

LOUISIANA ARCHITECT

DECEMBER

1964

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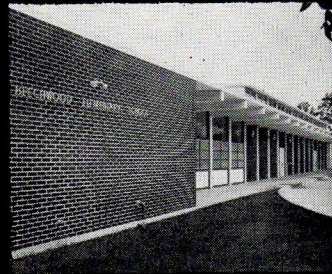
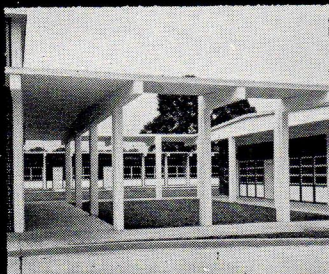
OFFICIAL PUBLICATION OF THE LOUISIANA ARCHITECTS ASSOCIATION



Architecture was Centuries Old...

before this school was designed . . . an art which ages ago first utilized structural shapes and members still basic in construction. Arches. Columns. Beams. Used by **architektons** in shaping the glory of ancient Greece . . . used today by architects such as Brocato-Bentin of Baton Rouge, La., in shaping schools like Beechwood Elementary, recently completed in East Baton Rouge Parish at a cost far below the original budget. Ancient concepts with a new look. Graceful arches of prestressed concrete by Louisiana Concrete Products, Inc. Economical, fireproof, maintenance-free. Prestressed for greater strength, faster and better construction . . . to help make difficult elements become decorative features. A new avenue to creativeness by Louisiana Concrete.

Architects: Brocato-Bentin, Baton Rouge, La.
Structural Engineer: Edward E. Evans, Baton Rouge, La.
Contractor: Crump Construction Co., Baton Rouge, La.
Owner: East Baton Rouge Parish School Board



LOUISIANA CONCRETE PRODUCTS
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From a fountain of concrete shells ...inspiring church design

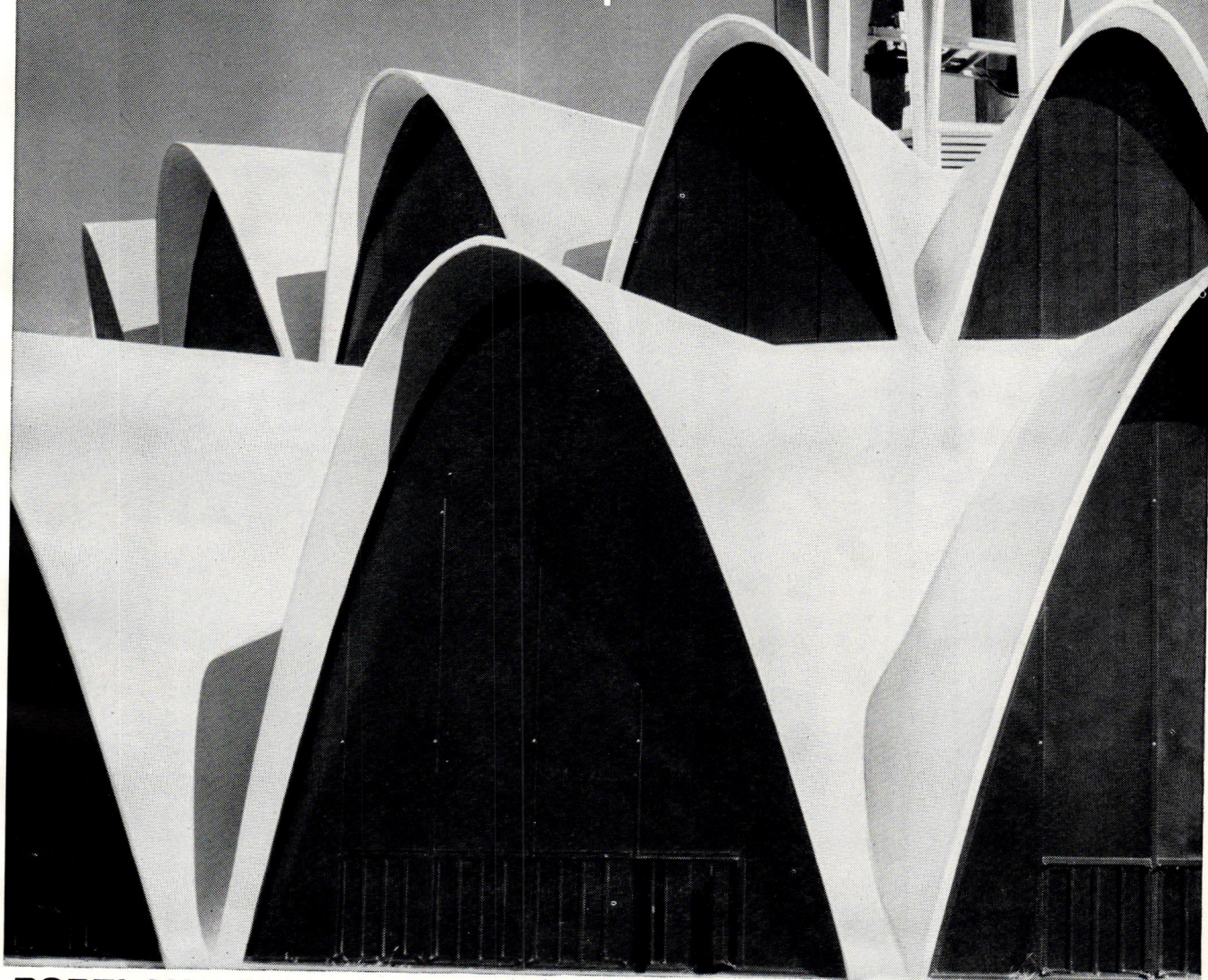
From the lantern-like tower that floods the main altar with natural light, concrete parabolas spill out in widening rings. The second tier forms a clerestory. In the lower cluster, the arches shelter monastic side altars.

On the interior of this new chapel of the Benedictine Priory, near St. Louis, Missouri, twenty parabolas echo the architectural theme. They rise from the floor to converge at the base of the tower.

Only shell concrete, with its fluid look, could bring such easy grace and modern simplicity to this circular plan which is basically one of the most ancient used for churches.

The best ideas are more exciting in concrete

Architects: Hellmuth, Obata & Kassabaum, St. Louis.
Structural Engineer: John P. Nix, St. Louis. Structural
Consultant: Paul Weidlinger, New York. Contractor:
McCarthy Bros. Constr. Co., St. Louis.



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The Legislative Investigating Committee: A CLARIFICATION

During the waning days of the special session of the Legislature, it became disturbingly evident that a few of the Louisiana Architects Association's many friends in both Houses thought LAA might be less than enthused about a legislative investigating committee to probe alleged bidding irregularities.

Let this serve as notice that LAA has, from the very beginning of this controversy, actively supported definite action in this matter. An Association representative appeared and testified at the meeting of the State Board of Education when award of the contract in question was first protested. A committee of four LAA members, plus the Association's legal counsel, later testified in the role of expert witnesses before the special Education Board investigating committee.

Let it be known that LAA wants to insure that this State will receive a dollar's worth of construction for every tax dollar spent.

Let it be known further that the LAA stands ready to assist the investigating committee approved by legislative resolution in any way possible.

ED.

Christmas Cover by John H. Schaeffer

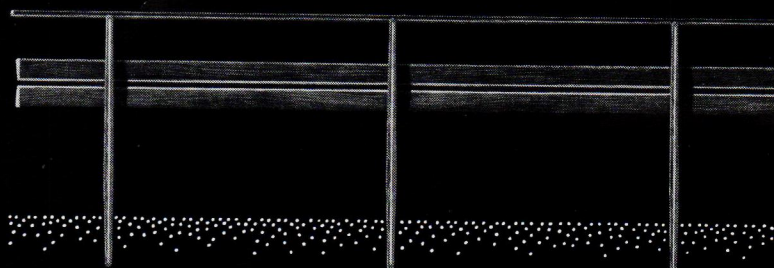
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Blumcraft

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BY RAYMOND D. REED, A.I.A.
HEAD, DEPT. OF ARCHITECTURE
IOWA STATE UNIVERSITY

Convention Summation

It is presumed that a convention summation should review proceedings and draw conclusions. It is a convention code. It is also presumed that certain liberties in summation are permitted.

On our first panel Dean Riehl capably expressed the problems of the client—and expressed the need and value for patient mutual understanding. Mr. Haas rightfully decried the fact that the architect is all too often led down the confines of a legal financial primrose path by the client. He cited the apparent impossibility of practicing architecture as a creative art—to this I say: *We must!*

Mr. Whalen cited our enormous responsibility and at times apparently weak authority. We all know responsibility without authority breeds trouble. Mr. Whalen stated that our gross national product exceeds 600 billion. I would like to state that our *gross* national product is *gross*. Mr. Whalen explained that in our society everyone fills in blank forms—tax forms, insurance forms, birth and death certificates. Our society fills in blank forms—I say the architect must fill in the blank form of architecture.

This convention met to more clearly understand law and the architect.

We all know that laws are instruments of justice, and that justice is a statement of acceptable social behavior. As instruments, laws change, as societies change. It is possible by traveling on earth or in history to easily violate every law known to man as we transport ourselves to societies alien to our self-oriented definition of law and justice, this we have done.

We all know that building is an instrument of architecture, and that architecture is a statement of acceptable social behavior. As instruments, buildings change as societies change. It is possible by architecturally traveling on earth or in history to easily violate every architectural law known to man as we transport ourselves to societies alien to our self-oriented definition of architecture. This we have done.

Traveling on earth we have encrusted society with styles at the expense of the essence of architecture. Traveling in time we have either alienated our push-button society with simulated southern colonialism; or in orbiting the upper atmosphere of architectural outer space

we have refused to give an architecture for our time and people. Our cities mutely testify to our inabilities.

Architecture is a tool of society. Yet it is not a subservient tool. Being sensitive it shall, if improperly used, cease to be. But we note that great architecture in serving society is served with respect by its society. Greatness can exist only when there exists mutual respect, understanding and rapport. "Good understanding makes long friendships." It is, unfortunately, not our pleasure to yet live in such an age. Our unwillingness or inability to accept society's standards; or its unwillingness to accept ours does not indicate the rapport of a great society for a great architecture.

We are unfortunately aliens to our society and as aliens we are perplexed and a little disturbed as an alien society enacts legislation to force acceptable professional performance. We know that if we increasingly alienate ourselves from our society we can expect increased legislation to force conformity. This is a sad, pathetic and unfortunate circumstance. It causes a people in sore need of direction to deny those creative individuals upon which its posterity and prosperity depend. Not understanding each other, bitter epitaphs encourage an increasing schism between the architect and his people. The architect cries, "I am creative! I must be above your laws! Do not bother me!" and society enacts errors and omissions clauses to indicate that this is not nor cannot be. Denial becomes the act of the land, negativism and insurance a way of life. Mr. Knapp states that in our lifetime we shall each be sued, for violating some law. Mr. Brown says that we are directly in the line of fire. Mr. Knapp stresses the uncertainties of the law, yet Mr. Rubin charges us to clearly communicate, "to call home" and to keep good records. Mr. Rubin explains the advantages of incorporating the firm. I should like to incorporate architecture into our time. Laws are written to clearly communicate intent. Yet there exists in our time an inability for the architect to communicate.

There is something within our method of expressing values that society cannot clearly receive. And in reverse, there is something in our receivers that prohibits a clear abstraction of society's stated values. What should be a dialogue has

in some instances become two monologues; one in which society shouts inhumanities and indignities and another in which architects talk only to each other (as at conventions) or in some instances, to themselves. This is a sad and unfortunate circumstance. What can we do?

Mr. Whalen says there comes a time when we must be brutally frank and so I shall. We must first determine ways to improve methods of communication. The iron curtain which separates professionalism from people must be destroyed. The monologues must become dialogues as we enrich ourselves with the clear knowledge of our people's needs. Society must clearly know the architect's values. Conflicts of values must be clearly recognized and openly discussed. We must remember that dialogues involve an exchange of ideas, and that it is for us to understand values, not to deny them. Society shall never be the same if it once discerns the best that exists within us, and we as architects shall never be the same when we can truly understand and express the greatness of our people.

Rather than travel through time and space, we must recognize that our world has become too small to have another side of the fence. There exists no more fertile field for opportunity than here and now. Greatness is within our grasp. If we could communicate, what should we say to society? I think we should say that: First, we must use every psychological, physical, physiological, social, scientific tool of our time to clearly express ourselves. By our honest example of professional integrity we must open the eyes of our people to the beauty of our time in place of the flashy and cosmetically pretty substitutes of other ages. We must express honest exciting dignity. We must demonstrate better brains than brainwashed minds. We must continue to communicate greater empathy with technical production than with tracing paper. We must demonstrate increased sensitivity to reality rather than rendering. We must acknowledge the computer, CPM production financing, construction law as tools to be used in making life meaningful. We must use all available means to extend the common dignity and meaning of man. We must state that meaningful expression is the result and not the denial of logic and reality. We must clearly explain the differences be-

tween freedom and discipline. We must illustrate that there has always existed a dichotomy between creative freedoms and creative disciplines. We must define the dangers of freedom as license, and the dangers of discipline as dogma. We must recognize that either can kill the creative act. We must lead rather than follow.

To do this we must use our energies to solve problems rather than build preconceptions. We must evolve rather than evade issues. Housing, urban design, mass production and pre-fabrication cannot be denied.

We must attempt serious research. We must recognize that architecture in spanning the arts and sciences has unique potential for contributing to our society that is rapidly splitting into two cultures. Mr. Champagne explained meaningful points of tax depreciation. I am concerned over the depreciation of society that taxes our ability to shape with meaning.

In communication we must be honest. We must discipline our minds and sharpen our senses to detect the essence of our time. We must possess the courage and the insight to accept that for which we search, not that which we hope to find.

If we boldly and clearly communicate the best that lives within us we can live in urbanity with dignity.

Now what does this have to do with law. Society in better understanding and accepting our values shall enact legislation to protect and encourage that which we hold dear.

We can create and enjoy a society more concerned with justice than law and architecture than building. We can create a society that values and honors architecture. I, therefore, submit that while we must be competent in law, our concern as architects should be more directed to laws of architecture rather than laws for architects. While laws may define our paths we must decide where we are going. I submit that if we accept our responsibilities we can build a great architecture for a great people, and in building a great architecture enjoy the just freedom of a thankful people.

We have two choices. We can choose to mutely live within the restrictive legal confines of a society alien to our values, or in becoming more competent we can create the rapport and respect of a society for a great architecture.

There is no other choice.

DECEMBER, 1964

THANKSGIVING, CHRISTMAS, CLIENT ENTERTAINMENT, AND THE INTERNAL REVENUE SERVICE

Baton Rouge

It may be timely to run in the Bulletin a memorandum regarding holiday entertainment. If you wish to do so, I am submitting the enclosed.

With sincerest regards,

Very truly yours,

Alvin B. Rubin

Holiday business entertainment must meet the same tax rules applicable to other times of the year. The following suggestions may be helpful to you:

- (1) You may deduct gifts given to clients, provided they cost less than \$25 (and provided you have not given the same client more than \$25 in the current year). Any amount given a single client in excess of \$25 can't be deducted. A gift to a client and his wife counts as a single gift, and the limit is still \$25.
- (2) If you give your client tickets to a bowl game, and they cost you less than \$25, the deduction of this cost is allowable provided you don't take the client to the game yourself. If you take the client to the bowl game, then the entertainment must be "directly related to" or "associated with" your business. It would be necessary for you and the client to have had a substantial and bona fide business discussion either directly before or directly after the ball game. The same rule applies to tickets to shows, symphonies, and other occasions.
- (3) Be sure to keep your records. No entertainment or gift deductions will be allowed unless you can prove them.
- (4) The cost of Christmas parties for your employees is deductible if the party is primarily for rank and file employees.
- (5) Bonuses paid employees are wages and must be treated as such. They are income to the employee and deductible by you. You must withhold income tax on these amounts. However, if you give your employees Christmas presents, such as hams, turkeys, and other items of relatively nominal value, such gifts are deductible to you and not taxable income to the employees because they are considered tokens of your appreciation made to gain employee good will.

For a more complete brush-up, see the article in the February, 1963, issue of the *Louisiana Architect*.

WANTED

When LAA members attended the Beaux-Arts Ball at the November Convention in Lafayette, they were greeted by walls covered with wanted posters — fitting testament to the dance theme, “Sin and Salvation Thru the Ages.” The sketches on the posters were of LAA “personalities” (to use the term loosely). Their reasons for being sought by “authorities” ranged from: “W. J. Evans — Wanted for ‘killing

people with korn,” to “Little Augie Perez—Wanted for not being little any more.”

The caricatures were executed from old photos by Phil Frank and Don Breaux of the South Louisiana Chapter with assistance from some USL architectural students. Some of these priceless gems were saved from souvenir hunters for your perusal. Voila!



ALVIN B. RUBIN



J. B. BLITCH



JOHN L. WEBB



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AUGUST PEREZ III



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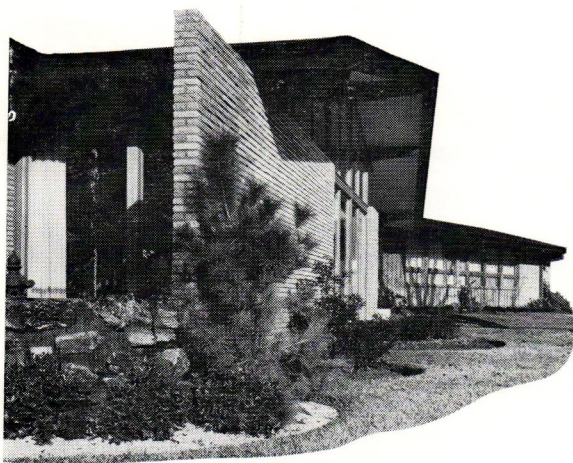
MYRON TASSIN



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W. J. EVANS



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Thrice Resolved

RESOLUTION

WHEREAS, the following organizations have sponsored worthwhile activities of the 1964 Louisiana Architects Association Convention, and

WHEREAS, these activities contributed greatly to the success of the Convention,

THEREFORE, BE IT RESOLVED that we, the members of the Louisiana Architects Association, do wholly and individually express our appreciation for this participation by:

The Producers' Council
Ronald A. Coco Company
U. S. L. School of Architecture
U. S. Plywood
Baker Manufacturing
Micarte Company
Southwest Materials Company
Hemenway's
Associated Waterproofing
Acme Brick
Metal Building Products
Glidden Company
Misceramic Tile Company

RESOLUTION

WHEREAS, the 1964 convention of the Louisiana Architects Association has been held in Lafayette, Louisiana, and

WHEREAS, the South Louisiana Chapter of the American Institute of Architects has handled this convention in a most excellent manner,

NOW THEREFORE BE IT RESOLVED in convention assembled to express wholehearted appreciation for this excellent convention to the South Louisiana Chapter and particularly to its President, Mr. Lloyd Guillory, and the Convention Chairman, Mr. Donald J. O'Rourke.

RESOLUTION

WHEREAS, the Louisiana Architects Association invited various

building material manufacturers to participate in the building materials exhibit at the convention, and

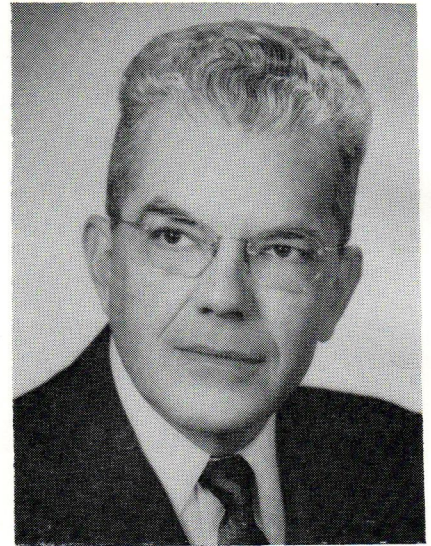
WHEREAS, a number of manufacturers cooperated in the exhibit, making available to the convention the latest information on their products,

THEREFORE BE IT RESOLVED in convention assembled on this 7th day of November, 1964, that the Louisiana Architects Association express wholly and individually appreciation for this cooperation.

BE IT FURTHER RESOLVED that copies of this resolution be forwarded to each exhibitor.

Clearview Corporation
Doherty-Silentaire Co.
U. S. Plywood Corporation
Baker Manufacturing Company
Pittsburgh Plate Glass
The Ruberoid Company
United Gas Corporation
Cooper-Weir
The Flintkote Company
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Grant-Lehr Corporation
R. B. Geldert
General Office Supply
Gulf Coast Specialties Co.
Gulf States Utilities
Corrugated Industries, Inc.
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Georgia Marble Company
Pellerin Laundry Sales
Coburn Supply Company
Tops Paint Center & Napko
The Emerson Company
New Orleans Blueprint Co.
Executone Systems Co.
Mike-Baker Brick Co.
Behlen Manufacturing Co.
Dow Chemical Company
Dixie Brick, Inc.
Hillyard Sales Company
Misceramic Tile
Clarence Dubos & Sons

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General Equipment Mfg. Co.
Libbey-Owens-Ford Glass Co.
Mayfair Industries
David B. Young Sales Co.
Concrete Products, Inc.
Elks Concrete Products
Amarlite Division
Mosaic Tile Company
Hoyt Manufacturing Co.



D. C. "Denny" LeBreton of New Orleans was elected president of the State Board of Architectural Examiners at a meeting of the Board in New Orleans on December 4.

Robert L. Miller of Lake Charles was elected secretary of the group.

Other members of the Board include D. Curtis Smith of Monroe, A. Hays Town of Baton Rouge and P. Murff O'Neal of Shreveport.

Denny is a member of the architectural firm of Maxwell & LeBreton of New Orleans and is a graduate of Tulane University. He is a member of the Executive Committee and Specifications Committee of the New Orleans Chapter of the American Institute of Architects, and serves on the Board of the New Orleans Chapter of the Construction Specifications Institute.

He has served as a member of the LAA-AGC Liaison Committee and is a former member of the Vieux Carre Commission.

THE LOUISIANA ARCHITECT

NEWS, NOTES, QUOTES . . .

What Other States Are Doing

The Wisconsin registration board of architects and professional engineers suspended for 30 days the engineering certificate of Lynn H. Gunderson of Portage. In a hearing on July 16 the board said Mr. Gunderson placed his seal on plans and specifications not prepared by him under his charge. In doing so, the board added, he aided and abetted an unregistered person in the practice of professional engineering and architecture.

Also on July 16, the board reprimanded John Kenton Primm of Manitowoc for improperly associating himself in the practice of professional engineering with an unregistered person.

Murray L. P. Kinnich, a registered Mil-

waukee architect, was reprimanded by the board on July 17 for entering into a partnership which did not comply with registration statutes. Thus, the board said, he assisted an unregistered person in unlawful practice of architecture.

At a board revocation hearing on July 17, William G. Losch, a registered Waukesha architect, was reprimanded for entering into a partnership that did not conform to state registration statutes. By doing so, the board added, he aided and abetted an unregistered person to unlawfully practice architecture.

On July 28, the Dane county circuit court issued an injunction restraining D. J. Sweeney, Harlan J. Talley and International Fabricators, Inc., from practicing architecture or professional engineering in Wisconsin. In bringing the action against the two men and the firm, all of Mora, Minn., the state registration

board said they had begun construction of a commercial building without submitting plans to the industrial commission. The plans were not prepared by a registered architect or engineer, the board added in its charge.

On August 27, Dane County Judge Edwin M. Wilke restrained Besasie & Sons Engineering company, 1647 N. Van Buren street, from using "engineering" in the company's name until the firm complies with the state registration law for architects and professional engineers.

On August 28, the board revoked the architect's registration certificate of John Hudson Howe, of Rocky River, Ohio. Mr. Howe was charged with sealing plans for several bank buildings erected in Wisconsin without personally supervising preparation of the plans. The board also said construction of the banks was not supervised by an architect, as required under Wisconsin law.



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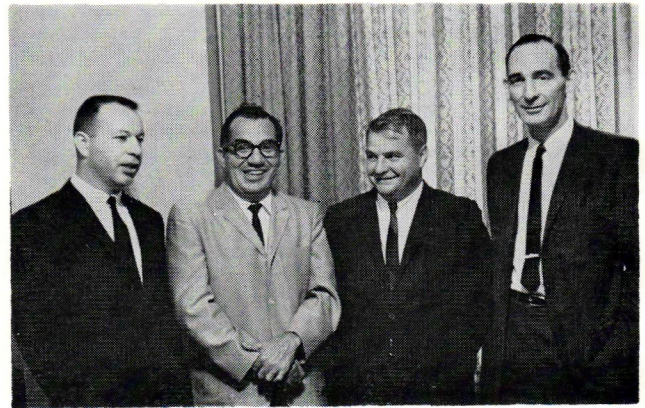
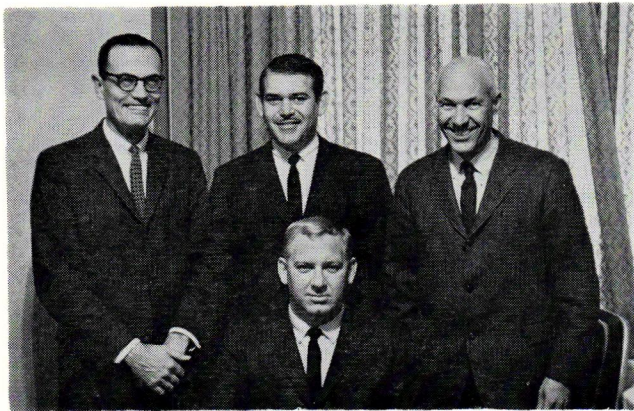
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NEWS, NOTES, QUOTES...



NEW LAA LEADERS—These are some newly elected LAA board members who attended a December 3 board session in Baton Rouge. Left to right are W. R. Brodsway, Baton Rouge chapter representative; G. Ross Murrell of Baton Rouge, LAA Secretary-Treasurer; (Seated) Hugh Parker, Monroe Chapter President; George Leake, New Orleans Chapter Representative; Sam Hamilton, South Louisiana Chapter President; Frank Brocato, Baton Rouge Chapter President; Milton Finger, New Orleans Chapter Representative and Robert Middleton, LAA Vice President.

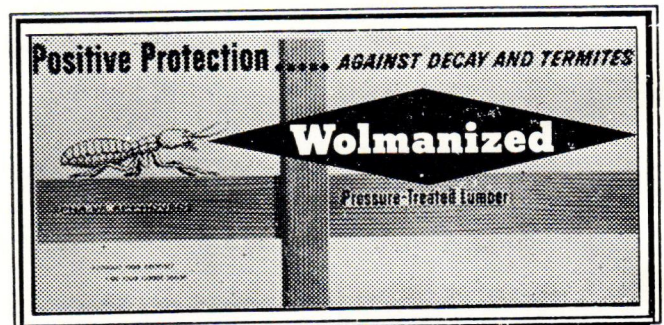
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and
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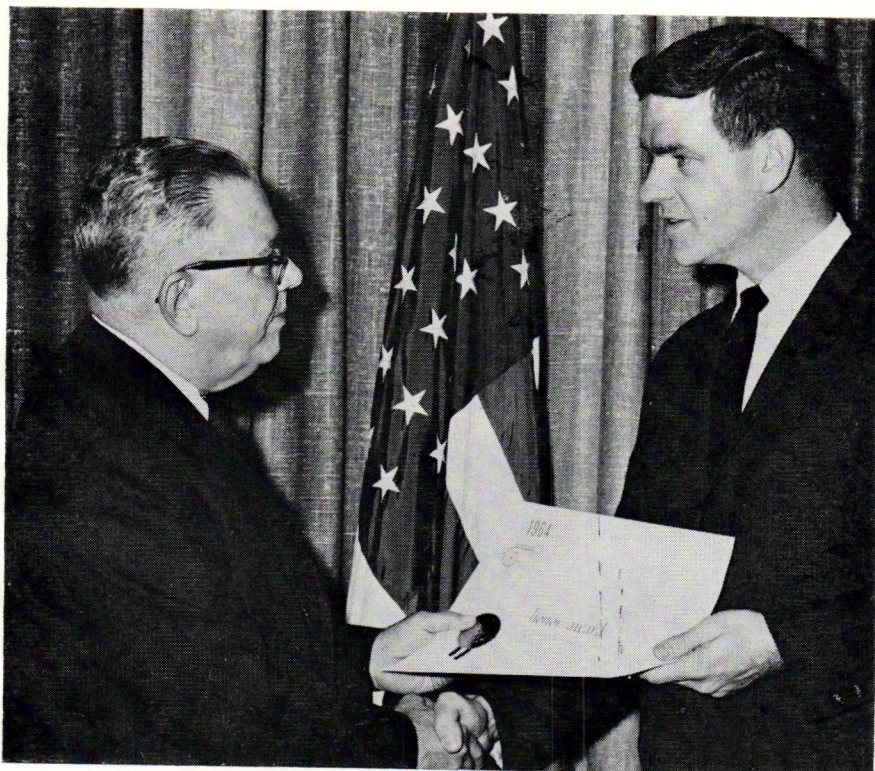
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John J. Desmond, AIA, right, of Desmond-Miremont & Associates, Inc., Baton Rouge, La., architect of the all-wood T. L. L. Temple Memorial Library in Diboll, Tex., received an Honor Award for Design Excellence from Clarence H. Osthagen, Commissioner of the Housing and Home Finance Agency's Community Facilities Administration at ceremonies held in Washington, D. C. recently.

1964-65

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PARLANGE PLANTATION—c. 1750—Near New Roads.

Parlange was built by Claude de Ternant, a French marquis who received a land grant from the king of France. With its second-story living quarters, raised off the ground to permit above-ground cellar storage and air circulation, it is cited as an example of perfect adaptation to Louisiana's low terrain and humid climate.

This sketch by Richard S. Caldwell, architect, is the tenth in a 12-part series to be featured in **LOUISIANA ARCHITECT**. The drawings are part of a large collection to be presented in a forthcoming book illustrating the basic form of Louisiana architecture.

**Courtesy of
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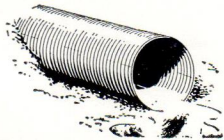
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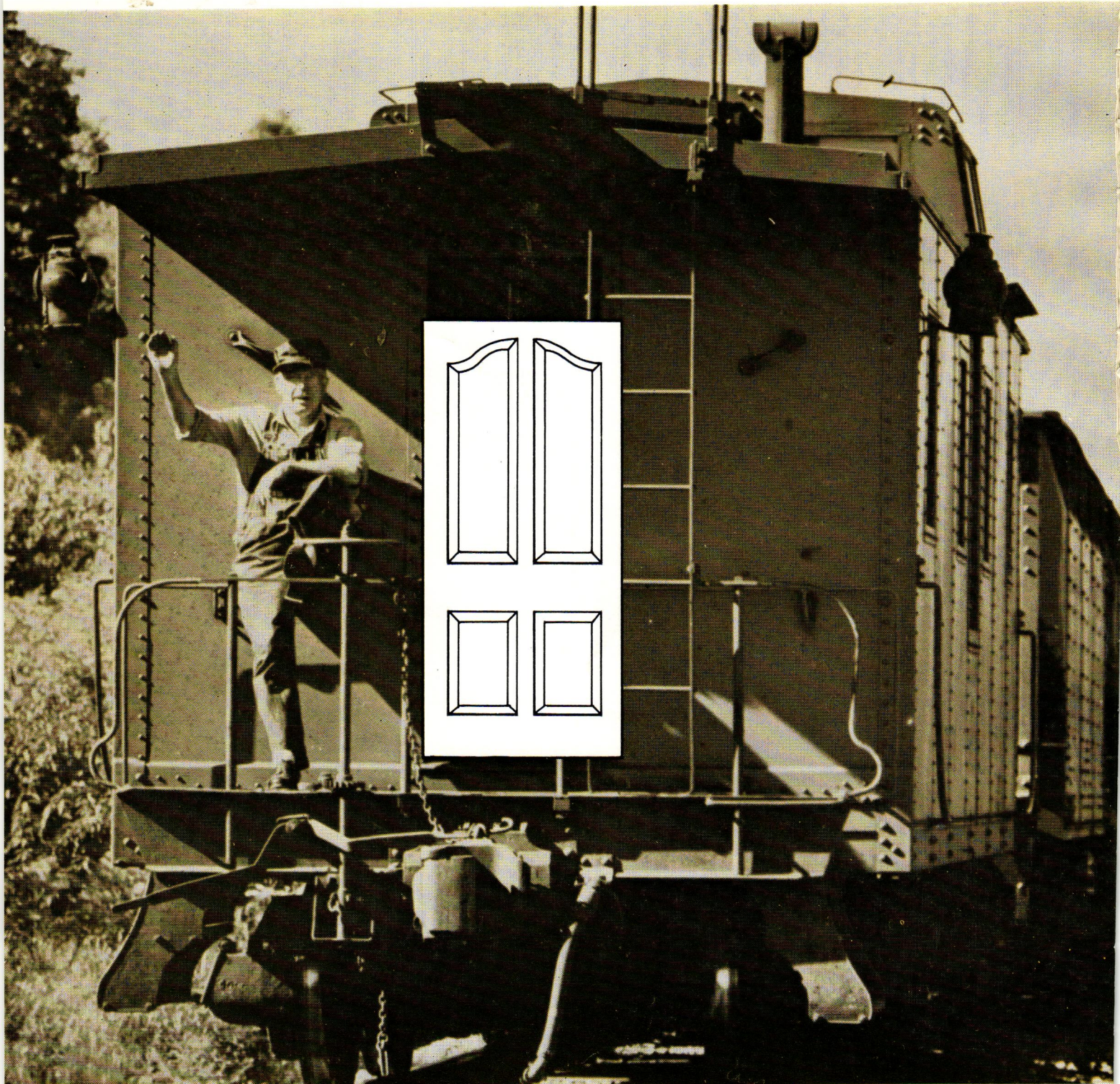
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