

# TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

PROFESSIONAL MEN AND THE  
COMMUNITY — AN EDITORIAL

PUBLIC RELATIONS FOR EVERYONE

THE BUILDING — QUICK, OR DEAD?

CENTRAL TEXAS SETS-UP FUND

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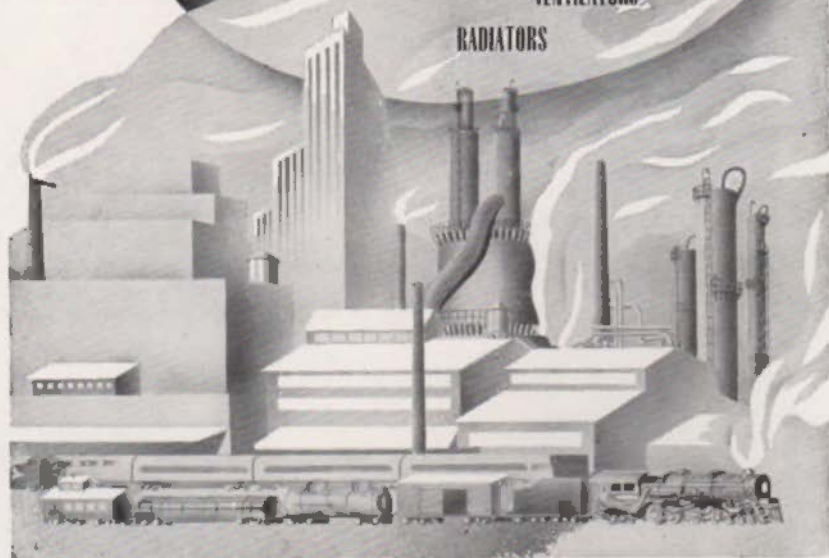
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# INSIDE THE TEXAS ARCHITECT

Professional Men and the Community — An Editorial . . . . .	3
Public Relations for Everyone . . . . .	4
The Building — Quick, or Dead? . . . . .	5
Central Texas Sets-Up Fund . . . . .	6
Irving Porter Leaves Government Service . . . . .	12

# T H E T E X A S A R C H I T E C T

VOLUME 2

MARCH, 1952

NUMBER 11

Official Publication of  
THE TEXAS SOCIETY OF ARCHITECTS

The Texas Regional District Organization of  
The American Institute of Architects

1200 Bissonnet Street Houston 5, Texas

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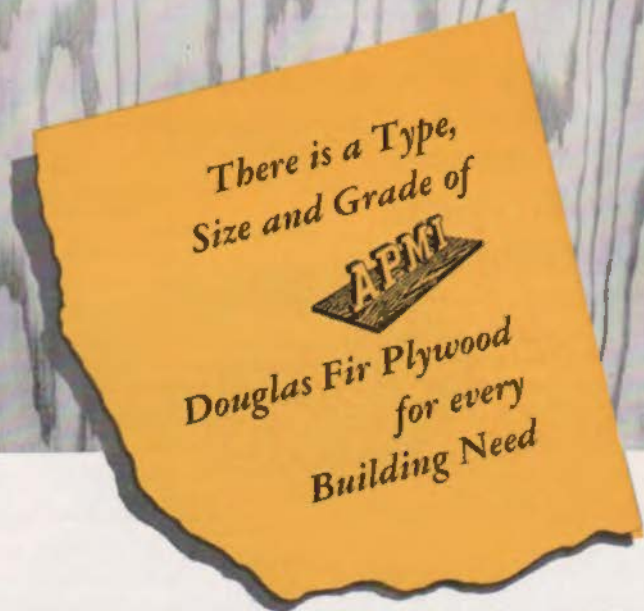
## CALENDAR OF EVENTS

**March 21-22** — Structural Engineering Conference, University of Texas, Austin, Texas.

**March 29** — TSA Board of Directors Meeting, Driskill Hotel, Austin, Texas.

**June 24-27**—83rd Convention of the American Institute of Architects, Waldorf-Astoria Hotel, New York City.

**October**—13th Annual Convention of the Texas Society of Architects, El Paso . . . dates to be set.



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## PROFESSIONAL MEN AND THE COMMUNITY

No citizen is without community responsibility. There is a definite place in the civic activities for every adult member of society. The professional man by the very virtue of his background and standing should be a leader in his community.

Each practitioner represents his profession to the community. This means the professional man should participate to some extent in all worthwhile community activities such as fund-raising campaigns for the Boy Scouts, Salvation Army, Red Cross or United Fund and in drives to eliminate unfavorable community conditions.

He must know his people and work with them if he is to serve them well. In other words, the professional man should be an active community leader. He should be available for personal meetings with responsible residents in his community. He should never be anonymous. He should be a good citizen.

For his profession to be accepted as a community institution on a par with the newspapers, the banks, the schools and the churches, the professional man must accept and discharge his responsibilities to the community.

Good reputation is among the greatest assets of any professional man, because reputation can rarely be won without true accomplishment. Community activity helps build reputation.

True citizenship requires a certain amount of time devoted to serving the locality a person lives and works in. Awards are made newspapers for their community service. Clubs and organizations receive broad recognition for their work to improve their community.

Community spirit is that very quality of living and working together that makes every man and every group dependent upon one another.

And here, as in other things, the professional man should stand out in front. He should obtain a high standing and be looked to for service. By doing this, a man makes his profession easier to understand and more readily accepted as a vital part of the community.

## PUBLIC RELATIONS FOR EVERYONE

Public relations, as the term implies, is the relationship of a person, a firm or an organization with its public, its employees and fellow members of the profession or type of business. In other words, it is how you get along with your customers, potential customers, employees and competitors.

### **Why Is Public Relations Necessary?**

No business can operate without customers. Professional men must have clients or patients. Top executives of the world's largest corporations literally shake in their shoes when the public hints it may change its buying habits.

The battle for men's minds is the fiercest, most competitive of all commercial warfare. The fight between Democracy and Communism is history's most graphic illustration of the age-old effort to influence man's thoughts enough to move him to act.

Public relations is the key to influencing individuals or groups.

How and what a given group of people thinks of a person, firm or organization is its life blood. Without support, nothing can succeed or even remain a force.

### **Everyone Uses Public Relations**

Every time a secretary answers the telephone . . . the appearance and tone of every letter that goes out . . . actually, all things that represent even for the briefest instant an individual or his firm constitute public relations. Everyone uses public relations.

The corner filling station furnishes an excellent example of point-of-sale public relations. If you get good service there, you naturally think well of the big oil company that supplies the station. In the same way you form your opinion of the grocery store where you trade. If the store's prices are competitive, its clerks courteous and its merchandise good, you

will often go out of your way to trade with this store.

No one uses public relations more than the professional man. His work may be the best available and his fees may be standard. Yet if he or his employees do not use good judgment, tact and understanding in dealing with clients, the man's personal reputation will suffer and, in many cases, so will his business.

Trade associations use public relations to interpret to the public the aims and functions of the organizations. Huge corporations use it to "humanize" their businesses.

Failure of business to explain itself adequately has produced dangerous misconceptions. Surveys have shown that industrial employees believe the "take" of management and stockholders is about 25 cents on the dollar of sales. The average citizen believes it to be about 30 cents. The truth is that industry as a whole earns less than 10 cents on each sales dollar.

Industry, to explain itself to its own employees, pays an estimated \$100 Million for employee communications alone. Millions more go into brochures sent to stockholders, explaining company policies and new decisions, and into similar communications programs. Typical of the more intensive campaigns of publicity and good-will advertising are those instituted by utilities to gain the public's favor before asking for rate increases. Most utility companies also carry on consistent long-range programs to establish and maintain public understanding.

Unions and management both seek public favor in strike situations, turning to the community to gain its support.

These are only isolated examples of how the ear of the public is sought by every wise man in business today.

### How You Use Public Relations

Principally, public relations are used to interpret a company, a person, a profession or an organization to employees, customers, competitors and to the public at large.

In the long run it helps the company obtain business. It explains the profession to the public in down-to-earth language. As one public relations executive expressed it, "Happily enough, the men of management in increasing numbers are emerging from the cocoon of the paneled office. Without a proper voice, business simply 'makes a noise like a corporation.'"

The media of public relations are newspapers, radio and television programs, advertising, mailing pieces, public appearances, demonstrations, exhibitions and a myriad other methods of explaining yourself to special publics.

### Who Is Responsible for PR?

The person responsible for public relations is the head of the firm. It is the man who sets the company policies, although he may delegate to other officials some of this responsibility. If he is to operate a successful firm or organization, the top executive and his controlling board must establish and have implemented a broad program designed to make and hold friends and customers.

Public relations is something that is with you whether you want it or not. People will either (1) think well of you, (2) think badly of you (3) be lukewarm or (4) fail to know enough about you to have any opinion.

The day is surely coming when American business, so long run by production men and supersalesmen, must be run by men who put the esteem and approval of the public ahead of everything else.

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## THE BUILDING — QUICK, OR DEAD?

(Editor's Note: Following are excerpts taken from a recent talk by Harris Armstrong, AIA, before the Kansas City, Missouri, Chapter, AIA.)

Good architectural design is the result of a great deal of knowledge . . . knowledge that has nothing to do with the strength of building materials.

You must have that too, but you must have knowledge of your fellow man and the essence of his problem.

The human element is the life blood of a building. A building is only the outer shell of an idea. The life blood are the men and the women and the children that course through this building and give it vitality.

The designer of a hospital doesn't know all the intricacies of what goes on when infections run riot through human beings. When you are doing an industrial plant you don't necessarily know all of the complications of labor relations and

how they are controlled. But somehow or other, the architect has to, in a way which doesn't make sense at all, be aware of all of the things that happen to people in buildings.

That is the thing that makes the building quick rather than dead.

The experience of designing buildings is a wonderfully involved and intoxicating sort of thing.

I really feel that the privilege of designing buildings that are going to be there long after you're dead is a very wonderful thing.

We have a certain code which is built for our own profession and certain rules of conduct that apply to everyone. But, in the final analysis, what has to control our actions is: How can we do the best job that we are employed to do?

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## Central Texas Sets-Up Fund

Establishment of a special fund to be handled by the Department of Architecture of the University of Texas has been announced by the Central Texas Chapter, AIA-TSA, which also announced an initial deposit into the fund of \$750.00.

The action was voted by the Chapter after a recommendation by a special committee, headed by Louis Page, which investigated the problems of proper disposition of the Chapter's excess funds.

The Chapter expressed hope that \$500.00 could be added to this fund annually and that interest accruing from the fund only would be used for prizes, etc., by the Department at the U. of T.

## Founding of TSA

In the Crystal Ballroom of the old Driskill Hotel in Austin, 87 Texas architects met on June 10, 1939, and organized the Texas Society of Architects.

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### School Recommendations

The Advisory Council on school plant study for the State Commissioner of Education has recommended to the Commissioner and to the State Board of Education the following regulations:

1. A registered architect be employed in the preparation of plans and specifications for any school building.

2. Before construction starts, the superintendent and trustees shall examine and approve plans and specifications and certify that in the planning, all laws were met and consideration given recommendations of the Texas Education Agency. Upon completion of the building, a certificate of compliance with plans and explaining any changes must be filed.

3. A copy of the plans should be submitted in a convenient form for placing in a letter file, with an outline specification and cost data, following completion of the building.

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### Kansas City Seconds TA Editorial

The February issue of SKYLINES, official publication of the Kansas City Chapter, AIA, reproduced in full the December TEXAS ARCHITECT editorial, "What Of The Young Men?"

This editorial urged the profession on a national level to take action to assure adequate places in the service for architecturally trained men to use and develop their training and, on the state level, to seek revision of registration laws so proper experience in the service will count toward that required for registration.

### Structural Engineering Conference

The University of Texas announces a conference on the reinforced concrete and structural steel phases of structural engineering to be held on the campus at Austin beginning noon, Friday, March 21 and ending noon, Saturday, March 22. Detailed program available from Civil Engineering, 173 Eng. Bldg., U. of T., Austin 12, Texas.

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### Hall of Church Design

TSA members have been invited to submit photographs of their church work in the Hall of Church Design, being held in conjunction with the American Baptist convention and the International Convention of the Disciples of Christ, May 19-24, in Chicago.

Between 20 and 30 thousand church people including ministers, boards, trustees, committees and laymen are expected to view the 150 exhibits that will be screened from entries.

Only registered architects may exhibit.

May 14 is deadline for entries. Further information can be obtained by writing Mr. Joe Vancil, International Churchmans Exposition, 19 South LaSalle Street, Chicago 3, Illinois.

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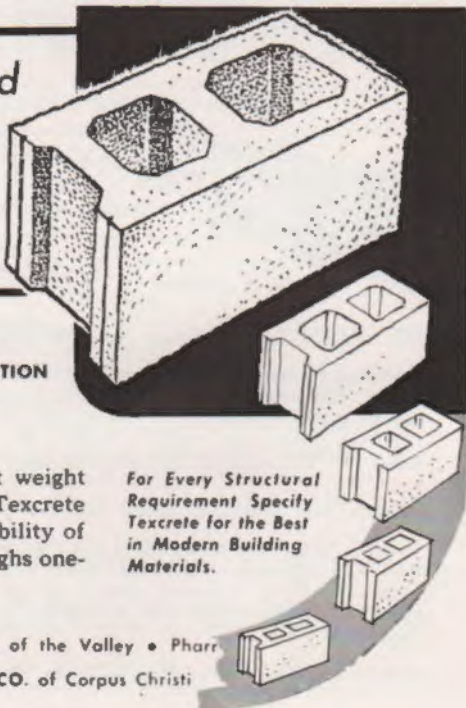
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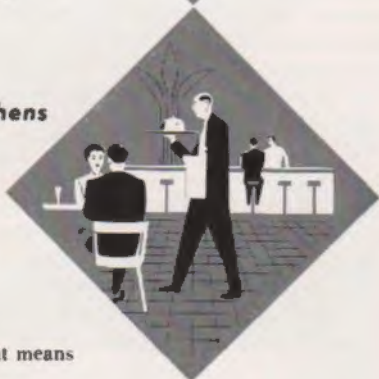
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## IRVING PORTER LEAVES GOVERNMENT SERVICE AFTER 50 YEARS

Irving D. Porter, AIA consultant in the regional office of General Services Administration in Dallas, has retired from a career of half a century of government service.

In recognition of his service, Mr. Porter was honored at a testimonial dinner attended by 135 architects, engineers, contractors and personal friends from Texas, Oklahoma, Arkansas and Louisiana.

Both Mr. Porter's grandmother and father were registered architects in government service. Mr. Porter embarked on his governmental career in 1902 as an architectural draftsman in the Office of the Supervising Architect, Treasury Department.

Since that time, he has been supervising architect on more than 30 important federal building projects, including the Ellis Island Immigration Station and Sea Walls, where he got a foundation by mixing concrete in sacks and dropping it into the water letting it harden when it reached the bottom; New York City post office; U. S. Mint buildings at Philadelphia, Raleigh and New Orleans, and the U. S. post office and terminal annex building in Dallas.

Mr. Porter served two terms as president of the Dallas Chapter, AIA-TSA.

With the exception of the year 1904 which he spent in Guantanamo Bay, Cuba, as an architectural draftsman at the U. S. Naval Station, and the years 1917-19 when he was in France as a captain in the Corps of Engineers in World War I, Mr. Porter's entire career has been with Public Buildings Service, now part of General Services Administration.

Mr. Porter now plans to enter private practice as a consulting architect with an office in his Dallas home.

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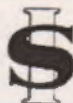
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## Azrock Expands Operations

Four new district representatives have been named by the Azrock products division of Uvalde Rock Asphalt Company, J. O. Heppes, division general manager and newly elected company vice-president and director, has announced.

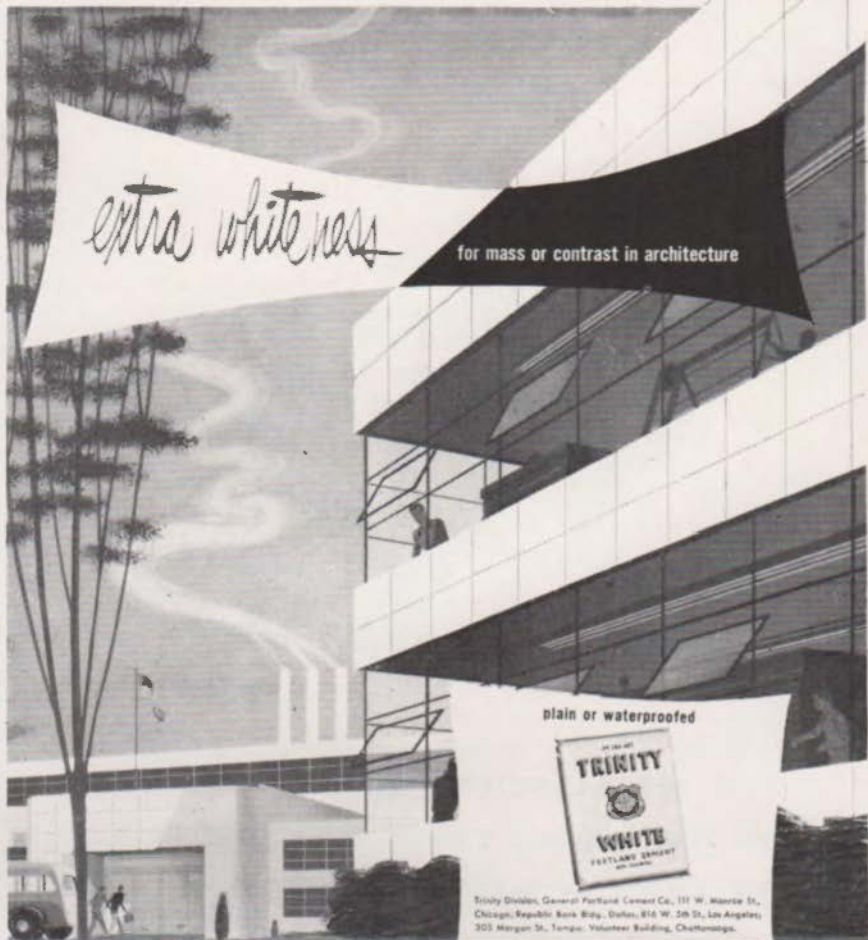
These men and their headquarters are F. E. King, Jr., Atlanta, Ga.; John P. Johnston, Oklahoma City; Everett E. Herick, Dallas, and C. E. Ludlow, Lubbock.

Mr. Heppes said the addition of the new men is part of the plan to enlarge the Azrock sales organization.

## Zeb Rike Hospitalized

Zeb Rike, TSA board member from the Lower Rio Grande Chapter, has entered the Santa Rosa hospital in San Antonio for three months.

Mr. Rike's home is in McAllen.



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
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