

TEXAS

ARCHITECT

J U L Y

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**the new dimension in creating with masonry**

# **CREATE NEW IDEAS IN HOME INTERIORS WITH ACME BRICK**

An inspiring richness of **creative variations** sweeps through your imagination when you design with Acme Brick for home interiors. A new environment of warmth and charm for **modern living** topples conventional ideas.

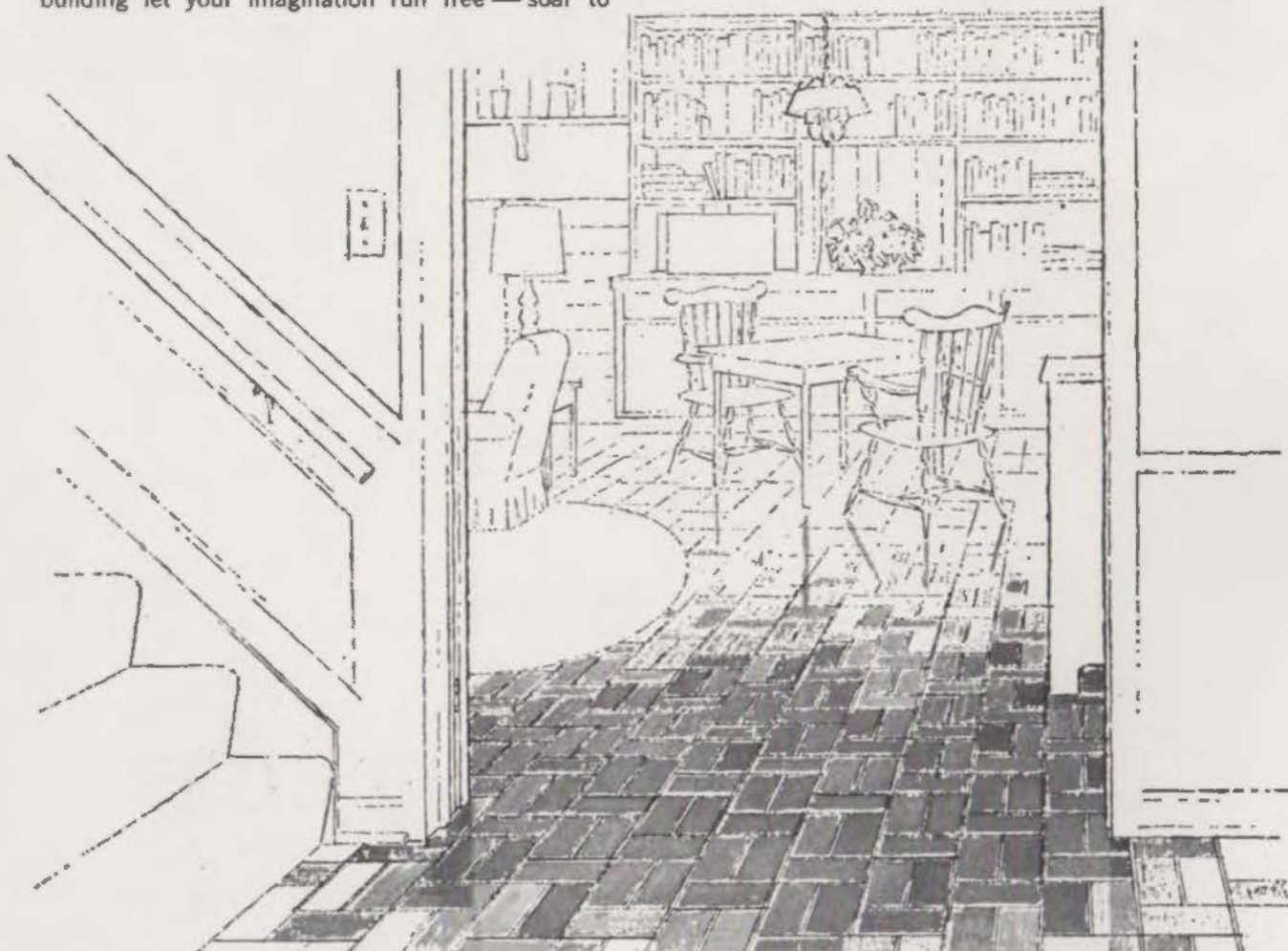
And the new excitement in modern home building — the development of a unique and distinct home personality — is possible in thousands of different ways with the unlimited range of Acme colors and textures.

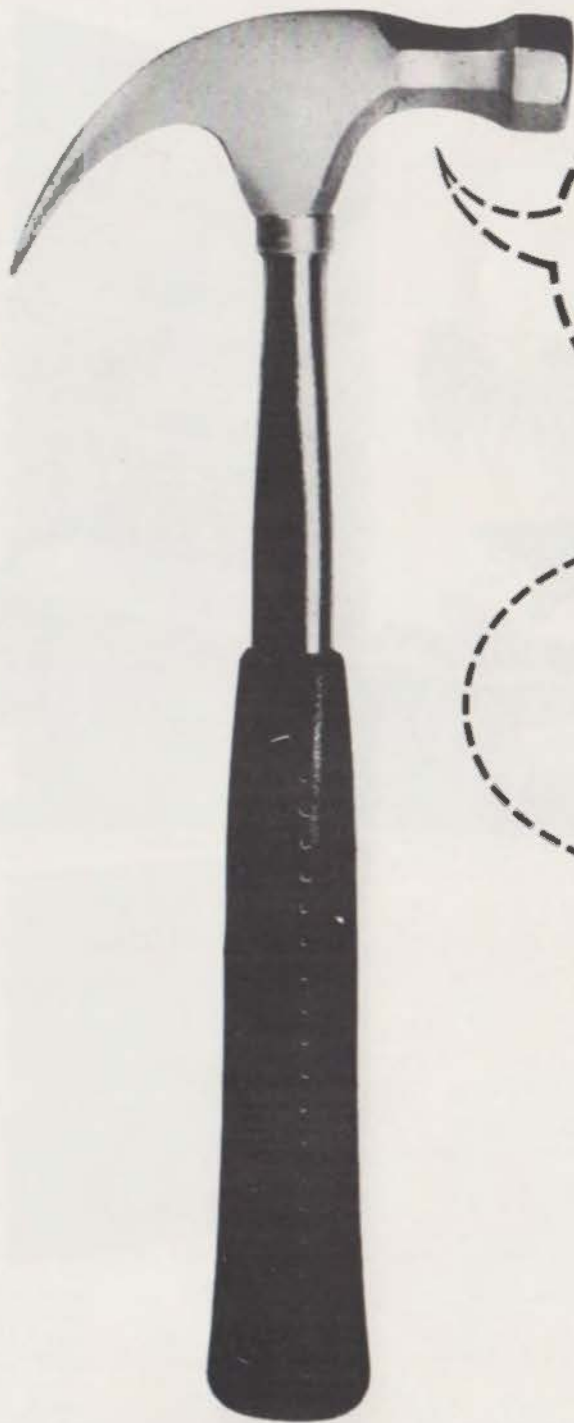
For a pleasant adventure in home planning and building let your imagination run free — soar to

new creative heights with walls, floors, fireplaces, and decorative items of Acme Brick.

Contact your Acme Brick representative now for complete information on the creative use of Acme Brick inside your homes.

**ACME BRICK COMPANY**  
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"Boy! We really nail down operating costs with all-GAS equipment"!

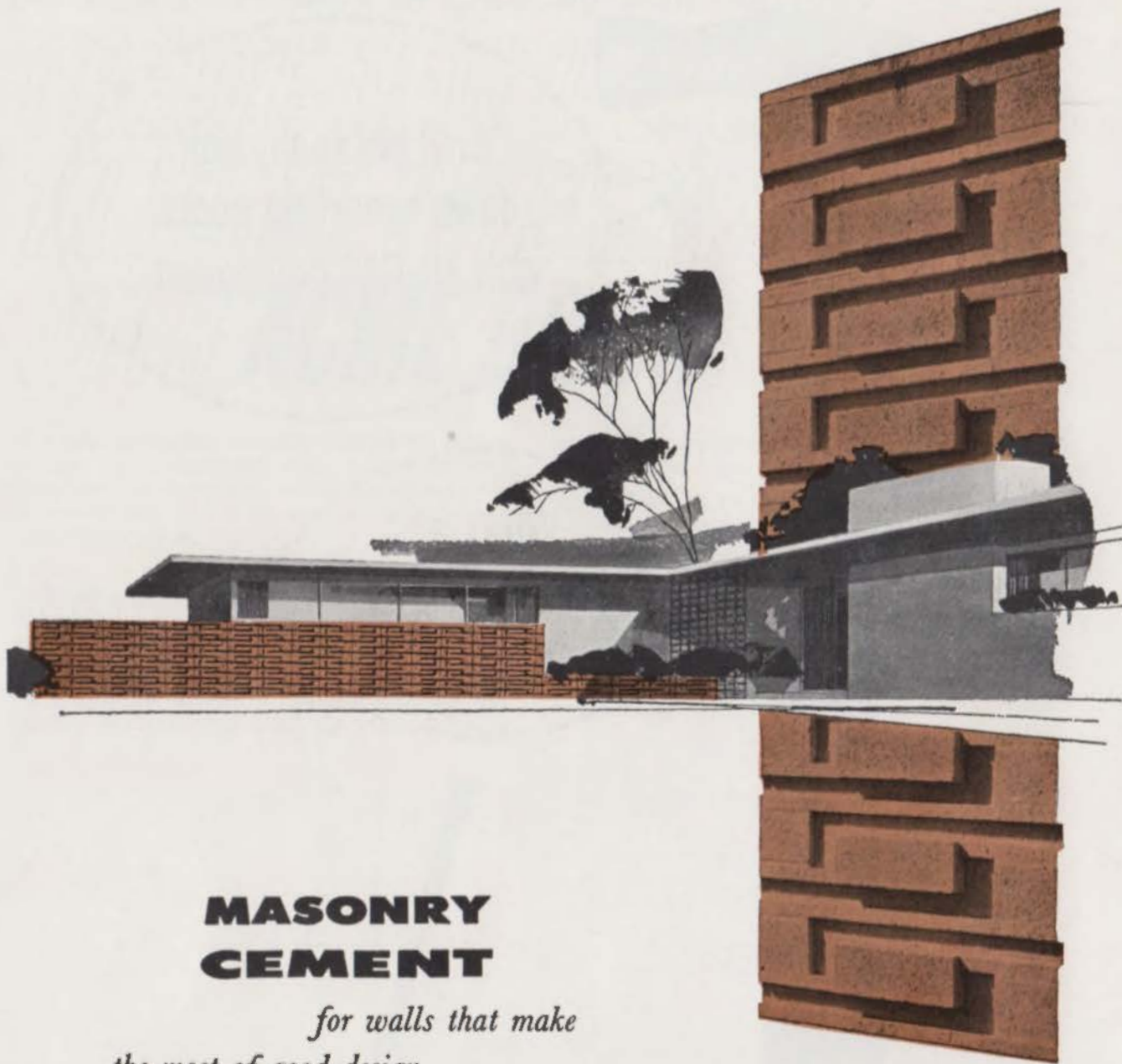
"What a selling point"!



Your buyer can actually save thousands of dollars over the years with gas air conditioning . . . a fact proved in installations throughout Texas. The reason? Simplicity. A silent gas flame is the heart of the system. There are no complicated parts to wear and need repair in a gas cooling system. And of course it operates on low-cost natural gas. So build year round gas air conditioning into your next project. Systems are available for the small home, large factory or high-rise office building. Get full details from the air conditioning or builder department of your local utility.



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*for walls that make  
the most of good design*

*Better walls start with better mortar.* To be sure of top quality, specify mortar made with masonry cement. This cement is a blend of materials that gives a good balance of the desirable properties in mortar. Except for sand and water, everything is delivered in one bag. Mixing calls for no special skills . . . when workability is right, water content is right. It makes a "fat" mortar that promotes better workmanship. Tighter joints, uniform color and dependable strength are assured. For the best in wall performance with any masonry unit—concrete, brick, tile, stone or glass—architects everywhere specify masonry cement. Write for free literature. (U.S. and Canada only.)

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*A national organization to improve and extend the uses of portland cement and concrete*

TEXAS ARCHITECT

# THE TEXAS ARCHITECT

VOLUME 13

JULY 1963

NUMBER 7

Official Publication of

## THE TEXAS SOCIETY OF ARCHITECTS

The Texas Regional Organization of  
The American Institute of Architects

Don Edward Legge, A.I.A., Editor  
John G. Flowers, Jr., Managing Editor

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### COVER

Our cover shows that all important  
ingredient of architecture, people. In  
this case, the pupils at the award win-  
ning Montrose Elementary School in  
Laredo designed by Caudill, Rowlett  
and Scott with Associate Architect A.  
A. Leyendecker. Photographed by  
Roland Chatham.

JULY 1963

### Round Table Talk

George F. Harrell, F.A.I.A., Vice President, says:

A major problem facing the Architect today is the  
difficulty of communicating to others an under-  
standing of what he is trying to accomplish. An  
informed and understanding client—and public—  
are necessary prerequisites to the fulfillment of the  
Architect's service to his community.

In the current absence of popular aids to under-  
standing which some of our professions, such as  
medicine and law, enjoy through the means of  
literature, television and the movies, a rare and en-  
couraging note is the book "Experiencing Archi-  
tecture" by Steen Eiler Rasmussen, recently pub-  
lished by the MIT press.

At one time, writes Rasmussen, "the entire com-  
munity took part in forming the dwellings and im-  
plements which they used. The individual was in  
fruitful contact with these things; the anonymous  
houses were built with a natural feeling for place,  
materials and use and the result was a remarkably  
suitable comeliness. Today, in our highly civilized  
society the houses which ordinary people are  
doomed to live in and gaze upon are on the whole  
without quality. We cannot, however, go back to  
the old methods of personally supervised handi-  
crafts. We must strive to advance by arousing in-  
terest in, and understanding of, the work the Archi-  
tect does. The basis of competent professionalism is  
a sympathetic and knowledgeable group of ama-  
teurs, of nonprofessional art lovers."

The style of "Experiencing Architecture" is suf-  
ficiently simple to be understood by a teen-ager,  
yet the content of this book should be refreshing  
reading for any architect. It is recommended for  
all, and would be a worthy gift to school and public  
libraries.

# TEXAS ARCHITECTURE 1962

honored for distinguished design



M O N T R O S E

ARCHITECT  
CAUDILL, ROWLETT  
SCOTT

E L E M E N T A R Y      S C H O O L

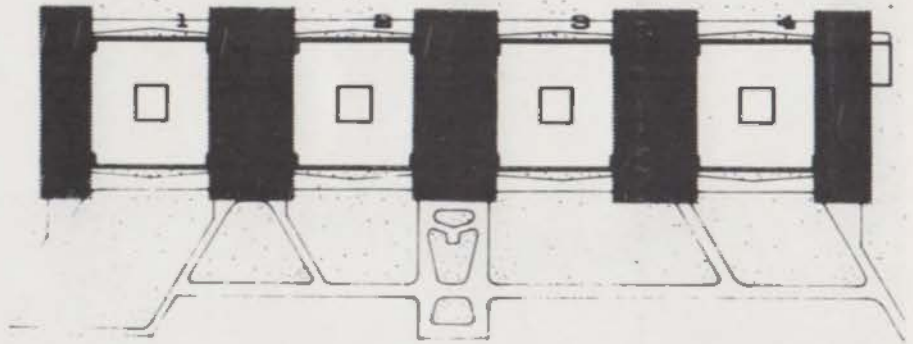
ASSOCIATE  
A. A. LEYENDECKER

L      A      R      E      D      O



*This elementary school was programmed to meet the challenge of a student body who spoke little or no English and was situated in an economically depressed section of a hot, dusty, southwestern city. Absenteeism among the students was a major problem during the agricultural season and had to be considered. Administrators were faced with the task of deciding what kind of education these children of Mexican immigrants should receive, and how many different levels of academic skill could be arranged into a school organization.*

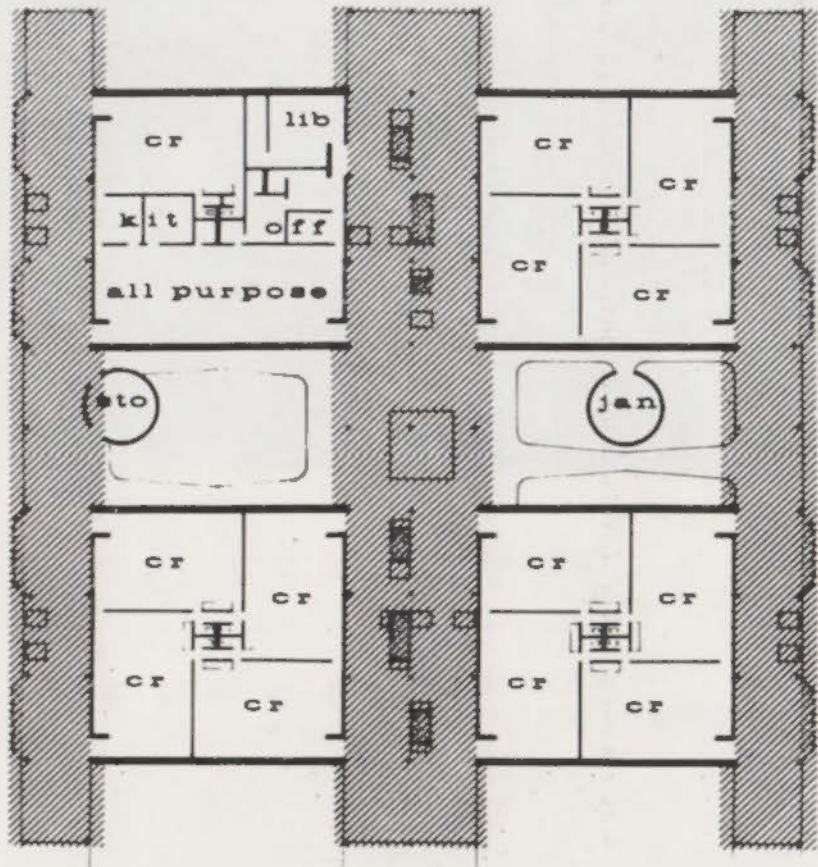
play area



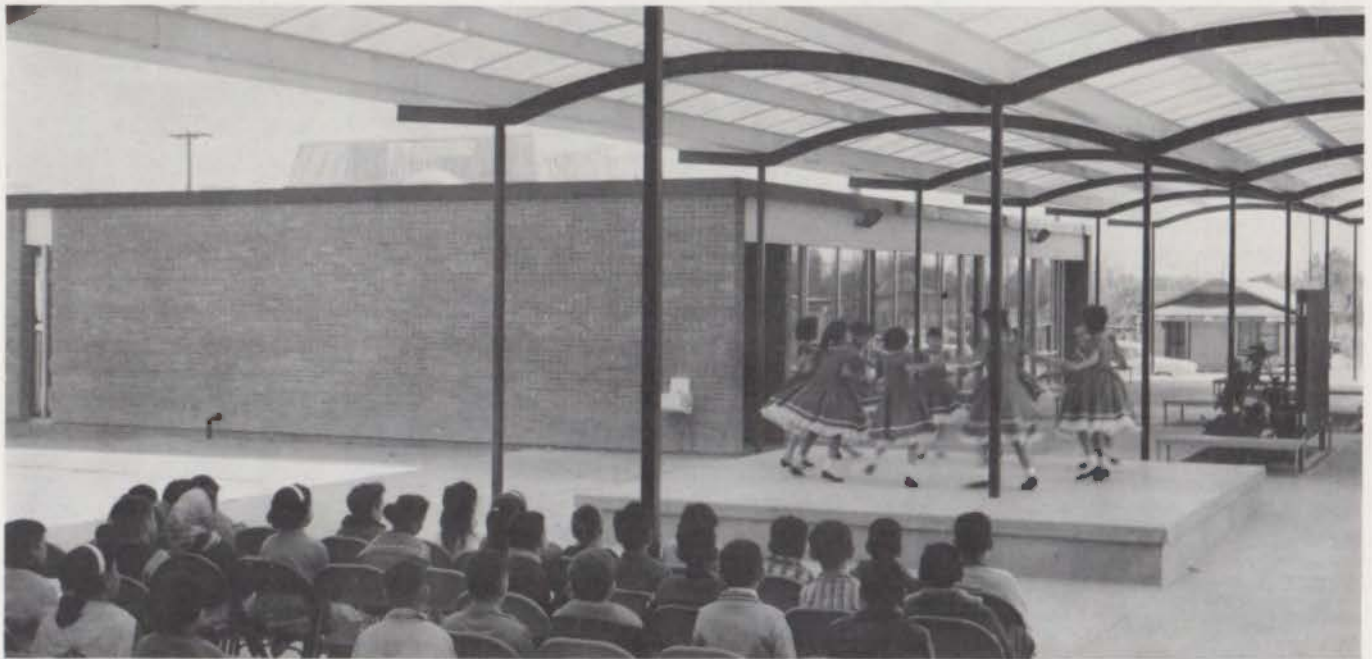
Classes were organized by age rather than intelligence of academic levels. The educational program stressed learning through visual aids, music, art and dancing. The program also includes the different standards of health, sanitation, nutrition and achieving fluency in English.

The school was designed to provide cool, dustless, interiors which open onto shaded outdoor space. It is a cluster of four separate quadruplexes which combine with translucent canopies to capture outdoor space for circulation, teaching and play.

The white plastic canopies are man-made "shade trees" which transmit only 20 per cent of the sunlight.







*The load-bearing brick walls of each quadruplex help the canopies and wood screens shut out the sun and control the view. To maintain a cool, dust-free atmosphere in the quadruplex four evaporative coolers were grouped on the roof—one cooler for each of the four classrooms.*

*The quadruplex unit can house teaching spaces or other activities since the interior walls are non load-bearing and can be arranged or eliminated. Operable walls can be substituted for normal partitions to accommodate a program of varying class sizes.*

*the new dimension in creating with masonry*  
**WHAT NEW KING SIZE ACME  
BRICK CAN DO FOR A WALL**

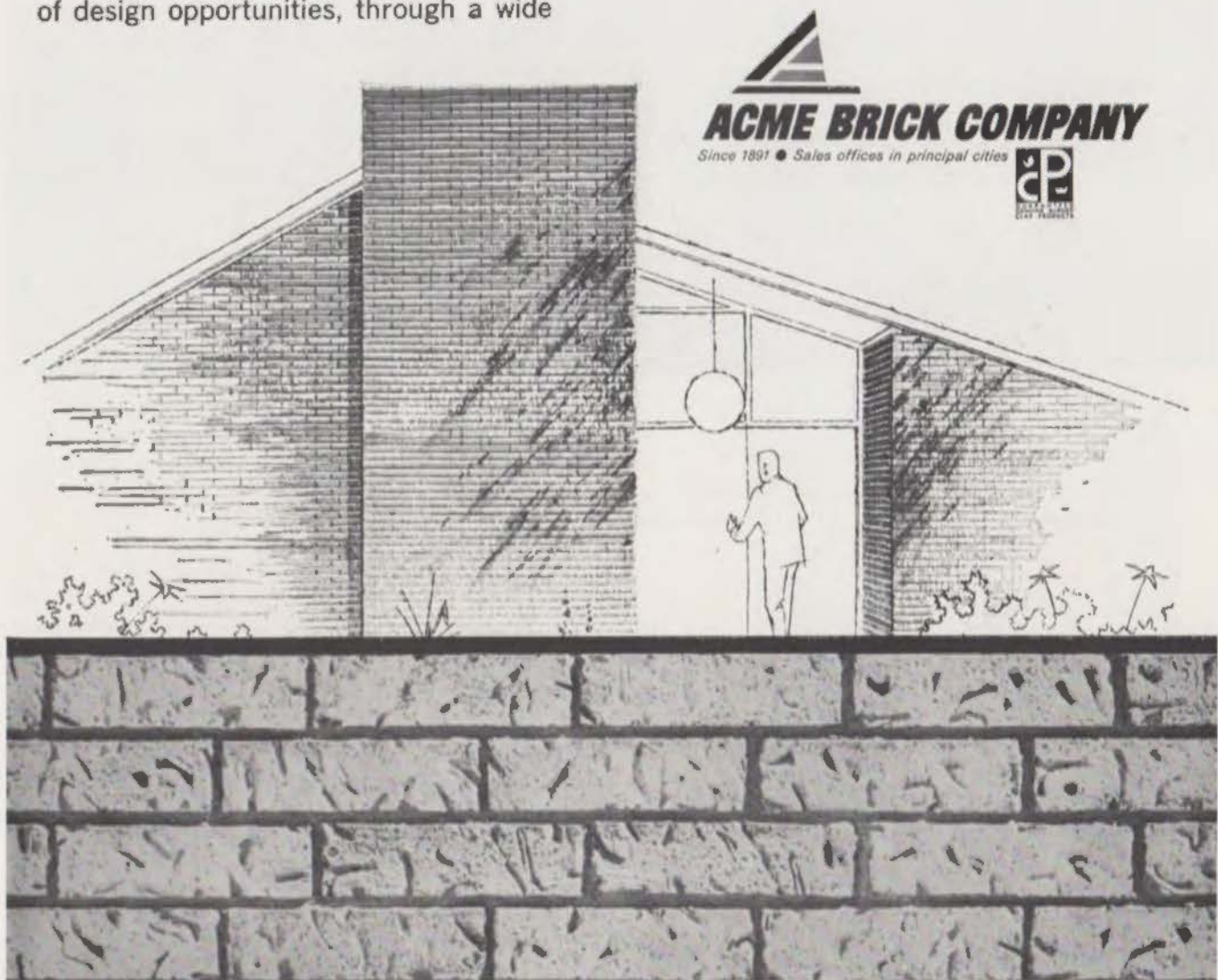
**WITH ONE-THIRD LESS BRICK**

Few if any other building materials available combine so many needed advantages in **one** product, offering such versatility, as does new King Size Brick by Acme.

King Size Brick by Acme is a new form of one of the most reliable and proven building materials ever made: genuine new burned clay. Without any additional finishing or maintenance, Acme King Size Brick provides an almost limitless range of design opportunities, through a wide

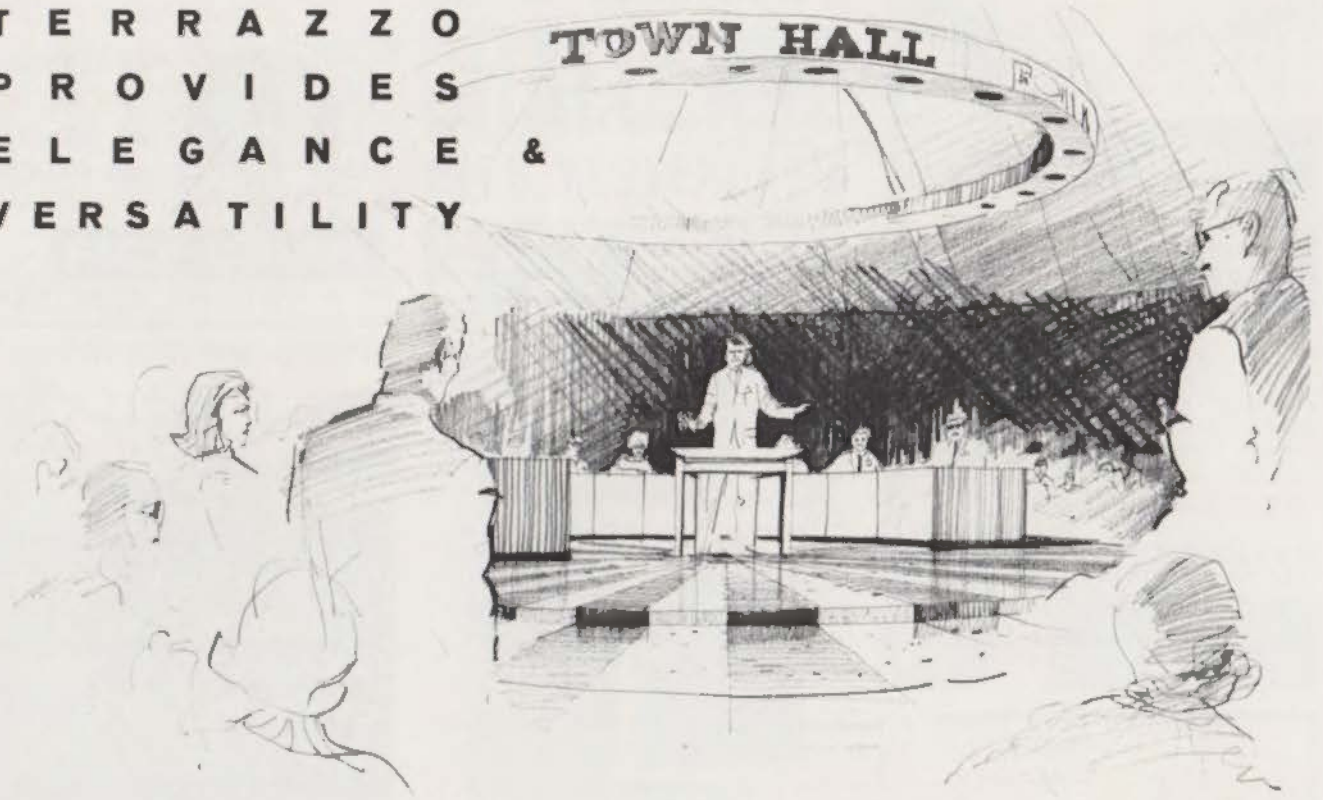
variety of colors and textures. Because Acme King Size Brick is larger than regular modular brick, it gives a proportional cleanness of line in the wall, **with one-third fewer brick.**

A visit to your Acme Brick sales office will enable you to see quickly the design possibilities now open to you, with new King Size Brick by Acme.



  
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any size... for  
 every setting

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## a correction

The May issue of *Texas Architect* featured the John Winterbotham residence, listing as the architect P. M. Bolton Associates. The proper credit for this handsome house should have been: *Bolton and Barnstone*. We regret that errors of this sort seem inevitable.

## ut honors

John Clyde Robinson, Jr., of Houston was honored as the student with the highest scholastic average at a University of Texas School of Architecture commencement convocation. Robinson also received two book awards: the Goldwin Goldsmith Award presented by Prof. and Mrs. Hugh L. McMath, "The Drawings of Frank Lloyd Wright," and the American Institute of Architects' second award, "Mont St. Michel and Chartres" by Henry Adams.

First award from the American Institute of Architects was won by Max Alan Robinson of Jasper, who received an engraved silver medal and a copy of "Mont St. Michel and Chartres." He also won the \$175 first-place award place award in the Texas Society of Architects-Featherlite Competition in Senior Architectural Design.

Other honors recognized at the convocation included: William A. G. Cook, Arlington, \$600 Edward Langley Scholarship.

Isaac Martin Maxwell, Austin, \$100 Texas Concrete Masonry Association Award.

Frederick C. Matthews, Belton, \$200 Reynolds Aluminum Prize.

Ernest Albert Knippa, Giddings, \$50 Architect Wives Club Award.

James Davenport Hall, Houston, \$500 Ruberiod Company Scholarship.

George Tucker Langdon, Jr., Port Arthur, \$400 National Board of Fire Underwriters.

Lexa Morris Acker, Post, Alpha Rho Chi bronze medal for leadership, service to the school and promise of professional merit.

Milton Frederick Babbitt, Rapid City, S. D., \$100 third-award in the Texas Society of Architects-Featherlite Competition in Senior Architectural Design.

Jose Guadalupe Jimenez, San Antonio, \$125 second-place award in the Texas Society of Architects-Featherlite Competition in Senior Architectural Design.

Ata Ollah Safai, Tehran, Iran, \$50 Architect Wives Club Award.



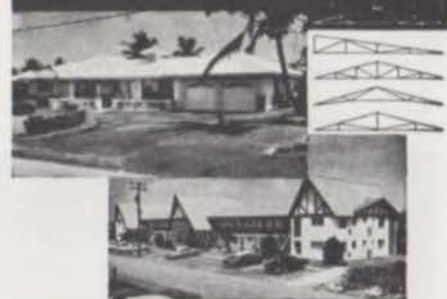
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AN ANCHOR,  
AS SECURE  
AS A LOCK"

**ANCHOR  
LOCK**

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## producers council

Monarch Tile Manufacturing, Inc., of San Angelo, Texas, has just become a member of the Producers' Council, Inc., according to an announcement by John L. Haynes, Managing Director. Membership in the Producers' Council is by invitation only. It is a national organization composed of manufacturers of quality building materials and equipment, with headquarters in Washington, D. C.

Monarch Tile is a major manufacturer of glazed ceramic wall tile, and distributes wall and floor tile throughout a large Mid-America region.

The principal objective of the Producers' Council is to promote the use of quality products in the construction industry.

## construction up

May construction contracts soared to a new alltime high of \$4,850,522,000, a healthy 21 per cent increase over the like 1962 month, F. W. Dodge Corporation reported today. All major construction and building categories contributed to the gain.

A very large increase in the monthly volume of utility construction contracts, as well as a strong pick-up in new roadbuilding projects, drove non-building construction contracts to \$1,337,225,000, a substantial 46 per cent gain over May 1962. "The May reports brought a good deal more balance into the construction picture," declared George A. Christie, Dodge senior economist.

"For the first four months of this year, the strong gains in residential and non-residential building have been partially offset by lagging utilities and public works contracts. The recent surge in these construction types, almost eliminating their deficit to date, allows the total to reflect fully the really vigorous tempo of building," explained Christie.

Nonresidential building contracts in May amounted to \$1,452,164,000, up 14 per cent compared to the like 1962 month. Contracts for manufacturing plants posted a better than 50 per cent gain, the second consecutive one, although commercial building was off 2 per cent.

JULY 1963

# FACING TOMORROW'S CHALLENGE WITH YESTERDAY'S EXPERIENCE



**Yesterday:** The all-welded steel Dallas Power & Light Co. building erected in 1930 (inset) was the nation's tallest—and it was fabricated by Mosher.

**Today:** Houston's all-welded steel framed Tennessee Building at 480 ft. 2" high, weighing 17,700 tons was the country's tallest at its completion—also a Mosher project.

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...distinctive new shapes that add excitement and daring to planning.



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Contributions may be made as memorials: a remembrance with purpose and dignity.

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ARCHITECTURAL  
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AUSTIN

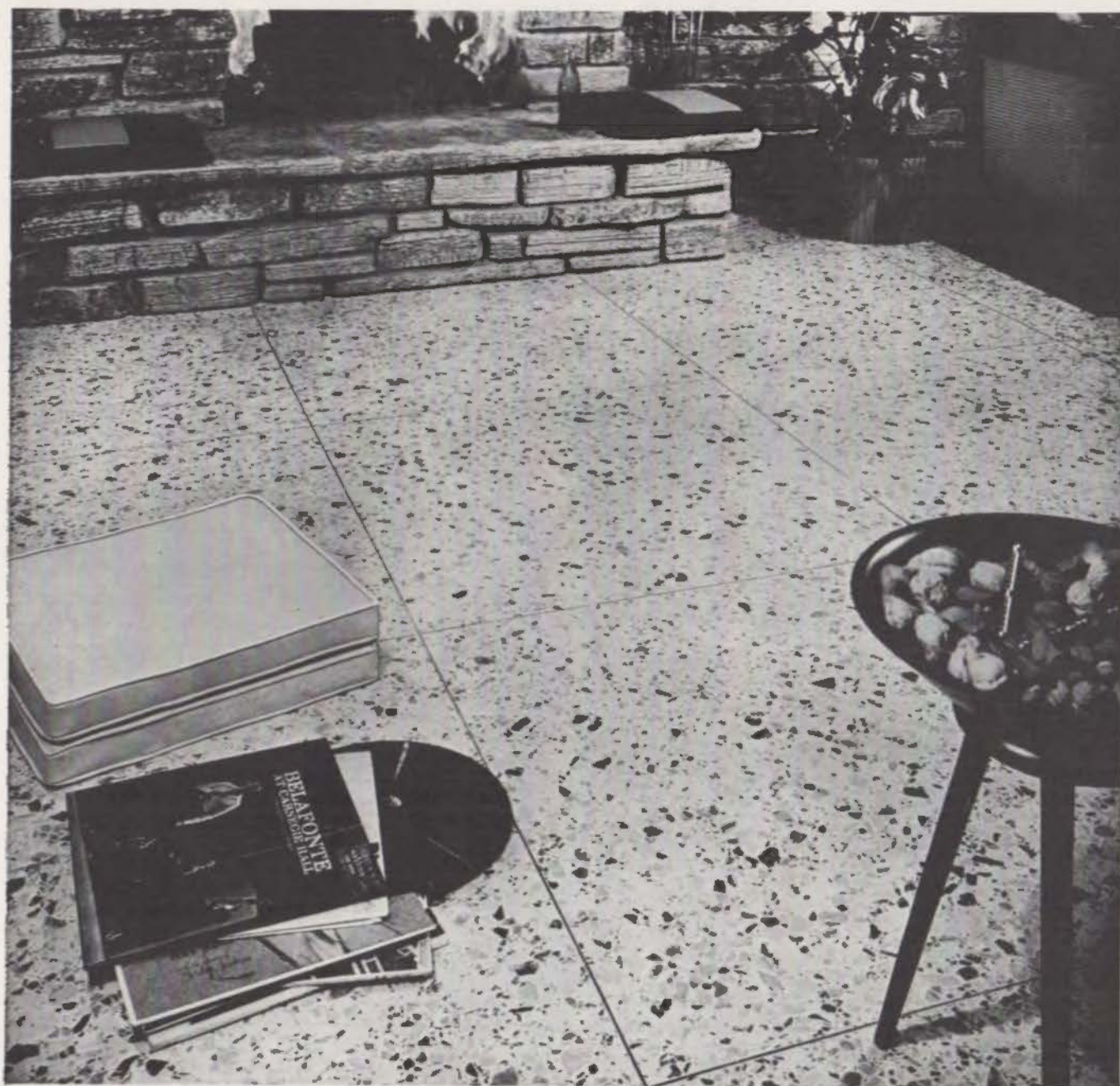
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*are best for many residential areas*

**IT'S A WONDERFUL FLOOR!**  
Beautiful as only colorful marble chips can be when set in a white cement matrix.

Here is a floor that can take abuse from shoes twisting and grinding through a game of table tennis . . . a floor for dancing . . . a floor where food can spill . . . a floor that says no—*positively no*—to termites. It is the best of all floors for work

rooms . . . bathrooms . . . for porch or terrace . . . for patios . . . for poolsides.

The first cost of terrazzo is reasonable and according to the National Terrazzo and Mosaic Association the cost per year of life is usually by far the lowest of all floors.

The extreme whiteness of Trinity White emphasizes the true beauty of the marble chips and gives true color effects when the matrix is tinted.



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**SELECT VERSATILE ACME BRICK**

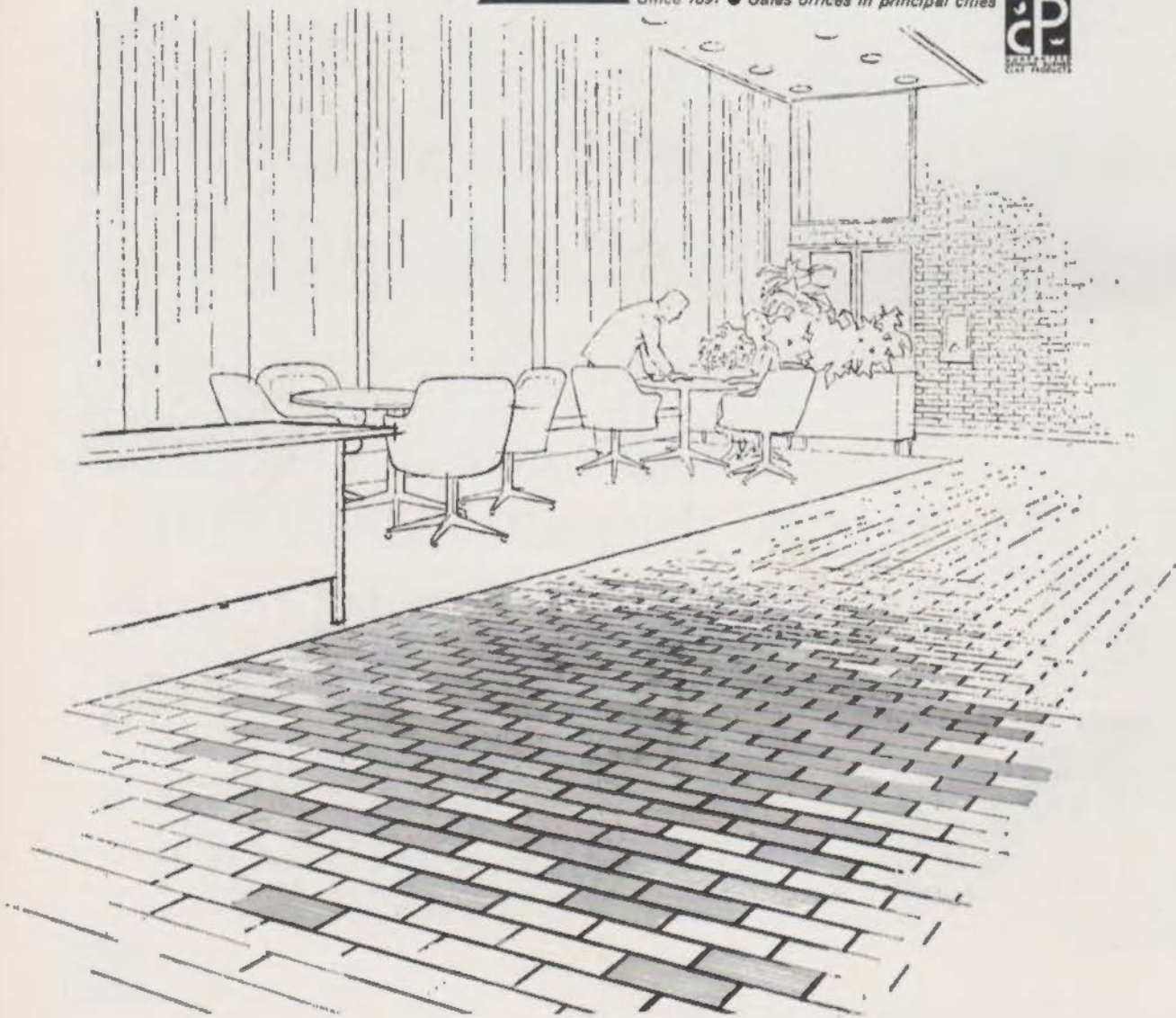
Truly the designer's material, Acme Brick, in almost countless colors, textures and combinations, makes possible the creative expression of any interior mood or functional requirement.

One course of Acme Brick will give two lateral walls that will never need finishing or upkeep. Acme Brick floors can be laid in many patterns with or without mortar, and will retain their good looks with a minimum of routine care.

Genuine new burned clay Acme Brick can never fade or wear. It cushions sound and diffuses light. Fire insurance premiums are much lower in many areas on fire-resistant clay masonry. Heating and air-conditioning costs are lower because of its excellent insulating qualities.

Visit soon with your Acme Brick representative and investigate fully the unique creative opportunities possible with interiors of Acme Brick.

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