

# LOUISIANA ARCHITECT


OCTOBER

1964


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# Architecture was Centuries Old...



before this school was designed . . . an art which ages ago first utilized structural shapes and members still basic in construction. Arches. Columns. Beams. Used by **architektons** in shaping the glory of ancient Greece . . . used today by architects such as Brocato-Bentin of Baton Rouge, La., in shaping schools like Beechwood Elementary, recently completed in East Baton Rouge Parish at a cost far below the original budget. Ancient concepts with a new look. Graceful arches of prestressed concrete by Louisiana Concrete Products, Inc. Economical, fireproof, maintenance-free. Prestressed for greater strength, faster and better construction . . . to help make difficult elements become decorative features. A new avenue to creativeness by Louisiana Concrete.

**Architects:** Brocato-Bentin, Baton Rouge, La.  
**Structural Engineer:** Edward E. Evans, Baton Rouge, La.  
**Contractor:** Crump Construction Co., Baton Rouge, La.  
**Owner:** East Baton Rouge Parish School Board



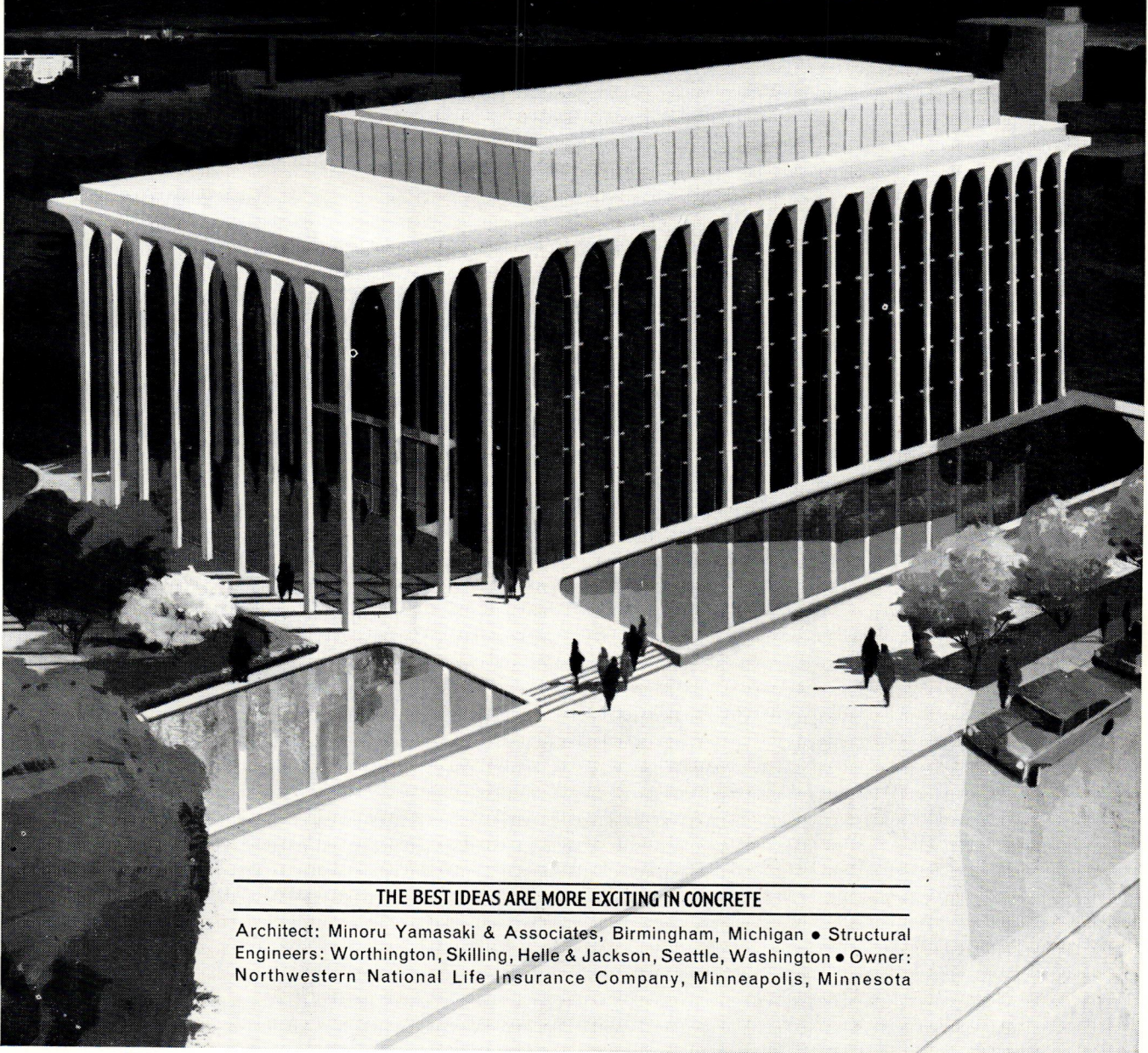
**LOUISIANA CONCRETE PRODUCTS  
INC.**

4747 Choctaw Drive      Baton Rouge, Louisiana  
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## THE LOOK OF CLASSICAL COLONNADES

..concrete brings timeless beauty to this modern office building

Minneapolis embraces progress in new buildings such as the home of the Northwestern National Life Insurance Company, to be completed in the fall of 1964. Reinforced and precast concrete, the structure will be a dramatic contribution to civic beauty. • Rows of slender precast, prestressed concrete columns with flaring capitals soar 80 feet high, and extend beyond the building to create an impressive portico. For full development of the arched colonnade effect, the columns are brilliant white, achieved with quartz and white portland cement. Additional accent is provided by dark green walls of faceted panels flanked with gray glass. • Concrete offers opportunity for striking design departures in structures of every purpose.



### THE BEST IDEAS ARE MORE EXCITING IN CONCRETE

Architect: Minoru Yamasaki & Associates, Birmingham, Michigan • Structural Engineers: Worthington, Skilling, Helle & Jackson, Seattle, Washington • Owner: Northwestern National Life Insurance Company, Minneapolis, Minnesota

**PORTLAND CEMENT ASSOCIATION** *A national organization to improve and extend the uses of concrete*

611 Gravier Street, New Orleans, Louisiana 70130

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Printed by Franklin Press, Inc.

Editorial Advisors—W. J. Evans, W. R. Brockway

Editor—Myron Tassin

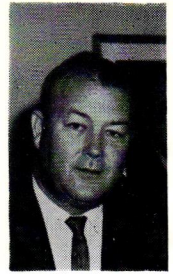
Publisher—Louisiana Architects Association

Consulting Art Director — John H. Schaeffer.

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## Meet Mr. H. D. Ruffin



*Affability* is probably his dominant trait. Easy to approach and to talk to, Ruffin is endowed with a generous measure of unadulterated North Louisiana friendliness.

*Cooperation?* In a mild emergency he received the LAA Executive Committee on ten-minute notice. He not only listened sympathetically to the problem, he promptly offered the auspices of his office in seeking a solution.

*Action?* During the conference, he telephoned sources of information and dictated letters to pertinent people. He's a doer . . . constantly on the go.

Ruffin was born near Laurel, Mississippi, November 12, 1921. His parents moved to Tensas Parish, where he first attended public school in Waterproof. His parents now reside in Bastrop.

He is a member of the VFW, DAV, and the First Baptist Church in Bastrop.

He served 38 months in the U. S. Air Force.

Ruffin was Governor John McKeithen's assistant for 6½ years, while the Governor was Public Service Commissioner from the 3rd Public Service Commission District, which includes 28 North Louisiana Parishes, and was very active in Commissioner McKeithen's campaign for the Governorship.

Ruffin is married to the former Goldia Evelyn Knight of Fort Smith, Arkansas, and the Ruffins have two sons, Nicholas Charles, who is a senior, and Russell David, who is a junior in Bastrop High School.

This is H. D. Ruffin, the new Director of the Department of Occupational Standards, the administrative arm of the State Board of Architectural Examiners.

**COVER:** Defenders against Hurricane Hilda's fury became designers all. Only, in this case, the medium of expression was masking tape on glass. By John H. Schaeffer, whose 20 fallen oaks couldn't have been helped with tape.

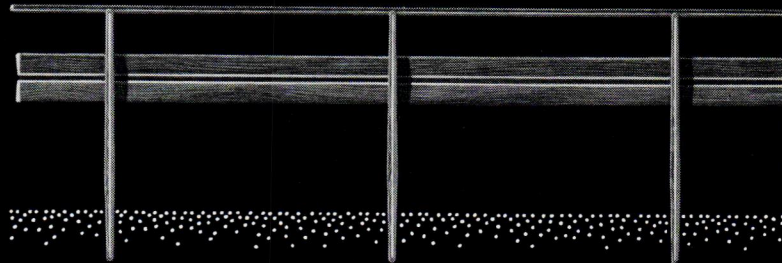
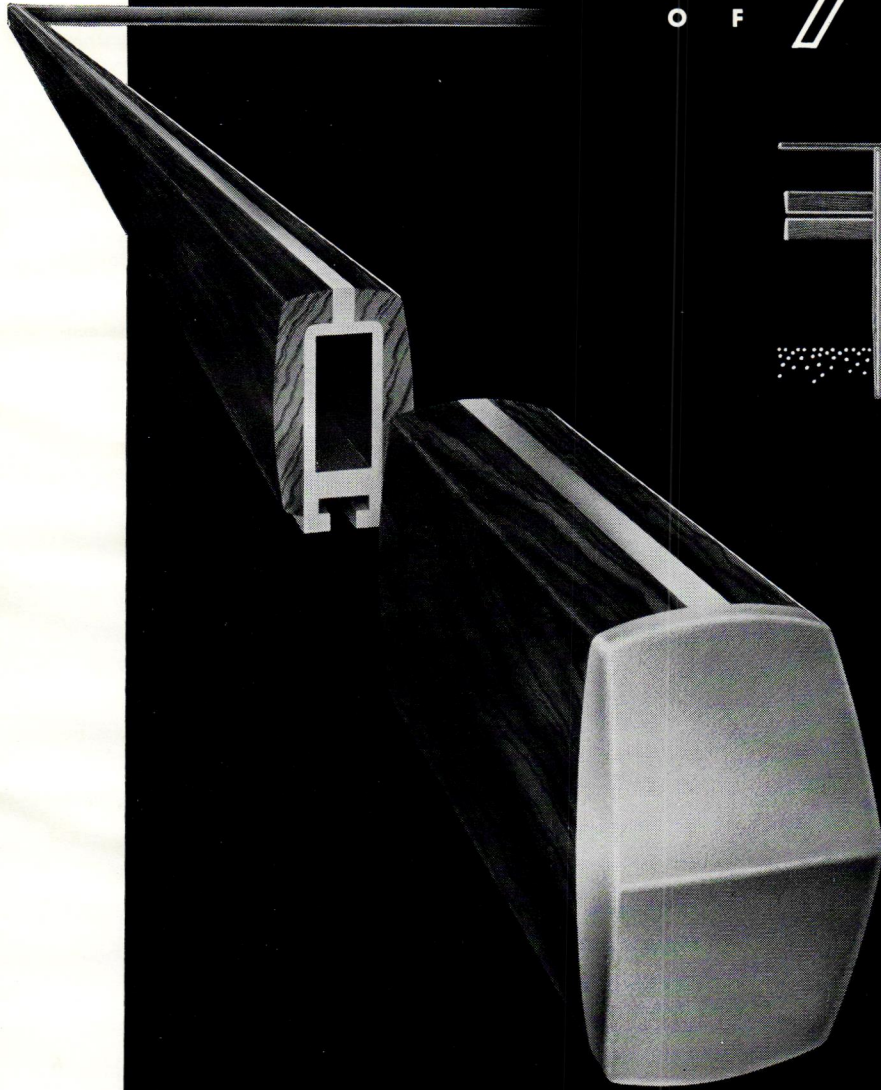
## IN THIS ISSUE . . .

New Contractors' Licensing Law .....	6
Guaranty Bank and Trust Co. ....	8
The Producers Council and the AIA .....	10
Stock Plans — False Economy .....	10
News, Notes, Zip Coders .....	11
Prince Murat House .....	14



# Blumcraft

O F P I T T S B U R G H



**NEW WOOD HANDRAILS** with an aluminum core substructure are furnished as a complete unit by Blumcraft. The solid walnut wood, with a natural hand-rubbed oil finish, is bonded to the aluminum at Blumcraft's factory. This new railing concept combining wood and metal is trademarked **RAILWOOD\***

Complete 1964 catalogue available from Blumcraft of Pittsburgh, 460 Melwood St., Pittsburgh 13, Pa.

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