

# LOUISIANA ARCHITECT

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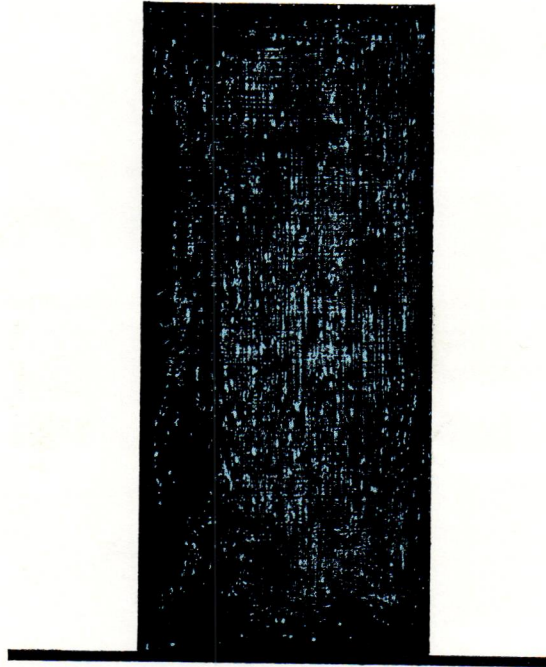
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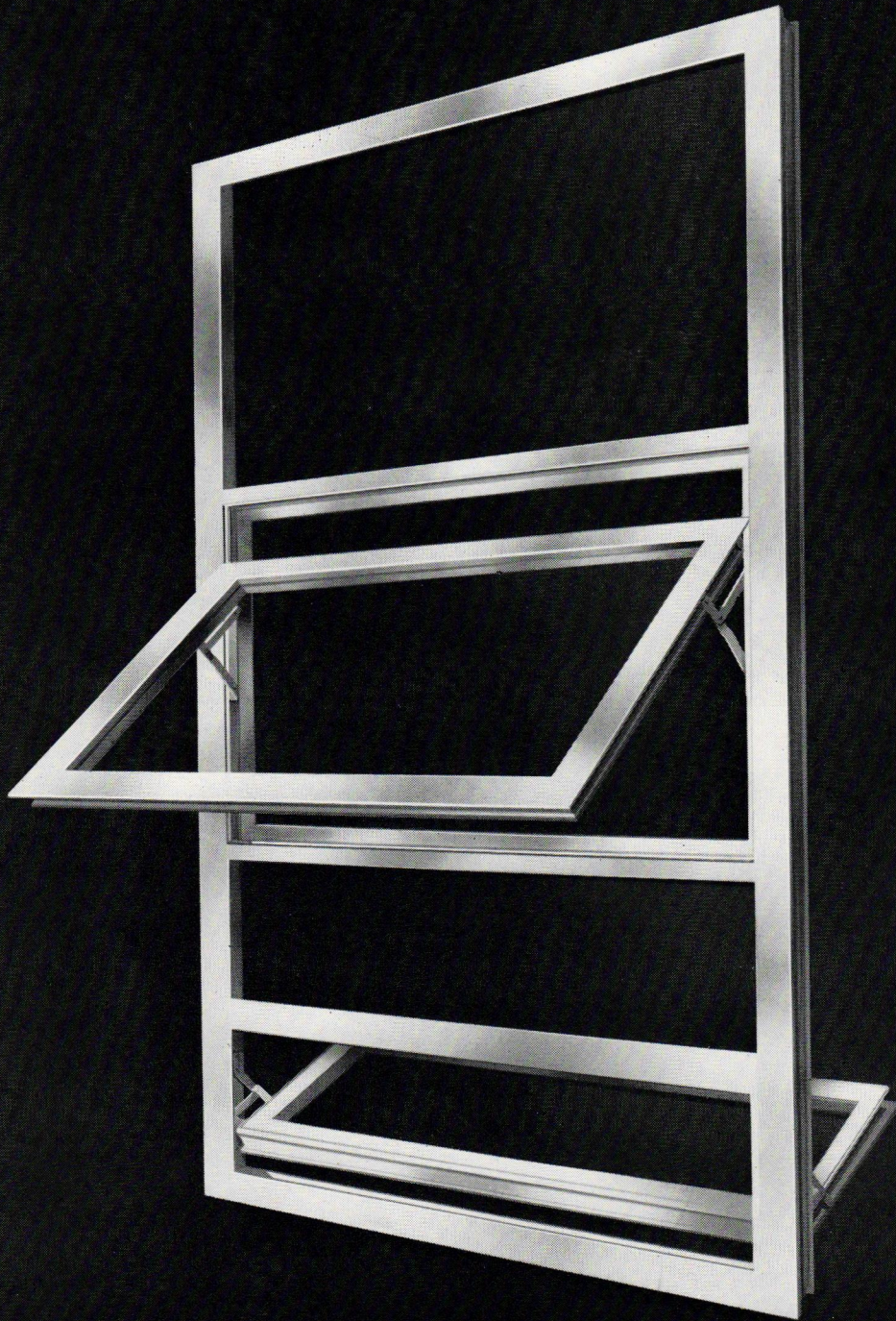


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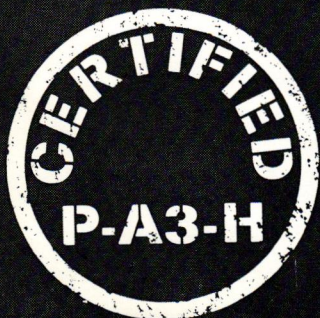
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engineers and specialists at PCA's engineering headquarters and its \$10 million Research and Development Laboratories. Extending this service program, too, are more than 500 publications and 85 films covering every modern use of concrete.

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Helping to change Louisiana's skyline. The versatility and economy of modern concrete are reflected in an increasing number of high-rise structures designed by Louisiana architects. PCA field representatives such as Ashby Gibbons provide engineering data to architects on the manifold uses of concrete.

### Portland Cement Association

611 Gravier Street, New Orleans, Louisiana 70130

*An organization to improve and extend the uses of portland cement and concrete*

# LOUISIANA ARCHITECT

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## THE Jambalaya WE LIVE IN

A State Senator approached the writer recently to boast of a new building in his District which had impressed him profoundly. It's unusual indeed for the public to take note of a fine, functional structure, and simply wonderful when the citizen taking note is an elected official . . . a molder of opinion.

Besides being good public relations for the profession, this building, and others like it, can form a beachhead in the American Institute of Architects' "War on Community Ugliness," which the Louisiana Architects Association has pledged to help fight.

*LOUISIANA ARCHITECT* magazine enthusiastically shares the AIA and LAA vision for a prettier America, and will, in its inconsequential way, join the fight and work for its fulfillment in the issues ahead. "The Jambalaya We Live In" will be shown in the editorial columns of this publication as waker-uppers of an apathetic citizenry.

You need but to have been reared among neat rural cottages and barns, precision-plowed fields, rolling meadows, and steep, green coulees . . . you need but to have traveled the winding, billboardless country roads, framed with cypress-lined bayous, to make this effort an effort of the heart.

Come! Join the offensive! Let us do battle for beauty! (EDITOR)

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**THIS MONTH'S COVER: Architectural? Perhaps. Remember which month it is and then submit your interpretation of John Schaeffer's rendition for presentation in the March issue.**