NEW CHAPTER OFFICIALS NAMED
SAVING MONEY IN CONSTRUCTION
HOUSTON GOLD MEDAL AWARD WINNER
COMMITTEE APPOINTMENTS ANNOUNCED
ARCHITECTS ACTIVE IN PREVENTING SLUMS
RUBBER AND VINYL TILE DIVISION
The oldest, most-respected name in rubber tile flooring, now brings you another quality flooring... WRIGHT VINYL TILE...
a thermo-set plastic with a smooth, non-porous, non-slip surface... keeps its shape and color in spite of temperature changes.

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STURDALITE—shatterproof, translucent, multipurpose structural panels permit unlimited daylighting, dynamic decoration, at low cost.
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The Texas Architect

December 16-19—Winter 1953 examinations for registration to practice architecture, at Department of Architecture, Texas University, Austin.

February 13-18—School Building Architectural Exhibit, sponsored jointly by AASA-AIA, at Atlantic City, N. J.
PLYWOOD QUALITY
in 1954...as always

In 1954 the products of APMI will be quality—as always.

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More than 30 years of plywood manufacture gives us invaluable experience in serving you through our own sales warehouses. We welcome your inquiries.

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SAVING MONEY IN CONSTRUCTION

With current and increasing emphasis on economy, particularly on getting full value for money expended in private and public construction, it is interesting to note two recent editorials by Harold Richardson, editor of "Construction Methods and Equipment".

Mr. Richardson believes that one single construction union, instead of the many such unions we now have, would (1) lower the cost of building and (2) stabilize conditions and operations in the construction industry. He cites a case, reportedly brought up by a long-time union member, in which a contractor wanted a single waterpipe run through a residence wall. In order to do the job, five crafts were called upon: a carpenter removed the baseboard, brick masons opened a hole in the wall, electricians came in to remove wires, sheet metal men removed a hot air duct, and a plumber installed the pipe. Before the job is finished, it may be necessary to call all of these crafts back, and then add plasterers and painters to the roll call.

In place of this procedure, which Mr. Richardson believes is typical of the out-moded idea of separate, highly specialized crafts, he would have a single construction union broken into three classifications: unskilled, semi-skilled, and skilled.

The editor of "Construction Methods and Equipment" recognizes many of the union arguments against a single craft organization, but he still thinks it is necessary to develop all-round construction men. Otherwise, it is asserted, economic waste will inevitably lead to the extinction of craft unions.

Mr. Richardson points out many ways in which a single union could lead to substantial savings, and to stabilization within the construction industry. On the other side, he enumerates substantial benefits which could accrue to organized labor from a single construction union. Among these, for instance, might be (1) a continuous building program, instead of wild cyclical swings up and down the economic ladder (2) elimination of jurisdictional disputes (3) better trained, all-round workmen who could advance through ability and (4) more stable construction jobs in which workmen would not have to forfeit pension and welfare rights every time they moved to another jurisdiction.

The question is a controversial but an interesting one, which it might pay everyone connected with the construction industry to examine objectively, with an eye toward the future.
Melrose Building Took First Honors For Lloyd & Morgan

The Melrose Building, shown at left, won for Lloyd & Morgan the gold honor award in the biennial honors competition staged by the Houston Chapter, TSA. The downtown skyscraper, which has attracted nationwide attention, was entered in the commercial division of the competition.

Other awards were announced in the November issue of the TEXAS ARCHITECT. Photographs of the prize winners have been on exhibition at the Houston Museum of Fine Arts.

Frank Lloyd Wright At University of Houston January 4 in Lecture Series

The TSA student chapter at the University of Houston is bringing six well-known architects to the university during the fall, winter and spring in a lecture series.

Architect and author Philip Johnson, chairman of architecture at the Museum of Modern Art in New York City and author of "The International Style", opened the series on October 20.

Other architects slated to lecture at the University of Houston during the series are Frank Lloyd Wright, a leading figure in U. S. and world architecture for more than six decades, January 4; engineer, author, and inventor Buckminster Fuller, who designed the Ford Motor Company rotunda, February 11; Alfred Roth, Swiss architect, author and editor, April 1; and Eero Saarinen, son and partner of the Swedish architect Eliel Saarinen who is known for his General Motors Technology Center in Detroit, May 6.

The entire lecture series is open to the public. Subscriptions are available at $10.
1954 Officials Are Named By TSA Chapters
New Officers Take Over January 1
With Membership and Interest
At New High Within Society

New officers will take over direction of the 12 TSA chapters on January 1, with both membership, interest, and participation in Texas Society of Architects affairs at a new high over the state.

The incoming officials, elected by individual chapters, follow:

PANHANDLE: President, L. H. Kirby; vice-president, Guy A. Carlander; secretary, John C. Kerr; treasurer, Atmar L. Atkinson; TSA director, Robert I. Lockard.

DALLAS: President, Grayson Gill; vice-president, Robert J. Perry; secretary, Max Sandfield; treasurer, Joseph Gordon.


CENTRAL TEXAS: President, Martin Kermacy; vice-president, Winfred Gustafson; secretary, Al Greeven; treasurer, Claude Pendley, all of Austin.

BRAZOS: President, Henry D. Mayfield, Jr.; vice-president, William E. Nash; secretary, Arch C. Baker; treasurer, William W. Caudill, all of Bryan and College Station.

Other Officials To Be Announced

Names of officers of the remaining TSA Chapters, including the Sabine and West Texas affiliates recently organized, were not available at press time because elections were being held early in December. A roster of officials from these remaining Chapters will be published in the next issue.

Each TSA affiliate over the state now elects officers annually, either in November or December, under a change adopted to cause the term of Chapter officials to coincide with that of statewide TSA officials.

Formerly, some of the affiliates elected officers at varying times during the year, or for a term of more than 12 months. All officials of the Chapters except the TSA directors, who serve for three years, are now selected annually by the ballot of Chapter members.

TSA President Announces

Edwin W. Carroll of El Paso, president-elect of the TSA, has named the following TSA members to head committees for the new year:

Capitol Plan, Karl Kamrath; Texas Construction Council, Preston Geren; insurance, Harry Payne; legislative, Louis Southelder; public relations, Harold Calhoun; institute fellowship, Arthur Thomas.

In addition, the following TSA members have been named by the board of the AIA to head regional AIA-TSA committees:

Architectural practice, Murrell Bennett; awards and scholarships, Bartlett Cocke; design, Joseph J. Patterson; school buildings, Don Barthelme; hospitalization and public health, Arthur E. Thomas; chapter affairs, Albert S. Golemon; education, Ernest Langford; historic buildings, Marvin Eichenroth; home building industry, Hubert H. Crane; research, Ralph Cameron; urban design and housing, Herbert Tatum.
Architects Active In Program To Prevent Slum Areas

AIA Members Cooperating With Builders, Social Scientists In New Endeavor Based On Good Design

The nation's architects, builders and social scientists have teamed up in a major attempt to give Americans better homes and prevent the construction of "ready-made" slums.

The key to the problem is good design. The solution of the problem, they believe, will bring Americans a better way of life—an aid to all Americans "in their struggle against an unfriendly world."

For Better Homes

The American Institute of Architects and the National Association of Home Builders have set up a joint committee to help show their members how they can work together to produce better homes.

The Social Science Research Council has assigned its committee on housing research to study environmental factors on family life and how these can be improved through better and more beautiful homes. Exact knowledge on how this can be widely done is lacking but the committee proposes to find out.

Good Design Essential

"As a practical matter," a recent report on a committee conference stated, "a nation that expects to build houses at a rate of something more than a million units a year for the rest of this century ought to have a better idea of how they should be designed."

Walter A. Taylor, director of the AIA's department of education and research, put it this way:

"The job of our committee is to do two things. First, we have got to persuade more home builders to use more architects. Second, we have got to persuade more architects that community developments are proper and profitable work for them."

"Deadly Uniformity"

Taylor said slums of the future will come from community developments built in a "deadly uniformity" that will quickly make them "a drug on the market."

This year, for the first time, the AIA offered special honor awards for "outstanding American architecture" in the development housing field. The institute added development housing to its award category in a deliberate attempt to encourage architects and builders to collaborate in this type of construction.

Taylor said the collaboration between architects and builders in mass-market housing construction has been "unsatisfactory in the past."

Good Design Means Sales

"Builders have not learned that it's worth dollars and cents to them to hire architects," he said. "With the housing market tightening, good design is becoming a real sales need. Besides, it provides savings as well."

He said "junk" rushed to completion after World War II, has already started to "filter down the economic ladder" and will shortly become "underprivileged slums."

Texas Architects' Week Committee Already Active With Plans for 1954 Event

TSA members are expanding the statewide program for Texas Architects' Week under the chairmanship of Donald Nelson, TSA-AIA, of Dallas. Plans are already under way for the third annual Texas Architects' Week, which will center around the 211th anniversary of the birth of Thomas Jefferson, famed architect-President, next April 13.
Those who attended the Austin convention are still discussing the women's activities program staged by wives of Central Texas Chapter members, under the chairmanship of Mrs. R. Max Brooks.

The Hospitality Lounge at the Driskill Hotel, for women delegates, was a principal feature of the program. The Lounge was equipped and staffed by members of the Women's Architectural League of Austin. Mrs. Charles Granger is president of this active group, which includes the wives of Austin architects and women architects in the city. Mrs. Arthur Fehr was chairman of the Lounge.

The Howdy Girls, under the chairmanship of Mrs. Louis Southerland, were part of the activities program serving as official hostesses on the convention floor.

Featured on the women's program were two luncheons, an open house and reception, and a recital, with all details handled by wives of Central Texas Chapter members.

Mrs. Martin Kermacy was publicity director for the program.

NEW YORK ARCHITECT


RULING ON RESPONSIBILITY

A New York court has held that provisions of a standard contract imposed a duty on the contractor to check dimensions, and that when the contractor signed the contract, he relieved architect and owner of this responsibility.
FORD SEEKS REFERENCE LISTINGS

The publications office of Ford Motor Company (3000 Schaefer Road, Dearborn, Michigan) is writing architectural publications for information on "new and interesting American buildings, used for social purposes, which would be suitable for background in a new picture series planned for the FORD TIMES." The letters to architectural magazines are signed by John C. Weigel of Ford Motors.

The request indicates that FORD TIMES, a nationally distributed publication with a tremendous circulation, is seeking photographs of new club houses, community centers, fraternal buildings, or similar structures "outside the more heavily publicized residential and public building categories".

It is suggested that structures designed for "civic and patriotic organizations, veterans groups, unions, and clubs" would constitute acceptable material.

TSA members who are interested are urged to contact the TEXAS ARCHITECT for further information or aid in preparing material for forwarding to FORD TIMES.

ALCOA BUILDING

CHARETTE, the Pennsylvania Society of Architects publication, devotes most of the current issue to the Alcoa Building in Pittsburgh, a 410-foot aluminum skyscraper claimed to have "more innovations than any structure of modern times".

O'CONNELL AND PROBST IN NEW OFFICES

O'Connell and Probst, architects and hospital consultants, are in their new offices at 504 West 7th., Austin.
BARTHELME-CAUDILL ON ARCHITECTURAL FORUM PANEL

The current issue of ARCHITECTURAL FORUM shows pictures of Don Barthelme of Houston, William Caudill of College Station, and other members of a nationwide panel assembled to discuss school planning, particularly in regard to combining good design and economy.

CENTRAL STATES CONFERENCE

The Kansas City Chapter now has material on some of the unusual seminars presented at the Central States Conference in October. Among the topics were "Stained Glass In Architecture", "Sculpture As Related to Architecture", and "Esthetic Qualities in Architecture".

The Kansas City Chapter publication "AIA", has recently reprinted an article from a 1951 issue of the TA, "Photography In Architecture", by F.W. Seiders.

HOME BUILDER GIVES ARCHITECTS AWARDS

In San Francisco, home builder Joseph L. Eichler who has put up 1500 homes on the San Francisco Peninsula, has presented the "Arcadia Achievement Award", for "excellence of design" to four AIA members cited for designing Eichler homes.

FORD ROTUNDA

The OHIO ARCHITECT has devoted most of an issue to the Ford Rotunda at the Ford Company Rouge plant near Detroit. The 110-foot gear-shaped structure, originally built for the 1934 Chicago World's Fair, was remodeled with such features as Buckminster Fuller's geodesic dome. The Fuller dome, covering the Rotunda's circular inner court, is made of 20,000 aluminum spars. It weighs about 17,000 pounds, conventional steel structure would weigh almost 20 times as much.

TA-NL-3
PRESIDENT'S LETTER:

As we go into 1954, TSA has two new Chapters and an all-time high in membership and interest. My principal objective as your president will be to translate this new strength and interest, plus ever-increasing public understanding of architecture and its functions, into another year of real progress.

As in any organization, our accomplishments will depend upon the efforts of individual members in every Chapter. To my mind, much of TSA's recent progress under the capable direction of men such as Albert Golemon, Herbert Tatum, and others has come about because of more participation throughout the Society. Instead of letting a small group do all the work, there has been a definite policy of getting as many members as possible active in Chapter programs. We must continue this trend, and increase it still more, if progress is to continue.

Another important point is in connection with community service. We should plan and put into effect programs at every Chapter level which are recognized as being in the public interest. This should be done particularly when projects are selected for Texas Architects' Week. It is essential that TAW and the entire public relations program, which has been the basis for much of our progress, be carried forward with even more emphasis.

I ask the cooperation of all TSA members toward making 1954 another year of real accomplishment and growth. With every good wish for the New Year,

EDWIN W. CARROLL

TA-NL-4
FIRST BOARD MEETING

The TSA Board of Directors will meet at 10:00 A.M., Saturday, January 9, at the Commodore Perry Hotel in Austin. All Committee Chairmen are also expected to attend this first meeting of the year.

NEW OFFICERS

As of press time, only five Chapters had reported their new 1954 officers. These officials are listed in the TEXAS ARCHITECT, with a notation that other Chapters will announce their officers in time for inclusion in the January issue. Please send in the results of your elections, if you have not done so, at once, to David C. Baer, 1200 Bissonnet, Houston 5.

NEW SAN ANTONIO PUBLICATION

We note with interest THE PAPER WITHOUT A NAME, new publication of the San Antonio Chapter which is evidence of the progressive plans being made and carried forward by Cerf Ross, his public relations committee, and other San Antonio officials and members. A good Chapter publication can be the framework for a local public relations program tying in with the statewide TSA program for maximum benefit.

FEHR & GRANGER IN OCTOBER P A

PROGRESSIVE ARCHITECTURE has cited the "excellent interior design" of waiting room facilities of both the Kreisle Clinic and the Children's Medical Center, in Austin, in the October issue. Both interiors were designed by Fehr and Granger. P A emphasizes that the interiors both stress "ease of maintenance and serviceability, but not at the expense of comfort and beauty."

TA-NL-5
BIDDING TRENDS, ETHICS IN CONSTRUCTION INDUSTRY

Following is a condensation of some of the remarks of D.R. Ward, a member of the Texas Society of Professional Engineers, before the Municipal Contractors' Association, AGC.

Bidding has become increasingly competitive, and the amount of work increasingly less. Many contractors are "bidding on everything in sight and falling into the trap of cutting their profit margin to a point bordering on folly and surely poor judgment".

Some of the causes of this predicament: High income taxes leaving little surplus. Operating on a rising market. Overabundance of contractors including marginal operators. Credit getting tighter. Union labor troubles. Mounting legal hazards. Contracting agencies doing work with their own forces. Bad ethics occasionally practiced by "some of our members". Poor estimating. Poor safety record.

Some of the suggested remedies: Curtail equipment buying to balance with work available. Do less work instead of cutting bids. Bid on a selected list of jobs only. (Ward says that if his firm arbitrarily adds 3% on 10 of their largest recent jobs, they find that they would have been underbid on five of the jobs. But on the remaining five alone they would have grossed $100,000 more than by doing all 10). Help cities plan and finance new work. Improve industry ethics.

Some other suggestions regarding ethics: Stop "shopping around" on sub-contracts after principal contract is awarded. Stop revealing quotations of some subcontractor to a favored few. Stop practice of suppliers making quantity take-offs on large projects. Ward suggested that engineers "advise their clients to use the contract system in all cases".

TA-NL-6
INFORMATION PLEASE of the Pasadena, California Chapter has the following satiric comment on fee-cutting:

"...Architects struggling to maintain small independent practices would welcome a sure-fire formula to get work. What is this mysterious talisman? Would you like to know? It is not complex. It is comparatively simple. Cut your fees... In a field desperately invaded and imperiled by 'draftsmen', 'plan services', 'engineers', 'architect-builders', etc., considerably more of the little that is left is available at 4% instead of 6%. If that doesn't spark, then 2% might appeal. If all else fails, why you can call it 'for a friend, without supervision' at a very special fee of 1%. 1% is the magic word that keeps the "plan factory" grinding away at its abortions on a production line basis------the public be damned......This is no idle dream. It is the stark, dismal reality. "Architects Disorganized, Inc." would not be far from a factual statement of the present chaotic condition of our profession."

ONTARIO'S NEW $100,000 HEADQUARTERS

The Ontario Association of Architects are well along with construction of a $100,000 headquarters building, scheduled for completion next February. The headquarters includes plenty of OAA office space, exhibition rooms, library, board room, and other features.

UNIFORM SIGNS

Structural engineers in California are now identifying their projects with a uniform job sign bearing an association emblem.
1954 CHAPTER OFFICERS (Late notices.)

Brazos Chapter - Henry Mayfield, President; Wm. E. Nash, Vice-president; Arch Baker, Secretary; Wm. W. Caudill, Treasurer.
Lower Rio Grande Valley Chapter - Warren Suter, President Walter Bowman, Vice President; C. Lyman Ellis, Sec.-Treas
Southeast Texas Chapter - L.C. Heartfield, President; Lawrence Vidrine, Vice-president and Treasurer; Harry W. Goleman, Secretary.

MAILING ADDRESS OF TSA PRESIDENT CARROLL

Notice is given herewith that the business mailing address of Edwin W. Carroll, President TSA is:

1001 E. Yandell Blvd., El Paso.
The address listed in the November of TA is Mr. Carroll's residence address.

START 1954 WITH PROPER ACCOUNTING SYSTEM

The first of the year is a very good time to start with a new accounting system. With the present attitude of the Bureau of Internal Revenue adequate records are increasingly a necessity. Write A.I.A. for Information.

FOR SALE: ARCHITECTURAL LIBRARY

Modern Architectural Source Library with some traditional history, technical and miscellaneous volumes, all nearly new. Owner going to Italy, wants to sell complete. Very Reasonable. For complete list and price write:

HOWARD DANA, AIA, 1013 First Nat'l Bank, El Paso, Texas

TA-NL-8
TSA SALUTED—At the Texas-Baylor game, key contest in which Texas won a share of the Southwest Conference championship, the Longhorn cheering section used a card trick to salute the TSA convention.  
Note the T-square and triangle below "TSA". Photo from Fehr & Granger.

|It's a Lucke Leak-Proof
Bathtub Hanger|
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Guaranteed Leak-Proof for Life of Building  
Specify LUCKE for Permanence.

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P. O. Box 177  
Wilmette, Illinois
NEW SECRETARY—Louis F. Southerland, TSA-AIA of Austin, has been appointed TSA secretary to succeed George F. Pierce, Jr. of Houston. Mr. Southerland is immediate past president of the Central Texas Chapter.

Sparkling White Marble and 20 Other Colors for Roofing —

4 Shades of Green Now So Popular

We have an inventory of 100,000 bags; can fill orders for one or more colors immediately.

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With Our Advertisers

The Texas Panacalite Company is now known as the Texas Lightweight Products Company. Offices and plant remain at 117 North Britain Road, Irving, Texas, according to an announcement from S. W. Johnson, president. The firm’s Dallas telephone is now RANDolph 5354.

The Dunne Company, 5526 Dyer Street, Dallas is now sales representative for many items used in plastering and lathing as well as other building products. Dale Lehr and Jess Weaver, formerly with Perlite Products, are new associates with the Dunne Company.

Minneapolis-Honeywell has opened its new Dallas regional office, a 13,000-sq. ft., one-story structure on the north section of the Central Expressway. The building has an electronically controlled, three-zone system for limited control by occupants of heating and air-conditioning. Latham White, TSA-AIA, of Dallas was the architect.

Jack Frost of Dallas, president of the new United States Lift Slab Corporation, has announced a change in ownership in the Youtz-Slick Lift Slab method of construction. The new firm, with headquarters at 915 Congress in Austin, is the domestic and foreign licensor of the lift slab method.

United States Lift Slab, according to Mr. Frost, has purchased the method from the Southwest Research Institute and the Institute of Inventive Research, both of San Antonio.

Officers of the new company, in addition to Mr. Frost, are John P. Hall, executive vice-president; William J. Lance, vice-president; and H. C. Doyle, assistant to the president, all of Austin. Mr. Frost is president of the Featherlite Corporation.
AT WASHINGTON LUNCHEON—Regional AIA Director Edward L. Wilson, TSA-AIA of Fort Worth, is shown with AIA and government officials at a recent luncheon in Washington. Left to right: Mr. Wilson, Cyrus E. Silling, AIA, of Charleston, W. Va.; Assistant Secretary of Interior Orme Lewis; and Norman J. Schlossman of Chicago, first vice-president of the AIA.

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List of Delegates to Austin Convention

Following is a list of delegates and wives, by Chapter, to the 14th annual convention of the Texas Society of Architects at Austin:


Trinity University Campus. Winding roads and parking lots are topped with White’s Type CC Valdemix. Colglazier & Hoff, Contractors, San Antonio.

USE White’s Valdemix Limestone Rock Asphalt just as it’s delivered for high quality, low cost paving for playgrounds, parking lots and community centers.

Tough, resilient, premixed at the mines, Valdemix is easily applied even by unskilled workers; saves on original cost and maintenance. Its pleasing grey tone blends with modern colors.

For complete paving information call or write us in San Antonio.
New Products

Hide-A-Weigh is a bathroom scale which is recessed into the wall, to be swung down to the floor when needed. The device is a standard bathroom scale attached to the door of a heavy steel cabinet. It is manufactured by Conant Brothers, Somerville, Mass.

Robbins Floor Products, Inc. of Tuscumbia, Ala. is now manufacturing Terra-Tile, a product with a honeycomb construction which is said to eliminate the need of an adhesive.

Mexican tile in many colors is now made to specifications by the Ameri-Mex Building Materials Company, 5117 Oak, Bellaire, Texas. Ameri-Mex will also provide installation of the tile they manufacture.

Zonatile, a pre-cast vermiculite concrete, is being used to replace wood decking on roof installations.

The Douglas Fir Plywood Association of Tacoma, Wash., has announced Texture One Eleven, a 5/8" fir plywood panel with parallel grooves and natural texture surface veneers. Panels are shiplapped on long edges for ease in application. The product is designed for use as paneling, siding, gable-ends, patio enclosures, or porch and carport ceilings.

The Baldwin Hill Company, Temple, is producing mineral wool insulation by a new process. Minerals are spun at high temperature into lightweight fibers.
List of Delegates
(Continued From Page 10)


PROFESSIONAL DIRECTORY

FOUNDATION INVESTIGATIONS
- undisturbed sample borings
- laboratory soil tests

GREER & McCLELLAND
Consulting Foundation Engineers
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Houston, Texas
98 Greenwood
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This superbly modern flooring brings the miracle of vinyl-asbestos to the modern home. It lightens chores because it rarely needs hard scrubbing...never needs waxing. It brings safer footing, easier walking, because it has a cushioned resiliency that makes it easy on the feet.

Here's a flooring ideal for kitchens, recreation rooms or any area where food and drink are served. Vina-Lux has built-in resistance to all kinds of greases and oils...and to most of the common household products often spilled on kitchen floors.

Vina-Lux brings you colors that are new and fresh...colors that will enable you to design interiors that harmonize with the modern homes built today.

When you see Vina-Lux, you'll see for yourself why it's the new wonder floor all America is talking about—it's amazing surface alone is enough to convince you. Samples are yours on request.

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