STATEWIDE OBSERVANCE OF TEXAS ARCHITECTS' WEEK
GOVERNOR ALLAN SHIVERS SIGNS PROCLAMATION
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APRIL 1953
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INSIDE THE TEXAS ARCHITECT

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CALENDAR OF EVENTS

April 13-20—Texas Architects' Week.

May 12-14—Texas Hospital Association convention, at Galveston.

June 15-19—84th annual convention, AIA, at Seattle, Wash.

November 4-6—14th annual convention, TSA, at Austin.
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you shall know them

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Official Memorandum  
BY  
ALLAN SHIVERS  
Governor of Texas  
AUSTIN, TEXAS

GREETINGS:

Much of our creative and material progress is due to the profession of architecture and its practitioners, who plan and build for the present and for the future.

At every stage in our lives, architecture has the most profound influence in shaping the environment about us. Hospitals, homes, schools, churches, commercial and public buildings, theaters, museums, stadiums -- every type of structure which comes from the architect's imagination and skill shapes our way of existence.

Let us take pause to look about to see the importance of architecture to each of us, and to pay tribute to the architects of Texas. These men have combined their creative power and professional ability to bring us comfort, beauty, and utility that is everywhere about us.

THEREFORE, I, as Governor of Texas, do hereby designate the week of April 13-20, 1953, as

TEXAS ARCHITECTS' WEEK

and urge that every citizen join me in recognizing and honoring the profession of architecture and those engaged in it.

In official recognition whereof, I hereby affix my signature this 17th day of March, 1953.

[Signature]
Governor of Texas
Industry finds many direct and indirect values in the use of Trinity White Cement for its structures. It is recommended for architectural concrete units, terrazzo floors, stucco, cement paint and special uses where beauty or light-reflection are factors. Trinity White—the whitest white cement, is a true portland cement that meets ASTM and Federal specifications.
THE TRADITION OF JEFFERSON

The tradition of Thomas Jefferson, versatile president-architect who accomplished so much in a long and busy life, remains strong today within the architectural profession he helped to establish firmly in America.

Jefferson believed that a man learned and practiced a professional skill for one principal reason: to better the lot of his fellow man. To our third president, architecture meant learning theory and application thoroughly; practicing according to accepted professional standards; and striving constantly to improve his professional ability. The result should be private and public buildings which an architect could design, live among, and be proud to leave to posterity.

Jefferson was such a thorough and continuing student of architecture that many of his ideas can be traced for generations in the development of a native American architecture. He adapted pure classic forms to public buildings, and then blended the classic and new ideas from the late eighteenth and early nineteenth centuries in designing homes.

Every school child knows how Jefferson the architect still lives amongst us, in such masterpieces as the original buildings of the University of Virginia, the state capitol of Virginia, and his home, Monticello. The beauty and utility of these structures has grown into a legend that proves Thomas Jefferson's tremendous ability as an architect. And they live on, to fulfill another of his basic ideas regarding the profession.

So it is that members of the Texas Society of Architects have shaped their annual observance of Texas Architects' Week around Thomas Jefferson. The week begins April 13, on Jefferson's 210th birthdate anniversary, and it is keyed over the state to these primary themes: (1) architecture is a force that is present everywhere about us, whether we are at home, at school, at work, at play, or worshipping our Maker (2) many Texans know little about architecture, and how it is an important function of our daily lives.

TSA members in 10 chapters over the state will remember Thomas Jefferson, and his tradition of the architect as a public servant, in various projects designed to tell you more about the profession they follow. These projects vary. Sometimes, they take the form of exhibitions of recent architectural work. In other areas, they are built around the part that architecture can play in solving serious problems of the moment, such as over crowding in our schools. Some chapters have offered their services as consultants on other civic projects, or have planned joint meetings with others who work in building. But in every case, TSA chapters want the public to know what architecture is, and what it can do.

During the week of April 13-20, every citizen of Texas will be near one of these special programs which spell out the part that the architectural profession plays in the life of all. Everyone as fellow Texans and fellow citizens, is invited to celebrate Texas Architects' Week in the tradition of Thomas Jefferson, and to learn about architecture and its part in the life of the citizens of Texas.
Plan ahead . . . Everyone living in the Southwest wants air-conditioning, sooner or later!

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At Austin, Governor Allan Shivers signed the official memorandum proclaiming Texas Architects' Week with three TSA officials looking on. Left to right, standing, are TSA President Albert S. Golemon, Houston; R. Max Brooks of Austin, chairman of the legislative committee; and Louis Southerland, president of the Central Texas Chapter, also from Austin.

Texas Architects' Week Set for April 13-20

Statewide Program Will Emphasize Role of Architecture in Life of All Texans Today

The Texas Society of Architects will observe Texas Architects' Week from April 13-20 with special programs in every part of the state.

Gov. Allan Shivers has proclaimed Texas Architects' Week in a memorandum calling attention to the architectural profession and the accomplishments of the more than 1000 registered architects in the state.

The 10 TSA chapters, located from Dallas to El Paso and from the Panhandle to the Rio Grande Valley, will emphasize the part that architecture plays in the daily life of every Texan through projects planned for many months.

"Jefferson The Architect" Shown

This is the second annual Texas Architects' Week, believed to be the only event of its kind in the U. S. It opens on the 210th anniversary of the birth of Thomas Jefferson, famed architect-president who designed Monticello and the (Continued on page 12)
Yes, Wright Rubber Tile is made in Texas. What’s more, it is the finest floor covering made anywhere . . . has been for thirty years. Here’s why:

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   We invite you to put our sample to your test.

6. Wright Rubber Tile comes in a variety of brilliant colors . . . uniformly marbelized. Polishes to a high luster with minimum effort. Write us on your letterhead for complete information and free set of samples.
Texas Limestone Industry Grows in Importance
By Dave Johnson, president, Texas Quarries, Inc.

Location of Main Deposits,
Quarrying and Finishing
Operations Described

Until 1929, when Texas Quarries, Inc. at Austin was founded, Texas limestones were not utilized as extensively as today. Generally, quarrying and fabricating operations were local in nature. Today the limestone industry is increasingly important in the industrial development of Texas.

From virtually a one-company beginning, the industry now has five major Texas limestone producers. Three operate both quarries and mills; two are quarriers and fabricators of splitface limestone. Several cut stone contractors are also engaged in operations of a lesser scale.

Two Major Districts
The two major limestone districts are Cedar Park in central Texas and Lueders in north central Texas. From the Cedar Park district comes Cordova Cream and Cordova Shell. Lueders limestone is from the Lueders district.

Cordova Cream closely resembles Caen stone of France. Cordova Shell is a fossiliferous limestone abundantly marked with shell.

Lueders resembles Indiana limestone. The Cedar Park stone can be obtained in sizes limited only by handling facilities while Lueders is more limited in size, since the usable stone seldom exceeds 20 inches in thickness. Thus cut stone should be designed within these limitations.

Methods of Quarrying
Quarrying differs with stone deposits. In the Cedar Park district, electrically powered channeling machines are used to cut the stone from the ledge. These machines have several chisel-shaped bars on each side of the machine.

The bars move rapidly up and down chiseling a cut in the ledge as the machines move forward and back on tracks. When the depth of cut is reached the track is moved over and the operation repeated. The "cut" is bottom drilled, broken free with wedges, turned over and broken into mill blocks.

Lueders stone lies in a thin ledge and is removed by drilling and breaking blocks from the ledge with wedges.

Fabricating Operations
In fabricating, mill blocks are sawed into slabs of varying thickness as required by gang saws. Sawing is done with blades spotted with hard metal. The slabs are ripped to approximate size by diamond blade saws, planed to exact dimensions for height and width and finally jointed. Mounds, drips, etc., are planed. When shaping cannot be done by machine it is cut by stone cutters or carvers. Finally the stone is hand-smoothed to remove tool marks. Other limestone products include splitface and Romanstone. The former is sawed to course heights, usually 2 1/4", 5" and 7 3/4", then machine split to a 4" bed thickness. Lengths are random and end-jointed.

Romanstone, the limestone brick, is sawed to dimensions of 15 1/2"x4"x1 3/4".
Regional Architecture Theme of Seattle Convention

"A New Country—A New Architecture" is the theme chosen for the 85th annual convention of The American Institute of Architects, which will meet in Seattle, Wash., June 15-19. AIA officials predict that an estimated 1,500 architects will converge on Seattle for their first convention in the Pacific Northwest.

This "New Country" with its magnificent redwood and sequoia forests, its mild, moist climate and its heritage of Northwest Indian culture, is producing a new and distinctly regional architecture. The convention program will center on the area’s forest resources, its wood construction techniques and allied local arts and crafts.

**Thunderbird Is Emblem**
A Siwash Indian Thunderbird, designed by John Detlie, member of the Washington State host chapter, has been chosen as the convention emblem and will be used in the meeting rooms, on greeting placards featured by local stores, and on all convention paraphernalia.

Feature of the first day of the Convention will be a trip across Puget Sound to the Olympic Peninsula for a logging exhibition. Under the auspices of the Washington State Chapter, and as guests of the Simpson Logging Company, approximately 1,000 convention visitors will see a demonstration of the company’s operations, from felling one of their giant trees through lumber milling and manufacture of plywood. A logging camp barbecue lunch will be served on the shore of Lake Mason. Entertainment will include log rolling exhibitions by masters of the sport.

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TEXAS ARCHITECTS' WEEK:

As final arrangements come in from the Chapters, it is apparent that Texas Architects' Week is being staged on a truly state-wide basis this year. All over Texas, varying programs will give the public a better understanding of the functions the architect performs, and how he serves the community.

Press kits have been mailed to 75 leading newspapers over the state, and to presidents of TSA Chapters and the chairmen of TAW and public relations committees. We ask particularly that local contact be made as soon as possible in order that newspapers may have details of your own TAW program.

TAW chairmen are reminded that copies of all TAW publicity is requested for use in the May issue of the TEXAS ARCHITECT. Please mail clippings to David C. Baer, 1200 Bissonnet, Houston 5, Texas. And remember that nothing is harder to put your hands on than an out-of-date newspaper. Please clip TAW items the day they appear, and send the clippings on at once.

TELEVISION:

The film "Jefferson The Architect", which has been rented for showing by the Chapters during April, is sound and excellent publicity for the profession. A number of the Chapters now have television outlets, and we suggest that local TAW chairmen investigate immediately the feasibility of showing "Jefferson The Architect" on TV.

SAN ANTONIO MEETING:

Members of the West Texas Chapter heard William Wurster, consulting architect to Trinity University...
and dean of the School of Architecture at the University of California at a joint meeting sponsored by the Trinity Student Merchant Builders and the San Antonio Home Builders Association.

LETTER TO YOUNG ARCHITECTS

A letter to young architects, in HOUSE AND HOME, has been widely reprinted in many of the professional journals. Here are pertinent quotes, from the BAY STATE ARCHITECT (Massachusetts):

"Architecture is on the way to becoming master building once again... Let's see where that puts the young architect. Today architecture has the basic problem of absorbing a more advanced stage of the Industrial Revolution. The profession as a whole is very, very far from having caught up with the facts of the situation. The profession has become accustomed to serving gentlemen... Today all at once somebody has to serve the common people which means producing goods ahead of orders.

Since architects have not been set up to serve the Market ahead of orders, others have served it. They have been called the 'merchant-builders.'

The Levitts built 5300 houses in 1950 and will build 6000 or more in 1953. Gunnison Homes sold 7000 prefab houses. Since the war, homebuilders have produced a new home for one of every seven Americans. Architects have designed very few of them.

The older members of the profession pull back into their shells and shudder at what they call "commercialism".

Let's hope the young man in architecture is tough enough to take on the new assignment of working with builders in quantity... He can attach himself to the efforts of the men who stand today in the forefront of homebuilding... Or he..."
can serve master building...

Architecture is the art of producing or qualifying human surroundings to create a human setting. Since industrial civilization, ignorant and unguarded, can despoil the entire scene, architecture can no longer content itself with isolated and selected building situations but has to work at big scale on total environment or it may end up by working not at all. "...

The following is a condensed statement of the BAY STATE ARCHITECT in rebuttal:

"There is no question that medium and low-cost housing in our country has entered the mass-production stage whether it is field construction or prefab. If left to its own devices, the country will be covered by a new type of housing units that threatens to become the new slum areas and the new shanty towns.

Statements of mass-construction devotees state the reason we do not have better housing is the fault of the architects because we have not cooperated, we demand fees that are too high, we look askance on the merchant or speculative builder.

What seems to be left out of consideration is one very important fact: no speculative project, big or small, gets started without having been designed by an architect. In the beginning, the builder depended upon an architect for layouts, designs and details of his particular housing unit. He proceeds then to build one hundred or more units on the same set of drawings and then sticks out his chest; "see what I have accomplished, I don't need any architect."

Perhaps the time has arrived for the profession, through the Institute, to recognize the situation and make some attempt to work out a fair and equitable
PRESIDENT'S LETTER

Texas Architects' Week will be almost upon us when you receive this copy of the Newsletter. It is now apparent that Texas Architects' Week for 1953 will be observed on a statewide basis, with worthwhile projects and activities that will increase public understanding and appreciation of the functions of our profession.

I want to thank Chapter officials and the entire membership for their cooperation and help in staging this annual week, and to tell you how much I have enjoyed meeting with various Chapters on TAW arrangements and other matters during the past six weeks. TAW is an activity which reflects great credit upon the Society, and I hope that it is extended even more over the State.

In Houston, on March 29, I met for the first time with other members of the Publication Board. One thing which impressed me in the various reports and discussions before the Board was the almost-complete lack of cooperation between the membership and those responsible for publishing the TEXAS ARCHITECT, in such matters as response to TA advertising. One advertiser, for instance, spent hundreds of dollars during an 18-month period, using attractive ads with excellent layout and art work. He received exactly one response from an architect, which was gratefully acknowledged. There are other instances of advertisers using "keyed" ads wherein readers are requested to write in for a catalogue or other material. The response here has been extremely small in many instances.

I will confess that I have been as negligent as any of the membership in these matters, but it is apparent that the TA has been making progress without the cooperation which should normally be
expected from the membership. To help remedy this, a committee for the support of the Texas Architect has been formed. Although the committee will do a substantial amount of the work in mind by itself, Chapter officials and members will also be called upon to give a little help in reader response and in the general encouragement of advertising in the TA. We have a fine and useful magazine which is known and appreciated in many quarters, and I feel that it should be supported.

On another matter in connection with the TA, there has been some difficulty in getting news from the Chapters on time. Meetings are generally held, and then there is a normal delay before the preparation of minutes and forwarding of a report to David C. Baer, TA editor. As a consequence, there are seldom more than four or five Chapters in the News of the Chapters section each issue. All 10 Chapters should be represented every issue, and to bring this about, we are having special mimeographed forms prepared and mailed to the Chapters before each meeting. The forms can be completed in less than five minutes, and mailed back to Dave Baer at 1200 Bissonnet. With this system, perhaps we can have news of every Chapter in every issue.

Albert S. Golemon,
President

TEXAS ARCHITECT has received from the Division of Defense and Disaster Relief of the State of Texas a very concise report of the effects the recent "A" Bomb test had on the typical American Home. This will be run in its entirety in the next issue of the Texas Architect. Highlights of this report are:

1. Architects were in on this test and they decided the construction to be used.
2. The house located within 7500 feet of the target and which was still standing after the test had its main members either broken or badly cracked. A heavier nailing pattern might have resulted in much less damage to this house.

3. A bomb shelter located in the cellar of the house nearest the center of the explosion, particularly one selling for $40 came through fairly well and would have given people protected by it a chance for survival.

NEW ADDRESS FOR TBAE

The new address for the Texas Board of Architectural Examiners is 2816 Hemphill Park, Austin, Texas. All correspondence to the board should be sent to this address, according to Harold E. Jessen, secretary-treasurer.

CORROSION SPECIALISTS

The New York City Chapter has lately been the guest of Water Service Laboratories, an organization working since 1927 on water corrosion problems. Members with corrosion worries in connection with either water distribution or air conditioning systems might note the address of the WSL, which has recently completed research in this area: 423 West 126th Street, New York City.

CHAPTER BLOOD BANK ACTIVITY

New York architects also held a Blood Bank Day March 27 at the NYC Red Cross Center, a community service project which drew excellent reaction. It is interesting to note, however, that this same Chapter had to cancel its 1953 honor awards competition because only nine entries were received.
Mrs. Mary Davis Gillies, editor of the house and home department of McCall's, contends that American architects today "seem to try to eliminate the bedroom in their design planning." She spoke in connection with a recent contest in which 8983 U. S. women submitted their ideas on bedroom design to McCall's.

AIA ADVERTISES IN GEORGIA:

The Atlanta Constitution, Georgia's great newspaper, is reported to have carried the following paid advertisement for the Georgia Chapter, AIA:

"When you build - will your building fit your needs? Do you want a building that will have permanence, longer life, lasting value and sell for more on the real estate market? Do you want a building designed especially for you - to fit your individual needs? Do you want to save money and still have top materials, workmanship and professional supervision? If you want all these - and more - talk to an architect. No obligation, remember!"

FREE - For a membership list of the Georgia Chapter of A. I. A., the services of an architect and recommended charges, write..."

METAL-WALLED BUILDINGS

The Pittsburgh Chapter has been holding a complete series of programs on the Metal-Walled Buildings of Pittsburgh", indicating the interest created there by such structures as the new Alcoa Building, which is aluminum-walled.
The Legislative Committee and President Golemon and a number of other TSA members have been giving unlimited time and effort during the current session of the Legislature. Working with our legal counsel, and other counsel that has been brought in, they are doing every thing possible to assure the profession reasonable and fair fees for its work on projects financed from state appropriated funds. At the same time they are endeavoring to assure the state of adequate architectural service for such fee.

A huge note of thanks from TSA membership is due these men for the work they are doing and already have done in behalf of the profession in this critical matter.

FLORIDA ARCHITECTS ON SCHOOL PLANNING:

The Florida Association of Arabic Architects has published a pamphlet on school planning which is praised by the Kansas City Chapter publication "Skylines". Principal divisions of the Florida pamphlet are Educational Planning, The Responsibility of the Owner, The Selection of the Architect, The People Who Will Use The School, Preliminary Planning, Working Drawings And Specifications, Supervision Of Construction, and Conclusion.

(continued from Page 3) arrangement so that architects might enter into this mass-housing proposition and handle it on a professional basis with a fair return to the architect and good professional services to the public and to the house builders.
Maurice J. Sullivan At AIA Luncheon

Second from left is Maurice J. Sullivan, TSA-AIA, at an Octagon luncheon in Wash-
ington, D. C. for incoming government officials including Secretary of the Interior Douglas
McKay. Left to right: Leonard H. Bailey, Oklahoma City; Mr. Sullivan, who is serving cur-
rently as treasurer of the AIA and is a candidate for re-election; Irving G. Smith, Portland,
Ore.; and Secretary McKay.

Texas Leads In Development Of Expanded Shale

By Alex T. Mickle, executive vice-president, The Featherlite Corporation.

Widespread increases in volume and variety of uses of expanded shale light-
weight aggregate, especially in Texas, have been attracting the interest of the
entire building industry.

In Dallas, for instance, there was not
a multiple-story building in which this
material was used before May, 1949.
But since that time there has not been
a single major structure which has not
utilized its advantages in one way or an-
other. This includes the Republic Na-
tional Bank Building, now under way. It
will be the tallest skyscraper in the entire
South.

Expanded Shale Institute

One of the most important develop-
ments was the organization about a year
ago of the Expanded Shale Institute. At
its first meeting since organization, held
in Dallas last December, an extensive
program of research and experimentation
was launched under the direction of
Frank G. Erskine, widely known struc-
tural engineer, with headquarters in
Washington.

(Continued on page 16)
TVA Needs Architects
For Design Work At
Knoxville, Tennessee

The TVA is advertising for architects to assist in the design of steam and hydroelectric generating plants at Knoxville, Tenn. Salaries start at $4450 and $5325 annually for a 40-hour week, with vacation leave, sick leave, and retirement benefits.

Inquiries should be addressed to E. A. Shelley, Chief, Personnel Office Branch, Tennessee Valley Authority, Knoxville, Tenn.

Texas Architects’ Week

(Continued from page 7)
University of Virginia. A special film, "Jefferson The Architect", will be shown at many of the Texas Architects’ Week programs over the state.

TSA chapters have a wide variety of special projects scheduled for the period from April 13-20, many of which tie in directly with community service or educational programs. Often, architects have volunteered their services on a consulting basis for some community project, set up special tours or exhibitions of architectural work, or scheduled a competition for craftsmen or students. There are a number of joint meetings with engineers, contractors, craftsmen, or others engaged in construction, all to be held from April 13-20.

President Golemon Tours State
TSA President Albert S. Golemon, of Houston, has been touring the state since early February to help chapters complete arrangements for Texas Architects’ Week programs. Here is what the various TSA affiliates are doing:

In Austin, the Central Texas Chapter will sponsor an architectural exhibit at the University of Texas, with many entries from the showing placed in downtown business windows.

Dallas will hold a symposium on school design, aimed at securing understanding of a number one civic problem, plus a tour of recent architectural projects. Funds from the tour are to be used for architectural scholarships.

Fort Worth will choose an outstanding craftsman from the building trades, and honor him at a dinner program aimed at increasing understanding and cooperation between those engaged in all phases of construction.

Civic Help Offered

Houston Architects are offering their services to the city, on a consulting basis, for a civic project of public interest. They will also stage a special dinner meeting.

In the Lower Rio Grande Valley, observance of the special week will center around programs at many civic clubs and a joint dinner with the Associated General Contractors.

The Coastal Bend Chapter, at Corpus Christi, has one of the most ambitious programs, a project in which local TSA members are aiding in the development of Boys’ City, a major civic undertaking which has attracted great interest.

YWCA To Benefit

The Panhandle Chapter, centered at Amarillo, has prepared perspectives and models of recent architectural work in the area for downtown display. The principal project, however, is a tour of recent architectural work. Fees from the tour will be donated to a fund for the YMCA and YWCA building program.

Observance of Texas Architects’ Week at San Antonio, El Paso, and Bryan, centers for the remaining three chapters, will emphasize the part that architecture plays in shaping the everyday life of millions of Texans, through educational programs.
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MINERAL WELLS, TEXAS PHONE 331
Prefabrication Is Important Woodwork Trend
By J. R. Byford, sales manager, William Cameron & Company

During recent years, the woodwork manufacturing industry has made marked progress in developing new ways to provide the home building public with better products at competitive prices. These new processes and techniques have also helped the building industry to meet the unprecedented demand for new homes quickly and efficiently.

Perhaps one of the most important developments has been the widening trend toward prefabrication of such items as window and door units, kitchen cabinets, and other woodwork products. This prefabrication and pre-assembly trend has led to the substantial reduction of on-the-job construction time and costs. And since the great majority of such products are turned out on a mass-production basis in large factories, their cost has been kept well within the range of most prospective home owners.

Another most important trend in the woodwork manufacturing industry has been the voluntary establishment of standards set up to guide manufacturers in their construction and assembly processes. These "Commercial Standards" have led to the general improvement of the quality of wood window units, doors, windows, screen doors and other products.

A third trend in recent years has been the wide-scale adoption of the preservative treat process — a chemical treatment which greatly prolongs the life of wood and protects it against insect and fungus attack. Preservative treating has been especially effective when used on exterior woodwork.

The combination of these factors has led to a vast improvement in the quality of products and has brought them within the range of even the modest home building budget.

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"Azrock Makes Fine Floors"
Marvin Eichenroht of San Antonio, TSA-AIA, spoke before the state conference of the Texas Society, Daughters of the American Revolution at Fort Worth recently. Mr. Eichenroht, formerly a regional director of the Historic American Buildings Survey, spoke on early Texas architecture.

He was introduced by Mrs. Harry Payne of Houston.

Wirtz, Calhoun, Tungate Announces Association With Graham Jackson

The Houston architectural firm of Wirtz, Calhoun, and Tungate has announced association with the firm of R. Graham Jackson, under the name of Wirtz, Calhoun, Tungate and Jackson.

Mr. Jackson, a resident of Houston since 1925 has been a principal in R. Graham Jackson-Frank C. Dill since 1946.

Good Design Conserves, Advisory Board Reports

A report by the Building Research Advisory Board, initiated by DPA, will praise architecture as a means of effecting competent design that conserves materials, money, and manpower. The report is due to be issued in early summer. It was made by seven advisory panels in various fields of architectural and structural research and practice.

Expanded Shale

(Continued from page 11)

Precast products from this material, such as concrete joists and roof channels, are in growing demand. Both the White House and the capitol at Washington were recently re-roofed with expanded shale concrete.

Extensive research in the prestressed concrete field is opening up still further uses.

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Letters to the Editor

Reynolds Metals
Louisville 1, Kentucky

Gentlemen:

At a recent meeting of the Executive Committee of the Dallas Chapter of the American Institute of Architects, one of its members recounted the delights of your "Mr. Peepers" show and it was generally agreed that this TV program is one of the most looked for hours.

We even think the Commercials are interesting when they make mention of Architects and tell of the services they perform.

It would be hard for you to choose a program more to the liking of Architects, so we say "Thanks."

J. Herschel Fisher
President Dallas Chapter AIA

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News of the Chapters

HOUSTON—Three films on South American were shown by a representative of Braniff International Airways at the March meeting, which was held at the Forest Club. Much of the business session was devoted to final plans for the Chapter’s observance of Texas Architects’ Week, which is under the chairmanship of Woodrow W. (Woody) Alexander. A resolution commemorating the memory of Joseph Finger, a charter member of the South Texas chapter formed in 1924, has been adopted.

DALLAS—The March meeting was on “School Building Planning”, under the chairmanship of Terrell Harper. Principal speaker was Dr. Warren T. White, superintendent of schools for the Dallas School District, who discussed educational planning in building, and the purposes which school buildings should fulfill, both for students and for the community in general. Proposed amendments to Chapter by-laws have been distributed and will be voted upon at the April meeting.

WEST TEXAS—The March meeting was held at the St. Anthony Hotel, and featured an address by Harwell H. Harris, head of the Department of Architecture, University of Texas. Members were urged to attend the March Producers’ Council meeting which emphasized new applications of glass in building.

CENTRAL TEXAS—A special March meeting featured a discussion of the proposed new city building code. The regular meeting had Louis Kahn of Philadelphia, city planner and former resident architect at the American Academy in Rome, as guest speaker.

FORT WORTH—The March meeting was in charge of Bob Woltz, TSA-AIA.

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With Our Advertisers

The American Wood Window Institute, Inc. has announced a new commercial standard for high-quality double-hung wood window units, promulgated by the Department of Commerce. The AWWI seal will guarantee that a window meets or exceeds this standard.

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The Producers' Council recently held a two-day conference at Rye, N. Y. at which building product manufacturers traded ideas on trade publication and consumer advertising, teaching salesmanship, measuring the effectiveness of convention exhibits, and doing research on the selling power of promotional programs. The principal difference of opinion was as to whether architects prefer technical data or "eye-catching" appeal in advertisements directed to them.

Ed C. Jancik of Houston has been named general sales manager for the Gulf Coast area for the Texas Lightweight Aggregate Company of TEXAS INDUSTRIES, Inc.

A new self-stacking, insulating window which may be assembled into a panel window wall or any window combination has been introduced. This completely modular window system is produced by Solar Air-Flo, Inc., Elkhart, Ind., and is designed to be glazed with L-O-F Thermopane insulating glass.

Uvalde Rock Asphalt's new Vinylized Azphlex, with improved grease resistance, flexibility, and a smoother surface, is now available in 12 colors.
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