY HILL STONE • CONCRETE CULVERT, PLAIN AND REINFORCED

CENTRAL CULVERT CORPORATION

MAIN OFFICE: 600 DeSOTO ST. PHONE HI 2-7712
ALEXANDRIA, LOUISIANA

TEXCRETE COMPANY OF SHREVEPORT

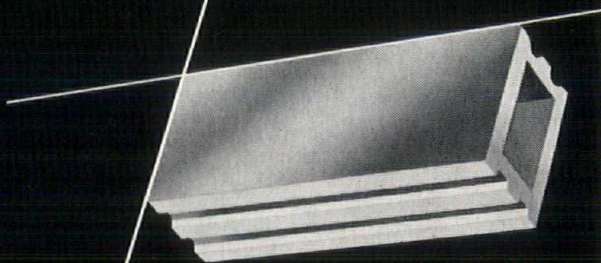
MAIN OFFICE: 1200 E. TEXAS ST. PHONE 422-0321
SHREVEPORT, LOUISIANA

TexCrete
CONCRETE BUILDING PRODUCTS

HOLIDAY HILL
STONE

The beautiful
difference of

SUPER SELECT SIZING...



at no difference in cost!

ACCURATILE^{REG.}

CERAMIC GLAZED STRUCTURAL TILE

Sizing no longer costs you extra money! • Specify Accuratile. You will get *sized* Grade SS (Super Select) tile, for the price of *unsized* Grade S. • Accuratile rekindles the pride of the craftsman in his work. He doesn't have to "fudge" the joints to compensate for wide dimensional differences. He creates walls with neater, straighter, beautifully slender lines of mortar. • Here's more of what makes Accuratile the finest ceramic glazed structural tile you can buy today, at any price: • **CHOICE OF 18 CONTEMPORARY TONES FOR UNLIMITED AESTHETIC EFFECTS** • **DELIVERED IN PROTECTIVE UNITIZED PACKAGES AT NO EXTRA COST** • **MADE BY NEW, AUTOMATED METHODS WITH MACHINE-MEASURED QUALITY CONTROLS.**

RAISE YOUR STANDARDS, BUT NOT YOUR COSTS. SEND TODAY
FOR THE FREE ACCURATILE BROCHURE.



ARKUTEX CERAMIC CORPORATION
BRAZIL, INDIANA

The progressive name in structural ceramics

NEWS, NOTES, QUOTES . . .

January 30, 1963

Mr. Myron Tassin
Executive Director
Louisiana Architectural Association
Suite 200, Capitol House Hotel
Baton Rouge, Louisiana

Dear Mr. Tassin:

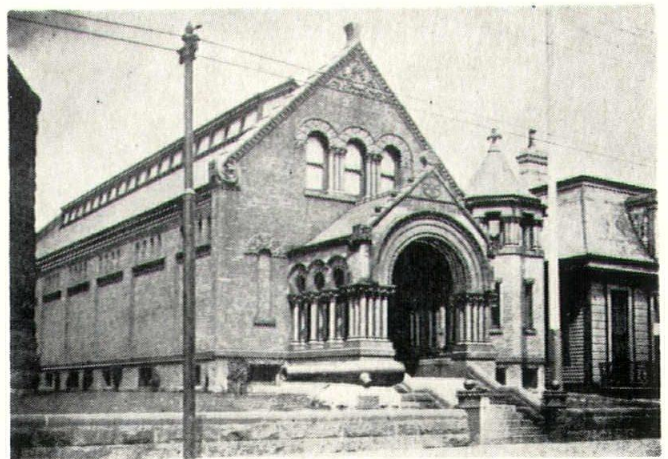
The recent receipt of a copy of December '62 issue of *The Louisiana Architect* with a letter from my niece, Mrs. Pauline Stone Flaspoller of New Orleans, gave me a real thrill of greatest interest and pleasure. This was because of the news that the New Orleans Chapter, A. I. A., had awarded an honorary plaque to Guy Stone, my brother, as the first president of the New Orleans Chapter—and also because of the reproduction of the photo of Stone Brothers office—from the old brochure of the year 1903.

I feel sure that my niece is the only one of our entire family who has been thoughtful enough to have kept a copy of the old brochure all these years and I feel extremely grateful to her accordingly. In her letter, she inquired if she might be correct in thinking that the figure at far right of photo was myself. I have advised her that she is quite correct—as I was the junior draftsman of the force at that period. . . .

My son, who has been an architectural examiner with the Richmond office of Federal Housing Administration for the past twenty odd years—did insist on taking the magazine to the office for a showing to some of the office force—he said that he was almost astonished at the interest it aroused.

My memories of the old days in New Orleans and of my architect friends of those days have always remained very dear to me. . . .

GROVER C. STONE
Architectural Renderings
409 Maple Avenue
Richmond, Virginia



Entrance Memorial Hall, New Orleans: A page in the Stone Brochure dated 1903.

Dependable
**SOUND and COMMUNICATION
SYSTEMS**

for every
building
type

Our broad experience in this specialized field is available to you. Contact us for general planning help. No obligation, of course.

Executone SYSTEMS COMPANY

NEW ORLEANS — BATON ROUGE
ALEXANDRIA — SHREVEPORT — MONROE
LAFAYETTE — LAKE CHARLES



frank lotz miller, a.p.a.

ARCHITECTURAL PHOTOGRAPHY

Member of Architectural Photographers Association

1115 Washington Ave. - - TW 5-3680
NEW ORLEANS, LA.



**ELEVATORS — ESCALATORS
DUMBWAITERS — SPEEDWALKS
ELECTRIC AND OIL HYDRAULIC**

THROUGHOUT LOUISIANA BY

Gulf States Elevator Corp.

Main Office: 715 CAMP STREET
JA 2-2758 NEW ORLEANS

CUSTOM ALUMINUM FABRICATION . . .

SPECIAL WINDOWS
SUNSCREENS AND DECORATIVE GRILLES
ALUMINUM DOOR FRAMES
ALUMINUM FLUSH DOORS
WINDOW WALL AND CURTAIN WALL

WE ARE AT YOUR SERVICE . . . CALL US FOR COMPLETE DESIGN ASSISTANCE AND PRELIMINARY ESTIMATES.

ALUMAGLASS
BUILDING PRODUCTS INC.

739 S. Clark St. NEW ORLEANS 504 486 6581

Floor Fashions

Classic Flexachrome
VINYL-ASBESTOS FLOOR TILE

Tile-Tex[®]
ASPHALT-ASBESTOS

SUPER TUFF-TEX[®]
greaseproof
asbestos

Designers
Solid Colors

THE FLINTKOTE COMPANY

FLOORING AND ADHESIVE DIVISION
Adhesives, Accessories and Maintenance Products
Manufacturer of
America's Broadest Line of Building Products

PRESSURE TREATED LUMBER

FOLLEN

WOOD PRESERVING CO., INC.

PENTA-OSMOSALTS — FIRE RETARDANT
WATER REPELLENT PENTA

JACKSON, MISS. BATON ROUGE, LA.
FI 4-1367 EL 5-3875

ATTENTION!

December, January and February have been declared by John Hancock as open dates for entrance into the group plan. Please contact us if your firm is interested in participating.

SOUTH LOUISIANA
Joseph H. Baynard
125 Phillips Ave.
Baton Rouge, La.

NORTH LOUISIANA
Byrum W. Teekell
P. O. Box 1655
Shreveport, La.

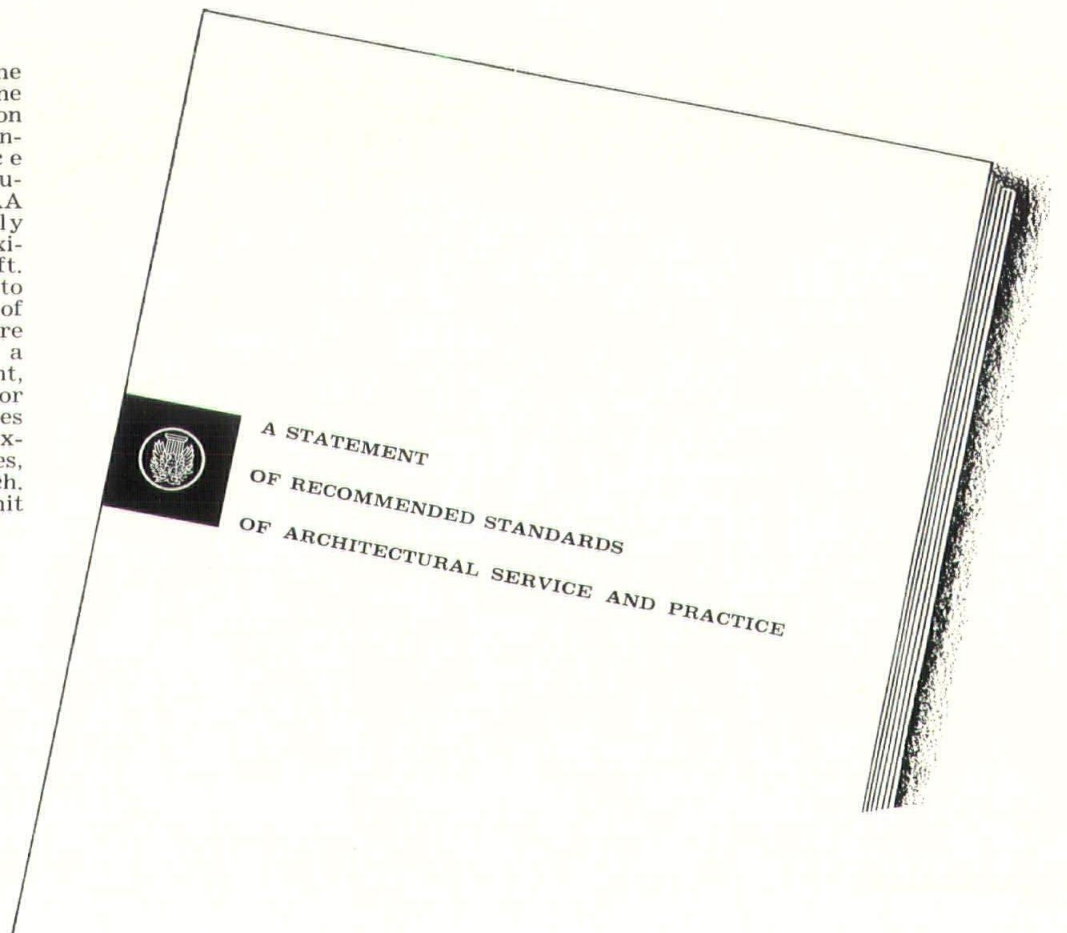
PRIVATE ENTERPRISE PANEL

Louisiana architects and engineers should stress familiarity with local soil and weather conditions and the likes and dislikes of local residents in vying for work, U.S. Rep. Hale Boggs told Private Enterprise panel sponsored by Gulf Institute of Consulting Engineers Inc. at Royal Orleans Hotel recently. Participants included (from left), James Wolfe, director, New Orleans chapter, American Institute of Architects; George V. LeGardeur, Jr., secretary-treasurer, Gulf Institute of Consulting Engineers, Inc. and panel chairman; Rep. Boggs; M. Wayne Stoffle, retiring president, Louisiana Architects Assn., and Murvan M. Maxwell, vice-president, Louisiana Architects Assn. Wolfe is a member of the national AIA-CEC-NSPE cooperative committee.



SUPPLY LIMITED

Over 3,000 copies of the Statement adopted at the 1961 LAA Convention have been circulated to interested citizens since publication of the document in early 1962. LAA Headquarters presently has a stock of approximately 1600 copies left. Firms which have come to realize the advantages of using the document are encouraged to order a fresh supply. At present, there are no plans for printing additional copies when the supply is exhausted. Up to 50 copies, the unit price is 25¢ each. Over 50 copies, the unit price is 23¢ each.



Plastic Film May Eliminate Painting Need for 15 Years

WASHINGTON (AP)—How would you like to be spared painting your house for at least 15 years?

If a new Defense Department experiment works out, American homeowners may be able to enjoy such a boon.

The Pentagon, the country's biggest single builder of family housing, announced Thursday it is starting a search for new construction techniques that would cut its huge costs.

One expert said the Pentagon faces a \$350-million annual bill for operating and maintaining homes for military families. It owns about 350,000 housing units, most of them in the United States.

There also are heavy expenses

in building new housing. This year, the Pentagon is putting up, through private builders, about 7,500 units at an average cost of \$17,500 a unit.

The department listed a number of examples of new techniques to be explored.

One method involves use of house siding covered with a thin plastic film guaranteed not to

Continued on Page 8-A, Col. 7)

(Continued From Page 1)
need painting for at least 15 years.

Another calls for using plastic pipe and fittings, rather than metal in home plumbing systems.

Still another contemplates installing full house-widths of flooring with tough laminated finishes.

The housing industry has indicated it wants to collaborate, the Pentagon said, and any cost-cutting techniques that are developed will be passed on to civilian builders.

The Defense Department has a freer hand than private builders to experiment in this fashion. This is because the government owns the land on which military housing is located and the Pentagon doesn't have to worry about municipal codes and zoning regulations.



ASSOCIATED WATERPROOFING CORP. HAS HAD THE PLASTIC FILM FOR SOME TIME

When the clubhouse at Webb Memorial Park, Baton Rouge, was renovated recently, the architectural firm of Brocato-Bentin, after long consideration, recommended that the outside masonry be coated in plastic. This decision was made due to the tendency of plaster to crack from vibration and settlement. Associated Waterproofing sandblasted the plaster to remove all paint, other foreign matter and secure a virgin surface, then caulked all openings with Thiokol (rubber), and repaired all settlement cracks. Secoton Plastic Membrane Coating was then applied in an off buff color. Secoton Plastic not only retains its original beauty over the years, but the elasticity of the material prevents the appearance of hairline cracks through the surface. Secoton assures a beautiful waterproof coating for many years.

PRESERVE AND PROTECT INVESTMENTS . . .

Commercial and Industrial

- SAND BLASTING
- TUCK POINTING
- CAULKING
- CLEAR SILICONES
- WATERPROOF COATINGS
- MASONRY REPAIRS
- STEAM CLEANING

call **Associated Waterproofing Corp.**

Fully Insured

BATON ROUGE PHONE DI 2-2197

4085 Florida

NEW ORLEANS PHONE 523-0631

T. JERRY WOOD
President

FOR FULL INFORMATION
CONSULT YOUR ARCHITECT

THE LOUISIANA ARCHITECT

Suite 200 — Capitol House Hotel
Baton Rouge, Louisiana

Secretary, The American Ins. of Architects
The Octagon
1741 New York Ave. N.W.
Washington 6, D. C.

BULK RATE
U.S. POSTAGE
PAID
Baton Rouge, La.
Permit No. 389

PLAYGROUND BUILDING, PHILADELPHIA / ARCHITECT: GEORGE NEFF & ASSOC.



TUDOR



CONTINUOUS



CONTINUOUS



GOthic



BUTTRESSED

CONFER WITH

COCO

GLUED LAMINATED STRUCTURAL BEAMS AND ARCHES

Our staff includes architects, registered civil engineers and qualified estimators. When your preliminary plans call for glued laminated structural beams and arches, make our staff your staff. We're glad to answer any inquiries, and to provide down-to-the penny estimates. Our quarter of a century working with wood is topped off by half a decade of practical experience in laminating. Coco structural members are in use in buildings in 25 states.

RONALD A. COCO / LAMINATING DIVISION / EL 6-2551 MENGEL ROAD / BATON ROUGE, LA.