	sire is still not known and the	groups count meet and work;	Baton Rouge General	beheaded. Peter had been cast	For a while after the resur-	idor week in then idor start.	aconomics profes
controls say the	item has been deferred.	out a solution. The AGC has	Mr and Mrs James Ronal	c in a dungeon, but had escaped	roution the apactles had their	Tonight Bolton will be trying	economics profes
ld be simplified for	The edepted hudget lists the	complained about the DPW do-			headquarters in a spacious Jer-	to avenge an earlier loss to Is-	gan State Un
ia de simplimen ion	\$100,000 as "Beserve Fund (to	ing work it believes should be	Crenshaw announce the hirth of	and departed the city.		trouma. The Indians beat the	Adams' father.
	STAU,000 as peserve runu (10	let out on private contract.	their first child, a son, Jame		usalem house provided by	Bears 53-48 at Alexandria, Bol-	Mrs. Novak said
acking method.	be appropriated by council)."			A Yet he could not abandon.			learned an econo
ld Re Whi-	Following the council's budget	Bonnie Baker, who is on the	is the former Katie Nannett	ethose who would learn of Jesus	But the intensifying blows of the	ton lost one other game, falling	was colling the
hart C 1 malde	mat the ack ar C .	cour spec com . e,	Ha To amm	without right knowledge of him.		to Neville, 62-36. And among	tined he much hash
oert G. i norus,	t He Mur e l	sai · would tact th · C		The apostle traced the words.		the Bruin's victims was BRHS	ureu ne must knu
compara psy-	I nk lonn wh cond	and 'e a ceting if e	4 MID. C 11 D. OH	The apostie traced the worus.	ter.	which they beat 93-65. Bolton	coing and told
ich for the oraci-	T IK JOHN WE COUL	two com itees		of "When his mother Mary had		which they beat 35400. Buildin	"There goes our
at Hollor d	e ve eting vir nesi -		th cb aughter	r been betrothed to Joseph, before	fled in the wake of the series		L P McLendo
would be a work at	1000	1. Cou l ar, over	Sc., i on av Mr.,	sthey came together she was	of arrests and persecutions of	nized the gridder who despite	tee's special co
	context so it could be used for	land swap between Plaza Park	is the former Hurmnee Sharke	y found to be with child of the	42 A D man have retreated to	physical handicap or injury	avidence e liet .
	other capital equipment in the	Corp. and the Baton Rouge Rec-	of Amite.	Halv Spirit."		demonstrated the qualities of	evidence a list t
no question about	arrest the bus company in not	reation and Parks Commission		noty spirit.	the shadowy, labyrinthine pas-	courage and spirit in Broad-	in the insurance
is said. "He used	e - Dus - any i rot	The une rise	Mr Mrs Roar	k It was a disturbing affair,	sages of the old King Davids'	mean facthall MaDanial fit this	live in the Washin
e vehicle int , ca	pi ias	The unc	anny ce bhan meir fourt	feven then. "Her husband, Jo-	Wall, shelter of many poor and	moor football. McDaniel fit this	asked Mrs. Nova
back He as it.	b Gordon	ange f an iroxim 97		dseph, being a just man and un-		description perfectly. The All-	familiar with it
	of a half ov and a way	17: not pix of la		k willing to put her to shame, re-	Those is same dim and deals	District end couldn't convince	
r hours. Hi	in it the fact of and	and side (lity P; for				a hanged un knee to let him	She said she did
much, W 10pe	F an Cin ind eu	a trace of land about the	s L Josephin	esolved to divorce her quietly."	niche, he supposedly bent over	a banged-up knee to let him play every ball game, but he	having seen it un
ance"	after the meeting Wednesday	a tract of islant about the banks	vinyaru of El Dorado, Ill.	'In those days, Matthew had been	a stone ledge, transposing his		
60.nound chimpon	they thought the money as listed	size fronting on Park Boule-				made believers out of the Buc	Internal Revenue
wooddad chimpers			Marchand announce the hirth o	of the Damascus Road in Galilee.	of parameter in four 2 inch col	throwers. McDaniel caught a	the Federal Bur
ing he does it very	and for my purpose the coun-					dozen passes for 128 yards. He	tigation
s to keep the cress	a do the dry purpose the coun-	The swap also includes a	dependent Daring Darman Mar	und far from wazaren.	umns across the sheet, each	proved to be one of the best	ugauon.
ircle for two 10-sec	cil designated and would not	cticulation that the private cor-	daughter, Desiree Dawn on Nov	How bewilderingly things had	about 30 lines long.	ends in the district.	The list, date
before he is reward-	necessarily be restricted for	monotion build a 07 fast stand	25. MIS. Marchand is the forme	tchanged since then-for him and	Then, with ink dried, he would		1960, gave the
anana-flavored lood	capital expenditure.			the since then-for him and finany more, beginning with the	roll the written portion on one	End Bob Schmidt, presently	stockholders and
a 5 hour shift bot	Christian said he assumed the			old wood-worker, Joseph.	stick, unrolling blank paper	touring Europe with his par-	shares than hale
is a shour mur, ne	council could do whatever it					ents, captured the Scholastic	his wife wasa list
penets.	council could do whatever it	the land it gets from the city.	ati In annaunaa tha hinth	Behold, an Angel of the Lord appeared to him in a dream,	from abother, and start a new	Award. It was a closely con-	ins whe were use
room, a 5-year-old	decided to do with the money.	The firm needs the land for	the strandbunce the office t	appeared to nim in a uream,	rank of columns.	tastad award sabad affinial	snares.
ned George, who	Kean said that since the \$100,-	scores to an anartment develop.	their second child and secon	appeared to him in a dream, saying, 'Joseph, son of David, Vido not fear to take Mary your	In the cavernous chambers of	tested award, school officials	McLendon said
ect as a man, does	size is usied under neserve	· · · · · · · · · · · · · · · · · · ·	secondance serves whathe on two	you not lear to take many your	the wall, dark forms stirred on	having to go back to the 61-62	that in several
equating	"Accounts" in the city horizot	wrought by the Industrial Revo	327. Mrs. Averett is the formbe	wife, for that which is conceived	the stone floor shuffled to their	school year to determine the	stock certificates
the second second	the council legally could appro-	lution millions upon millions	Delma Lea Watts of Livingston			winner. In that year, Schmidt	porcane with the
sini a sinan screen	the council legally could appro-	nation, ministras upon minione	Mr. and Mar. Jimmie D. Hu	In her is or the noty oping.	feet, mumbling. Gradually, as	had straight A's while runnerup	persons with the e
numbers sits at the	priete it for any purpose. How-	emigrated to ivorta America	, and and arts, Junine A. Hu	Matthew paused, listening.	usual, a group gathered about	Beb Chang had three the and	ers ounce in the
ge's cage.	ever, he pointed out, since the	contracts to F. G. Sullivan, ap-	ter announce the birth of the	if Cries of the sentries in the wall	Matthew, bringing barley bread,	Bob Skoog had three A's and a	F-80707
gure shows on the	\$100,000 exists in the budget as	parent low bidder on all three	second child and first daughter	towers sounded the last watch	cheese and skins of watered	couple of B's Skoog, accepted	Stockholders li
roe presses a lever	the result of closing out some	projects Spillivan hid as fol-	Lisa Lyn on Nov. 30. Mr.	s of night. He blew on his hands	wine	accepted the award for Schmidt.	address included
mbon of timor lie	capital items, if the council	lower \$10 980 for construction of	Hunter is the former Marily	Tto warm than		McLavy served as master of	
under of times, ne	capital nemis, if the council	Ch. Dear Charles Music Construction of	Jauca Nauman of Raton Rong	· ID warm ulciu.	in their stress and longing,		
er nandle to clear	sused the money for a non-capi-	St. Ross Street, Newton Street	object Newman of Daton Rough	e From the start, slings and	deep affection bound them to-	ceremonies. He praised Pitalo,	ann James w. w
he gets six right in	tai expenditure, such as salaries,	and Violet Street; \$15,063 for	air, and Mrs. Clement Josep	I storm had surrounded those who	gether, "My brother in the	the squad and the loyal back-	Mrs. Novak te
reward pellet slips	it would face the problem of	construction of Denham Street	Laiche announce the birth o	storm had surrounded those who called upon the name. Stephen	Lord." they would greet each	ing of Buc rooters. "You kept.	not know why the
ute	finding revenue for the salaries	as a mud and dust relief street	their second child and secon	chad been stoned to death. Oth-	other with kisses of nance "My	my stomach tight almost all	cates were issued
another band that means	the next year	and installation of a source sel	son Brot Marcus on Nov 2	9 ers were imprisoned. The Kan-	derer, with hisses of pence. my	season long," McLavy told the	nor addressed to
centry had the mine-	the next year.	and instantation of a sewer cor-	Mrs. Laicha is the former hu	els were imprisoned. The run	sister. what news has thou:		
ted in his schedule	City - parish employes have	rection line in the street, and	mits, batche is the former sur	a hedrin had forbidden them to	Good cheer your neart.	squad. "And I enjoyed every	
7. His hand counted	presented a salary adjustment	\$11,316 for construction of Wel-	nita wiikinson of Baton Rouge	speak, on pain of death. Yet, a	After blessings over the bread	moment of it."	dividuals. She si
six numbers on the	when exchich exercited and about	coma Heights Drive	and Mrs. Clayborne W	Constant ombrace held them	and drink, they ate and sang a	Bankston, aware of what it	know they were
r quickly, When	2977 ADA Action on the colory	Awarding of the contracts	Gilbert announce the birth o	fast	quiet hymn.	means b be a coach, had	the stock.
	easily on action on the salary	Awarung of the contracts	their first child a daughte	Matthew took up his pen again	At some crucial juncture, a		Mrs. Novak ha
int the lever more	adjustments has been deferred	was recommended by the Cap-	Wamp Danes on Nov 90 Mm	Matthew took up ins pen again	At some crucial juncture, a	grateful words in his welcome	to tell about Ba
nting each tap. He	until February when the true	ital Improvements Expediting	avaryn nenee on Nov. 29. Mit	s recording how it all started, be-	warning reached the apostle. He	for the parents and paid the	
couple of times.	amount of surplus for 1963 will	Committee.	Gilbert is the former regg) ginning with that whispered	slipped out of the city in dark-	team a the honor in citing this	promoting a plus
o Reward	he known The combined city	The second shall be the total the	Sue Lang of New Unleans.	word from on high to Joseph	ness leaving the unfinished!	particute squad. "This was a	the Carousel Mo
towned his training	and newigh budgets provide a	The council also took the fol-	Mr. and Mrs. Frank J. Tat	about his bride. "She will bear a son, and you	scroll to be copied and circu-		of Ocean City, Mc
noncu mis training	and parish oudgets provide a	lowing action on that commit-	Ir announce the birth of the	in the will been a sen and you	Sciul to be copied and circu-	time to work with-one	It opened in it
wever, ne imisiou	total of \$100,000 for salary ad-	tee's recommendation:	find shild a con Frank Locard	She will beat a bon, and you	lateu.	of the said.	chartered buses
e correctly and then	justments.	Ordered construction of Good-	inst cinit, a son, Frank Joseph	shall call his name Jesus, for	Queen City	a ski od gave the	
his reward. There	Minor Change	wood Roulevard from its proc.	111 on Nov. 29, Mrs. Tate is th	the will save his people from	In Antioch, perhaps, the queen	Siney Starring	champagne for
Again he did it per-	A minor change made in the	ent end 250 feet west of Sharp	former Janis Geraldine Stewar	" their sins."	city of the East, with its tem-	be ediction.	bers of Congre
again no pellet	parish budget provides an ac-	Chi chu 200 leet west of ollarp	of Hammond.		ples to Apollo and Artemis, he	s pad tribute were as-	Washington figur
mination Mai David	sound with any dollar in it for	noau, provided that right-or-	Mr and Mrs Rohin F Pou	keeping, acquired in his days in	man have not down further in	Jerry Epperson, Har-	City, The guest I
amation, maj. ites	count with one dollar in it for	way is donated.	announce the birth of the	Keeping, acquires in inclusio at	may have set town further my		hy Lyndon R. Joh
the tabe closed. The	library facilities. This will make	'Authorized the purchasing	fourth shild and first on Du	Gamee, Matthew nationalitered	formation about Jesus' coming	Wingates Bab	vice president
t received a reward	it possible to appropriate during	agent to accept the low bid on	fourth child and first son, Bu	extensive notes during as days		Hendersen,	Demogratie
hours of work, but	the year any available momes	renair of the Cottongood	ton Ford, 11 on 180V. 23. 3413	S with losus show have him him	announcement to Mary, nor of	and Courrier. Epnemone.	Democratic lea
ed to push the levers	into the account for possible li-	Avenue Storm Sewer after hide	Pope is the former Betty Lo	and genealogy, here and tuck	the reason why the birthplace	administer of administer	ornate.
the numbers come	brary expansion.	are opened Dec. 16.	Hadden of Slaughter.		was in Bethlehem instead of	the property of the second	•Under the direc
entists were elated.	Firemarks a runted briefly	The star and star in the	Mr. and Mrs. Alvin P. Ville	on his nock dong the thom at	Nazareth, nor the shepherds	in the new second	Everett Jordan,
loga is a burn officer.	Theoretiks crupted brieny	The city and parish council	neuve announce the birth o	on his neck, ucpo		and the second se	Novak placed he
rege is a busy place.			their second shild and	a print a holisa la	our stople. But he had informa-	the state	a Rible and and
ne the world's most	ment of Public Works failed to	ordinances for 1964; beer li.	their second child and secon		governmental affairs.	and a second of a second of the second	hand as the
ip vivarium—animal	present a report on lowering of	quor, insurance, sales, occupa-	son, Sco't James on Nov. 24	The second se	when as tax agent, when	paragraphic pre-	nand as the chai
its research with	the parish inundation level.	tional license for all all		The second s	Borod ruled	and each and and another	she swore to tell
oing watched by soi.	A M Recenthal Ir city.	tional license, four-mill ad va-	Cora Belle Hendry of Roseland		the trans lower was hown in		replied with a fin
yor the world	manish multis mater dis thy-	lorem, public conveyance, public	Mr and Mrs. Robby I. Effer	HUICO CONTRACTOR	then Jesus was bern in		Baker, 35, quit
ver the world.			son ann		Bethlagen of Judea in the days	aiso 0.00	Spar Sanata neet
nam were gradu-	told members of the council	and one-mill ad valorem		The	of Hernet making, behold, wise	and the second s	and anional post
chool, which recent-	chere are a lot of factorseller.	Or recommendation of the	first chi	Thew, and the second bas	men the East came to	meencaders, Mission and a Mi	and targed \$00
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	being develop	Sanitary Sewerage Expediting			Ho management	the building the	He first came to
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eq earlier this year.	that fields and a long the	Calumet Street pump sta-	tonang H. Sul	countries Jacks, and the thost	star, star wenter	and Fleming is-	Mrca Machello,
ne even-tempered	northern	to Foretich-Zimmer, low	the second for the second statement the	populat book in the Bible	The line of the how the	and the second states the second	лать тик на
d chimponaut who	· City Col		ALANA STREET	at it is one thathe four make	magin the shift		ical endoye o
to ride aton a soar-	(hy) Clear and Hand	contier at \$11,600, and gave no-		toriotal and the second	and Alexandre	Pila the local lister on he lin	Small maines (
a subashital flight	UNIT CIUSSI CONTRACTOR CONTRA TOR CONTRA TOR CONTRA TOR CONTRA TON	These of scienting to install a	B	V CONTRACTOR OF A CONTRACTOR O	and the state in the state of the	the second state of as all	the last perce
a auroronan mgm	Advantage a					NOT PLATE AND TRUE PLACE	
	drainage, see easier in this par-	sever resection in Actoria		- Andre in the state of the So buy it	aster and a manufact and		D B Department
now a celebrity in	dramage, the second mis par- isledidn the second to be a scalar to	sever in section in victoria	risch of the Orleans.	was complied before he left Pal-	sent those is the full babies of	purpersonant with provating	to a paraget page
D.C. National Zoo.	drainage services on this par- ish didn and a possible to discuss here a immediate	sever in action in Actoria Drife and irline Highway from	arise Mrs. Albert J. Prie	was complied before he left Pal- esting to years after the resur-	sent coore to the fall babies of	abus school of the fues with	to a paragraphic Motel in er for h
D.C. National Zoo. lites Animals	drainage ish didn disense li costole te disense li costole mundat	sever the entitient of dictoria Drive and Griline Highway from Read to Hur-	and Mrs. Albert J. Pric	was completed before he left Pal- esting by years after the resur- rections and the second se	sent there is a fill babies in the city buyer and avariant	put the second s	to a part of the h Motel over her h S. Nov
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space vehicle in for hours. H a chance

a banana-flavored food Suring a 5-hour shift, he

ext could be purpose the coun-necessarily be restricted for capital expenditure. Christian said he assumed the council could do whatever it room, a Syar-old decided to do with the money med George, who fect as a man, does 000 is listed under "P--counting Accounts" in the numbers sits at the e's cage

orge's cage. figure shows on the George presses a ther handle to clear used the other handle to clear cused the money for a hof-cap-If he gets six right in tild expenditure, such as salaries, a reward pellet slips it would face the problem of chute. Inding revenue for the salaries recently had the num, the next year. Urded in his schedule. City - parish employes have to 7. His hand counted presented a salary adjustment here its numbers on the

her six numbers on the her six numbers on in ver quickly. When he hit the lever mor bunting each tap. H a couple of times. No Reward showed his trainin however. He finishe we covretily and the

nce correctly and then ir his reward. There Again he did it per Again he did it per-d again no pellet tramination, Maj. Reve nd the tube closed, The dn't received a reward ee hours of work, but inued to push the levers are the numbers come scientists were clated. College is a busy place, scome the world's most ne the









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goes our profi McLendon, th

nized the gridder who despite tee's special counse physical handicap or injury evidence a list of si courage and spirit in Broad-moor football. McDaniel fit this description perfectly. The All-familiar with it. District end couldn't convince a banged-up knee to let him have seen it until if play every ball game, but he shown to her by age made believers out of the Buc Internal Revenue Sc throwers. McDaniel caught a chose for 128 yards. He togen passes for 128 yards. He utgation. End Bob Schmidt, presently spechalerse and the Bob Schmidt, presently spechalerse and the







Magnolia Woods Elementary School, Baton Rouge, La.

Architect: W. J. Evans, A.I.A.

Wood Gave COLOR, COMFORT and ECONOMY to the Magnolia Woods Elementary School

The design objective in the new Magnolia Woods Elementary School in Baton Rouge was to provide an environment for effective teaching and learning — a school for children, not grown-ups. Wood helped achieve this.

Laminated wood beams and arches of Southern yellow pine were used for roof framing. Roof decks and soffits are plywood. The laminated wood beams for classroom ceilings eliminated any need for roof bracing, and the pitched roof line creates a feeling of spaciousness in the classrooms. Cabinets of custom designed millwork give classroom vistas a homelike atmosphere.



The diversified use of wood in this school resulted in a cost of only \$11.50 a square foot, a bargain in today's school construction market.



ANTHONY BROS. WOOD CO.

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I S I A N A	HITECT	JOURNAL OF THE ARCHITECTS ASSN.	No. 3
LOU	ARC	OFFICIAL	Vol. III

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A Legacy Left by CARL L. OLSCHNER, 1900-1963

LAA members, and particularly those who served with him on the LAA Board, will deeply miss Carl Olschner who passed away on December 30, 1963. Devotion to serving his profession was a way of life for this man, even during his last days with us.

In mid-November, he attended the board session and annual meeting of the Association during the New Orleans Convention. Looking back, we recall that he spoke, as usual, with great dedication about a particular item on the agenda . . . the published "Standards of Architectural Service & Practice" of the LAA. He urged continual improvement and up-dating of this document which was adopted unanimously at the 1961 Convention as the "Bible" for architects practicing in Louisiana.

He, more than any other member, must get credit for existence of the Standards today. As chairman of a special committee, he labored for some 12 months making a longtime goal of the Association a reality.

All seven chapters in the state have now ratified the adoption of this handbook. Only a few days ago, the national office of the American Institute of Architects requested 300 copies for circulation to every chapter in the country as "The Document of the Month." We need not say more.

The document holds up to the public the ideals, ethics and service of the great profession of architecture. It also serves as a rich legacy left by this much missed man who was large in stature, bigger in heart and biggest in support of his profession. By MYRON TASSIN

IN THIS ISSUE . . .

The Press and the Building of Cities	7
Further Results on Opinion Survey	15
News, Notes, Quotes	16

COVER—John Schaeffer's excellent art used on the Press Seminar Program is repeated on this month's cover. See page 7 for Seminar report through the eyes of attending newsmen. Lectures will be reproduced in subsequent issues.

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ohin F. Pope keeping, acquired in hit eth of their Galilee, Matthew had irst son, Bur extensive notes during Nov. 29. Mrs with Jesus about the

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The AIA, the Louisiana Architects Assn., and the Baton Rouge Chapter ites for the AIA.
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INTRODUCTION

By CHESTER JORDAN Seminar Chairman

A word by word report of the Seminar would be a relatively simple matter, but without editing out redundancies and making subjective changes, it would read like a poorly conceived play with underdeveloped characters.

To evaluate our success in achieving our objective would be like asking a rifleman to evaluate a war-we were too involved to see anything but the trees. Obviously the real test of the pudding can come only after considerable time. We feel, however, that an instant test, those stories filed by the participants while the Seminar was underway, may give an indication of what the newsmen found important. We also felt it uniquely appropriate for professional writers to do the writing.

If the Seminar was a success, it can only be attributed to the calibre of newsmen in attendance. It is inconceivable that one could recruit a more interested, informed, and articulate group than this. Those people who participated in the full sense of the word are:

LIST OF PARTICIPATING NEWSMEN

BILLY G. ALLENShreveport Times
IRVING BEIMAN
E. W. BRODY
FRANK HAINS Jackson Daily News
WILLIAM KEITH Mississippi Architect Magazine
WILLIAM McDONALD Alabama Journal
ART MARTINEZ Lafayette Advertiser
PHILIP MORRIS Oklahoma City Times
FRANK RITTER The Nashville Tennessean
BILL JENNINGS Johnson City Press Chronicle
BILL BAILEY
PAT PROSKOWETZ Baton Rouge Morning Advocate
RICHARD BATTLENashville Banner
GEORGE McCUESt. Louis Post-Dispatch

OBJECTIVE. To discuss and to reinforce the mutual responsibility and dependence of the journalistic and architectural professions in the orderly development of cities.

PROGRAM

SUNDAY, JANUARY 12



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6:30 P.M. Cocktails and Buffet - Baton Rouge Country Club

> Professor Price of Journalism in charge of program.

> Welcome to the participants from:

Dean Grover Murray, LSU Vice President

Murvan M. Maxwell, President of the Louisiana Architects Assn. and Member of the Executive Committee of the Gulf States Regional Council of the AIA

Professor O. J. Baker, Head, Department of Architecture, LSU

Professor F. J. Price, Director, School of Journalism, LSU

Louisianan Hits Planning Boards

ⁿ Sharply Questions Value Of **Real Estate-Related Men As Commission Members** 2 d

By E. W. BRODY Staff Writer

BATON ROUGE, La., Jan. d a 12.- A Louisiana architect, edut cator and planning commission i member Sunday night quesv tioned the value of planning ⁿ commissions consisting primarily of members professionally involved in real estate and related fields.

State Architects Welcome Delegates to Seminar Here

it e and reporters to a three day-

Building of Cities."

sored by the School of Journal- create better places in which ism and LSU department of to live, he said. architecture through the gen-eral extension division. It is be-ing held in cooperation with the American Institute of Archi-tects, the Gulf States Region of the American Institute of Archiarchitecture through the geng the American Institute of Archi-cil of the AIA, said the seminar tects, the Louisiana Architects is one of a regional series of Association and the Baton conferences that began last fall Rouge Chapter of the AIA. h

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bus tour of the city Monday said an exhibit on "The Educaafternoon which will illustrate tion of an Architect" is on dis-

be highlighted by a talk by partment's fifth year students George McCue of the St. Louis envisioning the Baton Rouge Post Dispatch.

dence of the journalistic and improve it. architectural professions in the orderly development of cities." The seminar ends Tuesday e night. -

Sunday, participants gathered r at the Baton Rouge Country

4, Club for a dinner meeting. Dean Grover Murray, LSU ie vice president, welcomed those al attending on the behalf of the ve university.

Dr. Murray said it was "par-0ticularly intriguing" that the nil- seminar unites the two creative fields of journalism and Carchitecture.

He pointed out anyone who in

THE COMMERCIAL APPEAL

Officials of the Louisiana has traveled somewhat can see Architects Association and LSU the chaos that has resulted in Sunday welcomed architects cities from lack of planning.

and reporters to a three day-seminar on "The Press and the lead in establishing "an awareness of tomorrow's needs" and The seminar is being spon- architects can move forward to

with a conference at Columbia Working sessions begin Mon- University. O. J. Baker, head day morning with a discussion of the LSU department of archi-of "The City's Problems." Sem-inar Participants will take a behalf of the department. He problems found in most cities play in Peabody Hall, along and some partial solutions. with architectural projects re-Monday night's program will cently completed by the de-Capitol complex in 1984.

Architects and reporters from Dr. F. J. Price, director of Tennessee, Alabama, Missis- the LSU school of journalism, sippi, Oklahoma and Louisiana said the idea behind the semiare attending the seminar, the objective of which is "to dis-cluss and to reinforce the mu-with it and not so good with tual responsibility and depen- it" - and what can be done to

ORDERLY DEVELOPMENT Architects, Journalists Agree on Cities' Woes

By WILLIAM G. ALLEN Of The Times Staff

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BATON ROUGE - Architects and journalists from five states agreed at a regional seminar here yesterday that both professions should be continually concerned with the orderly development of cities.

Architects said some newspapers do not show enough interest of in good city planning, while newsmen charged that many architects refuse to speak out when cities violate the principles e of sound development.

OF CITY FLAWS Ugliness Starts at Home, Sta de Says Architect

SEMINAR TOLD

BATON ROUGE, La. (AP)-

W. J. "Red" Evans, Baton h Rouge architect, told a seminar th at Louisiana State University to Monday ugliness starts at tio home.

In a discussion of problems of ha the city, Evans cited conges- c tion, extravagance, a p a t h y, V "scatteration" and ugliness as m major problems in Metropoli- co tan areas.

Evans, using slides to illustrate his talk, discussed problems of the city in terms of ugliness, congestion, "scatteration," extravagance and a apathy.

Ugliness starts at home and in I the backyard, is on the railroad, along the streets and in the ditches, the architect said.

It's downtown and at the shopping center; it's the conglomeration of power lines, the massive outline of the expressway and the garbage cans on the street, he continued.

Congestion is strangling the merchant, the driver and the man on the street, Evans said. As far as "scatteration," the architect said, we're wasting too much land."

Land Waste

It's extravagance to park on streets, to use valuable land for parking lots, to continue short blocks and to skip large areas of vacant land in developing suburban areas.

Concerning apathy, Evans said the news media are not as concerned as they should be -"but neither are the people."

Evans also spoke briefly on "the tools we work with." Lessons from the past teach us there is charm in an old building, a sturdy tree and a colorful growing plant.

Lessons in the present include knowing how to improve neighborhoods, designing attractive buildings, landscaping them and turning main streets into a "shopper's paradise."

Evans said in Baton Rouge, the greatest untapped resource is water and in other cities other resources are available.

Concerning plans, he said planners know what to do-it's a question of getting these plans into effect.

Codes and ordinances are also tools in building better cities, Evans said.

W. J. Evans, Baton Rouge architect, said he felt newspapers should lead and not restrict their activities to reporting.

He agreed with a comment made by a Montgomery, Ala., newsman that "architects are

notoriously uncommunicative." One of the solutions sug-gested was architectural groups should hire public relations men who can communicate, if the architects themselves cannot do SO.

Evans and Chester Jordan, professor of architecture at LSU. who presided over the informal discussion, stated they felt newspapers should crusade in an effort to get something done about the city's problems.

Crusade Needs Public To this, one reporter an-swered, "Let's you and I crusade - newspapers can't do it alone."

Evans and Jordan also agreed

MONDAY, JANUARY 13

9:30 A.M. "The City's Problems"-Room 148, Pleasant Hall to 12:00 Noon Moderator: C. H. Jordan, Professor of Architecture, LSU

> Session conducted by W. J. Evans, AIA

with the newsmen present that architectural groups have the responsibility for coming forward with ideas and with taking stands on items pertaining to city planning, but very seldom do so.

The two architects, however, felt that newspaper should not wait for someone to come forward, but should go ahead on their own to point out problems and solutions.

The architect said he doesn't think that either the press or the public is showing enough concern about these problems.

Evans said newspapers should express "a continuing concern for the physical aspects of the city.'

Following Evans' remarks, journalists began compiling a long list of complaints on how architects fail to act at the right time on critical planning matters in their respective cities.

Montgomery, Ala., newsmen said architects came forward to object to Montgomery's master zoning plan, but waited until it had been approved. The Mont-gomery papers could have easily pointed out any flaws if the professionals had brought them to their attention, they said. Journalists from Birmingham,

Ala., said there is a similar situation in that city, where a plan was completed in 1961. They said architects are just now voicing concern about the plan.

However, a Johnson City, Tenn., reporter said an architect there was instrumental in developing public interest in the downtown plan.

The architect, he said, pre-pared sketches on possible improvements and approached the city planning commission after the newspaper ran a series of articles on downtown plans in other cities.



A Birmingham, Ala., newsman suggested taxes be raised e to give owners an incentive to r sell property to someone who would, in turn, develop it.

Evans, in answer to a question, said the aid of the cityparish administration was not sought in the project here.

Evans left the door open for revival of the project, noting that he "still has the boards (plans)" in his office.

Property owners themselves came in for frequent criticism during the seminar.

Evans, summarizing his discussion of the project that failed, said that if he had succeeded. downtown Baton Rouge "would look somewhat different today.' George McCue of the St. Louis Post Dispatch said, "We're talking about a project that has not succeeded and it's a project that really hasn't even been tried."

> 10:00 A.M. to

"Successes and Failures in Urban Answers" 12:00 Noon Discussion Leaders: George McCue and Matthew Rockwell (who speaks on Tuesday evening)

> In a discussion of successes and failures in urban answers, McCue also urged going to the politicians to get things done. He pointed out that politicians live with practical problems.

In making suggestions of how improvement programs can be started, McCue said a city can make a mall out of a piece of land on which a building once stood but has been torn down. He said canopies can be put over sidewalks to make pedestrians independent of showers and cut glare on shop windows.

Speaking of his own city, Mc-Cue said that parking lots in St. Louis present a problem: they contribute nothing to the urbanity of the urban setting and not much to the tax base.

McCue also suggested that

designers leave a few places where spontaneous things can take place, such as entertainment and night club areas.

ALABAMA JOURNAL

Merchants have a "hitching post complex," McCue said.

They think they have to have a parking meter in front of their doors because people won't walk a block. McCue said that sometimes they are right because "town is so damn dull" a person won't walk in it unless it's absolutely necessary.

McCue pointed out that modern life is geared to the automobile and not to humans. He said that modern street lights arch up and go over the street to provide light for vehicles, with a little of the light going on the sidewalk for people.

Rockwell said the problem is not really that of the architect. He said architects have the know-how to transform central business districts.

"It's in the smoke-filled room where most of our eggs are battered to pieces," Rockwell said.

In order to make redevelopment a reality it is necessary to enter the "wilderness of effectuation," he said. The architect has developed the problem to the point where someone else who knows how to deal with political figures can take over.

It is necessary to get an acceptance of change. For example, he said, self-interest groups, such as the automobile interest, must be convinced it is necessary to eliminate cars from the downtown area for the future economic prosperity of that industry itself.

Participants also touched on other municipal problems such as transportation. A Memphis, Tenn., reporter said rates have been raised since the bus operations in Memphis became municipally owned. There is also a problem con-

cerning purchase of new equip-ment. The reporter said a private company which operates the bus operations for the local government insists on paying cash for new buses.

The Memphis bus operations are also federally subsidized, he said.

Matthew Rockwell, deputy director of the Northeastern Illinois Metropolitan Area (Chicago) Planning Commission said he is pessimistic about the participation of property owners in improvements.

"I am convinced that urban renewal is the only way to hardle the problems," he said, adding that in the future opposition to the program will diminish.

George McCue, award-winning art and architectural critic of the St. Louis Post-Dispatch warned newsmen and architects that a city could be-come a work of art "only in a dictatorship."



6:30 P.M. Cocktails and Dinner — City Club of Baton Rouge

Welcome to the participants from:

John Christian, Mayor-President of Baton Rouge

Speaker: George McCue of the St. Louis Post Dispatch, "Adventures in Seeing"

Architecture of U.S. Cities Gets Airing in Seminar Here

A reporter with two American Institute of Architecture journalism awards to his credit took participants in an architecturalpress seminar here on a sightseeing tour of American cities Monday night.

George McCue of the St. Louis Post Dispatch gave a talk illustrated with slides in one of the activities of "The Press and the Building of Cities," a seminar now under way at LSU.

The seminar will continue all day Tuesday and will conclude with a talk Tuesday night by Matthew Rockwell, deputy director of Northeastern Illinois Metropolitan Planning Commission, titled "Ugliness Is Neces-"sary."

McCue, an architectural and art critic who has reported for the St. Louis Post Dispatch for 20 years, showed slides of the new and old, the bad and the good in American architecture from Georgetown, Colo., to New York City

The speaker said man formerly saw things from a vantage point foot or horseback, while he now moves rapidly past stationary landmarks in cars, or over them in planes.

Profund Effects

Speed and point of view are having profound effects on contemporary design and the younger generation is in danger of losing sight of the details that are the essence of a city, Mc-Cue said.

McCue showed slides o what he said was a country soubdivision, emphasizing its "commonplace uniformity." The chief designers of such subdivisions, he said, have been the Federal Housing Authority and land developers.

As a result a house in Arizona looks much like one in Maine, he said.



PARTICIPATE IN SEMINAR HERE—Architects and newsmen from several states are participating in a seminar being held at LSU on "The Press and the Building of Cities." Shown above at the City Club Monday night are James Bailey, left, director of public information for the American Institute of Architecture, Washington, D.C., and George McCue, of the St. Louis Post Dispatch. McCue spoke Monday night on "Adventures in Seeing."

-Advocate Staff Photo by Charley Weston

Outlying concentrations of "bedroom communities" make it necessary for people to haul themselves back and forth to town over expensive roads and past large areas of unused acreage, the reporter said.

New technology has resulted in many new architectural forms, McCue said, and showed slides of some "world of tomorrow" shapes such as the 17spire chapel at the Air Force Academy. Also, the plasticity of modern thin concrete has given architects fluidity of form previously available only to sculptors, Mc-Cue said.

STATE TIMES

It is possible for the old and the new to live harmoniously side by side, McCue said. He showed some examples of the confrontation of old and new.

Speaking of examples of what can be done, McCue showed slides of what a former ugly neighborhood in Philadelphia looks like after a "house by house" cleanup.

Dwarfed by Bigness

Modern man is so dwarfed by bigness in buildings, expressways and even paintings, he can be grateful when an urban designer designs an area so it doesn't seem a disadvantage to be a human being, the speaker said.

McCue also showed what has been done in a St. Louis redevelopment program. He pointed out many good buildings are torn down because redevelopers "argue for a clean sweep." They say they don't want new development and blight side by side.

McCue said Victorian buildings are particularly vulnerable to demolition. This is because people today are too close to the late 19th century to appreciate the dash and style "with which our grandfathers built."

* Some of the ugliness illustrated in McCue's talk included auto junkyards, highways cluttered with billboards, ugly attempts at modernizing old buildings and "schizophrenic rehabilitation."

Some of the problems in recent designing McCue touched on included "the kitchen sink facade, the glacial facade, the penitentiary facade and the egg crate facade."

McCue was also critical of architecture that imitates earlier architecture, such as, he said, a combination of 12th and 20th century design.

Mayor-President Christian introduced Mocue and made him an honorary citizen.

Seminar Panelists Conclude **City Hall Leadership Vital** For Downtown Rejuvenation

By BILL BAILEY

relationship of architecture and of Nashville's magnitude withthe press in the building of with Baton Rouge and its prob-lems holding the spotlight it grabbed on opening day. When it was all over, partici-pants had decided that a down-

town rejuvenation project such as attempted here several years ago will not work without strong political leadership exerted from city hall.

Veteran reporter Richard Battle of the Nashville Banner said as much after former Mayor Ben West of the Tennessee city described how a section of blighted Nashville was transformed into a gleaming show-place through the nation's first urban renewal program.

West told delegates to the seminar he did not know of a

confronted with loss of its bus company:

The city, West said, established a transit authority to regulate the system. It subsidized the bus firm, but left operation in the hands of the original owners, he said.

He said the authority kept tabs on how much money the firm was making or losing, and set a top earning rate of 6 per cent for the firm.

Another speaker, former May-or Ben West of Nashville, Tenn., told newsmen and architects that "the tax picture is usually

the difference between making money and losing money" in operation of a city public transporn d tation system.

He described how Nashville ٩. managed its transportation when

single city in the United States, A three-day seminar on the that could undertake a project out federal assistance - cries of cities concluded here yesterday state and local independence to the contrary.

"Those who are not facing and solving transitions in downtown land use are losing out," West said.

In describing the Nashville project, West said the biggest hurdle was the property owners themselves.

"They were getting a tremendous return on their investment in slums," he explained.

the ones who've brought it on." How did the program in Nashville get going? Battle attributed much of the success story to West, whom he described as a "hard headed, able politician."

Some Early Opposition He said West had to be completely convinced urban renewal would work and then he got behind it solidly. Some mem-bers of the council at first were bitterly opposed to urban re-newal. The newspapers and the Chamber of Commerce got behind it.

West pointed out that Nashville had an active chapter of the American Institute of Architects which adopted a resolution backing redevelopment.

Battle said urban renewal actually started because Nashville had an excellent Planning Commission, planning staff and housing authority. The Nashville reporter said a

program like Nashville's or such as the program proposed for Baton Rouge can't get moving unless it has the understanding, cooperation and backing of the local political leadership.

Robert Rodgers, who was president of the Middle Tennessee AIA chapter when the Nashville development project began, showed a number of slides of Nashville before the project. areas that have been improved and models of what the developments will look like when they are completed.

ST. LOUIS POST-DISPATCH

Nashville, Tenn., is in the. midst of several urban renewal projects, one almost completed, another under way, and a couple in the planning stages.

ville

1:00 P.M.

5:00 P.M.

to

Former Mayor Ben West, who served as mayor when the first urban renewal project went through, said Nashville, like a lot of American cities, 'was going to pot.'

The first project, which surrounds the State Capitol, is a 90-acre complex which has a total value of about \$50 million, West said.

The 90-acre area was completely razed except for the Capitol and one other building. The city bought the land and utilities at a cost of about \$12 million, with the federal government paying two-thirds of that cost. The city then sold the land to private enterprise.

Now under way is the East Nashville project, which covers an area of 2,200 acres, West said.

West said the city "couldn't have done it" without the federal government because the legislature is rurally controlled. Cities have had to enter into direct city-federal government relationships such as urban renewal, he said. Then state legislatures complain about "creeping federalism - and they're

West, who was mayor of I -I-Nashville when that city launched its redevelopment pro-

1- gram, described urban renew-a al as "an urgent renewal." t "It's a shame that many r states, including Louisiana, do not have the legislation which t o would give urban areas author-ity to get into renewal projects."

West, who spoke at the City Club yesterday, said a housewife will no longer go downtown r to buy a pair of shoes for her baby when she can buy them at a shopping center, although she will go downtown to buy a piece of real jewelry.

Among logical uses of the downtown area are private and governmental offices, places for entertainment and apartment buildings, West said.

"We're in the jet age, but we have too many Rip van Winkles with us," he continued.

West said he has heard urban renewal branded as socialism, but that intelligent businessmen don't look at the label - they look at the form and substance.

Chamber Supported Move West said the Chamber of Commerce in Nashville support-

ed urban renewal. He added that businessmen are supporting it in other cities and asked, "are 400 American cities crazy?"

In the Nashville program, he said, local resident taxes comprised only eight and one-third per cent of the money the city spent.

He said he is of the opinion individuals must do what they can for themselves, but government must step in and do what individuals cannot do.

Businessmen should see to it that what government does is done correctly, he added.

strumental in concept and implementation. Ben West, Former Mayor of Nash-

Robert Rodgers, AIA

Richard Battle, Journalist, "Nashville Banner"

"A Project That Has Succeeded"

"The Nashville Development" ses-

sion conducted by three men in-

West struck out at the practice of putting valuable down town properties in trusts administrated by people who "can only collect rent and remit it to the heirs." "The heirs are usually in

Keokuk or some place and don't give a damn about how, the building looks," the out-spoken West said. "They just want the rent."

6:30 P.M. Cocktails and Dinner - Capitol House Hotel

> Speaker: Matthew Rockwell, Deputy Director of Northeastern Metropolitan Illinois Planning Commission

"Ugliness Is Necessary"

Resume of Seminar

Rockwell holds a master's degree from Massachusetts Institute of Technology and has served as director of urban programs and director of the division of public services for the h American Institute of Architec-

He was introduced by W. B. Singleton, Baton Rouge planning s consultant, who also presided n over Tuesday's panel discusr sions.

Snobbery in Civic Aesthetics Given Raking in Seminar Here

By PAT PROSKOWETZ A city planning expert here for a seminar on "The Press and the Building of Cities'' Tues-day night decried snobbishness in determining what is and what is not beautiful.

Matthew Rockwell, deputy director of the Northeastern Illinois Metropolitan Area Planning Commission, which is the planning body for the Chicago area, t told seminar participants that variety should not be mistaken 1. as ugliness.

People who recommend doing ie away with diversity and replacie ing it with orderliness fail to recognize orderliness as a type of chaos, he said.

Point of View Rockwell said that ugliness may be only a point of view and stated that diversity symbolizes the democratic form of government while uniformity exists in authoritarian forms of government.

The city planner stated that a rainy street is beautiful to a photographer but ugly to an to office worker.

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ui-He said that driving in Illinois he came to a small farm city and was initially struck by the ugliness of a corner with four service stations and a nearby diner but later had the thought that it was beautiful to the people who lived there and nearby. To deny this area would be to deny a human characteristic, Il Rockwell said.

Rather than calling variety ügliness, ugliness can be de-50 S fined as unsightliness, the speaker said.

Rockwell said his planning commission has a unique statute which calls on it to prepare plans for improvement in urban aesthetics and civic design, "to moderate the conditions of ugliness," he said.

The planner also pointed to a need for christism of architecture



SPEAKS AT SEMINAR FOR THE PRESS - Matthew Rockwell, right, deputy director of the Northeastern Illinois Metropolitan Planning Commission, Tuesday night addressed participants attending a seminar on "The Press and the Building of Cities." Shown with Rockwell is Richard Battle, city hall reporter for the Nashville Banner, who reported on the Nashville redevelopment program from its inception.

Criticism by a New York woman reporter of New York's new Pan-Am building led to a discussion program called "the quest for quality," Rockwell said.

Rockwell said he asked a Chicago urban reporter why she didn't write about the negative aspects of architecture, which he said he knew she was aware of. He said she told him her job was to report and he understood of this answer.

Need to Interpret However, there is a need for someone to interpret, to point out the bad in architecture, - Rockwell said.

In the past year or so, the question of who is responsible for ugliness in cities has been raised, he said. He said ugliness was not necessarily due to a lack of architectural knowledge and that the answer to who is responsible is: "a lot of us."

A Chicago architect about a al idea of "the city beautiful," s which was a type of "scattera-s tion," and consisted of clusters of civic buildings, the planner said.

This concept has disappeared, mainly because it was super-ficial, Rockwell said.

MORNING ADVOCATE

1- Following Rockwell's talk, Bill 1- Brody, city hall reporter for the Memphis Commercial Appeal, s summarized the benefits gleaned r from the sessions.

Brody said the seminar had - been interesting and productive. And, in answer to a question

posed at the first discussion sesn sion of the seminar as to what is is wrong with the relationships ay between reporters and archi-id tects, Brody said it is a mat-te ter of establishing some chanir nels of communication where none exist. S

The Memphis reporter also e made several suggestions. He e said future seminars would be 1- more productive if the reporters present came from cities of about the same size.

He also said the topics of discussion were often too general and that the real "nuts and t 11 bolts" of the seminar had been a discussion of the relation-ships between architects and rehi 17-

e porters.

CREDITS

The people who handled the mechanical necessities coincident with this type of meeting, did an outstanding job. John Webb, who arranged the dinner meetings, selected not only first class facilities, but produced unusual menus, unusually well prepared. The following members of the faculty of the Dept. of Architecture at L.S.U. did equally as well in producing exhibits, making slides and charts, marshalling and operating visual aids equipment, etc. They are:

BERTRAM BERENSON ED GLENNY ELAM DENHAM PAT STAUB EUGENE METZ TROY McQUEEN

Students who provided valuable services were:

CHARLES CAPLINGER JOHN MESSINA DOUG SNYDER THOMAS RUHLEN

Photographer DAVE GLEASON gave service above and beyond the call of duty in the production of the exhibit.

"If we don't do something, downtown is dead, Jordan said. And representatives of other cities at the seminar agreed this was true in their cities.

In a couple of cities represented at the seminar, such as Nashville, something is being done in the way of renovating the downtown areas, it was pointed out.

Jordan said the problem is relating things to the individual citizens. He said there is a great deal to be done about educating people to live in cities.

The region represented at the seminar - consisting of Louisiana, Alabama, Mississippi and Tennessee — is primarily rural, "but in the not too distance future, we're going to be living in real cities," Jordan said. Politicians Support Citied

The discussion of the mutual i responsibility of the press and architects in doing something about the city's problems led to politicians. Jordan said that in order to get the people behind a project, politicians should be enlisted because "they're the ones with the votes behind them."

TUESDAY, JANUARY 14

9:00 A.M. "A Project That Has Not Succeeded," W. J. Evans on his downto town Baton Rouge project. 10:00 A.M. Moderator: W. B. Singleton, City **Planning Consultant**

DOWNTOWN REDEVELOPING **Architect Says Politics** Halted Plan in Capital

By WILLIAM G. ALLEN Of The Times Staff

BATON ROUGE-A Louisiana architect charged yesterday that "politics" prevented private enprevented private en-1 terprise from redeveloping downtown Baton Rouge into a scenic, attractive area.

W. J. (Red) Evans, of Baton Rouge, said a \$3 million redevelopment scheme was drawn up for I the city's central business secs tion in 1957-58 in response to a large population increase. It never materialized, he said.

1:30 P.M. Slide Orientation for Tour Conducted by Troy McQueen and to C. H. Jordan of the LSU Faculty' 2:00 P.M. Tour of city by bus to illustrate the 2:00 P.M. problems and partial solutions to common to most cities. 5:00 P.M.

OKLAHOMA CITY TIMES

Monday afternoon; the par-ticipants went on a tour of Baton Rouge - a tour different from other tours in that it was designed not to "show off" the city's attributes, but to see what's right and what's wrong with the city.

In showing some slides of the city preliminary to the tour, Jordan said "Baton Rouge probably has one of the most colorful histories in the United States and less to show for it and less interest in it than any other city in the world."

Evans made his statements during the final session of . a seminar designed to familiarize architects and newsmen with their mutual responsibilities and roles in municipal planning.

The meeting, held at Louisiana State University, was sponsored by the LSU School of Journalism and department of architecture. It was attended by newsmen and architects from five states.

The Baton Rouge renewal program, Evans said, would have been financed solely by private capital. He said money for the e endeavor was to have come from a proposed state law enabling downtown property owners to themselves for improvetax ii- ments.

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as However, Evans said, the bill it was defeated "when the politics of got too muddy." He expressed

" belief that Texas parking lot corporation with lots in Baton 0

Rouge was the chief opponent of k the measure. 15

COMPETITION

The Texas corporation was m afraid the bill would create crippling competition, he said.

George McCue, award-winning art critic for The St. Louis Post-Dispatch interrupted, "Parking lot people are always in the thick of things that would hap-1

pen for the better and are awfully successful sometimes in keeping them from happening.' Under income tax structures, Evans added, there is little inducement for downtown property

owners to attempt to make money by improvements and den velopment

JACKSON DAILY NEWS

Further Results on Opinion Survey

to me-	you use an	
you intend to a home some-	do will of	
in in	e.	
a h	yes, you servic	
5. Do build day?	6. If think the s	
yes no	yes r	no why
Х	X	faith in his skill and capability
X	X	desire technical help
X	X	to have own plans realized
X	X	because I'd hate to do it myself
Х	Х	must have one for FHA approval—but he will do as this person wants
X	X	because cousin is architect
х	Х	trust his skill in designing to personal re- quirements
X	Х	because it is too expensive
X	X	do it himself
Х	Х	he'd know more than I would about plan- ning a house and could plan it more effici- ently
X	X	they have more experience
X	X	only one qualified to build a house
X	X	saves money, knows what material to use
X	X	they know what is needed
X	X	because of the prestige
X	X	why should I?
Х	х	so he could better design the house than I could
Х	Х	I probably won't be able to afford it, besides I want to design my first home myself
Х	х	they would be qualified to design a well constructed home
X		
Х	Х	he would be able to express concretely what I feel
X	X	
X	Х	to get the most modern home features
Х	х	he would know what he is doing, would be more experienced

you intend to a home some-		do you will use		
		PM	S	
		yes, you service ect?		
5. Do	build day?	6. If think the archit		
yes	no	yes	no	why
Х		X		he has trained for it and can do a better job
Х		X		he would know more about it
X		X		he would be able to tell you exactly how to build your house
Х			X	plan to do it myself
Х		X		can't do it by myself
X		Х		would give better results
	Х			will get one already built
Х		X		because they have more experience in build- ing a home
X			X	I want to design my own home
Х			X	I drew my own plans
X		X		I want building to fit my personality
	X			
	X			
Х			X	do it myself
Х		X		they have good taste
Х		X		he would know better
Х			X	feels that he could do it better himself
Х		X		he can design home better than I
Х		Х		more varied opinion, more ideas about the construction
	Х			
X		X		he'd do best job
X		X		more equipped to do what he wants
Х		X		he knows job better than any other person
X		Х		he knows more than I would in building a home
	X			
Х			X	won't be able to afford it
X		X		
Λ		Λ		better home for less money

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NEWS, NOTES, QUOTES . . .

Welcome To New LAA Board

The 1964 LAA Board of Governors will launch this year's program at an all day meeting on January 31 in New Orleans. The president of each chapter serves for the first 30 corporate members and an additional board member is allotted for each additional 30 corporates or fraction thereof. The new administration includes:

MURVAN M. MAXWELL, President • DAVID L. PERKINS, Ist Vice-President • HENRY LEROY JOHNS, JR., 2nd Vice-President • JOHN LOUIS WEBB, Secretary-Treasurer — DIRECTORS: CLIFTON C. LASSEIGNE • H. H. LAND, JR. • WILLIAM E. BERGMAN • LOUIS MÖOSSY • MAX HEINBERG • RAY REED • PATRICK GALLAGHER • JOHN A. BANI • F. V. VON OSTHOFF • RALPH KIPER • AUGUST PEREZ, III • M. WAYNE STOFFLE • ERNEST E. VERGES • JOSEPH M. BROCATO, Immediate Past President • • MYRON TASSIN, Executive Director



CONSTRUCTION INDUSTRY MEETING — Douglas V. Freret, AIA, incoming president of the Construction Industry Assn. of New Orleans; Ralph Kiper, LAA Board Member and Murvan M. Maxwell, incoming CIA Board Member and new LAA President, are photographed at a recent meeting of the CIA in New Orleans.

Building Trades Urge New Lumber Size System

The A-B-C's of the construction trades — the nation's architects, builders and carpenters—are advocating a new system of softwood lumber sizes which, they say would enable them to do a better job of designing and erecting homes, schools, churches and other lightframe structures.

Latest group to endorse the proposed new size standards by formal resolution is the American Institute of Architects, spokesman for nearly 16,000 registered architects through the U.S. AIA action followed earlier backing from the National Association of Home Builders, representing 40,000 home builders, and the 300,000-member United Brotherhood of Carpenters and Joiners of America.

The new standards—which, for the first time on an industry-wide basis propose to relate lumber's size to its moisture content—will lead to better quality construction at lower cost, predicts the National Lumber Manufacturers Association, a pioneer supporter of the new size system.



<image>

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THE LOUISIANA ARCHITECT

NEWS, NOTES, QUOTES . . .

ON STAGE

By FRANK HAINS

DAILY NEWS AMUSEMENT EDITOR Jackson Daily News

Thoughts on Architectural Seminar Need Sorting; So Does Neglected Desk

During coming days I'll be having several things to say in regard to or suggested by the seminar held this week at LSU by the Louisiana chapter of the American Institute of Architects, concerned specifically with the role of the press in the growth of the city but running over, as such affairs inevitably do, into a number of other interesting areas.

Right now, however, since little that I might call "hard news" and many thoughts which require some considered sort and leisurely perusal came out of the conference I shall confine myself to saying that the hosts, the architects of Baton Rouge and LSU's departments of architecture and journalism were most gracious, their conversation was most illuminating and their food and drink most lavish. And a good time was et cetera.



ED STOUT has been appointed by the Acme Brick Company as Field Sales Manager for Texas, Louisiana and New Mexico. [Here's hoping this popular rep won't neglect his pelican state. Ed.]

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Reinforced Concrete Seminar

A revolutionary new building codeaffecting the future design of virtually every reinforced concrete beam or column in the United States-was scheduled to be studied at a seminar in Baton Rouge on January 21 and 22.

The seminar is one of a series being held throughout the United States to acquaint designers of reinforced concrete structures with the new "Building Code Requirements for Reinforced Concrete" adopted recently by the American Concrete Institute.

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