

c 2  
AMERICAN INSTITUTE  
OF  
ARCHITECTS

SEP 21 1967

LIBRARY

A Typical Day with One Architect

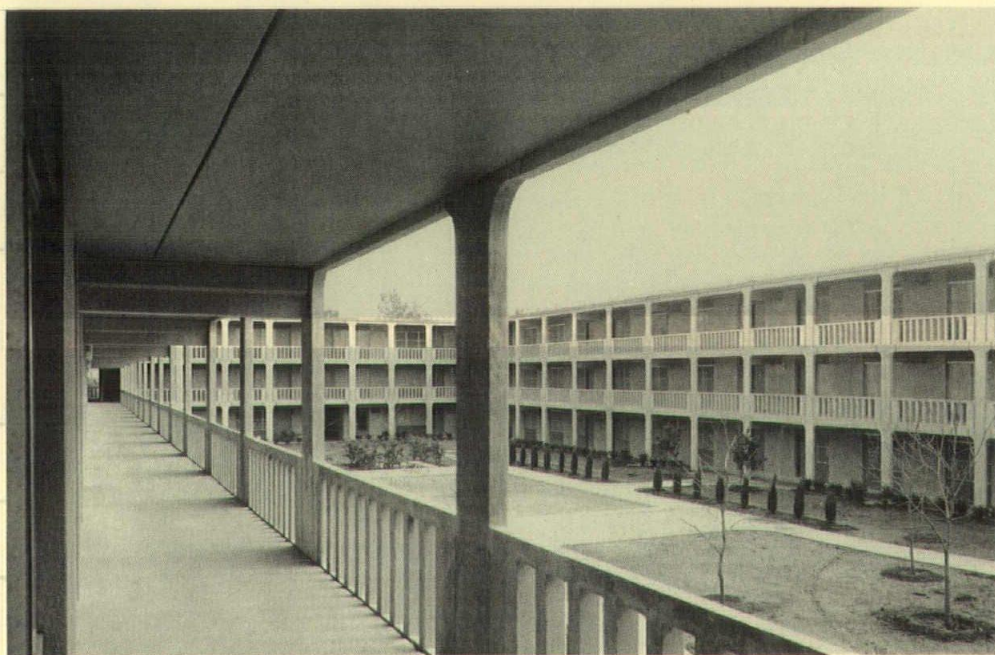
# The Louisiana Architect

Volume VI, Number 7, July, 1967



# HIGH RISE LOW COST

How can you cut the rising cost of multi-story construction? With **LOADBEARING CONCRETE MASONRY WALLS** and **PRE-CAST ROOF AND FLOOR SYSTEM**, from Louisiana Concrete. A fine example of this High Rise—Low Cost system is the new Century Square apartment complex, in Baton Rouge. How high up is your next project? Check with us about the **CONCRETE MULTI-STORY SYSTEM**. You'll find the cost for going UP isn't **HIGH** at all.



Wm. C. Ellis—Architect

Wm. J. Mouton—Structural Engineer

Milton J. Womack—General Contractor

**LOUISIANA CONCRETE PRODUCTS**  
**INC.**

Lake Charles    Baton Rouge    New Orleans



# Who Cares Who Raises The Roof?

You do, if you want a good one! The quality of workmanship you get on your job is just as important as the quality of materials. Specify ZONOLITE® VERMICULITE INSULATING CONCRETE by approved Zonolite Applicators. Get years of trouble-free service with an effective heat barrier of the "U" value you specify, and flexibility of construction that allows it to conform to any size, shape or contour. This lightweight economical material weighs just  $\frac{1}{6}$  as much as structural concrete, yet makes a permanent, rot-proof, fireproof roof deck, poured all in one piece so there are no seams to calk.

Approved Zonolite Applicators observe strict quality control, following rigid industry standards. Upon completion of your roof you get a certificate signed by the applicator and by Zonolite that your concrete was mixed and applied as specified.

Avoid the risk of substandard materials and workmanship. On your next job specify a roof deck of Zonolite Vermiculite Concrete —by an approved Zonolite Applicator.



Zonolite Division, W. R. Grace & Co.  
135 South LaSalle Street, Chicago, Illinois 60603

## *Custom Aluminum Fabrication*

- Special Windows
- Aluminum Door Frames
- Sun Screens
- Decorative Grilles
- Aluminum Flush Doors
- Window Walls
- Curtain Walls

**We are at your service . . .  
call us for complete design  
assistance and preliminary estimates**

## **ALUMAGLASS** CORPORATION

739 S. Clark St. New Orleans, Louisiana  
504 - 486-6581

# CELANESE

COATING COMPANY

## DEVOE PAINT DIVISION

Color Engineer • Architectural Service

**WELDON McHUGH**  
Baton Rouge, Louisiana  
344-9454

**RAY FRANCINGUES**  
New Orleans, Louisiana  
524-0327

Delivered on TIME

To Your Specifications

## CAPITOL STEEL

INCORPORATED

*Fabricators of*

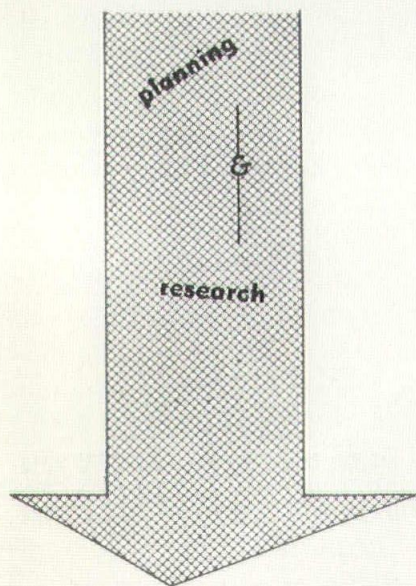
Reinforcing Steel — Misc. Structural Steel  
Complete Warehouse Steel Service

Phone 356-4631

2655 N. Foster Drive — Baton Rouge, La.

DETAILING SERVICE AVAILABLE

## BUILT IN FURNITURE



**BAKER MFG. CO.**  
Pineville, La. HI 5-3601

HONOR AWARD



When you visit  
Lake Charles' Honor  
Award-winning  
LaGrange Junior  
High School Gym  
you'll be looking  
through glass by

**Allied Glass, Inc.**

1505 Hodges, Lake Charles

- Store Fronts • Glass & Glazing
- Aluminum Entrance Doors
- Aluminum Sliding Glass Doors



# The Louisiana Architect

Volume VI  
Number 7



## Your Magazine

**THE LOUISIANA ARCHITECT**, Official Journal of the Louisiana Architects Association of the American Institute of Architects, is owned by the Louisiana Architects Association, not for profit, and is published monthly, Suite 200, Jack Tar Capitol House Hotel, Baton Rouge, La., telephone 348-4331. Editorial contributions are welcome but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Louisiana Architects Association. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to the LOUISIANA ARCHITECT for prior use.

### LAA OFFICERS AND BOARD

George M. Leake, President; Perry L. Brown, Vice President; Howard C. Sherman, Vice President; Frank N. Brocato, Secretary-Treasurer; John L. Webb, Immediate Past President. Joseph G. Bernard, J. Buchanan Blitch, Donald J. Breaux, Clifton C. Lasseigne, Billy J. Massey, Murvan M. Maxwell, Kenneth B. Campbell, Albert J. Carter, Stewart S. Farnet, Eugene T. Glankler, Jr., Piet A. Kessels, John I. Neel, T. Clayton Smith, Ernest E. Verges, John A. Walker, Richard C. Thevenot, Executive Director.

John L. Webb, AIA, Editorial Advisor  
Dick Thevenot, Editor  
Myron Tassin, Associate Editor  
Louisiana Architects Assn., Publisher  
Gene Egger, Art Director  
Printed by PIKE BURDEN PRINTING, INC.

The Louisiana Architect has received the 1st Place Award for Company Publications in the 1967 Ad Awards competition of the Advertising Club of Baton Rouge.

This honor will be a stimulus for us to redouble efforts already underway to expand the size and scope of our magazine. In recent weeks we have increased the magazine circulation by several hundred to cover all the registered architects in Louisiana, Arkansas, Mississippi, Tennessee and Alabama.

The most notable asset to the Louisiana Architect has been the addition in May of Myron Tassin, the magazine's founder, as our associate editor.

Currently more and more advertis-

ers are taking advantage of the entrance and good readership we have among the architects of the Gulf States and others in the construction industry. Thus we are now able to invest income from ads to improving the general graphic quality and the editorial content.

All elements point toward achieving the purposes of the Louisiana Architect which is to communicate to architects and the public better to develop an appreciation of good architecture, and to encourage the public to demand the high quality of architectural services symbolized by the letters AIA which identify those architects who are corporate members of the American Institute of Architects.

### Contents:

Unique Shopping Centers.....	6
AIA News Feature	
A Typical Day with One Architect.....	8
by Mike Tassin, Associate Editor	
Student Honor Award.....	9
Wayne Drummond, Louisiana State University	
The Single Family Dwelling.....	14
by Eugene T. Glankler, Jr.	
A Bridge for People and Buildings.....	15
AIA News Feature	
Accepted Standards of Design.....	19
AIA News Feature	
Memorial Tribute.....	20
Tom Windrom, R. B. Roessle	
Honor Award.....	22
Robert L. Miller and James J. Cochran, Architects	



# Unique Shopping Centers and Retail Trade

*An AIA Special News Feature*

Today's modern shopping centers have proven so effective as merchandising tools in the suburbs that they are beginning to move into the city to rejuvenate blighted downtowns. This has been the experience with Midtown Plaza in Rochester. Stores without walls or windows face into the enclosed mall.

The sun always shines at Midtown Plaza, in the heart of Rochester, New York. Exotic plants bloom in the winter. Mechanical dolls dance when a 28-foot clock strikes the hour. At Topanga Plaza, in Southern California, regardless of weather changes, tropical fish swim in tanks and colorful birds call to each other.

The striking of huge clocks and chirping of birds may be the newest sounds in merchandising. They have become routine adjuncts of the modern shopping center, which began in the suburbs and now is moving into the city as well.

In either location, the center emerges as a new and uniquely American building type which is raking in more than a quarter of the nation's retail trade. By

1970, building economists predict, it will account for half of the volume of all retail business in the United States.

The early history of the suburban shopping center, a postwar phenomenon, was a mixed one. Many of the earlier centers, and some of those still built today, are little more than shabby rows of stores surrounded by a bleak parking area.

In many of the new super-centers, however, architects are being asked to use their full range of design skills to stimulate heavy, continuing traffic. This has been done by making the shopping experience not merely a convenience, but a pleasure. Total design coordination; elimination of doors and walls; unusual displays of water, lighting, landscape, and sculpture; electronic, year-round control of weather; and spaces which are designed for special events of all kinds have turned the giant new structures

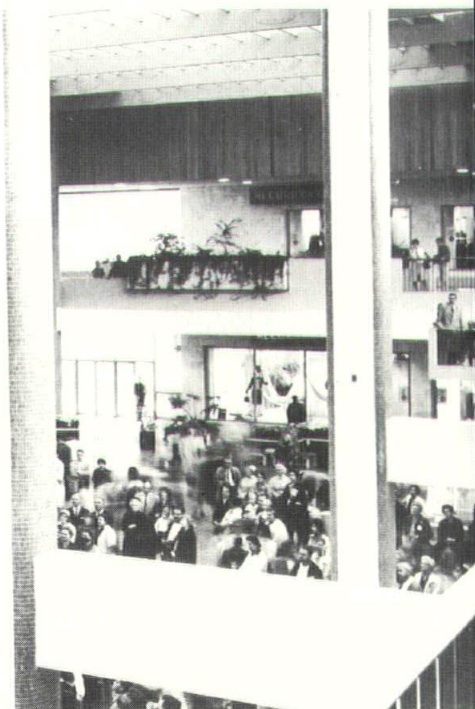
into modern versions of the old town meeting place. This new role has been particularly appealing in the suburbs, since spread out subdivisions often lack natural gathering places where residents can get to know each other.

Thus, in addition to shopping, the new centers give space to fashion shows, concerts, dances, and community events of all kinds. One of the nation's top architects has come to regard the new shopping centers as "crystallization points" for the community.

Typical of the way in which architecture lures shoppers is Midtown Plaza in Rochester. This \$20 million, super-shopping, office, parking, hotel, and restaurant complex was sited in downtown Rochester to revitalize a blighted area. Controlled air temperatures both inside the stores and in the enclosed 56-foot-high mall eliminated the need for doors and windows. The stores are entirely open to the mall, which allows shoppers to pick up and feel the merchandise. This open-display merchandising is a significant factor in generating sales. Night-time security is provided by roll-up metal grilles or horizontal sliding glass panels.

Such new shopping centers will serve dual roles, depending on their location. In the suburbs, they will function as a meeting place, drawing an otherwise amorphous suburban community together. Located in urban areas, they will serve to revitalize blighted downtowns, raising business hopes throughout the city and generating a bigger tax base.

In either location, AIA says, the new centers will pose still more challenges to architects to use design to stimulate consumer consumption.







## Colonel LaMatt showed Sam Gould a thing of beauty, too!

A Ruud Copper Sanimaster, of course! With Colonel LaMatt, what else? And Mr. Gould heartily agrees. Mr. Gould owns and operates the eight Gould's Beauty Salons in the Greater Memphis area. Hot water is vital to him—not only hot, but accurately controlled in temperature. Colonel LaMatt's team of water heater specialists recommended Ruud Copper Sanimasters, and for years they've been delivering an unfailing supply, at exactly the temperatures the beauty operators and their customers demand. Without trouble. And they've saved Mr. Gould dollars by functioning dependably and economically.



All over the South business and industry profit by Colonel LaMatt's advice on hot water problems—this has been going on for 32 years. LaMatt men have the training and the answers: Ruud Copper Sanimasters work more efficiently, last longer, and reduce your operating costs. Whether your water heater problem is big or small, let Colonel LaMatt help you. Call 522-9991, area code 504, collect TODAY.


### **LAMATT AGENCY, INC.**

840 BARONNE STREET, NEW ORLEANS, LA. 70113  
 AREA CODE 504 / 522-9991  
 285 CUMBERLAND STREET, MEMPHIS, TENNESSEE 38112  
 AREA CODE 901 / 324-3661

WATER HEATER SPECIALISTS FOR LOUISIANA, ALABAMA, MISSISSIPPI, ARKANSAS, TEXAS & TENNESSEE

**SAVE MONEY! LEASE RUUD WATER HEATERS**  
 for Apartments / Coin Operated Laundries / Commercial Installations





# A Typical Day With One Architect

BY MYRON TASSIN  
*Associate Editor*

In its dedication to making the profession of architecture understood by more people, the Louisiana Architects Association has undertaken to write and publish this story. The name of the architect, who serves as the central character, was selected in a drawing in the LAA offices.

*If the practice of architecture is not the least understood among the professions, it must run a close second to the profession holding that distinction.*

*We hear, "Yes, but everyone knows what a doctor does, but most of us don't even know an architect" . . . "We all, at some point in life, use the services of an attorney, but an architect? . . . or "Engineers have been understood by the public since*

Checking contractor's performance.



Photographed by Miquez

they ran our early steam locomotives" . . . or "We all know an accountant is a first class bookkeeper, but I don't know about architects."

Thus, while we all are touched by the work of architects—in our work areas, play areas, places of worship and study — few understand the work of the architect beyond the proverbial explanation—"they draw blueprints."

And so what should the profession do? Give up? Panic? The members of the profession are not only planning individual buildings; they are planning city areas—in fact, they are designing entire towns and cities. They will be the guiding force behind the building of as many buildings as now exist in this country in the short span of the next 33 years. They will reshape our towns, cities and what is now our countryside. They simply must be understood if they are to do an equitable job of it.

Desperation, panic and frustration are not the answer. In testimony to this premise, the following story is written in hopes that the two-thirds of *THE LOUISIANA ARCHITECT* magazines non-architect audience will benefit from it.

John Laudun, AIA, is 32 years of age, a partner in the firm of Laudun and Broussard in Franklin, Louisiana, a graduate of the University of Southwestern, Louisiana's five-year curriculum and licensed by the State Board of Architectural Examiners.

His day today begins at 6:30 with a quick shave, shower, shine. No time for breakfast, he tells Barbara.

At 7:30, he's enjoying fresh pork patties, home-made bread, creole cream cheese, grits and newly "put up" fig preserves—at the home of Carl Bauer who has retained him as a consultant on the restoration of his ante-bellum mansion on Evangeline's Bayou Teche. Business is conducted over the break-

fast table. The owner is as busy as the architect. He's not only an attorney—he's a new State Representative.

City Hall is the next stop, where John confers with City Engineer, Raymond Goulas, on a technicality arising on one of the firm's projects. It's part of an architect's work to know or check out all restrictions and the code requirements of a municipality in the interest of the owner and the citizens of the community.

By 10:00 A.M., John is on a job-site where he meets Engineers Don Richard and Terry Gaudet to discuss the best and most economical way to add, at the request of the owner, a humidifier to the building's heating system. The contractor also has a few questions for him.

Finally, he reaches the office at 10:45. Partner J. Otto Broussard, III, wants critique of a preliminary design for a new residence. Next, he must rewrite a section of speci-



A working breakfast at a client's home.



On-site conference with consultants.



fications for a project which is to be let out for bids in two weeks. The typist—Mrs. Broussard, is waiting on his approval. The specs are important. Their careful and competent composition and execution can, alone, save the client the amount of the architect's fee.

Another set of plans must be printed for a contractor who will bid on a project this afternoon. Laudun finally settles down at his table to work on a model of a project in the preliminary design stage. This is a special service but one, which in this case, has been requested by the client.

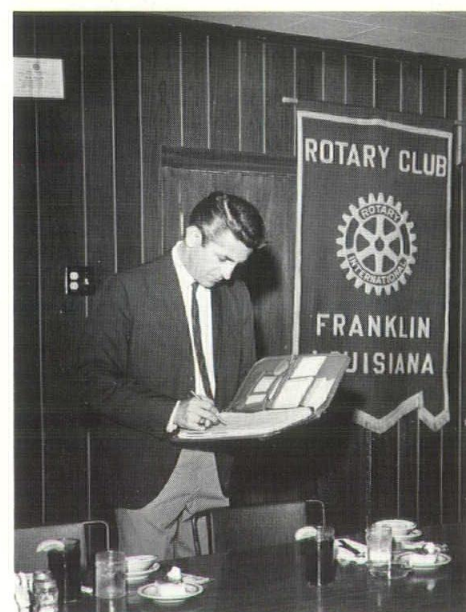
As the 12:00 noon Angelus bell

chimes at the Church of the Assumption, John Laudun has changed his hat from architect to civic worker as he leaves the office to attend a meeting of the Franklin Rotary Club. He's the organization's secretary and must be on time to make sure all arrangements for the meeting are in order.

When he returns to the office at 1:15, Mr. Doug Harper, who represents several lines of specialized building materials, is waiting to see him—"Gosh, did he have to come today when I have a bid opening" is John's first inclination. But a good architect must know materials—old, improved and new—if he is to serve his client best.

He makes it to the School Board office at 2:40, just 20 minutes before bids are to be opened on work for the St. Mary Parish School Board. It's a good day after all—a well qualified contractor, in Laudun's judgment, gets the low bid.

Four o'clock finds Laudun in a conference with a client, Dr. Musso, who feels that an additional \$1,500 must be shaved from a \$16,500 bid to



Architect turned civic worker.

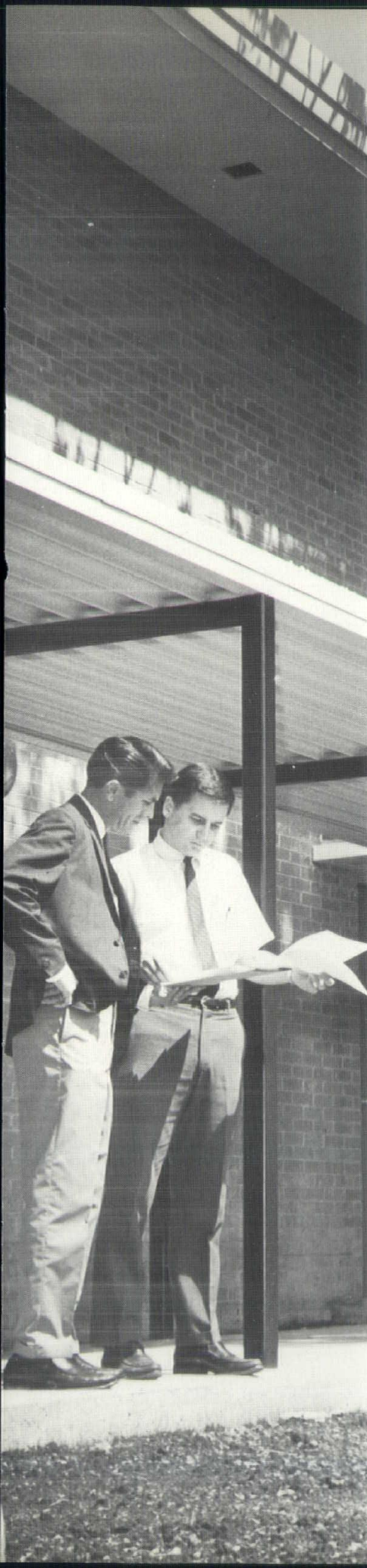


Checking final draft of specifications.



Partner Broussard waits patiently to check a problem with Laudun.





add to and renovate the doctor's residence. That's almost 10 per cent of the total cost. Inflation, reflected in rising labor and material costs is responsible, but Laudun must use his professional judgment to determine where to cut.

He wants to be home at five because he has to attend a church vestry meeting at 6:30. Instead, he meets Partner Broussard at the new library to help with a punchlist, an itemized list of work yet to be done on the project by the contractor before the job is accepted as complete.

It's eight o'clock. The baby's sleeping, Barbara's sewing and Laudun heads back to the office for a couple of hours at the drawing table.

Sounds fictitious? Overdone? Perhaps, this was an especially busy day for Architect Laudun. But extremely busy days are the rule rather than the exception for professional people, who are dedicated to serve their accounts, patients, clients.

Perhaps this article has shown you that an architect is not an aesthetic locked in an ivory tower, smoking pink pipe dreams. His activities are not obscure or occult, and his intellect, though capable of dealing with problems which confront him, is not one which separates him from his fellowman. The difference is that he is specially trained to understand design, construction, traffic, building economics, and other environmental problems. His life and talents are employed to insure that you may live, work, play and worship in a well adjusted physical framework.

The architect generally is a man of simple taste, though of high ambition. He is privileged to play a prominent part in that great branch

of the American economy, the construction industry. He is the catalytic agent who brings together the work of the contractor, the manufacturer, the consultant, and the financier to provide for the public, his client, the ultimate in sound building.

We hope you know more about him now than you did a few minutes ago.



Bid opening at the School Board Office.



Laudun at the drawing table.



# Student Honor Award

University square is a project concerned with more than the functional purpose of just housing. That of social as well as intellectual interaction, and it has a physiological purpose of creating a pleasant and stimulating environment for this interaction.

The selection and appropriate use of the structural materials is as critical to the establishment of the desired character as the programming of students is to the creation of a college community.

Structurally there are two divisions. Both major structures are conceived as exposed concrete—poured in place. The town houses are brick bearing walls with pre-cast balcony and canopy units.

In terms of scale this reflects the strength and urban character of the two major structures and recognizes the more intimate scale of the town houses.

Detailing has contributed a clear definition of public and private spaces. The balcony units and the aggregate modules within indicate the type and the scale of the private living spaces. All the public or common spaces are recognized by the monolithic detailing.

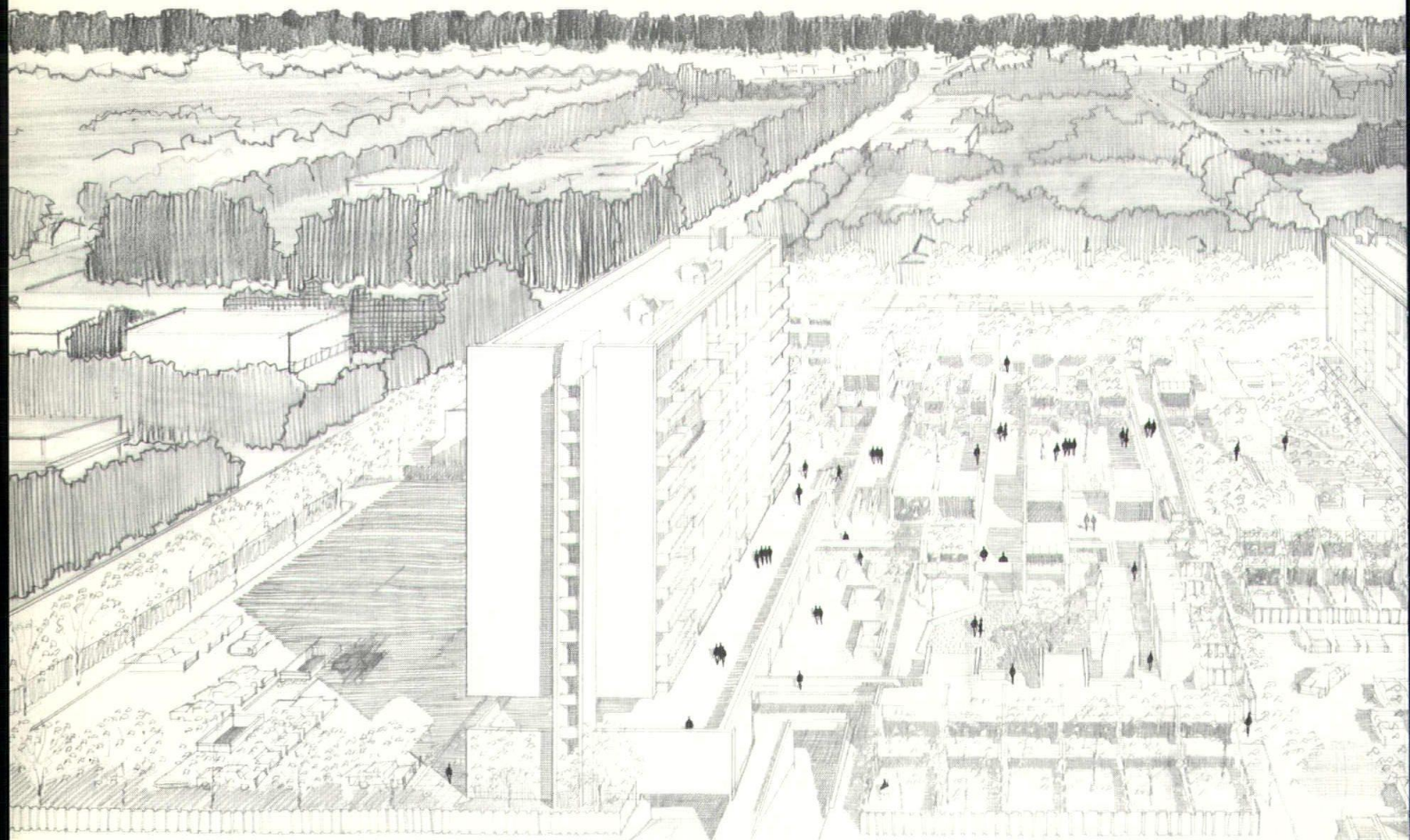
This expression of public space is the key unifying element for the entire community. The upper level concourses serve to knit the community together and delineate arteries of circulation and interaction.

Wayne Drummond,  
Louisiana States University  
Project

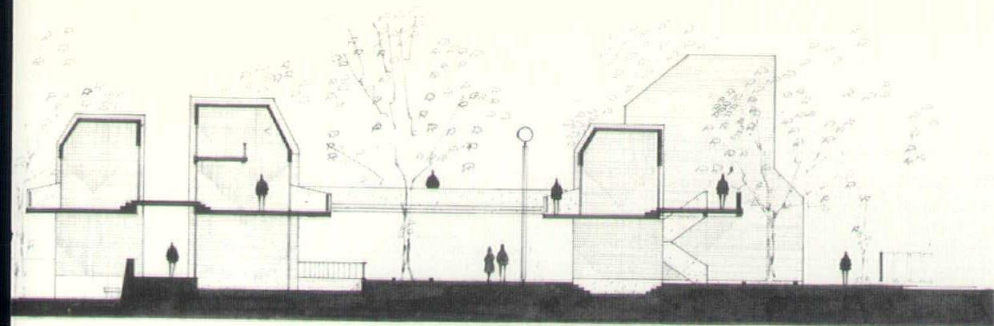
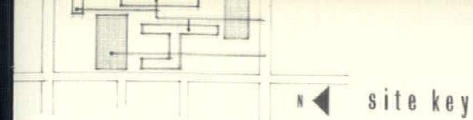
University Square, A College Community  
Instructor  
Ross Murrell

## Jury Comments:

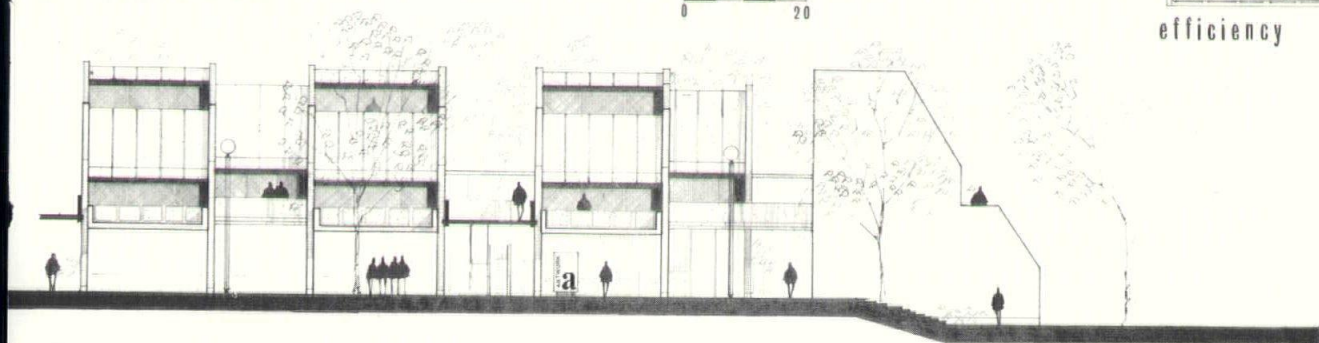
- . . . *Excellent disposition of building, courts, parking and siting. Thorough study. Admire departure from defined or central axis.*
- . . . *Pleasing appearance, good relationship between buildings creates a series of pleasant areas to live in or pass through.*
- . . . *Relationship of masses and orientation of interior spaces good.*
- . . . *Character and scale of units combined with materials and landscaping lend to impact of changing ground level spaces.*



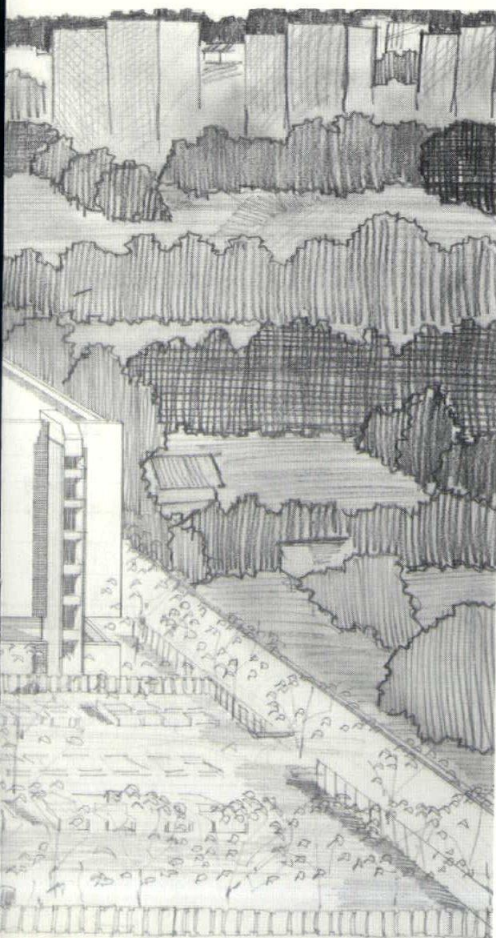




section thru mall



shops and town houses

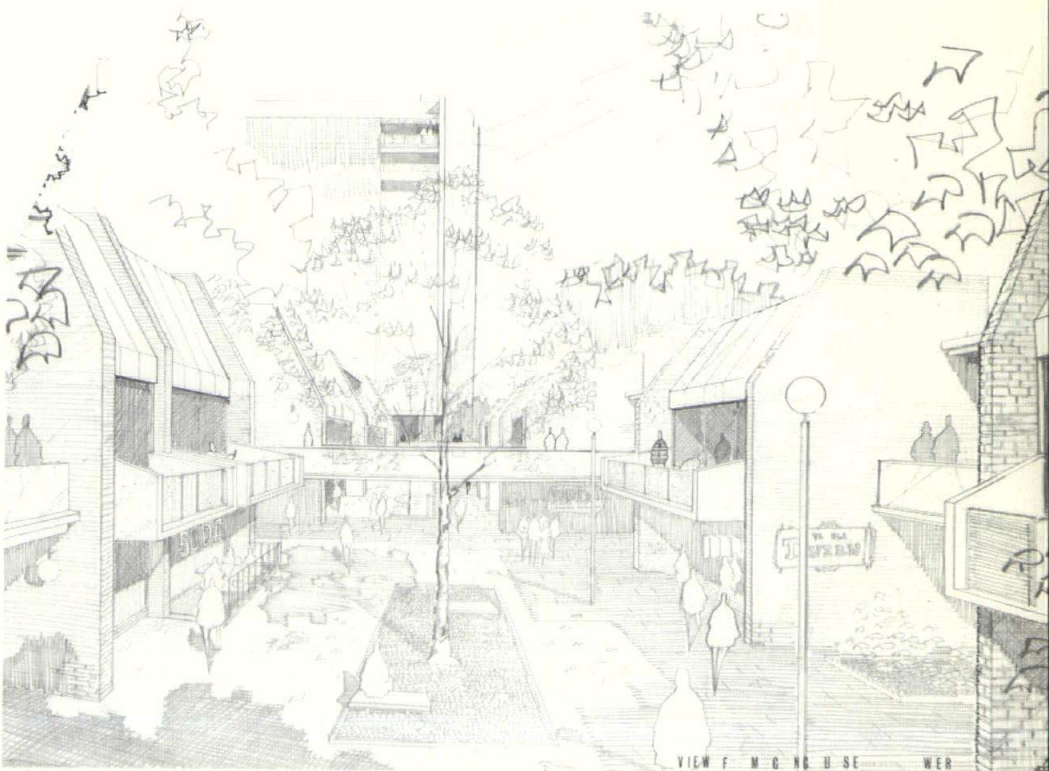


### Program Requirements

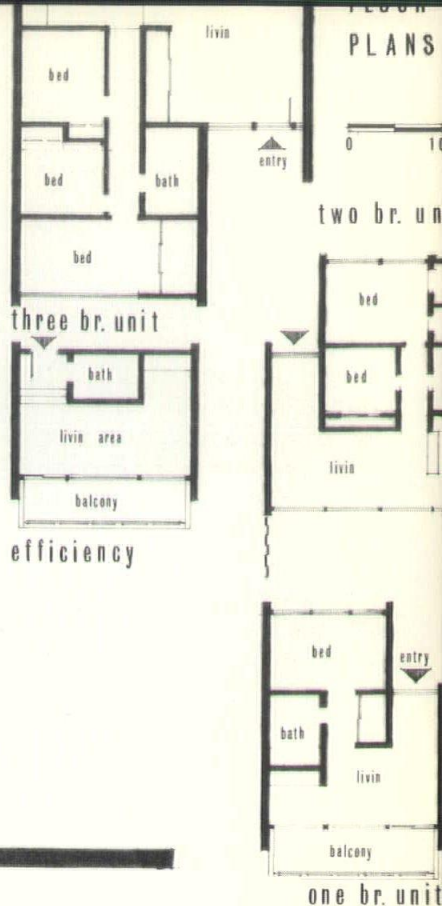
Establishing the desired character of the community dictates the selection of certain elements which compose such a community.

A coed dormitory for undergraduate students who otherwise could not live off campus. An apartment tower for graduate students, faculty and undergraduate students who are eligible to live off campus. Town houses or garden apartments primarily for families, light commercial and service shops oriented to the students.

Each manor group has its own support facilities (i.e. laundry and etc.). The tower apartments contains the community support, facilities and amenities, it is the community center.



Pedestrian Mall



PLANS

0 10

two br. unit

three br. unit

efficiency

one br. unit

VIEW FROM GROUND LEVEL



# The Single Family Dwelling

BY EUGENE T. GLANKLER, JR.

Member of the L.A.A. Board of Directors

In the total concept of architecture, the significance of the single family dwelling has steadily diminished until it is scarcely considered in the context of important contemporary developments. Recently a widely acclaimed national design awards program completely ignored this category of design, with the jury report stating, in effect, that this facet of design was no longer a concern of the total architect's domain. Yet it was not too many years before when this same program, with a jury of respected peers, premiated its first honor award to a tiny residence. We may wonder what has happened in our society that has gradually stripped the domicile of the family, our most cherished social unit, of its contribution to archi-

itecture. To those of us in Louisiana who are imbued with a deep sense of the architectural history and heritage of our state and its cultural sphere of influence, this is even more difficult to accept, because much of the architecture about which our history is focused consists of the homes built by plantation owners during the two centuries preceding the present. It is somewhat disturbing, even for architects, to overcome sentiment and nostalgia and acknowledge that what the juries have been saying is, in essence, true.

Even a cursory reference to history will reveal, however, that what we are contemplating is not an anomalous happening of our time, for seldom has the design of dwellings, and more especially single family dwellings, been a significant part of any architecture other than that of the most primitive cultures. Our Louisiana tradition is a departure from the precedents of history and one which we might understandably wish to continue, but this is not apt to happen. During the first half of the twentieth century, the design of homes played a key role in the course of contemporary architecture, but the reason is not analogous to the history of architecture in Louisiana, and it is not likely that this phase of building will ever be so influential again. A few leaders at the turn of the century were prevailing against the forces of misonicism and eclecticism with new directions in design, and it so happened that their opportunities to express ideas tangibly were often limited to the design of homes for a select group of forward looking clients. The public had not had a chance to accept such ideas and consequently it was infrequently that a large commission was made available to this avant-garde group. For this reason many residences received architectural attention that they might otherwise not have commanded. The award mentioned previously may well be the last of any consequence involving home design in our era, because the struggle to gain recog-

nition has been won by these early leaders, and it remains for future architectural talents to be directed at more pressing problems of our age.

Justifiably, there is reason for concern over what the attitude of both architects and owners will be towards the design of homes in the future. The condition at present is not encouraging. Since such commissions are not lucrative and there is less opportunity for architectural recognition, they hold little of material attraction for the architect. Professional pride and a sense of responsibility would probably be the most compelling motives on his part. The design of a home is a pleasant and exhilarating experience for the architect, and probably the most rewarding in terms of direct response from the client.

To compound the problem, there is a growing tendency for prospective home owners to turn to the speculative builder for the answer to their problems. Too often the architect does not fully acquaint himself with what these problems are, and the builder circumvents them in an effort to meet competition. Both the owner and the architect need further education in this area, primarily in the matter of finance and economy.

The design of a home is such an intimate and personal thing that it is a rare case when an architect can surmount the problems of sentiment, whimsy, preconception and prejudice even to the point of a good design solution, and rarer yet when such a solution proves that it can stand up under the rigid requirements which would make it fall into the realm of "architecture." Such a condition can usually be realized only with the more sophisticated of clients, the most perceptive of architects, and only when the two have the most explicit confidence and respect for one another. These are other reasons which in some measure may explain why residential design has gradually diminished in significance in the eyes of respected architectural jurors.

(Continued on Page 17)

## Enjoy Outdoor Living

with the natural elegance of exposed wood . . .

protect this elegance with

**LIFE TIME**

**PENTA**

**W/R**

**LUMBER**

STAIN IT OR LEAVE IT TO  
WEATHER NATURALLY—  
IT WILL NOT ROT.

Pressure treated according to Federal Standard TT-W-571G, Penta W/R won't leach out, thereby assuring protection against rot and termites.

**COLFAX CREOSOTING COMPANY**  
PINEVILLE, LOUISIANA

*The Louisiana Architect*





## PORT CITY CONSTRUCTION CO.

Dedicated to building the prosperous port city - Lake Charles Masonry Contractor for AIA Honor Award Winner LaGrange Junior High School Gymnasium.

120 W. 11th St.  
Lake Charles, La.  
Phone 438-8326



# A Bridge for People and Buildings

*An A.I.A. Special News Feature . . .*

A unique multi-level "Ponte Vecchio" pedestrian bridge to be lined with shops, restaurants, sidewalk cafes, balconies, galleries, and roof terraces has been planned for Washington, D.C. It will be the first structure of its kind in the United States and the first major bridge to be built for people only and with buildings on it since the Middle Ages.

Known as the "Ponte Vecchio" bridge, after the famous medieval bridge lined with goldsmith shops in Florence, the Washington structure has been designed to cross the 874-foot-wide Washington channel, linking the Capital City's Maine Avenue waterfront with East Potomac Park, a spit of parkland close to the center of the city and famous as the site of Washington's annual Cherry Blossom Festival.

### Sound Investment

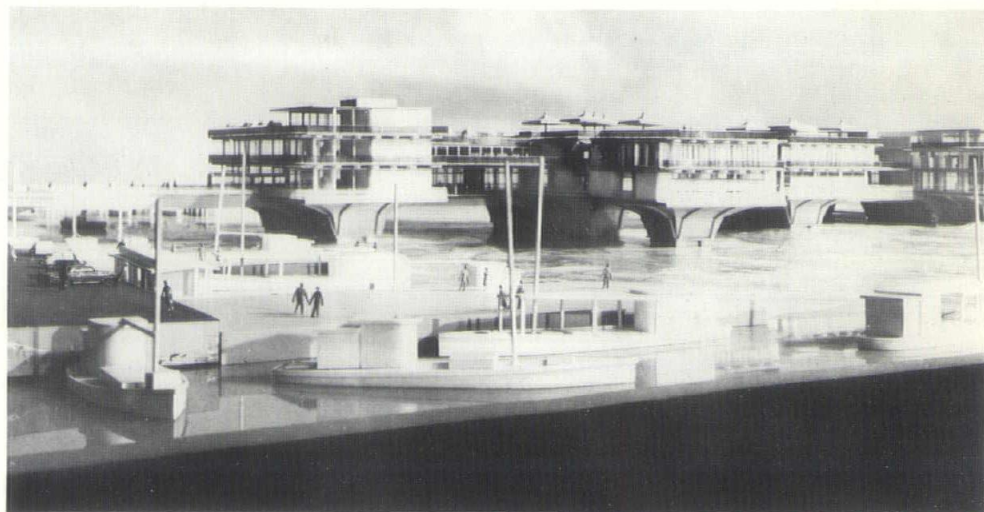
Congress recently passed a bill permitting the bridge to be located on Federal

property, and the National Park Service retained architect Chloethiel Smith, FAIA, to undertake design studies. However, the bridge, which has been strongly promoted by Washington businessmen, will be built entirely by private funds. The architect conceived of the idea for the bridge, and realty investment consultant Larry Smith Associates has estimated that the annual pre-tax income from the businesses to be located on the bridge will more than justify the \$4,750,000 construction cost.

The design is based on five "islands" to be built up out of massed concrete piles. The "islands" will serve as bases for multi-level building development and as connecting points for six spans. Three of the bridge spans will be open and three will be sheathed and skylighted with glass. The enclosed spaces will be heated and air conditioned. Between pedestrian walkways will run small minitrains, which will link the National Aquarium site on East Potomac Park to the Mall area on the eastern bank, now undergoing extensive redevelopment. Eventually, minitrains will provide a convenient transportation link between the principal monuments in the pedestrian-oriented Mall area for foot-sore tourists. By 1970, 24 million tourists are expected to visit Washington each year.

### Ancient Concept

While the bridge will be unique in appearance as well as function in this era, pedestrian bridges with buildings on them go far back in history. Marco Polo wrote of such bridges in Sin-din-fu and Isfahan after his travels in Persia. The two most famous bridges of this type are the old London Bridge, first built in 1176 and, at that time, lined with houses and shops; and the Ponte Vecchio bridge that spans the Arno in Italy, was built in 1367, and still serves as an important tourist attraction.





# A Fact you should know about Portland Cement Terrazzo...

## The First Cost

of portland cement terrazzo is

## Lower

than that of commercial carpeting, synthetic terrazzo, vinyl floor coverings, or seamless synthetic coatings!

... when each type of flooring has been designed for equal performance requirements.

**D & L Terrazzo Co., Inc.**  
2451 Law St.  
Phone WH 3-3389  
New Orleans, La.

**Venitian Terrazzo Co.**  
2430 Royal St.  
Phone 947-7332  
New Orleans, La.

**Dinon Terrazzo & Tile Co.**  
709 South Gayoso  
Phone 822-2970  
New Orleans, La.

**Gremillion Terrazzo Co., Inc.**  
15605 Airline Highway  
Phone 937-1278  
Baton Rouge, La.

**Watson Terrazzo Corp.**  
8450 S. Choctaw Drive  
Phone 926-7395  
Baton Rouge, La. 70815

**American Tile & Terrazzo Co.**  
3011 - 37th St.  
Phone 834-0290  
Metairie, La.

**Kreig Bros. Terrazzo Co.**  
P. O. Drawer "P"  
Phone 234-9677  
Lafayette, La.

**Barney Core Terrazzo**  
P. O. Box 681  
Phone Folsom 796-3893  
Covington, La.

**LOUISIANA TERRAZZO CONTRACTORS ASSOCIATION, INC.**

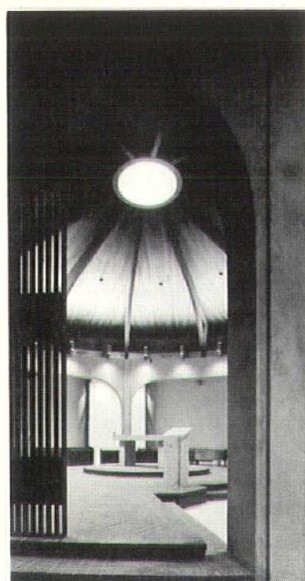
**LEE J. LOCKWOOD**  
Field Representative

- 1440 Sherwood Forest Blvd.

Baton Rouge, La. 70815

**There is no Substitute for real terrazzo.**

### ARCHITECTURAL PHOTOGRAPHY



### DAVE GLEASON

1766 Nicholson Dr.  
Phone 342-8989  
Baton Rouge, La.

## READTEX

by *Readco*®

READTEX by Readco is an advanced polymer material that hardens within a few hours into a seamless, high gloss, non-slip, resilient surface that remains beautiful and functional throughout its long useful life.

It is available in a variety of modern decorator colors with custom blended textures and patterns to match or contrast with surrounding areas.

Baton Rouge, Louisiana.

..... the ideal material for floors, walls and many other surfaces



Readco Industries, Inc.,

Distributed by:

Myramax Specialties Co., Inc.  
6952-60 Airline Hwy.

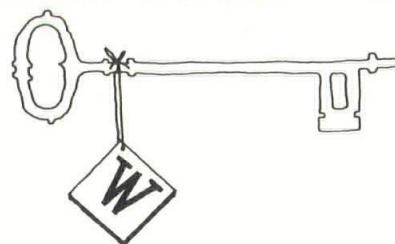
Tel. 356-4661, 356-4662

### JNO. WORNER & SON, INC. BUILDERS' HARDWARE



DISTRIBUTORS OF

YALE LOCKS AND HARDWARE  
SARGENT LOCKS AND HARDWARE  
SCHLAGE LOCKS



401-405 DECATUR STREET • P. O. BOX 2563 • NEW ORLEANS, LA. 70130  
PHONE 529-2592



## Dwelling . . .

*continued*

The more usual role of the practicing architect in residential design is that of a co-ordinator and arbitrator, one who hopes to provide a rational, usable, and sensitive solution out of the protean thoughts and fancies one usually encounters with that most ineluctable of all clients, the prospective home owner. Perhaps as often, the architect allows himself to be placed in that subservient role which finds him performing the purely academic function of adapting some family's utilitarian requirements into a predetermined "style" of architectural history. This, of course, is far removed from architecture, but it is an enduring function which is, as of now, fulfilled by the practicing architect.

The question arises as to whether the architect has a place which precedes, complements, or succeeds that of the speculative builder in the building of homes. Since it is almost impossible for a custom-designed home by an architect to compete with a speculative house on an initial cost basis, his place, if there be one, must arise in some other capacity, and it must be sufficiently tangible for the home owner to compromise the difference which he must account for in initial cost.

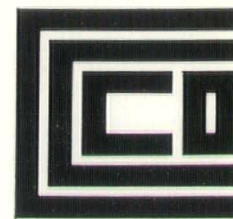
The first advantage which an architect's services should afford would inevitably fall in the realm of design and the somewhat intangible rewards which accrue to the owner. The value of this facet of the end product depends partially upon the ability of the architect as a designer and partially upon the ability of the client to comprehend and appreciate the more subtle aesthetic considerations. It is a difficult thing to evaluate in terms of dollars and cents.

Of a more definitive nature in terms of the net worth of an architect's services to the owner is his knowledge of the various structural, mechanical, electrical, and finishing components that go together to make a home, and his capacity to determine the appropriate components in terms proportionate to their initial cost and overall life expectancy. Thus, a home financed over a long period and built to serve perhaps two or more generations of a family would have all of its integral features and systems designed to survive approximately the same life span, and this life span would probably be thirty or more years. Unfortunately, competition and the vagaries of finance have virtually precluded this choice on the part of the speculative builder. In an effort to sell and maintain a margin of profit in a highly competitive field, builders have turned to many components which are not compatible with the thirty year tenure of a popular mortgage term, but whose shortcomings are not obvious to the unsuspecting buyer. These builders place a disproportionate emphasis on finishes which appeal to the average buyer, and conserve on such things as plumbing, electrical systems, mechanical systems, foundations, superstructure, and

other basic building functions. Although the finished product may be acceptable under standards of today's housebuilding industry, or under the criteria of such widely accepted authorities as the Federal Housing Administration, it is highly unlikely that the owner could see his purchase through the mortgage period without replacing many major portions of the original structure.

As an example, the following considerations might apply. The shingles used on many speculative houses are generally considered to provide a ten year roofing system. It would not then be incommensurate if two entirely new roofs were required during the thirty year period, and much incidental expense could be incurred if the roof was not replaced in due time. In the electrical system, such inconspicuous items as switches, receptacles and housings for lighting fixtures absorb part of the cost cutting process. Most of the wiring devices used in these houses could not last more than half the life of the mortgage, and since it is not likely that they should all fail at once, many costly trips by the electrician might be expected in addition to the inconvenience incurred. It is not unusual to see hardware completely disabled or changed completely during the mortgage period. The same is true for plumbing lines and fixtures. When you consider the maintenance costs which accrue as the result of inadequate foundations; poor precautionary methods dealing with insects, rot, rust and decay; and inferior exterior materials; it is not difficult to see why the lowest initial cost may not be the best choice for the comprehensive program, if the investor is in a position to make a choice. Many potential home owners in the low budget category simply do not have such a choice. When this particular market became saturated some years ago, however, many speculative builders moved toward the higher income buyer, and gradually encompassed that area of house building once associated only with custom built or architect-designed homes. Into the new market were introduced many of their old methods of building cost limitation, so that a disparity grew between the initial cost to the owner of a custom built home and that of a "packaged" purchase. Once this cost difference reached a significant figure, it was difficult for any potential home owner to ignore what seemed to him obvious advantages. For the architect who wishes to render a service to the home building client, it is imperative that he has a knowledge of those areas where the speculative builder is cutting costs, so that he can make a realistic appraisal of the advantages and disadvantages effected.

In short, the architect has a service to render for the individual builder of a custom home only where the client has the capacity to derive value from that fine line of aesthetic consideration which makes one building architecture and one simply a building, and where the home to be built is expected to endure beyond the ephemeral period of the mortgage.



For positive protection against termites and decay, use WOL-MANIZED pressure-treated lumber anywhere wood is near the ground or in contact with masonry—Get full details from your builder or architect.

**CENTRAL  
CREOSOTING CO.,  
INC.**

Route 1, Slaughter, Louisiana  
Baton Rouge - 342-9793, Clinton - 683-8297

**frank  
lotz  
miller**  
Architectural Photography

Member of  
Architectural Photographers  
Association

1115 Washington Avenue  
New Orleans, Louisiana  
Telephone TW 5-3680



# There's nothing new or exciting about brick...except...



## like in the new Holiday Inn in Austin:

**The money you can save.** Cost per guest room here was bid at \$5,262, a savings of over 10% less than the estimate. Key to the saving is use of Acme King Size Brick.

**The sound control advantages.** 54 db through the wall.

**Lower insurance rates.**

**The additional floor in the same height.** Avoiding columns and beams, all space is usable space.

**And, of course, the beauty.**

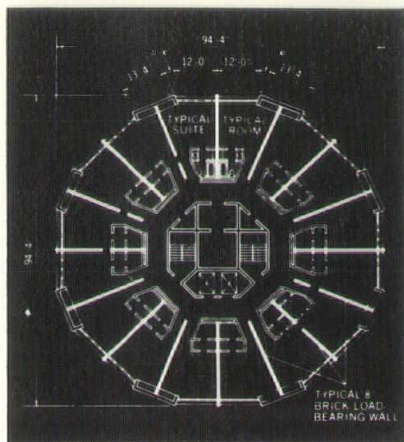
**Nothing new?** Hmmm.



*new dimensions in building*



# BRICK BEARING WALL



ARCHITECT/LUNDGREN-MAURER, A.I.A.  
ENGINEER/WILLIAM C. CRAIG  
CONTRACTOR/B & Z ENGINEERING  
OWNER/HOLIDAY INNS OF AMERICA

This 13-story building contains 89,807 sq. ft. of floor space: 176 guest rooms, two meeting rooms, a club, a restaurant, office and public space. Guest rooms are separated by 8" grouted brick masonry bearing walls which radiate from the center.

Execution of both architectural and structural design and working drawings was greatly simplified. Load bearing design provides finished walls at the same time a building is topped out. The best advantages of two systems were combined to obtain desired open spaces at the lower level.

For complete information on design, engineering and construction of brick bearing walls, send the coupon below.

## Accepted Standards of Design

*An A.I.A. Special News Feature*

But there are recognized standards of excellence in every field. Here are some of the criteria by which a building's worth is measured:

■ **Function**—This is the social purpose of a building, the success with which its spaces perform the tasks or accommodate the activities they were designed to handle. If it does not function well in this sense, no building, regardless of its appearance, can be called outstanding architecture.

■ **Form**—Ideally, form should follow function, but the term has many implications. Form is the shape the building takes, the massing of major elements, the way the proportions are related to each other, the relationship of the scale of the building and its parts to the people who will occupy and use it. The way the form is handled affects both function and aesthetics.

■ **Appropriateness**—A building that would be pleasing on a desert site under intense sunlight that washes out all but strong colors would most likely seem garish and elephantine in a temperate zone suburb. Does the building in question make the best possible use of its site? Does it respect its neighbors? How well does it relate to the street, its neighborhood, the climate, the terrain, and prominent features of the landscape? The answers to questions like these will determine the appropriateness of a building.

■ **Aesthetics**—Aesthetics is defined as that branch of philosophy which deals with beauty. Even primitive man, making scrawls in the caves and huts in which he lived, desired and consciously sought after beauty in his surroundings. Aesthetics in architecture embraces the logic of the structure. Does the appearance of the building speak clearly of the structure which supports it? The building which sentimentally apes another period and denies its own time, structural knowledge, and use of materials cannot be beautiful. The building that pretends to be something it is not is not worthy of attention. But the building whose form speaks eloquently of its function and its structure, and whose handling of spaces creates emotional reactions of awe and delight, rates high aesthetically.

The annual design awards of The American Institute of Architects are the Oscars and Emmies of the architectural profession. Each year a jury of prominent architects selects a handful of buildings or community-size design projects for the Institute's Honor Awards or Awards of Merit. They are widely published and given considerable attention by professionals, building owners, and others.

The natural question arises; How do you decide one building is better than another? Isn't this purely a matter of individual taste and preference? Not at all, says the AIA. Some element of subjectivity will always be present in deciding whether a work of art is good or bad.



LA-5

Acme Brick Company  
P. O. Box 425  
Fort Worth, Texas 76101

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

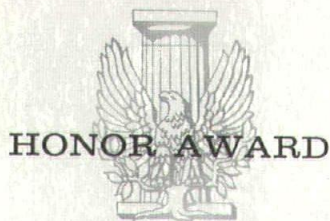
CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_



Only the best was good enough  
for the AIA Honor Award win-  
ning LaGrange Junior High  
School Gymnasium.

The best concrete products  
come from Dunham-Price, Inc.



**DUNHAM-PRICE**  
INC.

P. O. Box 888, Hwy. 90 West  
Lake Charles, La. 70601

### The Louisiana Architects Association Pays Memorial Tribute to Two Friends:

#### Tom Windrom

Tom Windrom died in his sleep on June 19. To those in Louisiana who did not know Tom, it might seem strange that a Tennessee architect's death might attract notice in LOUISIANA ARCHITECT magazine. To those who knew Tom, the reasons are obvious.

If not in actuality, Tom was regarded by many as a Louisiana architect by adoption . . . on his part and by the LAA. In the seven years since the LAA has had a full-time state headquarters, Tom missed only one LAA Convention. He would drive a thousand miles, from Eastern Tennessee, to eat our gumbos, jambalayas, and cochon de lait.

Tom's hotel room was easily recognizable. A red bandana tacked outside his door was a sign to anyone that hospitality awaited inside.

Tom was seen last by Louisianians at the convention in New Orleans in late April. He was his usual cordial, likeable, fun-loving self. That's the way we want to remember him. May his gentle soul rest in peace.



R. B. Roessle 1890-1967

Rudy Roessle, AIA, who practiced architecture in New Orleans for more than 60 years died on May 30. A past president of the Louisiana Architects Assn., Rudy had also served as vice president of the New Orleans Chapter. He was especially active in LAA-AGC Liaison.

He also had been president and a member of the board of the Construction Industry Assn. of New Orleans and a director of Pelican Homestead.

He was active in church, fraternal, civic and business affairs throughout the City of New Orleans. Rudy was a past president of the Kiwanis Club of New Orleans and had served as district governor of the national organization. Other civic affairs included membership in the Chamber of Commerce of New Orleans, the Better Business Bureau, Civil Service League, United Fund, Boy Scouts of America, American Red Cross and the Protestant Home for the Aged. His years of service to his profession and his community will endure as a symbol of selflessness.



When the specifications call for quality hardware, the Hill-Harris & Co. answers the call.

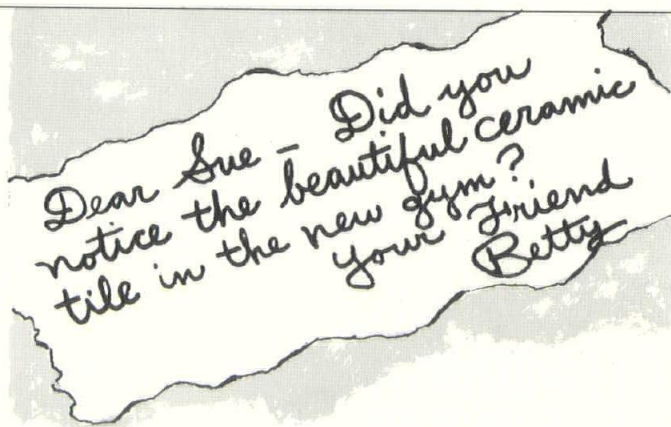
We proudly display our wares in the LaGrange Junior High Gymnasium.



## HILL-HARRIS & CO.

1290 Lee St., Alexandria, La.

Phone 442-3303



Even kids notice the excellent quality of product and workmanship and their consequences in the award-winning LaGrange Junior High project.

## Floyd Solari Tile Supply Co.

Phone 439-8361

825 2nd Ave.

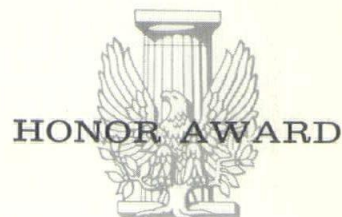
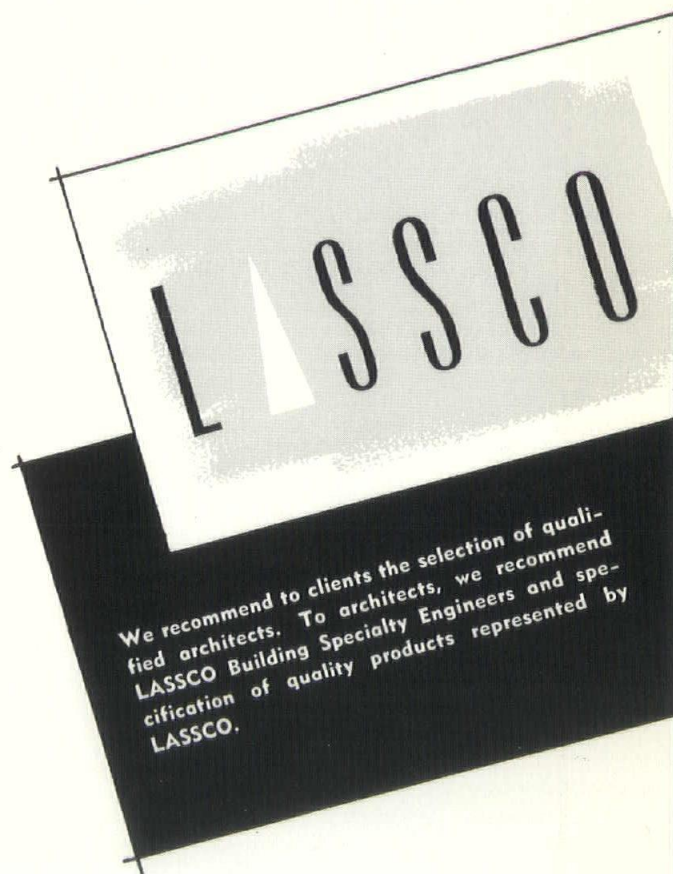
Lake Charles, La.

Serving the Southwest  
Louisiana Area since  
1923

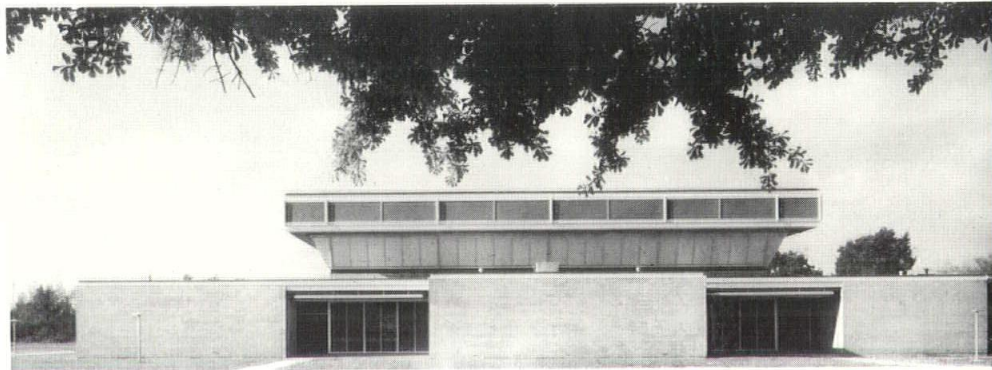
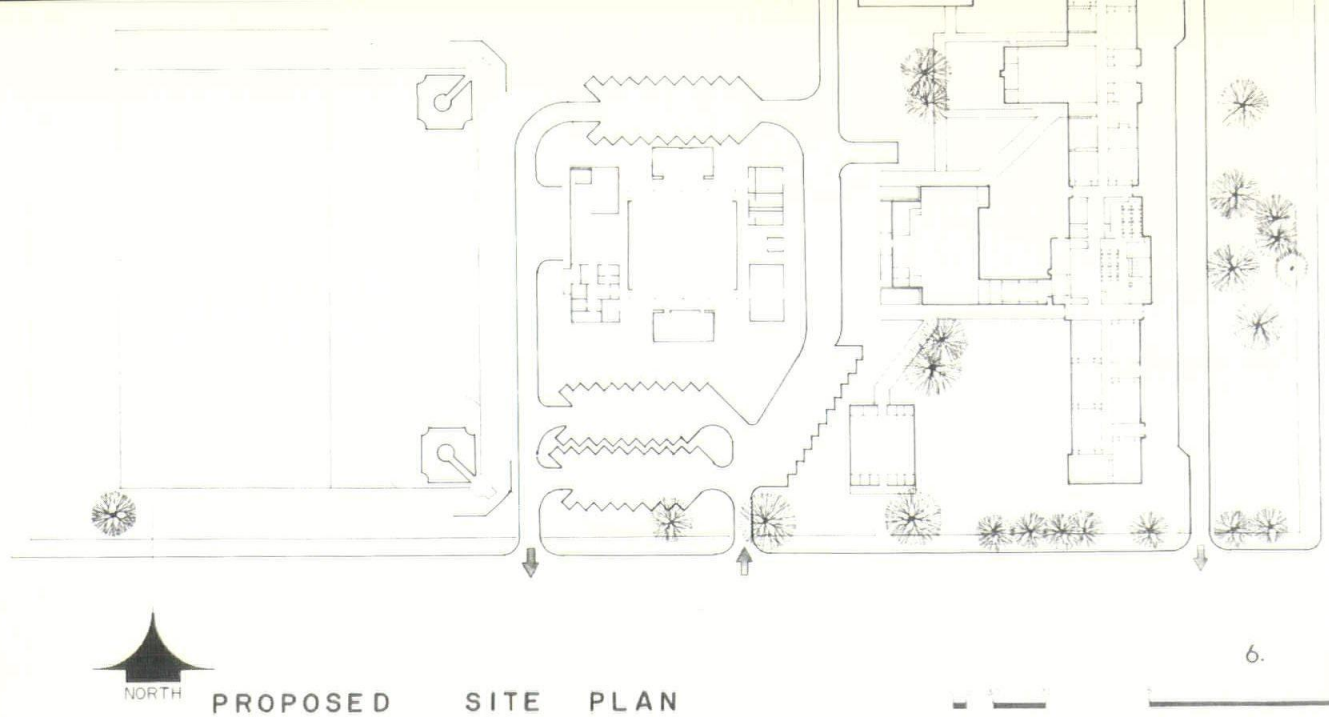


## Our Calling Card Is Quality

The high quality of services and products which we provided in the AIA Honor Award-Winning LaGrange Junior High Gymnasium is evidenced in all LASSCO projects.

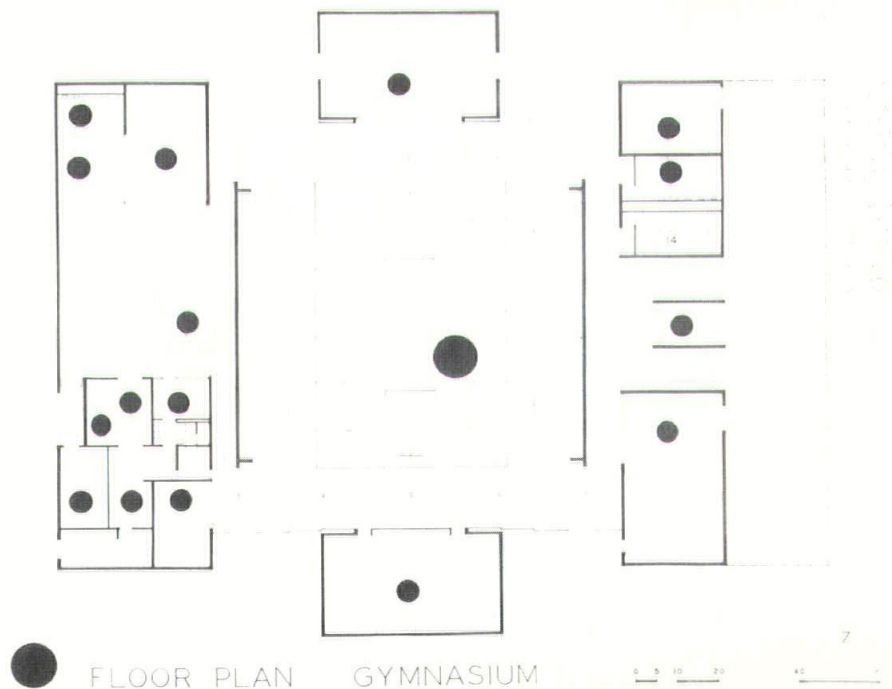






*Program:* Develop a boy's gymnasium for an existing junior high school. Provide facilities for 275 boys to include health and physical education classroom, weight lifting area, dressing and shower spaces, gym equipment storage, laundry and physical education equipment storage and office spaces.

Added to the program was a covered bus drive and a string ensemble. The bus drive to function with the gymnasium and existing buildings. The space for the string ensemble was provided in the gymnasium because it was not feasible to build a separate structure for this purpose in conjunction with the existing facilities. This space has acoustically treated walls and ceiling and carpeted floor. The health and physical education classroom and string ensemble are full-seasoned air conditioned spaces.





# Honor Award/ The 16th Annual Gulf States Regional Conference

Robert L. Miller, Architect, James J. Cochran, Assoc. Architect, Lake Charles, Louisiana

## Project

LaGrange Junior High School  
Lake Charles, Louisiana

## Architects

Robert L. Miller, Architect  
James J. Cochran, Assoc. Architect  
1300 Third Street  
Lake Charles, Louisiana

## Owner

Calcasieu Parish School Board  
Lake Charles, Louisiana

## JURY COMMENTS

—Straight forward but handsome solution to a problem generally bungled. Handsome relationship of structure to form. Plan somewhat arbitrarily handled to make conform to geometry of form.

—A straightforward solution, excellent relationship of service spaces to main space, contrasting in open expression of gymnasium in materials and light to lockers.

—Sensitive handling of the lighting of the interior space and relation to existing structure. Better than the average solution to the design of a gymnasium. Good budget-conscious design that comes off well.

—Simple, unassuming solution, which expresses its function and structural integrity strongly. Skylight well handled.

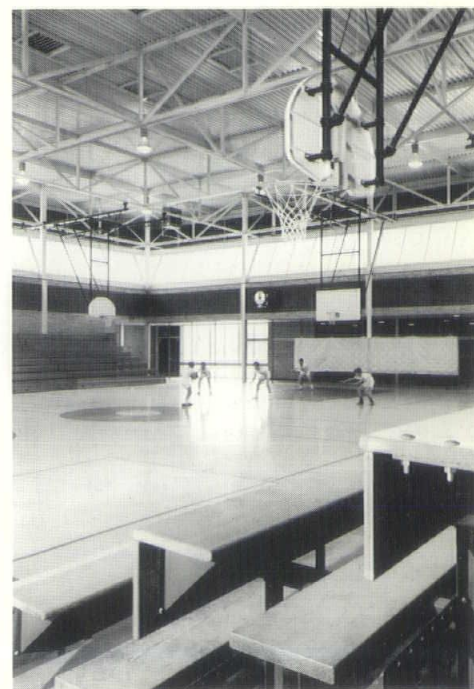
**Statistics:** The gross area of the space is approximately 17,600 sq. ft. It was built at a cost of \$232,000.00 or \$13.20 per sq. ft.

## Technical Data:

**Structure:** Drilled bell bottoms reinforced concrete shafts, 12 x 24 concrete reinforced concrete beams and 4" concrete reinforced floor slab - Exposed steel tube columns, bar joists, steel deck, rigid insulation and built-up roof on low areas - High portion of gymnasium spanned by two-way truss system made of structural "T" sections - Acoustical metal deck above truss with rigid insulation and built-up roof - Depth of truss system around perimeter is glazed with porcelain panels - Space below porcelain panels is opaque plexiglas to admit defused light.

**Mechanical:** Heat is by suspended unit gas heaters - Dressing room and showers are ventilated by roof mounted fans - Gym is provided with four sliding glass doors, two at opposite sides and are protected from gymnasium activities by hand rails and woven wire partitions - Doors provide natural ventilation, four large roof top fans provide forced ventilation through sliding door openings.

**Photography:** By A. J. Rybiski, Jr., Lake Charles, Louisiana.

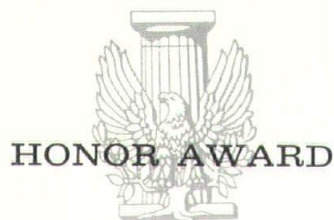




# C. M. LONG LONG

on Quality  
Building  
Products  
and Services

*We helped build AIA  
Honor Award - Winning  
LaGrange Junior High  
School Gym.*



**C. M. LONG,  
Inc.**

1230 2nd St.  
Lake Charles, La.



## How Long Since Your Communications System Had a Checkup?

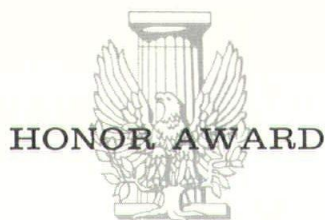
Your company's communications system may not be quite up to the needs of a growing business or the increasing complexities of doing business.

The cure? A communications checkup and a possible prescription for one or more of the many new telephone services especially designed to increase business efficiency . . . cut down wasted time and effort. For instance: Dial TWX Systems; Data Phones; Call Directors; Automatic Dialers; and many others.

Make an appointment soon for a communications checkup. There's no obligation. Call your telephone business office.



**Southern Bell**  
... Serving You



HONOR AWARD

In the age of the computer . . .

J. D. BRIGGS, INC., is still small enough to give personal plumbing attention to every project. Such was the case in the construction of award-winning

**LaGRANGE JUNIOR HIGH GYM**

**J. D. BRIGGS**  
INC.

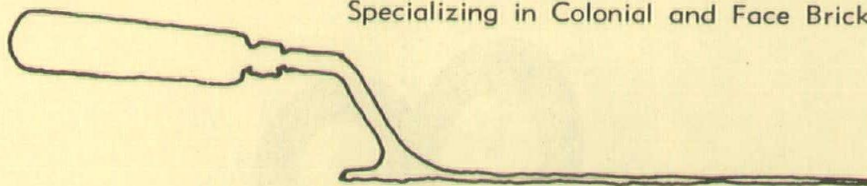
P. O. Box 417  
Lake Charles, La.

Phone 436-1689  
1208 11th Street



# DIXIE BRICK, INC.

Specializing in Colonial and Face Brick



All Brick sold by DIXIE BRICK are Manufactured in Louisiana with Louisiana Labor

P. O. Box 65 — Tel. 352-8231  
NATCHITOCHES, LOUISIANA

**It Pays To Buy Louisiana-Made Products**



in LaGrange Junior High School Gym

IS

## LAKE CHARLES ELECTRIC COMPANY

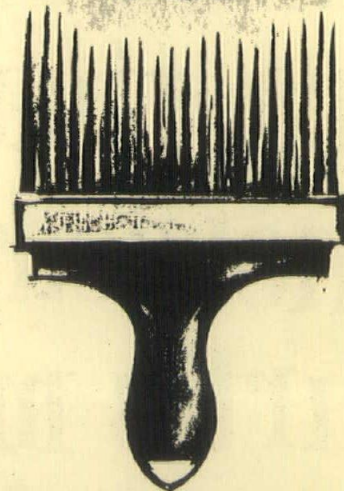


1912 Moss Street

Phone 439-4453

**Skin is as  
Important to  
a building  
as it is to a  
person.**

*Honor Award-Winning  
LaGrange Junior High  
skin is healthy, thanks  
to Benjamin Moore  
Paints.*



## HARRISON

PAINT CO., INC.

1301 Ryan

Lake Charles, La.



THE LOUISIANA ARCHITECT  
Suite 200 — Capitol House Hotel  
Baton Rouge, Louisiana 70821  
— Return Requested —

Mr. William H. Scheick  
The American Institute of Architects  
1735 New York Ave. N. W.  
Washington, D.C. 20006

BULK RATE  
U. S. POSTAGE  
PAID

Baton Rouge, La.  
Permit No. 389

I can  
honestly  
say there's  
no one in  
Louisiana  
who has more  
practical  
knowledge about  
Curtis millwork  
than Cub Wolf

*Scout's Honor,*  
**Rodney Coco**

RONALD A. COCO MILLWORK DIVISION  
3717 FLORIDA ST. BATON ROUGE, LA.



CUB WOLF  
NOW WITH COCO  
AFTER 26 YEARS  
WITH CURTIS

