

TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

THE OUTLOOK FOR 1954

TSA BOARD IN OPENING SESSION

FLOWERS NAMED EXECUTIVE DIRECTOR

HOW TO SAVE MONEY IN SCHOOL BUILDING

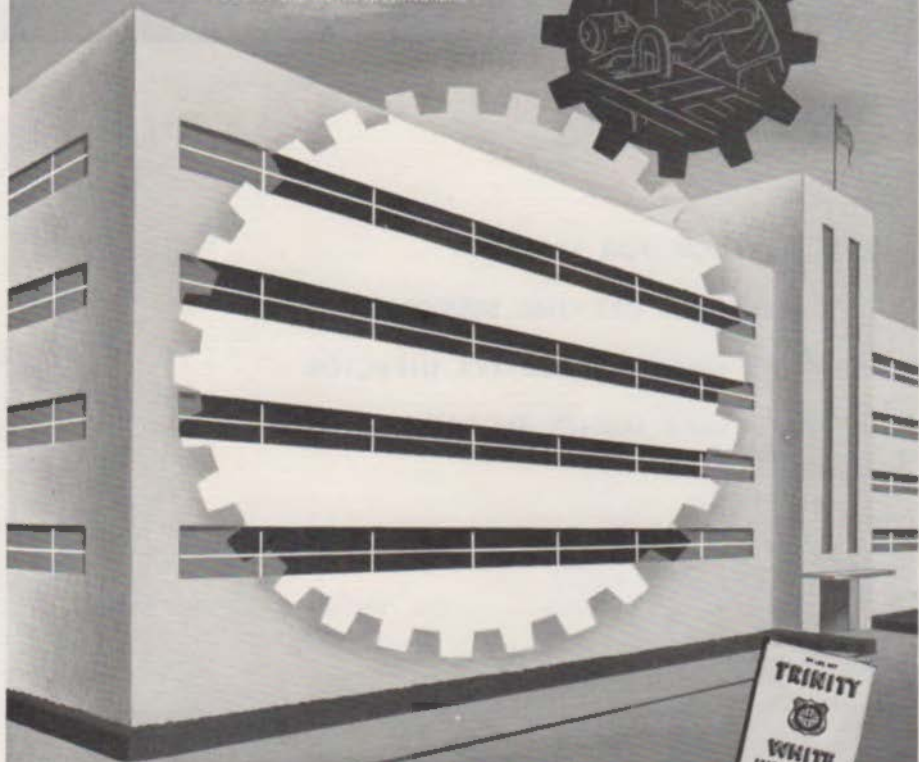
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CALENDAR OF EVENTS

February 13-18—School Building Architectural Exhibit, sponsored jointly by AASA-AIA, at Atlantic City, N. J.

April 7-13—Third annual Texas Architects' Week, throughout the state.

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THE OUTLOOK FOR 1954

A year ago there were gloomy predictions as to 1953 prospects for Texas architects and the construction industry in general. Economists and business consultants issued a series of decidedly negative forecasts which were reflected in widespread pessimism.

Perhaps the most alarming element of these predictions was that the prophets often foresaw a significant downturn in construction coupled with continually rising prices.

Today, as 1954 begins to unfold, the outlook is decidedly different. There is still the feeling that there may be slight dips in the economic barometer, but the downturn is being charted within a small range. Instead of rather indefinite predictions of anything from a marked recession to economic disaster, we get specific projections such as those from the F. W. Dodge Corporation.

The Dodge Reports, covering known and specific construction projects, measure a 1954 decline from record heights of only 3%, in 37 states east of the Rockies. It is estimated that dwelling unit starts will drop about 10%, but this is almost balanced by an estimated 7% increase in public works and utilities.

In Texas, the Associated General Contractors see a bright 1954 in general, particularly in the growing cities of the state. The outlook is for what one widely-read national magazine has termed "a down movement to a sunny plateau," with growing evidence that the downward angle will be slight.

The other optimistic element is in connection with construction costs. Although construction wages have taken another upward turn, particularly in connection with the pattern of additional rates effective in part on January 1, 1954, there is evidence of increasing stabilization in other costs. For the first time in more than a decade, architects are finding that a delay in building a project does not necessarily mean that the client is faced with sharply increased quotations when re-bidding is required.

The outlook for 1954, in summary, is one of guarded optimism as architects and the construction industry look forward to a continued high level of activity and increasing evidence of stability.

SAVING MONEY IN SCHOOL BUILDING

24-Man Panel Studies Problems Arising From Great Increase In School Population

Texas school districts, just as those concerned with public education in every part of the U. S., are face-to-face with a tremendous anticipated increase in school population. Before 1958, statisticians predict, there will be an additional 7,000,000 students in the classrooms of the nation. And some studies show that 11,000,000 may be a more accurate estimate, based on the tremendous increase in the birthrate both during and since World War II, and the pace at which schoolrooms have been filled since 1945.

Two TSA Members On Panel

A 24-man panel of architects, engineers, educators and civic officials, including Don Barthelme, TSA-AIA, of Houston; and W. W. Caudill, TSA-AIA, of Bryan, has determined that the total number of new classrooms needed by 1960 is approximately 770,000. The cost of bringing the nation's schools up to requirements would be about 34 billion dollars, indicating the tremendous need for additional facilities over the U. S.

It is obvious that every sensible economy must be practiced if the nation is to be able to supply the additional classrooms needed. The panel of which Mr. Barthelme and Mr. Caudill were members made more than 50 specific economy suggestions, many of which will be of value to those concerned with school planning, design, construction, and administration. The panel found that one of the principal means toward effecting economy is by increasing understanding between educators, civic officials, architects, engineers, and others concerned.

Among the suggestions were the following:

Spreading Tax Base

1. Spreading the tax base by using larger administrative districts. This avoids unnecessary duplication of several school buildings, each in itself inadequate.
2. Cutting down the cost of land acquisition by long-range planning.
3. Using classrooms as much of the day as possible, by better programming.

Reviewing Plans

4. Reviewing plans to eliminate unnecessary "trimmings." Single-story buildings are being used in almost 80% of new construction, for more economy. Fancy roofs, cupolas, basements and other costly items should be particularly examined with an eye to the elimination of what is not essential.
5. Watching non-classroom facilities such as auditoriums, cafeterias, etc., especially if they cannot be intensively used.
6. Making mechanical equipment meet actual needs, rather than standards which may have become outmoded, or standards unsuited to the needs of a particular school or area. As a specific example, it was found that heating plants were often designed for temperatures which were almost never approached except during the night or very early morning hours.

Revision Of Codes

7. Revision of obsolete codes so that they protect the child, rather than simply following some possibly outmoded concept.
8. Standardization without loss of self-respect. The panel was completely against the use of so-called "stock" plans which duplicate schools one after the other. But it found that standardization without stock plans, making use of

(Continued on page 12)

TSA Board In Opening 1954 Session

Approves Record Budget, Sets Annual Convention

The TSA Executive Board held its first quarterly meeting of 1954 at the Commodore Perry Hotel in Austin on January 9, and in an all-day session:

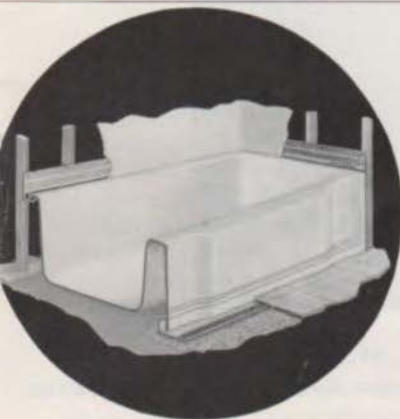
1. Approved a record budget of approximately \$15,000.
2. Named John G. Flowers, Jr. of Houston as executive director.
3. Set the annual convention for November 3-5, at the previously-selected site of Fort Worth.
4. Found that the Society had reached a new high membership total of 760 over the state.
5. Heard committee chairmen and officials outline plans for the most active year since TSA was formed in 1938.
6. Discussed the framework of plans for the celebration of Texas Architects' Week, from April 6-13.

President Edwin W. Carroll of El Paso presided at the Austin meeting, which was attended by 34 other TSA officials, directors, committee chairmen, and Chapter officials from over the state.



Executive Director

John G. Flowers, Jr., of Houston, has been named executive director, TSA, and will be in charge of a statewide program under the guidance of the TSA Executive Board.



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The North Dallas Municipal Service Center, at Shorecrest and Denton Drive, was designed for the City of Dallas by White & Prinz of Dallas, TSA-AIA. This building took an honor award in "Texas Architecture—1953."

New Officers Named by TSA Chapters

The following 1954 officers have been named by TSA Chapters over the state, in addition to Chapters which had previously held elections:

SAN ANTONIO: President, Charles Huie, Jr.; vice-president, Thomas D. Thompson; second vice-president, Clarence Rinard; secretary-treasurer, Allison B. Peery.

SOUTHEAST TEXAS: President, R. C. Heartfield, Beaumont; vice-president and treasurer, Lawrence Vidrine, Port Arthur; secretary, Harry W. Golemon, Beaumont.

FORT WORTH: President, Herman G. Cox; vice-president, Preston Geren, Jr.; secretary, C. R. Hueppelshouser; treas-

urer, Lee Stuart; TSA director, Robert P. Woltz, Jr.

LOWER RIO GRANDE VALLEY: President, Warren C. Suter, Mission; vice-president, Walter Bowman; secretary-treasurer, C. Lyman Ellis, Jr., Harlingen.

WEST TEXAS: President, William M. Collier, Jr., Abilene; vice-president, Royal Dana, San Angelo; secretary, Woodlief F. Brown, Abilene; TSA director, David S. Castle, Abilene.

EL PASO: President, Richard H. Licht; vice-president, Charles E. Waterhouse, secretary-treasurer, Percy McGhee; TSA director, William G. Wuehrmann.

"Texas Architecture '53" Plaque Is Presented To City Of Dallas By TSA

The Texas Society of Architects has presented a plaque commemorating the "Texas Architecture—1953" competition, staged by TSA in cooperation with the Dallas Chapter and the Dallas Museum of Fine Arts, to the City of Dallas.

The plaque commends the city for the North Dallas Municipal Service Center, a city facility designed by Robert D. White and Harold E. Prinz, TSA-AIA of Dallas, which won an honor award in "Texas Architecture—1953."

The jury of awards in the competition praised the City of Dallas for the forward step taken in this new type of municipal facility, which has received nationwide attention.

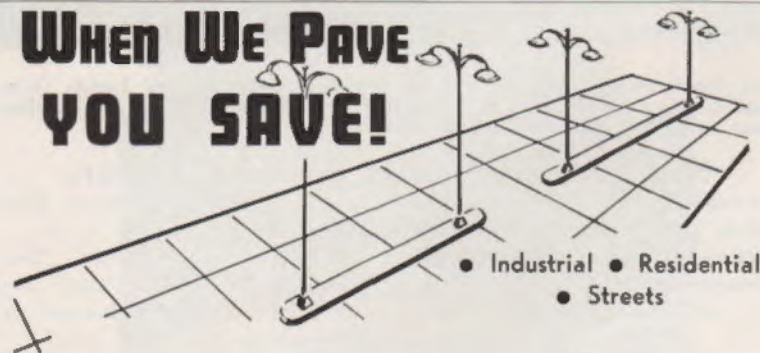
The plaque was awarded to the city for TSA by Donald S. Nelson of Dallas, TSA-AIA, chairman for "Texas Architecture—1953."

New Products

The Clay Products Association of the Southwest, Perry-Brooks Building, Austin, is continuing development of the "Hollow Brick," a new structural clay product which is said to make brick homes competitive in price with frame homes. The "Hollow Brick" is almost six inches thick instead of the usual four inches, and is a through-the-wall unit requiring no masonry back-up material. The makers claim that substantial savings are possible through eliminating back-up materials, reducing brick mason time, and lower maintenance costs. Research has shown that clay masonry walls of this type provide cooler interiors.

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The Morrison Supply Company, Inc., (Youngstown Kitchens distributors) have opened a Houston office at 3605 Polk Avenue in charge of Charles Walker, Youngstown Division manager. Morrison Supply is launching an area sales program for the new Youngstown line, which features kitchen advisory service, "Diana" color designs, and bonderized rustproof cabinets for home, commercial, and institutional installations. A series of dealer meetings will be held in the Houston area in January and February, in charge of Mr. Walker, Paul N. Miller of Dallas, and D. R. Boehm, Jr., also of Dallas, who is zone builder manager for Youngstown Kitchens.

The American Wood Window Institute, Inc., 3012 Maple, Dallas, now has the AWWI seal in use by more than 200 fabricators, including 72 separate companies and 79 dealer licensees. Commercial Standard CS 190-54 for double-hung window units is identical with the AWWI Minimum Specifications. The AWWI seal now guarantees by laboratory certification that a window unit meets or exceeds the requirements of CS 190-53 and is quality approved by the American Wood Window Institute. Erle Racey is in charge of the AWWI's Dallas office, and is secretary-manager of the AWWI.

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**John G. Flowers, Jr.
Appointed Executive Director
For Statewide TSA Program**

John G. Flowers, Jr. of Houston has been named executive director of TSA, and will begin immediately to direct a statewide program under guidance of the TSA Executive Board.

Mr. Flowers, 36, is a native of Pre-mont, Texas. A graduate of Cornell University, he has been in sales and public relations work in Houston since his separation from the service in 1946 as a captain.

The new executive director will maintain offices temporarily in Houston, but expects to transfer his headquarters to Austin after June 30. His duties will include managing the TEXAS ARCHITECT, and general supervision of TSA's statewide educational and public relations programs aimed at furthering public understanding of the functions and services of the architect to the community.

Mr. Flowers is married and has two sons, 10 and 8. He is the son of the president of Southwest Texas State College, at San Marcos. Active in community affairs in Houston, he is the commanding officer of the 775th Ordnance Company, a reserve unit, and president of the Houston Cornell Club.

SAVING MONEY (from page 4)

architectural and other professional skills while still recognizing the need for following certain basic rules, was desirable.

9. The use of professional know-how, particularly the combined ability of architects, engineers, educators, and other specialists, to solve the specialized and different problems which every school district and location has.

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Steel Kitchens Preferred By 27% Of Home Owners Within Houston Area

A poll by the University of Houston Bureau of Business & Economic Research reveals that 27% of home-owners interviewed prefer steel kitchens. 15% showed a general preference for custom-built wood, and 9% for pre-fabricated wood. Another 48% indicated that they want some specific type of wood cabinet such as knotty pine or natural finish.

The poll represents findings in the Houston area only. Surveys in other Texas cities have shown a much higher preference there for steel cabinets.

Two-thirds of all home-owners in the poll said that some feature of the kitchen had an effect upon their decision to buy.

The survey included 75 new home owners, 50 builders, and 25 architects, selected statistically to represent many thousands of respondents. Answers were obtained during personal interviews by University of Houston representatives.

Other findings in the poll were as follows: 36% of architects frequently recommend the installation of steel cabinets, usually because of cleanliness, non-warping, appearance, durability, or vermin control, but both architects and builders specify wood more often than steel. There is little knowledge of comparative prices between steel and wood installations, and many builders, the poll found, were unfamiliar with recent developments such as rustproof "bonderizing" of steel cabinets.

Texas Hotel Is Headquarters For November 3-5 Convention

The dates of the 15th annual TSA convention in Fort Worth will be November 3-5, with headquarters at the Texas Hotel. John Floore, TSA-AIA, heads a group from the Fort Worth chapter in charge of arrangements.



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