

 **THE TEXAS  
ARCHITECT**

AUGUST

1966

**COVER:**

*Bold architectural form and scale define the open plaza of the Post Office and Federal Building Complex in Austin. The complex designed by Page-Southerland-Page and Brooks & Barr, Architects and Engineers is a TEXAS ARCHITECTURE 1965 selection.*

Official Publication of  
**THE TEXAS SOCIETY OF ARCHITECTS**

The Texas Regional Organization of  
The American Institute of Architects

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327 Perry - Brooks Building, Austin, Texas

Published monthly by the Texas Society of Architects in Austin. Subscription price, 50c per year, in advance. Copyrighted 1951 by the T.S.A., and title registration applied for with the U.S. Patent Office.

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327 Perry-Brooks Building, Austin, Texas

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# THE TEXAS ARCHITECT

## EDWARD P. MORGAN AND THE NEWS

American Broadcasting Company Radio Network

February 25, 1966

A group of subversives, as it were, is meeting in Washington this weekend, almost in the shadow of the White House, and plotting an American revolution. Before J. Edgar Hoover calls out the Feds, however, he might well check with the White House. For the conspirators are members of no secret tong. They belong to the reputable American Institute of Architects, AIA, whose current activities have been inspired, in part, by the wives of two presidents and urgent recommendations by President Johnson himself. Until very recently, beauty was not considered a national issue except at the cosmetic counter and the Miss America contest. But thanks to the lively interest in the natural and man made attractions of our land expressed by the Kennedys and the Johnsons, beauty in the civic sense is no longer a joke or a dirty word. The two first ladies, Jacqueline and Lady Bird, have added their own special impetus to the nation's slowly growing consciousness of taste, the value of our cultural heritage, the importance of gracefulness over ugliness in buildings and the enduring worth—if they are permitted to endure—of such botanical knick-knacks as trees and grass and flowers.

So the profession of architecture has been emboldened to lend some of its own considerable talents to the subject. Two AIA committees, one on aesthetics, the other on urban design, have been comparing notes



here in the Institute's headquarters, Octagon House, one of Washington's lovelier landmarks, which James Madison used as a presidential mansion for a while after the British burned down the White House in the War of 1812. Almost diffidently, the architects are mobilizing for a "war on ugliness." They are moving slowly; some think too slowly. But like similar professional groups, such as the American Medical Association or the American Bar Association, they are divided, left, right and center, and furthermore they are not sure exactly what their role should be.

But at a recent regional conference in San Francisco, spawned by the White House Conference on Beauty, architects happily discovered bureaucrats who candidly admitted that the government itself did not have rigid, pre-set ideas on how to proceed. If this fluidity can be maintained it is a promising augury of future planning. Already the architects have discovered, however, that that word "planning" is a major obstacle in itself. Coupled with that sacred phrase "free enterprise system," the prejudice against planning has presented an almost insuperable barrier in the past to the imaginative, intelligent layout of cities and towns, the parks within them and the preservation of the natural beauty around them. It is as if the education supported by our American "money-making culture" has taught us to sanctify profits to the exclusion of virtually all other values.

An architect from Wilmington, North Carolina, who has long been battling real estate and other interests on zoning decisions and civic construction plans, put it this way at one of today's Octagon House sessions: "You try to persuade a property owner not to put up a filling station or a parking lot on his land and he eyes you as if you were a Bolshevik and accuses you of undermining the free enterprise system."

Nevertheless, the AIA's "war on community ugliness" task force has produced, in rough draft, a declaration

which says, in part, "The public, both its leadership and electorate, must be made to see economic goals are not supreme, and that the uncontrolled bulldozer and the billboard are not indices of the state of our culture." Economic goals are still vulgarly decisive, however, as the draft recognizes. In the chaotic gap between problems and solutions in city planning and resource conservation, it concedes, "economic exploitation and predatory self-interest become the law of the land and social and physical ugliness are the inevitable by-products."

One of the ways to right this ghastly state of affairs is to make people realize that in the long run harmonious urban planning and the preservation of natural beauty are sound investments, that they can be made to pay off, dollarwise. A change in the tax structure is one approach. Why can't aesthetic objectives and economic objectives be made identical? One proposal submitted to the Maryland Scenic Beauty Commission would, for example, levy an "earnings tax" on, say, parking lot owners and slum tenement landlords. Instead of—or in addition to—what is usually an absurdly low "ad valorem" basis for their property taxes, they would be taxed on earnings received from such enterprises. On the other side of the scale, there would be tax deductions and/or exemptions for investments in beautifying the property.

You can almost hear now the anguished screams of vested interests against any such "revolutionary" scheme but saving our cities and countrysides is going to take a revolution in public responsibility and it's encouraging to note that leaders among the nation's architects are organizing a kind of guerrilla force to infiltrate the establishments. Some architects are even preparing to make the supreme sacrifice by running for office themselves. That would be beautiful.

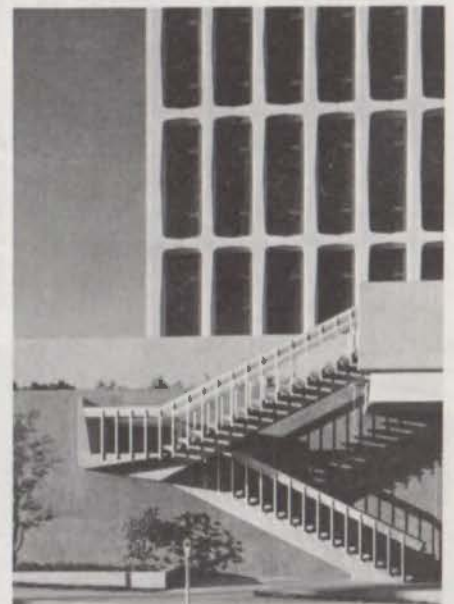
This is Edward P. Morgan saying good night from Washington. ■



# POST OFFICE AND FEDERAL BUILDING

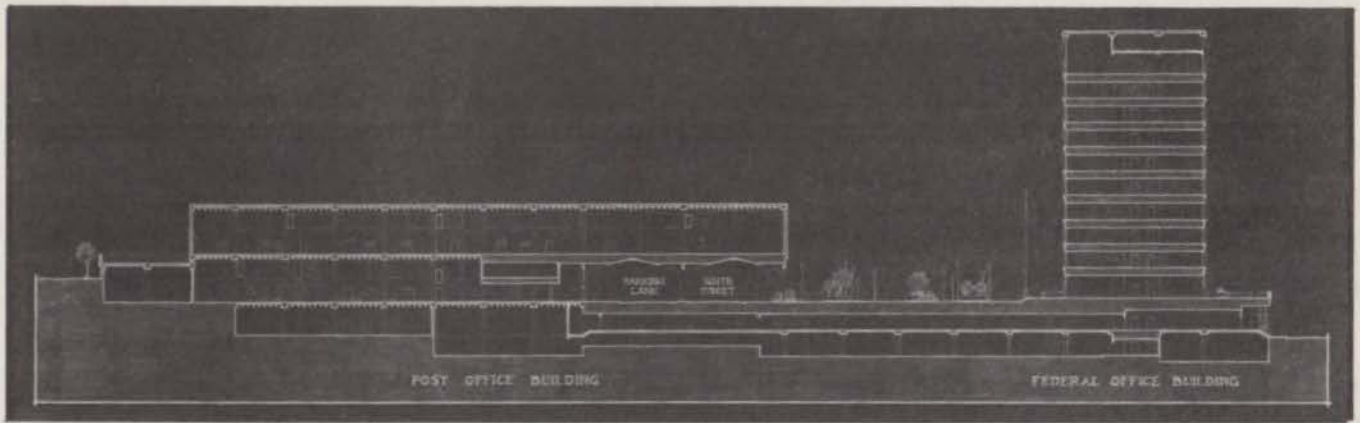
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ARCHITECTS AND ENGINEERS AUSTIN, TEXAS

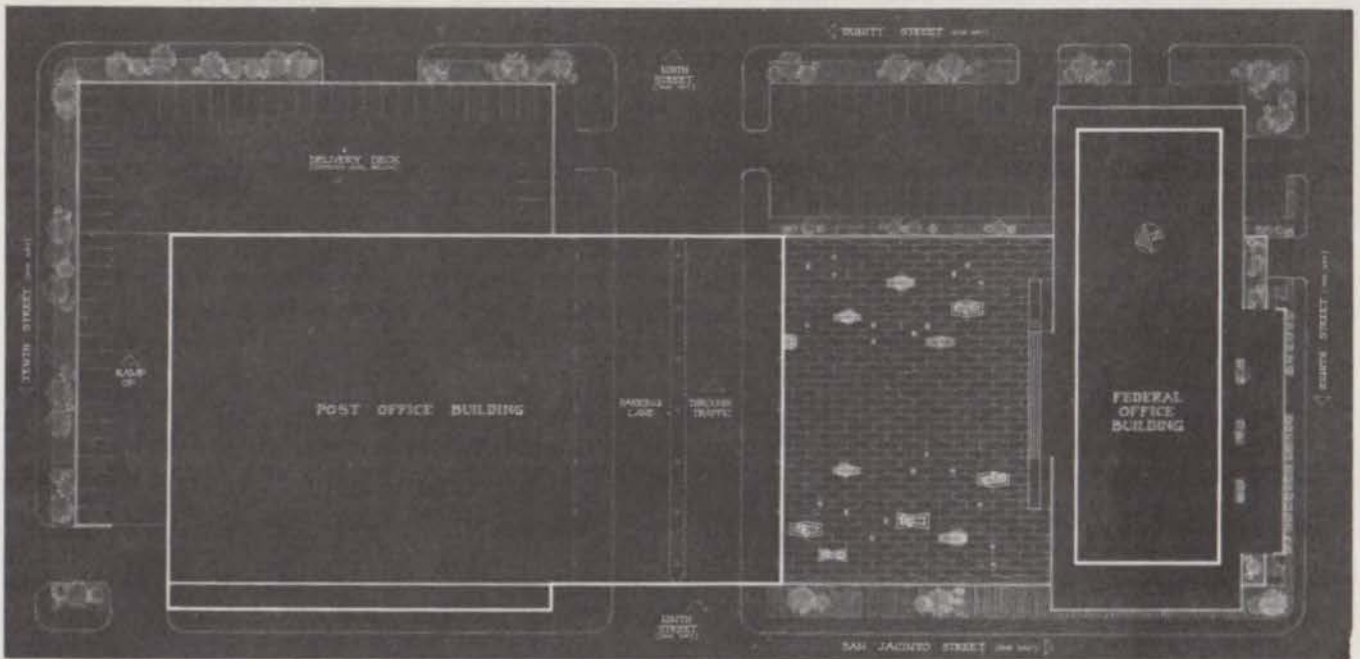








LONGITUDINAL SECTION



SITE PLAN



*The Problem: Design as one project a federal office building and a new post office for a major Texas city on a sloping two block site that must retain the thru-street.*

*The Solution: The Post Office—low and broad to accommodate the huge work areas. The Federal Building—tall and thin; many offices of varying sizes; fast vertical transportation. The plaza a connecting concourse; a city space. The Post Office bridges the street by necessity (the required area will not fit on one block) and by choice—to preserve unity and create shade. The mail workrooms are placed one above the other—each with loading dock and trucking area—incoming—outgoing.*









## POST OFFICE AND FEDERAL BUILDING

*Concrete columns Post Office support dome pan slabe. The vast workrooms are expressed as a box sheathed in 12' x 27' panels of quartz. Bush hammered concrete trees support one end of the box—the other rests on a base of polished native granite.*

*Federal Office Building, precast concrete units of smooth quartz aggregate are perimeter columns and window surrounds—voids filled with monochromatic grey glass, spandrel glass, aluminum.*

PHOTOS BY DEWEY MEARS



# DEVELOPMENT OF OUR NATIONAL BORDER WITH MEXICO

## PROCEEDINGS OF THE JUAREZ INTERNATIONAL CONFERENCE SPONSORED BY TSA'S COMMITTEE ON URBAN AND BORDER DEVELOPMENT

ON MAY 7, 1966, THE COMMITTEE ON URBAN AND BORDER DEVELOPMENT OF TEXAS SOCIETY OF ARCHITECTS HELD AN INTERNATIONAL CONFERENCE IN HOTEL CAMINO REAL IN CIUDAD JUAREZ, MEXICO. THE PURPOSE OF THE CONFERENCE WAS TO SEARCH FOR CONSTRUCTIVE PROGRAMS AND METHODS OF THEIR IMPLEMENTATION FOR GREATER DEVELOPMENT OPPORTUNITIES IN OUR BORDER REGION WITH MEXICO.

ATTENDING THIS CONFERENCE WERE PROFESSIONALS AND OFFICIALS OF THE UNITED STATES AND MEXICO:

### INVITED PARTICIPANTS:

Mr. Richard Ives, AIP, Dept. of Housing & Urban Development, Washington, D.C.

Arq. Jorge Medellin, Secretaria del Patrimonio Nacional, Mexico

Mr. Terrell Blodgett, Administrative Assistant to John Connally, Governor of Texas, Austin

Arq. Victor Sosa Velasquez, Programa Nacional Fronterizo, Mexico

Hon. Joseph F. Friedkin, Commissioner, U.S. Section, International Boundary & Water Commission

Hon. David Herrera Jordan, Commissioner, Mexican Section, International Boundary and Water Commission

Dr. Judson F. Williams, Mayor of El Paso, Texas

Lic. Armando Gonzales Soto, Mayor of Ciudad Juarez, Chih.

Lic. Isidoro Trueba, Assistant to the Mayor, Ciudad Juarez

Mr. George W. Finger, Co-Chairman Border Cities Association

### SPECIAL GUESTS:

Mr. William P. Hughes, Consul General for U.S. in Juarez

Sr. Roberto Urrea, Consul General for Mexico in El Paso

Dr. Clyde Wingfield, Chairman, Department of Government, Texas Western College

Mr. Nestor Valencia, Chief of Advance Planning Section, Department of Planning, El Paso

Mr. Joe J. McGraw, Director of Regional and Community Planning, Texas A&M University

### TECHNICAL CONSULTANTS:

Arq. Ramon Corona Martin, Sociedad de Arquitectos Mexicanos, Mexico City

Robert E. Alexander, FAIA, Consultant to City of El Paso, Los Angeles

Jonathan Cunningham, Director of Planning, El Paso

### TSA OFFICERS AND COMMITTEE MEMBERS:

George S. Sowden, AIA, Fort Worth, President, TSA

George F. Harrell, FAIA, Dallas, Chairman, TSA Public Affairs Commission

Edward Mok, AIA, AIP, San Antonio, Committee Chairman

Edwin W. Carroll, FAIA, El Paso, Member

Harris A. Kemp, AIA, Dallas, Member

William M. Pena, AIA, Houston, Member

Edward Romieniec, AIA, Texas A&M University, Member

Gayle Wilhite, AIA, Brownsville, Member



PRESIDENT GEORGE S. SOWDEN OF TEXAS SOCIETY OF ARCHITECTS GAVE THE OPENING REMARKS, STATING THAT:

- Texas Architects are aware of the problems and opportunities for greater development of our border region. This awareness was manifested in the El Paso Charter, signed by architects of the U.S. and Mexico in 1960.
- On the Mexican border many achievements have been accomplished — their implementation of the National Frontier Program.
- On the U.S. side, very little concerted efforts have been given to achieve the goals of the Charter of El Paso.
- TSA's Committee on Urban and Border Development has been hard at work to push toward partial fulfillment of the U.S. commitment to the Charter.
- Part of these efforts culminated in a white paper entitled *Our National Border*, published last year by TSA. The white paper was distributed to all pertinent governmental agencies and others having a part in this endeavor. The reactions to our white paper have been very gratifying.

CHAIRMAN EDWARD MOK OF TSA'S COMMITTEE ON URBAN AND BORDER DEVELOPMENT THANKED COMMITTEEMAN EDWIN W. CARROLL, FAIA FOR MAKING THE ARRANGEMENTS FOR THE CONFERENCE AND EMPHASIZED THREE MAJOR POINTS RELATIVE TO THE CONFERENCE:

- The Conference is to follow up the El Paso Charter objectives. Problems of border development were eloquently expressed in the Charter, but new directions to be followed were lacking. Much more needs to be done on finding new solutions.
- TSA has large membership, is a strong organization, our voice is heard at the federal, state and local levels. Yet our role in bringing greater development opportunities to our border region can only be that of a mid-wife. We are the idea man, not the entrepreneur.
- We want to listen to the advice of our distinguished guests. We are searching for new scope and ideas. We want to light the candle instead of cursing the darkness.

DR. JUDSON F. WILLIAMS, MAYOR OF EL PASO, GAVE THE REMARKS FOR THE HOST CITY AS WELL AS A LOCAL OFFICIAL WORKING CLOSELY WITH THE ADJOINING CITY OF JUAREZ:

- El Paso is very interested in the closer coordination and development between the U.S. and Mexican border cities. There are no problems concerning El Paso and Juarez that a little money and interest would not solve.
- Municipalities on both sides of the border are usually in full accord. But the problem itself can often be solved only by Washington and Mexico City.
- In the treaty of Chamizal, El Paso will take full advantage of the provisions. We now have completed plans for a border highway from the Ysleta-Zaragosa port of entry to the central area of El Paso, along the new river channel. We also have concrete plans for a senior high school and vocational training school. In addition, a Chamizal national memorial is awaiting congressional approval. All these projects are designed to enhance the highly urbanized area in the Juarez-El Paso border.
- We have worked out a plan whereby the new river channel will always have water flowing in it. This plan has been worked out in detail with commissioners Joseph F. Friedkin and David Herrera Jordan of the U.S.-Mexican International Boundary and Water Commission.
- Some other ideas for the river area development have been formulated. The U.S. Congress will provide the

# DEVELOPMENT OF OUR NATIONAL BORDER WITH MEXICO

necessary funds to relocate the Franklin Irrigation Canal to a location adjacent to the new river channel, and continue along the river throughout the length within the city limit of El Paso. This facility must be relocated for reasons of safety and esthetics.

- An opportunity of this dimension comes only once in a lifetime. El Paso will take advantage of this, and permanently memorialize the entire area as a lasting symbol of mutual respect and harmony.
- Juarez will also develop a program on their side to parallel our development. We will lend all assistance to help in any manner.
- To the TSA I will say that your thoughts are fully appreciated, and we sincerely hope they will expand. We are looking forward to your ideas and policies in relation to your programs. I am sure that nothing but good will come about from this and future conferences.

MR. RICHARD IVES, DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT, WASHINGTON, D.C., GAVE THE FOLLOWING REMARKS:

- I can think of no better way of expressing my feeling at this conference than to point to the charter of El Paso of 1960. This is what the U.S. Government will have to use as a guide to work out a realistic program.
- We are indeed very fortunate in having a distinguished group of professionals to identify this problem, and responsible local officials to work jointly to create a better environment for economic and social development. These are the basic objectives of this kind of activity.
- The Chamizal project is a special effort and sets an example to follow. It was made possible principally because of the work of the International Boundary and Water Commission.



*The principal functionaries and architects of Mexico and the United States who took part in the conference sponsored by the Texas Society of Architects to study the problems and solutions of the two nations' border. Shown here are participants of the conference after the first session.*



- Unfortunately, this kind of understanding and organization does not exist in other problems. We need to have more of this to channel efforts within the federal, state and local governments.
- We are glad that special legislation was accomplished in Texas to provide 701 planning funds to ensure proper planning for the border area. In California, the San Diego-Calexico area has also received the same assistance.
- We now have legislation proposals pending from the adjacent New Mexico county for planning funds to extend the El Paso efforts.
- Federal planning efforts must work through the state governments. In Texas, you are now fortunate in having regional planning legislation, and we understand that a state planning program is now being formulated. Here is an opportunity to metro-ize border towns into related urban areas. Our organization in Washington is designed to help state, county, and local governments to work together and to coordinate their efforts.

ARQ. VICTOR SOSA VELASQUEZ OF MEXICO'S PROGRAMA NACIONAL FRONTERIZO IS RESPONSIBLE FOR MANY OF THE MAJOR COMMERCIAL AND CULTURAL DEVELOPMENTS IN THE MEXICAN BORDER CITIES. HE MADE THE REMARKS ON BEHALF OF PRONAF DIRECTOR JOSE S. VIVANCO:

- First of all, may I convey a most cordial greeting from Sr. Jose S. Vivanco, General Director of Programa Nacional Fronterizo, whom I have the honor of representing in this important conference. I will briefly review the projects to be accomplished during this year by PRONAF.
- Programa Nacional Fronterizo will complete the projects that are presently under construction in the cities of Matamoros, Tamps., Piedras Negras, Coah., Ciudad Juarez, Chic., Nogales, Son., Mexicali and Tijuana, B.C.
- With reference to the projects initiated in Ensenada, B.C., a socio-economic survey is being conducted to determine the magnitude of these projects; once this survey is finished and the findings analyzed, the projects will be continued.
- Also, after the results of this socio-economic survey are known, and with the approval of the Comision de Inversiones de la Secretaria de la Presidencia (Office of the President), there will be projects initiated on both the northern and southern borders of the Mexican Republic; these include the cities of Rio Bravo and Reynosa, Tamps., Ciudad Acuna, Coah., Ojinaga, Chih., San Luis Rio Colorado, Son. and Tecata, B.C. on the northern border.

MR. TERRELL BLODGETT ATTENDED THE CONFERENCE AS A REPRESENTATIVE OF THE OFFICE OF GOVERNOR JOHN CONNALLY. HE MADE THESE REMARKS:

- TSA's white paper is getting good reception at all levels of government. It will be worthwhile undertaking if the recommendations of this paper on border development are to be followed.
- The white paper objective has become a reality—such as the adoption of the recent Texas regional planning legislation. Presidio and Laredo are actively considering application to HUD for planning assistance.
- Yet the present regional planning legislation is not extensive enough. A three-year study of metropolitan areas is now undertaken by the Texas Municipal League. This is to be a study in depth.
- In the future the regional planning legislation will be changed and strengthened. Plans are now under way to have a meeting on regional planning with representatives from HUD and others to discuss and solve present problems concerning Texas.
- Governor Connally has requested the establishment of a State Planning Agency Council to coordinate state planning programs.

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LIC. ARMANDO GONZALES SOTO OF CIUDAD JUAREZ DELIVERED A PREPARED SPEECH AT THE CONFERENCE:

- Distinguished visitors at this conference on urban and border development sponsored by the Texas Society of Architects: The Governor of our state has asked me to extend to you his warmest greetings with the hope that by your presence we may broaden our concepts of architecture and favorably apply our knowledge of new methods toward the never-ending demands of a better life.
- This very important science of architecture that man has created and raised to the height of the fine arts is based on principles and elemental theories of physics and is further developed by powerful mathematical resources. Its concepts are governed by the sublime teachings of esthetics, and it is both a beautiful and a useful art. In the field of human activity it is the one science that most resembles nature in its being by the admirable harmony with which it unites all the elements of knowledge to satisfy both reason and emotion.
- For history, architecture constitutes a most valuable source of information, aided in this function by its adjacent science, archeology. It would be futile to give a brief account of the history of this subject, which is of your complete knowledge, in order to prove that it constitutes a valuable and indirect historical source.
- The men of our times, and very specially those who ardently practice architecture, have a great responsibility. We must not forget that posterity will judge us according to that which we leave behind.
- Apart from this we must recognize that if it is true that architecture has partly lost its form, it has, on the other hand, approached man in his unwearied objectives of yielding a true social service, thus adding to his happiness and well-being.
- I am certain that everyone of you who practices architecture and studies it with interest in the manner required by modern man, realizes that there are many human beings being deprived of the shelter of a home, while tre-



*Arq. Jorge L. Medellín, Undersecretary of Mexico's Department of National Patrimony arriving in Juarez. Shown l. to r. are: Edwin F. Carroll, FAIA, Edward Mok, AIA AIP, Medellín, Arq. Victor Sosa Velasquez of Mexico's Programa Nacional Fronterizo and Arq. Ramon Corona Martin, Hon. FAIA of Mexico City.*



mendous amounts of money are spent throughout the world on projects not urgently needed for basic living.

- In our country the Revolutionary Government has created a number of important organizations to advocate construction for the benefit of all Mexicans. The following institutions are proof of this desire:

1. The National Institute of Popular Housing
2. The National Mortgage Bank of Urban and Public Works
3. Social Security Institute, Serving State Workers
4. The Mexican Institute of Social Security

If these institutions have not completely fulfilled the desires of our Mexican citizens, they have at least collaborated effectively toward their stated objective.

- In addition, our government has issued various resolutions regarding definite percentages of bank deposits to be used for the financing of popular housing.
- I would like to point out the efforts we have put forth to achieve a firmer union with our sister border city of El Paso. Perhaps today, more than ever, favorable conditions facilitate greater cooperation between these two cities in the material and spiritual aspects. We feel encouraged by the joint declarations issued by our Chiefs of State on President Lyndon B. Johnson's recent visit to Mexico City. The declaration stated that there will be the creation of a commission to study and resolve border problems and to designate means of strengthening the ties of friendship between both countries, thus stimulating a valuable and significant economic, social and cultural exchange.
- The authority over which I preside is at present working with enthusiasm to determine the basic elements of a regulation plan, such as roads and highways, establishment of zones, services and use of lands that are considered of prime importance, so that in working closely with our El Paso counterpart, we may simultaneously develop the structures of both cities with greater unity.
- I hope that you will arrive at concrete formulas which will once more demonstrate the affection and harmony of our creative effort and the unity of the professional tasks that you have zealously undertaken for the benefit of these sister cities which in mutual respect and justice express the feelings of two friendly nations.
- I sincerely and warmly welcome you, and I hope that you will find the hospitality which has become a tradition in this city, and which is specially demonstrated to distinguished guests such as you who cultivate science for the good of mankind and raising him to the dignified position which he deserves.

ARQ. JORGE MEDELLIN IS THE UNDER SECRETARY OF MEXICO'S DEPARTMENT OF NATIONAL PATRIMONY, WHICH HAS UNDER ITS JURISDICTION ALL NATIONAL BUILDINGS, REAL ESTATES AND URBAN DEVELOPMENTS. HE DELIVERED A MAJOR ADDRESS AT THE CONFERENCE ENTITLED "DEVELOPMENT OF THE NORTHERN BORDER CITIES OF THE REPUBLIC OF MEXICO":

- It is an honor for me to be among such distinguished persons from the United States and from my own country, and I appreciate your invitation to attend this meeting of high professional standards, with the distinguished presence of the representative of the Department of Housing and Urban Development from Washington.
- This meeting is prompted by the mutual desire of our two countries to continue toward a common goal of balancing what has been achieved so far, and reaching new agreements that will benefit our borders within the ideals of liberty and independence upheld by our governments and ratified once again on President Johnson's recent visit to our capital.
- On that occasion the desire was renewed of both countries to continue toward the attainment of a standard of living that affords man and his family the necessities which are a stepping-stone toward the economic evolution that guarantees social peace.



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- There is no better stage for accelerating the development of these ideas than the northern border zone of our republic where, for approximately 2,600 kilometers, two countries with different standards of living, with diverse historical backgrounds and two different languages, share a common border. They also share the same ideal of progress within the same governmental systems, and groups such as these will coordinately obtain the results desired by both countries.
- As a functionary of the Department of National Patrimony I send you the warm greetings of our department head, Licenciado Alfonso Corona del Rosal, whose preoccupation over the development of this border has stirred, to the maximum degree to which our economic resources permit, the activity of this department, directed by the Federal Council for Material Improvements in Border Cities. Our Secretary hopes that this conference will produce activities that will accelerate the development of this zone with the valuable collaboration of our distinguished neighbors.
- The Department of National Patrimony is in charge of, and supervises, all urban activities undertaken by the Federal Council for Material Improvements. Throughout the years it has preoccupied itself with urban development in border cities. Toward this cause it has sponsored several meetings that led to the resolution of common border problems. The last resolution resulted in the "El Paso Charter" drawn up in the City of El Paso, Texas, November 4, 1960. In it were included ten very important points which I will repeat for your benefit and which will prepare the new goals needed for the continued evolution of our borders.
- The distinguished group of North American architects at a meeting with those of our country reached the following agreements:
  1. We accept the mission and the service of our profession as an unavoidable duty that we must perform for our countries.
  2. We define this mission as the responsibility that we have of preparing a physical and moral environment that is in harmony with the necessities and with the most elevated aspirations of man in his community.
  3. We recognize that our countries have common technical problems that must be resolved.



*Speaking at the TSA Border Development Conference in Juarez is Mayor Judson F. Williams of El Paso. At the head table from l. to r. are: Mayor Lic. Armando Gonzales Soto of Juarez, International Water and Boundary Commissioner David Herrera Jordan, Richard Ives of Department of Housing and Urban Development, Washington, Undersecretary Arq. Jorge Medellin of Mexico's Patrimonio Nacional, Mayor Williams, Edward Mok, AIA AIP, William Pena, AIA, Arq. Victor Sosa Velasquez of Mexico's Programa Nacional Fronterizo and Arq. Ramon Corona Martin, Hon. FAIA of Mexico City.*



4. We must work together and communicate our ideas and experiences constantly and freely.
5. It is impossible to conceive the adequate development of a city without previous knowledge and analysis of its region.
6. All citizens living along the border inhabit a geographical space with similar characteristics and common production, distribution and consumer problems.
7. These common problems deserve and require urgent technical attention in order to achieve the harmonious development of our cities and regions.
8. We fully agree in our objectives and basic ideas, in planning and in architecture.
9. We would transform public indifference into civic enthusiasm, and isolated activity into coordinated efforts, and:
10. We propose the creation of a technical border commission that will collaborate with our governments and promote the objectives of this chapter.

- In my opinion the points agreed upon were excellent solutions, and I believe that we can bring them up to date by making them more practical.
- The results of this reunion are really flattering because from this date on happy events have followed one another, strengthening the collaboration between both countries' technicians with that spirit of cooperation that we are renewing today.
- In 1961 the government of my country created the National Border Program with the objective of commercial, social and cultural improvement for the benefit of the tourists and the Mexican inhabitants of this zone. These objectives have been partly realized with the help and understanding of the authorities and inhabitants of the North American zone.
- In 1962 the National Chamber of Industry and Transformation celebrated in this city its first regional convention on problems of industrial development in the northern border zone of the Republic. The convention considered the necessity of studying and resolving the problems that afflict different regions of our country, with the hope of attaining the industrialization of natural resources, thus multiplying the possibilities of providing jobs. We took into consideration the fact that the northern border zone of Mexico presents peculiar characteristics which must be studied in depth in order to obtain the complete incorporation with the productive structure of Mexico. We attempted to level the chronic and deficient commercial balance to obtain a maximum profit from the free perimeters and from the subsidies established by the federal government.
- With similar objectives, the Department of Industry and Commerce began in 1965 to plan in a concrete manner the industrial development of the border zone. This goal must be reached bi-laterally since regional development cannot be planned in parts, or with the interference of border lines, but only by putting aside these virtual limitations of a political character and considering the region with its natural limits. The industrial development of the border zone must also be adjusted to the legislation and to the socio-economic systems of each country through mutual collaboration agreements. It must be based on both of our countries' desire for improvement.
- As I mentioned previously, the Department of National Patrimony proposed urban development for those border cities which have established customs offices. This is so that the development of the border zone will be started in those population centers nearest the border. The urban development of these cities must contemplate the possibility of industrialization of the entire zone as the best means of taking advantage of natural and human resources, elevating the standard of living of the population and acquiring the economic independence of the border for its later integration into the national economy.
- Short and long range programs are needed that will take into consideration the principal of free enterprise of our two countries. Our governments are the promoters, providing the necessary infra-structure that will facilitate the free enterprise sector with the amplification of its activities with a social sense. We can thus increase the sources of work, improve living conditions, increase the population's buying power and create a development cycle.
- The potential market of the border zone, with multiple attractions for private enterprise in both countries, is based fundamentally on a greater integration of the communications, on the production at the pace of the population growth, on the work and the financial resources, and on international commerce.
- In this promising panorama of the border zone the index of population growth plays an important role for Mexico. In the Republic it has an average growth of 3.5% annually, whereas here in the border it is higher than



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50% annually in the eastern half and 100% in the western half.

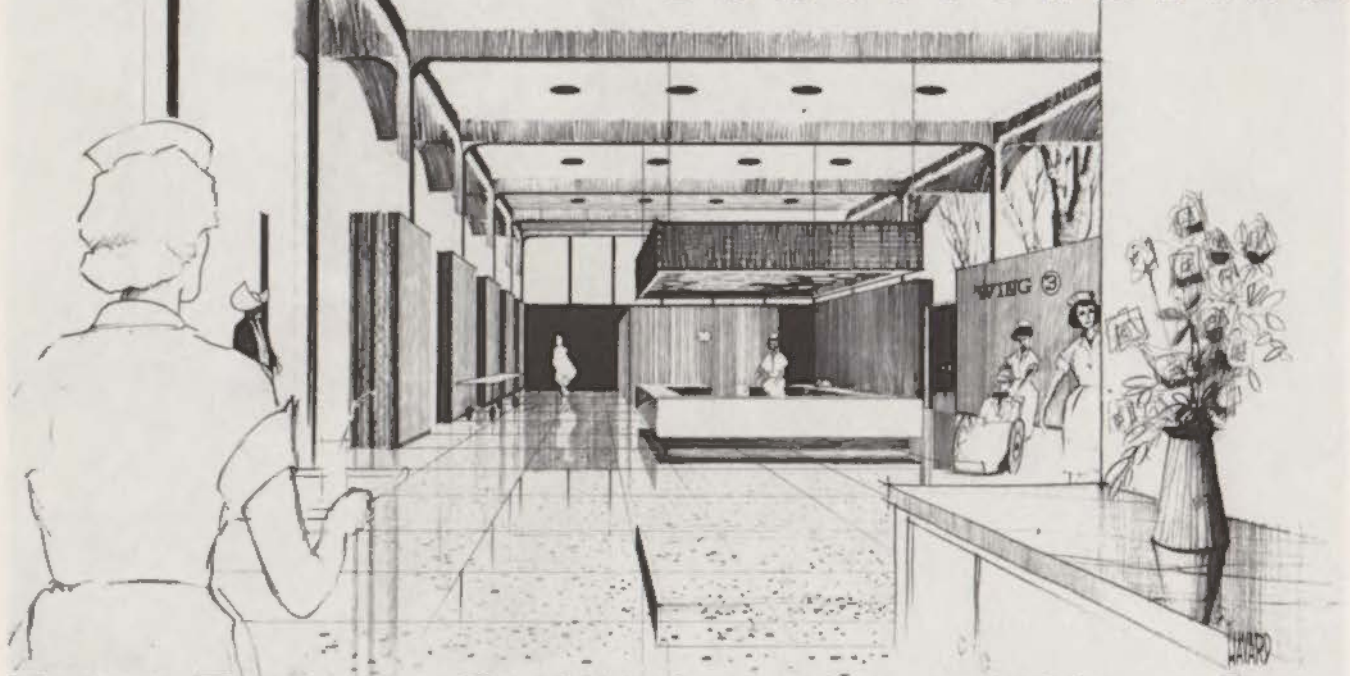
- This chaotic growth provokes an internal migration of people that come to live here with the hope of later emigrating to the United States. This situation has created insoluble problems to the region. It increases our government's responsibility since it has to face and resolve these problems through different means which are not and will not be sufficient as long as our two nations do not develop a long range program.
- This plan for the northern border region will be included in the national urban plan that the Department of Patrimony is now preparing. By proper collaboration, private enterprise may also benefit from activities of the public section.
- Technically, the programs of urban development achieve an urban or zonal balance through the establishment of zones, roads and highways and through the establishment of services as permitted by laws passed for that purpose. The investigation, analysis and zonal programs constitute the analysis of the reality obtained from the city and its area of influence. The balance between resources and necessities is administratively established, determining the general promotions to be realized. The material and socio-economic actions will be given in detail by a specialized study, keeping within the general plan.
- In this manner urban planning, including the area of influence that circles the city, has as its objective the determination of administrative rules which in force would ameliorate the physical atmosphere in order to achieve the unforeseen objectives of its socio-economic promotion. In general terms it is based on the rational use of territorial areas, on the road complex design, on municipal services (potable water, sewers, pavements, lighting, etc.), on architectural composition and integration of the urban unit, on material works of a general interest and common use, on the order, coordination and agreement of the urban system, projection, hierarchy, construction, conservation and maintenance of material works, and on the financial system of its promotion.
- We also believe that for the promotion, realization, and execution of the regulation plan of border cities it is necessary to establish an office that will depend upon both the municipality and on the federal council for material improvements, and one that will be in charge of reconciling the interests of the popular and private sectors and of achieving common criterion and mutual cooperation. This office would keep in constant contact with similar offices throughout the neighboring country in order to join in the promotions judged convenient according to the political creeds of both countries. This is an idea and not an official proposal.
- Such a condition would permit the organization of the promotion projects and facilitate the realization of the regulation plans. It would systemically coordinate the order of public and private elements that produce the economic and practical means of establishing a relation through laws and regulations that would insure the realization of these promotions.
- These are the main factors of the technical development which in general terms will be applied toward the development of the northern border zone of our republic. Our principal objectives are to strengthen the cordial relationships of our respective countries, to amplify our social and economic panorama, to industrialize the rural areas and to increase international commerce. At the same time we must not forget the cultural fomentation that will make possible the close march of our two civilizations in a continent destined to be the leader of the technical and cultural world of today.

DISCUSSIONS BY CONFERENCE PARTICIPANTS FOLLOWED ARQ. MEDELLIN'S SPEECH. AMONG THE SPEAKERS WAS HON. DAVID HERRERA JORDAN, MEXICAN COMMISSIONER OF THE INTERNATIONAL WATER AND BOUNDARY COMMISSION. Sr. Herrera suggested that the international border planning group be started in a practical way; that such groups could be started at local levels to solve their growth and communication problems. He believed that the Mexican and U.S. groups could then work with appropriate authorities of their respective nations.

IN ADDITION TO TSA PEOPLE, OTHERS WHO PARTICIPATED IN THE DISCUSSIONS WERE ARQ. RAMON CORONA MARTIN, ROBERT E. ALEXANDER FAIA, JONATHAN CUNNINGHAM AIP, MR. JOSEPH F. FRIEDKIN, MR. GEORGE FINGER AND ING. ADALBERT J. VOGEL OF THE PAN AMERICAN SANITATION OFFICE OF WORLD HEALTH ORGANIZATION. ■



# ASEPTIC TERRAZZO ENHANCES FUNCTIONALISM



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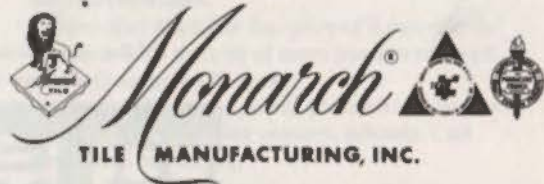


Tigers are everywhere. Gas tanks... automobiles... even hair tonic. For advertising, it's the Year of the Tiger. Monarch's symbol, though, remains

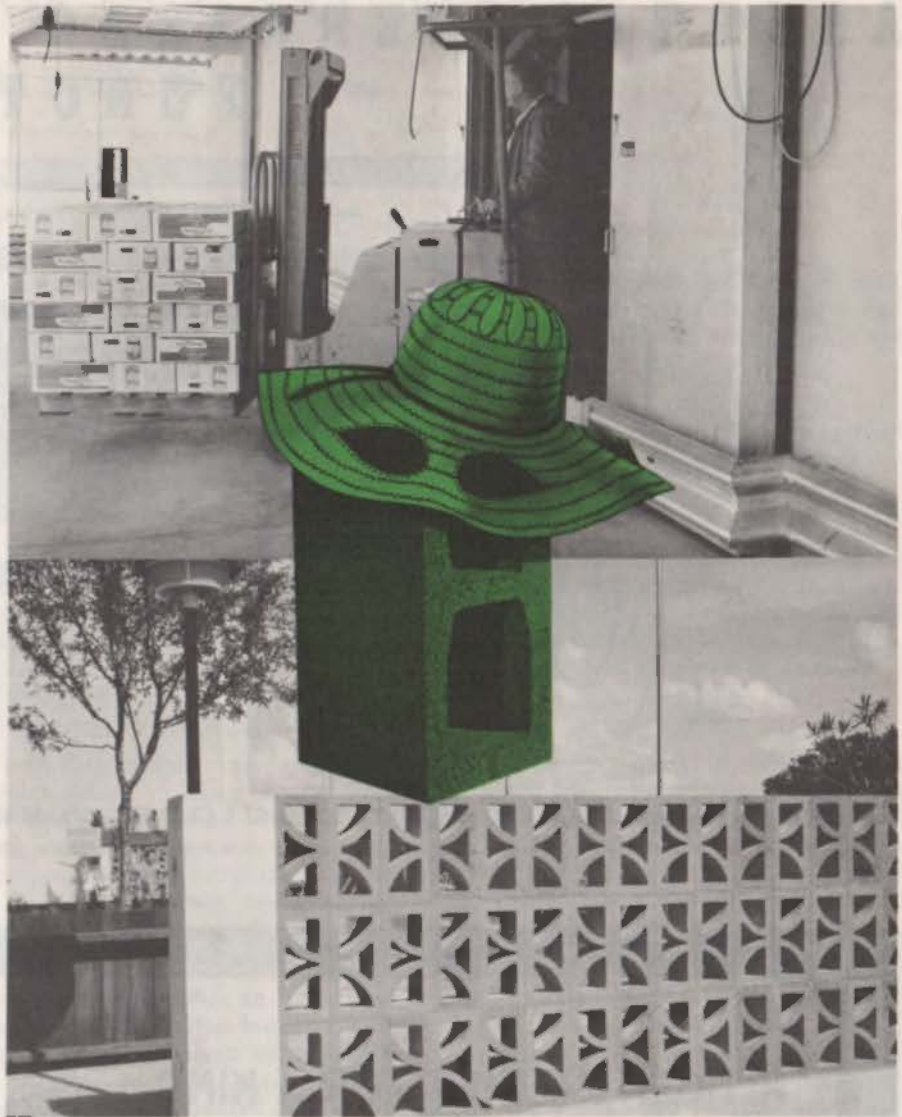
the lion — for just as the lion is king of beasts, so Monarch is the reigning name in ceramic tile.

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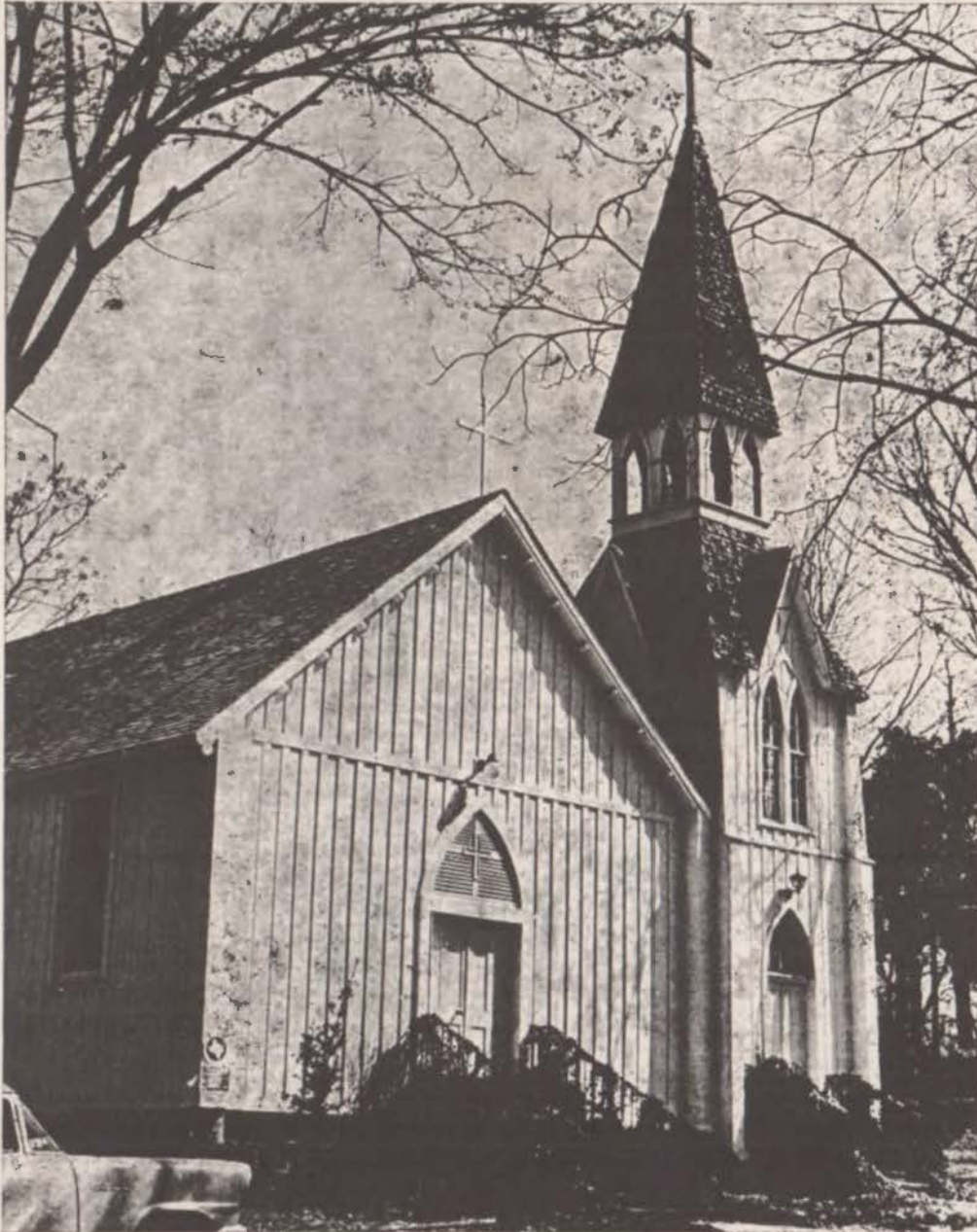
Approximately 50 color slides will illustrate each 30-minute reading text, together providing historical and architectural background on each subject surveyed. A \$3 rental fee will be charged for each set of lecture text and slides, lent for a two-week period.

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