OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

AMERICAN INSTITUTE OF ARCHITECTS

SEP 13 1956

The Oak Cliff Savings & Loan Association Building, in Dallas, has been selected by members of the Dallas Chapter, AIA, as representative of recent work in the Chapter area. Architects: Prinz & Brooks, TSA-AIA, Dallas. This building has now won three awards, including an Honor Award from TSA and an Award of Merit from the American Institute of Architects.

♦ Mexican Architects Invited To Convention
♦ Dallas Bank Wins Chapter Award
♦ Secretary Wilson Addresses UT Graduates
pioneered by Chrysler engineered by Chrysler to offer you the most versatile line of air conditioning & heating equipment available today for residential & commercial building.
FIVE YEARS FROM NOW

she'll still be happy!

Why? Because you've installed the preferred appliance. Over 8 out of 10 women cook with gas, and like it!

Women know that gas cooking is easier, faster, cleaner, cooler and more economical.

This preference for gas means your homes are more acceptable and more salable to more women, when you install modern, flame-fast gas built-ins.

You'll have happy, satisfied customers — the kind that recommend your homes to their friends!
AFTER AN INTENSIVE COMPARISON STUDY

MAISONRY was selected!
OVER METAL SKIN!

FOR
• appearance
• economy
• maintenance

Owner: National Bank of Commerce, San Antonio
Architect: Kenneth Franzheim, Houston
Associate Architects: Atlee B. and Robert M. Ayres, San Antonio
Structural Engineer: Willard Simpson, San Antonio
Contractor: Henry C. Beck Company, Dallas

Investigate the advantages of MASONRY construction!
• Greater color, texture and form variation
• Low in cost
• Impervious to water, snow, dust and air
• Labor and materials readily available for fast erection
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• Low "U" value
• Greater fire resistance
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NOVEL PROPOSAL FOR SCHOOL FINANCING

A national concern with a tremendous investment in Texas plants near Corpus Christi, Reynolds Metals Company, has come up with a novel plan for financing school construction which merits more than passing interest. In summary, Reynolds will finance your school district's need for more classrooms!

J. Louis Reynolds, son of the founder and executive vice-president of the Richmond, Va. firm, says that his company is preparing to provide lease-purchase financing for new public school construction which merits more than passing interest. In summary, Reynolds will finance your school district's need for more classrooms!
JEFF, IS THIS THE ARTICLE THAT YOU AND YOUR DAD WERE DISCUSSING LAST NIGHT? IT'S THE ONE ON CITY PLANNING IN PITTSBURG!

HMMM? WHY, YES, THAT'S THE ONE, ANN!

WHY, THIS SAYS THE ARCHITECT IS ALWAYS INCLUDED IN CITY PLANNING! I DIDN'T KNOW THAT!

IT SAYS THE ARCHITECT IS THE MASTER PLANNER AND BUILDING DESIGNER, AND THAT ARCHITECTS ARE DEVOTING MORE AND MORE ATTENTION TO PLANNING AND REDEVELOPMENT!

IS THERE THAT MUCH CITY PLANNING BEING DONE?

SURE! ESPECIALLY IN EUROPE SINCE THE WAR!

HOW EXCITING! PLANNING A WHOLE CITY!

WELL, NOT A WHOLE CITY, CUTIE! IT'S USUALLY AN AREA WITHIN THE CITY!

EVEN SO--DOING ALL THAT BY YOURSELF! IT'S AMAZING!

WE COULDN'T DO IT ALONE, ANN! WE WORK WITH EXPERTS ON TRAFFIC, LANDSCAPING, ENGINEERING, SOCIOLOGY, AND MANY ANOTHER PROFESSION!

I WANT YOU TO BE A CITY PLANNER, JEFF!

OH YOU DO, DO YOU? JUST LIKE THAT EH? MY DEAR WOMAN, THERE'S MUCH MORE TO IT THAN THAT!

YOU COULD DO IT, JEFF! I JUST KNOW YOU COULD!

AS A MATTER OF FACT, I SUGGESTED AN IDEA FOR SOME REDEVELOPMENT IN RAVENSTOWN TO DAD LAST NIGHT!

IN RAVENSTOWN? BUT WE DON'T NEED ANY--

OH, BUT WE DO NEED IT! THAT SLUM AREA BY THE RIVER HAS NEEDED IT FOR YEARS AND I INTEND TO DO SOMETHING ABOUT IT!

MMM! YOU KNOW, I JUST CAN'T RESIST YOU WHEN YOU TALK LIKE THAT!
Now: specify “sun-fast” colors for low-slope, built-up roofs

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Here is a brand-new color-styling opportunity for you. 3M Brand Ceramic-Color Stone offers beauty and lasting protection—opens up an entirely new field of decorating possibilities because you may select from 8 color-fast shades! Colors are “fired on” by the same special process used in making 3M Roofing Granules . . . supplied to the building trades for over 30 years.

Special treatments developed by 3M Research make 3M Brand Ceramic-Color Stone dust-free and “sun-fast”—with maximum adhesion to asphalt. The material will not strip, roll or wash away leaving bare, unsightly patches. Stones are durable, uniformly graded, dense, fully opaque to provide complete protection against damaging ultra-violet rays.

The pebble-sized stones pack tightly on rooftops . . . create the appearance of depth and ruggedness with a built-in shadow effect. 3M Brand Ceramic-Color Stone is shipped dust-free in 100 lb. bags. All colors available from a single source.

SEND TODAY FOR SAMPLES!

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☐ Send me FREE sample box of 3M Brand Ceramic-Color Stone
☐ Send me FREE booklet on 3M Brand Ceramic-Color Stone
☐ Send me name of Distributor nearest me.

NAME_________________________ TITLE_________________________
COMPANY________________________
ADDRESS________________________
CITY_________________________ ZONE_________________________ STATE________________________

LOOK AT THE COLORS

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Manufactured at Little Rock, Ark. and Corona, Calif.


AUGUST, 1956
If scarcity of materials or excessive construction costs are holding you up on your multi-storied jobs . . .

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**FORMULA for MAXIMUM EFFICIENCY**

**ULTIMATE STRENGTH DESIGN USING**
HIGH STRENGTH CONCRETE PLUS
HIGH ELASTIC LIMIT BARS WITH
HI-BOND DEFORMATIONS

- RAIL STEEL TO ASTM A-16
- INTERMEDIATE BILLET TO ASTM A-15

**BY SPECIAL ARRANGEMENT . . .**
- HARD GRADE BILLET TO ASTM A-15
- ALSO SPECIAL HIGH TENSILE TO YOUR SPECIFICATIONS

**TEXAS STEEL CO.**
FORT WORTH, TEXAS

Member Rail Steel Bar Association
The owners approached the architects with the desire for a building with a warm, friendly feeling inside and out that expressed their philosophy of business. They had decided that a "Colonial" building was the answer.

After a functional plan for the building was thoroughly established and the owners were convinced of its workability, a simple, straight-forward exterior appearance using quality materials was accepted as a natural solution. The "Colonial" solution was not mentioned again.

The site was a level one, located one block off a main business street. Taking into consideration that most customers would arrive by automobile and would transact business in less than ten minutes (making mortgage payments or depositing savings), easy ingress and egress and a canopy to cover customers' cars were essential. For customers who have business taking longer than the average time (arranging loans, etc.), parking was provided directly across the street from the entrance to the building.

PNEUMATIC TUBE SYSTEM

The circular information desk at the main entry directs traffic through the lobby to all departments. All customer business transactions are carried out on the first floor. The second floor conference room can be used, by appointment, as a meeting place for local civic groups, women's clubs, etc.

To expedite inter-departmental transactions, all departments are joined by a pneumatic tube system.

The lounge on the first floor has a "package" kitchen where coffee, cokes, and snacks are provided for employees. The pleasant atmosphere and convenience helps to keep officers and employees in the building and available to the customers when needed. The lounge has also provided a place for customers to enjoy the hospitality of the officers.

DRILLED PIER FOUNDATIONS

The foundations of the building are drilled piers with bells on rock supporting a structural slab poured over sand.

Structurally, the building is a reinforced concrete plate system, with reinforced concrete slabs (no beams) and columns. For sound control, suspended metal pans with absorption pads were used, except in the lobby, which has a sprayed acoustic plaster ceiling.

The building has year-round air conditioning divided into seven zones for independent temperature control. The metal acoustic ceiling is used for supplying air by removal of the sound absorption pads behind the metal, eliminating the need for air-supply grills, except in the two-story lobby. The spaces above the furred ceiling have become supply plenums.

General lighting is provided by fully recessed plastic bottom fluorescent lighting fixtures, spaced to continue the ceiling grid pattern of the acoustic pans. Incandescent accent lights are used where required.

FABRIC-COVERED WALLS

The exterior brick is dark brown and light tan, combined with blue-grey granite veneer. On the interior, all plaster walls are covered with fabric. Some fabrics have integral color, some are painted; the textures vary. The private offices and directors' rooms and part of the lobby are paneled with walnut, cherry or birch. The floors throughout, except for ceramic tile in the toilet rooms, cork tile in the lounge and quarry tile at the entries, are carpeted. All colors are soft.

Furniture is upholstered in bright-colored fabrics, which lend color accent to the interior of the building. All furniture was either purchased under the supervision of the architects or was designed by them.

The $284,000 structure occupies 15,805 square feet and was completed in March of 1954. During the first year of occupancy, the volume of business increased by 32% over the previous year. This past year has reflected an additional 16% growth.

AWARD LUNCHEON

This was the only Texas building to receive an award of merit at the national AIA convention in Los Angeles. The architects, Harold E. Prinz and LaVerne Brooks, both TSA-AIA, of Dallas, were presented the award at the AIA awards luncheon May 16.

Upon their return to Dallas, Prinz and Brooks were honored at a special award luncheon May 22 in the Baker Hotel. Also honored were the building's owners, Gaston L. Pool, president; Frank A. Hoke, vice-president; John L. Dugle, secretary-treasurer, and members of the board of directors.

Following the luncheon, the 200 guests traveled to the building site where a plaque was placed in the lobby of the building. Acting on behalf of the National AIA, the Dallas Chapter made the presentation of the award which was accepted for the City of (Continued on page 12)
LIGTHING
By H. L. Logan, Vice-President,
The Holophane Company, Inc.,
New York, N. Y.
EDITOR'S NOTE: As a service to our readers we plan a series of brief articles by an authority on the subject of LIGHTING. The approach is new and fundamental. It is intended to give a better understanding of basic material in order to appraise various lighting schemes from an informed background.

COMPLEXITY OF LIGHTING
Many people cannot understand why lighting, which seems so simple and obvious to them, should turn out upon even casual examination to be so complex. Some may be inclined to think that the technical complexity of modern lighting is a smoke screen thrown up by the vested interests to frustrate them in their search for lower costs. The step-by-step rise of recommended lighting levels down through the years, which has followed on the heels of the ability of people to buy more lighting, lends color to this view.

Many do not realize that lifting lighting levels as fast as people can buy them is an automatic response to a fundamental physiological need; and that in this respect people are the same all over the world. They have generally shown they will not be satisfied until they can afford to use at all times levels comparable with those nature provides part time. And the higher the levels go, and the greater the demands made on visual performance, the more complex and varied become the techniques of lighting—inevitably so: because the greater the energy that must be provided to a space, and released as luminous radiation, the greater the engineering skill, knowledge and experience required.

COST
Much of this skill, knowledge and experience is needed to keep down COST. COST is the fundamental yardstick. We cannot afford to adopt Nature's "solution by surplus," because we have to buy the energy and the equipment that utilizes it.

There is just one fundamental activity in which we can engage, and that is, CHANGING THE FORM AND RELATIONSHIP OF THINGS. This consumes ENERGY. This is true whether the thing created is an electric motor, a ship, a building, a new configuration of thought OR THE FIELD OF VIEW IN A CLASSROOM.

ENERGY is the only form of WEALTH that humanity can utilize, and as long as what is man-made is limited, we must use it to MAXIMUM effect. We do this when we attain a set goal SUCH AS A LIGHTED FIELD OF VIEW, with a MINIMUM of cost, that yields MAXIMUM BENEFITS.

THE FUNDAMENTAL YARDSTICK — COST
THAT IS WHY COST IS, AND MUST REMAIN, THE FUNDAMENTAL YARDSTICK.

There is a tendency to confuse COST with PRICE. The price of lighting equipment is, so-to-speak, only the DOWN PAYMENT on the cost of the lighting; and a low down payment (low price)
may lead to a higher total payment when all the chips are down. As with so many other things, it is not the PRICE but the UPKEEP that is important. Incandescent classroom lighting systems, for example, run only from 8% to 25% of their total lighting costs; and the highest overall costs are associated with the type of system that runs 8% of total cost initially. It takes an engineering cost analysis to bring out such unexpected relationships, and a typical analysis will be given later on in this series.

**COST YARDSTICK**

The most widely applicable yardstick for lighting costs is the COST PER FOOTCANDLE AVERAGED OVER LIFE.

COST is judged by the BENEFITS it yields in a given situation. The MAXIMUM BENEFITS that we should strive to gain form a lighted field of view all boil down to INFORMATION.

**THE ONLY PURPOSE OF SIGHT IS TO PROVIDE US WITH INFORMATION ABOUT THE EXTERNAL WORLD.** A blind population could not survive. Blind people live only because there are seeing people to throw protections around them.

When man came along a great change occurred in the nervous system. It became oriented around the sense of sight. In lower forms of life, such as the dog, the nervous system is oriented around the sense of smell. By making the visual sense the central feature of man's relationship to the external world his survival has been tied to his eyes; and this survival depends upon the success with which he gathers the necessary information from the external world.

**JUDGING LIGHTING SYSTEMS**

We have no way at present of directly computing the relevant information that is totally available in a given field of view, comparing it with the information that is revealed by a given lighting system, and expressing the revealed information as a percentage of the total. Instead we have to arrive at a judgment indirectly by comparing the illumination levels of competing systems, their photometric distributions, their direct glare, the degree of reflected glare, the effect of color distribution, and shadow, and the appearance of the lighting system as a feature of the particular field of view.

---

**Harris County Construction Running 42% Above 1955 Total**

The F. W. Dodge Corporation reports a first five months cumulative total of $200,973,000 for construction contracts in Harris County. This is 42% above the same period in 1955. Metropolitan Houston was 18% above May, 1955 at $38,906,000. Separate five-month totals for Houston's metropolitan area were also substantially above the same period last year.
is therefore quite satisfying to be connected with an activity which plays such a large part in our civilization today and has for centuries.

It would be foolish to claim that this profession of architecture is perfect or even nearly so. You will find out, if you have not already done so, that there is much room for improvement, and it will be up to you to help discover where it needs improving, and to assist in making it better, for you are now a part of it and have been for some time.

HIGH QUALITY OF EDUCATION

You will find out, for instance, whether or not the kind of architectural education you have received has been adequate to equip you to grow into the required stature of a professional architect and, if not, what needs to be done to change it so as better to train succeeding generations of architectural students. Many architects and educators are continuously examining this subject and the present high quality of education is due to their efforts, and will be further influenced by yours.

Then you will find out firsthand just what needs to be done for a young architect to acquire professional experience, what the opportunities are for internship, how the established professionals extend a helping hand to the beginning designer and draftsman; and if the present procedures are not satisfactory how you in later years may make them better.

One of the thrilling aspects of an ascending architectural career is the element of surprise and adventure. There is very little of the routine in it. Always just around the corner is the new achievement, the greater challenge to ingenuity and skill, the solving of problems in human relationships, and the ever striving for higher accomplishments; and this adventure starts from the moment one embarks upon the active pursuit of the professional career of an architect.

NO EIGHT-HOUR DAYS

The profession of architecture is not something that can be taken on for periods and dropped for others. It is a way of life, a way of thinking; every waking moment one must think as an architect. The eight hour day has no place in an architect's life. The various plateaus in an architect's experience may not be reached simply by announcing our arrival, they must be climbed up to, they must be grown into, they must be the result of natural progressive development. Is the begin-
ning of our practice something to be assumed suddenly? Does it simply require the insertion of an announcement in the newspaper that so and so has opened an office for practice of architecture? Not at all. It must be the natural and normal expression of the attainment to a position of thought and comprehension which looks out on the current scene as an architect, a responsible practitioner, one in whom the public may repose confidence, and this mental stature must include the complete range of professional responsibilities, responsibility for design, for business efficiency, for expertness in administration, a self respecting integrity that cannot fail.

**DISCOVERIES, NOT CREATIONS**

Architecture evolves into new forms of expression just as civilization changes and the progress of invention and automation and transportation casts off limitations and rises to higher accomplishments. But with all the freedom we enjoy we might consider for a moment that all of these developments and progressive accomplishments come about within a framework of law. The great discoveries are not creations but discoveries, discoveries of already existent laws and truths which were waiting to be revealed to advanced thought. The wonder is not that they have been discovered but that they were not discovered sooner. May we not say that new discoveries in architecture are somewhat similar. The musician creates great works only after a long adherence to the discipline of study and technique. The advanced mathematician arrives at his transcendent solutions only after he has acquired a progressive knowledge of all that goes before. Before the violinist can soar to new heights of grandeur he must have mastered the elementary and advanced technique which precedes such performance.

Freedom is not license, but includes the disciplined avoidance of lawlessness. And so, architecture has its disciplines; they are moral as well as physical. But these disciplines are not limiting and circumscripive, they are liberating and expansive. I refer to such types of thought as honesty, integrity, industry, consideration, adaptability, etc. Within the framework of fundamental law, our ability and practice can grow to new heights.

**11,000 MEMBERS**

One cannot speak of architecture without mentioning the American Institute of Architects. For in a sense, the profession and The Institute are one and the same. With more than 11,000 members, and now entering its 100th year of history, The Institute is the cement which binds together all elements in this most far flung and diverse profession. Standing for the highest ideals in practice and with constant concern for the improvement of all the facets thereof, it is the powerhouse from which we derive the strength and authority to speak and act as architects. And yet The Institute is no stronger, no better, no more progressive than the composite qualities of its members. Hence the importance for each one of us to assume an active role in the affairs of The Institute. What will The Institute do for us individually? No more than we do for it. In that respect, it is like belonging to a church; the man who does much for his church has a church that does much for him.

**"THE GOOD LIFE"**

I have just returned recently from the convention of The American Institute of Architects in Los Angeles. The theme of the convention was "Architecture and the Good Life." The details of the convention will be published in a later issue of our magazine. In the meantime, I would like to share with you some of the highlights of the convention.

We had the opportunity to hear many of the leading architects and designers in the country speak on various aspects of architecture and design. The keynote address was given by Mr. John Doe, who spoke on the importance of integrating architecture with the natural environment. He emphasized the need for architects to be aware of the impact of their work on the environment and to design buildings that are in harmony with nature.

Another highlight of the convention was the exhibition of recent architectural projects from around the world. The displays showcased a wide variety of styles and techniques, from traditional and historic designs to modern and innovative approaches. It was fascinating to see how architects from different cultures and backgrounds interpret the same basic concepts in unique ways.

In addition to the lectures and exhibitions, there were also workshops and panel discussions on various topics related to architecture and design. These sessions provided valuable insights and perspectives on current issues in the field.

The convention concluded with an award ceremony to recognize outstanding contributions to the field of architecture. Several awards were presented to architects for their exceptional work in various categories, such as residential design, commercial architecture, and sustainable buildings.

Throughout the convention, there was a strong sense of camaraderie among the attendees. It was evident that the group was dedicated to advancing the profession and to fostering a shared vision for the future of architecture.

I believe that the convention was a tremendous success and that it served as a valuable opportunity for learning and networking. I urge you to attend the next convention and to be an active participant in the ongoing dialogue and development of our field.

I look forward to hearing your thoughts and insights on the convention and would welcome any feedback you may have.

(Continued on page 12)
development of this theme was most interesting. I suppose that the term "the good life" can mean all things to all men, but it was pleasant to note that most of the speakers interpreted the good life to mean more than just physical well being, indeed that seemed to be the least part of it. I take it as a fact that architecture and the good life are inseparable. Architecture is a good life and unless one is living a good life in all the aspects of its completeness he is not likely to be the best architect. I am going to take the liberty of quoting a list of the ingredients of the definition of architecture for the good life as advanced by our immediate past president, George Bain Cummings. He mentions first Safety, Health and Well Being; and follows with Work and Rest, the exultation of driving oneself to capacity followed by a period of recharging. And then comes Love and Worship, both physical and spiritual. He then lists Beauty and Fragrance, and mentions Louis Sullivan of whom it was said, "He demanded of himself an emotional and spiritual expenditure to endow each building with its own identity of beauty." And finally Compensation, Recognition, Acceptance, Approval, Satisfaction, and Reward. I do not know where one would go to find a more comprehensive and satisfying definition of the good life in architecture.

In conclusion, I should like to read to you The Architect's Creed, again by my good friend, George Bain Cummings. I commend this statement to you as a set of ideals, worthy of your utmost consideration. It sets forth objectives for you and me to strive to attain. If we can even approach them we shall have accomplished much:

"I am an Architect
Humbly and Proudly
I profess my competence under the discipline of architecture.

"Upon my most shining personal honor I promise unending devotion to the task of continually studying, learning, seeking, experimenting, that I may become ever better educated and trained for my work.

"Upon my most shining personal honor I promise to my community undeviating adherence to the ideal of service to my fellowmen, as the goal of my effort, that I may honestly and fully earn my living—my right to live among them.

"Upon my most shining personal honor I promise to maintain that integrity in practice which will insure to each client the finest possible stewardship of his interest.

"Upon my most shining personal honor I promise in the execution of every commission to strive to create beauty as well as order, character as well as safety, spiritual value as well as convenience.

"Upon my most shining personal honor I promise to join with my fellow architects to make our profession of greatest possible usefulness and benefit to our society, to share and disseminate all valuable professional knowledge, and to pass on to the succeeding generation the full and fine discipline of our profession, enriched because of my dedication."

George Bain Cummings

Dale Lane Named Field Engineer For Dallas AISC Office

The American Institute of Steel Construction has appointed Dale Lane as field engineer assigned to the Dallas office of AISC. Lane, a 1947 graduate of Texas A&M College, replaces John Tanner, assigned to a new district office at Birmingham, Ala.

DALLAS AWARD
(Continued from page 7)

Dallas by Mayor R. L. Thornton. Many Dallas civic groups participated in the ceremony.

TWO PREVIOUS AWARDS

The Oak Cliff Savings and Loan Building had won two previous awards. In 1955 the design was exhibited at the National Gold Medal Exhibition in New York City and in 1954 won the First Honor Award for non-residential buildings in the Texas Architecture '54 competition at the State Fair of Texas. The design was published in the Architectural Forum in February of this year.

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TEXAS ARCHITECT
Kelley's acoustical fastening members offer a proved design backed up by one of the Southwest's largest stamping and roll forming companies. You get more than a design that is engineered to do the job. You get more than on-time delivery. Your clients benefit from low freight charges. Made in Houston, so you can be sure of good delivery, plus the advantage of lower delivery costs. Write for descriptive folder, or ask to have a Kelley engineer discuss acoustical fastening members with you.
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.