

AMERICAN INSTITUTE
ARCHITECTS

MAY 11 1971

The Louisiana Architect



March - April, 1971

Gulf States Convention / One Shell Square
'70 Honor Award / Metro Link / Selecting an Architect



We want Mother Nature to remain healthy.

That's why the people at your Louisiana Investor-Owned Electric Companies are doing something about pollution. All 9,498 of us. We're making sure our generating stations use the cleanest possible fuels. We're improving the appearance of all our facilities

wherever we can. We're putting more and more of our lines underground. And we're constantly keeping abreast of new ways to keep Louisiana beautiful. Sure, there are a few headaches involved, but let's keep Mother Nature on her feet and on the job. And that's everyone's job.

Louisiana Investor-Owned Electric Companies

Central Louisiana Electric Company • Gulf States Utilities Company • Louisiana Power and Light Company
New Orleans Public Service Inc. • Southwestern Electric Power Company

For a few days each year,
you can't get a dime's worth of help
from a PPG architectural rep.
The rest of the year, a dime is all you need.



This is a picture of our boys' annual conference, product seminar, and sweatshop session. It's the one time of the year that you can't get much out of them.

But on any other given day, all you need is a phone call to get them rolling.

They work hard because they've got a lot to work with: PPG Environmental Glass. It's a great family

of glass products that can meet any esthetic consideration you have in mind, solve any environmental problem you're faced with, and provide a solid return on investment for the owners and developers of your next building.

Just think, you can get all that for a dime.

PPG Industries, Inc., One Gateway Center, Pittsburgh, Pa. 15222.

PPG: a Concern for the Future



The Louisiana Architect

Volume X

Number 2

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 348-5579. 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

J. Buchanan Blicht, President; Charles E. Schwing, Secretary-Treasurer; J. J. Champeaux, Vice President; Thilo Steinschulte, Vice President; P. Murff O'Neal, Jr., Past President; Ernest E. Verges, Raymond G. Post, George A. Jackson, Robert D. Wynne, Tom Beyt, Gus Quinn, Jr., Donald Wadley, John I. Laudun, Henri Mortimer Favrot, Jr., Leonard E. Beller, Stanley W. Muller, Anthony J. Gendusa, Jr., William J. Hess, Jr., Charles R. Lamkin, William B. Wiener, Jr., William S. Evans, Lestar Martin, Eugene Thibodeaux, Robert Kleinschmidt, H. J. Lagroue, Robert M. Coleman, John A. Bani, Martin J. Petrusek, Student LAA President.

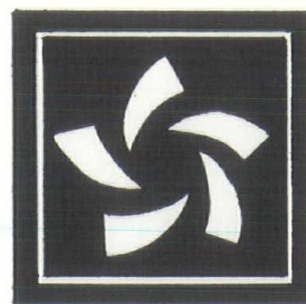
Dick Thevenot, Editor

Louisiana Architects Assn., Publisher

John H. Schaeffer, AIA, Art Director

Printed by PIKE BURDEN PRINTING, INC.

of AIA Gulf States . . .



May 27, 28, 29, 1971

Champagne and Hot Tamales

Five years ago some smart aleck architect from Mississippi was in Hot Springs eating hors d'oeuvres and sipping champagne at the Gulf States Regional convention. Feeling the part of the proud host, I asked him what he thought of how we lived up here in Arkansas. His reply was that it was the first time he'd ever had "champagne and hot tamales."

The moral of this is that we go all out to satisfy a pooped architect's most diverse desires when we host a Regional Convention. And since this is not only the 20th anniversary meeting but also the *last* annual convention, we're really going to pull out the stops this time.

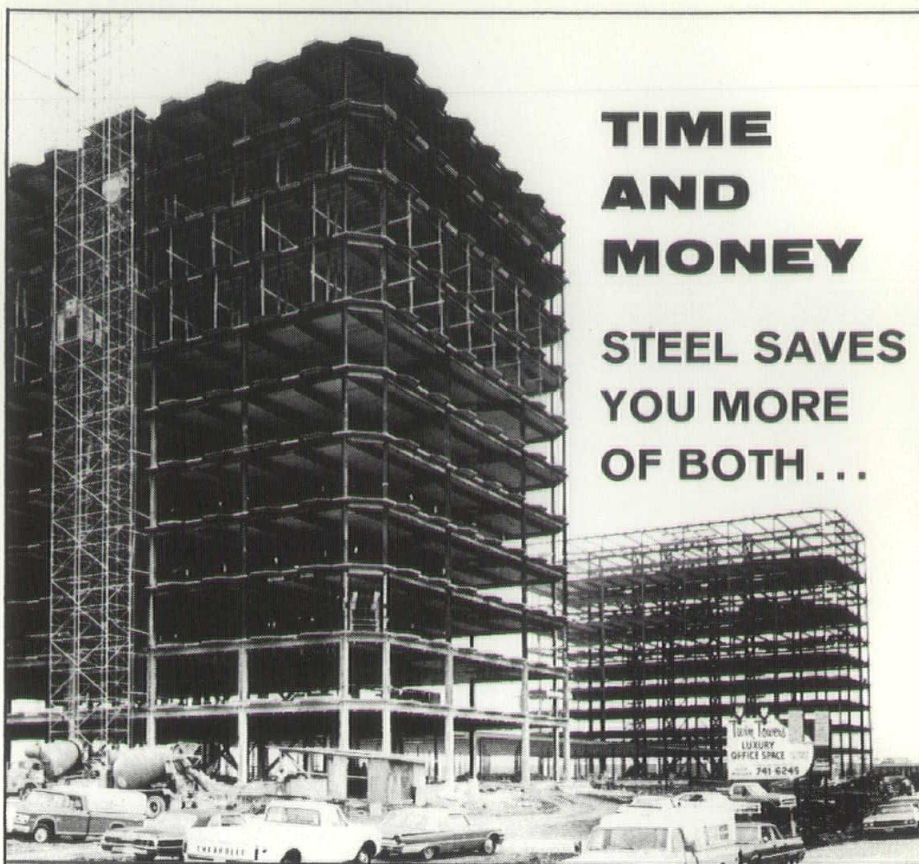
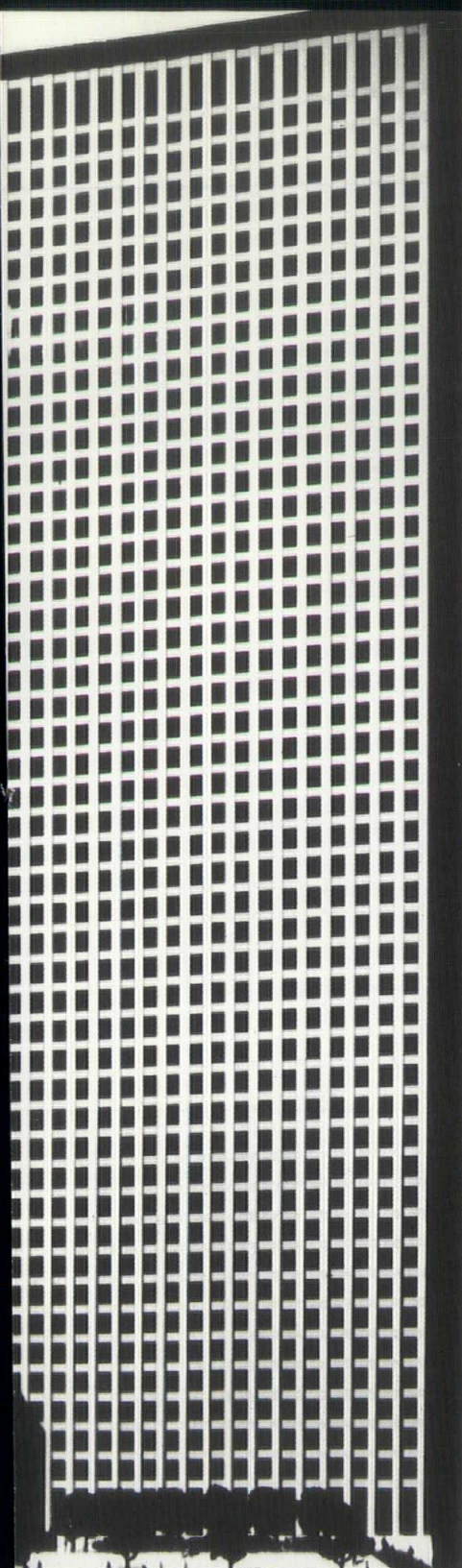
If you've never savored a cocktail on a terrace as the sun set in the beautiful Ouachita Mountains. . . . if you've never tasted crab meat kona kefer seven floors up on the pool deck on Hot Springs Mountain. . . . if you've never played golf on one of four P. G. A. Championship golf courses. . . . if you've never had cold beer on Dan Cowling's houseboat while cruising Lake Ouachita. . . . if you haven't done all or any of these wonderful things, then come to Hot Springs on May 27, 28, and 29. It's your very *last chance* and we'd love to have you.

Sid Frier
Convention Chairman

TABLE OF CONTENTS

AIA Gulf States — Champagne and Hot Tamales	4
Changing the Face of a City: One Shell Square	6
Desmond Sketch	12
1970 LAA Honor Award	14
Metro Link	17
How to Select an Architect	20
Those Were the Days	22

Cover: 1970 LAA Honor Award — Alexandria Senior High School — Architects: Barron, Heinberg and Brocato



Owner • The Sanders Campbell Development Co. Contractor • J. L. Williams & Co. Inc.

TIME AND MONEY

STEEL SAVES
YOU MORE
OF BOTH...

When you use Mosher it's an UNBEATABLE COMBINATION

The eleven story Twin Towers office building with connecting mall in Dallas, Texas is being constructed with 2570 tons of Mosher fabricated steel.

When interest rates on borrowed capital are high the time-saving factor steel assures in rapid construction means building owners receive a quicker return on their investment.

Steel offers speed in construction, economy in design, and adding Mosher's eighty-five years of service and dependability puts it all together.

Time and Money, steel saves you more of both, and when you use Mosher it's an unbeatable combination.

**STANDARD ROOFING
COMPANY, INC.**



We will give the same first class service to One Shell Square that we gave the Honor Award Winning Alexandria Senior High School.

Montgomery, Ala. New Orleans, La.

March - April, 1971



MOSHER
STEEL COMPANY

HOME OFFICE AND PLANT:
3910 Washington Ave., Houston.

OTHER PLANTS:
Dallas, Lubbock, San Antonio,
Shreveport, Tyler.

fabricators of steel since 1885

Changing the face of a city . . .

ONE SHELL SQUARE

There are two significant elements in the One Shell Square concept. One is the compatibility of this design with the Poydras Street Plan. Another is this building's role in the growth of New Orleans as a major center of business and industry.

New Orleans gave the owner a rare opportunity in the development of One Shell Square — from the beginning, they felt there was natural harmony between their plan for this project and the Poydras Street Plan. There is a concern for open space and aesthetics that owners share. They have dedicated the entire block of Poydras, Carondelet, Perdido and St. Charles to the enhancement of New Orleans central city.

One Shell Square's architecture possesses the enduring qualities that are required by the foresight of the Poydras Street Plan. The owner believes that the architects have achieved an efficiency of design that will be as timeless as

the beauty of New Orleans. The square provides a park-like setting, carefully planned on a human scale for the enrichment of occupants and passers-by.

Economic surveys show conclusively that New Orleans has the potential as a major center of regional and district offices for national companies. There are many advantages to attract business to this area and a building the size of One Shell Square will materially help to meet the requirements of outside business.

A strong and healthy central business district is essential to the growth of any community and the availability of good office space in the central city is a major ingredient in the vitality and growth of both the central city and the entire community.

This building enables New Orleans to compete with any city for high-quality new industry.



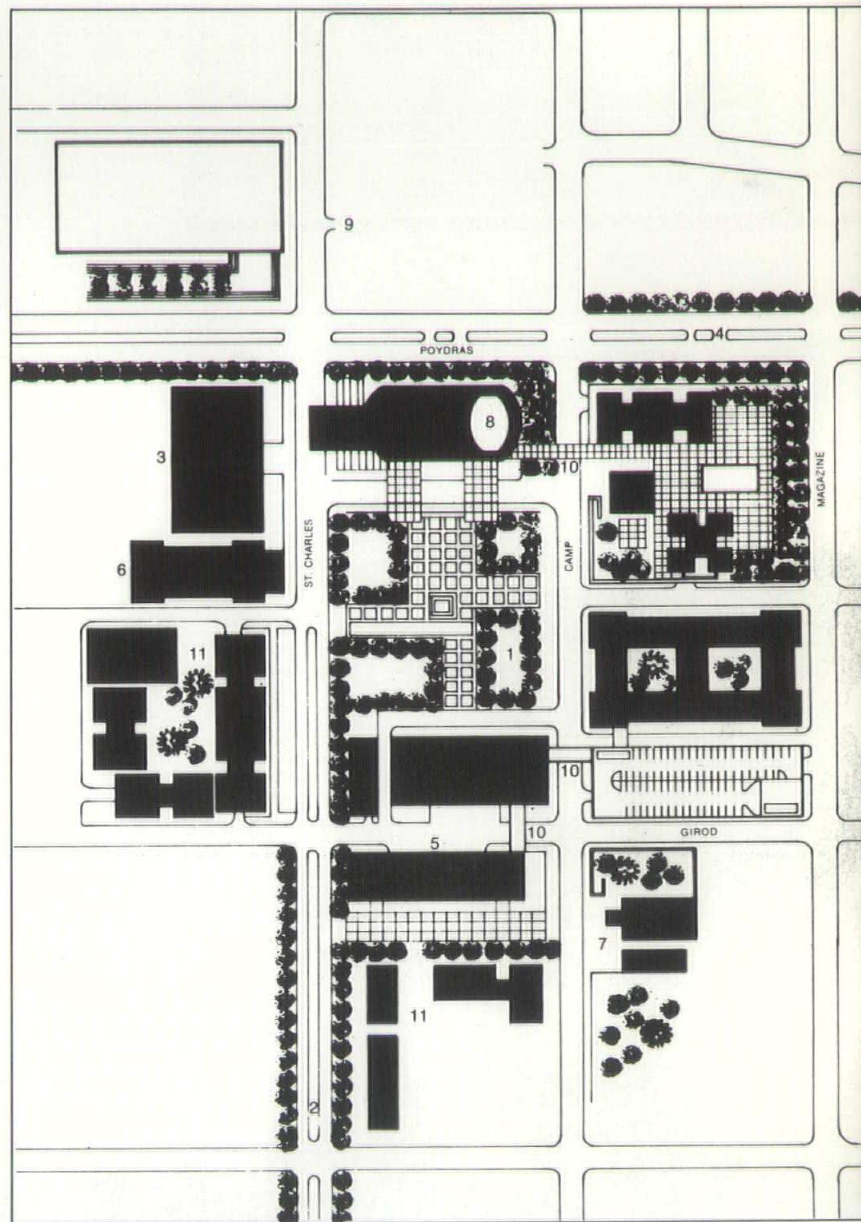
The Poydras Street Plan

This plan preserves the charm and human scale of New Orleans that is so rare in major urban areas. The design is more efficient because its beauty is derived from simplicity—the wide, open area allows free flow of pedestrian and motor traffic. The clutter of many styles is replaced by controlled use of graphics, materials and structural design.

Developing of Poydras Street into a 135-foot wide boulevard creates two 44-foot roadways with eight traffic lanes, wide median and spacious areas for walking.

Under this concept, the form of street lights and signs, bus stops, traffic signs, police and fire call boxes, waste receptacles, newspaper vending devices and all things in the public area are controlled in one design plan exclusive to Poydras.

The benches and planters of One Shell Square support the park-like environment of Poydras. Flowers and magnolia trees complete the Plan with an abundance of color that only makes this the "Park Avenue of the Southeast."



PROJECT OF GERALD D. HINES INTERESTS

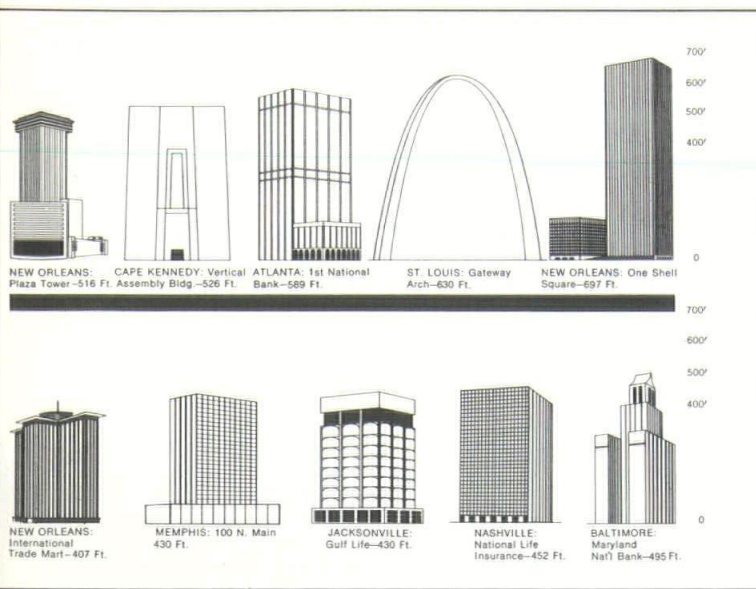
Skidmore, Owings and Merrill
Architects Structural Engineers

Wilson, Morris, Crain and Anderson Architects

August Perez and Associates
Consultant Architects, New Orleans

1. Lafayette Square.
2. St. Charles Street.
3. New Federal Reserve Bank.
4. Poydras Street.
5. Proposed new Federal Laboratory Building.
6. Gallier Hall.
7. St. Patrick's Church.
8. Possible new opera hall and music school or office building.
9. Major high-rise apartment developments.
10. Upper-level pedestrian crosswalks.
11. Moderate-density apartment development.

Tallest Building in the Southeast



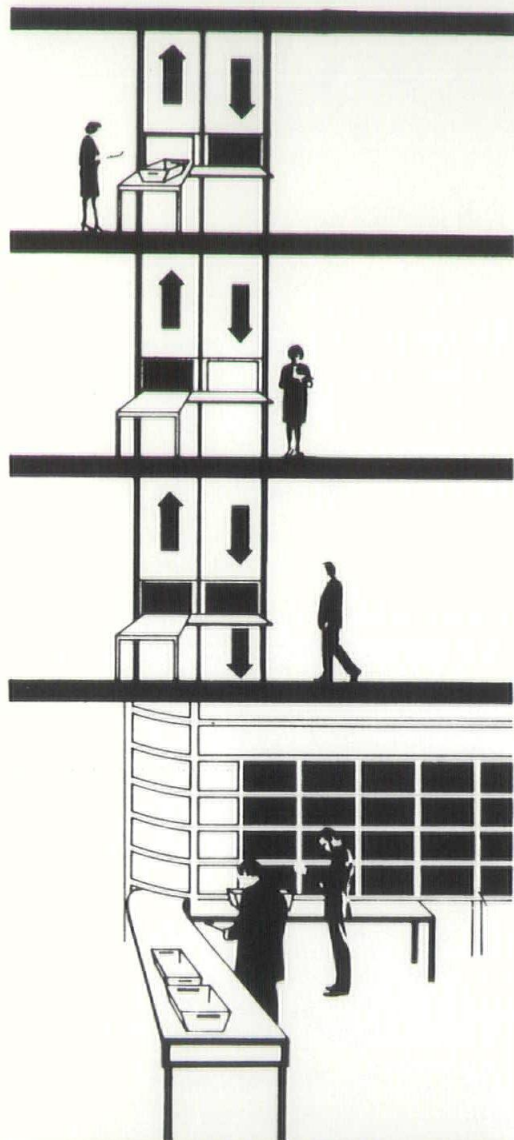
The mall beneath One Shell Square enables occupants to get more time out of their day. With this immediate facility they spend less time serving themselves and apply a higher percentage of their hours to the demands of business.

The spectrum of mall services includes fast food and beverages, barber shop, a bank, stock brokerages, shops for sundries, specialty shops, a tobacco shop, newstand, and more.



AUTOMATED POSTAL SERVICE

Another Outstanding Feature of One Shell Square



Typical of the thorough, imaginative planning that will make One Shell Square a reality is the building's modern mail handling system.

The heart of the system is a Lamson Vertical Conveyor powered by a single motor on the top floor. Mail for the entire building will be delivered to the Post Office Mail Room at street level. Here it will be sorted and delivered in sealed containers to tenants on each of the 52 floors within the building by way of the Lamson Vertical Conveyor. Likewise, the tenants dispatch their outgoing mail to the Post Office through the same system. This will provide faster mail service and require minimal personnel effort. Another benefit is that the Lamson Vertical Conveyor will be used by Shell Oil to send other materials from floor to floor thereby reducing the need for messenger service and permitting elevators to be used for regular passenger traffic. In addition, the system's flexible design provides for later expansion.

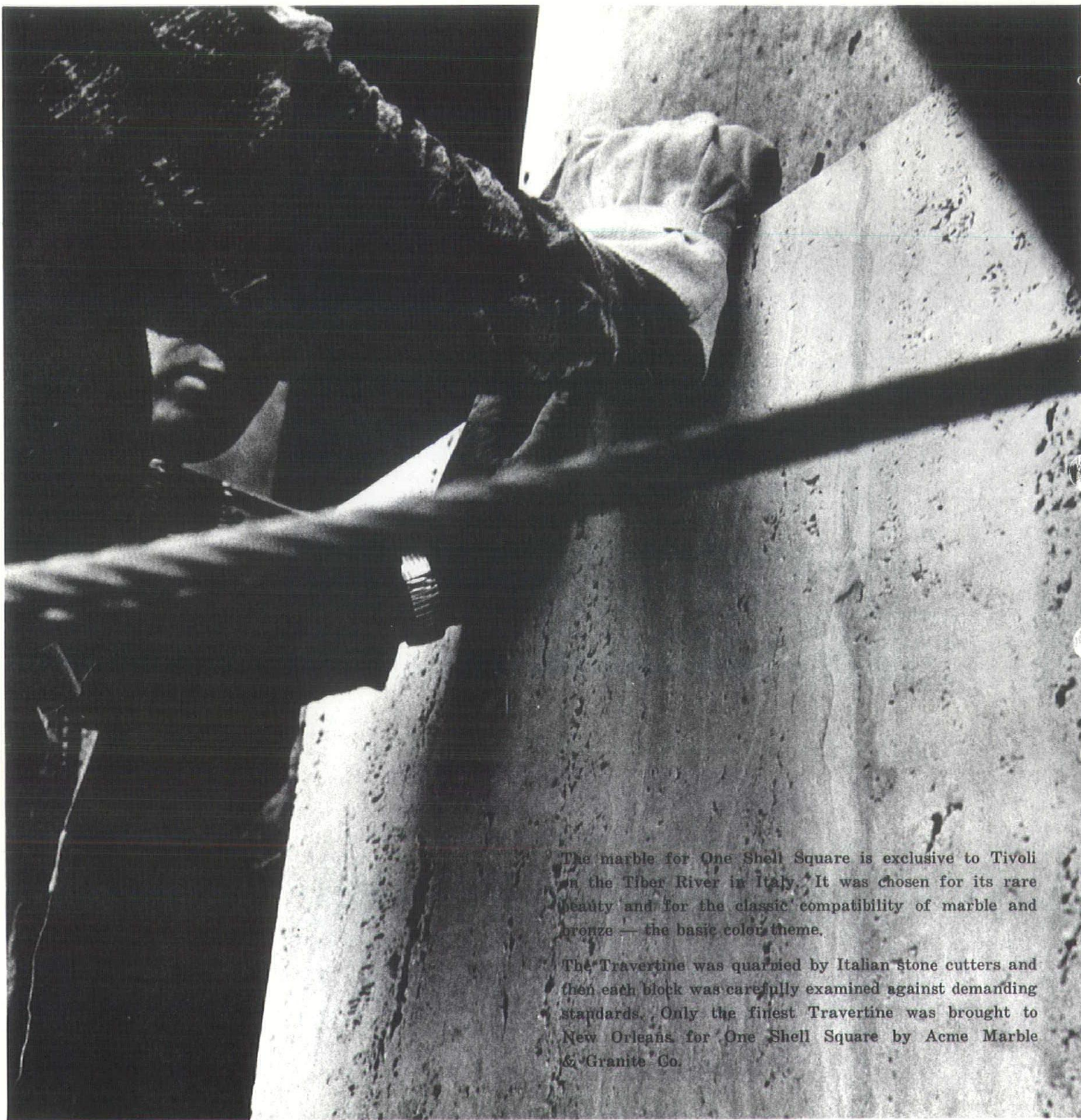
Mechanized messenger service, as typified by Vertical Improved Mail (VIM), has long been an important aspect of Lamson's materials handling capability . . . from design and engineering through to installation and service.

Lamson welcomes the opportunity to work with architects, builders, or any others involved in the planning and construction of modern buildings.



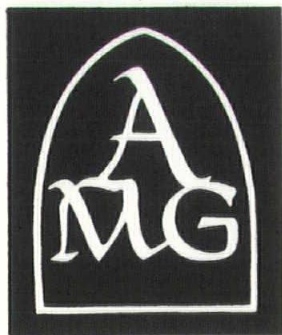
Typical Send/Receive Station
for Lamson Vertical Conveyor.

DIEBOLD
INCORPORATED
LAMSON DIVISION
SYRACUSE, N.Y. 13201



The marble for One Shell Square is exclusive to Tivoli in the Tiber River in Italy. It was chosen for its rare beauty and for the classic compatibility of marble and bronze — the basic color theme.

The Travertine was quarried by Italian stone cutters and then each block was carefully examined against demanding standards. Only the finest Travertine was brought to New Orleans for One Shell Square by Acme Marble & Granite Co.



ACME MARBLE & GRANITE CO., INC.
Contractors and Manufacturers

ESTABLISHED SINCE 1910

MAILING ADDRESS P. O. DRAWER 19925 NEW ORLEANS, LOUISIANA 70119

PHONE 486-5777

PHONE 482-4103

The Louisiana Architect

When the
best is
called for,
FISK
is the name.



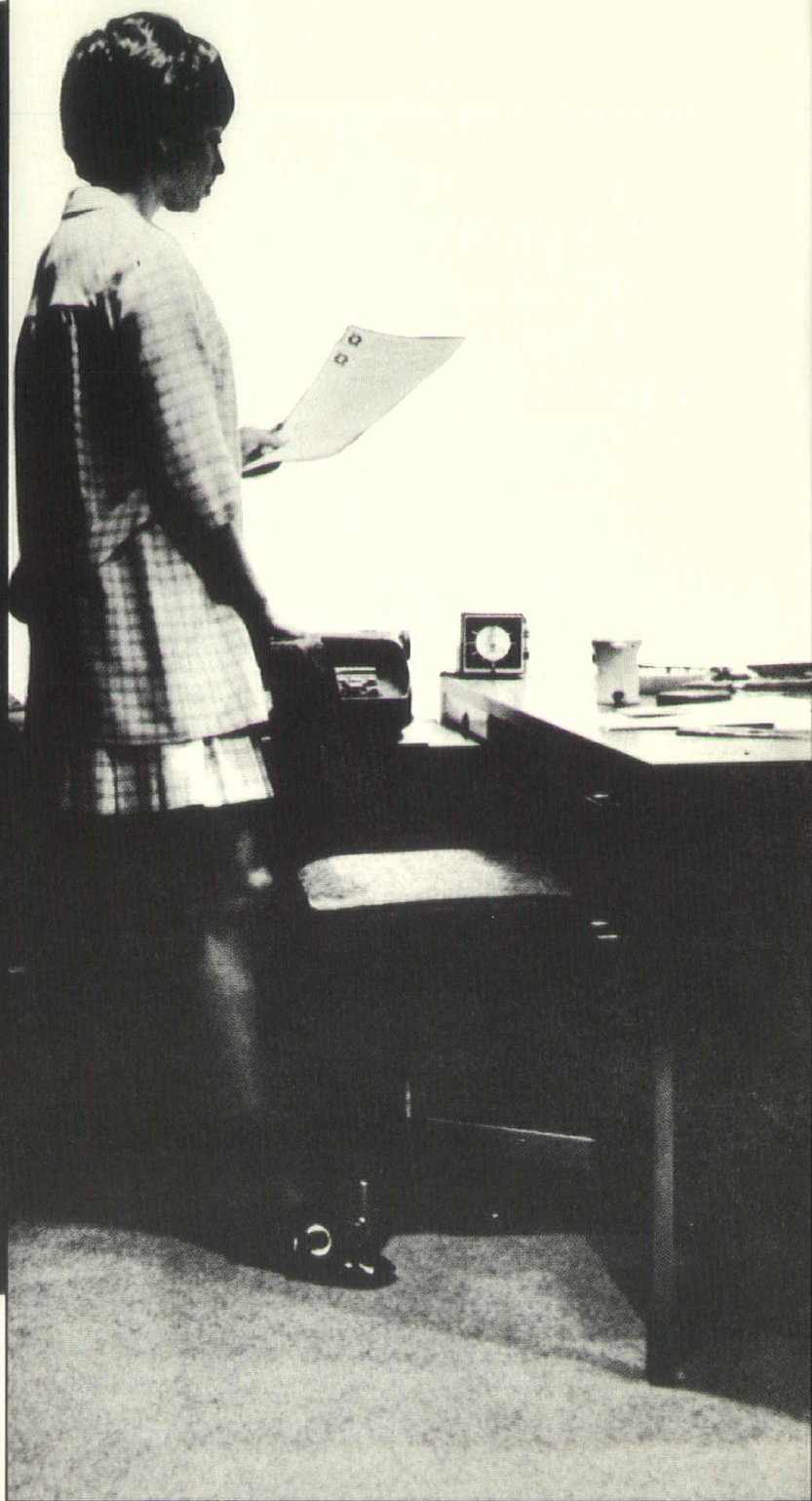
The **FISK ELECTRIC CO.** is
proud to be a part of the
construction team for
ONE SHELL SQUARE.

FISK ELECTRIC CO.
Whitney Building

New Orleans

Phone 529-2874

March - April, 1971



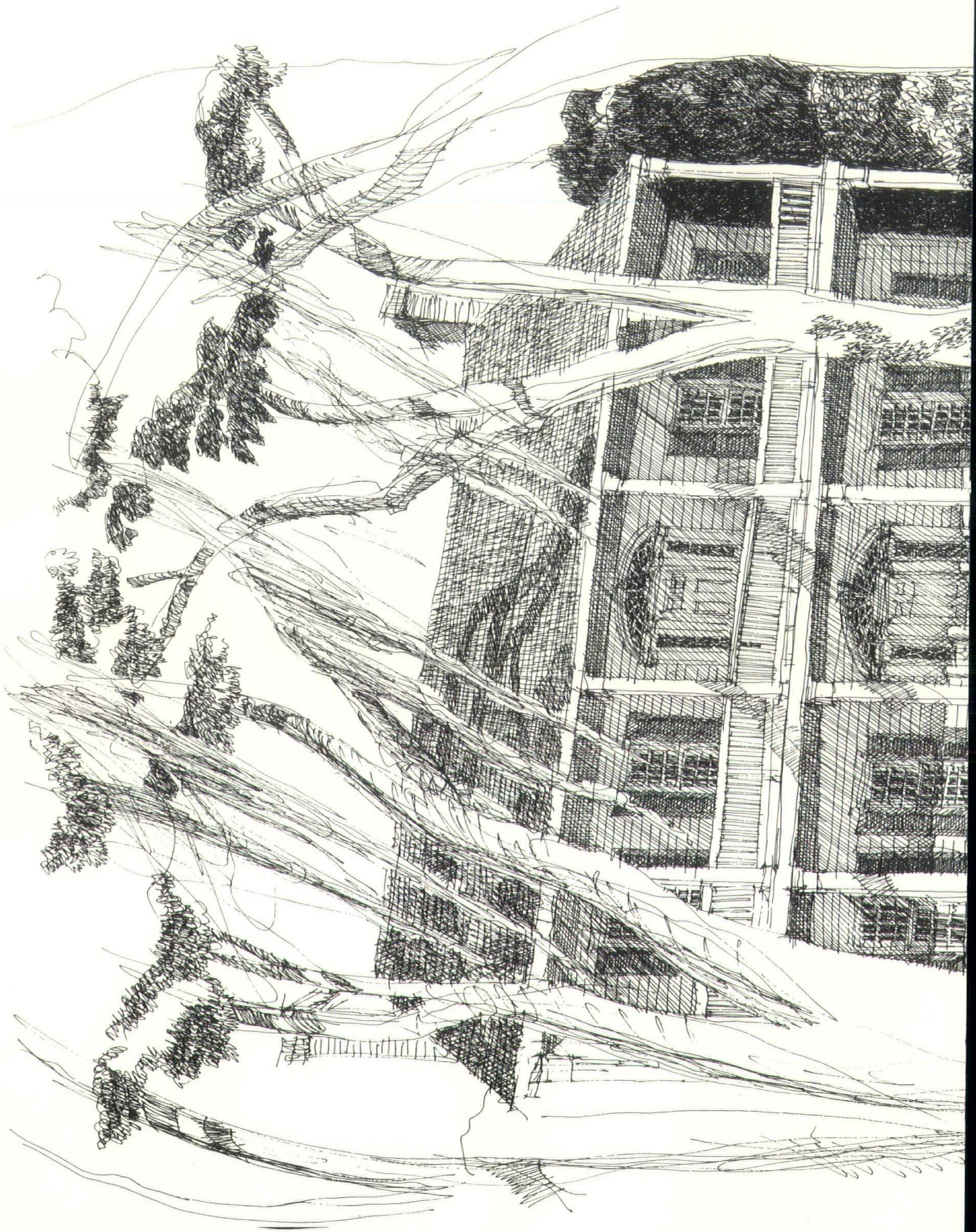
ONE SHELL SQUARE'S

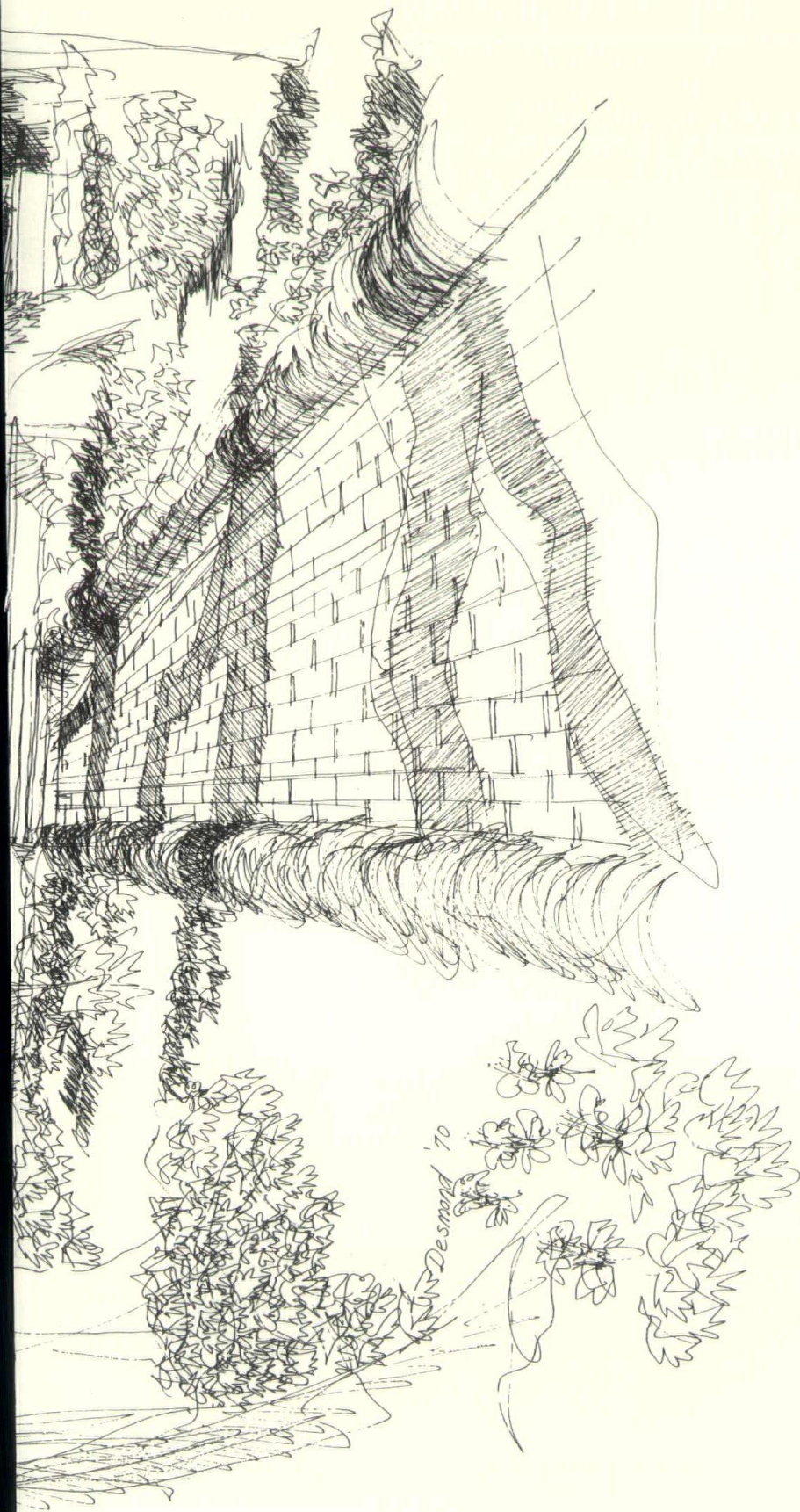
Resilient tile floors by Gus Elfer
will make standing a pleasure.

GUS ELFER CO., INC.

THE FLOORING SPECIALISTS

Acoustical - Vinyl - Hardwood - Carpet - Ceramic
8130 Earhard Blvd. New Orleans Ph. 866-4536





WAVERLY Bains

Perhaps Waverly is the most English of Louisiana plantation homes. Set in a quiet tree shrouded garden overlooking fertile hills, this house has a delicacy and finesse not usually seen in the typical Louisiana house. Its location on high ground is evident by the fact that the floor of wood is only a few feet above ground. Other special features which trace the English Georgian heritage of this house are: the finely detailed Palladian entrance doors, Adams type fireplaces, finely detailed stairs and balustrades, and mouldings and cupboards not usually seen in the Louisiana house.

Waverly was built in 1821 on grounds forming a Spanish land grant made to Patrick McDermott. The builder was his son-in-law, Dr. Henry Bains, for whom the nearby village of Bains is named. After the Civil War, Waverly was deserted and fell into disrepair. In 1921, it was purchased and subsequently restored by Mr. and Mrs. George M. Lester. During the 1960s it was sold to Dr. Alfred Gould, and the house and its fine gardens are now being continually improved.

JOHN DESMOND, FAIA

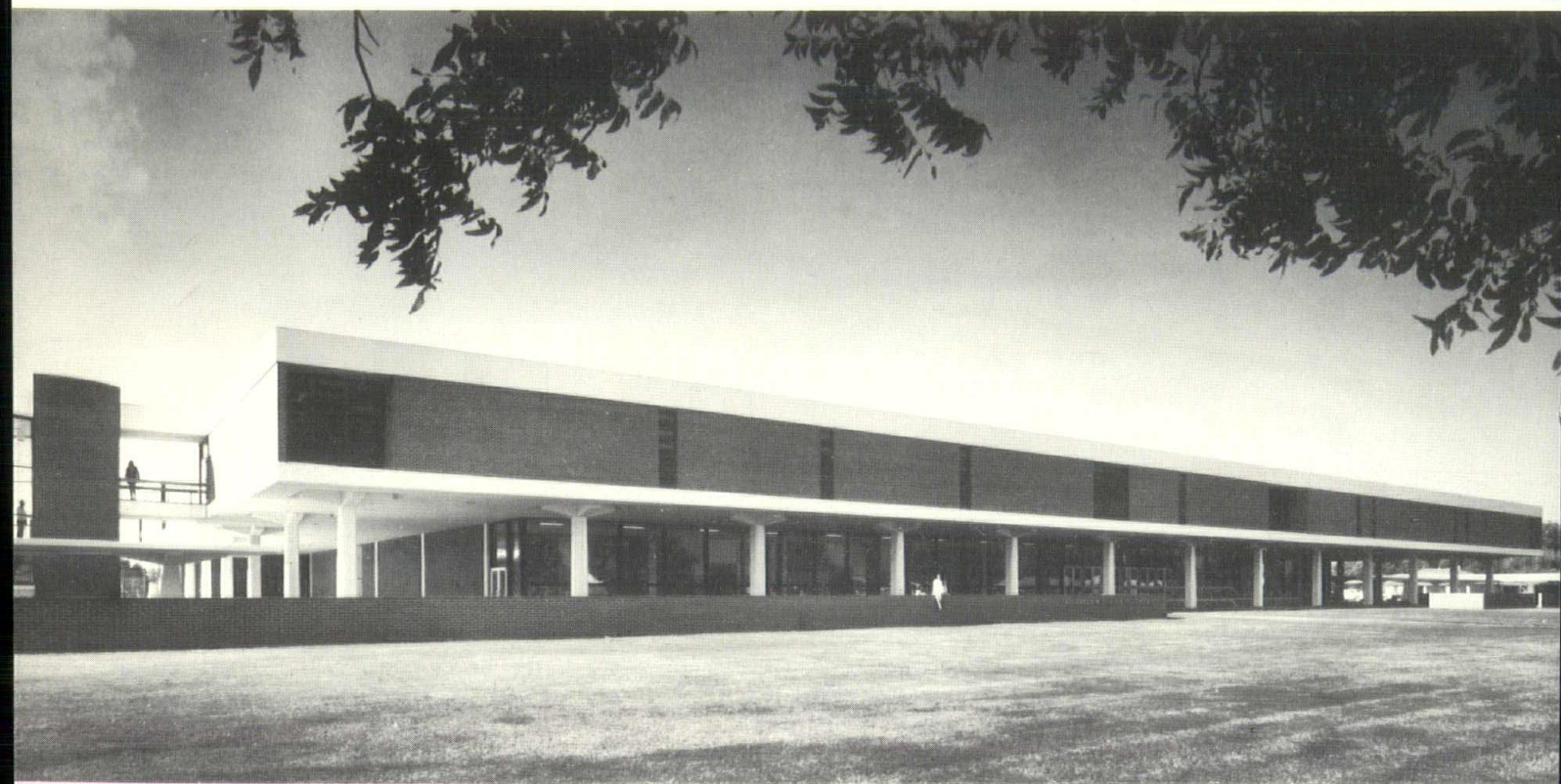
Alexandria Senior High School

Architects: Barron, Heinberg and Brocato

A physical plant of two closely related and connected buildings—one, the academic facility; the other the physical education plant. The aca-

demic building is organized with all quiet areas located on the second floor in an acoustically treated, flexible environment. The first floor

houses the ancillary facilities, which includes the noisy areas, as well as the commons concourse. The physical education building includes boys' and



girls' gymnasium, swimming pool, as well as allied gymnastics and classrooms and service facilities. Of primary concern is a traffic pattern to allow students to travel from any area of the second floor to the physical education plant, as well as to the exterior social court, without going through the first level of the building. This horizontal traffic plan relieves the congestion of 2,000 students changing classes.

A complex that includes a social court which is a gathering space to be used on the many beautiful, sunny days—located on the east side of the building. This space is used for band concerts, general meetings, a social area, bazaars, and evening activities for art exhibits and outdoor dances. It is provided with a band stand located under the overhang of the building. In inclement weather, there is ample covered exterior space where activities can proceed without interruption from weather. A commons area on the first floor of this air conditioned building provides for similar activities in the interior of the building.

A tool of advanced and flexible facilities to accomplish the multi-disciplines that make up the body of knowledge by use of the multi-media available now and anticipated development of techniques; also, to allow students, teachers, and visitors to communicate socially, intellectually, and psychologically for a cross pollination of ideas.

A psychological atmosphere and environment not only for educating our youth in reading, writing, and arithmetic but also, and importantly, to provide them a sanctuary to discover friendships, to inspire creativity, to render services, to gain, by association, self-assurance, confidence, to enjoy physical and social growth, and to expand their world of experiences and knowledge.



**WE ARE PROUD TO
HAVE BUILT THE HONOR
AWARD WINNING ALEXANDRIA
SENIOR HIGH SCHOOL**

"Our children are getting
what they deserve—
THE BEST"

SOUTHERN BUILDERS, INC.

495 West 61st Street

Shreveport, La. 71102

Area Code 318 Ph. 868-2744

**BERG MECHANICAL, INC. is justly proud of their part in making
Award Winning Alexandria Senior High School as comfortable and
trouble free as it is beautiful.**



BERG MECHANICAL, INC. 531 W. 61st St., Shreveport, La., 865-8446

Monuments to Forgotten People



Magazine and Melpomene Street



Annunciation Street

METRO LINK is changing the face of NEW ORLEANS

THE PROBLEM

New Orleans is belatedly undergoing the rapid suburbanization that many Northern cities began in the 1950's. This mostly white movement to the surrounding parishes was delayed in New Orleans because much of the land outside the city consisted of undrained swamps and because of the existence of traditionally segregated residential areas. The exodus has resulted in the population of New Orleans approaching 50% black.

New Orleans is faced with a situation somewhat comparable to that experienced by many Northern Cities a decade ago in the midst of rapid suburbanization. This includes; white fears of a Negro takeover and a rising rate of crime, black unemployment and underemployment, increasing demand for city services, and a declining tax base.

On the positive side New Orleans has an economically healthy and active downtown area, open land for expansion within New Orleans in New Orleans East, greater residential proximity between blacks and whites, than in many large cities especially in the "Uptown Area."

*Copy and photos courtesy Zachary Weiss,
Vista Volunteer, and Planning Director for Metro Link*

Since their inception six years ago, Community Design/Development Centers have developed into sophisticated, comprehensive, planning mechanisms for community self-development. Generally working from a community-based location, the CDC provides professional architectural and planning services to people who would not otherwise be able to afford such services. To the poor, CDCs (over 50 now exist) represent a vehicle never before available to them, a means of initiating and directing the development of their own neighborhood. The range of CDC projects vary from center to center—from the rehabilitation of individual homes and community facilities to the initiation of multi-family housing and comprehensive neighborhood planning.

The direct forerunner of Metro Link was the Urban Design Group (UDG) set up in 1968. This group operated within the Research Department of Total Community Action.

The Urban Design Group necessarily had its limitations. This was a learning phase for the UDG participants and some of the projects they undertook failed because of a lack of experience in dealing with community groups and interpreting their needs.

Two of the members of UDG, Robin Riley and Bill Rushton, and June Twinam, director of the TCA Research Department decided that UDG necessarily had to evolve into a greatly expanded long term Community Design Center. Toward that goal they attacked the problem on a number of fronts: (1) getting temporary space and payment of the executive director (2) obtaining on-going funding, (3) obtaining additional full-time and part-time staff personnel, (4) obtaining donated time from volunteer architects and other professionals and (5) developing a stronger community base.

Total Community Action agreed to provide 1,700 square feet of rent free space and the salary of an executive director for a temporary period of time. A request was put in to VISTA

for architects, planners and media specialists. The first VISTA architect, Ward bucher, arrived in November, 1969 and took on the duties of office manager. The real breakthrough in formation of Metro Link came in January of 1970 when the local chapter of the American Institute of Architects officially endorsed the CDC. In January the name of the organization was changed to Metro Link and the design center officially began operation with Robin Riley as Executive Director.

The AIA endorsement started a lot of other developments in motion; a steering committee of three architects was set up to write by-laws, architects were encouraged to volunteer their time, 6 Tulane University architecture students worked at Metro Link as a semester workshop project for full design credit, and on-going funding was sought.

In addition to the on-going OEO funded Urban Design Group and the election of a progressive mayor, a third catalyst to the development of Metro Link was an approval of a grant from the Model Cities Administration for \$60,000 for the first year.

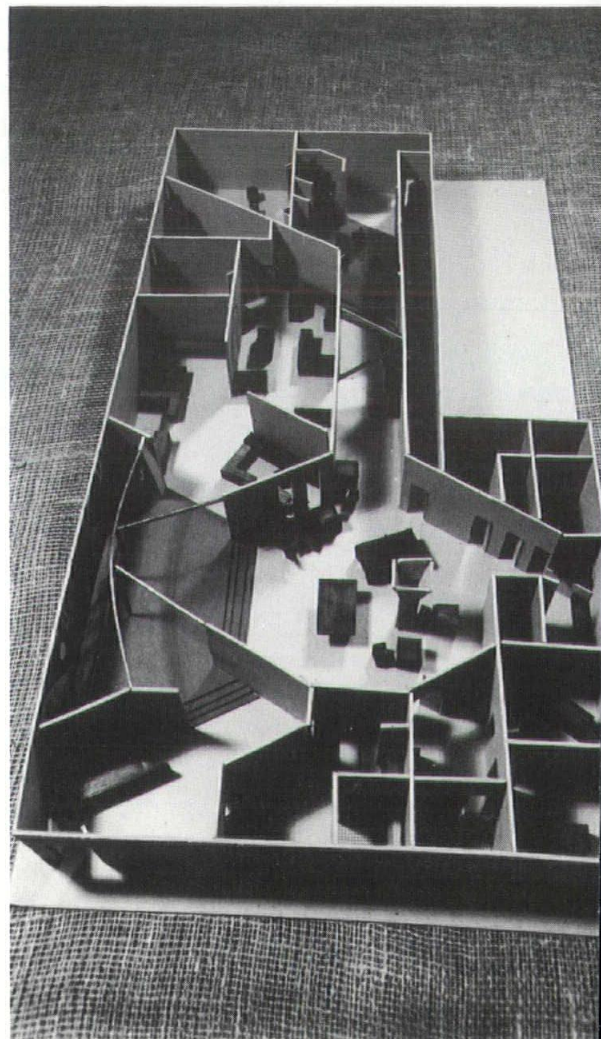
Since its inception Metro Link has worked on more than a hundred community improvement projects. A few of the projects currently under way are: a boys club; Methadone Clinic; User Standards; Boarding House, home for the elderly; Home Remodeling; Magnolia Community Center; Caffin Avenue Theater; a day care center and recreation center.

The LAA salutes the following architects for their gift of time and talent to changing the face of New Orleans through Metro Link: Andrew Gasaway, Lloyd Rosen, Al Ledner, E. Ean McNaughton, Jr., Imre Hegedus, Ernest Verges, William K. Turner, Dean John W. Lawrence, Walter Sheppard, Nathaniel C. Curtis, Desmond Perschall, Betty L. Moss, Carlos Cashio, Ernst Dorfi, Anthony Gendusa, Robert J. Kearney, Leo M. Oppenheimer and Robert Perkins.



NARCOTIC REHAB CENTER

The present clinic of three rooms on Piety Street in the Desire/Florida area is inadequate for coping with the growing number of addicts in the area. Also to function as a complete center, the clinic needs space for guidance, education and recreation. Medical aid alone will not cure an addict. Metro Link was requested by Johnny Jackson, an organizer of the clinic and a Desire area leader, to do the preliminary design for the conversion of a dilapidated bowling alley into the Narcotic Rehabilitation Center.





Laurel Street House - Before



Laurel Street House - After

Case History - Catholic Housing Project

The Irish Channel area is either a poor shabby neighborhood or a stable integrated community, depending on your point of view. Brother Dan and Brother Paul, invited to New Orleans by Archbishop Hannon, are working to preserve the latter conviction. The shotgun house which they are renovating with its old but sturdy cypress structure is typical of many homes in the area. Hopefully this will be the first in a series of projects where existing structures are renovated and then sold to low income families.

Participants:

Brother Dan, Archdiocese of New Orleans
 Brother Paul, Archdiocese of New Orleans
 Father Tim Joyce, Archdiocese of New Orleans
 Ward Bucher, Vista Architect, Metro Link
 E. Ean McNaughton, Jr., AIA
 Denny Perschall, registered architect
 Steve Rick, Tulane Architecture Student, Metro Link

- Dec. 1, 1969—First meeting with the Brothers. They are looking around New Orleans for sites and in particular in Desire.
- Dec. 5 —Robin Riley, Ward Bucher and Denny Perschall examine two buildings on Piety St. in Desire. Recommendation is to buy the buildings if the price is not too high.
- Dec. 15 —Owner refuses offer and makes exorbitant re-

turn offer. Brothers continue their search elsewhere.

- Jan. 5, 1970—Bucher inspects house on Laurel St.; Brothers are definitely buying.
- Jan. 8 —Bucher measures house and draws plan of existing conditions. Work is begun on plans to change four room shotgun into a three bedroom home with kitchen and living room.
- Jan. 20 —Plot plan with addition is drawn to submit to city hall for building permit. Brothers begin to clean up yard and tear down plaster, etc.
- Mar. 1 —Final working drawings are completed. Bids are let for carpentry, plumbing, and electrical work.
- May 20 —Work is nearly complete. Brothers have located low-income family with five children to buy house. They are applying to FHA for a subsidized mortgage.
- Sept. 1 —On the basis of the success of the Laurel St. renovation, the Catholic Archdiocese purchased seven additional houses to renovate.
- Nov. 11 —Metro Link prepares preliminary drawings for house on Annunciation Street.
- Jan. 13, 1971—Final working drawings completed on the house.

HOW TO SELECT AN ARCHITECT

by William R. Brockway, AIA

In recent months, an increasing number of news stories have been concerned with the selection of architects by public bodies. School Boards, the State Department of Education, City and Parish Councils, have all come in for a measure of attention, not all of it favorable.

The selection of an architect is one of the most difficult tasks facing the prospective building owner. Certainly, it is one of the most important, for upon this selection, to a large degree, will depend the appearance, the efficiency and the cost of the finished product.

Only one generalization is possible. It is that the owner must undertake, by any means he can, to find and select the best qualified and most competent architect available for the job. This is particularly true in the selection of architects for public buildings, since the elected officials have the responsibility of spending the public's money in the most practical and efficient manner, and a poorly designed building is never a bargain.

As with all truisms, this one has a catch in it. And that is, how do you recognize a good architect when you see one? It isn't an easy job, but it is a necessary one if you are not to take chances with the success of an investment that will involve many thousands of your own dollars for a period of many years.

There are three basic ways suggested by the American Institute of Architects for the selection of architects: direct selection, comparative review and competition. The first method is used primarily by clients who know their architect,

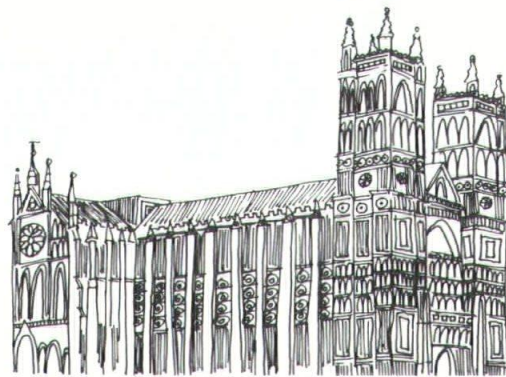
having perhaps worked with him on other projects, and are confident enough of his ability to retain him with no further shopping around.

The competition method was designed primarily for use in building of a monumental nature, where sufficient funds are available to hire technical advisors and staff, print and distribute the competition documents, retain a panel of expert judges and award cash prizes to the top four or five winning designs. The prizes must be adequate (usually several thousand dollars each) to insure serious effort by competing architects. The cost of a large competition can run fifty thousand dollars or more. Needless to say, there are not too many competitions.

The comparative selection of architects is, in most cases, the most practical and most used method. Reduced to essentials, this method consists of reviewing each architect's training, qualifications and experience, checking his past work and interviewing previous clients, then interviewing each architect personally, before making a decision.

Numerous types of architectural firms and organizations are available to furnish a wide range of architectural services, using either their own staff specialists or working in close coordination with consultants. The size of the firm can range from individual practitioners or partnerships of two or more architects to large architectural-engineering firms employing men in many disciplines to supplement the basic architectural talents. A limited number of larger firms often have a full staff of engineering specialists including civil,

If Henry III had only specified Zonolite Masonry Fill, the savings would have already exceeded £875,000.



Assuming, of course, Westminster Abbey has been getting heating bills for the last 700 years.

By now, Zonolite® Masonry Fill Insulation would not only have paid for itself... but the building too!

Today, Zonolite frequently pays for itself within two or three heating seasons. And it will probably make possible a lower investment in heating and cooling equipment.

It's also economical to install. A lightweight, free-flowing, granular vermiculite, Zonolite

fills walls up to 20 feet in height in a single pour. And it's permanently water-repellent.

Get the complete savings story from your Zonolite man-on-the-job. Construction Products Division, W. R. Grace & Co., 62 Whittemore Ave., Cambridge, Massachusetts 02140.

GRACE ZONOLITE

Just say Grace!

mechanical, and electrical engineers, as well as planners and professionals in such highly specialized fields as economics, interior design, graphic design, soil analysis, industrial engineering, processing, material handling, food service, waste treatment, and acoustics and traffic engineering. The smaller firm will obviously use more outside consultants than will the more comprehensively staffed office, but even the largest firm may retain certain special consultants as the need arises. The architect is best qualified to know when and what specialized consultants are necessary to meet every phase of any particular building program.

The final selection should be based upon the architect's proven design ability, as shown in his previous work (most important), upon his knowledge of construction, the efficiency of his office operation (talk to clients), his standing in the profession and the community, his business capacity (sometimes smaller firms can do quite large work), integrity, good judgement and cooperativeness.

There are several cautions which should be observed in selecting architects on a comparative basis.

First, and most important, don't expect to see solutions to your own particular building problem in the architect's previous work. Look, instead, for the degree to which the architect has solved the problem of the other building owners. Each building is a design problem by itself and each owner has different needs, tastes and budget.

Never select an architect on the basis of fee. The amount of work involved in standard architectural services is such that an architect cannot provide all the services he is supposed to for anything less than the fee usually charged in the area. The architect who offers to do work at a reduced fee must, by reason of simple economics, also reduce the service he gives his clients.

Various types of contractual agreements are available, but most architects use the AIA Standard Forms of Agreement, or variations thereof, wherever possible. These AIA Standard Forms have been carefully prepared and judiciously considered. Their use is recommended wherever possible. However, variations from the forms, or combinations of these basic types of agreements, may prove advantageous for some projects. The specific agreement best suited for a particular project is dependent upon the characteristics of the project and the type and extent of the services to be provided by the architect. The following types of agreements are those most frequently used:

A. MULTIPLE OF DIRECT PERSONNEL EXPENSES: There are a number of variations of the "cost-plus" agreement. The most common arrangement is reimbursement of direct personnel expenses plus a factor for overhead, indirect costs, and profit. A variation of this form establishes a maximum limit either as a percentage of the construction cost or as an agreed lump sum. This latter should only be used when the scope of the services to be performed can be precisely defined at the time of preparing the agreement.

B. LUMP SUM: The architect provides the services required for a specified amount of compensation. It is essential that the scope of the services to be performed be clearly defined at the outset. A common variation of this type of agreement is one whereby the architect performs his services on the basis of a multiple of direct personnel expense until the project scope is established. Thereafter, the architect proceeds on an agreed lump sum basis. It is possible, of course, to agree in advance on a range of compensation to be paid.

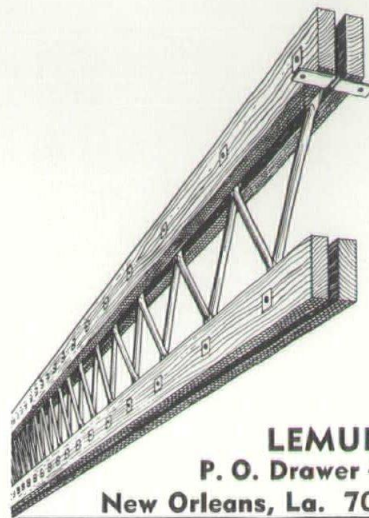
C. PERCENTAGE: The compensation for the services performed by the architect may be set as a percentage of the total construction cost of the work. When expanded services are to be performed by the architect, the rate of percentage for basic services is adjusted accordingly, or the added special services may be furnished under a separate fee arrangement.

Be wary of asking for free sketches. A properly prepared preliminary sketch for the simplest of projects takes weeks, even months, of conferences with clients, research, programming and just plain hard work beforehand. Obviously, a hastily prepared sketch, designed to get the job, is worthless to the owner as an indication of the architect's ability.

Fast, but by no means least, don't overlook the younger or smaller firm. Many firms are small by choice and can be expanded quickly, as the project demands.

Whatever method you use to select your architect, do enough work and take enough time to ensure that you get the best qualified man for the job. The success of your project depends on his judgment and services.

Trus Joist®



**spans to
150 ft.
with real
economy**

LEMUEL W. McCOY

P. O. Drawer 4110, Carrollton Station

New Orleans, La. 70118

Ph. 504 - 866-1571

**You Can Depend On
Continued Service From**



modernfold

**Hill,
Harris**

**Builders, Hardware & Specialties
ALEXANDRIA, LOUISIANA**

ONE
SHELL
SQUARE

the biggest deserves the best . . .

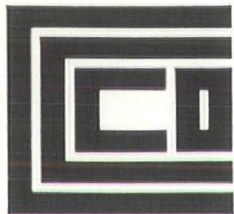
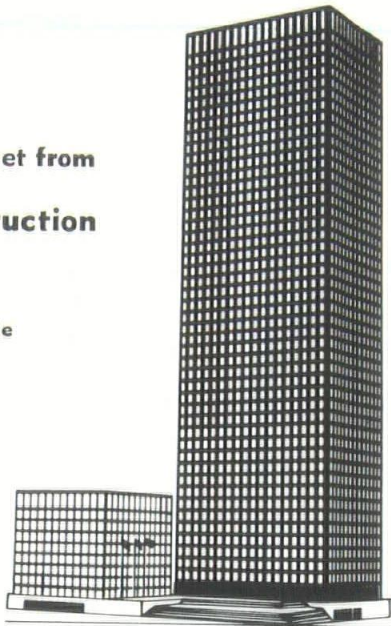
and that's what it will get from

**Mechanical Construction
of**

New Orleans

3001 17th St., Metairie

Plumbing, fire
protection, and
roof drainage
contractor for
ONE SHELL SQUARE.

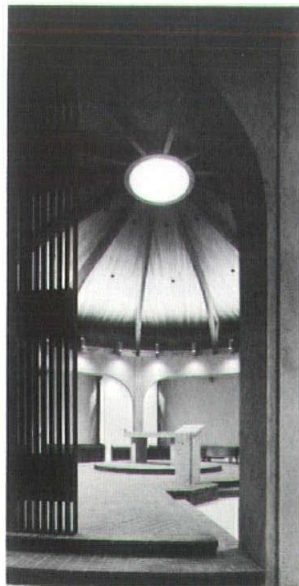


For positive protection against termites and decay, use WOL-MANIZED pressure-treated lumber anywhere wood is near the ground or in contact with masonry—Get full details from your builder or architect.

**CENTRAL
CREOSOTING CO.,
INC.**

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

**ARCHITECTURAL
PHOTOGRAPHY**

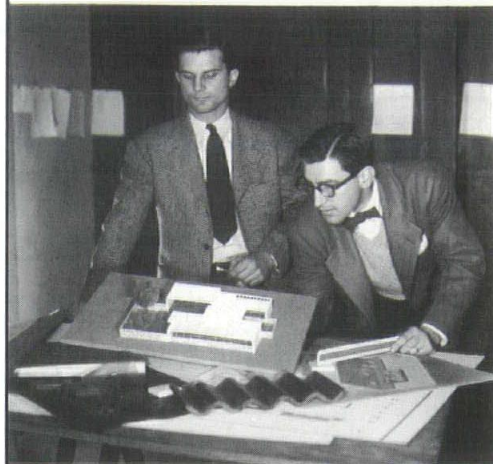


DAVE GLEASON
1766 Nicholson Dr.
Phone 342-8989
Baton Rouge, La.

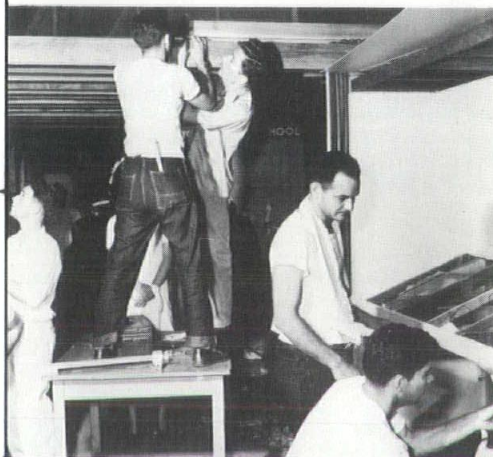
**"Those were
the Days
My Friend"**

Former Louisianian Buford Pickens, now with the School of Architecture at Washington University in St. Louis very thoughtfully sent these pictures of students from the Tulane School of Architecture, about 1949.

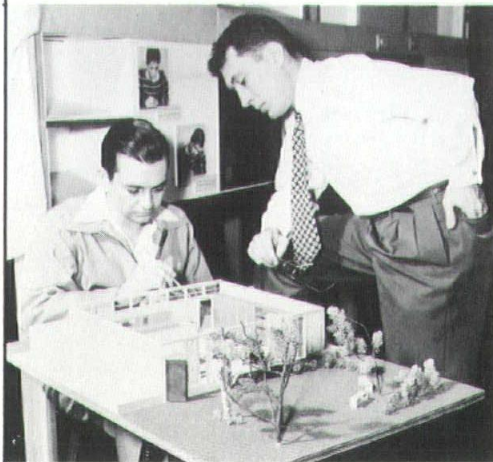
If you have any old school pictures you would like to share, the LAA would be glad to publish them and return the originals.



"Good boy Lem, Gro-
ius would love this



Architects were or
expected to be prof-
erent at something oth-
er than theory.



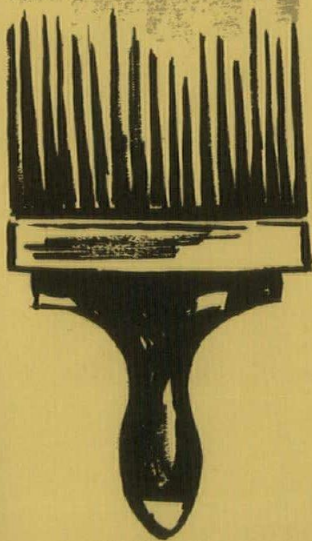
"Jim, you're son-
where between t-
little red school hou-
and team teachin-
"By the way Chu-
pleated pants are ou-
"I thought he v-
born with white ha-

- 1 — Arthur Q. Davis, architect in New Orleans; Lemuel McCoy, architect representing Trus Joist in New Orleans.
- 2 — Don Pfefferle, architect in New Orleans; Ray Boudreaux, architect in New Orleans; Horacio Diaz, Hato Rey, Puerto Rico; Harding Flair, architect in Shreveport.
- 3 — Jim Blich, architect in New Orleans; Charles Colbert, architect in New Orleans.

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

ONE SHELL SQUARE

Will have the best from



STRAHAN PAINTING CO.

730 Papworth Ave.
METAIRIE, LA.
Phone 834-2105

CALL US BEFORE YOU GO UNDER GROUND.

We'd like to help you.
By marking all telephone cables in the areas
where you'll be digging.
Broken telephone cables can cut short a lot
of important conversations.
To police, firemen, doctors.
So please, call the telephone company first.
We'll get you underground safely.



South Central Bell



A superior Zinc-Copper-Titanium Alloy

TITANALLOY A

For endless architectural applications

Or call or write

DOUG HARPER

(318) 868-5314

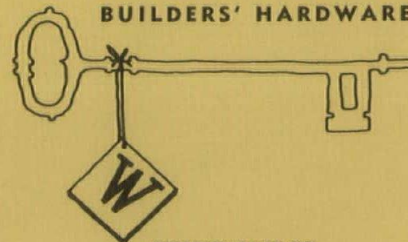
P. O. Box 5202

Shreveport, La. 71105



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

THE LOUISIANA ARCHITECT

Suite 200 — Capitol House Hotel

Baton Rouge, Louisiana 70821

— Address Correction Requested —

MR. ROBERT KOEHLER


EDITOR, AIA JOURNAL

1735 NEW YORK AVE., N. W.

WASHINGTON, D. C. 20006

BULK RATE
U. S. POSTAGE
PAID

Baton Rouge, La.
Permit No. 389

- 
1. Corpus Christi, Tex.
 2. Houston, Tex.
 3. Beaumont, Tex.
 4. Lake Charles, La.
 5. Natchitoches, La.
 6. Monroe, La.
 7. New Orleans, La.
 8. Oklahoma City, Okla.
 9. Natchez, Miss.
 10. Vicksburg, Miss.
 11. Jackson, Miss.
 12. Greenville, Miss.
 13. West Point, Miss.
 14. Bay St. Louis, Miss.

COCO fame.. **....is spreading**

Count the cities, then make your own inquiry about Coco's unique ability to work with architects who want any or all of the following:

Architectural millwork that shows craftsmanship
Careful attention to detail
Realistic delivery commitments
Itemized take-offs from final plans.

After you've scanned the map, we'd welcome your collect telephone call, followed by a set of plans for preliminary estimate.

Place your call to Rodney Coco . . . and please start us out with your most difficult job!



COCO MILLWORK & SUPPLY CO.

3717 Florida Blvd. P. O. Box 2601

Baton Rouge, La. 70821