



LOUISIANA ARCHITECT

AUGUST

1965

OFFICIAL PUBLICATION OF THE
LOUISIANA ARCHITECTS ASSOCIATION



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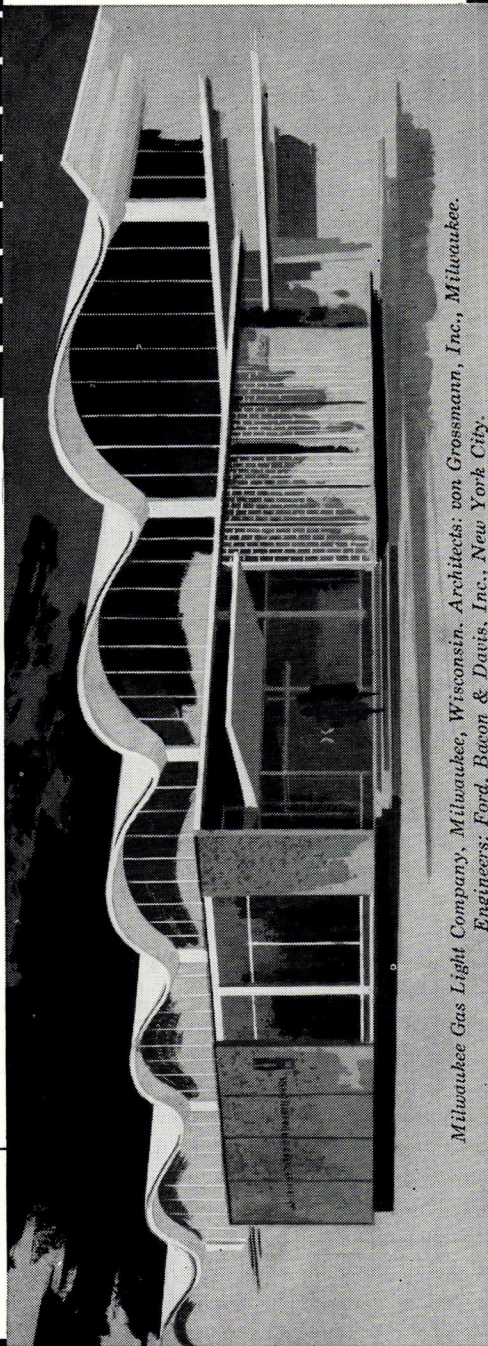
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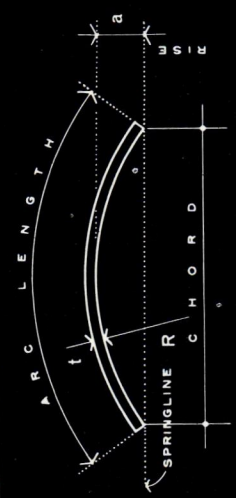
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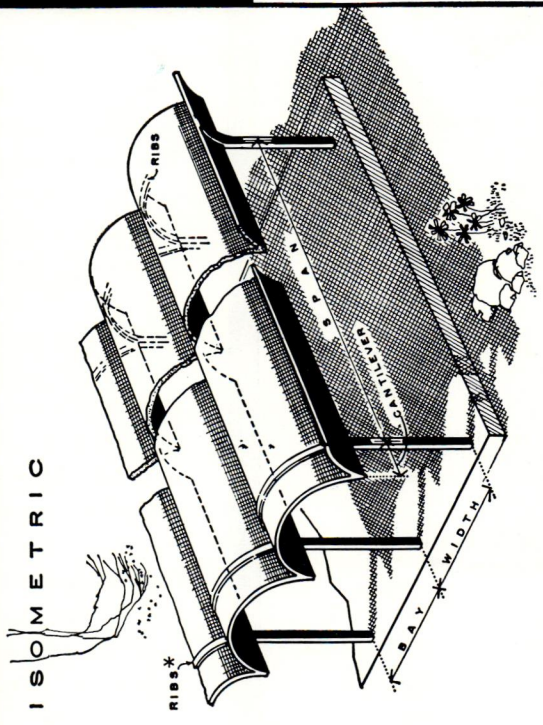
To achieve full shell action (a membrane free of bending moments), support is required along the two curved edges as well as along the straight edges, as shown in the diagram below. In practice, however, the straight edges are never fully restrained so that



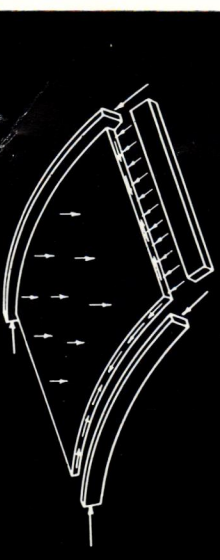
BARREL SHELLS / SPAN DATA ⁽¹⁾

SPAN	BAY WIDTH	a	R	t	reinforcing (2)
80'	30'	8'	25'	3"	3.5
100'	30'	10'	30'	3"	4.0
120'	35'	12'	30'	3"	4.5
140'	40'	14'	35'	3"	5.0
160'	45'	16'	35'	3 1/2"	6.5

(1) for long-span multiple barrels, the usual span-to-depth ratio varies from 1:10 to 1:15
(2) pounds per square foot of projected area



*RIBS, NECESSARY TO STIFFEN THE SHELL AT THE SUPPORTS, MAY BE INCORPORATED ABOVE OR BELOW THE CURVED PLANE. DRAWING ABOVE SHOWS BOTH TYPES.



some small bending moments in the shell must be considered in the design.

The stiffeners along the curved edges usually consist of arch-type ribs or diaphragms spanning between the supporting columns. Cantilevers are easily achieved; thus the visible shell edge can be as thin as the basic shell. Write for further free information. (U.S. and Canada only.)

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LOUISIANA ARCHITECT

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LOUISIANA ARCHITECTS ASSN.

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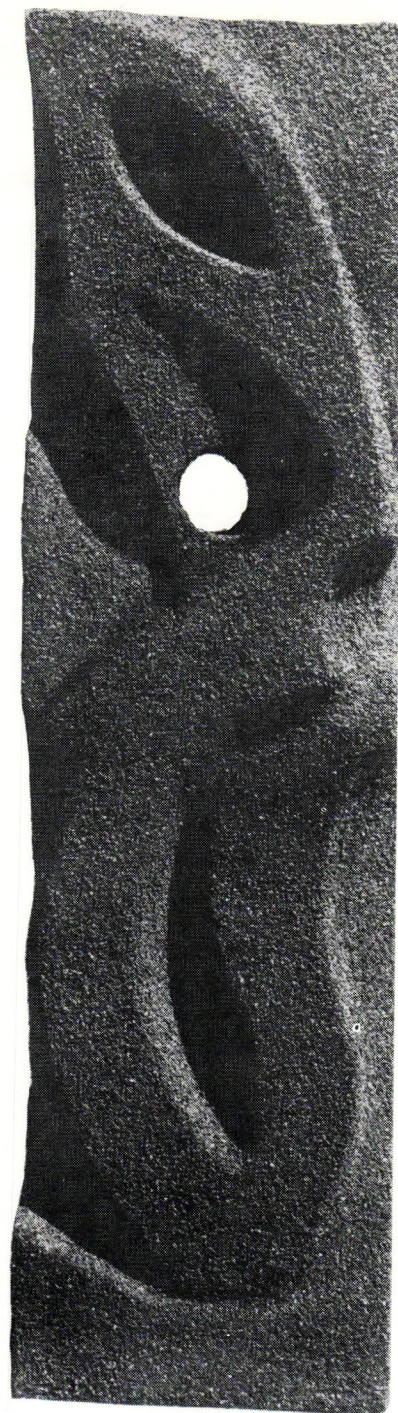
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New Horizons in Architectural Sculpture

For centuries sculpture was created from wood, stone, and related materials. In the past few years, however, vibrant new products have appeared that have stimulated the creative processes. An example of this is the monolithic sculpture "Contemplation" pictured at the right. The sculpture has a polyurethane core with an epoxy coating and a finish of chipped granite. It was designed and carved by John H. Schaeffer and commissioned by Grant-Lehr Corporation. The epoxy coating and granite surface of the sculpture was executed by Grant-Lehr personnel. The significance of this type of sculpture in architecture would be its permanence, lightness, rapidity of execution and reasonable cost.



Dave Gleason

In This Issue

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Louisiana is in the throes of becoming a modern industrialized state, a foremost member of the most modern nation the world has ever known. This is good. This is the culmination of our aspirations from decades of struggle and labor, but progress too presents its own type of problems. In our efforts to create a new economy and a new society, we have momentarily forgotten our cultural resources, our cultural heritage.

We are blessed—aside from great natural resources—with perhaps the nation's most lavish cultural history, significant contributions in the arts, architecture, literature, and music. These resources must also be conserved and perpetuated.

In the past few days attempts have been made to destroy at least two of Louisiana's most beautiful ante-bellum plantation homes, and in one case the efforts seemed to be successful. These are irreplaceable objects of history, art, architecture and culture. I do not know off-hand the merits of the cases, but I urge Louisianians to take great care to study any such proposals and to make every effort to preserve these reminders of our past.

I make this appeal with a knowledge of the requirements of progress, as well as a deep sense of loss at the passing of these structures. But they represent more than nostalgia. They mean visitors, students, a promotional image which many other states lack. They and other cultural elements in Louisiana set our state apart, make it a place where people want to visit and live.

I have pledged as Governor to help renovate the Cabildo, one of Louisiana's most historic structures.

We must rescue these buildings from the sledge hammers of age and neglect and ignorance which are making these structures unsafe, which allow them to crumble, ready to tumble into an oblivion which would be an utter disgrace for this generation, an unspeakable crime against future generations.

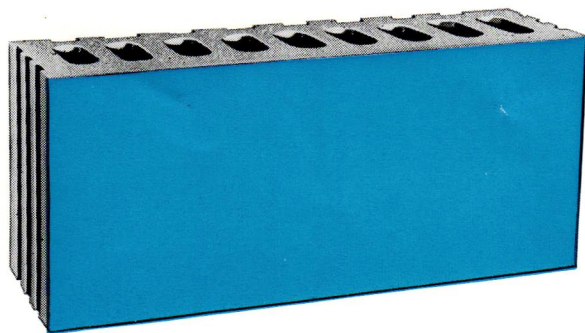
Louisiana will do its share to restore our heritage, but we must have the cooperation of the people, the owners of the properties involved. Let us work together to maintain the things the Almighty in His Wisdom has seen fit to leave to us. We alone are to blame if they pass unnoticed and unsung.

From the GOVERNOR'S OFFICE

by Gov. John J. McKeithen

The Governor's expression comes at a most opportune time when several preservation battles are being waged around the state. The Prince Murat House, featured on the cover of Louisiana Architect last month, has been saved for the moment by a 6-0 vote against rezoning by the Baton Rouge City Council after the option holder withdrew pursuit of a zoning change. Mayor-President W. W. Dumas of Baton Rouge has named a 26-member committee (five are architects) to find a solution to preserve the excellent example of early Louisiana architecture on its present site.

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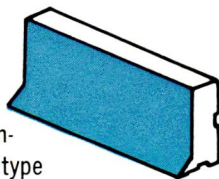
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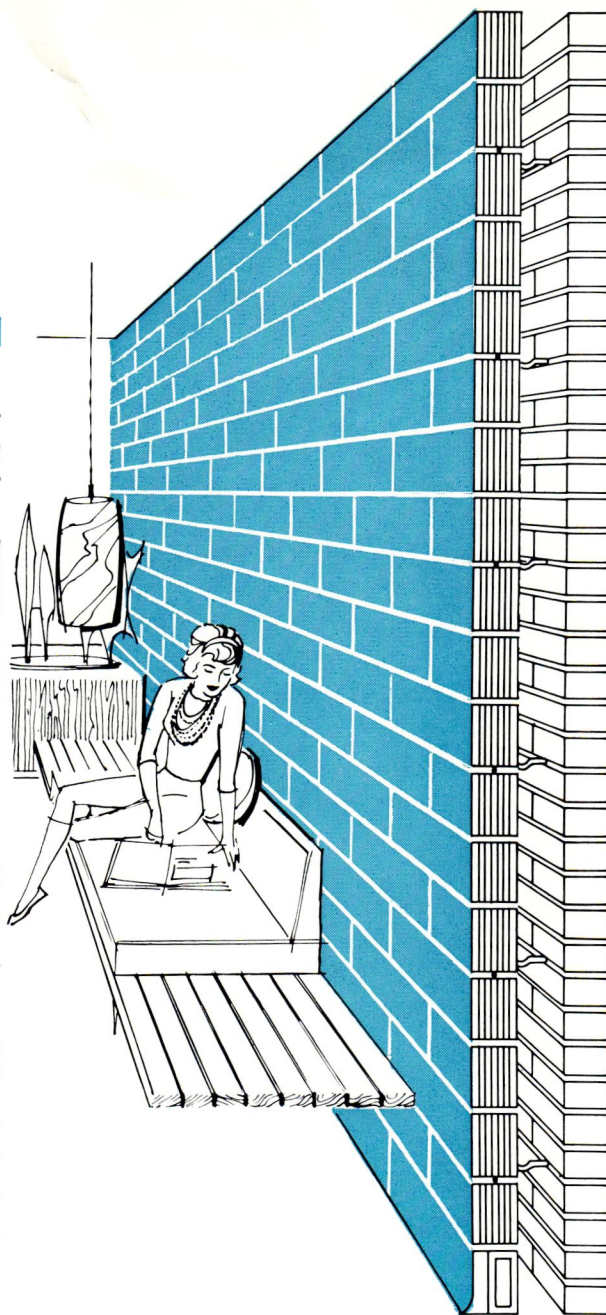
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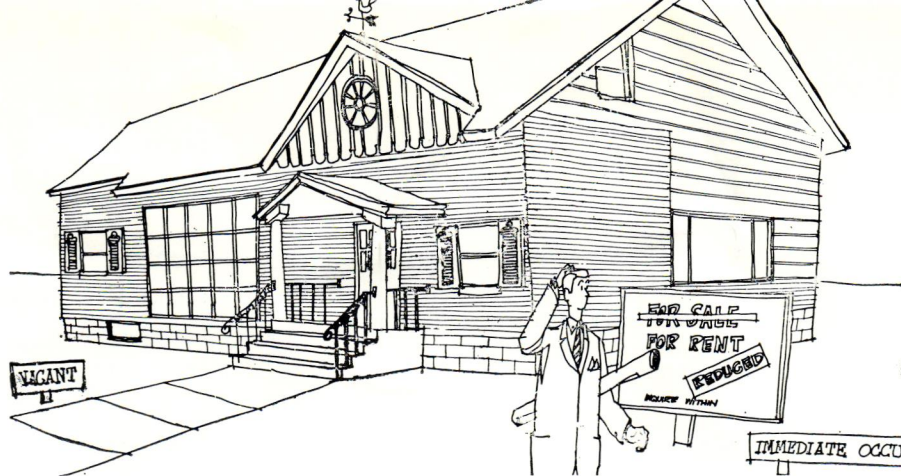
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STATE RESIDENTS SEEKING BETTER DESIGN

In a recent survey conducted among its members by the LAA, the program more members wanted to see emphasized is an educational program instilling public appreciation of the architect and good architecture.

The following article, which appeared in the July 28, 1965, issue of the Baton Rouge State-Times, is a local adaptation of a story sent to each chapter with local publication recommended. If local interest indicates merit, the article may be the first of a long series of monthly efforts.

Residential construction contracts awarded in Louisiana from January through April of this year are up 5.7 per cent over the same period last year, the Louisiana Business Review reports.

The president of the Baton Rouge Chapter of the American Institute of Architects says a new factor—better residential design—is evolving with this increase.

Frank Brocato, local AIA chapter president, said architects are being swarmed with requests to design houses of the “modest budget” category, which is definitely an unprecedented development.

In fact, Brocato sees this development as one which will eventually tax the manpower of architectural firms in Baton Rouge.

“We are having an increasingly hard time attracting trained draftsmen and architectural associates. Perhaps the relatively new departments of architecture at LSU and the University of Southwestern Louisiana, along with Tulane’s long established school of architecture, will alleviate the eventual problem,” Brocato said.

The AIA chapter president predicts that the custom-designed house will soon replace the big car and expensive boat as the American status symbol. The trend is statewide, he says, and members of the Louisiana Architects Association “are gearing themselves to pool their know-how and give Lou-

isianians housing worthy of Louisiana.”

“A number of our leading homebuilders, working with architects, are trying to build better houses now and the results are beginning to be felt,” says Brocato. “Another significant factor is that leading lenders’ organizations, such as the United States Savings and Loan League, are asking staff and consulting architects to help them set up design standards for granting loans. Several educational booklets on design have already been sent to lenders by the association.”

But the vital factor, according to the architects’ society, is public demand for good design.

“It is growing steadily as more and more people in today’s buyer market learn to distinguish the good from the bad—and refuse to buy the latter. The AIA believes that any intelligent person with a grasp of basic principles can quickly learn to distinguish between good and bad design.”

“And it’s in his interest to do so,” Brocato points out, “for several very good reasons: good design makes more efficient use of space — you get more for your money; as public and lenders grow more knowledgeable, the badly designed house becomes a poor investment; the well-designed house, by appealing to the sensory apparatus which every human possesses, is simply a lot more fun to live in.”

Editor:

You've been "scooped" by Little Rock's Construction News, issue of 21 July 1965. If you will refer to page 41 of that issue, there, in big print, appears the A.I.A. French Quarter Resolution printed in extenso.

Will the cover of the next issue of the LOUISIANA ARCHITECT feature a crepe on the entrance door to suite 200 Capitol House Hotel?

Sadly,
Murvan M. Maxwell, AIA

The July issue was locked up when the resolution arrived.

Sadly,
Editor

RESOLUTION

June 16, 1965

The Honorable John T. Connor
Secretary, Department of Commerce
14th Street, N.W.
Washington, D.C. 20230

Dear Mr. Secretary:

We enclose a RESOLUTION adopted during this morning's Business Session of the 9th Annual Convention of the AIA, meeting in Washington in Joint Session with the XI Pan American Congress of Architects. Our theme is "CITIES OF THE NEW WORLD."

We respectfully urge your immediate consideration of the RESOLUTION and an early re-evaluation of the issues outlined therein.

Respectfully,

Arthur Gould Odell, Jr., FAIA
AGO:ekb
Enclosure

cc:

The Honorable Russell B. Long
The Honorable Allen J. Ellender
The Honorable Hale Boggs
The Honorable F. Edward Hebert
The Honorable Rex M. Whitton
The Louisiana Architects Association, AIA
The New Orleans Chapter, AIA
First Vice President Morris Ketchum, FAIA
Director G. Scott Smitherman, FAIA, Shreveport
Executive Director Wm. H. Scheick, FAIA
Public Services Administrator K. C. Landry, AIA

WHEREAS, preliminary reports have recommended for the city of New Orleans an elevated expressway directly in front of the historic and architecturally significant Vieux Carre, or French Quarter, of that city; and

WHEREAS, this expressway will be six traffic lanes or 89 feet wide, carried at a height 35 feet above street level completely blocking Jackson Square, the Heart of the French Quarter, from the River; and

WHEREAS, this structure will form a barrier for all time to logical and properly planned development for this priceless area; and

WHEREAS, the AIA is vitally concerned with civic development and preservation of our many historic and architectural heritages;

THEREFORE BE IT

RESOLVED, that the AIA endorses the stand of the New Orleans Chapter in opposing this unfortunately conceived and inadequately studied solution; and be it further

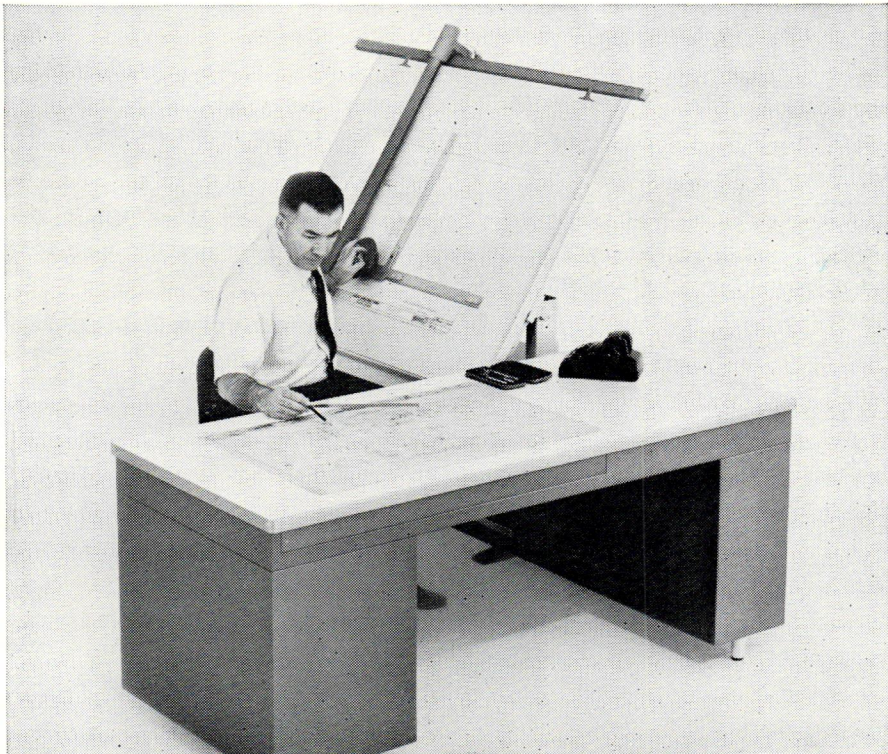
RESOLVED, that the AIA recommends to all responsible governmental agencies that further study be conducted toward a solution which will preserve the beauty, integrity and potential development of this priceless area; be it further

RESOLVED, that this resolution be sent to all governmental agencies involved.

THE LOUISIANA ARCHITECT

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"Human engineering" in this handsome, hard-working Hamilton "L" table (with Dial-A-Torque and PowerShift) reduces tension and fatigue, boosts productivity by 10% to 21%. Hamilton's exclusive *Dial-A-Torque* tilts the board to any angle with a fingertip touch as precision counterbalancing automatically compensates for varying weights and pressures; *PowerShift* adjusts table height as smoothly, effortlessly as power windows in a car. Both eliminate balky adjustments and the constant "firming up" that lead to error-causing creeping fatigue. Additionally, "L" design cuts reference turn a full 90°; gives every draftsman a personal, pride-in-profession work area that really perks his performance. Want to fight creeping fatigue in your drafting room? Let us know—and we'll let you know how!

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OPERATION

BIG GRIPE



Rare is the member, no matter what status—corporate, professional associate, associate, student, practitioner, teacher, etc.—that does not have a sincere desire for the betterment and furtherance of this profession. We in the American Institute of Architects feel this can be best accomplished by a singular, united professional society. However, I feel it is also just as rare to find an architect who does not have definite ideas on how to make our professional society better.

Most of us folks down here at the “grass roots” have ideas to improve our organization, and we do some talking about them at the chapter level—but it never quite gets back to the Institute. I fear the Institute is missing a tremendous wealth of knowledge from the “grass roots” because of the lack of communication between these “roots” and the Institute.

With this point in mind, I propose to initiate in the Gulf States Region—“OPERATION BIG GRIPE,” which will function as follows:

1. Each member—whether he be corporate or student, practitioner or professor—write, wire or call his Chapter President and tell him his best views on how the Institute—at no matter what level—can do a better job of helping him *personally*. In other words, what are his biggest “gripes”?
2. The Chapter Presidents then compile these, make their comments and send the “gripes” plus his comments (and his reasons for or against) to his State President.
3. The State President compiles “gripes” and comments, in turn makes his comments (reasons for or against), and sends the whole “ball of wax” to me, his Director.
4. To the best of my ability, I will then convey these ideas, “gripes,” and perhaps my reasons for or against (or my thinking on why something will or will not work) on to the Institute.
5. The reason for this chain of communication is simply to broaden and keep informed not only the person who has had the idea or “gripe,” but also his Chapter President, State President and me. By going through the Chapter and State Presidents in lieu of coming to me directly, it affords these officers the opportunity to be aware of the feelings in their particular area plus, I believe, it will allow the individual to more easily express himself at the local level.

6. I would like to have these “gripes” and comments at least every two months. If there are no “gripes” or comments, then drop me a card saying “no gripes” and I will assume the Institute is doing a perfect job in your State. If you receive them more often than every two months and they seem urgent, just pass them on.

7. There is a tremendous amount of valuable material sent to all of us from the Institute. This operation in part is aimed at getting the individual reactions back to the Institute, in our case the “pulse taking” of the thinking of the Gulf States Region at the “grass roots.”

8. Never forget that an organization is comprised of individuals and each has the right of voicing his own opinions and convictions.

9. The “gripes” from the individual member *should not* be watered down by the Chapter or State President or myself, but should be left full-strength with appropriate comments by each of us in turn.

10. Let me point out that the “gripes” that are sent in may never be incorporated at the Institute level for one reason or another; but if not given consideration, the reasons why they were not should be passed back to you. Also, it should be pointed out that in some cases the Chapter and State Presidents and myself may not agree with the individual's particular “gripe,” but that is not the key factor in this operation. *The important point is that each individual member has been able to voice his opinion and be heard.* The source of the idea or “gripe” is also unimportant—the status of the person making it matters not. The idea or “gripe” itself is the important item, and as far as I am concerned, we can leave them anonymous.

I know each of you has a sincere desire to make this already good region better in any way you can. I, therefore, ask your wholehearted support in trying this system. For, as I see it, the only place that it can be weak is that you are not enthusiastic enough to get out your ideas and “gripes” and pass them on. So, let's have at it!

By DAN C. DOWLING, A.I.A.

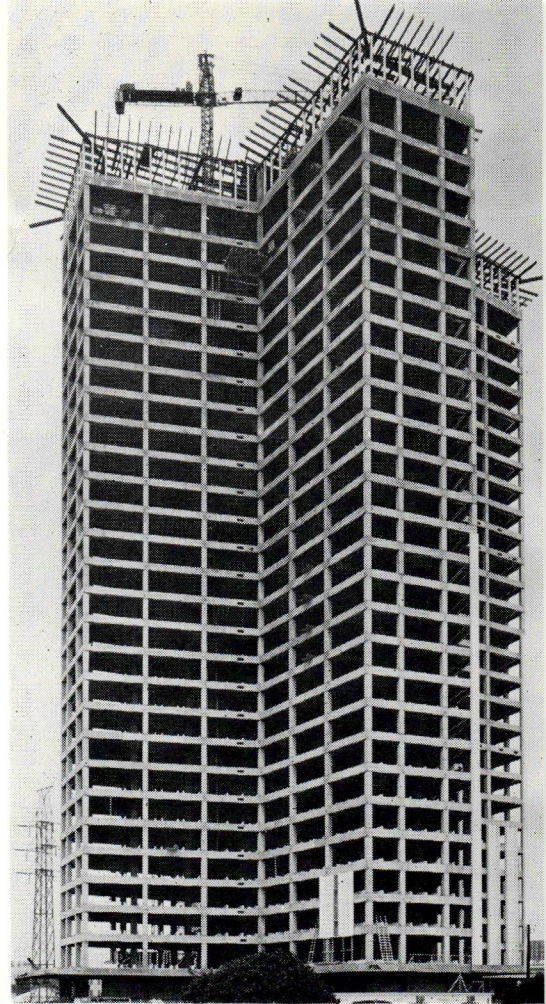
Director

Gulf States Region

TOPPING OUT TIME

NEW ORLEANS, LA.—The International Trade Mart, already New Orleans' tallest structure and destined to become the skyline symbol of the Crescent City, was "topped out" in July while a blue-ribbon audience of some 350 invited guests looked on and many thousands more watched on live television.

The ceremonies symbolized the completion of the reinforced concrete frame and floors of the 33-story structure. Precast concrete exterior panels and some interior finishing remain to be added before the building will open in late 1965 or early 1966. The structure was designed by architects Edward Durell Stone of New York and Robert Lee Hall & Associates of Memphis who is licensed in Louisiana. Structural engineers were Ellers & Reaves; constructor is Southern Builders, Inc., subsidiary of Bloomfield Building Industries, Inc. of Memphis. The structure is part of a large complex located where Canal Street meets the Mississippi River. A huge convention and exhibition facility nearby is now under construction, designed by three New Orleans architectural firms. G. Donald Kennedy, president of the Portland Cement Association, noted in his remarks at the ceremonies that the Trade Mart is destined to become the permanent skyline symbol of New Orleans due to its dramatic location and impressive design. "There is a special genius that has manifested itself in the concept, the design, and the construction of the Trade Mart," Kennedy said. "It will become, and remain for decades to come, the skyline symbol which identifies this great city throughout the world."



The 33-story International Trade Mart, New Orleans, La., seen on completion of its reinforced concrete frame and floors. The Trade Mart was symbolically "topped out" in ceremonies July 6, 1965. Precast exterior concrete wall panels will later be added to the structure.

G. Donald Kennedy, president of the Portland Cement Association (at right), presents a specially made concrete plaque to Harry Bloomfield of Bloomfield Building Industries, Inc., Memphis, constructor of the Trade Mart. The plaque commended Bloomfield for "exceptional achievement in concrete construction, including meeting a schedule of one floor per week throughout construction of the 27 typical floors of the Trade Mart."



IF FIRST IMPRESSIONS ARE LASTING IMPRESSIONS

This is the fourth 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? (Photo of a Lake Charles scene)



WORD FROM RAMADA INN

1965 LAA CONVENTION HEADQUARTERS

My name is George Reeves. I feel fortunate to have been selected as Manager of the newest and finest hotel in Alexandria, THE RAMADA INN. If I may, I would like to take a moment out of your busy schedule to tell you about my hotel. The Ramada Inn, its meaning to me and what it affords you.

Rooms, a variety, totaling 125, all with private baths and consisting of lania rooms with private patios overlooking the pool; studio rooms, a charming living room by day and converted as if by magic into a comfortable bedroom at night; double or twin double bedrooms, as either a part of a larger suite or as a separate room. They are spacious and beautifully appointed in French Provincial decor. Our combination and individual rooms are ideal for families, large or small, and provide a perfect setting for the business executive. The studio divider rooms are perfect for the salesman displaying his merchandise.

Air conditioned throughout, controlled by automatic thermostats, for year around comfort—from our spacious lobby, which is richly appointed, of impressive decor, overlooking the sparkling panorama of the beautifully landscaped courtyard, swimming pools and water fountains which make a perfect rendezvous; to the sleeping rooms, kitchens, coffee shop, dining room, grand ballroom and the Cajun Corral, where you may enjoy your favorite beverage while being entertained.

More for less, this truly applies to Alexandria's new Ramada Inn—for it is far more than just a "place to hang your hat." It was designed especially for you, with the thought of complete relaxation in mind, your home away from home. You may relax in a lounge chair by the pool or enjoy a refreshing swim in the heated and sparkling water of our private pool.

Appealing to the traveling public throughout our country are the Sauna baths, which are refreshing and restful. My hotel features them also, and you will find them delightful. You will also find appealing, because of their convenience, the beauty and barber shops in the lobby, as well as our drugette, package and news counter.

Dining and meeting facilities for your gatherings, whether they be large or small, and the same thoughtful attention will be given to any size group. An inquiry will bring you any specific information you desire regarding our hotel or city.

Announcing our new hotel has afforded me an opportunity to give you this brief resume of our facilities and services. There are so many, many features that you must come see and experience for yourself. We do pride ourselves on our ability and accommodations for your sales meetings, conventions, buffets, dinner dances, receptions and cocktail parties, or any other function. Our ballroom is equipped with the most modern public address system, with permanently installed speakers, and table, floor or hand microphones.

I appreciate and thank you for your time.

Need your business? Yes, indeed, for without you, there is no us.

Now that I have told you a little about my hotel, I hope that you favor us with a visit, as I am looking forward to meeting and serving you at the Ramada Inn, 2211 MacArthur Drive, Alexandria, Louisiana—Phone 443-2561, TWX 319-445-5350.

ARCHITECTS TO DO MASTER PLAN FOR USL FREE OF CHARGE

Sam Hamilton, president of the South Louisiana Chapter of the American Institute of Architects, recently announced the undertaking of a Master Plan Study of the University of Southwestern Louisiana with the assistance of students and faculty of the Architecture Section of U.S.L.

The proposal to undertake, free of charge, the study of land use and buildings for the entire campus property of U.S.L. was made to the University last October. It was taken under advisement by President Fletcher, who referred it to the U. S. L. Committee on Cam-

Part of the A.I.A.'s public service offer includes studying the use of outlying facilities such as the recently acquired New Iberia land, the university-owned farm land, and possible future acquisitions.

Since April the A.I.A. committee has awaited the beginning of U. S. L.'s fall semester and the gathering of information on existing enrollment and facilities by Prof. Reilley's committee.

The fifth year architecture class, under direction of Assistant Professor Robert Barras, will undertake much of the actual work of the

NEWS

pus Planning, headed by Professor Harland K. Reilley and composed of faculty members. This committee studied the proposal and recommended its acceptance. President Fletcher notified the A.I.A. Chapter by letter in April that the offer was accepted.

Richard E. Kellogg, chairman of the A.I.A. Campus Plan Committee and faculty member, stated the purpose of the campus master plan is "to provide a living guide for the university and future architects of campus projects for the purpose of obtaining maximum efficiency in use of land and building space, existing and future; and providing the best possible physical and psychological environment in which to conduct the various university activities."

study with the guidance and criticism as well as financial support of A.I.A. Chapter members, who practice in the area between Morgan City and Opelousas.

No comprehensive plan of this scope has previously been undertaken at U. S. L. Some of the factors which will be studied along with use of outlying land are: parking, utilities, housing, community - university relationships, use of building budgets, etc. A standing committee of the A.I.A. Chapter will continue to offer advice in future years to continually update the plan. It was pointed out this undertaking will require support and cooperation of the community as well as the university.

NOTES

Mr. David L. Perkins, A.I.A.
President
Louisiana Architects Association
Jack Tar Capitol House
Baton Rouge, Louisiana 70821
Dear Mr. David Perkins

I know you are pleased with the action taken recently by the City Council in rejecting the request to rezone the property of the historical Magnolia Mound.

I am sure you and the other members of the Louisiana Architects Association will spare no effort in revitalizing the historical effects of this magnificent home. Please convey my appreciation to the members of the Louisiana Architects Association for the orderly manner in which they presented an organized opposition to this request.

If I can assist you and your organization in any way, don't hesitate to call on me.

Sincerely yours,
W. W. "Woody" Dumas
Mayor-President, the City of
Baton Rouge and Parish of
East Baton Rouge

P. C. OFFICERS

John Levert, Jr., of Metal Building Products Company, Inc., New Orleans, Louisiana, has been elected president of the New Orleans Chapter of Producers' Council for the year 1965-1966. Other officers elected at the business meeting held recently are:

Ed Osterhaut of National Lumber Manufacturers' Association, First Vice-President;

Tom Moskal of Westinghouse Electric Corporation, Second Vice-President;

John Marshall of Portland Cement Association, Secretary;

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BYLAWS CHANGE AFFECTS AIA DUES STRUCTURE

August 3, 1965

TO: All Chapter and State Presi-
taries
All Executive Secretaries and
Directors

The 97th Annual Convention, held in Washington, 13-19 June, approved a recommendation by The Board of Directors that the period of suspension for default be abandoned. The Bylaws change reads as follows:

"If an unassigned member, professional associate, associate or

mentioned Convention action, members in default for non-payment of dues will be terminated rather than, as in the past, suspended. Consequently, future Chapter requests for suspension will not be considered by The Institute.

It is, therefore, suggested that each chapter give such individuals a reasonable period of time (a maximum of 60 days) and then proceed to terminate his membership for default.

National policy will become fully implemented on 31 December 1965.

Each chapter is strongly urged to fully notify their membership ac-

ZIP CODERS

student associate is in default to the chapter for non-payment in full of his dues and assessments at the end of the fiscal year, such member shall have been given a written notice of impending termination at least sixty days prior to the date of termination, during which period he may cure his default and maintain his membership in good standing.

"If an assigned member is in default to the chapter for non-payment in full of his dues and assessments at the end of the fiscal year, the Executive Committee shall so advise The Institute's Board, and request the termination of his membership."

Effective the date of the above-

cordingly, in order that the 31 December terminations can be held to an absolute minimum.

As of interest to you, those members whose membership is in jeopardy will receive a final 1965 Institute billing on 1 November 1965. This will be sent by registered mail with a letter from the Secretary of The Institute, informing them of their impending termination 60 days hence. A return receipt will be requested.

It will be the 7th billing they will have received and at that point, we will have done all that is humanly possible to inform them.

Raymond L. Gaio

cc: JOURNAL
MEMO

ZIP NOTERS

Shreveport:

I would like to have three additional copies of the Louisiana Architect for July. One is for presentation to Mayor Fant, one is for the Historical Society and the other copy is for myself since my copy was incompletely printed on pages 12 and 13, 16 and 17.

Please bill me if there are any charges for these copies.

Yours truly,

FREY ASSOCIATES
SHOEMAKER-COLBERT-
BRODNAX

Lowell Thomas Shoemaker, A.I.A.

P.S.: This is one of the best issues to date. I also trust that the Association can enlist the support of the Governor to defeat this proposed change, in procedure, by the State Bonding and Building Commission.

Ed: Reader Shoemaker was referring to an attention getter in LOUISIANA ARCHITECT last month which was picked up on the *Shreveport Times* front page on July 23 as follows:

"A blank page in the July issue of the Louisiana Architect, the official publication of the Louisiana Architects Association, is a tribute to the city of Shreveport. On the page is a brief note explaining that the space is usually reserved for photos depicting ugliness scenes in major AIA chapter cities in Louisiana. It was impossible for a photographer, on repeated attempts to find a real blight on the airport-to-downtown route and the magazine notes this is a tribute to the city and the efforts of Mayor Clyde Fant."

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PROJECT EARTH

While man seeks to penetrate outer space with Projects Mercury, Gemini and Apollo, Louisiana citizens this fall will make plans to conquer "inner space" via "Project EARTH" at the 1965 Convention of the Louisiana Architects Association on October 7, 8, 9 in Alexandria.

Max Heinberg, convention chairman, said each of the seven local chapters of the American Institute of Architects has been charged with selecting citizens which have been instrumental in some way in improving the environment of their communities or the state. He said these people will participate on the convention program and at the final banquet of the Convention on October 9, the Louisiana Architects Association will present Environmental Action Awards to them.

Heinberg said four at-large award winners have been chosen by the Convention Committee for efforts of a state-wide nature.



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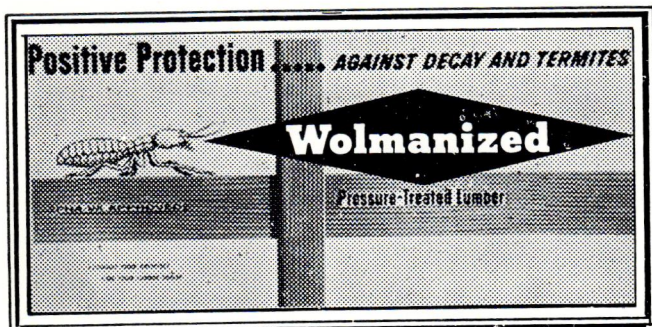
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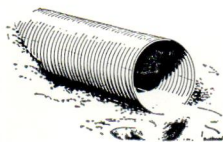
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