TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

TO HELP CITIES HELP THEMSELVES
ARCHITECTURE IN WEST GERMANY
AUSTIN AIR CONDITIONING PROJECT
1953-54 TA ADVERTISING AWARDS

FEBRUARY 1954
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Vina-Lux meets all the specialized needs of restaurant and cafeteria use and does it with an economy of maintenance and upkeep that means lower overhead and increased profits for your restaurant operation.

Made of Azrock's own vinyl-asbestos composition, Vina-Lux has a surface so smooth it wipes clean without hard scrubbing — maintains its brilliant lustre without waxing. Spilled foods, grease, acids and alkalis won’t mar it — dropped dishes and heavy traffic won’t scar it.

Quiet and comfortable underfoot, it instantly establishes the restful dining atmosphere your customers want. And, no other vinyl tile surpasses Vina-Lux for beauty — 20 lighter, brighter colors to choose from — colors that add unique beauty to any decorative scheme, modern or traditional.

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APPEARANCE OF EVENTS

February 13-18—School Building Architectural Exhibit, sponsored jointly by AASA-AIA, at Atlantic City, N. J.

April 7-13—Third annual Texas Architects' Week, throughout the state, ending with 211th anniversary of birthdate of Thomas Jefferson.
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.

GENERAL OFFICE: EUGENE, OREGON
Plywood plants at Eugene and Willamina, Oregon.
Lumber mill at Roseburg, Oregon.

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.
President Eisenhower's advisory committee on housing, in a recent report, has recommended a system of incentives under which the greatest amount of Federal assistance would be given to cities "showing the highest level of performance in a positive overall attack on urban decay."

Under this policy, help in the form of Federal loans and grants will be available to those cities which come forward with a workable plan, not only for slum clearance and rehabilitation, but preferably for a comprehensive program which "stretches across the whole spread of urban blight from the earliest symptoms to the last stages of decay."

The committee report, actually made by a subcommittee on urban re-development, offers a stimulating challenge to many of our Texas cities which have either (1) blighted areas requiring demolition and rebuilding (2) areas partly down the economic scale which need rehabilitation or (3) areas showing the first signs of deterioration.

Urban revitalization is obviously a key factor in continued progress, which keeps and expands the volume of existing businesses, wage earners and payrolls, while attracting the incoming enterprises and new citizens who are the lifeblood of growth. For this reason, money and time invested in either rebuilding, rehabilitation, or the protection of an area against deterioration, comes back to the spender just as the Biblical bread cast upon the waters. And almost without exception, the return is far more than the original amount invested.

There is wisdom in a philosophy based on helping those who help themselves, and the policy set up by the President's advisory committee seems to be a sound one generally approved by those who are concerned with national housing and urban development problems. It will be interesting to see which of our Texas cities are among the first to submit a workable program that meets the standards set up by the committee. Communities that do so should win the applause of their own citizens, and of Texans in general, because they will be exhibiting initiative, leadership, and sound planning for the future.
TSA Member Heads Tour of West Germany

Arthur Fehr of Austin, TSA-AIA, Leader of Architect Team Which Found Prosperous Germans Rebuilding For Peace

By Arthur Fehr of Fehr & Granger, Austin, TSA-AIA

In June, 1953, the German Foreign Office invited eight American Architects to a four weeks' study tour of the Federal Republic of Germany and West Berlin. The Architects were selected through the American Institute of Architects. It was my good fortune to represent the Texas Region AIA and also to act as the leader of the team. Our group flew from New York by "Strato" Clipper to Rhein-Main Airport, Frankfurt.

A very carefully planned program was set up by the West German government and architectural and city planning groups. Bonn, Kln, Dusseldorf, Essen, Hannover, Berlin (west and east), Hamburg, Munchen, Garmisch-Partenkirken, Stuttgart, and Frankfurt, were visited with side trips to Kaiserwerth, Bochum, Marl, Ulm, Hildesheim, Duisburg and smaller communities. This tour enabled us to see conditions in the new Germany generally, and acquainted us with their developments in the field of architecture and city planning.

Reconstruction A "Near-Miracle"

The reconstruction of war-torn Germany borders on being a miracle. It could only come true with a people whose mettle could withstand the most strenuous test.

Our group was given an extraordinary welcome everywhere in Germany. The Germans were most grateful for the American aid, and with their present prosperity it appears that they can continue their rebuilding without further help from the U. S. A.

Germany has a wealth of planners, city, regional and architectural, and they in teams are producing some outstanding solutions.

Blending of Old and New

The opening up of congested blocks by giving the living spaces more light, air, and green areas is usually very well handled. The density of land use is near the ideal as set by our standards. In city after city visited, it was impressive to see how each group of planners solve their problem by making the very most of its past and bringing out a freshness in the new to keep a solid tie with historical background.

Building techniques are not too varied from American methods except where we think in diverting every possible task to the machine, the German with a great amount of available labor has not turned as much to mechanization. Then too, tradition often controls design.

Streets Limited to Foot Traffic

What impressed me most? The Germans' desire to build well. The Germans' ability to save and to fight waste. In Berlin where building materials were very scarce, the piles of debris being changed into sports arenas, parks, and swimming pools astonished me. In Hannover and in Stuttgart the closing of narrow streets to everything but foot traffic and as a result producing an excellent downtown shopping center amazed me. In Bochum the consolidation of railroad facilities into one very fine union station in a new location with good circulation proved ex-

(Continued on Page 12)
Casey Clinic at San Benito

The Casey Clinic at San Benito, designed for Dr. James D. Casey by Cocke, Bowman & York, TSA-AIA of Harlingen, won an award of merit for the Rio Grande Valley architectural firm in the "Texas Architecture—1953" competition.

1953-54 TEXAS ARCHITECT ADVERTISING AWARDS SET

The Publication Board of the TEXAS ARCHITECT, in recognition of the increasingly excellent layout, art work, photography and typography seen in advertisements prepared for this magazine, has inaugurated the annual TEXAS ARCHITECT advertising awards.

Under a plan being announced February 15, a competition is to be held each quarter, beginning October 1, 1953, to determine the most attractive advertisement in terms of overall appearance which has been published in TA for the past three months. A suitable award will then be made by the Publication Board to both the advertiser and the advertising agency which prepared the prize-winning entry.

Grand Award At Convention

Between September 30, 1954, and the annual convention of the TSA, scheduled for Fort Worth next November 3-5, all four quarterly winners are to be rejudged as 1953-54 finalists. One advertisement will then be selected as the grand award winner, and a plaque will be awarded the winning advertiser and agency during the convention.

Judges are to include well-known advertising officials from over the state, and representatives of the TSA. The first quarterly awards in the new competition, based upon advertisements appearing in TA during the last three months of 1953, will be announced in March.
A
CONTEMPORARY ROOF OF
LUDOWICI TILE

Beauty against the skyline in color texture and form... yet modern in treatment.

This residence in Dallas distinguishes a style. Owner: E. P. Lamberth — Architect: George Marble — Tile: Colonial Shingle, Buff.

LUDOWICI-CELADON CO. of Chicago
J. M. Clifford, Representative • 4801 Lemmon Ave. • Dallas 9, Texas
Clarence B. Opperman
Clay Products Group Opens Houston Office Under Clifford Staton

The Clay Products Association of the Southwest, a non-profit educational organization sponsored by Texas and Oklahoma manufacturers of brick and tile, has opened a Houston office at 6702 Peerless Street. The office is under the direction of Clifford Staton, an architectural graduate of Texas A. & M.

75-Year-Old
El Paso Architect Still Going Strong

Clarence B. Opperman, 75-year-old architect associated with the firm of Carroll & Dauble, TSA-AIA, in El Paso, is still going strong after 60 years in his chosen profession.

Born New Year's Day of 1879 in South Orange, N. J., Mr. Opperman is a registered architect in California, and has worked in the architectural field in every part of the nation since he took his first job in 1893 with the St. Louis firm of Eames & Young.

60-Year Career

His career includes 25 years with Eames & Young, during which he became chief draftsman; World War I work as associate superintendent of construction at Fort Sill, Okla., 20 years with the firm of Allison & Allison in Los Angeles, during which he helped plan several principal buildings on the UCLA campus; World War II designing at the Green River, Ill. Ordnance Center; and work in Knoxville, Tenn. and Kalamazoo, Mich. since 1946.

Mr. Opperman came to El Paso late in 1952. His prescription for life past 75: "Keep busy."

It's a Lucke Leak-Proof Bathtub Hanger

It DOES stop Leaks
It DOES stop Cracks
It DOES stop Expense
It DOES Overcome Spotty or Soiled ceilings

Guaranteed Leak-Proof for Life of Building
Specify LUCKE for Permanence.

Write for Information
WILLIAM B. LUCKE, INC.
P. O. Box 177 Wilmette, Illinois
New Products

A Chicago firm is now using terra cotta as an exterior material for modern homes in suburban developments.

The Martin-Senour Paint Company, 2520 Quarry Street, Chicago, Ill., has a new 45-minute film "Color Comes of Age" showing how color may be used to influence emotions, moods, work habits, and even appetite. Appearing in the film are Richard J. Neutra, well-known Los Angeles architect who was a featured speaker at the 1952 TSA convention, a group of industrial, fabric, and interior designers, and the editors of three national home magazines. The film may be obtained for showings by interested groups.

A new four-page folder describing a complete line of hard and soft wood plywood panels may be obtained free from Atlas Plywood Corporation, Panel Division, Statler Building, Boston 16, Mass.

The General Industrial Company, 5738 North Elston, Chicago 30, Ill. is producing a complete line of "See-Thru" plastic drawer cabinets for storing small articles in offices, schools, factories, or the home. The cabinets range in size from eight to 128 drawers of varying depth and length.

Steel bathtubs have been experimentally sound-treated and insulated with a coating of cement and vermiculite. It is claimed that treatment kills the hollow "ring" of rolled steel bathtubs and gives them the more solid sound of cast steel.

Glamour Touch

SLIDING PANELS

NOTED FOR:
- Anodized Aluminum
- Over-head Track
- Weather-proofing
- Beauty and Durability
- Proper Engineering
- Multiplicity of Use

by makers of Gulspray
SHOWER ENCLOSURES

Binswanger & co.
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IT'S HERE TODAY AND HERE TOMORROW

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GOOD PAVING
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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 school-room 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
Austin To Be Site For Project to Test Air Conditioning Units

Austin's selection as the site of an air conditioning experimental village was announced recently by the Austin Association of Home Builders.

Plans for the village, at a site to be determined, will be developed by officers and directors of the Association. Construction will begin early in 1954. Approximately 14 homes will be built of about the same dimensions and construction.

The Austin project is claimed to be the first in which families actually will live in the houses during the evaluation of different air conditioning units. Previously, control projects were set up and the house closed up. Instruments were used for test purposes.

One of Several Test Projects

The Capitol City village will be one of several established next year throughout the country by air conditioning unit manufacturers.

The FHA and Veterans Administration, it has been said, have been reluctant to approve air conditioning in medium and low-priced homes because a satisfactory cost factor has not been determined. It is felt by the National Home Builders Association that field tests such as the Austin project will give an accurate basis for determining what size conditioner to use for different types of construction, and what the cost of operating such conditioners will be under actual living conditions.

Selection in New York

Major manufacturers of air conditioners have expressed a desire for the tests, and more than 100 building material dealers are anxious for their products to be used in the village.

Selection of Austin for the first project came at an air conditioning meeting in New York.
Sparkling White Marble and 20 Other Colors for Roofing —

4 Shades of Green Now So Popular

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

DEZENDORF MARBLE COMPANY
2800 E. 17th ST. AUSTIN, TEXAS
PHONE 2-3440

WEST GERMANY—
(Continued from Page 4)
ceedingly interesting. Everywhere the use of flowers on exteriors of building and landscaped areas pleased me. Plant life brought into the building showed a real sense of producing a living architecture.

The orderly manner in which refugees from the East are received and processed in Berlin again brings out a fine German characteristic. The people of West Germany are pressed for living space, jobs, and materials, but they are finding a way to absorb these folk and to place them in constructive jobs. Over ten million such persons have been placed in the West since the end of the war.

In my opinion, this reciprocal exchange of ideas is good and I hope that other AIA teams will visit Germany and that I will have the pleasure of greeting representatives of Germany in Texas.
**WHITE is so much more effective!**

Trinity white—the whitest white cement—is a true portland.

The gleaming sparkling whiteness as mass or contrast increases the stature of good design. Use it for architectural concrete units; stucco; terrazzo; and wherever high light-reflection is indicated.

Trinity white meets all Federal and ASTM specifications.
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