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LOUISIANA ARCHITECT

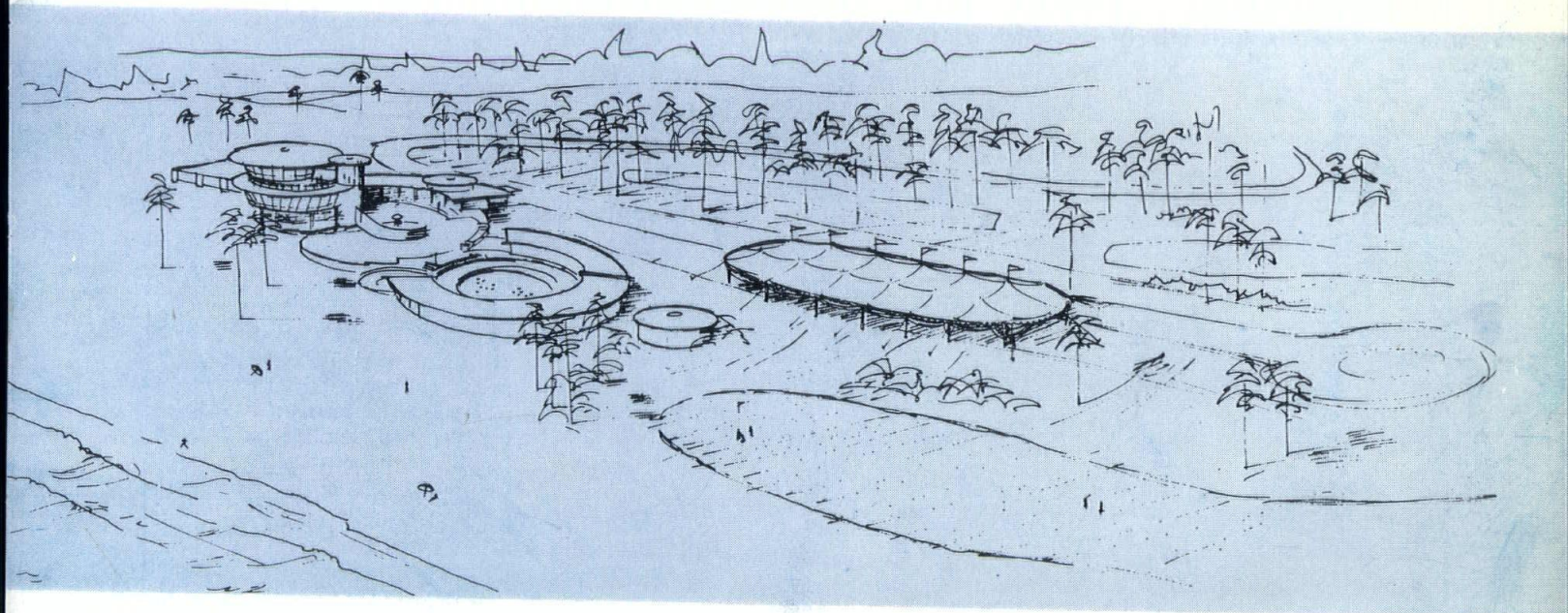
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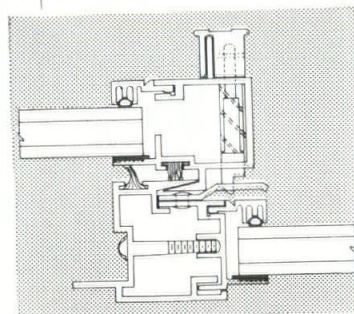
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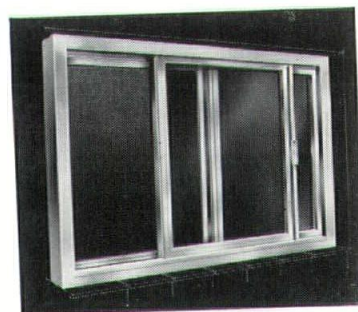


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in **Concrete**

Henry Ford Hospital 870-car parking structure, Detroit, Michigan. Architect: Albert Kahn, Associated Architects and Engineers, Inc., Detroit, Michigan

Louvers give a new beauty twist to concrete curtain walls!

Precast concrete curtain walls have given Henry Ford Hospital an off-the-street parking structure that blends attractively into a residential area. 1,716 hyperbolic paraboloid panels, precast from white cement, white quartz and sand aggregates, form the unique walls. An intriguing visual effect is obtained from these louvers which seem to change shape and position, depending on lighting and angle of view. Practicality is everywhere. In the light, open feeling of the interior . . . in the enduring solidity of the concrete frame and floors. The versatility of concrete is today winning new appreciation as architects express fresh concepts in design.

LOUISIANA ARCHITECT

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LAA OFFICERS — 1963

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THIS MONTH'S COVER presents a conception of what Dauphin Island will look like on October 16, 17 and 18 during the 13th Annual Gulf States Regional Conference. To quote from the enticing brochure:

"Nature keeps Dauphin Island pleasantly informal. The Gulf deposits drift on the beaches. The winds shift the dunes. Conference site? We thought you and your wife would like a chance to get away from hotel lobbies and elevators and taxicabs and exhaust fumes for a few days. Sort of go back to nature. A Dauphin Island October break makes it gentler to deal with clients and car pools and P-TA's. You both will like it."

IT'S NOT TOO LATE TO DECIDE TO ATTEND!

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A HAPPY 'MEDIUM'

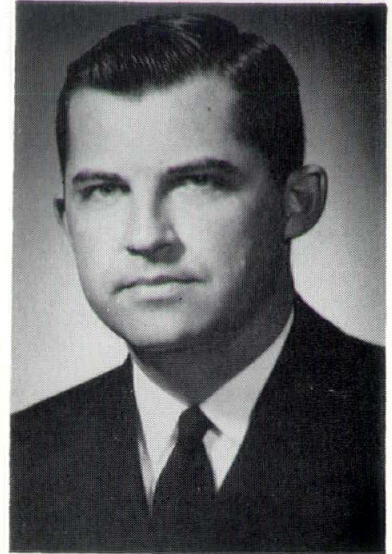
By
MYRON
TASSIN,
Editor

The most comprehensive article yet to appear in LOUISIANA ARCHITECT is presented in this issue. Researching and writing "Urban Growth in Monroe Since World War II," became a time consuming project for Guest Author Roy Johns, A.I.A.

In writing the feature, he interviewed the following Monroe citizens: the Planning Commission Director, local architects, Northeast Louisiana State College Administration Dean, airport manager, administrators for the three area school boards, Chamber of Commerce Director, Director of LTI, Assistant Director of the Charity Hospital, plus several businessmen and long-time Monroe residents.

When you read the feature, we know you will appreciate the effort expended by Johns, who has served on the Monroe-Ouachita Regional Planning Commission for five years (for two years as its chairman).

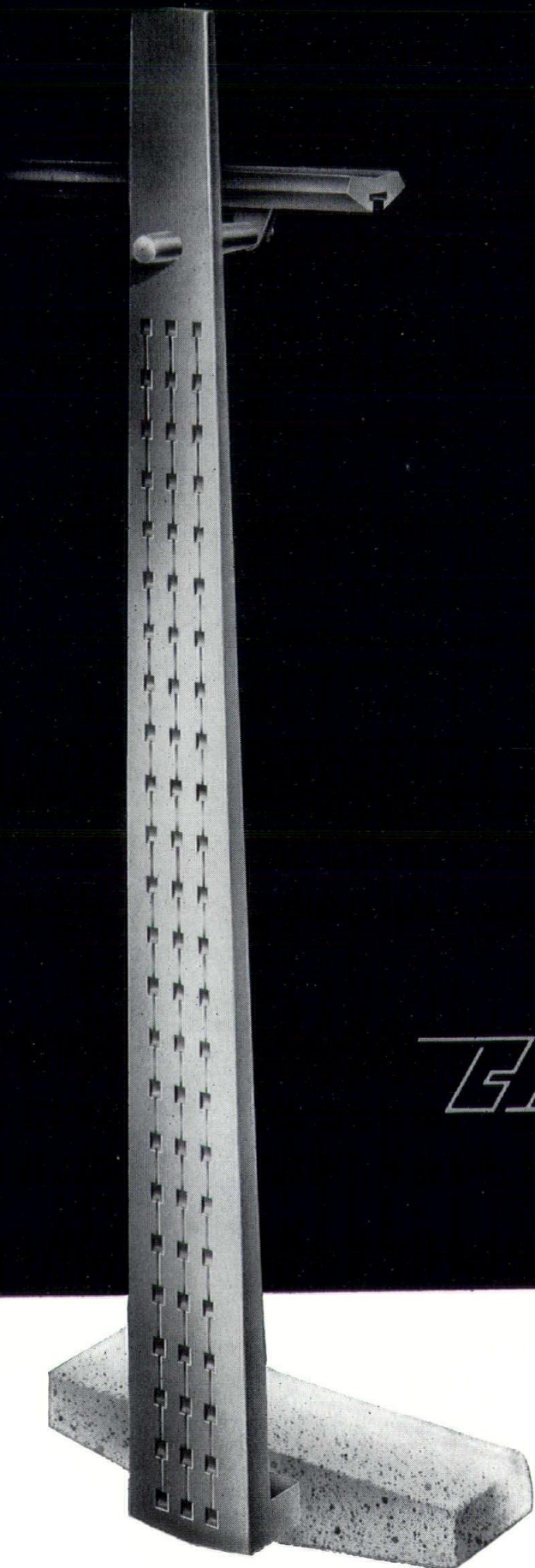
The above mentioned article and several other reasons lead us to believe that LOUISIANA ARCHITECT is entering a much welcomed phase. Interest is rising from multiple directions.



GUEST AUTHOR,
ROY JOHNS, A.I.A.

1. LAA members don't even flinch now when informed that the LAA board has decided that cost of engravings and mechanical art (between \$50 and \$75) are to be borne by the architect whose project is presented in the magazine.
2. Advertising, always a good barometer, is on the increase. This month, the issue sports 24 pages . . . a healthy increase over the usual 16 or 20 page book.
3. Guest authors are now volunteering; six months ago they had to be expropriated, drafted, coerced.
4. Nowadays our readers are diligent in notifying us of address changes.

We hope YOUR interest will soon be stimulated. Should you have a good story to tell, and have the urge to tell it, we encourage you to submit it. We also encourage you to contribute time and effort commensurate with our busy, critical and discerning audience which now approaches the 3,000 mark. Remember 1,500 of these readers are the biggest clients in this state.



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REGIONAL CONFERENCE PROGRAM

With a couple of minor changes in the social schedule, the final program of the 13th Annual Gulf States Regional Conference to be held on Dauphin Island October 16, 17, 18, looks like this:

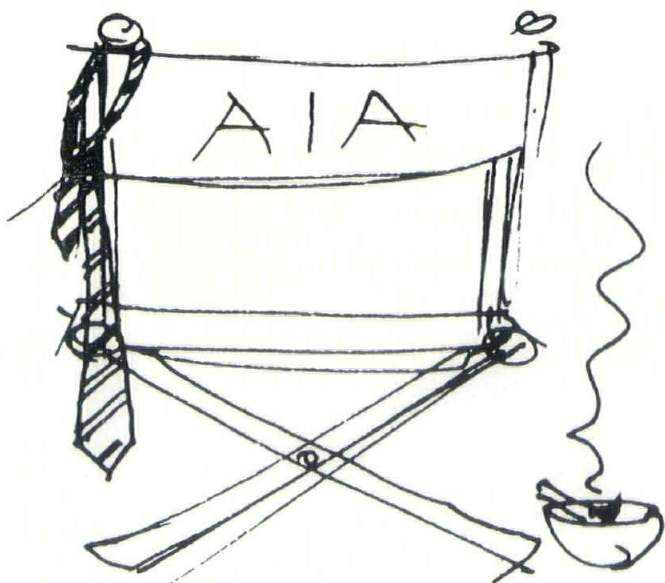
WORK

WEDNESDAY'S PROGRAM

Mainly registration. As soon as you can complete this exhausting duty, you can relax with clear conscience. You may avoid this chore by signing via United States mail.

PLAY

Cocktails and buffet at Isle Dauphine Club at 6 p.m.
**THREE COCKTAIL BARS—
THREE OYSTER BARS**
An oyster note: no engineer extant has designed a pump as efficient as a Portersville oyster. Nor as tasty.



WORK

THURSDAY'S PROGRAM

Comprehensive Services Seminar at the Tent, 10 a.m. to noon, 2 to 4 p.m. The concept: how it jibes with professional practice and professional ethics.

PLAY

Cocktails in homes on Island. Supper, with steaks at the Tent, at 8 p.m.
LUNCH FOR LADIES at Longfellow House, Pascagoula.

WORK

FRIDAY'S PROGRAM

Urban Design Seminar with AIA's UD Committee as Panel. Program: 10 a.m. to noon; Discussion: 2 p.m. to 4 p.m. at the Tent. Homework: AIA Journal brown paper series. Students will find the Friday program particularly interesting, offering them a chance to talk to some real-life urban designers. For student housing, write 13th Annual Conference, Howell Cobb, 253 St. Anthony Street, Mobile 2, Ala.

PLAY

LATE BREAKFAST FOR LADIES at Isle Dauphine Club followed by a trip to Bellingrath Gardens. Luncheon meeting of Executive Committee, GSRC, at Isle Dauphine Club, at noon. Seafood Dinner and Drinks on the Parade Grounds at Fort Gaines at sunset.* Come early to see the Fort's Museum and brick work. Honor awards and dancing.

SOME OF THE MEN YOU'LL SEE AND HEAR

... a cocktail party speaker is Dr. John H. Wildman; author of "Architectural Peeves of an Ignorant Man" (Journal, March issue).

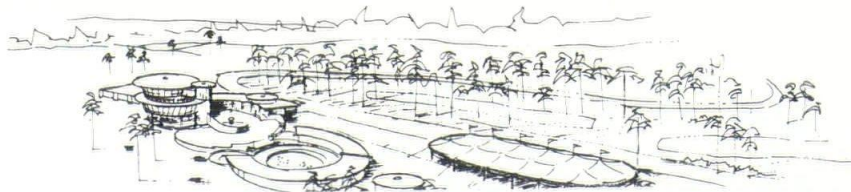
Cast for Comprehensive Services

Presenting the concept—Clinton Gamble, FAIA, Secretary of AIA
Comprehensive Architect—Donald H. Lutes
Client—N. M. Martin of IBM

Urban Design Committee

• Charles A. Blessing, FAIA Chairman, Director of Planning, Detroit • Harry M. Weese, FAIA, Chicago • Donald H. Lutes, Springfield, Oregon • Robert L. Geddes, Philadelphia • Arch R. Winter, Mobile. **CORRESPONDING MEMBERS** • Edmund N. Bacon, Philadelphia • Kenneth W. Brooks, Spokane • Carl Feiss, FAIA, Washington • Albert Mayer, FAIA, New York • Daniel D. Perry, Port Jefferson, N. Y. • Dewey A. Somdal, FAIA, Shreveport • Archibald C. Rogers, Baltimore • Nicholas Satterlee, Washington

Regional Exhibit a la Big Top



At press time, the following firms were definitely committed to exhibit their products and services at the 13th Annual Gulf States Regional Conference.

Registrants are urged to give every exhibit as much attention as possible, keeping in mind the valuable educational opportunity afforded by the giant gathering of products and services.

Booth No. Name of Manufacturer

- 1 Pittsburgh Plate Glass Company
- 2 The Mosaic Tile Company
- 3 Jenkins Brick Company
- 4 Auburn University
- 5 General Equipment Manufacturers
- 6 Mississippi-Louisiana Brick & Tile Mfg. Assn.
- 7 Artex & Burton Bros.
- 8 Bridgeport Brass Co., Hunter Douglas Division
- 9 Concrete Products, Inc.
- 10 LCN Closers
- 11 Surface Engineering Co., Inc.
- 12 Caloric Architectural Division
- 13 York Air Conditioning
- 14 Robbins Flooring Company
- 15 Mobile Gas Service Corporation
- 16 Mobile Gas Service Corporation
- 17 Mobile Paint Manufacturing Company, Inc.
- 18 Portland Cement Association
- 19 Ramset Corporation
- 20 Thrasher Company
- 21 US Plywood

Booth No. Name of Manufacturer

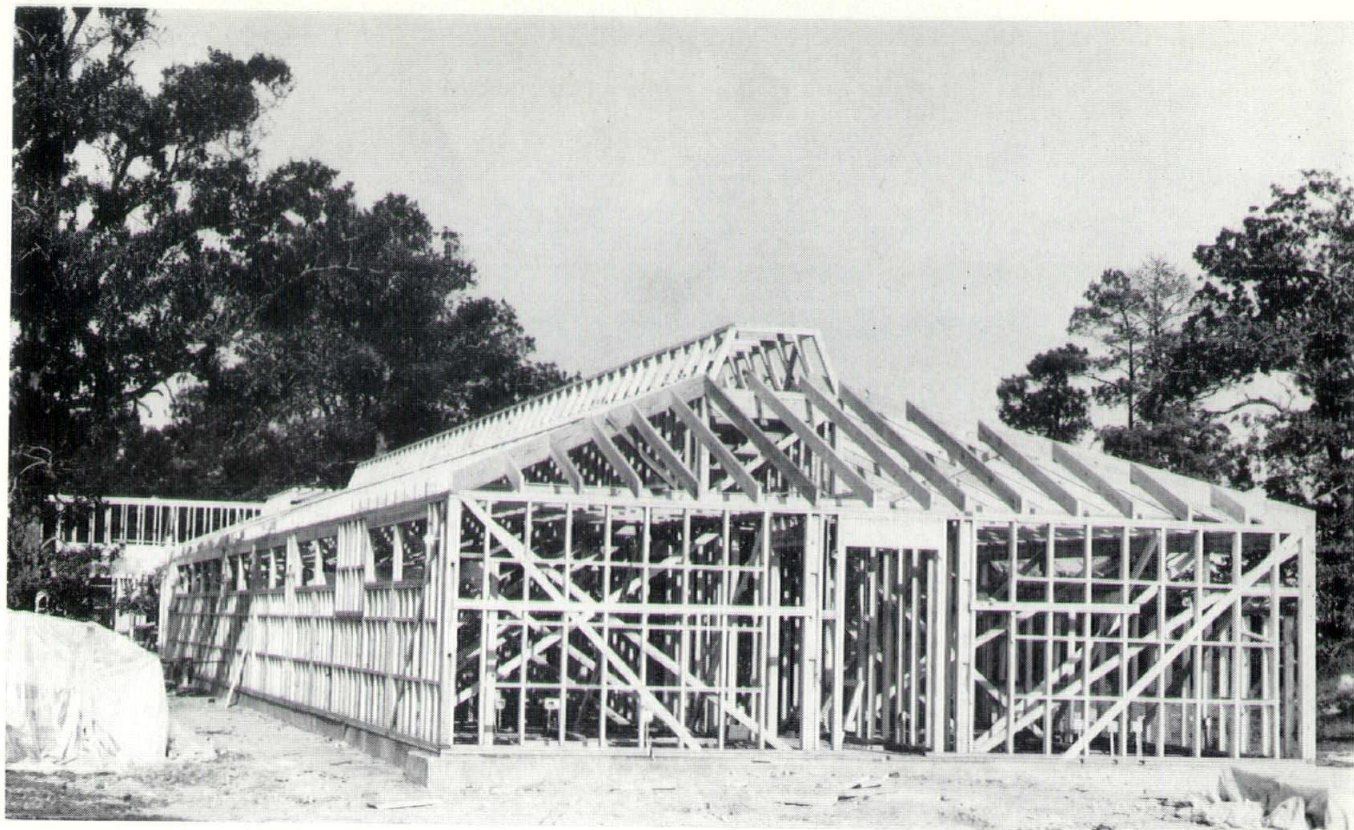
- 22 Northrop Architectural Systems
- 23 E. L. Burns Company, Inc.
- 24 Brown & Grist, Inc.
- 25 Wilson & Mankin
- 26 New Castle Products, Inc.
- 27 Dow Chemical
- 28 Southern Hardware & Supply Co., Inc.
- 29 Armstrong
- 30 Westinghouse
- 31 Bruce Terminix
- 32 Cooke Associates, Mfr. Rep. (Product to be specified later)
- 33 Gotham Educational Equipment Co.
- 34 Amarlite Division of Anaconda Aluminum Co.
- 35 Georgia Marble Company
- 36 Destin Steel Union
- 39 Toledo Kitchen Machines
- 40 Borden Metal Products Co.
- 41 Misceramic Tile, Inc.
- 42 Natco Corp.
- 43 Investors Limited
- 44 Selby, Battersby & Co.
- 45 Alabama Power Company
- 46 Gibson-Homans
- 47 John J. Nesbitt, Inc.
- 48 Libbey-Owens-Ford Glass Co.
- 49 Bidgood Stationery
- 50 Elmer Ezell, Inc.
- 52 Southern Fly Ash Co.
- 53 American Olean Tile Company

Welcome

THIRTEENTH ANNUAL GULF STATES A.I.A. REGIONAL CONFERENCE

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Consulting Architects: Wells and Parker, Monroe, Louisiana

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URBAN GROWTH IN MONROE SINCE WORLD WAR II

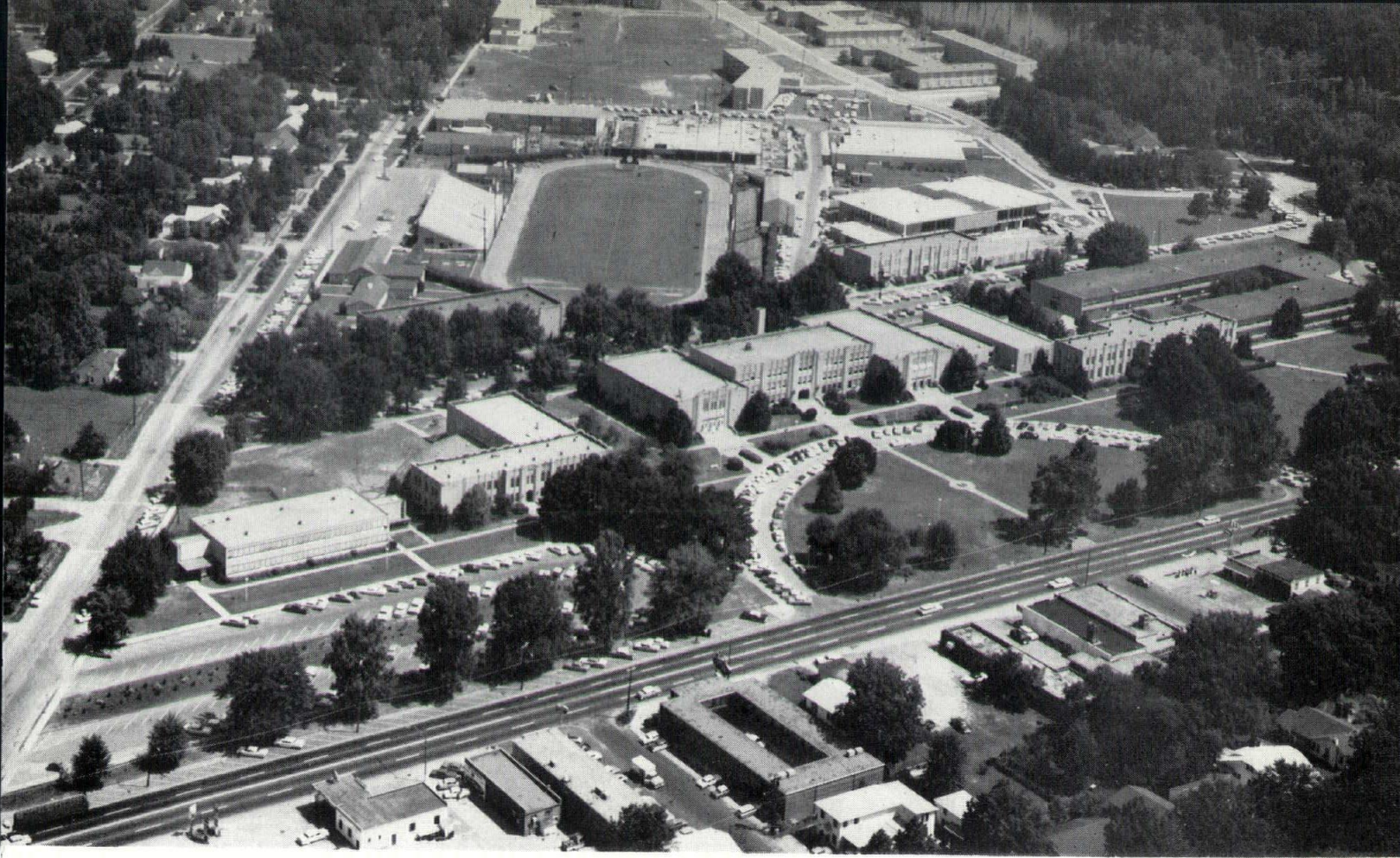
AN EVALUATION BY ROY JOHNS, A.I.A.

The end of World War II marked the beginning of another accelerated period of growth for Monroe. Reasons for this can be seen in the city's history, its geographical position, its population gains, and the growth of private and public institutions serving the community and regional needs.

From the establishment of a military post on the east bank of the Ouachita River in 1785 (Fort Miro), to the chartering of the city at the fort site in 1820, Monroe has been serving as a trading post, agricultural center, and distribution point for forest products. The city's history includes a thriving period of steamboat commerce, which was replaced by the railroads and highways as principal transportation systems. The discovery of natural gas in 1916 and the related industries and pipeline developments broadened the industrial and economic base. The construction of Selman Field Air Force Base in 1940 as a navigation school brought a large influx of military personnel, adding again to the level of city activities.

As World War II came to a close, Monroe was firmly established with a well-defined central business district containing several multi-storied structures, a 2,697-acre airport three miles due east of the central city, a 2-year junior college, Louisiana Training Institute and Monroe Charity Hospital at the south city limits, three railroads with terminal and switching facilities within and immediately adjacent to the downtown city, and numerous residential subdivisions, some along beautiful Bayou DeSiard winding through the northeast portions of the city. Forsythe Park (110 acres) near the north city limits, and

THE LOUISIANA ARCHITECT



Bernstein Park (215 acres) near the southeast city limits were other large elements in the overall pattern, as well as the City of West Monroe lying immediately on the west bank of the Ouachita River, connecting to Monroe by two automobile bridges and one train bridge.

The Central Business District

(Bounded by Washington Avenue on the north, 6th Street on the east, Oak Street on the south, the Ouachita River on the west—total of 30 blocks)

(PHOTO ON OPPOSITE PAGE)

River View of Central Business District Ouachita Parish Court House in center foreground New St. Francis Hospital to right Central Grammar School between courthouse and hospital due for demolition Multi-storied buildings in background are Ouachita Bank Building (left), Frances Hotel (center), Alvis Hotel (right).

(PHOTO ON THIS PAGE)

Northeast Louisiana State College, with Bayou DeSiard in background adjoining campus, DeSiard Road in front, College Avenue to left Future college growth will extend by bridge to new 60-acre area across the Bayou.

While having little available land on which to build, this area has seen considerable modernization of facilities by individual owners, as well as some new structures. Two multi-story parking garages have been built; four churches have added educational facilities; St. Francis Hospital has constructed a chapel, nurse's home, laundry, dormitory, and several multi-story reconstructions of the main building; the City of Monroe has rebuilt its central fire station; the Salvation Army moved into new facilities; a new addition to the Southern Bell Telephone building; and numerous one-story office buildings have been added on the river, around the Ouachita Parish courthouse, and near the hospital.

The central core of the city has been the center of business, finance, medicine, local government, and parish government. Several structures which have served in the past are scheduled for demolition, and many vacant second-story office spaces indicate the move to suburbia of some businesses. New developments mentioned in other sections of this review will in all probability accelerate growth in and around the central business district in the years to come.

North and South of The Central Business District

(From the central business district north to Stubbs Avenue and south to Texas Avenue—total of 90 blocks)

This area, originally the heart of residential Monroe, has seen

a consistent pattern in the past 18 years—an old house being moved or demolished, a commercial structure going up. The trend therefore is toward the establishment of a large "general use" commercial area, consisting of the News-Star World office building and plant; several wholesale office and warehouse buildings; numerous retail stores; automotive retail sales, repair shops, car lots; laundry and dry cleaning establishments; branch banks; branch post office; library; restaurant facilities; telephone office building; numerous office and professional buildings. This development, of one and two-story buildings, has been virtually all through private enterprise.

Monroe Airport and the Industrial Park

The end of the war saw the opening shortly thereafter of a new air terminal building at Selman Field. The tremendous concrete aprons and three 5,300 foot runways seemed oversize for the city in 1945. The terminal building was occupied by Delta Airlines, and soon followed by Southern Airways and Trans-Texas. Today some 60,000 persons per year are using the commercial air carriers, with a flying school located at the airport, and 100 private planes head-quartered there. The federal government's release of land rights to the area in 1959 made possible an 800-acre industrial park on the west side of the airport, with Morgan and Lindsey's \$3,000,000, 3¼ acre warehouse building built in 1962 being the first customer. A 35-acre golf course for Negro citizens is in operation, and two large hangers have been modernized by private aviation firms. A new half-million dollar terminal building is scheduled with local bond issue funds, which will adjoin the 6-story brick and curtainwall control tower constructed in 1961. A National Guard facility is under construction, as well as a "crash" fire

station. A recent purchase of 35 additional acres at the end of the main runway, and the installation of lighting and radio-navigational aids, gives the airport an all-weather capability. Old frame buildings left over from World War II are continually being demolished. The airport and industrial park look forward to continued growth and activity.

Northeast Louisiana State College

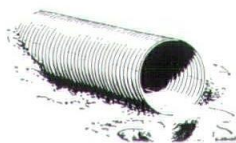
From a 2-year LSU junior college to a 4-year state college (effective July 1, 1950) has been the title change . . . from 437 students in 1945 to 3,600 students in 1963 has been the student body change . . . from 52.6 acres in 1945 to 126.37 acres in 1963 has been the land change . . . from no degrees to accredited degrees in Bachelor of Arts (14 types), Bachelor of Science (19 types, and Master degrees in Arts, Science, Education, and Music have been the educational changes.

These major strides have been accompanied by many physical improvements—increased parking areas, campus lighting, new streets and parkways, 12 classrooms buildings, administration building, gymnasium addition, cafeteria and dining hall, athletic office, 2 shop buildings, student union building, library, infirmary, security office, President's home, 4 women's dormitories, and 6 men's dormitories.

With the 60 acres of land purchased in 1963 across Bayou DeSiard from the campus, the proposal for the future appears to be a new bridge, and to relocate men's housing, the football stadium and track across the bayou. Contract has recently been let for a new 1¼ million dollar men's dormitory on this new acreage. The college is growing rapidly, and is playing an important economic, educational, and cultural role in Monroe's development.

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School Construction

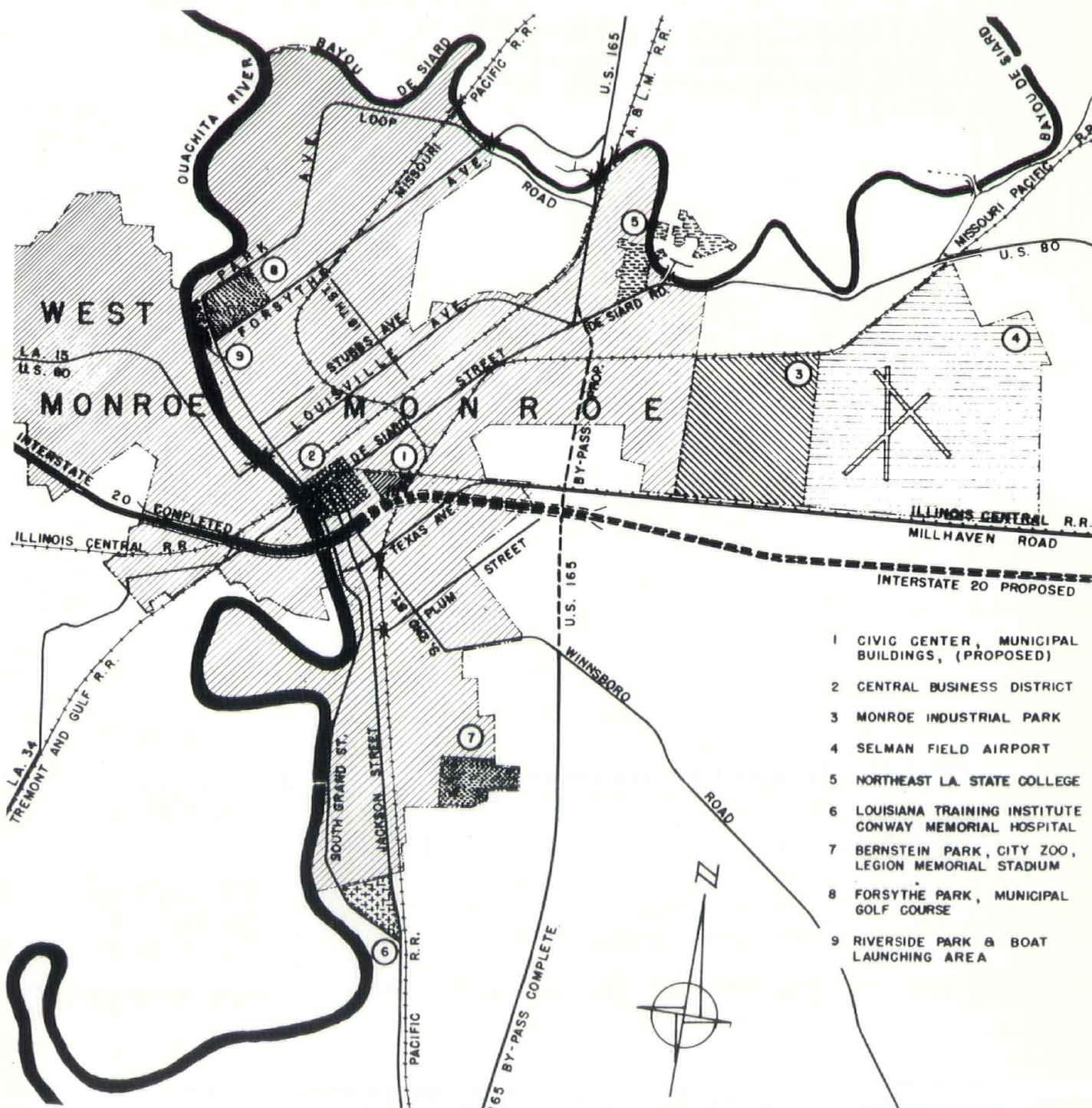
School construction has contributed substantially to the growth of Monroe through the city, parish, and parochial school systems.

The Ouachita Parish school system has grown from 6,000 students in 1945 to over 16,000 in 1963 in its total system. Of the three bond issues presented since the war (totaling \$16,400,000), about one-half of these funds have been for schools in Monroe, with the principal installations being Ouachita Parish High School and stadium, and Ouachita Parish Junior High School on Nutland Road. One school within the city limits has been built (Booker T. Washington) and five new schools constructed near the city limits (Lakeshore, Shady Grove, Robin-

son, Swayze, and Richwood High School and stadium). Total classroom additions have been 230.

The parochial school system has grown from 825 students in 1945 to 971 in 1963. Two new schools (Our Lady of Fatima, and Church of Jesus the Good Shepherd) with 24 additional classrooms have been constructed.

The Monroe City school system has grown from 3,044 students in 1945 to 10,208 in 1963. Three bond issues totaling \$5,500,000.00 have been approved, resulting in the construction of 10 completely new schools (Lexington, Minnie Ruffin, Sallie Humble, Lincoln, Plum Street, Carver, Lee Junior High, Jefferson Junior High, Carroll Junior High, and Carroll High School), plus additions and alterations to existing schools throughout Monroe. In addition, over a million dollars from



the general fund has been expended to assist in this new construction and to purchase land for new school sites. A total of 308 classrooms have been added, as well as related facilities such as gymnasiums, cafeteria, tracks, band building, and school board office building.

Ouachita Parish Police Jury

Serving as the governing body at the parish level, the Police Jury has undertaken numerous construction projects directly affecting physical growth within Monroe—the Juvenile Detention Home on 10 acres adjacent to the city limits, three new public libraries (2 in Monroe, 1 in West Monroe), the jail extension for 120 prisoners, remodeling the courthouse, and the recently completed half-million dollar Ouachita Parish Health Unit and State Board of Health Regional Laboratory buildings. Numerous road and drainage projects have provided roads tying to the City and State road systems, serving the residential areas outside of Monroe.

Commercial Construction in South Monroe

Louisiana Training Institute for Boys (LTI) and the Monroe Charity Hospital, located on 71.54 acres at the south city limits have experienced considerable growth.

LTI has constructed 4 two-story dormitories, administration building, maintenance shop, trades school, 2 storage buildings, cafeteria and dining hall, 2 chapels, recreation building, auto mechanic shop, laundry, dairy, 2 homes, and 2 duplexes.

Monroe Charity Hospital has grown from 135 beds to 215 beds, by modernization of the original building, and new construction consisting of a 1-story wing to the hospital, clinic building, 2-story nurse's home, masonry warehouse, and concession stand.

On Jackson Street, office and warehouse facilities for the nationally known engineering firm of Ford, Bacon & Davis Construction Corporation have been built on 11 acres in a landscaped setting.

Highway Changes and Street Changes

Monroe lies on east-west highway 80 from San Diego, California to Savannah, Georgia and on north-south highway 165 from Alexandria, La., to southern Arkansas. For the past 35 years these routes have been established and in use.

Starting in 1956 the new east-west route, called Interstate 20, has been under construction. Complete now is the new bridge to West Monroe, with three "get-on" ramps and two "get-off" ramps on the Monroe side. Under construction are 10 more blocks of overhead construction within Monroe, with two complete grade separations (at Texas and 165), and considerable "on-grade" paving heading east toward Vicksburg, Mississippi.

At the same time I-20 began, The State Highway Department started construction on "by-pass-165", swinging the "in-city" route of the north-south highway well to the east.

These two major highway relocations created large real estate transactions, relocated homes, businesses, and in general, have moved Monroe's theoretical center of gravity substantially east. In the City an underpass at Plum Street and an underpass at South 2nd Street have been completed, and a new one-way street system initiated throughout downtown Monroe. Many local thoroughfares have been widened (Forsythe, S. Grand, DeSiard, College Avenue, North Fourth, Riverside), and about 50 miles of local streets have been rebuilt or resurfaced,

with an additional 19.25 miles under contract for 1963. One additional grade separation is in the planning stage at present, having previously been approved by bond issue.

Commercial Developments Around Louisville Avenue—Sterlington Road—DeSiard Street—18th Street Areas

In addition to the influx of commercial construction in the areas around downtown Monroe, the Louisville Avenue-DeSiard Street-Sterlington Road area is a galaxy of shopping centers, restaurants, motels, office buildings, service stations, and automotive retail sales buildings. This is all new construction since World War II.

The 18th Street area, developing fast within the past ten years, is likewise a substantial commercial district, with numerous professional offices (doctors, lawyers, architects, accountants, insurance agents), furniture and apparel stores, branch banks, main library, churches and many other light commercial structures. The 18th-Royal-Stubbs Street area is characterized by buildings with more of a landscaped setting than in other sections of the City.

Residential Subdivisions

Many of the older residential sub-divisions have shown some growth following World War II, but the fastest residential growth has occurred in the newer areas—along the Bayou, and on the periphery of the 1945 City. Residential developments carrying the names Pargoud Place, Bayou DeSiard Country Club, Betin Heights, Northwood, Greater Monroe Homes, Highland Park, Holmes, Melville Hunter, Forsythe Park, Sholars, Jamar Heights, Biedenharn Estates, Forest Homes, Bayou View Place, Grayling Bend, Ouachita Cotton Mills, Parkview, Roselawn, Glenmar, John Heights, Oak Park, Westwood, Sherrouse Park, Roosevelt Heights, Bernstein Park, Humphries Airport, and Sherrouse Subdivisions have been spectacular in the conversion of cotton fields and woodlands to dwellings. Yet there are still cotton fields, swamps, and woody areas within Monroe's city limits to add rich color and texture to the contrasting scene.

Beyond the city limits, sub-division development is also abounding, with areas such as Lakeshore, Bayou Shores, Bayou Oaks, Lakewoods, Green Acres, Town & Country, North Park Village, Treasure Island, N. Monroe Subdivision, Cypress Lake, Eastwood, Humphries Garrett Road, Charmingdale, Ingleside Plantation, Gallaspys Addition, Hollywood Heights, Sunrise Addition, Tanglewood Heights, Lincoln Park, Magnolia Park, and Richwood subdivisions adding to the Monroe region for available residential property.

Church Construction

All of the major religious faiths have shown substantial growth, adding 45 new sanctuary and educational buildings throughout the city, locating principally in residential and light commercial areas.

Communications

Growth in communications has occurred with 4 radio stations and 2 TV stations serving the area. Principal installations have been the educational TV station on Forsythe Avenue, new facilities for KMLB outside of the city on Sterlington Road, and the construction of KNOE-TV station on a 12-acre site immediately adjoining the city limits.



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Industrial Growth

While major industrial complexes have located around Monroe's trade area in the past and continue to grow, industrial construction within the city has obviously been small. Selig Manufacturing Co. (furniture) has constructed in stages in the southern portion of the city, three ink factories have located within the city, a complex of anhydrous ammonia structures and grain elevators have established on Sterlington Highway adjoining the city limits, and Southwest Aluminum Products, Inc., has an aluminum extrusion plant. A dominant expansion in the paper laminating industry has been evidenced, with Adams Paper Converting Co. establishing and expanding 300% during the past seven years.

Responsible Local Government

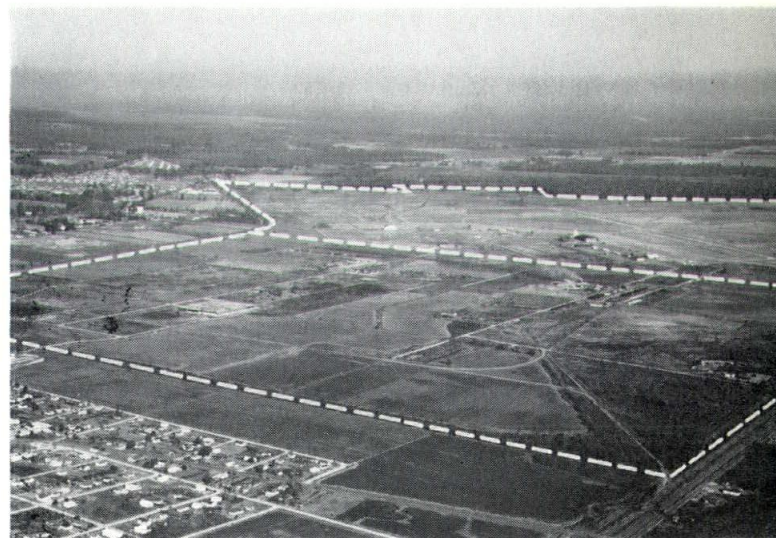
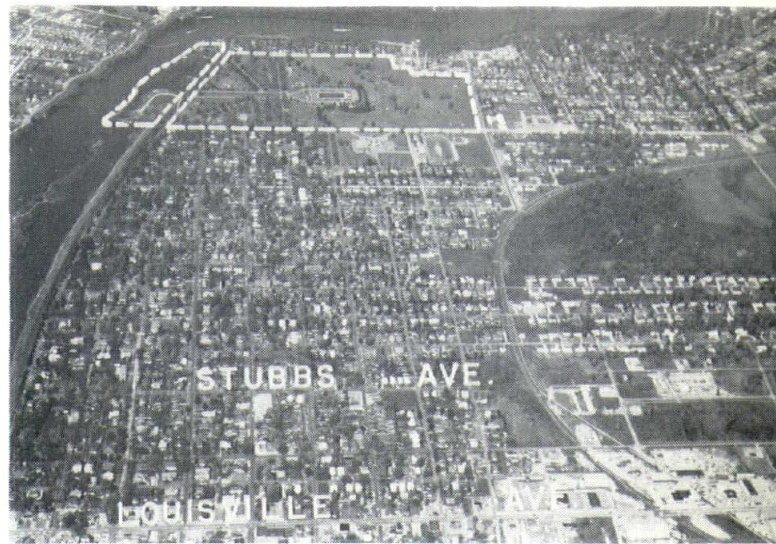
From the days of World War II, the City government emerged in poor financial condition, with a city-owned power and water system badly in need of repair and extensions. The present administration has not only paid off debts, but has established sound fiscal policies, and has money in the bank.

The Utilities Commission has been established by legislative act, and extensive repairs and construction on the power plant, sewerage and water systems have placed these utilities in excellent shape. A new water and sewerage office building has been built. Through the Recreation Department, four recreation centers were completed in 1962 at a cost of \$2,000,000—two with outdoor swimming pools, and a third pool under construction at present. Four new fire stations have been built, plus considerable fire fighting equipment, giving the City a class 3 fire rating.

An ambitious master plan program has started, employing Arch Winter of Mobile as City Planner, with a planning and zoning commission established as part of the local government. Much of the commission's plans on major streets, recreation center sites, civic center site, subdivision standards, and other related data have been put to use.

The bond issue passed in 1962 proposes the purchase of 31 acres on the fringe of downtown Monroe, for a proposed auditorium, city hall, and jail, with construction of these three buildings scheduled during the next three years. The existing city hall will be demolished when all projects are complete. Thus local government facilities will be moving one block south, and four blocks east.

Monroe's parks have had additions of little league baseball



(TOP PHOTO)

View from Central Business District Looking north with Ouachita River on left Commercial Growth extends to Stubbs Avenue Residential and apartment buildings from Stubbs Avenue to Forsythe Park and new boat park at top.

(CENTER PHOTO)

View of South Monroe looking north Monroe Charity Hospital and LTI at lower left, Grayling Bend of Ouachita River at left, Selig Manufacturing Company at Center, Bernstein Park to right.

(BOTTOM PHOTO)

800-Acre Industrial Park in foreground, and 1900-Acre Monroe Municipal Airport at eastern city limits.

facilities, with Bernstein Park zoo being completely rebuilt and enlarged. A master landscape plan has been prepared for this park, and all new recreation centers. Construction has begun on a sewerage treatment plant on 123 acres of land, with completion of this \$4,000,000 project expected in 1965. The area of the Ouachita River opposite Forsythe Park has been cleared and graded this spring, with boat launching ramps, parking areas, drives, and a new boat dock constructed for boat owners in a 20-acre riverside park.

The Ouachita River Channel Project

While the railroads and highways marked the end of steamboat traffic for Monroe, the river project now underway will no doubt accelerate the use of river barges in the future.

There are three locks between Monroe and the Mississippi River at present — at Monroe, Columbia, and Harrisonburg. The Corps of Engineers have under contract the construction of a new lock at Columbia, and plans for a new lock at Jonesville. Thus the three existing locks will be replaced with two, which will accommodate larger barges at a faster transit time. This project will increase Monroe's minimum pool-stage to the south of the city for recreational and industrial use by some 40 miles, and will probably lead to the construction of docks and warehouse facilities near Monroe on the river.

Conclusions

As in the past, Monroe continues to serve as the center for a large 14-parish agricultural and forest products area. In addition, strong centers of finance, communications, medicine, education, transportation, the professions, oil and gas have broadened the economic base. All areas of the city have seen substantial change by growth through private and public funds.

Perhaps the downtown area is due for the largest visible change in the years ahead—for the new city hall, auditorium, I-20 extensions and approaches, new downtown motel under construction, and several of the older buildings to be demolished will not only enlarge the downtown city and give it room to grow, but also will bring visible signs of new construction to the central city.

Monroe is fortunate in having a capable construction industry which continues to grow with the area, and many capable architects and engineers who are striving to do creative work to meet the challenge of this growing community.

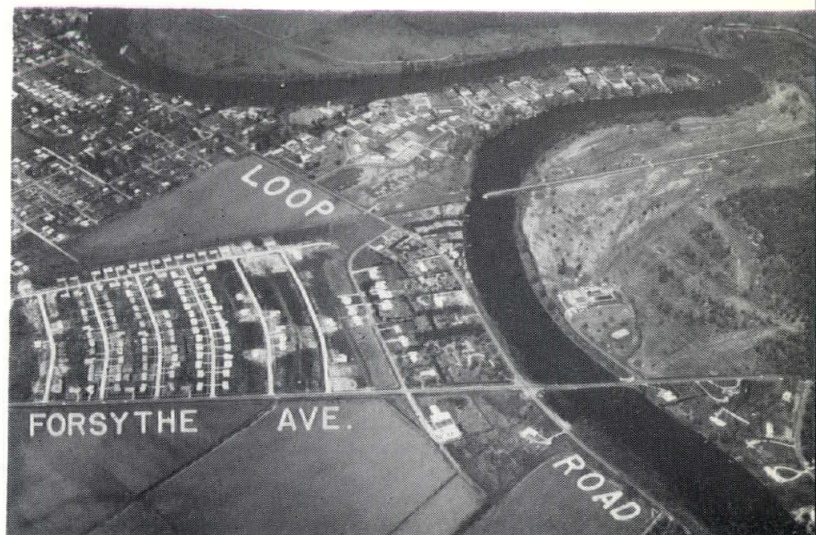
(TOP PHOTO)

View of new I-20 Bridge from West Monroe looking toward Monroe Parish courthouse on left Griffin boat docks on right.



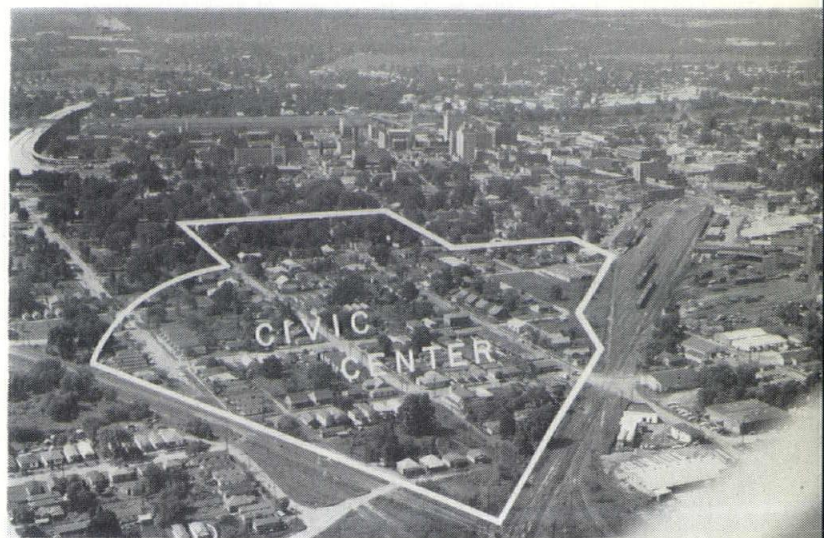
(CENTER PHOTO)

Point Drive residential subdivision between Loop Road and Bayou DeSiard Country Club and golf course on right Forsythe Park subdivision on center left.



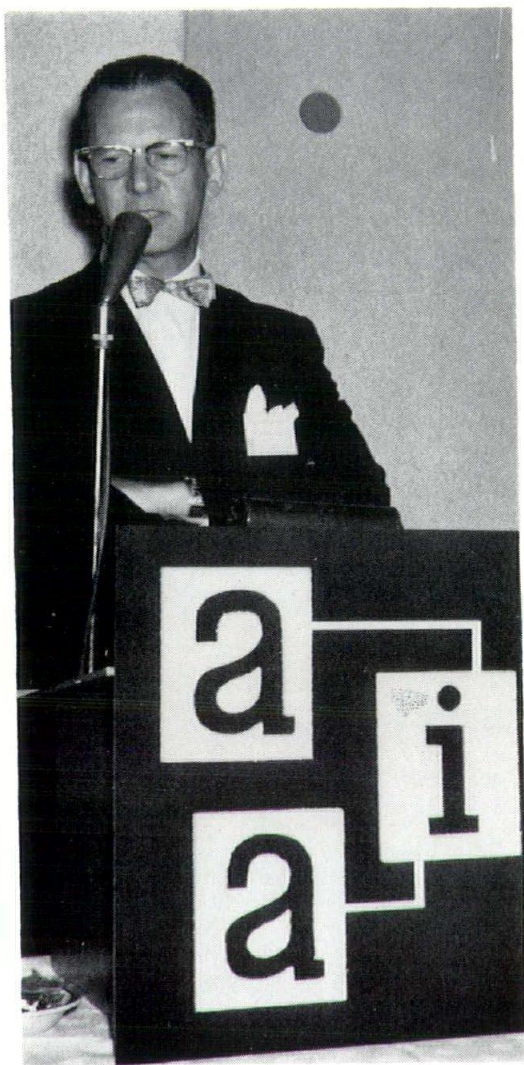
(BOTTOM PHOTO)

Looking west toward the Central Business District, with 31-acre civic center now being purchased, shown by lines I-20 on upper left when extended will have 6th Street ramps adjacent to Civic Center Site.



THE MISSION OF THE PROFESSION OF ARCHITECTURE

By PHILIP WILL, JR., F.A.I.A.



I hold that the architectural profession should assume responsibility for nothing less than the nation's MAN-MADE ENVIRONMENT, including the use of land, water and air, AN ENVIRONMENT IN HARMONY WITH THE ASPIRATIONS OF MAN.

For what aspect of the nation's welfare should the architectural profession be responsible? For what are we (or should we be) educated and trained? For the design of buildings? For groups of buildings? For cosmetics applied to the work of engineers? Or is there a more comprehensive mission to which we may aspire? I hold that there is.

If land is debauched, or streams polluted, our air a nauseous mix of soot, fumes, and the lethal gas of industry; if our cities are exploited jungles of disorder and corrupting ugliness; and, if there is little safety and no amenity, to whom can the public look for help, for guidance, for vision? To the realtor? The developer? The politician?

The answer must be: the architect. In one form or another, the solutions to all of these problems lie in the province of design, which is the special province of the architect.

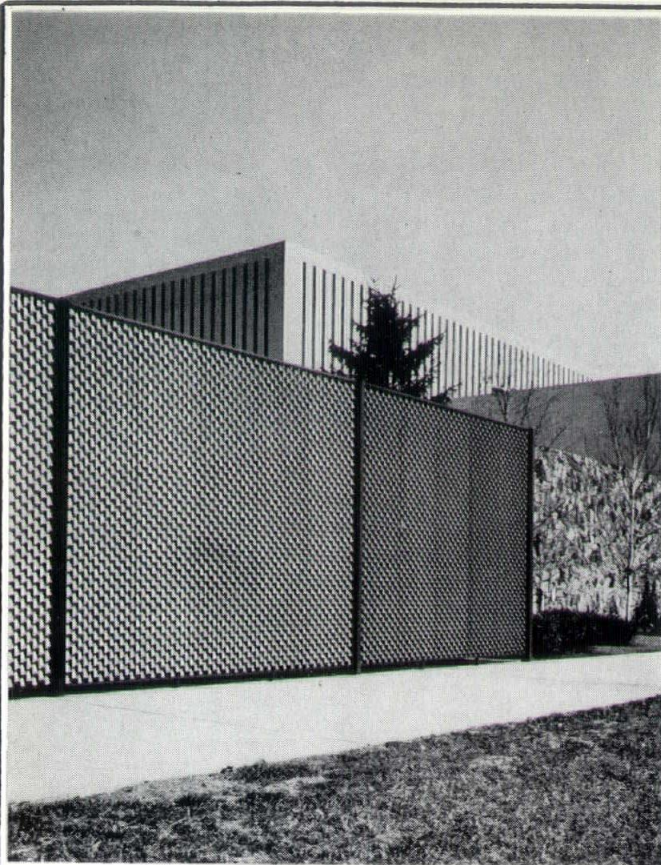
By common consent a free society looks to each profession to assume responsibility for that aspect of public welfare for which it is qualified by education and training. The successful discharge by a profession of its responsibilities, both individual and collective, brings great rewards in recognition of leadership, in gains both social and economic, and in freedom of action. All gain. The failure of a profession to discharge its responsibility is not long tolerated by a dissatisfied public—and a dissatisfied public appeals to government. Thus, for example, if the public feels its medical needs are not adequately met, the medical profession loses status, freedom, and independence. Doctors become employees of the State. Patients are assigned and the fees are fixed, with far-reaching consequences to this nation's fundamental philosophies. The point is self-evident that solutions must be found for voids in professional service.

So here is the demand, the challenge. Never before in history has America so needed the design professions. Never before has the opportunity for leadership by the architectural profession been so overwhelming and self-evident.

We are at a crossroads.

To say that the architectural profession is now totally prepared to meet the challenge would be self-deluding. Some individuals recognize the need; a small number are qualified to perform; an even lesser few are willing to act. In reacting to the magnitude of the task, we therefore have much to do and far to go. The longest journey, however, begins with a single step. That first step will have been taken if we can but agree on a definition of our professional mission. The services to be rendered, the skills, education and training required, the necessary organization and methods of practice all will follow as further steps on the way.

The challenge of society's need faces us now—today. The hands of the clock spin with alarming speed. Will we understand and act in time to save the nation from environmental debauchery? Such is unlikely without the vision and leadership of an aroused and dedicated profession of architecture.



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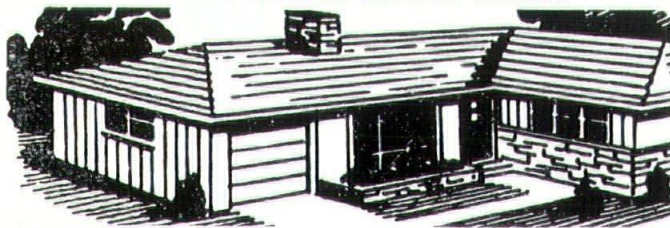
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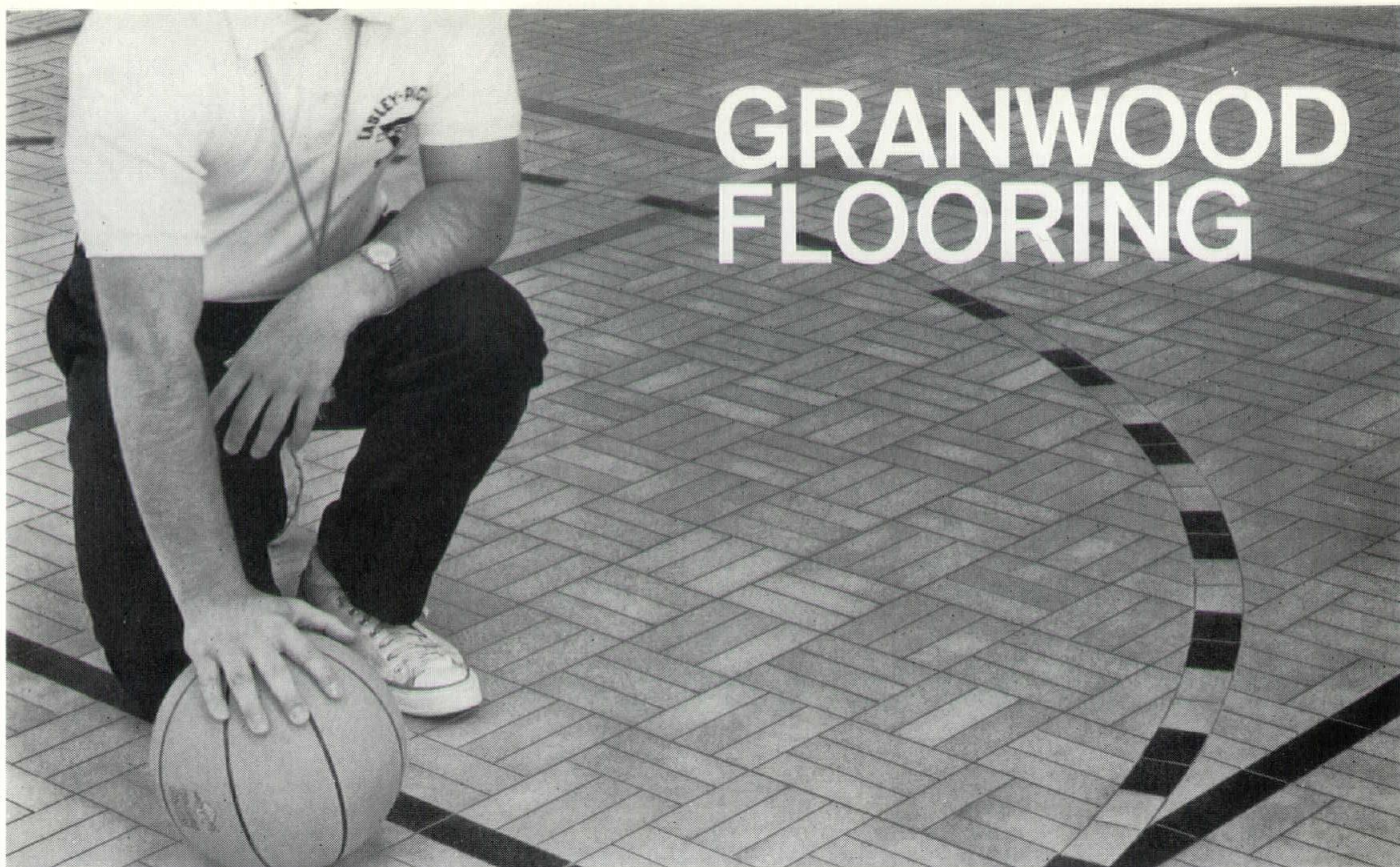
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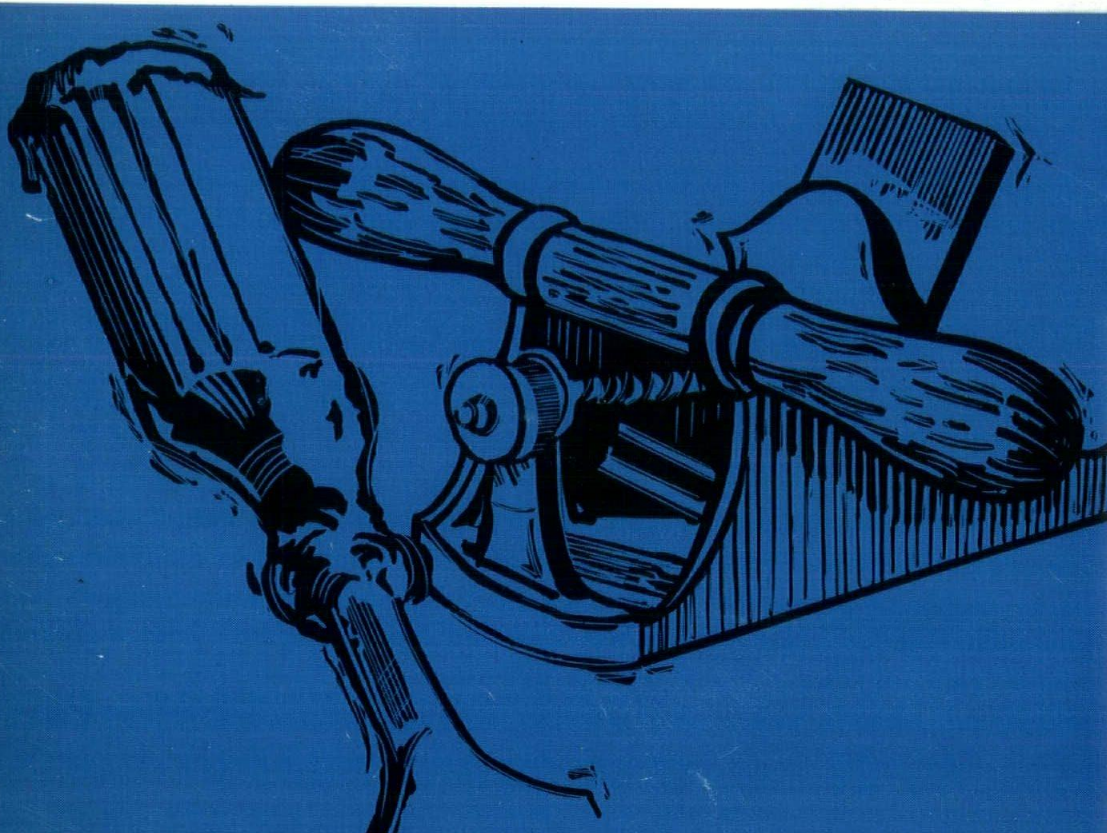
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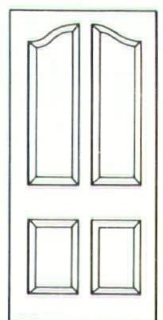
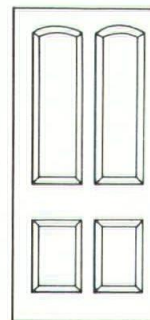
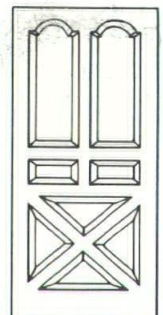
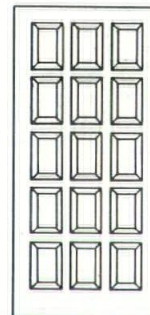
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