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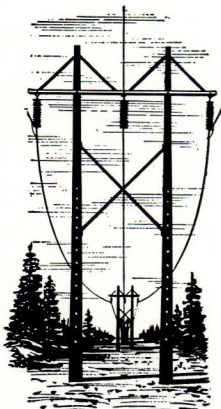
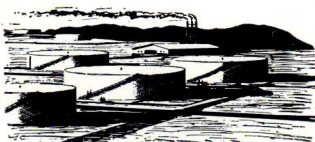
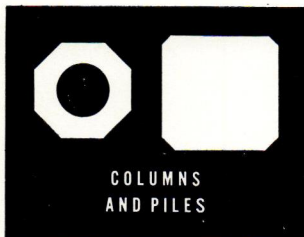
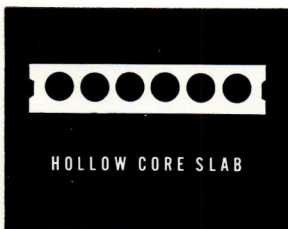
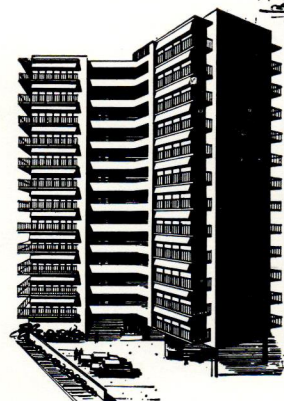
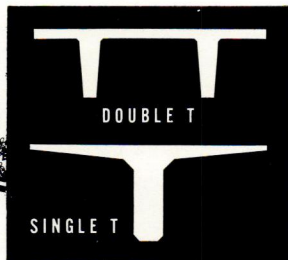
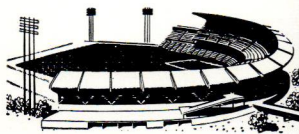
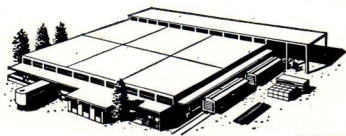
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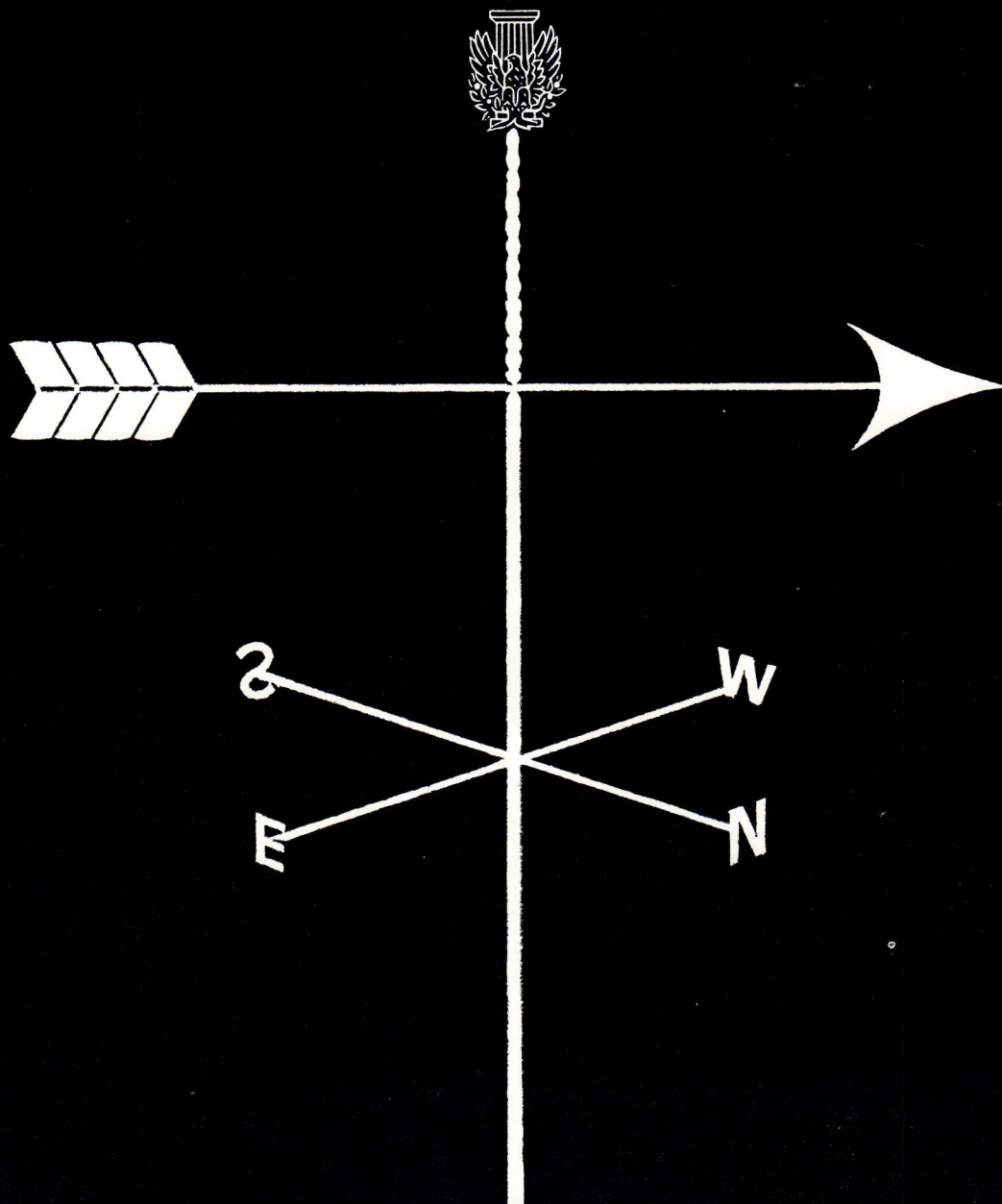
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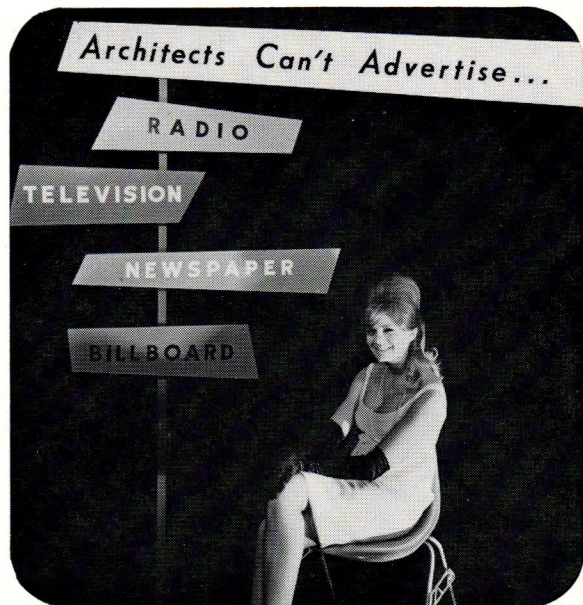
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THE DILEMMA OF URBAN RENEWAL

Some editorials propose no answers; they simply pose questions to stimulate thought. This is such an editorial, provoked during a recent trip to Washington.

A committee, meeting simultaneously with our session at AIA Headquarters, was concerning itself with urban renewal developments across the land. During a break, the LAA president and the writer spoke with a committee member from Nashville . . . a city currently having over \$200 million in urban renewal projects underway or in planning stages. When told of the anti-urban renewal attitude in Louisiana, he chuckled, "Keep sending your dollars to Washington. Tennessee will be more than glad to keep spending them for you." Needless to say, this sort of statement kinda hits you in the pit of your stomach.

It reminded us of the Shreveport businessmen who came to visit with Louisiana legislators in Baton Rouge last summer, explaining they were tired of supporting projects in other parishes, and had "come to join the state."

Urban renewal is an issue fraught with divergent political philosophies of intense convictions. States rights, Federal control, alleged waste, impersonal movement of people and neighborhoods . . . all of these fermentations rise to form sour grapes of opposition. But a staunch Louisianian wonders how many dollars being spent in Tennessee are Louisiana dollars rising like rich cream on cool, sweet milk.

Louisiana statutes do not include enabling legislation making urban renewal projects possible and maybe they shouldn't. The Executive Director of the Louisiana Municipal Association, one of the groups which might logically be presumed to provide the leadership for seeking such legislation, has stated to me that there has been no ground swell of demand for such legislation, and until substantial municipal interest develops, that organization will not sponsor an enabling act.

When you travel this State, you see numerous projects normally eligible for urban renewal funds. Somehow, a way has been found to realize these through local organization and financing. On the other hand, should local option legislation make available Federal funds to a community without the leadership or the key to success? Only time will tell.

Perhaps, someday, Tennesseans will ask, "How can we all keep more of our money at home" and on that day, that nagging stomach will begin to relax. (Editor)

COVER

Consulting Art Director John H. Schaeffer gives his abstract appraisal of the Shreveport Downtown Plan (See page 12).

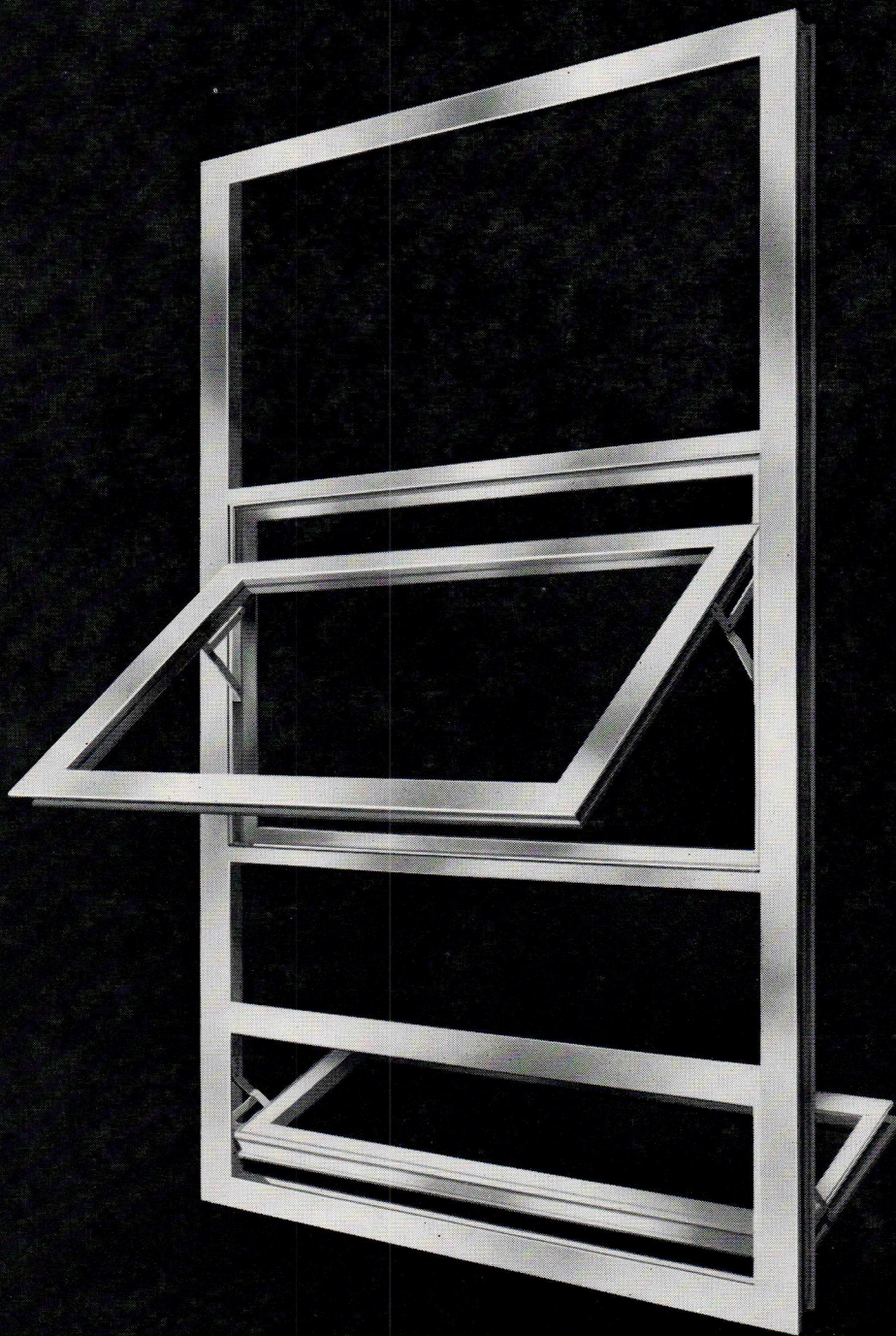
IN THIS ISSUE

Change—Noun and Verb	8
Photography and the Architect	10
First Impressions	11
The Downtown Shreveport Plan	12
The Frustrations of Architectural Barriers	14
Un Savant de LSU	17
News, Zip Coders, Notes	18



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Address by
Charles M. Nes, Jr., FAIA
Director, Middle Atlantic Region
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At the Gulf States Regional
Conference
Biloxi, Mississippi
March 26, 1965

Less than twenty years ago the struggle in Europe and the East was ending.

Millions of us looked forward impatiently to returning to our families and homes, and to an America which we assumed would be much the same sort of place as we left it.

We expected to resume without much change, our trades, businesses and professions.

Instead of this, we came back to an America already quite different.

Our gigantic and brilliant economic effort during the previous four years had changed forever the techniques and technology of business and industry. The populations of our cities were even then swollen with defense workers — a new type of person coming mostly from small towns and the country. These families discovered a new and, for many, a more exciting and rewarding life in the city and they remained — to become part of the rapidly growing and unassimilated urban population.

We resumed civilian life in a nation and a world that would change more rapidly in the next twenty years than during the previous 200 years — to scientific and technological advances that would revolutionize our industry, our medicine, and our communications.

To a population that would almost double the number of people in the United States in twenty years.

We have watched the same revolution take place throughout the world. The

CHANGE
NOUN and VERB

revival of Western Europe and Japan, and the economic growth of Russia has given these areas an industrial productivity and standard of living approaching our own.

Meanwhile, the dissolution of the great colonial empires has resulted in the rise of countless new nations — a U.N. of 115 members against 45 in 1946. These former colonial areas, filled with nationalistic pride, bulging, because of medical discoveries and aid, with a population explosion, containing only a small minority of their people with any education whatever, are beset by political instability and economic chaos.

We see a widening gap between the advanced nations and the developing nations, with little prospect of Asia, Africa and Latin America achieving even Nineteenth Century United States standards in the next century. This will lead to increased tension throughout the world, with both Russia and China competing for position in these developing countries.

In our own country, the scientific, industrial and technological revolution has enabled us to produce enough food to feed the world with half as many farmers and on half as much land.

Our ability to produce and distribute goods and services of all kinds arouses the envy of the world.

We have also seen the great Nineteenth Century goal of maximum individual freedom giving way to an acceptance of the State being responsible for large areas of day-to-day life, and the basic principles of Socialism increasingly accepted, even in the United States.

Thus, from a purely material standpoint, we lead the world, and the somewhat lopsided American dream of prosperity and security for all is now or can be largely fulfilled.

But this dream is lopsided — for beyond the doorsteps of our homes lies a shamefully neglected social and physical environment. There is presently little relief, and this grows less daily, from what the English magazine *ARCHITECTURAL REVIEW* more than ten years ago called, "The Mess That is Man Made America."

Our own profession has not been able to stand aloof from this revolution. Our practice has changed almost beyond recognition — our methods of design and construction, the materials we use and the ways we put them together involve theoretical and technical knowledge unknown and unnecessary to an architect of twenty-five years ago.

We find that our clients have also changed. They are seldom individuals with whom we can sit down and talk face to face. They are more often than not Boards, Committees, representatives of cities, counties, states or government agencies.

They often require the architect to assist in land selection and acquisition, the preparation of programs, feasibility studies — even traffic analysis. They require help in budgeting and financing. If the architect is not interested, or not qualified or competent — not necessarily to be expert in all of these areas — but to know where to find the knowledge and information needed, the client will turn more and more frequently to the non-professional who is willing to supply them all — the package dealer.

The broadened role that the architects, engineers, urban planners and landscape architects now must play in order to fulfill the requirements of designing a building or a group of buildings has placed a grave responsibility upon the architect and his fellow professionals to see that each is prepared and qualified to render the professional services now required.

What then should be the role of the A.I.A. in this changing America, and what should we, as members, expect of it?

The purpose of any professional society is to aid the practice, education and competency of its members, and to further the ideals and prestige of the profession. These broad purposes are just as valid today as they were in a past and quieter age.

1. We must first keep our profession strong and united within a single organization representing the great majority of trained and licensed architects. Only then can we speak to our community and governments with a voice that will be listened to.

2. We must continue to assist our members in their practice—particularly the great majority who are practitioners with small offices. This we are doing with our standard documents; specification guides; aids to office practice, advice on professional liability insurance, and on contracts. A recent motivation and evolution study commissioned by the A.I.A. shows that these functions of the A.I.A. are considered the most valuable by the great majority of our membership.

We must continue to improve the competency of architects through technical aids on special building types, through articles and seminars such as those on urban design, comprehensive services and office practice. We must improve our liaison with other professional societies, with the producers of building products, and above all with contractors.

I believe we are accomplishing these goals more effectively each year through our Committees and Staff; our *JOURNAL* and *MEMO*; and through our Chapter programs.

For these activities are basic and essential to our members—and as such must continue to receive undiminished attention, continuity and constant effort. We take them for granted, and cannot do without them.

There are many other projects in which the A.I.A. is active and on which Staff and Committees and Chapters are working. Some of these lie within our profession—and some are directed towards the relations of our profession with the public. I want to discuss briefly three which I believe are of the greatest importance at present.

1. Our need to re-explore and reassess the education, training and licensing of architects.
2. A more intensive and imaginative public relations program to sell our product—the value of architects and good architecture.
3. To assist in every way within our power in arousing public opinion

(Continued on Page 19)



Frank Lotz Miller, A.P.A.

To truly appreciate architecture one must experience it first hand; be present in the space it encompasses, walk through and around it. This ideal is not always possible, but the best substitute, and I will be the first to admit its limitations, is photography.

The responsibility of the architectural photographer is to capture the original intent of the architect with his camera. The success or failure of the architectural photograph depends upon how well he performs this task.

Frank Lloyd Wright once said that there is no such thing as a "good" architectural photograph, in venting his frustration upon the inadequacy of the medium.

Now, there is a great obstacle to overcome—the capturing of a three dimensional space and condensing it to fit a small two dimensional sheet of paper.

How can the shortcomings of photography be overcome and perhaps turned into an advantage, and how can the finished product, the photograph, be of service to the architect? This is the reason for this article.

As to the medium itself, the architect should have some knowledge of photography and the photographer must have some knowledge of architecture.

The camera automatically sees in perspective. Just as the architect making a rendering uses color, texture, highlights, and shadows, so does the photographer. One method I have used in describing the appearance of a finished photograph is to have the client close one eye and imagine the view before him as a flat plane. If the space and planes are still defined (by light, color, texture), then in all probability the view can be made into a good photograph.

The eye constantly changes its comprehensive angle of view. The camera can do this by the use of different lenses. But, while the eye can shift from a wide over-all view to concentrate on some distant detail, the camera cannot. It may take two or three photographs to convey the same message which the eye can do in an instant.

The eye is also selective. It can cancel out telephone poles, overhead wires, raw landscapes, fire hydrants, etc. The camera cannot. Very often a fire hydrant can be retouched into a bush, a telephone pole into a tree. The photographer can tell you what retouching is possible and what is not.

Clouds can sometimes be printed into a bald sky. In real life a bright blue sky has distance and space. In a photograph it may appear as a flat grey plane rising out of the top of a building. The addition of clouds can oftentimes restore it to its proper depth.

The photographs should tell a story. They should approximate as closely as possible the views and feelings a person walking through the building would have. Many times buildings have delightful surprises—a particularly interesting relation of spaces, or perhaps a patio viewed through a pierced wall. The architect is, of course, aware of these and they should be thoroughly discussed with the photographer. Many times they will be the key photograph around which a series of pictures can be built.

Whenever possible the architect and the photographer should visit together the project to be photographed. It is absolutely necessary for the photographer to understand the architect's intent, for he (the architect) has lived with the project for some time, while the photographer is entering a new situation. A thorough understanding of the building, the function it serves, and how the architect arranged the various areas and why, is needed if the photographer is to do his work properly.

So, in the final analysis, the architect has at his disposal a fine, if not perfect, tool in photography — for brochures, plaques, and all forms of presentations. He can select and edit the finer examples of his work to be presented to clients at their leisure.

The cost of photography depends upon a working arrangement between the architect and the photographer. Architectural photography, particularly some interiors, are very difficult to set up. Nothing gives a photographer that sinking feeling faster than the words "Take a dozen or so and I'll pick out the one I like." The photographer should not be asked to work on speculation. This is another reason why whenever possible the architect and the photographer should visit the site together. Views can be finalized and only those that tell a story need be made, and the cost can be kept to a minimum.

This is the second in a series of pages to be devoted monthly to scenes on airport-to-downtown routes in our seven Chapter cities. If first impressions are lasting impressions . . . what must air-traveling visitors, tourists, businessmen, potential industrialists think of our cities? What must they think of our cities if, by the time they reach the hearts of our urban persons, they witness such a "hardening" of the arteries? (In all fairness, it must be pointed out that this was the only scene of serious urban blight which the photographer could find between the Lafayette airport and downtown Lafayette.)

IF FIRST IMPRESSIONS ARE LASTING IMPRESSIONS

Photo by Norym Nissat





The Downtown Shreveport Plan

**Winner of AIA's Citation for Excellence in Community Architecture
AIA Gulf States Region**

The Downtown Shreveport Plan is a joint private-public undertaking that charts a 24-block concentration and integration of business and civic activities.

The unified "center" will have garage parking, according to the plan, sufficient to accommodate 7,000 cars, or a net gain of more than 5,000 spaces after the elimination of nearly 2,000 curbside slots.

Converting the motorist to a pedestrian—relieving him of his car and then putting him in a pedestrian's paradise where he can walk freely, relax and enjoy esthetic amenities—this is a key idea of the plan.

A block-wide park belt will encircle the center, serving as a visual foil for the center and as a barrier to diffusion of center activities and services—for example, parking—into the surrounding area.

Requiring a public outlay of \$13,593,000 and a private expenditure of \$11,094,000 in its initial stage (running through 1970), the plan in the long run calls for \$21,319,000 and \$38,319,000 in public and private investment, respectively. The plan is geared through 1980.

It was sponsored by an organization of merchants and downtown property owners, Downtown Shreveport Unlimited, and the City of Shreveport through its Metropolitan Planning Commission.

The planning was undertaken in three phases: "An Economic Study and Space Use Analysis," the drawing of the design itself, and finally, the setting up of an "Action Program."

Stuart Walsh and Associates of San Francisco performed the economic study which forecast a more than 25 per cent increase in demand for downtown space through 1980.

The study was made under the direction of Arch R. Winter, AIA, planning consultant, who developed the plan itself. Winter took apart the downtown's functions—retail, office, civic and circulation including autos, pedestrians and transit—and then put them back together again in their planned relationships.

Finally the "Action Program" giving priorities to private and public construction projects was completed. As with the other steps in the planning, this program was developed in consultation with key public and private interests and thus already had their approval and support when completed.

The plan fits in the larger, long-range city Master Plan also developed by Winter nine years ago. Thus, Winter says, it has a "practical grounding" in the overall scheme for the city, a tie-in that would be lacking in an unrelated scheme, no matter how good.

Although Shreveport is feeling the same forces of dispersal afflicting downtowns everywhere, the plan was not conceived as a device to "rescue" the central city. Instead, it is an approach to add to substantial downtown development already achieved.

Shreveport is the center or "capital" of a large trade territory including northwest Louisiana and parts of Texas and Arkansas and known as "Ark-La-Tex."

The plan is concerned with the economic well-being of the center. But it provides for esthetic and relaxation features, and indeed, says the plan report, "Herein lies the challenge—to combine the imaginative with the practical."

The park belt, which will contain some buildings, will connect with Red River Park. Both park and center are minutes away from most residents of the Shreveport Metropolitan Area because of recent street and expressway improvements.

The plan will facilitate vehicular movement into, out of and around the center. Elevated walks will separate pedestrians

from vehicular traffic and certain areas will be exclusive to pedestrians.

Some structures in the center will be replaced with new ones and others will be rehabilitated. Revamping of the riverfront, the report says, will make the downtown both more urbane and spacious in appearance.

The center will contain Shreveport's traditional concentration of business and trade, enlarged and enhanced by new recreational and cultural accommodations. "Above all," the report says, "it will be re-created as an attractive and spirited place for urban life."

It adds:

"A highly urban character of the center, with its consciously disciplined use of land, must be prevented from taking on a sterility of character.

"The plan therefore provides for the diversification of the dense area with rich interludes of open green space. These interludes will be in the form of landscaped pedestrian and vehicular routes, small plaza-parks and, most significantly, the Center Park Belt.

"Thus, the concept of the center is one of subtle intensity and wholeness of effect, with circulation, activities and amenities woven into and pervading the entire scheme."

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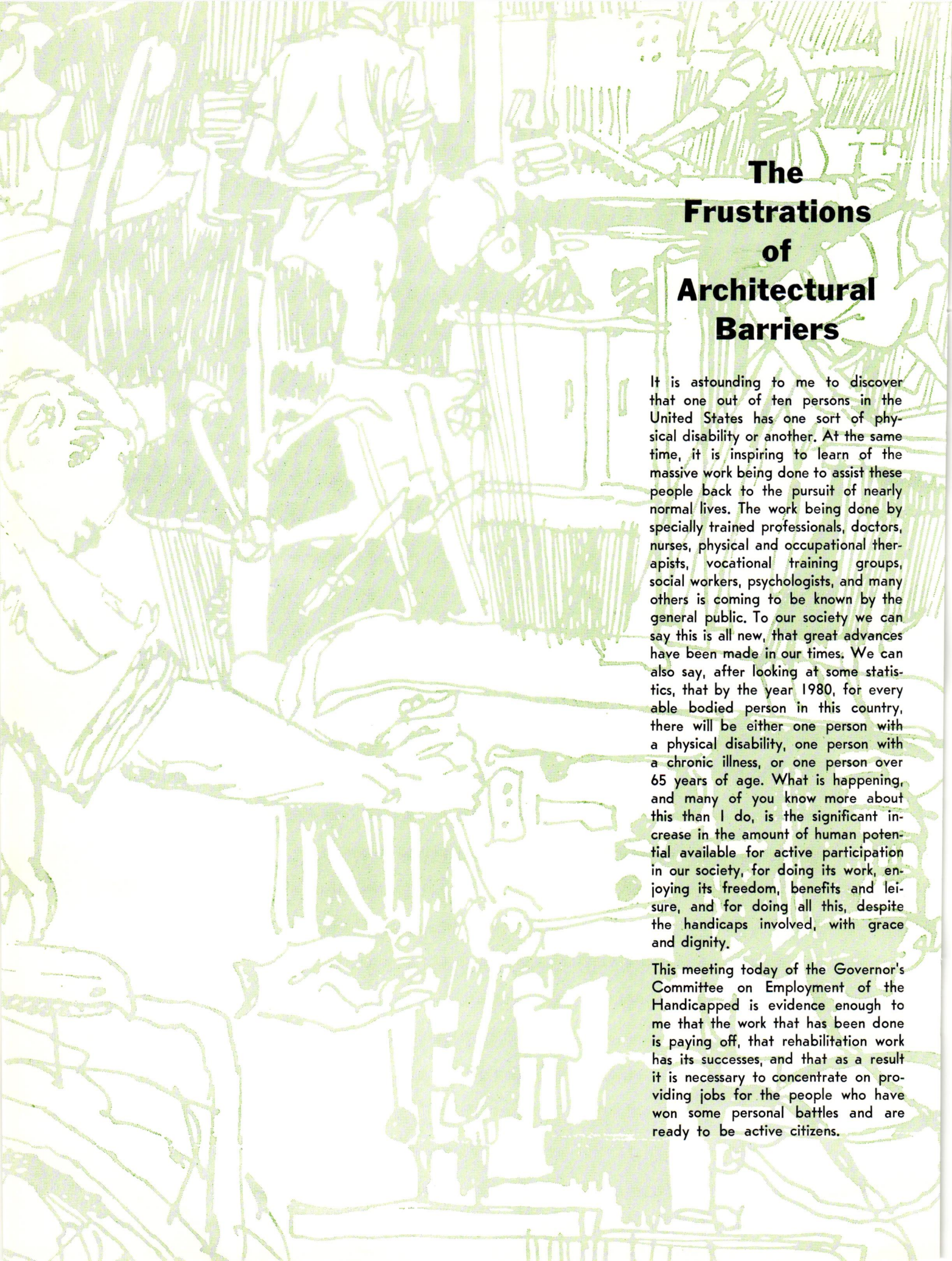
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The Frustrations of Architectural Barriers

It is astounding to me to discover that one out of ten persons in the United States has one sort of physical disability or another. At the same time, it is inspiring to learn of the massive work being done to assist these people back to the pursuit of nearly normal lives. The work being done by specially trained professionals, doctors, nurses, physical and occupational therapists, vocational training groups, social workers, psychologists, and many others is coming to be known by the general public. To our society we can say this is all new, that great advances have been made in our times. We can also say, after looking at some statistics, that by the year 1980, for every able bodied person in this country, there will be either one person with a physical disability, one person with a chronic illness, or one person over 65 years of age. What is happening, and many of you know more about this than I do, is the significant increase in the amount of human potential available for active participation in our society, for doing its work, enjoying its freedom, benefits and leisure, and for doing all this, despite the handicaps involved, with grace and dignity.

This meeting today of the Governor's Committee on Employment of the Handicapped is evidence enough to me that the work that has been done is paying off, that rehabilitation work has its successes, and that as a result it is necessary to concentrate on providing jobs for the people who have won some personal battles and are ready to be active citizens.



Edmund J. Glenny, AIA

There are still many barriers to employment and full participation as citizens, and the biggest barrier to the handicapped is, and I quote from Action, "unfounded prejudice on the part of employers, the public, and even themselves." But let us say that the skill has been learned, the personal battles won, and prejudice overcome. It is then that the real frustration of an architectural barrier, existing as it were by oversight, becomes the most important thing.

Many of you know that to a person in a wheel chair, a few steps at an entrance can deny use of a building, that standard drinking fountains don't provide water; and all of you can imagine the inconvenience of a restroom into which a wheel-chair cannot go. These are typical examples of architectural barriers which needlessly hinder the physical mobility of otherwise capable handicapped persons.

In 1959, an American Standards Association committee was established under the sponsorship of the National Society for Crippled Children and Adults and the President's Committee on Employment of the Handicapped. Mr. Leon A. Chate-lain, F.A.I.A., Past President of the national A.I.A., was chairman. Research was done at the University of Illinois, and based on this research, the ASA in 1961 approved in final form specifications for making buildings and facilities accessible to and usable by the physically handicapped. This work has been done, and machinery for re-evaluation is in operation to see that the standards set forth are regularly brought up to date. However, to be effective, these standards must be adopted and used. They must be translated into action by architects, construction companies, state and local building

authorities, city governments, possibly the state legislature, and by professional, civic and religious leaders. The implementation of these standards is one of the subjects that should be considered here today.

To give a better idea of what constitutes an architectural barrier, let me mention some of the items covered by this ASA specification:

Space should be set aside in parking lots, and identified for use by those who need wheelchairs, braces or crutches, so they need not wheel or walk behind parked cars.

At least one entrance to a building should be usable by those in wheelchairs, and it should be at a level giving access to elevators.

Stairs which have risers of no more than seven inches, with round nosings rather than square one which can trip the unwary climber, are imperative.

Doors are needed which are at least thirty-two inches wide, with thresholds flush with the floor. Double doors are generally too difficult to open from wheelchairs. Automatic doors are excellent.

At least one stall in each rest room should be wide enough to accommodate a wheel chair, and mirrors and shelves should be set low enough to be used by those in wheelchairs.

Spouts and controls on water fountains should be in front. Conventional coolers are satisfactory if a small fountain is mounted on the side thirty inches above the floor. And so on.

Action with respect to the use of these specifications for new construction be-

comes most imperative when we refer to a projection made by the American Institute of Architects in 1960. They report that in the next forty years as much construction will take place in the United States as has occurred since the arrival of Columbus. And I might add that I think Louisiana and the South will be building a large part of that projection.

There is another area of concern with respect to architectural barriers. Much can be done about new buildings, but there is the other question of those that already exist in our communities, many of which still have the monumental steps at the front entrance. This is more a problem of investigation, evaluation, education, and community action to cause changes that will make the buildings available to the handicapped. On the one hand, now we have the problem of how to influence new construction, and on the other, what to do about the existing buildings which do not provide amenities for the handicapped. This, then, is a second area for consideration.

What can be done? This meeting, I think, is a good example. It is the gathering together of people interested in the problem of architectural barriers; it will provide both information and opportunity to stimulate ideas of what actions may be taken and what recommendations made. This is what is needed at all levels. For the new buildings we may look to leadership from the architects of our state, from the Association of General Contractors, and others. For the existing conditions there are many persons, and many existing organizations, to which some of you belong, which can be asked to participate on both a state and local level. Overall coordination should of course come through the

An address before the Governor's Committee on the Handicapped, March 23, 1965, Baton Rouge, La.

Governor's Committee; and much assistance is available, I understand, from national organizations.

The question then is, "How can the Governor, concern and action on both state and local levels?" Certainly the establishment of a subcommittee for the prevention and elimination of architectural barriers would be a wise step, since the short time available this morning will not allow detailed coverage or consideration of all of the possibilities.

Here are some suggestions for special projects which might provide a starting point for action, for such a subcommittee:

(1) Enlist the aid and advice of the Louisiana Architects Association. In 1963, an article was written in the magazine *LOUISIANA ARCHITECT* by Randle L. Hand, who was Chairman of the State Committee on Architectural Barriers, pointing out to architects their responsibility to educate clients and the public that a problem exists and that there are solutions to the problem. I am a member of the LAA, and though I can't speak officially for the Association, I am sure that the Governor's Committee foster a buildup of in-you could expect cooperation on specific projects if you were to request assistance. A liaison committee of architects from throughout the state could be established to meet with your people and formulate plans for studies on how to eliminate architectural barriers in future buildings, or to establish guidelines for investigations into ways of updating existing buildings, such as designing ramps which might be placed over portions of large or wide stairs to accommodate wheelchairs. Other broader and far-reaching programs might also be investigated by this group.

(2) Another project would be locally researched and published guides to the handicapped. These guides describe in pertinent detail the conditions which a handicapped person will find in any of the major buildings in his own town. I have with me this morning a Guide to Dallas for the Handicapped which you might like to see. I have been told that the New Orleans Junior League is working on such a guide for the City of New Orleans; that the city of Lafayette has already completed a self-inventory; that Shreveport and Bossier City already have guides and that in Monroe they are in a planning stage for a guide. This sort of project is a good starter, because there would be immediate results and benefits to all concerned, especially the handicapped. And all who participate in these surveys become educated themselves about architectural barriers, and will develop enthusiasm, which is more important

even than the publication of the guides. In the state there are many civic organizations which would be willing and eager to take on projects which could effectively be done by their membership for community improvement. Besides the work on guides, there will be interested members of these organizations who would be willing to give talks in their communities on the subject of architectural barriers if appropriate material were supplied to them; and the progress of their own activities would be even better material. I am sure that the question of employment of the handicapped will be a subject which will reach the civic organizations through other means, and through actions of the Governor's Committee. It seems reasonable that information on architectural barriers, in coordination with other programs, could be disseminated directly to the people in these organizations who are considering hiring the handicapped. By this I am suggesting a pamphlet which, if not already available, could be written and directed to the prospective employer of handicapped persons, pointing out in simple form the suggested ways of providing workable physical conditions for such handicapped persons. The existing organizations throughout the state are, it seems to me, a major means of spread-

Frustrated

ing information and in effect reaching the public.

(3) Another way of reaching the public is of course through the news media. This meeting today is receiving coverage, and if editorial material were provided on a continuing basis on the subject of architectural barriers, what is being done, what can be done and how it affects each and all communities, I think the people responsible for such things in our state would see that they get published. One subject which might be immediately usable would be a story on shopping centers and how they have removed many obstacles to the free movement of handicapped and non-handicapped alike. Developers of shopping centers know it is good business to make accessibility a major design factor. Is it not good business to make accessibility to the handicapped a major consideration in other buildings, throughout our communities? Also on the local level committees can be established for publicity and see that community projects get wide coverage.

(4) Another project area which might be fostered directly by members of this

committee is that of approaching state and parish officials directly about incorporating the ASA specifications into the programs for the buildings under their jurisdiction and to interest them in taking steps to eliminate the barriers which exist in the buildings which their departments occupy. Publicity material on architectural barriers might very well find its way to bulletin boards in many state offices in the process.

(5) I mentioned earlier state and local building authorities in connection with the ASA specifications. Good advice on an approach to having the specifications included in building codes should be available from the LAA. There is already the example of action taken in New Orleans to include them in the city ordinance as of 25 July 1963, in Article 510, titled Aids to Physically Handicapped Persons. It says that the ASA Specifications are acceptable under that code. It is not made mandatory, but it does pave the way for anyone wanting to incorporate the specifications into buildings to be built in New Orleans.

(6) Another small but immediate project could be the preparation of an exhibit dramatizing the effects of architectural barriers and what happens when they are removed. Such an exhibit could be circulated throughout the state possibly through the state library system. An exhibit might be prepared by a capable photographer from photos on file, should funds be available for professional work, or on a community level exhibits might be prepared as high school projects on "our community."

You will recognize that what I have suggested is a beginning only and that the pursuit of specific projects will provide a means to an end and not the end itself. The object is to do something positive about removing and preventing architectural barriers to the handicapped in each community. This committee should concern itself with establishing guidelines which will lead directly to positive action on a state level, lead directly to the power structure in every community, draw together responsible persons from all segments of the community itself, and touch every local organization which has a stake in this cause. If effective action is to be forthcoming it is also imperative that representatives in every community who can be looked to for authoritative action be searched out; and this committee should help establish, throughout the state, projects which will serve to stimulate immediate community concern and enthusiasm, and then provide guidance in directing this interest towards positive action.

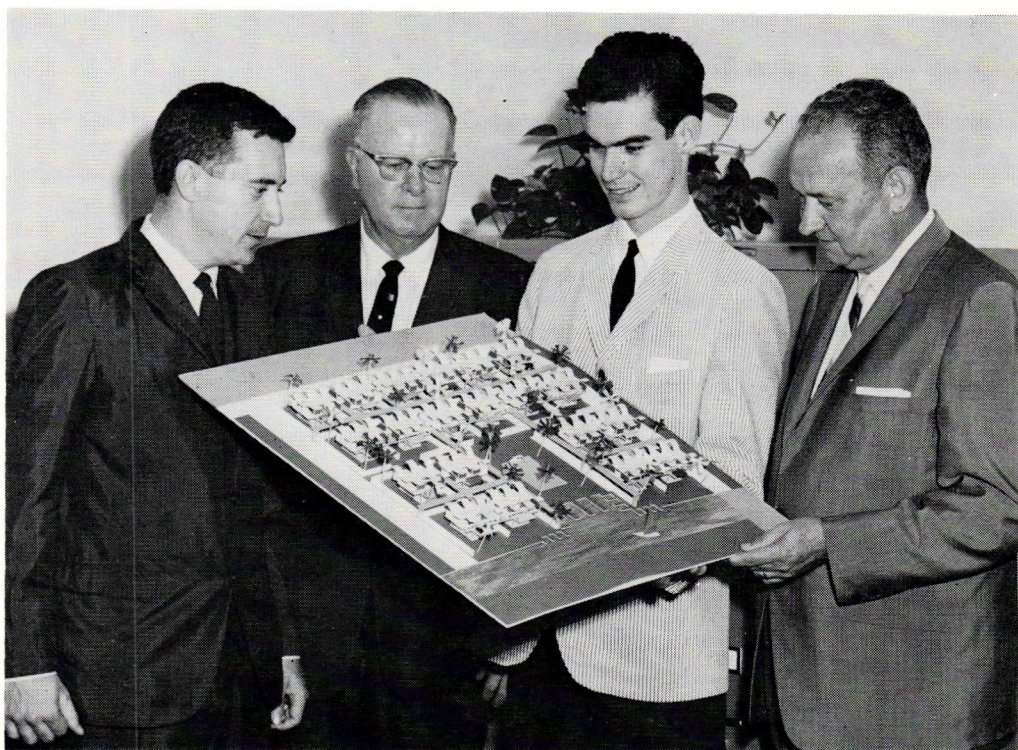
Un Savant de LSU Va Etudier en France Avec un Erudition de L'Association de Ciment Portlan

A fourth-year student in the School of Environmental Design at Louisiana State University is one of eight students in the United States and Canada to win a \$1,500 scholarship to the world-famous Fontainebleau School of Fine Arts in France.

O. J. Baker, head of the department of architecture, has announced that Luis Orlando Acosta, 21-year-old student from Ensenada, Puerto Rico, is a winner of the Architectural Scholarship Award sponsored by the Portland Cement Association.

Official notification of the scholarship award was made to Acosta in a general assembly of architectural faculty and students by T. D. Shiels of Austin, Texas, Regional Manager of the Portland Cement Association.

Shiels said the awards are sponsored "in order to promote progressive architectural design, and to offer positive assistance to architectural students of exceptional merit." He explained that the scholarship competition is carefully designed "To determine those students who qualify for advanced study in design and who would be most likely to profit from such study in Eu-



Left to right—Eugene Ray, T. D. Shiels, PC Regional Manager; Luis Orlando Acosta, and O. J. Baker, head of the LSU Dept. of Architecture.

NEWS

Dear Mr. Tassin:

I am advised by Mr. Ory Poret a member of the Old State Capitol Memorial Commission that your association is willing to undertake a study of the cost of renovating the Old State Capitol. This study would include your recommendations and suggestions on restoration of the building for historical purposes as well as for tourist attraction and would be made at no cost to the State. I would be delighted if your association would undertake such a step and I would be happy to cooperate with you to the fullest possible extent. I have instructed my Administrative Counsel, Mr. Sidney Fazio, to work with you if your association will undertake this project. Again let me express my appreciation in the cooperation I have received from your association in the past and I hope we can work together in the future.

Sincerely yours,
John J. McKeithen, Governor
State of Louisiana

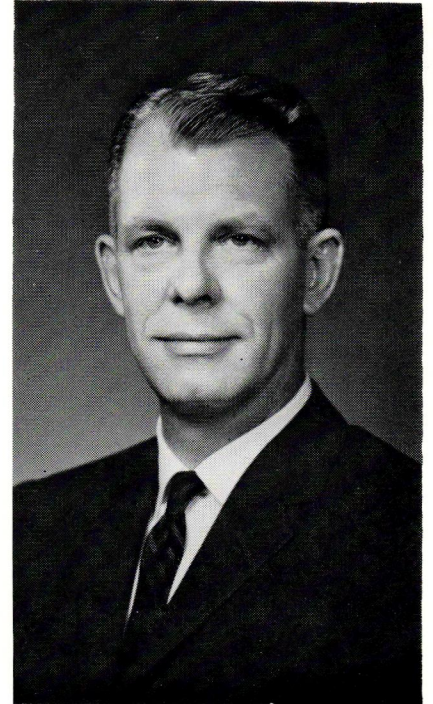
Louisiana Architect Editorials Quoted By Public Press

Two recent LOUISIANA ARCHITECT magazine editorials have been quoted by newspapers across the state, according to LAA headquarters' clipping service.

Both editorials were concerned with facets of the Legislative Committee investigating alleged bidding irregularities at Northwestern State College in Natchitoches.

In Minden, La., the local paper reprinted, in full, the publication's editorial paying tribute to Contractor John McInnis for his courageous contribution to the investigation while serving as a witness before the legislative committee.

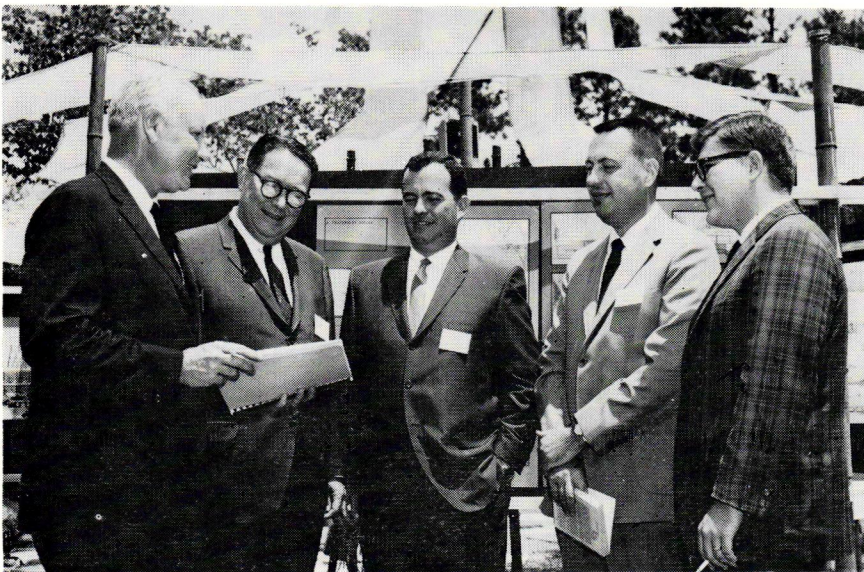
In recent months, several architectural publications in other states have requested permission to reproduce material published in Louisiana Architect. However, only recently have state papers begun to take note of some of the magazines' contents.



Kuhlman Named Portland Manager

New Orleans, La.—Robert H. Kuhlman has been appointed district manager for the Louisiana District of the Portland Cement Association, effective April 1, 1965, with headquarters in New Orleans. He succeeds Andrew J. Spradlin, who has requested retirement.

Mr. Kuhlman joined the Association in 1954 as a general field engineer in the Tennessee District. He served as statewide paving engineer for Arkansas from 1956 to 1960, when he was transferred to the Oklahoma-Arkansas District of the PCA as supervising engineer for Arkansas.



ARCHITECT'S DAY AT USL—Guest lecturers at the third annual Architect's Day at the University of Southwestern Louisiana, Friday, May 7, are (from left to right) G. Scott Smitherman, AIA, Shreveport; John Pritchard, FAIA, Tunica, Miss.; August Perez III, AIA, New Orleans, and David Perkins, AIA, Lafayette. Discussing the day's program with the architects is Gil Weimer (far right), Lafayette, USL fifth year architect student.

ZIP CODERS

NOTES

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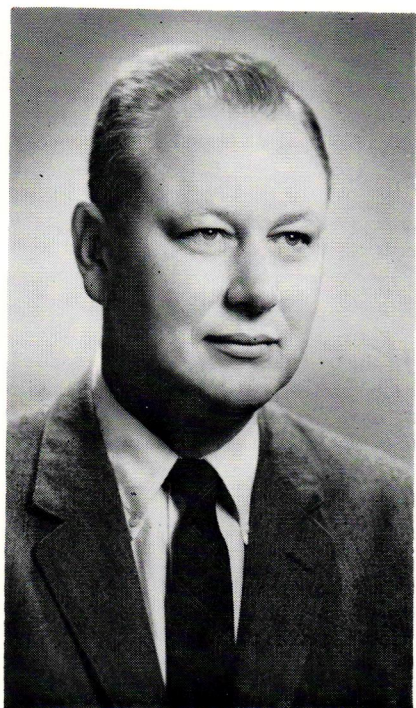
Washington, D. C., May 7, 1965
—A Louisiana architect, G. Scott Smitherman, is among 37 in the nation advanced to Fellowship in The American Institute of Architects. The AIA announced 1965 recipients of its highest honor yesterday.

Smitherman, of 4833 Camellia Lane, Shreveport, was elevated for his service to the profession of architecture.

Louisiana has 16 AIA Fellows.

Fellowship will be formally conferred during the annual banquet and ball Friday, June 18, climaxing the 97th annual convention of the AIA and the XI Pan American Congress of Architects. The joint convention/congress will be held in Washington June 13-18.

Because of his leadership in his state, colleagues consider him "father" of the AIA in Louisiana.



in the national war on community ugliness.

1. Let us consider the first—the education and training of architects. Many of us believe—I think with good reason—that there should be substantial changes made in the present methods, curricula and scope of architectural training. We are appalled that so many graduates of good architectural and engineering schools have had no basic liberal education, and can neither write nor express their ideas clearly. Their five years of professional training in school has been almost wholly vocational in content.

2. We are concerned with the increasing lack of understanding between architects, engineers and the other design disciplines. It is apparent that engineering schools are less interested now in engineering training pertaining to building and construction, but place their emphasis on the theoretical and glamour areas of their profession. Thus only a very small per-

CHANGE

(Continued from Page 9)

centage of students in these schools gravitate towards the areas related to buildings or environmental design.

3. Likewise, the architectural schools today place nearly all of their emphasis on the talented designer, often to the exclusion of the many students whose motivation and interest in architecture and building is great but who can never be top designers. Their participation in the team is essential.

I have mentioned the changes that have occurred in our practice, in our clients, and in the types of services needed to produce most present-day projects. The community, the city and metropolitan areas have become the dominant force in design. The practice of architecture must then respond to the demands of the

community which it serves, just as it has in past and simpler ages.

There is much support for the view that the present team is too loose, too diverse in objectives, training and outlook, to function with an optimum unity of purpose. In my own experience in an architectural office using consultants for all engineering services, we find it increasingly difficult to interest the engineer in our problems of design and aesthetics. We in turn probably do not fully understand the engineers' problems. We seem to speak a different language—yet teamwork is absolutely essential.

The significant report prepared by the three-man Commission on Education in November 1962 outlined the problems and suggested two approaches for further research and exploration. Both approaches recommended that the future architect must have a far broader background in the liberal arts—English, History, Economics and Sociology—if he is to assume the leadership of the design professions, and a respected place in the community.

A first concept would be to maintain the present division of responsibilities for educating architectural and urban designers in the schools of architecture; civil, structural and mechanical-electrical designers in the schools of engineering, but to modify the curricula so that each design discipline had a basic knowledge and understanding of the other disciplines while being expert in his own. Such training would culminate in the award of degrees as known today, but each discipline would have a broad knowledge of the others.

The second concept is that the architect, or whatever we may call him, is responsible for all concepts of the design of buildings and the spaces between; therefore, he must possess a thorough working knowledge of all of the areas involved, including architectural and urban design, civil, structural and mechanical-electrical design. He would at some period specialize in one or more of these disciplines in which he might be particularly proficient.

This approach suggests that all training should be in one school under one head, and that all students interested in building would graduate with the same degree. Following an internship in specified of

fices, they would take the same licensing examinations, enabling each to practice and design buildings. Further developed, as it has been in the Hastings-Scheick report, this approach envisages a single education, a single registration, a single practice, and a single profession.

This brings up many fundamental problems.

1. It is probably physically and mentally impossible for one man to sufficiently assimilate a basic knowledge of all design disciplines—architecture, planning, landscape architecture, engineering, and the others, and have more than a smattering of each.

2. It is also questionable if the same motivation exists in a student desiring to study and practice architecture and a student whose interest lies in engineering.

Engineering is an applied science by definition. The realm of design introduces another dimension, besides producing works that are convenient, efficient, economical, socially suitable. The designer can speak to man through his vision, appealing to his sense of order, and to his emotions, as can literature, music and painting. I believe the disciplines required are too diverse to emerge from a common basic professional education.

3. Even though students could and many would specialize in the areas of their greatest interest and abilities, those not desiring to specialize would still be permitted to practice what we call now architecture. This could result in the design of buildings—in other words, architecture—being carried out by a man half-trained in several different disciplines, well trained in none.

4. It would certainly discourage small office practice, for offices would be almost forced into a partnership or corporation which would include specialists in each of the disciplines.

There is a third approach to this problem—which I believe offers the greatest possibility of a solution to the problem.

It would involve a six-year course, in which all students interested in the environmental design disciplines would take

the same courses for three years. These would include many in the field of liberal arts, the history of architecture, design analysis and appreciation, mathematics and physics, the theories of related engineering disciplines. After this period, when the motivation, proficiency and ability of the student could be better determined, he would specialize for the final three years in the field of his greatest interest and ability. He would then receive a degree in either Architecture, Urban Planning, one of the engineering fields, or in one of the other related fields. By this means, each would be really competent in his specialty, but each would understand fully the problems and techniques of the other related professions.

This approach has been recommended by an A.I.A. Committee, on which I was Chairman, to the University of Maryland in forming a proposed new School of Architecture.

This whole question of architectural education is of such fundamental importance to the future of our profession that

CHANGE

a great deal of basic and thorough research must go into its solution. The A.I.A. has set aside a considerable amount of money, which we hope will be augmented by members' contributions and foundation funds, for this long-term research project. Further, it will be handled by the Committee on Education.

Their program will explore all possibilities towards closer working relations in the design professions, and with emphasis on no pre-determined method or approach. This entire program must be handled objectively, for it will profoundly affect our profession. Its implementation is as you can realize, long-term. If the curricula of every architectural and engineering school were to be changed next year, the new graduates would not be-

come the significant practitioners for at least twenty-five years.

Meanwhile, our next two major objectives, while equally long-term in scope, are of immediate concern and must be implemented today.

The first of these is in the field of Public Relations and Public Demand. We have yet to sell our product—better architecture—to more than a small percentage of our citizens. This is a tremendous and seemingly discouraging task. The disconcerting thing about architecture, at least to most architects, is the apathy of the general public toward the buildings around them and whether a building had an architect or not. This public seems indisposed to judge a building by any recognizable standard.

We can't explain the virtues of our products the way a corporation can and does. We can't possibly run an advertising or publicity campaign in the great circulation magazines or on CBS or NBC Broadcasting.

But we have an increasing number of tools to help us.

1. The greatest single avenue with which we can reach and influence the public is through a favorable, interested and knowledgeable press, through magazine articles, and television reports. We can measure already the successful results of our recent seminars for the press—and more of these are to be held at regional level. A second Columbia Conference, sponsored by the Columbia School of Journalism, will meet on June 27th to attempt to awaken, and to educate architecturally, the key editorial personnel from the nation's major mass circulation magazines and radio and television executives.

If interested and more knowledgeable, these men of the press, magazines, radio and television can do more to bring public awareness of and interest in their environment than could a million dollar a year advertising campaign.

2. The climate is changing. I am sure you have noted the many articles and stories about architecture and architects in recent magazines, newspapers, and on television. TIME, NEWSWEEK, LIFE, SATURDAY REVIEW, FORTUNE,

HARPERS, U.S. NEWS & WORLD REPORT, and others have had major articles reflecting the growing public concern for and interest in our environment. NBC has recently devoted large segments of air time to architecture and architects.

3. We are striving more successfully, I think, to reach the general public through movies and filmstrips, and demand for these increases throughout the nation's schools.

The completion of our Film #1, expected by Spring, will give us a tool for showing to laymen's groups such as civic and community organizations; while the plans for a series of films on architecture, past and present, for use as part of educational training of high school students will bring an early awareness of beauty

and good architecture to our citizens of tomorrow.

4. Our Honor Awards—both National and Regional — if publicized properly create much public interest in good architecture. Owners are proud when their building is recognized. They are thereafter our allies.

5. Finally, this year's National Convention—International in character, and with its subject "Cities of the New World," will be a powerful forum for international relations, national objectives and public relations.

Finally, we come to what must be our most important goal—an immediate and sustained campaign to arouse public opinion, and through them our "decision

makers"—against the environmental ugliness, the growing blight engulfing our cities and towns and our countryside.

We architects have generally been on the side of the angels. We have been painfully aware of this condition, have deplored it, and have watched with frustration its creeping spread. But our trumpets have been too muted.

Now, almost overnight, there is a great public groundswell of concern throughout the country, an awakening and growing public demand for order and beauty in our land. It is as though, for the first time, many people are opening their eyes and looking around their country.

We see it in the changes within many of our city centers, spearheaded some-

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the modern building should include a modern communications system

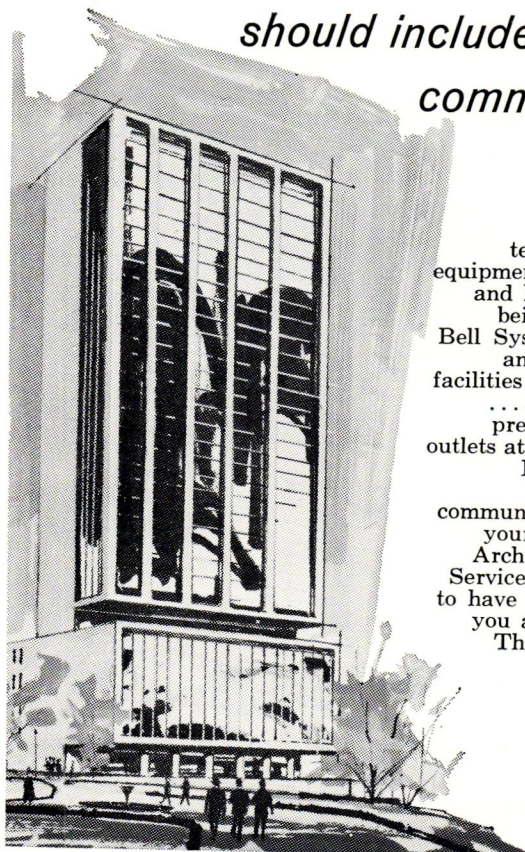
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times by architects, but more often through the momentum provided by our business leaders.

Alarmed citizens' groups are pushing through ordinances to save landmarks, and to prevent superhighways from despoiling our countryside.

We see it in the press, the magazines, the books, and T.V. programs that I've mentioned, which focus public attention on this problem.

CHANGE

We are seeing it in the changing attitudes of many of our elected officials—state, city, county — some of whom are even courageous enough to mention planning and architecture to their councils.

But, above all, you are seeing it at the highest level of our government in the President's concern with and plans for beauty and order in our country.

The Great Society speech may have been a major turning point. I quote, "It is harder and harder to live the good life in American cities today," and "Our Society will never be great until our cities are great." The mere fact that someone at the top cares about junk yards has given new drive to the movement to raise the quality of American life.

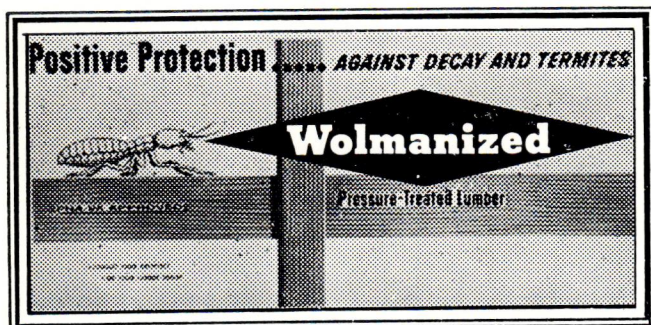
This is our greatest challenge and opportunity—we must not stay within an

ivory tower—as we have done too often in the past. We must not sit on the sidelines while this wave of public interest sweeps past us. We dare not let others shape our environment. Its solution is what we as architects are trained to solve.

Let us then, as architects, involve ourselves—with all the "men and women of good will"—with all the other groups and organizations who are fighting against the same enemies—blight and ugliness—and striving for the same goals—cities more pleasant and amenable to live in, a countryside retaining its beauty and variety—a more orderly and better planned environment.

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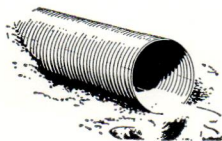
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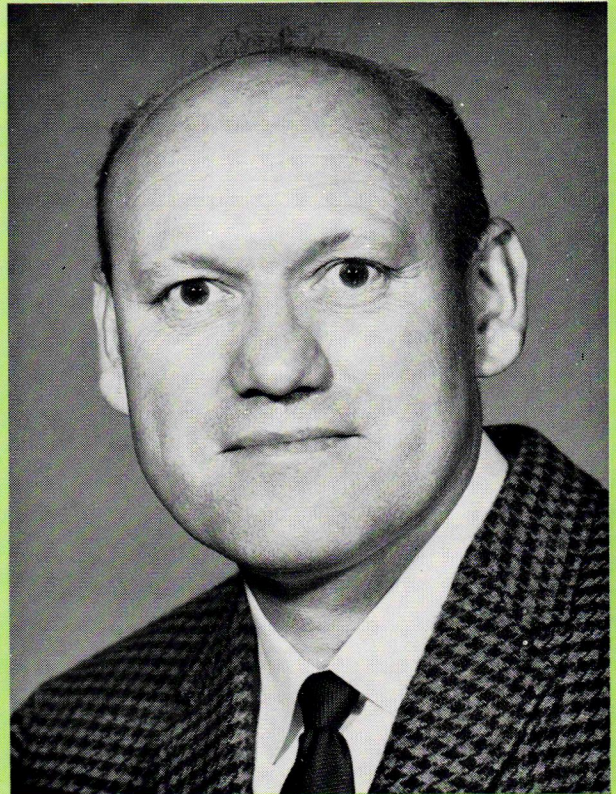
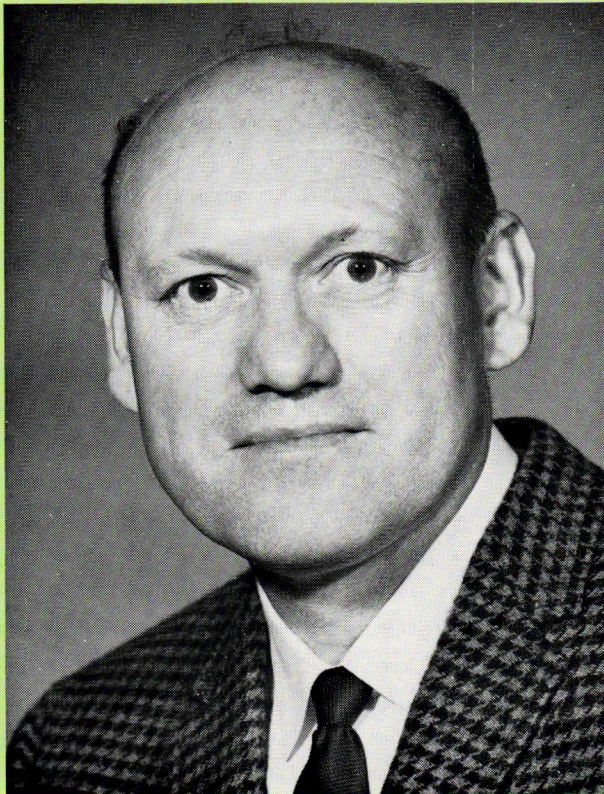
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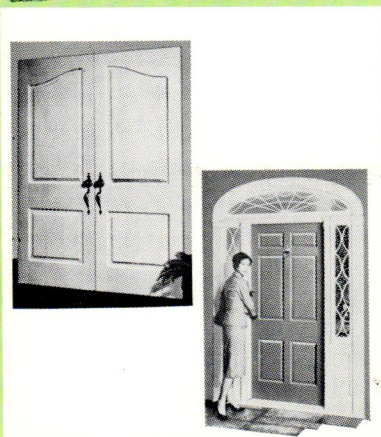
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