The adopted budget has been approved by the board of directors. The budget includes a total of $11,000 for the operation of the association. The budget is subject to change after the budget is adopted by the board of directors.

In a message to the members, the president, Mr. Smith, stated that the association is facing financial challenges due to the current economic conditions. He asked for the cooperation of the members to ensure the financial stability of the association.

The association also decided to increase the membership fees by 5% to cover the increased costs. The new membership fees will be effective from January 1, 2023.
INSTALLATION

With our exclusive “applied track” the primary frame can be installed as construction progresses, with vents and fixed lites installed at a later date. This insures not only the protection of the finish of the vents, but eliminates costly job caused glass breakage. Applied track is adjustable to compensate for “out of square” frame installation.
NO. 5 demountable classroom
Prepared as a service to architects by Portland Cement Association

Consulting Structural Engineer: R. A. Zorn, 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.

The concrete segments—each 8' wide by 28' long—include a roof or floor section combined with half of each side wall. The precast units were designed for mass production and contain all the essentials of classroom planning. Air ducts, concealed conduits and pipe chases provide a finished room without unsightly exposed utilities.

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.

PORTLAND CEMENT ASSOCIATION
611 Gravier Street, New Orleans, Louisiana 70130
A national organization to improve and extend the uses of concrete
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 home-like 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.

Sales Agent for
SPRINGHILL LUMBER CO.—Springhill, La.
URBANA LUMBER CO.—Urbana, Ark.

Members of Engineered Wood, El Dorado, Ark.
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 500 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.
NEW

classic tapered aluminum post 149-S. Sculptured pattern shown. Available with a plain surface or inlaid natural wood.

Complete catalogue of railings and grilles available upon request.

Permanent display - Architects Building, 101 Park Ave., New York, N.Y.

©1963 BY BLUMCRAFT OF PITTSBURGH, 460 MELWOOD STREET, PITTSBURGH 13, PENNSYLVANIA
OBJECTIVE. To discuss and to reinforce the mutual responsibility and dependence of the journalistic and architectural professions in the orderly development of cities.

INSTRUCTION

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 newsman 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
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 D. J. Baker, Head, Department of Architecture, LSU

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

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 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.

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.
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 newspapers charged that many architects refuse to speak out when cities violate the principles of sound development.

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., newspaper 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 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 newspapers should not wait for someone to come forward, but should go ahead on their own to point out problems and solutions.

Tuesday, 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

The Shreveport Times
A Birmingham, Ala., news-
mam 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 ques-
tion, 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 dis-
cussion 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 pro-
ject 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 pedes-
trians 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
urbanness 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 entertain-
ment 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 be-
cause “town is so darn dull”
a person won’t walk in it unless
it’s absolutely necessary.

McCue pointed out that mod-
ern life is geared to the automo-
ble 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 redevel-
oment a reality it is necessary
to enter the “wilderness of ef-
fecuuation,” he said. The archi-
tect has developed the problem
to the point where someone else
who knows how to deal with
depolitical figures can take over.

It is necessary to get an ac-
ceptance of change. For exam-
ple, he said, self-interest groups,
such as the automobile interest,
must be convinced it is neces-
sary to eliminate cars from the
downtown area for the future
economic prosperity of that in-
dustry itself.

Participants also touched on
other municipal problems such
as transportation. A Memphis,
Tenn., reporter said rates have
been raised since the bus op-
erations in Memphis became
municipally owned.

There is also a problem con-
cerning purchase of new equip-
ment. The reporter said a pri-
ivate 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 Il-
inois Metropolitan Area (Chi-
cago) Planning Commission said
he is pessimistic about the par-
ticipation of property own-
ers in improvements.

“I am convinced that urban
renewal is the only way to han-
dle the problems,” he said,
adding that in the future op-
position to the program will
diminish.

George McCue, award-win-
ning art and architectural critic
of the St. Louis Post-Dispatch
warned newsmen and archi-
tects that a city could be-
come a work of art “only in a
dictatorship.”
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 "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

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 developers "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 exercised 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.

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 threatened with the British system, also.

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.

"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 praised 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.
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 snobishness in determining what is and what is not beautiful.

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

Point of View

Rockwell said that ugliness may be only a point of view and 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 the 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 Christism of architecture.

SEPARATE AT THE PRESS — Matthew Rockwell, right, deputy director of the Metropolitan Planning Commission, Tuesday night addressed seminar 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.

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 service were:

CHARLES CAPLINGER
JOHN MESSINA
DOUG SNYDER
THOMAS RUEHLN

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 Cities

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.
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 statement 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, which was defeated "when the politics got too muddy," was a "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.

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."
**Further Results on Opinion Survey**

<table>
<thead>
<tr>
<th>5. Do you intend to build a home sometime?</th>
<th>6. If so, do you use the services of an architect?</th>
<th>6. If so, why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>faith in his skill and capability</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>desire technical help</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>to have own plans realized</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>because I'd hate to do it myself</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>must have one for FHA approval—but he will do it as this person wants</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>because cousin is architect</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>trust his skill in designing to personal requirements</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>do it because it is too expensive</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>he'd know more than I would about planning a house and could plan it more efficiently</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>they have more experience</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>only one qualified to build a house</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>saves money, knows what material to use</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>they know what is needed</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>because of the prestige</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>why should I?</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>so he could better design the house than I could</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>probably won't be able to afford it, besides</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>I want to design my first home myself</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>they would be qualified to design a well constructed home</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>he would be able to express concretely what I feel</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>to get the most modern home features</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td>he would know what he is doing, would be more experienced</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

---

**HEMENWAY'S CONTRACT DIVISION**


- DESIGNERS OF PUBLIC INTERIORS
- SPACE PLANNING
- COLOR COORDINATION
- CONTRACT FURNISHINGS

Complete plans and specifications prepared for taking of competitive bids. Work done for Architects on a fee basis. Interiors designed to suit your taste and meet your budget.

We will also, as contractors, licensed by the State Licensing Board for Contractors, bid jobs in competition with all others.

**A SOUTHWIDE SERVICE FOR ARCHITECTS**

FURNITURE - CARPET - DRAPIERIES - COMMERCIAL KITCHENS

---

**ARCHITECTURAL DELINEATION**

**IN ANY TECHNIQUE**

**JOHN H. SCHAEFFER ASSOCIATES**

Tiger Bend Road • 937-1506
Baton Rouge, La.
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

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.

BAKER Built-Ins
for: Hospitals
Dormitories
Schools
Nursing Homes

Our Planning and
research facilities
are at your disposal

BAKER MFG. CO.
Pineville, La. HI 5-3601

BUILD FOR THE FUTURE
WITH
Wolmanized
Pressure-Treated Lumber

TERMITE
and ROT
PROTECTION
COSTS SO LITTLE

TERMITE AND DECAY RESISTANT!

Usually a home is the biggest single investment you will make in your lifetime. So don't cut corners to save pennies and lose on this investment.

Be sure, be safe, be a smart investor. Have your builder or architect specify Wolmanized pressure-treated lumber for protection against termite and decay damage in your new home. You owe it to yourself and to your family, to buy this one time, low-cost insurance that permanently protects your home investment. Call us today for details and free booklet.

Central Creosoting Co., Inc.
Rt. I, Slaughter, La. Phone: Baton Rouge 342-9793
Clinton 683-8297

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.
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.]

SALE! The price on the Standards of Service and Practice has been reduced to 20¢ each, or 15¢ each in orders of 50 or more.

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.

Zip Coder

Gentlemen:
Mr. W. L. Argus of your area has recently been elected Secretary of Distributors Council, Inc.

Distributors Council has a member from almost every major marketing area in the United States and Canada . . .

Mr. Argus is President of Alumglass Building Products who distribute a wide range of building products.

Very truly yours,
R. J. Gunton
Vice President

Serving Your Community...

Texcrete High Pressure Steam Cured Blocks • Quality Controlled Ready-Mixed Concrete • Texcrete Mo-Sai • Corrugated Metal Culverts, Plain and Asphalt Coated • Holiday Hill Stone • Concrete Culvert, Plain and Reinforced

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

TEXCRETE COMPANY OF SHREVEPORT
MAIN OFFICE: 1200 E. TEXAS ST. PHONE 422-0321 SHREVEPORT, LOUISIANA
PENTA W/R
- PAINTABLE (Any Color)
- PRESSURE TREATED
- NON-SOLUBLE IN WATER

COLFAKX CREOSOTING

P. O. Box 231 Pineville, La. HI 2-2467

CUSTOM ALUMINUM FABRICATION...
- SPECIAL WINDOWS
- SUNSCREENS AND DECORATIVE GRILLES
- ALUMINUM DOOR FRAMES
- ALUMINUM FLUSH DOORS
- WINDOW WALL AND CURTAIN WALL

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

ALUMAGLASS
BUILDING PRODUCTS INC.
739 S. Clark St. NEW ORLEANS 504 486 6581

CALL COMECO first for Steel Requirements
- FABRICATED STRUCTURAL STEEL
- MISCELLANEOUS IRON
- COMPLETE WAREHOUSE STOCKS
- REINFORCING STEEL

ORLEANS MATERIALS
& EQUIPMENT COMPANY
5501 FRANCE ROAD NEW ORLEANS 50, LA.
PHONE 288-6361

H. B. BOESCH
Millwork Company, Inc.
Fine Quality Millwork
4908 Bison Street
METAIRIE, LOUISIANA
Telephone: 835-1793

HARRY CASH COMPANY, Inc.
INVITES
YOU AND YOUR CLIENTS TO SEE
THE LATEST IN FIXTURES BY —

AMERICAN Standard

AT OUR SHOWROOMS LOCATED AT
2312 N. 21st ST.
Baton Rouge, LA.
2834 ST. CLAUDE AVE.
NEW ORLEANS, LA.

frank lotz miller, a.p.a.
ARCHITECTURAL PHOTOGRAPHY
Member of Architectural Photographers Association
1115 Washington Ave. - - TW 5-3680
NEW ORLEANS, LA.

Dependable SOUND and COMMUNICATION SYSTEMS
for every building type

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

Executeone SYSTEMS COMPANY
NEW ORLEANS — BATON ROUGE
ALEXANDRIA — SHREVEPORT — MONROE
LAFAYETTE — LAKE CHARLES

MONTGOMERY ELEVATING CORPORATION
ELEVATORS — ESCALATORS
DUMBWAITERS — SPEEDWALKS
ELECTRIC AND OIL HYDRAULIC
THROUGHOUT LOUISIANA BY

Gulf States Elevator Corp.
Main Office: 715 CAMP STREET
JA 2-2758
NEW ORLEANS
new dimensions in creating with masonry

FOR DISTINCTIVE INTERIORS
SELECT VERSATILE ACME BRICK

Truly the designer's material, Acme Brick, in almost countless colors, textures and combinations, makes possible the creative expression of any interior mood or functional requirement.

One course of Acme Brick will give two lateral walls that will never need finishing or upkeep. Acme Brick floors can be laid in many patterns with or without mortar, and will retain their good looks with a minimum of routine care.

Genuine new burned clay Acme Brick can never fade or wear. It cushions sound and diffuses light. Fire insurance premiums are much lower in many areas on fire-resistant clay masonry. Heating and air-conditioning costs are lower because of its excellent insulating qualities.

Visit soon with your Acme Brick representative and investigate fully the unique creative opportunities possible with interiors of Acme Brick.

ACME BRICK COMPANY
Since 1891 • Sales offices in principal cities