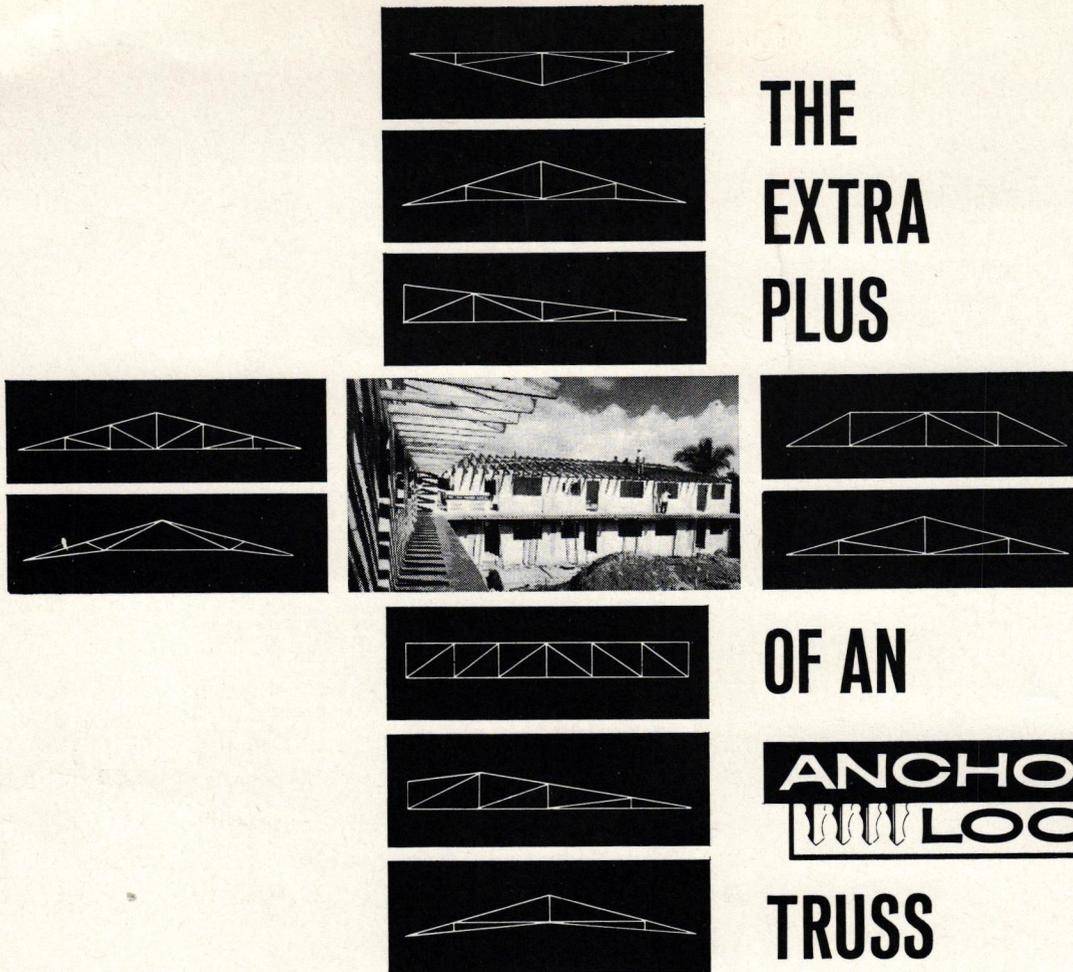
A black and white photograph of the Texas State Capitol building in Austin, Texas. The image shows the iconic dome with the Statue of Liberty on top, surrounded by a colonnade. The building's facade features classical architectural elements like columns and arches. Trees are visible in the foreground and background. A library stamp is in the upper right, and the title 'TEXAS ARCHITECT' and date 'JANUARY 1963' are at the bottom.

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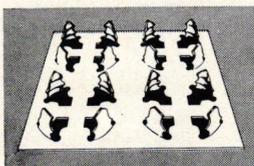
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THE TEXAS ARCHITECT

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Don Edward Legge, A.I.A., Editor
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Flos Regum Arthurus

Recently I received a post card teasingly from a friend with the following quotation: "Flos Regum Arthurus." (This is something Joseph Exeter said to King Arthur.) None of the above is applicable to our 20th Century or to the Texas Society of Architects, but it so happens that my given name is *Arthur* and many years ago I asked my mother "WHY?" She stated that she, as a child, was always fascinated by the stories of King Arthur and the Round Table, so when her second boy arrived he was christened *Arthur*. So let me take my cue from that. I also like a round table because it has no head chair. The table this year will not be only for the elected officers and the chapter directors. This year's table is large enough for the entire membership of the Texas Society of Architects—and let's expand this area—let's make it Texas size and invite all the State, County and City Officials, together with all business and civic leaders in our various communities. Let's invite all priests, ministers, rabbis and all teachers. This table will soon become giant size and the job ahead will become easy. Let's all together attack this much too prevalent "tumor" of ugliness and carry out studied plans and good programming for better environments to live in. Let's preserve nature and build the man made structures into things of beauty and of good taste. Of course, it cannot come into reality in one year. Let's make a serious beginning to work for city planning and zoning codes. Where they exist let's improve them and introduce such measures which will avoid so called "progress" which may be a rampant bulldozer clearing everything in front of it and then build spaces with no regard to anything outside the immediate property line. Much too often this is aimed at just a quick profit. Surely we can make a start! Ladies and gentlemen, now since we have gathered, be seated and let's get on with our work!

ARTHUR FEHR



ARTHUR FEHR, FAIA
PRESIDENT
TEXAS SOCIETY OF ARCHITECTS

1963



Arthur Fehr, F.A.I.A., Austin, was unanimously elevated to the presidency of the Texas Society of Architects for 1963 by the membership of the Society at its 23rd Annual Convention in Houston.

Fehr, prominent civic leader in Austin and nationally known architect, is a 1925 architecture graduate of the University of Texas, where he was a member of Tau Beta Pi, honorary engineering fraternity.

After graduation, he engaged in graduate study at Columbia University, New York University, Beaux Arts Institute of Design, New York, and extensive European study and travel.

Fehr has been active in professional affairs and is a charter member of the Texas Society of Architects. He has served as President of the Central Texas Chapter, A.I.A., Director of the T.S.A. for three years, Secretary-Treasurer for three years, Vice President in 1961, President Elect in 1962, leading to his elevation to the presidency in 1963.

After experience in architectural offices in New York and San Antonio and with the National Park Service, Fehr opened his office in Austin in 1937. He later formed a partnership with Mr. Charles Granger, also of Austin, and this firm has won many state and national architectural design awards. The firm has been honored for the Austin Airport Terminal, St. Stephens School Chapel, Westwood Country Club, Brown Schools in San Marcos, several buildings on the campus of the Texas Lutheran College at Seguin, and the Nurses Home, Wharton.

Fehr is currently serving on the A.I.A. Public Relations Committee as an executive member. He has been active in all phases of Austin civic and social life, having served as President of the Austin Symphony in 1960, on the vestry of St. David's Church for three years, United Fund campaigns, PTA work, and currently is a member of a civic committee to re-write the zoning ordinance for the city of Austin.

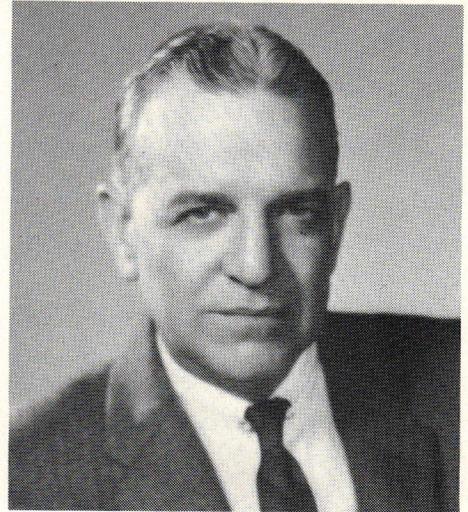
He is a member of Town and Gown.

Mr. Fehr is married to the former Mary Jane Grant, San Antonio, and the Fehrs have three sons—Kilian, Grant and John.

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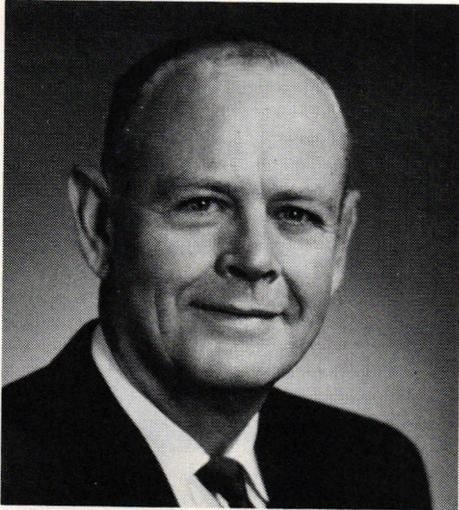


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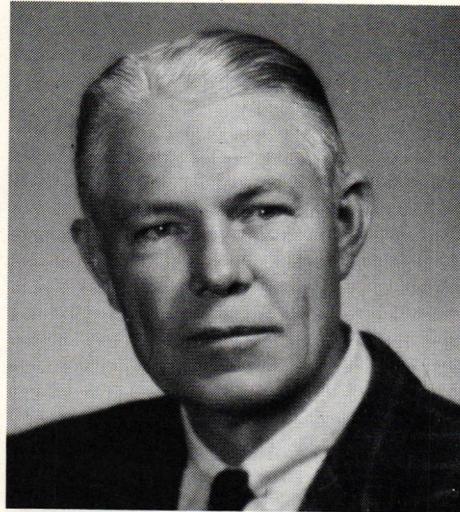


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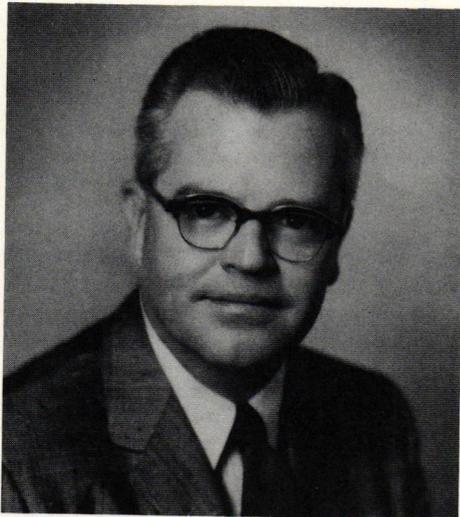
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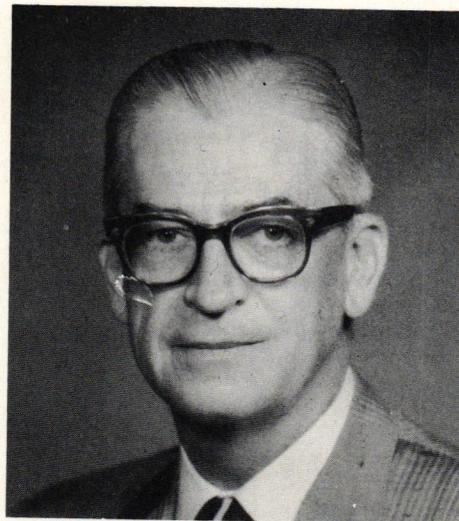
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This article originally appeared in the Journal of the American Institute of Architects.

THE ARCHITECT'S EXPANDING PRACTICE

A discussion of comprehensive services that might be performed by architects for projects in which the basic services of schematics, design, production and supervision are no longer adequate.

Traditionally, the architect as the "Master Builder" has been involved with the problem of giving instructions to his subordinates and to the building trades. In early times, drawings alone were adequate for this purpose, but as building procedures became more complex, it became necessary to supplement the drawings with written words—what we now call specifications.

As the client's problems became more complex, the need arose for other kinds of drawings and a greater number of drawings. In addition to the drawings from which the building would be constructed, there was a need for drawings to explain the building to the client. And the architect became more and more involved with problems of the client that had only indirect relationships with the building design and construction, that is, the architect became more involved in such problems as the assembly of land for the building, its financing, and its operational problems. With increased complexity came the need for the architect to supplement his major activities with a great number of fringe activities which now related to the over-all problem, but which had not previously been part of the architect's traditional role.

During the years, ever-increasing demands have been made on the architect for more complete and broadened services. Yet the architect, in general, has not kept up with the demands. The architect, in many instances, has not met the growing needs for expanded services that would enable him to master the entire building process once again. Until he does—once again—become the "Master Builder" or "Master Planner," it is unlikely that he will be able to create the total

design for human environment that he so often professes.

If the architectural profession is to meet the growing challenges of today's society, it must expand the present concepts of architectural practice far beyond what are presently called the basic services of the architect and which are limited essentially to the design and construction of the building itself. This does not mean that every individual architect or architectural firm must perform every service, but it does mean that the profession must provide, in some manner, the means of handling the whole job. It means that the profession must equip itself in some way to participate in the preparatory decisions that make building projects possible, to relate buildings to the total environment, and to carry projects through all of their phases, not merely through the basic building design, planning and construction phases.

Architects will have to get involved in certain analysis, promotional and managerial functions now often performed by others. They will have to offer services in operations programming and planning. They will be required to perform or coordinate a greater number of widely-varied supporting design and consulting services.

As agents of their clients, architects must be able to perform or arrange for and coordinate expanded services to their clients in a professional manner. Architects must be able to bring to bear on the problem the broader planning and organizational skills peculiar to the architectural profession, as well as the specialist skills of their employees and associates or those retained as consultants or collaborators.

AIA Document B-131, "A Standard Form of Agreement Between Owner and Architect," outlines the basic services of the architect as follows:

- 1 Schematic Design Phase
- 2 Design Development Phase
- 3 Construction Documents Phase
- 4 Construction Phase

The document indicates the need for more attention to building programming by the inclusion of a programming phase as an extra service which would precede the four basic phases. Architects can certainly do a better job when they include the programming phase of a project as a part of their services than they can when they stick to the four basic phases. Through close study and analysis of the problems, the architect can surely better understand the philosophy, culture, purpose and needs of his client, as well as the statistical requirements of the projected building program. Through careful programming, the architect can more realistically develop the basic concepts of the environmental structure. The resulting design will more surely reflect the underlying needs of the client and make a contribution to the total community environment.

During the schematic design phase, the basic concept of the project is established. In this phase, the design is born. Its tone, atmosphere, scale and function are determined. The basic concept arrived at in this stage can only come from a sensitive, creative professional in sympathy with the needs of his client, the welfare of the community, and all of the related environmental, design, and construction disciplines.

In the design development phase, the creative idea born in the schematic design phase grows and develops into an integrated design which recognizes the limitations and possibilities of all of the design disciplines that impinge upon the final solution of the basic problem. It is during this phase that the architect, working with urban planners, structural, mechanical, electrical, landscape architects and other consultants, properly relates the various aspects of building design to the total creative concept so as to develop a workable and unified whole.

Art, function and technology are developed in the design development phase to the point where the final preliminary design drawings, outline specifications and construction cost estimates for all trades are prepared for the owner's approval. It is in this phase that special mockups, testing, research and investigation by client and architect can be carried out so that both are thoroughly convinced that the design solution finally accepted best meets the needs of the client and the community.

After completing the design development phase, the project moves into the construction document phase where the consultants, designers, technicians, detailers, specification writers, estimators and others translate the design into detailed working drawings and specifications to instruct the construction contractors who bid on the project, and direct them in the detailed execution of the project. It is the architect's responsibility to prepare these construction documents as legal contracts which adhere rigidly to the approved preliminary design and to the preliminary construction cost estimates.

The architect's services during the construction phase include the taking and analyzing of bids, recommendations for construction awards, assisting in the drafting of construction contracts, checking of shop drawings, approval of materials, development of large-scale details as required, the issuance of certificates of payment, and other general administrative aspects of the construction program. This phase of service also includes actual field observation of the work of the contractors to assure the owner of compliance with the intent of the construction documents. It also includes final inspection of construction work, the obtaining of the necessary guarantees, etc., and assisting the owner in the final acceptance of the completed project.

TEXAS ARCHITECT

The *Texas Architecture* award is the most signal honor for excellence of design which the Texas State Fair Jury awards annually to a jury of distinguished architects from among projects submitted by architects throughout the state. The *Texas Architecture* is an annual exhibit at the Texas State Fair and is thereafter available to schools throughout the year.

P. M. BOLTON ASSOCIATES

HOUSTON

*award of merit for the design of the
Winterbotham Residence, Houston*

*award of merit for the design of the
Safford Residence, Houston*

J. HERSCHEL FISHER

DALLAS

*award of merit for the design of the
Fisher Residence, Dallas*

CAUDILL, ROWLETT AND SCOTT

HOUSTON

*award of honor for the design of the
First National Bank, Giddings*

*award of honor for the design of the
Montrose Elementary School, Laredo*

ENSLIE OGLESBY

DALLAS

*award of merit for the design of an
apartment at 2711 Hood, Dallas*

LECTURE 1962

Society of Architects bestows on its members. The awards are made each year for buildings selected
te. Administered by the Dallas Chapter of the American Institute of Architects, the collection of
and museums for display. Projects honored in *Texas Architecture 1962* will be published dur-

GEORGE F. PIERCE
ABEL B. PIERCE

HOUSTON

*award of honor for the design of the
First National Bank, San Angelo*

*award of merit for the design of the
Houston State Psychiatric Institute*

TANIGUCHI AND CROFT

HARLINGEN

*award of honor for the design of
the "House of Mo-Rose" packing
plant, Olmito*

*award of merit for the design of
the "Casa del Sol," Harlingen*

NEUHAUS AND TAYLOR

HOUSTON

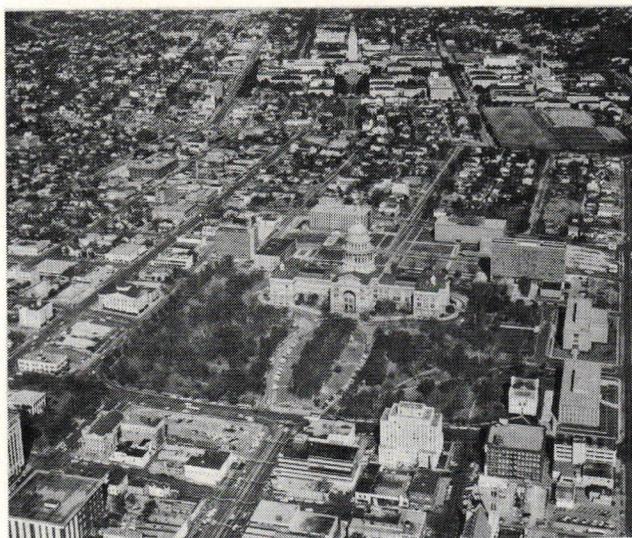
*award of honor for the design of the
Oil Base Office Building, Houston*

*award of merit for the design of the
Duncan Coffee Company building,
Houston*

*award of merit for the design of St.
Stephens School, Houston*

*award of merit for the design of the
Citizens State Bank, Donna*

THE FUTURE OF THE CAPITOL ?



The prospect of an eighteen story skyscraper being built at the west gate of the Capitol Building is causing concern among those interested in the preservation of the traditional setting of the Capitol and its position of importance in the city.

The story seems to be told in a report which the State Building Commission issued early in January at a meeting of State and City Officials and other interested groups. This report outlines the history of early efforts to restrict the heights of buildings in the immediate vicinity of the Capitol and the adopted plans for expansion of the Capitol grounds and state facilities:

" . . . the State and the City (of Austin) joined hands in planning for the future. The City employed Harold F. Wise, Associates, to prepare an Austin Master Plan, of which the Capitol area was an integral part, and the State Building Commission employed the same firm to prepare a detailed Capitol Area Master Plan, so that the two plans would be developed simultaneously.

The Capitol Plan was completed and approved in substance, and the property area for acquisition was defined by the State Building Commission on May 30, 1956 as follows:

"That the land necessary for such buildings is hereby designated as the Capitol Area and shall include all land bounded as follows: On the South by Eleventh Street; on the East by San Jacinto Street; on the North by Nineteenth Street; and on the West by Lavaca Street."

The Capitol Area Master Plan is a forty-five page document which has served as the basic guide for all subsequent Capitol Area development.

"The Austin Plan" of Wise Associates, which by reference incorporated the Capitol Area Master Plan, was completed in 1958, and on June 8, 1961, most of its basic recommendations were adopted by the City Council in its approval of "The Austin Development Plan" prepared by the City Planning Commission.

On February 23, 1959, the State Building Commission and the Architectural Advisory Committee met with the Senate Finance Committee and the Appropriations Committee of the House at the University of Texas and presented the models, films, and suggested budget all of which were based on that portion of the Master Plan which would require action by 1980. It was agreed that during such period the Capitol Area Master Plan would be followed with these modifications and additions:

1. Congress Avenue, 14th Street and other streets north of the Capitol would be left open for use by the public rather than converted to malls.

2. The visual axis between the Capitol and the University of Texas should be kept free and open by limiting the height of buildings lower than recommended in the Wise Plan. As stated in the film presentation:

"We should preserve this view from the University tower to the Capitol dome and not destroy it with new high buildings in the way. We must keep our building low . . . We must also give guidance and direction to private development around the Capitol area to assure that fringe facilities enhance, rather than detract from, the State's multi-million dollar public investment. The City of Austin has expressed a desire to cooperate in maintaining building restrictions and necessary zoning in areas immediately adjacent to the Capitol."

3. A central heating and air-conditioning plant should be built to serve all of the State Buildings south of 15th Street.

4. Land acquisition should proceed promptly as far as 19th Street, before values were increased by Additional State Buildings, with the vacant property to be used as parking facilities until needed for additional structures. In this connection, it was agreed that the area of purchase and development to 1980 could omit the full blocks north of 17th Street and east of Brazos and West of Colorado, as well as certain half-blocks south of 17th and fronting on San Jacinto and Lavaca, provided that the City of Austin "would zone it for height, low enough not to disturb the view of the Capitol . . . The bordering land should be zoned against improper height encroachments." (It should be stressed that this action did not permanently remove the omitted areas from the long-range Capitol Area Master Plan, but only from the immediate purchase program to satisfy 1980 needs, and then only with the concurrence of the City in restricting the height of structures that might be placed in the area.) On the next day, February 24, 1959, the State Building Commission and the Architectural Advisory Committee met with the Mayor, City Council and the City Planning and Zoning authorities of Austin, and the models, films, long-range plan, and 1980 development plans were presented and discussed.

The minutes of this meeting state that "the program was well received," and in fact, Mayor Tom Miller, apparently speaking for all City officials present, assured the Building Commission of the City's cooperation in every way. It was agreed that R. Max Brooks and Charles T. Granger, as representatives of the Building Commission and the Advisory Committee, would meet with City Manager W. T. Williams, Jr., and Director of Planning, Hoyle Osborne, to discuss further the zoning restrictions on the land surrounding the Capitol area. A memorandum of this meeting dated March 4, 1959, states:

"After considerable discussion it was thought that an 'O' zone would probably serve best for the entire area, with the understanding that special permits could be given for variations to the next less restricted zone. This would allow buildings to be built up to a height of 45 feet without a special permit, and to a height of 90 feet with a special permit. Special permits would be granted by the Council, possibly after consultation with the Building Commission."

These understandings with the City were further confirmed in "The Austin Development Plan" adopted by the City Council on June 8, 1961, which states:

"Since Austin is the site of the State Capitol, The University of Texas, a variety of state institutions, federal and military facilities, and a number of semi-public institutions, public and semi-public land and uses are of major importance to the city."

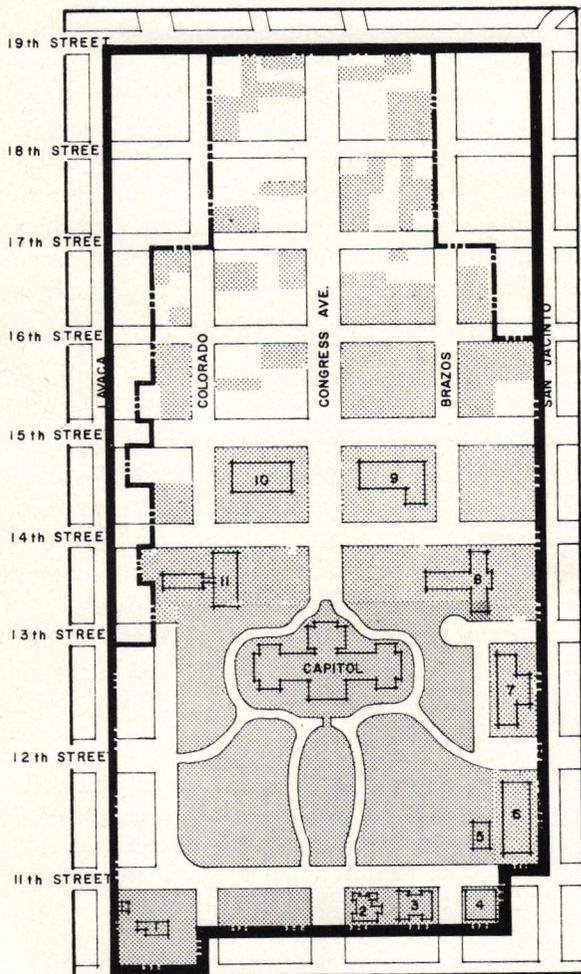
"Controls should be adopted to regulate development around public and semi-public buildings and institutions, including: (a) zoning control to insure uses compatible with the dominant public uses; (b) site-plan controls to establish setbacks, off-street parking, and open space requirements, (c) architectural controls to regulate the height of buildings in relation to the public use; and (d) sign control to prohibit objectionable signs and billboards."

In fact, there has been complete cooperation from the City officials on all matters concerning the Capitol area development with a single exception in 1962 as to height zoning for a proposed commercial building on the corner of Lavaca and 12th Streets, which is hereinafter mentioned. This tract at the west entrance of the Capitol grounds is across the street from both the Capitol and the Governor's Mansion. It is within the area of land to be acquired under the Capitol Area Master Plan, but with adequate height restrictions it was contemplated that purchase could be delayed beyond 1980. In view of the apparent threat of a very expensive skyscraper being planned for erection on this lot with the approval of the City Planning Commission, the State Building Commission on November 7, 1962, voted to extend the development area of present land acquisition to cover the half-blocks fronting on Colorado Street between 11th and 13th Streets, and it has so recommended in its budget request for the next biennium.

At this writing, one of the most important needs for the preservation and protection of the Capitol Area Master Plan is for re-establishment of the understanding and cooperation which has been extended heretofore by City officials in protecting the Capitol Area and surrounding property from permanent structures which would impair the long-range master plan and detract from the beauty, spaciousness and dignity of the area.

As stated, the only instance in which there has been a conflict was occasioned in 1962 by the application of private interests to construct a 16 to 18-story building on approximately 128 by 160 foot parcel of property at the corner of 12th and Colorado Streets directly across from the Capitol grounds and the Governor's Mansion. Its size and height would overpower the Mansion and would dwarf even the State Capitol, to say nothing of the new buildings which have been held to a maximum ground height of 90 feet and a sea level height of less than 640 feet.

The members of the State Building Commission first learned of this proposed private structure from newspaper accounts only a few days before the City Planning Commission recommended an exception from



its 90 foot height zoning. Neither City Officials, private owners nor architects discussed the matter with the State Building Commission prior to its presentation to the City Planning Commission. Since it involves land still within the Capitol Area Master Plan, and the action of City officials represents a direct conflict with the Master Plan prepared for the City at a cost of \$91,000 and for the State at a cost of \$25,000, and is such a radical departure from the usual cooperation and consideration extended by city officials, the members of the State Building Commission were shocked by the City Council's action in approving this proposal.

The City Council's action would permit the structure to rise approximately 200 feet above the ground level at Colorado Street, for a sea level height of about 731 feet. For Comparison, here is a table of heights of State, Federal and private buildings in the immediate and surrounding area:

Buildings	Stories Above Ground	Feet Above Ground	Sea Level Height
Supreme Court Building	7	98'	649'
Sam Houston State Office Building	10	144'	679'
John H. Reagan State Office Building	5	90'	637'
T.E.C. Building	5	87'	632'
Archives and Library Building	4	72'	615'
Insurance Building	4	63'	610'
Land Office Building	5	72'	608'
Highway Building	8	119'	652'
State Capitol North Wing			
Top of Granite	4	122'	675'
Top of Dome		291'	837'
Governor's Mansion	2	43'	589'
Texas University Tower	28	307'	901'
Proposed Commercial Structure at 12th and Colorado Streets	18	200'	731'

In all fairness to the State, Federal, and private builders who have restricted their building heights to preserve the view and dignity of the Capitol Area, it would seem that private developers would be cautious not to compete with the University Tower and the Capitol dome for a place in the Austin skyline in a manner that would detract from these State landmarks.

We have asked the City Council and the private developers to reconsider their actions. If the 58th Legislature agrees that this site at the west entrance of the Capitol grounds should remain within the Capitol Area Master Plan instead of being occupied by a skyscraper which would block important views of the Capitol and the Mansion and add to an already heavy traffic prob-

lem, it is recommended that an appropriate resolution be adopted asking the City Council to reconsider its action and to maintain in the future the height zonings on lands within and surrounding the area of the Capitol Master Plan. It is further recommended that the Legislature authorize the Building Commission to purchase from its appropriated funds any lands fronting on Colorado Street between 11th and 13th Streets which are now vacant or which the owners desire to sell. If this action is not taken, irreparable damage can be done to the beauty and success of present and future Capitol developments."

Hopefully, this situation may serve to focus attention on a number of problems too long ignored. Among these:

The "reservation" of property by the State for future use inhibits the use of property for private purposes.

There are large areas of State owned property in the City of Austin which is not taxable. Though the presence of the government facilities obviously contributes heavily to the city's economy, it likewise must work some hardship on the City through loss of tax revenue from these public properties. It is natural for the city to welcome private, taxable developments to help compensate for this loss.

The height limitations of buildings in the Capitol area imposed by Austin's zoning ordinances are subject to change depending on the judgment of City officials and thus are not as protective as may be necessary.

The area around the Capitol for several blocks, especially to the north and east, are currently something less than beautiful, scarcely enhancing the Capitol setting. Approaching from the east, one drives through some of Austin's worst slums. Indeed, as one writer pointed out, the State itself maintains an unsightly parking lot on Congress Avenue directly across from the main entrance to the Capitol grounds. The condition of the neighborhood certainly gives some substance to the attitude that any improvement, eighteen floors or not, is desirable.

While urging the immediate implementation of the recommendations made by the Building Commission, *Texas Architect* suggests that a study of these continuing problems be undertaken so that action may be taken to relieve the inconvenience to Capitol area property owners, accommodate the capital city's tax situation, permanently protect the Capitol from height encroachment, and provide for it surroundings appropriate to its dignity and importance to the State.

FORD HONORED



Photo: Maurice Miller

San Antonio Architect O'Neal Ford, F.A.I.A., of O'Neil Ford and Associates, was recipient of a specially designed medallion presented by William W. Caudill, Chairman, Department of Architecture, Rice University, to honor Mr. Ford as one of "The People's Architects" for outstanding contributions toward helping large groups of people through architecture. Mr. Ford was the architect for the large Texas Instruments plants in Dallas and Houston, and he is a pioneer of the lift slab technique in construction, first used in Trinity University, San Antonio.

Mr. Ford gave an address at Rice University in which he criticized the "contrived disorder" of building in this country. He asked the audience to note the questionable "splendor of South Main in Houston, the highway toward Austin in San Antonio, Colfax Avenue in Denver, and all the other main roads of Americana." This brought up the question, "Do we have the right to restrict the civil rights of others? Can we tell a man not to build something if he (the builder) is rich enough or big enough to build it?" This is a real problem, but this over-organization means that each man, each architect, each business owner tries to out scream, out sell, and oversell his wares at the price of professional and personal honesty." Ford lamented that, as a group, architects are now running the risk of trying to sell themselves rather than a good environment; and unfortunately in some cases they have sold themselves for a very low price: the cost of a cup of coffee for a client, for a sugar coating bestowed by national magazines, or a game of golf. He indicated that everything is done by "how to" kits; How to Get Jobs, How to Be Popular, How to Get Published. He feels that this leveling is creeping into both practitioner and student groups. And though the American Institute of Architects is an inspirational and highly professional group, it does tend to produce architects "who are easily recognized because they come in handsome cellophane packages of these 'how to' kits."

The Masters of Architecture such as Frank Lloyd Wright, Le Corbusier, and Mies van de Rohe create or rediscover architectural concepts, then their followers go into mass production and create an epidemic of fads. Mr. Ford stated, "I am presently looking forward to the day some genius 'discovers' the arch. It is a truly magnificent form. They have already discovered the post and lintel. The most recent discovery was the thin shell, but it is already becoming passe."

Ford also harrassed the idea of a "satisfied client." To Ford this would be tantamount to failure. "Who wants a satisfied client? I want one that is ecstatic!"

Ford believes that architects should not join the bandwagon for all the new cliches, to get into the magazines and product tearsheets, but seek to build buildings which fit the needs of the client. Simplicity is the key, and the creation of a building lies in its use of space. This intangible quantity and quality is the real creation.

Ford is tired of architects who are all trying to squeeze into one big halo. "We will always receive the kind of proper acclaim when we deserve it." He believes that no architect has enough time to do anything but work and study, but to such a man these activities are pleasures.

AIA CONVENTION

"The Quest for Quality in Architecture" will be the theme of the professional program of The American Institute of Architects' 1963 Convention May 5-9 in Miami, President Henry L. Wright, FAIA, announced today.

In describing the program subject, Wright said: "At its 1962 convention in Dallas, the Institute discussed the expansion of architects' services, both to the community and the individual client. In 1961 in Philadelphia, the convention theme centered on extension of the scope of architects' practice into the field of urban design.

"AIA's current major programs also are concerned with a broadening of the architect's function to meet the requirements of a rapidly changing society. The 1963 convention seems an appropriate time to pause in this period of expansion and again explore the concept of architectural quality, to perform the re-examination of 'basic doctrine' in architecture."

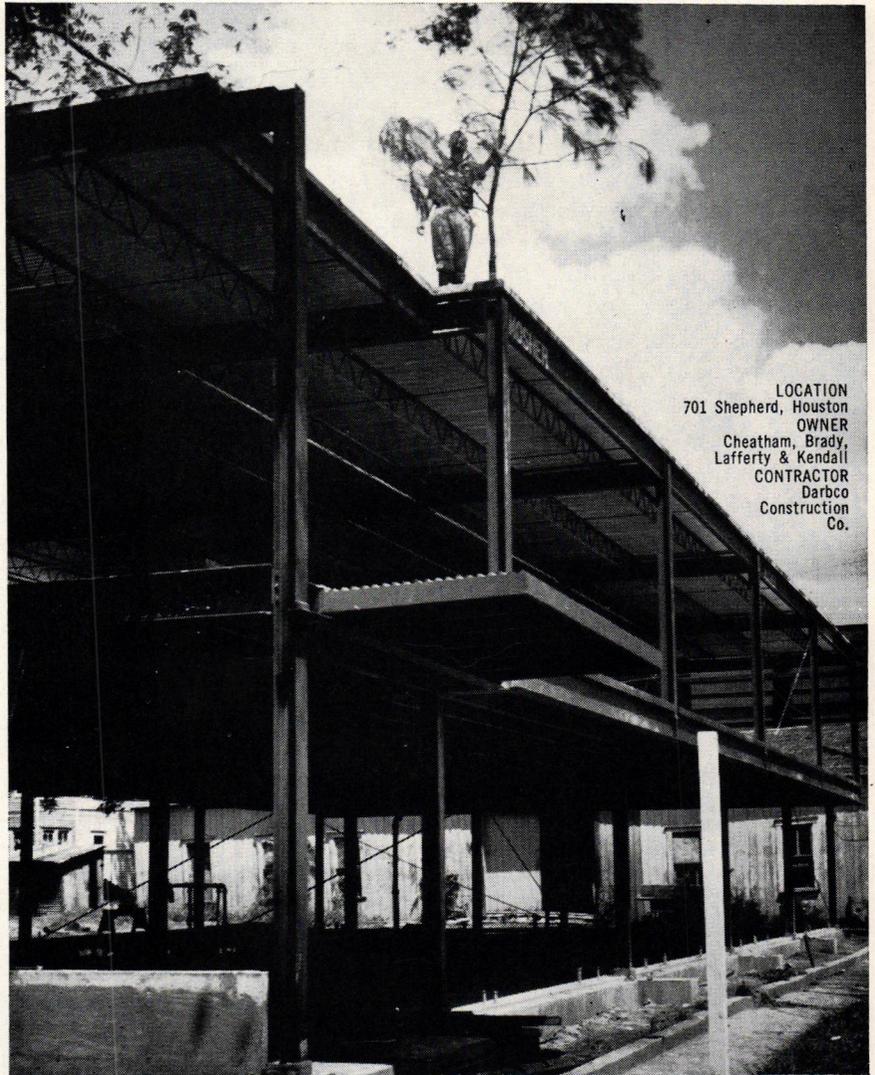
The first session, on Wednesday morning, May 8, will be titled "What Is Quality," Speakers and panelists will explore, among other topics, the criteria for defining quality and the reasons why these criteria are ever-changing.

The second session, on Thursday morning, will be concerned with "What and Who Influences Quality?" Examined will be the role of government, education, professional press, public taste, and other influences, both internal and external. The final session, on Thursday afternoon, will take up "The Attainment of Quality," with discussion of such subjects as collaborative vs. individual approach, and native ability vs. acquired knowledge.

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CERAMIC TILE ASSOCIATION

A number of ceramic tile manufacturers have announced the formation of the Southwest Ceramic Tile Manufacturers' Association. The members of the new organization, Aztec Ceramics, San Antonio, Lone Star Ceramics, Dallas, Royal Tile, Fort Worth, Texeramics, Mineral Wells, Claiborne Sales, Palestine, Monarch Tile, San Angelo, and Santa Anna Tile, Santa Anna, are manufacturers of glazed wall tile, unglazed ceramic tile, flint pavers and quarry tile.

The association is intended to be of service to the construction industry and extends an invitation to call on it in connection with matters relating to ceramic tile.

F. L. Redlow is president; correspondence may be addressed to him at P.O. Box 337, San Antonio.

AUSTIN WAL

The Austin Women's Architectural League recently appropriated \$500.00 to purchase educational materials for the advancement of interest in the Austin Public Schools.

In the selection of these materials, the WAL solicited the cooperation of school administrators, guidance counsellors, and librarians who were largely responsible for judging the usefulness of the materials for particular educational groups of situations.

The materials included films and literature for professional guidance, books explaining architecture, and reference works for advanced students. Provision has been made for the purchase of additional material in the future.

REYNOLDS JURY

Three prominent architects have been named by The American Institute of Architects as the jury for the 1963 third annual Reynolds Aluminum Prize for Architectural Students.

The jury members are:

Philip D. Creer, FAIA, director of the Department of Architecture of the University of Texas and a principal in the firm of Creer & Rossner, Austin, Texas.

Robert Anshen, FAIA, a principal in the firm of Anshen & Allen, San Francisco.

William W. Eshbach, AIA, a principal in the firm of Eshbach, Pullinger, Stevens & Bruder, Philadelphia.



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Victoria Plaza, San Antonio, Texas. Photo by Roland Chatham. Associated Architects and Engineers: Noonan & Thompson & Krockner, and Marmon & Mok, San Antonio, Texas; Contractor: Farnsworth and Chambers, Houston.

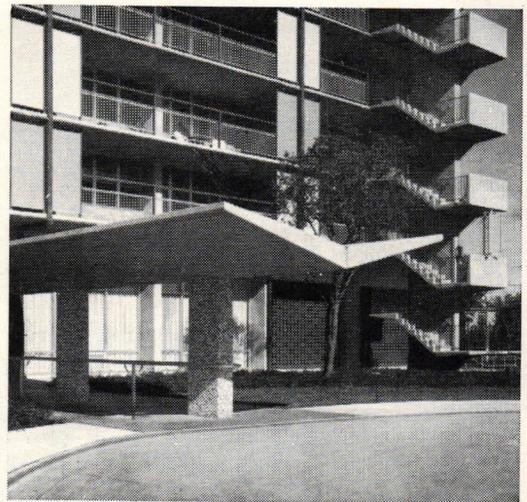
At San Antonio's new Victoria Plaza...
big money savings achieved
by designing in modern concrete

Victoria Plaza — built for senior citizens by the San Antonio Housing Authority—is designed to provide the best possible environment for elderly people. Standards of equipment and material throughout are unusually high for a public housing project.

Largely through the use of flat-plate concrete construction, costs were held to \$2,659 per room, considerably below the authorized \$3,250. And San Antonio can be proud of a high-rise structure that combines outstanding livability, practicality and genuine beauty.

Everywhere, more and more architects are turning to modern concrete for greater design versatility. With flat-plate construction, partitions can be located where desirable—there are no beams to interfere. Columns are placed to provide maximum usable space. And because total building height is less, there are substantial savings in construction materials by shortening the run of conduits and pipes.

Modern concrete is today's preferred material for structures of all types and sizes.



The beautiful new Victoria Plaza occupies 2.7 acres, contains 185 dwelling units arranged in a T-shaped plan.

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The use of TERRAZZO on VERTICAL SURFACES

There is a substantial increase in the use of terrazzo on vertical surfaces. The Terminal Buildings, O'Hare International Airport, Chicago is one such example. The columns, and spandrels totaling approximately 90,000 sq. ft., are made with Trinity White portland cement and white marble chips.

There are important practical reasons. Terrazzo provides a high-quality surface at a lower cost than most typical facing materials. Grime and marks are easily removed. Maintenance approaches nil even after a long term of years.

Terrazzo can fill any design requirement. For instance, at O'Hare a monolithic effect was desired and obtained. Likewise, paneled effects are easily achieved. The wide color range can be closely controlled depending on the color of the chips and whether or not the matrix is tinted.

Two views of Terminal Buildings, O'Hare Airport, Chicago. In addition to the vertical terrazzo on columns and spandrels, the floors are also terrazzo.

Architect: C. F. Murphy Associates, Chicago
Terrazzo Contractor: Roman-Caretti Joint Venture
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