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MAY

TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

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- ◆ Excellent Work of League of Municipalities



The American National Bank in Austin has been selected by the Central Texas Chapter, AIA as representative of recent work in the Chapter area. Architects, Kuehne, Brooks & Barr, TSA-AIA of Austin.



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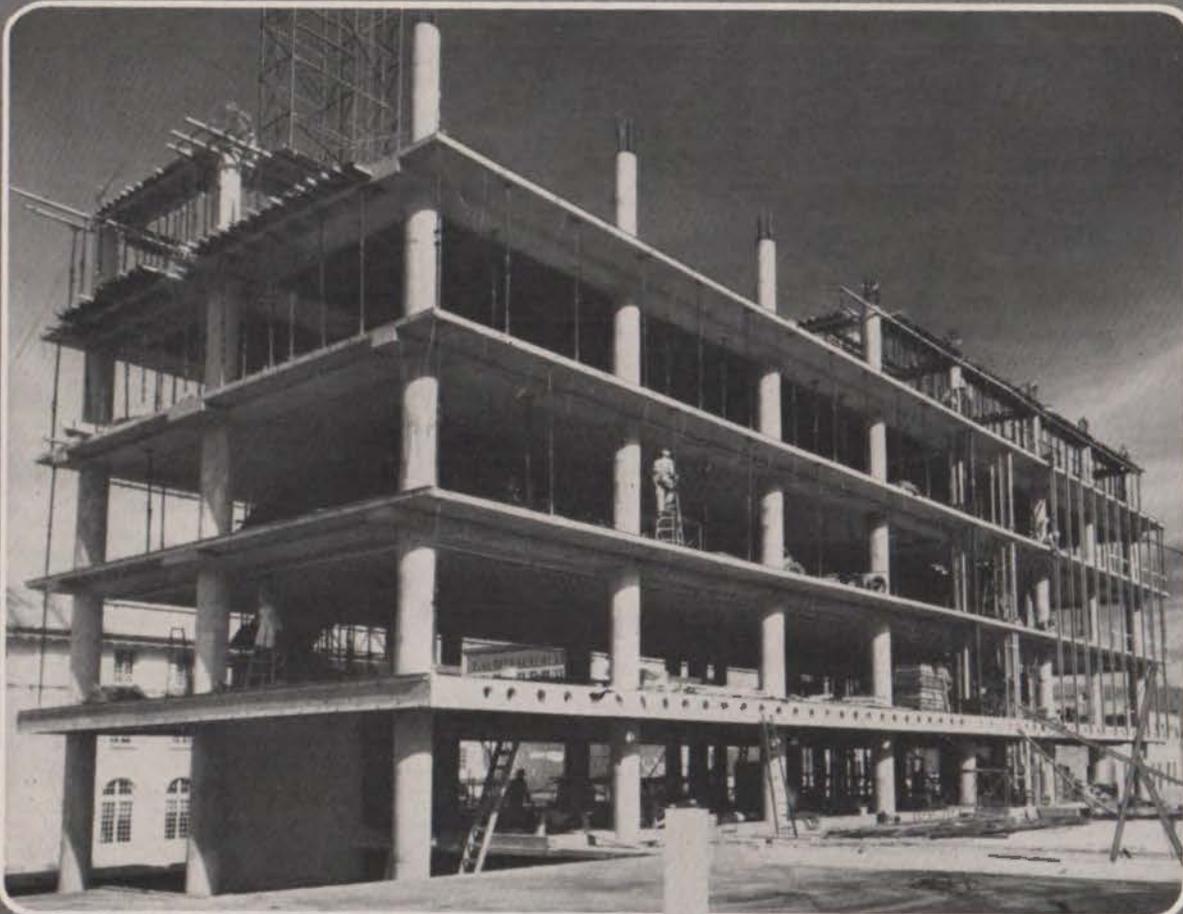
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Upper photo shows 12-story section of Simms Building above the roof of block-square first floor. The floors throughout are 6-in. thick reinforced concrete using a wide beam design and cantilevered 5 ft. outside the supporting columns. Architects and engineers: Flatow-Jason Moore. Contractor: Lembke, Clough & King, Inc. Both of Albuquerque.

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Official Publication of
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 The Texas Regional Organization of the
 American Institute of Architects
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Published monthly by the Texas Society of Architects in Houston. Subscription price, 50c per year, in advance. Copyrighted 1951 by the T.S.A., and title registration applied for with the U. S. Patent Office.

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TEXAS LEAGUE OF MUNICIPALITIES

Too few Texans know of the excellent program and accomplishments of the League of Texas Municipalities, which now numbers just short of 600 cities and towns in our state as League members.

Active for almost five decades, the League is primarily a service organization which offers varied help to our Texas municipalities. Its work has been particularly effective in the 10 years since World War II, during which the problems besetting those in charge of our town and city governments have been increasingly difficult and complex.

In receiving note of the League's 1956 convention, we were reminded of the stirring address given by Mayor Herbert L. Stokely of Brownsville to League members last fall. Mayor Stokely, himself a fine example of the thousands of Texans who have devoted many years to the problems of municipal government, emphasized this simple but fundamental point: your home town is the most important place on earth to you.

This is often forgotten in an age of national and international problems. Certainly we want to remain abreast of what is happening outside our own communities. But also, we should never forget the importance of our home town, in which, as Mayor Stokely reminded his audience, we make our living, raise our children and own our homes.

The League of Texas Municipalities, by its excellent program of service, helps to reemphasize this need for attention to the affairs of our own communities.

The President's Letter

By

R. Max Brooks

TSA-AIA

President,
 Texas Society
 of Architects



As you read this, a delegation of more than 50 Texans will be leaving from the various communities over our state for the 88th convention of the American Institute of Architects of Los Angeles.

This convention, from May 15-18, is of particular importance for a number of reasons: At the convention, a principal topic will be final arrangements for celebrating the centenary of the founding of the AIA. This year-long commemoration of the first century of the AIA opens in February with appropriate ceremonies in New York City, site of the founding in 1857.

Another important aspect is the range of interest and quality of the program, upon which California members of the AIA and other committees have been hard at work since 1954. Many of the pressing problems before the nation will be included on the agenda of the convention meetings and seminars, and no AIA convention in history has generated the advance interest of the Los Angeles assembly.

As a clear indication of the importance of mass media in this day and time, the May 15-18 convention will be the first AIA gathering of this scale to be televised. It is somehow fitting that this development should come as the AIA stands ready to enter a second century of service to the public and the architectural profession.

TSA members will constitute a key delegation at Los Angeles, numbering not only chairmen and members of key committees, but the secretary of the American Institute of Architects, Edward L. Wilson of Fort Worth, who is a candidate for re-election.

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"Survival Through Architecture" Theme Of 50th Anniversary Program

"Survival Through Architecture" was the theme of an unusually interesting three-day conference at Texas A & M College March 25-27, commemorating the golden anniversary of the first university level course in architecture in Texas.

It was just 50 years ago, in 1906, that the Division of Architecture was founded at College Station.

Among those participating in the conference, a key event in the celebration of Texas Architects' Week in Texas this year, were George Bain Cummings of Binghamton, N. Y., president of the AIA; John Knox Shear, AIA, editor-in-chief of the *Architectural Record*; John Lyon Reid, AIA of Los Angeles; Charles Colbert, AIA of New Orleans, who has been announced as the successor to Ernest Langford, FAIA, long-time head of the Texas A & M Division of Architecture; Mr. Langford; a number of other TSA-AIA members who served on various seminar programs; and Walter McQuade, associate editor of the *Architectural Forum*.

Langford Guest of Honor

Mr. Langford, who will go on modified service September 1, was the guest of honor at a banquet ending the three-day conference.

Many former students at Texas A & M and architects from over the state attended the conference.

Mr. Cummings, in a compelling address that aroused much interest, pointed out that civilizations are known finally by their architecture.

"Survival is not enough," President Cummings declared. "There must be safety, health and well-being; there must be work and rest; there must be love and worship; there must be beauty and fragrance; there must be compensation.

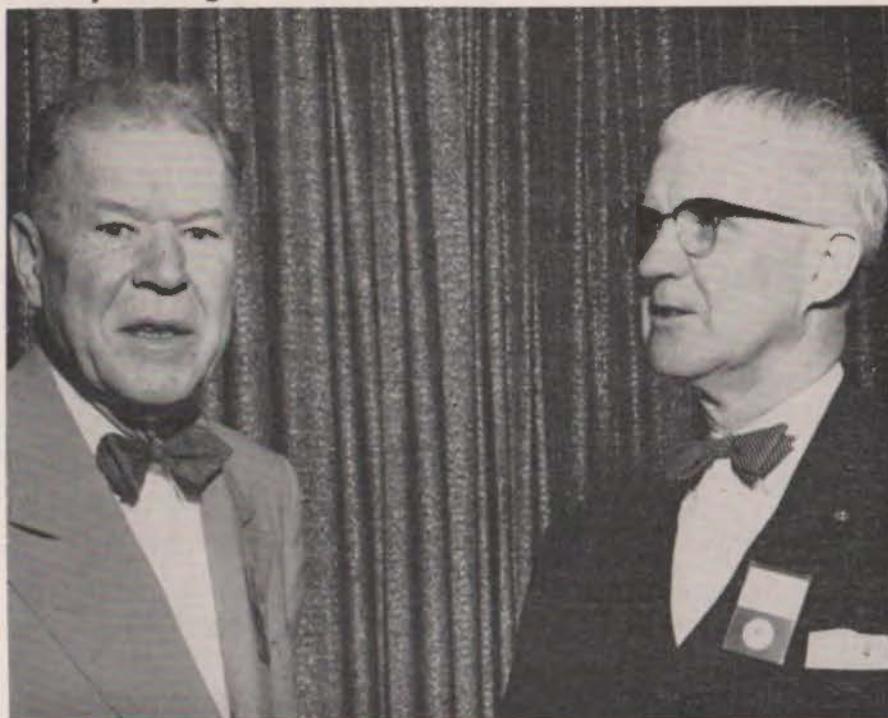
"We design the shelter for the world's work and for the people's rest and for their loving and for their worship.

"We contrive it with our hearts, that there may be beauty and a fragrance along the way.

"We contrive it for the satisfaction of our own souls and consciences and find our compensation in the contribution we are permitted to make to our day and generation, of our creative ability.

A Rewarding Survival

Following the theme of survival



Architectural Anniversary

Ernest Langford, TSA-FAIA, left, head of the Division of Architecture at Texas A. and M. College, discusses modern architectural advancements with George B. Cummings, president of the American Institute of Architects. Mr. Cummings was principal speaker at ceremonies held March 25-27 in observance of the 50th anniversary of the A. and M. Architecture Division, first one established in Texas.

through architecture, Mr. Shear told the conference that the right kind of survival is that in which man is challenged enough by the contrasts and conflicts and dualities in his own nature . . . and in that of the world . . . that he engages all his energies and his abilities in responding to conflicts and in resolving tensions. The result, he said, is rewarding survival, both personal and social.

The basic philosophy of the teaching of architecture has not changed materially in the half-century since 1906, Mr. Langford told the audience at the banquet honoring him.

"This may sound incongruous," Mr. Langford declared, in referring to the basic philosophy, "when we think of all the arguments about what constitutes proper style, good design and correct methods of planning.

Basic Aims The Same

"After all, the aims and objectives of architectural education remain the same," he said. "The training of men for professional careers in architecture or fields closely allied thereto;

"The training of men for proficiency in design and construction;

"The training of men to attack their problem in a simple, direct and craftsman-like manner without striving for imitation or forced originality;

"The training of men to be sensitive to those cultural values which give meaning to life as well as to building."

Theo R. Holleman, TSA-AIA was general chairman for the conference.

Houston Architect Judges Honor Awards Competition For Kansas City Chapter

Fred J. MacKie, TSA-AIA of Houston, vice-president of TSA, was in Kansas City April 14-15 to judge the Honor Awards competition of the Kansas City Chapter, AIA. Serving with Mr. MacKie were AIA members from New Orleans and Boulder, Colo.

The presentation of the awards to winners in the Kansas City competition was made by Richard Neutra, AIA of Los Angeles, a featured seminar speaker at earlier TSA conventions.



I STILL THINK IT'S ADORABLE, ANN! IT'S SO CHARMING!

AND IT'S A STEAL, JEFF. WE TALKED THE OWNER DOWN TO \$28,000! WHY WITH A LITTLE REMODELING IT'LL BE JUST LIKE NEW!



WITH MORE CLOSETS, REDECORATION, AND MY NEW KITCHEN...

DON'T FORGET THE WIRING, PLUMBING, OR MY AIR CONDITIONING, DEAR!

COME ON YOU TWO! YOU'LL SEE IT ALL ON PAPER AT MY OFFICE!



THERE'S THE LOT WE WERE LOOKING AT BEFORE WE FOUND THE HOUSE, JEFF!

YOU COULD DO WORSE! IT'S A SWELL LOCATION! LOADS OF POSSIBILITIES THERE!



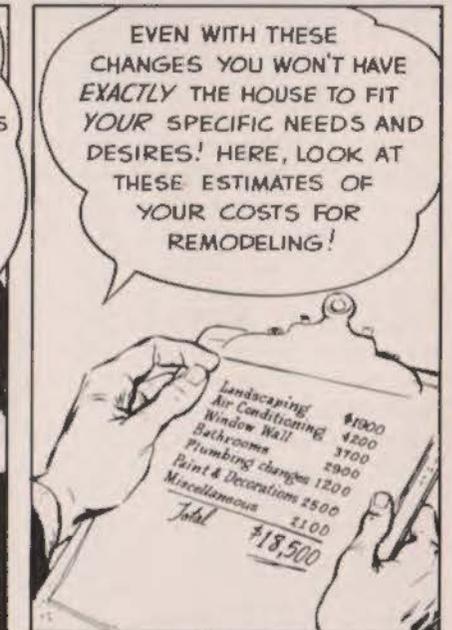
THESE PLANS ARE ALMOST EXACTLY WHAT WE WANTED!

THAT'S FINE, ROGER! BUT HOW ABOUT THE COSTS? I WOULDN'T WANT TO SEE YOU LOSE MONEY ON THIS DEAL!



DON'T BE SILLY, JEFF! WE CAN'T LOSE WHEN WE'RE GETTING THIS PLACE FOR \$28,000.

I'M NOT SO SURE! EVEN WHEN THEY'RE SOUND, HOUSES 30 YEARS OLD REQUIRE A LOT OF WORK TO UPDATE THEM TO TODAY'S LIVING STANDARDS!



EVEN WITH THESE CHANGES YOU WON'T HAVE EXACTLY THE HOUSE TO FIT YOUR SPECIFIC NEEDS AND DESIRES! HERE, LOOK AT THESE ESTIMATES OF YOUR COSTS FOR REMODELING!

Landscaping	\$1000
Air Conditioning	4200
Window Wall	3700
Bathrooms	2900
Plumbing changes	1200
Paint & Decorations	2500
Miscellaneous	2100
Total	\$18,500



BUT THIS IS \$18,500! WITH THE \$28,000, THAT WOULD BE \$46,000!

THE RAMSEYS BUILT A HOME FOR \$35,000. THAT WAS ALMOST AS NICE AS THIS! I THOUGHT WE'D DO BETTER THOUGH!



MAYBE WE'D BETTER CONSIDER THAT LOT WE SAW! JEFF, CAN YOU BUILD US A HOME FOR THE SAME PRICE?

I'M SURE WE CAN DO IT FOR \$35,000. ROGER!



I'M FOR THAT! HOW ABOUT IT, JUNE?

IF JEFF SAYS SO I THINK IT WOULD BE JUST WONDERFUL, DEAR!



SOME MONTHS LATER

THAT WAS A WONDERFUL HOUSE WARMING! THE BRODIES JUST LOVE THEIR NEW HOME!

I JUST WANT TO GIVE YOU A HOME THAT NICE SOMEDAY, ANN!



The Broadway Plan For Church Financing

By J. S. Bracewell
Houston

Founder of the Broadway Plan

Architects, both as church-going citizens and as professional practitioners, are familiar with the problems facing the thousands of U. S. congregations trying to raise the funds for badly-needed buildings.

Three factors have aggravated this problem: (1) the nationwide revival of interest in religion (2) tremendous population growth, especially in states such as Texas, California and Florida where a strong migration to the suburbs has further increased the need for additional churches and (3) the reluctance of many lending institutions to make commercial funds available to churches.

The revival of interest in religion, a worldwide phenomenon which is one of the most significant developments of the century, has accentuated the need for expanding church facilities. Replacement, remodeling and new construction of U. S. religious buildings has run into the billions in the 10 years since 1945. This trend continues even stronger.

15% Increase in 1956

The United States Chamber of Commerce forecasts that there will be 15% increase in church building in 1956, to \$850,000,000 from \$740,000,000 in 1955. Private industry would not have a difficult time raising this kind of money, but churches traditionally find it hard to borrow funds by the conventional methods.

The conservative approach of banks, insurance companies and other lending institutions to loaning money to churches is readily understandable. In the first place, no one wants to be placed in the embarrassing position of foreclosing on a church. Then, too, church property is one-purpose property and cannot be converted to other uses without an additional outlay of capital.

With the conventional method of borrowing money unavailable or inadequate for most churches, other procedures have to be called into use.

The Broadway Plan of church finance is one method which has proved successful for congregations faced

with the dilemma of having to raise money for capital improvements without assets or mortgageable property.

Began in 1936

The plan had its beginning at the Broadway Baptist Church in Houston, during the depression in 1936. All other methods having failed to raise money, the church decided to adopt an entirely new approach. The idea was conceived to follow the method used in municipal finance — raise money by selling bonds based on regular income.

With an income of \$60 a week, the Broadway Church was able to issue and sell \$10,000 in interest-bearing bonds and to proceed with its building program. Since then the church has used the plan ten times and raised over \$350,000 for construction of a thoroughly modern plant.

Revenues of churches are extremely constant, with little variation from the regularity of city or county tax revenues. The constant flow of income provides the best security possible for indebtedness.

Used By 1350 Churches

During the past 20 years the Broadway Plan has become a potent factor in church construction for all denominations. A recapitulation shows that some 1,350 churches have employed the plan in a total of 2,200 instances to raise more than \$58,000,000 for their building programs. Eighteen major denominations in 36 states, Alaska and Canada have found it to be a helpful solution to their financing problems.

The widespread use and success of the plan has resulted in a large measure from its simplicity of operation and its basic aims. From its inception the three basic aims in the development of the Broadway Plan have been:

1. Keep the plan simple and uniform in its operation. The plan is easily adaptable to churches with or without business or professional people among its members.

2. Make bonds a sound investment

(Continued on Page 10)

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The Client Selects His Architect

By David C. Baer, A.I.A.

Chairman AIA Committee on Office Practice

Employing an architect is a problem for both those making the selection and for architects themselves. This is accentuated by the fact that the practice of architecture constitutes a profession, and that a close personal relation must exist between an architect and his client, if full value for the architect's services is to result. If both parties understand the method being employed in the selection, much time and misunderstanding can be avoided.

The practice of architecture requires preparation through years of personal experience on the part of the individual architect, but also it embodies a knowledge of the collective experience of all architects engaged in building through the centuries. One result of this experience of the profession are the rules of conduct which reputable architects of today agree are proper and which they follow in conducting their practice. The practicing architect who becomes a member of the American Institute of Architects and who uses the letters "A.I.A." following his name subscribes to these rules and must follow them to retain his membership therein. These rules state that the practice of architecture is concerned with the rendering of personal service in the form of advice, consultation, and direction as may be required for a building project. The body selecting an architect should realize it is such per-

sonal services they are seeking from the firm they select.

For purposes of illustration herein we shall consider that a committee is charged with selecting an architect. The members of the committee can best start their task with a study of the Standards of Professional Practice of the Architectural Profession and the Standard Form of Agreement the Client and the Architect, both of which are published by the American Institute of Architects, and also the Current Schedule of Recommended Minimum Fees published by the Texas Society of Architects.*

*All of the publications listed may be obtained without cost from headquarters, The Texas Society of Architects, Perry Brooks Bldg., Austin, Texas.

The committee as a second step should formulate a program stating insofar as it can, the requirements and the scope of the project under consideration. In stating the needs the committee should be as detailed as possible gathering together all available facts about the proposed project. It may be necessary to call on outside assistance to prepare an adequate and concise program. The program, including a statement concerning the location and any budget or other limitations, then can be used in evaluating the qualifications of architects.

Selection of the architect should be made without reference to the fee to

be paid. Architects ethically cannot compete on the basis of fees. Selection should be on the basis of qualifications for handling the particular job at hand. It is well for the committee to state in advance that the fee to be paid will be that recognized by the profession as the minimum necessary to permit adequate architectural services to be performed. These can be determined from the schedule of fees mentioned above.

The committee should seek the architect best qualified and able to render the service needed. He may not offer his services to the client unless approached directly and is called in to discuss the proposed project. The search should be as wide as possible.

There are various methods that can be used to seek out and evaluate qualifications of architectural firms. Of such methods, the following are those most used:

(1) The first is by a formal competition. This must be held in conformity with the rules and procedures established by the American Institute of Architects if members of the Institute are to participate.* These rules are simple to follow and a great deal of public notice can accrue to the client and to the project if this method is chosen. Many architects will participate and submit designs for consideration. Such procedure offers a fine opportunity for obtaining original, unusual, and dramatic solutions to the problem. Prizes must be offered for the winning designs and in addition to this the usual fee for architectural services is paid for execution of the work by the architect selected.

(2) A second method is for the committee to employ an architect as a consultant to the committee in the selection of an architect. This architect will advise the committee as to the procedures and problems of selecting an architect for the particular project under consideration. He will, of course, disqualify himself from consideration as the architect for the project. Such an architect need not be experienced in the type of building under construction, but should have considerable standing in his profession. A local

(Continued on Page 13)

WANTED — ARCHITECTURAL ASSISTANT

This position is with the University of Texas System, with headquarters in the office of the Comptroller at Austin, Texas. Beginning salary: from \$424.00 a month to \$467.00 a month. This position involves doing architectural work, part of which might be classed as sub-professional, in connection with new building construction and repair or remodeling projects, under close supervision of Mr. William B. Saunders, Registered Architect and Assistant to the Comptroller, such as: assisting in planning, preparing and/or checking plans and specifications and occasionally inspecting construction work, furniture and equipment, etc. 85% to 90% of the work will be done in Austin, but occasionally trips will be made to our branches at Galveston, Houston, Dallas, and El Paso.

Under current rules of the Texas Board of Architectural Examiners, experience in this position can be counted toward registration up to 18 months. Applicant should either be a Registered Architect or be in a position to be registered within the next two years.

For additional information and application blanks, please contact Charles H. Sparenberg, Comptroller, The University of Texas, Austin, Texas.

American National Bank Symbolizes The "New" Austin

The American National Bank, opened recently in Austin at ceremonies which attracted a total of more than 20,000 visitors including 500 bankers from over the nation, has been selected by the Central Texas Chapter, AIA as representative of recent work in the Chapter area.

The architects for the modern structure, which has many features that have drawn nationwide attention, are Kuehne, Brooks Barr, TSA-AIA of Austin.

Features of the structure are careful attention to downtown traffic congestion, "upstairs" banking quarters with the ground floor used for brightly-lit merchandising displays in an arcade, and an overall plan aimed not only at the best new home possible for the American National Bank, but a building which could help in the revival and future development of an entire block in downtown Austin.

37,000 Square Feet of Area

Architects were given a great amount of freedom in designing the 37,000-square foot building. Early in their work, they were able to produce an overall plan which brought all major functions of the building together and still provided for the many changes, additions and refinements which became necessary later.

With banking quarters "upstairs", the street floor with automobile ramps and shopping arcade lent itself naturally to a very free and open feeling. With this as a basis for design, bank patrons, shoppers, garage customers and others were provided a continuous air-conditioned space.

The ceiling level is continuous through public and shopping areas. Glass is used from floor to ceiling. This air-conditioned space projects out among the contrasting, curved forms of the parking ramp system in the form of a giant, detached, glass-enclosed box—the garage waiting room. From this room, you may look up and up into space while watching your automobile twist its way down to you.

Mosaic Wall Panels

Terraza floors are used throughout all shopping and pedestrian areas. Terrazzo planter boxes extend through the glass and then. Floor to ceiling tile mosaic wall panels are used to add color and interest.



Interior of American National Bank

An interior view of the main banking area of the prize-winning American National Bank in Austin, with brilliant color used sparingly in a field of white and warm grays. At the end of the room is a non-objective mural by Seymour Fogel which is a focal point. Wood panels are of teak, walnut, cherry and birch.

A motor bank with drive-in windows in a sawtooth pattern already averages one car per minute during banking hours. Pneumatic tubes, an electric signal system and carefully controlled traffic flow are used to facilitate this increasingly-popular motor banking.

The garage in the bank can handle several thousand cars per day, through a unique ramp system which has photo-electric cells for traffic control, with a parking and service island and cross-over on each floor. All cars are parked under shelter. Steel joists and decking in the roof areas allow for economical future expansion.

Huge Show-Window

The exterior of the American National is based on a huge north show-window revealing glimpses of the colorful, open interior. Garage areas above are expressed as an open-air function with light aluminum louver screen panels. Concrete and masonry spandrels were stuccoed in blue-green and protected with glass panels. The western elevation is a huge insulation panel of Norman size brick in a soft basket-weave pattern.

With the street floor freed for public circulation, the overall effect was intended to be that of a paneled box

hovering over the ground—light and people flowing underneath—with only columns and vertical circulation elements tying it to the ground.

The visitor ascending to the main banking area sees at first only the high lobby ceiling above. Then his eyes follow automatically to the non-objective mural of silica point on marble dust plaster by Seymour Fogel.

Freedom of Space

The floor of this area is of Venetian terrazzo, and the room above accentuates freedom of space and the carefully-controlled use of rich colors and materials. Colors of brilliant blue, yellow and Swedish red are used sparingly in a field dominated by white and warm grays. The overall color scheme of the lobby, board room and other areas is controlled to a great extent by wood panels of teak, walnut, cherry or birch in contrasting finishes.

The third, or mezzanine floor contains the board room, a 140-seat auditorium, recreational and dining facilities, work areas and restroom facilities.

The air-conditioning system includes an electronic precipitator for maximum freedom from dust, smoke and odors.

(Continued from Page 7)

so that even those with small incomes may invest, and have their money work for the Church while earning a fair return.

3. Hold the overall financing cost down to about the same level or below that of conventional loans.

Sound Financial Arrangement

Despite its simplicity of operation, the Broadway Plan is no haphazard financial arrangement. The money lenders' interest is properly cared for in a legal contract with all of the "i's" dotted and the "t's" crossed. Aside from the legality of the bond issue, churches are traditionally ranked among the best in meeting their obligations.

The unique approach of the plan has enabled hundreds of churches to keep pace with the competitive nature of our modern society. Gone is the time when a sanctuary can fulfill most of the church's needs. In these modern times it is absolutely necessary for the church to have nurseries, libraries, reading rooms, assembly rooms, fellowship halls, and other recreational facilities. In many parts of the country air-conditioning is a necessity.

There are few churches, regardless of their past history, which have an

adequate plant to meet the constantly-increasing demands of today's needs.

Useful And Adaptable

The usefulness and easy adaptability of the Broadway Plan is illustrated by the pattern of its growth. There was no formality to its early development. In the first ten years information about it was spread by word of mouth.

For example, the plan was first used in Fort Worth in 1947 and now a total of 16 churches there have used it. In San Antonio it was first used in 1948 and now 14 churches have

adapted it for their use. Lubbock first used it in 1949 and now a total of eight churches have employed it. Since 1950 when it was first used in Port Arthur it has spread to a total of eight churches in that city. The same pattern has developed in other cities in Texas and elsewhere.

Bankers Are Boosters

With a record of some 2200 Broadway Plan bond issues, over 400 in Texas, having been executed without a single default on principal or in-

(Continued on Page 16)

Briefly, the Broadway Plan works as follows:

1. Members and friends loan various sums of money to the church. In return, the church issues notes in the form of bonds to each lender. Bonds are issued in denominations of \$50, \$100, \$250, \$500 and \$1000.
2. The bonds mature serially over a period of 14 years, some falling due each six months, beginning the first year. Each bond bears a serial number and pre-determined maturity date.
3. Each bond pays 5% interest per annum, payable semi-annually. Interest-bearing coupons are attached to the bonds.
4. The church opens a special church account in its bank. The bonds and interest coupons are paid by the bank out of this special account.
5. The church deposits in the special account \$1 per week for the first six months for each \$1,000 of bonds issued. Thereafter the amount is \$2 per week per \$1,000 for 13½ years. This amount is sufficient to pay all bonds and interest coupons as they come due.
6. The church makes an agreement, whereby the FIRST REVENUES of the church are deposited to this special account.
7. The church covenants that no mortgage or lien will be created against the church property nor will it be sold while any of the bonds are outstanding.
8. It is not necessary that the church property be free of debt to use the Broadway Plan.
9. The church may retire all or any part of the bond issue any time it is financially able to do so and without penalty by giving bondholders 30 days written notice.
10. The Broadway Plan bonds are "bearer" bonds and may be transferred, sold, or used as collateral.



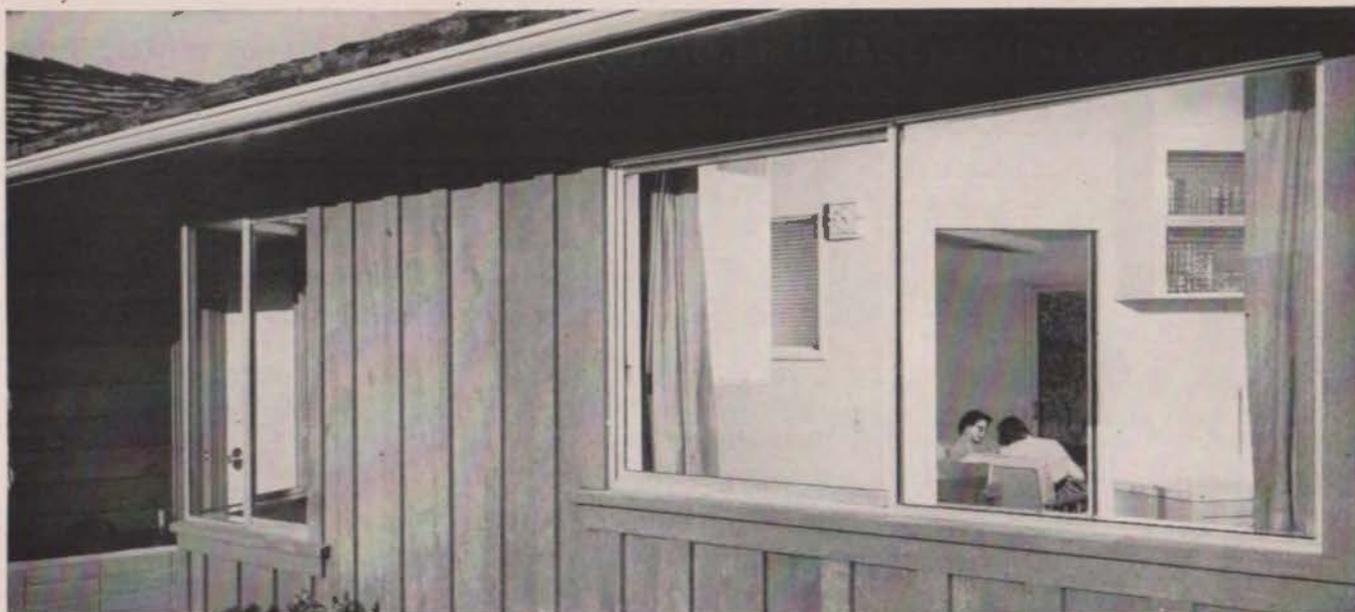
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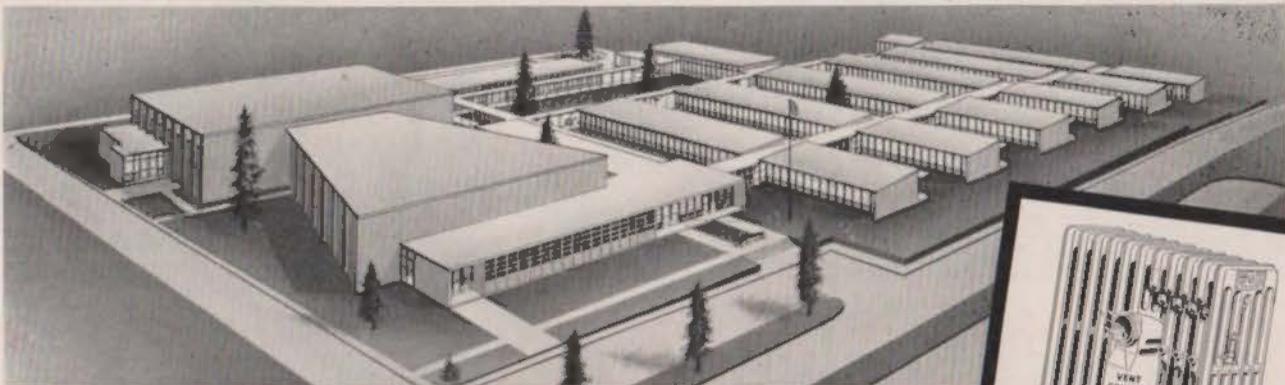
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(Continued from Page 8)

chapter of the American Institute of Architects or the Texas Society of Architects could furnish a list of names of such architects who might be willing to serve in this capacity.

(3) A third and the most usual method, used successfully, is as follows:

(a) The Committee should list qualifications which it is seeking in the firm they expect to work with. The committee should include such qualities as education, experience, knowledge of a particular field, ability to work with the committee, size of office, office associates, reputation with the building industry, geographical location of office, and other qualities that might have a bearing on the particular project. Architects may be invited to submit their qualifications in writing so these may be checked and evaluated.

(b) Architects then should be invited to meet with the committee for an interview. These may be all of those submitting qualifications or a selected group. This is a very im-

portant step. The committee should make every effort to emphasize that the committee is making the selection and conducting the search. Any other procedure which might unduly influence the committee's decision will be to the discredit of those being sought. The committee's decision is an important one and should be unbiased.

(c) After the interviews, the committee should make a preferential decision based on definite evidence gleaned from the interviews.

(d) When the committee has come to a decision as to their choice of architect, final negotiations should be undertaken. There should be a definite understanding as to what is expected of the architect and what is expected of the client, including the fee which will be paid. These items are set out in the recommended schedule of minimum fees and in the AIA Standard Client-Architect Agreement forms.

(e) Before entering into final negotiations, the committee should make certain that it is acting in accordance with instructions from the

committee's governing body.

Architects by the nature of their work are individuals. It is expected that they should be able to present their qualifications concisely and positively. The evaluation of their qualifications then is the responsibility of those who seek such services. The client should recognize this and make every effort to discover and choose the architect with the talents, experience, and organization best suited to each individual project.

Much care and study is required in developing projects. The young man with his eager willingness to serve should not be overlooked in such considerations, particularly for the smaller project. The current work load of the older firm should be studied, for an office that is overloaded may not be able to provide the same personal attention and service as one that is not so busy at the particular time. Geographical location of the architect's office may prove important, particularly with smaller projects.

Since there is no complete substitute for experience, this factor should be an important one in the final decision.

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Fort Worth Studies Bold Plan To Redesign Heart of City

A bold plan to break the stranglehold that motor traffic is tightening around the central business district of Fort Worth has been presented to civic leaders there by Victor Gruen, head of Victor Gruen & Associates, Los Angeles, New York and Detroit architectural engineering and planning firm.

The Gruen blueprint for what he calls the "Fort Worth of Tomorrow"

would eliminate all surface vehicular traffic from the business district, provide sub-surface freight facilities and ring the central area with a belt highway tied in with the road network serving the rest of the city and suburban regions.

Six Parking Garages

Six major parking garages inside the belt highway would be so placed so that no spot within the pedestrian

area would be more than 2½-minute walk from the nearest garage. The Gruen Plan also provides for use of battery-powered shuttle cars in the central area.

The Gruen Plan was presented recently to 200 civic leaders at a meeting of the Fort Worth Club. It has resulted in great interest in Fort Worth and the formation of Greater Fort Worth Planning Committee. The committee is headed by J. Lee Johnson, Jr., president of the First National Bank, and it will study the plan and means by which it might be put into action. Fort Worth architects are among civic leaders on the committee.

Gruen estimates that by 1970 some 152,000 cars will visit the central district of Fort Worth each day, twice the number that inch their way through traffic snarls there today. To accommodate 1970's downtown traffic with conventional facilities, a compromise at best, Mr. Gruen estimates that the present street system would have to be enlarged by more than 300 per cent.

No Surface Traffic

Under the Gruen Plan, the Fort Worth area bounded by Belknap, Jones and Pecon Streets, Lancaster Avenue and Henderson Street would be freed of surface vehicular traffic. The plan envisions this area studded with trees and gardens, benches, fountains and statuary, giving it a park-like appearance and an atmosphere similar to that of Rockefeller Plaza in New York.

Freight delivery facilities and access roads would be built beneath this pedestrian paradise. Buses and passenger cars would pull into one of the six terminal garages, be parked electronically, and passengers could go to their destinations by foot along covered walks or hop aboard the shuttle cars. The only other wheeled traffic allowed in the area would be fire engines of similar equipment.

Planner Of "Northland"

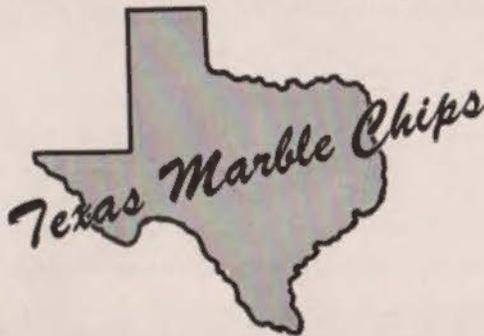
Mr. Gruen, who was called in to study the Fort Worth situation by the Texas Electric Service Company, planned and developed many of the nation's shopping centers, including Detroit's Northland.

His plan for Fort Worth stems largely from his experience in planning and developing these centers. He considers Fort Worth particularly suited for such a bold enterprise because it is a unit naturally bounded by the Trinity River, the railroads and the freeways.

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1956 Contract Awards At Highest Level, Dodge Reports Show

Contract awards for future construction in the Houston metropolitan area during February were at the highest dollar volume level ever recorded for that month, according to Dodge Reports totals. The first two month dollar volume total of 1956 was also a record for that period. The February 1956 total was up 14 percent over February 1955, at \$36,350,000 stated E. F. Seaman, Houston manager.

The metropolitan area includes Harris county.

Individual February 1956 totals compared with February 1955 present this picture: Non-residential up 205 percent at \$8,912,000; residential down 6 percent at \$25,989,000; heavy engineering up 10 percent at \$1,449,000.

The first two months' 1956 record dollar volume total was up 20 percent over the like period of 1955, at \$65,501,000.

Featherlite Names LaVail District Sales Chief For North Texas Area

Matt M. LaVail has been named district sales manager for the Featherlite Corporation, according to Jack Frost, president of the lightweight aggregate firm with sales offices, concrete products plants, and aggregate kilns throughout Texas.

LaVail has been associated with the building and construction industry for several years as a specialist in lightweight aggregates and concrete. He has been a resident of Dallas since 1953.

In his new post, LaVail will specialize in sales of Featherlite expanded shale aggregate used in the manufacture of concrete and concrete products as well as monolithic concrete for the construction industry.

A native Texan, LaVail attended Allen Military Academy, Texas A & M College and the University of Houston. He has been connected with the expanded shale industry for the past several years. He is a member of the American Concrete Institute, and formerly served on the college training committee of the Texas Concrete Masonry Association.

News of the Chapters

NORTH TEXAS: The meeting was devoted to a discussion of plans for improving relationships between architects and contractors, so as to render maximum service to the clients. Plans for Texas Architects' Week in Wichita Falls were also discussed.

BRAZOS: Final plans were made at the meeting for the 50th anniversary celebration of the beginning of architectural education in Texas in 1906. David B. Yarbrough and Charles J. Godwin were elected associate members.

HOUSTON: The April meeting was in the form of a Texas Architects' Week dinner at the Houston Club. James Chillman, FAIA, professor of architecture at Rice Institute and director emeritus of the Houston Museum of Fine Arts, was the principal speaker. The master of ceremonies was Walter Rolfe, FAIA of Houston.

Another feature of the dinner was the presentation of the craftsmanship award to 67-year-old Daniel MacFarlane. Mr. McFarlane, a native of Glasgow, Scotland, came to the U. S. in

1905 as an apprentice plasterer on the Galvez Hotel in Galveston. He has served as president of Operative Plasterers' Local 79 and is now in his fourth year as president of the Texas state apprentice program.

FORT WORTH: J. R. Leary and C. T. Grimm spoke to the Chapter on panel wall and masonry wall construction. Mr. Leary, with the architectural division of the Aluminum Corporation of America in Pittsburgh, discussed panel walls and Mr. Grimm, of the Clay Products Association in Austin, spoke on masonry wall construction. Both men emphasized new techniques involved in the use of materials. Mr. Roy L. Phlak was introduced as a new corporate member.

SAN ANTONIO: A panel composed of architects Robert M. Ayres and C. C. Simmons and engineers William Green-slade, Jr. and Gerard M. Baker discussed the various new design problems encountered in the design of the USAA Building. A report was given on TAW progress and final plans. Beverly Spillman, Sr. was elected a member emeritus.

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Utilizing more than 50 years experience in the manufacture of heavy duty multi-coil gas water heaters, Ruud Manufacturing Company, Kalamazoo, Michigan, is now making and marketing a new, compact, model of the same type.

Ruud multi-coil Model 500A is designed for use with an auxiliary storage tank in a variety of commercial and industrial water heating applications where natural, mixed or manufactured gas is available.

American Gas Association Laboratories have approved the new Ruud product as a circulating tank water heater, and it has been approved by the Associated Factory Mutual Insurance Companies for use with sprinkler systems, to prevent freezing.

Easy-to-apply insulating plastic is the subject of a new four-page booklet introduced by Zonolite Company, Chicago.

(Continued from Page 10)

Interest, Broadway Plan bonds are no longer looked upon with reservations. In fact, banks like the business-like approach of the Plan and frequently recommend the plan to local churches which are faced with building problems. Numbered among the 600 banks which have handled Broadway Plan bonds is the Bank of America in California, world's largest banking chain.



The booklet outlines uses for the lightweight, fireproof insulating plastic, including insulation of steam and hot water pipes, flue openings, hot water tanks, furnaces and boilers, and hot air ducts.

Zonolite Company is the nation's largest miner and processor of Vermiculite which is also used as an insulating fill and as an aggregate in acoustical plaster and insulating concrete.

The Royal Tile Manufacturing Company of Fort Worth, Texas, has just announced "Contour," an intricately-shaped tile covering slightly less area than a 4 1/4-inch square tile, as its newest product. It will be manufactured in all colors and textures that the company now makes.

Royal previously has manufactured tile in conventional 4 1/4-inch squares, 3-inch hexagonal patterns and a variety of trim shapes.

Both the company's product lines—"Gloss-tone" wall tile and "Duraflor," a crystalline surfaced tile for floors—will be manufactured in the new Cantaur shape. This includes all 17 Glass-Tone colors and 12 color-textures of Duraflor.

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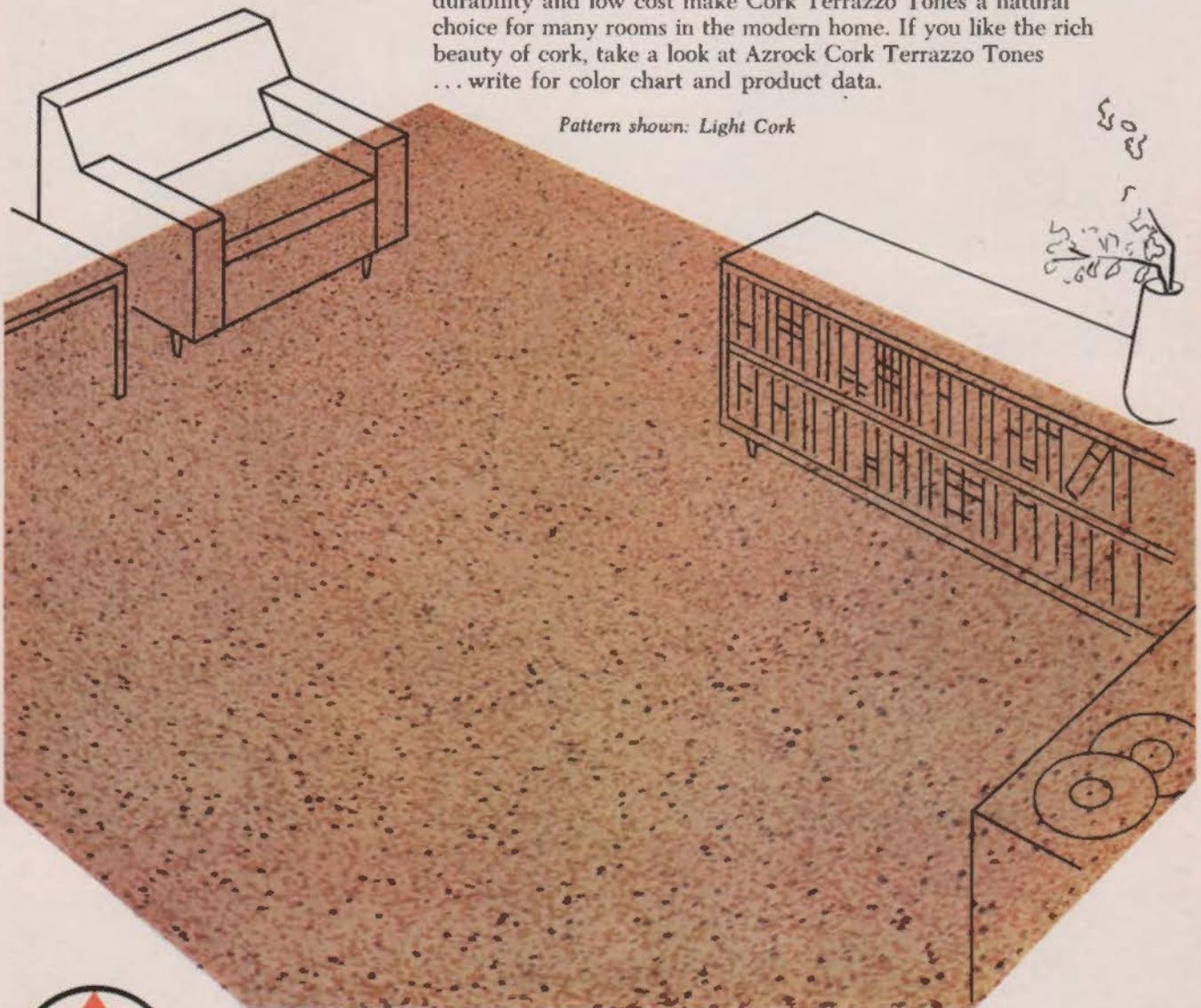
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