

# TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

ARCHITECT IS GUARANTEE OF BEST HOME

"TEXAS ARCHITECTURE — 1953" AT STATE FAIR

RECORD TSA CONVENTION TURNOUT IS INDICATED

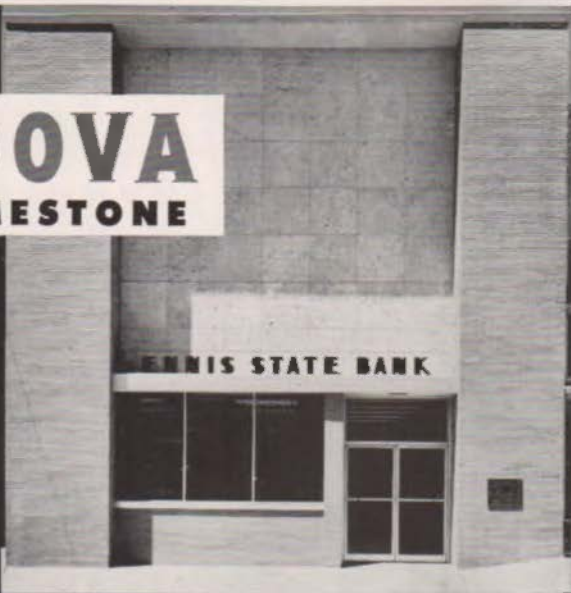
SURVEY SHOWS WHAT TEXANS PREFER WHEN BUILDING

SEPTEMBER  
1953

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## THE TEXAS ARCHITECT

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The American Institute of Architects

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## CALENDAR OF EVENTS

October 10-25—"Texas Architecture—1953" on exhibition at Dallas Museum Of Fine Arts.

November 4-6—14th annual convention, TSA, at Austin.

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## ARCHITECT IS GUARANTEE OF BEST HOME

Architects have been traditionally reticent about telling the general public just what they do, and how their efforts benefit all in the community. In recent years, however, an ethically-conducted public relations program has been the means of informing the public of the architect's functions and services. This has been done strictly on a basis of reporting newsworthy facts about the architectural profession and the work of its members.

It is satisfying to see newspapers and radio and television stations in Texas react positively to this program, and help to bring the story of architecture and its value to their readers, listeners, and viewers. A case in point is a recent column by Bill Rozelle, real estate editor of the Houston Post.

Mr. Rozelle's column for August 16, 1953 is headed "Architect Is Best Home Guarantee." In it, he states that "Hundreds of young Houston home buyers are missing the best guarantee of a good house." "An intangible but very real value in the best houses," Mr. Rozelle continues, "is the architect."

The columnist then dispels the "old idea" that "you don't need an architect until you build a real expensive home and have plenty of money to spare." This belief according to the Post writer, "is as outdated as the powdered wig." "A good architect will save . . . a good sum."

Mr. Rozelle then lists some specific ways in which the architect saves money while assuring good design and a home that fulfills the family's needs and tastes. Among these are planning and working within a budget, avoiding costly mistakes, the selection of a general contractor, and checking at all stages of construction on materials and workmanship.

Because it tells the real value of architecture in home construction so well, we are reproducing Mr. Rozelle's column in full in this issue of the TEXAS ARCHITECT.

# ARCHITECTURAL EXHIBIT AT STATE FAIR

"Texas Architecture — 1953" Will Be Seen  
By Thousands of Lone Star Families  
During October 10-25 Exhibition

Attending the State Fair of Texas is a tradition every fall for thousands of Lone Star families, and "Texas Architecture—1953", an exhibition of outstanding work by architects of the state, will again be a feature attraction at the Dallas spectacle.

"Texas Architecture—1953" is to be shown at the Dallas Museum of Fine Arts from October 10-25 in conjunction with the State Fair. The museum is in Fair Park in Dallas.

The exhibition, open to every registered architect in the state, includes buildings actually completed since January 1, 1940 which have not been shown previously at the Dallas Museum of Fine Arts or in a TSA competition.

## Wide Range of Designs

Included in the 1953 competition will be homes, commercial buildings, and public buildings, allowing entrants to choose from a wide range of their designs, and showing examples that will be of interest to all. Previous exhibitions such as "Texas Architecture—1953" have been an excellent means of demonstrating the nationally-known work being done by architects in the Lone Star state, and of attracting interest all over Texas to accomplishments of the architectural profession.

All entries in "Texas Architecture—1953", are now at the Dallas Museum, in order to allow enough time for mounting them properly, judging, and the preparation of exhibit catalogues. The entries arrive unmounted, with a minimum of two exterior photographs and one interior; a site plan and floor plan; and photographs of any models of the structure. All entries are sent anonymously, identified only by a separate, sealed envelope.

The entries are sent unmounted in order that they can be shown in some uniform fashion. Although they are not identified, they are accompanied by a description which includes an account of any unusual conditions or problems involved.

## Exhibition Committee

Final preparations for the October 10-25 showing are in charge of an Exhibition Committee, headed by Donald Nelson, TSA-AIA, of Dallas. Other architects, all TSA-AIA members from Dallas, assisting Mr. Nelson in the arrangements for exhibiting entries include Arch Swank, Donald Jarvis, and Gershon Canaan.

The first announcement of winners in the "Texas Architecture—1953" exhibition will be made on the evening of October 9, at the annual preview of State Fair exhibitions staged each fall by the Dallas Museum. Presentation of certificates and plaques to the Honor Award winner and merit winners will be made during the TSA convention at the Driskill Hotel in Austin the evening of November 6.

## Special Showing At Convention

The Dallas Chapter, in cooperation with TSA, will send the exhibition to various Texas cities during the fall months, including a special showing in Austin during the TSA convention there November 4-6. After the show has been on tour, it will become the property of the Dallas Museum of Fine Arts, to go eventually into the permanent collection of a school or schools in the state.

"Texas Architecture—1953" will also be sent to many TSA chapters over Texas, for showings in schools or at other convenient public locations.

REAL ESTATE

# Architect Is Best Home Guarantee

By **BILL ROZELLE**  
Post Real Estate Editor

Hundreds of young Houston home buyers are missing the best guarantee of a good house.

An intangible but very real value in the best houses is the architect—and this town is blessed with some of the top designers in the country.

A lot of families nowadays figure they must plan their own homes to get what they want. They combine ideas gained from rough sketches and other homes, then wind up wondering why the home didn't turn out as expected.

**PROBABLY THE** biggest thing scaring young home buyers away from architects is the old

saying that "You don't need an architect until you build a real expensive home and have plenty of money to spare."

This belief is as outdated as the powdered wig. A good architect will save the prospective buyer a good sum. Few people can spend all they'd like to on a new home. The architect tries to see that they will get the things that mean



**ROZELLE**

most—not just a bunch of extra frills.

He works within the buyer's budget and saves him costly planning mistakes. He helps the buyer determine his family's basic needs and desires in planning the house.

**THE ARCHITECT'S** function is to see that a family gets a home that fits its particular needs and is, at the same time, a good house.

Many families object to the uniformity of houses in large developments. An architect is their answer. He gives the house individuality, yet tailors it to the family.

He selects or helps select the general contractor. Good architects know and work with the best builders, plumbers, tile contractors and electricians.

**HE SUPERVISES** construction work, so that the owner is sure of getting good materials and workmanship in places that the buyer never sees, as well as where they show in the finished home.

# RECORD TURNOUT IN PROSPECT AT CONVENTION

## TSA Returns to Scene of 1938 Founding For November 4-6 Conclave Expected To Attract Over 500 to Austin

The Central Texas Chapter of the TSA, host for the 14th annual convention of the Society at Austin November 4-6, is preparing for a record turnout of more than 500 delegates.

Early registrations, a must because Austin's hotel and motel space is at a premium during the fall season, indicate that the largest number of delegates and guests in TSA history will attend.

The Driskill Hotel, site of the November 4-6 sessions, was where a group of Texas architects met 15 years ago in the summer of 1938 to found TSA. Most of the 85 charter members will be present for this year's convention, returning to a refurbished Driskill that is again one of the state's leading hotel properties.

### All Members On Committees

All Austin members of the Central Texas Chapter are participating actively on one or more of the 15 committees by which the convention is being planned and administered. State convention chairman is Arthur Fehr, with Winfred Gustafson as local chairman. Mr. Fehr was particularly conscientious about getting convention details set up well ahead of time, since he was absent touring West Germany, at the request of the Bonn government, during the entire month of August.

Other convention chairmen working closely with Mr. Fehr, Mr. Gustafson, and TSA officials over the state are finance, Allwyn G. Gannaway; registration, Leonard Lundgren; tours, Temple Mayhall; publicity, Louis Southerland, current president of the Central Texas Chapter; decorations, Wolf Jessen; publication, Charles Granger; parties, Hugh L. McMath; luncheons, Max Brooks; outdoor parties, Ralph Goeth; student af-

fairs, Werner W. Dornberger; exhibitions, Herman A. Kelling; hotel, Max Brooks; ladies affairs, Mrs. Max Brooks; football tickets, Ed Maurer; and entertainment, Martin S. Kermacy.

### Seminar Is Featured

Features of the convention will be the seminar sessions, with some of the nation's best-known figures in the architectural profession participating; the annual business session of the Society; the election of 1953-54 officials; reports by various TSA committees and officers; showing of the "Texas Architecture—1953" exhibition and awarding of honors in this and in the \$2500 Featherlite Corporation competition for Texas Architectural students; and a series of social events climaxing with the traditional President's Dinner.

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### 1953 Convention Issue To Be Mailed October 23; Includes TSA Directory

The 1953 convention issue of the Texas Architect, now in preparation, will be mailed October 23 to more than 8500 readers. It will be the regular October, 1953 issue, but is being mailed later in the month in order to allow the insertion of last-minute convention news for delegates to the 14th annual TSA meeting at Austin November 4-6.

As in past years, the convention issue will include a complete directory of all TSA members.

Advertising orders for the convention issue can be taken until October 5, although advertisers are requested to send insertion orders before September 25 if at all possible. All inquiries regarding advertising are handled through 1200 Bissonnet, Houston 5.





Beautiful Lake Austin is one of the scenic highlights for Texas Society of Architects members who attend the 14th annual TSA convention in the state capital November 4-6. Only 10 minutes from downtown Austin, this beautiful lake extends for 22 miles through a series of rolling hills which are a part of some of the most scenic country in Texas. Lake Austin is one of the six Highland Lakes, all in the Austin vicinity.

## Lightweight Aggregate Research Continues

Structural concrete performance of lightweight aggregates from fourteen states and Canada is being correlated in a research program under way at the University of Toledo. This program is sponsored by the Expanded Shale Institute.

Members of the Expanded Shale Institute's technical committee will act in advisory capacity. The Technical Committee members include Cedric Willson, Texas Industries, Inc., Dallas—chairman,

and George Bickel, The Featherlite Corporation, Dallas.

The research program is part of a general plan of the Expanded Shale Institute to gather information on lightweight aggregates and make it available to the entire building industry. This job is being undertaken on a nationwide scale.

Expanded shale has been produced for more than thirty years. It is recognized as one of the outstanding lightweight

(Continued on page 11)



# HAD YOU HEARD!

## Commercial Standard CS 190-53

(A Standard for Stock Double-Hung Wood Window Units) was promulgated January 15, 1953 by the U.S. Department of Commerce, Commodity Standards Division. It sets standards for double-hung wood window units covering:

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*Moisture Content*  
*Preservative Treatment*  
*Air Infiltration*  
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*Machining of Parts*  
*Bedding in Putty*  
*Installation of muntins and bars*  
*Assembly and nailing procedures, etc.*

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that the AWWI Minimum Specifications were used as a guide for this Commercial Standard and that the two are identical?

Before the AWWI Quality Approved Seal can be placed on a double-hung wood window unit, the manufacturer or fabricator of same must have had a prototype of that unit laboratory-tested and certified as meeting or exceeding the AWWI Minimum Specifications.



## The AWWI Quality Approved Seal



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\*A non-profit organization conveying information to the public concerning the benefits offered by the Modern, Preservative Treated, Quality Wood Window Unit.

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## Producers' Council Outing

Architects from the Dallas-Fort Worth area were the guests of Producers' Council members at a summer outing in Dallas at the Glen Lakes Golf Club. Golf was the featured recreation, followed by a buffet dinner served to approximately 130.

Left to right: Charles Vilbig, president of the Dallas Chapter Associated General Contractors; Bill Hidell, vice-president of the Dallas Chapter, TSA; M. B. Vifquain, past president, Dallas Chapter, Producers' Council; Harry Roberts, another past president of the Dallas Producers' Council; Herbert Tatum, Dallas architect who is immediate past president of the TSA; and Robert Perry, Dallas architect who is chairman of the TSA-Producers' Council committee.

## *New Products*

The American Air Filter Company of Louisville, Ky. has announced a new cooling, heating, and ventilating unit for school classrooms in mild climate areas. Called the Herman Nelson Amervent, the unit has a self-contained electronic temperature control with room thermostat which requires only steam or hot water piping plus an electrical connection.

Manufacturers also claim a low noise level for the new unit, which is available in three models.

The Trane Company of La Crosse, Wis., makers of air conditioning, heating and ventilating equipment, have begun

operation of a new \$1,000,000 research and testing laboratory for the development of new products and improvement of existing equipment. The laboratory is under the direction of Donald H. Krans, formerly of the University of Illinois engineering faculty.

Members of the National Electrical Contractors' Association are offering a unique "new product" in the form of a "full-fledged guarantee" on materials and workmanship for a period of one year. The guarantee is given by NECA members throughout Texas and the nation.

**Texans Like Porches, Terraces;  
Hip Roofs, Attached Garages  
Also Popular, Survey Shows**

A survey of single-family detached houses, carried out by the Housing and Home Finance Agency, shows that Texans are strongly influenced by climate and geography in their architectural preferences.

Because of our relatively mild climate, for instance, almost four out of every five homes are being built in Texas with either a porch or a terrace. Similarly, virtually no houses are being constructed with a basement. In New England and the Middle Atlantic states, in contrast, 62% of all homes have a basement and another 23% include utility rooms.

**Few Roof Gutters**

In this section, with the prevalence of ranch type, or so-called "rambler" homes, 30% hip roofs and 8% flat roofs are used. Roof gutters, found in 68% of homes built over the nation, are a relative rarity at 15% in Texas.

The region including Texas leads the nation in the percentage (87%) of garages, almost all of which were attached or directly connected to the home. Window screens, found in less than half of the homes built in some sections of the north and east, are found on practically every new Texas home, 90% of them full length.

**Custom An Influence**

The survey found in general that architectural preferences were related directly to climate and geography, with the added influence of established custom having a different effect in various areas of the nation. The provision of home equipment also varied greatly by regions, with a strong tendency for this to be purchased by the owner.

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## TCC States Policy on Alternates, Time Factor

Uel Stephens of Fort Worth, president of the Texas Construction Council, which is composed of members of the League of Texas Municipalities, TSA, the Texas Society of Professional Engineers, and the Municipal Contractors Association, has issued a statement regarding (1) receiving bids on proposals which contain a list of alternates and (2) receiving bids on proposals which include a time during which the construction must be completed.

The statement followed letters from R. M. Dixon, managing director of the Municipal Contractors Association, on these subjects. It was issued by Mr. Stephens on instructions of the Texas Construction Council.

Mr. Stephens' statement follows:

"It has been the practice insofar as

some owners, engineers, and architects are concerned to arrange a list of alternates in the proposal, and then if the lowest and best bid is above the funds available to attempt to reduce the bid price by the application of certain alternates without regard to any predetermined schedule. It is considered good practice to arrange alternates in a certain sequence and then provide in the contract documents that if it is necessary to exercise any alternates that they will be exercised in a pre-determined sequence so that every bidder will know in advance how the alternates are to be applied in reducing the contract cost. If a predetermined rule is not followed an opportunity is offered to select the low bidder based on what is commonly called the juggling of alternates and, of course, such practice is unfair to bidders.

"In other instances, owners, engineers, and architects have failed to state in the contract documents that time was of the essence or that there would be placed upon the construction time set in the proposal by the bidder a value for each working day. It is highly desirable to have included in the contract documents a concise accurate statement of the time factor so that all bidders can base their bids accordingly."



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## Lightweight Aggregate

(Continued from page 7)

aggregates by the construction industry. In addition to affording heat and sound insulation, it has structural strength comparable to heavyweight concrete.

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## *With Our Advertisers*

Wm. Cameron & Company, manufacturers of Ideal Millwork, have distributed copies of a new brochure "Presenting . . . Wm. Cameron & Company". The 12-page book gives a brief history of the concern, founded in 1868, and then devotes main sections to the 19 branch plants in the Wm. Cameron wholesale division, to the five-block-long manufacturing division at Waco, the 81 retail lumber yards in the retail yards division, the 31 lumber yards and seven "mud" warehouses in the oil field division, and the wallpaper and paint division centered at Waco.

Copies of the brochure may be obtained from J. R. Byford, sales manager, Wm. Cameron & Company, P. O. Box 889, Waco.

The Featherlite Corporation has completed moving its general headquarters to 402 West 6th Street in Austin.

White's Uvalde Mines, dealing in Uvalde County Rock Asphalt, now offers free consultation on paving problems through telephoning Garfield 7225 in San Antonio, or writing P. O. Box 499, San Antonio.

Texas Quarries has prepared color showings of Cordova Shell Limestone which will be sent upon request to P. O. Box 91, Austin.

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