

# LOUISIANA ARCHITECT

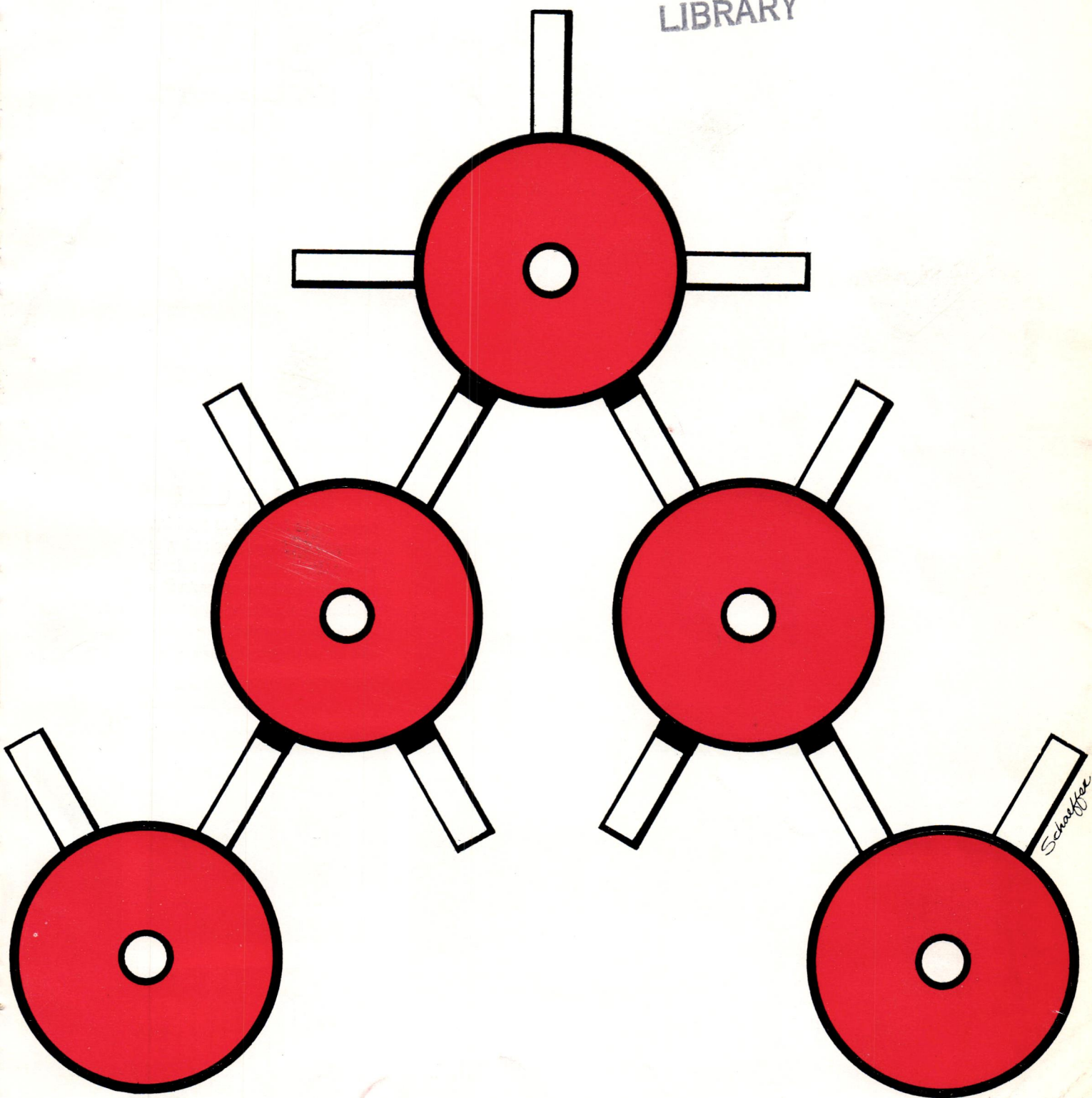
DECEMBER

1963

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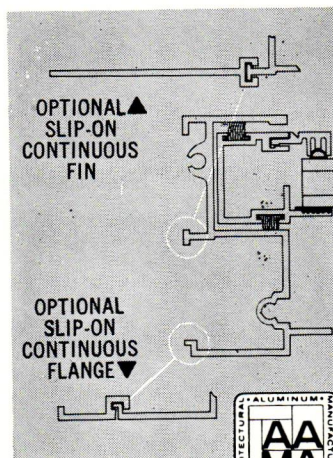


OFFICIAL PUBLICATION OF THE LOUISIANA ARCHITECTS ASSOCIATION



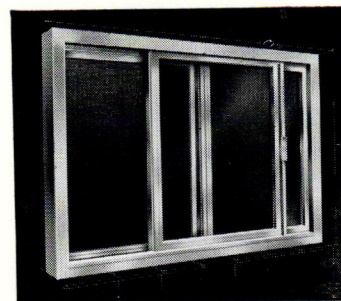


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# LOUISIANA ARCHITECT

OFFICIAL JOURNAL OF THE  
LOUISIANA ARCHITECTS ASSN.

No. 2  
Vol. III

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COVER: Guess what Artist John Schaeffer has in mind?

## IN THIS ISSUE . . .

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## LAA PUBLIC OPINION SURVEY

As reported in an earlier issue, a survey is being conducted on the Tulane, LSU and USL campuses to determine the degree of understanding college students (our well-informed future citizens) have of the profession of architecture.

The basic questions were conjured by the staff; the questionnaire was refined by the Ed Reed Organization which has worked extensively in commercial opinion research. Reed disguised the questionnaire so that the interviewee would think the survey was concerned with several professions. This tended to discourage slanted statements.

Returns from USL are in and the results are eye-openers. This particular survey was conducted by the Sociology Department whose students are trained to be "scientific" in their sampling.

A detailed feature is published in this issue but here are some of the highlights: 1. Most students are astoundingly accurate in their description of what an architect does. Of 235 interviews, 201 students used the following descriptive terms or their equal. "Designs buildings," "draws plans for buildings," "plans buildings." A great majority based their opinion on reading, or thru experience with architects. 2. Of the 217 who said they plan to build a home someday, 171 said they think they will use the services of an architect. (See page 7 for their reasons.)

To say that the worst kind of results were anticipated would be a gross understatement. We were ever so pleasantly surprised.

## THE PRESS AND THE BUILDING OF CITIES

On January 12, 13, and 14, newsmen from the five states in the Gulf States AIA Region will participate in a Press-Architect Seminar at LSU. Objective of the meeting is to convey to the press what architects and planners think their responsibility is, in the implementation of orderly growth in the city, and to receive from the press an idea of what they need from the design professions to accomplish this end. The first such conference, held nationally at Columbia last winter, was so successful, similar ones are now encouraged at the regional level.

A preliminary program lists the following participants on the star-studded cast: BEN WEST, former mayor of Nashville who stole the show at the 1962 AIA Convention in Dallas when he projected the practical politician's attitude regarding growth of cities; RICHARD BATTLE, staff member of the Nashville Banner, who worked along with Mayor West to "sell" the Nashville redevelopment scheme to the public; ROBERT RODGERS, a member of the Nashville AIA Chapter, whose members laid the groundwork for the renewal plan at the request of the Mayor; MATTHEW ROCKWELL, Deputy Director of the Northeastern Illinois Metropolitan Area Planning Commission, formerly director of the Institute's Division of Public Services; GEORGE McCUE, staff member of the St. Louis *Post-Dispatch*, a nationally recognized reporter on city growth and architecture.

Chester Jordan, a member of the staff of the LSU Department of Architecture and recipient of a Master of Architecture in Urban Design from Harvard's first Urban Design Class, is chairman. Dr. F. J. Price, head of the LSU School of Journalism, is in charge of the journalism portion of the program. The seminar is jointly sponsored by the LSU School of Journalism and the LSU Department of Architecture. It is being coordinated by the LAA and the Baton Rouge AIA Chapter under the auspices of the Gulf States Region of the AIA and the National AIA.

Who can forecast what positive effects this seminar can contribute to the growth of our Regional cities? At least a start is in the making.

By MYRON TASSIN, Editor





## 1963 LAA HONOR AWARDS




PROJECT— Tioga Branch, Guaranty Bank and Trust Company, Tioga, La.

ARCHITECT—BARRON, HEINBERG, and BROCATO

### JURY'S

COMMENTS—On this project, because of the obvious faith and confidence placed in the architect, the jury felt the owner should be particularly commended. The goal of "advertising" the bank achieved in a forceful yet dignified way, capturing the feeling of security more often associated with traditional bank designs. Could not "fault" it on any point whatsoever.




PROJECT— A. R. Blossman, Jr., Residence, Covington, La.

ARCHITECT—AUGUST PEREZ and ASSOCIATES

### JURY'S

COMMENTS—Sequence of space well handled. Design totality carried through every element, including lighting and furniture. Credit due both to architect and client on such a project.



## LAA AWARDS OF MERIT




PROJECT— Automotive Life Insurance Company Building, New Orleans, La.

ARCHITECT—CURTIS and DAVIS and Associated Architects and Engineers

### JURY'S

COMMENTS—A beautiful solution, with sure, sensitive treatment of space, lighting, skillful integration of interior and exterior, and splendid detailing.




PROJECT— Residence of Mr. and Mrs. Mike Stansbury, Lafayette, La.

ARCHITECT—DON J. O'ROURKE, AIA and GERALD M. GOSSEN, Architects and Engineers

### JURY'S

COMMENTS—The jury felt that treatment of interior spaces was outstanding, but that the furnishings and accessories did not fulfill the promise of the architect's concept.



## LAA COMMENDATIONS




PROJECT— Tabernacle for State Campground, La. Church of God, Covington, La.

ARCHITECT—LOWELL T. SHOEMAKER, Architect (and) FREY ASSOCIATES: STAHL-SHOEMAKER-COLBERT, Architects and Engineers

### JURY'S

COMMENTS—The Jury appreciated the most unusual circumstances of the architect's design program and his imaginative solution, again felt that this project would have merited a more significant award had additional information as to interior treatment been presented.




PROJECT— Roper Residence Shreveport, Louisiana

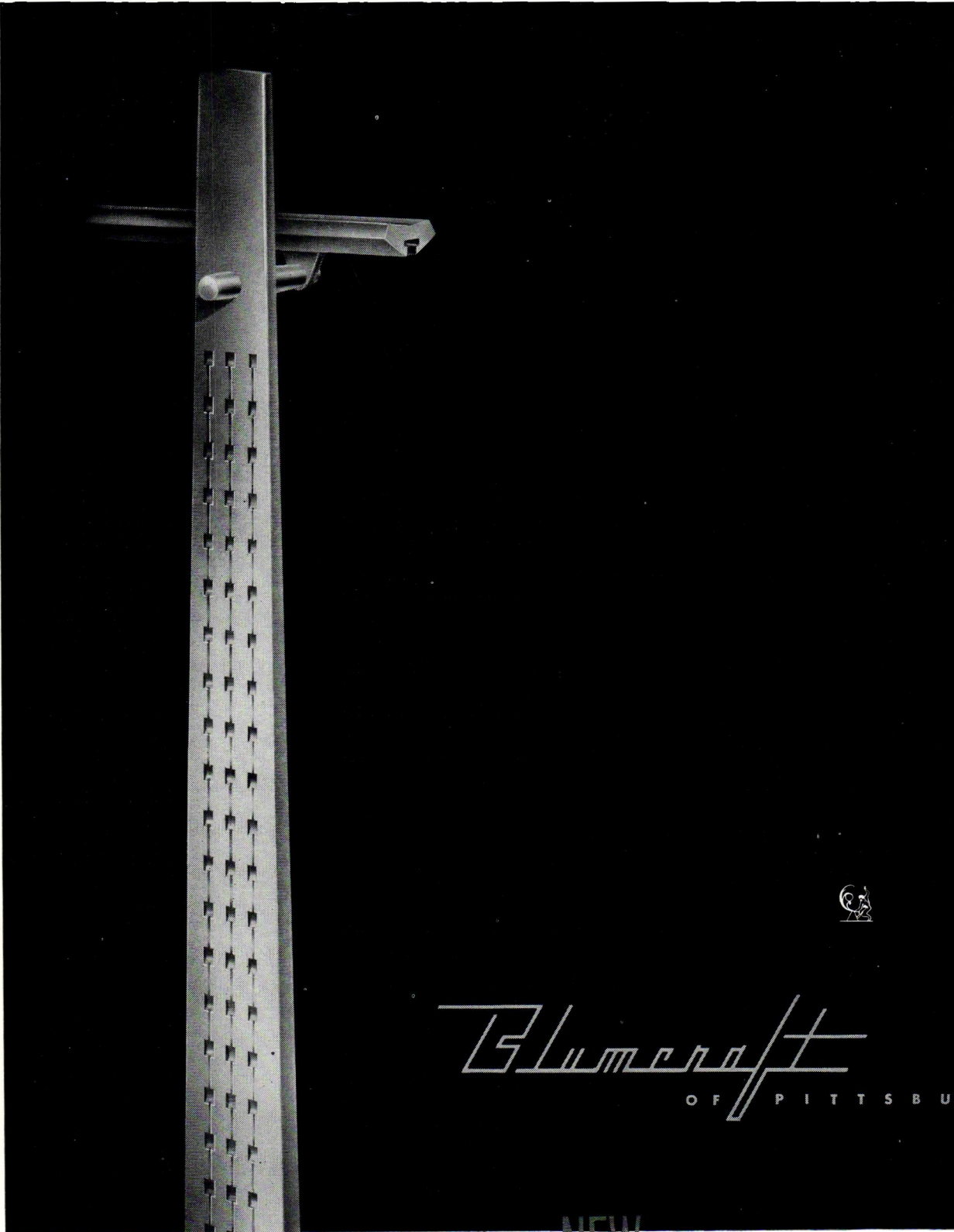
ARCHITECT—WILLIAM B. WEINER, JR., in association with WILLIAM B. WEINER, MORGAN & O'NEAL

### JURY'S

COMMENTS—The jury felt that this project would have merited superior recognition had more adequate information as to its interior treatment been included in the presentation.







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# SURVEY TESTS FUTURE CLIENTS— RESULTS GOOD!

A survey conducted by the Sociology Department at the University of Southwestern Louisiana sought to find the degree of knowledge students have of the profession of architecture—the premise being that if understanding is lacking in the minds of our well-informed citizens of the future, the profession will continue to be plagued with misunderstanding.

Questions 5, 6 and 7 were the "guts" of the survey. These dealt with the actual motivation of a person to use the services of an architect. These three questions were as follows:

5. Do you intend to build a home some day?  
(a) Yes\_\_\_\_\_ (b) No\_\_\_\_\_ If "Yes," ask:
6. Do you think you will use the services of an architect? (a) Yes\_\_\_\_\_ (b) No\_\_\_\_\_
7. Why? \_\_\_\_\_

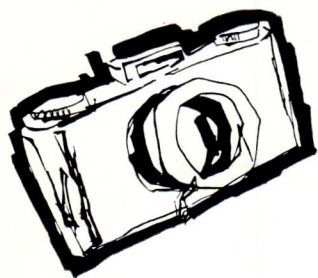
Building a home was cited because most people plan to be in the market for one sooner or later, while they might never be clients for any other type of building. Here are the results (as much as space will permit):

5. Do you intend to build a home some-day?		6. If yes, do you think you will use the services of an architect?		why
yes	no	yes	no	
X	X			know how to construct home to make it last, knows what material to use
X	X			they know more about the planning of the home
X		X		I'd like to design it myself
X		X		can do better than me
X				don't know—have no knowledge about it
	X			
X	X			because he would want to build an expensive home
X	X			because her brother is one
X	X			want his home to be built the right way—most convenient
X		X		too expensive
	X			
X	X			feel that they'd have a better understanding of building a house
X		X		use my own plans
X	X			better built home

5. Do you intend to build a home some-day?		6. If yes, do you think you will use the services of an architect?		why
yes	no	yes	no	
X		X		so that the house would be built satisfactorily
X			X	I want to design my own home
X			X	I want to design my own home
X			X	I can plan it myself
	X			
X		X		he has the best ideas of a home as I would want them
X		X		he knows what I want in order to put it in a plan, he will explain things to me
X		X		architect determines shape and design
X		X		knows more than I do
	X			
X		X		if financially able—because they would know latest trends
X		X		make house beautiful
X		X		his ideas would be better than mine because of his experience
X		X		because I know nothing about planning a home—an architect would be more economical
X			X	I can design my own home
X		X		desire professional help
X		X		they know what is needed
X		X		to have a better built home
X		X		they will do a better job
X		X		he knows what he is doing
X		X		kind of home she wants—someone will have to know something about building it
X		X		because I don't know how to do it myself
X			X	would like to have fun in planning it out myself
X		X		I feel that he is better qualified for the job than I am
X			X	contractor would adhere to your plans more than an architect who would try to impose his own ideas
X		X		so that everything will be exactly right
X		X		best guy to see about building a house
X		X		know more about it than I do
X		X		it would be better constructed
X			X	too expensive
X			X	have plans already and too expensive
X		X		personal friend
X		X		because of his training
X			X	I feel I could do it myself
X		X		because they know most about it
X		X		because he knows more about it
X		X		because I'm not an architect
X		X		to unify my ideas
X		X		professional advice
X		X		knows what to do
X		X		he is professionally inclined—the house would fall if I'd build it
X			X	because I would prefer my own ideas
X		X		he knows more about it than I

(Continued on Page 10)

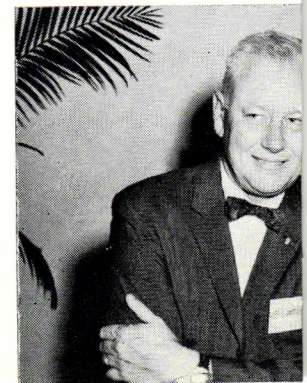
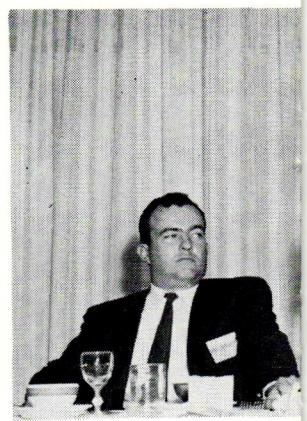
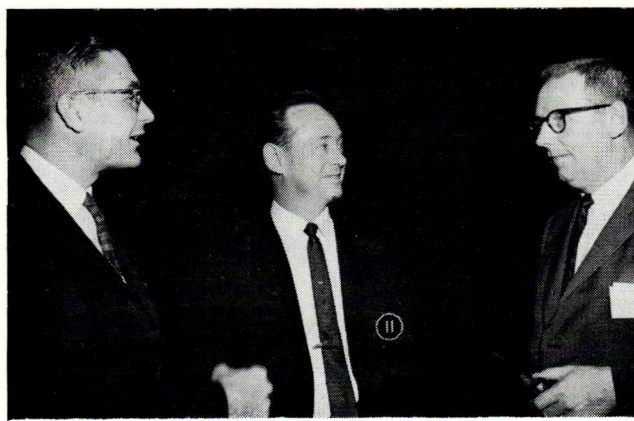
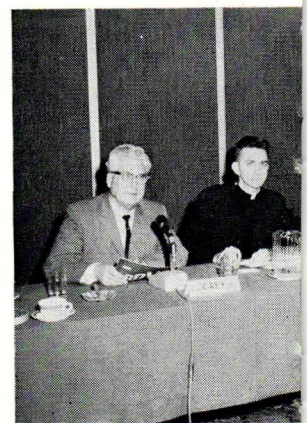




## CONVENTION LENS

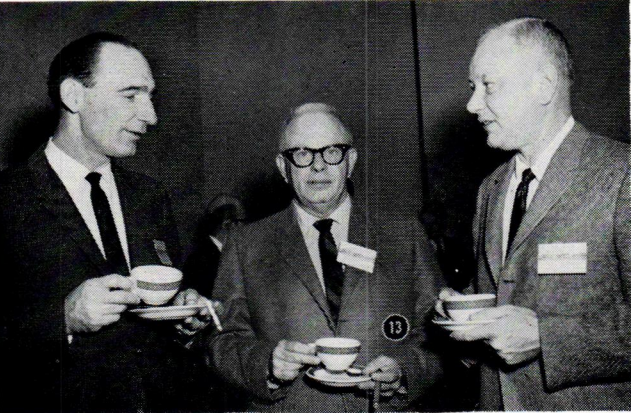
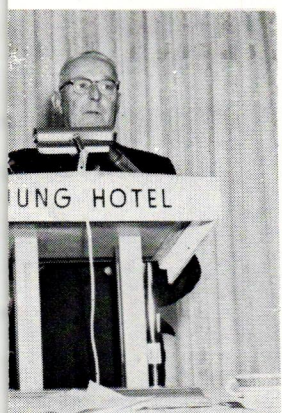
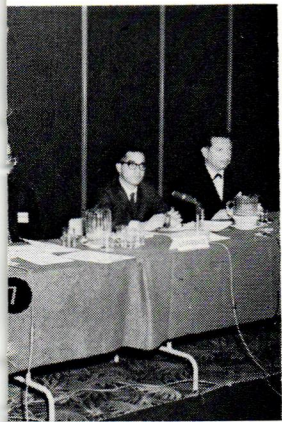
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3. Breakfast at Brennan's.
4. Residential Seminar—Roy O'Keefe, James Lucas, Stanley Muller, Moderator Stephen A. Kliment, and Arthur Q. Davis, F.A.I.A.
5. Educational Seminar—C. L. Perry, John McLeod, F.A.I.A.; Stanley Muller, William E. Bergman and Dee Glueck.
6. Commercial Panel—Frank Quintini, W. L. Holcomb, Stanley Muller, Moderator August Perez, Jr. and G. W. Dykes.
7. Religious Panel—Dr. J. D. Grey, Rev. Father Howard Hotard, Program Chairman Stanley Muller, Dean John Lawrence, Rabbi Leo Bergman.

8. Featured Speaker and Wife—Mr. and Mrs. Gordon Wayne Dykes.
9. Exhibit Visits—Fernand Picou, Mrs. C. L. Waterbury of ORCO, and Joseph M. Brocato.
10. Exhibit Visits—Frank H. Barr, Louis H. Goldstein, S. Kenan Manson, and H. M. Favrot.
11. Chit-Chat—Charles A. Wilscam, Jr., G. W. Dykes, and Donald G. Hansen.
12. Producer's Council Speech—August Perez III and Charles M. Barnes.
13. Shreveport Contingent—Robert "Moe" Middleton, William B. Wiener and G. Scott Smitherman.





14. "Corn" Huskers—W. J. Evans and Murvan M. Maxwell.
15. Sing Along With Joe—Mary Mykolyk, Max Heinberg, August Perez III, Joseph M. Brocato, Donald J. O'Rourke and James Buchanan Blitch.
16. 1964 Officers—David L. Perkins, 1st Vice President; Murvan M. Maxwell, President; John L. Webb, Secretary-Treasurer.
17. Regional Director—Mr. and Mrs. G. Scott Smitherman.
18. Banquet Speaker—Dr. Albert Bush-Brown.
19. Banquet Night.





5. Do you intend to build a home some-day?		why
yes	no	
X	X	doesn't think he can draw plan for his own home
X	X	more efficient
X	X	because future husband cannot do it
X	X	to design and plan home
X	X	cause I can't do what he does
X	X	cost too much
X	X	they have better ideas about it
X	X	they know about styles
X	X	to draw the plans, designs, etc. help me out
X	X	they know more about it
X	X	can't afford one
X	X	I'd like it to be a good job—efficiency
X	X	it's their profession
X	X	cause I'll build it myself
X	X	it'll come out better that way
X	X	he can do it better than I can
X	X	because he plans on building an expensive home and wants to get the proper satisfaction out of it
X	X	he's been trained. My plans might not be for maximum comfort and utility
X	X	I know he would plan a home like I want it
X	X	because it is a simple building and would not require the services of an architect
X	X	when building a house, I think the professional help of an architect would be needed
X	X	because I don't know enough about it to build one myself
X	X	because he's experienced he will know more about it
X	X	better qualified than myself

5. Do you intend to build a home some-day?		why
yes	no	
X	X	because he wants something that will last
X	X	to make it nice and useful not leave it to just anyone
	X	
X	X	if I have enough money I will
X	X	I have to live in a house
X	X	they are professional people
	X	
X	X	because I could hardly design it myself
X	X	because I don't know enough about it
X	X	for more conveniences in the home
X	X	to have it done right
X	X	his experience and knowledge would be invaluable
X	X	to be well planned
X	X	so that house will be designed properly
X	X	because I want a house well constructed and designed
X	X	he could do it better than I
X	X	I will probably get a house already built
X	X	they are trained to do that kind of work
X	X	he can do a better job
X	X	too expensive
X	X	because I know you need one to have a good home built
X	X	most houses are already built. So, I guess I will probably live in one like that
X	X	
X	X	just wants beauty—wants home to be reflection of herself but must be done by someone who knows what he is doing
X	X	they know more about than I do

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5. Do you intend to build a home some-day?		6. If yes, do you think you will use the services of an architect?		why
yes	no	yes	no	
X	X			he is capable to build a house that is serviceable but economic
X	X			because of his training
X	X			
X	X			because it is essential under financial plan
X	X			to help build my home
X	X			come out better
X	X			because he is a qualified person
X	X			for his skill
X	X			desire for professional opinions
X	X			they are better equipped to do the planning
X				
X	X			help build better house, well planned
X		X		will do his own
X	X			want technical help
X	X			they know what they are doing
X	X			I don't know anything about building
X	X			because this person who is answering does not have the ability
	X			
X	X			have him draw up plans
X		X		do it myself
X	X			I want the best
X	X			because I don't know how to draw blue prints, design
X				
X	X			want house with particular and individual accommodations and incapable of designing it myself
X		X		because I can get a draftsman cheaper than an architect
X	X			can't do it myself
X	X			can translate your ideas to practicality
X	X			I don't plan to plan it myself
X	X			to have an original design
X	X			more competent, good ideas
X		X		I want to design my own house
X	X			designs houses, supervises buildings
X		X		can't afford it
X	X			they know best styles
X	X			because that is his field
X	X			so someone can do it right
X	X			because he can put my idea on paper
X	X			they know more about how to plan
X	X			an architect is representative of a specialist in this field, his services would pay in the long run
X				
X	X			I don't have working knowledge of housing construction
	X			
X		X		I don't know if I will really need one
X		X		if you build a home, you need someone who knows what he is doing
X		X		
X	X			the best for less
X	X			I don't like pre-fabricated houses
X	X			because he is more capable
X	X			I would not plan a home by myself—you need one

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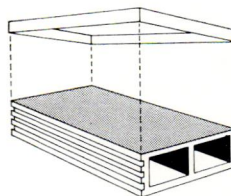
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# ZIP CODERS

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Gentlemen:

While looking through your publication "Louisiana Architect, Vol. 3, No. 1," I noticed where three honor awards and five awards of merit were given at the Thirteenth Annual Gulf States Regional Conference held on Dauphin Island on October 16-18. One of the awards of merit was my law office building and the architects thereon were Tolson & Hamilton. However, in your publication you listed "Law Office Building for Fruge and Foret, Opelousas, Louisiana." My law office is located at 131 Court Street, Ville Platte, Louisiana. I thought that I might call this to your attention.

With kind regards, I remain,

Sincerely yours,

FRUGE & FORET

Jack C. Fruge

Dear Mike:

In reply to your letter of November 21, 1963, we wish to advise you that as far as we are concerned we thought the arrangements for the 1963 LAA meeting in New Orleans were very well made.

The exhibition on one afternoon only, with the cocktail party, was very good. Although we didn't have much of an exhibition (because our exhibit was lost) we did have many architects stop in to say hello and it was well worth our time and expense.

We have talked to numerous other exhibitors all of whom have expressed more or less the same feeling.

As far as we are concerned, we would like to see your future meetings handled in this manner, i.e., all exhibitions on one afternoon of the meeting.

We appreciate your inviting us to participate in this meeting and we look forward to being with you again next year. Incidentally, where will the next meeting be held?

Very best regards,

ALUMAGLASS BUILDING PRODUCTS, INC.

W. L. Argus

Dear Mr. Tassin:

On the whole your Convention was excellently done.

From an exhibitors point of view, we liked particularly:

- (1) Having the exhibits open for a certain period on one day. The time selected from 1:00 PM to 7:00 PM was ample.
- (2) The cocktails were not started too early.
- (3) The charges for lunch and cocktails were not too high.
- (4) Since there were no competing attractions the architects visited the booths in larger than average numbers.
- (5) Traffic circulation was such that all booths received an equal opportunity to attract an audience.

As a result we expect to return next year.

Sincerely yours,

THE EMERSON COMPANY

Dean Emerson, Jr.

Dear Myron:

Thank you for your letter of November 21st. I would like to comment that the convention worked out very well, and as far as I can ascertain the exhibitors were all quite pleased.

Sincerely yours,

J. B. Bower

Pittsburgh Plate Glass

Dear Mike (Myron):

Sorrowing me that I missed the convention! Just wanted to congratulate . . . Augie, et al on its success. Bill Wiener said it was best convention we've had in many a moon—panels, fun and food included.

Mrs. O. Murff (Arey) O'Neal

Shreveport, Louisiana

Dear Sir:

In answer to your very thoughtful letter and enclosures of November 21st, we of American-Standard feel that it was one of the most rewarding product displays that we have been associated with.

Personally I felt that the quality of the displays, high attendance, (and I might add the quality of those attending), traffic flow control, publicity and attendance inducements, and overall competence of those in charge was far above average for the many shows that I have been involved in during my ten years with American-Standard.

We feel that the opportunity to display our product before so many fine members of your Association and invited guests was well worth the financial investment.

Best regards,

Carl B. Forrester,

Arch. & Engr. Representative (American Standard)

Dear Mr. Tassin:

Referring to your letter of November 22nd, we have checked with our dealer in the Louisiana area and with the members of our own staff who attended this convention and wish to say that everyone concerned was more than pleased with this type of convention.

Apparently the exhibitors portion of the program was well attended and a great deal of interest was shown in the various exhibits available. The idea of having the exhibits open over an extended period of time seems to have been a good one and greatly appreciated by exhibiting firms. Our only wish is that more regional and state associations in the architectural group would follow your example. We don't know how we could improve on it.

Sincerely yours,

ROBBINS FLOORING COMPANY

A. W. Schroeder

Advertising Manager

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## CORRECTIONS

The address of Associated Waterproofing Corporation was listed in an ad last month as 4085 Florida St., Baton Rouge. The firm has moved to 1530 Florida St.

In the November issue of Louisiana Architect, credit for an Award of Merit was given to Frey & Associates. The firm of "Frey Associates—Stahl, Shoemaker, Colbert" should have been credited. Mr. Lowell T. Shoemaker was the architect in charge of the project—the Tabernacle for the Church of God of Louisiana, Inc.

Dave Williams of the art department of Fetty/Hundemer & Associates should have been recognized for his contribution to the beautiful motif on the November magazine cover.

THE LOUISIANA ARCHITECT

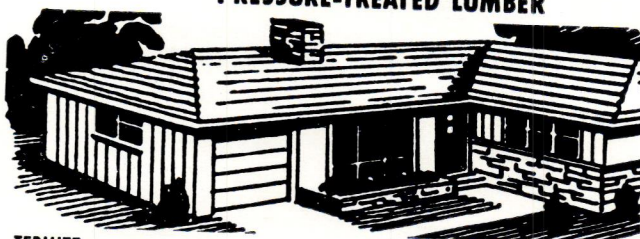


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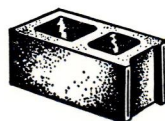
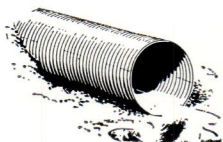
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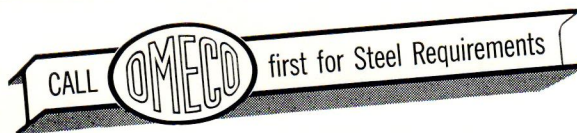
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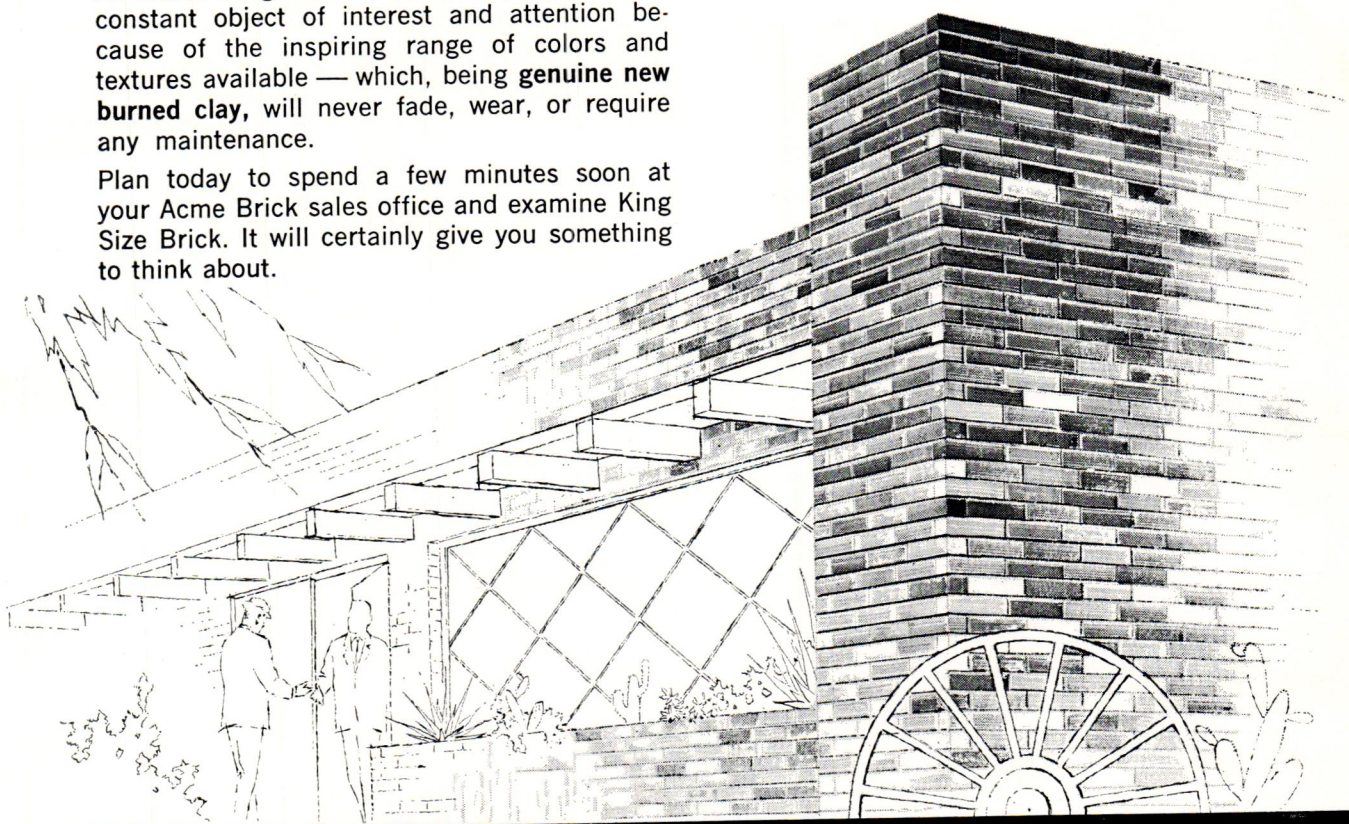
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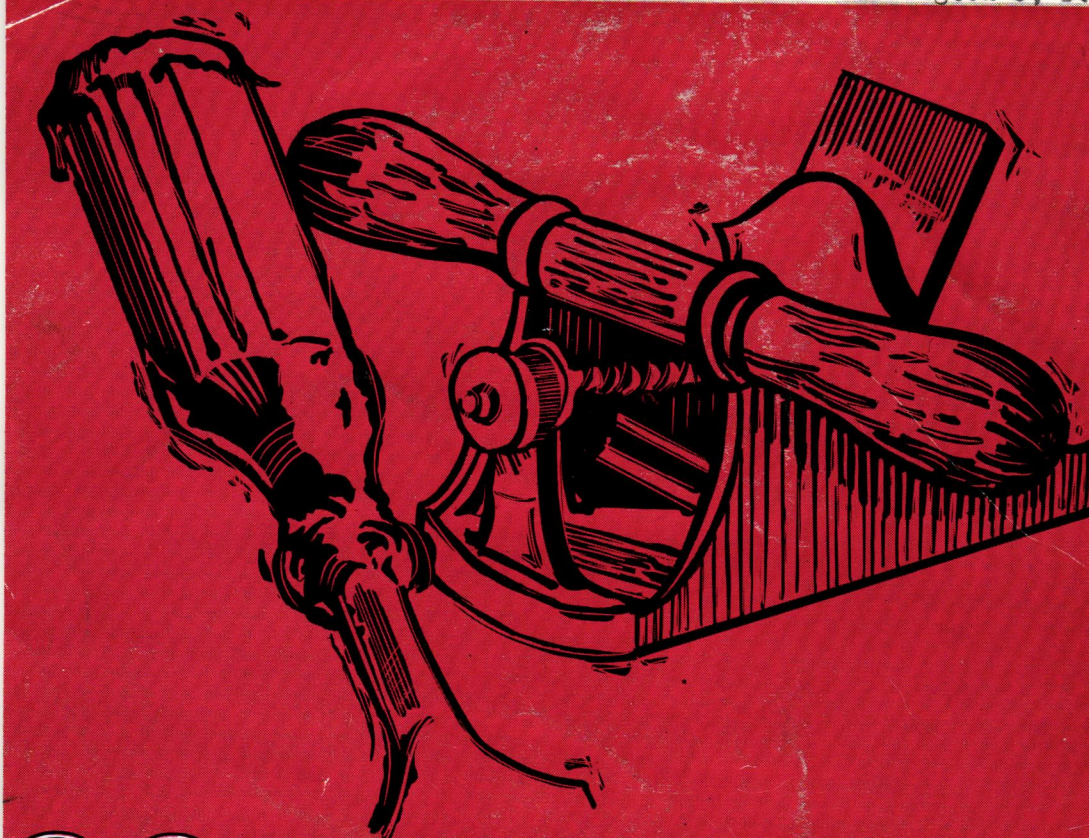


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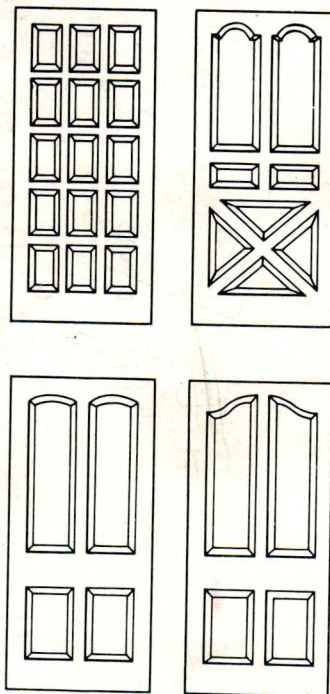


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