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May, 1967
In evaluating structural costs, the roof system is a basic factor, and its square-foot price is quite often the most meaningful cost guide available to a prospective owner.

In most cases, concrete roof systems are in the $1.00 to $3.00 per square foot range. Construction costs, of course, are not uniform throughout the nation and are dependent upon variables such as spans, loads, bay sizes, and manufacturing requirements. Local builders can provide accurate estimates geared to local labor costs and other considerations.

Since the roof system is such a basic factor in most industrial or one-story building construction, the selection of roof type and the spacing of its supports are especially important. The roof and its column spacing must be designed to meet specific occupancy requirements. These include the arrangement of machinery, processing ductwork, accessory equipment and production layouts. Concrete roof systems can be efficiently and economically designed to meet all industrial and commercial needs. The chart below compares some common concrete roof systems. Write for free literature.

<table>
<thead>
<tr>
<th>Type of Roof</th>
<th>Typical Bay Dimensions</th>
<th>Main Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Barrel Shell</td>
<td>100 to 250, 30 to 50</td>
<td>Usually cast in place but can be precast.</td>
</tr>
<tr>
<td>Long Barrel Shell</td>
<td>30 to 60, 80 to 150</td>
<td>Barrel shell roofs are capable of providing large areas free of interior columns.</td>
</tr>
<tr>
<td>Folded Plate</td>
<td>15 to 30, 50 to 150</td>
<td>Versatile designs can accommodate a wide variety of span and processing requirements.</td>
</tr>
<tr>
<td>Hyperbolic Paraboloid</td>
<td>20 to 100, 20 to 100</td>
<td>Adaptable and very economical.</td>
</tr>
<tr>
<td>Prestressed</td>
<td>25 to 50, 30 to 100</td>
<td>Structural members provide long, clear spans with esthetically pleasing shallow depths.</td>
</tr>
</tbody>
</table>

*Representative dimensions only. Specific column spacing and spans may vary for individual designs. Dimensions given in feet.
Cooperative Effort

As a result of changes in the building industry and requests from the Louisiana State University Board of Supervisors, members of the State Board of Education and others, the Louisiana Architects Association has under study a proposed new system of determining architectural fees.

LAA architects recognize that some building types require more time and expense than others and at times proportionately less work per construction dollar is required on large projects. These factors suggest first that fees should be charged by building types, with higher fees for the more complex and lower fees for the less complex; secondly that the fee (stated as a percentage of the total construction cost) should decrease as the size of the project increases.

The LAA Fee Schedule Committee has surveyed the practices of a large number of states and also considered carefully the experiences of Louisiana architects and clients. The committee’s recommended sliding fee scale will eliminate separate charges for air conditioning design, and will closely parallel the actual cost of good architectural services. The final draft will be the result of an extensive conference in each of the local AIA chapters in Louisiana, conferences with state and local governmental agencies and other interested groups. Hopefully this broad participation in creating the new fee standard will lay the groundwork for wide and rapid public acceptance.

Companion to the modernization of fees is, a soon to be printed, revision of the LAA Booklet, “Recommended Standards of Service and Practice.” The new edition is written in lay language which explains clearly the role of the architect and the architect-client relationship.

The new booklet and fee schedule typify the sincere efforts of the LAA toward continued good relationships between architects and their clients.
Honor Award

Wiener, Morgan & O'Neal, Architects

Project

Commercial National Bank
Hearne Avenue Branch
Shreveport, Louisiana

Owner

Commercial National Bank

Jury Comment

"... Exterior expression of main area excellent. Interior well planned and delightful.

Solution Comment

The new Commercial National Bank facility on South Hearne Avenue is a totally new type of bank building. The Architectural firm of Wm. B. Wiener, Morgan & O'Neal was given the problem of designing a drive-in bank which would provide an interesting and pleasant banking atmosphere and which would be a bold statement of its purpose as a bank.

Both client and architects felt that the building should be unmistakably bank. The two symbols of modern banking—the drive-in window and the vault were to be expressed as dominant features in the design concept. The drive-in window grows out of the side of the building as an extension of the inside teller work space, while the vault, characteristic of a bank, is featured as a semi-detached truncated cone sitting in a sunken garden.

The interior of the bank is designed for efficiency and comfort of both depositor and employee. The view from the lobby of the granite vault in the sunken garden is enhanced by the use of a glare-free tinted glass wall and the sophisticated coordination of interior and exterior colors, textures and light.

The building is further detailed to allow for the future growth of Shreveport and banking technology. Additional tellers and drive-in facilities can be added as required. Also, every teller in this Branch could easily be tied to the computers and data processing at the main Branch for more efficient service, instantaneous accounting data, or signature verification.
Major Pedestrian Entry

Interior at Entry

May, 1967
Sir Anthony Part

“World Change and Architectural Purpose”

massive increase in population can nearly overwhelm a country. Even in Britain we think of ourselves as overcrowded—nearly 55 million people in a country the size of the state of Oregon—and we sometimes look back nostalgically, in more ways than one, to the days of Queen Elizabeth I, when the population of England and Wales (we were not yet being governed largely by Scots) was only 3 million. Today we face an increase of 36% between now and the end of the century. The rise in populations alone is going to make great demands on the construction industries of the world.

The second main feature derives fundamentally from universal suffrage. If you give all adults the vote they will not be content for long with what a small governing class considers adequate for them. It may take years for the popular will to become effectively articulate, and there may be setbacks on the way. But in the end there will emerge a strong and irresistible groundswell of demand for better housing, more and better education, more hospitals with more sophisticated equipment, and welfare services that effectively cover the nation. In this as in many other spheres let us not underrate the influence of the ladies.

The third main feature insistently compelling change is the advance of technology. This has many aspects and some uncomfortable repercussions. The greatest perhaps is in the field of transport. Whether one thinks of cars or trucks or aircraft, transport—necessary as it is—is the insatiable consumer of space and the arch-source of tension-building noise. How to resolve the conflicts between traffic and the human need for repose is perhaps the principal problem confronting the town planners of today and tomorrow. It is by our solution to this prob-

Like all countries largely concerned with international trade, we must respond to changes in demand by our customers overseas. When we can, we take the initiative, and sometimes the scale of our success surprises us—and I suspect our customers too. The Beatles and the Beefeaters—not to mention Beefeaters gin—may strike you as a schizophrenic mixture, but they are a wonderful combination from the point of view of Britain’s foreign exchange. And if as parents you are concerned at mini-skirts and the other products of Carnaby Street, please remember that you are doing our balance of payments no end of good. All in all, you bring us more foreign exchange than any other country, so please keep on drinking our whiskey and buying our machinery, aircraft and automobiles and above all please keep on coming to visit us, for that gives us the double pleasure of enjoying your company and taking your money off you.

In our trading affairs we have to take another factor into account. As other countries, particularly the emerging countries, develop their industries and manufacture at home what they used to buy from us, we must move on to more sophisticated products. So in building for industry, we must design buildings that are flexible.

By 1972 we shall have turned over to the metric system. We intend to use this opportunity for a major advance in the application of dimensional coordination and so to achieve variety reduction and to assist the longer-term industrialization of the building industry. We are now studying in depth the development of universally

(Continued on Page 15)

The First in a series of articles which recap the presentations given by the visiting speakers at the Regional Conference, New Orleans, April 22, 1967.

Sir Anthony Part
Permanent Secretary of the British Ministry of Public Buildings and Works.

Anyone who has already visited the United States can be sure that certain of his original impressions will endure. There is your wonderful hospitality, the exhilaration of your energy and enterprise, the excitement and variety of American architectural and engineering achievements. On every visit I have been impressed anew by the scale on which you operate, by the fearlessness and beauty of your great structures—skyscrapers, bridges, dams and highways. I have admired again the distinction of so many of your houses and apartments and the high standard of comfort and convenience that you achieve. I have envied the excellence of detailing in your manufactured components, the advances that you have made on so broad a front in the field of engineering services, the delights of your landscaping, and the speed and efficiency of your construction processes.

If one looks at world change as it may affect building, one can detect, I think, a few main influential features. The first is the increase in population. The world demographic forecasts are almost frightening. One has only to look at India to see how a persistent

The Louisiana Architect
“Faced with the challenge of preparing students of Environmental Design to handle the overwhelming and complex problems of urban development in the years ahead, I believe it is imperative that we make substantial changes in the methods of educating these young people. To this end I am exploring the possibility of having our students spend a portion of their undergraduate studies in various countries working under the masters in the design disciplines. Before organizing such a system, it seems desirable for us to first carry out an experiment of the method on a limited scale. Assistant Professors Edmund Glenny and Robert Trees of the Department of Architecture have put together such a project in the form of a student workshop to be held in Mexico. The trip planned for mid December would last for two weeks and would include studies under Felix Candela and other noted Mexican experts…”

Dean Gerald McLinden,
School of Environment Design,
LSU, Baton Rouge.

Invited by La Escuela Nacional de Arquitectura, Universidad Nacional Autonoma de Mexico, through the kind offices of faculty member Sr. Manuel Montano Pardo and encouraged by Mr. O. J. Baker, Head of the Department of Architecture, the Baton Rouge Chapter of the A. I. A. and many others, fifteen students of L.S.U. did participate in “Mexico Project 66.” The trip was experimental and contact was made with many notable Mexicans but unfortunately not with Felix Candela. Travel, as a method of learning, and Mexico Project 66, as a specific experience, is considered on the following pages.
During the summer, Professor Trees traveled in Mexico and through personal contact at the University of Mexico received an invitation through Sr. Manuel Montano Pardo to bring a group of students for study to Mexico as guests of the University. The invitation was later formalized by Senor Arq. Dn Torres Martinez, Director de la Escuela Nacional de Arquitectura, U.N.A.M. At fall registration, student interest was polled and the development of the L.S.U. trip was begun.

Mr. Trees and I, working with Mr. Montano by letter and phone and later with Mr. Montano in Baton Rouge, arrived at what was thought both desirable and possible. The project proposal was to involve our students, as well as the faculty sponsors, with (1) the University of Mexico in a planned academic engagement, (2) outstanding personalities in the profession of architecture and (3) a direct exposure to a foreign culture. The project would be experimental in that its later evaluation would provide the basis for planning the next year's travel program. Up until "Mexico Project 66" travel sponsored by the department of architecture had been confined mainly to our own region of the United States.

We decided that participants should represent our second, third and fourth year classes. Besides the information for future planning it seemed that one of the most important benefits of such a trip would be direct feedback back into the department and school, of experience, information and enthusiasm. This consideration encouraged our decision to select students vertically from the department and not solely from one class.

The question of proper financial support responsibilities of the University, the Profession and the student became in immediate concern. It has not been resolved and will remain a consideration for the future as travel-education is explored further. Many concerned persons and groups however responded graciously to getting the travel program literally off of the

Credits
Leroy Hendrick
Trip Photographer
Jim LeBlanc, Tom Smith
Mexico Project '66 "Happening"
Carl Carlington
Money Record of Student Expenses

Cathedral — Town of Topotzotlan, Mexico
Louisiana State University / School of Environmental Design / Department of Architecture

ground for the first trip. The University assisted the two sponsors, the Baton Rouge Chapter of the A.I.A. established a long considered and desired “Baton Rouge Chapter A.I.A. Traveling Fellowship Fund.” Further, a group of Baton Rouge Architects, related Professionals and Businessmen contributed substantial amounts individually and the L.S.U. Student Government Association voted to assist two students. The Baton Rouge Chapter in establishing the new fund stated in part that “... recognizing its responsibility to Architectural Education in building a stronger profession and believing that student travel, with serious study intent, is a most important facet of architectural education does hereby establish ...” etc.

Starting Sunday, December 11, our plan was to stay in Mexico City and environs for eight days, fly to Merida in Yucatan for three days and return to New Orleans for Christmas. In planning the itinerary, we saw value in pre-exposure to the people and places we would see in Mexico but the machinery of organizing precluded a serious exploration of information and ideas. Possibly this turned out for the best in that all of us embarked together on an experience of discovery unencumbered by pre-arranged attitudes.

It was a hectic thirteen days which elicited a statement on the first day from one student to the effect that he had seen more architecture during an hour and a half bus ride to Tepoztlan than he had ever seen before in his life. The basic value of travel was apparent as soon as we arrived, since most of the students had never traveled beyond one or two neighboring states from home. Orientation to the University and to Mexico City as a large metropolis was the intent of the first day there and it was fortunate that the city day of the Virgin of Guadalupe coincided with our arrival. One student wrote “on way to shrine of Guadalupe. Passed a concrete hyperbolic church by Felix Can-

dela ... at Guadalupe. Colossal scale. Thousands of people. Time for photos again.”

In quick succession on the following days, visits were made to the University, the Museum of Anthropology, the Anahuacalli Museum of Diego Rivera, the site of Teotihuacan, construction sites related to the Mexico Olympics program, Ballet Folklorico, the district of San Angel, the Saturday Market and Thieves Market, Puebla, Tonanzintla and Cholula, and the offices and plant of the National School Building Program (C.A.P.F.C.E.) and many others.

More formal engagements occupied some one third of our available time. Arq. Pedro Ramirez Vazquez spoke through an interpreter to us concerning the politics, operation and development of the Olympics Master Plan which was followed by a tour of constructions begun to accommodate special events. He expressed much of his own personal design philosophy by discussing in particular the new Mu-

The Town of Cholula, Mexico

Surface example of the use of “Puebla” tile

May, 1967
STUDENT TRAVEL—(continued)

the development of the town of Cholula along lines respecting its morphological and historic content. Lic. Alfonso Cortina, the president of the Mexico L.S.U. Alumni Association and Mr. Clarence Boonstra of the U. S. Embassy and one time L.S.U. faculty member, among others, were contacts which provided us with an American understanding of dynamic forces rushing Mexico into an age of industrialization.

Yucatan, by contrast, was, as another student wrote, a turning back of the clock of time. Using Merida as home base and rented autos for transportation, the group, working in teams of six, visited the Mayan sites of Sayil, Labna, Kabah, Uxmal and Chichen Itza and some explored Isla Mujeres and the port city of Campeche.

Tangible gains resulting from this trip are difficult to identify. A list of specific results would have to include additions to the department's slide collection and library, talks given by both the faculty and students to various groups both in and outside of the university community, and a group presentation called “Mexico Project 66—HAPPENING.”

The greater results are non-tangible. Travel, in its broadest sense, is a process of change which requires readaptation on the part of the traveler and therefore an expansion of his personal value system. This is, in effect, a description of “Mexico Project 66.” However a pertinent regret was voiced, “that we couldn't stay longer and spend more time getting involved.” It is apparent that the seeing of “things” is not the only possibility for gaining a valuable educational experience, that an understanding of shaping forces is needed to complete the cycle. The next L.S.U. travel project, it is hoped, will allow for the interplay more self-consciously, of both sensory and abstract levels of perception. “Mexico Project 66” is a continuing success and as intended has become a substantial exploration into the method of educating young people at L.S.U.
House of the Magician — Uxmal, Yucatan

Temple of Sayil — Yucatan

Facade Ruins — Kabah, Yucatan

Exquisite Example of Mayan Masonry Sculpture, Old Chichen, Yucatan

May, 1967
L.S.U. Participants

Faculty
Edmund J. Glenny, Robert Trees

Fourth Year Students
Bill Diamond, Ken Caswell, Tommy Smith, Jay Green, Robin Hood, Jim LeBlanc

Third Year Students
Glen Penton, Chuck Crawford, Dennis Brady, Tom Hampton, John Poirrier, Carl Garlington, Leroy Hendrick

Second Year Students
George Gele, Mark Estes

Sr. Manuel Montano Pardo represented the University of Mexico

Temple of the Warriors, Chicken-Itza, Yucatan

Tepoztlan Cathedral, Mexico

The Louisiana Architect
WORLD CHANGE—
(Continued from Page 8)

compatible components and the problems of jointing that are one of the keys to success.

One cannot help being impressed by the size of the demand that the construction industries of the world will have to meet between now and the end of the century. In Britain alone, taking into account replacement as well as new building, we may well have to construct as much new building as the entire stock of existing buildings in the country. If we are to do this with the labour available we must make assembly on the site an easier and quicker—and more civilized—business. We must manufacture more components off the site. We must industrialize the construction process.

This requirement comes upon us at a time when we are beginning to appreciate more fully the potential application of computers to our affairs. Within ten years, computers will, I am sure, bring about radical changes in the building industry. They will affect not only construction and design but the whole process of communication in the industry and perhaps even the role of the various partners in it.

I have spoken so far about economic factors and building techniques. But important as they are, they are secondary. A country's buildings are the physical expression of the character of its people. As Sir Winston Churchill said "We shape our buildings and afterwards our buildings shape us." What do our present buildings tell of our humanity, of our intelligence and foresight, of our sense of beauty, of our desire to serve all of the people all of the time?

We ought to consider more fundamentally what kind of organisms cities and town really are, why they flourish or die, why some contribute more than others to social enjoyment and cultural vitality, and how to plan so that growth and re-development can occur without ruining the environment or bankrupting the community. I suggest too, that we should study more professionally how to resolve the conflict between traffic and the human need for repose. One thing is vital—we must be so organized that we can see the picture as a whole and act accordingly. In Europe, at any rate, there have been too many cases in which the planning of transport has not been properly co-ordinated with the rest of urban design. And there are too many examples of cities with what I call hard, unwelcoming centers. The planners have not sufficiently studied what activities make a city center live. Sometimes they seem to have forgotten that people are equipped with legs and hearts and not just with four wheels and a mechanical engine.

My own feeling is that when we fail it is often for lack of softness and of contact with nature. I believe that these are fundamental human needs. I have heard all the arguments in favour of windowless classrooms and offices. I have visited rooms of an almost antiseptic efficiency. But I do not find them an acceptable environment. When I am at my desk I can sit for quite a time concentrating hard on the other person or the papers in front of me, though even then I like—and I am fortunate to have—restful colours, good pictures, well-designed curtains and a piece of sculpture.

But sooner or later I want a pause. I want to walk around and look out of the window.

I do not say the same about spaces in which people do not stay for long. I do not necessarily say the same either about main traffic arteries in cities, where the price of land is usually an almost overriding consideration.

But I do make a plea that the spaces between the traffic arteries should provide the kind of environment I have described, with a human scale and an atmosphere that encourages repose.

To say all this to an American audience is perhaps an impertinence, for you have so many pioneering achievements to your credit. Right here in New Orleans you have individual buildings of a charm that is unrivalled anywhere in the world. And I am among the many British people who admire the grace and repose of the best New England villages. I remember especially the church and its surroundings at Concord, Mass. It is a pity that the people there spent so much of their spare time practicing musketry, but that is another story.

In the midst of all the problems that I have been discussing stands the architect, for not only does he design the buildings and play a main part in planning the cities, he is a principal trustee of the visual values of a community. His is a challenging profession, for he must be part creative artist, part historian, part technologist, part man of business, part psychologist, part organizer and part servant of the public. He lives in a world of choices and decisions, many of which demand sensitivity and mature judgment. Most buildings are no longer simple, materials are multifarious, and all the time advancing technology treads upon his heels.

No longer can he build a career on an inherited store of architectural concepts. He must widen the base of his inspiration. It may come from the nature of the site—how many opportunities in school design have been lost by architects who have summoned a bulldozer and slapped the buildings down in a sea of asphalt! Or inspiration may come from the answer to a structural problem or even from the needs of such a prosaic maintenance task as the cleaning of windows. Above all perhaps it may come from a close and sympathetic study of the client's needs. More and more British
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**WORLD CHANGE—**
(Continued from Page 15)

architects today design buildings from the inside outwards. When they get as good at the outside as they are at the inside, we shall really have something to be proud of!

The architect’s horizon is widening too. He used to be thought of as the designer of a single building. Now he is often concerned with groups of buildings or with the planning of a city or suburban center, a whole new university or even a whole new town. In this business of building, there are many partners. No longer can the architect stand alone and have visions of parading as a master-mind. The future lies with groups of partners of many kinds, with teams of mixed professional and administrative skills. We are moving—though too slowly—towards integrated groupings in both public and private practice in which as many as possible of the partners are represented. But groups require leaders, and these we must exert ourselves to educate and train.

We are all interdependent now. We must all learn to understand and respect the others’ skills. If we are to create for future generations an environment to match their physical needs and satisfy their spirits, there are certain attitudes that we must abandon. We cannot afford the client who limits his concern to the size of the return on his investment, the architect whose main ambition is to build a monument to himself, the engineer whose interest does not extend beyond his own expertise or the highway planner who is satisfied so long as the traffic is kept moving.

(Continued on Page 18)
There is, I suggest, one other important requirement. We must establish a constructive partnership between private enterprise and public authority. The ease with which this can be done depends very much I think, on national circumstances. In Britain we live in a compact country, and in terms of resources we are always conscious that we are trying to get a quart out of a pint pot.

So we have taken more readily than some other countries to the need for intervention by Government and local authorities. We have an instinct—perhaps an excessive instinct—for fairness and moderation. This is one reason why we have submitted to some quite advanced town planning legislation and even, recently, to the setting up of a Land Commission. Among other things the Commission has power, including compulsory power, to acquire land for development which it is in the public interest to encourage.

The principal research stations in building and in road construction are under Government auspices, and some of the best development work in schools, housing, hospitals, prisons and building for the Post Office and the Armed Services has been done by the staffs of Government Departments.

Of two things I am convinced. First, though in Mr. Gladstone's famous phrase, saving candle-ends is important, it is more important to keep one's eyes on getting value for money. Second, government should concentrate less on detailed regulation of methods and more on indications of objectives and specifications of performance.

We live today in a world of contrasts. Technology puts unexampled power in our hands. We can even contemplate putting men on the moon, and how much we in Britain admire the heroism and dedicated skill of those who venture into space. Yet we are learning only slowly to harness technology to the most elementary needs of mankind. This is something that all of us, and specially the younger generation, feel strongly about. They have a great sense of idealism. Your Peace Corps, for example, has some remarkable achievements to its credit. So have the British organizations Voluntary Service Overseas and Oxfam. These ventures exemplify the practical idealism which is typical of the younger generations of both our countries.

This idealism, I suggest, is something that augurs well for the future—a sense of social purpose that will become increasingly intolerant of the grosser inequalities of living conditions and economic opportunities. It is the wish of the younger generation that we who are in positions of authority should see the needs of rich and poor, privileged and under-privileged, in a true perspective. They will increasingly insist that we really should serve all of the people all of the time.

To them authority is an unwelcome word. We may think that their view of society is too permissive, we may even be shocked by the excesses of a small but sometimes influential minority. Yet it is no good for people in responsible positions to yearn nostalgically for a society based on a conception of authority that has been undermined for half a century or more by the free play of inquiring minds.

We do not have at our service nowadays the buttress of an authoritarian religion. We do not have a general acceptance of values that have been established for centuries. We do not have automatic respect for heads of families, for heads of institutions, or come to that, for heads of Governments.

What we do have are frankness of argument, greater certainly than in my younger days, a will to inquire and probe and question, and an ambition to create a better and fairer society. We have, I believe, an increasing appreciation that material well-being is not enough. What matters is the kind of people we are.

From such a generation we cannot demand consent. We must act in such a way as to deserve it. And once we have it, we have a partnership that could perhaps be stronger than anything that has gone before.

I have finished on this theme because I strongly believe that buildings are not for the greater glory of civic leaders or architects or professional administrators and cities are not Utopian exercises for planners. Buildings and cities are for people. If we keep this in the forefront of our minds we shall not fail.
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