TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

JUNE
1958

THE UNIVERSITY OF TEXAS
15th YEAR
1883 · 1958 · 1983

- Standard Dimensions Research Program Long Needed In State
- Sizable TSA Delegation Will Attend AIA Convention In Cleveland
- Preparation Begins For "TA-58" Exhibits To Be Shown In Fall

SEE PAGE 4

TO MEMBERS OF THE

TEXAS SOCIETY OF ARCHITECTS

STATEMENT of POLICY

Sixty-five years ago, the founders of FLOUR CITY established the principles and policies upon which our reputation has been built. Although the form and design of our products have altered to meet changing concepts of architectural design and incorporate metallurgical advances, the timeless element has continued to be integrity of metal craftsmanship in products of highest quality.

Today our production of custom designed and fabricated curtain walls, windows, doors, and other architectural products, is soundly rooted in a heritage of knowledge gained in over half a century of fabrication of aluminum, bronze, and stainless steel. We believe that custom products, with no necessity for compromise to accommodate "standard" details, will give both architect and owner assurance of permanent satisfaction.

Metalcraft by FLOUR CITY may be seen on some of the most impressive structures in our country and abroad. We take great pride in having shared in the construction of these fine buildings.

In the planning of your next important building, we invite you to make use of our knowledge and experience. The services of our designers and engineers are available without obligation.

HENRY J. NEILS,
PRESIDENT

FC

The FLOUR CITY Ornamental IRON COMPANY

2637 27TH AVENUE SOUTH • MINNEAPOLIS 6, MINNESOTA

1893 SIXTY-FIFTH ANNIVERSARY 1958

for modern or traditional kitchens

GAS built-ins are preferred!

When a prospective home-buyer looks in your kitchen, equipped with flame-fast gas built-ins, she knows you have installed the finest in cooking convenience.

From your point of view, gas gives you more brand names to choose from, more possible space-saving arrangements, more automatic features and no added expense of 220 wiring. Also, as an added plus, gas ovens can be vented outdoors for cleaner, cooler kitchens.

MODERN GAS APPLIANCES

CONSULT YOUR GAS COMPANY FOR INFORMATION

These GAS built-in features help your homes sell faster!

Burner-With-a-Brain — gas gives temperature-controlled-top burners *instant* reaction.

Smokeproof Broiling—True closed-door operation. The gas flame consumes smoke, heat and vapors.

Economy of Operation—gas ranges have lifetime burners and far lower cooking cost.

NECA CONTRACTORS READY TO SERVE YOU

Houston

	Tel. No.
J. W. Aldis Elec. Co.	UN 2-6956
Balcke Elec. Co.	CA 7-8523
Beacon Elec. Co.	UN 9-1463
Bradley Elec. Co.	UN 9-3737
Britain Elec. Co.	CA 8-6635
The Alan Cooke Co.	CA 2-0202
J. S. Copeland Elec. Co., Inc.	FA 3-6358
J. A. Darby Elec. Co.	CA 2-9001
Davidson, J. W. Elec. Co.	CA 2-9839
Diamond Elec. Co.	CA 8-6684
R. W. Dickson Elec. Co.	FA 3-0317
Electrical Constructors, Inc.	CA 2-2000
Electro Lines	CA 2-6577
Fischbach & Moore, Inc.	FA 3-7371
Fisk Elec. Co.	JA 3-8103
Guy Fisk Elec. Co.	ME 5-5228
Howard P. Foley Co.	MI 5-6683
Harry A. Getz Elec. Co.	JA 3-5513
Gulf Coast Elec. Co.	MI 5-7124
Gulf Electric Co.	JA 3-1655
Hallmark Elec. Co.	JA 6-1431
Henry, Bill, Elec. Co.	CA 7-9293
Herbrig & Wahll Elec. Co.	JA 9-4285
Hirsh Elec. Co.	WA 3-4616
Keystone Elec. Co.	WA 3-9178
Kirk Elec. Co.	JA 9-7819
Meldrum Elec. Co.	CA 4-7659
Muhl Elec. Co.	UN 4-7739
Murray Elec. Co.	CA 3-4567
Pfeiffer Elec. Co.	GR 9-2881
Powell & Stephenson	WA 3-7671
Seiders Electric Co.	CA 2-6144
Texas Electrical Constr. Co.	MI 4-5375
Waggoner Elec. Co.	WA 1-7751
Wood, Harper, Elec. Co.	CA 2-2275

Baytown

Gulf Coast Elec. Co.	JU 2-2924
Massey Elec. Co.	JU 2-2360

Galveston

Britain Elec. of Galveston	SO 5-6683
F & N Elec. Co.	SO 3-5159
Hopkins Elec. Co.	SO 5-6123
Mainland Galveston Electric	SO 2-5858
Pfeiffer Elec. Co.	SO 3-1658
Southern Elec. Co.	SO 2-7823

La Marque

Crescent Elec. Co.	3-2416

Texas City

Pfeiffer Elec. Co.	5-6881
Wagner Elec. Shop	5-2433

Beaumont

Blanton Elec. Co.	TE 5-1405
Broach Elec. Co.	TE 5-4111
C & C Elec. Co.	TE 2-8843
Crabtree, E. J., Elec. Co.	TE 8-3381
Eldridge Elec. Co.	TE 2-3463
Gulf Coast Elec. Co	TE 3-2828
Hinote Elec. Co.	TE 2-0261
Lamar Elec. Co.	TE 8-4545
Neches Elec. Co.	TE 5-2120
Thompson, H. A., Elec. Co.	TE 3-2646

Port Arthur

Hinote Elec. Co.	YU 3-7861
Lorenz-Carter Elec. Co.	YU 2-5432
Doc Raby's Elec. Co.	YU 3-3517
Sabine Elec. Co.	YU 3-5652
Sonnier Elec. Co.	YU 3-7471
Orange Office	6-2771
Stonebuner-Verret Elec. Co.	YU 2-4113
Walker Neon Co.	YU 5-8422

Port Neches, Texas

Wright's Elec. Shop	3642

Creative planning helps avoid costly wiring obsolescence

Weak wiring is serious when you consider that faulty wiring causes as much as $100,000,000 in fire losses a year.

Add to this the uncountable cost of burned out motors and appliances, money lost through not getting your full dollar's worth of electric current—as well as the unmeasurable loss through fire-caused injuries and deaths.

Weak wiring is obselete wiring . . . and in the light of disaster or inefficiency, this is costly indeed.

Wiring systems which are properly planned and skillfully installed give you the assurance of many years of profitable operation. Make sure your wiring is installed by an expert—a NECA qualified electrical contractor. He backs up his work with a written guarantee.

NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION

Southeast Texas Chapter ..... *Richmond at Yoakum*
Houston JA 9-6131

THE TEXAS ARCHITECT

VOL. 9 JUNE, 1958 NUMBER 4

Official Publication of
THE TEXAS SOCIETY OF ARCHITECTS
The Texas Regional Organization of The American Institute of Architects

David C. Baer, AIA-TSA, 1200 Bissonnet, Houston — Editor
Patrick J. Nicholson — Editorial Counselor
John G. Flowers, Jr., Perry-Brooks Building, Austin — Managing Editor

Published monthly by the Texas Society of Architects in Houston. Subscription price, 50c per year, in advance.

Standard Dimensions Study Underway

The onnouncement that the Texas Education Agency and the Southwest Reseorch Institute are collaborating on a study to explore the possibility of using stondord and correloted dimensions for material components used in school construction is good news for the generol public as well as the mony segments of the giant construction industry which can be affected by the results of such research.

A statewide committee appointed by the Stote Board of Educotion, and including school superintendents, orchitects, engineers, contractors, school board members, and representotives of other groups concerned with the manufocture and distribution of school building components will assist in the study, made possible by an ogreement whereby the U.S. Office of Education supplies $166,-265 ond the Texos Educotion Agency contributes staff personnel time and services. It should be noted that the study does not imply the use of prefabricated or standard buildings, but contemplates the development of standord dimensions that will permit present flexibility of design and construction.

Everyone can applaud the overall objective of this research, to effect savings in design, materials, and construction while still insuring the vital element of flexibility in design.

The President's Letter

By
Reginald H. Roberts
President, Texas Society of Architects

This October, at the State Fair of Texas in Dallas, mony thousands of Texans will examine each day the 1958 version of "Texas Architecture". From this annual competition, sponsored jointly by TSA and the Dallas Chapter, AIA, come the beautiful and striking architectural designs which are seen in the convention issue of the TEXAS ARCHITECT and then (in more detail) in various issues during the year.

Perhaps no other TSA project does more to advance the cause of architecture in the state, for the Dallas Fair is one of Texas' great spectacles, attracting cumulative crowds in seven figures. For many weeks now, planning and work has been going ahead on "TA-58", and soon competing architects must ready their entries for shipping to competition officials.

If you hove friends in the architectural profession who have designed a structure meeting the "TA-58" entry requirements—or better still, if you ore o client for whom an outstanding residence, commercial or other building was designed, urge that it be entered in the Dallas competition. The more entries from across the state, the more we con do to build the tremendous and growing reputation of Texas orchitecture ocross the U.S.

And make your plans now to see "Texas Architecture—58" at the State Fair of Texas while you visit this great show in Dallas next October!

Representative Selection North Texas Chapter, AIA

PROJECT: The First Christian Church of Iowa Park, Texas

ARCHITECT: Pond & Bellamy Architects & Engineers, (Paul J. Pond, Jr., TSA-AIA, W. E. Bellamy, Jr., NSPE, Wichita Falls)

GENERAL CONTRACTOR: J. F. Riggs Construction Company

The design of the First Christian Church of Iowa Park, Texas was one involving a judicious use of modern materials to serve the needs of a small congregation in a growing community. The basic requirements of the church were a sanctuary to seat two hundred and fifty people, adequate Sunday School rooms and a fellowship hall to accommodate one hundred and fifty people. A limited budget dictated the use of economical materials and the blending of their natural beauty into a well-integrated ecclesiastical design. This was achieved with the simple dignity and strong character of contrast in the materials used.

Description of the plan:

The basic structural system is laminated timber frames supported by concrete buttresses. These frames, carrying the roof load directly to the foundation, made possible the use of thin masonry exterior curtain walls. The roof construction is a heavy timber deck with composition shingles.

The interior of the sanctuary has exposed brick walls capped with a mahogany light cove, small fixed glass windows, and a high pitched roof of natural-finished timber frames and deck, all designed to convey a feeling of reverence and serenity.

The stone panels on the exterior and the mahogony canopy and stone at the chancel serve to emphasize the communion table and baptistry, and to integrate the treatment of contrast between the brick and stone texture. In the sanctuary wing there also are dressing rooms, toilet facilities, and the mechanical and equipment room. Provisions have been made for the addition of a parlor wing adjacent to the sanctuary. The educational wing has large class rooms which can be divided into smaller units with folding doors, and a nursery with built-in cabinets, sink, and private toilet facilities.

The fellowship hall wing has a kitchen equipped to serve one hundred and fifty people. Although the same exposed timber frames and deck seen in the sanctuary were used here, the large windows and huge fireplace give this area a feeling of informality and warmth.

Special features of the church:

The entire church plant is air-conditioned to give year-round comfort. Each wing has a separate air-conditioning unit to allow any one wing to be heated or cooled individually. This feature allows any portion of the church to be used during the week for various activities without heating or cooling the entire structure.

Other features include the specially-designed lighting fixtures to be hung from the center of the timber frames in the sanctuary. These fixtures are made of a heavy-gauge metal formed into a cylinder which covers an incandescent lamp, giving a direct-indirect lighting effect. The mahogany light cove accommodates an array of flood and spot lights that direct elliptical patterns on the ceiling between the timber frames. From the exterior the lighting highlights the stone buttresses, lending strength to the design and augmenting the loftiness of the roof pitch. Throughout the entire church materials were picked for their durability, economy, and ease of maintenance.

Interior of Iowa Park Church

Shown is an interior view of the sanctuary of the First Christian Church of Iowa Park. The sanctuary, seating 250, features exposed brick walls capped with a light cove of mahogany, small fixed glass windows, and a high pitched roof of natural-finished timber frames. Architects and engineers for the new church are Pond & Bellamy (Paul J. Pond, Jr., TSA-AIA, and W. E. Bellamy, Jr., NSPE). The structure has been chosen by the North Texas Chapter, AIA, as typical of recent architectural work in the area.

THE FASCINATING ADVENTURE

By JOSEPH WESTON
Field Promotion Director
Douglas Fir Plywood Association

(Editor's Note: Following is an abstracted version of a lecture delivered by Mr. Weston to student architects at Texas A&M College. Part II will appear in the next issue of the TEXAS ARCHITECT. The opinions expressed here are those of the writer and are not necessarily concurred in by TA).

A lifetime devoted to Architecture is a top-flight adventure. But the pursuit demands great devotion, and endless hours of enthusiastic, thoughtfully directed work. In other words, you will need brains, judgment and good plain sweat to accomplish your purpose.

Can You Take It?

I am inclined to ask, "Can you take it?"

I'm sure no place of importance awaits the esoteric lightweight who picks up a few cliches, thinks he has all the answers, and spends his years in argument.

However, a wide open world of opportunity awaits the young architect with mental stamina, an unlimited belief in the need for his efforts, a readiness to unashamedly exhort to the world on the importance of beautiful surroundings, and who gets busy and applies himself. You want proof?

"Never before in ten thousand years has Western Man created the kind of hygienic but visually scrofulous wasteland which is the universal embodiment and symbol of progress—20th Century style."

Visually Scrofulous Wasteland

Visually scrofulous wasteland! Those are harsh words written by an Englishman about the United States. Bristle if you want (men of England are inclined to be free with their pointed comments) but — walk around a few corners in any town in this country — your own if you dare, and then decide upon the merit of the words.

If you have any critical competence, if your eyes are open, you may have to admit what you have seen is visually scrofulous — scabby that is.

Then — I challenge any one of you to tell me that architects, planners, artists, designers, craftsmen are not needed, and with the greatest of urgency.

You Are Urgently Needed

You are not only urgently needed, if you have what it takes, you have one of the grandest opportunities open to young men anywhere.

To paraphrase a California philosopher —"The very personality of Texas — for a century to come — will be molded by you, working in cooperation with artists and city planners."

It is not only a personal opportunity you have. The practice of architecture is a privilege.

Deep and gratifying satisfaction go with the profession of architecture.

The high ethical standards you must meet will leave your heart clean.

You will serve one of the fundamental demands of humankind — the providing of shelter for all the tasks and pleasures of men.

You will help carry the heavy "social responsibility for the beauty of our environment."

Your days will be bright and your life worthwhile as your dreams develop into structures of merit.

You are needed — opportunity and satisfaction are waiting for you.

Here are sample figures in further support of the statement that you are needed. From 1950 to 1956 popula-

tion increases in Texas were notable:

Lubbock County, 83%; Porter-Randall Counties, 38%; Dallas County, 40%; Tarrant County, 29%; El Paso County, 49%; Harris County, 40%; Nueces County, 43%; Cameron County, 63%; Bexar County, 35%.

Busy, active people mean growth. Growth means schools, churches, hospitals, municipal buildings, stores, offices, residences. A bulging list of architectural commissions to be executed.

Where is the need for your services more vividly clear?

Where can you see a greater architectural potential?

Texas is not going to stop growing.

Your Services In Demand

Your services are needed. Now how about the training necessary to meet this demand? It would be interesting to dig into why young men choose to take up the study of Architecture.

Probably a few would like to be painters and have selected architecture as a second choice because they have the idea an artist cannot make a living and maybe an architect can.

Making a living depends more on the individual than upon the choice of painting or architecture as a work.

In any case, men in this category should be welcomed into the fold with genuine enthusiasm. In this day of engineers, cost accountants and lawyers, we must always put high value on sensitive men in the great scheme of things. I urge that in these materialistic times our greatest hopes lie in things of the spirit.

To these gentlemen, I say "Have faith in your inner talents, but remember — structures must be well done, they cannot be turned against the wall — like paintings — if they do not turn out well."

A second category of students might answer, "I've been looking at home magazines and thought I would like to do houses."

This view is about as limited architecturally as can be. Specializing in houses is at the bottom of my list for the architect of aspiration. Much like an orchestra leader with no instruments to direct but second fiddles.

Then, there is the third group. Well rounded chaps who like to read, and have some facility with a pencil. Men who have had some contact with architecture and have an idea of what they are getting into.

These men are mentally prepared to accept all phases of training with understanding. Men determined to wade through courses they find difficult, knowing that when they became practicing architects—acting as chairmen of boards of experts, if you will—they will be called upon for opinions and decisions covering the widest variety of subjects.

They will want to study materials, methods, function, and above all, delightful appearance.

Architects should early acquire the ability to express themselves with a pencil. An active sketch book will not only help with this attainment, but when a man looks at any subject carefully enough to make a thoughtful sketch he will have fixed something fresh in his mind. He will become more aware of his surroundings, will see more clearly the effect of light, air, shade and shadow upon buildings.

Every architect should have enough physics to understand the amazing and basically simple physical facts that cause endless trouble if left unconsidered in his buildings.

Water Hazard

Water is an example. Water may be gaseous, liquid or solid. Water defies all rules. It swells when it freezes, it can run uphill. Condensation is a bother. I suggest a big sign in every drafting room "Water Hazard".

Answers to problems of insulation, acoustics, refrigeration, electricity, and several other common architectural demands are found in Physics. Don't neglect it.

Imaginative thinking is necessary, but I agree with Bertram Goodhue, that before a man can be fully competent to design on his own, he must have a firm, broad base on which to build his personal expressions.

I hope you are not inclined to turn up your noses at buildings of the past. I urge you also not to confine yourselves only to the inspiration provided by contemporary architectural magazines.

I hope you will use all sources, develop a universal taste, in which you come to realize that the style of the architecture is not what counts, but the artistry and competence of the architect.

Incidentally, I don't believe in "Fountain Heads". Architecture is a thousand men deep. Draw from them all, then design on your own.

After leaving school, an internship in the office of some practicing architect is mandatory. A summer or two out on the job will pay dividends. This is the period which not only trains you in the realities of architectural practice, but often leads to permanent positions with existing firms.

In the larger office, where varying degrees of specialization are normal, you may not gain as wide an experience as you might find in the office where the boss is "in" on everything, and the draftsmen are likely to be also.

Probably, the best guide to you as to selection of office, is to find your place where you have the greatest respect for the work of the firm. A place to which you can go as a learner without reservation.

The attrition, from the time you enter architectural school to the notable day on which you hang up your shingle, will be heavy. For those who have reached this critical point, have received their wings, and are ready to pilot their own craft, immediate questions arise.

You are reasonably well trained esthetically and technically, but,

How Do I Get Commissions?

"How do I get commissions?"

"What do I do for business?"

You've Got To Sell

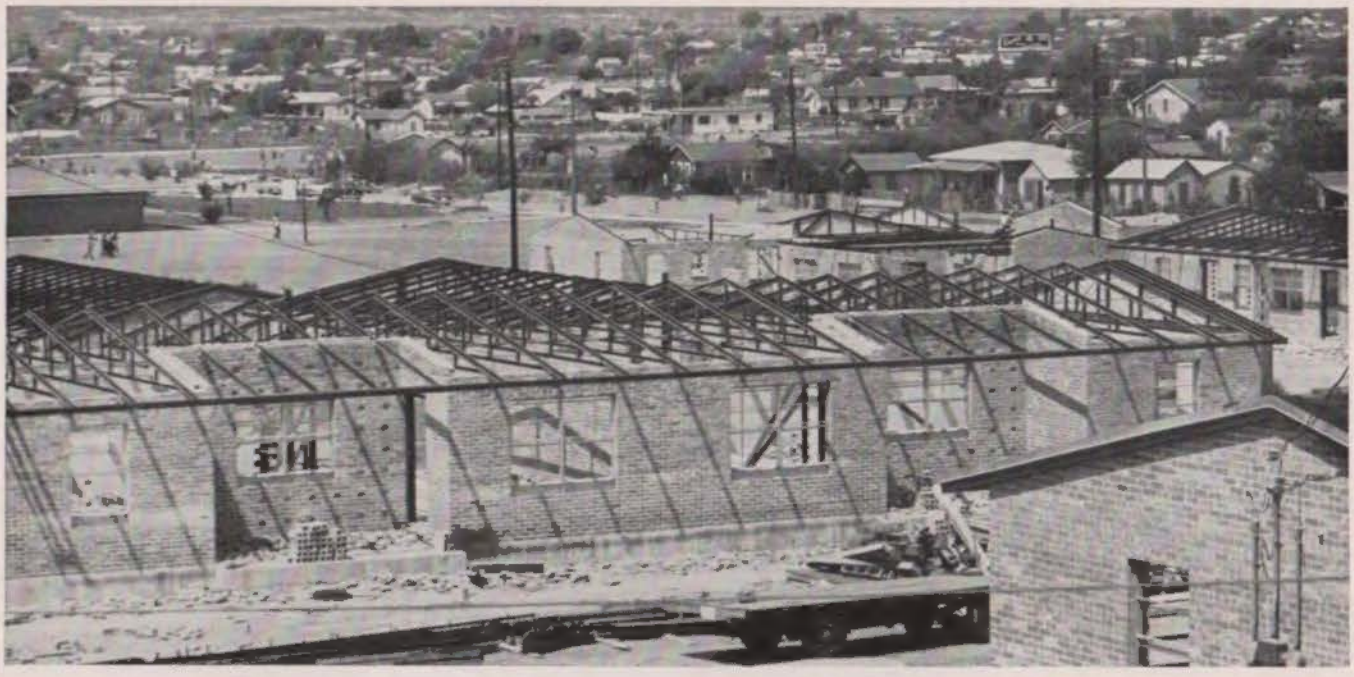
Well, gentlemen, you might as well face it. Every producer must dispose of his wares. You have a fine service to offer, but you've got to sell.

I suggest you sit down and figure out just what an architect has to offer that is so all fired important—from the client's viewpoint. Study the subject backward and forward. Put your conclusions in your own words. Prepare yourself to sell the profession of architecture. Then, get some practice at it. Starting right now!

But first, remember always, that the pleasant gentlemen sitting on your right, and on your left, are your competition, they are not prospective clients. Remember also—your first jobs will come from friends.

So, does it not make sense to make non-competing friends here at school —and to practice your architect story on them in the process.

Time goes on — you graduate, and go to work for some architect. (End of Part I. Part II will appear in our next issue.)



200-UNIT LAREDO HOUSING PROJECT USES 2,500 STRAN-STEEL TRUSSES

Framing is simple and fast when you specify Stran-Steel members. They can be delivered to the job completely fabricated, in exact lengths, to keep well ahead of construction crews. And because Stran-Steel truss chords are nailable, collateral materials can be directly attached with ordinary hammer and nails. Save time and labor costs for your client!

But that's not all. The completely integrated Stran-Steel building system provides lightweight, economical framing—not only for roofs—but for floors and bearing or non-bearing walls and partitions. Pre-engineering saves space and gives you freedom of design in any type of commercial or industrial building. For specifications and case histories, mail the coupon now or contact your nearest Texas dealer.

Stran-Steel trusses form clear-span roof over load-bearing masonry walls. Collateral material can be nailed to the steel!

Architects: Olin Boese and Associates, Fort Worth
General Contractor: Prassell and Jannsen, San Antonio
Stran-Steel Dealer: General Supply Co., Inc., San Antonio

FOR MORE INFORMATION, SEE YOUR STRAN-STEEL DEALER OR SEND THE COUPON

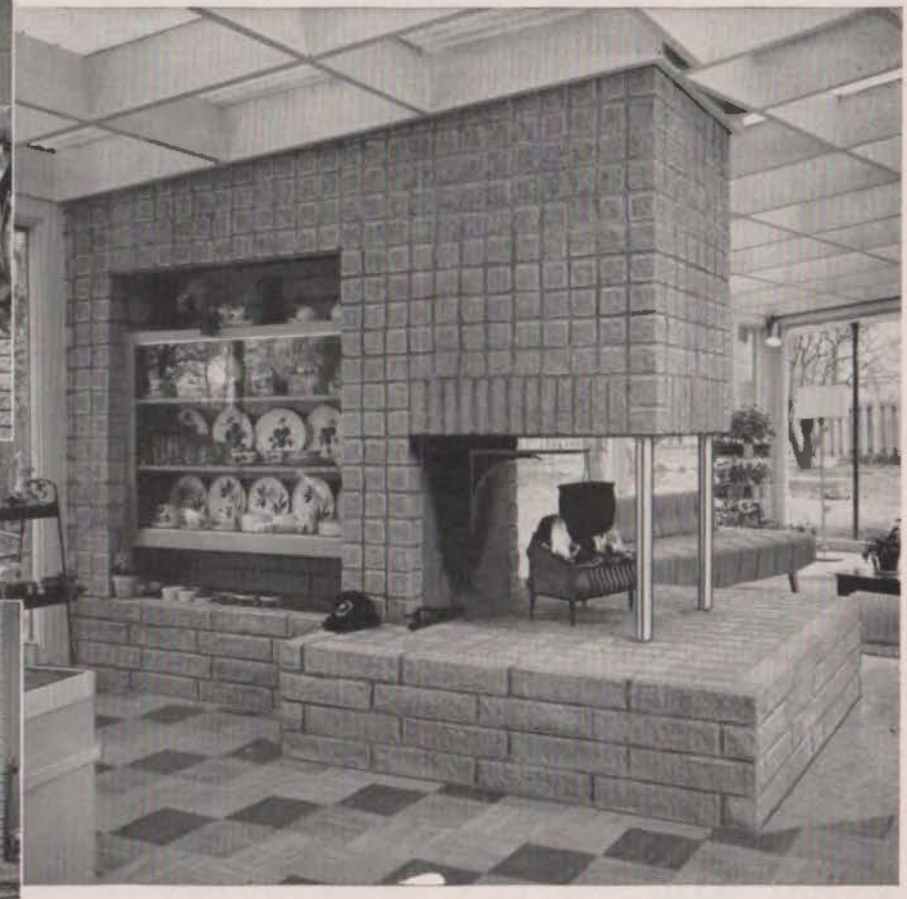
DALLAS, Blue Diamond Co., 2722 Logan St., Hamilton 8-1331
HOUSTON, Buie Building Material Co., 7400 Washington Ave., P.O. Box 13215, Underwood 4-7781
LUBBOCK, Steel Bilt Products Co., P.O. Box 1261, 711 Erskine Road, PO 2-5800
SAN ANTONIO, General Supply Co., Inc., 227 S. Salado, P.O. Box 4368, Station A, Capitol 6-7631
SAN ANGELO, McRan, Inc., P.O. Box 3036, Phone 6288

Dept. 42-49
STRAN-STEEL CORPORATION
Detroit 29, Michigan • Division of
NATIONAL STEEL CORPORATION

Stran-Steel Architectural Products Mean Construction Savings For You

Stran-Steel Corporation
2219 Bellefontaine, Houston 25, Texas
Please send your Architectural Products Catalogs

Name_____
Title_____ Phone_____
Firm_____
Address_____
City_____ Zone_____ State_____



HOW BEAUTIFUL *Concrete Masonry Interiors* PROTECT YOUR INVESTMENT

Funds invested in long-term home loans are safest when the houses financed have distinctive interiors that make for ready salability throughout the life of the mortgage. Well-designed houses built with attractive concrete masonry interior walls and other features offer lenders this element of protection.

Concrete masonry interior walls and architectural accents such as fireplaces, planter boxes and built-ins have lasting charm and distinction. They look new for years, require little maintenance and can be designed in any style of architecture.

The beauty of concrete masonry interiors starts with the concrete block itself. These sturdy units are available in many sizes, textures and colors. They can be laid up in a wide variety of interesting wall patterns and finished in a choice of decorator colors.

Write today for a free color booklet that shows how beautiful concrete masonry houses can be built in any area, in any neighborhood or any climate. This booklet is distributed only in United States and Canada.

PORTLAND CEMENT ASSOCIATION

110 East Eighth Street, Austin 1, Texas

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work

Houston Chapter Awards 12 Citations

The Houston Chapter of the American Institute of Architects awarded a medal of honor and 11 awards of merit to its members during its annual awards dinner in Houston June 10. Pictures of winning entries other than the illustration below will be shown in future issues of the TEXAS ARCHITECT.

The medal of honor went to Donald Barthelme and Hamilton Brown, TSA-AIA, associated architects, for their design of the Ada Oil Co. offices on Old Main Street opposite the Prudential Building.

They also received a merit award for their plan of the Ada Oil Center which includes the Ada office building.

Three other firms received double awards. They were Pierce & Pierce; Lloyd & Morgan, and Wilson, Morris, Crain & Anderson, all TSA-AIA as were other winning architects.

Top awards in the small residence category went to Bailey A. Swenson and H. William Linnstaedter for the design of the Swenson home at 3106 Brazos, and to George Pierce, Jr., and Abel B. Pierce for the design of the home of Jack R. Carroll, a young bachelor, at 2014 Persa.

In the large residence category, Herman Lloyd and W. B. Morgan were cited for the home of Dr. and Mrs. Nelson C. Steenland at 5 Langdon Lane; and Bolton & Barnstone for the A. J. Farfel home at 18 West Lane.

Two other awards in the commercial category were those to Neuhaus & Taylor for the T. B. Trotter Office Bldg. at 402 Pierce; and to Wilson, Morris, Crain & Anderson for the First State Bank of Longview.

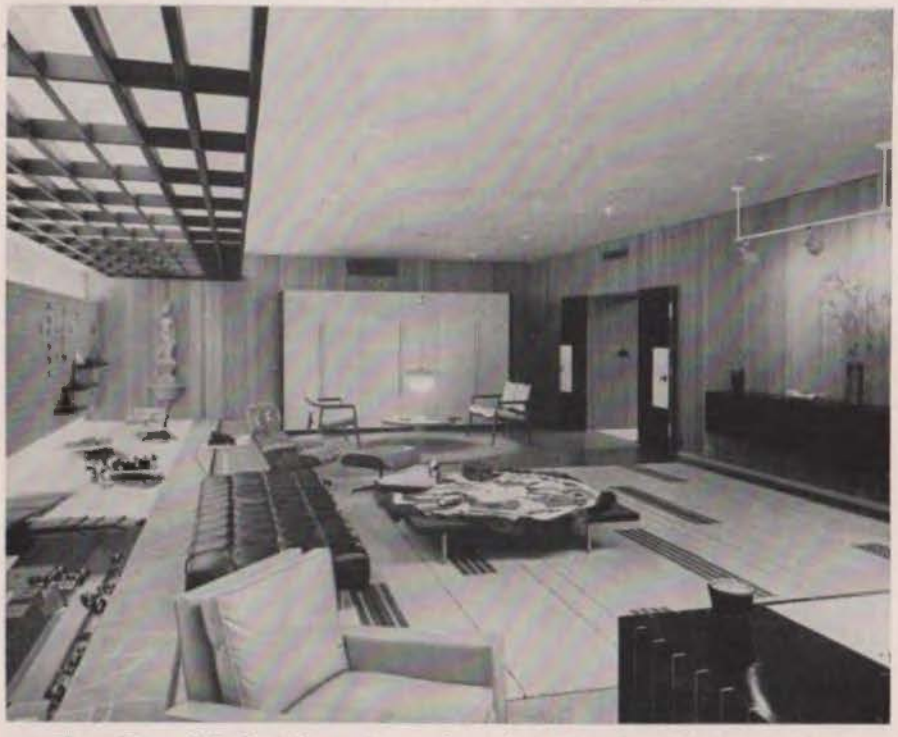
In the institutions and public works classification, awards went to Koetter & Tharp for the Memorial Lutheran Church at 5722 Westheimer; and to Pierce & Pierce for the Webster Elementary School.

Design of the Mary Gibbs Jones College at Rice Institute (two dormitories and a dining hall) brought an award of merit to Lloyd & Morgan.

Wilson, Morris, Crain & Anderson received a merit award for their design of the Forest Park Junior High School at Longview.

The awards jury was composed of architects John York of Harlingen, Arch Swank, Jr., of Dallas, TSA-AIA, and Charles Colbert of New Orleans, AIA.

Interior at Adams Petroleum Center



The office of K. S. Adams, Jr., at the Adams Petroleum Center in Houston, was awarded the Gold Medal in a recent competition staged by the Houston Chapter, AIA. Note the striking use of brick, stone, panelling, and special lighting. Architects for the Adams Petroleum Center were Donald Barthelme and Hamilton Brown, Associated Architects. Both men are TSA-AIA members from Houston.

"Building America," New 30-Minute Filmed Series, Now Available

BUILDING AMERICA, a new half-hour filmed weekly TV program series of special interest to architects and engineers, will make its debut this summer in 200 cities. Designed to be the multi-billion dollar construction industry's best foot forward on television, the program, nationally distributed by the Public Service Network of Princeton, N.J., is coordinated by The Producers' Council in association with the American Institute of Architects.

Consisting of four feature stories and an interview with an industry expert, the programs will frequently explore architectural techniques that cry for better public understanding. From week to week, such essentially dramatic innovations as metal curtain wall construction, pre-stressed concrete forms and new concepts of outdoor-indoor living will be investigated to reveal their esthetic and functional roles.

Sunday Afternoon Timing

As Leon W. Chatelain, Jr., AIA President, says in his interview on the first BUILDING AMERICA program soon to be released, "Every individual in this country has a stake in architecture. He is affected by it because it's where he works, plays, and lives." Ten million of these individuals, it is estimated, will be reached by each BUILDING AMERICA program which will appear in regular time periods (usually Sunday afternoon) in most cities. Readers of the TEXAS ARCHITECT should check local station programs for time.

In response to Mr. Chatelain's further statement that the architect "must be an engineer, an artist, a business man and financial advisor," BUILDING AMERICA will serve as a clearinghouse of professional information for architects and their clients, as well as for builders, contractors and dealers throughout the building industry.

Separate Bedrooms For Children, Non-Snoring Husbands In Demand

Home-builders and designers will be interested in the increasing desire of the American mother to provide separate bedrooms for her children. Findings from the Congress on Better Living reveal that women would like to provide separate accommodations for each child. Another trend indicated by the delegates to the Congress, who ask for homes to fit the family rather than families having to fit homes, is for more closet space in master bedrooms.

The Congress on Better Living was an intensive three-day investigation into every phase of homemaking recently held in Washington. Attended by 100 women acting as spokesmen for 49 million American families, its reports are held to resemble closely the thinking of the typical American wife and mother. The Congress is sponsored by McCall's Magazine as a continuing public service.

A discussion on the subject of bedrooms brought out the fact that more American couples sleep in double beds than in twin beds, but there is an interest in a headboard arrangement with two beds.

When the subject of how children should sleep was raised, the delegates were in favor of separate bedrooms for each child whenever possible. Some delegates mentioned that while boys did not mind, in fact they rather like sharing, little girls want their own rooms. One delegate said that what her two little girls aged seven and six most wanted was for her to build a wall right down the middle of their room.

No Bunk Beds

Another demand put forward during the discussion was for smaller rooms for children with built-in furniture. One suggestion was that it should be possible to divide a big dormitory type room with partitions and doors, to give each child the privilege of a separate room.

Bunk beds are almost universally out of favor. Some of the delegates reported that their children fell out, all agreed that this type of bed is hard to make.

When asked what was the most irritating situation confronting wives when trying to sleep in a double bed, the delegates said that reading by the husband was the worst situation; this was followed closely by snoring.

The delegates had much to say on bedroom furnishings. Suggestions put forward for bedroom comfort were double closet space, the addition of dressing rooms with ceiling to floor mirrors, storage drawers under the bed, lounge chairs for husband and wife, and really functional bedside tables. Describing her idea of a bedside table, one delegate said "I want a really good one, large enough to hold the phone and the phone book, books I want to read, a radio, my night cream, and a glass of water, but it must not be obvious."

Bedroom-Den Popular

Many delegates were enthusiastic about the proposal made by one woman—to convert the master bedroom into a combined bedroom-den. Paramount reason for this was that husband and wife should have a place in which to relax, particularly when the children get older. Such a bedroom-den should have a TV set, radio, desks for husband and wife, and an alcove for sewing, and separate dressing rooms as well as closets for each party.

The discussion on bedrooms brought out the fact that in these days of larger families, putting up overnight guests is a real problem. Few homes seem to have guest rooms, so when guests arrive the children are moved to the family room or den to sleep on rollaways, or sofas. One woman said that during the summer her guests brought their own sleeping material, such as camping rolls and blankets.

Throughout the Congress the delegates demonstrated that the American woman is not only appreciative of labor-saving gadgets, but is herself inventive. One woman called for a control panel at her bedside which would start breakfast going in the kitchen, another wanted a device to raise and lower the shades, so that she and her husband could see the sunrise, and enjoy the moonlight view through their picture window while in bed.

Even the matter of the husband's snoring has not defeated the American woman, although industry has failed to come up with a decisive remedy. The delegates who are afflicted with snoring husbands offered the following cures — with success: "Give him a punch. Move an elbow. Kick him in the back."

Royal Tile Company Opens Seven-State Outlet In Phoenix

A new warehouse and factory outlet for seven western states has been opened in Phoenix, Arizona, by Royal Tile Manufacturing Company of Fort Worth. Gene Hartwell, formerly of Texarkana, has been named manager of the warehouse and distribution center.

Hartwell has had extensive tile experience, having been a ceramic tile contractor in Texarkana for several years.

Royal Tile manufactures glazed ceramic wall and floor tiles. The home office and manufacturing plant is located in Fort Worth with other warehouses in Atlanta, New Orleans and Orlando, Fla.

Complete stocks of Royal Tile lines are handled in the 10,000 foot Phoenix warehouse. Faster and more efficient service is provided by the warehouse to customers in the seven-state area, since the Phoenix branch operates as a direct factor outlet.

Service will be provided to California, Washington, Oregon, Utah, Nevada, Arizona and Idaho.

TSA Delegation Of More Than 50 Expected To Attend AIA Convention

Secretary of the Treasury Robert B. Anderson will be keynoter for The American Institute of Architects' annual convention, it has been announced by AIA President Leon Chatelain, Jr. The convention will meet in Cleveland, Ohio, July 7-11, with headquarters at the Hotel Cleveland.

It is expected that a delegation of more than 50 members of TSA, the regional organization of the AIA in Texas, will attend the Cleveland meeting.

Dr. Margaret Mead, associate curator of ethnology at the American Museum of National History, will address the convention on Wednesday morning, July 9. Her topic will be "The Anthropologist Looks at Architecture". Dr. Mead is widely known as a writer on anthropological subjects.

Because the architect's services are expanding and the demands upon him are greater and more diverse than ever before, the convention program this year is geared towards providing a deeper understanding of the economic forces of the nation that are influencing environmental patterns.

Secretary Anderson's opening address on Tuesday morning, July 8, will be followed by the architectural keynote speech of Philadelphia architect Vincent G. Kling. At luncheon that day Harlon Hatcher, president of the University of Michigan will speak on "The Western Reserve—Part of our Heritage".

Specialists On Panels

Specialists serving on panels will discuss such practical matters as how to make better cost estimates, where to find construction money, developing today's building program, working with the homebuilder. Other seminars are scheduled on urban planning, office organization, chapter affairs, and on "Professional Status — Your Most Valuable Asset".

The Gold Medal, highest honor given by the Institute, will be awarded at the annual banquet on Thursday, July 10. Additional medals and honors will be presented at the Awards Luncheon on Wednesday, July 9. Other regular convention events include the induction of new Fellows, the Annual Exhibition of Outstanding American Architecture, the President's reception, election of officers, business sessions, and the display of new building products and equipment.

The host chapter committee, under the chairmanship of Cleveland architect Joseph Ceruti, is arranging a varied program of tours, exhibitions of architecture and the allied arts, entertainment features and special events for architects' wives. Entertainment and education will be pleasantly combined on tours through General Electric's Nela Park and the Republic Steel Corporation, Monday, July 7.

During the days prior to the opening of the convention, there will be meetings of the AIA Board of Directors, the Association of Collegiate Schools of Architecture, the National Council of Architectural Registration Boards, the Producers Council, the National Architectural Accrediting Board, and students of architecture. TSA delegates will also attend all these collateral meetings.

Building Costs Rise Two Percent In Year

Building construction costs, notwithstonding morket weaknesses general across the United States, have managed to squeak up another two percent for the 12 months ending in March. All of this come about in the first half of the period. Since then there has been enough price deterioration in retail quotations to builders for items of building materials, equipment, appliances and accessories, to slightly more than offset the impact of higher wage rates to building trades craftsmen.

Commenting upon the significance of information received from several hundred contributors in 48 States, Myron L. Matthews of the F. W. Dodge Corporation says, "As for the future it appears reasonable to expect that the cost to build almost anything from a cottage to a skyscraper will push on upward at a rate of about one percent every four months, or three percent for 12 months. But things are in such uncertain balance that a moderate drift in psychology could change the outlook one way or the other, almost overnight."

Labor Shows Strength

Of the two major components of construction cost — materials and labor — labor has again exhibited the greater strength. This has been enough to overcome the rather severe drops in retail lumber price quotations and the minor weaknesses in other prices for items in the market sampling basket. Bath the eastern and western halves of the U. S. show uniform reflections of materials and wage rate changes. For the six months ending in March all the states east of the Mississippi River average out at "no change". Simultaneously a processing of data from the western states produces an identical "no change". For the six months ahead of these, both parts of the U. S. showed a two percent increase.

149% Above 1941

The price tag on construction is 149 percent higher than in prewar 1941. Generally speaking, the average level of cost was then approximately equal to the average for the years 1926-1929. In between there had been a depression and a recovery. At any rate the cost to build is today roughly two and one/half times what it was in '41. Saying it another way it takes $2.50 today to buy what $1.00 bought 17 years ago. The $8,000 house of 1941, exclusive of land and charges other than labor and materials for construction, would come today with a tag for $20,000. Thus the current purchasing power of the 1941 building dollar is 40 cents.

These observations do not hold uniformly true in all of the 150 cities tested — it's just the way the averages happen to work out. In some places material and wages are substantially lower than New Yorkers pay. Extremes are: Greenville, S. C., 40 percent less; Montgomery, Ala.; 39 percent less; Raleigh, N. C., 36 percent less. Generally, costs average 12 percent under New York, compared to 10 percent six months ago, but this can be a dangerous figure to use since it is the product of flattening out a lot of places whose costs run from equal to New York to considerably less.

The 17-year post-1941 range of cumulative cost increases is from 122 percent (Newark, N. J., Boston, Mass., and Utica, N. Y.) to 203 percent at San Francisco. On this basis it takes from $2.22 to $3.03 to buy as much construction today as $1.00 bought in Pearl Harbor 1941.

Safer Farm Structures Through Proper Controls

Again this year as in past years, history will repeat an established pattern in which lightning, nature's most spectacular phenomenon, causes 37% of all farm fires and many in our cities —not to mention hundreds of deaths, injuries, and other types of property losses from lightning, according to recent figures by the Lightning Protection Institute, Chicago, Illinois. Architecturally-designed farm buildings, whether in town or on the farm, and there are an increasing number of them in Texas including those at the famed King Ranch, gain protection from this key hazard because of the architect's professional, up-to-date knowledge of proper preventive measures.

6,000 times per minute lightning strikes somewhere on this earth. Every time it does, the awesomely powerful interchange of electric current takes place between sky and earth. Each bolt contains up to several millions of volts and as much as 340,000 amperes.

These are the facts on which the Institute bases a "pressing need" for greater knowledge about lightning and its control.

First, lightning is the largest cause of fire on farms. It is responsible for 37% of all fires in rural districts, igniting more barns, silos and other farm buildings than any other cause, and ranking second in causes of fires that destroy homes over the country.

Second, lightning's death toll — at 600 annually, far greater than those of floods, tornadoes, hurricanes and other natural forces — is concentrated in rural areas. So are the more than 1,500 lightning injuries which occur each year.

Third, lightning kills countless head of livestock each year, sometimes whole herds at a time. In one case in Utah a single stroke killed 504 sheep.

Fourth, "secondary" lightning causes a great amount of dollar damage to electrical appliances and equipment across the country. All in all, lightning's dollar destruction toll is more than $100,000,000 per year in the United States.

Lightning Losses Can Be Avoided

A large share of these losses can be avoided by proper knowledge of control methods, as part of an architect's trained professional services. With a properly installed and grounded lightning rod system, your home, and other buildings whether located in town or on the farm, are given virtually complete protection from lightning-caused fire or from structural damage by a "cold" bolt.

Moreover, a lightning arrester and capacitor is being widely used on farms to prevent damage to electrical appliances from secondary lightning. Universal adoption of this device in rural areas would cut down much of the minor losses that, when added together, comprise a huge annual loss.

The "Why" of Lightning

There is little purpose to the erratic course of lightning strikes, but actually, quite simple rules of physics govern them.

Lightning is the result of two opposite electrical charges leaping across space to be together. When storm clouds gather, they amass tremendous charges of electricity, usually negative. At the same time, induction from the clouds increases positive electrical charges in the earth.

These positive ground charges swarm over each other in a rush to gain the highest available point, so they can be as near as possible to the opposite charges in the sky.

When the pressure of the opposite charges straining to meet each other becomes strong enough, they leap across the barrier of non-conducting

Craftsman Honored At San Antonio

A high point in an awards dinner of the San Antonio Chapter, Texas Society of Architects, in observance of the seventh annual Texas Architects Week, was presentation by Harvey Smith, Sr., left, for the chapter, of a distinguished craftsmanship award to Fermin Redondo, for "long and distinguished service to architects and builders in the field of stone masonry." Redondo was cited for his "original designs and conscientious spirit of artisanship in a wide variety of tile, terrazo, cast stone and marble work." Mr. Smith, TSA-AIA, is president of the San Antonio Chapter.

air between and collide with a terrific explosion.

The core of a lightning bolt is about ¾-inch thick and contains millions of volts of potential and as much as 340,000 of amperes of current. Around the core is a 4-inch thick channel of terrifically heated air. The accompanying thunderclap is caused by heating, ionizing, and exploding of air molecules.

The path of the stroke is in reality the climb, or the ladder of electrical ions, up the walls of your house, barn or silo. Since wood, concrete, brick, tile and other building materials are normally poor conductors of electricity, these substances hinder and resist the electrical flow.

This resistance is so great that, as the electrical charges finally manage to push through, friction develops terrific heat, which sets fire to inflammable materials and causes others to expand violently, crack, and fall apart. This is why buildings that are not protected by rods, conductors, and grounds, are so often destroyed totally.

The lightning bolt seeks the path of least resistance in its tremendously speedy surge. The bolt may smash through concrete or wood to jump to a wire which leads downward inside the structure. Then, the bolt may punch through plaster and wood to leap from the wire to the water pipes. It is difficult to predict the path a bolt may take, whether inside or outside a building.

There is a sure way of controlling the bolt, however, and directing its course so that it dissipates harmlessly into the air or ground. This is through the installation of lightning rods, conductors, and grounds.

"MASTER CHECKLIST" for Lightning Protection on Farms

Here is the Lightning Protection Institute's "Master Checklist for all lightning protection installations. Your architect can make certain that you answer "yes" to all these questions.

1. Are air terminals (rods or points) located on all prominent parts of every major building?

2. If air terminals are less than 30 inches tall, are they spaced within 20 feet of each other?

3. Do air terminals extend at least 10 inches above all ridges, chimneys, dormers, ventilators, or other roof projections?

4. Are the air terminals connected to the conductor cables in such a way that there are two paths from each rod to the ground?

5. Is there an adequate number of grounds for each building, under these requirements: (a) for single-ridge structures with no ells or tees up to 80 feet in length, two ground terminals; (b) similar buildings from 80 to 140 feet, three grounds; (c) similar buildings from 140 to 200 feet, four grounds, and one additional ground terminal for each 60 feet of ridge beyond 200 feet; (d) an additional ground for any ell or teel in a building; and (e) a conductor cable coursed over and perhaps a special ground for large dormers.

6. Do grounds extend at least 10 feet into permanently damp soil, or are there auxiliary grounds as specified by the manufacturer in the event of rock formations or sand?

7. Are ground rods of copper cable, copper-clad steel, or heavily galvanized steel at least ⅝-inch in diameter?

8. Is there a down connector at the point where a metallic water pipe or well casing enters the building? (This is extremely important, and often neglected when running water is installed after lightning protection.)

9. In the case of barns are metal hay and litter carrier tracks connected to the lightning protection system? (Again, in the case of existing lightning protection systems, metal hay carrier tracks sometimes replace wooden ones, and the owner neglects to have the new tracks inter-connected. This, of course, invites trouble, for hay tracks fallow metal water pipes as targets for lightning strokes.)

10. Are other metal bodies, such as gutters, downspouts, door tracks, vent stacks, ventilators, electrical, radio, and telephone grounds, metal clothes lines, and other such items of metal interconnected in the lightning protection system?

11. Do radio and TV antennas, phone and electric service wires have properly sized lightning arresters?

12. Does the electrical system have a capacitor to absorb surges brought by secondary lightning?

For farmers who may be considering lightning protection, the Institute has three other questions. "Yes" answers to these constitute assurance that the farmer is dealing with a legitimate installer. This is a deterrent to occasional salesmen peddling inferior equipment, inferior workmanship, or such "frills" as "magnetic" or "radioactive" rods.

These are the questions:

1. Do you have the correct name and address of the salesman, and are you satisfied that he represents the installation firm he claims to service?

2. Does the installer operate under the Underwriters Laboratories' "Master Label" inspection system?

3. If so, did you get the fourth (or yellow copy) of the "Application for Master Label" completely filled out and signed by both the installer and yourself?

For all those whose property is protected by an existing system, these questions can be used to check adequacy of the system. You can do this yourself if your system carries an Underwriters Laboratories' "Master Label" plate which states that the *entire* system — materials and workmanship — has passed UL requirements. If there is no such label, a competent installer may be called in to inspect the system.

Warning On Metal-clad Farm Structures

Increased building and usage of metal-clad or roofed structures on farms and elsewhere for barns, silos, machine shops, warehouse and storage facilities, and other applications,

point up the danger from lightning to this type of structure.

Hundreds of cases of complete lightning destruction to metal-clad buildings prove that simple grounding of a metal-roofed or sided building does not protect the building from lightning damage, fire or loss.

Authoritative opinions of experts in the lightning protection and metal sheet producing fields bear out the fact that a metal-clad structure should have the some type of lightning protection system and installation as approved for buildings without metal roof or siding.

The National Bureau of Standards, United States Department of Commerce, has this to say "Any metal less than 3/16" thick might be pierced by a direct lightning stroke, setting fire to the material within the barn. The points of lightning protection terminals raised above the top of the barn will in almost every case take a direct strake and prevent puncturing the thin metal roof."

It is evident from all these facts that one of the wisest investments an isolated or tall structures whether in town or on form is a lightning protection system properly installed, on the advice of your architect.

Billboard Ban On Highways Is Favored By Texas Architects

By MARY RICE BROGAN

The American Institute of Architects has issued a pamphlet, "Express Highways or Buyways?," asking for legislative control of outdoor advertising.

"America is becoming ugly," San Antonio Architect O'Neil Ford, TSA-AIA, believes. "We've got more signboards than any other country.

"Civic groups ought to get behind the movement to outlaw billboards," Mr. Ford said. "It should be written into our highway laws. A 15 by 20 foot sign can blot out an entire county. An oil company in California voluntarily banned signboards in their own advertising campaigns, and other companies were happy to follow suit. I think everybody would like to do away with billboards, if only someone would start it."

A Senate bill to regulate advertising on federal and interstate highways, introduced by Senator Neuberger, is now in the Senate Committee on Public Works.

Those who dislike being a captive audience on the highways are working for advertising regulations through state legislation and local option county elections.

The danger of distraction from billboards is great and any type of traffic distraction is dangerous, said Dr. Hugo Leipziger-Pearce, TSA-AIA, University of Texas orchitecture professor. He said billboard advertising is not only detrimental to the appearance of cities and highways, but dangerous to motorists.

Enlightened planning action is needed, Dr. Leipziger-Pearce said, and this would probably require state enabling legislation.

"California's example is a very good one," he said. "The whole state has restrictions on highway advertising, and many counties do not allow filling stations or buildings along the highways to use traffic colors—such as red and green.

"It is difficult enough to drive in heavy traffic without confusing and distracting signs," Dr. Leipziger-Pearce said.

"We get so we close our eyes to ugly things," Austin Architect Charles Granger, TSA-AIA, said, "and forget how nice the countryside could look."

NEW PRODUCTS

A light weight and self-ventilating roofing material, making use of JalZinc, a galvanized sheet produced by Janes & Laughlin Steel Corporation, has been introduced to the building construction and home modernization fields.

Fobricated from 28-gouge, 18-inches wide by 8-feet long sheets, stamped to resemble tile, the J&L product is coated with a speciol mastic and ceramic granules in any combination of 35 non-fading colors. This tile is particularly adaptable to modern architecturol low-pitch roofing.

Produced by the McDowell Manufacturing Company, Pittsburgh, the new roofing will be marketed through dealer applicators selected by the Ewart Steel Roofing Corporation, Pittsburgh roofing engineers who developed the product.

While initiol production will be confined to roofing material, Mr. Ewart said, other designs are planned for low-cost siding for new and old homes, summer cottages, commercial and industrial buildings.

The material is stamped at the McDowell plant in cantilever design, with interlocking sheets at top, bottom and side edges, which provides an air space of approximately 5/16 to ¾-inch between the sub-roofing and the JalZinc sheets. Air vents at tap and bottom edges of the stamped sheets permit the ready passage of heated air in the roof structure to a ventilating ridge-roll from where it is vented to the atmosphere through small element-protected perforotions. This air space olso adds an insulotion factor the roof, equal to ¼-inch of cork.

Weighing only 120 pounds per 100 squore feet, the JalZinc tile is ottached to the sub-roofing by means of rust-proof noils driven into the upper lip of the sheet. The lower edge of the sheet is held fast to the sheet it overlaps with metal fald-over clips, riveted to the surface. When coated with the special mostic and colored gronules, the roofing is securely anchored to the sub-roof with all metal completely protected from the rain, snow, dirt and wind.

Women In Construction In New National Group Centered at Fort Worth

Women In Construction (WIC's) is a new national organization for all women employed in the construction industry, including those who own their businesses in the field.

Organized at Fort Worth on September 11, 1953 by 12 charter members, WICS now hos chapters in Dallas, Houston, Corpus Christi, Amarillo, Baton Rouge, La., and Austin in addition to Fort Worth. Members include primorily women employed by architects, engineers, construction firms, contractors, material suppliers, and allied firms.

President of WIC's is Faye R. Brown, 3705 Avenue G, Fort Worth, and notional offices are maintained through P. O. Box 1912 at Fort Worth. A notional convention is planned next September in Houston.

INDEX OF ADVERTISERS

ARCHITECTURAL Concrete Units add much beauty and distinction to the comforts and conveniences of modern office buildings. ... The units shown here are made with Trinity White Cement. This is a true portland cement. It is the whitest of the whites. ... Units are effective in stark, unrelieved white; or with exposed colored aggregates; or with pigment integrally mixed with the cement.

General Office Building, Shopping Bag Food Stores, Inc. • El Monte, Calif. • *Architect:* H. W. Underhill, Los Angeles • *General Contractor:* Ernest W. Hahn, Inc., Hawthorne, Calif. • *Concrete Products Manufacturer:* C. D. Wailes Co., Sun Valley, Calif.

Trinity White

PORTLAND CEMENT

A Product of GENERAL PORTLAND CEMENT CO., Chicago • Dallas • Chattanooga • Tampa • Los Angeles

Plants:
Houston
Long Island City
Chicago
Los Angeles
San Francisco
Portland, Ore.
Toronto

A. C. Horn Company of Texas
Subsidiary of
Sun Chemical Corporation
Box 2585, Houston 1, Texas

Sales Offices and Warehouses throughout the United States and Canada

TEXAS ARCHITECT
Box 1733
FORT WORTH, TEXAS
Form 3547 Requested

Section 34.66 P. L. & R.
U. S. POSTAGE
PAID
FORT WORTH, TEXAS
PERMIT No. 2037