



Problem: Modernization of a house exterior.

Solution: Strong horizontal lines were created by the addition of a new porch and adjacent carport. The level of the lawn was raised and textured block was used for the porch and patio wall.

Result: By strong emphasis on horizontal lines and textured masonry, the appearance of the residence was greatly improved.

W. T. TATE RESIDENCE, Clovis, New Mexico
James A. Burran, Jr., Architect

REMODELING

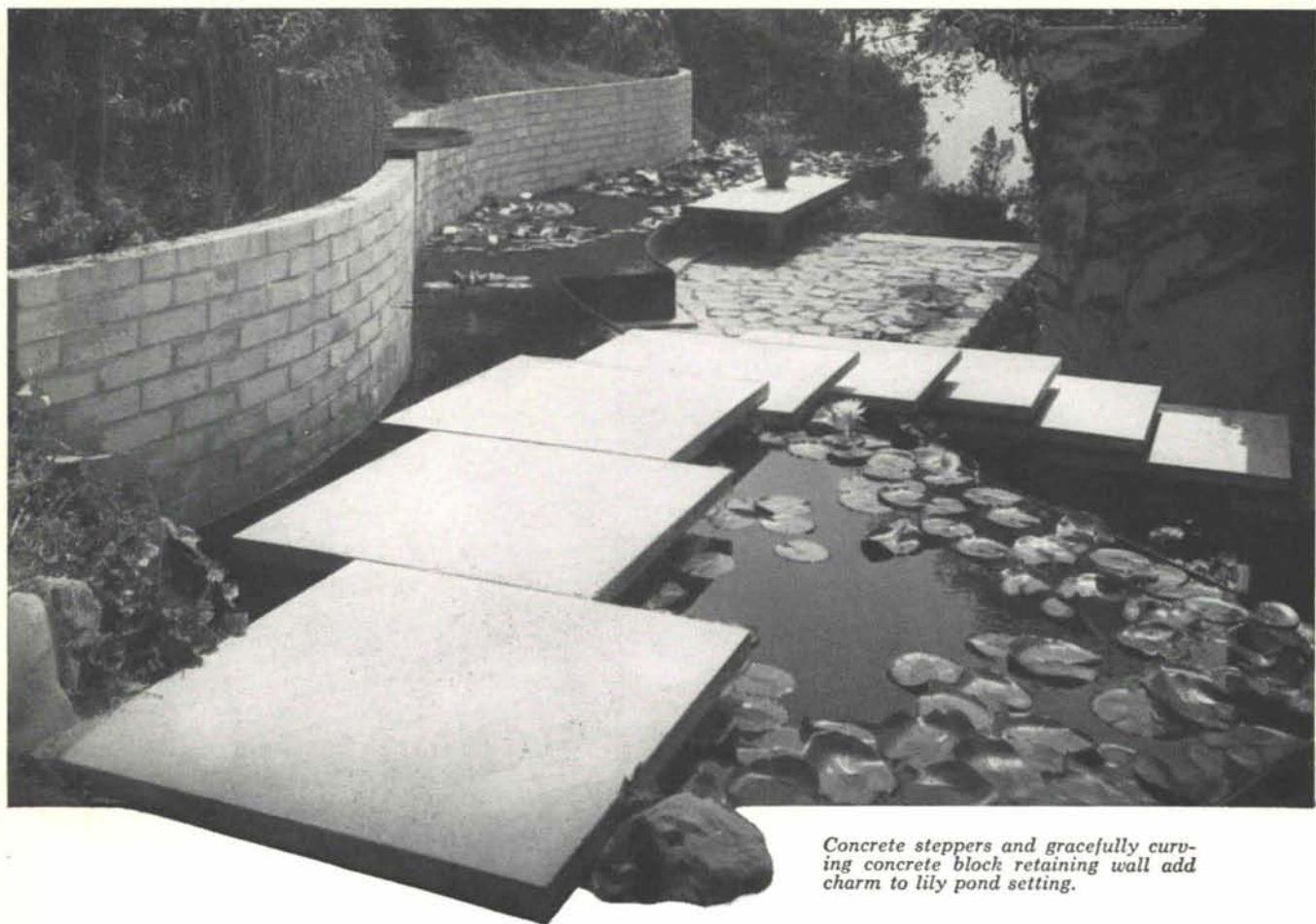
Problem: The enlargement and modernization of a furniture store on the main street of Carlsbad.

Solution: Utilizing laminated wood beams and heavy timber flooring, a second story was added. A new front was provided as was refrigerated air conditioning.

Result: Of the practical effect of this remodeling, the owner had only this comment: "after business doubled we say no more."

SKEEN FURNITURE STORE, Carlsbad, New Mexico
Brittelle and Ginner, Architects
Arthur E. Gorrell, Resident Engineer





Concrete steppers and gracefully curving concrete block retaining wall add charm to lily pond setting.

MODERN CONCRETE stimulates intriguing ideas...

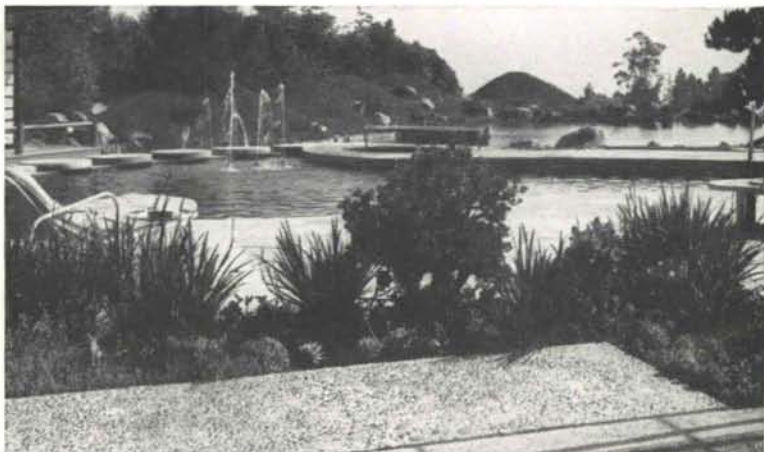
Today, many a landscape architect is adding new luster to his reputation through the imaginative use of modern concrete. By its very nature, this most versatile of basic materials is a constant spur to creative new approaches. It can be cast in place or precast, and for infinite variety, it can be colored, "sculptured," textured or polished. Whatever design effect you wish to achieve . . . whether budgets are modest or unlimited . . . look to modern concrete to realize the full potential of your ideas!

PORTLAND CEMENT ASSOCIATION 120 Madeira Drive, N.E., Albuquerque, New Mexico

A national organization to improve and extend the uses of concrete



Rugged concrete "islands" provide attractive access to tea house. Landscape Architect: Phil Shipley.



Exposed aggregate patio in foreground. Concrete discs form "bridge" in background. Landscape Architect: Phil Shipley, Bel Air, California.