



**MEXICAN AMERICAN  
CIVIL RIGHTS INSTITUTE**

*Expanding the story of civil rights in the U.S.*

January 5, 2024

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State Board of Review  
Texas Historical Commission  
P.O. Box 12276  
Austin, Texas 78711-2276  
VIA EMAIL

Re: National Register nomination for the Institute of Texan Cultures/Texas Pavilion

Dear State Board of Review Members,

I write to you from the Mexican American Civil Rights Institute (MACRI), an emerging national museum and archive located in San Antonio, Texas, that is dedicated to documenting and disseminating Mexican American civil rights history. Central to our mission is to increase the public's knowledge of Mexican American contributions to and experiences in the United States.

The Institute of Texan Cultures (ITC) building, also known as the Texas Pavilion, is significant to Mexican American civil rights history, and I strongly support its nomination to the National Register of Historic Places, which greatly underrepresents Mexican American contributions to and experiences in the American landscape. While the submitted 10-900 nomination form describes the site's significance under Criteria A and C, I submit additional information that may qualify the site for Criterion B and expands the evidence for Criterion A.

**1. William Merriweather Peña: The Father of Architectural Programming**

While William Merriweather Peña (February 10, 1919 – February 10, 2018), known as Willie Peña, is briefly mentioned on page 23 of the submitted application, Mr. Peña's substantial influence on post-war architecture as well as his status as one of a handful of prominent Mexican American architects in the second half of the twentieth century is entirely missing.

Born in Laredo, Texas, to a grocer, Mr. Peña was a gifted student who served as co-editor of his high school newspaper, president of his high school Pan American Club, and a Boy Scout. At a time when college education

was out of reach for nearly all Mexican Americans, he enrolled at Texas A&M and graduated with a bachelor of science degree in architecture in 1942.<sup>1</sup> The day after graduation, he enlisted in the U.S. Army as a second lieutenant and began officer training – another exceptional opportunity extended to few Mexican Americans at this time. In September 1944, he shipped out to Europe where he participated in some of World War II’s most infamous battles, including the Battle of the Bulge and the Liberation of Colmar. In the Spring of 1945, while repairing a vital communication line, he stepped on a landmine and lost a leg. He was awarded a Bronze Star, a Purple Heart, and the French Croix de Guerre. He would later receive the Chevalier of the National Order of the Legion of Honor from France and the Honorary Distinction of Commander in the Order of the Crown from Belgium. His bravery and commitment to democracy were further documented in his 1991 memoir, *As Far As Schleiden: A Memoir of World War II*, and a 2014-2015 exhibition in Bastogne, Belgium, “Aggies Go to War.”

After recovering from his injuries, Peña returned to Texas A&M to earn an additional degree (BArch) in architecture. Upon graduation in 1948, he was hired by his professor, William Wayne Caudill, and joined the firm Caudill, Rowlett, & Scott (CRS). While I have been unable to locate definitive numbers, I believe Peña was one of only a handful of Mexican American professional architects in the late 1940s, and he was rarer still with dual degrees in architecture.<sup>2</sup>

As noted in the submitted 10-900 National Register application, in 1949, Peña became the fourth partner at CRS, but he reportedly declined to have his name added to the firm’s name to avoid making the name longer. Peña’s groundbreaking work on architectural programming, which he honed during his first two decades at CRS, became the basis for a textbook in 1969, *Problem Seeking: New Directions in Architectural Programming*, which he followed with *Problem Seeking: An Architectural Programming Primer*, now in its fifth edition and considered the classic programming guide for architects and a standard architecture textbook. It also earned Peña the title of “the father of architectural programming.”

While CRS became known for building schools, it also seems that the first school design put forth by CRS was, in fact, a Peña design that he created while he was Caudill’s student and that Caudill submitted.<sup>3</sup> Peña went on to co-author additional articles on school architecture with Caudill, including “Color in the Classroom” and “What Characterizes a Good School Building.” Thus, while Peña’s name was not part of CRS, his visionary work in developing a process by which a building’s design follows the client’s needs, including CRS’ “squatting” approach to working on location with the client to produce the final design (unusual in the mid-20<sup>th</sup>

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<sup>1</sup> Per the Handbook of Texas, in 1942, only 53% of Mexican American students were enrolled in K-12 school largely due to poverty, rural employment patterns, and policy discrimination. See, Guadalupe San Miguel, “Mexican Americans and Education,” Handbook of Texas Online, accessed January 05, 2024, <https://www.tshaonline.org/handbook/entries/mexican-americans-and-education>.

<sup>2</sup> Based on inquiries to current members, it does not seem that the American Institute of Architects maintains a list of Latino architects in its history, and a separate inquiry to the AIA’s Latinos in Architecture (LiA) San Antonio chapter has also not turned up a list of Latino architects practicing in Texas in the mid-20<sup>th</sup> century.

<sup>3</sup> Bill Marvel, “Institute Enshrines Architect of Schools,” *Seguin Gazette-Enterprise*, March 13, 1985.

century), were vital to CRS's success and monumental growth in the second half of the twentieth century.<sup>4</sup>

Peña was an architectural visionary and a true pioneer. He was named an American Institute of Architects (AIA) Fellow in 1972 and received multiple awards from AIA Houston. While AIA does not appear to track its history of Latino membership, it seems safe to say that Peña was one of only a few practicing Mexican American architects between the time he began at CRS and when CRS designed the Institute of Texan Cultures building. It must be recognized that the building design CRS developed for ITC is inspired by the Mesoamerican temples of Peña's ancestry.

When Peña retired in 1984, he had directed programming for over 400 projects in 38 states and ten countries while mentoring younger architects and writing and speaking about architectural practices across the globe.<sup>5</sup> Peña was indeed a leading architect at a leading architecture firm.

Peña has been recognized by the AIA and Texas A&M, including with the AIA Houston Thomas Jefferson Award and the endowed William M. Peña Professorship in Information Management at Texas A&M, however, his fingerprint on ITC has not been acknowledged. This is despite the fact that San Antonio is a Mexican American majority city where prominent buildings designed by Mexican American architects are few and far between. Even today, decades after the height of Peña's career, Latino architects make up a small minority of architects working in San Antonio.

As you likely know, it is estimated that *less than 2%* of sites on the National Register represent Latino history or heritage. The National Register of Historic Places is intended to be representative of the history of the American landscape, but it falls short in representing the many contributions Latinos have made to the American landscape. A search of the Texas Historical Commission's "National Register of Historic Places Nomination Catalog" found no nominations listing Peña as an associated Architect or Builder. This may be a limitation of the database, but it may also be that none of this visionary architect's projects have been listed.

I urge you to consider Criterion B as part of the ITC building's overall eligibility for the National Register and vote "yes" for its designation.

## **2. The Texas Pavilion/Institute of Texan Cultures: Pioneer in Ethnic Studies**

While R. Henderson Shuffler (November 8, 1908 – July 20, 1975) receives more attention in the submitted application than Willie Peña, the application falls short of explaining how pathbreaking Shuffler's vision and impact were in the context of the Civil Rights Movement that was spreading like wildfire from start to finish of the ITC building's development.

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<sup>4</sup> In the 1980s, CRS grew to be the nation's largest architecture, engineering, and construction corporation.

<sup>5</sup> Adams, John. A. "Texas Aggies Honored In Bastogne – William Merriweather Pena '42," Texas A&M Today, October 30, 2014, accessed January 5, 2024, <https://today.tamu.edu/2014/10/30/texas-aggies-honored-in-bastogne-william-merriweather-pena-42/>.

In 1965, the 59th Texas Legislature approved the Texas State Exhibits Building for HemisFair'68. CRS was hired to design the building, and California designers and consultants Gordon Ashby & Associates and Usher-Follis were hired to design the exhibits. The following year, Shuffler, the Director of the Texana Program at the University of Texas at Austin, was appointed the project's research consultant, and then in 1967, when the 60<sup>th</sup> Texas Legislature renamed the Texas Pavilion "The Institute of Texan Cultures" and refined and expanded its post-HemisFair charge to include "developing, maintaining, and improving permanent exhibits devoted to areas specified [in previous legislation and] providing a statewide educational communications center concerned with subjects relating to the history and culture of the people of Texas," Gov. Connally appointed Shuffler as ITC's Executive Director. What Shuffler did next would change education in Texas for years to come.

Shuffler hired over 50 researchers and support staff, equipped the researchers with cameras, and sent them off to all corners of the state to identify artifacts and stories for the forthcoming exhibits. Many of these researchers were graduate students at the University of Texas, people at the age that the Civil Rights Movement was really speaking to, and Shuffler instructed them to find and share the stories of all the cultures of Texas. The researchers included George O. Washington, an African American, who documented African American Texan life, culture, and history for the project. Other researchers connected with communities that had nearly forgotten their ethnic origins, including the Wends and Danish Texans, who, after the success of the opening of ITC, were inspired to create their own heritage societies and museums.

What Shuffler's scholars achieved was something truly ahead of its time. Long before multiculturalism entered popular discourse, they determined to showcase the contributions of the many diverse cultures of Texas with the central idea that it is our diversity that makes Texas so strong. Keep in mind that it would not be until 1969 in San Francisco that the nation's first university ethnic studies department was founded.

The nation was in turmoil when HemisFair '68 and ITC opened on April 6, 1968. Two days earlier, Reverend Martin Luther King Jr. was assassinated. The triple crisis of the Vietnam War, racial violence facing the civil rights movement, and poverty bore down on what was meant to be a happy grand opening. Indeed, on HemisFair '68's opening day, protesters flanked both sides of Alamo Street outside the fair's main entrance, protesting against the war and racism. President Lyndon Johnson had been scheduled to attend the opening but was forced to remain in Washington, DC amidst the crisis. First Lady Lady Bird Johnson gave an opening speech in his place, evoking both the tension of the moment and the opportunity to come together and heal through an expanded understanding of our diversity.

"All our similarities and differences of language, culture, custom have flowed along separate courses, like rivers from a common lake of humanity. The marvel and challenge of this place is that here we can see these rivers of man converging. We live at a spectacular moment of testing and we are faced with some spectacular, worldwide questions. Can all the rivers of man converge without conflict? Can men share the earth

in harmony? Can our separate heritages be preserved as we move closer together? Or must the rivers of man rush in a confusing, muddy cataract? Civilized people must answer these questions in a civilized way. Let every one of us look into our hearts and weigh every word and act to heal, not cripple, this America of ours. [...] This land is our land and belongs to all of us. It's ours to rend apart or to work for and keep strong."

It is not lost on me that Shuffler shepherded his researchers to tell a story of a strength emerging from diversity literally on top of what had been San Antonio's most ethnically diverse neighborhood. A neighborhood that was wiped out to build HemisFair '68. The sins of urban renewal would not be repeated inside the ITC.

In 1969, a year after HemisFair '68, when ITC was operating as a free-standing cultural attraction, Shuffler and his team released ITC's first audiovisual educational products. The following year, the ITC Traveling Exhibits program began taking Texas' cultural diversity to towns small and large and ITC published its first book. In 1972, ITC launched its popular *Texians and Texans* book series, highlighting the history of different cultural groups in Texas, as well as the ever-popular annual Texas Folklife Festival, making learning about different cultures a joyous experience. In 1977, the Traveling Trunks program began sending hands-on trunks to schools across the state to learn about different cultures without a road trip to San Antonio. These educational resources changed the way we understand Texas and pioneered an approach to teaching multiculturalism that was lightyears ahead of its time.

As one of the last remaining anchoring structures of HemisFair'68, the ITC building, designed to remind us of our connections and our strength in diversity, is just as relevant today as it was in 1968, and I hope it will be recognized as an enduring reminder of what we can achieve together. Consistent with MACRI's mission to share Mexican American civil rights history, I write in support of the National Register nomination for the ITC building, which clearly meets multiple National Register criteria. I encourage you to recommend its designation.

Sincerely,



Sarah Zenaida Gould, PhD  
Executive Director

## **TIMELINE OF WILLIAM MERRIWEATHER PEÑA'S LIFE**

Adapted from "In Memoriam: Willie Peña" at <https://kyoconsulting.com/2019/02/08/In-Memoriam-Willie-Pena/>

1919 – Born in Laredo, Texas to Eduardo and Clementina Peña

1942 – Earned a Bachelor of Science in Architecture at Texas A&M

Immediately after graduation he is commissioned in the Army as a second lieutenant and entered officer training school.

1944 – Deployed to Europe

Served in three major battles: Huertgen Forest, the Battle of the Bulge, and the Liberation of Colmar

1945 – Stepped on a land mine while repairing a unit communications line and lost a leg

French awarded him the Croix de Guerre

1947 – Retired from the Army as a Captain and was awarded a Bronze Star and Purple Heart

1948 – Earned a second degree in Architecture at Texas A&M; named Outstanding Student of Architecture and received the school medal of the American Institute of Architects

Joined the architecture firm of Caudill Rowlett and Scott (CRS)

1949 – Promoted to the fourth founding partner at CRS

1958 – CRS moved from Bryan to Houston

1969 – Wrote the first edition of *Problem Seeking* with John Focke

1970 to 1973 – Served as a consultant to the Professional Examination Committee of the National Council of Architectural Registration Boards

1972 – American Institute of Architects elevated him to AIA Fellow, in recognition of his contributions to programming and education

1990 – AIA Houston Chapter awarded him the Chapter Citation Award

Texas A&M created the William M. Peña Professorship in Information Management

1991 – Published his war memoir *As Far As Schleiden: A Memoir of World War II*

1998 – Became the inaugural recipient of the Outstanding Alumnus Award from the College of Architecture at Texas A&M University

2000 – AIA Houston Chapter awarded him the inaugural Thomas Jefferson Award

2009 – AIA Houston Chapter donated a chair designed by Finn Juhl to the AIA Houston Design Collection at the Museum of Fine Arts Houston in Peña's name

2013 – French awarded him the Chevalier of the National Order of the Legion of Honour (France's highest honor)

2014 – Became one of five notable Aggies memorialized in the “Aggies Go to War” museum exhibit in Belgium

2015 – Honored for his military service at the Texas A&M Hispanic Network Summit

Received the Distinguished Alumnus Award of Texas A&M University, the highest honor the university bestows on former students

2016 – The Kingdom of Belgium bestowed upon him the Honorary Distinction of Commander in the Order of the Crown, presented in person by Her Royal Highness Princess Astrid of Belgium in 2017

Endowed the William Merriweather Peña Scholarship at the Texas A&M College of Architecture to benefit deserving students with financial need. It was the largest single gift the College had ever received.

2018 – Passed away on his 99<sup>th</sup> birthday

**BRIEF TIMELINE OF SIGNIFICANT CIVIL RIGHTS EVENTS CONCURRENT TO THE DEVELOPMENT OF HEMISFAIR '68 AND THE ITC BUILDING**

Date	Civil Rights Related Events	HemisFair'68
1959		<b>February</b> – Merchant Jerome K. Harris suggests a fair to celebrate the 250th anniversary of San Antonio’s founding during a San Antonio Chamber of Commerce meeting.
1960	<b>February 1 – July 25</b> – Greensboro sit-ins lead to national movement for desegregation <b>April</b> - Student Nonviolent Coordinating Committee founded	
1961	<b>April 17-20</b> - Bay of Pigs <b>November 1</b> - Women Strike for Peace protests against nuclear arms held in 60 cities across the U.S.	
1962	<b>June 15</b> – Students for a Democratic Society holds its first convention and releases the Port Huron Statement. <b>July</b> - <i>Silent Spring</i> by Rachel Carson is published. <b>October 16-28</b> – The Cuban Missile Crisis	<b>January 28</b> - U.S. Rep. Henry B. Gonzalez meets with William Sinkin to discuss the “Fair of the Americas.” <b>December 29</b> - San Antonio Fair, Inc. is formed with William Sinkin as president and H.B. Zachry as chairman of the board.
1963	<b>July</b> – <i>The Feminine Mystique</i> by Betty Freidan is published.	<b>April 3</b> - Marshall Steves begins an underwriting campaign.

	<p><b>August 28</b> – Martin Luther King delivers his “I Have a Dream” speech during the March on Washington for Jobs and Freedom.</p> <p><b>November 22</b> – President John F. Kennedy is assassinated.</p>	<p><b>October 9</b> - The initial underwriting goal of \$6 million surpassed. More than \$7.5 million in pledges received by the end of September.</p>
1964	<p><b>June-August</b> - Freedom Summer project to register African Americans to vote in Mississippi.</p> <p><b>July 2</b> – President Lyndon B. Johnson signs the Civil Rights Act of 1964 into law.</p> <p><b>August 10</b> - Gulf of Tonkin Resolution enacted, giving the president authorization for use of military force in Southeast Asia without a formal declaration of war.</p>	<p><b>January 23</b> - The historic German-English school, built in 1868, is chosen as headquarters for the HemisFair executive offices</p> <p><b>January 28</b> - A \$30 million bond issue including provisions for a new civic center and the city’s portion of the Urban Renewal land purchases is overwhelmingly approved by local voters in every precinct.</p> <p><b>February 1</b> - A 90-acre site in downtown San Antonio is selected and approved, and site architects and engineers begin design work.</p> <p><b>April</b> - O’Neil Ford and Allison Peery named as coordinating and site-planning architects.</p> <p><b>October 28</b> – The Urban Renewal Agency allocates almost \$12.5 million for purchase of the fair site. By the end of October, nearly \$50 million is pledged to support HemisFair.</p> <p><b>November 24</b> - Initial HemisFair land purchase.</p> <p><b>December</b> - Marshall Steves named president of San Antonio Fair, Inc.</p>
1965	<p><b>February 21</b> - Malcolm X is assassinated.</p> <p><b>March 16/17</b> – The first anti-Vietnam War teach-in is held.</p> <p><b>August 6</b> - President Lyndon B. Johnson signs the Voting Rights Act of 1965 into law.</p> <p><b>August 11-16</b> - The Watts Riots</p> <p><b>September 5</b> - San Francisco journalist Michael Fallon uses the term “hippie” to refer to young adults living in Haight-Asbury.</p> <p><b>November-December</b> - The United Farm Workers Organizing Committee initiates a national table grape boycott.</p>	<p>The 59<sup>th</sup> Texas Legislature approves the Texas State Exhibits Building for HemisFair’68</p> <p><b>June 21</b> – Congressman Henry B. Gonzalez and Senator Ralph Yarborough introduce companion bills requesting funding for federal participation in HemisFair.</p> <p><b>September 14</b> - Gov. John Connally accepts appointment as Commissioner General of the Fair.</p> <p><b>September 28</b> – The U.S. Senate passes the HemisFair Bill. The HemisFair symbol is developed and adopted.</p> <p><b>October 6</b> – The House of Representatives unanimously passes the HemisFair Bill.</p> <p><b>October 22</b> – The U.S. House and Senate agree on</p>



		<p>a HemisFair Bill. President Johnson signs the bill officially recognizing HemisFair and appropriates \$125,000 for a preliminary study and architectural fees.</p> <p><b>November 17</b> – In Paris, the Bureau of International Expositions grants accreditation to San Antonio and HemisFair.</p> <p><b>December 29</b> - Secretary of State Dean Rusk invites 114 countries to participate in HemisFair.</p>
<p><b>1966</b></p>	<p><b>Mar. 17-Apr. 11, 1966</b> - Cesar Chavez and the National Farm Workers Association march from Delano to Sacramento.</p> <p><b>June 30</b> - The National Organization for Women (NOW) is founded.</p> <p><b>October 15</b> – The Black Panther Party is founded.</p>	<p>R. Henderson Shuffler, Director of the Texana Program at the University of Texas is appointed the Texas Pavilion’s research consultant</p> <p><b>January 15</b> - Governor Connally unveils plans for the Institute of Texan Cultures (Texas State Pavilion).</p> <p><b>January 28</b> - Pearl Brewing is the first of 19 industrial exhibitors to announce participation.</p> <p><b>April 7</b> - Mexico is the first of 23 countries to announce participation.</p> <p><b>August 9</b> – An agreement is reached to preserve 20 historic homes on HemisFair grounds. Tower of the Americas construction contract is awarded to Lyda-Lott.</p> <p><b>October 6-7</b> - Senate and House sign \$7.5 million HemisFair Bill.</p> <p><b>October 8</b> – The final home on the site is turned over to the fair.</p> <p><b>October 21</b> - Senate-House Committee vote \$6.75 million appropriation for federal participation.</p> <p><b>October 26</b> - President Johnson signs appropriations bill.</p> <p><b>December 3</b> - Voters pass bonds for construction of the Tower of the Americas by two-to-one margin.</p> <p><b>December 6</b> - Carlos Merida commissioned to create a glass mural for HemisFair.</p>
<p><b>1967</b></p>	<p><b>March</b> - The Mexican American Youth Organization (MAYO) is formed on college campuses across Texas after the first chapter is founded at St. Mary's College in San Antonio.</p>	<p><b>February 15</b> - Gov. John Connally signs Texas House Bill 87 appropriating funds for the Texas State Pavilion. Ground is broken for Pearl Brewery Pavilion.</p>

	<p><b>May 17</b> – Texas Southern University Riot</p> <p><b>Summer</b> - Summer of Love</p> <p><b>August 30</b> - Thurgood Marshall confirmed to the Supreme Court</p>	<p><b>February 20</b> - Ground is broken for the Institute of Texan Cultures.</p> <p><b>May 1</b> - Governor Connally appoints Dr. Henderson Shuffler as Executive Director of the Institute of Texan Cultures.</p> <p>A team of researchers scour the state identifying artifacts and stories for the ITC exhibits.</p> <p><b>September 26</b> - The Woman’s Pavilion is announced.</p>
<p><b>1968</b></p>	<p><b>January 31</b> - Viet Cong and North Vietnamese Communist armies launch the Tet Offensive.</p> <p><b>February 12-April 16</b> – Memphis Sanitation Workers’ Strike</p> <p><b>February 19</b> - Mister Roger’s Neighborhood debuts on National Educational Television.</p> <p><b>March 16</b> - My Lai Massacre</p> <p><b>March 10</b> - Cesar Chavez, at the urging of Robert Kennedy, ends his hunger strike in support of farm workers.</p> <p><b>March 31</b> - President Johnson declares that “I shall not seek, and I will not accept, the nomination of my party for another term as your president.”</p> <p><b>April 4</b> - Rev. Martin Luther King is assassinated in Memphis, Tennessee.</p> <p><b>April 8</b> - British singer Petula Clark, singing on an NBC special, casually touches fellow singer Harry Belafonte on the arm during a song, the first time two races make contact on American television.</p> <p><b>April 11</b> - President Johnson signs into law the Civil Rights Act of 1968.</p> <p><b>May 16</b> – Mexican American students at San Antonio’s Edgewood High School walk out in protest of discriminatory practices. The movement soon spreads to surrounding schools and towns across Texas.</p> <p><b>June 5</b> - Robert F. Kennedy shot in Los Angeles; dies the next day.</p>	<p><b>January 23</b> – The tophouse of the Tower of the Americas reaches its summit.</p> <p><b>February 10</b> – The Harlem Globetrotters perform at the HemisFair Arena for its grand opening.</p> <p><b>April 6</b> – HemisFair’68 opens.</p> <p><b>May 21</b> – CBS airs an hour-long special “Hunger in America,” which juxtaposes the opulence of HemisFair with the extreme poverty found in areas of San Antonio.</p> <p><b>July 3-7</b> – ITC staff members participate in the Smithsonian’s Folklife Festival in Washington DC planting a seed for the future Texas Folklife Festival</p> <p><b>September 15</b> – The mini-monorail derails, killing one and injuring nearly 50.</p> <p><b>October 6</b> – HemisFair’68 closes.</p>

<p><b>June 21</b> - Chief U.S. Justice Earl Warren resigns.</p> <p><b>August 22</b> - Soviet forces invade Czechoslovakia and crush the “Prague Spring” reform movement.</p> <p><b>August 25</b> - Arthur Ashe becomes the first black man to win a U.S. tennis singles championship. Arthur Ashe</p> <p><b>August 28</b> - Violence erupts at Democratic National Convention in Chicago.</p> <p><b>October 2</b> - Mexican army opens fire on student demonstrators gathered at Plaza of Three Cultures in Mexico City, killing as many as 300 and wounding over 1,000. This will become known as the “Tlatelolco Massacre.”</p> <p><b>October 18</b> - The U.S. Olympic Committee suspends two black athletes, Tommie Smith and John Carlos, after they raise their fists in protest while on the medal stand at the Mexico City Olympics.</p> <p><b>November 5</b> - Shirley Chisholm of Brooklyn, New York, becomes the first black woman elected to the U.S. House of Representatives.</p> <p><b>November 22</b> - During an episode of Star Trek (“Plato’s Stepchildren”), William Shatner and Nichelle Nichols have the first interracial kiss on U.S. television.</p>	
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# Institute enshrines architect of schools

By BILL MARVEL

Dallas Times Herald  
HOUSTON (AP) — This June at its San Francisco convention the American Institute of Architects will add the name of the late William Wayne Caudill to the distinguished list of architects — including Frank Lloyd Wright, Philip Johnson, I.M. Pei, Le Corbusier, Louis Kahn, Buckminster Fuller and Ludwig Mies van der Rohe — who have won its highest honor, the Gold Medal.

Most people know that Frank Lloyd Wright designed the Guggenheim Museum. Philip Johnson has been a media darling since construction of his "Chippendale skyscraper," New York's new AT&T building. I.M. Pei's name is associated with Dallas City Hall and, for better or worse, with Boston's John Hancock center. Buckminster Fuller's geodesic domes are ubiquitous. Le Corbusier's Ronchamp Chapel, Louis Kahn's Kimbell Art Museum and Mies van der Rohe's Seagram Building have become classics.

But William Wayne Caudill? Outside the architecture profession, few can identify a single building he designed.

That is because Caudill designed few buildings. And yet he may have done more to shape the spaces in which Americans live, learn and work than any of the other names on that distinguished list. Perhaps more than any other architect in the past 40 years.

Caudill gave us the modern American schoolhouse. He pioneered open office design. As a teacher at Texas A&M and dean of the architecture school at Rice, he trained thousands of architects and some of those architects have gone on to train thousands of others.

In a profession known for its rugged individualism, he preached, and practiced, the gospel of team architecture. And he pushed his colleagues to open up the design process to those who would actually be using the buildings, the clients. He always insisted, "People are more important than buildings."

Caudill died last year, but his presence is still felt at the firm he founded, CRS Sirtine, out on the West Loop Freeway in Houston. Not in the glass and metal high-rise that serves as corporate headquarters, a building that is indistinguishable from most of the city's other freeway architecture. But out in back, is the distinct low-rise building that still houses the firm's architecture division, one of the few buildings Caudill actually designed.

To get there you pass the high-rise, turn back toward the woods and park on an open concrete platform. Then you take an elevator down. It seems fitting that the sometimes self-effacing Caudill put CRS underground, beneath a parking lot.

The building, an award-winner, perfectly expresses Caudill's design philosophy, says Paul Kenyon, president of CRS Sirtine's architecture division. Its horizontal strip of windows looks out on an armadillo-eye view of the surrounding greenery.

Caudill was a design teacher at Texas A&M in 1946 when he started his modest two-man architectural practice with another A&M teacher, John Kowlett. Today the business they started is one of the largest architecture-engineering and construction management firms in the country. The company is listed on the American Stock Exchange.

Last year it did \$300 million worth of business and doubled its size by acquiring J.E. Sirtine, a Greenville, S.C., engineering firm. CRS Sirtine now has projects under way around the world, among them China's first steel-frame high-rise.

More important than sheer volume is the nature of those projects. CRS Sirtine designs and engineers — and occasionally finances — schools, hospitals, airports, universities, sports arenas, factories, chemical plants, pulp mills, mass transit systems — just the kind of work that the old-fashioned genius-architects scorned.

But Caudill never had much sympathy for finicky aesthetics. A down-to-earth, bushy-browed Oklahoman and a product of the Depression, he once described himself as "a hard-nosed pro — an architect who believes technology is a wonderful generator of new forms and spaces; who is committed to the total design approach that leads to a total solution in which aesthetics is only one problem..."

Caudill's innovations began early in the late 1930s when, as a graduate student at Massachusetts Institute of Technology, he became interested in school design. There was little solid information on the subject and, typically, Caudill launched a one-man research effort, investigating school lighting, ventilation, construction and curriculum. Out of this he wrote "Space for Teaching," a slim, little booklet that caught the eyes of a few progressive educators when it was published in 1941. Five years later it went off like a time bomb.

School construction had been deferred during the Depression and World War II. Demand was pent up. Then the GI's came home, established

their families and launched the baby boom. That book started CRS, says Willie Pena, one of the firm's early partners, now retired senior vice president and company historian. "Bill had said such things as, schools should be designed around the curriculum; they should be designed for children; they should be adequately ventilated and lighted. This is accepted now, but it was revolutionary at the time."

Up until then, Pena adds, Caudill had never actually built a school. But he soon got a chance. On the strength of "Space for Teaching," the Blackwell, Okla., school district hired Caudill's firm to design an elementary school. Pena had been Caudill's student at Texas A&M, and the design chosen had been Pena's master's project.

Caudill hired Pena, reworked the design and submitted it to the school board. The board sent it back for a few changes. It was resubmitted and the board returned it for more changes. What happened next has

entered into the folklore of architecture. In frustration Caudill tossed the book back to his partner's co-leaders — architects into the fray and dropped up to Blackwell. They would sign on the board's doorstep, he vowed, until the school was designed. "Squatting" — working with a client to produce a design — became standard practice at CRS and at many other architectural firms.

The Blackwell school set the style for CRS schools to follow and for a generation of American school buildings, low-slung, functional affairs with generous windows. School work continued to be the backbone of CRS' practice well into the mid-1960s but long before that CRS' partners were almost literally stumbling over each other in an effort to cope with the burgeoning business. That is when Caudill discovered the team.

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**He did not invent the architectural**

## School Design Will Be Topic For Architect

William M. Pena of Bryan, noted Texas architect, will speak to Waco Art League Wednesday at 3 p. m. at the Morris Residence. His subject will be "What Is New in School Architecture."

An authority on school architecture, Mr. Pena is co-author with W. W. Caudill of "Color in the Classroom" and "What Characterizes a Good School Building." The first article was published by the Journal of the Royal Architectural Institute of Canada and the other by The School Executive.

Mr. Pena is a graduate of Texas A. and M. College, where he was awarded the school medal of the American Institute of Architects for being the most outstanding student of architecture at the college in 1948.

He is a partner in the architectural firm of Caudill, Rowlett, Scott and Associates.

Chairman of hostesses will be Mrs. Gordon Dunn. Mesdames S. M. McGlasson, E. M. Compton, E. L. Jarrett, Paul Pryor, J. W. Cranford, Robert Seaton, D. T. Janes, Miss Ruby Gillis.



**C. A. Borchardts Celebrate  
25th Wedding Anniversary**



**WILLIAM M. PENA  
ART LEAGUE SPEAKER**