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
Immediate attention is focused on this smart, new bank building by its modern architectural treatment. An atmosphere of modernity coupled with strength and dignity is accomplished by blending warm, rich Cordova Shell Limestone with Roman brick.

Cordova Shell’s natural warmth of color, ranging from soft tones of buff and cream to a rich golden intensity, gives it distinctive character—and its charm is further heightened by its beautifully shell-marked surface.

More and more architects are finding Cordova Shell Limestone the perfect stone for unusual and beautiful effects in modern commercial buildings. From skyscraper to the more modest shop, Cordova Shell takes buildings out of the commonplace—puts them in the limelight.
INSIDE THE TEXAS ARCHITECT

Architect Is Guarantee of Best Home ........................................ 3
"Texas Architecture—1953" At State Fair .................................. 4
Convention Registration Seems Headed for Record ....................... 6
Texas Construction Council on Alternates, Time Factor .................. 11
Survey Shows What Texans Prefer When Building a Home ................. 10
Dallas, Fort Worth Chapters Meet With Producers ....................... 9

THE TEXAS ARCHITECT
VOLUME 4  SEPTEMBER, 1953  NUMBER 5

TExAS SOCIETY OF ARCHITECTS OFFICERS
Albert S. Golemon .................................................. President
5100 Travis, Houston
Edwin W. Carroll .................................................. Vice-President
1001 E. Yandell, El Paso
George F. Pierce, Jr. ................................................. Secretary-Treasurer
2200 Welch, Houston

DIRECTORS
Macon O. Carder .................................................. Amarillo
Panhandle Chapter, A.I.A.
Arthur Fehr .......................................................... Austin
Central Texas Chapter, A.I.A.
A. B. Swank, Jr. .................................................. Dallas
Dallas Chapter, A.I.A.
Herman G. Cox .................................................. Fort Worth
Fort Worth Chapter, A.I.A.
Reginald Roberts .................................................. San Antonio
San Antonio Chapter, A.I.A.
C. P. Donnelly .................................................. Corpus Christi
Coastal Bend Chapter, A.I.A.
F. Talbott Wilson .................................................. Houston
Houston Chapter, A.I.A.
Warren C. Suter .................................................. Mission
Lower Rio Grande Chapter, A.I.A.
Edwin W. Carroll .................................................. El Paso
El Paso Chapter, A.I.A.
Ernest Langford .................................................. Bryan
Brazos Chapter, A.I.A.
Edward L. Wilson .................................................. Fort Worth
A. I. A. Director

PUBLICATION BOARD
David C. Baer, Chairman ............................................. Houston
Thomas D. Broad .................................................. Dallas
Lee R. Buttrill ................................................................ Temple
Albert S. Golemon .................................................. Houston
Harwell H. Harris .................................................. Austin
Reginald Roberts .................................................. San Antonio
Edward L. Wilson .................................................. Fort Worth

Published monthly by the Texas Society of Architects in Houston and mailed without charge. Copyrighted 1951 by the T.S.A., and title registration applied for with the U. S. Patent Office.
Editorial contributions, correspondence, and advertising invited by the Editor. Due to the nature of the publication, editorial contributions cannot be purchased. Publisher gives permission for reproduction of all or part of editorial material herein, and requests publication credit be given

THE TEXAS ARCHITECT, and author of material when indicated. Publications which normally pay for editorial material are requested to give consideration to the author of reproduced by-lined feature material.
Appearance of names and pictures of products and services in either editorial copy or advertising does not constitute an endorsement of same by either the Texas Society of Architects or the American Institute of Architects.

CALENDAR OF EVENTS

October 10-25—"Texas Architecture—1953" on exhibition at Dallas Mu- 

seum Of Fine Arts.

November 4-6—14th annual convention, TSA, at Austin.
Now available at Associated Warehouses

Now there are two kinds of Sea Swirl—select and knotty. The demand for this decorative fir plywood grows and grows. With the addition of Knotty Sea Swirl, we hope increased production will make everyone happy.

Knotty Sea Swirl comes in interior and exterior types, in 4'x8' panels, 5/16" thickness. Other sizes on special order.

Contact the closest Associated warehouse for Sea Swirl and for all of your plywood needs. We welcome your inquiries.

ASSOCIATED PLYWOOD MILLS, Inc.

All car load sales and shipments of A.P.M.I. plywood for this territory are handled by our Dallas, Texas, office at 4814 Bengal Street—Telephone Logan 6647, Deryl Glossup, Manager.
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.
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 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 refurnished 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 chairman 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.

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:

- Specie of Wood
- Moisture Content
- Preservative Treatment
- Air Infiltration
- Operation of Sash Balances
- Machining of Parts
- Bedding in Putty
- Installation of muntins and bars
- Assembly and nailing procedures, etc.

HAD YOU HEARD

further...

This AWWI Quality Approved Seal, as shown at right, appears in the inside sash run of the head jamb on window units so certified and approved.

LOOK FOR this Seal when buying or specifying windows...as it is an identifying mark of a double-hung wood window unit of a high quality, and you may be certain that the unit so identified MEETS or EXCEEDS the requirements of Commercial Standard CS 190-53.

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

The American WOOD WINDOW Institute, Inc.

3012 MAPLE AVE. DALLAS, TEXAS

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

© 1953 by T.A.W.W.I.,
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 the 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.
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."

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.

In making the analysis for the Expanded Shale Institute its engineers will use a blend of four Portland cements for all concrete specimens. Aggregates will be separated on standard screens and recombined to a uniform grading. Tests will be performed to determine this uniform grading.
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.
WRIGHT
3 DIVISIONS TO SERVE YOU!

1. RUBBER AND VINYL TILE DIVISION
   The oldest, most-respected name in rubber tile flooring, now brings you another quality flooring...
   WRIGHT VINYL TILE...
   a thermo-set plastic with a smooth, non-porous, non-slip surface . . . keeps its shape and color in spite of temperature changes.

2. REINFORCED PLASTICS DIVISION
   New, lightweight building materials:
   STURDALITE—shatterproof, translucent, multipurpose structural panels permit unlimited daylighting, dynamic decoration, at low cost.
   VERSATEX—roofing and siding material that never needs painting!
   VERSARITE—superior chalkboard material for schoolroom or nursery; won’t become mottled and never needs costly refinishing.

3. CUSTOM MOLDING DIVISION
   Plastic and rubber parts and finished items for commerce and industry.

WRIGHT MANUFACTURING CO.
5608 Post Oak Road • Houston 5, Texas
Wright Rubber Tile — Wright Vinyl Tile
Sturdalite — Versatex — Versarite
THE TEXAS SOCIETY OF ARCHITECTS
THE TEXAS REGIONAL DISTRICT ORGANIZATION OF
THE AMERICAN INSTITUTE OF ARCHITECTS

LIBRARY
THE AMERICAN INSTITUTE OF ARCHITECTS
1741 NEW YORK AVENUE, N.W.
WASHINGTON, D.C.