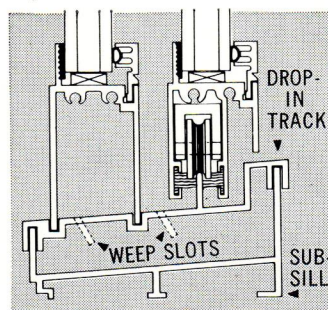




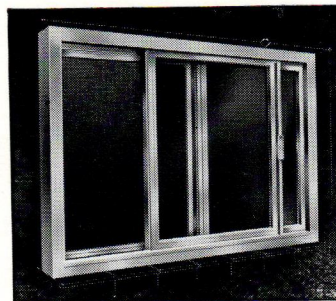
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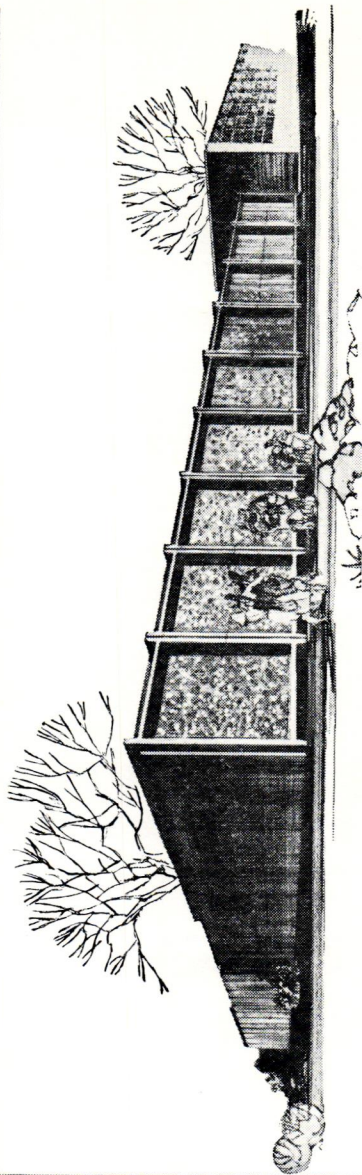
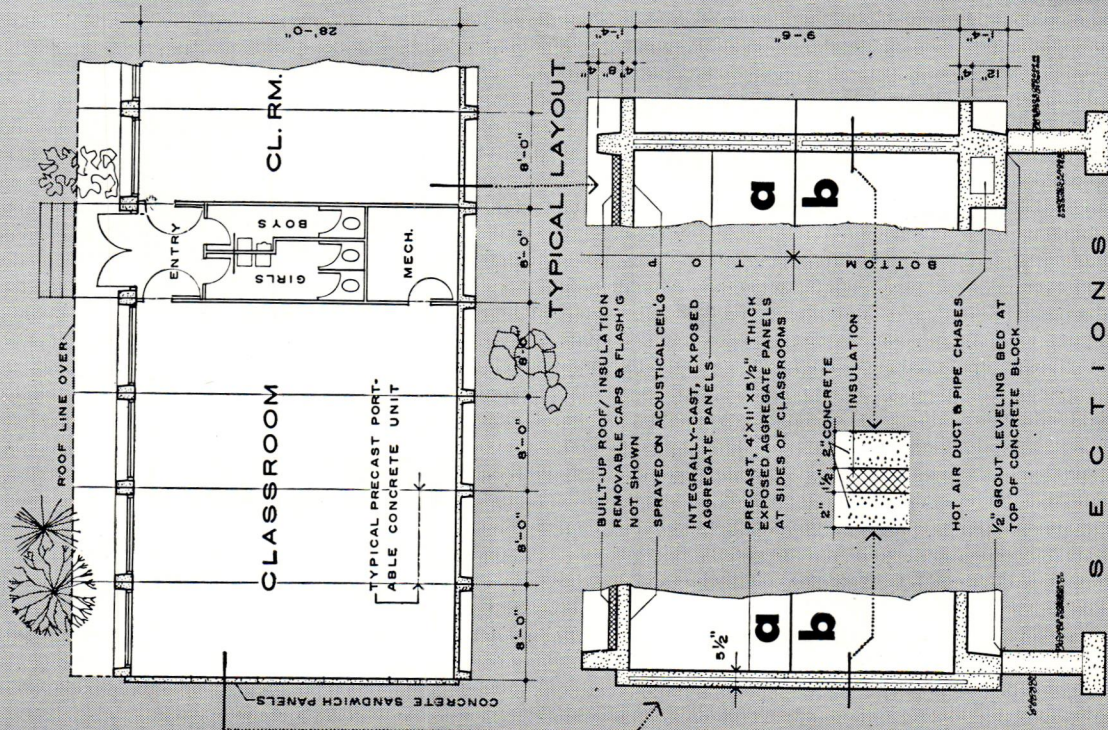
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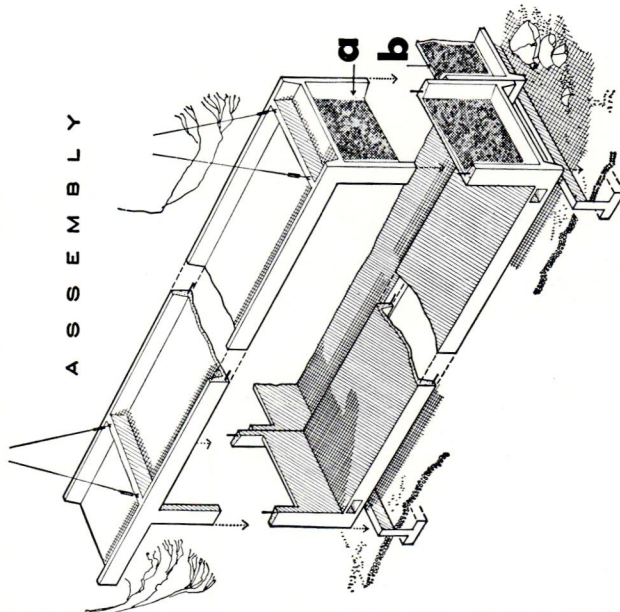


Pittsburgh Architects: John Pekruhn, A.I.A., Deeter and Ritchey, A.I.A., and Laurence & Anthony Wolfe, A.I.A.
Consulting Structural Engineer: R. A. Zern, Pittsburgh

Entire classrooms precast in concrete make up the new addition to the Homewood Elementary School, Pittsburgh, Pa. The design brings beauty, extra utility and easy upkeep to what is usually a "temporary" type of construction. Moreover, a degree of portability is achieved which allows future transportation to another site at very nominal cost.

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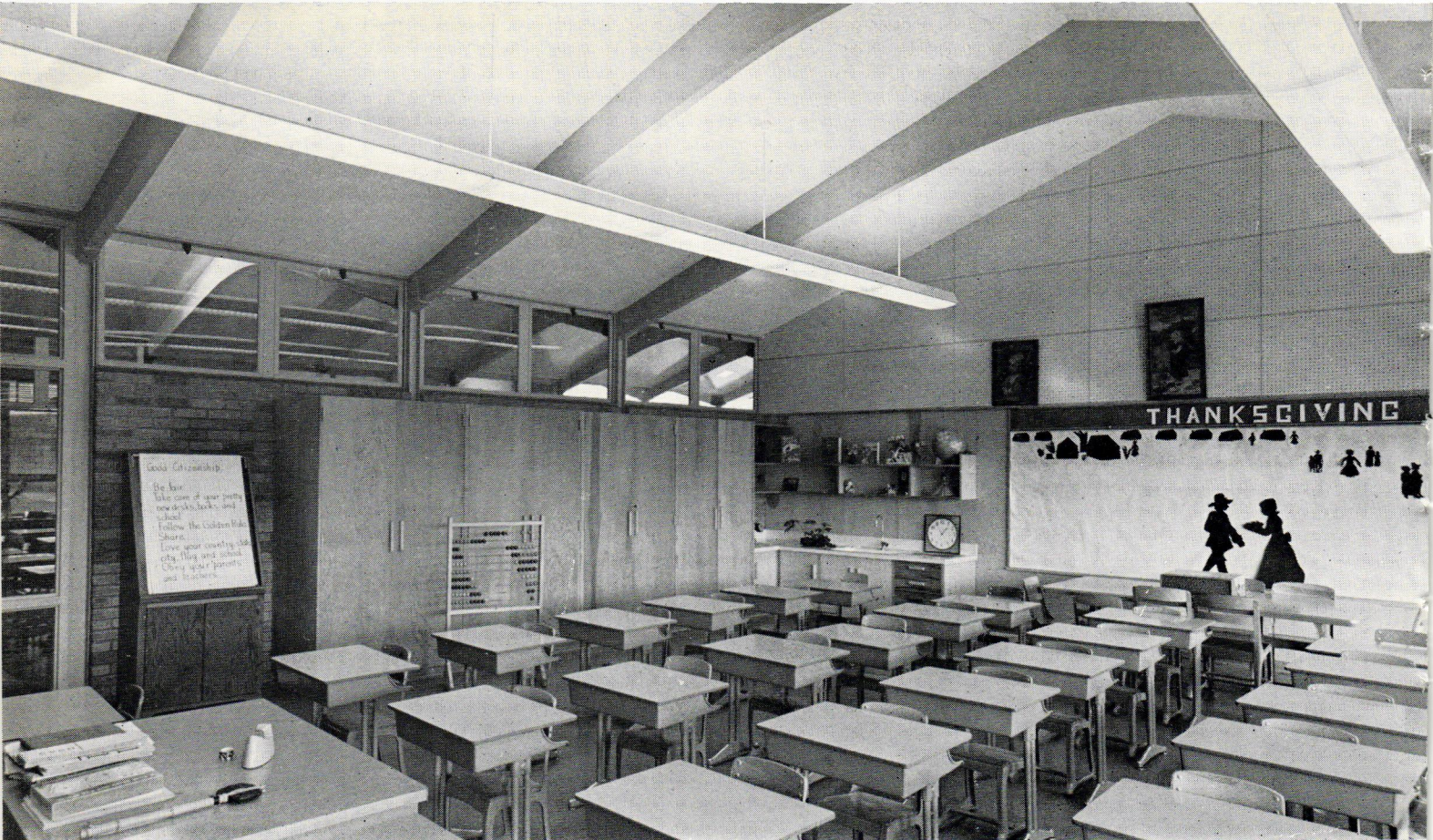
Oriented to enclosed, planted playgrounds, the structure is completed by a street facade of integrally cast exposed aggregate panels that enhance aesthetic values... keep out dust and noise... discourage vandalism.



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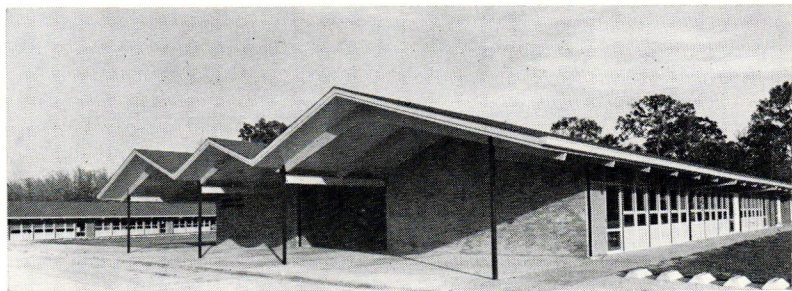
Magnolia Woods Elementary School, Baton Rouge, La.

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

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

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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.



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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.

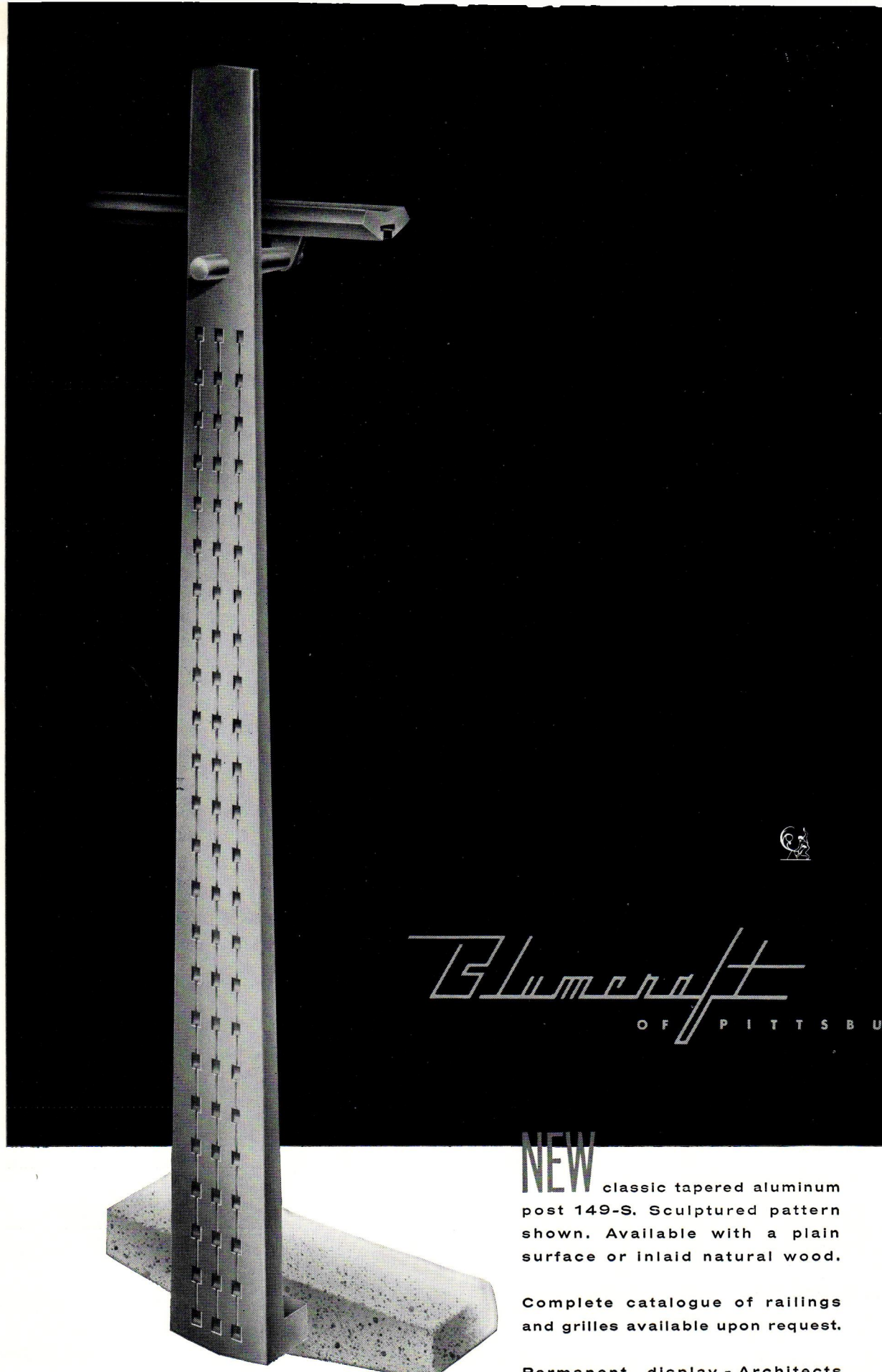
All seven chapters in the state have now ratified the adoption of this handbook. Only a few days ago, the national office of the American Institute of Architects requested 300 copies for circulation to every chapter in the country as "The Document of the Month." We need not say more.

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
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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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of their fourth... Her husband, John...
There, in some dim and dank niche, he supposedly bent over a stone ledge, transposing his notes and memories to a scroll of papyrus, in four 3-inch columns across the sheet, each about 30 lines long.

THE PRESS AND THE BOLDING OF CITIES
Wall, shelter of many poor and hunted men.
There, in some dim and dank niche, he supposedly bent over a stone ledge, transposing his notes and memories to a scroll of papyrus, in four 3-inch columns across the sheet, each about 30 lines long.

Queen City
In Antioch, perhaps, the queen city of the East, with its temples to Apollo and Artemis, he may have set down further information about Jesus' coming.

of the birth of...
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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. ALLEN.....Shreveport Times
- IRVING BEIMAN.....Birmingham News
- E. W. BRODY.....Memphis Commercial Appeal
- 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.....Baton Rouge State-Times
- PAT PROSKOWETZ.....Baton Rouge Morning Advocate
- RICHARD BATTLE.....Nashville Banner
- GEORGE McCUE.....St. 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

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

Sharply Questions Value Of Real Estate-Related Men As Commission Members

By E. W. BRODY
Staff Writer

BATON ROUGE, La., Jan. 12.—A Louisiana architect, educator and planning commission member Sunday night questioned the value of planning commissions consisting primarily of members professionally involved in real estate and related fields.

State Architects Welcome Delegates to Seminar Here

Officials of the Louisiana Architects Association and LSU Sunday welcomed architects and reporters to a three day-seminar on "The Press and the Building of Cities."

The seminar is being sponsored by the School of Journalism and LSU department of architecture through the general extension division. It is being held in cooperation with the American Institute of Architects, the Gulf States Region of the American Institute of Architects, the Louisiana Architects Association and the Baton Rouge Chapter of the AIA.

Working sessions begin Monday morning with a discussion of "The City's Problems." Seminar Participants will take a bus tour of the city Monday afternoon which will illustrate problems found in most cities and some partial solutions.

Monday night's program will be highlighted by a talk by George McCue of the St. Louis Post Dispatch.

Architects and reporters from Tennessee, Alabama, Mississippi, Oklahoma and Louisiana are attending the seminar, the objective of which is "to discuss and to reinforce the mutual responsibility and dependence of the journalistic and architectural professions in the orderly development of cities."

The seminar ends Tuesday night.

Sunday, participants gathered at the Baton Rouge Country Club for a dinner meeting.

Dean Grover Murray, LSU vice president, welcomed those attending on the behalf of the university.

Dr. Murray said it was "particularly intriguing" that the seminar unites the two creative fields of journalism and architecture.

He pointed out anyone who

has traveled somewhat can see the chaos that has resulted in cities from lack of planning.

Members of the press can lead in establishing "an awareness of tomorrow's needs" and architects can move forward to create better places in which to live, he said.

Murvan M. Maxwell, president of the Louisiana Architects Association and member of the executive committee of the Gulf States Regional Council of the AIA, said the seminar is one of a regional series of conferences that began last fall with a conference at Columbia University. O. J. Baker, head of the LSU department of architecture, welcomed visitors on behalf of the department. He said an exhibit on "The Education of an Architect" is on display in Peabody Hall, along with architectural projects recently completed by the department's fifth year students envisioning the Baton Rouge Capitol complex in 1984.

Dr. F. J. Price, director of the LSU school of journalism, said the idea behind the seminar is to take a look at the American city — "what's good with it and not so good with it" — and what can be done to improve it.

THE COMMERCIAL APPEAL

ORDERLY DEVELOPMENT

Architects, Journalists Agree on Cities' Woes

By WILLIAM G. ALLEN
Of The Times Staff

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 in good city planning, while newsmen charged that many architects refuse to speak out when cities violate the principles of sound development.

SEMINAR TOLD OF CITY FLAWS

Ugliness Starts at Home, Says Architect

BATON ROUGE, La. (AP)—W. J. "Red" Evans, Baton Rouge architect, told a seminar at Louisiana State University Monday ugliness starts at home.

In a discussion of problems of the city, Evans cited congestion, extravagance, apathy, "scattering" and ugliness as major problems in Metropolitan areas.

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

Ugliness starts at home and in 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 "scattering," 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., newsmen that "architects are notoriously uncommunicative."

One of the solutions suggested 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 answered, "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"—
to Room 148, Pleasant Hall
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 Montgomery 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, prepared sketches on possible improvements and approached the city planning commission after the newspaper ran a series of articles on downtown plans in other cities.

The Shreveport Times

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

Evans, in answer to a question, said the aid of the city-parish 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. "Successes and Failures in Urban to 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, McCue 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

ALABAMA JOURNAL

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

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 concerning purchase of new equipment. 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 handle 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 become a work of art "only in a dictatorship."

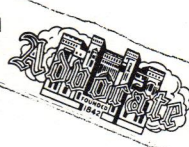
A quarter

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"

STATE  TIMES

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 architectural-press seminar here on a sight-seeing 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 Necessary."

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.

Profound 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, McCue said.

McCue showed slides of what he said was a country subdivision, emphasizing its "common-place 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 17-spire chapel at the Air Force Academy.

Also, the plasticity of modern thin concrete has given architects fluidity of form previously available only to sculptors, McCue said.

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 McCue and made him an honorary citizen.

Seminar Panelists Conclude City Hall Leadership Vital For Downtown Rejuvenation

By BILL BAILEY

A three-day seminar on the relationship of architecture and the press in the building of cities concluded here yesterday with Baton Rouge and its problems holding the spotlight it grabbed on opening day.

When it was all over, participants had decided that a downtown 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 showplace through the nation's first urban renewal program.

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

single city in the United States that could undertake a project of Nashville's magnitude without federal assistance — cries of 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 members of the council at first were bitterly opposed to urban renewal. 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.

West struck out at the practice of putting valuable downtown properties in trusts administered 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 outspoken West said. "They just want the rent."

1:00 P.M. "A Project That Has Succeeded" to

5:00 P.M. "The Nashville Development" session conducted by three men instrumental in concept and implementation.

Ben West, Former Mayor of Nashville

Robert Rodgers, AIA

Richard Battle, Journalist, "Nashville Banner"

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 Mayor 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 transportation system.

He described how Nashville managed its transportation when

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

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 Nashville when that city launched its redevelopment program, described urban renewal as "an urgent renewal."

"It's a shame that many states, including Louisiana, do not have the legislation which would give urban areas authority to get into renewal projects."

West, who spoke at the City Club yesterday, said a housewife will no longer go downtown 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 supported 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.

ST. LOUIS POST-DISPATCH

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

Speaker: Matthew Rockwell, Deputy Director of Northeastern Illinois Metropolitan 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 American Institute of Architects.

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

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

Brody said the seminar had been interesting and productive.

And, in answer to a question posed at the first discussion session of the seminar as to what is wrong with the relationships between reporters and architects, Brody said it is a matter of establishing some channels of communication where none exist.

The Memphis reporter also made several suggestions. He said future seminars would be 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 bolts" of the seminar had been a discussion of the relationships between architects and reporters.

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" Tuesday 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, told seminar participants that variety should not be mistaken as ugliness.

People who recommend doing away with diversity and replacing 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 office worker.

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, Rockwell said.

Rather than calling variety ugliness, ugliness can be defined 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 criticism 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 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 half century ago conceived the idea of "the city beautiful," which was a type of "scatteration," and consisted of clusters of civic buildings, the planner said.

This concept has disappeared, mainly because it was superficial, Rockwell said.

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.

MORNING ADVOCATE

"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 Cited

The discussion of the mutual 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 downtown 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 enterprise 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 the city's central business section in 1957-58 in response to a large population increase. It never materialized, he said.

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 endeavor was to have come from a proposed state law enabling downtown property owners to tax themselves for improvements.

However, Evans said, the bill was defeated "when the politics got too muddy." He expressed belief that Texas parking lot corporation with lots in Baton Rouge was the chief opponent of the measure.

COMPETITION

The Texas corporation was 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 happen 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 development.

OKLAHOMA CITY TIMES

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

Monday afternoon, the participants 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."

JACKSON DAILY NEWS

Further Results on Opinion Survey

5. Do you intend to build a home some-day?		
yes	no	
6. If yes, do you think you will use the services of an architect?		
yes	no	
		why
X	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
X	X	must have one for FHA approval—but he will do as this person wants
X	X	because cousin is architect
X	X	trust his skill in designing to personal requirements
X	X	because it is too expensive
X	X	do it himself
X	X	he'd know more than I would about planning a house and could plan it more efficiently
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?
X	X	so he could better design the house than I could
X	X	probably won't be able to afford it, besides I want to design my first home myself
X	X	they would be qualified to design a well constructed home
X	X	he would be able to express concretely what I feel
X	X	to get the most modern home features
X	X	he would know what he is doing, would be more experienced

5. Do you intend to build a home some-day?		
yes	no	
6. If yes, do you think you will use the services of an architect?		
yes	no	
		why
X	X	he has trained for it and can do a better job
X	X	he would know more about it
X	X	he would be able to tell you exactly how to build your house
X	X	plan to do it myself
X	X	can't do it by myself
X	X	would give better results
X	X	will get one already built
X	X	because they have more experience in building a home
X	X	I want to design my own home
X	X	I drew my own plans
X	X	I want building to fit my personality
X	X	do it myself
X	X	they have good taste
X	X	he would know better
X	X	feels that he could do it better himself
X	X	he can design home better than I
X	X	more varied opinion, more ideas about the construction
X	X	he'd do best job
X	X	more equipped to do what he wants
X	X	he knows job better than any other person
X	X	he knows more than I would in building a home
X	X	won't be able to afford it
X	X	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, 1st 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 MOOSSY • 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

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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 light-frame 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.

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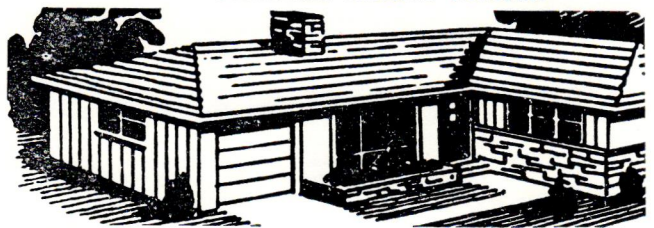
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NEWS, NOTES, QUOTES . . .

ON STAGE

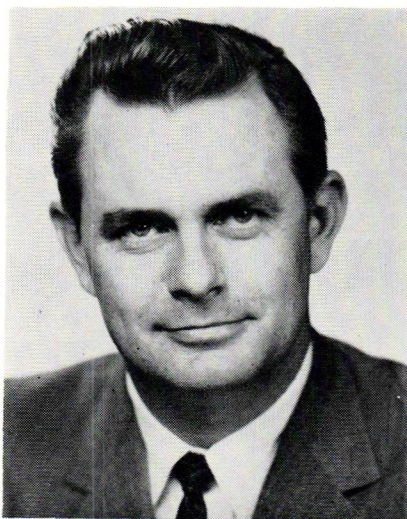
By FRANK HAINS

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.



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Reinforced Concrete Seminar

A revolutionary new building code—affecting 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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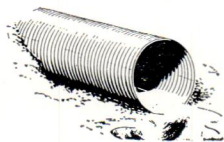
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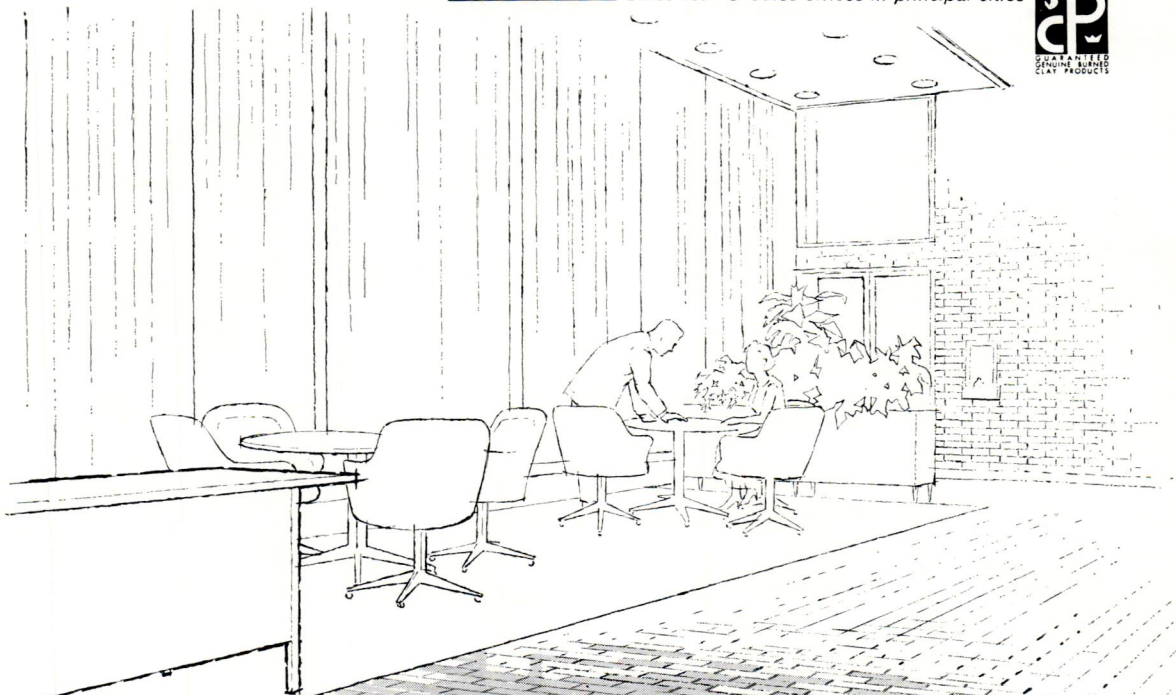
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