EDITORIAL COMMENT ON TEXAS ARCHITECTS’ WEEK
THE INCREASING TREND TOWARD ARCHITECTURE
SITE ORIENTATION AND AIR CONDITIONING
TWO DALLAS TSA MEMBERS NAMED FAIA
PICTURE PAGE OF TAW CLIPPINGS

MAY 1954
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THE TEXAS ARCHITECT

VOLUME 5  MAY, 1954  NUMBER 1

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May 18-20—Texas Hospital Association convention, Shamrock Hotel, Houston.

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OF EVENTS

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November 3-5—15th annual convention,
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Editorial Comment On Texas Architects' Week

"As this community observes Texas Architects' Week, civic-minded San Antonians are reminded how great is their debt to those skilled, gifted, far-visioned and often daring creative men who planned and built this city.

"Much as customs, occupations, commodities, diversions or artistry, but more conspicuously, a city's architecture—that Goethe termed "frozen music"—tell the world what that city is.

"By that standard, San Antonians have many occasions for felicitation and gratitude. They may view not only a skyline of business blocks, towers and spires; La Villita, the Spanish Governor's Palace, San Fernando Cathedral and the Franciscan Missions, but also schools, colleges, universities, markets, community centers and—most to be prized—attractive and livable homes.

"Such are the solid achievements which, on this occasion, members of the San Antonio Chapter, Texas Society of Architects, American Institute of Architects, may contemplate with satisfaction. But the local architects do not propose to rest upon their laurels. They are even now busy with a planning and research program from which they expect a City Master Plan to emerge."

—San Antonio Express, April 9, 1954.

"Significant basic principles of public school education were stated by Dr. J. W. Edgar, state commissioner of education, in his address (here Tuesday evening) to Houston architects. It is interesting that throughout his speech Doctor Edgar stressed the importance of local control of the schools.

"Doctor Edgar said that 'Houston has an excellent public school system.' This applied to both the scholastic and the building phases of our schools. The commissioner especially praised the architects of Houston and other parts of Texas for their contributions in improving the design of school buildings, from the viewpoints of usefulness and economy."

"Doctor Edgar's statements are timely. There is a trend in Houston and elsewhere in the state to by-pass or encroach on the authorities of local school boards. It was heartening to hear the educator who heads the state public school system strongly indorse the doctrine of local control.

"Doctor Edgar's speech merits the attention of every citizen."—The Houston Chronicle, April 19, 1954.

These two editorials, from leading Texas newspapers which are among the largest dailies in the U.S., indicate the wide range of programs and the different areas of interest connected with the third annual observance of Texas Architects' Week. In every part of the state, other newspapers joined with radio and television stations to bring the observance of TAW to public attention.

Officers and members of the TSA note with appreciation this increasing recognition of the role of architect in shaping the environments about us.
Increasing Trend Toward Use Of Architect
Statewide Survey Indicates Clearly
That Professional Skill And Knowledge
Of The Architect Used More At All Levels

(Editor's note: The Texas Society of Architects, as it launches the fifth publication year for the TEXAS ARCHITECT, has begun a statewide survey to determine if there is any trend toward increasing use of architects. As the survey continues during 1954, we will present further findings.)

Preliminary findings in a statewide survey to determine the extent to which the professional skills and knowledge of TSA members is being employed across the state as compared to five years ago indicates the following:

A definite trend toward an increasing use of architects in the following fields:

1. By prospective home owners planning either their first residence, the building of a larger residence to take care of a larger family or changed living patterns, or the remodeling of a residence.

2. By small to medium-size business concerns which had in the past failed to use professional architectural services, but now want new or remodeled structures designed by an architect.

3. By merchant home builders who had tended in the past to omit the use of architects for low-middle and middle-priced homes built for sale.

4. By larger companies which had employed architects in the past for principal structures, but had not done so on warehouses and subsidiary buildings.

5. By smaller school districts which heretofore had retained architects for only part of their building and remodeling programs, but are now using these services for all construction.

6. By smaller church congregations.

In addition to the above areas, which constitute principally the use of architects where their services have been either employed sparingly or not at all, the survey indicates that clients who have consistently used architects over the years are also calling upon TSA members more frequently.

These findings are substantiated by the consistent growth in the number of architects who since 1949, have registered to practice in Texas and by the large increase in TSA membership, which has more than doubled.

Among the reasons for this very noticeable growth in the employment of architects are the following:

1. Increasing public recognition of the services and functions of the architect.

2. Accomplishments of TSA members in architectural design which have attained state and nationwide notice.

3. Growing recognition of the fact that higher home and commercial loans are often available where the owner is using professional architectural advice and design.

4. Better understanding by bankers, other financial authorities, and public officials of the additional value, service, and personal and public satisfaction that comes from structures which have been designed and constructed with competent architectural assistance.

In future 1954 issues, the TEXAS ARCHITECT will present actual case histories illustrating major survey findings.
Some of Statewide Texas Architects' Week Publicity

San Antonio Express

San Antonio Express, March 15, 1954

Editorial:

Statewide Texas Architects' Week

The San Antonio Express announced the planned activities for the statewide Texas Architects' Week. The event was to feature various architectural exhibits, talks, and tours to highlight the achievements and contributions of architects in Texas. The newspaper highlighted the importance of architecture in society and its role in shaping the built environment.

Architects To Mark Special Week in Lubbock

Lubbock Daily News, March 16, 1954

The Lubbock Daily News reported on the special week marking the beginning of Architects' Week in Lubbock. The city was expected to host a variety of activities, including tours of notable architectural landmarks and talks by local architects. The event aimed to raise awareness of the role of architecture in the community.

State Education Commissioner Stresses Need of Local Control

The Houston Chronicle, April 19, 1954

The Houston Chronicle reported on the state education commissioner's speech in Houston highlighting the importance of local control in public education. The commissioner stressed that decisions regarding education should be made at the local level, as it is closer to the needs of the community and can better address local concerns.

Architects Pay Tribute To Fishin' Stonemason

San Antonio Express, March 16, 1954

The San Antonio Express reported on the tribute paid to a stonemason who had made a significant contribution to local architecture. The stonemason, known for his skill in creating fish-themed stone work, had passed away, and the community organized a memorial event to honor his work.

Architects Salute Public Schools in Celebration of Special Week

The Houston Chronicle, April 16, 1954

The Houston Chronicle reported on the celebration in Houston to salute public schools as part of the statewide Architects' Week. The event featured speeches by architects and educators, highlighting the importance of quality public schools and the role of architects in their design.

Architects Plan Local Celeboration

The El Paso Times, March 17, 1954

The El Paso Times reported on the plans for a local celebration of Architects' Week in El Paso. The event would feature exhibits, talks, and tours to showcase the achievements of local architects and raise awareness of the importance of architecture in the community.
Orientation and Insulation in Air Conditioning

By Bernard G. Johnson,
Bernard Johnson & Associates,
Consulting Engineers,
Houston

It is often said that the proper orientation of a building and the use of insulating materials in its construction are the most inexpensive aids to air conditioning.

In the Gulf Coast area, more actual money is spent in ventilating and cooling, particularly on commercial buildings, than on heating. A large portion of present day design leans toward large glass areas and opening up buildings to the outside. Under these conditions, orientation plays a very major part in the design of winter-summer air conditioning. A building must be oriented to keep the direct rays of the sun off as much glass area for as much of each day as possible.

Various means are used to shade large glass areas. Canopies, louvers and the like (Continued on Page 9)

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BOARD MEETING OF APRIL 3rd:

The following attended the TSA Board of Directors meeting at the Commodore Perry Hotel in Austin April 3rd:

TSA OFFICIALS: Edwin W. Carroll, El Paso, president; R. Max Brooks, Austin, second vice-president; Louis F. Southerland, Austin, secretary-treasurer; and John G. Flowers, Jr., executive director.

DIRECTORS: Edward L. Wilson, Fort Worth, AIA; Albert S. Golemon, Houston AIA-elect; Henry D. Mayfield, Jr., alternate from Brazos Chapter; Arthur Fehr, Central Texas; William G. Wuehrmann, El Paso; Robert P. Woltz, Fort Worth; Eugene Werlin, Houston; Warren C. Suter, Lower Rio Grande Valley; Reginald Roberts, San Antonio; Robert I. Lockard, Panhandle; and Richard C. Heartfield, Southeast Texas.

COMMITTEE CHAIRMEN: Harold Calhoun, Houston, public relations; Donald S. Nelson, Dallas, Texas Architects' Week; David C. Baer, Houston, editor, Texas Architect and chairman Texas Architect Publication Board; Herbert Tatum, Dallas, urban design and housing, By-laws, Karl Kamrath, Houston, Capitol plan; Harry Payne, Houston, insurance, John Floore, Fort Worth, 1954 Convention; Bartlett Cocke, San Antonio, scholarship and awards; Charles Huie, Jr., San Antonio, presidents' committee; Murrell Bennett, Dallas, architectural practice.

OTHERS: Lee R. Buttrill, Temple, member Publication Board; Cerf Ross, San Antonio, member TSA public relations committee; Carl Hardin, Jr., Austin, legal counsel; and Patrick J. Nicholson, III, Houston, public relations counsel.

OLD BUSINESS:

Minutes of January 9, 1954 meeting approved. Robert Woltz sug-
gested that minutes be forwarded to committee chairmen hereafter at same time they are sent to directors. General agreement on this point.

A quarterly treasurer's report showed that the tentative budget was about $2000.00 "in the red" at this time, although it is hoped that this can be balanced out by the end of the year. Louis F. Southerland said that "Travel Expense" was running above the budgeted amount because of necessary expenses in getting the new office of executive director established.

Slightly more than one-half of the membership has not yet paid 1954 dues by the April 1st deadline, and thus are technically not "members in good standing". Directors were asked to take this matter up with the Chapters.

Albert Golemon reported on the Senator Wayne Wgonseller matter, very substantially as outlined in the last issue of the NEWSLETTER. Arthur Fehr stated that a proposed further Senate investigating committee hearing was postponed, and that Senator Wgonseller is reportedly studying materials submitted to him by the State Hospital Board. The West Texas Chapter, AGC, has stated their satisfaction with the manner in which state hospital contracts have been awarded, and a letter to this effect was read by Mr. Golemon.

ANNUAL CONVENTION:

John Floore advised that the top floor of the Texas Hotel in Fort Worth has been rented for convention sessions and that 240 rooms have been reserved. It was decided that exhibit space will be handled by TSA instead of Producers' Council, "package deals" tieing in space with TEXAS ARCHITECT advertisements will be used when feasible. David C. Baer recommended that John Flowers be allowed to stay in Houston longer than originally in-
tended in order to work that area more completely for advertising contracts. Board approval was given.

REPORT OF EXECUTIVE DIRECTOR:

John Flowers, Executive Director of TSA, made a comprehensive report showing that an excellent start has been made in putting the TEXAS ARCHITECT on a stable and paying basis wherein it will have a minimum of 48 pages per issue. It is apparent, however, that much of 1954 must be devoted to building for future growth.

President Carroll expressed the opinion that the new executive director had taken over his duties quickly and well, and that it would be an excellent idea for Mr. Flowers to attend the Boston convention. Since the TSA budget cannot absorb this, the larger offices will be asked to contribute $25.00 each with the idea that Mr. Flowers may make many valuable contacts both organization-wise and for advertising contracts, while he is in the East.

AGC - PLAN ROOM INCOME:

Eugene Werlin read a letter concerning an agreement between the Houston Chapter and the Houston Chapter, AGC. AGC has agreed to pay $7.50 to the Houston Chapter for each set of plans placed in their plans room by TSA members, provided that the contract is awarded to an AGC member. Upon inquiry from Henry Mayfield, Jr., Mr. Werlin stated that the Houston Chapter plans to turn part or all of resulting monies over to TSA. A copy of the letter concerning this matter will be sent all Chapters.

REPORTS OF COMMITTEE CHAIRMEN:

ARCHITECTURAL PRACTICE COMMITTEE:

Murrell Bennett, Chairman, stated that their committee had been organized about six weeks ago and had met on April 2nd. He
stated that two questionnaires had been sent out covering such subjects as:
(a) Minimum fee schedules of various chapters. Unsatisfactory response showing small percentage of consistent use.
(b) Matter of shopping around by architects on consulting engineering fees. Mostly done in larger cities.
(c) Number of sets of blueprinted plans which an architect should furnish. Replies indicated 10-20 sets on houses, 20-40 sets on institutional and public work.
(d) Matter of reimbursement by client for travel. Thirty-five percent wanted reimbursement.
(e) Two percent additional fee on mechanical and electrical work where it is let as separate contract. One hundred percent agreement that there should be.
(f) Concerning collections on fee for preliminary work. Seventy percent were getting 1/4 of the fee for this work and 3/4 at end of working drawings.

It was suggested that all new members be given an AIA handbook. Members are urged to use the AIA accounting system and attendant forms. The committee is gathering information on partnership agreements, and will report at the Fort Worth Convention.

GAINSVILLE SURVEY REQUEST:

Edward L. Wilson reported that the State School for Girls in Gainesville had asked for a free TSA survey such as that conducted for the State School for the Deaf in Austin. Mr. Wilson said he did not believe TSA should continue doing such jobs free of charge. This opinion was seconded in following discussion, and several members cited instances in which they had been paid for such services. Matter referred to architectural practice committee for recommendation to Board.
PRESIDENT'S LETTER

We are beginning to get the first state-wide reports on Texas Architects' Week, and it is now apparent that we have had in 1954 the most successful of the three TAW observances. It seems that the 1954 program was distinguished by:

1. Activity in every part of Texas, instead of merely in the largest cities
2. Close tie-ins with the centennial of Texas Public Schools, which resulted in some very sound gains public relations-wise
3. Use of television, panels, and other media for the first time on a wide basis.

I want to congratulate each of the Chapters, Donald S. Nelson, the state-wide TAW chairman; Harold Calhoun, our public relations committee head; and all who worked to make TAW the success that it was. Let's start early and do even more in 1955!

This will be one of my last opportunities to urge all of you to attend the AIA Convention at Boston, June 15-19. We all hope that TSA, which is being more and more recognized as one of the most active regional organizations, can have a big delegation on hand. Remember that the annual AIA Convention is actually the most important session that you as a practitioner of architecture can participate in.

First indications are that TSA will be comparatively well represented, despite the long journey to Boston, and I urge each of you to do everything possible to assure us a sizeable delegation.

Edwin W. Carroll,
President, T.S.A.

AWARDS & SCHOLARSHIPS:

Mr. Cocke emphasized the need for securing additional scholarship awards for worthy architectural students in Texas.

TA-NL-5
CHAPTER AFFAIRS COMMITTEE:

A report by Mr. Golemon was tied in with an April 5th trip which he has since made to Washington, D.C. for a meeting of the national committee. The new and comprehensive hand book from AIA on chapter affairs, soon to be made available, was exhibited.

CAPITOL PLAN:

Karl Kamrath summarized activity of the Capitol Plan Committee since its activation by Governor Allan Shivers and said that the committee will meet again in Austin in the near future on definite plans of procedure.

SCHOOL BUILDINGS COMMITTEE:

In a written report read by the chair, Mr. Nunn summarized proceedings at the AIA School Buildings Committee meeting last February in Atlantic City and pointed out the emphasis on school building during Texas Architects' Week.

INSURANCE:

Mr. Payne analyzed the coverage offered under the new AIA group accident and sickness coverage, and stated that the plan was sound and generous in scope.

TEXAS ARCHITECTS' WEEK:

Mr. Nelson summarized state-wide activities on TAW, and in the discussion which followed it was agreed that TAW was at the best level to date and was accomplishing a great deal of good for the profession in Texas. He emphasized the need for getting started early each year on TAW plans. Mr. Nelson pointed out the importance to TAW success of recent visits to Chapters by President
Mr. Golemon moved that members of the TAW Committee be appointed now for 1955. Mr. Fehr seconded the motion, which passed. Each director is to suggest a Chapter TAW Committee member to the President.

CHAPTER PRESIDENTS:

The Report of Charles Huie, Jr., chairman of this committee, was read by Reginald Roberts. A discussion regarding the scope and functions of this committee followed. It was pointed out that this is a key committee but that its proposed activities might be in conflict with other committees within TSA.

INSTITUTE FELLOWSHIPS:

Chairman Arthur Thomas' report was read by the chair, and a considerable discussion followed. The importance of this committee's work, details of processing fellowship applications, and other points were emphasized.

LEGISLATIVE COMMITTEE:

Louis Southerland, Chairman, reported that on April 2nd he and Carl Hardin, Jr., legal counsel, had met with Bubi Jessen, Secretary of the Texas Architects Registration Board. The latter had outlined a plan for the betterment of the registration law which his board wished the TSA to sponsor with the Legislature at next January's regular session. He was advised that this committee would go into the matter in detail and make a recommendation to the TSA Board in time to have a program ready for the next session. Discussion followed concerning advisability of making changes all at once or piece-meal. Carl Hardin explained the details of the requested changes. It was also explained that this committee would
Investigate participation by the State Board of Health in the pending new hospital survey act.

The proposed bill by Senator Ottis Locke of Lufkin, to permit common school districts to spend the same proportion of their tax funds for new buildings as is allowed independent school districts, was discussed. It was believed that the bill had no chance of being voted on in the present session of the Legislature, but would no doubt be introduced in the January session.

PUBLIC RELATIONS COMMITTEE.

Harold Calhoun, Chairman, gave a report concerning this committee's excellent activities on Texas Architects' Week. He explained that 50,000 TAW stamps and placards were printed and distributed to the Chapters and advised of their enthusiastic acceptance. Albert Golemon emphasized that the committee should be commended for their work. He made a motion, seconded by Ed Wilson, that the design of the stamps be approved as official by the TSA Board. Motion carried.

Mr. Calhoun discussed the public relations bulletin, the all importance of the public relations program, and outlined in detail things to do at the chapter and individual level, public relations-wise. He emphasized the necessity of architects making accurate construction estimates and not giving or allowing sloppy supervision. The profession must improve its more or less poor reputation on these two points.

The use of the Institute's "So You Want to Be An Architect" in student orientation talks was discussed. Mr. Calhoun recommended a three year term of duty for his committee's members.
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Herbert M. Tatum, Donald S. Nelson Named Fellows Of Institute

Two Dallas members of the TSA, both prominent in the architectural profession and in work of the TSA and AIA, have been named Fellows of the American Institute of Architects. The newly-created fellows are Herbert M. Tatum, former TSA president, and Donald S. Nelson, chairman of the statewide Texas Architects’ Week observance just concluded.

Design and Service

Mr. Tatum’s selection as a fellow came on the basis of his work in design and his service to the AIA. A native of Dallas, he is a graduate of Texas A. & M. College and was formerly chief of military construction for the U. S. Engineers, Southwestern Division. A partner in the firm of Tatum & Quade, Mr. Tatum has designed many distinguished residences, churches and public buildings.

Mr. Nelson was selected because of his excellence in design. A native of Chicago, he is a graduate of M.I.T. and did graduate work at the Ecole des Beaux Arts and the Ecole Superieure des Beaux Arts in France. Mr. Nelson’s designs have included government structures in Washington, D. C., the Wrigley Memorial on Catalina Island (with Bennett, Parsons, & Frost), and Texas Centennial and Chicago World’s Fair structures. He is a partner in Broad & Nelson.
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(Continued from Page 6)

are sometimes designed for this purpose. Many times these add to the appearance of the building; however, they can not always be justified on the basis of reducing air conditioning cost. More positive means of reducing the instantaneous heat transmission through large glass areas include the application of outside awnings, reflective screens, heat reflective glass, inside venetian blinds, draperies, or any method of interior decoration.

In recent years, great strides have been made in the design and manufacture of building materials, and there has been a reduction in the heat transmission through many of these materials. On the average building in the Gulf Coast area, the areas affected mostly by heat transmission are the first roofs and second walls. Proper insulation of these areas in that order will materially reduce both initial and operating cost for the cooling and heating system.

The use of insulation should not be overlooked in preventing possible condensation in some areas due to moist air contacting cold surfaces. In order to fulfill the necessary requirements for preventing heat and moisture transmission through the building structure, various types of insulation are available, which, when properly applied, solve these problems. Considerable research has been made on the practicability of covering a roof with water. This provides a reflective surface for the sun’s heat rays and also lengthens the life of the roof construction.

Since insulation and orientation are so important to both the architectural and engineering aspects, very careful consideration should be given to these in the very early preliminary discussions between the Architect, Engineer and Owner. This approach should lead to a more economical and practical building.
C. H. Benckenstein, Jr. Home at Orange

Shown is an exterior view of the home of Mr. and Mrs. C. H. Benckenstein, Jr. at Orange, which won an award of merit for the Houston architectural firm of Cato, Austin Evans, TSA-AIA, in the "Texas Architecture—1953" competition.

Lift Slab Method Shows Gains

The Youtz-Slick lift slab method of construction, now licensed through the United States Lift Slab Corporation of Austin, showed substantial gains during 1953. As of December 31, 1953, there was under construction by this method more than 3,600,000 square feet of many types of buildings.

The lift slab method consists basically of pouring the upper floors and roof of a structure at the ground level in their relative positions in the building, and then lifting them to the proper elevations, where they are permanently fastened to columns. It is more applicable to concrete construction and structural steel columns.

The method has been acclaimed for savings in concrete form costs, and for the fact that all slab work is done at ground level with additional efficiency. Fireproof construction is also a considerable factor.

Lift slab construction has now been used in more than half the states, and in Canada and Puerto Rico. At present a 1500-man Navy barracks, a Louisiana state prison, the RCA Cherry Hill, N. J., project, and Clemson College dormitories are among the varied structures being built by the lift slab method.
The 86th annual convention of the American Institute of Architects will meet from June 15-19 in Boston, Mass., with headquarters at the Statler Hotel. With a theme of "Forces That Shape Architecture," the meeting is expected to attract more than 2000 architects and guests to Boston, a city famous both for its historic buildings and as a center of modern architectural thinking.

**Forces To Be Assessed**

Among the forces to be assessed at the convention, as factors which have altered the architectural profession radically in the past few decades are the following: modern technology, government building programs, developments in health, education, and industry; new commercial patterns; and the changing structure of the family, the community, and the city.

Among the special events at the convention will be a series of seminars on the theme, the presentation of honor awards in the annual exhibition of outstanding American architecture, a pre-convention meeting of various architectural and allied groups, and a special Pops Concert by the famed Boston Symphony, a reception at the Boston Art Museum, and a dinner at Symphony Hall.

A delegation of TSA members will attend the Boston convention.

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The Fort Worth Sand & Gravel Company and the Texcrete Company, both of Fort Worth, have combined their operations, according to a joint announcement. George A. Meihaus, formerly general manager of Texcrete, is now a vice-president of Fort Worth Sand & Gravel.

Vaughan Carleno of Houston has been named territory sales representative for Morrison Supply, Inc., distributors for Youngstown Kitchens. Morrison Supply is expanding its entire sales operation in the Houston sales area, which includes Beaumont, Port Arthur, Bryan, Lufkin, Wharton, Freeport, Galveston, and nearby areas within a radius of approximately 150 miles from Houston.

The Acme Brick Company has leased the Buffalo Brick & Tile Company Buffalo, Kan., and now has 17 plants in five states. Acme, with headquarters in Fort Worth, operates Texas plants in Bennett, Bridgeport, Denton, Ferris, Garrison and Houston.

Houston Architect Named To Board Of Planning & Civic Association

Karl Kamrath, TSA-AIA of Houston, has been elected to the board of directors of the American Planning & Civic Association, Washington, D.C., and will attend the Association's annual meeting in Columbus, Ohio in May.

Mr. Kamrath is chairman of the Texas State Planning Committee.
For this modern dormitory group, the architect has used Cordova Shell Limestone in an effective combination of sawed and splitface. Millions of years old, yet modern as today, this natural Texas limestone is richly colored, ranging from warm, creamy tints to a more golden color. It is further enriched by nature with unusual shell imprints and fragments.

When split, this classic limestone takes on a rugged, rough-hewn look, and its irregularity is accented by the play of light over the surface for pleasing shadow variations. Architects find full creative expression with Cordova Shell Limestone. It is unchallenged for natural beauty and charm, always contemporary, always in good taste, always permanent. It is a stone of unusual merit for both residential, commercial and institutional buildings.