In the field of Historic Preservation.
The Atchison, Topeka, and Santa Fe Railway Co., for the Alvarado Hotel.

In the field of Fine Arts.
The Albuquerque Airport Board and the Albuquerque Fine Arts Board for the recently installed mural at the Sunport.

And

In the field of Environmental Contribution.
The Santa Fe Urban Renewal Agency for the Santa Fe River Park.

Note:
In making these awards the jury wishes to call attention to opportunities lost. If properly preserved the Alvarado Hotel structure could have been a major key in the revitalization of downtown Albuquerque. (See NMA Nov./Dec 1969.) The land is now another parking lot. About the Sunport mural, the jury thought: "Ah, what might have been!" In making this particular award the jury realized that it was criticizing one of the Society's own members, but that's the way of juries. The Santa Fe River Park could have been a lovely addition to the already landscaped section of the river immediately to the east — but the result is simply expansive and generally dull.
WHEN AN IDEA IS CREATED...
AN ALL ELECTRIC DESIGN MAKES IT WORK.

An all electric design gives you the freedom to take an architect's idea... born of free imagination and turn it into a reality.

An all electric design offers the most versatile variety of heating systems: Systems to accommodate any configuration. Systems intermixed in one building. Systems with room-by-room temperature control. Systems using heat-by-light. All of them compatible with electric cooling. And there's no need to install boiler rooms and smokestacks.

An all electric design is the modern, flexible way to turn beautiful concepts into practical buildings. And it gives unmatched comfort and convenience at competitive cost.

These are good reasons why an all electric design has proven the choice in many buildings throughout New Mexico. These are good reasons to get further information on the all electric design for your next building.

Write: Engineering Sales Department
Public Service Company of New Mexico
Post Office Box 2267
Albuquerque, New Mexico 87103