

1
9
5
6

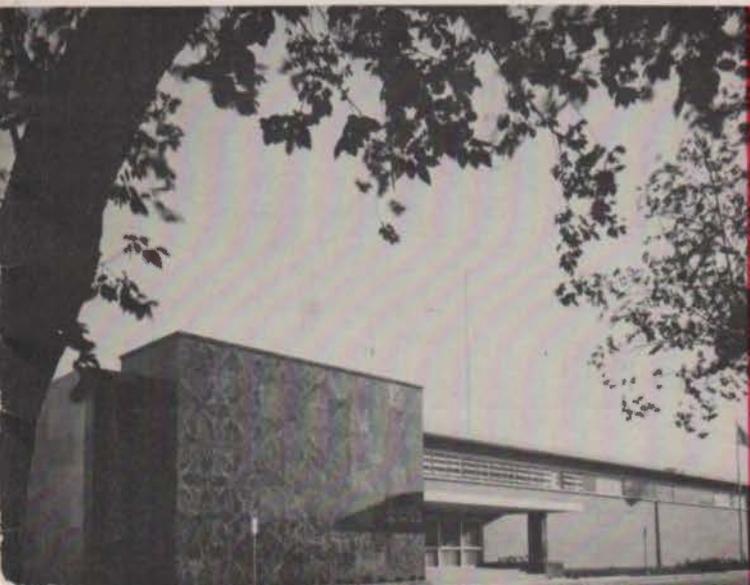
JANUARY

TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

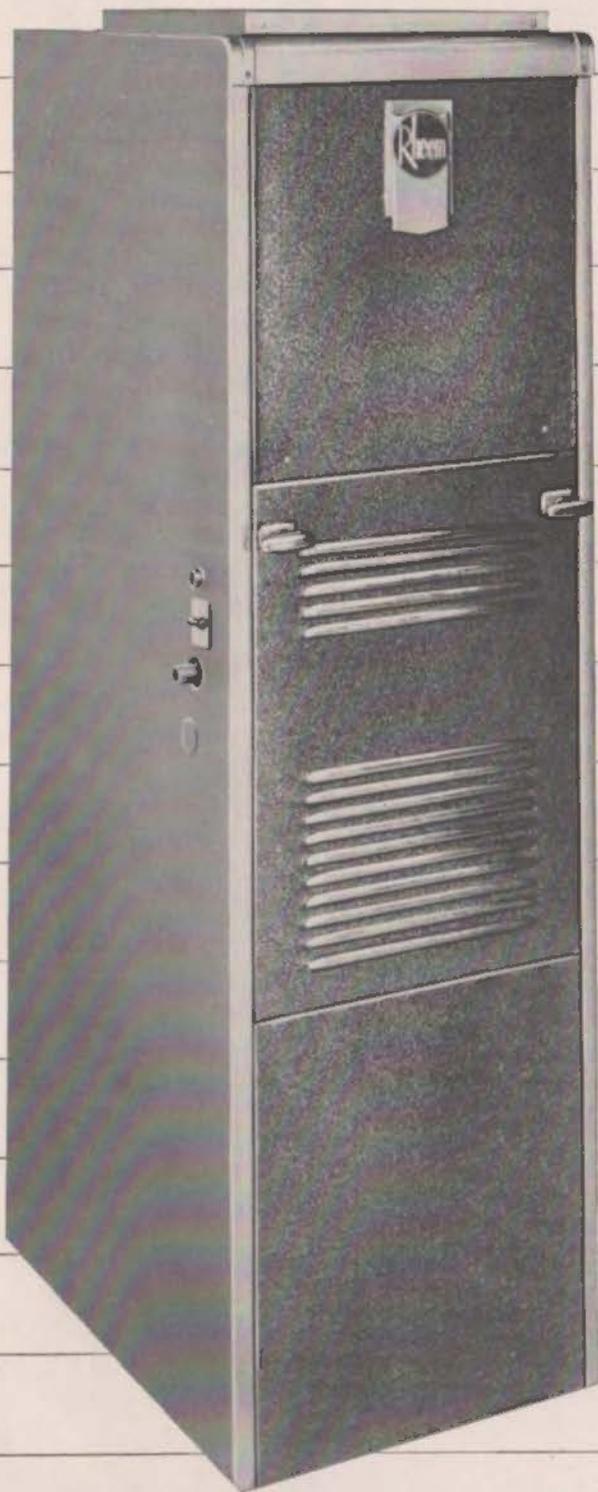
IN THIS ISSUE

- ◆ The Dynamics of Organic Architecture
- ◆ New Chapter Formed At Wichita Falls
- ◆ 1956 Officials Named



The Public Safety Building of the City of Midland has been selected by members of the West Texas Chapter, TSA-AIA as representative of recent work in the Chapter area. Architect and engineer: Hank Avery, TSA-AIA of Midland.

YUKS



For the very finest
in fire tested furnaces
there's no beating
Rheem

there's a Rheem Furnace*

for every purpose:

attic

wall

closet

floor

console

you can rely on

Rheem Furnaces

because you can

rely

on



RHEEM MANUFACTURING CO. 1025 Lockwood Drive, Houston

*and an add on Air Conditioner



"By utilizing the "SCR Design Concept" elementary schools can be built for \$7.14 per square foot."

William R. Orr, leading Southwest construction cost consultant, Construction Service Co., Ft. Worth



The "SCR School Design Concept" reduces construction costs 30% with L-shaped structural masonry interior walls.

CONSTRUCTION SIMPLICITY — Greater economy.

DURABILITY — Lower maintenance costs.

FIRESAFETY — lower insurance costs.

NON-STRUCTURAL EXTERIOR WALLS —

Design flexibility with masonry or glass in any proportion.

ROOF JOISTS — Span length of classrooms and eliminates necessity of expensive skeleton frames.

\$7¹⁴

PER SQUARE FT.★

...keeps school boards happy

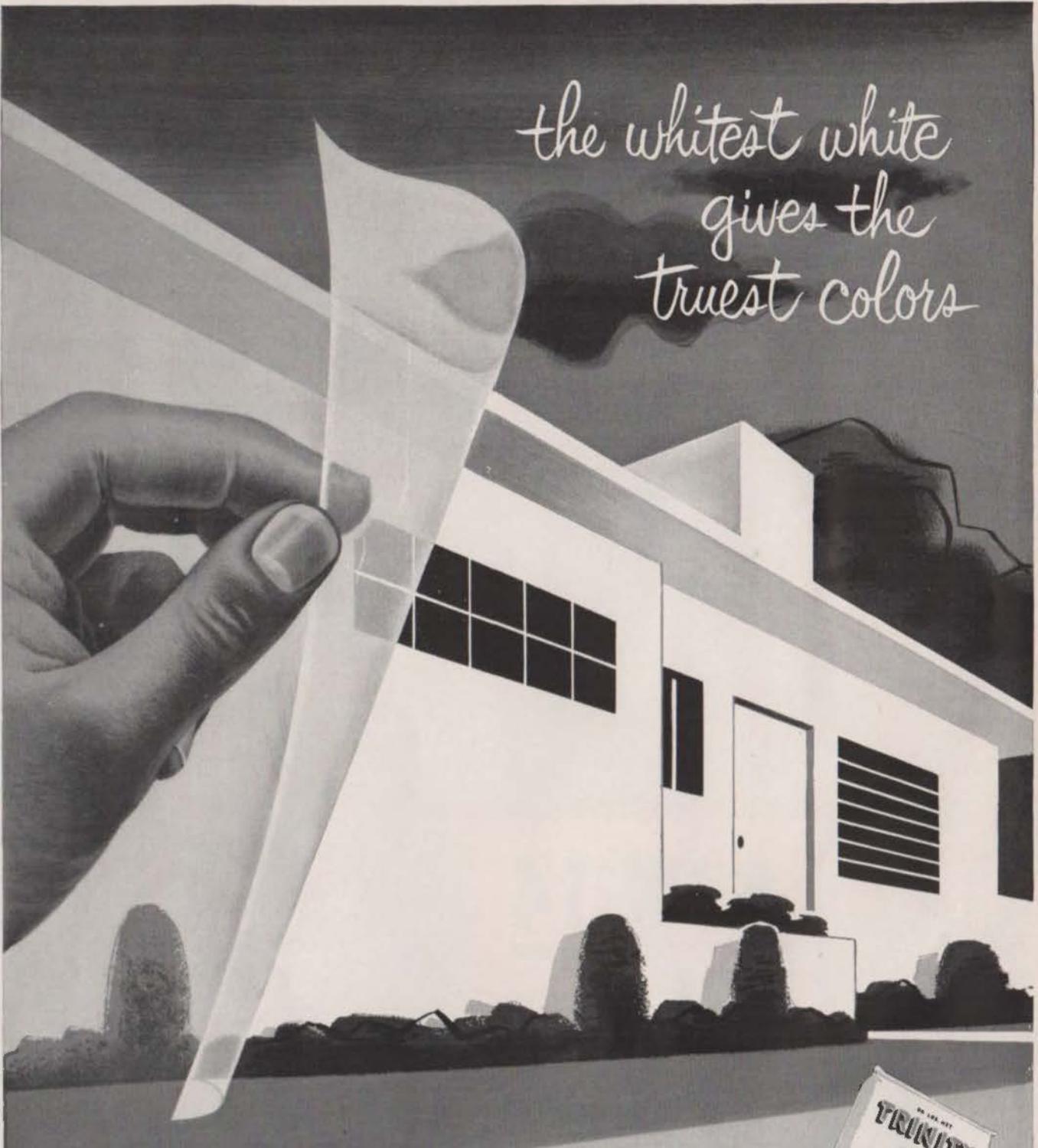
For more details on low cost clay masonry schools write for a complete cost analysis and see the Producers' Council Caravan Exhibit in these cities during February . . . Houston: 7, 8 . . . Dallas: 27, 28 . . . San Antonio: 22, 23 . . . New Orleans: 1, 2 . . . Little Rock: 14, 15

CLAY PRODUCTS

association *of the Southwest*

109 PERRY-BROOKS BLDG. AUSTIN, TEXAS

the whitest white
gives the
truest colors



Excellence of color work in concrete materials begins with the whiteness of the cement used. This is true regardless of whether the color is to be achieved by exposed colored aggregates; or by the addition of pigments to the mix.

Use Trinity white for architectural concrete units; terrazzo; stucco, etc.

It is the whitest white—gives better color effects.

It is a true portland cement.



As white  as snow
... plain or waterproofed

Meets all Federal & ASTM specifications

Trinity White

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

THE TEXAS ARCHITECT

VOLUME 6

JANUARY, 1956

NUMBER 9

INSIDE THE TEXAS ARCHITECT

The Dynamics of Organic Architecture	5
TSA Begins 1956 Program	6
Winning Design in Touring Exhibit	8
New Chapter Officials Named	9
Savings Claimed for New School Construction	10

Official Publication of
THE TEXAS SOCIETY OF ARCHITECTS
The Texas Regional Organization of The
American Institute of Architects
David C. Baer, AIA-TSA Editor
1200 Bissonnet, Houston
John G. Flowers, Jr. Managing Editor
Perry-Brooks Building, Austin
Clark, Kirksey & Company
Editorial Counselors
1731 Bissonnet, Houston

PUBLICATION BOARD

David C. Baer, Chairman, TSA-AIA Houston
Lee R. Buttrill, TSA-AIA Beaumont
Harold E. Calhoun, TSA-AIA Houston
Grayson Gill, TSA-AIA Dallas
Albert S. Golemon, TSA-AIA Houston
David D. Red, TSA-AIA Houston
Edward L. Wilson, TSA-AIA Fort Worth

TEXAS SOCIETY OF ARCHITECTS

OFFICERS

R. Max Brooks President
203 Perry-Brooks Building, Austin
Fred J. MacKie Vice-President
2713 Ferndale, Houston
Reginald H. Roberts Second Vice-President
2600 McCullough, San Antonio
Louis F. Southerland Secretary-Treasurer
602 West Avenue, Austin
John G. Flowers, Jr. Executive Director
327 Perry-Brooks Building, Austin

DIRECTORS

O. L. Puckett Big Spring
Panhandle Chapter, A.I.A.
Winfred O. Gustafson Austin
Central Texas Chapter, A.I.A.
Terrell R. Harper Dallas
Dallas Chapter, A.I.A.
Robert P. Woltz, Jr. Fort Worth
Fort Worth Chapter, A.I.A.
Charles Huie, Jr. San Antonio
San Antonio Chapter, A.I.A.
Otis F. Johnson Corpus Christi
Coastal Bend Chapter, A.I.A.
Harold E. Calhoun Houston
Houston Chapter, A.I.A.
William C. Baxter Weslaco
Lower Rio Grande Chapter, A.I.A.
William G. Wuehrmann El Paso
El Paso Chapter, A.I.A.
William E. Nash Bryan
Brazos Chapter, A.I.A.
David S. Castle Abilene
West Texas Chapter, A.I.A.
R. C. Heartfield Beaumont
Southeast Texas Chapter, A.I.A.
Albert S. Golemon Houston
A.I.A. Director
Glynn L. Harris Wichita Falls
North Texas Chapter, A.I.A.

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.

Editorial contributions, correspondence, and advertising invited by the Editor. Due to the nature of the publication, editorial contributions cannot be purchased. Publisher gives permission for reproduction of all or part of editorial material

herein, and requests publication credit be given THE TEXAS ARCHITECT, and author of material when indicated. Publications which normally pay for editorial material are requested to give consideration to the author of reproduced by-lined feature material.

Appearance of names and pictures of products and services in either editorial copy or advertising does not constitute an endorsement of same by either the Texas Society of Architects or the American Institute of Architects.

1956 PROSPECTS BRIGHT AS NEW YEAR BEGINS

Prospects for the general economy, for construction, and for architecture are bright as 1956 begins.

Many economists have predicted that new highs will be set in the forthcoming 12 months, and certainly the consensus opinion is that the nation will continue at, or only slightly below, the record levels enjoyed in 1955. In specific fields, such indexes as that prepared by the F. W. Dodge Corporation see further construction gains, and many large corporations have announced plans for exceptionally high capital outlay in the New Year.

Dodge officials predict an overall 3% gain for 1956 construction in 37 states east of the Rockies. This would mark the eleventh straight year of construction volume increase, with construction passing \$25 billion in the area studied.

Spokesmen for Standard Oil of New Jersey have announced plans for capital outlays in excess of one billion dollars, indicating a continued high level in this key category. Large capital expenditures continue throughout industry.

In connection with these indications, it is significant to note that directors of the American Institute of Architects, meeting more than two months ago in New Orleans, reported increases in architectural activity in all 12 AIA regions, with a considerable volume of work already projected into 1957.

The President's Letter

By

R. Max Brooks

TSA-AIA

President,
Texas Society
of Architects



It was my privilege to speak recently before the second annual convention of the state organization of the Associated General Contractors of America, in Corpus Christi. This fine and active organization has made significant strides since its first statewide meeting approximately two years ago.

The architect and the general contractor have many common interests and problems, and the existence of an organization of general contractors on the same statewide level as the Texas Society of Architects should afford greater opportunities for relationships and activities which will benefit the public.

As members of the great building industry that has sparked our unprecedented period of post-war prosperity, architects and general contractors have worked with each other in an atmosphere of mutual respect and understanding within the technical and practical limitations inherent to each field of endeavor. It should now be possible, however, to make even greater progress toward solving common problems, exchanging information, maintaining the highest standards of ethical conduct, and in general serving the owner and the public in the best manner possible.

Our joint responsibilities in this regard have become much more pronounced in the past several years of enormous growth and development. With the tremendous increases in population now projected into the 1960's and beyond, it becomes even more imperative that our groups work closely together for the common good.

Some of the specific areas in which architect-contractor relationships are particularly important include increased efficiency (and thereby lower building costs), good workmanship, and protection of the owner's best interests. There are of course many other areas in which we are cooperating and I know will continue to cooperate. One I would like to mention particularly is
(continued on page 8)

Chrysler Airtemp

AIR CONDITIONING

**pioneered by Chrysler
engineered by Chrysler
to offer you the most
versatile line of air
conditioning & heating
equipment available today
for residential & commercial
building**

Air Accessories, Inc.
1400 Henderson
Fort Worth, Texas

Airtex, Inc.
1007 Waugh Drive
Houston, Texas

Baker Engineering Co.
P. O. Box 543
Lubbock, Texas

Caperton Refrigeration Co.
P. O. Box 3222
Tyler, Texas

Low-Temp Distributors
125 Lamar Street
San Antonio, Texas

Royalair Distributors
2122 Olive Street
Dallas, Texas

United Electric Service Co.
500 Galveston
Wichita Falls, Texas

Walsh Engineering Co.
Highway 75 East
Sherman, Texas

**for complete
information**

**CALL THE
AIRTEMP
DISTRIBUTOR
IN YOUR AREA**

The Dynamics of Organic Architecture

By
Hugo Leipziger-Pearce, AIA
Professor of Architecture and Planning
The University of Texas

Editor's Note: The TEXAS ARCHITECT continues a series of articles on various aspects of architectural education, by faculty members of the five architectural schools in the state. The opinions advanced in these articles are those of the individual school and authors involved, and do not necessarily reflect the opinions of either the Texas Society of Architects or the TEXAS ARCHITECT.

Taking a quick look at the status of schools in the various professions, we find a rather encouraging situation. Emphasis is placed more and more upon a general, well-rounded education, preferably to be acquired by the student before he enters a professional school. This will tend to eliminate gradually any connotation of vocational training, while it should encourage a lifelong curiosity and interest in cultural and professional affairs. As an educated man, the architect is helping his profession and his society.

Schools of architecture are confronted, among other things, with the continuing controversy over contemporary design. In fact, students demand clarifications because many of them follow eagerly the argumentations taking place publicly over such important projects as the new Air Academy, the United Nations Building, or church design. The Symposium on Church Architecture, recently held at the Massachusetts Institute of Technology (see Architectural Forum, December, 1955) is a good case in point, revealing most successfully the philosophical character of significant architectural design.

Motivations Behind Design

In order to illustrate this point of view further the following discussion is attempting to show the motivations behind architectural design, historically and philosophically speaking.

Architecture is essentially an art, an instrument of culture, with the purpose of serving people and society. No matter how much emphasis is placed on its engineering or economical and sociological elements, it is the degree of their design integration and esthetic interpretation which determines architecture's success as cultural dynamics. Because, after all is said and done, the purpose of civilization is not the progress of science and technology, but the progress of man.



Hugo Leipziger-Pearce

This was fully recognized and accepted in the past. History shows that every civilization developed an independent architectural perfection in strict conformity with its own conventional symbolism. Six of the seven wonders of the world were architecture, the seventh sculpture.

Organic Character Is Basic

Industrialism developed fully during the last one hundred years and brought with it specialization and division of labor. Great changes in the traditional patterns of individual and social behavior are the direct result. In contrast to Europe, the United States of America accomplished an equilibrium of social and economic growth with comparative ease. The organic character of a political revolution which created this country is of basic significance for the new democratic culture.

Nevertheless, the enthusiasm which was nurtured by the newly-found promise for abundance, made possible by the machine, obscured the knowledge of basic psychological design requirements in our environment needed not only for esthetic satisfaction, but also for political and socio-economic fulfillment of American democracy as well.

After eclectic experiments, done in commemoration of past architectural triumphs, the incongruous use of a bygone symbolism has become evident. Today, the designer is searching seriously for the esthetic truth of our own time much as the great philosophers of architecture did under their own circumstances in the past. Vitruvius, Palladio, Vignola, Violet Le Duc attempted to interpret the prevailing

systems of ethics and esthetics in the light of Socrates' and Plato's basic philosophical concepts.

Line of "Organic" Thought

Today's foremost philosophical speculation is the new pragmatism. This American contribution to philosophy is spreading from the American scene into the larger industrialized world. It is a system of thought which seems most workable in the light of modern science and its application to human life. It is the close relationship of this modern philosophy to scientific progress which has produced organic characteristics in our new living patterns. This organic approach has produced also "organic architecture." There is a clear line of creative "organic" thought discernible from Emerson, Thoreau, Walt Whitman to John Dewey, Louis Sullivan, Frank Lloyd Wright and the organic school in modern architecture.

Walt Whitman, putting great emphasis on the "typical American," writes on housing conditions: "Not wicked in carelessness of material . . . but in the unrighteous spirit of ostentation that unconsciously directs it, and in the manifold and frightful social evils flowing from it." This was in 1858.

Chaotic Design of Cities

Today, science is pointing to a direct relationship between the increase in mental disease and the chaotic design of our cities. More specifically, it is contended that neuroses brought on by living and working habits of the machine age can be successfully countered by design-controlled therapeutic values of form and color in our environment.

Man's physiological constitution, the rhythm of his heart beat, the length of his pace, the mental processes of logical and intuitive knowledge, the sensory reactions to tone, form, and color are almost the same as they have been for 20,000 years. The heightened tempo of today's physical living therefore, is opposed by the unchangeable rhythm of life itself. Despite great adaptability of the human organism to the requirements of the machine, we must take into account the unchangeable facts of nature and the impact of hereditary patterns of individual and social behavior which have been operative since the dawn of history.

(continued on page 6)

Suitable Environment Stressed

Organic architecture is concerned with the creation of an environment suitable to human beings and their physical and mental activities. Conditions promoting instability of people in general are aggravated by an unsuitable architectural environment. This can only result in a weakening of the overall achievements and promises of Democracy. That is why the philosophers from Socrates and Plato up to the present day agree that "Architecture is a tremendous weapon in the esthetic armory of the statesman."

Organic architecture uses "human scale" as well as "monumentality." It also uses order, diversity, contrast, rhythm, balance, scale which are all tools of space composition. Only if this design armory is well used to interpret psychologically socio-economic and cultural aspirations, then "Form follows Function," in a comprehensive sense.

Two Basic Design Approaches

By this, one can understand a distinction between two basic design approaches. One which is accommodating the daily routine of living processes in a *therapeutic-functional* sense. The other, with the objective to create a stimulating background for the intricate, and in a sense ceremonial, performance of community action for the purpose of social and cultural enlightenment. This design approach would be of a *symbolic-functional* nature. Both seem to be needed in order to arrive at truly *organic architecture*.

It appears as if we are well on our way toward a workable *therapeutic-functional* design approach, so suitable for mass-production and prefabrication. This is borne out by the ever increasing acceptance of the design principles which Le Corbusier formulated with the help from many disciplines of science.

Symbolic-Functional Design

As far as *symbolic-functional* design is concerned we are certainly deeply indebted to Frank Lloyd Wright for his demonstration that a common esthetic experience can still be provided by architecture. George H. Mead states it this way: "You cannot build up a society out of elements that lie outside of the individual's life processes. You have to presuppose some sort of cooperation within which the individuals are themselves actively involved . . ." This in turn seems to correspond perfectly with Frank Lloyd Wright's ap-



To Direct TSA In 1956

These three men have been elected to the key posts within TSA for 1956, and began active work on the new program at a January 7 board of directors meeting in Austin. Left to right: Reginald H. Roberts, San Antonio, second vice-president; R. Max Brooks, Austin, president; and Fred J. MacKie, Houston, vice-president.

TSA Adopts Record \$29,400 Budget At Executive Board Meeting

TSA adopted a record budget of \$29,400 for the year ending December 31, 1956 at an all-day meeting of the Executive Board January 7 in Austin. President R. Max Brooks of Austin presided at the meeting, attended by 14 directors and officials and more than 25 committee chairmen and Chapter officials from over the state.

proach wherein he succeeds so well in expressing the independence, vitality and nature-consciousness of American democracy. We may therefore be justified in deploring that he did not have the opportunities to devote all of his energies to buildings and environments for larger community concerns, such as the Madison, Wisconsin, Community Center, now under way.

Comprehensive "Organic Architecture"

It is most interesting to find that actually both Frank Lloyd Wright and Le Corbusier have finally found a common ground for symbolic design. The inventor of the "dwelling machine" principle has finally succumbed to symbolism in his church Notre-Dome-du-Maut at Ronchamp. This indeed is a historic event. No longer exists a real contradiction between functional and symbolic architecture as of yesterday. Both approaches seem to have found their role and place in a complex, but orderly scheme of a comprehensive *Organic Architecture*.

The bulk of the \$29,400 budget is earmarked for the operation of TSA's state headquarters in the Perry-Brooks Building in Austin, focal point for the Society's statewide program for increasing the effectiveness of architectural services to the people of Texas.

All Chairmen Appointed

A key item on the January 7 agenda was the appointment of all committee chairmen for 1956, which was completed at the board meeting in order to allow immediate activity of the committee level within the Chapters. These appointments were completed for the first time at the opening Board session in conformance with new TSA policy aimed at getting the new yearly program underway as soon as possible within any delay between outgoing and incoming state and Chapter administrations.

Another major item at the January 7 meeting was further planning for the 1956 TSA convention, scheduled for Corpus Christi November 1-2. Details regarding the site of convention sessions were approved, and an overall theme, "The Architect In His Community," was adopted by board members.

Joe Smyth of Corpus Christi will serve as convention chairman. The Coastal Bend Chapter at Corpus Christi will be helped by members of the Lower Rio Grande Valley Chapter in all aspects of convention planning.

PRESIDENT'S LETTER

It was my privilege to speak recently before the second annual convention of the state organization of the Associated General Contractors of America, in Corpus Christi. This fine and active organization has made significant strides since its first statewide group approximately two years ago.

The architect and the general contractor have many common interests and problems, and the existence of an organization of general contractors on the same statewide level as the Texas Society of Architects should afford greater opportunities for relationships and activities which will benefit the public.

As members of the great building industry that has sparked our unprecedented period of post-war prosperity, architects and general contractors have worked with each other in an atmosphere of mutual respect and understanding within the technical and practical limitations inherent to each field of endeavor. It should now be possible, however, to make even greater progress toward solving common problems, exchanging information, maintaining the highest standards of ethical conduct, and in general serving the owner and the public in the best manner possible.

Our joint responsibilities in this regard have become much more pronounced in the past several years of enormous growth and development. With the tremendous increases in population now projected into the 1960's and beyond, it becomes even more imperative that our groups work closely together for the common good.

Some of the specific areas in which architect-contractor relationships are particularly important include increased efficiency (and thereby lower building costs) good workmanship, and protection of the owner's best interests. There are of course many other areas in which we are cooperating and I know will continue to cooperate. One I would like to mention particularly is a field which we may both tend to overlook from time to time.

This is the responsibility for preserving the good, workable, efficient and imaginative U.S. system of planning and executing building projects. In some countries, we find that the architect has extended his activities so far that the general contractor as we know his valuable functions is practically eliminated. Instead the architect acts as a coordinator for a group of sub-contractors. At the other end of the scale, some countries follow systems which reduce the status of the architect so that his creative capacity and talent are largely wasted.

One of our principal cooperative endeavors should be, therefore, to preserve the U.S. system which has been proved so successful, and I look forward to increasing liaison between our two statewide organizations aimed at this goal and at the primary job of giving the owner and the public the best buildings possible for their investment.

List of Convention Delegates

(Continued from December TANL)

HOUSTON CHAPTER

Mr. & Mrs. Harry Payne, Houston

LOWER RIO GRANDE VALLEY CHAPTER

Mr. & Mrs. W. Baxter, Weslaco
Mr. & Mrs. W. Bowman, Harlingen

Mr. & Mrs. Woolridge, Brownsville
Mr. & Mrs. J. York, Harlingen

PANHANDLE CHAPTER

Mr. & Mrs. N. Berrick, TCU
Mr. & Mrs. O. Carder, Amarillo

Mr. O. Puckett, Big Spring

SAN ANTONIO CHAPTER

Mr. & Mrs. L. Bauml, San Antonio
Mr. & Mrs. B. Cocke, San Antonio
Mr. & Mrs. L. Dielmann, San Antonio
Mr. Jack C. Finney, San Antonio
Mr. & Mrs. C. Huie, San Antonio
Mr. & Mrs. T. Noonan, San Antonio

Mr. & Mrs. R. Phelps, San Antonio
Mr. & Mrs. J. Rankin, San Antonio
Mr. & Mrs. R. Roberts, San Antonio
Mr. & Mrs. M. Ryan, San Antonio
Mr. & Mrs. P. Shoop, San Antonio
Mr. Thomas Thompson, San Antonio

SOUTHEAST TEXAS CHAPTER

Mr. Roy Belco, Beaumont
Mr. & Mrs. L. Buttrill, Beaumont
Mr. & Mrs. Harry Golemon, Beaumont
Mr. & Mrs. R. Heartfield, Beaumont
Mr. & Mrs. G. Ingram, Beaumont

Mr. Kenneth Marak, Beaumont
Mr. & Mrs. M. Mebane, Beaumont
Mr. & Mrs. L. Pitts, Beaumont
Mr. & Mrs. D. Steinman, Beaumont
Mr. & Mrs. L. Vidrine, Beaumont

WEST TEXAS CHAPTER

Mr. W. Collier, Jr. Abilene
Mr. Royal Dana, San Angelo

Mr. & Mrs. F. Groos, Odessa

JANUARY 7th BOARD MEETING

The January 7th meeting of the Executive Board in Austin, at the Commodore Perry Hotel, was notable in a number of respects:

- 1- Forty-three persons, including directors, committee chairmen and Chapter officials were present, a total considerably above any Board meeting attendance in the past.
- 2- A record budget of \$29,400 was approved.
- 3- All committee chairmen who are appointed through Board action had been named by the end of the day-long session, allowing immediate action on TSA programs.

Following are some of the principal news items of interest to the membership which developed at the meeting:

- 1- A profit of approximately \$10,400 was realized on the Houston convention, leaving TSA with some \$2,000 on hand at the end of the 1955 budget year. This will probably be further augmented by some \$600 due from AIA in connection with the convention.
- 2- Questionnaires on the Houston convention, sent out by the state headquarters office, had been compiled in time for the Board meeting. They proved to be of great use in setting the theme of the Corpus Christi convention and in getting into detailed planning of the meeting there.
- 3- Reports from convention committee chairmen showed that a great deal of continuing work has been done at the committee level, with many key groups ready to launch their 1956 program at full speed. Following is a digest of some of the committee reports offered:

Scholarship Committee

(Bartlett Cocke, San Antonio)

This committee is ready to accept applications for AIA scholarships. Modifications in some of the scholarships offered at the state level are currently under study.

AIA Centennial

(Edwin W. Carroll, El Paso)

Planning is far along on this project and Mr. Carroll is requesting that the AIA centennial be tied in with TSA 1957 convention planning and with Texas Architect's Week in 1957.

Texas Architecture - 1956

(Donald Nelson of Dallas who incidentally has been chosen as one of the jury for the national AIA honor awards, reporting for Harwood K. Smith)

This committee will probably recommend formally that AIA judging standards be followed in connection with TA-56. A small entry fee would be charged for handling costs, with an additional fee for mounting the winning exhibits. The beginning date will probably be moved back as far as the spring months in order to allow maximum time for the proper submission of entries. TSA and other Chapters are being urged to help the Dallas Chapter on the increasing number of details involved in staging this valuable exhibit which was seen by an estimated 2,000,000 persons last October at the State Fair of Texas.

Insurance Committee

(Harry D. Payne, Houston)

Mr. Payne's comprehensive report showed the number of members covered at a new high, with several new developments about which the membership is being circularized.

Capitol Plan

(Karl Kamrath, Houston)

It is expected that the committee will be asked in the near future to confer with representatives of Harold F. Wise, city planner, and the Austin City Planning

Commission on details of the plan upon which Mr. Wise and his associates and the city commission have been busy for many months. Mr. Kamrath has resigned as chairman of the State Planning Commission but remains as head of the TSA Capitol Plan Committee.

By-Laws Committee

(Mr. Herbert F. Tatum, Dallas)

Mr. Tatum urged consistency between AIA-TSA and Chapter by-laws, which was one of the prime objectives of his committee's research and study program during the year. This pertains particularly to the Chapter Committee sections. He urged that the Chapters distribute the mimeographed copies of the by-laws now available through the state headquarters widely among Chapter membership and officials in particular. Mr. Tatum does not anticipate further by-laws changes in 1956 after the rather extensive changes recommended at the 1955 convention in Houston.

Chapter Affairs

(Mr. George F. Pierce, Jr., Houston)

Mr. Pierce urged the importance of this committee's program and in an effort to improve liaison between TSA and the Chapters in the sphere of Chapter Affairs committee activities, The TSA director for each Chapter will serve on this committee. Mr. Pierce also reported for the new Judiciary Committee. He outlined the purpose and duties of this group and said that the committee would shortly mimeograph and distribute to the Chapters the procedure for bringing matters to its attention.

Publication Board

(Mr. David C. Baer, Houston)

Mr. Baer reported generally on plans for 1956, bringing up also policy matters involving the Board for discussion. The TEXAS ARCHITECT paid nearly \$4000 to its part of the TSA budget for 1955.

Office Practice

(Mr. Baer, chairman of the national AIA committee, for Mr. Bennett of Dallas who could not attend)

This committee remains very active with an expanded 1956 program. The new architect-client agreement forms prepared by the national committee are almost ready for release. A questionnaire on officer procedures and administrative methods is being

readied for circulation among officers of practicing architects over the nation. The handbook on architectural practice is in the course of being revised. Senate Bill 1644 which would require the naming of mechanical sub-contractors in bids by general contractors on Federal government construction work was discussed. Approval was given to restudy of Fee Schedule by TSA office practice committee to bring it into conformity with new AIA, A.C. agreements.

Public Relations

(Harold E. Calhoun of Houston)

Mr. Calhoun presented the following report with an annex regarding Texas Architects' Week. Both were approved by Board action:

" The public relations committee recommends for 1956 the continuation of a basic five-point program of long range objectives as follows:

- 1- Making the services of the profession better known and respected by the people of Texas.
- 2- Improve the effectiveness of T.S.A. by increased membership and better integration of Chapter and T.S.A. committees.
- 3- Emphasizing the need for improved professional competence.
- 4- Encouraging the individual Architects activity in worthwhile community projects.
- 5- Closer liaison with the National A. I. A. Public Relations Program.

Recommendations for the 1956 Public Relations program are listed as follows:

- 1- The PR committee's objective is to continue to improve attendance at the State Convention at Corpus Christi November 1 and 2.
- 2- We propose to begin the collection of material for the history of TSA.
- 3- Since Texas is the testing ground for "AT HOME WITH ARCHITECTURE" we have in mind a considerably expanded program of integration and cooperation with the AIA Public Relations program.
- 4- Other activities; aid to the Chapters in improving the quality of programs, cooperation to Texas Architect and Publication Board on specific projects.
- 5- Texas Architects Week - 1956 It is expected that the details of the TAW program will be ready for distribution at Chapter level about January 27th.

Approval of the Board was given on the following major aspects of the program; (a) the theme of TAW will be "Fifty Years of Architectural Education in Texas"; (b) Dates will be April 13-20; (c) Proposal to spend an amount not in excess of \$750 for printed materials plus from \$50 to \$75 on mimeographed materials, telegrams and if necessary telephone calls. (d) Program to be developed with Professor Ernest Lanford and his Educa

theme is so closely interwoven with his committee's activities. We also request that the officers and directors again assist us in the job of selling the importance of TAW activities to the Chapters.

OTHER SPECIAL REPORTS

Carl Hardin, Jr. of Austin, Legal Counsel

The Political situation over the state is somewhat unclear at present, with the possibility of considerable changes within the Legislature. It is generally regarded that TSA has made substantial advances in the past few years and is now perhaps the best organized of all professional groups of its type at this time. Mr. Hardin has studied the matter of incorporation of the separate Chapters (TSA is already incorporated) and requests for aid in effecting incorporation should be channeled to him through state TSA headquarters.

John G. Flowers, Jr. of Austin, Executive Director

Mr. Flowers looks forward to an active year as outlined in some detail in his report. He particularly urged more effective liaison between the Chapter and state headquarters, citing the necessity for other events similar to the seminar on "Organizing the Chapter for the New Year" which was presented informally in connection with the January 7th meeting.

Albert S. Golemon of Houston, AIA Regional Director

Mr. Golemon urged support of the national AIA public relations committee and a resolution endorsing this program and urging its continuation was passed. Mr. Golemon summarized key business at the last AIA directors meeting. He stated that the AIA was opposed to the new organization, National Association of Registered Architects which it is reported has been organized in the Middle West centering around St. Louis.

Patrick J. Nicholson, III of Houston, Public Relations Counsel

Mr. Nicholson commented upon the presence of 43 persons at the meeting and the adoption of a budget of \$29,400 in contrast to earlier years. He said that one of the most significant developments seemed to be the widening interest in TSA affairs among the profession in Texas. He urged utmost cooperation to make the Corpus Christi convention a success.

CORPUS CHRISTI CONVENTION

A sizeable group from the Coastal Bend Chapter and from the Lower Rio Grande Valley Chapter, hosts for the November 1-2 convention of TSA in Corpus Christi, were present. Joe Smyth of Corpus Christi was named State convention chairman.

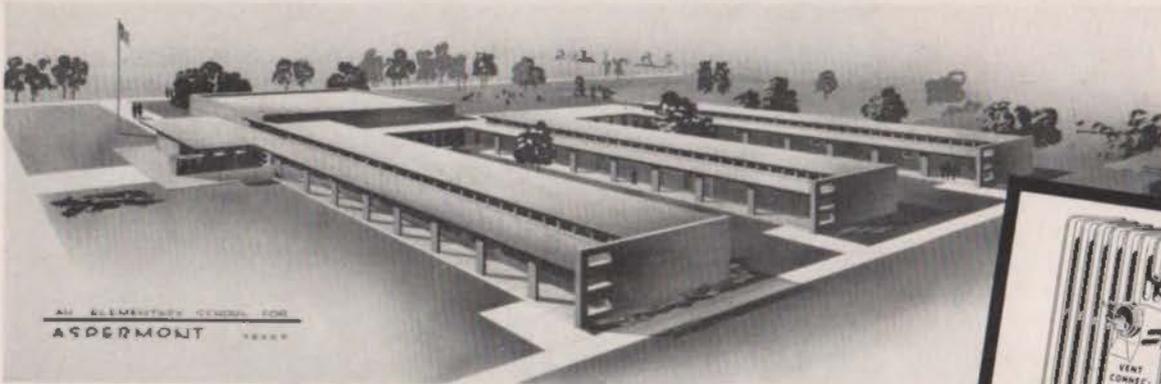
Planning on this convention is very far advanced at this stage, and the host Chapter group presented blueprints of the layout of the bayfront auditorium at which all convention sessions other than breakfasts and certain social events are to be held. This is within a few minutes of the Driskill and Plaza Hotels which will be used by delegates in addition to the Nueces Hotel and various motels at which space will also be available.

In addition to the excellent seminar sessions based on the theme of "The Architect in His Community" and other business and social affairs, the Corpus Christi convention will tentatively offer two very unusual events. One is a conducted tour, with a barbecue, of the internationally-famed King Ranch. The other is a side trip to Mexico City or to Monterrey, leaving either from Brownsville via chartered airliner or from Laredo via the new Swiss trains of the Mexican National Railways.

An intensive campaign will be launched to make the Corpus Christi convention particularly attractive. Plan not to attend, and combine the trip with a vacation as well as a most enjoyable and valuable trip to a beautiful Texas city. We will be sending you special material in the next few months on details.

IMPORTANT CHAPTER ITEMS:

Choosing cover pictures for TA: Each month the Texas Architect runs a cover picture of a project chosen by Chapter ballot as representative of recent work by TSA-AIA members in the Chapter area. Beginning with the March, 1956 issue, we also plan to carry an inside story of approximately 600-700 words on the picture, with another picture and a description of the unusual problems involved, what is different or outstanding about the job, etc. The schedule for these cover pictures and stories is as follows: February-El Paso (already due), March-Brazos, April - North Texas, May-Central Texas, June-Southeast Texas, July: San Antonio, August-Dallas, Sept-Lower Rio Grande Valley, Oct-Panhandle, Nov-Coastal Bend, December-Houston. Please send them direct to Pat Nicholson, P. O. Box 20014, Houston, 25, Texas, with the cover story. They are due at least 30 days in advance of the first day of the month in which they are to be run. Chapter Presidents are asked to acknowledge the month for which they are to submit a picture and story and stating that they are arranging to send this material on time to John Flowers by February 5th.



Aspermont Elementary School, Aspermont, Texas — T. C. Clark, Superintendent
Architects & Engineers: M. C. Butler and Herbert Brasher, Lubbock, Texas

CLOW GASTEAM RADIATORS will heat another modern TEXAS school —

WHY ARE CLOW GASTEAM RADIATORS BEING SPECIFIED FOR NEW MODERN TEXAS SCHOOLS?

Because of their time-tested service record! Many Texas schools are still being heated by Clow Gasteam radiators installed 30 years ago! So it is natural that these school districts

want this time-proven heating equipment in their new schools. Just ask the schools that are using Clow Gasteam radiators what they think about their record for safety, comfort, economy and maintenance.

Then contact one of our Texas distributors listed below for further information.

TEXAS DISTRIBUTORS

JAMES B. CLOW & SONS

DALLAS 6—
5037 Daniels Ave.
Tel. EMerson 2896

HOUSTON 6—

2611 Colquitt Ave.
Tel. JAckson 3-8148

THE GAS-STEAM HEATING CO.

SAN ANTONIO 5—

102 Helman St.
Tel. CApitol 3-6123



JAMES B. CLOW & SONS INC.

P. O. Box 6600-A • Chicago 80, Ill.

SWINGING DOORS • SLIDING PANELS • CASEMENT WINDOWS • PROJECTED WINDOWS

... as illustrated in Sweet's

Aluminum

ALUMAR

REG. U.S. PAT. OFF.

Products

R. H. FOLMAR COMPANY MANUFACTURERS AUSTIN, TEXAS

PRESIDENT'S LETTER

(Continued from page 3)

a field which we may both tend to overlook from time to time.

This is the responsibility for preserving the good, workable, efficient and imaginative U.S. system of planning and executing building projects. In some countries, we find that the architect has extended his activities so far that the general contractor as we know his valuable functions is practically eliminated. Instead the architect acts as a coordinator for a group of sub-contractors. At the other end of the scale, some countries follow systems which reduce the status of the architect so that his creative capacity and talent are largely wasted.

One of our principal cooperative endeavors should be therefore to preserve the U.S. system which has been proved so successful, and I look forward to increasing liaison between our two statewide organizations aimed at this goal and at the primary job of giving the owner and the public the best buildings possible for their investment.



Winning Design In Touring Exhibit

The A&M Consolidated High School at College Station is one of the featured architectural designs in a photographic exhibit of "Texas Architecture — 1955" which is now on a tour of the five architectural schools in the state.

The school design, by architects Caudill, Rowlett, Scott & Associates, TSA-AIA of Bryan, won a first honor award in the "Texas Architecture — 1955" competition, which was jointly sponsored by TSA and the Dallas Chapter, AIA. Entries were seen by an estimated 2,000,000 persons at the State Fair of Texas.

Plan now to see the touring exhibit when it is in your area, at either Rice Institute, the University of Houston, Texas A & M College, Texas University, or Texas Tech.

There is no charge for viewing the exhibit. Arrangements for its showing are in charge of LaVere Brooks, TSA-AIA of Dallas, chairman of the "Texas Architecture — 1955" committee, who is assisted by Professor Ernest Langford of College Station, chairman of the TSA committee on education.

ASPHALT PAVING is a FLEXIBLE paving ... does not break like RIGID paving

Asphalt, the flexible paving, is always in contact with the foundation.

Rigid pavement becomes a beam when subgrade settles. Heavy loads break this beam. Continued application can cause pumping or additional breaking at some point several feet away. Always specify ASPHALT PAVING ... the flexible paving that costs less and lasts longer.

Standard size for Texas Bitulithic
4" paving

SURFACE COURSE

BASE COURSE

TEXAS BITULITHIC CO.

2121 IRVING BLVD.
P. O. BOX 1807

DALLAS, TEXAS
FORT WORTH, TEXAS

1956 OFFICIALS INSTALLED BY TSA CHAPTERS

Ten of the 13 TSA Chapters have elected 1956 officials who were installed early in January. The remaining three Chapters will name their officers later in the year.

Chapter officers for 1956 are as follows:

Brazos Chapter: president, Richard Vrooman; vice president, Professor Ernest Langford; secretary, William M. Pena; and treasurer, Edward F. Hildebrandt.

Central Texas Chapter: president, Louis Page; vice president, Claude M. Pendley; secretary, Victor Probst; and treasurer, Doyle Baldrige.

Dallas Chapter: president, Donald S. Nelson; vice president, Norman W. Cretteden; secretary, Enslie O. Oglesby, Jr.; and treasurer, Latham White.

El Paso Chapter: president, Robert D. Garland, Jr.; vice president, Clarence M. Higgins; secretary, John F. Ring; and treasurer, David E. Hilles, Jr.

Fort Worth Chapter: president, John W. Floore; vice president, William R. Lane; secretary, Pierrepont Harrell; and treasurer, Robert Jelinek.

Houston Chapter: president, Baldwin N. Young; first vice president, Mace Tungate, Jr.; second vice president,

Ralph M. Buffington; secretary, Abel B. Pierce, Jr.; and treasurer, Charles S. Chan.

Lower Rio Grande Valley Chapter: president, C. Lyman Ellis, Jr.; vice president, William C. Baxter; and secretary-treasurer, John York.

North Texas Chapter: president, Glynn Harris; vice president, Jesse Dixon; and secretary-treasurer, Ray Arnold.

Panhandle Chapter: president, John Kerr; vice president, John Ward; secretary, Talmage De Witt; and treasurer, Herbert Brasher.

West Texas Chapter: president, Woodlief F. Brown; vice president, Henry C. Avery, Jr.; secretary, John J. Luther; and treasurer, J. J. Black.

Producers' Council "Caravan" In Three Texas Cities During Month of February

The 1956 Producers' Council "Caravan," a display of latest products and construction techniques, will be seen in Houston February 8-9 at the Shamrock Hilton. Other Texas showings are in Dallas, February 21-22 and in San Antonio, February 28-29.

Order **CLAY TILE** for beauty that lasts

ARCHITECTS specify genuine clay tile for commercial and residential floors and walls where ruggedness or beauty is important.

CONTRACTORS prefer dry-press clay tile because its precision assures exact setting—quicker, easier installation.

CLIENTS approve of beautiful clay tile walls and floors because—whatever the installation—they are proven time and money savers.

Only dry-press clay tile meets so many requirements of architect, contractor, and client. Clay tile lasts, no matter how heavy the wear. Its natural beauty blends in with every type of design.

Moreover, you cut time and cost in installation when you use dry-press clay tile. The exact setting made possible by this precision-formed tile speeds up every job—saves you as much as 10% to 15% on each installation.

Clients like the way clay tiling keeps right on saving money. Acid-resistant, fireproof, rot-proof and vermin-proof, it survives the roughest use, yet requires no maintenance.

Texeramics Flint Quarry Tiles, manufactured by the dry-press method, surpass government specifications. Available in standard sizes (3 $\frac{3}{8}$ " x 8" x $\frac{1}{2}$ " and 6" x 6" x $\frac{1}{2}$ ") with a complete line of trim. Three natural colors: Red Chief (red), Desert Sand (buff) and Fire Flash. Write for samples and information.



TEXERAMICS INC.

P. O. BOX 274

PHONE 1828

MINERAL WELLS, TEXAS

● *When you desire*
SERVICE
in the form of
FURNITURE INFORMATION
or collaboration in
INTERIOR LAYOUTS
along with
GRAPHIC PRESENTATION
you-or your
CLIENT
are welcome to our
SHOWROOM and
DESIGN DEPARTMENT
any time, with
NO OBLIGATION
Plan to visit ●
FINGER CONTRACT
 3131 Calhoun, Houston-AT 3441



Convention Exhibit Winner

This exhibit, by the Royal Tile Company, won a first prize at the recent TSA convention in Houston. The prize was awarded on a basis of product attention and lighting, two of the four criteria used by contest judges. The competition was judged by convention speakers, who included prominent authorities on interior decoration, lighting and color in addition to nationally-known architects.

The exhibit competition will be held again this year at Corpus Christi as a feature of the November 1-2 TSA convention in that city.

SAVINGS CLAIMED FOR NEW SCHOOL CONSTRUCTION CONCEPT

A new concept in school construction has been developed by the Structural Clay Products Research Foundation. A considerable saving over conventional construction is claimed.

The "SCR School Design Concept" utilizes repetitive "L" shaped load bearing walls to form corridor and classroom partitions as necessary to build up the required floor plan. Exterior walls are non-load bearing and may be of masonry or glass in any proportion. The roof system rests on the load bearing walls, eliminating skeleton frames. In addition to maximum economy, other benefits claimed for the "SCR School Design Concept" are noise isolation, fire resistance and maximum resistance to wear and tear, which reduces maintenance cost.

All toilets are provided with ceramic

color glaze facing tile, a 20-year built-up roof is applied on rigid insulation. The concrete floor slab is finished with asphalt tile. Classroom fixtures include tack boards and wardrobe units. Windows are steel sash, and efflorescence lighting is provided throughout. Heating is provided by a gas-fired, central forced, warm air system.

Design details and construction cost data are available for a typical nine class room building on sixteen Southwestern cities from the Austin office of the Clay Products Association of the Southwest, regional trade group of brick and tile manufacturers. The Association is instituted primarily to provide architects, engineers and contractors with a consulting service on the proper and most economical use of brick and tile.

Universal-Rundle to Expand Facilities at Hondo Plant, Increasing Output by 50%

The Universal-Rundle Corporation has announced plans for a \$250,000 expansion program at their vitreous china plant in Hondo, Texas.

Construction began in September. Completion of the new facilities, expected early in 1956, will add approximately 40,000 square feet to the national plumbing fixture manufacturer's Hondo plant. Included in the scheduled expansion are a new kiln for firing vitreous china plumbing fixtures and additional space for other production needs.

Over-all, the program will increase Universal-Rundle's Texas production by 50 per cent. At the present time, the Hondo plant services the company's Southwest market with vitreous china plumbing fixtures in both white and colored ware. Included among Universal-Rundle's products produced in Texas are lavatories, water closets, and other types of vitreous china sanitary ware.

Universal-Rundle acquired their first manufacturing facilities in Texas with the purchase of the Alamo Pottery Company at Hondo in 1951.

Texeramics Company Runs All Dust-Press Quarry Tile Full Tilt

The only all dust-press quarry-tile plant in the United States—at Mineral Wells, Texas—has just celebrated its sixth birthday by producing its 10 millionth piece of precision quarry tile. Samuel A. Hawes and Peter P. Zano-wiak, the two young ceramics engineers who founded the Texeramics Company in 1949, announced that improvements in heat control in the firm's continuous kiln had made possible increased production of tile to meet extremely rigid specifications.

The Texeramics process subjects the pure Mineral Wells clay, ground as fine as face powder, to pressure of 100 tons in dies of high precision. The tiles then pass through a 75-foot kiln for twenty-one hours. During 4 hours 2 minutes of this period, each tile is subjected to heat of 2000 degrees which is carefully maintained by electronic control. The cooling-off stage is likewise controlled precisely.

Royal Tile Scholarship Of \$500 to Be Awarded For 1955-56 School Year

A grant of \$500 to a fourth-year student of architecture in any one of five colleges and universities in Texas has been set up by Royal Tile Manufacturing Company of Fort Worth, according to an announcement from Edward L. Wilson, president of the Texas Architectural Foundation, an agency of the Texas Society of Architects.

The awarding of the grant will be administered by the foundation, and will be made to an outstanding student each year to assist him in fifth year studies at either the University of Texas, Texas A & M, Rice, Texas Tech or the University of Houston.

Basis of Award

These are the only Texas colleges and universities offering five-year courses in architecture.

The grant will be made for the school year 1955-56, Wilson said, and the recipient will be announced after judging of applications has been completed.

Services In Austin For University Professor J. Robert Buffler, TSA-AIA

Final services were held in Austin recently for Professor J. Robert Buffler of the School of Architecture, University of Texas. Professor Buffler was assistant director of the School and had been acting director in 1952-53.

A native of Philadelphia, where he was born in 1903, Professor Buffler was graduated from the University of Pennsylvania with the degree of bachelor of architecture in 1925, and master of architecture in 1927. He came to the University of Texas in 1941 after serving on the architectural faculty at his alma mater from 1924-1937, and at Rensselaer Polytechnic Institute from 1937-1941.

Practicing Architect

Professor Buffler was in turn an assistant professor, associate professor and full professor at the University of Texas before becoming acting director of the School of Architecture there in 1952-1953.

A practicing architect in addition to his duties as a teacher and administrator, he was a past president of the Central Texas Chapter and a member of TSA-AIA. Survivors include Mrs. Buffler and two sons, Charles, a graduate student at Harvard University; and Richard, a student at the University of Texas.

HOME HEATING, COOLING COSTS CHALLENGED BY NATIONAL TEST

Can the average sized home anywhere in the United States be heated and cooled for an average of \$10 per month or \$120 annually?

That's the question to be answered in a two-year test program that is being launched throughout the United States. The test will be conducted on 100 to 125 homes in 20 cities in various climatic zones. Heating and cooling costs will be measured to see if comfort conditions can be engineered into the homes.

Basis for the low cost comfort test is a statement made several years ago by Robert Thulman, former official of the Housing and Home Finance Agency in Washington, who said the average house of 1,000 square feet of floor space should be capable of being heated and cooled anywhere in the United States at an average cost not

to exceed \$10 per month under normal design conditions.

20-City Test

The challenge put forth in this statement is being accepted by Owens-Corning Fiberglas Corporation which will select five or six homes in each of 20 cities for the low cost comfort test. These houses will range in price from \$10,000 to \$25,000 and in air conditioned floor area from 900 to 1,500 square feet.

Some test homes will be heated and cooled by gas, others may be heated and cooled by electricity and still others heated by gas or oil and cooled by electricity.

Separate meters will be installed on the fuel and power lines serving heating and cooling equipment so that monthly readings can be taken. Fuel oil consumption will be gauged at the tanks.

FOR TODAY'S

SCHOOLS:

FIRE SAFETY + PERMANENCE

Architects are specifying lath and plaster for today's schools because they know lath and plaster are the most fireproof and most durable finish materials available. Lath and plaster meet the demands for flexibility in modern school plants and provide unlimited decoration patterns. Low maintenance costs, low insurance rates, and acoustic control are just a few of the other advantages of lath and plaster.

Texas Bureau For

LATHING & PLASTERING

Perry-Brooks Building
Austin, Texas

INDEX TO ADVERTISERS

Airtemp Sales	4
Anderson, H. G. & Assoc.	12
Clay Products Assn. of SW	1
Clow, Jas. B. & Sons	7
Dezendorf Marble Co.	12
Finger Furniture	9
Folmar, R. H. Co.	7
Rheem Mfg. Co.	Cover II
Southern Inspection Service	12
Texas Bitulithic Co.	8
Texas Bureau for L & P	11
Texas Quarries, Inc.	Cover III
Texeramics Inc.	9
Trinity White Division	2
Uvalde Rock Asphalt Co.	Cover IV

PROFESSIONAL DIRECTORY

SOUTHERN INSPECTION SERVICE
ENGINEERS INSPECTION & TESTS

P. O. Box 8633 3206 Houston Ave.
Houston, Texas VA-6621

P. D. Bernard
Mgr.



H. G. ANDERSON & ASSOCIATES

"QUANTITY SURVEYS"
PRELIMINARY ESTIMATES

803 THOMAS BLDG. P.O. BOX 9814
RANDOLPH 3711 DALLAS, TEXAS

New Products

The Azrock Products Division of Uvalde Rock Asphalt Company has recently introduced two new lines—Azrock Terrazzo Tones and Azphlex Terrazzo Tones.

Azrock Terrazzo Tones offer, at standard asphalt tile prices, new color-chip mottling which creates a terrazzo-like effect. The line includes eight colors, two of which are in natural cork tones.

Azphlex Terrazzo Tones have been added to the Company's line of vinylized greaseproof tile. Eight new color combinations in terrazzo effects are available. This product is available in 3/32" thickness and standard 9" x 9" size.

Literature containing color charts on these two new products has recently been published and is now available on request.

★ ★ ★

An inexpensive, easily installed and electrically operated home lift has been developed by Sedgwick Machine Works, Inc., specialists in vertical transportation since 1893. The Sedgwick Stair-Chair is constructed to carry one person conveniently and without effort from floor to floor in the home.

The new product is said to be less expensive than anything on the market offering comparable features. It operates on ordinary house current, is

easily installed on an existing stairway, and does not interfere with normal use of the stairs. The Stair-Chair can be quickly removed and re-installed elsewhere.

★ ★ ★

Light-gauge steel panels combining the functions of pan forms, acoustic treatment and fluorescent lighting trawfers have been integrated into reinforced concrete construction to produce a new system of reducing costs and saving time in conventional concrete work.

Key to the new system, called TAC (Traffer-Acoustic), is in the troffer and accoustical panels. The panels provide permanent long-span forms for concrete joist construction and immediate availability of an acoustically-treated ceiling with recessed lighting trawfers.

★ ★ ★

A trade-in plan for room air conditioners that will make reconditioned ¾ h.p. units available on the market for as little as \$99.00 has been announced by the Mitchell Manufacturing Company, Chicago.

The plan authorizes Mitchell dealers to offer as much as \$125.00 for old units taken in trade for ¾ or 1 h.p. room air conditioners.

Units taken in trade will be sent to Mitchell's main plant in Chicago for complete reconditioning at minimum cost. The reconditioned units then will be returned to the dealer for resale at as little as \$99.00.

Sparkling White Marble
and 20 Other Colors
for Roofing & Terrazzo

4 Shades of Green Now So Popular

We have an inventory of 100,000 bags; can fill orders for
one or more colors immediately

DEZENDORF MARBLE COMPANY

2800 E. 17th ST.

PHONE 2-3440

AUSTIN, TEXAS

**City of Sweetwater
Seeking Architect After
Loss of Don Smith**

The city of Sweetwater, which lost both an outstanding architect and a fine citizen and ex-moyor in the recent death of Don Smith, is seeking a young architect who is interested in settling in the growing West Texas community.

Leading citizens of Sweetwater have contacted TSA headquarters in Austin about the problem, and TSA officials are working with them on locating an architect. Inquiries may be addressed to John G. Flowers, Jr., executive secretary, Texas Society of Architects, 327 Perry-Brooks Building, Austin.

CORDOVA SHELL LIMESTONE

*Gives Distinctive Originality
to Interior Design*



Distinctly different . . . decidedly beautiful are the interior designs possible with Cordova Shell Limestone. Its warm natural beauty, its dignity and force, commands attention and becomes the focal point in the entire decorative effect.

Cordova Shell merits more attention than the ordinary stone because it has extraordinary characteristics. Its creamy color is unusually pleasing, ranging from buff to golden tints . . . blends with simplicity and perfect harmony with other materials. And this gifted stone is sculptured by nature with an ever-changing pattern of shell and shell fragments. Color deepens in the imprints to a golden intensity.

Cordova Shell Limestone, whether used for interior or exterior design . . . for commercial, institutional or residential buildings, is always distinctive and original. It offers the architect unmatched freedom and creative challenge.

Hotel Pierre Grill Room,
New York City

Marx Flint & Schonne
Architects

We will be glad to send you samples, detailed information and beautiful color showings of Cordova Shell Limestone at your request.

TEXAS QUARRIES, INC.

P. O. Box 91 • Austin, Texas



Vina-Lux... a finer flooring for superior schools

TEXAS ARCHITECT
 Box 1733
 FORT WORTH, TEXAS
 Form 3547 Requested



Jessen, Jessen, Millhouse & Greeven, Architects, Austin, Texas



Better schools need better floors. Vina-Lux is designed to meet that require-

ment. It is an effective answer to the need for a better performing resilient floor for modern school houses. Vina-Lux combines the virtues of vinyl resin and asbestos fiber. The result is an exceptionally smooth-surfaced floor with a remarkable resistance to abrasive wear in fresh new light-reflecting colors. Its vinyl resin binder makes it greaseproof and highly resistant to acids and alkalis. It is quiet and safe to walk and work on and its easy-cleanability is a boon to school custodians.

We honestly believe Vina-Lux will out-perform any

other type of resilient flooring in school houses on a dollar and cents basis. Over a period of years it costs less per square foot per year.

School folks are mighty enthusiastic about this new, more efficient school flooring. Get all the facts about Vina-Lux for school use — ask us for a copy of the new Vina-Lux brochure — complete with color chart and factual data.

Vina-Lux[®]
 REINFORCED  VINYL TILE

AZROCK PRODUCTS DIVISION • UVALDE ROCK ASPHALT CO.
 FROST BANK BUILDING • SAN ANTONIO, TEXAS
 MAKERS OF VINA-LUX • AZROCK • DURACO • AZPHLEX

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