TWENTIETH BIRTHDAY CONVENTION
ARCHITECTURAL Concrete Units add much beauty and distinction to the comforts and conveniences of modern office buildings. The units shown here are made with Trinity White Cement. This is a true portland cement. It is the whitest of the whites. Units are effective in stark, unrelieved white; or with exposed colored aggregates; or with pigment integrally mixed with the cement.
The President’s Letter

Robert P. Woltz, Jr.
President
Texas Society of Architects

Our birthday convention is here! To those of you who are attending the convention, I would like to extend to each and every one, my sincere personal greetings. To those of you who are not attending, I say with regret that I am sorry you could not be with us.

The Twentieth Annual Convention has been designed for what we hope will be the most memorable convention in T. S. A. history. Several outstanding events have been arranged for the pleasure of those in attendance. It is to be a full and fast moving convention, but we hope we are not carrying you at such a pace that you will regret going.

Those that miss this convention are going to miss some opportunities which I hope some day, in the future, you may have the same advantage, but it is very doubtful. I wish it were, so all of the offices in the state of Texas could close shop for three or four days, and the men in these offices, along with their wives, could attend the Annual T. S. A. Convention. The fellowship and meeting old friends, is worth the entire effort.

The Women’s Architectural League, of the Central Texas Chapter, has gone to extensive planning to see that the ladies have an unusually good time. At this convention in particular, I want the ladies to feel welcome at both the business and seminar meetings while the convention is in session. I trust they will take advantage of this invitation, and attend at least the opening business session of the convention.

I would like to take this opportunity to publicly thank Governor Price Daniel and Mrs. Daniel for the wonderful invitation to be their guests at the Mansion. The architects look forward to being their guests, and I feel certain every one will cherish this invitation the rest of their lives. I would like to further say that it has been an extreme pleasure to work with Governor Daniel, and the rest of the State Building Committee on the Capitol Area Development. The Texas Society of Architects is highly honored to furnish an Advisory Committee to the State Building Committee, headed by such a capable man as “Skeet” Pitts.

Most of you know that after this convention, your President-Elect, Jack Corgan, will begin to take the reins of the T. S. A. I will begin to relinquish the duties as President. This has been a wonderful year for me; visiting various chapters, making new friends, as well as renewing old acquaintances. I sincerely hope each of you have been as proud of this year’s President, as I have been serving you. It has been a year of extreme pleasure for me, and it is with a great deal of humbleness, that I say, “Thanks.”
Salute to the Ladies

They've Been Working Hard for Months

To Make the 20th Annual Convention of TSA The Best One Ever Held

TSA convention time means more to the women — in Austin, that is, — than a new frock, fellowship and a leisurely four days of fun. It's time ingenuity is put to the test for the pre-convention work to be done.

It's time for experienced know-how, a lot of patience and prudent planning.

Full credit, then, for the pleasure derived at the 20th Annual Convention of TSA should go to the Woman's Architectural League, Central Texas Chapter of the Texas Society of Architects. These women have done the work, regardless of how many hows their husbands might take.

One accommodation and two events have been arranged by the WAL of Austin especially for women visitors.

First is the Hospitality Lounge set up in the Jim Hogg Suite of the Driskill Hotel and staffed by WAL members. Here you can find anything you might need from bobby pins and bridge cards to a list of approved baby sitters (with prevailing rates). It is the right spot for a renewal of old acquaintances and pleasant surroundings in which to meet a host of new ones. A Lounge Bulletin Board is provided for messages, should you want to leave one for an out-of-pocket husband.

At 1:00 p.m. Thursday, October 15, a luncheon will be served at the Deck Club of the Commodore Perry Hotel, honoring the wives of TSA founders and presidents. John Henry Faulk, nationally known satirist and television star, will be featured, along with a casual showing of fall fashions. A $3 per person ticket includes this function plus the Chat'n' Sherry Party beginning at noon at the same location.

Thirdly, don't miss the "Hasta Luego Tea at 3 p.m. Friday, in the new Capital Club, quartered in the Stephen F. Austin Hotel. This farewell tea with Mexican music and a "Gran Sorpresa" will honor El Paso ladies as hostesses of the 1960 convention. Charge, $1.25 per ticket.
These three features, exclusively for the women visitors, are in addition to the other activities to which the women are cordially invited. These, of course, include the Golf Breakfast and Pre-Convention Cocktail Party on Wednesday; the Breakfast, Coffee at the Governor's Mansion and Gay Nineties Party on Thursday; the Awards luncheon, Cocktail Party and TSA Water Show plus the President's Dinner and Ball at Westwood Country Club on Friday; and the State House Reception, Tour of the Capitol Area and Austin Symphony Ball in the Municipal Auditorium on Saturday. All Women's Activities of the convention are detailed in the "pony tail" program.

How did all these arrangements and accommodations come about? Certainly, they didn't "just happen." Actually, the planning began some six years ago. It was on September 15, 1953—just three months before the last TSA convention in Austin—that the Woman's Architectural League of the Central Texas Chapter, TSA, was founded.

Mrs. R. Max Brooks, current chapter president, served as chairman of the organization meeting of Austin architects' wives in the Maximilian Room of the Driskill Hotel.

Mrs. Conrad Kroll presented the first slate of officers. They were: Mrs. Charles Granger, president; Mrs. R. Gommel Roessner, vice-president; Mrs. Leonard Lundgren, recording secretary; Mrs. Winfred Gustafson, corresponding secretary; and Mrs. Claude Pendley, treasurer.

The continuing purpose of the WAL of Austin is to advance the architectural profession, to create greater public interest in the profession, and to promote friendship and unity within the group.

From the tenure of Mrs. Granger in 1953-54 to the current administration of Mrs. Brooks (1959-60), there have been four other presidents of WAL of Austin: Mrs. Hugo Kuehne, Sr., 1954-55; Mrs. Winfred O. Gustafson, 1955-56; Mrs. Barton D. Riley, 1956-57; Mrs. Doyle Baldridge, 1957-58 and Mrs. Arthur Fehr, 1958-59.

Past presidents of the Women's Architectural League of Austin have shouldered important committee assignments for the 20th Annual Convention of TSA. Shown above, left to right, are Mrs. Winfred O. Gustafson, Mrs. Doyle B. Baldridge, Mrs. Hugo F. Kuehne, Sr., Mrs. Arthur Fehr and Mrs. Barton D. Riley. The other past president, Mrs. Charles Granger, Jr., was working so hard she couldn't even stop to pose for a picture!

The League set a fast pace in excellent public relations for the profession when its membership went to work as the "Howdy Girls" and functioned as official hostesses to some 500 visitors to the TSA convention in 1953. Off to a splendid start, the League knew its "purpose" could best be accomplished through continuing activities on its own, and in joint affairs with the TSA chapter. Christmas parties, style shows, coffees and sponsorship of public tours of contemporary homes in Austin are item entries in the WAL's well-kept "Scrapbook" year after year. In 1956, the tour of contemporary homes in Austin was conducted during Texas Architects Week. The proceeds from the tour, $400, were turned over to an education fund of the Texas Architectural Foundation to be used on a project of the WAL—placement of educational material concerning the profession of architecture in the Austin senior and junior high schools.

Then again, in 1957, the League came up with its share and sent donations to help furnish the Octagon, home of the AIA, in Washington, D. C.

All these fine accomplishments, plus the day-to-day activities of WAL and the fun and gay times you will have at this 20th Annual TSA convention seem to confirm the sentiments of Kate Fields in her famed "Woman's Way"—

They talk about a woman's sphere
As though it had a limit,
There's not a place in earth and Heaven,
There's not a task to man-kind given,
There's not a whisper
or "wo,
There's not a life, a death,
a birth,
There's not a feather's weight
of worth
Without a woman in it.

(See Page 14 for List of Committees)
TSA Looks at Itself

Some Stocktaking . . . .

Is Convention Theme

TEXAS architects are planning to celebrate the twentieth anniversary of their professional organization, the Texas Society of Architects, this month by examining carefully every one of those candles on the cake—and trying to figure out how those in the future can be improved.

TSA's annual convention, Oct. 14-17, will be held at the organization's birthplace, Austin. And it's going to be more fun than a "do-it-yourself" psychiatry kit.

The subject for the seminar on Friday morning, Oct. 16, is, in itself, a capsule summary of the Convention's theme: "The Texas Society of Architects Looks at Itself."

In addition to looking at itself, TSA is planning to make a detailed analysis of itself—and the profession. By looking at the past and studying the present, Texas architects feel they can identify their present weaknesses—as individuals, as well as an organization—and correct them in order to render more effective service in the future.

The Friday morning seminar will feature a wide variety of the profession's members. Taking part will be young architects and "elder" architects, architects from small firms and architects from large firms, architects from small towns and architects from large towns, and architects from every geographical nook and cranny of the State.

They will dissect and examine thoroughly the "Handbook of Practice" to determine how its theories are being utilized in their own areas, to report on how architects in their individual areas are living up to the standards outlined in the Handbook, and to express their opinions on changes they believe should be made in the Handbook.

As in other vital areas to be explored during the convention, officials of the American Institute of Architects will be on hand to help promote the self-improvement goal that has been established.

Thursday afternoon, another important seminar will be held. It's title: "Together We Stand." It will explore thoroughly the relationship of architects with other professions and will feature representatives of medicine, law, education, contracting, engineering and banking. It will provide an up-to-date analysis of current problems in such varied fields as economic trends and the latest interpretations of legal problems.

What will, perhaps, be one of the most important sessions of the annual meeting is scheduled for Wednesday afternoon, Oct. 14. That is when officers of all the local chapters will gather for a three-hour seminar that will tackle all of the many, varied problems on the operation of local chapters. Discussions will center around such practical subjects as capturing the interest of chapter members, planning program and handling various special projects.

Meeting of allied groups will also be important in the overall convention scheme.

For instance, there will be a special seminar on Friday afternoon for officers of the student chapters and their faculty advisors. The trustees and the board of directors for the Texas Architectural Foundation will meet in connection with the Convention. On the day before the Convention opens, the Texas Board of Architectural Examiners will meet and go into such diverse subjects as current architectural education in schools, the architect-in-training program, and various research programs.

Obviously, there is only one way you can fail to benefit from the Twentieth Annual Convention of the Texas Society of Architects—and that is to stay home.

FRENCH MOSAIC STAINED GLASS

designed by Pierre Millous, produced in our studios in Chartres, France.

Contemporary windows and walls of incredible color with this glass... 1" thick, set in reinforced cement.

Samples of glass on request.

The Studios of George L. PAYNE
American Address: 15 Prince Street, Paterson 3, N. J.
Parke-Davis building
at Menlo Park…

jaunty "showcase" assembled from
just 3 basic shapes in precast concrete

Beauty is good public relations, agreed officials
of Parke, Davis & Company in planning this
combination office and warehouse in a re-
stricted industrial area in Menlo Park, Calif.
To achieve this beauty, and fill practical needs
as well, concrete was chosen for the whole job.

Shell-roof sections, L-shaped bents and wall
panels were all precast, quickly and easily as-
sembled on the job site. The results: a graceful,
pleasing silhouette; the wide-open, fire-resistant
interior specified; and a clean, modern look that
suits a maker of pharmaceutical products.

Architects: Minoru Yamasaki & Assoc., Birmingham,
Mich. Associate Architects: Knorr-Elliot Assoc., San
Francisco, Calif. Structural Engineers: Amman &
Whitney, New York City.

FOR STRUCTURES...
MODERN
concrete

PORTLAND CEMENT ASSOCIATION
110 East Eighth Street, Austin 1, Texas
A national organization to improve and extend the uses of concrete

OCTOBER, 1959
Program

20th Annual Convention--Texas Society of Architects

Wednesday, October 14

8:45 a.m. GOLF BREAKFAST, Austin Country Club
(Texas Quarries, Hosts)

9:00 a.m. TEXAS BOARD OF ARCHITECTURAL EXAMINERS
Board Meeting, Room 510, State Office Building

9:30 a.m. TSA GOLF TOURNAMENT, Austin Country Club
(Texas Quarries, Hosts)

10:00 a.m. REGISTRATION FOR CONVENTION
Driskill Hotel, Mezzanine Floor, Maximillian Room
(Open until 7:00 p.m.) (Hospitality Lounge open all day)

3:00 p.m. CONCLAVE OF CHAPTER OFFICERS AND DIRECTORS
Crystal Ballroom, Driskill Hotel

7:30 p.m. PRE-CONVENTION COCKTAIL PARTY, Driskill Hotel
(Hosts: Central Texas Chapter and Women's Architectural
League of Austin)

Thursday, October 15

8:00 a.m. BREAKFAST, Driskill Hotel
(Acme Brick Company, Hosts)

9:30 a.m. COFFEE AT GOVERNOR'S MANSION
Guests of Governor and Mrs. Price Daniel

11:00 a.m. CONVENTION CONVENE, Crystal Ballroom, Driskill
Hotel
Welcome Addresses, Keynote Speaker

12:00 noon CAPITAL CITY WELCOME (Ladies' activity)
Chat 'n' Sherry Party, Commodore Perry Hotel, Deck Club

12:30 p.m. DUTCH TREAT LUNCHEON
"Architectural Education Luncheon," Commodore Perry
Hotel

1:00 p.m. LUNCHEON—Honoring TSA Founders' and Presidents'
Wives
Commodore Perry Hotel, Deck Club

2:30 p.m. SEMINAR, Crystal Ballroom, Driskill Hotel
"Texas Society of Architects Looks at Itself"

4:30 p.m. TSA COMMITTEE MEETINGS

8:00 p.m. GAY NINETIES MELODRAMA PARTY
Austin Civic Theatre (Costume Optional)
Friday, October 16

8:00 a.m. TEXAS ARCHITECTURAL FOUNDATION
Board of Directors and Trustees, Breakfast Meeting,
Capitol Room, Commodore Perry Hotel

9:00 a.m. SEMINAR, Crystal Ballroom, Driskill Hotel
"Texas Society of Architects Looks at Itself"

9:30 a.m. STUDENT SEMINARS, Capitol Room, Commodore Perry Hotel

12:30 p.m. AWARDS LUNCHEON, Stephen F. Austin Hotel

3:00 p.m. FINAL BUSINESS SESSION
Memorial Service for deceased members, President's Report, Election, Introduction of new officers, President-Elects' Program for 1960; Post-Convention Board Meeting, Driskill Hotel

6:30 p.m. PRODUCERS' COUNCIL COCKTAIL PARTY and TSA WATER SHOW
Lower Floor Westwood Country Club

8:30 p.m. PRESIDENT'S BALL, main floor Westwood Country Club
(Honor TSA Founders)

Saturday, October 17

9:30 a.m. STATE HOUSE RECEPTION
State Capitol Senate Chambers

11:00 a.m. TOUR OF CAPITOL AREA

9:00 p.m. AUSTIN SYMPHONY BALL, Municipal Auditorium
CREST Thin-bed Mortars
Permit Greater Use of Ceramic Tile

CREST TILE-SET comes pre-mixed. Just add water. Mixer shown is designed especially for this purpose. TILE-SET is also easily hand-mixed.

No special preparation of back-up needed. Here TILE-SET is floated on dry Portland cement brown coat. Special notched trowel gives proper thin-bed mortar thickness.

Here full sheets of back-mounted ceramics are hung in place. TILE-SET holds sheets without slippage. Allows ample open time for adjusting.

... More Economical and Permanent than Any Other Method of Setting Tile!

By specifying CREST TILE-SET, more and more architects are giving their clients the beauty, permanence and easy maintenance of ceramic tile—and at a cost competitive with less satisfactory materials. CREST is the original thin-bed Portland cement mortar. It offers the permanence of Portland cement with over twice the bonding strength of old-style "mud." Costly lathing . . . waterproofing . . . tile soaking and mortarbox mixing are eliminated. Realize reductions of up to 65% in wall weight.

Check its advantages. Specify CREST TILE-SET on your next job. Fully backed by Kaiser's Quality Control Guarantee. Also specify CREST ACIDITE acid-resistant grout, and CREST CONDUCTITE, a thin-bed conductive mortar for setting conductive ceramic tile.

Write for the new Crest AIA brochure

KAISER MANUFACTURING, INC.

Over 50 million sq. ft. of ceramic tile set with CREST on the nation's leading jobs.
MORE FUN!
Be Prepared to Have the Time of Your Life
at TSA's 20th Annual Convention

SOME of the most unique entertainment this side of Hollywood awaits delegates to the Texas Society of Architects' 20th Annual Convention in Austin, Oct. 14-17.

While even the business sessions are certain to be pleasant, you can be assured that they won't be allowed to interfere with the pure, undiluted pleasure being planned by the Central Texas Chapter's flock of well-organized committees.

Arthur Fehr, president of the Central Texas Chapter, has been cracking the whip over these committees with such skill and enthusiasm that some of the productions being planned may turn out to be even more elaborate than the Broadway hit, "My Fair Lady."

For instance, it seems wise to issue at least one warning in advance: don't become alarmed Friday evening at the picturesque Westwood Country Club, located on the shores of beautiful Lake Austin, if you suddenly seem to be suffering from an hallucination that Washington is crossing the Delaware right before your eyes.

It won't be Washington, of course, and it isn't the Delaware, but Fehr is planning a surprise act—in connection with the unique water show to be staged that night—which is such a mystery he hasn't solved it completely himself as yet. While his sleuthing continues toward its inevitable successful conclusion, the word has leaked out about some of the other acts in the water show—and they will include terrific displays of swimming and diving.

Athletic activity once again will open the Convention—well, almost, anyway. The first event, at 8:45 a.m. Wednesday, will be a "Golf Breakfast" at the Austin Country Club and it will be followed immediately by the annual T.S.A. Golf Tournament.

The day will be climaxed by the pre-convention cocktail party at the Driskill Hotel.

After an unprecedented coffee at the Governor's Mansion, where the delegates will be guests of Gov. and Mrs. Price Daniel on Thursday morning, the social whirl will be interrupted briefly for business sessions described elsewhere in this issue.

Thursday evening, the architects and their wives are in for a real treat when they visit the Austin Civic Theatre for an old-fashioned melodrama party, where they will be encouraged to hiss the villain as he threatens Our Little Nell and cheer the hero as he saves her. "Gay 90's" costumes are optional for this affair.

A full day of business sessions Friday will be climaxed by the Producer's Council Cocktail Party and the T.S.A. Water Show at Westwood, to be followed by the President's Ball there and special recognition for T.S.A. founders and charter members.

There will be a drawing that evening—for a trip to San Francisco next April for the A.I.A. convention.

Saturday morning, a State House Reception in the Senate Chamber is scheduled, to be followed by refreshments in the adjoining suite of Lt. Gov. Ben Ramsey.

Tours of local offices and new buildings will then be available, to be followed by a series of private home parties for football television during the afternoon.

And, for those still on their feet, the Annual Austin Symphony Orchestra Ball is on tap Saturday night. It will be held in Austin's new, fascinating Municipal Auditorium and special tables will be

(Continued on Page 13)
The Man who Appreciates the Finest

BUYS HIS WIFE GAS APPLIANCES!

Elegance in one word . . . Chinchilla! The man who understands the language of quality is the kind of man who wants the home he buys to include a built-in GAS range for his wife. Like chinchilla, it bespeaks quality at a glance! Beautiful finishes and styles fit the decor of the most fashionable kitchen. But the real language of quality is a language of results. A modern built-in Gas Range is so accurate as to add slide-rule precision to the art of fine cookery. A built-in Gas Range says "our kind of house" to home buyers of discriminating taste because in every way—economy included—GAS gives more. And where the finest is truly appreciated . . . GAS belongs!

Consult your gas company for all the facts
TSA Looks at Itself
(Continued from Page 11)

reserved for T.S.A. members. There will be a drawing for prizes there, too, and a 72-piece orchestra will play for dancing.

The Central Texas Chapter has been working for months on this delightful schedule of activities, leaving no stone unturned in its efforts to make this the gayest, most successful convention in T.S.A. history.

The committees responsible, who have been working under the direction of Lewis Southerland, general chairman for the convention include:

2. Registration: Victor Probst, Dan Driscoll, John C. Allen.
8. Transportation & Tours: Carlton Brush, Eugene Wakesh, Charles Millhouse.
14. Ladies Activities: Mrs. John Chiles Allen, Mrs. Arthur Fehr, Mrs. R. Max Brooks, Mrs. W. O. Gustafson.
21. Memorial Service: Roy White
23. Architectural Tours: C. M. Pendley.

Give serious consideration to the experienced lathing and plastering contractors displaying the TLPCA emblem. A badge of service and quality, the TLPCA emblem is assurance of top quality work performed on schedule.

Plan boldly, build surely with lath and plaster... with the service of your skilled lathing and plastering contractor.

Texas Lathing & Plastering Contractors Association
PERRY BROOKS BUILDING
Austin, Texas

ADVERTISER’S INDEX
Trinity White
Flintkote, Inc.
Texas Refrigeration
Stud. Geo. L. Payne
Portland Cement
Kaiser Mfg. Co.
L. R. Ward
Texas Gas Co.
Texas Bureau of Lath.
Texas Lath. & Plast.
Wm. Cameron
A. C. Horn Co.
Facade, Inc.

LATH and
Plaster

LATHING & PLASTERING
PERRY-BROOKS BUILDING
Austin 1, Texas

ADVERTISER’S INDEX
Trinity White
Flintkote, Inc.
Texas Refrigeration
Stud. Geo. L. Payne
Portland Cement
Kaiser Mfg. Co.
L. R. Ward
Texas Gas Co.
Texas Bureau of Lath.
Texas Lath. & Plast.
Wm. Cameron
A. C. Horn Co.
Facade, Inc.
Salute to the Ladies

You're never stuck for the right fitting with UNISTRUT® MECHANICAL & ELECTRICAL SUPPORTS

Every problem in supporting heating, piping, air conditioning, conduit or electrical fixtures has been anticipated in UNISTRUT metal framing. Over 1400 fittings, concrete inserts, plus dozens of channels—all standard items. Complete local stocks—fast delivery.

MR. STRUT SAYS:
“For your next job, use UNISTRUT. world’s most versatile metal framing. For racks and partitions, too.”

UNISTRUT®
pioneer in
ADJUSTABLE METAL FRAMING

Call or Write for Catalogs:
L. R. WARD STEEL PRODUCTS CO.
HOUSTON
3605 Park
CA 5-0356

FT. WORTH
3009 Canton
DI 1-9064

DALLAS
3609 Canton
DI 1-9064

GIVE THE HOMES YOU DESIGN ADDITIONAL GLAMOR, BEAUTY WITH

IDEAL

Slim-Line

Louver Doors

They can be combined in a number of ways to fit almost any door opening. Made of Western Ponderosa Pine, doors are available with two louver panels as shown in picture or with louver top panel and solid, raised bottom panel. Made in five widths: 8", 12", 15", 16", and 18"; one height: 6'-8"; two thicknesses: 1⅜" and 1⅞".

SOLD AT RETAIL LUMBER YARDS

FOR CATALOG, WRITE IDEAL CO., BOX 889, WACO, TEXAS

Convention Committees for Women’s Activities are:
Convention Co-ordinator
Mrs. John Chiles Allen

Liaison
Mrs. Arthur Fehr
Mrs. Winfred O. Gustafson

Arts & Decorations
Mrs. Charles Granger, Jr.
Mrs. Madison H. Mills

Favors
Mrs. Carl Stautz
Mrs. H. Conrad Kroll

Correspondence
Mrs. Eugene Wukasch
Mrs. R. Lamar Youngblood

Courtesy & Protocol
Mrs. Philip D. Creer
Mrs. Louis Southerland

Finance
Mrs. Doyle Baldridge
Mrs. Bill G. Eppes

Hospitality
Mrs. Miles A. DeLaney
Mrs. August Watkins Harris

Hostess to Presidents and Past Presidents of Women’s Architectural League of Texas
Mrs. Hugo Kuchne

Program & Arrangements
Mrs. Kenneth M. Nuhn
Mrs. Barton D. Riley

Registration Hostesses
Mrs. Herbert C. Crume
Mrs. William Saunders

Publicity
Mrs. Thomas Shefelman
Mrs. Don Edward Legge

Transportation
Mrs. David Graeber
Mrs. Edward B. T. Glass

Telephone
Mrs. Whitt Phillips
Mrs. William R. O’Connell
HORNFLEX THIOKOL* LP-32 SEALANT WAS USED TO REPLACE EVERY Inch OF MORTAR JOINT IN THE 12- STORY CENTURY BUILDING. THE FLEX IN HORNFLEX WILL KEEP THESE JOINTS TIGHT, WEATHERPROOF AND TIMEPROOF. THIS IS JUST ONE OF MANY APPLICATIONS WHERE HORNFLEX HAS BEEN SPECIFIED TO DO THE TOUGHEST OF SEALING JOBS WHERE PERMANENT WATERTIGHT SEAL IS REQUIRED...AND IN AREAS OF EXTREME EXPANSION & CONTRACTION.
GO UP IN A SNAP

Jobs that once took weeks are finished in days. Jobs that once consumed hours are completed in minutes. FACADE units are designed to snap into place without time-consuming, old-fashioned, screw-assembly operations. The unique construction of FACADE components also preserves the beauty of the architectural design by eliminating many unsightly screwheads.

FIVE FACADE FEATURES FOR FAST FACTORING

1. Helpful and complete engineering service
2. Custom fabrication to architects' specifications
3. Pre-constructed store fronts
4. Large stock of aluminum extrusions
5. Anodizing facilities for special finishes

NEW BUILDING CONSTRUCTION
OR OLD BUILDING RENOVATION . . .

If you have any special problems, or if you would like more information or the address of the FACADE distributor nearest to you, call or write

ALCOA WORKING WITH ALUMINUM

*Pronounced "fussodd" or "fassodd" with accent on last syllable . . . take your choice.