

1955

JANUARY

TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

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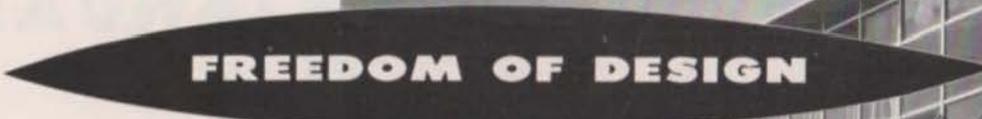
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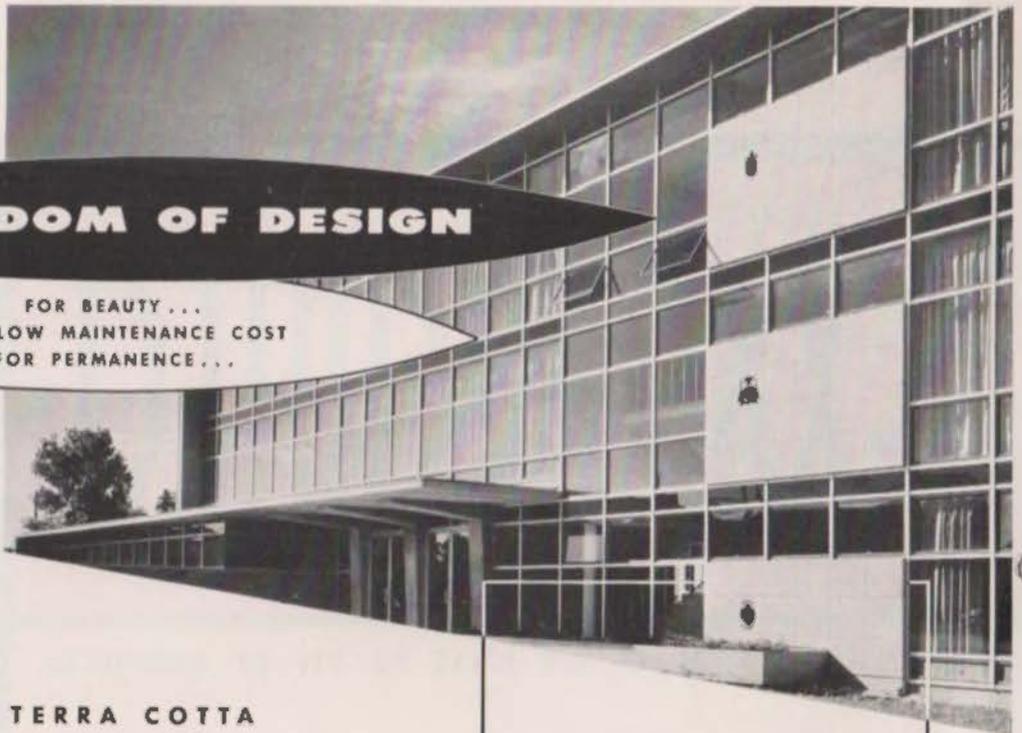
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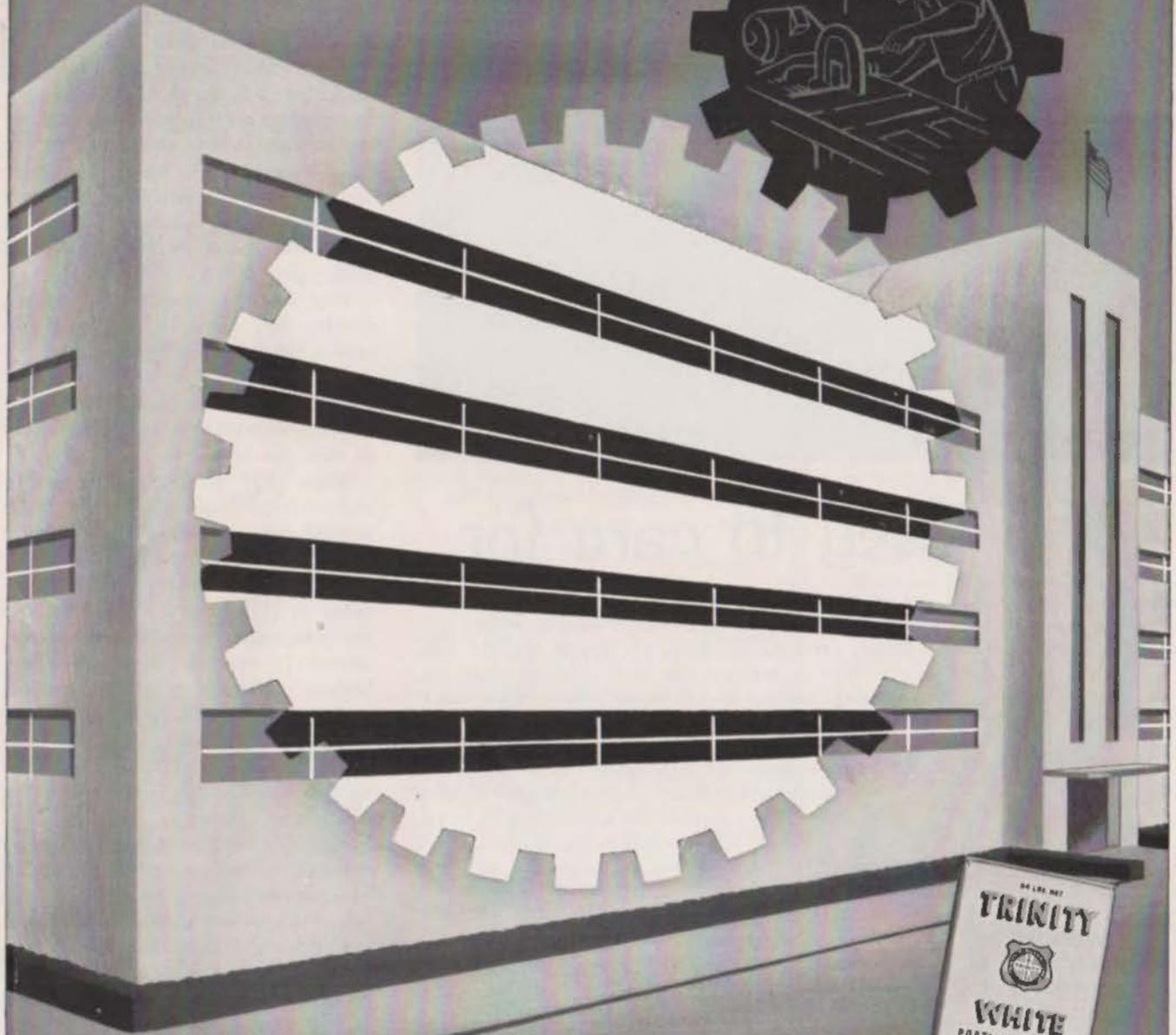
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The President's Letter

By
Grayson Gill,
TSA-AIA.

President,
Texas Society
of Architects



The by-laws of the Texas Society of Architects contain an important statement of purpose in Section 2, which emphasizes a key role of our officers and members which I want to stress at the beginning of this new year, that of "... ever-increasing service to the citizenship of the state ..."

A portion of Section 2 reads as follows: "To unite the architects of Texas, to make the profession of ever increasing service to the citizenship of the State by advocating means to protect and better the public health, safety and welfare, as related to planning and to the design and construction of buildings ..."

One of the best means of accomplishing this objective is through effective work by TSA committees and their members. Great emphasis will therefore be placed upon this subject at the January 8 meeting of the board of directors in Austin.

Since 1953, committee organization and activity within TSA has been strengthened by certain action by the American Institute of Architects, our parent group. Primarily, this has consisted of (1) setting up a relationship between national and regional committees, (2) spelling out the scope, objectives and fields of activity involved and (3) making possible a much better flow of communications regarding committee duties, policies, and activities between the Chapter level and the national level.

As an example of some of these changes in the concept and function of committee work, and how it can help the general public to be better served by our profession, I would like to refer you to the article in this issue on the TSA Chapter Affairs Committee. Murrell Bennett, as chairman, has outlined clearly the new functions of this group, and how they aid both the practitioner and those he serves.

TSA will emphasize the effective working of its committees, toward the objective of "... ever-increasing service to the citizenship of this state."



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Architects Work Toward Additional Economy In Construction and Maintenance

Report of TSA Winter Board Meeting

Initial Planning For 1955 Convention

New TSA Chapter Officials Prepare for Active Year

Houston Chapter, AIA

In This Issue

Texas is developing a regional architecture of its own — well adapted to environment, ways of life, customs, and needs of the day, the lead editorial points out. The result is growing recognition of Texas architecture, as exemplified by the traveling exhibition of "Texas Architecture—1954" winners to be seen in many cities of the state this winter and spring. Watch for it.

Our cover is of the new El Paso Public Library, selected by the El Paso Chapter as a representative work.

Another editorial reveals that Americans don't like "look-alike" houses.

First in a new series of articles on outstanding TSA committees is one on the Chapter Affairs Committee.

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The Texas Regional District Organization of
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CALENDAR OF EVENTS

January 8—TSA board of directors winter meeting, Austin.

February 7-11—UHAS symposium at University of Houston.

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A New Regional Architecture

Featured in the December issue were pictures of award winners in the recent "Texas Architecture—1954" competition.

The reader saw more than a group of excellent designs carried out in attractive structures which combine usefulness and beauty. There was as well in these prize-winners, examined by more than 100,000 persons at the State Fair of Texas, the emergence of a new regional architecture . . . "Texas" architecture.

It is only natural that Texas, with more than 1000 registered architects and a fresh, energetic tradition of its own, should develop a regional architecture which is beginning to be recognized more and more over the nation. What is surprising, however, is the national and even international notice which the work of TSA members has been attracting in the past few years.

A glance at not only the leading architectural publications, but mass-circulation magazines which reach millions of the general public, will show many examples of this "Texas architecture" in recent months.

One reason, critics point out, is that "Texas architecture" fulfills so well one of the challenging demands set before the architect—to adapt his work to environment, ways of life, customs, and needs of the day. Texas architecture, as represented by many of the winning entries in the current "Texas Architecture—1954" and previous competitions, does just this. And it has led to a growing use and appreciation of the architect's ability to serve in this state.

The next logical development in this trend has now come about, principally because the Texas way of life, with its emphasis on outdoor living and relative informality, achieved without forsaking either traditional dignity or comfort, has been widely copied of late.

As a region and part of a nation saw the new and fresh—and also sound and well-designed—homes and buildings which went with Texas, they approved. The result is the growing recognition of a distinct "Texas" architecture which is more and more established as a new regional architecture.

Sometime in the next few months, a traveling exhibition of some of the best of this Texas architecture, the prize-winning designs from "Texas Architecture—1954", will be on display in your own city or nearby. Watch for the exhibit, and take the opportunity to see what it represents—a new and distinctive architecture which is a credit to our state, to its architects, and to those who recognize how much architecture can contribute to a better way of life.

"Look-Alikes" Unpopular

A recent Gallup Poll shows that a substantial percentage of the U. S. public does not like "look-alike" structures. In suburban areas, the feeling is particularly strong, and 61% of all persons queried would have legislation to prevent "the construction of houses that look alike".

In the overall sample polled, 47% of those queried were against "builders putting up houses that look alike", to the extent of advocating legislation on this score. A total of 37% were against the legislation, and 14% had no opinion.

This is a surprising indication of how strongly the U. S. public feels on this matter, but it follows recent ordinances passed in Westchester County, New York, and Princeton, New Jersey against the "look-alikes".

Thanks To Our Readers

A considerable number of our 8500 readers have indicated that they are very much in favor of the new TEXAS ARCHITECT format. There has been virtually no adverse comment on the change which brought the magazine up to its present size beginning with the November issue. TSA and everyone concerned with producing the publication is grateful for these positive expressions of opinion. We hope to make the magazine better and better able to serve the general public and the architectural profession,



New \$500 Scholarship For Students

Horace H. Porter, center, president of the Royal Tile Manufacturing Company of Fort Worth, is shown with Edward L. Wilson, TSA-AIA of Fort Worth (left) and Edwin W. Carroll of El Paso, 1954 TSA president, as announcement was made of a \$500 Royal Tile scholarship to be given to outstanding students of architecture in Texas schools.

Mr. Wilson is president of the Texas Architectural Foundation, and president of the Fort Worth Chapter.

The announcement was made during a tour of the Royal Tile plant in Fort Worth by more than 200 TSA members who had lunch at the establishment during the TSA convention.

New \$500 Scholarship For Architectural Students Announced By Royal Tile

The Royal Tile Manufacturing Company of Fort Worth, according to its president, Horace H. Porter, has established a \$500 annual scholarship to be given to outstanding students from the five state schools of architecture at Rice Institute, Texas University, Texas A & M, Texas Tech, and the University of Houston.

Announcement of the new scholarship was made at a luncheon at the Royal Tile Company plant in Fort Worth, at which more than 200 members of TSA saw the actual manufacturing process used in producing Royal Tile.

On hand as the new scholarship was announced by Mr. Porter were TSA officials including 1954 President Edwin W. Carroll, incoming President Grayson Gill, and Edward L. Wilson. Mr. Wilson is president of the Texas Architectural Foundation, a non-profit organization established by TSA to give assistance to worthy students of architecture and to other projects related to the field of architecture.

Details of the mechanics and administration of the Royal Tile scholarship will be announced.

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TSA Board To Shape 1955 Program At January 8 Meeting In Austin

The TSA board of directors will hold its first 1955 meeting January 8 in Austin, with incoming President Grayson Gill of Dallas presiding.

Succeeds Edwin W. Carroll

Mr. Gill succeeds Edwin W. Carroll of El Paso, who has just concluded an administration during which TSA made notable progress. Other new officials in the Gill administration are R. Max Brooks of Austin, vice-president; Fred J. MacKie of Houston, second vice-president; and Louis F. Southerland of Austin, secretary-treasurer. Mr. Southerland continues in office, having been appointed last year to his post, along with John G. Flowers, Jr. of Austin, executive director.

Items on Agenda

Among principal items on the agenda at the Austin meeting will be the following:

1. Consideration of a record-making budget in excess of \$17,000, as TSA expands its activities as a professional organization, and its service to the architectural profession and to the general public.

University of Houston Symposium February 7-11 Has World-Famous Architects

Internationally-known architects will be presented in a five-day symposium February 7-11 at the University of Houston.

Sponsored by the University of Houston Architectural Society, student chapter of TSA-AIA, the winter program will be built around a series of afternoon seminars, evening lectures, and informal receptions. In the lounge of Oberholtzer Hall, at the University, the audience may surround the participants in arena-theatre style.

Five Participants

Participants will include the following architects: Marcel Breuer, Bruce Goff, Ludwig Mies van der Rohe, Paul Rudolph, and Jose Sert.

Douglas Haskell, editor and chairman of *Architectural Forum*, will be moderator, with Philip Johnson of New Canaan, Conn., as alternate.

Advance season tickets to the symposium are now being sold by the University of Houston Architectural Society, at \$10 per person.

Inquiries concerning tickets should be addressed to the University of Houston Architectural Society.

2. Committee organization, particularly of committees which have different make-up and functions since a 1953 reorganization of the relationship between the American Institute of Architects and its regional member organizations such as TSA.

3. A membership drive to make the advantages of TSA membership available to every registered architect in the state.

4. Expanded activity for TSA's new statewide office, located since last July

at 327 Perry-Brooks Building, Austin, under the direction of Mr. Flowers.

5. First planning of the 1955 convention.

6. Liaison with other professional groups to expand public service.

Begins at 10 A.M.

It is expected that key committee coirmen, secretaries of the 12 TSA Chapters, and others will join with officers and directors at the January 8 meeting, one of the most important of the year.

Sessions will begin at 10 a.m. at the Commodore Perry Hotel, and are expected to continue through 4 p.m. after a luncheon session. All in attendance at the board session will pay a special visit to inspect the new TSA state offices.



INCOMING, OUTGOING TSA PRESIDENTS

TSA will see Grayson Gill left, take over the presidency formally for the first time at Austin January 8, as officers and directors holds their winter board meeting. Edwin W. Carroll of El Paso, retiring president who towers a full foot in height over his Dallas successor, remains on the board as immediate past president.

Office Practice Committee Is Key Group Within TSA

The Office Practice Committee of the Texas Society of Architects exists and performs its work as a part of the vertical committee organization of the American Institute of Architects inaugurated in 1953. Its purpose is "to explore the possibilities of assisting the Texas architect to perfect himself in his profession through improvements in his office organization techniques, and contract documents, and to develop office aids to accomplish this purpose." Its chairman is the Texas regional member of the AIA Committee on Office Practice, and its membership is composed of the chairmen of the twelve TSA Chapters, who are appointed by the President of TSA. During 1955 the Committee will work on the following specific projects:

"The General Conditions to the Contract," as developed by the AIA, out of the experience of the past 50 years and generally made a part of all proper sets of Contract Documents for Construction, contains provisions for certain items which vary from state to state, such as the types of insurance required for construction projects. This Committee, in cooperation with the Texas Section of the Associated General Contractors and insurance counselors to be selected, will investigate and issue information on any supplementary requirements relating to insurance on construction contracts required by Texas statutes and not covered in the A.I.A. General Conditions.

Statement Is Revised

The Committee has revised the T.S.A. Statement of Architectural Services and Proper Minimum Fee Schedule to more completely cover the relationship between the Architect and his Client and so that it can be enclosed with a letter and form an Agreement for small projects where the Owner and Architect do not wish to enter into a more formal contract. This document will inform the Client of the minimum fees he may expect to pay for competent architectural service, what those services are, and outline the duties and responsibilities of both Client and Architect under whatever circumstances may develop. No other profession enjoys or provides such a clear understanding between the professional man and his client.

by

J. Murrell Bennett,
Chairman



J. Murrell Bennett

During the first part of 1955 this Committee will complete the assembling of data for the use of the national AIA Committee on Office Practice, in preparing an agreement form between the Client and the Architect based on the total expense of the Architect in performing his service, and providing for a proper fee in addition to these expenses of service. Such a contract form may be desirable on projects on which the Owner expects to have the Architect do much exploratory work on various design solutions, and wants the privilege of changing his mind as often as he desires. It is not recommended for the usual building project.

"Profits" Often Illusory

The data being obtained for this form would be of considerable interest to clients who think that a large percentage of the architect's fee represents profit. The result of this survey causes this Committee to recommend even more strongly that all Texas

architects obtain and make use of the AIA Standard Accounting System for Architects.

In a recent survey by this Committee concerning the use of the AIA Standard Form of Agreement between Owner and Architect, it was found that Texas architects unanimously agree that, where the Owner desires to let separate contracts on plumbing, heating, air conditioning and electrical work, the architectural fee should be increased by two per cent on those separate contracts. The Owner generally feels that he is saving a general contractor's profit varying from six to ten per cent on these items, and should realize that the architect's work of administering separate contracts costs the architect approximately two per cent of their value. City school boards are especially prone to load this extra work on the Architect without compensation, not realizing that he must absorb this extra expense.

Accuracy in Cost Estimating

One of the most important activities of this Committee is to assemble and distribute the latest available data on "Cost Estimating by Architects." Conscientious architects have long realized that the element of their service to their clients most in need of improvement is increased accuracy in preliminary cost estimating. At the present time this Committee is assisting Dodge Reports

Austin Architects Receive Award



At the awards luncheon during the annual TSA convention in Fort Worth, Austin architects Charles Granger (left) and Arthur Fehr (center) receive a "Texas Architecture-1954" award of merit from former TSA President Edwin W. Carroll of El Paso. The firm of Fehr & Granger won the award for their design of the O. Henry Junior High School in Austin.

in developing a standard form for nationwide computing and reporting of cubic foot and square foot costs on a uniform basis, so that the individual Architect's estimating data will be enormously increased and his methods improved.

The young practicing Architect is a particular concern of this Office Practice Committee, as evidenced by its work in assembling, editing, and issuing a set of typical Office Forms, which conserve time spent on clerical work for more important services.

Data is also being assembled on provisions which should be considered in Partnership and Association Agreement between Architects. All Architects, especially the younger practitioners, are being urged to obtain and use a new publication, "The AIA Standard Contract Forms and the Law," by Parker and Adams, and also to make use of the AIA Handbook on Architectural Practice. The AIA Office Practice Committee is supervising a complete revision of this Handbook scheduled to appear in late 1955.

Houston Architect Addresses National Meeting Of Clay Products Institute

Walter T. Rolfe, TSA-AIA, of the Houston architectural firm of Golemon Rolfe, recently addressed the national convention of the Structural Clay Products Institute, at San Diego, Cal., on the advantages of modular coordination.

Convention reports paid tribute to Mr. Rolfe's "enthusiasm for his subject and for his profession", which was "highly beneficial to the architectural profession and to the entire construction industry".

The Clay Products Association of the Southwest is the regional affiliate of the Structural Clay Products Institute, maintaining offices in Austin, Dallas, Fort Worth and Houston in the state.

Watch For Exhibition Of "Texas Architecture-1954"

Watch for the exhibition of Texas Architecture-1954 which will be shown in many parts of the state during the next few months. Plan now to see this exhibition of outstanding work by Texas architects when it appears in your area.



"Texas Architecture-1954" Winner

The Schlumberger Renovation Project in Houston, by the Houston architectural firm of Bolton & Barnstone, ASA-AIA, won a commendation in the "Texas Architecture-1954" competition at the State Fair of Texas.

Bolton & Barnstone also won an award of merit in the residential class of the same competition for their home for Mr. and Mrs. Lawrence Blum in Beaumont. This home was shown in the December, 1954 issue.

More than 100,000 persons saw the "Texas Architecture-1954" display at the State Fair of Texas during the competition, sponsored by TSA and the Dallas Chapter in cooperation with the Dallas Museum of Fine Arts.

Holiday Hill Stone, Thermador Featured In Prize-Winning Home

Two of the features which drew wide-spread comment from many viewers of the Pieter Cromerus home in Houston, top prize-winner in the residential classification of the "Texas Architecture—1954" competition, were the entrance walk and the "Living-Kitchen."

Architects Wilson, Morris & Crain of Houston, TSA-AIA, designers of the Cromerus home, have this to say about Holiday Hill Stone, which was used in the approach walk, and the Thermador cooking tops and ovens in the kitchen:

Casual Pattern Wanted

"For the Cromerus residence, we wanted a casual paving pattern on both entrance and garden terraces which could be worked around existing trees and would match with the brick. Holiday Hill Stone, from Burney & Felder of San Antonio, served ideally. It allowed the laying of a casual pattern with one inch by two inch module stone laid in stabilized sand so that

trees were not disturbed and walks and steps grew out of the basic pattern.

"Also, the large range of colors in Holiday Hill Stone, available in either soft-focus or brilliant hues, made possible a happy match with the brick in the home."

"Living-Kitchen" Involved

The Thermador kitchen was particularly important in the Cromerus home because a "Living-Kitchen" is involved. The architectural firm had this to say about Thermador installations:

"The success of a Living-Kitchen, such as in the Cromerus residence, depends a great deal on the manner in which the working elements of the kitchen are blended into simple compact forms. Thermador cooking tops and oven lend themselves easily to clean-looking, clean-keeping, "unclinical" kitchen design, and that is what we were looking for in this home."

Holiday Hill Stone Tile entrance walk, in saw-tooth design, is a picturesque introduction to the Houston Residence which won First "Texas Architecture—54" Residential Award.

Wilson, Morris & Crain,
TSA-AIA, Architects



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Sun-washed, earthen colors of Holiday Hill Stone Tile were used here to blend house and surroundings—in the finest contemporary styling. Entrance walk, covered entry and living terrace are all constructed of this handsome stone tile, permanent in appeal and in serviceability. The award-winning Architects have also used Holiday Hill Stone and Stone Tile in other distinctive homes for walls and interior flooring. Holiday Hill Stone is available in any soft-focus or brilliant permanent color. Both for homes and commercial buildings, this versatile cast stone adds individuality and value far beyond its moderate cost. Exceeds ASTM requirements for highest grade (SW) building brick.

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New Wrinkle In Lighting Bank Mezzanines Uses "Dog-Tooth" Ceiling, Prism-Lens Fixtures

By HENRY L. HOGAN, Vice-President, Research,
Holophane Company, Inc., New York, N. Y.

The people who do the many activities that go to make up banking need good light. Many banks were built at a time when this was not realized, and their monumental architecture becomes a handicap to physical improvements.

The fundamental problems of bank lighting were old when the tower of Babel was built. Itani, according to clay brick records dug up in Babylon, thought the lights were "too bright", forty-one hundred years ago. She was the daughter of Ubar-Ishtar, and a decorator. She was also a close friend of the wife of the E-Sagil Temple Bank. This combination temple and bank, a tremendous pile, square built with setbacks like a New York skyscraper, was a few blocks south of the 600-foot tower of Babel, of biblical fame.

Same As Modern Problems

Itani, having decorated her friend's apartments overlooking the palm-fringed Euphrates, easily picked up the contract to decorate the bank. Sin-Abushes, the fixture contractor, was

out of luck. Itani didn't like his lamps and being unable to put her finger on anything very specific, she rejected them as "too bright". The clay tablets unearthed at the site do not reveal the upshot of the squabble, but the problem is essentially the same as that faced by the Girard Trust Corn Exchange in Philadelphia.

Here was a monumental bank, driven to utilize its mezzanine for clerical work, and so needing adequate lighting intensity up on the "shelf" without causing glare or light spill for the bank's customers on the main floor, and without destroying the dignity of the monumental interior.

"Dog-Tooth" Breaks Used

The problem was solved by installing an acoustical ceiling in a series of "dog-tooth" breaks that ran parallel with the boundaries of the public space. The short, steep face of each break is aimed away from the public space and contains fluorescent strip



GIRARD TRUST—Mezzanine running around public space, Girard Trust Corn Exchange Bank, Philadelphia, Pa.

A unique lighting problem was solved with "dog-tooth" ceiling breaks, fluorescent strip lights hidden from view, and special prismatic control lens.

The result: Adequate lighting without glare or light spill, or distraction from dignity of a monumental interior.

lights that are hidden from view from the main floor.

Because of the angle, open or louvered troffers would throw too much light directly into the worker's eyes. Therefore, a special prismatic control lens was used to direct more light downwards. Working illumination provided is 35 footcandles.

She wants a Bilt-in range...

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TSA Annual Convention



Above and at left, TSA members are pictured by Jimmy Laughead, Featherlite Corporation photographer who took more than 300 pictures of the convention, as they arrived for the traditional President's Dinner-Dance on the final evening.

At right: A group at the "Bookland" Costume Party.



Fulbright Scholarships Open To Architects For Study Abroad

Young American Architects have a chance to study abroad under the U. S. Government educational exchange program.

Candidates in the field of architecture may enter the general competition for Fulbright Scholarships. Application blanks and a brochure describing the Fulbright program are available at the Institute of International Education, 1 East 67th Street, New York City.

Participating countries of interest to architects are Austria, Belgium and Luxembourg, Denmark, Finland, France, Germany, Italy, Japan, the Netherlands, Norway, Sweden, and the United Kingdom.

Eligibility requirements for the foreign study fellowships are: 1) United States citizenship; 2) A college degree or its equivalent at the time the award is taken up; 3) Knowledge of the language of the country sufficient to carry on the proposed study; 4) Age 35 years or under; and 5) good health.

Final selection of Fulbright grantees is made by the Board of Foreign Scholarships appointed by the President of the United States.

Fulbright awards are made entirely in the currencies of participating countries abroad. The Fulbright Act authorizes the use of foreign currencies and credits acquired through the sale of surplus property abroad for educational exchanges. The awards cover transportation, tuition, books, and maintenance for one academic year.

Ten Billion Dollars For Home Upkeep In 1955, Chicago Firm Estimates

Americans will spend \$10 billion for home maintenance and improvement in 1955, according to reports from the Zanolite Company, Chicago, miner and processor of vermiculite. Based on government estimates, the reports show that this figure will be three billion dollars less the amount spent on new home construction, and also that more home-owners than ever will be "doing it themselves." High on the list of maintenance projects is attic insulation. To assure an insulation job that's both effective and permanent, Zanolite advises home-owners to use vermiculite.

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A delegation from deepest Africa at the "Bookland" Costume Party

TSA
Annual Convention



At the President's Dinner-Dance

Houston Architect Named One Of Five Outstanding Young Texans By Jaycees

George F. Pierce, Jr., of Houston, TSA-AIA, has been named one of the Five Outstanding Young Texans of 1954 by the Texas Junior Chamber of Commerce.



George F. Pierce, Jr.

Mr. Pierce, of the Houston architectural firm of Pierce & Pierce, will be honored with Dr. Denton A. Cooley, Houston doctor and surgeon; Howard E. Butt, Jr., vice-president of the H. E. Butt Grocery Company of Corpus Christi; Ben H. Carpenter of Dallas, vice-president of the Southland Life Insurance Company; and Denton County Judge Jack W. Gray of Denton at a January 15 banquet in Midland.

Active In Community

The citation from the state Junior Chamber of Commerce notes that Mr. Pierce in addition to his professional accomplishments has been interested in a wide variety of community activities, particularly in Boy Scout work and in club and church work.

Mr. Pierce is a graduate of Rice Institute, and served as an instructor there after returning from duty as a Naval officer in the Central Pacific in 1946. A native of Dallas, he also attended Southern Methodist University.

Was TSA Officer

Secretary-treasurer of TSA in 1953,

Construction Contract Awards For 11 Months Of 1954 Climb Above Entire Year Of 1953

Building and engineering contracts in 37 states totalled almost \$18 billion through November 30, according to F. W. Dodge Corporation. This brings the 1954 total for the first 11 months above the entire amount of contracts for 1953.

November awards of \$1.5 billion, highest in the 63 years since Dodge has been making compilations in the construction and marketing field, were responsible for the new record.

Residences Up 28 Per cent

On an 11-month basis, residential building was 28 per cent ahead of 1953. Public and private works and utilities were three per cent ahead, and non-residential building was down less than one per cent.

Mr. Pierce has been active in TSA and Houston chapter activities. He is currently serving as chairman of the TSA

Chapter Affairs Committee. He has served also on National Committees of the American Institute of Architects.

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New Products

Two new sound conditioning products, designed for use in a wide variety of buildings, are being made by The Celotex Corporation, 120 South La Salle Street, Chicago. One is a white enameled steel panel that combines noise reduction, incambustibility, economy, and easy maintenance. The other is a set of plastic panels for translucent ceilings, which provide high light levels without glare.

Steelacoustic, an economical, incambustible material, provides an attractive ceiling texture. It is finished in white baked enamel. Sound passes through the steel facing and into the absorbent materail laminated behind it.

Lumicel and Acousti-Lux will allow the transmission of highlight levels, with absence of glare, and uniform light diffusion. Lumicel is a plastic panel for translucent ceiling installations. Acousti-Lux is a pair of panels, also of plastic, welded together at their perimeters. The diaphragmatic action of the air space between the panels absorbs sound. Acausti-Lux thus provides a ceiling that diffuses light and also reduces noise.

Associated Plywood Mills, Eugene, Oregon, has announced the availability of its "Sea Swirl" plywood in three new sizes—12" x 12", 16" x 16", and 24" x 24". Sea Swirl squares are packaged in labeled cartons especially designed for the product. All squares are interior grade, 5/16" thick. Set in square or diamond pattern, they are widely used to give variety to paneled walls in homes, offices, clubs, churches—both new construction and in modernization projects. Sea Swirl squares have proved popular with the "do-it-yourself" trade for the making of planter boxes and miscellaneous pieces of residential and commercial furniture. Stocks of Select Sea Swirl in squares (interior) and standard 4' x 8' panels (interior and exterior) are carried by Associated warehouses including Dallas and Houston and at independent jobbers.

Sound reduction doors for a broad range of building and industrial uses are described in a new eight-page

bulletin of engineering information issued by the Sound Reduction Door Division of the Jamison Cold Storage Door Company, Hagerstown, Maryland.

A built-in air cleaner will make the home of the future forever dust free, a Chicago inventor, Richard R. Cook, claims. Cook, who heads the Radex Corporation, recently put on the market an electronic home air filter he developed after 15 years of experimenting. Attached to the warm air furnace, Cook's device has been shown to capture dust, pollen and other matter from the air.

A four-page, color-illustrated brochure describing DAYCOR, the new, translucent fiberglass building panel, has been issued by the Strick Plastics Co. of Philadelphia. The brochure, which is in easy-reference file-folder form, illustrates the many uses for DAYCOR as office partitions, shower enclosures, carports, patio covers, awnings, etc. It also describes photographically how DAYCOR can be sawed, nailed, screwed, or drilled like wood.

A new copper-plated water heater recently has been approved by the American Gas Association for installation in tourist courts, hotels, office buildings, laundries, and for other commercial and industrial uses, according to B. A. Fitch, president Riverside Boiler & Engineering Company, Fort Worth, manufacturers of the new product, which will be marketed under the name "Abco."

Basic copper is bonded to the steel plate of the new water heater by an improved electronics process, making it impossible to burn the copper off the plate with a blow torch. The water heaters are copper-plated inside and out, including tubes, making for longer period of service, according to Fitch, and are backed by a five-year guarantee and manufactured in two sizes. The Abco Senior is capable of producing 420 gallons per hour on a 100-degree rise, and an Abco Junior, 225 gallons per hour on a 100-degree rise.

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New Arrow Park plant of the Parker Pen Company exemplifies the advanced design and high style Cordova Cream Limestone makes possible for modern commercial plants. By using Romantype, splitface Cordova Cream Limestone in single course height, the architects have achieved a building with clean functional beauty in keeping with the product that is manufactured in it.

Combining a rich cream to golden color with strength and permanency, Cordova Limestone here assumes added natural beauty through its pleasing irregular appearance and trim of smooth finish Cordova Cream.

Whether it is used for residential, commercial or institutional buildings — it is always a mark of superior architecture.

Arrow Park Plant, The Parker Pen Company, Janesville, Wisconsin, John J. Flad & Associates, Architects

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