

June Arts
720.5
N 4195
V. 8
No. 3-4

new mexico architecture



march-april 1966 50¢

Through 50 Years...



COURTESY REX CHAINBELT, INC.

1916 Steam-powered concrete mixers and horse hauling built quality streets and roads



1966 High-speed trucks deliver concrete ready mixed for every type of construction

improving and extending the uses of concrete

Helping architects, engineers and builders to realize ever broader success with concrete has been a major objective of cement manufacturers. Through their Portland Cement Association, now observing its 50th year, they have contributed to construction progress, quality and economy by sponsoring large-scale service programs.

Research conducted in a \$10 million laboratory installation has helped concrete meet the needs of a new era.

Users of concrete, faced with continuously changing construction technology, have depended on the continuing flow of PCA technical literature. They have benefited from the services of over 375 field engineers and numerous other specialists working out of 38 district offices.

In the future, as in the past, the continuing job of the Portland Cement Association remains *service . . . service* that aids every user of cement.



PORTLAND CEMENT ASSOCIATION

Suite 705—5301 Central N.E., Albuquerque, N.M. 87108

*1966
50th year*

An organization to improve and extend the uses of concrete, made possible by the financial support of most cement manufacturers in the United States and Canada.

nma

vol. 8 • nos. 3 and 4 • mar. - apr. 1966 • new mexico architecture

Roster, New Mexico Society of Architects	7
An Open Letter To Architects — Thomas R. Vreeland, Jr., AIA	11
The 15th Annual Conference	12
Albuquerque Honor Awards, a correction	12
A Home For The Apes — Wright And Underwood, Architects	13
The Strip! What Is It? — J. B. Jackson	17
The Anti-Billboard Act, A Report	23
Contributors	26
Index To Advertisers	26

(Cover — Roy Rosen, Photographer)

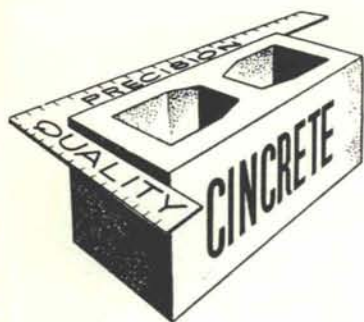
— Official Publication of the New Mexico Society of Architects, A. I. A. —

Society Officers

President—Hugh Rowland
Vice-President—Robert Mallory
Secretary-Treasurer—Don Oschwald
Director—Joe Boehning
Director—Bradley Kidder
Director—Albert S. Merker
Director—Charles Noland
Director—John B. Reed
Director—James Voll

Commission for NMA

Bainbridge Bunting)
John P. Conron) Co-Editors
Jean Rodgers Oliver—Photographer
W. M. Brittelle, Sr.—Advertising
Van Dorn Hooker—Circulation
Rembert C. Alley, Jr.
Jim Murray
Hugh Rowland
Don Oschwald



Serving Southwestern New Mexico
and El Paso with
Quality Concrete Masonry Products
and many allied building materials



Hollow Metal Doors and Frames

Commercial Hardware

Residential and Commercial Steel and Aluminum Windows

Wood and Plastic Folding Doors

Reinforcing and Fabricated Steel

Builders Block & Stone Co., Inc.

P. O. Box 1633

622-1321

Roswell

El Paso

532-9695

Builders Block & Supply Co., Inc.

P. O. Drawer FF

524-3633

Las Cruces

Members of New Mexico Concrete Masonry Assn. and National Concrete Masonry Assn.



Built-up Plate Girder by Rio Grande Steel Co., Inc.

"STEEL SHAPES THE FUTURE"

7100 Second Street, N.W. / Post Office Box 477
Phone 345-2611, Area 505 / Albuquerque, N. M. 87103

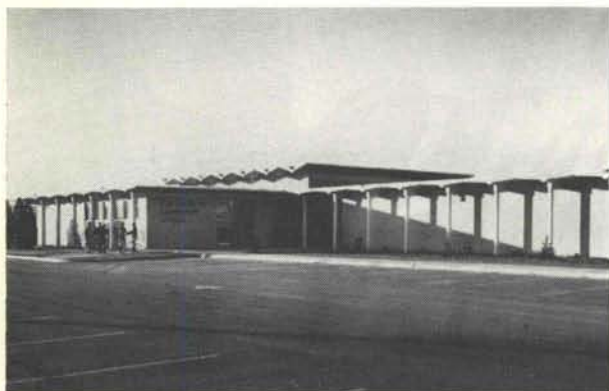
RIO

GRANDE

Steel Products Company, Inc.

628 W. Maple Street / Post Office Box 2002
Phone 325-1926, Area 505 / Farmington, N. M. 87401

CONSULTING SERVICES AVAILABLE



LOS PADILLAS ELEMENTARY SCHOOL
Wm. W. ELLISON, ARCHITECT & ASSOCIATES

10' LIN TEE & LIN Y MEMBERS SUPPORTED
ON INDIVIDUAL COLUMNS ARCHITECTURALLY
EXPRESS THE ROOF OF THIS SCHOOL.



PRESTRESSED CONCRETE PRODUCTS, INC.
MANUFACTURERS OF ROOF AND FLOOR DECKS

THEY EXCEL IN

- ECONOMY ● PERMANENCY ● DURABILITY
- VERSATILITY ● FLEXIBILITY
- and most important ● FIRE RESISTANCE

1900 MENAUL ROAD N. E.

(505) 345-2536

ALBUQUERQUE, NEW MEXICO 87106

QUALITY BUILDING
DEMANDS
QUALITY PLUMBING
Which Means



AVAILABLE AT

ALBUQUERQUE

1881

Lumber COMPANY

1966

-- EDITH YARD --

3825 Edith, N.E.

Phone 345-2511

Miller

Metal company

Direct Factory Dealers for

LENNOX

Heating and Air Conditioning

Readily available for your information and/or use are complete specifications along with Technical data for the Heating and Air Conditioning requirements of your project.

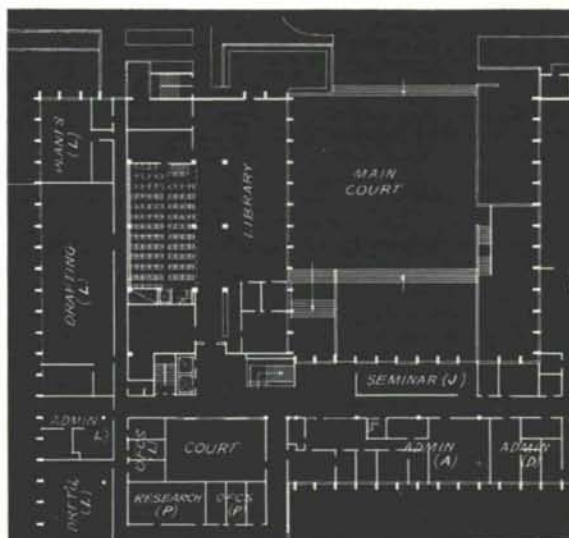
Just call 268-3351 for **Ed Miller** at Miller Metal Company or the territory manager for LENNOX, **Bob Vetterman** at 265-0417 for an appointment.

MILLER METAL COMPANY

118 Alcazar S.E.

Albuquerque, N. M. 87108

Right
at
this point...



we can help you
give your client
an extra service
(and at no extra cost)

Just ask our Communications Consultant to drop by. He can help you provide facilities for communications that will keep pace with growth.

At no cost, he'll be happy to take your building plan, provide a schematic for your building's entire communications system, and deliver it to you to make it a part of your complete plan.

At the blueprint stage, he can show you how you can save the extra costs and delays that can crop up by waiting to plan communications after construction has begun.

Just call our Business Office and ask for our Communications Consultant. There's no obligation, of course.



Mountain States Telephone

16 acres under
one roof for less than
\$7.50 per sq. ft.
thanks to

IDEALITE

lightweight
aggregate
concrete

Paul R. Reddy,
Architect

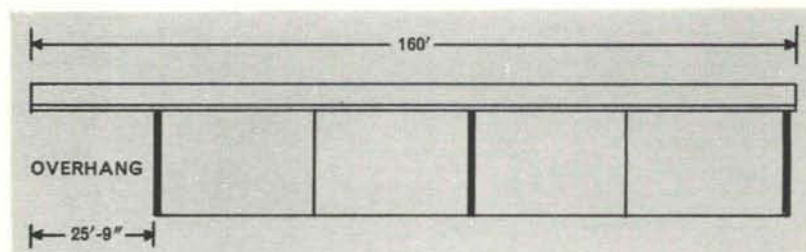


Producers of Idealite Lightweight Aggregate
for Concrete and Concrete Products

821-17th Street • Phone 534-5144
Denver, Colorado 80202

The sprawling General Services Administration stores depot in Denver made use of lightweight aggregate concrete in its barrel roofs and supporting beams and columns to achieve the required space, and appurtenances, within the budget. Lightweight concrete made it practical to design spacious, unobstructed, 40' by 80' storage bays. In addition, it is a type 1 fireproof structure—an important requirement for such a building. If you're considering the construction of a warehouse, apartment, office building or other such structure, investigate the advantages of Idealite concrete. It's strong, yet light in weight; 30% less than normal concrete. It offers superior insulating and acoustical properties, as well as low moisture absorption and low shrinkage.

Ken R. White Company, Engineer



The New Mexico Society of Architects

President: Hugh Rowland
Vice-President: Robert Mallory
Secretary-Treasurer: Don Oschwald

Director: Joe Boehning
Director: Bradley Kidder
Director: Albert S. Merker

Director: Charles Noland
Director: John B. Reed
Director: James Voll

ALBUQUERQUE CHAPTER, A.I.A.

Corporate Members

Andrews, Craig G.
3416 Sierra Dr. N.E.
Albuquerque 87110

Biddle, Robert G.
414 San Mateo Blvd., N.E.
Albuquerque 87108

Boehning, Joseph F.
1843 Lomas Blvd., N.E.
Albuquerque 87106

Brittelle, W. Miles, Jr.
2745 A, San Mateo Blvd., N.E.
Albuquerque 87110

Brittelle, W. Miles, Sr.
2745 A, San Mateo Blvd., N.E.
Albuquerque 87110

Bryan, Garlan D.
5301 Central Ave., N.E. #1600
Albuquerque 87108

Buffington, George
9412 Indian School Rd., N.E.
Albuquerque 87112

Burk, William E., Jr.
512 Yale Blvd., S.E.
Albuquerque 87106

Burwinkle, Joseph B., Sr.
2602 Central Ave., S.E.
Albuquerque 87106

Byrn, Nanelou Blair
1535 San Lorenzo Ave., N.W.
Albuquerque 87107

Campbell, Douglas A.
3500 Indian School Rd., N.E.
Albuquerque 87106

Cushing, J. R., Sr.
524 Pueblo Solano Rd., N.W.
Albuquerque 87107

Dekker, Arthur W.
207 San Pedro Dr., N.E.
Albuquerque 87108

Fairburn, Robert W.
5301 Central Ave., N.E. #1600
Albuquerque 87108

Ferguson, Gordon B.
115 Amherst Dr., N.E.
Albuquerque 87106

Fickel, Jack E.
6303 Indian School Rd. N.E.
Albuquerque 87110

Flatow, Max
5301 Central Ave., N.E. #1600
Albuquerque 87108

Garcia, Lawrence A.
Bank of New Mexico #612
Albuquerque 87101

Gathman, Walter A.
230 Truman St., N.E.
Albuquerque 87108

Ginn, Ronald E.
1812 Girard Blvd., N.E.
Albuquerque 87106

Grace, Mary Louise
518 Aliso Dr., S.E.
Albuquerque 87108

Hanneman, Eugene A.
6008 Zimmerman Ave., N.E.
Albuquerque 87110

Heimerich, John J.
Dept. of Arch. U.N.M.
Albuquerque 87106

Henderson, Henry
601 San Pedro Dr., N.E. #37
Albuquerque 87108

Hesselden, Louis G.
213 Fourth St., S.W.
Albuquerque 87101

Hill, John Jay
7831 Marble Ave., N.E.
Albuquerque 87104

Hooker, Van Dorn
Box 18, University Station
Albuquerque 87106

Hoshour, Harvey S.
Sims Bldg., #513
Albuquerque 87101

Krueger, Robert H.
2928 Avenida Nevada N.E.
Albuquerque 87110

Lake, Gerald H.
601 San Pedro Dr., N.E.
Albuquerque 87108

Liberty, James S.
6303 Indian School Rd., N.E.
Albuquerque 87110

Mallory, Robert G.
115 Amherst Dr., S.E.
Albuquerque 87106

Milner, Richard P.
616 Central Ave., S.E.
Albuquerque 87101

Moore, Jason P.
5301 Central Ave., N.E. #1600
Albuquerque 87108

Neuner, August A.
120 Vassar Dr., S.E.
Albuquerque 87106

Pacheco, Jesse A., Jr.
617 San Mateo Blvd., N.E.
Albuquerque 87108

Pearl, George C.
115 Amherst Dr., S.E.
Albuquerque 87106

Phillippi, Ralph E.
2215 Cochiti
Farmington 87401

Pogue, Ernest L.
424 Sycamore St., N.E.
Albuquerque 87106

Quinlan, Charles W.
3218 Silver Ave., S.E.
Albuquerque 87106

Reed, John B.
5909 Marble Ave., N.E.
Albuquerque 87110

Riley, Robert B.
8612 Jaffa Rd., N.E.
Albuquerque 87112

Rowland, James N.
1412 Tomasita St., N.E.
Albuquerque 87112

Schlegel, Donald P.
1712 Ridgecrest Dr., S.E.
Albuquerque 87108

Selles, Melvin M.
3050 S. Buchanan St., C-1
Arlington 6, Virginia 22206

Shelton, Bill J.
117 Jefferson St., N.E.
Albuquerque 87108

Springman, Raymond R.
4414 Avenida Del Sol, N.E.
Albuquerque 87110

Stanley, Francis E.
1317 San Pedro Dr., N.E.
Albuquerque 87110

Stevens, Donald P.
115 Amherst Dr., S.E.
Albuquerque 87106

van der Meer, Wybe J.
2602 Central Ave., S.E.
Albuquerque 87106

Varsa, John P.
1500 Carlisle Blvd., S.E.
Albuquerque 87106

Vogt, Leon O.
2949 Wisconsin St., N.E.
Albuquerque 87110

Walters, Robert C.
1801 Lomas Blvd., N.W.
Albuquerque 87104

Wendell, Wallace A.
1707 Tomasita St., N.E.
Albuquerque 87112

Wilson, William H.
414 San Mateo Blvd., N.E.
Albuquerque 87108

Wright, George S.
2018 Coal Ave., S.E.
Albuquerque 87106

Wynn, George
833 San Pedro Dr., S.E.
Albuquerque 87108

Byrnes, Roger
422 Morningside Dr., N.E.
Albuquerque 87108

Campbell, C. Robert
1217 Headingly Ave., N.W.
Albuquerque 87107

Connell, Alexander P.
2524 Stevens Dr., N.E.
Albuquerque 87112

Helfrich, William H.
1028 San Mateo Blvd., S.E.
Albuquerque 87108

Printz, Earl, Jr.
601 San Pedro Dr., N.E.
Albuquerque 87108

Rippel, Morris C.
1317 Florida St., N.E.
Albuquerque 87110

Shaffer, Donald M.
432 Mesilla St., S.E. #A
Albuquerque 87108

Wallerstedt, Delmar G.
3112 Dakota St., N.E.
Albuquerque 87110

Hooker, Marjorie M.
Box 10149
Alameda, N. M. 87114

Associate Members

Bunting, B. (Honorary)
5021 Guadalupe Trail, N.W.
Albuquerque 87107

Jackson, J. B. (Honorary)
P. O. Box 2323
Santa Fe 87501

Andrews, Wayne G.
140 Pleasant Ave., N.W.
Albuquerque 87107

Blachut, Maria O.
3209 Pershing Ave., S.E.
Albuquerque 87106

Boehning, A. W., Jr.
1843 Lomas Blvd., N.E.
Albuquerque 87106

Bornman, J. Carl
4804 Ridgecrest Circle S.E.
Albuquerque 87108

Camillo, Roger G.
2128 A, Cambridge Ave., S.E.
Albuquerque 87106

Cavett, Peggy
1414 Tijeras Ave., N.E.
Albuquerque 87106

Cornwell, Allen B., Jr.
817 Gold Ave., S.W. Apt. 2
Albuquerque 87102

Crawford, Dale L.
329 Mankin N.E.
Albuquerque 87112

DelMastro, Mike
3613 Colorado Court, N.E.
Albuquerque 87110

Corporate Members—Emeritus

Blumenthal, E. H.
1621 Richmond Dr., N.E.
Albuquerque 87106

Jones, Warner H.
608 Richmond Dr., S.E.
Albuquerque 87106

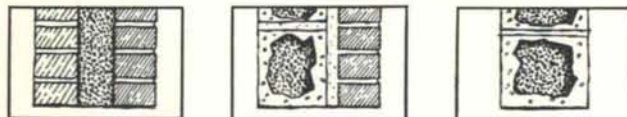
Popkin, Charles A.
1701 Cardenas Dr., N.E.
Albuquerque 87110

Professional Associate Members

Barker, Hildreth L.
1526 Erbbe, St., N.E.
Albuquerque 87112

IT'S ONLY EXPENSIVE WHEN IT'S LEFT OUT

Using Zonolite Masonry Fill is the easiest, most economical way to insulate walls like these.



Zonolite Masonry Fill Insulation reduces thermal transmission through these walls up to 50%, significantly raises indoor wall temperatures, eliminates radiant heat exchange and chilly downdrafts.

Result: Vastly increased comfort, a whopping savings on fuel bills. And initial costs are lower too because you install smaller, more efficient heating and air conditioning systems.

So when it comes time to cut corners don't cut out the Zonolite Masonry Fill Insulation. It's only expensive when it's left out.

For more information consult your Zonolite representative.

ZONOLITE
GRACE ZONOLITE DIVISION
W. R. GRACE & CO.
135 SO. LA SALLE ST., CHICAGO, ILL.

Southwest Vermiculite Co.
5119 Edith Blvd N.W. Albuquerque, N. M.
345-1633

HOW
WOULD
YOU
COOL
AND
HEAT...



The largest pavilion at the New York World's Fair? Or the world's busiest airport? Or New Mexico's tallest building? Or a 25-acre shopping center? Or a modern high school? Or your own home?

If you want the job done right
...do it with gas.

In homes, businesses, factories, schools — wherever there is a need for climate control — the demand for dependable gas is growing! Gas-fired equipment is produced today by more manufacturers than ever before. From small residential units to giant industrial systems, gas equipment is dependable, efficient, safe, compact, flexible — the most economical and longest-lasting of all heating and cooling systems.

It is *gas* which cools and heats... the Ford pavilion and 28 other major pavilions at the New York World's Fair, New York International Airport, the Bank of New Mexico's skyscraper, Rushfair shopping center in El Paso, beautiful El Paso Technical High School, and many of the finest homes all across the country. Think about it.

SOUTHERN UNION
GAS
COMPANY

Dick, Deryl E.
3817 Delamar Ave., N.E.
Albuquerque 87111

Gafford, William R.
7112 Edwina Ct., N.E.
Albuquerque 87110

Graham, Channell
617 San Mateo Blvd., N.E.
Albuquerque 87108

Hebert, James H.
828 California St., S.E.
Albuquerque 87108

Holmes, Jess T., Jr.
620-B, Madison St., N.E.
Albuquerque 87110

Innis, James H.
1517 Girard Blvd., N.E.
Albuquerque 87106

Langseth, Bernard V.
P. O. Box 734
Albuquerque 87103

Matthews, Arthur L.
1012 Bryn Mawr Dr., N.E.
Albuquerque 87106

McKinley, John C.
2901 Graceland Dr., N.E.
Albuquerque 87110

McManis, Lawrence
26 Oxford Drive
Lompoc, California 93436

Menyhert, Louis
P. O. Box 313
Albuquerque 87103

Myers, Edward L.
2911 Broadway, N.E.
Albuquerque 87107

Norris, Frank F.
1021 Girard Blvd., N.E.
Albuquerque 87106

O'Brien, Ray
3607 San Pedro Dr., N.E.
Albuquerque 87108

Quint, Richard N.
1512 Cerro Vista Rd., S.W.
Albuquerque 87105

Richards, Harlow S.
619 Bryn Mawr Dr., N.E.
Albuquerque 87106

Rocheleau, Robert L.
9715 Euclid Ave., N.E.
Albuquerque 87112

Staples, Calvin E.
866 Hemlock Way
Bloomfield, Colorado 80020

Stubbs, Frank R.
1024 Washington St., S.E.
Albuquerque 87108

Torr, Jerry C.
2722 Dallas St., N.E.
Albuquerque 87110

Torres, Robert L.
5716 Fairfax Dr., N.W.
Albuquerque 87114

Vreeland, Thomas R., Jr.
1020 Greenvalley Rr., N.W.
Albuquerque 87107

Weller, Louis L.
1015 Columbia Dr., N.E.
Albuquerque 87106

Wood, Arthur L.
1316 Truman St., S.E.
Albuquerque 87108

SANTA FE CHAPTER, A.I.A.

(Area Code: Santa Fe 87501)

Corporate Members

Brunet, James A.
784 Camino del Monte Sol
Buckley, W. R.
P. O. Box 668

Clark, Kenneth S.
208 Delgado

Clark, Richard S.
717 Canyon Road

Conron, John P.
P. O. Box 935

Girard, A. H.
P. O. Box 707

Graef, Robert
1110 Old Pecos Road

Halford, Richard E.
P. O. Box 2386

Holien, Edward O.
P. O. Box 668

Hyatt, Foster H.
1579 Canyon Road

Hyde, A. Leicester
1122 Superior
Lincoln, Nebraska 68521

Kidder, Bradley P., FAIA
900 East Garcia St.

Kruger, W. C.
P. O. Box 308

Lugton, Charles R.
107 Mateo Circle

McHugh, John W.
717 Canyon Road

Marker, Albert S.
1109 San Felipe

Meem, John Gaw, FAIA
P. O. Box 1924

Millington, Alfred R.
Route 3, Box 58

Oschwald, Donald L. A.
P. O. Box 392

Pfeiffer, R. John
114 Placita del Oro

Plettenberg, Robert E.
717 Canyon Road

Register, Philippe de M.
P. O. Drawer "B"

Reisacher, Lt. Col. R. W.
U. S. Army War College
Carlisle Barracks, Pennsylvania
(Student Dept.) 17013

Torres, Reynaldo V.
1110 San Felipe

von Horvath, Irene
P. O. Box 2052

Walker, Louis W.
907 Camino Santander

Weidner, Urban C., Jr.
Radio Plaza, Marcy St.

Wolgamood, Leo J.
831 El Caminito

McNown, Allen L.
Route 1, Box 206

Wood, E. P.
Plaza Luisa

Associate Members

Eide, William R.
221 Sereno Drive

Galette, Jack V.
P. O. Box 1211

Holmans, William C.
900 East Applegate Dr.
Austin, Texas 78753

Lester, Curtis
P. O. Box 488

Lewis, Herbert H.
P. O. Box 1075

Zellitti, Robert
822 Canyon Road

Professional Associate Members

Alley, Rembert C., Jr.
136 Hillside Drive

NEW MEXICO SOUTHERN CHAPTER, A.I.A.

Corporate Members

Burran, James A., Jr.
P. O. Box 1123
Clovis, New Mexico 88101

Durham, Beryl
514 North Canal
Carlsbad, New Mexico 88220

Dysart, Cabot
P. O. Box 547
Roswell, New Mexico 88201

French, Edwin C.
P. O. Box 237
Roswell, New Mexico 88201

Gorrell, Arthur A., Jr.
510 West Fox
Carlsbad, New Mexico 88220

Harris, Wilbur T.
P. O. Drawer H
Hobbs, New Mexico 88240

Hartger, G. Jerome
1222 Barker Road
Las Cruces, New Mexico 88001

Mastin, Loren E.
On The Plaza
Mesilla, New Mexico 88046

Murray, Jim
South Broadmoor Building
Hobbs, New Mexico 88240

Nolan, Charles
1510 Indian Wells Road
Alamogordo, New Mexico 88310

Pendleton, Warren F.
111 East 14th
Clovis, New Mexico 88101

Protz, Craig
123 West Walnut St.
Roswell, New Mexico 88201

Rowland, Hugh
P. O. Box 932
Roswell, New Mexico 88201

Smith, W. Kern
514 North Canal
Carlsbad, New Mexico 88220

Standhardt, Frank M.
P. O. Box 1574
Roswell, New Mexico 88201

Voll, H. James
Suite 300 Monterey Center
Roswell, New Mexico 88201

Wham, R. L.
P. O. Box 672
Hobbs, New Mexico 88240

Associate Members

Ball, Robert J.
525 College Place
Las Cruces, New Mexico 88001

Brown, William D. L.
2307 North Texas
Roswell, New Mexico 88201

Burkstaller, William E.
P. O. Box 932
Roswell, New Mexico 88201

Caruthers, Raymond
405 North Elm
Roswell, New Mexico 88201

Dorsey, Duane
845 El Paseo
Las Cruces, New Mexico 88001

Franks, William L.
1909 North Blanco
Hobbs, New Mexico 88240

Giegling, Charles O., Jr.
826 West Iron
Hobbs, New Mexico 88240

Harry, Walter
P. O. Box 932
Roswell, New Mexico 88201

Hefley, Frank
514 North Canal
Carlsbad, New Mexico 88220

Heister, Ray Dean
Roswell, New Mexico 88201
P. O. Box 932

Killian, Richard Lee
509 East Green Acres
Hobbs, New Mexico 88240

BEFORE YOU BUILD OR REMODEL...

Get the facts about

Armstrong SIDING



LABOR SAVING EXTERIOR FINISH GOES UP FAST, REDUCES WASTE

Made from tough wood fiber bonded with thermoplastic resin, Armstrong siding offers many advantages. It saws and nails easily . . . it resists buckling, bowing and splitting. There's no grain, no knots, and practically no waste. Two factory-applied prime paint coats save time and money.

3 DESIGNS

8, 10 and 12 inch horizontal lap siding in 16' lengths; vertical grooved and vertical plain panels in 4 x 8' sheets. All $\frac{1}{2}$ " thick. All sizes always in stock.



4100 FOURTH STREET, N.W.
344-3434



Specify Hydronics . . .

The science of heating and cooling with liquids

Your building and your clients deserve Hydronics • It allows freedom of design and is easily installed in any construction material • Client satisfaction through delivered comfort performance • Cleanliness built in mechanical durability and long life • Economy through low owning, operating and construction cost •

NEW MEXICO PIPE TRADES INDUSTRY PROGRAM

AN OPEN LETTER TO NEW MEXICO'S ARCHITECTS

by Thomas R. Vreeland, Jr., A.I.A.

Dear Fellow-Architects:

I have just returned from Princeton University where I attended a conference of thirty-five of the seventy-odd schools of architecture in the country. The overwhelming impression I brought back with me is one of the profession of architecture standing at this moment at a crossroad. The scope and enormity of the problem we face has in the last five years become readily discernible. President Johnson's January 26 statement on the rebuilding of our cities and the staggering price tag that he had attached to the job simply highlights the mounting concern throughout this country with the critical (in terms of our survival) need for developing habitable urban environments. The crucial issue which our profession faces at this moment is: are we as architects properly qualified to do the job which must be done? Is the training we received adequate to meet the real challenge? Have those of us who have been out of school ten, fifteen, twenty years managed to keep sufficiently abreast of the new developments, the new techniques and skills needed to cope with problems which increasingly apparently offer no easy solutions? Can today's practitioner, faced with increasingly complex legislation, social issues and sophisticated technological innovation, maintain leadership in the reshaping of our environment or will he be forced to abdicate to others better trained to handle them? In almost every school I have visited since September, in every part of the country, at every conference I attended, one concern was foremost in everybody's mind—the need for a change in the education of the architect. The discussion centered around the improved methods for obtaining and analyzing essential information, new techniques largely borrowed from the engineering sciences for solving complex design problems, the new environmental data which the behavioral and social sciences are making available to us. This year's ACSA Conference at Cranbrook has as its topic "The Architects Restructure Their Problems." The meeting at Princeton, alluded to earlier, was one of three throughout the country called by the AIA Education Research Project, headed by Robert Geddes, to help the schools and the profession to train themselves in the new methods which will be needed in structuring our environment.

"The problems," (I quote Geddes) "arise because it has become so difficult for architects—practitioners, faculty and students alike—to apply their understanding of form in the context of today's society. The needs of the user have become more complex and diverse. Often conflicting needs can be articulated by special interest groups in a way that

was unheard of only a few decades ago. And the social, economic and technological processes through which the physical environment is built have also grown enormously in complexity.

"The essential problem is that the schools are not turning out enough men to cope with the vast building program of the coming decades. Too few can make the formal skills they developed in their academic training a potent force in the creation of better environment. Too many fail to develop the competence that will make them a vital force in the improvement of their communities."

The overwhelming feeling at the Princeton Conference was that the changes in the profession would have to be initiated by the schools. Ben Thomson, a former principal in The Architects' Collaborative and Chairman of Architecture at Harvard, declared that he was thoroughly convinced that the practice of architecture was about to undergo a profound change, but that the change could not take place within the profession. The offices were out of control. The schools would have to make the changes, and the professionals and the educators would have to work this out together. He further declared that practice and teaching together were inseparable and essential. He warned that the schools can always buy good teachers but that, separated from practice, five years later these men were 'dead.' He also expressed the opinion that the offices, since their future might ultimately depend on the schools, had a responsibility to Teaching in time, in money and in manpower.

A prevailing theme of continuing education to the architect ran through the conference. Elliot Whitaker of Ohio State expressed his concern that graduates of architecture schools, now in offices, were making decisions for which they were never trained and he told of how, to combat this, his school was working with the local society of architects to develop continuing education programs for them. He mentioned that a very efficient system for doing this job was already in effect at the University of Illinois. He warned the schools not to wait for the profession to ask for these courses as it would most likely be too late, but to take the initiative themselves in offering them. William Speer from Auburn University told of how in order to combat the total lack of feedback information to the school from graduates, they had instituted a very successful program of continuing education to architects by means of TV. This took the form of workshop sessions with local architects in which the gain in information to the school was as great as to the participants.

If the challenge today to the nation's architects is great, the challenge to New Mexico's architects is at least as great, possibly greater. With a projected growth that will double the Albuquerque population in twenty years and triple it by the year 2000, the State will be hard-pressed to provide architects in the quantity or of the competency that will be needed to handle such a vast building program. If we are to continue to design our own buildings and not, by default, abdicate this prerogative to better qualified architects from outside the State, it will depend on a very high degree of mutual trust, support and cooperation between the profession and the University here in New Mexico. The Department of Architecture has already begun tooling up for this task by drastically restructuring the teaching curriculum, adding an additional year of instruction and introducing radically new design techniques into the training. As a participant in the AIA Educational Research Project, the Department will have a direct access to the most advanced methods of analysis and

design developed by professionals or schools across the country, and it is our intention to share these directly with you by inviting your participation in school events, juries and seminars whenever possible. We hope to be able to develop research programs directly related to the community and, as soon as possible, extension courses for practicing architects. This will require the addition to our staff of architects and planners with special skills, brought from outside the State, but skills which can be directly applied to local problems. We hope, over the coming critical years, to be able to build up our resources in staff and facilities sufficiently to create a force within the State which, in concert with New Mexico's architects, can effectively meet the challenge ahead.

Sincerely yours,
Thomas R. Vreeland, Jr., AIA
Chairman, Department of Architecture
University of New Mexico

THE 15th ANNUAL CONFERENCE, MOUNTAIN STATES REGION, AIA

Plans are proceeding. Ideas are being born at a rapid rate. A conference is in the making. Panelists are being sought: one panelist has been secured, one has given a tentative commitment, others are cancelling their other appointments so that they can participate.

Homes throughout Santa Fe are being made ready to receive visitors. Restaurants are polishing the silver. Shops are ordering or making new items for October delivery. All is being made ready for the vast multitude of visitors expected to arrive in Santa Fe from the far reaches of the Western Mountain Region, AIA.

Certainly you and your wife must plan to be with us. We expect you to join us, so that we can show you the best of our hospitality and the best of our wonderful Santa Fe country.

THE TITLE: DESIGN FOR PEOPLE
 THE PLACE: SANTA FE, NEW MEXICO
 THE TIME: OCTOBER 12, THROUGH 15, 1966

ALBUQUERQUE HONOR AWARDS ... a correction

The first annual awards banquet of the Albuquerque Chapter of the American Institute of Architects held on December tenth was reported in the January-February issue of this magazine. At that time the magazine published one of the five *Awards of Merit* announced at the banquet: the Women's dormitory at Highland's University, Las Vegas, New Mexico, designed by Robert Walters.

In publishing the awards, however, the editors

made a serious and unfortunate error. They confused the awards given to Mr. Don P. Schlegel and Mr. Robert Walters. They mistakenly reported that Mr. Schlegel's John D. Robb house had received the *Award of Merit* rather than the *Award of Honor*. (Mr. Schlegel's house was presented in the September issue of *NMA*). The editors wish to apologize to both Mr. Schlegel and to Mr. Walter for this confusion.

In this issue we publish one other building which received an *Award of Merit*. The two other Award winners, which also have not previously been presented in *NMA*, will be published in the next issue.



A Home For The Apes

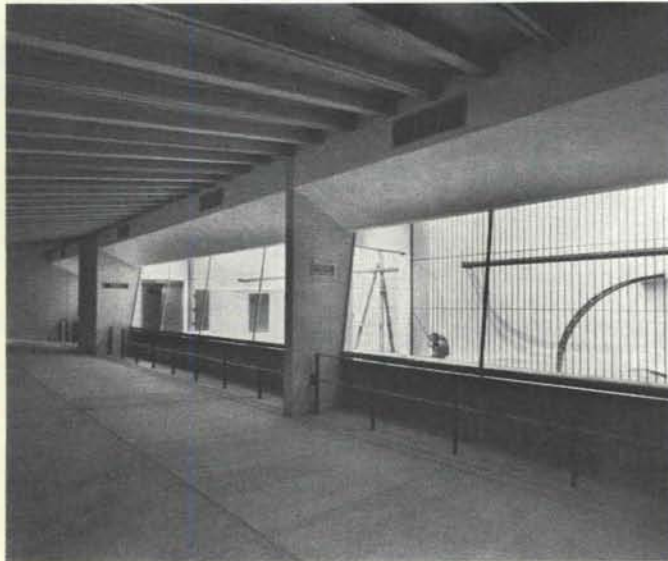
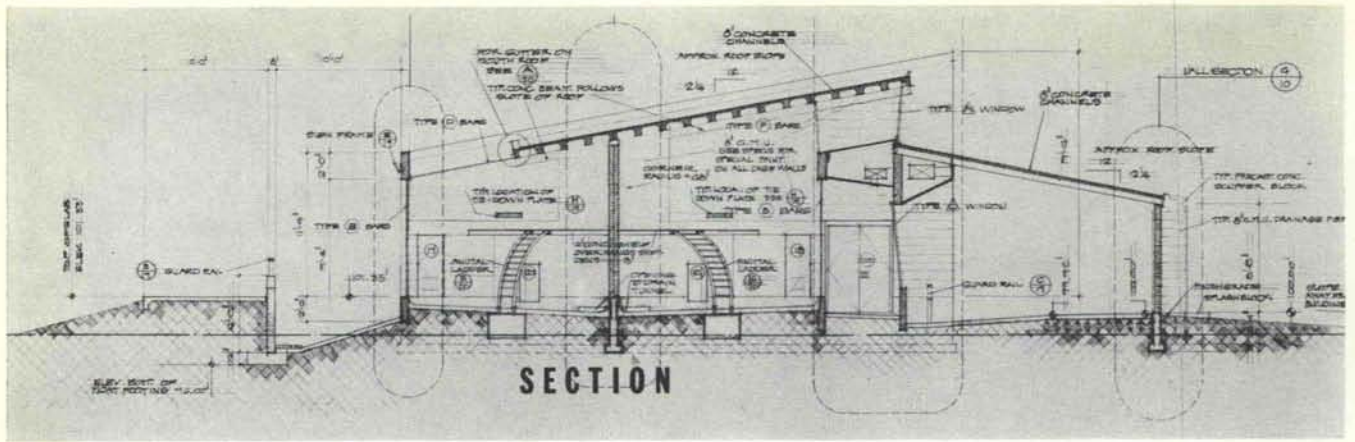
WRIGHT AND UNDERWOOD

ARCHITECT - ENGINEER

BRADBURY AND STAMM, CONTRACTORS

DICK KENT PHOTOGRAPHY

A MERIT AWARD — ALBUQUERQUE CHAPTER AIA — 1966



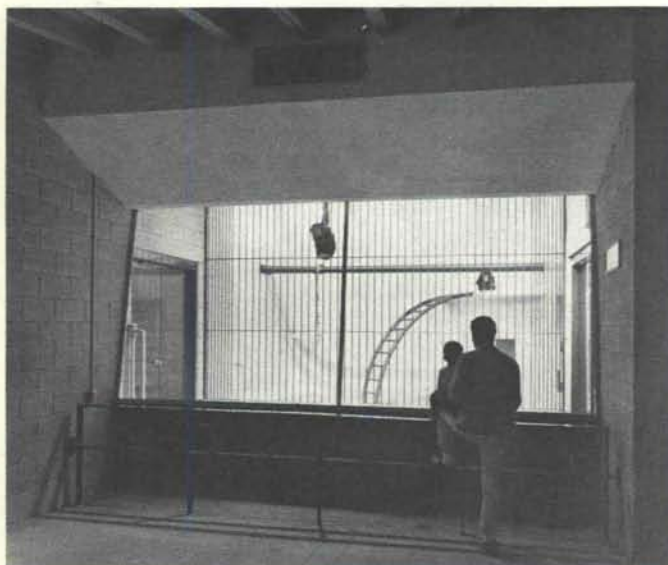
The form for the new Primate House at the Albuquerque Zoo is given by the cross-section which was carefully developed for the best exhibition purposes. The north facing clerestory is expressed in saw tooth fashion on the end elevations.

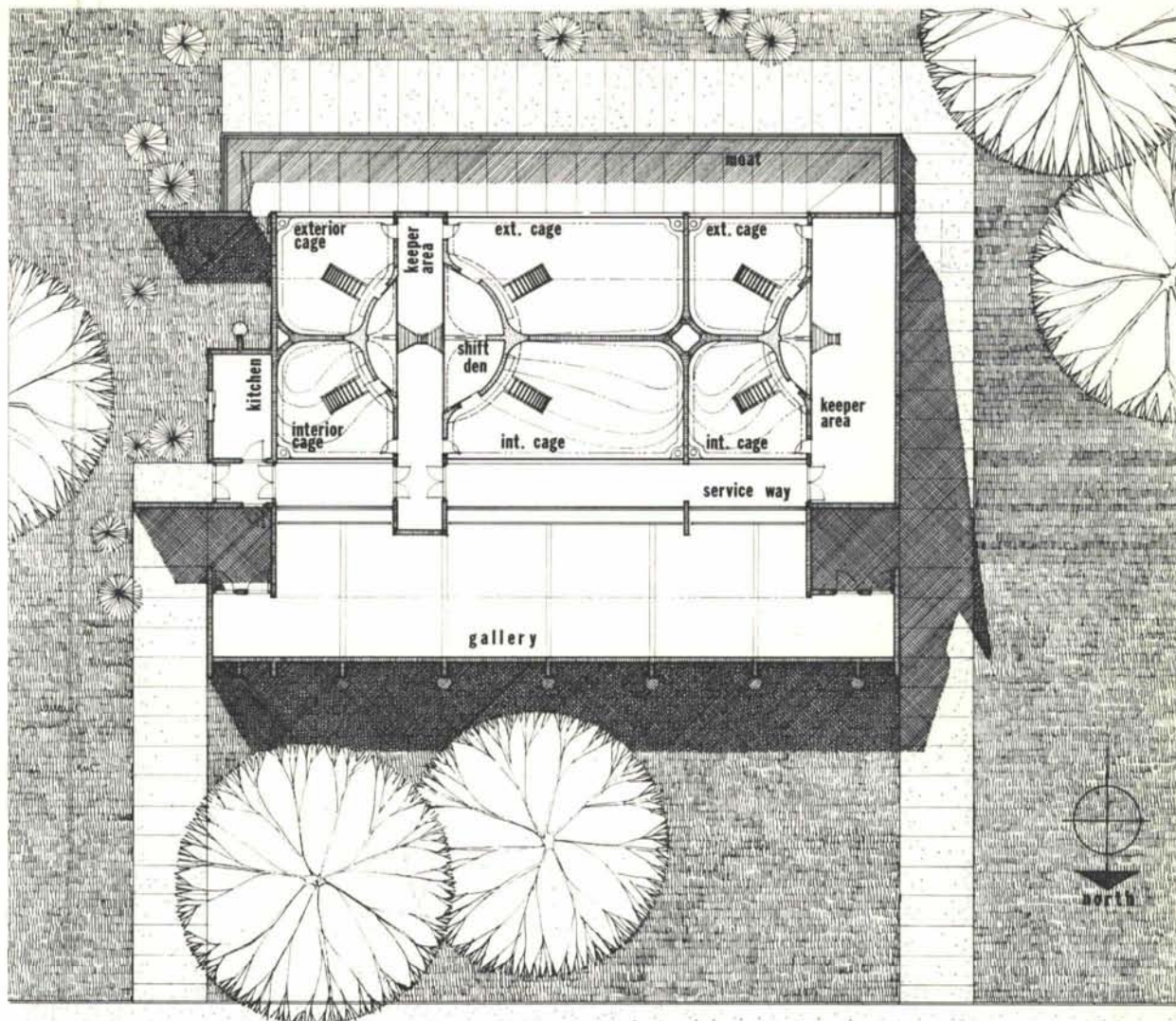
Natural light is admitted at the clerestory through canted glass which cuts down reflections. The gallery light level is held to a desirable minimum to insure best viewing with little or no reflection through the canted glass.

The mechanical system furnishes humidified warm or cool air at all times. The apes are extremely sensitive to respiratory diseases and a uniform humidity and temperature is mandatory.

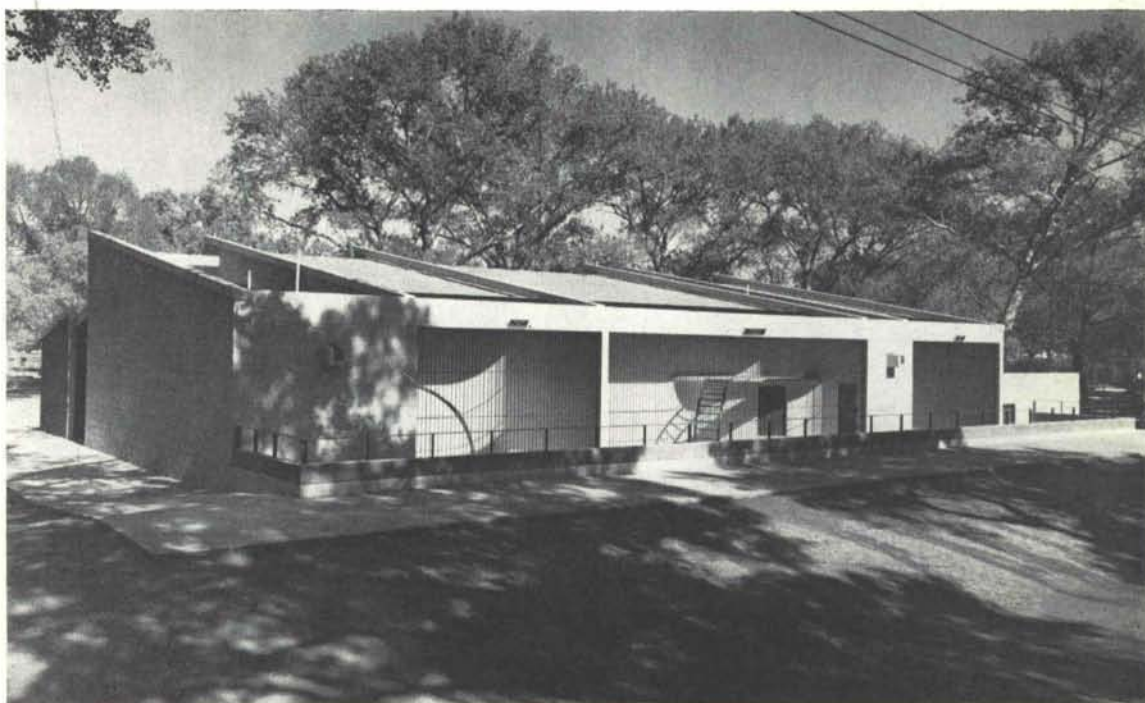
Budget limitations reduced design to the barest essentials. Concrete masonry is the basic building material, which is honestly used and expressed.

Exterior landscaping will be under the direct responsibility of the City Parks Department.





FLOOR PLAN / SITE PLAN





Showrooms & Sales Offices

CREGO BLOCK CO., Inc.

Manufacturers of the finest Autoclave Blocks in New Mexico

Meeting or surpassing ASTM minimum code requirements

6026 Second, N.W.

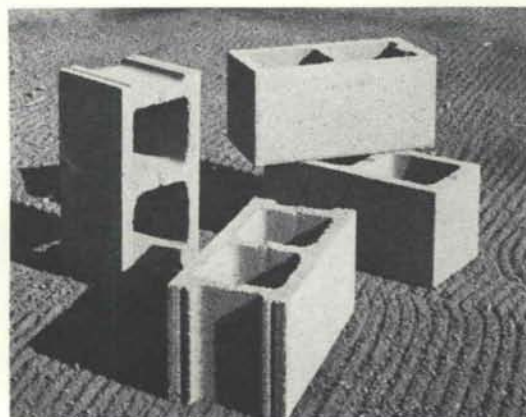
Albuquerque
344-3475 (505)

New Mexico
87107

ARCHITECTS — BUILDERS

Visit Our Showrooms—displaying such products as;

- Normal, all sizes of Scoria Blocks
- "SLUMPROK" Double faced hollowcore only by CREGO. Soft shadows & highlights, in 4 colors.
- SPECIAL, Lightweight (25#) Scoria Block with 1" sidewalls — extra large cores — only by CREGO —See Photo
- SHADOW, Sculptured & Sun Screen blocks in all sizes and varieties
- Miscellaneous materials of interest



Office Interiors

A DIVISION OF
NEW MEXICO SCHOOL AND
OFFICE SUPPLY COMPANY

Distributor of Herman Miller Furniture

Visit our display rooms
at
509 Second Street, NW
Albuquerque, New Mexico
(505) 247-0263

Furniture groupings for the standup worker, the sitdown worker, the straddler or the percher are assembled for your edification.



Researched and developed
by Robert Probst, Director of
Herman Miller's Research Division.

A new world in which to work

The ACTION OFFICE

Photo shows a sitdown worker's grouping



Design by George Nelson

the strip!

What is it?

—J. B. Jackson

The following article was delivered as a talk to students in the course in City Planning at the University of New Mexico on January 7, 1966. Other students in the Department of Architecture who did not hear the lecture expressed a desire to be able to read it, and it seems to the Editor that it would be of great interest to architects and thoughtful citizens in the area. In agreeing to publishing the lecture, however, Mr. Jackson requested that we note that it was written in the conversational manner of a talk rather than as a formal article.

□ □ □ □ □ □ □

I want to ask your help in a study which I've undertaken, more or less in my spare time. What I am trying to do is understand and define in a tentative way that part of the average American town or city known as *the strip*. I'm not satisfied with the name, to begin with, but I have to use it until a better name comes along.

The strip, as I understand it, is that part of the city that extends along either side of an important highway after (or before) it passes through the downtown section. In terms of Albuquerque we can say that there are about four strips: Central West of the Rio Grande for about two miles, Central East of (say) Washington for about three miles; Fourth Street North of the bypass, and Highway 85 beginning West of the Rio Grande. I'm not very familiar with this last strip, which in any case has a different character from the other three.

In all four cases the strip is more or less a double row of business establishments which depend on the automobile. They either cater directly to the needs of the automobile — filling stations, junkyards, auto parts, repair garages, and so on; or else they sell cars in one form or another — used car lots, new car outdoor salesrooms, trailers, farm equipment; or else they cater to people who transact their business *in cars* — drive-in restaurants and hamburger stands, motels, drive-in movies, and trailer villages. These car-oriented businesses seem to be in the majority. But there are other businesses along the strip that seem to fit into another category; shopping centers, wholesale gas distributors, tourist shops, night clubs, and even an occasional department store.

In other words the strip can contain just about every kind of structure — except permanent dwell-

ings, office buildings, public buildings, and I dare say you could find examples of those in other cities if you looked hard enough.

What is it then that makes the strip a recognizable and easily defined area? The presence of the automobile is the answer. Not merely automobiles passing up and down the highway, but automobiles stopping. And this means two things; there must be room for parking around these establishments, and access from the highway must be as easy and direct as possible. So part of my definition of the strip would be — that area of the city along an important highway where the business establishments have ample space directly connected, and where there is little sidewalk or interval between the road and the establishment itself. I think these are obvious features, but very important. Whenever we find business establishments with little or no parking, or parking in some remote lot down the street, and whenever there is some sort of barrier between the establishment and the traffic on the highway — landscaping, or a wall, or a well traveled sidewalk, then we have left the strip behind; we have entered, or re-entered, the conventional city street.

Well, there is nothing mysterious about these two characteristics, and there is nothing mysterious about why the strip exists. Land is cheaper outside of the center of town, and there are customers passing in the hundreds and thousands. But what I would like to know is, have these various business establishments anything else in common beside their location and their dependence on the automobile? I'm inclined to think that they have, although I am by no means sure. I'm inclined to think that all of them offer very standardized goods and services. By that I mean they sell identical gas — under a



different brand name of course — identical food, identical accommodations, and identical cars. The success of these businesses depends not on any specialty or skill of workmanship, but on their salesmanship and promotion. That is why, or one reason why, the strip is distinguished by large and conspicuous signs, spectacular signs, spectacular architecture and a variety of novel services and conveniences. This kind of business, dealing as it does in standardized, well known and more or less reliable goods and services, is particularly popular with people who are passing through a town and who know nothing about the more specialized businesses in the older section. It is popular with what might be called the impulse buyers — those who say, as they are driving home — I forgot to buy beer, or Kleenex or gas — who probably never stop at that particular place again.

And this brings to mind what seems to me another peculiarity of the strip; its different work schedule. One of the easiest ways of identifying the strip in a new town is to see what places are open after ordinary work hours. Downtown America usually folds up around 6 o'clock; the strip, or a great deal of it, actually comes to life at about that hour. That is when the signs are conspicuous, the bars and drive-ins begin to fill up, and the motels happily light their No Vacancy signs. The shopping centers remain open three night a week (7-11); and some of this activity lasts through the night. This, of course, is the result of late traffic — people going home from work, and out of town travelers turning in for the night; but it seems to me there is also a distinct tempo to the strip. It is part of business promotion to offer fast service in these places — 5 minute car washes, 10 check-out stands, short order meals — a variety of services offered while you wait. It is not that the customers are in a tearing hurry, it is simply that they are where they are for one specific purpose, and want to move on. In contrast with this tempo is the downtown tempo based on the hour — doctor's appointments, parking meters, grease jobs to be done by the end of the day, a half hour to choose the right kind of curtain material, and so on. The residential part of town has its own tempo — biological.



Now these are very obvious traits; automobile-oriented businesses, relying on easy accessibility, spectacular advertising, fast service and long hours — any one of us can identify these characteristics, and add to them. They indicate the general quality of the strip, and help us identify it when we see it. But I think architects and planners ought to have more serious interests in the strip. They ought to know a little how it is formed, how it is structured; they ought to know something about its evolution, and its future. Why do some towns have large and prosperous strips, and others have practically none? In short, architects and planners ought to know

enough about a strip to be able to plan a successful one, one far handsomer, far more efficient than any we so far have.

To take up one of these problems — why do some cities have prosperous strips and others don't, let me give you my theory. Albuquerque offers a good illustration, I think. The strip along Fourth Street, and along Highway 85 South of town are both pretty sorry affairs, without any brilliance, and characterized more and more by second hand stores. Fourth Street used to be the main route North out of Albuquerque, and I can remember when it was a very lively strip for its time. But it was never as lavish as either end of Central. And my explanation is this: Fourth Street by and large (just like Highway 85 South of the city) passes through a poor section of town. East Central on the other hand passes through a prosperous and fast growing residential neighborhood. As for West Central, across the river, that may well develop a flourishing strip as the West Mesa is opened up. At present I find it relatively unattractive.

In other words a strip, contrary to popular belief, depends less on transient traffic than on local traffic for business. I was surprised when I was recently in Texas to pass through good sized towns in the lower Rio Grande Valley and to see few if any signs of a strip. I deduced that this was because the towns were poor, chiefly inhabited by migratory farm workers; and this proved to be the case.

Now if this theory of mine is true, that the strip depends to a large extent on local business, then I think we can account for the presence of a great many establishments which never seemed to be particularly well suited to a transient trade. I mean shopping centers and supermarkets, laundromats, beauty parlors, and drive-ins patronized by teenagers. But even these establishments are unlike their competitors downtown, for they offer parking, and large signs, and a peculiar kind of architecture oriented to the highway and to drive-in traffic. In other words even those businesses designed to satisfy local domestic needs have the quality of the strip; they depend on the automobile.

But it's the automobile in a very special sense: the automobile as the extension of the home, as a kind of mobile fragment of the home. It is the automobile with the children on the back seat, with toys and comics scattered all over the place while mother does the errands. It is the automobile that you drive with rollers in your hair, or when you are pregnant or when you haven't shaved or bothered to put on a shirt. In other words, the drive-in store allows the American family to stay at home and still go shopping; something the American family cannot possibly do downtown. This domestic quality of the

family car accounts for the size of the average Detroit product and for the popularity of certain models — notably station wagons, and it has brought into being a whole series of business establishments along the strip, where the family can remain intact and sloppy and have no contact with the public: drive-in restaurants are one example, drive-in movies are another, and the motel is a third. All are by way of being homes away from home.

But here again, we should note that it is absolutely essential for the family car to be able to park right at the very door of the business. Contact with a critical pedestrian public is to be avoided at all costs.

So we have the paradox that in the midst of the strip with its night clubs and monster filling stations and truck stops and used car lots, we have shopping centers with ample parking space where we find a children's shoe store, a beauty shop and a supermarket. But to repeat, there must be a hinterland of fairly prosperous residences.

Whether it is desirable to have the domestic, family-oriented businesses next to the transient and automobile business is open to debate. Certainly the strip caters to a very wide variety of publics: teenagers, truck drivers, tourists, heads of families; and I wonder whether the downtown areas, which are so anxious to revive, are any more versatile and popular. In any case I think it is clear that the strip



can't be dismissed as simply a part of town where transients look for certain services. Its origins are equally complex, and it might help if we analyzed a few of them.

The first establishments to exist on the highway outside of town were, as I remember it, places

of amusement: road houses, night clubs, and after the repeal of prohibition, bars and cocktail lounges. There were several reasons for this more or less remote location: being out of the city limits, being away from neighbors, and being at a convenient distance for those who wanted to take a short drive and have a good time. In those days — back in the '20s and '30s, the ownership of a car still implied a certain status. You find the same situation now in Europe: the most fashionable and attractive restaurants and bars and hotels are located about twenty miles out in the country. Later it was in the neighborhood of these road houses that the first American motels were often built. I think you can still notice, along Central Avenue, the night clubs and places of after dark amusement, are older than the surrounding strip. That is because they were built when East Central was an empty stretch of highway — which was no longer than twenty-five years ago.

But there is another reason for the growth of the strip, and while it doesn't apply directly to Albuquerque, as far as I can see, it does apply to most American cities, especially in the East.

What I am referring to is the development, principally in the years directly after the last war, of the factory designed for horizontal handling and processing. Previous to that time most factories in America had been several stories high, for the sake of saving space, but also for vertical handling of

factor in the evolution of the strip. These factories brought with them the usual number of service stations, cafes, and repair shops. It is true that many communities are trying to concentrate factories in industrial parks, but certain types of industry don't always fit in. They prefer the strip.

The third reason for the growth of the strip has been the development, since the war, of the trucking industry. Whereas previously many enterprises such as construction material, oil and lubricants, and other bulky products felt they had to be located near the railroad tracks, better roads and more versatile trucks have made a change of location possible; so we have these large wholesale establishments, which need a great deal of room not only for their stock but for maneuvering trucks, building warehouses along the strip.

I think we should add a final factor: the policy of the major oil companies of building filling stations in every conspicuous location, regardless of the amount of business available — at important intersections, near large motels, and most important of all, near a competitor.

So we have some businesses locating originally to be out of town, others where there is plenty of vacant land, regardless of the traffic on the highway; others locating to be near the highway, and others locating in order to catch the eye of the passing motorist. In other words, there is no common denominator to this choice of location. And whereas the motives behind some choices of location are easy to understand — truck stops, for instance, prefer the top of a long grade, motels in general prefer the right side of the highway at the entrance to a city or town, and so on — other choices are likely to remain mysterious to the outsider. One chain of refreshment stands in the East takes some 80 factors into consideration — whether traffic is predominantly male traffic on its way to work, availability of parking in nearby establishments, average speed of traffic, etc.; and then feeds this information into a computer. And all this in order to sell doughnuts to the passing motorist. All that we can safely say is that factors are at work along the strip that the older parts of the city never dreamt of.

I don't mean to keep enumerating the puzzling or unusual features of the strip; I merely want to emphasize its difference from the conventional part of the city, and its very definite individuality. It is hard to say what its future will be. As the ecologists would say, we are not dealing with a climax form — a form which has anywhere to my knowledge achieved stability and predictability. One sign of its newness is its susceptibility to outside influences.



the goods. What was developed, by a few firms of industrial architects, was a vast windowless, one story factory which had a remarkably flexible and adaptable plan, so that it can be used for almost any kind of process, and can be easily expanded. The best location for these factories was of course on the outskirts of the city where large areas of land were available. So there we have the second

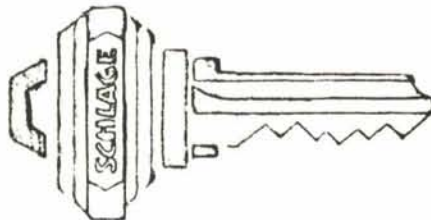
For instance, the growing tendency in American highway construction to have a median down the middle of the strip means that the two sides of the strip are more and more isolated from each other, so that you have the peculiar situation of one side of the strip often having a totally different character than the other. What this will mean in the long run it is impossible to say, but it will certainly produce a very different kind of city.

I hope my remarks have not suggested that I think I know much about the strip. On the contrary, its fascination for me is precisely the number of mysteries it contains. Who designs these drive-in stands and motels and restaurants and shopping centers? Who designs filling stations and why are some of them different? Is the sequence of establishments simply a matter of chance, or are there certain establishments which attract others? I have already mentioned the small, family car oriented shopping center with supermarket, beauty parlor, drugstore and laundromat — the home away from home as it were; there is also the truck stop with cafe and filling station and motel; but are there other societies of this kind? This is the sort of thing the architect or planner ought to know. He ought to be thoroughly familiar with those 80 locational factors Mr. Donut takes into account in the East. He ought to know how to design a flashy motel and a flashy sign to go with it. I myself would like to know much more about the relationship between the strip and the residential areas near it; it is impossible to investigate that when you are merely

traveling through a town. I am convinced, however, that the strip plays an important role in the neighborhood, important economically and important socially, and I frankly don't know how planners can analyze a community — much less design one, without including the strip. But I can't remember ever seeing any project for a new community which included this type of street.

I don't think it's necessary to dwell on the fact that the strip is largely misunderstood and underestimated by the American public — and particularly by architects and critics of the environment. Neither do I think it necessary or wise to praise the strip as a form of folk art or pop art. The strip has a great many disagreeable and even dangerous qualities. But it has immense potentialities, and we have got to study them. We ought to go out, ask questions, watch and observe and compare and try to understand, in order to give form and coherence to all this undisciplined vitality. But one word of caution. The more you immerse yourself in the strip, the more you like it, and the duller the other parts of town become. In the familiar words of Pope: "We first endure, then pity, then embrace." By all means let us embrace the strip and all that it stands for, urbanistically and architecturally speaking; but only as an essential part of the whole city, from which it must never be separated.

—J. B. Jackson



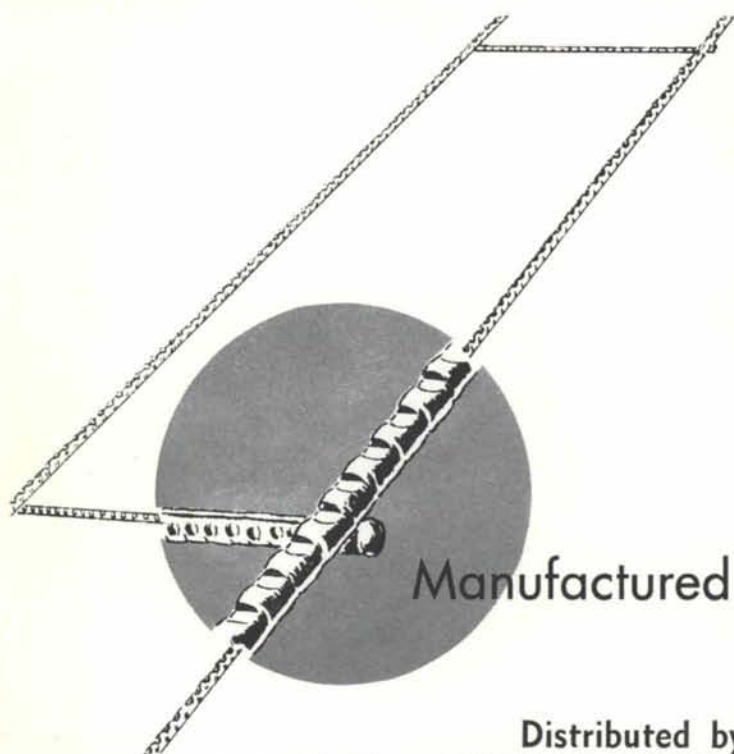
Southwest Builders Hardware

A DIVISION OF

NEW MEXICO MARBLE AND TILE CO., INC.

243-5541 — 414 Second St., S.W. — Albuquerque

Use **DUO-WIRE**...a better masonry wall reinforcement



■ DUO-WIRE cross ties are full mash welded and project slightly beyond side tension wires providing eight positive mortar locks every 16" in the wall.

■ DUO-WIRE cross ties are spaced every 16" (modular spacing) to avoid blocking core areas subject to other uses such as vertical reinforcement, grouting or filling of core with insulation, duct or conduit areas.

Manufactured by...



Distributed by . . .

ALBUQUERQUE GRAVEL PRODUCTS • CREGO BLOCK COMPANY • EDGAR D. OTTO & SON • RIO GRANDE STEEL CO.



OUR LADY
of
GUADALUPE
CHURCH
1860 GRIEGOS RD., N.W.
ALBUQUERQUE, N. M.

ARCHITECT
W. T. van der Meer

CONTRACTOR
BILL STOCKMAN



BEAUTY IN PRE-STRESSED CONCRETE



HYDRO CONDUIT CORPORATION

2800 SECOND ST., SW • ALBUQUERQUE, NEW MEXICO

THE ANTI-BILLBOARD ACT

○ ○ ○ A REPORT

The anti-billboard, anti-junkyard bill has passed the New Mexico Legislature and, as this is written, awaits the Governor's signature. This signature will probably have been affixed by the time the magazine has been printed and distributed.

The bill is a beginning.

Enabling legislation, designed to control billboards and junkyards was made necessary by the Highway Beautification Act (popularly known as the Ladybird Bill) which was recently passed by the national Congress.

As amended and passed, the New Mexico measure has at least two interesting "intricacies." One clause inserted into the bill calls for payment for "loss of profits to any owner who has utilized outdoor advertising." The idea of paying for "loss of profits" is a new one and a questionable one. The bill states: "In determining loss of profits, due consideration shall be given to the experience of the business of the owner before the date of taking and the probable experience thereafter if the taking had not occurred."

Large billboard companies who rent signs to hotel and motel chains or to cigarette and beer companies which advertise on a large scale, have established depreciation schedules in their books. From such schedules some indication of "loss of profit" might possibly be arrived at as a basis of negotiation between state and billboard owners — at least Senator Melody in his defense of the amendment said so! But what of those cases where a road side curio shop or cafe has done its own advertising by means of one or more signs of its own? And how much business does one lose because he can no longer intimidate the tourist to stop to see "live rattlesnakes," to buy "real cactus candy," or to eat "real home cookin'" from a particular establishment? We do not suggest that this shotgun billboard approach has not been an actual car-stopper. We are simply wondering how many tax dollars might be called upon to provide, what seems to us, such open-ended and ambiguous consideration as are indicated by . . . "the experience of the business of the owner before the date of taking and the probable experience thereafter . . ."

Junkyard owners have the same kind of clause. And owners of the land upon which stands a "public nuisance" (a junkyard) as well as the owners of the yard are also entitled to "loss of profit" compensation.

The busy law courts will be busier! And the busy lawyers richer.

This new idea of additional compensation for the enforced removal of a business from the highway right-of-way might well be rejected by the federal Bureau of Public Roads, an act which could result in the repeal of this portion of the bill in the next session of the New Mexico legislature. At least this is the opinion of some lawyers and lawmakers who are better informed than we in such matters.

The second "intricacy" concerns the time schedule. "No outdoor advertising in existence on the effective date of the Highway Beautification Act and which is prohibited by Section 4A . . . shall be acquired by the commission through condemnation proceedings until July 1, 1970 . . ." We understand, however, that the "Ladybird Bill" says that signboards must be DOWN by July 1, 1970. If this is true, and the writers of the amendment must certainly know, why did they write the New Mexico bill in such a way as to force it to be changed as soon as the legislators meet again?

Still the new bill is a beginning!

Included in the state legislation is another important measure. It authorizes the state highway commission to "acquire and improve land necessary for the enhancement of scenic beauty within and adjacent to the interstate and primary systems . . ." In reality this is the most important and vital part of the entire act. Not only can the scenic wonders of our state come out from behind the barricade of billboards that have so long obliterated and spoiled them, but now the immediate foreground itself can become an object of pleasure and recreation for the traveller.

The anti-billboard bill is a beginning.

—JPC. BB



RECHARGE YOUR CREATIVITY

total design service
through **ONE** competent source!

Space planning, color coordination, furniture and accessory studies, lighting design, custom design and fabrication of furniture and fixtures including non-restrictive specifications for bidding purposes.

AMERICAN FURNITURE'S *Interiors for Business*

612 Central SW ALBUQUERQUE ... dial 243-5591

ALBUQUERQUE TESTING LABORATORY

Sub-soil Investigations
For Structural and Dam Foundations

**Two Drills and Crews now
available for Prompt Service**

Laboratory Analysis and
Evaluation of Construction Materials

**All work done under the supervision
of Registered Professional Engineers**

532 Jefferson St., N.E. — P. O. Box 4101
Phone AL 5-8916 Albuquerque
Phone AL 5-1322 New Mexico

Dependable . . .

**SOUND, INTERCOM
AND POCKET PAGING
FOR EVERY BUILDING TYPE**

Our broad experience in this specialized field
is available to you. Contact us for general
planning help.

No obligation, of course.

Executone OF NEW MEXICO

111-A CORNELL DR., S.E., ALBUQUERQUE, N. M. 87106

PHONE 242-4611

COMMON
BRICK
FACE
BRICK

HOLLOW
STRUCTURAL
TILE
SCR and HOLLOW
BRICK

distributors for

acme
BRICK COMPANY

samples & literature
on request

**KINNEY BRICK
COMPANY, INC.**

P. O. Box 86
Ph. 877-4550

Office at Brick & Tile Works
5 Miles South on Second Street
Albuquerque, New Mexico



New Mexico's only recognized member
**NATIONAL ASSOCIATION STORE FIXTURES
MANUFACTURERS**

Some example installations, all at CORONADO Center

- Henry's • Mandell's
- Judd Jewelry • Lynn's
- Bank of New Mexico

Your inquiries earnestly solicited

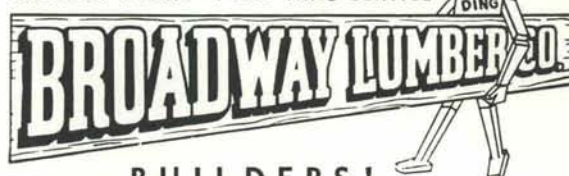
Customcraft Fixtures, Inc.

1215 Fourth St. N.W. (505) 247-9795
Albuquerque, New Mexico 87102

812 BROADWAY NE • DIAL 242-5221 • ALBUQUERQUE

SEE MY BOSS!

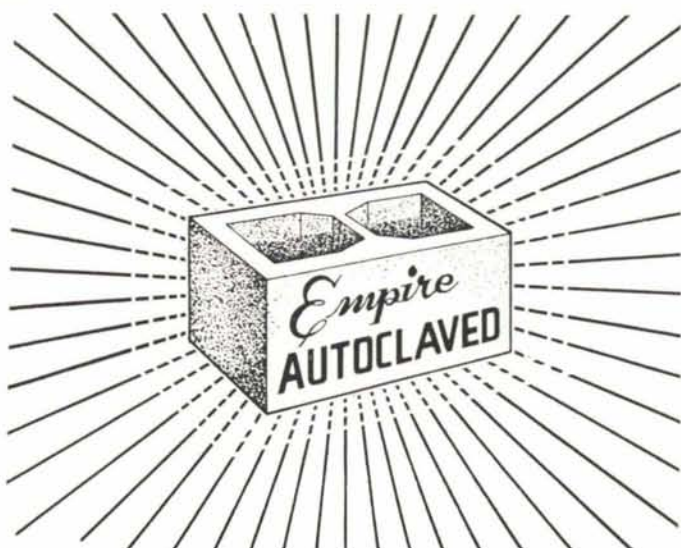
FRIENDLY FOLKS • FOLLO-WHURV SERVICE



**BUILDERS!
CUT COSTS!**
PROVEN STRENGTH — SELECT LUMBER



INSTANT CABINETS • DOORS • WALL PANELS



"none finer"

EMPIRE BLOCK COMPANY, Inc.
Santa Fe

FORMICA[®] v.i.p.*

vertical interior paneling



FORMICA[®] V.I.P.
vertical interior paneling is everything an interior paneling should be. It has all the good qualities you associate with FORMICA laminated plastic for horizontal surfaces — and more:

- a complete panel installation system
- easy to handle
- quick and easy to put in place
- economically priced; economical to install
- unlimited decorative possibilities
- adapts to any commercial or institutional setting
- easy maintenance
- long wearing

Distributed by



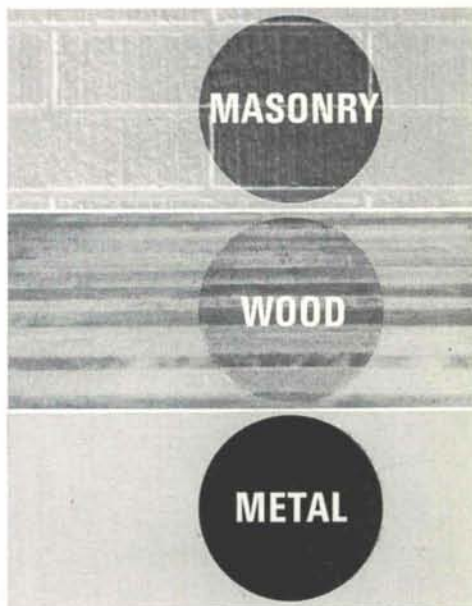
PHONE 344-2317

312 INDUSTRIAL NE P. O. BOX 1098
ALBUQUERQUE, NEW MEXICO

Flex-tile

An outstanding new two component coating that actually out-performs baked enamels for hardness, gloss, resistance to water, chemicals and stains

MAY BE
APPLIED
BY BRUSH,
SPRAYER
OR ROLLER



Another Quality
Product of . . .



2714 4th St., N.W.
P.O. Box 6086
Albuquerque,
New Mexico

CONTRIBUTORS —

Thomas R. Vreeland, Jr., AIA is the Chairman of the Department of Architecture at the University of New Mexico. A graduate of Yale University, Mr. Vreeland came to New Mexico from the faculty of the University of Pennsylvania. As a practicing architect he is currently completing a major downtown planning concept for Camden, New Jersey. An article giving a more detailed description of Mr. Vreeland's work and views was published in the November-December issue of NMA.

New Mexico Architecture

is on some of the finest coffee tables in the southwest.

Subscribe today ~~~~~ for yourself or for a friend.

Name _____

Street _____

City-State _____

Zip Code _____

And it is only \$2.50 a year

New Mexico Architecture
Box 18, University Station
Albuquerque, New Mexico

J. B. Jackson is the Editor and Publisher of the magazine: *LANDSCAPE*. Widely travelled and a constant student of our changing environment, he writes and lectures widely. Twice during the first term he spoke on the UNM campus. Currently Mr. Jackson is lecturing at the College of Environmental Design at the University of California at Berkeley.

new mexico architecture nma

Published bi-monthly, by the New Mexico Society of Architects American Institute of Architects, a non-profit organization, 2745-A San Mateo Blvd. N.E., Albuquerque, N. M. 87110.

Editorial correspondence: All correspondence should be addressed to John P. Conron, P. O. Box 935, Santa Fe, New Mexico 87501.

Editorial Policy: Opinions expressed in all signed articles are those of the author and do not necessarily represent the official position of the New Mexico Society of Architects, A.I.A.

No responsibility will be assumed by the editor or publishing organization for unsolicited contributions. Return postage should accompany all unsolicited manuscripts.

Subscription rates: single copy 50c; one year \$2.50. Second class postage paid at Roswell, New Mexico.

Change of address: Notifications should be sent to N.M.A., Box 18, University Station Albuquerque, N. M. 87106 at least 45 days prior to effective date. Please send both old and new addresses.

Advertising correspondence: Requests for information and other correspondence should be addressed to W. M. Brittelle, Sr., 2745-A San Mateo Blvd. N.E., Albuquerque, N. M. 87110.


arm Member, Architects Regional Magazines, Official Publications of Units of The American Institute of Architects.

National advertising representatives: Martin and Hart, Inc. 25 West 43rd St., New York City 10036. Phone 212-LW 4-1290

INDEX TO FIRMS

Cooperating in the public relation program of the NMA magazine, making possible its publication and the page upon which their message may be found.

Albuquerque Blueprint Company	26
Albuquerque Gravel Products Company	27
Albuquerque Lumber Company	5
Albuquerque Testing Laboratory	24
American Furniture	24
Atlas Building Products Co.	22
Broadway Lumber Co.	24
Builder's Block & Stone Co., Inc.	4
Crego Block Co., Inc.	16
Customcraft Fixtures, Inc.	24
Empire Block Company, Inc.	25
Executone of New Mexico	24
Gibson Lumber Company	10
Hanley Paint Mfg. Co., Inc.	27
Hydro Conduit Corporation	22
Idealite	6
Kinney Brick Company, Inc.	24
Miller Metal Company	5
Mountain States Telephone	5
New Mexico Marble & Tile Co.	21
New Mexico Pipe Trades Industry Program	10
Office Interiors	16
Otto, Edgar & Sons, Inc.	28
Portland Cement Association	2
Prestressed Concrete Products, Inc.	4
Rio Grande Steel Products Company, Inc.	4
Southwest Vermiculite Co.	8
Southern Union Gas Co.	8
Stryco Sales, Inc.	25
Welch-Irwin Corp.	27
Wellborn Paint Mfg. Co.	25




Albuquerque
BLUEPRINT
COMPANY

ALBUQUERQUE'S OLDEST BLUE
PRINT COMPANY — SINCE 1928

BLUE PRINTS
BLACK & WHITE PRINTS
PHOTO COPIES
CAMERA
REPRODUCTIONS
MULTILITH PRINTING

ALBUQUERQUE,
NEW MEXICO

Exclusive Dealers For
KEUFFEL & ESSER 

2 LOCATIONS
514 4th St., N.W.
CH 3-3521
613 San Mateo, N.E.
AL 5-8753

OUR 28TH YEAR CLIMATE DESIGNING
PAINT FOR THE SOUTHWEST

HANLEY'S *and the*

**COLOR
GUILD**
ASSOCIATES

**NEW WORLD
OF COLOR**

IN ARCHITECTURAL
QUALITY PAINTS

**SUNFOE
AMBASSADOR**



HANLEY PAINT MFG. CO., INC.

EL PASO, TEXAS
PH. 532-6921
755-9821

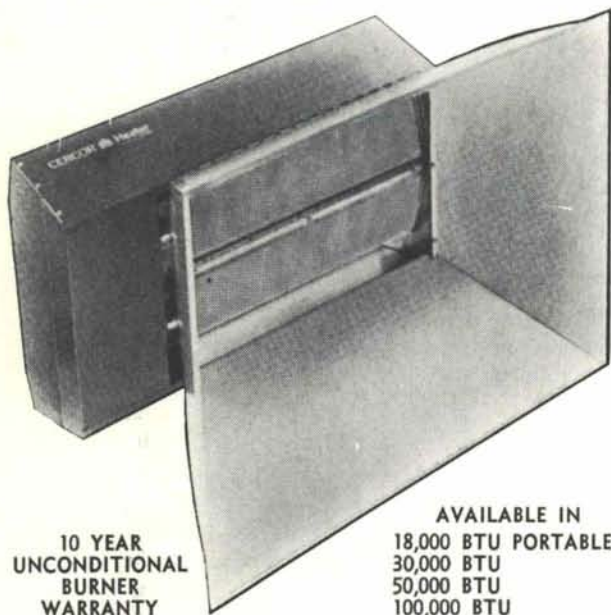
ALBUQUERQUE
NEW MEXICO
PH. 265-1524

We invite you to consider us as
your concrete headquarters
Albuquerque's Quality Concrete.

**Albuquerque Gravel
Products Company**

Albuquerque, New Mexico

600 John St., SE Phone CH 2-5265



10 YEAR
UNCONDITIONAL
BURNER
WARRANTY

AVAILABLE IN
18,000 BTU PORTABLE
30,000 BTU
50,000 BTU
100,000 BTU

NO WASTE HEATING
with the

Cercor® Gas
INFRARED HEATER

HEATING PROBLEMS?

- Trying to heat unheatable buildings?
- Fuel costs eating into profits?
- Cold spots in buildings?
- Maintaining total building heat for skeleton crews?
- Cold morning warm-up cutting into production?
- Repair due on present heating system?
- Factory dirt being blown by space heaters?
- Bone chilling drafts from frequently opened doors?

HEAT THAT STAYS ON THE JOB

CERCOR® Heaters

A PRODUCT OF / CORNING

WELCH-ERWIN CORP.

4019 C. EDITH BLVD. N.E.
ALBUQUERQUE, N. M. PH. 344-3547

University of New Mexico Library
University of New Mexico
Albuquerque, N.M.

Bulk Rate
U. S. Postage
PAID
Roswell, N. M.
Permit No. 47

A MODERN NEW LIGHT WEIGHT AGGREGATE CRUSHING PLANT

Recently put into operation, this new crusher employs one primary and two secondary crushers with a triple deck screen. A closed circuit aggregate routing system assures that only properly graded aggregate reaches the stock pile.

This new system makes larger production volume possible as well as making light weight aggregates available to the concrete industry in New Mexico at reasonable prices.

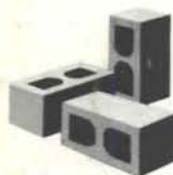


EXPOSED BLOCK NOW TAKES A UNIFORM PAINT APPLICATION FOR BETTER APPEARANCE

THE CONSTANT AGGREGATE SIZE GIVES CONSTANT UNIFORM STRENGTH WITH LIGHTER WEIGHT

ARRISES FOR CLEANER EXPOSED

BLOCK APPLICATION



EDGAR D. OTTO & SON, INC.

2700 Second Street, Southwest • P.O. Box 387 Albuquerque, New Mexico • Phone 243-6721

LAVALITE® Concrete Masonry Units • **EXTRALITE** Concrete Masonry Units

Inlai EPOXY MATRIX EXPOSED AGGREGATE WALL TREATMENTS **RMU** RESIDENTIAL MASONRY UNITS
Cast Stone and Pre-Cast Concrete • Masonry Wall Reinforcement

Inlai® Exposed Aggregate Facing Panels • **DESERT CANYON STONE**