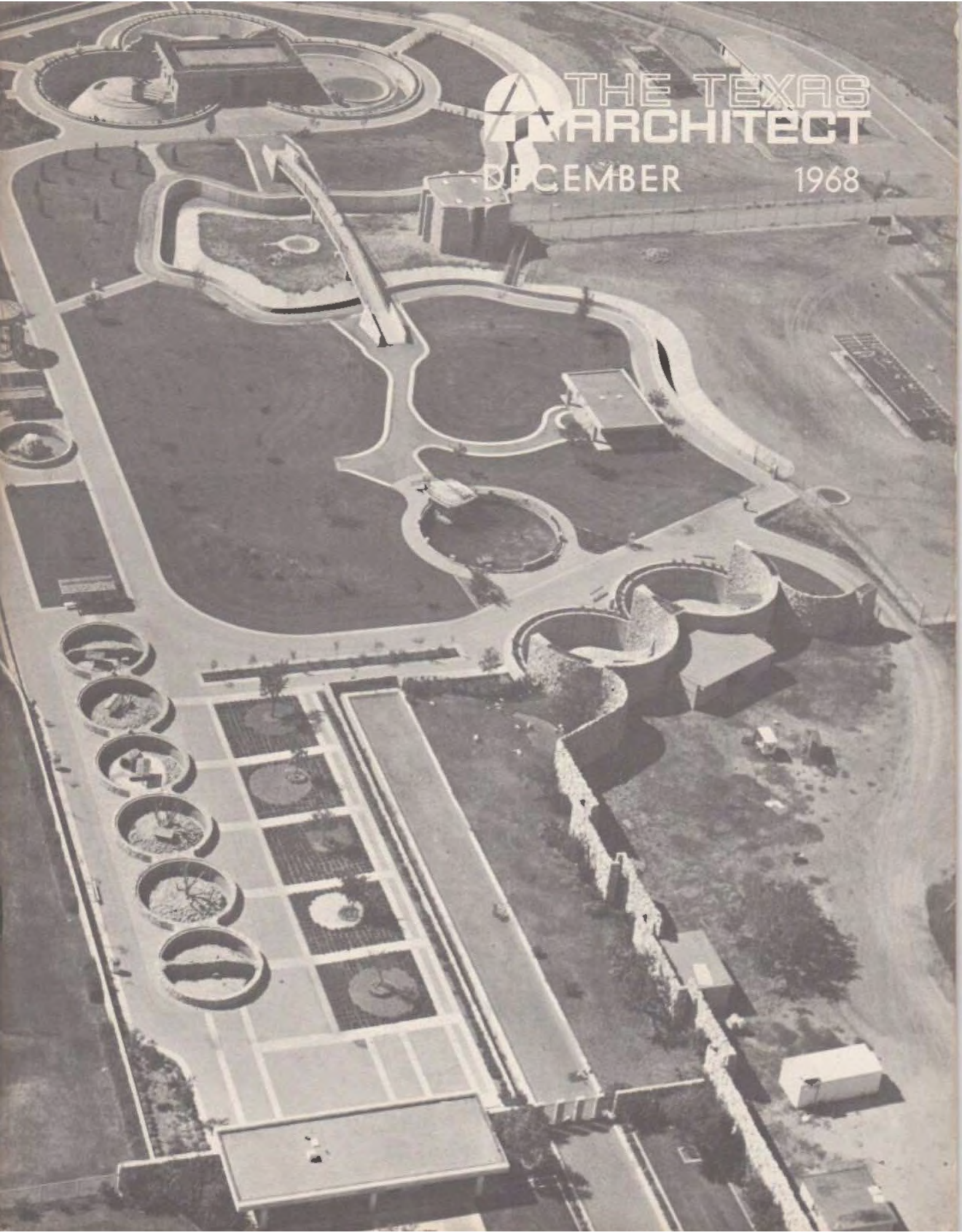

THE TEXAS ARCHITECT

DECEMBER 1968

Cover photo: Everyone enjoys a zoo. Architects Title, Luther, Loving & Lee have created a delightful sequence of space intermingling the various homes for the residents in Nelson Park Zoo. The Abilene project is a Texas Architecture 1968 selection.

All villages are alike
All villages are different
Each is a unique expression
Of the universality
Of man's experience.

From Alexander Girard Collection

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TEXAS ARCHITECTURAL FOUNDATION

327 Perry-Brooks Building, Austin, Texas

THE TEXAS ARCHITECT

VOLUME 18 / DECEMBER, 1968 / NUMBER 12

GROWING PUBLIC INTEREST IN A PLEASANT ENVIRONMENT HAS INDICATED THE IMPORTANCE OF AESTHETIC CONSIDERATIONS IN MANY AREAS, INCLUDING UTILITY · DESIGN. RECOGNIZING THE IMPORTANCE OF EXCELLENCE IN UTILITY DESIGN, THE BOARD OF DIRECTORS OF THE AMERICAN PUBLIC POWER ASSOCIATION IN 1967 AUTHORIZED A BIENNIAL AWARDS PROGRAM FOR UTILITY DESIGN WITH THE OBJECTIVES OF STIMULATING AESTHETIC CONSIDERATION BY LOCAL, PUBLICLY-OWNED ELECTRIC UTILITIES AND FOCUSING ATTENTION ON PROJECTS OF APPA MEMBERS WHICH HAVE ACHIEVED EXCELLENCE OF UTILITY DESIGN.

Robert C. Weaver, *Secretary of Housing and Urban Development*, speaking about the awards program stated: "As President Johnson has pointed out, 'Unless we begin now to restore the environment in and around our cities, we will be condemning a large part of our population to an ugly, drab, and mechanical fate.' This restoration can best begin with a clear image for all citizens of how their city can be.

Every city should have a clear and unequivocal comprehensive physical design for its future—a statement of how it should be to improve the life of all of its residents. This should include a physical design for every part of the metropolis that preserves unique terrain and views, beloved landmarks, and historic open spaces—and maintains sensitive guidelines for new construction of all kinds.

HUD programs are helping communities to plan better, provide better housing and neighborhoods, improve business areas, increase recreational opportunities, eliminate slums and blight, create parks and open space, restore areas, sites and structures of historic or architectural value, and provide the community facilities necessary for healthy and satisfying urban living.

Through our various demonstration grant programs we are supporting the investigation and practical testing of innovative ideas in key urban development fields—urban renewal, low-income housing, planning, urban mass transportation, open space, urban beautification, and historic preservations. In addition, under the Model Cities program, 75 first-round cities are undertaking urban design on a more intensive basis than ever before to find out how to rebuild their most neglected neighborhoods—not just the real estate, but the life of the community.

We have been striving to endow all our programs with the quality of humanism which is a fundamental of design and to encourage grace and beauty in all the different kinds of physical development which we assist.

In the words of President Johnson: 'The challenge of changing the face of the city . . . summons us all'."

Participating organizations include the American Institute of Planners, American Institute of Architects, American Society of Landscape Architects, and American Society of Civil Engineers.

TEXAS ARCHITECTURE 1968

Nelson Park Zoo

ABILENE, TEXAS

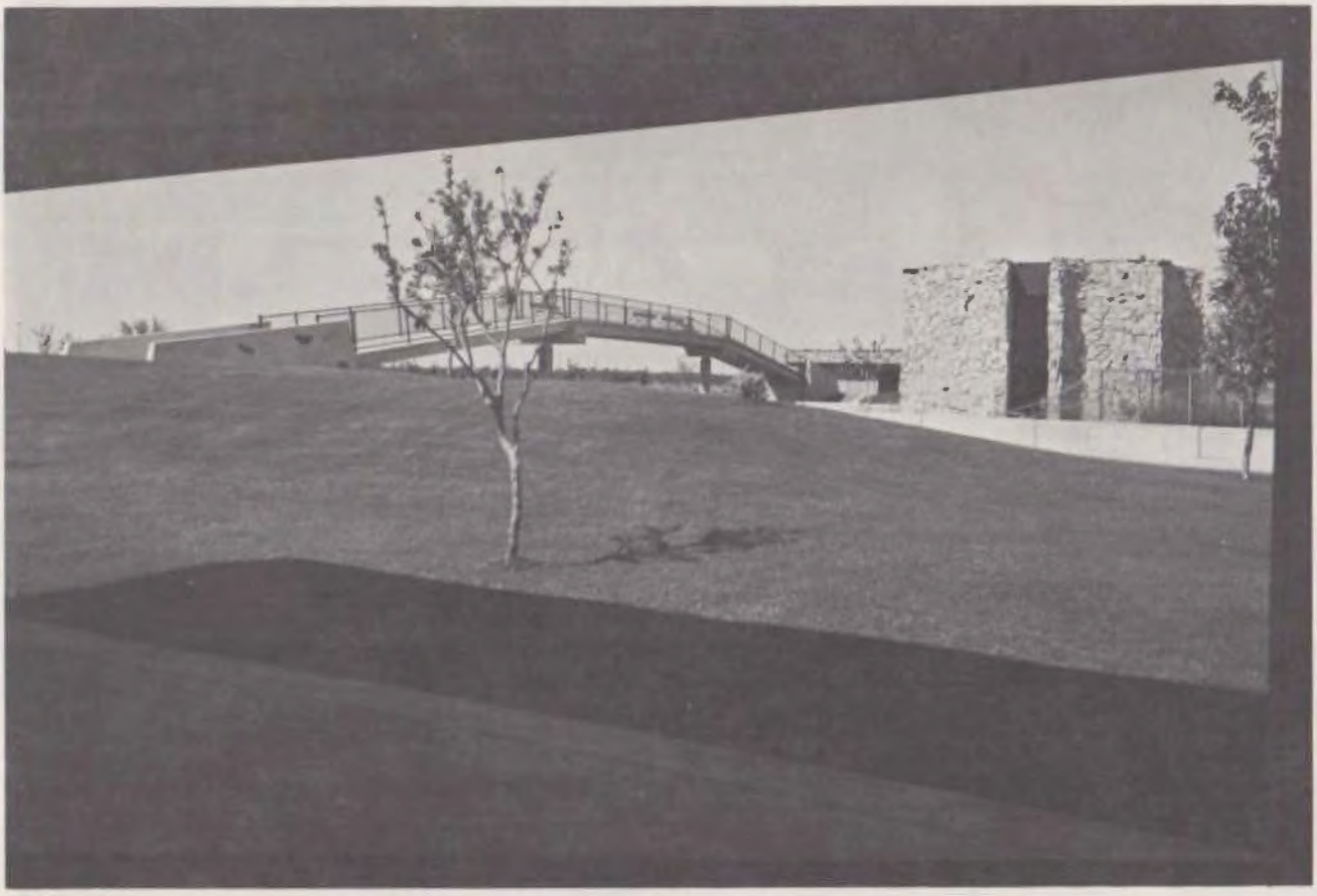
ARCHITECTS

TITLE, LUTHER, LOVING & LEE

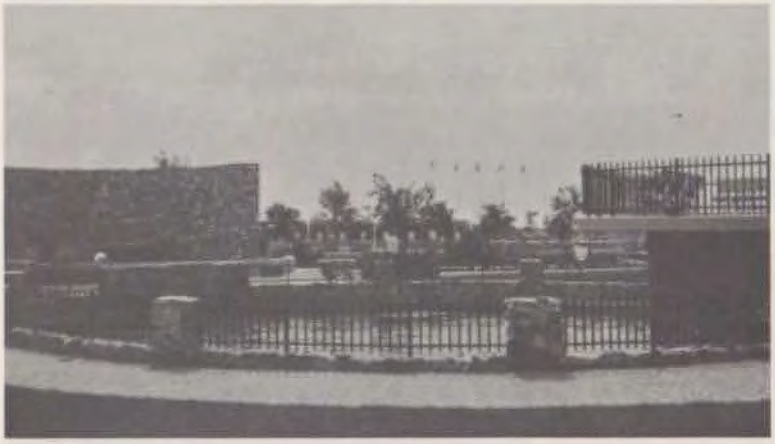
Design a small zoo on a very limited budget. As an architectual design problem, a zoo is superb—it contains all design elements such as site development, traffic flow, maintenance and service, building design, landscaping, and the design of displays to house animals adequately while providing good and attractive viewing by the public.

The ideal solution would be to turn the animals loose and place a cage around the individual—or, place the animals on the honor system. However, the practical answer was to accept the barren 26 acre site given you—construct a 13 acre lake and a 13 acre zoo.

The lake was thought to be an essential design element—being both scenic and providing cool fresh air across the zoo area due to a prevailing south breeze. The animals whose odors were excessive were placed on the downwind side.



NELSON PARK ZOO – ABILENE



Small animal and bird exhibits greet the visitor while the larger animals and exhibits are farther along.

Landscaped berms are placed strategically to relieve the flat site and to divert vision and noise.

The service area is hidden behind a high stone wall which serves as a background for some exhibits.

Unfinished concrete and a native stone were used throughout. The buildings are reinforced concrete frame—concrete block interior with native stone veneer, with a precast concrete channel roof.

NELSON PARK ZOO

ABILENE

TITLE, LUTHER, LOVING & LEE

So that the public may view the animals and vice versa without visual interruption, most all exhibits are open and moated, and the proper depths and distances for these moats was a most difficult and time consuming research process. No one actually knows how far a tiger, coati-mundi, cheetah, gnats, gnus, or even a wild ass can leap, especially when hungry—however, should any of these animals persistently escape, the City Council indicated it would pass an ordinance forbidding same.

MAN AND HIS ENVIRONMENT

Address by
Gene C. Brewer, President
U.S. Plywood-Champion Papers, Inc., to the
American Institute of Architects Convention
Portland, Oregon

May I first express my appreciation to your distinguished President, Mr. Durham, and to the Institute for inviting me to appear on your program to discuss such urgent and compelling matters which embody the fate of our cities and, ultimately, out country. There is no more important or difficult domestic issue facing our nation today.

It is a pleasure to appear on this program with Whitney Young, who represents what I think is one of the most helpful and responsible organizations working on the vital issue of U.S. race relations . . . a matter which must be solved responsibly if all of our people are to realize the true promise of America.

Let me say right off that Mr. Young and I agree that these problems of human relations must be solved as quickly as possible. Every right-minded American would agree that the living and housing conditions, the opportunities for better schooling and training, and the economic opportunities for millions of poor families—both white and nonwhite—should be improved. Certainly black people are entitled to have the same opportunities as white people for jobs, the same opportunities to earn a better living, and the same opportunities to enjoy better homes in better communities. Many millions of Americans—the vast majority—are eager to cure the major social and economic problems which have been centuries in the making but which cannot be corrected overnight.

Much already has been said and written about these matters. Nonetheless, I'd like to share some thoughts with you.

Stated very simply, it seems to me that the primary thrust of the social forces at work in the world today is to give more to those who historically have had less. By this, I mean not only material things, such as food, clothing and shelter, but also more opportunities to achieve the "better life"—leisure time, cultural pursuits and the like. This condition, desire or movement exists in every corner of the globe today and has been going on for thousands of years.

What we are seeing now is a continuation of man's striving for something better for himself and his family. Over the centuries, it has been more of an evolutionary than a revolutionary process, although at times certainly intensified, as is presently the case. These forces of change—in a sense, a rebellion against the status quo—certainly should not surprise or unduly alarm us because the underlying reasons are the same ones that caused our forefathers to come to this country and eventually found a separate nation—the United States of America.

Most of us would agree, I think, that a distinctive feature of our society has been the attempt to provide for equality of opportunity so that every individual can, if he chooses, reach his full potential.

Certainly we aren't and can't all be equal, but we can and must have equal opportunity. I feel it is a fundamental duty of every forward thinking citizen to make this a reality; and with that opportunity goes an accompaning obligation.s Whatever their abilities or station in life, individuals can and must strive to better themselves; to build and not destroy, to earn and not just take. Finally, in my view, the basic objective of our society must be to make it possible for everyone to earn and enjoy the benefits of today's technology. Only in this way

can man achieve his moral purpose and satisfy his reason for being.

Thomas Wolfe put it this way:

"To every man
regardless of his birth,
his shining opportunity.

"To every man
the right to live,
to work, to be himself
and to become whatever thing
his manhood and his vision
can combine to make;

"This, seeker, is the promise of
America."

Let us remember always, each of us, that phrase pregnant with national meaning: ". . . to become whatever thing his manhood and his vision can combine to make." What, we might ask, in terms of our manhood and our vision, have we combined to make of our cities—a vital part of America?

In all the discussions, and in the many excellent treatises published about what has happened to our cities in the historic sense, and what is still happening at an accelerated pace, few have raised a basic question which goes to the very heart of the multitude of urban problems we face today—that is "Why are the cities worth saving?"

I repeat that: "Why are the cities worth saving?"

That is the over-riding question we must answer if we are to approach with understanding the great problem of American metropolitan deterioration.

In my discussion, I do not intend to dwell on the economic investment represented by our cities, although it is substantial and important. Rather, I would like to point to something basic to the survival of our society and the realization of our social potential . . . the relationship of cities to man's nature and development.

I would suggest to you that throughout the long history of mankind, the city has been the primary source of man's cultural advancement. It was when men first gathered together, often on the banks of a river, that their mutuality of interest began to manifest itself in the development of government and of religion; the emergence of art and architecture; the concept of engineering and of crafts; the establishment of schools and libraries; and the development of navigation and commerce. They all started and still are fostered in these social communities. The creative and positive aspects of man's nature that marked him apart from lesser animals flourished in an environment of human interchange and stimulation—the city.

Whether you start with Ur of the Chaldees, Thebes in Egypt or the ancient cities of China . . . that stimulation toward progress and realization has always been true only in group living. You can trace it throughout all of the cities of the ancient world, whether it be Nineveh and Tyre, or through the history of Athens and the great cities of the Middle East, or in Imperial Rome. When men grouped in cities, their very propinquity seemed to strike sparks, and fire and ideas from one another, and thus emerged the great cultures of historic times, lighting the flame of human aspiration.

And a little closer to our own times and understanding, I would remind you that our own American Revolution was conceived, nurtured and brought to fruition in Boston, New York, Philadelphia and Baltimore. And those two magnificent documents that have shaken the world, the Declaration of Independence and the American Constitution, were written in a city. Our first president was inaugurated in a city. Our original government was established in a city.

In addition to the tangible and obvious reasons, the city offered a stimulating environment to bring these things about—a transmigration of thought—not present elsewhere.

There is also a reverse side to this historical perspective. History tells us that the decay of cities has always presaged the decline of a civilization. Imperial Rome is the classic example for we know that when the city of Rome decayed morally and physically, it was not long until the empire itself entered its decline and fall, so eloquently described by Edward Gibbon. Where are the Urs, Babylons and Thebes today? Can we learn from these clear lessons? I think so. If we are to benefit from human experience, we might ask ourselves: "Where are we on the time scale—ascending or descending?" As we look hard at this, we can see that we have clear and compelling reasons for involvement in the task for renewing our urban communities. To our discredit, in our own time, we have allowed our traditional cradles of culture and inspiration to deteriorate.

Let me refer you to our remarkable American philosopher, Eric Hoffer:

"If this nation decays and declines, it will be not because we have raped and ravanged a continent,

but because we do not know how to build and run viable cities. America's destiny will be decided in the cities."

Slums or substandard living conditions are a universal problem as old as mankind's first city, and there are some who think this problem incurable. I don't share that view.

When we read in our newspapers about the problems of lower income housing in our major cities such as New York, Chicago, Cleveland, Los Angeles, or wherever, we find similar problems exist in other countries—and they are the same basic ones that existed in ancient nations whose once proud and great cities have long since decayed and vanished.

With that lesson before us, how did our cities get in their present shape? Perhaps it would be sufficient to say that we went at the job of creating our cities haphazardly—piecemeal. As our cities grew, we added to them by sections, neighborhoods and districts without conscious design or concept, often unrelated to any functional overall purpose. As our horizontal mobility increased with the coming of the automobile and the development of electric power, our cities exploded in every direction. Simultaneously, and over a period of many years, we saw, without fully comprehending its consequence, a heavy migration of rural families to urban areas in search of jobs that were not there. The agricultural revolution spawned vast numbers of these untrained and unemployed who were not prepared to cope with the demands of city existence. Slums, suburbs and "slurbs" oozed into existence, miring us in error, trapping us in cages of congestion, and breeding crime and apathy. We had sowed the dragon's teeth of our own urban destruction. While the poor swept into the declining old city cores, the more economically privileged fled, with the aid of the automobile, to the suburbs.

We are dealing with a complex matter. While to date more attention has been focused on housing needs, that is only one part of this multi-sided problem. The benefits enjoyed by most Americans today must be made available to all those who aspire to them, and not denied because of prejudice; our concern must bridge the barriers erected in the guise of nationality, creed, or color.

Furthermore, it is a private enterprise problem—in that we must provide the material and know-how. In this category, it is an architectural problem because it is vital that both the dwellings and the cities which they compose be properly conceived and designed.

It is a government problem since, historically, government has assumed the role of directing our social philosophy.

It is a labor problem because a large amount of skilled and semi-skilled manpower must be used. We have the unusual circumstance of a shortage of labor in the construction trades, and at the same time a reservoir of unemployed and unskilled in the urban areas where the work will take place. Could we not solve one with the other?

It is an educational problem because the underprivileged must be educated and trained to work and assume an improved and more responsible place in our society. The general public must be made to understand the situation.

So far I've been talking about problems. Now, let's talk about opportunities. While there are some basic sociological matters to consider, I am confident we can make real progress toward a solution by blending our total resources—both public and private—in a coordinated effort. It doesn't matter so much where we've been or where we are, the important thing is where we are going. The experience of the past should help guide us.

If we can agree on that premise, I'd like to explore with you the roles that government, labor, education and business can and should play in this great endeavor.

I believe that the business community—including the design professions—should play the key role in rebuilding our existing cities and designing and building entirely new ones. For business, in the purest sense, is the dynamic force that gathers resources and knowledge, transforms them into goods and services of negotiable, concrete value and distributes them broadly to our people. It has been so since our country was founded, and we've grown into the richest and strongest nation in the history of the world. We also have distributed more benefits to more people—here and abroad—than any other nation.

In our government's well publicized "war on poverty," it is rarely if ever noted that all of its ammunition comes from private enterprise. In truth, America has warred on poverty since its founding with such success that the rest of the world is incredulous about it. Although historians tend to deify our politicians, it was the Thomas

Edisons, the Henry Fords, the Cyrus McCormicks, the George Washington Carvers, the Booker T. Washingtons and others of their caliber who really made this a land of plenty.

Our system of free enterprise, working within the framework of a democracy has achieved greatness because it brings out the best of our abilities through voluntary competition. It assumes that people want to obtain more than security or a hare existence and are willing to work as individuals for better lives when given the opportunity and incentive. Our free enterprise democracy does offer individual opportunity and incentive, in sharp contrast to the opposing political and economic systems.

Capital is a material thing, but capitalism is a method for inspiring the maximum in imagination, ideas and effort from free men to fulfill a useful purpose. What we are really talking about is not only a housing problem, it is a people problem.

These truths are emphasized here to avoid the misleading belief that our system is the culprit; it is not. Our task is to see that all persons participate.

I cannot see how we can hope to reap maximum benefits from rebuilding housing only in the blighted areas, unless we do a thorough job in the entire city itself. The decline of adjacent middle-income housing also must be met. This is a potential billion dollar challenge. Can your imagination provide some practical answers? What good is housing if the people are far removed from centers of employment; if traffic congestion continues to clog the streets; if good schools are not available to everyone; if the environment itself is dreary, uninspiring or polluted? Some wit once observed that if we clean up air pollution, then we can see how ugly our cities really are.

A rehabilitation job on the entire city, in all of its staggering ramifications, would bring it back to viable and enjoyable life—and allow it to fulfill the promise it once had and must have again.

Some experts, in trying to measure the cost of such an approach, which involves every aspect of human life, have set the figure at 3,500 billion dollars—that is three trillion, five hundred billion dollars. The mind of man boggles at such a sum; but the task is staring us in the face and we cannot say we have not been forewarned.

The demographers have been telling us for some time that by 1999 (which is only 31 years from

now) we must plan and build for at least twice as many families as are in existence today.

President Johnson has said that we will have to build more new structures than have ever been built in the history of our country.

Mr. Perry Prentice, considered to be one of the sages of the housing industry as a consequence of his outstanding editorship of *House & Home* and *Architectural Forum*, and now the top executive in this field at *Time—Life—Fortune*, says that the problem of creating the kind and size of cities we will need in the next 30 years is the greatest and most exciting challenge the architectural profession has ever faced.

I agree that there is a vast, untapped market here which in serving, we will also serve our fellowman. Most of you, I am sure, also agree; but the necessary element is that we all must agree if we are to accomplish this essential national task. Even if we do agree in the ultimate work of this accomplishment, we must also agree that the elements comprising the task will work together minus the traditional frictions because the rules and regulations in force today do not allow urban rehabilitation to take place efficiently.

The picture is not all grim . . . even though it is somewhat muddled. We have actually begun in different ways, although the momentum and the unity is not yet there. We have already "raised a few barns" in some cities. I think of the architect-inspired work that has begun in Atlanta, in Boston, in Fresno, in Saginaw, in Green Bay, in Philadelphia, in San Francisco and elsewhere. I think of the way some of our large corporations are assuming responsibility for improvement in their immediate neighborhoods: U.S. Gypsum in Chicago; Westinghouse Electric in Baltimore; Smith, Kline and French in Philadelphia; General Electric in Chicago and others of similar stature, and the work of business leaders in New York's Bedford—Stuyvesant area and in Pittsburgh, to name a few.

I also think of the group of insurance companies which have already pledged a billion dollars for urban rehabilitation mortgages; the industrial companies that are opening new training centers and factories in depressed areas so the local resident can find jobs and gain better economic security; the consortia of banks in Chicago, Detroit and elsewhere which have banded together to provide pools of financing for rebuilding; the national alliance of businessmen led by Henry Ford II in bringing the business community together to provide job opportunities; and the Department of Labor in structuring a potentially valuable training program.

Several of our nation's largest corporations are becoming active in this field in an interesting way. They have accepted contracts from the Department of Housing and Urban Affairs to work on experimental housing programs. They are applying the systems engineering techniques, perfected in space exploration, to the problems of our cities. They are being asked to come up with some carefully developed plans for application to urban, rather than space, affairs.

Another aspect of the problem is land use, and the best land use at that. We, in the forest industries, have been obliged by economic realities to learn how to use our forest lands at the highest levels, to make them produce greater volume and higher quality trees, and then to replant in growing cycles that can last anywhere from 25 to 75 years or more. With a renewable resource, we have faced the fact of a decreasing land base, an increasing product demand, preservationist, recreation and other demands, and an increasingly competitive market. We have applied ourselves to responsible land management.

We are working to convert potential disaster to responsible citizenship by the development of advanced forest management so we can continue to supply you, and the American people, with the products from the forests needed to create better living environments for everyone in our rising population.

This fact of forest resource responsibility, I regret, sometimes appears to be wholly ignored by extremists who seek, from time to time, to forbid wood harvesting forever. We face daily the struggle to retain enough commercial timberland to fulfill our national wood fiber requirements. Even our friends, the architects, who love wood as a construction and decorative material, have sometimes arrayed themselves against us when huge new parks, wilderness or scenic areas appeared more compelling than the economic viability of our rural society which is so necessary to the industry's continued prosperity.

It is predicted that by the year 2000, land use for homes, schools and factories will be up 200 percent; for reservoirs, 180 percent; and for transportation, up 125 percent.

There is a myth abroad that we do not have

enough land for these and other purposes. The key here is not the amount of land available—it is how we use the land. If we use it wisely, imaginatively, there is plenty for all. So we must approach the use of the land for urban centers with far more concern than has been shown in the past.

One of the techniques we could perhaps apply would be to make our city core more vertical than horizontal. We cannot house twice as many people by letting our cities sprawl twice as far into the countryside. They are already, in their great bulk, too far removed from the center city, with continuing withering away of downtown areas and convenience for employment. This will force us, at long last, to face something we have never yet faced, making high density living pleasant, whether in existing cities, or in cities yet to be built.

And here is where the architectural profession should introduce and insist upon design integrity. This problem cries out for creativity of the highest order.

But high rise is not the only possible answer. Others await your drawing boards.

A great deal of attention also is being paid to the idea of completely new cities, built out on the open land away from the megalopolis. Reston, in Virginia, and Columbia, in Maryland, are not quite typical of this concept, for although both are "new communities", they are still a part of the Boston—Washington corridor. However, many things have been learned in these efforts. For example, one of the things proven by "pioneer new city" efforts is that profit is a necessary ingredient.

Secretary of Agriculture Orvill Freeman, deeply concerned with rural-urban imbalance, is hopeful that entirely new towns and cities may provide a better answer than we have today. In discussing "cities of tomorrow," his department envisioned an "American landscape dotted with communities that include a blend of small cities, new towns, and growing villages— each of these a cluster with its own jobs and industries, its own college or university, its own medical center, its own cultural entertainment and recreational centers, and with an agriculture fully sharing in the national prosperity."

The Secretary asks whether it would not be possible, by creating numbers of these communities, for 300 million Americans to live in less congestion than 200 million live in today? With more than 70 percent of our people concentrated

in urban areas, this is worth serious consideration.

I mentioned earlier that there must be new relationships between the private sector and the public sector at all levels. Too much of what's wrong with urban America today is wrong because some government failure or some misguided practice or policy or statute—local, state or federal—has made it wrong. Perhaps it would be more correct to say that some misguided practices or policies of government have positioned the profit motive backward and made what is socially undesirable more profitable than what is socially desirable.

One of the things I am talking about now is the rather common practice of taxing the land lightly, and improvements on it heavily.

As one authority put it, the most obvious way that government is now frustrating urban development and subsidizing urban decay is the present misapplication of the property tax. This is an enormous levy (second only in total to the income tax). The tax combines and confuses two very different levies whose consequence could not be more different.

One of these two taxes is the tax on improvements. The other is the tax on the unimproved values of the land, or more correctly, the tax on the location value, a value created, not always by the owner, but generally the surrounding community.

Heavy taxes on property improvements are bound to discourage, delay, or even deter owners from making improvements. The bigger the improvement tax, the smaller the owner's incentive to spend good money to improve his property. Too few people seem to realize that building improvements are now taxed more heavily than any other product of American industry except hard liquor, cigarettes, and perhaps gasoline.

In New York City, this tax on improvements is the installment plan equivalent of a 52 percent sales tax. A 52 percent sales tax can be a mighty strong discouragement to business investment. And to add to the problem, rent controls in New York City have retarded urban improvements to the "crisis" level.

On the other hand, heavy taxes on the community-created value of the location do not deter improvements. To the contrary, they actually tend to speed or even compel improvements. The bigger the location tax, the greater the leverage on the owners of under-used land to do something to increase its earning power, or sell it to someone who will.

If someone in bedlam had been invited to invent a property tax system that would do the most harm to cities, he probably would have come up with the present kind of an arrangement.

As I see it, there are several conditions that must exist if together we are to solve this monumental problem of building and rebuilding our cities. My list numbers ten preliminary but essential elements, and while they may seem impossible to accomplish, I would remind you that Hercules faced twelve such tasks—and did them all.

1. We must recognize the enormity of the job and approach it with full recognition of the united national effort it will require.

2. We must develop new technologies to match the task and new designs using them.

3. We must create the financing to make it feasible, a major consideration.

4. We must bring about a vastly improved relationship between government at all levels, and business and labor which in the end will carry major responsibilities.

5. We will have to overhaul the antiquated property tax structure which penalizes improvements and subsidizes deterioration.

6. We must achieve the best practical building codes and improved zoning regulations consonant with technological advances.

7. We must have willing acceptance by unions of more realistic labor practices, modern technology and construction techniques. The craft unions must accelerate their programs of training the "untrained."

8. We must have the fullest opportunity for all elements of our society to participate. Education must play an important role here. All our youth must be taught economic and social responsibilities. This includes respect for the home, the family, religion, our government and its laws, and the opportunities our system affords for self-improvement. Many of them just don't care and are "marching to a different drum" and as adults, we must not forget we are educating the young people for a world that will be theirs not ours. They must be heard too.

9. We must have the fullest possible participation and guidance from the design profession in

planning and following through with the work so that its great creative talents can be translated into positive urban progress.

10. We must not loose sight of the fact that this effort is not confined to improving housing, but to all aspects of human environment. It must be a common effort to bring the disadvantaged and untrained into the mainstream of American society.

A great challenge—you bet it is. But those of us who have benefited the most from the American system must be willing to demonstrate that free men in a free society can work for the common good and that whether it is a barn raising or city reconstruction group effort, we can make it happen—and quickly.

Now you are probably thinking to yourselves, "just where do we come in? Mr. Brewer has been talking economics, property taxes, systems engineering, concepts, design, finance, government-labor-industry relationships and about everything except how architects can really get in the act.

First, let us consider the question of what an architect is. One dictionary defines the architect as "the deviser, the maker and the creator of anything." "One who plans and achieves a difficult objective." "One who designs buildings and other structures and superintends their construction." These are broad definitions, but good ones, that I believe are appropriate for the occasion. However, your profession not only must innovate, it must be adaptable to change itself.

Everyone involved in the construction industry must be prepared to go far beyond his traditional scope in order to reach our goals. The architect must be prepared to be freed from technical details that may be better solved by manufacturers or installers. The architect must be able to work with technical information and not be bogged down with it. The architect must be prepared to work with broad environmental, social and economic problems and rely upon others in the chain of construction events in order to solve detailed systems and sub-systems problems. However, he must grasp the new systems and work with them, or risk being pushed to the background.

I spoke a moment ago about the need for new technologies as one of the necessary elements in the solution of urban reconstruction. We also need new technologies in planning, in design, in construction methods, in the manufacture of building materials and components.

Architects must design with lower costs and efficiency in mind, and the costs must be accurately estimated. To do this, the plans must be adhered to closely and not used as a general guide. There is a great opportunity to let your creative genius flow. Henry Willard Austin said that "genius, that power which dazzles mortal eyes, is often perseverance in disguise."

You have it in your power to be modern-day Leonardo Da Vincis, possessed of aesthetic sense, engineering acumen, and the virtue of ingenuity inspired by creativity.

To get back to your part in this, already many of you master builders . . . and I use the classic term deliberately . . . are at work and showing fine results. Beyond that, the job simply cannot be done properly without you.

I've heard that you are concerned that the "big corporation" is taking over. It is true, as stated earlier, that a number of industrial organizations are getting involved—and high time. The motivations are several fold. First, a growing sense of social responsibility; second, the task requires a broad array of skills, and finally, enlightened self-interest, embracing a host of things.

The big corporation is but one approach as the record already shows a number of successful efforts by smaller entrepreneurs regularly engaged in the building industry. In this national crisis, we must employ all our talents if we are to prevail.

Within this framework, the contributions of your profession are essential as a vital ingredient in a success formula. However, no one is going to knock your door down. Like the rest of us, you must be concerned and involved. And let that concern and involvement be known. Offer your dreams, your plans, your designs, and your services.

Our cities cry out for innovation and liveability in design. It is also urgent that you plan the new cities that are bound to come, so they will have the warmth, the grace, and efficiency that will encourage people to dwell there. These are not easy tasks, but they are great challenges—and great opportunities for you.

Edgar Lee Masters once summed up these things in a few lines. This is what he wrote and it comes home to all of us:

"Why build these cities glorious if man unbuilded goes?
Nothing is worth the building unless the builder also grows." Thank you. ■

THE ROBERTSON HOUSE

Texas Historical Architecture

excerpts from a graphical essay by Michael Allan Shelton, University of Texas

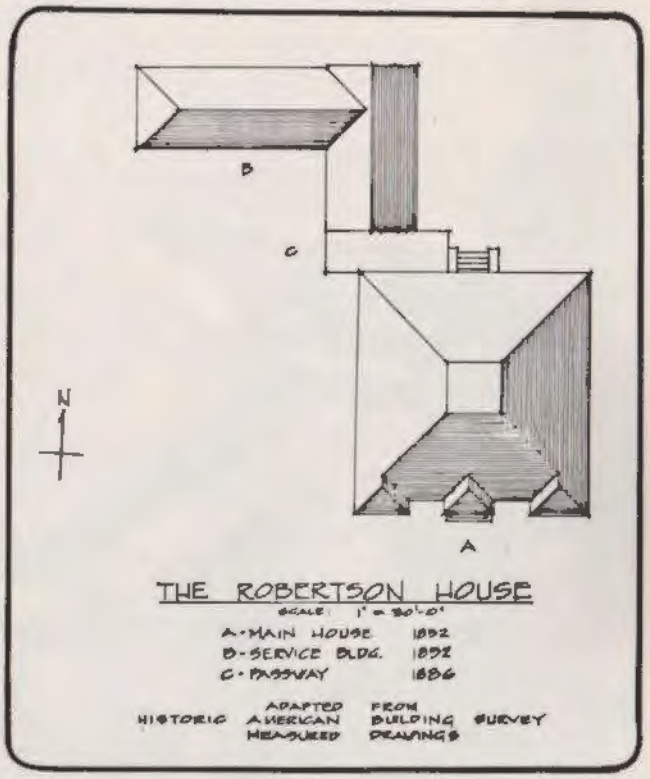
The surrounding landscape and architectural context of the Robertson House near Salado, Texas, is very much the same as it was at the time of its construction in the 1850's. Then as now, the imposing classic revival structure lies on the outskirts of a small town and near the route of a major thoroughfare. The siting of the house gives it the quality of an isolated country estate despite the fact that it is only a quarter-mile from the business district which developed around the old highway. In the 1850's, the highway which ran through this town was the military road which linked St. Louis, Missouri, and San Antonio, Texas. Because of its strategic route and due to the fact that it was one of the best developed traffic arteries in the state, the military road was well traveled and Salado became a prosperous community. The modern day counterpart of the military road is the Interstate highway which links the Dallas-Fort Worth area of north Texas to San Antonio and South Texas. The community of Salado still exists but it is hardly any larger than it was in the latter half of the 19th century. Several factors are responsible for this. Other centers of commerce decreased Salado's economic importance and its potentially significant educational facilities were plagued by the disaster of fire, so that eventually the position of Salado College in Texas higher education was supported by the University of Texas in Austin.

In the 1850's the plantation estate of Col. Elijah Sterling Clack Robertson

was of extensive proportions for it is recorded that the Colonel held in excess of 93,000 acres and 500 slaves. While present property holdings have diminished, in part due to the Civil War and the economic turmoil it produced in the South, the grounds of the home and the adjoining farm are still of generous size and thereby the feeling of the original context is substantially retained.

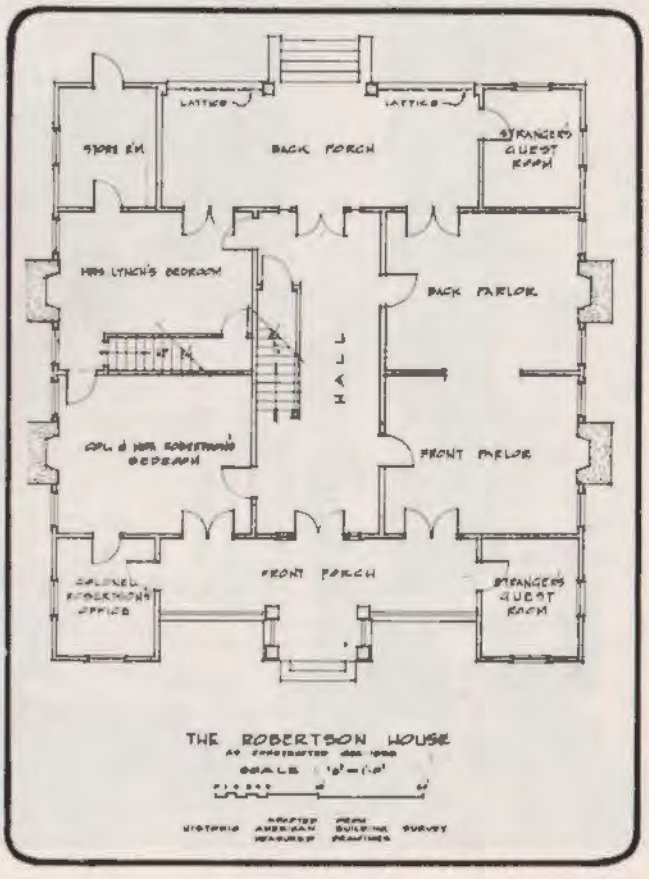
The Robertson Home itself is a part of a complex of buildings which formed the plantation headquarters for the vast land holdings of Colonel E. Sterling C. Robertson. Behind the home proper is located a service building which houses a kitchen, dining room, laundry and meat room. To the west of the residence and just outside of the two acre yard defined by a white picket fence are the slave quarters and the barn and stables of native limestone. North of the house, the family cemetery plot completes the complex.

In keeping with the formal statement of the symmetrical plan and facade, the major entrance to the house is placed at the end of a formal alley of evergreens. The entrance facade is composed of three pavilions of equal size, the center one being open to the front porch and the second story gallery. In the facade may be seen construction details which are characteristic of the rest of the structure. The pavilions rise from a foundation of dressed native limestone, the same material used for the four chimneys which are symmetrically located on the main block of the house. The siding of the walls is horizontal ship lap cypress painted white and the walls terminate in a plain entablature decorated with dentil blocks. The entablature is carried around the entire house and in front, above the entablature, are the three overhanging pediments of the pavilions. The pediments also are made up of classic derived moldings in wood and the dentil block pattern is repeated here in a smaller scale than that of the entablature. The central pavilion is supported by square columns with highly simplified capitals and base moldings. It is the square columns, in particular, and the overall simplification of detail, generally, which make the Robertson House a very typical example of the clasic revival style as it was applied in Texas. Square columns were a ubiquitous feature of Texas homes of this period, for while Ionic and Doric capitals could be obtained from Philadelphia via New Orleans, most settlers could satisfy themselves with the square columns and simple moldings which were readily fashioned of materials close at hand. The facade of the Robertson home is finished out by a very finely crafted wooden balustrade, each baluster of which was hand carved. The major part of each baluster is octagonal in section and the balusters are set on small bases which are square in section. The octagonal motif is repeated inside on the staircase newel and the railing balustrade. The interior arrangement of the residence, in its symmetrical layout, is a further reflection of both the formality of the facade and the planning precedents which formed the immediate heritage of those involved in the creation of the Robertson Home. The symmetry is modified only by the two staircases which link the two floors of the structure. The second floor is an exact reproduction of the scheme of the first floor with a large central hall flanked on either side by two bedrooms and four small corner rooms at the extremes of the plan. The corner rooms of the ground floor are among the most unique features of the plan. Two of the ground floor corner rooms were given over to use by strangers traveling through the countryside. It should be pointed out that it was not uncommon for travelers to be accommodated in such a manner, since at the time only a very few inns or hotels existed in Texas. The corner guest rooms are accessible only from the outside and thus giving lodging to strangers posed no problems of security to the family. Probably the direct prototype for this plan device was the *Hermitage* of Andrew Jackson outside of Nashville, Tennessee which had a stranger's guest room attached to it.



SITE PLAN

FIRST FLOOR PLAN



SERVICE BUILDING

The parents of the builder of the Robertson Home were from Nashville and were longtime political and social allies of the Jacksons and since the *Hermitage* was built in the period from 1818 to 1819, it is quite likely that Col. Robertson was familiar with the guest room arrangement in Jackson's home.

Interior detailing in the Robertson Home is no more elaborate than that of the exterior. The interior wood work is of oak and cedar, both of which were grown on the site, as well as pine which was hauled in from East Texas. The walls are of horizontal planking similar in appearance to the exterior ship lap siding. The heavy molding on the windows and doors, which is carried around the frame and corner to a point at the top, forms a unique interior feature which is carried throughout most of the house. On the mantels are found the simplified square Doric column details which were used on the entry facade.

Colonel E. Sterling C. Robertson is a figure of enough historical significance in Texas to warrant a complete account on its own merits. For our purposes, however, it is sufficient to know that as the son of the Empresario Sterling C. Robertson, who established a colony of Americans in Mexican-held Texas, he became heir to vast land holdings around Salado. When he married in 1852, he came to that area to establish his home. The particular site he chose for his home and finally purchased was one which he had sold to a certain Willingham a few years previously. Willingham had built the first log cabin in the area that was to become Salado and in 1852 Robertson erected the second log cabin in the area for his wife and himself. It is likely that the design of the classic revival home he was to build later in 1852 was decided by Mrs. Robertson's mother, Mrs. S. A. Lynch, who had come to live with the couple in Salado. One of the builders who influenced the final form of the house was (Swan?) Bigham, who like Robertson, was originally a native of Tennessee. Bigham's craftsmanship is revealed in his precise carving on the balustrades, the front doors and the mantel details.

The precise symmetry of the house is violated by the service building which is connected to the north side of the structure. The single story structure of dressed native limestone is merely an appendage lying to the west of the axis of symmetry and no effort was made to balance the mass to the east. Originally the service building, which houses a dining room, kitchen and storage rooms, was not physically connected to the main house. However in 1886 a connecting link of limestone was built to enclose the passway between the house and the dining area. The service building as well as the slave quarters and the stables were built at the same time as the house. Little change has come to the slave quarters, except one fireplace and chimney were removed and a large door was cut in the south wall to permit storage of large farm implements. The original cedar shingle roof was replaced with sheet metal in early 1942. The barn and stables have been enlarged by construction of a wood frame structure around the original limestone structure. The frame portion of the barn and stables was built by the present residents in the early 1930's.

The chief architectural influences which were being felt in Texas when the Robertson House was built were examples of the Classic Revival style, especially those examples with emphasis on Romas forms which were products of Thomas Jefferson's advocacy of the principles of Palladio. This architectural influence of Palladianism lingered in Texas long after it was an important force in the architecture of the eastern United States. While it is doubtful that Col. Robertson consciciously patterned his home after a prototype by Palladio, it is interesting to note the resemblance of the Robertson home to the main block of the Villa Thiene at Montagnana with its tbree pavilions.

As has been noted, Col. Robertson was from Tennessee and was influenced by the current design trends there. He lived in Nashville from his birth in 1820 until he came to Texas in 1832. Four years later he returned to Columbia, Tennessee, to attend college and in 1839 he returned to Texas. Possibly it was his familiarity with the *Hermitage* of Andrew Jackson and some of the other Greek and Roman inspired homes near Nashville that caused him to strive for a classic elegance in his own home, especially in the interior detailing. It is likely that his home would have been more refined if the Civil War had not worked such economic hardships on him and his family. The descendants of the Colonel relate that he was always adding improvements to the home and that he never considered it to be complete as he had envisioned it.

The Robertson Home is of considerable historical significance especially to Texas for it is one of the few complete examples of ante-bellum residential architecture in the state. The house, grounds, service building, slave quarters, stables and burial plot are still intact and the home has been continuously occupied by the descendants of the original builder for over one hundred years. Its historical value is somewhat enhanced by the fact that its present architectural context is quite similar to the context which existed in the early years after it was built. Several other houses and commercial buildings of the 1860's and 1870's exist in nearby Salado and are

SERVICE BUILDING FLOOR

in a good state of preservation. This fact makes Salado a center of significance for those interested in architectural history.

The preservation of the home seems assured because of the avid historical interests of the present residents, Mr. and Mrs. Sterling C. Robertson. Mrs. Robertson has catalogued most of the historical papers of Col. Robertson, the builder of the home, and she is actively involved in the program of the local Central Texas Area Museum. The Robertson's pay scrupulous attention to the maintenance of the home and due to the use of authentic materials and methods it appears much as it did when first constructed.

Because of the historic significance and proximity to other buildings of historic prominence, every effort should be made to preserve the Robertson plantation complex intact. The state and local organizations concerned with historic preservation should take steps to provide partial or complete support for the future maintenance of the building in the event it becomes impossible to maintain it privately. However, personal supervision over the house and its contents by the descendants of the builder would seem to assure more fully the survival of an accurate record of mid-19th century life in Texas. ■

Article layout by Donald W. Roberts

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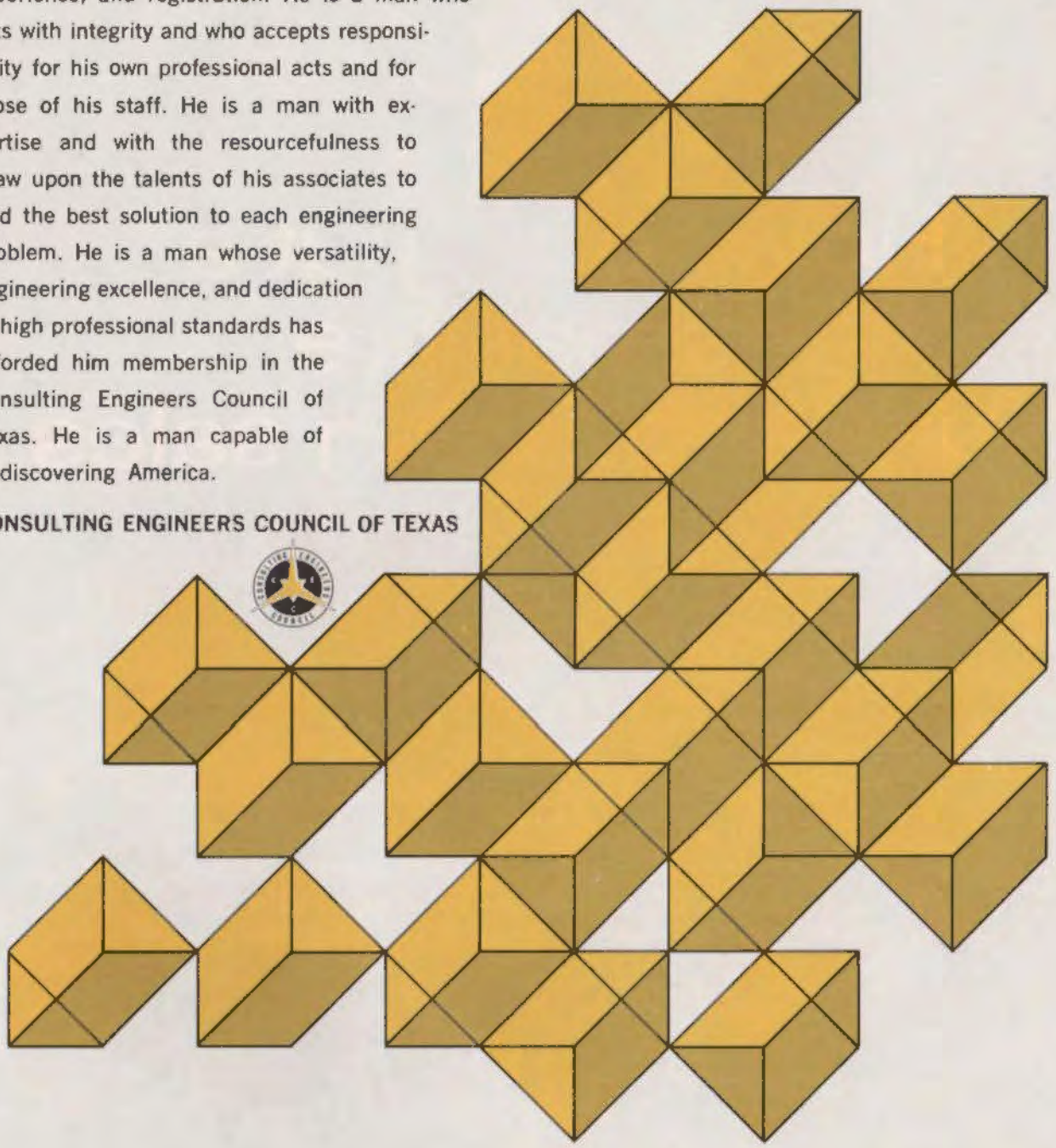

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DALLAS DESIGN AWARDS '68

Seven Dallas area buildings designed by Dallas architects—a shopping center, a home, two industrial plants, a sanitorium, a townhouse complex and a downtown store—were cited for "significant contributions toward a more beautiful environment."

The buildings were named winners *in Architecture 68*, the second biennial awards competition sponsored by the Dallas Chapter, American Institute of Architects, as part of its continuing program to improve the design of the city.

Jury comment: "Serious attention to materials and details produces great richness and warmth. All materials contribute to a fine color and texture relation. The landscaping and its special contribution to scale is very commendable . . . a place of real delight."

HOCHSTIM RESIDENCE

pratt, box & henderson

Jury comment: "The architect realized and demonstrated his conviction that there was no necessity for adding decorative features or architectural concrete to the inherent good looks of a truly simple structure. Understatement and honest use of two major materials produced an outstanding industrial building far superior to the hundreds of nearly similar buildings which strain at entrances, fenestration, and material changing in the flat effort to be impressive and 'attractive'."

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DALLAS DESIGN AWARDS

Jury comment: "We especially want to commend the owner and architects for radical departure from the usual shopping center atmosphere, for the scale of open areas and passages between them, and for recognition of the value of surprise and variety."

THE QUADRANGLE

pratt, box & henderson

Jury comment: "We were pleased to find an industrial plant (and not an expensive status-directed one at that) where the owner *wanted* an architect. And it seems fully evident the architect responded with real understanding of the technical process involved as well as the limiting blessings of economy and simple materials. Without fake forms or dressy surfaces, the architect has produced a clear example of purpose . . . the building makes a significant contribution to landscape quality without trickery, imitation, or attempt at monumentalism."

ARMSTRONG CORK CO.
GLASS CONTAINER PLANT

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Jury comment: ". . . materials, colors, landscaping and general overall good looks indicate this would be a good place to live and better than the usual townhouse groups springing up everywhere. Interesting and fresh details and forms and ways of providing separation and privacy. The floor plans and juxtaposition of houses is truly different from the usual pattern of townhouse plans and does indeed provide liveability comparable to what is expected in any detached house."

DEL PASEO TOWNHOUSES

dale e. selzer

Jury comment: "Excellent control and use of natural and artificial light . . . good framing of views out of rooms while still retaining the necessary sense of privacy without confinement. Floor plan has good residential scale, and a truly gracious court for circulation dispenses with hospital corridors. Serious attention to colors and surfaces provides a great measure of warmth. Obviously much thought given to elimination of hospital slickness and regimentation."

THE LEAVES CHRISTIAN SCIENCE SANATORIUM

woodward-cape & associates

Jury comment: "This is quite clearly a solid cooperative effort between client, architect and landscape architect. Here is one more example of a serious effort to contribute something to the street scene by giving significant space to the public and to planting."

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Northwest Houston area residents now enjoy the convenience of a near-at-hand Foley's, J. C. Penney Co. and many other retail firms who offer merchandise and services in air conditioned stores joined by an air conditioned mall.

Shoppers rarely realize what's behind a bustling retail center transformed from a one-time pasture. They usually don't know what's beneath the smooth, dry parking lot. They don't think about the engineering, the drainage, the grading, the subgrade, the base material, the compaction, the tack coat, the laying and rolling of hot-mix asphalt — not to mention schedules, deadlines, costs and the weather.

But the developer, the architects, the engineers and the contractors for the shopping center *must* think about these things. They must think about completing the job on time with help from the most reliable, best-equipped suppliers . . . like Houston Materials, A Division of Highland Resources, Inc.

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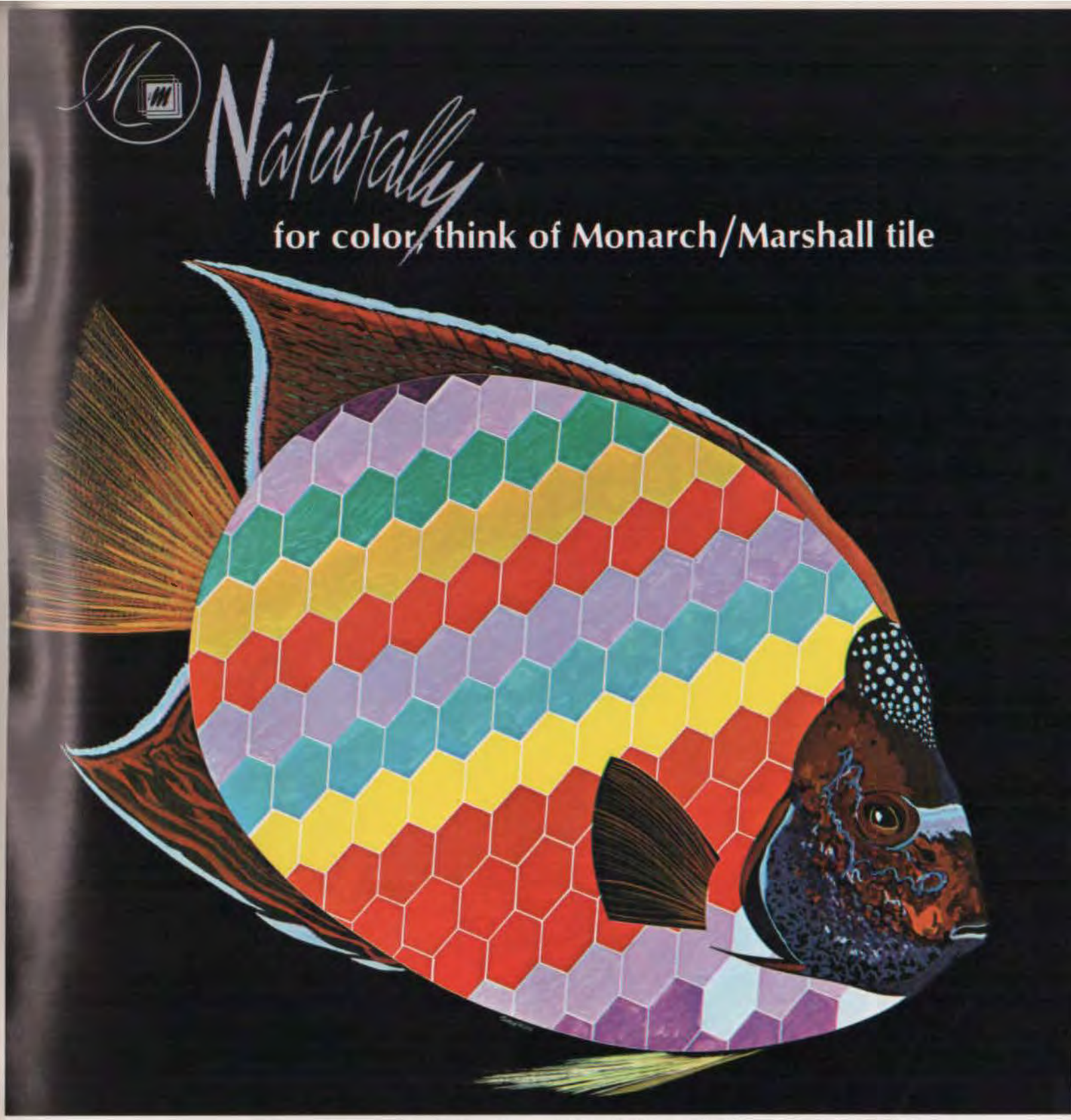

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Preston M. Bolton, F.A.T.A.

Preston M. Bolton, F.A.I.A., has been named chairman of the jury for the 1969 Ninth Annual Reynolds Aluminum Prize for Architectural Students.

The program offers $5,000 for the national winner and $250 for the local winner in each participating school for the "best original architectural design in which creative use of aluminum is an important contributing factor."

Mr. Bolton heads the firm of P. M. Bolton Associates, 5111 Woodway, Houston, and long has been prominent in cultural affairs there, heading the Contemporary Arts Museum, Alley Theater, the Arts Council and the Houston Foundation for Ballet at various times.

Jarvis, Putty and Jarvis

The firm of Jarvis, Putty and Jarvis has announced the following promotions in its organization: Weldon Nash and Joseph R. Drake to Associates; Bill D. Smith to Senior Associate Architect; and David Atteberry to Associate Architect.

Craycroft-Lacy & Associates

Ken Roberts and Tony Mayer have been made Associates in the firm of Craycroft-Lacy and Associates.

Gilbert W. Thweatt, A.I.A.

Appointment of Gilbert W. Thweatt, A.I.A., vice president and director of the Houston office of Welton Becket and Associates, to a senior vice presidency in the architectural and engineering firm, has been announced by Welton Becket, F.A.I.A., president. Thweatt will retain his present position as head of the Houston office.

Thweatt has directed such Becket projects in the Southwest as Cullen Center in Houston and the Phillips Petroleum headquarters in Bartlesville. He was closely connected with Becket's work as architects for Houston's Humble Oil Building.

A native Texas, a graduate of Rice University, and a resident of Houston for the past 21 years, Thweatt will be president-elect of the Houston Chapter of the American Institute of Architects for 1969.

Texas A&M University

Texas A&M University architectural students have organized a new organization, Forum for Environmental Studies, to recognize urban issues and people's total environmental problems.

The Forum is a result of the reorganization of the Design Students Society, A&M's student chapter of the American Institute of Architects.

"The proposal was received enthusiastically as a new concept for student organizations to meet the challenge of change," Edward J. Romieniec, School of Architecture chairman, said.

Forum president Steven Bourn, Dallas fourth year student, and Russell King, Beaumont fourth year student and regional director for Texas student chapters, were instrumental in the formation of the new organization.

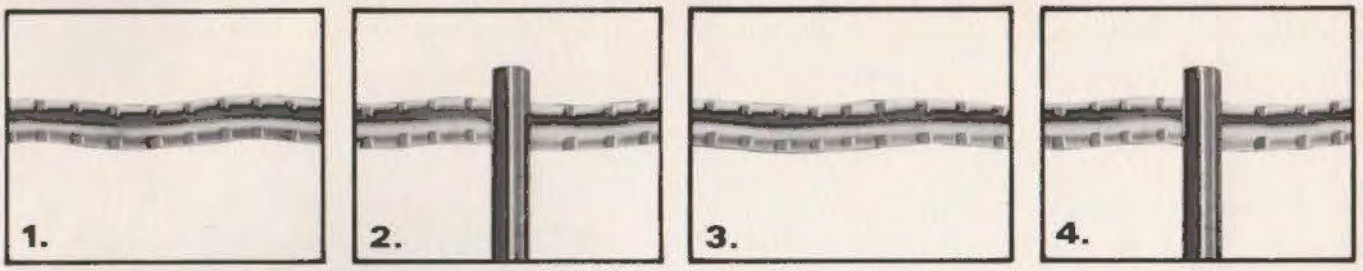
Romieniec noted the new structure will create "greater dialogue between professionals and students" since the forum is on an interdisciplinary level.

Rice University

CHARTIER NEWTON will join the faculty as Associate Professor of Architecture. A graduate of Texas A&M University and Cranbrook Academy of Art, Professor Newton has had extensive professional experience with Caudill Rowlett Scott, Eero Saarinen and Associates, Harrell and Hamilton, and Matthews and Associates, and has been an Associate Professor and Program Director in the School of Architecture, Texas A&M University, where he received the Texas A&M Faculty Achievement Award.

ROBERT DOSS MABE, who received his B.A. and Bachelor of Architecture degrees from Rice University, and his Master of Architecture in Urban Design from the Harvard Graduate School of Design, will return to Rice this fall as Assistant Professor of Architecture. A recipient of the William Ward Watkin Traveling Fellowship, and a member of Tau Sigma Delta, Professor Mabe has had professional experience with the architectural firms of Kevin Roche, John Dinkeloo and Associates; Todd, Tackett, Lacy; and Atcheson, Atkinson and Cartwright.

PETER C. PAPADEMETRIOU will join the School of Architecture faculty as Assistant Professor. He is a cum laude graduate of Newark Academy and Princeton University, and received his Master in Architecture degree from Yale University this year.



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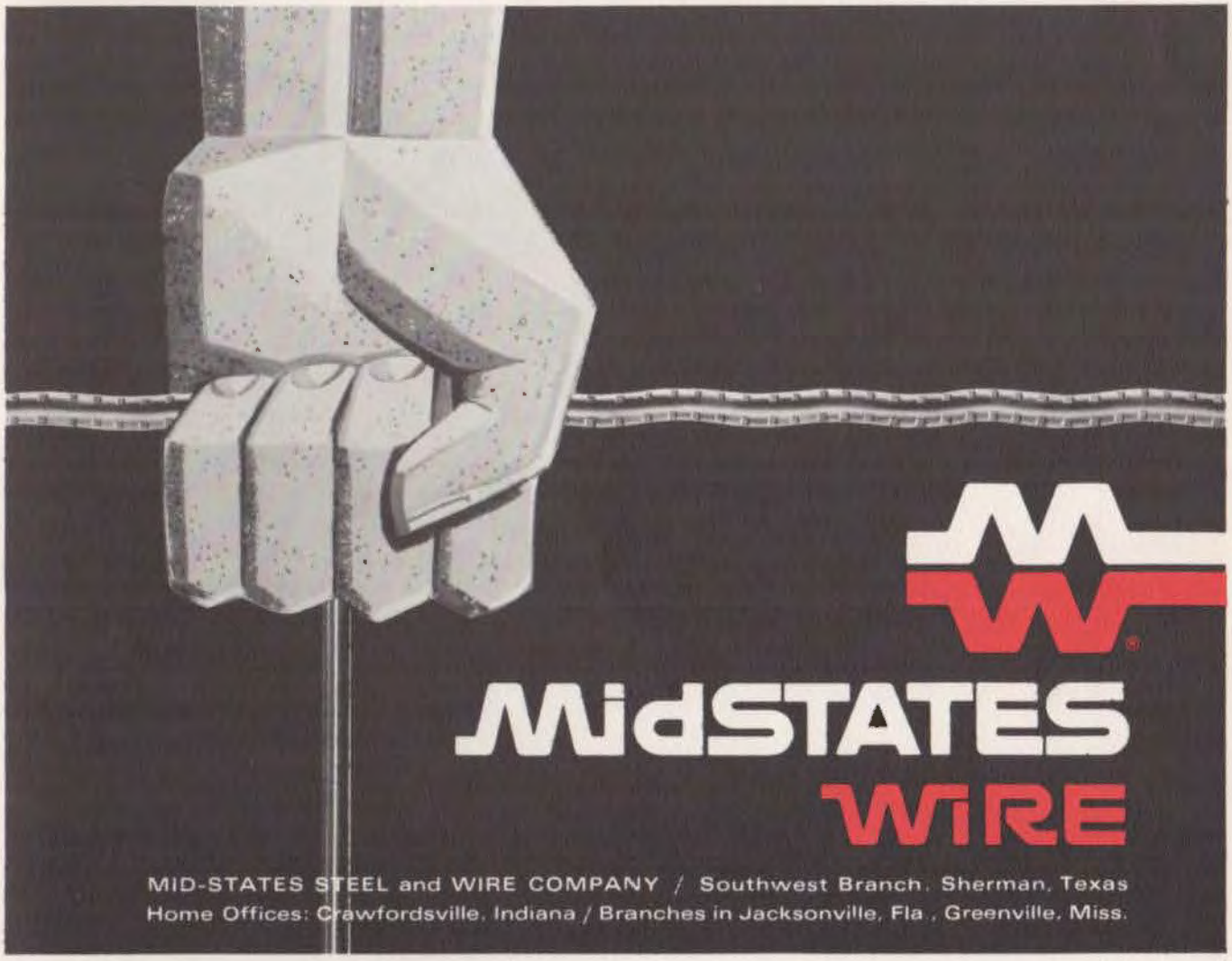

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