Selection of San Antonio Chapter

Military Construction Survey Approved

Water Supply From Man-Made Lagoons

The Jordan Motor Company's facility for new car sales and service, in San Antonio, has been selected by the San Antonio Chapter, AIA, as representative of recent architectural work in the Chapter area. Architect: Jerry Rogers, TSA-AIA, San Antonio.
Well, we still call it concrete block, but it's not the same at all. From the old handmade block has come a wide variety of modern concrete masonry units manufactured under precision control. The newest, most versatile building materials, their popularity is sweeping the country. In fact, more than two-thirds of all masonry walls going up are being built of concrete masonry.

From a one time backyard operation has grown a multi-million dollar industry, supplying Texas builders with the highest quality of concrete masonry units in a wide variety of shapes, sizes, textures and color.

TCMA is dedicated to quality and service. An association of prominent concrete masonry producers, its purpose is to maintain the highest possible standards of quality through scientific research and engineering control standards.

Serving the building industry of Texas on behalf of its members, TCMA offers to architects, complete engineering facilities to aid in any problem of design.
Military Construction Survey

By resolution, the centennial convention of the American Institute of Architects in Washington authorized a national survey of the experience of AIA members engaged in military construction work, so that all practitioners may benefit by the experience of others.

This important resolution is most certainly in the public interest, with a healthy slice of the huge, multi-billion-dollar military budget destined for Armed Forces construction. A pooling of the experience of hundreds of architects across the U.S. will undoubtedly result in stepped-up efficiency in dealing with military construction agencies, in publicizing savings brought about by sound architectural design and practice, and in economies for all concerned. Since we are all taxpayers—architects, government employees, and Armed Forces officials alike—everyone should benefit.

With the heavy emphasis on economy which is revealed in the continuing thousands of letters from constituents to their Congressmen, this AIA resolution should in particular strike a responsive chord among the general public at this time.

The President's Letter

By Fred J. MacKie
TSA-AIA

President, Texas Society of Architects

One of my more pleasant duties recently as president of TSA was attending the ninth annual Craftsmanship Award Dinner of the Fort Worth Chapter, at which it was my honor to present a golden pin to Mr. L. B. Bounds, Jr., electrician.

At the dinner, held May 28 at the Rivercrest Country Club, the Fort Worth Chapter honored Mr. Bounds for his outstanding craftsmanship, long recognized by his fellow workers, by architects and other professional practitioners within the construction industry, and by owners and employers.

The growing trend toward awards for craftsmanship, now well established in many of the 13 TSA Chapters, is a fine and meaningful thing. In an era of ever-accelerated technological progress we tend to forget the great importance of the individual worker who knows his craft and practices it with pride and care. The inevitable result could well be a long-time deterioration of standards of quality. When we emphasize and compliment craftsmanship, however, we do much to preserve pride in workmanship and good performance in every area of endeavor, from the professional level through that of master craftsman, mechanic, apprentice, laborer, or whatever.

R. Max Brooks, TSA-AI AAI AIA of Austin, emphasized these matters in his remarks on craftsmanship at the Fort Worth affair, which were very well received by the audience. Another significant point was brought out, I thought, by Hubert H. Crane, TSA-AIA of Fort Worth Chapter. Mr. Crane found that in every case the recipient of the Craftsmanship Award has been not only a fine craftsman but an outstanding citizen and individual.
More contractors, builders, owners and investors are learning that concrete masonry can have distinctive appearance along with outstanding durability, firesafety and low annual cost. You add beauty by using a choice of pleasing wall patterns.

Shown below are six popular, easily-built patterns. Naturally there are many other variations. By finishing such walls with portland cement paint in any of a wide assortment of beautiful colors builders can put extra sales appeal in concrete masonry buildings.

RUNNING BOND. Probably the most widely used pattern of all. Stagger the block in alternate courses so that vertical joints are aligned in every other course. Tool all joints.

ALTERNATE RUNNING BOND. Alternate 8-in. and 4-in. courses, tooling all joints, to produce this charming effect. For variation use 4-in. units every third or fourth course.

HORIZONTAL TOOLING. Lay block in running bond pattern. Then compact all joints to make them watertight. Now refill vertical joints and strike them off flush with wall.

HORIZONTAL STACKING. For interior non-bearing walls this treatment is striking. Place the block in the normal manner but align all vertical and horizontal joints and tool them.

VERTICAL STACKING. Like horizontal stacking except that the block are laid on end. This unusual pattern creates illusion of greater height for interior non-bearing walls.

BASKET WEAVE. Laying 8x8x16-in. block in pairs, two vertically and two horizontally, and tooling all the joints results in this waven pattern for interior non-bearing walls.

FREE NEW "Concrete Masonry Handbook" is available in U.S. and Canada. Send for your copy.

PORTLAND CEMENT ASSOCIATION
110 EAST EIGHTH STREET, AUSTIN 1, TEXAS
A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work
The new facilities of the Jordan Motor Company, in San Antonio, have been selected by the San Antonio Chapter, AIA, as representative of recent work by Chapter members in the area. Architect: Jerry Rogers, TSA-AIA, San Antonio. Shown is an exterior view of the Front Door opens to service drive.
Huge Plant Uses Only Rainwater Stored In Man-Made Lagoons

Can you build a $2,300,000 metal fabricating plant which uses no water? Texas architects, concerned by the drastic need for water conservation which continues in many parts of the state in spite of heavy spring rains, are interested in a 220,000 square-foot plant going up near Chicago that will do the next best thing. The new plant will draw all water needed for air conditioning and industrial purposes from two man-made lagoons. The lagoons will store rainwater collected from 10 acres of roof and parking area.

The plant is being constructed near Bensenville, Ill., about 15 miles northwest of Chicago’s Loop, by Flick-Reedy Corporation, producer of industrial air and hydraulic cylinders.

It will be the first manufacturing plant to go up in the northwest corner of Du Page County in the past 20 years. The zoning of the 96-acre tract to industrial use by authorities of the county, which has been largely agricultural and residential, represents the reversal of a trend and the beginning of an overall development plan.

WATER SUPPLY CRITICAL

Before the county could accept the facility as a model of the type of industry it hopes to attract in its planned development, both company and county had to grapple with a problem which is becoming increasingly important — water. Du Page County authorities, once committed to an overall industrial expansion program, were anxious to avoid the consequences of an ill-planned development — falling water tables, poor drainage and consequent flooding, and the overtaxing of existing water producing and sewerage facilities.

While the company was willing and anxious to make its plant site a model of water conservation by providing proper drainage and water carry-off facilities, it did not want to depend completely for its water on the nearest source of supply, the village of Bensenville, about a mile away.

Lagoons and a completely “internal” water system comprised the unique solution hit upon by the company. The system will provide up to 18,000 gallons of water per hour at a cost estimated at approximately ½ cent per thousand gallons.

As finally evolved, the overflow of the two reservoir lagoons was tied to a third sanitary system lagoon resulting in a complete internal water supply and sanitation system.

HOW IT WORKS

Here’s how the system works:

Rainfall draining off the five-acre parking lot, and the five-acre roof area, is collected in the two reservoir lagoons, each of which is 75 feet wide, 600 feet long, and five feet deep. Maximum capacity is 1,800,000 gallons per lagoon.

Each inch of rainfall results in a potential 10 inch rise in the lakes — or 280,000 gallons of water. Since rainwater is the softest available, no treatment is needed before use.

Water drawn from the reservoir lagoons for “clean” operations like cooling and heat treating is merely returned to the lagoon from which it is drawn.

Water used in such operations as ferric oxide plating will be delivered and carried away in special pipe circuits, but not returned immediately to the reservoir lagoons.

HOLDING TANK USED

First this contaminated water moves to a holding tank where it stays for a period of time while sediment and heavy wastes fall to the bottom of the tank and where the water itself is chemically neutralized.

Next it goes to a small Yeoman aerator type sewerage unit similar to sewage treatment plants used in many small communities. After treatment it flows to the sanitary lagoon.

Water used in such operations as ferric oxide plating will be delivered and carried away in special pipe circuits, but not returned immediately to the reservoir lagoons.

Architectural Tour Of Mexico Departs Laredo on October 6

TSA members will be among architects from a number of states participating in Gira Arquitectura, a 13-day tour and seminar in Mexico which begins October 6 from Laredo.

The 13-day tour, which includes visits to San Miguel Allende, Oaxaca, Mexico City, Cuernavaca and Taxco, is being conducted in cooperation with the Mexican Society of Architects according to the tour director, T. H. Hewitt of Houston.
LIGHTING

Part 6

Editor's Note: We continue a series on lighting by H. L. Logan, Vice President—Research, of the Holophane Company, Inc., 342 Madison Avenue, New York, N. Y.

The corrected result is given in Figure 9. The reflection factor of the ceiling was kept at 80%. The reflection factor of the window wall was raised 60%. The floor was raised to 30% and the desk tops to 40%. The result of this was to change the distribution throughout the field of view to bring it within the optimum range of the natural models.

Another feature changed. The average brightness of the first field of view would have been 19 footlamberts. The average brightness of the improved field of view, without adding a watt of energy, a lamp, fixture, more wiring or any cost to operation of the installation, was 30 footlamberts, or over 60% more. This increase was secured simply by the scientific control of the treatment of all the surfaces in the environment. This is the engineer's approach to the color problem. It is based upon the need of 3-D design of the field of view to give the most useful information to the occupant of the space by providing an approximation to an optimum natural lighting distribution.

The colors used are based upon the principle of INDIFFERENCE. There are three possible reactions to color. You like a color, or you don't like it, or you are emotionally neutral to it, i.e., indifferent.

PLOCHERE SYSTEM USED

The 1500 colors of the Plochere system, which go all through the color solid, were judged by a variety of people over a period of some years. First, they picked out the colors they liked; then the colors they didn't like. The colors they left behind were recorded. That went on until there was a, so-to-speak, hard core of colors left that people neither liked nor disliked.

Those colors are ideal for the manipulation of background brightness by engineers. People won't walk into a place so finished and exclaim, "It's wonderful!" Nor will they pull their noses and say, "Phew! I don't like it!" They won't say anything. That is as it should be in working interiors. An environment has been provided that doesn't punish the workers in any way, and is simply pleasant.

The ideal work environment is one that protects the observer, but does nothing else to him. If stimulation or excitement is wanted, such as in a nightclub, the situation is different; and emotionally neutral color treatment is not the answer: but working interiors are better designed so that they do not impose on the involuntary responses of

(Continued on page 7)
J. E. Bourland of Dallas Named Southwest Agent For Enamel Products

Davidson Enamel Products, Inc. of Lima, Ohio, announces the appointment of J. E. Bourland of Dallas as distributor of architectural porcelain in the Texas, Oklahoma, and New Mexico area. Born in Pittsburgh, Texas, Mr. Bourland was educated at SMU’s School of Engineering, Texas A & M, the University of Iowa, and A. A. Mor­genson’s School of Management. Mr. Bourland was previously with the Grand Prairie office of North American Aviation, and Texlite, Inc., where he was vice president in charge of all manufacturing.

300 Attend Dallas Dinner Meeting

Dallas and Fort Worth TSA members and representatives of the flooring industry attended a recent Pro­ducers’ Council meeting at the Baker Hotel in Dallas at which J. O. Heppes, vice-president and general manager of Azrock, was guest speaker.

Left to right are W. K. Clark, sales manager for Azrock; J. O. Heppes, vice-president and general manager of Azrock who was guest speaker of the evening; R. J. Perry, TSA-AIA of Dallas, liaison representative to the Producers’ Council; Clyde R. Huepplahlmeuser, TSA­ AIA of Fort Worth, Chapter vice-presi­dent; and G. G. Gables, vice-president of Dallas Producers’ Council.

SEX ELECTED IN 1956

Elected vice president and member of the Porcelain Enamel Institute’s Ex­ecutive Committee, Washington, D. C. in 1953, Mr. Bourland was re-elected in 1956 to serve during 1957. He has also served two terms as chairman of the Architectural Products Division of the Porcelain Enamel Institute.

...asphalt or concrete
...for paving you can depend on, it’s Texas Bitulithic Co.

50 years of experience in better paving guarantee you that paving by Texas Bitulithic Company is paving you can depend on to last longest. Let one of our salesmen-­engineers show you how the skill and experience of the oldest paving contractors in Texas can save you money.

Industrial • Drive-Ins • Streets
Residential • Parking Lots
Study of Cost-Profit Squeeze At Conference on Standards

How to beat the cost-profit squeeze now harassing business and industry will be the subject of the Eighth National Conference on Standards to be held in San Francisco, November 13, 14, 15.

New Definition of Air Conditioning Adds "Simultaneously"
The American Society of Heating and Air Conditioning Engineers have added the important word "simultaneously" to the official Society definition of air conditioning, emphasizing the broad control of temperature, humidity, cleanliness, and distribution involved in the modern technical understanding of the term.

The new definition recommended by the Society follows:
"Air conditioning is the process of treating air so as to control simultaneously its temperature, humidity, cleanliness, and distribution to meet the requirements of the conditioned space."

LIGHTING —
(Continued from page 5) the occupants, but merely act as a protection against ranges of stimuli that are outside their optimum range of adaptation.

There is one exception to this—SAFETY CODE colors. They should be striking and attention-getting. The Bureau of Standards has worked out a code of safety colors for national industrial use, and if every one adopts them, and uses these colors for this purpose only, an automatic conditioning will be built up in workers, causing them to make the proper involuntary response to a hazard, so that they will enjoy maximum safety.

The final group of colors arrived at for work interior backgrounds, for which the average person does not seem to have a marked emotional reaction, cannot be reproduced here, but they are commercially available, along with color charts showing what they are; and checking the colors chosen against these color charts is one of the steps in the evaluation of artificial lighting fields of view.

The following article will discuss the direct glare aspect of visual comfort.

The conference, held for the first time on the West Coast, will meet in conjunction with the thirty-ninth annual meeting of the American Standards Association, sponsor of the conference. A number of architects from over the U.S., anxious to study possible means of lowering costs for their clients, will attend the sessions.

H. Thomas Hallowell, Jr., Jenkintown, Pa., president, American Standards Association, will open the three-day meeting with an address in support of the conference theme, "Standards Key to Progress and Profits."

Other leaders in industry, government and business, including a number of western industrial figures, will speak.

RADIATION STUDIES INCLUDED
Sessions will cover radiation exposure, electronics, industrial preparedness, motion pictures and television, purchasing, company standards and technical communications.

The thirty-ninth annual meeting of the ASA opens the conference on November 13. At this session, the principles of the American Standards Association as the national voluntary standards body will be under review. The year's accomplishments by the Association will be reported by officers.
Jett has given L.L. Skaley, Director of the Fire Ravaged Old Folks Home, a blistering tongue lashing for his failure to provide proper fire protection in his building, an act which cost eight people their lives. It is some weeks later....

He didn't provide fire construction—true—but that was ignorance, not malice! But he's an administrator, not an architect! He realizes his limitations now!

How can you be sure?

I've had several long talks with him since the day of the fire! He wants to make recompense for his error!

Now? He can't bring those eight people back!

No, but he can use himself as an example to prevent others from dying! He's planning a lecture tour for fire prevention!

He came by here wanting information on what the architect does to prevent or control fires.... I'm preparing those posters for him now!

They are a list of safety measures!

The object is to confine any fire to the area of its origin so that people can be evacuated and the fire can be extinguished quickly and easily!

What does Skaley think of these?

He suggested to the building committee of the new rest home that I design the building and I have been awarded the job!

Oh, Jeff, that's wonderful!

Wow! That expression is worth a steak dinner any day! Let's go celebrate!
Electrician Honored
At Ninth Annual Award Dinner in Fort Worth

L. B. Bounds, Jr., Fort Worth electrician, was honored May 28 at the Rivercrest Country Club in Fort Worth as members of the Fort Worth Chapter, AIA, staged their ninth annual Craftsmanship Award Dinner.

Fred J. MacKie, Jr., TSA-FAIA of Houston, president of the Texas Society of Architects, presented a diamond-studded gold pin emblematic of the craftsmanship award to Mr. Bounds while members of his family looked on.

R. Max Brooks, TSA-FAIA of Austin, regional AIA director, spoke on the importance of craftsmanship and the key role of the skilled individual worker. Hubert H. Crane, TSA-AIA of Fort Worth, traced the history of nine consecutive craftsmanship awards by the Fort Worth Chapter. He pointed out that each of the nine recipients has not only been a fine craftsman generally acknowledged by his employers and fellow workers, but has also been an outstanding citizen and individual.

Fort Worth Craftsmanship Award
Fred J. MacKie, Jr., TSA-FAIA of Houston, president of the Texas Society of Architects (far right), presents a diamond-studded gold craftsmanship award to L. B. Bounds, Jr., Fort Worth electrician, at the ninth annual Craftsmanship Award Dinner of the Fort Worth Chapter. Left to right: R. Max Brooks, TSA-FAIA of Austin, recently installed as regional director of the AIA; Preston Geren, Jr., president, Fort Worth Chapter; Mr. Bounds, and Mr. MacKie.

The award dinner was held at the Rivercrest Country Club in Fort Worth, with about 40 architects and their wives, contractors, owners of buildings on which Mr. Bounds has worked, members of the Bounds family, representatives of the Associated General Contractors, and members of the press present.

(See President’s Letter, this issue.)
Calcium Chloride Lauded As Economy Measure
In Masonry Construction

H. V. Appen, vice president of the J. A. Jones Construction Company, Nashville, Tenn., commented on the use of calcium chloride "as an economy measure" for concrete masonry construction at the Quality Concrete Conference held at the School of Engineering, Vanderbilt University, Nashville.

Mr. Appen's paper "Concrete Masonry Construction on the Job," was part of a Concrete Masonry Construction Panel during which the engineers, contractors, producers and users of concrete masonry aired their views on the subject.

In his comments on the use of calcium chloride Mr. Appen said, "The use of calcium chloride is always the subject of much discussion. Some engineers allow it in cold weather; some definitely prohibit it under any conditions and still others demand its use in cold weather.

"Our experience definitely advocates the use of calcium chloride in all but extremely hot weather. We feel it is very necessary in cold weather for the initial-set time is definitely reduced, probably by 50 percent.

FAVORABLE FOR HYDRATION

"Old Man Economics" raises his head, for if any of you have watched and waited for concrete to set and be ready for finish in the middle of the night with smoking salamanders under tarpaulins and 10 degrees F. or less outside and your concrete costs soaring—you wished someone had a heart and let you use calcium chloride.

"It has been definitely shown that calcium chloride's use will establish favorable conditions for hydration during the setting and hardening period of concrete despite adverse conditions of low humidity or low temperatures.

"Manufacturers' laboratories claim final set is reduced from six hours to two hours. Early strength of calcium chloride concrete is as great in one day as plain concrete in two days, but few listen. Even the ultimate strength of concrete with calcium chloride increases as much as 10 percent in five years over plain concrete. We advocate the use of calcium chloride universally, winter or summer, as an economy measure."
Non-Residential Building
Off 20% on April Totals

Contracts for future construction in the United States in April totalled $2,776,431,000, a decline of nine percent compared to April, 1956, according to F. W. Dodge Corporation, construction news and marketing specialists. The April decline offset a large increase in March and, as a result, the cumulative total for the first four months of 1957 amounting to $10,314,991,000, showed no change from the comparable period of 1956.

Contracts for non-residential building, which were a major source of strength during the first three months of this year, amounted to $838,065,000 in April, down 20 percent from the corresponding month a year earlier. Nearly all components of the non-residential category shared in the decline with the largest decreases taking place in the manufacturing and public building segments. For the first four months of this year, non-residential contracts totalled $3,664,712,000, about equal to the comparable period of 1956.

Contracts for residential building in April were valued at $1,231,667,000, eight percent below the year-earlier level. For the first four months of 1957, residential construction contracts amounted to $4,031,007,000, down six percent from the comparable period last year. The number of housing units represented by the April, 1957 contracts totalled 93,758, which was 14 percent below the April 1956 level.

The dollar value of heavy engineering contracts in April was $706,699,000, an increase of eight percent over April 1956. A substantial rise in the utilities category more than offset a small decline in contracts for public works construction. Heavy engineering contracts, from January through April, were valued at $2,619,272,000, up 12 percent over the comparable period last year.


The GUIDE 1957 has an enlarged Technical Data Section of over 1250 pages, representing an increase of more than 70 pages to accommodate new and revised information. The Catalog Data Section also has been expanded, including reference material of 337 manufacturers.

There are 115 new illustrations and many new tables in THE GUIDE 1957. Other outstanding improvements: (1) a rewritten chapter, with new charts and tables, covering methods of applying sound control principles and a typical example of their use; (2) a new presentation for the design of hot water heating systems; (3) a step-by-step procedure for designing ceiling and floor heating panels; (4) addition of simplified design data for forced warm air systems; (5) greater detail in descrip- (Continued on Page 12)
NEW PRODUCTS

A third cork hue, K-550, Tangiers, has recently been added to the Azrock cork tile line. The new color gives Azrock three shades in natural cork hues — light, medium, and dark — all available in 3/8" thickness. This addition brings the Azrock cork line up to 34 numbers.

As with other Azrock Floor Products, the new number is pre-waxed and pre-polished at the factory. Azrock Cork Hues can be installed on, above or below grade on concrete sub-floors, or over sound, smooth wood sub-floors. They’re recommended primarily for residential areas such as dens or family play rooms. They can also be used in schools, hospitals and public institutions where easy installations and very low original cost are required; and in light traffic areas in stores, offices or transportation terminals.

☆ ☆ ☆

A contract has been signed between the Hotel Corporation of America and Jerrold Electronics Corporation for the installation of a complete “video and radio communication system” at the Hotel Roosevelt, New York.

A unique feature of the installation will be a communications system for maid or maintenance service. A tiny transistor-powered microphone and speaker unit will be carried by the hotel’s service personnel. When an employee enters a guest room to work, the microphone unit can be plugged into a special jack on the radio receiver. Contact with his or her supervisor can be instantaneously effected from any room within the hotel; thus, the supervisors will keep in constant contact with all of their employees.

☆ ☆ ☆

The Remcon Division of Pyramid Instrument Corporation has announced the addition of a new concept in switching to its low voltage line . . . a unique type of Master Control.

Only 7 1/2 inches long and 3 1/2 inches wide, the new Master contains eight push-type silent switches . . . each with definite on-off positions. Since these switches can be operated individually, the homeowner can control lights in any or all of eight different rooms.

A center of ninth switch of the same type, controls the other eight simultaneously making it possible to control all eight lights at once with the touch of a single switch.

The switches, made of phosphorescent material which glows in the dark, are individually numbered and color-coded to provide instant daytime or nighttime identification of the eight remote lights controlled by the Master.

A new vapor-seal roof slab is being marketed by The Celotex Corporation.

Identified as Celotex Vapor-Seal Insulating Roof Slab, this new product provides positive protection by employing a vapor seal at joints as well as a built-in asphalt membrane vapor barrier, the company reported.

Effecting the new vapor seal is a rubber gasket inset permanently along the long tongue edge and continued across one short edge of the slab. This unique feature provides a roof deck construction in which all four edges of the roof slabs are sealed by the gaskets.

Celotex Insulating Roof Slabs are designed to permit better and more economical roof construction for today’s low, modern structures with exposed beam ceilings. An all-in-one product, it provides structural roof deck, efficient insulation, and an attractive finished ceiling.

☆ ☆ ☆

Room air conditioners with a decorator fabric front that may be replaced to match any decor, wall-thin models only 15 1/2 inches deep and 17 inches high, and two one hp. units that operate on 115-volt lines, highlighted the 1957 air conditioners introduced recently by Amana Refrigeration, Inc.

At the same time Amana presented three Deepfreeze chest freezers, marking the return of the Deepfreeze name to the market after an absence of nine months. Amana acquired Deepfreeze in May.

☆ ☆ ☆

COVER STORY

(Continued from Page 3)

Spans were generally held to approximately 30 feet. The glass expanse of the showroom is protected by a 7-foot overhang cantilevered from the roof beams, while the glass of the retail parts display area is sheltered by recessing it under the second floor.

The concrete frame is left exposed with filter walls of cavity construction, face brick exterior and clay tile interior.

Showroom floors are terrazzo, with floors rubber tile. Interior wall finishes are plaster, exposed brick, birch plywood, and fabrics. The Showroom Ceiling is acoustic plaster with office ceilings fireproof acoustic tile. The showroom columns are round, set behind and clear of the plate glass, and covered with glass mosaic tile.

GUIDE

(Continued from Page 11)

...ion, illustrations and design of various types of steam heating systems; (6) new tables, charts, and application instructions for pipe and industrial insulation; (7) extended text and diagrams for district heating; (8) extension of refrigerant data and information on lithium bromide equipment; (9) enlarged discussion of corrosion causes and prevention; (10) the reference list of existing codes and standards has been carefully and fully revised.
CORDOVA SHELL LIMESTONE

Gives Distinctive Originality to Interior Design

Distinctly different . . . decidedly beautiful are the interior designs possible with Cordova Shell Limestone. Its warm natural beauty, its dignity and force, commands attention and becomes the focal point in the entire decorative effect.

Cordova Shell merits more attention than the ordinary stone because it has extraordinary characteristics. Its creamy color is unusually pleasing, ranging from buff to golden tints . . . blends with simplicity and perfect harmony with other materials. And this gifted stone is sculptured by nature with an ever-changing pattern of shell and shell fragments. Color deepens in the imprints to a golden intensity.

Cordova Shell Limestone, whether used for interior or exterior design . . . for commercial, institutional or residential buildings, is always distinctive and original. It offers the architect unmatched freedom and creative challenge.

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Color shown:
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Vina-Lux® FLOORS

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Sophisticated, lasting beauty is bred into Vina-Lux — today’s best answer to residential flooring. The quality of this tile starts with its vinyl-resin binder reinforced with strong, tough asbestos fibre — one of nature’s most enduring materials. Add to this Micromatic veining and a color range that quickens the pulse of every American woman. Here’s real help to all home builders when it comes to selling their product.

Vina-Lux has other virtues, too. Grease, oil and spilled household products won’t harm its smooth, slip-safe surface. And — it’s easy to care for — wipes clean quickly — needs no laborious care. Look into Vina-Lux today — ask us for samples and informational literature.