

LOUISIANA ARCHITECT

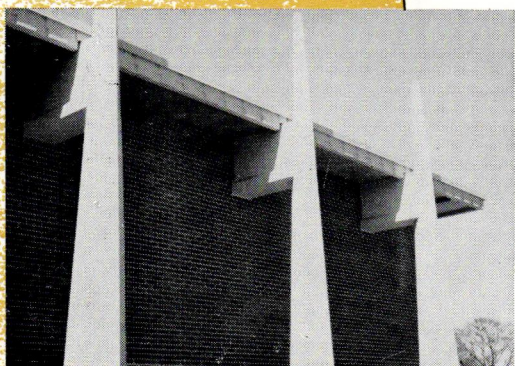
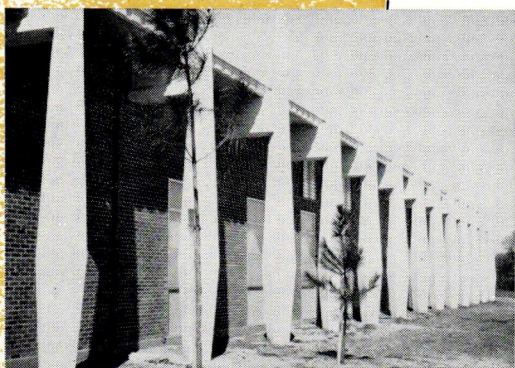
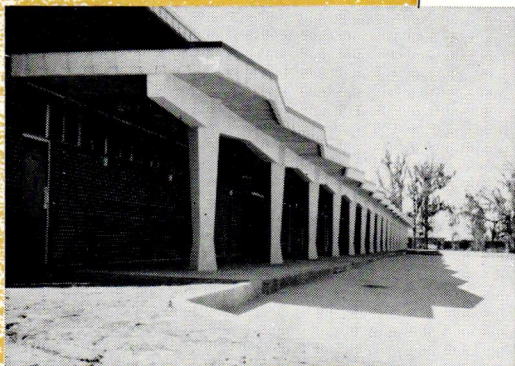
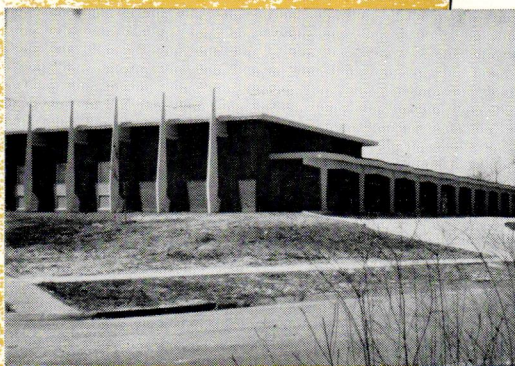
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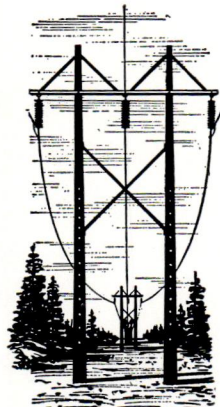
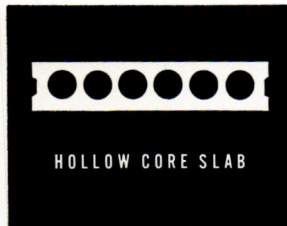
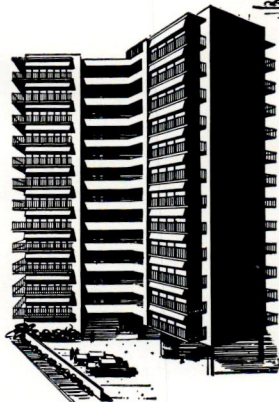
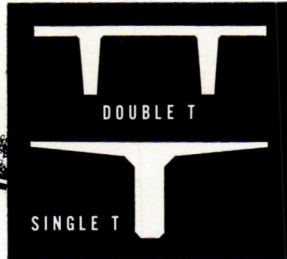
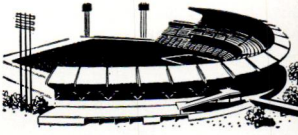
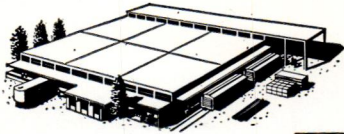
Sharon Hills Elementary School,
Baton Rouge, La. OWNER: East
Baton Rouge Parish School Board.
ARCHITECTS: LeBlanc & Deen.
CONTRACTOR: Milton J. Wo-
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	Transmission poles
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Beams	
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Slabs	
Wall panels	
Joists	
Piling	

LOUISIANA ARCHITECT

OFFICIAL JOURNAL OF THE
LOUISIANA ARCHITECTS ASSN.

Vol. IV

No. 11

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Civic Responsibility

Before the next issue of *LOUISIANA ARCHITECT*, United Community Campaigns will be kicked off in major cities throughout the State. As usual, architects will be solicited along with other professionals. This year, however, we hope that the awareness of civic responsibility being expressed by architects lately will prevail in the chapter cities where it has gone lacking in the past.

The sagacity and economy of giving once for many needs has been established and accepted throughout America. It would be a waste of time and space to expound on these points here. However, a letter from the joint chairmen for the Architects Section in the Baton Rouge United Givers Fund Campaign is reproduced here in the hope that it will awaken the generosity and free-enterprise fiber in the profession. It's so much easier to attend to these responsibilities at home.

Memo to the Members of the Baton Rouge A.I.A. Chapter

From: Roy Kuyrkendall and Frank Brocato

RE: This Year's United Givers Fund Campaign

As co-chairmen in charge of soliciting the members of our profession in this year's United Givers Fund campaign, we attended a meeting at UGF headquarters a day or so ago. On one hand, we were shocked at the poor level of participation by our group in this important annual community effort, and on the other hand, we were pleased with the size of contributions made in the past by the ones who have participated.

Although it is needless for us to point out the healthy state of the construction economy this year, we remind you of data in the LSU Business Review which indicates a spiralling trend with each passing month. Predicated on this period of prosperity, an appeal is being made to you this year to adequately support the important health, welfare, character building and medical research agencies in the Fund. Your pledge card is enclosed.

We further ask that you make use of the enclosed supply of pledge cards to solicit the associates and employees of your organization. We were astounded to find that very few of these people have been given the opportunity to support this important civic undertaking in the past.

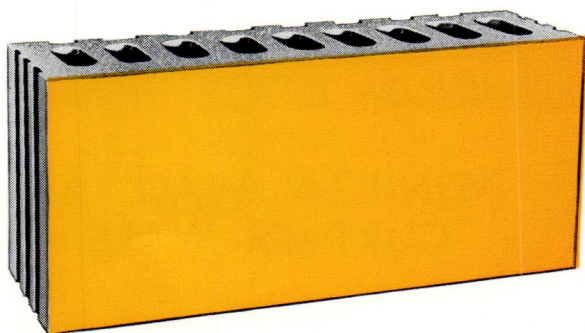
One of us will be calling you within the next few days to discuss your pledge and to make an appointment to pick up your pledge card (along with the contributions of your employees). Meantime, we hope you will consider giving what is considered to be a fair share gift according to the guide listed on the pledge card. Bear in mind the prosperous level of practice we are currently enjoying, and I hope you will agree it's little to give in the interest of our growing community.

Cover: John H. Schaeffer toys with the idea of United Giving—hoping that you will not be the missing link in this important community activity.

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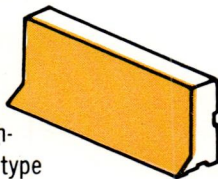
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LAA Public Relations Series: Part Two

Editor's Note: In a recent survey conducted among its members by the LAA, the program more members wanted to see emphasized is one instilling public appreciation of the services of the architect and good architecture.

The following article is the second in a monthly series prepared by LAA and sent to each chapter with local adaptation and publication strongly recommended. This particular article appeared in the August 5 issue of the Baton Rouge Morning Advocate. Six Louisiana papers carried the first article.

Downtown BR Revivment Is Seen Soon by Architect

The president of the Baton Rouge chapter of the American Institute of Architects predicted Wednesday that "building complexes will be seen going up in downtown Baton Rouge within a relatively short period of time."

Frank Brocato, AIA president, said he is convinced that a "run" on downtown property by investors is an indication that they have some form of urban renewal on their minds, "and I don't mean the federally financed variety," he said.

Permissive state legislation required before cities can participate in federal urban renewal projects has not been enacted in Louisiana. "However," Brocato said, "such federally financed projects in other cities have become signals for other cities to follow and emulate without use of federal funds."

"In cities throughout Louisiana, architects are being called upon to work at a new and enlarged scale," he said. "It is the scale of the complex, or building group, rather than the simple structure," Brocato said.

He said AIA chapters in other Louisiana cities are reporting plans for, or actual construction of building complexes.

SHREVEPORT CITED

Shreveport was recently awarded a citation by the American Institute of Architects for "excellence in community architecture" in recognition of a far-reaching downtown plan, according to a report by E. Harding Flair, chapter president.

Monroe is presently building a giant civic complex which includes an auditorium, city hall and jail as part of an ambitious master plan for the city, it was reported by chapter president Hugh Parker.

In New Orleans, AIA chapter president Sidney Folse said a huge complex including the International Trade Mart Building, and a large convention and exhibition facility is going up alongside the Mississippi.

Downtown merchants in Alexandria have a firm of Central Louisiana architects doing a master plan for its downtown area, reports Max Hein-

berg, president of the Central Louisiana chapter.

AFTERMATH OF TAX

Paul Ritter, president of the Southwest Louisiana chapter, says a sales tax recently passed in Lake Charles will mean architecture on the new scale.

Brocato said, "Dramatic evidence of the change in scale can be seen in departments of architecture at Louisiana's three universities where educators are exposing students to multiple block problems in addition to traditional emphasis on excellence of design for individual buildings."

The Tulane School of Architecture has been commissioned by the New Orleans AIA chapter to do a study of the proposed controversial French Quarter Expressway, which will affect the historic complex.

The LSU Department of Architecture recently completed a study of future capital needs for the state and city-parish government in the capital city.

END

The financial hazards of architectural practice are now familiar to every practitioner. Hazard lurks behind every step of practice, from the initial conference with the client until some unforeseeable date after completion of the building. Only since the Louisiana legislature passed an act in 1964 limiting the time in which an architect might be held liable for building defects to ten years after completion and acceptance of the work has there been an assured end to the time when claims could be asserted.

Therefore, it has become almost essential for the architect to protect himself, his family and his client by purchasing professional liability insurance. Variations between policies, the difficulties of obtaining adequate coverage, and high premium cost led the AIA Committee on Insurance and Sureties to a study of professional liability insurance and an effort to obtain a uniform program.

Continental Casualty Company pioneered the program in 1957. After eight years of experience under the program—

6300 firms were enrolled, 3300 of them architects, 2400 professional engineers and 600 architect-engineers.

3400 claims had been presented amounting to more than \$13,000,000.

1150 claims were still pending; in 250 of these claims suits have been filed seeking damages of more than \$30,000,000.

Notwithstanding wide professional acceptance of the uniform program, the insurer had sustained a loss of several million dollars in this program. In an effort to continue to provide coverage, the AIA Committee has approved changes in the

policy that will affect your own exposure. Policy coverage has been changed and, in several respects, limited. The new policy is still your best buy. But more limited coverage was essential if insurance was to be continued at all without major increases in rates.

Here are the more significant changes in the new policy.

LOSS CONTRIBUTION AND CLAIMS EXPENSES

The revised policy form adopts an entirely new provision relating to "loss contribution." This is in addition to your "deductible." The deductible provision requires you to pay all claims below the amount of the deductible selected by you. This works in many ways like the \$50 deductible portion of your automobile liability policy. If you have selected a \$1,000 deductible and you suffer a \$500 loss, you pay it all; if you suffer a \$5,000 loss, you pay the first \$1000 and the insurer pays the rest.

Under the loss contribution provision, you will be required in addition to contribute 25% of the loss up to a stated amount selected by you. The loss contribution does not apply, however, to claims for bodily injury or death. In other claims, the maximum amount to be contributed can vary at the instance of the insured and the amount you choose affects your premium; the higher your contribution the more risk you bear and the less your premium will be. This provision is somewhat similar to the provision relating to the "deductible" in that it reduces the amount the insurer will pay in any claim and requires you to contribute to the settlement. It will also cause the cost of the premium to vary, depending upon the maximum amount of loss contribution chosen.

The loss contribution provision works this way. Suppose as a result of the architect's negligence, it is necessary to replace a floor. Suppose the architect has a policy with a \$1000 deductible clause. If the cost of replacement were \$5,000, the architect would first contribute his deductible (\$1000). This would leave a \$4000 claim. The architect would pay 25% of this (\$1000) and the insurer would pay 75% (\$3000). If the cost of replacement were \$15,000, and the architect had elected a \$1000 maximum loss contribution, he would contribute his deductible (\$1000) plus 25% of the remainder. Since 25% of the remainder (\$14,000) is \$3500, and since this exceeds the maximum loss contribution, he will contribute the maximum loss contribution of \$1000 plus \$1000 deductible, or a total of \$2000. The insurance company would pay \$13,000. If the cost of replacement were \$50,000, the architect's contribution would be limited to \$2000: \$1000 deductible plus \$1000 loss contribution.

In any case the architect must first contribute the deductible he has elected. Then he must contribute 25% of the remaining amount of loss, not to exceed the maximum loss contribution he has elected.

A distinction is made between claims involving bodily injury, sickness, disease and death, and claims of all other types (that is, claims involving only property damage). In each instance, the amount of the deductible (not the loss contribution) is subtracted from the amount required to satisfy the claim. The amount arrived at after subtracting the deductible is known as the "net loss." In claims of the bodily injury type, the company will pay all of the net loss. However, where the claim

Your Liability Insurance Policy

To The Editor:

You will find enclosed an article on coverage of the architect's professional liability policy for possible use in a future issue of the Journal.

With sincerest regards,

Very truly yours,
Alvin B. Rubin
LAA Legal Counsel

is of a property damage type, the company will pay only the percentage of the net loss, subject to the loss contribution by the insured in the percentage and up to the portion of the net loss set forth in the policy that you select.

Another change in this area is the inclusion of a sum attributable to claims expenses in the amount of the claim. This change does not apply to claims for bodily injury or death. However, as to other claims, the insured is required to bear part of the claims expenses. These expenses consist of investigation, adjustment, appraisal and defense expenses in connection with the claim.* The effect of this provision is to require the insured to bear part of the costs of defense to the extent of his deductible and loss contribution. Another effect is that the claims expenses are included in determining the ultimate limit of liability with the result that the amount paid by the company for indemnity alone is reduced.

To further illustrate the application of these provisions, let us assume that two separate claims for \$10,000 each are made against an architect is a result of separate claims of allegedly negligent design on two different jobs. In one instance, bodily injury is involved and, in the other, property damage only is sustained. The "claims expenses" amount to \$2,000. The amount of the deductible selected by the insured was \$2,000 and the amount of loss contribution was \$2,000 maximum. Under the new

policy, payment would be made as follows:

BODILY INJURY CLAIM

Amount of claim:	\$10,000
Less deductible:	2,000
Net loss:	8,000
Claims expenses:	2,000
Payment by company:	10,000
Payment by insured:	2,000

(Deductible only. There is no loss contribution)

PROPERTY DAMAGE CLAIM

Amount of claim:	\$10,000
Claim expenses:	2,000
Total amount claimed:	12,000
Less deductible:	2,000
Net loss:	10,000
Loss contribution (25% of net loss but not to exceed \$2,000)	2,000
Payment by company:	8,000
Payment by insured:	4,000

(\$2,000 deductible plus \$2,000 loss contribution)

The following chart lists the limits of liability, deductibles, and loss contribution amounts available.

LIMITS OF LIABILITY

\$ 25,000	\$ 200,000
\$ 50,000	\$ 250,000
\$ 75,000	\$ 500,000
\$100,000	\$ 750,000
\$150,000	\$1,000,000

DEDUCTIBLES

\$ 1,000	\$ 8,000
\$ 2,000	\$ 9,000
\$ 3,000	\$ 10,000
\$ 4,000	\$ 15,000
\$ 5,000	\$ 20,000
\$ 6,000	\$ 25,000
\$ 7,000	\$ 50,000

LOSS CONTRIBUTION AMOUNTS

\$ 1,000	\$ 4,000
\$ 2,000	\$ 5,000
\$ 3,000	\$ 6,000

The loss contribution amount is combined with a deductible as discussed under Part III of the policy. In no event, however, will the company permit you to select a loss contribution amount greater than the deductible. You cannot select a loss contribution in excess of \$6,000.

The loss contribution feature and

the application of a deductible to the expense of defending property damage cases are the most significant changes in the new policy. However, a number of other changes of a relatively much less important nature have been made.

EXCLUSIONS

In an effort to reduce the amount of claims, certain areas of activity have been excluded from coverage in addition to those that were not covered by the old policy. These areas are ones in which the loss experience of the company has been disproportionate to the amount of premium and in which the risk is not directly related to building design. If you desire insurance to cover these risks, it might be possible for you to obtain it through a "surplus line" insurer. These new exclusions effect only a relatively small number of losses. They are summarized as follows:

Like the old policy form, the new form provides no coverage for making boundary surveys, surveys of sub-surface conditions, or ground testing, unless specifically endorsed on the policy. In addition, however, the new policy excludes claims based on a failure to make such surveys. An endorsement is now obtainable to provide this coverage, and the underwriters state that they automatically provide coverage for these types of work for all architectural firms. The premium charge for this coverage is based on the extent to which the architect is involved in the tests.

The exclusion relative to losses resulting from the insolvency of the insured now includes the losses resulting from the insolvency or bankruptcy of any other person, firm or organizations; for example, losses resulting from insolvency of a consulting en-

* However, all salary charges of regular employees of the company and all fees and expenses of independent adjusters and settling agents are excluded. In other words, you will not bear any part of the salaries of company employees or of the fees and expenses of independent adjusters and settling agents.

gineer or from insolvency of a contractor or sub-contractor.

The exclusion relative to losses resulting to the client or third persons from the architect's failure to effect or maintain insurance or bonds has been clarified to make it clear that the new form, like the old, excludes losses resulting from the architect's failure to advise a client that insurance, suretyship or a bond is required. Like the old form, the new form excludes from coverage any error or omission resulting from additional cost because the architect advised or required these items where they were not needed.

The old policy excluded any claim "from loss caused intentionally by or at the direction of the insured." The new policy clarifies the meaning and scope of this exclusion by language excluding any claim for "dishonest, fraudulent, criminal or malicious errors or omissions, or those of a knowingly wrongful nature committed intentionally, by or at the direction of the insured." In addition, the general language of the old form is clarified so as to make it clear that it excludes:

- A. Claims arising out of the infringement of a copyright, trademark or patent.
- B. Claims arising out of express warranties or guarantees.
- C. Claims arising out of libel or slander.

There is a new exclusion for claims arising out of the architect's failure to complete drawings, specifications or schedules of specifications on time or his failure to act upon shop drawings on time, but this exclusion does not apply if such failures are the result of error or omission or negligent acts in preparing the drawings, plans, specifications, schedules of specifications or shop drawings.

One situation demanding particular attention is that in which the architect performs work for a business enterprise in which he is himself interested. While some work of this type is covered, this policy expressly excludes from coverage any claim made by a business enterprise that is owned, partly owned, managed or operated by the insured or made by an employee of such a business enterprise or an employee of a contractor or sub-contractor of such a business enterprise.

For those insureds who do not desire coverage for the construction phase, an endorsement is available to convert the broad form to a standard form of coverage. The standard form is written at a premium less than the broad form.

ERRORS OR OMISSIONS IN PRIOR POLICY PERIODS

Under the old policy, if a claim was filed during the policy period for an error, omission, or negligent act which occurred prior to the effective date of the policy, the company would bear the loss if there was no other insurance and if none of the persons insured had any knowledge of the error, omission, or negligent act. Under the new policy, however, the company will pay only if no insured had any knowledge of the claim and if the error, omission or negligent act was also insured by the company under a prior policy. Of course, any insured who owned an "old" policy and who has continuously renewed it still has the same type of coverage for errors, omissions or negligent acts which occurred prior to the effective date of his current policy, subject of course to the policy limits of liability.

In addition, where a claim was filed for an error, omission or act

which occurred when the prior policy was in effect, the limit of liability of the company is that set forth in the prior policy if this is less than that contained in the present policy. However, the deductible and loss contribution amounts applicable are those contained in the present policy.

AGGREGATE AMOUNT PAYABLE

The company's liability for claims filed in any one policy period is limited to a stated "aggregate amount payable." This is not a change in the substance of the policy however, for there was a similar clause in the "old" policy. This feature of course limits the company's obligation to any one insured to a stated amount in any one policy year.

COVERAGE

Coverage is limited to acts and errors occurring within the United States, its territories, or possessions and Canada. Almost worldwide coverage may be provided by endorsement for an extra premium, but no coverage is available for Cuba or Iron Curtain countries.

Because of the higher loss experience, the company was faced with the choice of raising the premium rate or reducing exposure. The company has chosen the latter course and has done this in the new policy by increasing the kind of exclusions, by including provisions relating to loss contribution, by including claims expenses in the amount subject to the deductible and loss contribution provisions, and by setting an aggregate amount payable on any policy in any one policy year. Although the effect has been to avoid major premium increase, you should be aware that the coverage under the new policy is not as broad as that under the former policy.

FOUR Coffee Breaks A Day?

To The Editor:

The enclosed report on a survey on Office Practices, we ran in our Chapter, may be useful to some of the brethren. Put it in your file for future reference or turn it over to someone in the B. R. Chapter who is having trouble deciding whether to put up with four coffee breaks per day or close up. The answer is a "Statement of Office Policy" based on data such as this.

Yours very truly,

Somdal-Smitherman-Sorensen-
Sherman-Associates

Howard C. Sherman

June 10, 1965

To all members, Shreveport Chapter,
AIA

Report on Office Practice Survey

The response to the survey was surprisingly good. Fourteen completed (or partially completed) forms were received from the Nineteen firms in our Chapter.

The resulting data should be helpful to any office wishing to have an Office Policy Statement and one should be prepared by any office having employed personnel.

A copy of the tabulation is enclosed and your cooperation is appreciated.

Howard C. Sherman

Office Practice Questionnaire Report

SHREVEPORT CHAPTER A.I.A.

June 10, 1965

1. Office personnel size
 - 11 firms having 2-5 people
 - 2 firms having 6-10 people
 - 1 firm having over 15 people
2. Work Week
 - 11 work 40 hours
 - 1 works 44 hours
 - 1 works 37½ hours
 - 1 works 40+ hours
3. Days in Work Week
 - 13 work 5 days
 - 1 works 5½ days
4. Normal Working Hours
 - 11 work from 8 am-5 pm
 - 1 works from 8:30 to 5:30
 - 1 works from 8:30 to 5:00
 - 1 works from 8:15 to 5:15
5. Length of Lunch Period—13 report one hour
6. All Technical Employees on same schedule—11 Yes and 1 No.
7. Enforcement of Schedule—1 Rigid, 12 Flexible
8. Office Policy Statement—Only two offices issue one but nine indicated they thought one would be desirable. One respondent saw no need for one.
9. Pay Periods—Twelve pay weekly and two bi-weekly. Here is an opportunity for those paying weekly to institute a money saving policy.
10. Wage Schedule reviewed at regular intervals. Only three offices do this.
11. Overtime (one respondent prefers to call it Extra Time) Eight firms pay at regular rate, four at premium rate and one according to Wage Laws. (It is hoped we all do this.) Four offices paid varying rates for OT depending on Salary level.
12. Vacation—Thirteen grant 2 weeks after one year of service and one allows 2 weeks after six months. Only six allow vacations to be cumulative, one reply stating a maximum of four weeks. Eleven allow vacation time to be split.
13. Paid Holidays: The vote was as follows:
 - New Years Day—13 Yes
 - Washington Birthday—2 Yes
 - Memorial Day—3 Yes
 - Independence Day—12 Yes
 - Labor Day—12 Yes
 - Thanksgiving Day—12 Yes
 - Christmas—13 Yes
 - Allow Monday off following Sunday holiday—7 Yes
 - Allow time off between Holiday and Saturday—2 Yes
14. Paid Sick Leave and Time Off
 - One office allows 5 days per year, one office 6 days, one office 14 days and one office has no limit. Two were undecided. Others didn't answer. Seven offices allow paid sick

leave during the first year. Nine responded that sick leave is not cumulative.

In the question of personal time off four require it to be made up during off hours, one office deducts for it, one charges it to vacation, two make no deduction and six leave the make-up to the employees discretion.

15. Termination of Employment—Five grant severance pay of two weeks salary when discharge is due to lack of work. Four do not; three stated their policy was flexible. Three grant one weeks pay. Nine offices allow time off to seek other employment, one was flexible on this point and two declared against it.
16. Insurance—10 offices have group hospitalization; four have group life insurance. Six deduct the premiums and seven employers contribute to the premium payments.
17. Coffee Breaks—Six allow two 15-minute breaks daily, nine have a flexible policy.
18. Fringe Benefits—Only one office has a profit sharing plan. Nine give Christmas bonuses to all employees, one does only to selected employees.
19. Office Standards—(a) Thirteen replies favored standardization of materials indications for drawings. (Who wants to undertake a study on this?) One was undecided.
(b) Thirteen favored the use of Chapter approved Supplementary General Conditions; one was undecided. Seven use the AIA-CSI Format; two were undecided. AIA spec documents are used by six offices.
(c) The suggested uniform system for handling shop drawings by transparencies was approved in only seven replies, six said no (one positively no), one was undecided. This response surprised me because I thought the transparency method would be a time saver.
(d) On the question of using AIA Forms answers were nearly unanimous with eleven or twelve indicating they do use them, the others do not. This is also a surprise.
(e) Twelve offices do have an AIA Hand Book of Professional Practice.

20. Office overhead understandably has a wide range due to the variation in office size: two offices reporting 100% and one each reporting 30%, 60% to 68%, 70% 75% to 90% (including Consultants fees), 150%, variable. One reply stated an overhead factor of 2½% which is to be highly commended if true.
21. Salary ranges reported were:
Office Boy—6 replies: three at \$50 per week, one at \$25-\$40, one at \$40 and one \$50-\$60
Apprentice Draftsman—5 replies: one at \$40-50, one \$50, one at \$60, one at \$60-\$70, one at \$80
Junior Draftsman—6 replies: \$60-\$90, \$70-\$90 (2), \$75, \$100, \$75, \$100, \$110-\$125 (\$88.00 Average)
Senior Draftsmen—9 replies: 100-\$150, \$100-\$120, \$130, \$125-\$150, \$150 (2), \$135-\$165, \$160, \$150-\$200 (Average \$143.00)
Job Captain—4 replies: \$160, \$175 (2), \$150-\$175
Spec. Writer—3 replies: all \$150/week
Designer—1 reply: \$175/week
Field Rep.—5 replies: \$125, \$100, \$150 (3)
Secretary—10 replies: \$60-\$75, \$60-\$85, \$90, \$60 (2), \$65-\$75, \$85, \$100 (2), \$95 (Average \$80.00)
Typist—8 replies: \$50, \$60 (2), \$60-\$75, \$50-70, \$75, \$85, \$100. (Average \$69.70)
22. Average Gross Income of Office—4 replies: 40-50 thousand, 50 thousand, 65 thousand, 110 thousand.
23. Average Income of Principals—4 replies: \$11,000, \$15,000 (2), \$18,000
24. Average dollar volume of work done annually—4 replies: ¾ to 1 million, 1½ million, 1-3 million, 4-5 million.
25. On the question of following fees suggested in "A Statement of Recommended Standards of Architectural Service and Practice of LAA" eleven indicated they do not follow the recommended fee schedules, one does not, in some instances charging higher and in others lower fees.
One reply indicated 7% min. except schools or 6% plus a percent of M. E. with 10% on alts. and residences.

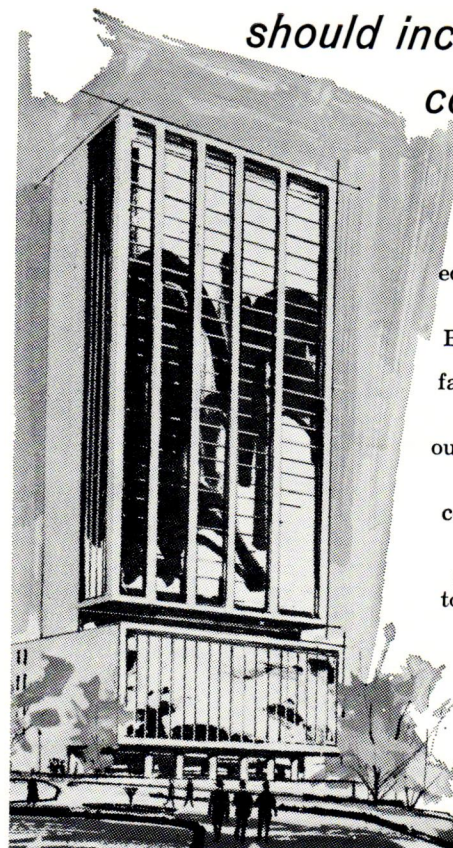
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CHICAGO

Under a grant from the Educational Facilities Laboratories, we are doing a study on the problems of outmoded school plants. As part of the study and as material for a newsletter we are publishing on the subject, we are most anxious to be informed of good examples of renovation and modernization, especially in the educational field. Any mention you can make of this in your publication will be most appreciated, and brief background

statements of the project and any illustrative material the individual architects might have will be reviewed by me at this office.

I am enclosing a news release about our first report, which gives you some idea of the study we are doing. In addition, I am enclosing a card which explains The Great Cities Research Council. As you will note in the news release, we are discussing the possibility of a series of architectural competitions, and it was while

in the office of the American Institute of Architects in Washington that I was given your name and the name of your publication.

Thank you for any help you can give me on the subject of modernization, and if you have any questions please feel free to ask.

Sincerely,
Ben Graves, Project Director
Great Cities Program
for School Improvement

NEWS NOTES ZIP CODERS

Dear Governor McKeithen:

The August Issue of **Louisiana Architect** carried your statement on preserving our cultural heritage, particularly our historic buildings, which are unique in the country.

As a member of the American Institute of Architect's national Committee on Historic Buildings, I would like to express our appreciation to you for your interest and support of this important aspect of American culture. I have forwarded a copy of your statement to the Chairman of our Committee, Mr. Orin M. Bullock of Baltimore, Md.

If there is anything that I can do

to assist you in your program for preserving and restoring Louisiana's Historic structures, I would be more than pleased to do so.

Sincerely,
Samuel Wilson, Jr.
Fellow—American Institute
of Architects

CONSTRUCTION SPIRALS

According to the LSU Business Review, the January thru June cumulative total of \$626.6 million in construction contracts is up 22.6 per cent from the 511.2 million awarded during the comparable period in 1964. Building permits issued by reporting

communities for the month of July, 1965 totaled 28.1 million. This is an increase of 67.6 per cent over the comparable total for July, 1964, and an increase of 65.4 per cent when compared with June, 1965.

The seasonal index suggests an increase of 0.3 per cent from June to July to be the normally expected change.

DECORATING COURSE

Arthur O'Keefe, well known for his presentations at LAA Conventions, has inaugurated night classes in interior decorating at Gallery Interiors, 514 Metairie Road, New Orleans. The course gets underway this month.

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This is the fifth in a series of pages to be devoted monthly to scenes on major routes in Louisiana cities. If first impressions are truly lasting impressions . . . what must 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 Southwest Louisiana scene.)

If First Impressions Are Lasting Impressions



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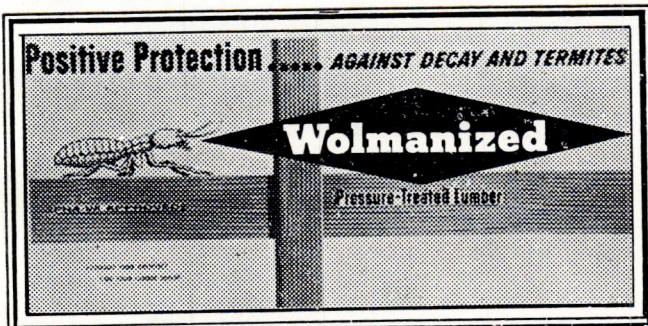
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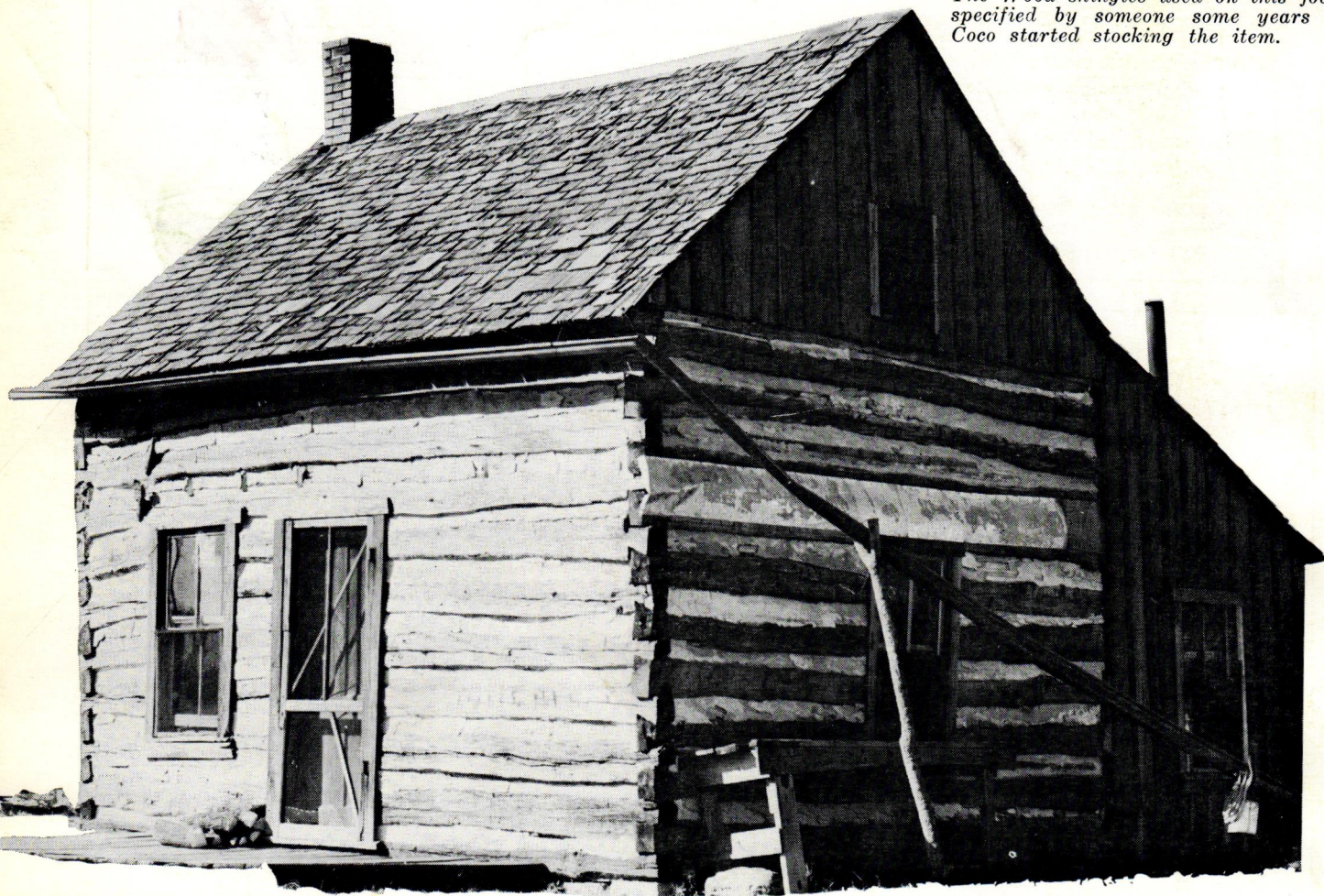
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