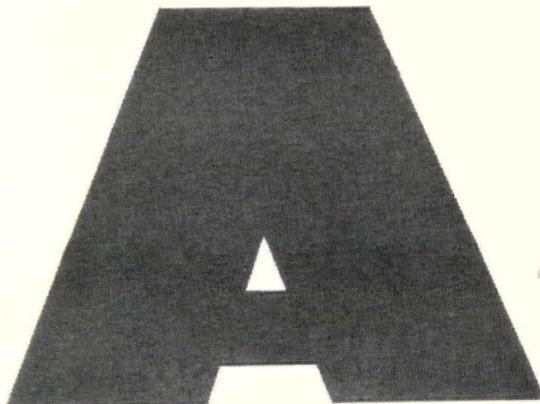


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TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

MARCH
1958



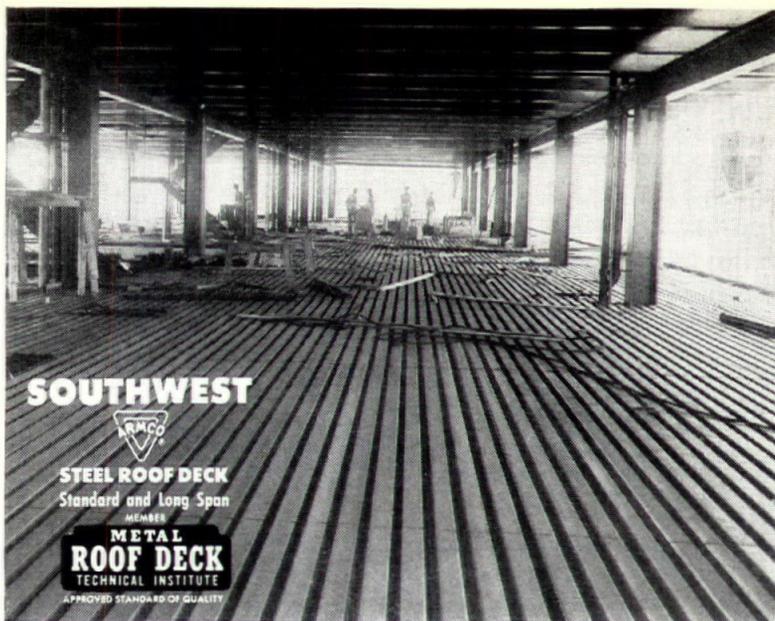
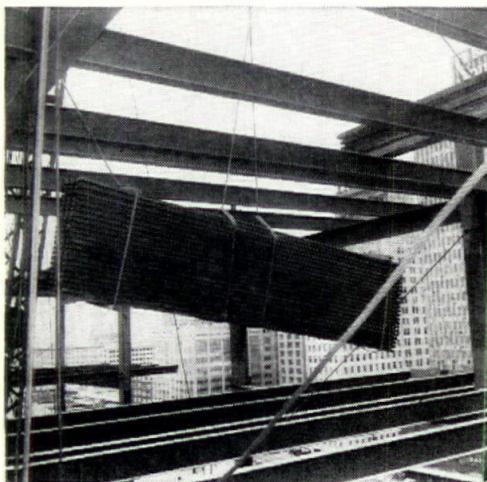
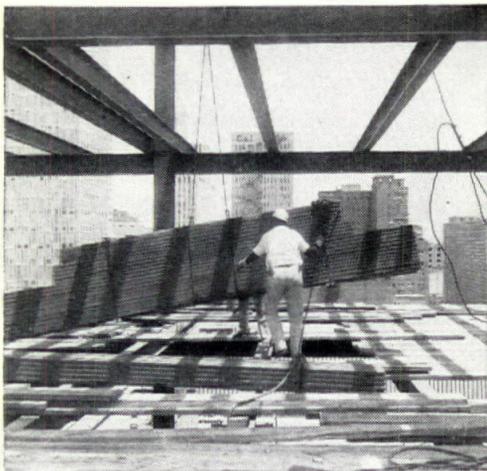
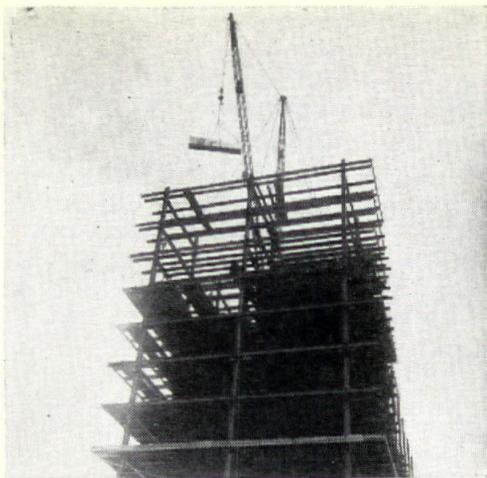
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- ▶ "Forum" Editors Predict Great New Building Boom Will Extend Until 1967
- ▶ Southeast Texas Chapter Selects New City Hall At Texas City For Award
- ▶ 75th Anniversary Of Texas University To Be Statewide Theme For "TAW"



SEE PAGE 6



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"FORUM" PREDICTS GREAT NEW BOOM

One of the more interesting news releases of the past several weeks is in considerable contrast to the generally gloomy tone of stories about increasing unemployment and lengthening economic shadows.

This story, based upon predictions by the magazine "Architectural Forum," predicts a construction boom of "dazzling" proportions. Between now and 1967, "Forum" states, construction outlays will total \$600,000,000,000. To get this into proper perspective, this would top the present value of all existing U. S. private structures!

Although the prediction may be evidence of supreme optimism, it is based upon objective study by economists of repute. Two cardinal assumptions underlie the FORUM predictions, and both appear sound. One is the tremendous growth in population, which will automatically mean a great step-up in the rate of new family formation. Few Americans realize today, for instance, that it is incorrect to speak of a nation of 160,000,000 Americans, much less the old standby quotation of 150,000,000. The adjusted statistic, in this year of 1958, is 173,000,000—and going up constantly.

The second assumption is related to the first—that the Gross National Product will move on up to provide the goods and services needed by increased millions. If we are to maintain the U. S. standard of living, this must be so.

At the 1967 level, if the "Forum" prediction is even reasonably true, the architectural profession and every phase of the construction industry will look back upon the "rolling recession" of 1957-1958 as a temporary setback indeed.

The President's Letter

By
Reginald
H.
Roberts

President,
Texas Society
of Architects



Close liaison with the American Institute of Architects, of which TSA is the Texas regional organization, is essential to the success of the statewide program of the Texas Society of Architects.

A day-long meeting in Houston February 10 gave representatives of many of the TSA Chapters a fine opportunity to learn at first hand of one of the most important AIA programs. In turn, representatives of the Octagon (the beautifully-restored Washington residence which is a museum of early America and forms a part of the national AIA headquarters building group) benefitted from the chance to get direct "grass-roots" reaction.

The occasion was a public relations workshop, arranged by Karl Kamrath, TSA-FAIA of Houston, chairman, and other members of the TSA public relations committee. Presiding were Mr. Kamrath, also a member of the national public relations committee, and Bob Denny and Ted Morris of Washington. Mr. Denny is with Henry Kaufman & Associates, public relations counsel for the AIA. Mr. Morris is a veteran member of the Octagon staff.

During the Houston session, those present saw previews of extremely interesting film slide presentations to be made available shortly at the Chapter level. Many of the TSA Chapters will undoubtedly be showing these productions, one explaining the profession of architecture in general, the other aimed more specifically at schools, during coming months.

TSA-AIA Public Relations Workshop Held At Houston February 10

Two new semi-animated films, to be seen across the nation later in 1958, were previewed for representatives from the TSA Chapters at a day-long TSA-AIA public relations workshop in Houston February 10.

Produced by Henry J. Kaufman & Associates of Washington, D. C., public relations consultants to the AIA, the films are separately concerned with homes and schools. They formed the framework for a presentation by Bob Denny of Henry J. Kaufman & Associates, and Ted Morris of the AIA, emphasizing the importance of constant liaison between the AIA and its 126 component chapters in implementing a nationwide public relations program.

The program, aimed primarily at better service to the architect's client, stresses a high level of professional proficiency. It also emphasizes better knowledge of the profession of architecture, those who practice within it, and how they serve the public.

TSA Chairman Presides

Presiding at the February 10 meeting, held at the Shamrock Hilton Hotel in Houston, was Karl Kamrath, TSA-FAIA of Houston, chairman of the TSA Public Relations Committee. Mr. Kam-

rath is also a member of the national AIA Public Relations Committee.

Mr. Denny began the program with an explanation of the current status of the AIA public relations program, including both 1957 accomplishments and projected work for 1958. He then went through a presentation prepared especially for Chapter officials.

The morning session concluded with a showing of the two new films, which were discussed in detail. TSA representatives who saw the semi-animated presentations were enthusiastic about

their value in local showings, and the films will be widely shown over the state beginning in approximately 60 days.

Case Histories Analyzed

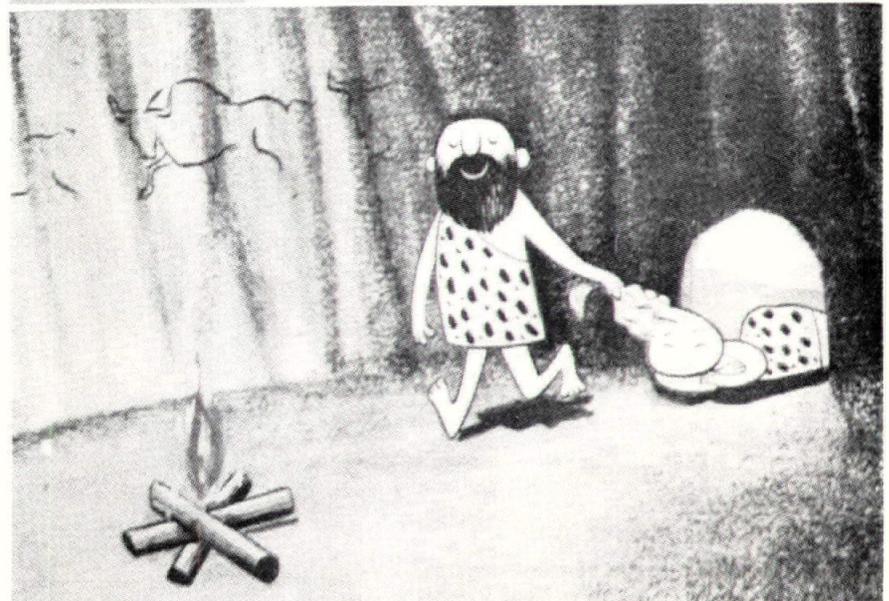
Mr. Denny and Mr. Morris continued their presentation during the afternoon, with the workshop discussing various public relations projects and problems in detail. In conclusion, actual case histories were analyzed, including one situation showing dramatically the false economy and tremendous potential losses involved in school districts hiring a staff architect.

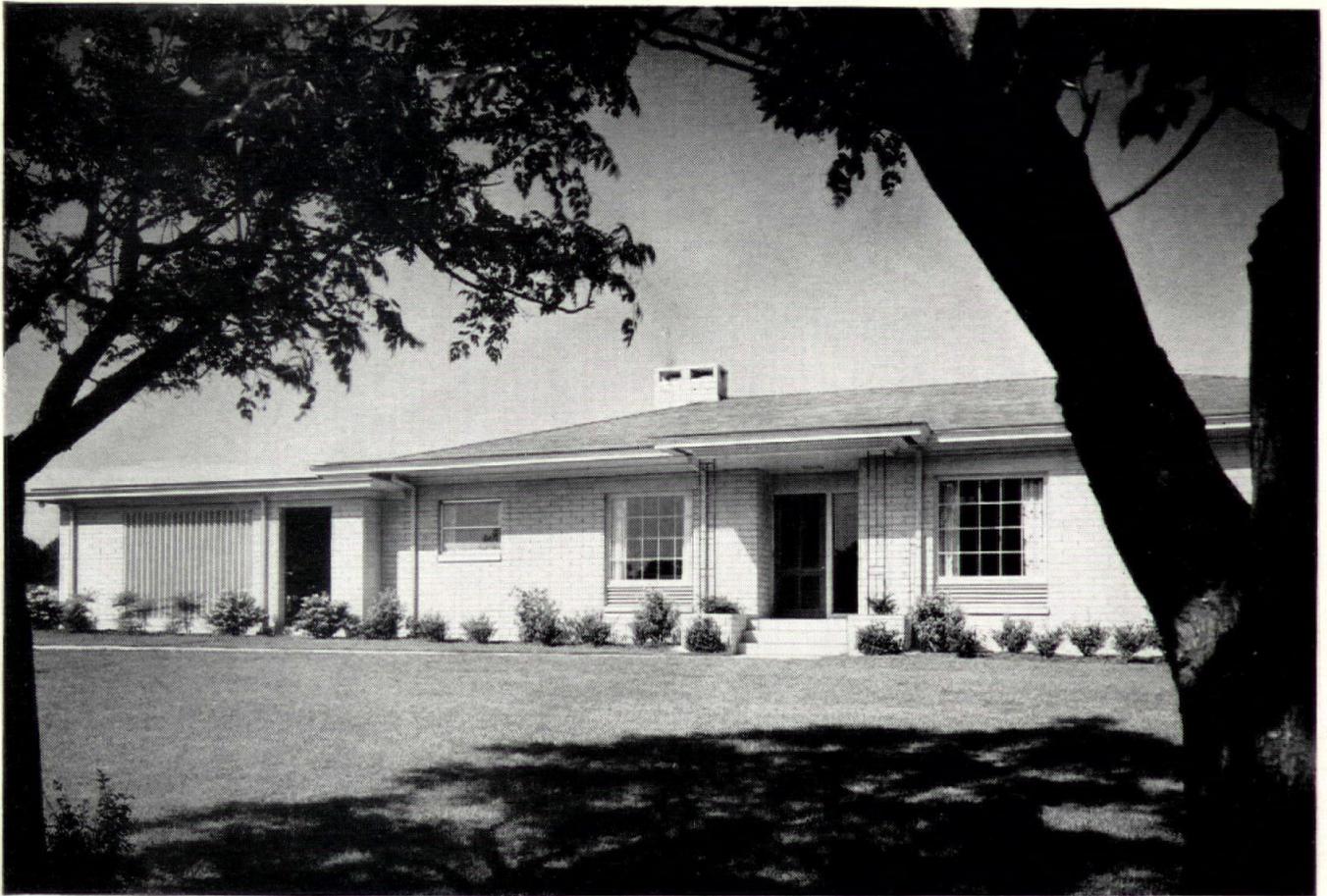
Following the workshop, participants were guests of Mr. and Mrs. Kamrath at a buffet supper in the Kamrath home.

New Films

Johnny, star of AIA's new, semi-animated color film on School building has good reason for his contented grin. His school, the film shows, is the best bargain on the building market today. It's the product of intensive, intelligent teamwork between educators and architect—tailored to the very specific requirements of the community.

Cave man in "What's A House?" illustrates that whatever his specific needs, man's home must be liveable, provide companionship, warmth and the satisfaction of ownership. The film runs 14 minutes, is designed to be shown either by itself or as part of a lecture and discussion program in schools and before civic groups, etc. Prints of both films may be purchased for \$65.00 each from the Octagon or can be rented for \$5.00 each.





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Representative Selection, Southeast Texas Chapter, AIA

Project: City Hall, Texas City, Texas

Architect: George L. Ingram, TSA-AIA, Beaumont

From 15,000 inhabitants at the time of the 1947 explosion, Texas City has now grown to a city of over 30,000. This rapid growth brought new responsibilities to the city government.

The departments of the city government were rapidly expanding in an effort to keep pace with the growing population. The existing city hall had become woefully inadequate, and to provide the necessary services, a new city building was needed.

In determining that city office space must be provided, evidence was also presented that other facilities for the cultural development of the community would soon be needed. Texas City was fortunate to have a 55-acre tract set aside for a municipal center development. To chart the future growth of the site development, a master plan of the site was prepared and priority given to the development of the buildings and areas. Now on the site is a Recreation Building, City Hall, and as part of the park facilities, a swimming pool. Provisions have been made for a future City Auditorium, Library, and additional park facilities.

Recreation Building First

The first unit to be constructed was the Community Recreation Building; however, before the construction was hardly begun on this building, planning had already been started for a new City Hall. With the rapid growth pattern that had been established, it was decided that it would be unwise to build for a city less than double the present population.

Since the City Hall was to become the focal point of the entire civic center and would house the government of the city, the building developed a slightly more formal expression in its execution. In general, the City Hall has the same free and informal appearance as the previously designed building with the exception of the dignity expressed in the lobby, commission meeting room, and Mayor's office.

The lobby is the first impression made on visitors to the City Government; therefore, it was decided to make it rather rich in material selection. At the same time the theme of



City Hall at Texas City

A view of main lobby of the City Hall at Texas City, selected by members of the Southeast Texas Chapter, AIA, as representative of recent architectural work in the Chapter area. The architect for the project was George L. Ingram, TSA-AIA, Beaumont, Texas.

informality was retained in the use of a highly-figured and warm-colored marble for the walls. To further make the City Hall inviting to all, the entrance was composed of glass slab doors and open glass areas.

Commission Meeting Room

The Commission Meeting Room is the seat of the City Government, and thus established its own design criteria. Generous use of walnut and the raised commissioners' podium, together with the pew-type seating, provided a feeling of quiet dignity for this chamber. The same theme of dignity was carried into the Mayor's Chambers, adjoining the Commission Meeting Room, and again walnut was used generously.

The Mayor is both the chief executive and the chairman of the city commission. A private meeting room was provided adjoining the Mayor's office, and adjoining the offices provided for each of the City Commissioners. Although each of these offices can have privacy, they are also arranged to give access to the public at all times.

The administration of the city functions is the direct responsibility of the City Secretary and the foremost of these duties are found in the tax and records division. Immediate access to the utilities, tax, and record section is from the lobby, through several double doors that are open at any time the City Hall is open. This entire area is under direct supervision of the City Secretary at all times, since his office is adjoining and is provided with generous spaces of glass.

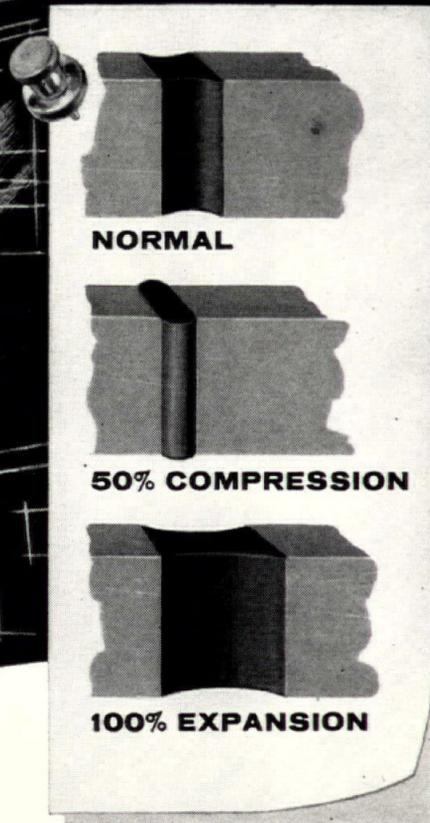
The front wing of the building houses all of the other functions of the City Government and includes the Planning Commission, City Attorney, City Engineer, and his engineering division, and a large inspection department. The city employees were also provided with a comfortable and cheerful employee lounge.

The City Hall is provided with the latest of air-conditioning equipment, so that any portion of the building can be air-conditioned for its requirements without affecting other portions of the building.

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How Often Is Architecture Art?

BY ANN HOLMES

Fine Arts Editor

(Editor's Note: More and more, the columnists and critics of our leading Texas newspapers are writing of architecture. Here is an excellent recent column by Ann Holmes, fine arts editor of the Houston Chronicle, which occasioned wide interest):

Walk down Houston's streets any weekday. Watch the great cranes lifting giant buckets of earth, or the mammoth drills spinning toward the core of the earth and drawing up curls of hard-packed clay which have not seen the daylight in decades, if ever at all.

This is construction. And behind construction is architecture — a practice which, at best, is touched deeply by art. How often is it really art?

Some of the greatest artists of today are architects, and that is a remarkable consideration when we look about us at the painters and sculptors and find too few hallowed old heads.

Consider Mies van der Rohe, the internationally revered architect and mentor of the far-reaching school of style known as the "Miesian." Consider Frank Lloyd Wright a strong-willed man who rode to fame on his outspoken prejudices and his philosophy of "organic architecture."

Not many of the arts today can claim venerable leaders who inspire whole schools of followers, and young disciples who will admit their loyalty to one leader or the other.

Such is the case in a general way with the leadership of Frank Lloyd Wright and Mies van der Rohe, though there are surely other justly famed creative architects too: Marcel Breuer, Le Corbusier in France, Richard J. Neutra and Eero Saarinen.

Such admiration as a young architect may hold for a senior man in his field is rarely seen among individual painters and sculptors. There is no Jackson Pollock "school" of drip painting, no Robert Motherwell following which admits to it, and no battery of junior Rothkos as such, though here and there we see plentiful influences of these well-known artists.

An architect of a major building thinks on a vastly broader plane than

the easel painter. He brings a work of art out of such varied objects as boards and glass and steel beams, and bricks and composition—even trees and flowers.

As he is working in three dimensions, an architect is a sculptor, and he is working in epic scale, his art must be right, or his error is not only a large blunder but a public embarrassment.

Usually, major architects, like symphony conductors, are men whose minds search out major truths. They seem inevitably to be men of philosophy, whose writings or speeches are punctuated by eclectic references, chosen from a variety of doctrines and experiences.

The best of them search constantly for the definition of a building or a house, so that their own approach to it will be timeless, universal, humane and beautiful.

In the first chapter of Wright's warm book, "Genius and the Mobocracy," he probes the characteristics of the architect. The one that lingers in the memory says: "It is the poet in him that is the great quality in him."

Happily in our environment we are free men, free to practice our trades and our arts without much censorship.

This means that our communities will nourish some structures which we like and some which we do not like. Taste is not an absolute. There are no civic committees forbidding this or that building. We must simply live among the structures we happen to hate.

Our only hope, it seems to me, is the artistic conscience of the architect, AND, God willing, the taste and the sense of the client in choosing a good architect, and then letting him do his best work.

Let us encourage our architects to be men of art, let us hope that their clients will urge the best from them. That is our only hope for a community blessed with many beautiful buildings. The finest architects have long ago envisioned this and prayed for it. Occasionally we see it right at home.

Houston Home Parade
Expected to Draw New
Record Crowds April 13-27

More than 170,000 persons are expected to attend the 1958 Houston Parade of Homes and Home Show slated April 13-27.

In what will be the largest Parade of Homes ever held in Houston, some 32 homes in the \$15,000-\$20,000 price range will be open to the public. Twenty-one builders have already signed up to participate in the exhibit which will feature many architectural designs, ideas, materials and construction methods never before shown the public.

Angelo Mascari has been appointed chairman for the 1958 Parade by Robert Clemens, president of the Houston Home Builders Association, Parade sponsors. Assisting him will be committee chairmen J. S. Norman, Jr., and Krist Hubert. Gordon Neilson, the association's executive vice-president, will serve as executive director for the event.

Builders and architects are making final plans now for their Parade entries. "Never before have we seen so much enthusiasm from the building profession," Mr. Mascari commented, "Many of the participating builders will construct two homes for the Parade."

The homes will be constructed on lots 65 by 120 feet in a new section of Sharpstown, the world's largest suburban subdivision. Work is underway now on paving roads in the Parade area.

The Parade will, as in the past, be combined this year with the Houston Home Show which will feature over 60 exhibits including materials, equipment and accessories for the home.

Woodwork Institute Publishes New Guide On Solid Core Flush Doors

A new brochure, number 5 (Revised), dealing with exterior and interior Solid Core Flush Doors has been published by AWI.

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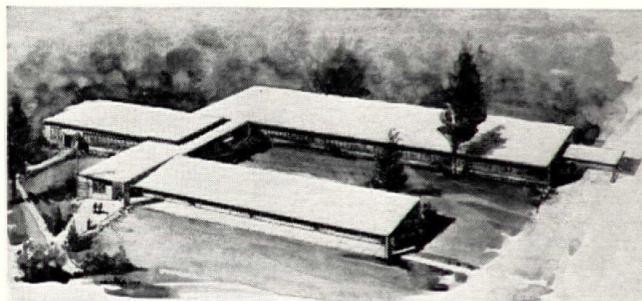
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Spring Branch School Selected By AIA Jury Panel

Name of School: Valley Oaks Elementary School

Address: Westview at Pech Road, Houston, Spring Branch Independent School District, Harris County, Texas

Architects: H. R. Winslett - Hugh E. Gragg, AIA-TSA, 3927 Essex Lane, Houston, Texas.

Structural Engineer: Ernest L. Vogt, Jr.

Mechanical Engineer: Jerold L. Davis

An American Institute of Architects jury panel in Washington, D. C., has selected the Valley Oaks Elementary School in the Spring Branch Independent School District near Houston for showing at a national convention of school administrators in San Francisco.

One particular attraction of the school is the use of natural ventilation from low casement windows, screened and protected on the south by planters under protected passageways; and from tall casements on the north. This feature has drawn unusual attention to the building because of continuing debate as to the use of air-conditioning in classroom and passageway areas.

A description of the school by the architects, Herschel R. Winslett and Hugh E. Gragg, both TSA-AIA of Houston, follows:

CONSTRUCTION OUTLINE:

Foundation: Drilled concrete footings with monolithic concrete beams and floor slabs.

Steel Frame: "T" columns, 10" beams, bulb tees, 8'-0" module throughout the building.

Exterior Walls: Brick with clay tile back-up.

Interior Walls: Plaster on metal lath and channels.

Ceiling and Roof Deck: "Tectum" with gypsum slab on top, over all of building except cafeteria, metal deck over cafeteria.

Roof: Four ply built up roof.

Floors: Asphalt tile, terrazzo in administrative corridor and toilets.

Water Supply and Sewage: From private utility company.

Heating: Convactor hot water with small boiler for each class room wing.

Auditorium heated by gas fired units.

Administrative area has year round air conditioning, air to air system located on roof.

Lighting: Fluorescent throughout except incandescent units in auditorium.

DESIGN FEATURES:

On a fairly level wooded site, the

trustees of the school district requested that the architects design a 24-room classroom elementary school with provisions made for future expansion to meet the requirements of a growing community. Policy of the district dictated a design using the single loaded open corridor and covered passageways.

In designing the typical classrooms, ventilation, good lighting, instructional and service facilities, and storage spaces were the primary governing features studied in the planning of the building.

Low casement windows, screened and protected by planters (spaces for classroom garden projects) on the south side under the covered passageways, and tall casements on the north, afford through ventilation, and also pro-

vide a source of glare-free natural daylight.

A small sinkroom with storage cabinets is provided for each two classrooms. This room also houses the hot water forced air heating units.

For the kindergarten and first grade classrooms, there is a toilet room for each two rooms.

The administrative area consisting of a general office, principal's office, health facilities, teachers lounge, book and work rooms, and a special service room, are year round air conditioned. The special service room serves the multiple purpose of teacher-pupil and teacher-parent conference and also gives the P.T.A. a working area.

Because there exists no public transportation system in the area in which the school is located, the school district makes bus transportation available to all students. To avoid traffic congestion because of the large number of students using the buses, separate bus loading and passenger car loading facilities are provided.

Warm, neutral colors are used throughout for the walls, ceilings, and floors. Brightly colored panels adjacent to classroom doors, and the doors in the administrative area, are used as decorative features and as a method of color coding the various rooms.



Valley Oaks Elementary School

An exterior view of the Valley Oaks Elementary School at Spring Branch, showing covered passageways. The school, by Houston architects Herschel R. Winslett and Hugh E. Gragg, both TSA-AIA, was selected by an AIA jury panel for showing at a national meeting of school administrators.



report on Kinkaid...

Four hundred and six

completely assembled units of Apco Window Wall were used in the construction of Kinkaid Preparatory School in Houston. Vertical sliding vents were used to eliminate obstructions at passage level. Insulated sandwich panels, finished in porcelainized steel were used throughout. Manufacture, installation and glazing furnished by Apco-Rubin.

Architect: Lloyd and Morgan, AIA

"Window Wall units furnished by Apco-Rubin satisfied our design and ventilation requirements completely. We found units to be of uniform high quality in manufacture."

Contractor: Linbeck Construction Corp.

"We found Apco Window Wall easy to install and suited perfectly for window wall construction as exemplified by the Kinkaid School."



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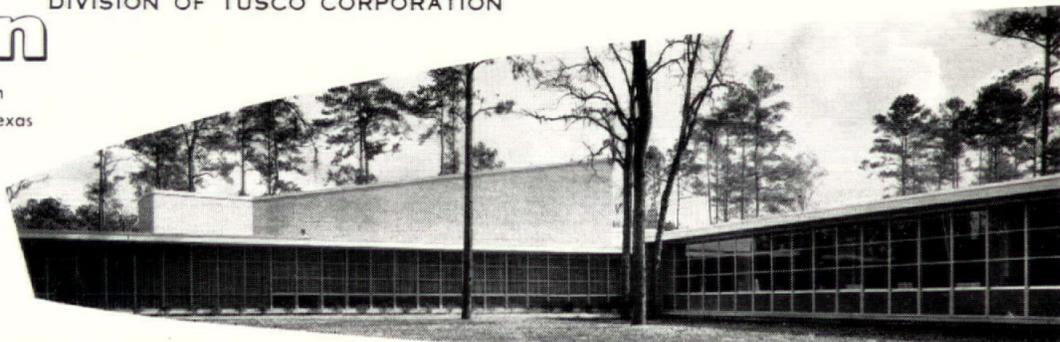
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TAW Theme: 75th Anniversary

TSA members in the 14 Chapters across the state will honor the 75th anniversary of Texas University during Texas Architects' Week this year, from April 13-20. The Executive Board of TSA felt that this would be a particularly appropriate theme for the annual TAW celebration, as all of Texas pays tribute to its state university.

After being held last year two months early, to coincide with the centennial of the American Institute of Architects, TAW now reverts to its traditional scheduling, and begins on the 215th anniversary of the birth of Thomas Jefferson, great American president-architect.

April 11-12 Conference

TAW events in the Chapters will center around affairs tying in with the statewide observance of the University of Texas anniversary, and one of the major events of the university celebration is to be held April 11-12, immediately preceding the opening of TAW. This event will be a Texas Conference, called to assess the human, material, and cultural resources of the state at the present time, and to project future developments in these areas.

TAW stamps, overprinted with the 75th anniversary symbol, will be distributed to the TSA Chapters with other special materials beginning March 31. In the meantime, the 14 TSA affiliates across the state will be completing the details of their TAW programs, as planning accelerates with the receipt of tie-in materials from Texas University the second week in March.

Events Now Planned

Among the TAW events already being planned in the Chapters are joint dinners with Texas University alumni, a dinner honoring the oldest architectural graduate of the University within a Chapter area, special showings of the television program "University World" and radio tapes from the Uni-

versity, and similar observances.

The celebration of the 75th anniversary of the state university began publicly on January 10, with a Conference on Expectations which reassembles in May after reporting to the Committee of 75, a group of key Texans from every walk of life who are surveying the entire University system in anticipation of an overall report to be made to the Board of Regents next December.

Other anniversary events, in addition to the Texas Conference of April 11-12, are a November 2-4 conference on issues facing the University of Texas, several high-level academic conferences, a series of "service conferences", including it is hoped a significant meeting on the profession of architecture, and a June commencement at which the 75,000th University degree is to be awarded.

Curtain Wall Seminar Held

Houston area architects were introduced to curtain wall panel construction at an all-day seminar held in Houston.

The Producers' Council, Inc., national organization of building materials and equipment manufacturers and as-

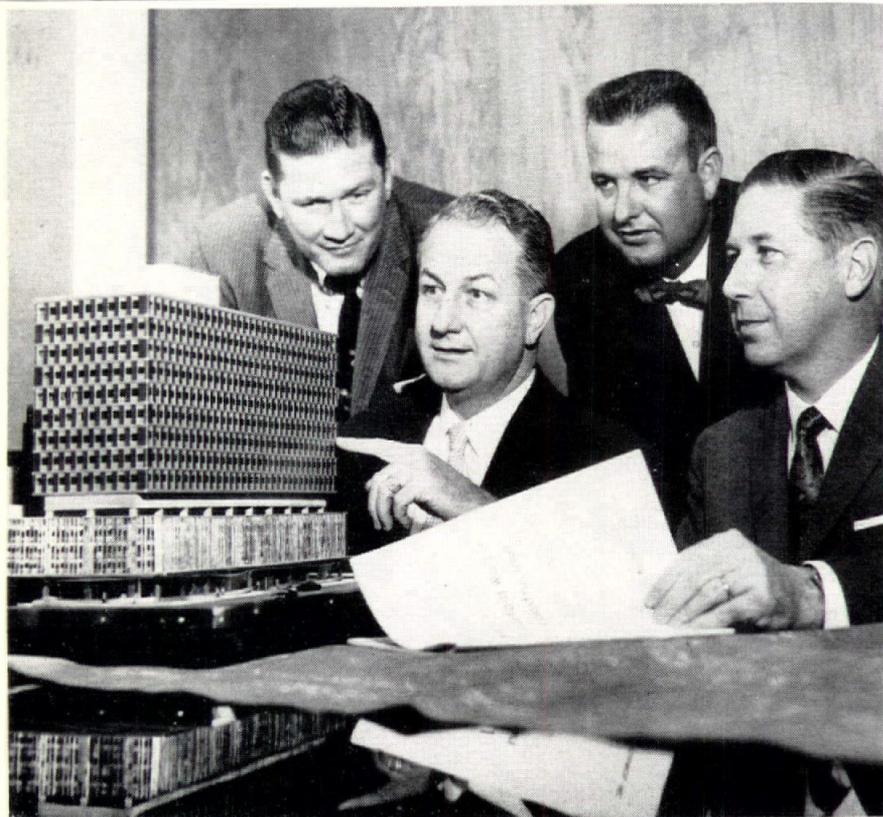
sociations, was sponsor of the program in conjunction with the Houston Chapter, AIA.

Top research and product development authorities from leading national companies were in Houston to take part in the program. Among them were Otto F. Wenzler of Libbey-Owens-Ford Glass Co., Toledo, Ohio; A. F. Schwerts of Republic Steel Corporation, Youngstown, Ohio; Paul V. Mara of Kaiser Aluminum & Chemical Sales, Inc., Chicago; T. W. Hunt of Portland Cement Association, Chicago; H. K. Laver of Minnesota Mining & Manufacturing Co., St. Paul, Minnesota, and others.

C. D. Adams of Minneapolis-Honeywell Regulator Co., president of the Houston Chapter of the Producers' Council, presided. By definition, curtain wall construction is a system of enclosing a structure with panels manufactured from various types of materials which are fastened to the structural frame and do not support the weight of the building.

Herbert Cowell, TSA-AIA, and Harold Calhoun, TSA-FAIA, both of Houston, participated in the seminar.

It was emphasized throughout the program that curtain wall construction is opening a new era in major construction because it lightens the structure of a building, assuring greater economy in supporting steel costs. Statements that curtain wall construction will provide owners of buildings with more leasable square footage were also emphasized.



At Houston Curtain Wall Seminar

Left to right: Bob Butler, Harold Calhoun, TSA-FAIA, Jim Antill and Herbert Cowell, TSA-AIA.

The new method of curtain wall panel construction was the subject of an all-day seminar for Houston area architects.

ARCHITECTURAL SALESMEN ATTEND FIRST PRODUCERS' COUNCIL SCHOOL AT RPI

The first graduates of a unique five-day training course designed to improve the effectiveness of architectural selling received their diplomas recently at Rensselaer Polytechnic Institute, Troy, New York.

Thirty-seven building products salesmen representing some of the country's largest corporations attended the opening regional session of a nationwide educational program sponsored by The Producers' Council, Inc.—an organization of more than 200 manufacturers and associations in the building industry. Negotiations are underway to hold one of the training courses in Texas.

Under the supervision of Dean Harold D. Hauf and Professor Harry E. Rodman, RPI School of Architecture, the erstwhile students were instructed in a variety of subjects related to developing their abilities in working with architects.

The curriculum included lectures on specification writing, design appreciation, the organization and services of

architectural firms, how to approach the architect, the importance of salesmanship, etc.

Realistic Training Given

The techniques of selling were covered by discussions of the salesman's role as a consultant, timing of sales talks, utilizing product literature and other aids, properly planning sales presentations and staging of effective product meetings.

A highlight of the course was participation by each student in classroom enactments of typical sales situations. This was designed to improve his presentation to architects.

Following the specific lectures usually held in the morning, the afternoon sessions were devoted to discussion groups with individual personal attention given whenever possible. This informal seminar proved to be of great value, an RPI spokesman reported.

"By exposing himself to the comment and criticism of his instructor, the student was able to learn better how to interpret the features of his prod-

uct or service to the architect," he said.

In addition to instructors from the university, a number of leading architects and members of the AIA were invited to serve as guest lecturers. These included Morris Ketchum, Ketchum & Sharp, New York; Benjamin Lane Smith, Voorhess, Walker, Smith & Smith, New York; Walter A. Taylor, Director of Education & Research, AIA, among others. Mr. Smith discussed the practice of architecture, and Mr. Ketchum described design appreciation. Walter Taylor presided over the graduation ceremonies.

INDEX OF ADVERTISERS

Apco-Rubin	13
Artex	Cover IV
Baldwin-Hill	18
A. C. Horn	7
Ideal Millwork	15
Kaiser Fir-Tex	2
Edward Lurie	20
Studios of George L. Payne	19
Portland Cement Assoc.	5
Prescolite Mfg. Co.	19
Soule' Steel Co.	10 & 11
Southern Gas Assn.	1
Southwestern Steel Products	Cover II
Stran Steel Corp.	9
Texas Bitulithic Co.	16
Texas Quarries, Inc.	Cover III
L. R. Ward Steel Products	18

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SOLD AT RETAIL LUMBER YARDS

\$600—Billion Building Boom Forecast For Next Decade

A construction boom of "dazzling" proportions which will see building expenditures in the next ten years climb 50 per cent over the past record decade was forecast today by Architectural Forum. The magazine predicted that construction outlays between now and 1967 will amount to a staggering \$600 billion compared with \$409.6 billion from 1948 through 1957.

The \$600 billion figure represents more than the present value of all existing private structures.

Forum's vision of the future, which it terms "fabulous," is based on two studies just completed by the magazine's economic consultant, Miles Colman. One of the surveys covers the probable level of construction activity for the current year. The other is the Forum estimate of building volume for the decade ahead. Taken together, the two studies represent the latest and most comprehensive data available on the building outlook.

Here are some of the factors that

will help make the next ten years this nation's greatest building era, according to Forum: \$200 billion to be spent on residential building alone; \$85 billion on industrial and commercial construction; \$16 billion on religious and private institutional buildings; and \$75 billion on utilities. Outlays for schools and educational facilities will amount to about \$45 billion, while highway spending will total at least \$75 billion, and outlays for sewer and water systems, nearly \$20 billion.

The magazine says that the outlook for building is so "dazzling" that the only "troubling question" is whether the economy can supply the men and materials that will be needed to make the goals attainable.

Bright Year Ahead

As for the immediate future, Forum sees new construction this year climbing nearly 4 per cent above last year's total of \$47.3 billion to a new record of \$49 billion (all data in constant 1957 dollars). This will mark an in-

crease in actual "physical volume." In contrast, the magazine notes, during 1957 dollar volume rose 3 per cent (\$1.2 billion) because of inflation, but physical volume dipped about 1 per cent.

Helped by apartment construction, which, according to Forum, should top 100,000 units this year, housing can now look to a year in which about 1,050,000 new units will be started, compared with the 1-million-or-less units that were forecast last fall and 1957's actual total of 1,039,200.

Beyond this, says Forum, it now seems likely there will be a "slight pickup" in commercial construction, about 4.5 per cent over the autumn forecast, with easier money again responsible.

The magazine also sees added building by privately financed public utilities, now expected to total \$6.2 billion. This extra \$1.2 billion gain in dollar volume will be more than enough to compensate for a bigger dip than previously anticipated in industrial construction.

1958 - 1967

By 1967, says Forum, the annual rate of new construction will have soared to nearly \$70 billion (in 1957



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dollars), a massive 48 per cent increase above last year. This estimate reflects a substantial addition to the projections that Forum made just a year ago. In recent months, a sweeping revision of government figures for residential additions and alterations, which stemmed from a special study by the Bureau of Labor Statistics, has added about \$2 billion a year to the construction totals for the last few years. Carried forward and applied to each of the years in the next decade, this change has meant a sizable upgrading of estimates. It now appears, says Forum, that close to \$600 billion (1957 dollars) will be spent on new construction during the 1958-1967 decade—nearly \$200 billion, or 50 per cent, more than went into building in the decade 1948-1957, the greatest building-boom period to date.

Business Building

The current slump in industrial and commercial building will soon be forgotten. Despite all the talk of overcapacity, the U. S. today is actually greatly under-equipped to meet the long-range challenges of more people, better living standards, and new production techniques. By 1967, Forum anticipates that the annual rate of factory building will be more than 70 per cent higher than now; commercial construction, which will have to strain to meet the needs of new urban redevelopment, will have increased by 43 per cent.

Residential Construction

By 1967, the number of households in the U. S. will have risen to about 58.2 million. As a result, 1.5 million new housing starts a year will be as common ten years from now as 1 million are today. Apartment construction alone will be running at a rate of 200,000 to 300,000 new units a year (compared with about 100,000 units now). In all, the volume of housing is likely to be nearly 45 per cent greater in 1967 than it is now.

Schools

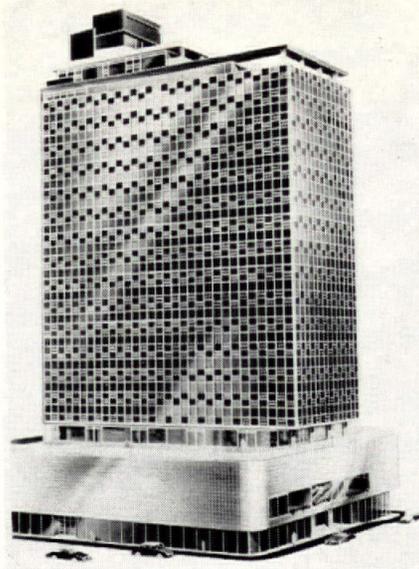
Ten years from now, the number of young people of school age and college age will have soared from today's 44.8 million to more than 58 million. Educational building will be racing against population growth, and the volume of school construction will be at least 45 per cent greater in 1967 than last year.

Hospitals and Churches

Population growth, rising health standards, and new medical discoveries will add tremendously to required

(Continued on Page 19)

MONTEREY SKYSCRAPER



The Edificio Banco Popular, \$2,000,000 20-story office building now being erected in Monterey, Mexico, will become one of Mexico's largest air-conditioned structures, and its first to be sheathed with "curtain wall" panels. Republic Steel's Truscon Division supplied the porcelainized steel panels, which are bright red in color.

A \$2,000,000 20-story office building now being erected in Monterey will become one of Mexico's largest air-conditioned structures, and its first to be sheathed with "curtain wall" panels of color-finished "porcelainized" steel. The color selected is red.

Appropriately, the steel-clad building will have as its owner and principal occupant Mexico's largest steel firm, Cia Fudidora de Fierro y Acero. The building will take its name, Edificio Banco Popular, from the bank occupying the ground floor. Because Cia Fudidora does not manufacture steel curtain wall, the 1100 insulated steel window panels comprising most of the building's exterior will be supplied by the Truscon Steel Division of Republic Steel Corporation. Republic Steel will also supply the full complement of mullions, copings and facias, all of stainless steel.

Checkerboard Facade

Scheduled to be one of the most spectacularly colorful additions to Monterey's already colorful skyline, the building will be of red porcelainized steel and stainless steel on three sides, and masonry on the fourth side. The porcelainized steel, consisting of four-foot-by-four-foot "Vision-Vent" panels, will be delivered from Youngstown, Ohio, ready for installation, with both inner and outer steel surfaces in place, and Fiberglas insulation within the 1½-inch thickness.

Described as probably the most

modern sky-scraper ever planned for Mexico, Edificio Banco Popular will present a checkerboard facade of glossy red panels, large window areas, and stainless steel to a city already famed for its gay architecture. The red-and-stainless motif will be carried out indoors as well, with stainless abundantly evident in railings, trim, elevator installations, and other details. The architectural firm of Condominio, S. A., Mexico City, architects for the project, topped the structure with a sumptuously finished "penthouse" containing guest rooms, an observatory, and dining and banquet rooms that overlook Monterey and the country beyond.

According to designers of the building, the choice of curtain wall panels represents a feature at least as unique as the red-and-stainless motif. In a climate accustomed to summertime temperatures running above 110 degrees, the steel panels must provide an insulating barrier between torrid heat without and the air-conditioned atmosphere within. Tests made by the Truscon Division of Republic Steel, it was disclosed, showed that the 1½-inch thickness of the "Vision-Vent" panels, equipped with their Fiberglas insulation, can provide insulating characteristics equal to 12 inches of masonry walls.

90% Weight Saving

Equally important, it was suggested, the use of steel panels instead of masonry will make possible a 90 percent saving in exterior wall weight and a five percent saving in floor space. Thus the curtain wall units weigh a little less than 12 pounds per square foot, compared with more than 100 pounds for the usual thickness of masonry construction. Because masonry walls for this type of building would be eight to ten inches thick, the saving of space, for all 20 floors of the building, adds up to two-thirds of an entire floor in area.

The Truscon "Vision-Vent" panels, of patented design, have the Fiberglas insulation attached to the inside surface of the inner panel; in effect, the insulation becomes the inside of a "sandwich," by sharing that volume with air space that permits expansion and contraction and allows any condensation to escape to the outdoors by way of "weep holes" at the bottoms of each panel.

The individual curtain wall panels are four-foot-by-nine-foot units, containing the insulated porcelain panel and window area within one continuous frame member.

(Continued from Page 17)

outlays for hospitals and research centers. Spending for this purpose, which was less than \$850 million in 1957, will be more than \$1.6 billion in 1967. Meanwhile, church building will continue to boom.

Highways

At the end of the coming decade, annual outlays for highway and street construction will still be rising, even though the spending rate, now \$4.8 billion a year, will have topped \$9 billion (exclusive of right-of-way costs). The multiple effects of this unparalleled expansion in highway construction can hardly be overestimated. Every aspect of urban life will feel its impact. The road building program has the power both to intensify the suburban shift and to restore the balance between the close-in and outlying divisions of the metropolitan area. It is likely to do some of both.

Golden Decade

The statistical assumptions underlying its ten-year forecast are exceedingly "conservative"—assuming that the coming decade will be free of war and serious depression, the magazine says. Forum has "no fear" that its estimates are too optimistic. They are based on projections of statistics that understate the actual volume of construction today (e.g., further adjustments will probably have to be made in the estimates for new dwelling units as a result of the Census Bureau's 1956 housing inventory, which has just been published.) Beyond this, the estimates are also conservative in that they assume that the American standard of living—i.e., productivity—will rise no faster during the next decade than during the last one. They also assume that construction's contribution to gross national product (GNP: the total value of all goods and services produced in the U. S.) will be only slightly larger in the next ten years than in the last ten.

More specifically, Forum's construction projections for the coming decade are based on an estimate of future gross national product per capita multiplied by future population estimates. They suppose that the increase in per capita GNP will be at a compound rate of about 1.85 per cent a year, which is roughly the average for the postwar period. In addition, they assume that construction's share of total GNP will be only 11.5 per cent in 1967, a slice which is a bare 0.6 percentage points greater than today.

As Forum reported a year ago, the

Structural City Products Traveling Shows Seen In Dallas, Houston

The nation's manufacturers of brick, structural tile and architectural terracotta launched their largest program of traveling industrial shows in Philadelphia in February. One show, named "The Hard Sell," is a sales meeting for brick and tile salesmen. The other, titled "Merchandising Magic With Brick," is a special presentation for local home builder groups. Both shows will travel a total of 12,000 miles on a six-week tour of 18 cities. They were seen in Houston February 18, and in Dallas the following day.

The sales conventions are presented by the regional associations of the Structural Clay Products Institute in cooperation with the national SCPI organization. Sponsorship of the home builder shows varies in individual cities, but generally they are presented by local clay products manufacturers and sales outlets.

Although the brick and tile industry has been presenting national sales conventions for five years, "The Hard Sell" is by far the most elaborate program it has yet sent on the road.

Emphasis in the sales meetings is on bringing the brick and tile salesman up-to-date on the latest engineering, research and promotional developments in the clay products field. Subject matter in "The Hard Sell" includes information on curtain wall construction, market studies and reinforced brick masonry.

dominant force in future construction will be the need for continually improving and expanding the nation's capital plant. There will be not only a fairly steady climb in the amount of industrial and commercial building, but also tremendous additions to utility capacity to serve a market that by 1967 will add up to nearly 200 million people. By the same token, population increases will force an expansion of public facilities—highways, sewers, schools, hospitals, airports, etc. Practically every segment of the building industry will feel the impact of this vigorous growth.

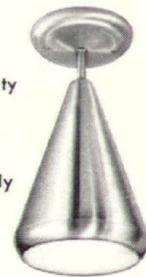
With such auspicious prospects as these for the decade as a whole, the architectural profession and the construction industry should be able to take in stride the occasional years when expansion may falter, Forum said.

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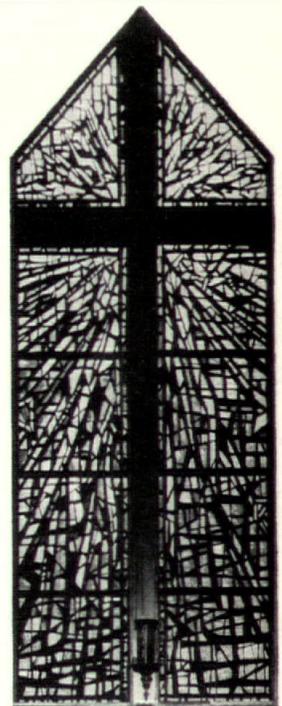
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A new system of skylighting which "selects" only the most desirable rays of sunlight the year 'round has been developed for residential and light commercial use by Kimble Glass Company, subsidiary of Owens-Illinois Glass Company.

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Toplite is said to be the only functional skylighting unit on the market and the only one that works with the sun. Its aluminum perimeter holds scientifically-designed prismatic glass units sealed with a Thiokol-base material for maximum weather protection. Easy and quick roof installation is provided by flange-perimeter construction. Toplite hugs the roof, being only about three inches high, making it practically unseen from street level. It reduces solar heat transmission during summer months and possesses an insulation factor more than twice that of an ordinary single-glazed skylight.

Toplite does not "spotlight the sun." Instead it diffuses daylight without glare and excessive solar heat. Toplite prisms work with the sun, transmitting north light all year long, admitting low-angle sun, but reflecting and re-

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Blumcraft railings have been well received by architects throughout the western hemisphere for all types of structures. By making their components available to all metal fabricators, Blumcraft has provided the architect with the element of competitive bidding that is required for public projects as well as for private work.

John Knox Shear, AIA,
Editor and Architect,
Dead in Tragic Accident

Architects over the nation were saddened to hear of the tragic death of John Knox Shear, AIA, editor of the ARCHITECTURAL RECORD. He died January 9 at his Connecticut home after an accidental fall. Mr. Shear, 40, had appeared on the TSA convention program at Dallas last November, and was a frequent speaker, moderator, and seminar participant.

A graduate of Carnegie Institute of Technology and Princeton University, Mr. Shear had returned to the former institution as professor of architecture and head of the department of architecture from 1949-55. He went from this post to that of editor of the ARCHITECTURAL RECORD. A speaker and writer of great wit and ability, he was widely known among architects over the nation, and was a personal friend of many members of TSA.

According to business associates, Mr. Shear was recuperating from an attack of influenza when he fainted and fell at his home.

Wanted—Architectural Assistant

This position is with The University of Texas System, with headquarters in the Office of the Comptroller at Austin, Texas. Beginning salary: from \$404.00 a month to \$467.00 a month. This position involves doing architectural work, part of which might be classed as sub-professional, in connection with new building construction and repair or remodeling projects, under close supervision of Mr. Walter C. Moore, Registered Architect and Assistant to the Comptroller, such as: assisting in planning, preparing and/or checking plans and specifications and occasionally inspecting construction work, furniture and equipment, etc. 85% to 90% of the work will be done in Austin, but occasionally trips will be made to our branches at Galveston, Houston, Dallas, and El Paso.

Under current rules of the Texas Board of Architectural Examiners, experience in this position can be counted toward registration up to 18 months. Applicant should either be a Registered Architect or be in a position to be registered within the next two or three years.

For additional information and application blanks, please contact Charles H. Sparenberg, Comptroller, The University of Texas, Austin, Texas.



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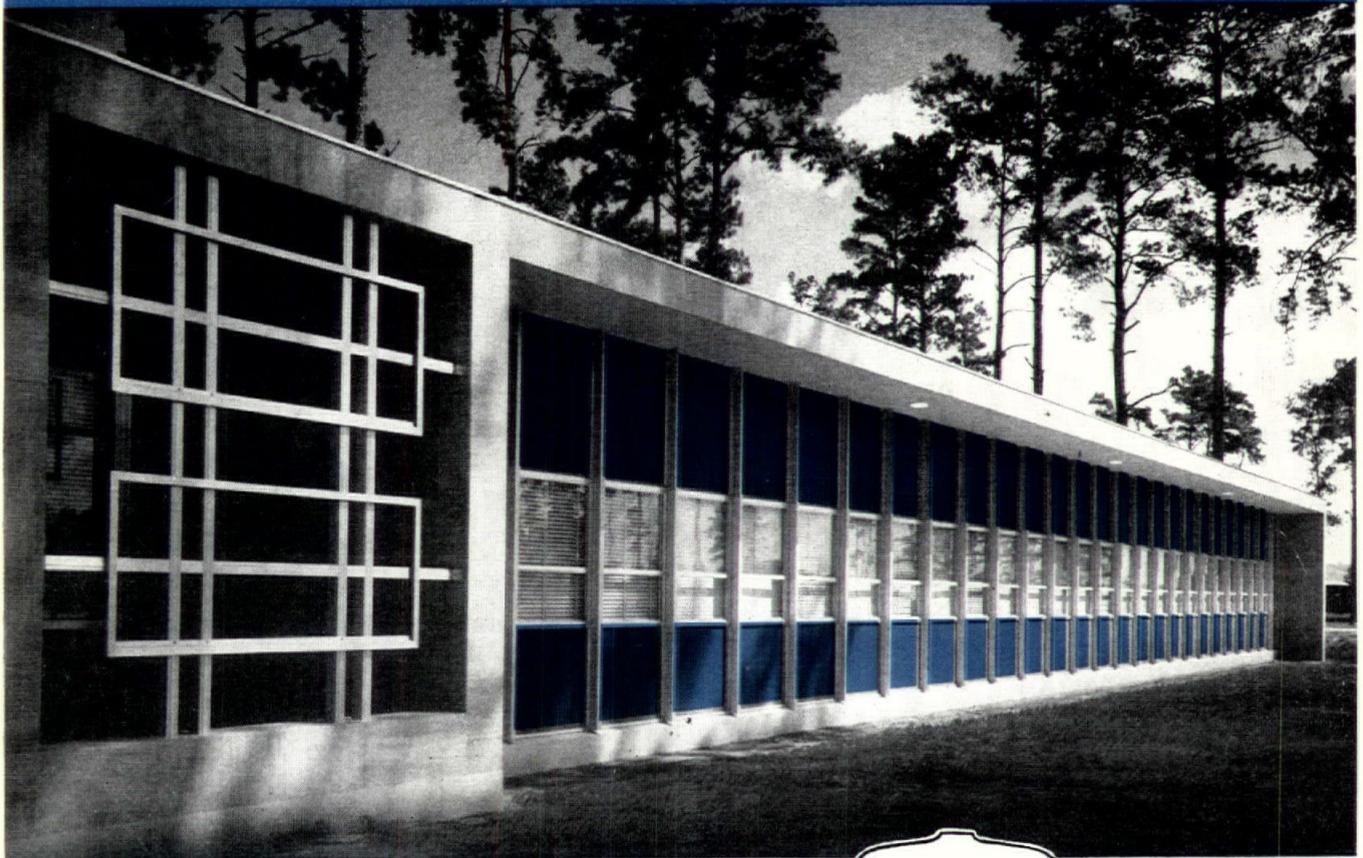
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