

LOUISIANA ARCHITECT

NOVEMBER

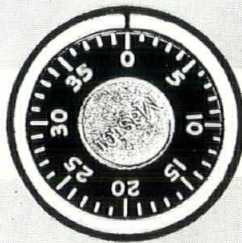
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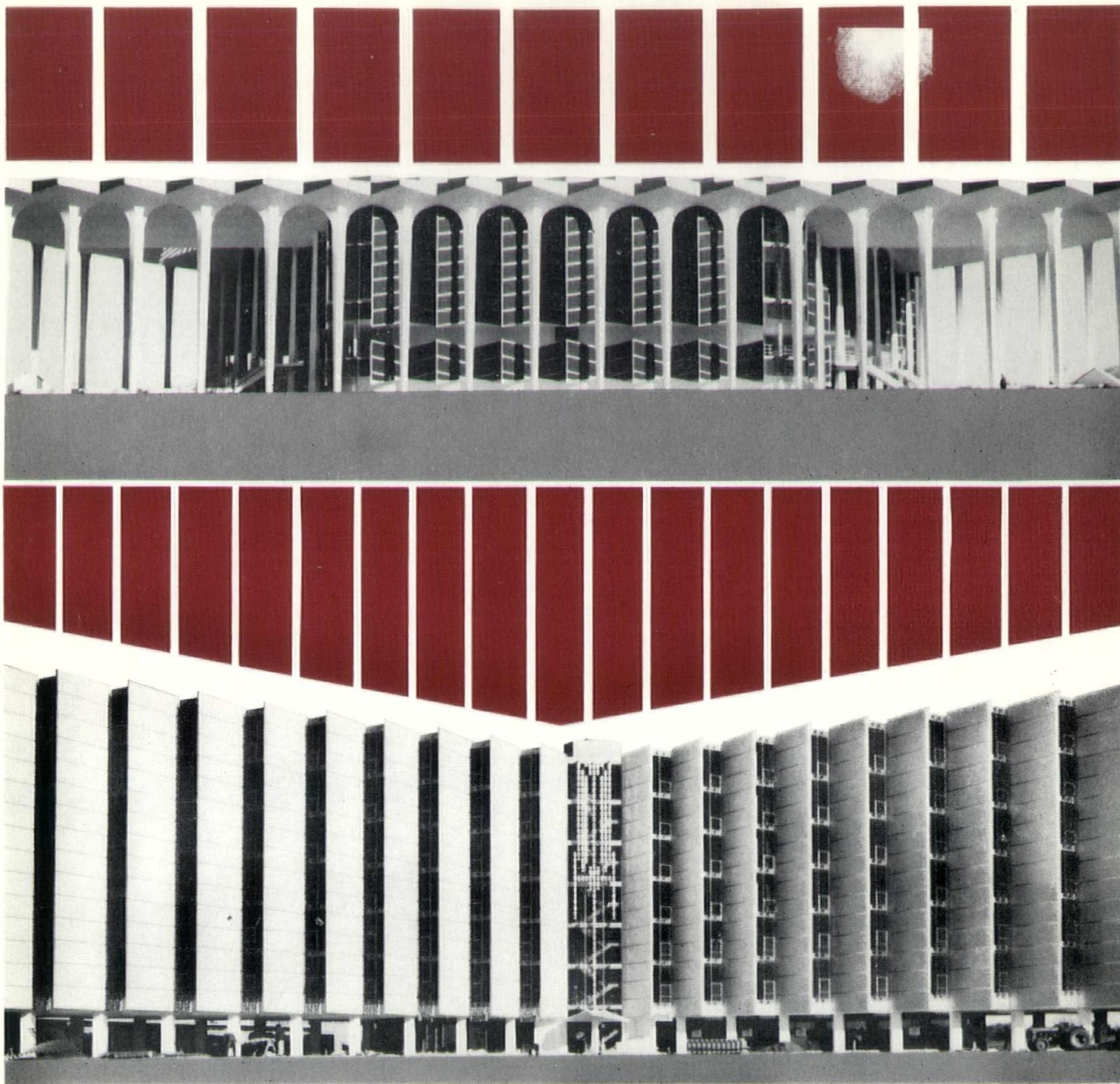
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LOUISIANA ARCHITECT

OFFICIAL JOURNAL OF THE
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Charles E. Ammen—

Architect, Public Servant, Friend of the Profession

The following resolution stirred the heart of every architect at the convention who has had the privilege to deal with Charles Ammen in his many years of service in the State Fire Marshal's Office.

RESOLUTION

WHEREAS, the architectural profession in the State of Louisiana has benefitted significantly from the efficient, effective, and unbiased operation of the State Fire Marshal's office, and

WHEREAS, this effective operation has resulted to a great extent from the devoted, untiring and selfless service of Charles E. Ammen in his capacity as Architectural Consultant to this important state agency,

NOW THEREFORE BE IT RESOLVED that the members of the Louisiana Architects Association in convention assembled this 8th day of October, 1965, do hereby express their profound gratitude and sincere appreciation to Charles E. Ammen for his many years of dedicated service to the architectural profession and to the State of Louisiana

BE IT FURTHER RESOLVED that a suitably inscribed citation attesting to this resolution be formally presented to Charles E. Ammen at the next regular meeting of the New Orleans Chapter of the American Institute of Architects.

POSTSCRIPT

Charles E. Ammen died on November 5. Although his health had prevented him from receiving the citation, he was cognizant of the resolution and of the profession's high esteem.—Ed.

Cover

Consulting Artist John H. Schaeffer illustrates "ALERT", the primary article in this issue. Get it?

In This Issue

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The following awards were presented at the 1965 LAA Convention in Alexandria. The jury which made the selections in the Honor Awards competition included: James Adams of Alabama, Regional Director Dan Cowling of Arkansas and Tom Windrom of Tennessee. Chairman of the awards program was Gene Glankler of the Central Louisiana Chapter.

A

St. Pius X Catholic Church—
Baton Rouge, La.
**ARCHITECTS — DESMOND,
MIREMONT AND ASSOCIATES**
Citation Award

The jury felt that this round building was difficult to photograph and that the photos did not present a true comprehension of the building. Their decision was predicated on the presentation of plans and drawings. They felt that the structural solution was good and that the lighting and detail were well executed. The relationship between the congregation and the celebrant of the Mass was commended.

A

Cabrini High School—
New Orleans, La.
**ARCHITECTS — SIMONI,
HECK AND ASSOCIATES**
Merit Award

The jury liked the manner in which the building was raised off the ground and they felt that the expression of the floor level through the use of arches was a happy solution. They acknowledged that the applique' treatment of the facade was justified by its use as a sun screen or light control device. The modular effect was carried out in plan effectively in most instances. The use of controlled detailing was well handled.

D

Residence for Mr. and Mrs. T. Sellers
Merit—New Orleans, La.

**ARCHITECTS — CIMINI,
MERIC AND ASSOCIATES**

Honor Award

The jury believed this to be an excellent solution to the problem of a long, narrow lot. They noted that the living and sleeping areas were well planned and that a commendable use was made of the varying spaces within the envelope of a cube. They felt that the house was very liveable and that the detailing was delicate and consistent.

R

The Land Title Building—
New Orleans, La.
**ARCHITECTS — LOWREY,
HESS, BOUDREAUX
AND FARNET**
Citation Award

The jury felt that this remodeling job showed a good expression in the use of the load bearing wall. The solution was in keeping with the original nature of the building and the exterior capably expressed the function within. They felt this was a good simple solution to a tough problem.

W

Rapides Parish School Board Building—
Alexandria, La.

**ARCHITECTS — BARRON,
HEINBERG AND BROCATO**

Merit Award

The jury felt that the relationship of columns and fenestrations was unique and the plan well organized. They noted the flexibility of the building for future expansion and they were pleased that the building was attractive from all four sides. Their only reservation rested in the treatment of corners.

S

ALERT!!!!



Lamar I. Walters

Editor's Note: While the American Institute of Architects strives to provide the profession and communities the tools to fight the "War on Community Ugliness," the machinery for waging this conflict is being left up to the states and cities.

Seminars and speeches at the 1965 LAA convention made it apparent that part of this machinery is being set up in Louisiana by the State Chamber of Commerce and the Louisiana Municipal Association. So impressed were attending architects with this new "ALERT Program for Municipal Development" that a resolution pledging the Louisiana Architects Association's unqualified support was unanimously adopted at the conclusion of the seminars. Following is a description of "ALERT."

Ladies and gentlemen, it is a distinct pleasure to be here today—for a multiplicity of reasons . . .

Coming back to Alexandria seems a little like "home-coming," as I lived here for a number of years . . .

I have heard so much favorable comment on the success of your annual conventions—and feel that I have "almost been there" in prior years—as Mike Tassin and I buy each other a good bit of coffee—being located on the same floor of the Capitol House Hotel . . .

A communication from your President, David L. Perkins, A.I.A., advising that I am to receive one of your Environmental Awards this evening both flatters and embarrasses me—the latter, that it is not going to some other official of the State Chamber. Nevertheless, you are assured I shall do all possible to justify your decision.

Last—but not least—the State Chamber, Louisiana Municipal Association, and the Department of Commerce and Industry are all highly complimented by your keen interest in "Louisiana's ALERT Program for Municipal Development."

My assigned task here today is to give you a "bird's eye" view of what

it is, how it will operate, and hoped-for benefits that will accrue to the citizens of Louisiana from its operation.

BACKGROUND INFORMATION

While serving as Executive Vice President of the Chamber of Commerce here in Alexandria, we became quite interested in such a program in Mississippi. In fact, we secured detailed information on its operation but concluded that, despite its worthiness, it was a little too comprehensive for us to undertake in the Alexandria trade area. Accordingly, we initiated a "Community Development Program" of lesser magnitude, with hamlets in Central Louisiana participating. We enjoyed the program and felt that long-lasting benefits accrued.

Upon moving to Baton Rouge as Executive Vice President of the State Chamber of Commerce, my interest in the Mississippi program continued. In fact, during a visit to Jackson a few years ago, one of my prime

DELIVERED BY LAMAR L. WALTERS, EXECUTIVE VICE PRESIDENT, LOUISIANA STATE CHAMBER OF COMMERCE, BEFORE A LUNCHEON MEETING OF THE LOUISIANA ARCHITECTS ASSOCIATION IN ALEXANDRIA, OCTOBER 9, 1965.

THE LOUISIANA ARCHITECT

missions was to visit the headquarters of the Mississippi State Chamber of Commerce to discuss the program in detail.

When the newly organized Board of Directors of the Louisiana Department of Commerce and Industry performed a near miracle and brought W. T. "Bill" Hackett over from Mississippi, my visits with Bill revealed his keen interest in such a program for Louisiana, whereupon the file was "dusted off" and renewed, serious consideration given the idea.

Upon conferring with Sidney Gray, former Mayor of Lake Charles and Executive Director of the Louisiana Municipal Association, regarding their potential interest in such a program for municipalities, it was most gratifying to learn that he had "researched" the matter in the same manner as I had done and was interested in pursuing it. The up-shot of our combined interest was that his president, Mayor Rayburn Bertrand of Lafayette, and my president, G. Allen Kimball of Lake Charles, appointed committees to probe the potentialities of the program and report back to our respective Boards of Directors.

At a joint meeting of the two committees, Lyle Carroll, administrator of the program in Mississippi, gave us detailed information on their years of experience. The result was that the Boards of Directors of the State Chamber and Municipal Association wholeheartedly endorsed the initiation of "Louisiana's ALERT Program For Municipal Development" and named permanent committees from each board to work as a team in finalizing plans and serving as a "task force" to get a "Louisiana Version" of the Mississippi program underway. The name ALERT was derived from this phraseology:

- A — Alerting
- L — Louisiana's Municipalities to
- E — Energetic and
- R — Responsible Action For
- T — Total Improvement.

WORK OF THE "TASK FORCE" JOINT COMMITTEE

With the program planned to em-

brace ten distinct areas of self-improvement by participating municipalities, the Committee set about compiling a list of 63 associations, societies, bureaus, state agencies and civic organizations whose cooperation would be sought in preparation of technical standards for the various areas of improvement. (The Louisiana Architects Association is one of the 63.) We found that not less than seven agencies and/or departments of state government would be involved, hence it was decided that Governor John J. McKeithen should be apprised of our plans.

The Governor was visited on two occasions by representatives of the State Chamber, Municipal Association and the Department of Commerce and Industry, resulting in his issuance of a formal statement in support of the program wherein he said, in part:

"This program is of far-reaching significance. The plan for civic leaders and elected municipal officials to join hands in a program aimed at grass roots improvement of Louisiana's 269 incorporated municipalities will make our villages, towns and cities better places in which to live, work and play. The State Chamber of Commerce and Louisiana Municipal Association are due a debt of gratitude from Louisiana's citizens for developing such a program."

Simultaneous with issuance of his statement, the Governor addressed official letters to the seven state agencies and/or department heads "urging their full cooperation" in the program.

Following the Governor's statement, W. T. "Bill" Hackett had this to say about the ALERT program:

"Communities can evaluate themselves with the ALERT program information and at a glance see exactly where they stand . . . the ALERT program is a program of work for a Chamber of Commerce and the best one that I have ever seen.

". . . while doing industrial devel-

opment work in Mississippi, a comparable program there was an invaluable aid. In fact, industrial prospects visiting the State looking for plant location sites would frequently say: 'Show me a town that has achieved ALERT status in at least five of the ten improvement areas'—as they would know that when a town has achieved the established standard in 'fire protection' for instance, the new industry would have efficient protection from fires."

The joint committee is now in the midst of a series of ten meetings with as many technical committees to prepare detailed "Inventory Data Sheets" to be used by participating municipalities in a program of self-analysis and program building.

This paper work will continue throughout the remainder of the year with present plans calling for going to the field in 1966 with a series of meetings to be attended by municipal officials, Chamber of Commerce board members, representatives of interested associations, other civic groups, and the public-at-large. Immediately following such meetings, the 269 incorporated municipalities will be given kits of information on the program and invited to enroll for active participation.

WHAT WILL HAPPEN WHEN TOWN OF "ALERT," PARISH OF "PROGRESSIVE," ENROLLS

By formal action of both the local Chamber of Commerce AND officials of the municipal government, an application for enrollment will be filed with the Louisiana State Chamber of Commerce. (If no local Chamber of Commerce exists, another major, recognized civic organization will be permitted to enroll—but only after joint-approval has been gained with the town council.)

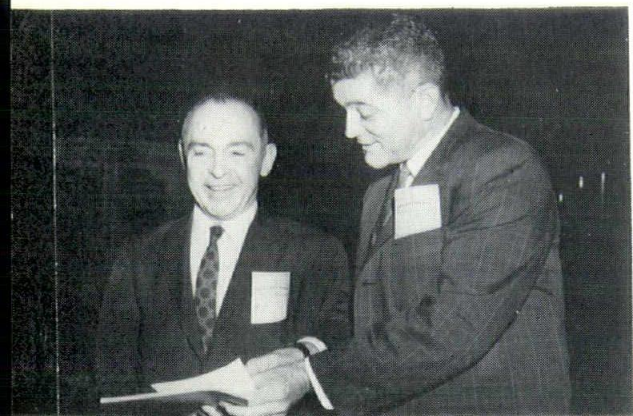
The enrollment forms will include an order for a 4' x 5' aluminum sign carrying inscriptions:

"..... PARTICIPATES IN
LOUISIANA'S ALERT PRO-
GRAM FOR MUNICIPAL DE-
VELOPMENT"

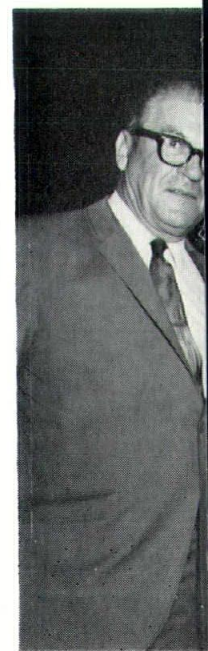
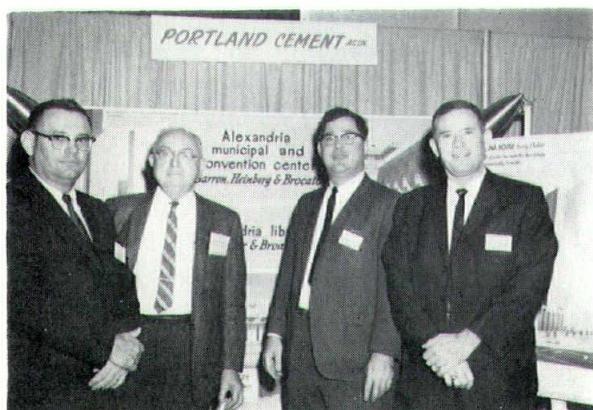
(Continued on Page 13)

CONVENTION PRODUCTS EXHIBIT

Photos by Harry Gish, Construction News



Above, left to right: Convention Co-Chairman Fred Barksdale and Robert D. Wynne of the Central Louisiana Chapter; Regional Director Dan Cowling of Arkansas, Honor Awards Jury Foreman James Adams of Birmingham, and Honor Awards Juryman Tom Windrom of Tennessee; John Webb, 1966 LAA President-Elect; Frank Brocato, Secretary-Treasurer-Elect, and George Leake, Vice President-Elect; William Wilson and Vice President-Elect Max Heinberg, also Convention General Chairman.





Below, left to right: Seymour Van Os, second from left, visits Portland Cement representatives in the Portland booth; 1965 LAA President David L. Perkins and Richard Lehr in Grant-Lehr Booth; Harold Lipper of Lipper-Stutsman, Audrey Fairhurst of Alumaglass, William Weiner, Sr., FAIA, and P. G. Annan, AIA; Will Scholar of the Shreveport Chapter in the Concrete Masonry Booth.



NEWS

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

Dear Dave:

Permit me to take this opportunity to express to you our sincere appreciation for having had the opportunity to be with the Louisiana Architects Association at your annual convention in Alexandria.

We enjoyed the convention and the association with your fellow architects immensely.

Dave, it was extremely nice of the Architects Association to honor me with the Project Earth award and you know, of course, that I feel quite proud to have received it. I have had the certificate framed and it is now mounted in my office.

Thanks again and with kindest regards, I am

Sincerely,

J. RAYBURN BERTRAND
Mayor, City of Lafayette

Ed.: Mayor Bertrand was both a statewide at-large nominee as well as a Chapter nominee for the environmental award. The state association cited him for his work in implementing the ALERT program and the Chapter nominated him for his local leadership in beautification and planning.

SAN ANTONIO

Sorry I didn't get to see you before I left Alexandria and thank you personally for the award of a page ad in the next issue of your magazine. After the announcement I was very busy and when I could try to find you, you had already left the building.

I want to congratulate whoever had charge of the arrangements of the exhibition. I have made several conventions without a doubt this was the nicest looking exhibition I have ever seen.

Whenever you wish to run the ad kindly let us know and we will send material for it.

Sincerely your,
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Harold T. Rams

Ed.: Orco gets a full page complimentary ad in Louisiana Architect for presenting what the Honor Awards Jury felt was the most attractive exhibit at the convention.

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NEW ORLEANS

Thank you for your letter dated October 15 with reference to the 1965 LAA Convention. Mike, you did an outstanding job for the Convention this year, and from all of the praises I have heard many others feel as I do. I enjoyed being there and trying to keep Suite 101 going.

Thank you for the list of architects who attended the meeting. I am trying to get letters off to those who visited our booth.

The best of good luck for your 1966 Convention. When you are in New Orleans come by and see us. Remember me to Shirley.

Most sincerely,
Audrey Fairhurst
Alumaglass Corp.



ALAA President: Mrs. Arey O'Neal was elected President of the Auxiliary to the Louisiana Architects Association at a meeting during the 1965 LAA Convention. Known to conventioners as the "Queen Mother" the new president is the spouse of LAA Board Member P. Murff O'Neal, who also serves on the State Board of Architectural Examiners.

Mrs. W. J. (Mildred) Evans of Baton Rouge was elected secretary, and Mrs. Samuel G. (Marion) Weiner of Shreveport was elected treasurer.

GATLINBURG

I am passing to you my sincere appreciation of the wonderful hospitality extended to me in Alexandria last week at the LAA Convention, with special applause to you and the Host Chapter for an excellent meeting in every respect.

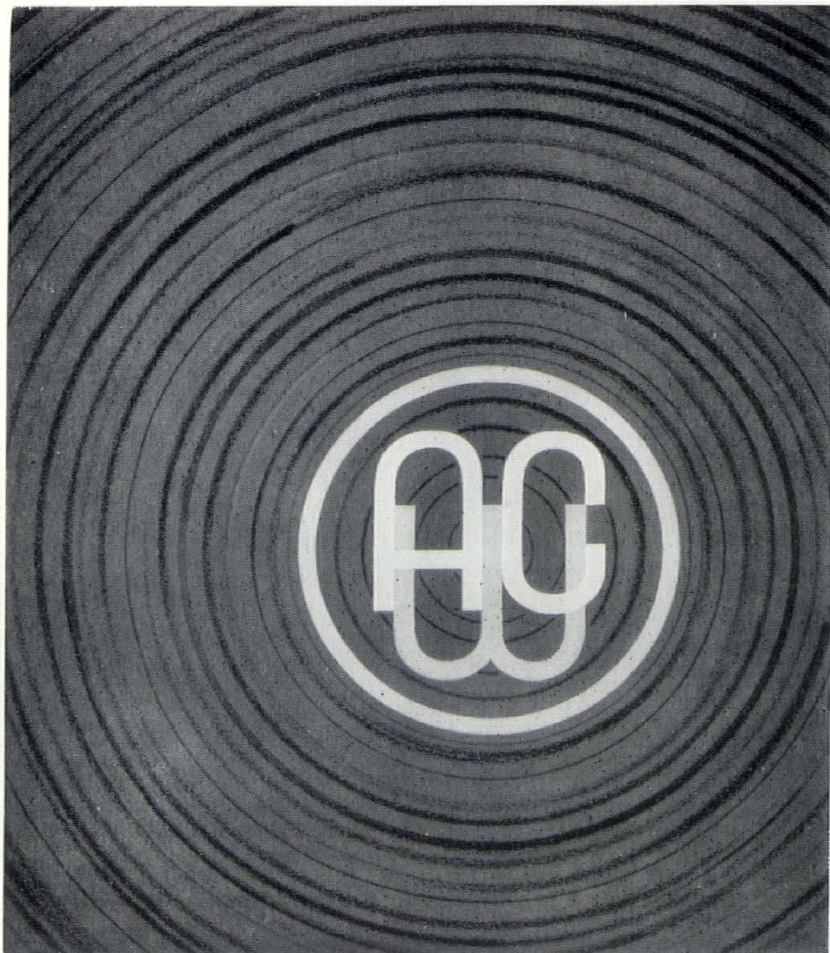
The seminar programs were extremely interesting and basically applicable to all of us . . . the schedule and programs throughout kept us moving all the time without rushing, and the food and entertainment was out of this world. I drove 740 miles coming home and only had to eat once!

The more than sixty exhibitors there on Friday put on a real show, and this is important to those of us who are located in the "boon-docks" as I am.

I'll come again next year . . . put me on the mailing list. Meanwhile, I'll see you in Hot Springs in April.

Sincerely,
Tom A. Windrom

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ZIP CODERS

MANY, LA.

The Architecture Environmental Award is a very great honor and one that I accept with humility and pride. I regret that I was unable to accept this fine tribute in person, but my health has been rather poor in the past few months, and it was not advisable that I make the trip.

Your award is most flattering, for there never was an overall plan or drawing for the Gardens as a whole. Cleaning up and arranging one section naturally called for the opening and arranging of an adjoining section. Walks were laid where it was felt one would naturally stroll through the area. Bridges were built over depressions where water would run after a heavy rain. Steps were placed where

one would want to climb from one level to another. Hardly a rock was moved, and never—never a worthwhile tree cut down. Roads, walks and paths were built to connect the collection of independent gardens, greenhouses, natural scenic areas, picnic grounds, the wildlife refuge, the 225-acre lake and outdoor theater.

The results have been the realization of a dream and one that I enjoy sharing. I shall always treasure your Architecture Environmental Award and thank you for paying me this great honor.

Sincerely yours,
A. J. Hodges

ARKANSAS

The Cowling crew arrived home safely after what I consider the most enjoyable convention I have ever attended—and I have attended quite a few.

Due to the tremendous work and consideration that you and Max and the

whole LAA gave this convention, it had a polish to it that frankly I have never experienced at a convention before.

Hope to see you in the near future.

Sincerely,
Dan Cowling
Regional Director

The Glidden Company
425 Josephine Street
New Orleans, Louisiana

Gentlemen:

Our 1965 Convention was a tremendous success and no little part of its success was due to your sponsoring the busses at the Convention.

We do sincerely appreciate your contribution of \$100.00 to help make our meeting a good one and on behalf of the State organization and the Central Louisiana Host Chapter, I want to express our deep appreciation for your help.

Gratefully yours,
Max J. Heinberg, Chairman

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NEW ORLEANS

Thank you for your memo of October 15 in reference to the 1965 Louisiana A.I.A. Convention and they get better each year and truly one of the outstanding State A.I.A. Conventions across the Country.

I have no comment to make except that all personnel connected with this Convention are to be congratulated on a sterling job all the way through and we feel fortunate to be able to participate.

Please reserve us a space for an exhibit for the 1966 Louisiana A.I.A. Convention!

Again, thank you and the Convention members and the Louisiana Architects for all the courtesies rendered to Pittsburgh Plate Glass!

With best wishes.

Sincerely,
J. B. Bower
Architectural Relations

SHREVEPORT

In response to your letter of October 15th, I have no particular recommendations to offer for 1966.

I would like to say on behalf of all of us from USP that the 1965 LAA Convention was the usual fine success. Your office and the Alexandria Architects hosting this convention, made exhibitors feel to be a part of your meeting, and year after year we are grateful for the interest shown by all in attendance.

We are looking forward to 1966.

Your very truly,

D. G. McNair
Branch Manager
United States Plywood Corp.

Ed.: The 1966 LAA Convention is scheduled for October 13, 14, 15 at the Jack Tar Capitol House Hotel in Baton Rouge.

ALERT

(Continued from Page 7)

—plus a prominent listing of the ten areas of improvement which I shall cover shortly. The sign will be sold to the town at actual cost and is the only fee for enrolling.

Following acceptance of the enrollment forms by the State Chamber, the officials of the two local sponsoring organizations will be furnished "Inventory Data Sheets" for use of their local committees in recording the present status of the municipality in the ten improvement areas. The Inventory Data Sheets will have built into them a self-scoring system so as to express current achievement in terms of points earned.

The areas of improvement, including major headings for scoring purposes, will be:

I. BEAUTIFICATION

I. Refuse Collection

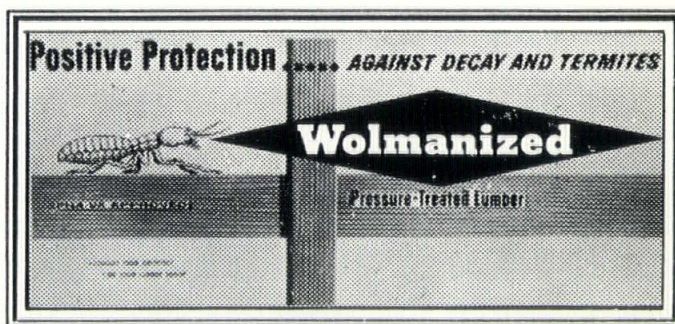
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10. Weed Cutting
11. Approaches to City
12. City Beautiful Program

II. EDUCATION

III. FIRE PROTECTION

IV. HEALTH and SANITATION

V. HOUSING AND CONSTRUCTION

1. Supply of Dwelling Units
2. Availability of Housing Units
3. Housing Conditions
4. Utilities—Adequate Supply
5. Building Code
6. Electrical Code
7. Gas Code
8. Plumbing Code
9. Minimum Housing Code

VI. LONG-RANGE PLANNING

1. Planning Commission
2. Citizens Participation in Planning
3. Base Map of City and Surrounding Area
4. Economic Base and Population Study
5. Land Use Plan
6. Major Thoroughfare Plan
7. Community Facilities Plan
8. Capital Improvement Program and Capital Budget
9. Subdivision Regulations
10. Zoning
11. Fringe Policy—General
12. Fringe Policy — Subdivision Regulation
13. Fringe Policy—Zoning
14. Planning for Industrial Areas

VII. MUNICIPAL FINANCE

VIII. POLICE and TRAPPING

IX. RECREATION

X. STREETS

When the local organizations complete preparation of the "Inventory Data" sheets, they will be filed with the State Chamber of Commerce. A committee will thereupon review them and actually visit the municipality to verify — by spot-check — data submitted. Upon formal acceptance of the "Inventory" forms, the score in each of the ten improvement areas will become the "bench mark" from which future improvements will be evaluated.

The requirement in number of points earned to qualify for an ALERT AWARD in each of the ten improvement areas will vary by population groups. Smaller municipalities will be able to qualify for a top award with fewer points than a city with 10,000 or more population.

It is possible that our "town of Alert" — in the example I am drawing — would qualify for one or more ALERT AWARDS immediately upon enrolling. In that event, plans would be made to so honor the citizenry at appropriate ceremonies with resulting state-wide publicity.

When a municipality achieves ALERT AWARD status in ALL TEN areas of improvement, a super-doooper ceremony will be staged, and widely publicized. (Greenville, Mississippi, only last year achieved such status and is being honored at national meetings, even now.)

EXAMPLES OF BENEFITS THAT WILL ACCRUE

1. As Governor McKeithen said, "will make our villages, towns and cities better places in which to live, work and play."
2. Should help more and more Louisiana municipalities qualify themselves for the industrial growth they so aggressively seek. Informed persons in this field privately deplore conditions presently existing in too many Louisiana towns and cities. Local citizens, at times, are innocently blind to their deficiencies. The "Inventory Data

Sheets" will help them recognize shortcomings without an "outsider" having to risk the wrath of local citizens and officials by boldly telling them so.

3. It should result in a "grass roots" improvement effort. Nothing but progress can result when leading citizens AND elected officials work as a team.
4. Attractive, well-operated municipalities with excellent fire protection, educational facilities, etc., will help attract an ever-increasing number of persons looking for a place to settle down.
5. Efficiently and well-operated municipalities will inspire citizens and elected officials alike to demand — and get — the same type of action at parish, state, and national levels.
6. As municipalities make progress in upgrading themselves in the various areas of improvement, an accelerated sense of pride will develop — resulting in positive effort to not only improve PUBLIC facilities, but will stimulate them into doing likewise with their PRIVATE properties. YOU GENTLEMEN WILL PLAY A VITAL — AND ESSENTIAL — ROLE IN THESE IMPROVEMENTS.

CONCLUSION

In conclusion, let me repeat our sincere appreciation for your keen interest in the ALERT program.

You will be interested in knowing that a number of municipalities are "Ready To Go" with this program as soon as final details are worked out. Both Elected officials and Chamber of Commerce governing bodies have adopted resolutions expressing formal intent to participate.

In coming months we shall invite various business firms and other organizations to become publicized co-sponsors of the program to help with its administration through moral and financial support. We shall look forward to our continuing excellent working relationship with your progressive organization.

THE LOUISIANA ARCHITECT

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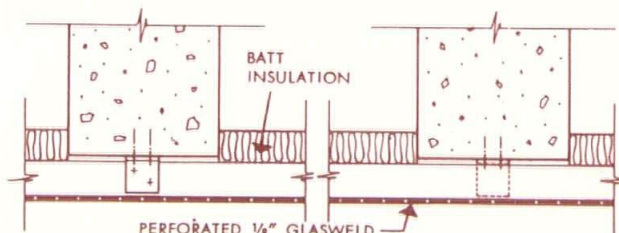
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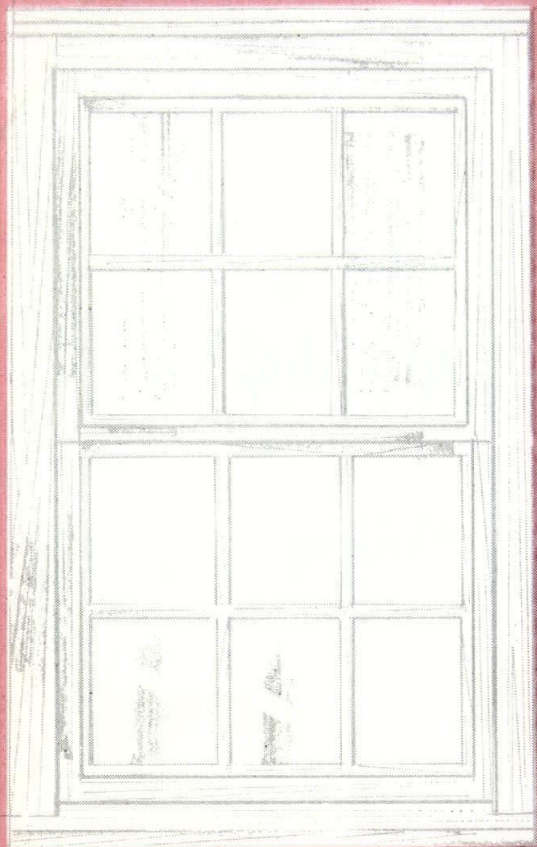
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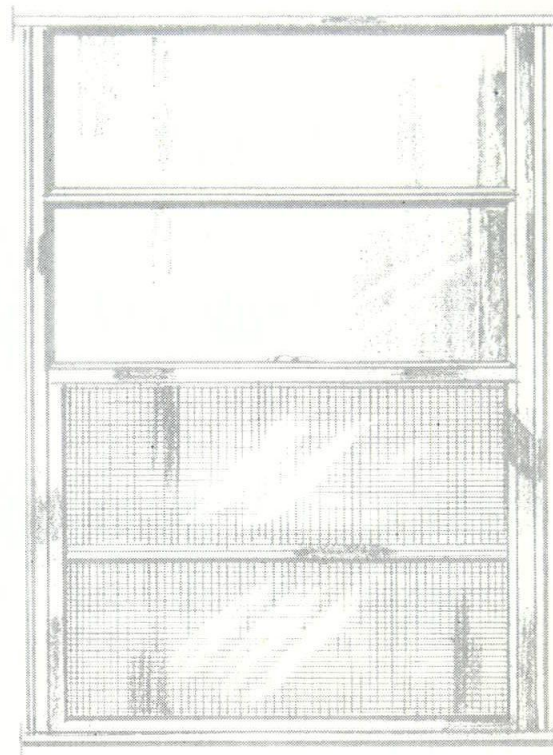


Windows To Show

These handsome Curtis wood windows are strictly for passers-by.

Not for the people who live in the house. Otherwise, the would-be designer wouldn't have jammed metal windows in the back. No, people out front won't know the difference. But the people inside will, when the back windows break out in a cold sweat and stay damp and misty all winter. The front windows will remain dry and clear, cased in warm wood.

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