

TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

TO HELP CITIES HELP THEMSELVES
ARCHITECTURE IN WEST GERMANY
AUSTIN AIR CONDITIONING PROJECT
1953-54 TA ADVERTISING AWARDS

FEBRUARY
1954

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T H E T E X A S A R C H I T E C T

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David C. Baer, AIA-TSA Houston Editor

John G. Flowers, Jr., Managing Editor
1200 Bissonnet, Houston, Texas

George Kirksey & Associates Editorial Counselors
2244 W. Holcombe, Houston

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CALENDAR OF EVENTS

February 13-18—School Building Architectural Exhibit, sponsored jointly by AASA-AIA, at Atlantic City, N. J.

April 7-13—Third annual Texas Architects' Week, throughout the state, ending with 211th anniversary of birthdate of Thomas Jefferson.

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TO HELP CITIES HELP THEMSELVES

President Eisenhower's advisory committee on housing, in a recent report, has recommended a system of incentives under which the greatest amount of Federal assistance would be given to cities "showing the highest level of performance in a positive overall attack on urban decay."

Under this policy, help in the form of Federal loans and grants will be available to those cities which come forward with a workable plan, not only for slum clearance and rehabilitation, but preferably for a comprehensive program which "stretches across the whole spread of urban blight from the earliest symptoms to the last stages of decay."

The committee report, actually made by a subcommittee on urban redevelopment, offers a stimulating challenge to many of our Texas cities which have either (1) blighted areas requiring demolition and rebuilding (2) areas partly down the economic scale which need rehabilitation or (3) areas showing the first signs of deterioration.

Urban revitalization is obviously a key factor in continued progress, which keeps and expands the volume of existing businesses, wage earners and payrolls, while attracting the incoming enterprises and new citizens who are the lifeblood of growth. For this reason, money and time invested in either rebuilding, rehabilitation, or the protection of an area against deterioration, comes back to the spender just as the Biblical bread cast upon the waters. And almost without exception, the return is far more than the original amount invested.

There is wisdom in a philosophy based on helping those who help themselves, and the policy set up by the President's advisory committee seems to be a sound one generally approved by those who are concerned with national housing and urban development problems. It will be interesting to see which of our Texas cities are among the first to submit a workable program that meets the standards set up by the committee. Communities that do so should win the applause of their own citizens, and of Texans in general, because they will be exhibiting initiative, leadership, and sound planning for the future.

TSA Member Heads Tour of West Germany

Arthur Fehr of Austin, TSA-AIA,
Leader of Architect Team Which Found
Prosperous Germans Rebuilding For Peace

By Arthur Fehr of Fehr & Granger, Austin, TSA-AIA

In June, 1953, the German Foreign Office invited eight American Architects to a four weeks' study tour of the Federal Republic of Germany and West Berlin. The Architects were selected through the American Institute of Architects. It was my good fortune to represent the Texas Region AIA and also to act as the leader of the team. Our group flew from New York by "Strato" Clipper to Rhein-Main Airport, Frankfurt.

A very carefully planned program was set up by the West German government and architectural and city planning groups. Bonn, Koln, Dusseldorf, Essen, Hannover, Berlin (west and east), Hamburg, Munchen, Garmisch-Partenkirchen, Stuttgart, and Frankfurt, were visited with side trips to Kaiserwerth, Bochum, Marl, Ulm, Hildesheim, Duisburg and smaller communities. This tour enabled us to see conditions in the new Germany generally, and acquainted us with their developments in the field of architecture and city planning.

Reconstruction A "Near-Miracle"

The reconstruction of war-torn Germany borders on being a miracle. It could only come true with a people whose mettle could withstand the most strenuous test.

Our group was given an extraordinary welcome everywhere in Germany. The Germans were most grateful for the American aid, and with their present prosperity it appears that they can continue their rebuilding without further help from the U. S. A.

Germany has a wealth of planners, city, regional and architectural, and they in teams are producing some outstanding solutions.

Blending of Old and New

The opening up of congested blocks by giving the living spaces more light, air, and green areas is usually very well handled. The density of land use is near the ideal as set by our standards. In city after city visited, it was impressive to see how each group of planners solve their problem by making the very most of its past and bringing out a freshness in the new to keep a solid tie with historical background.

Building techniques are not too varied from American methods except where we think in diverting every possible task to the machine, the German with a great amount of available labor has not turned as much to mechanization. Then too, tradition often controls design.

Streets Limited to Foot Traffic

What impressed me most? The Germans' desire to build well. The Germans' ability to save and to fight waste. In Berlin where building materials were very scarce, the piles of debris being changed into sports arenas, parks, and swimming pools astonished me. In Hannover and in Stuttgart the closing of narrow streets to everything but foot traffic and as a result producing an excellent downtown shopping center amazed me. In Bochum the consolidation of railroad facilities into one very fine union station in a new location with good circulation proved ex-

(Continued on Page 12)



Casey Clinic at San Benito

The Casey Clinic at San Benito, designed for Dr. James D. Casey by Cocke, Bowman & York, TSA-AIA of Harlingen, won an award of merit for the Rio Grande Valley architectural firm in the "Texas Architecture—1953" competition.

1953-54 TEXAS ARCHITECT ADVERTISING AWARDS SET

The Publication Board of the TEXAS ARCHITECT, in recognition of the increasingly excellent layout, art work, photography and typography seen in advertisements prepared for this magazine, has inaugurated the annual TEXAS ARCHITECT advertising awards.

Under a plan being announced February 15, a competition is to be held each quarter, beginning October 1, 1953, to determine the most attractive advertisement in terms of overall appearance which has been published in TA for the past three months. A suitable award will then be made by the Publication Board to both the advertiser and the advertising agency which prepared the prize-winning entry.

Grand Award At Convention

Between September 30, 1954, and the annual convention of the TSA, scheduled for Fort Worth next November 3-5, all four quarterly winners are to be rejudged as 1953-54 finalists. One advertisement will then be selected as the grand award winner, and a plaque will be awarded the winning advertiser and agency during the convention.

Judges are to include well-known advertising officials from over the state, and representatives of the TSA. The first quarterly awards in the new competition, based upon advertisements appearing in TA during the last three months of 1953, will be announced in March.

A CONTEMPORARY ROOF OF LUDOWICI TILE

Beauty against the
skyline in color tex-
ture and form...yet
modern in treatment.



This residence in
Dallas distinguishes a
style. Owner: E. P.
Lamberth — Architect:
George Marble—Tile:
Colonial Shingle,
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DEADLINE APPROACHING ON TEXAS ARCHITECTS WEEK

Texas architects week is less than two months away. Only three chapters have formally organized for a TAW project, according to reports received in the TEXAS ARCHITECT office. These chapters are Dallas, under the chairmanship of Jack Corgan; Central Texas, under R. Max Brooks; and San Antonio, under Cerf Ross.

Other chapters have TAW projects under active consideration, and the situation may not be too serious in a number of chapters such as Houston where there is real interest and work on TAW, but those in charge simply have not made a final decision on projects. Also, there are probably by this time a number of the other eight chapters have activity well under way, which has not yet been reported.

We understand that, in so far as possible, chapters should cooperate with local public school officials in a joint observance tied in with the centenary of Texas Public Schools, as the basic theme for TAW. Other excellent projects such as those honoring a local craftsman, or helping in an ethical manner with community service building projects are being considered.

Stress is again placed on the importance of

- (1) choosing a good TAW project or projects now,
- (2) organizing for effective Chapter activity
- (3) Keeping Don Nelson Your state chairman and your headquarters staff 1200 Bissonnet, Houston informed of your progress. We must have this information as soon as possible so our TSA public relations counsel will know the plans in every part of the state. Statewide stories are scheduled to start going out on TAW within the next three weeks and this information is essential.

Write Pat Nicholson, TSA public relations counsel of your Chapter's plans immediately.

Among the TAW projects reported and underway, Dallas, Central Texas and San Antonio have chosen activities which will emphasize community service, and San Antonio particularly has a wide range of activity represented in the program outlined at a February 4 meeting there.

NEW EXECUTIVE DIRECTOR HARD AT WORK:

John G. Flowers, Jr., the newly appointed TSA Executive Director, is located temporarily at 1200 Bissonnet, in Houston, with telephone number KEystone 4942. John is hard at work concentrating upon the immediate task of building advertising for the TA, which must be accomplished for the publication to reach a minimum of 32-43 pages per month as soon as possible. He expects to ask for and receive much local chapter aid with TA. Chapter officials and members are urged to give all possible cooperation.

The new director will attend the February 9 Monthly meeting of the Houston Chapter, at which time he will outline the immediate objectives of this new office.

TA HAS EDITORIAL/ ADVERTISING BALANCE:

OCULUS, the New York Chapter publication notes that architectural publications are getting thicker and heavier, with the average ratio about 3-1 for advertising over editorial matter. TA operates on a basis of 50-50 maximum ratio, plus

The Newsletter for members, and we are using this as an effective selling point in discussions with adver-

Another extremely important point which members should help with on prospective advertisers is this: TA goes to approximately 8200 readers who include City, County and State officials, school board members, County Judges and other leading citizens who constitute one of the best possible audiences.

CHAPTER AUXILIARY AT HOUSTON:

The wives of Houston Chapter members have organized an auxiliary with Mrs. Birdsall Briscoe as president. Other officers are Mrs. Herbert Cowell, Mrs. Albert Golemon and Mrs. Eugene Werlein, vice presidents; Mrs. W. Paul Jones and Mrs. Allen Heildreder, as secretaries; Mrs. Theo. Keller, treasurer; Mrs. Woodrow Alexander, historian; and Mrs. Harry D. Payne, parliamentarian.

SAN ANTONIO PUBLICATION:

The new San Antonio Chapter Newsletter continues to appear on schedule in its attractive format. The current issue reflects the great amount of work and thought being given both to a year-round public relations program and to TAM projects. We are somewhat puzzled by some of the references on the final page to a chapter entertainment, but presume these are for interpretation at the local level and that the publication is distributed primarily to members only.

AGC MAILS OUT BIDDING PROCEDURE GUIDE:

The Houston Chapter AGC, has mailed out to all
(cont'd)

\$204,457,000, off 23% from a corresponding period of 1952. It should be noted, however, that Houston contractors went through a 67-day strike during the period indicated.

HELIPORT DESIGNS:

With a few heliports appearing in the larger cities of the state, it is interesting to note that the International Air Transport Association, Montreal, Quebec, Canada has published a new book on Helicopter design and problems which includes a section of heliport requirements. Included is information on minimum distance, take-off and landing area requirements; ramp space and parking; cost and strength consideration; rooftop heliport construction; obstruction profile requirements, etc.

The book is available through the IATA Technical Secretariat, International Aviation Building.

RECENT MEETINGS:

Some recent meetings reported to TA and TANL, including those not included in January TA Newsletter because reporting the January board filled virtually all available space.

SOUTHEAST CHAPTER:

AIA director Edward L. Wilson presented the Chapter Charter, and spoke on national problems and the vertical committee structure of AIA. Albert Golemon spoke on TSA, TAW, and tie-ins with the centennial of Texas State Education.

DALLAS CHAPTER:

W. C. Brandes, traffic engineer for Dallas County, spoke on "Traffic--With Emphasis on Buildings and Building Sites As Traffic Generators". Hal Moseley, 1954 Program Chairman, was in charge.

SAN ANTONIO CHAPTER:

Recent meetings, including a called session of January 14 and the meeting on February 4, have been devoted to consideration and discussion of TAW and year-long public relation activities.

BRAZOS CHAPTER:

Arthur Fehr of Austin spoke on his trip to Western Germany, illustrating his remarks with color slides.

WEST TEXAS CHAPTER:

AIA director Edward L. Wilson spoke on the history, accomplishments, and aims of the AIA after the presentation of the Chapter Charter. He outlined committee work and stressed the importance of the current national public relations program. A film on new concrete construction methods was shown by Portland Cement Association.

Chapter secretaries are reminded that reports of all meetings should be mailed to 1200 Bissonnet, immediately after each session. If your supply of mimeographed quick report forms is depleted, please request more and a supply will be sent or prepare your own forms.

NEW FEATURES FOR TA NEWSLETTER

FILL THIS SPACE

WITH YOUR AD

A new service for the profession in Texas has been recently suggested by Cerf Ross, PR Chair- and by others previously. "Situations Open" and "Situations Wanted" for draftsmen, Delineators, specification writers, architects, engineers, etc. can now be advertised in the TA NEWSLETTER. For a mere \$5.00 per insertion you can advertise for the additional help you need or for a position wanted. Six lines of type approximately 26 characters wide can open up new opportunities for you. Additional lines 80 cents each. Reach all Texas Architects (Over 700) for this small sum.

For anyone wishing to place an unsigned ad in the TA NEWSLETTER replies will be forwarded by the Managing Editor immediately. Unsigned ads will be held confidential.

TAX RULING:

A recent issue of the New Orleans Chapter BULLETIN carries an interesting article by a New Orleans CPA which points out changes in Federal polich on inadequate records of entertainment and travel expense. Internal Revenue Bureau is now stressing need of systematic records, and points out that Code requires such records rather than check stubs and informal notations alone. Your Editor recommends the Institutes STANDARDIZED ACCOUNTING for this purpose. There is plenty of time to start with 1954.



Clarence B. Opperman
Clay Products Group
Opens Houston Office
Under Clifford Staton

The Clay Products Association of the Southwest, a non-profit educational organization sponsored by Texas and Oklahoma manufacturers of brick and tile, has opened a Houston office at 6702 Peerless Street. The office is under the direction of Clifford Staton, an architectural graduate of Texas A. & M.

75-Year-Old
El Paso Architect
Still Going Strong

Clarence B. Opperman, 75-year-old architect associated with the firm of Carroll & Dauble, TSA-AIA, in El Paso, is still going strong after 60 years in his chosen profession.

Born New Year's Day of 1879 in South Orange, N. J., Mr. Opperman is a registered architect in California, and has worked in the architectural field in every part of the nation since he took his first job in 1893 with the St. Louis firm of Eames & Young.

60-Year Career

His career includes 25 years with Eames & Young, during which he became chief draftsman; World War I work as associate superintendent of construction at Fort Sill, Okla., 20 years with the firm of Allison & Allison in Los Angeles, during which he helped plan several principal buildings on the UCLA campus; World War II designing at the Green River, Ill. Ordnance Center; and work in Knoxville, Tenn. and Kalamazoo, Mich. since 1946.

Mr. Opperman came to El Paso late in 1952. His prescription for life past 75: "Keep busy."



It's a Lucke Leak-Proof
Bathtub Hanger

- It DOES stop Leaks
- It DOES stop Cracks
- It DOES stop Expense
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Guaranteed Leak-Proof for Life of Building
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Write for Information
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New Products

A Chicago firm is now using terra cotta as an exterior material for modern homes in suburban developments.

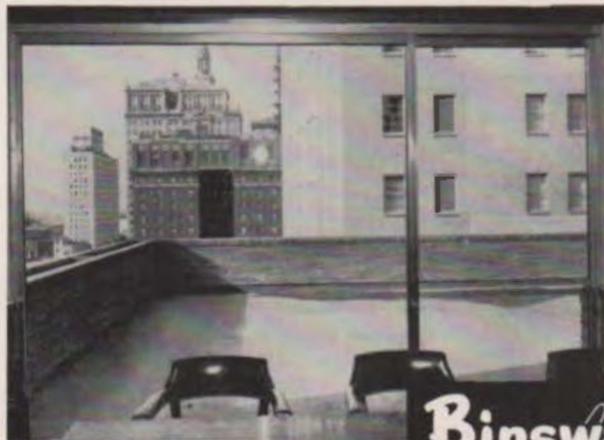
The Martin-Senour Paint Company, 2520 Quarry Street, Chicago, Ill., has a new 45-minute film "Color Comes of Age" showing how color may be used to influence emotions, moods, work habits, and even appetite. Appearing in the film are Richard J. Neutra, well-known Los Angeles architect who was a featured speaker at the 1952 TSA convention, a group of industrial, fabric, and interior designers, and the editors of three national home magazines. The film may be obtained for showings by interested groups.

A new four-page folder describing a complete line of hard and soft wood plywood panels may be obtained free from Atlas Plywood Corporation, Panel Division, Statler Building, Boston 16, Mass.

The General Industrial Company, 5738 North Elston, Chicago 30, Ill. is producing a complete line of "See-Thru" plastic drawer cabinets for storing small articles in offices, schools, factories, or the home. The cabinets range in size from eight to 128 drawers of varying depth and length.

Steel bathtubs have been experimentally sound-treated and insulated with a coating of cement and vermiculite. It is claimed that treatment kills the hollow "ring" of rolled steel bathtubs and gives them the more solid sound of cast steel.

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3

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Austin To Be Site For Project to Test Air Conditioning Units

Austin's selection as the site of an air conditioning experimental village was announced recently by the Austin Association of Home Builders.

Plans for the village, at a site to be determined, will be developed by officers and directors of the Association. Construction will begin early in 1954. Approximately 14 homes will be built of about the same dimensions and construction.

The Austin project is claimed to be the first in which families actually will live in the houses during the evaluation of different air conditioning units. Previously, control projects were set up and the house closed up. Instruments were used for test purposes.

One of Several Test Projects

The Capitol City village will be one of several established next year throughout the country by air conditioning unit manufacturers.

The FHA and Veterans Administration, it has been said, have been reluctant to approve air conditioning in medium and low-priced homes because a satisfactory cost factor has not been determined. It is felt by the National Home Builders Association that field tests such as the Austin project will give an accurate basis for determining what size conditioner to use for different types of construction, and what the cost of operating such conditioners will be under actual living conditions.

Selection in New York

Major manufacturers of air conditioners have expressed a desire for the tests, and more than 100 building material dealers are anxious for their products to be used in the village.

Selection of Austin for the first project came at an air conditioning meeting in New York.

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Mgr.

VA-6621

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TEMPLE AND FORT WORTH, TEXAS
wholesale only

WEST GERMANY—

(Continued from Page 4)

ceedingly interesting. Everywhere the use of flowers on exteriors of building and landscaped areas pleased me. Plant life brought into the building showed a real sense of producing a living architecture.

The orderly manner in which refugees from the East are received and processed in Berlin again brings out a fine German characteristic. The people of West Germany are pressed for living space, jobs, and materials, but they are finding a way to absorb these folk and to place them in constructive jobs. Over ten million such persons have been placed in the West since the end of the war.

In my opinion, this reciprocal exchange of ideas is good and I hope that other AIA teams will visit Germany and that I will have the pleasure of greeting representatives of Germany in Texas.

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44 This grayness of gray portland cement is absent in Trinity White. That's why Trinity White is best where concrete is to be used. There is no matchless in your color. You get cleaner, truer values.



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