

LOUISIANA ARCHITECT

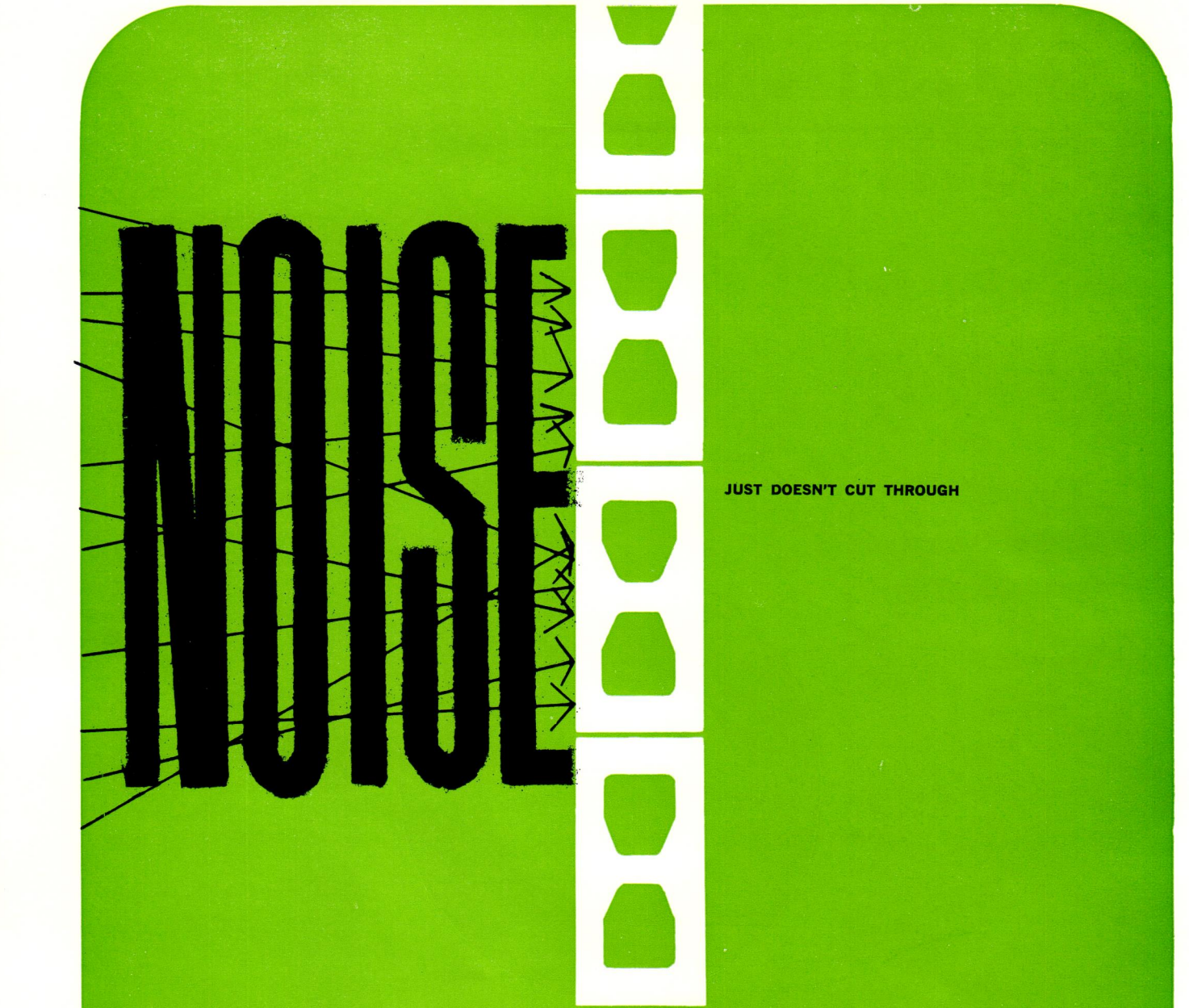
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NOISE

JUST DOESN'T CUT THROUGH

High absorption low transmission

Sound control . . . a major problem to be considered in any structure where noise is a big factor. The lightweight aggregate in block by Louisiana Concrete Products, Inc., provides the necessary traps to diffuse sound waves, and thus reduce the noise level within a room. In addition, the high density of the block itself forms a natural barrier to keep noise transmission from one room to another extremely low.

"SOUND" construction is yours with block by Louisiana Concrete. Just another reason why more and more new office buildings, nursing homes, apartments, motels, hospitals, industrial plants, schools, structures of all types designed to hold people, are going up today—in record time—from plans which specify concrete block.

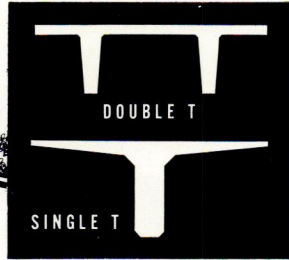
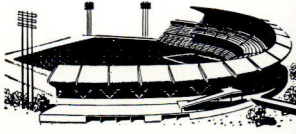
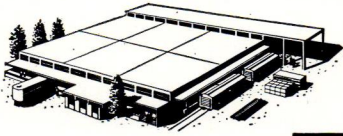
LOUISIANA **CONCRETE** PRODUCTS
INC.

BATON ROUGE, LOUISIANA
4747 Choctaw Drive

NEW ORLEANS, LOUISIANA
5401 France Road

PORT ALLEN, LOUISIANA
Louisiana Highway 1

LACRETE, INC.
LAKE CHARLES, LOUISIANA
2101 Common St.



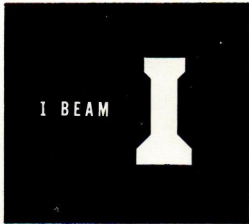
Warehouses to skyscrapers,
bridges to water tanks...

TODAY, IT'S

PRESTRESSED CONCRETE



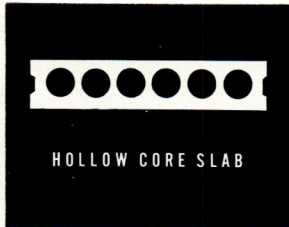
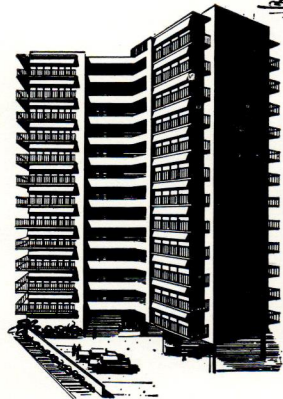
More and more architects and builders are choosing prestressed concrete for structures of every size and type. Prestressed concrete makes efficient use of two quality materials—high strength concrete and high tensile strength steel. This combination provides new opportunity for bold and imaginative design as well as money savings.



Prestressing makes possible long spans with beams and girders of shallow depth. Precasting of prestressed elements and site work can proceed together to shorten building schedules. Erection of the prestressed members is rapid. Prestressed designs give important weight reduction in large structures.



Upkeep costs are low. Concrete need not be painted. And in many cases, concrete's durability and fire resistance earn lower insurance rates.

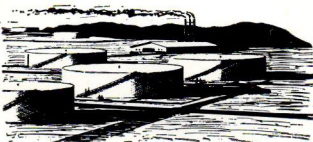
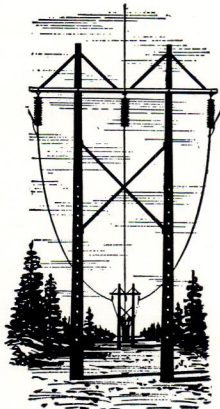
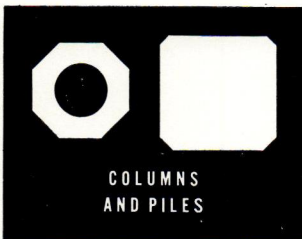


The many advantages of versatile prestressed concrete provide structures that combine architectural appeal and construction efficiency.

PORTLAND CEMENT ASSOCIATION

611 Gravier Street, New Orleans, Louisiana 70130

A national organization to improve and extend the uses of concrete

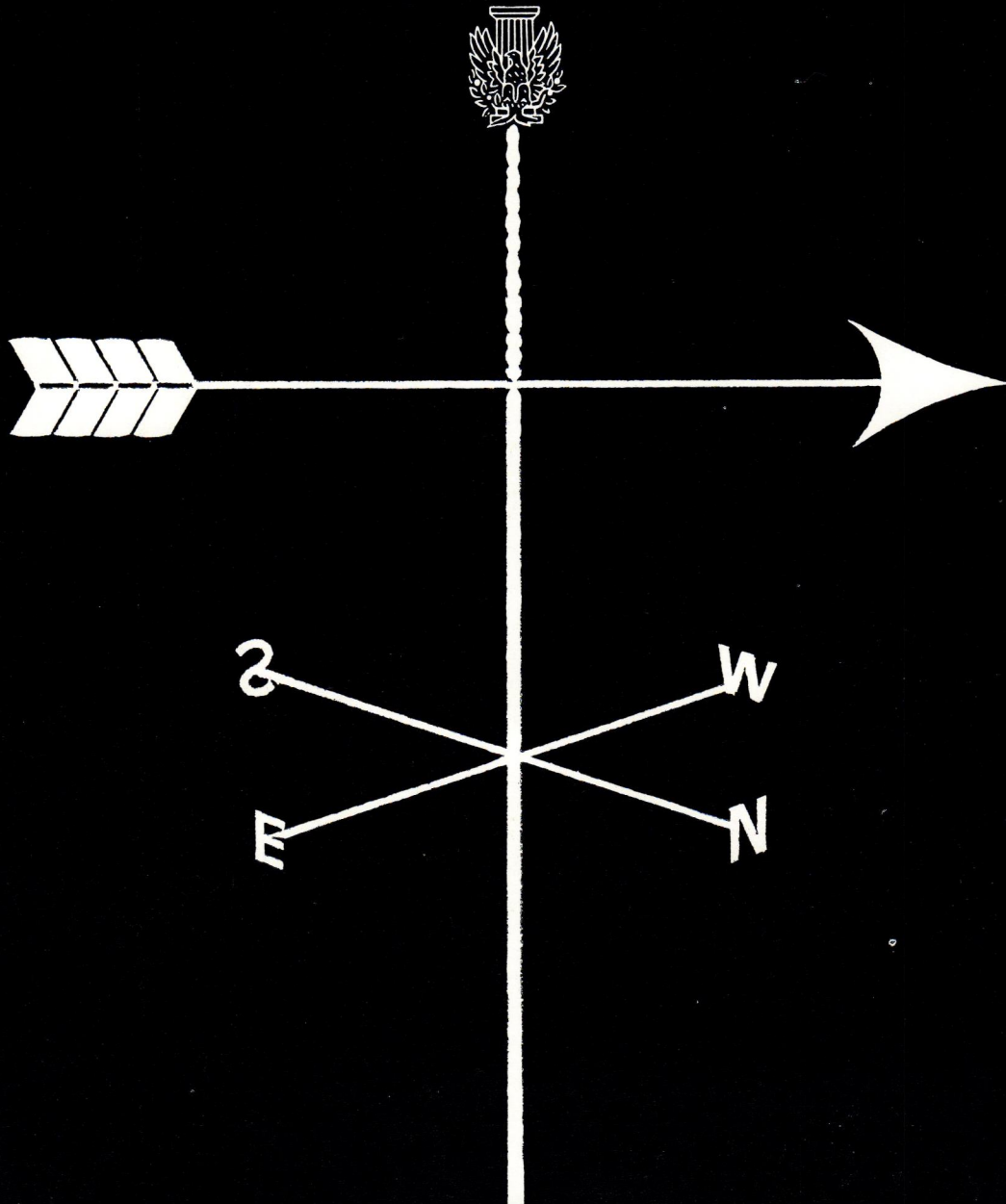


**TYPICAL PRESTRESSED CONCRETE PRODUCTS
... AND HOW THEY ARE USED**

- Warehouses
 - Industrial plants
 - Bridges and overpasses
 - Schools
 - Gymnasiums
 - Auditoriums
 - Public buildings
 - Shopping centers
 - Office buildings
 - Terminals
 - Storage tanks
 - Stadiums
 - Railroad ties
 - Apartments
 - Transmission poles
- Girders
 - Beams
 - Columns
 - Roof and floor units
 - Slabs
 - Wall panels
 - Joists
 - Piling

AN INVITATION TO EXHIBIT

at the 1965 Convention
of the Louisiana Architects Association
October 7, 8, 9, 1965
City Hall Auditorium • Alexandria, La.



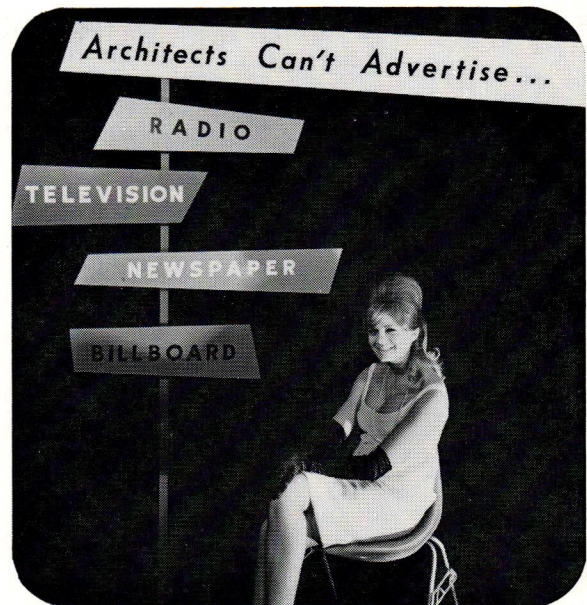
Alexandria, Louisiana
"Where Successful Conventions Converge"

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THE DILEMMA OF URBAN RENEWAL

Some editorials propose no answers; they simply pose questions to stimulate thought. This is such an editorial, provoked during a recent trip to Washington.

A committee, meeting simultaneously with our session at AIA Headquarters, was concerning itself with urban renewal developments across the land. During a break, the LAA president and the writer spoke with a committee member from Nashville . . . a city currently having over \$200 million in urban renewal projects underway or in planning stages. When told of the anti-urban renewal attitude in Louisiana, he chuckled, "Keep sending your dollars to Washington. Tennessee will be more than glad to keep spending them for you." Needless to say, this sort of statement kinda hits you in the pit of your stomach.

It reminded us of the Shreveport businessmen who came to visit with Louisiana legislators in Baton Rouge last summer, explaining they were tired of supporting projects in other parishes, and had "come to join the state."

Urban renewal is an issue fraught with divergent political philosophies of intense convictions. States rights, Federal control, alleged waste, impersonal movement of people and neighborhoods . . . all of these fermentations rise to form sour grapes of opposition. But a staunch Louisianian wonders how many dollars being spent in Tennessee are Louisiana dollars rising like rich cream on cool, sweet milk.

Louisiana statutes do not include enabling legislation making urban renewal projects possible and maybe they shouldn't. The Executive Director of the Louisiana Municipal Association, one of the groups which might logically be presumed to provide the leadership for seeking such legislation, has stated to me that there has been no ground swell of demand for such legislation, and until substantial municipal interest develops, that organization will not sponsor an enabling act.

When you travel this State, you see numerous projects normally eligible for urban renewal funds. Somehow, a way has been found to realize these through local organization and financing. On the other hand, should local option legislation make available Federal funds to a community without the leadership or the key to success? Only time will tell.

Perhaps, someday, Tennesseans will ask, "How can we all keep more of our money at home" and on that day, that nagging stomach will begin to relax. (Editor)

COVER

Consulting Art Director John H. Schaeffer gives his abstract appraisal of the Shreveport Downtown Plan (See page 12).

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