

# new mexico architecture

september-october 1973

50¢

# CREGO



JERRY GOFFE  
PHOTOS

## J. KORBER & CO. BUILDING — ALBUQUERQUE

ARCHITECT — STEVENS, MALLORY, PEARL & CAMPBELL

CONTRACTOR — TESTMAN CO.

MASONRY — KENNETH P. THOMPSON CO., INC.

**CREGO'S** red scoria concrete masonry units. Painted.  
Basic material, plus straightforward building design.

Economical, durable.

Fire resistive.

Simple and practical.

Try it.

## CREGO BLOCK CO., INC.

Phone (505) 344-3475

6026 Second St. N. W.

Albuquerque, N. M. 87107





vol. 15 nos. 9 & 10

# IN THIS ISSUE:

Anthony C. Antoniadis, AIA, Assoc. AIP, has written about a part of the early modern architectural movement which is now becoming a segment of our historical heritage. He is Associate Professor of Architecture at the University of Texas at Arlington.

## It's only my opinion, but:

In the August issue of "Interiors" magazine, is a news item which suggests to me that corporate affluence can lead to wasteful insanity. Those master brewers at Anheuser-Busch are planning to spend \$30 million dollars to give you historical culture and "entertainment" along with the opportunity, I suspect, to buy Budweiser beer. This newest "family entertainment complex" is to include three villages, "celebrating the spirit of the European towns in England, France, and Germany, from which many early American settlers came." Each village is being designed (if that's the proper word) about an architectural theme typical of the country during pre-colonial times. The 300 acre park will be connected by a monorail to the Hospitality Center at the nearby brewing plant!

Thirty million dollars for architectural fakery, seems to me to be wasteful—nay sinful—when genuine architectural treasures are being torn down daily all across this country, when downtowns are suffering from disuse and misuse due in part to a lack of dedication and available re-development money. In their own home town of St. Louis a magnificent 19th Century railroad station, a significant but old-fashioned office building designed by Louis Sullivan, and many other structures, both fine and fair, are all threatened by the same lack of dedication and money.

We need a viable, scholarly and well funded historic preservation effort if we are to save for ourselves and our inheritors individual historic structures, districts and in some cases, perhaps, even whole towns. Thirty million dollars invested in the hard world of meaningful preservation rather than the dreamy world of stage set reproductions could reap a bountiful harvest of shimmering environmental diamonds rather than one large cluster of cheap zircons. JPC

sept-oct 1973 • new mexico architecture

# nma

## NMA News 9

NMSA People Awards Announced

## More New Mexico Robberies 10

Museum of Navaho Ceremonial Art loses highly valuable Indian art objects

## Early Modern Architecture in New Mexico 13

Anthony C. Antoniadis, AIA

## more NMA News 20

Museum of New Mexico Photography Competition  
—Manuel Fernandez, AIA, wins competition  
—New AIA Government Contracts procedures  
—AIA Document Service in Albuquerque

## Book Reviews 23

## Index to Advertisers 26

(Cover—College of Education, UNM—Bob Lawrence,  
UNM Public Information Office—Photographer)

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

### Society Officers

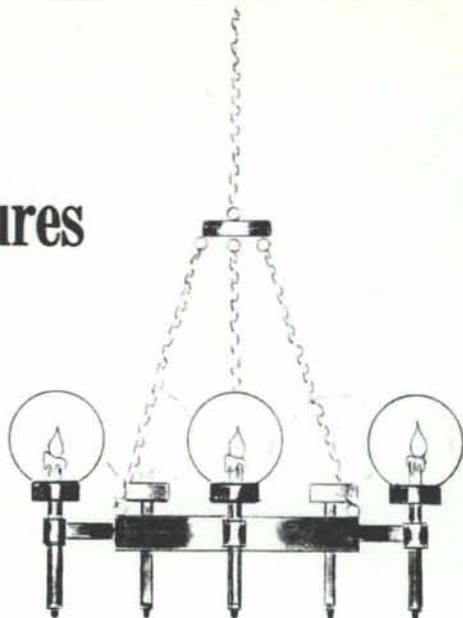
President—Van Dorn Hooker  
Vice President—John P. Conron  
Secretary-Treasurer—Richard Waggoner  
Director—Jess T. Holmes, Jr.  
Director—W. Kern Smith  
Director—Robert C. Campbell  
Director—Urban C. Weidner, Jr.  
Director—Ted C. Luna  
Director—Charles E. Nolan, Jr.

### Commission for NMA

John P. Conron—Editor  
Bainbridge Bunting—Editorial Consultant  
Robert G. Mallory—Advertising  
Mildred Brittelle—Financial  
Secretary, Circulation  
John W. McHugh  
James M. Murray, III

# Would you believe reasonably priced custom manufactured lighting fixtures at your fingertips?

Luminous ceiling systems—  
Contemporary, traditional,  
Spanish, early American  
fixtures. The limitation  
is your imagination.



## custom electrical products, inc.

2420 Monroe N. E. / p. o. box 3928 / Albuquerque 266-7804

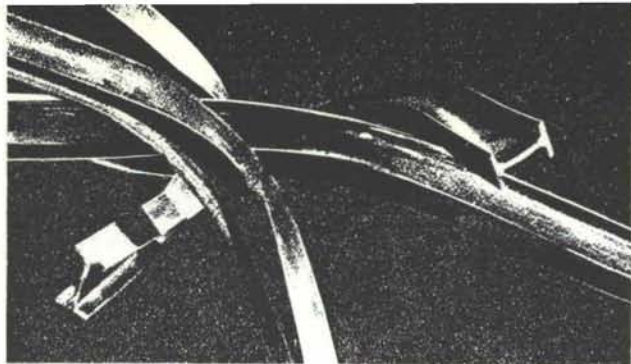
**M**ore than ever before, people are demanding more comfort facilities in their working and living surroundings. These demands necessitate materials, equipment and installation skills unheard of a few years ago . . . and they are constantly changing.



**PLUMBING-HEATING-COOLING HAS COME A LONG WAY.** Be aware of their importance in construction. When you build, make sure your Plumbing-Heating-Cooling Contractor has proved himself fully qualified to install today's complex systems.

- INTEGRITY
- DEPENDABILITY
- CRAFTSMANSHIP





**Before fire makes it too hot for steel, talk to Zonolite about the kind of fire insurance you spray on.**

It's Zonolite® Mono-Kote, the compound that fireproofs steel and concrete. And does it so well that its fire-resistance ratings range up to 5 hours, depending on the structural system it's part of.

Mono-Kote comes ready to use. Just add water. And spray. It pumps easily—as high as 50 stories. Goes on fast. Delivers a bond strength of more than 500 pounds per square foot.

Other features? Indeed! Like zero erosion, after being tested in 100 m.p.h. winds for 87 hours. Result: no "dusting" in air-conditioning and ventilating systems. Also, its use permits reduction in the thickness of concrete floors. Cost? Very little.

Want all the facts and figures from the Zonolite fireproofing experts? Say the word.

**ZONOLITE** **GRACE**

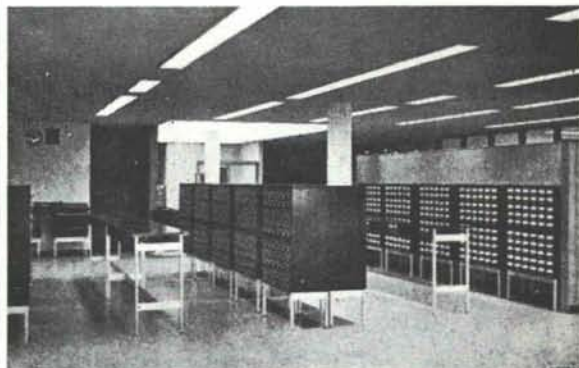
SOUTHWEST VERMICULITE CO.

BOX 6302 ALBUQUERQUE



**Just say  
Grace.**

**FROM  
CONCEPT TO  
COMPLETION**



Exclusive distributors  
for BUCKSTAFF

**Consultation  
Planning  
Design  
Layout**

In the library, where mind speaks to mind, uncluttered and compatible design creates study carrels, personalized learning centers. These centers are a long-time dream of theoretical educators who envisioned the creation of units flexible enough for the needs of individual thought patterns. Now, carrels incorporate storage for film, earphone jacks, 8 mm projectors, pre-recorded magnetic tape . . . and partitioned seclusion for undisturbed concentration.

Architects use our design consultation services for:  
Science Labs / Offices / Artrooms / Dormitories /  
Libraries / Auditorium Seating / Home Economics  
Labs / Gymnasiums

**UNIVERSITY BOOK STORE  
ALLIED SUPPLY CO.**

2122 Central, SE  
Phone 243-1776  
Albuquerque, N. M.



• Living Plants  
of Every Variety

• TERRARIUMS

• Architectural  
Pottery



INTERIOR LANDSCAPING



Michael J. Jurgensen  
Richard G. Worthen A.I.D.

265-8889 2411 San Pedro Northeast  
Albuquerque, New Mexico 87110

FOR THE FINEST INTERIOR  
ACRYLIC LATEX PAINT  
for WALLS AND WOODWORK

ONECOAT COVERAGE  
GUARANTEED FOR 5 YEARS  
HIGHLY WASHABLE

specify **Wellborn** new  
**MASTERPIECE**



**Wellborn**  
**PAINT** MFG. CO.

Albuquerque, N. M.

877-5050



**UNISTRUT**

NEW MEXICO

METAL FRAMING  
TELESPAR TUBING

movable partitions

wire mesh partitions

toilet partitions

steel shelving and racks

4820 PAN AMERICAN HIGHWAY, N.E. • P.O. BOX 3128  
ALBUQUERQUE, NEW MEXICO 87110  
PHONE 505 345-2405

**Spectra-Glaze**

GLAZED CONCRETE  
BLOCK WALLS . . .

**THE ECONOMIES OF BLOCK COMBINED  
WITH THE PERFORMANCE OF GLAZE**

Build & finish in 1 operation. Thru-wall units, load-bearing or partition, eliminate cost of back-up walls. Permanent glazed factory finish. 1 trade, faster job, substantial savings.

Low maintenance. Cannot peel or blister. Impervious to moisture (even steam cleaning!) No refurbishing ever!

Resistance to chemicals. Acids, alkalis, solvents, disinfectants, etc.

2-face units available for lowest cost 2-face walls. Excellent insulation & sound-proofing.

© 4.5/Bu  
in SWEET'S

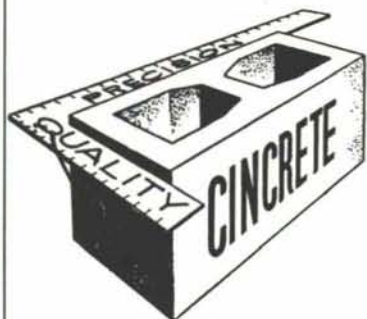


Many colors, scored & design faces available. Job-site delivery.

© Reg. U.S. Pat. Off., Canada & other countries by the Burns & Russell Co.

FEATHERLITE BLOCK CO., Box 489, Lubbock, Tex. 79408. 806/763-8202  
FEATHERLITE BUILDING PRODUCTS CO., Box 9977, El Paso, Tex. 79990  
BUILDERS BLOCK & STONE CO., INC., Roswell, N.M. & Albuquerque, N.M.  
EMPIRE BLOCK CO., Santa Fe, New Mexico





serving New Mexico  
and the El Paso area  
with

## Quality Concrete Masonry Products and many allied building materials



*Modernfold Wood and Plastic Folding Doors*  
*Hollow Metal Doors and Frames*      *Reinforcing and Fabricated Steel*  
*Steel and Formica Toilet Partitions*      *Commercial Hardware*  
*Commercial Toilet Accessories*      *Moderncote Vinyl Wall Covering*  
*Residential and Commercial Steel and Aluminum Windows*

### Builders Block & Stone Co., Inc.

P. O. Box 1633  
Roswell, N. M. 88201  
505 622-1321

### Builders Block & Supply Co., Inc.

P. O. Drawer FF  
Las Cruces, N. M. 88001  
505 524-3633

### Builders Block & Stone Co., Inc.

P. O. Box 10284  
Albuquerque, N. M. 87114  
505 265-6085

### Builders Block & Supply Co., Inc.

Telephone  
El Paso  
915 532-9695

Members: New Mexico Concrete Masonry Association, National Concrete Masonry Association

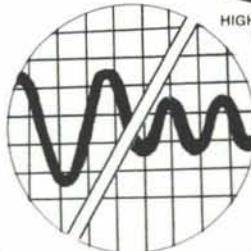


SPRAY INSULATION-  
ACOUSTICAL SYSTEM

for its . . .



HIGH THERMAL  
RATING



ACOUSTICAL  
EXCELLENCE



CONDENSATION  
CONTROL



FIRE RETARDANT



ARCHITECTURAL BEAUTY



EASE OF APPLICATION

## Keers, Inc.

3323 STANFORD, N. E.  
ALBUQUERQUE, NEW MEXICO

# Born of fire.

We start with the finest clay. We blend it and mill it. We mold it into the classic tile shape.

Then it is born of fire.

And it is the intense heat of the fire that hardens San Vallé tile and gives it such great strength and durability. It is the fire that oxidizes the iron in the clay and permanently bakes in the rich natural tones.

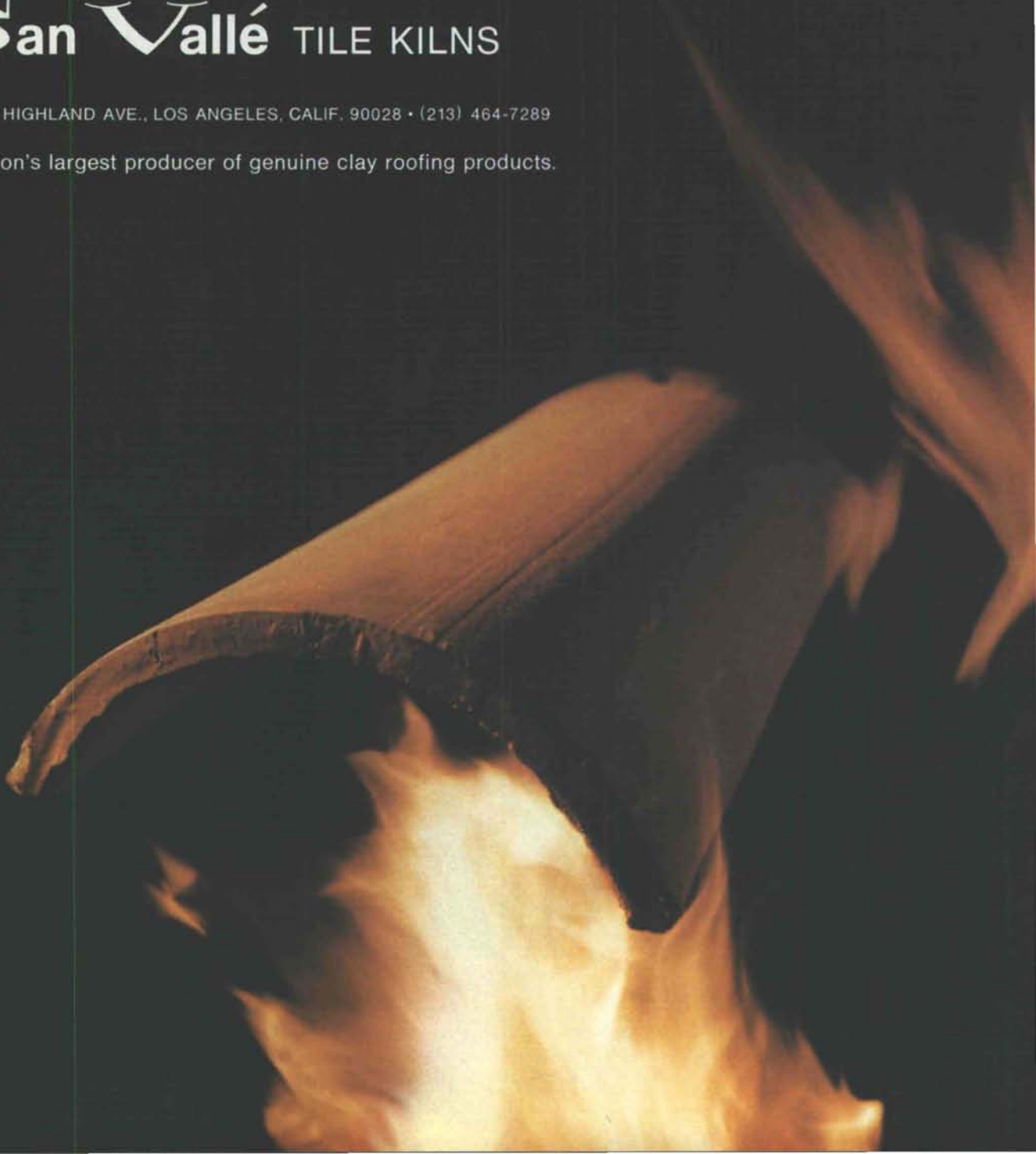
Because it is born of fire, San Vallé tile will not fade under the heat of the sun like other roofing materials. And San Vallé genuine clay tile is impervious to the heat of flying sparks and embers that might set other roofing materials aflame.

Only genuine clay tile is born of fire. Which is why at San Vallé, we say, "If it isn't clay, it isn't tile."

## San Vallé TILE KILNS

1717 NO. HIGHLAND AVE., LOS ANGELES, CALIF. 90028 • (213) 464-7289

The nation's largest producer of genuine clay roofing products.





## "PEOPLE" AWARDS ARE ANNOUNCED

The New Mexico Society of Architects has announced the first in a bi-annual awards program. Alternating with the previously established awards for outstanding completed architectural commissions (see NMA November-December, 1970), the new program is designed to recognize dedication and service to the improvement of the environment of man. These awards will be presented for the first time at this year's annual meeting. Outlined below are the categories under which the Awards Committee will accept nominations.

### I. Awards to members of the New Mexico Society of Architects:

#### a) Service to the Society or its Components

The Society and its constituent organizations are maintained and made effective by the continuous services freely given by devoted members. Improvements in the methods of architectural practice and an increase in the effectiveness of the Society and its chapters constitute a real service to the profession. Such services should have been rendered so as to merit widespread recognition and provide new impetus to the progress of the Society.

#### b) Service to the Public

Leadership in the development of civic improvements and needed governmental projects, the conservation and beautification of communities, the improvement of transportation, and the renewal of blighted areas all offer exceptional opportunities for the architect to earn distinction. This effort should have been sustained over a period of time, have gained more than usual recognition by his co-workers, public officials involved, and fellow citizens, and have clearly influenced progress.

#### c) Education

Many architects render their principal service in education by teaching, administration, research, or writing. Some are engaged in developing new methods of instruction which will enable students and practitioners to cope with the rapid changes and advances in programming, analysis, design, and construction. Others are bringing to the students an awareness of the responsibility of the architect to social, economic, and political developments. When these efforts are outstanding and have had a single and lasting influence beyond the normal routines expected of the teaching process, they are worthy of recognition.

#### d) Historic Preservation

The conservation of natural environments, the measuring and recording of existing buildings, the careful and knowledgeable restoration of blighted structures and the successful integration of historic architecture into the continuing development of cities and towns is adding to the cultural wealth of our nation. Research into former building materials and techniques, by-gone customs affecting design, and unusual solutions to everyday living problems are increasing the understanding of our past. The accomplishments of an architect engaged in historic preservation should have been of such a distinguished nature as to have widespread recognition.

#### e) Literature

Architects who have the talent for expressing themselves in written form may make a particular contribution to the advancement of the profession by conveying to the reading public the meaning, purpose, and significance of architecture. Books and articles which explain and interpret architecture and the allied arts in terms of past and present cultures enhance the general appreciation of accomplishments in these fields. The level of public and private taste and understanding may be raised by the discriminating and knowledgeable work of accomplished architectural critics who merit professional distinction.

### II. Awards to other individuals, agencies, or organizations.

#### a) Fine Arts

An award to any person in recognition of distinguished achievement in the fine arts related to architecture, including such areas as painting, mural painting, and sculpture.

#### b) Allied Professions

The Allied Professions Award is presented by the Society to recognize achievements in the design professions related to architecture, including landscape architecture, planning, and engineering (structural, civil, mechanical, acoustical, electrical, etc.), and interior design.

#### c) Craftsmanship

An award to an individual craftsman for distinguished creative design and execution where design and hand-craftsmanship are inseparable. The crafts included in the scope of this award are: furniture, metal work, wood-carving, pottery, glassware, textiles, stained glass, and ceramics. Industrial arts are not included. See below.

#### d) Industrial Arts

This award is given in recognition of design for execution by machine, in such fields as furniture, textiles, typography, building products and equipment, and consumer products.

#### e) Architectural Photography

This award is presented to any person in recognition of distinguished achievement in architectural photography.

#### f) Collaborative Achievement in Architecture

This award is given to that project which best exemplifies the results of outstanding collaboration between practitioners of the building arts including architecture and at least three of the following categories: engineering, murals, sculpture, landscape architecture, craftsmanship, and interior design.

#### g) Citation of an Organization

A Citation of an Organization is presented by the Society to a governmental or any other organization, excepting an architectural organization, for achievement in any field related to architecture or planning.

#### h) Literature and/or Criticism

This award is to recognize contributions to the advancement of the profession by conveying to the reading public the meaning, purpose, and significance of architecture. Books and articles which explain and interpret architecture and the allied arts in terms of past and present cultures enhance the general appreciation of accomplishments in these fields. The level of public and private taste and understanding may be raised by the discriminating and knowledgeable work of accomplished architectural critics who merit professional distinction.

Nominations in any or all of the above categories will be accepted by any member of the Awards Committee any time from

now until January 31, 1974. All nominations must be accompanied with significant documentation to give the committee thorough knowledge of the nominee's qualifications to justify consideration for award. Nominations can be made in one or more applicable categories. All nominations under all categories must be signed by three corporate members in good standing of the A.I.A.

While the list for awards might seem to be lengthy or even burdensome, it is the intent of the committee to suggest areas for consideration, wherein all aspects of service to the total environment can be acknowledged by the Society. The committee feels that it is a privilege and a duty for the New Mexico Society of Architects to recognize distinguished service to the society of man by its own members. But it is also incumbent upon the New Mexico Society of Architects to bring to public attention other persons, agencies, or organizations who have likewise distinguished themselves by services affecting both the field of architecture and the world of man.

It must be understood that the Awards Committee, acting as jurors, is instructed by the Board of Directors of the New Mexico Society of Architects to place a high value on each award, and therefore, to make awards only in those categories in which the nominees have demonstrated outstanding and distinguished performance.

Nominations will be accepted by any member of the Awards Committee:

Van Dorn Hooker, Chairman

Box 18, U.N.M. Station  
Albuquerque 87106

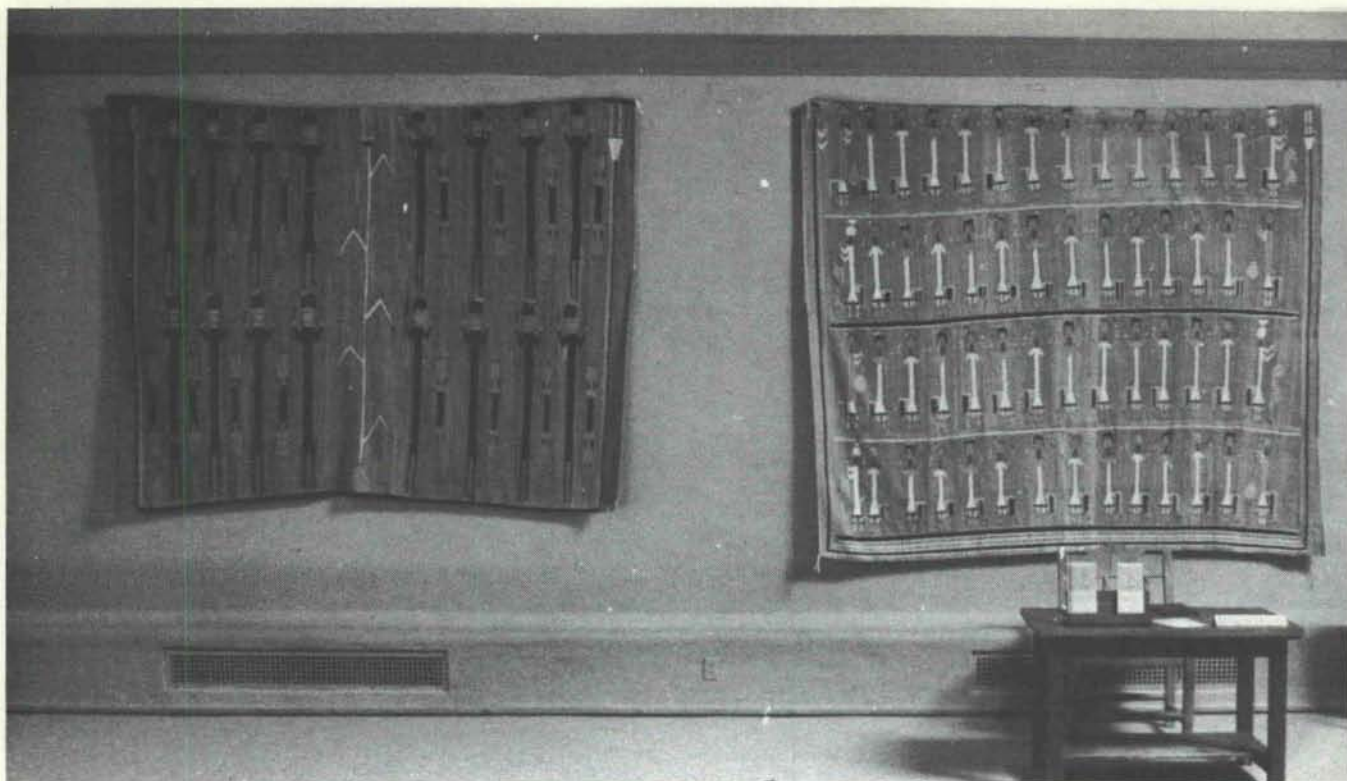
Earl P. Wood

Plaza Luisa  
Santa Fe 87501

Beryl Durham

514 North Canal  
Carlsbad 88220





## MORE NEW MEXICO ROBBERIES . . . . .

The Museum of Navaho Ceremonial Art, in Santa Fe, New Mexico, suffered a robbery during the weekend of 25-26 August. When the museum was opened at 2:00 o'clock on Sunday, broken glass strewn on the floor in front of a display case gave testimony that all was not well. A glance showed that burglary had occurred.

The police were informed immediately and were at the museum within minutes. Since then police and detectives have been investigating intensively.

Captain Alfred Lucero, director of the Santa Fe Police Investigation Bureau, said detectives have determined the burglar apparently hid inside the museum when it closed on Saturday. He said it appeared the burglar remained in the museum, opened several glass display cases, and removed the valuable silver and turquoise jewelry. Police said some of the display cases were carefully pried open but others were smashed.

Lucero said the burglar apparently carried the objects from the lower level display rooms to a rear

door where the alarm system was manipulated and a key used to open the door.

Police speculated the jewelry and other art objects will be difficult to sell or dispose of in the Capital City because they are easy to identify. They speculated the objects have probably been moved out of state for resale. They indicated the New Mexico State Police have been notified of the burglary and been informed to be alert for the stolen jewelry and art objects.

Numerous objects missing were from an educational exhibit portraying how metal jewelry is manufactured. Blow torch, sandstone cast, anvil and dies, bellows, and the like were undisturbed; the jewelry shown with them was taken. From other cases downstairs the few items of jewelry and medicine pouches being shown were taken. Each specimen that is missing is fully cataloged, illustrated and described in the museum records so that identification could be made readily. Duplicate data have been placed in the hands of the detectives assigned to this case.

In the upper gallery of the museum, the thievery appears to have been particularly daring. All of the life-size figures of Navaho people were divested of their jewelry. Care was displayed in taking silver buttons and collar ornaments from velveteen blouses, and in removing necklaces, belts, bracelets, buckles, bowguards and earrings, all of which were sewed, wired, or otherwise secured to the garments.

Also, two large woven rugs were taken, according to Dr. Bertha P. Dutton, Museum Director. "The main value of these is intrinsic. They were woven by the 'medicine man', or Navaho singer, for whom the Museum of Navaho Ceremonial Art was founded and built by Miss Mary Cabot Wheelwright in 1937. The patterns are unique. Because of international reputation of the Hosteen Klah rugs, their description has been disseminated worldwide to obviate resale."

Although all of the specimens stolen have current monetary value, their true worth lies in their historical and cultural significance. This is impossible to establish.



## A Reward Is Offered

Friends of the Museum of Navaho Ceremonial Art are offering a \$2,000 reward for information leading to the recovery of all of the articles stolen from the Museum of Navaho Ceremonial Art on August 26, and to the arrest and conviction of those individuals responsible for this act.

### You can help!

1) If you see any of the items shown in these photographs please report them to your local police.

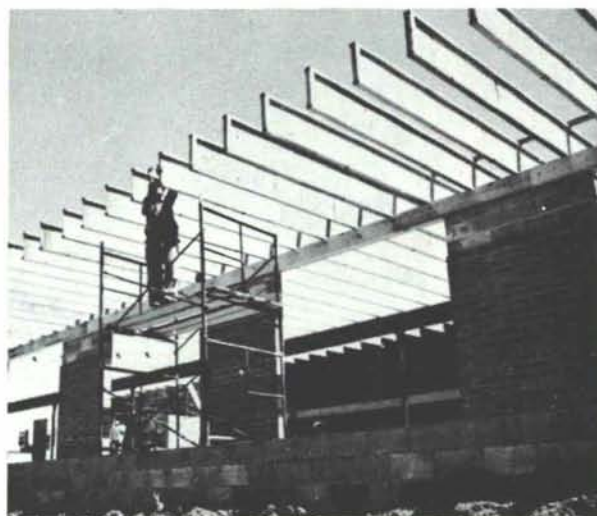
2) Dr. Dutton and the Board of Trustees ask your financial support for the reward fund. The Museum of Navaho Ceremonial Art has existed for almost forty years to collect and preserve objects and data that reflect and interpret the arts and crafts, daily and ceremonial life of the Navaho, for the Navaho themselves and for those who appreciate their great contributions to world culture.

*All donations are tax deductible.*



MUSEUM OF NAVAJO  
CEREMONIAL ART

POST OFFICE BOX 5153  
SANTA FE,  
NEW MEXICO 87501



Savon Wholesale Florists

Contractor: Bradbury & Stamm

Architects: Flatow, Moore, Bryan & Fairburn

**"... well pleased with the prompt delivery and the economies realized."**

That's the way it went for Bradbury & Stamm Construction as Robert M. McAfee, Vice-President, relates it.

"We used I Series TRUS JOIST for the entire roof area and balcony and were well pleased with the prompt delivery and economies realized.

"These are the things which make contractors and owners happy. In this case you have both."  
Happiness is TRUS JOIST.

Geo. B. McGill Co., Inc.  
3520 Pan American N. E.  
Albuquerque 87107  
Phone 505/345-4501



McGill - Stephens, Inc.  
110 Festival St.  
El Paso, Texas 79912  
Phone 915/584-6541

# MASONRY IS BETTER

BUILD WITH THESE QUALIFIED MEMBERS  
OF  
MASON CONTRACTORS ASSOCIATION OF NEW MEXICO

BOB DAVIS MASONRY  
MOBILE SERVICE  
ALBUQUERQUE 765-7890



FARAONE'S MASONRY  
2418 2ND ST., S. W.  
ALBUQUERQUE 243-7501



JOHANSON MASONRY  
9212 SUSAN AVE., S. E.  
ALBUQUERQUE 298-6745



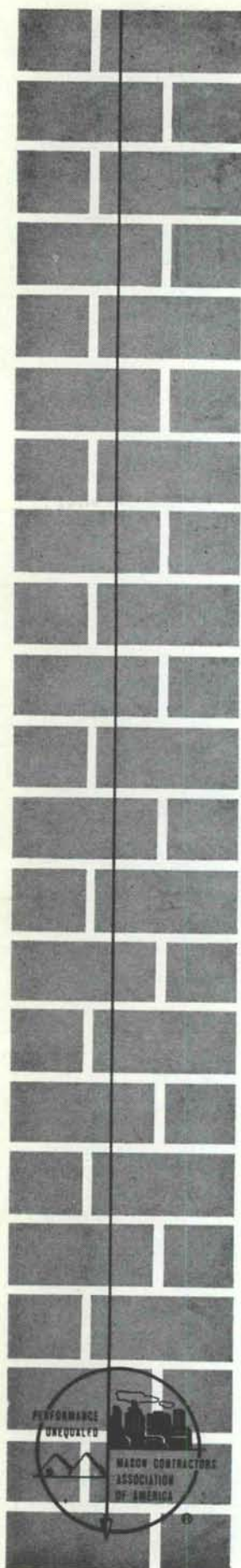
LARDNER MASONRY  
3219 CLAREMONT AVE., N. E.  
ALBUQUERQUE 345-1327



MASONRY CO., Inc.  
2613 DAKOTA, N. E.  
ALBUQUERQUE 265-1928



KENNETH P. THOMPSON CO., Inc.  
2828 GIRARD, N. E.  
ALBUQUERQUE 345-1866



MASON CONTRACTORS ASSOCIATION OF NEW MEXICO



# Early Modern Architecture In New Mexico

## The International Style

Anthony C. Antoniadis, AIA



Fig. 1. Excelsior's on 1st St. N.W.

There are a number of works of modern architecture in New Mexico which demonstrate obedience to well known principles of design developed elsewhere. According to the author's knowledge, these works have been neglected and their aesthetic importance ignored.

It has been possible to identify three types of contemporary architectural expressions that exist around Albuquerque. Although these works are limited in numbers, they deserve special attention because they appear to represent breaking points, or pioneering attempts, in New Mexico's architecture. The three groups or types of this architecture may be classified as follows:

1. Art-Deco (Art decoratif) Modern New Mexico Architecture (figure 1).

2. "Prairie" principles architecture as developed by Frank Lloyd Wright and further adjusted and used in California by men such as Schindler, Richard Neutra and their followers (figure 3). (Singling out the principle of horizontality in the composition).

3. International style - Bauhaus-Le Corbusier oriented New Mexico modern architecture.

There are not many examples of the first and second types, while there are a number of edifices that belong to the third category. This may suggest that the first and second categories experienced diffi-

culty in competing with the popular trend towards a local regional architecture and the following of traditional forms. The third category of architecture, which demonstrates definite similarities to the international style, was able to compete, up to a point, and, thus, leaves a strong mark of the attempt for the adoption of a new architectural vocabulary in this land. This may also suggest that the language of the international style was closer to that of New Mexico's regional architecture prototypes, thus making it easier for adaptation and survival (or, at least, a certain survival). The existence of these works suggests that there apparently has been a definite period in the history of



New Mexico's modern architecture when an attempt was made to create a new regional architectural form. This new architectural expression would incorporate the new international principles based on the use of modern materials, technology and function.

The presentation that follows is concerned with the visual architectural evidence of the third category. It is hoped that in later articles it will be possible to elaborate on buildings suggesting architecture of the first and second categories.

## The International Style in New Mexico

Whether the architectural works presented here are works of one man, as they may very well be (this is suggested by the similarities and the consistency of the vocabulary of these works) or whether they are projects of different architects or builder/designers, has been impossible to establish by means of existing written evidence. Detailed research about these projects pertaining to plan, section and evaluation, measurement and study has not been undertaken. Hopefully, this will be done in the near future by architectural students who would be interested in documenting these buildings for publication. This research might give answers to questions such as: 1) the architects or builders who created those works, 2) the architectural beliefs of this man—or men, 3) the planning and spatial properties of these houses and whether the power and consistency of the facades are reflected by the plans and interiors.

Further, we might learn about the economics of this type of architectural aesthetic in New Mexico, as well as learn something about the occupants of these houses: the way they use the space and whether the space fits and satisfies their needs.

Let me justify a few of the points or hypotheses for investigation that are suggested. All projects are massive in appearance. This is a characteristic of New



Fig. 2. A pair of International Style homes along Ridgcrest Dr. N. E.

Fig. 3. The "Prairie" influence of horizontality.

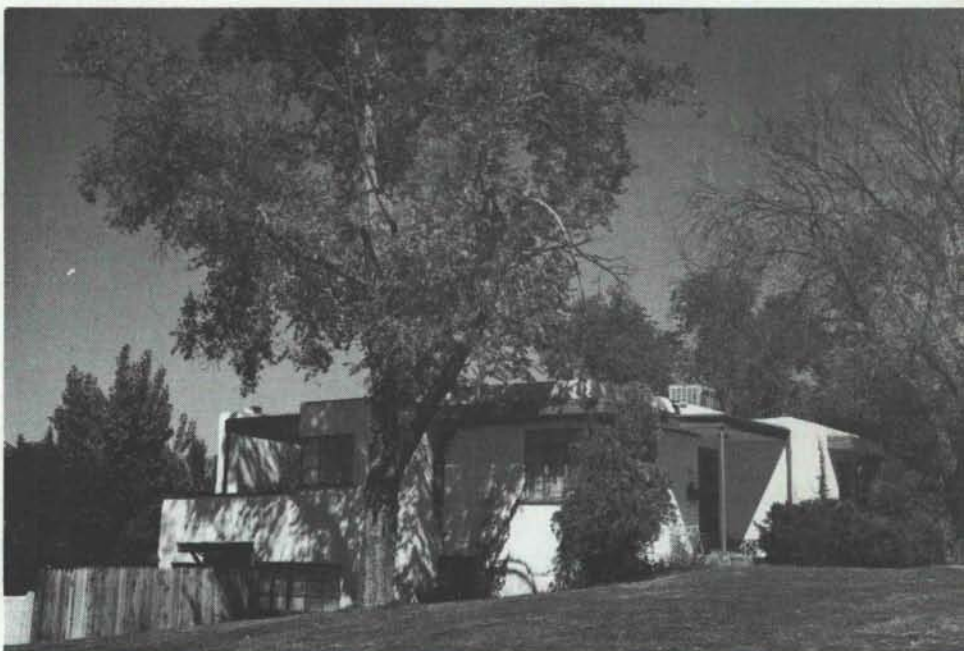






Fig. 4 1205 Ridgescroft Dr., NE



Mexico's traditional architecture, and suggests the case for an attempt to create a regional style. Of course, it may be suggested that except for the house at 1205 Ridgescroft Drive (figure 4) this "regionalism" may be an accident in that there is a similarity of the existing tradition and the Schindler International style.

The solids overpower the voids; in most instances the glass of these voids is thick, diluting the light, cutting the glare from the inside, thereby creating harmonic and gracious relationships with the solids.

The massiveness of these works has been very considerably established. All works present a definite concern of the designer for the relationship of volumes, which creates a play of shadows and gives to the works an ever changing rhythmic life. Rectangular volumes pivot around curving ones, thus making use of certain curving elements typical for all the houses presented here. This ingenious way of moving from one system of plan coordinates to another has been used frequently by LeCorbusier, the Bauhaus people and their followers. Thus, these works may be classified as examples of the international style of architecture.

There appears to be no accident in the design of these houses. A definite consideration and excess sensitivity for the use of the details, consideration for site location and view exploitation are common to all.

The house on Girard Boulevard (figure 5) is a good example of a timidity in scale work, which, however, demonstrates a very severe vocabulary and shows concern for a definite formal elegance. The placement of the corner windows, the proportion of the lily column and the contradiction that exists between this uniquely linear element and the massiveness of the rest of the house, a "Venturian" quality, makes the edifice acquire a voice of its own and elevates it above the level of the "ordinariness" of the surroundings.





Fig. 5. A small scale house on Girard Blvd. N. E.

The linear emphasis above the main entrance offers an ornament to the facade, while at the same time helps to create a balance in the visual consideration of solids and voids, and to create a total coherence of elevation. The elevation of this simple house, besides the qualities of the "Venturian" contradictions that it possesses, has the very severe vocabulary of "Mondrianic" or "Miesian" synthetic order. It is a very small house, suggesting great discipline, the work of some really dedicated and principled creators.

The house on Hermosa and Coal streets has other qualities (figures 6, 7); it is a more affluent work, yet its aesthetic vocabulary remains the same as in the Girard house: simple, strict, consistent. The affluence of the site, a hilltop site with an excellent easterly view to the Sandia Mountains, has been exploited and enriched through ingenious land use and volume locations; the plurality of ornament, and excess architectural "guimiguesy" has been totally avoided. There is richness in simplicity, and this house is a good example of

this principle. Moreover, of the works presented it is the best example of volumetric success. Surrounded by well planted vegetation, the house site and general landscaping form a very strong and consistent whole. The author suggests that this house is one of the best works of early modern architecture in New Mexico.

The houses on Ridgecrest Drive (figures 2, 4) appear to be less successful than the Girard and the Hermosa ones. Although the architectural vocabulary seems to be the same, the form appears to have lost control of the elements of "speech." This is to be seen mainly in the weakened proportional relationships. To what is this loss of control due? Do these homes represent weak periods in the architect's or builder's life? Do these works represent works of other architects who tried to speak the same vocabulary, but not as successfully as the first, or were they just works of financial compromise?

All these reasons are possible. But whatever the reason might have been, the vision of these

houses suggests a consistency of design principles and suggests further the possibility that a strong creator passed through New Mexico and left his stamp here; or, who knows, maybe he is still with us.

But if men of principles come and go, their works remain as silent witness to their efforts in the process of evolution. If there are some special readers to whom this essay is addressed, they are the architectural students and the young, (at least in spirit) architects, the most promising sources of hope for evolution. New Mexico needs architecture based on principles; it needs a rational regional vocabulary. But before all that, it needs elevation of architecture to a new, refreshing, dedicated way; a way void of the trivialities of rush to become an architect, to make a dollar, to have a building designed. Rather, a new humanistic and intellectual attitude is necessary. Then the effort that belongs to solitude, to the searching and the intellectualizing about architecture by individuals today will become the preoccupation of the group tomorrow, then evolution and "Architecture" will arise.

It has not been possible to verify the identity of the creators of the edifices under consideration. The files of the Building Department of the City of Albuquerque provided inadequate information. No building permits were issued prior to the 1950's and the information that does exist pertains to permits obtained for later additions, (1950 permit issued to H. B. Horn, 1207 Ridgecrest Drive, 324 Hermosa, 1950 addition, Ted Robert, owner), plumbing installation, and remodelings (213 Girard SE, permit for remodeling, 1953). The key to our further discussion is the residence at 1203 Ridgecrest Drive SE. This edifice was the only one of the group of buildings concerned in this study to have on record the name of a certain T. W. Benton as the owner. It has been established that T. W. Benton was a contractor working in Alberquerque.

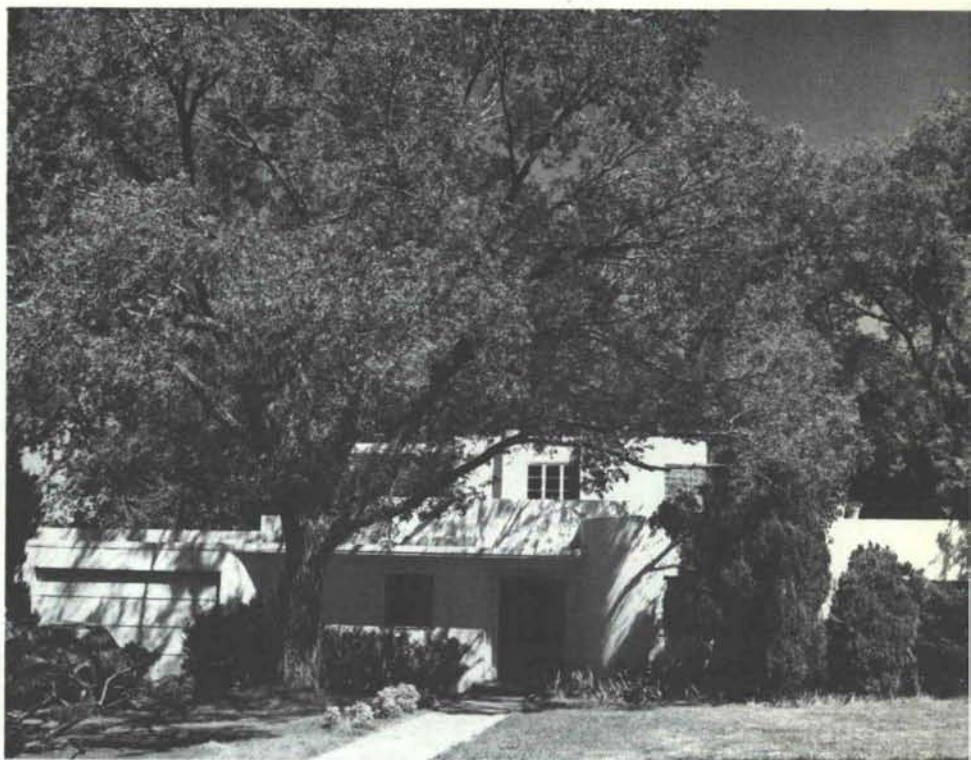


que at that time. Through conversations with certain senior architects, building department employees and the Albuquerque contractor, P. G. McHenry, it may be suggested rather safely that the original owner of the 1203 Ridgecrest, T. W. Benton, was possibly the designer-builder of all or most of the buildings under discussion, and that Benton was building his houses for speculative residential development. Mr. McHenry believes that these houses were all the work of Tom Benton. It is not McHenry's knowledge that Benton was aware of the international style of architecture or of the theories upon which the modern architectural movement was based. Tom Benton, McHenry said, was "... a simple builder. He trained Navajo Indians and they learned to do everything. Benton went to the reservations during the depression and taught his workers to do plumbing and everything else necessary in construction... Knowing Tom Benton, it was all a good work of an uneducated but talented and skillful builder."

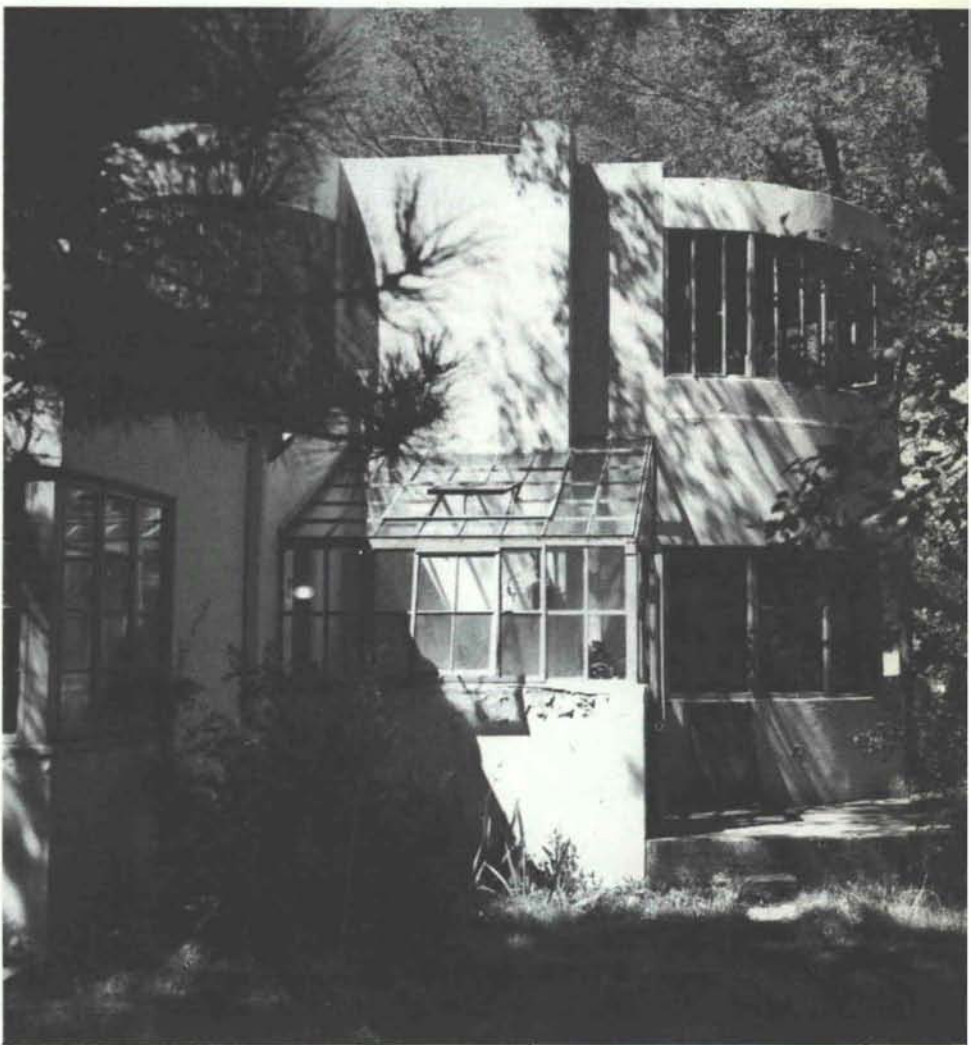
If Mr. McHenry's statements are true, then the hypotheses as stated initially by this author in the present paper are wrong. However, it has been impossible to further verify McHenry's statements.

In any event, it all may have been a historical coincidence and the New Mexico builder may have been one of the many unknown talented designers.

Thus, it is possible that these buildings, residential and commercial, were works of the same creator, or that they were speculative developments, built by a contractor's firm, yet designed by an architect. Further, it is possible that the contractor himself designed these houses and in that case a very careful study of plans, sections, elevations might suggest that the person under consideration was a man of either considerable intuitive design and construction genius, or might have been a person directly copying examples of fashionable architecture of the



*Fig. 6 and 7. The house at Hermosa and Coal N. E.*







*Fig. 8. This International Style house is in the Country Club district of Albuquerque.*

time as developed elsewhere. It is suggested by Don Schlegel, Chairman of the Department of Architecture at UNM, that the real intellectual creator of these designs might have been Architect Ed Stone whose house designs were often published in home magazines, and were, possibly, copied or adapted by the builder or builders concerned.

It is also possible that there might have been a number of architects who designed these houses. However the visual similarities of these works may easily eliminate this hypothesis.

In spite of any of the previous possibilities the works as built speak for themselves. Whether the creator was a qualified architect or not, whether he was a contractor with design talent and awareness or not, whether he really created or copied it is open to further research. Designers are often forgotten. City codes have not always required building permits; thus they did not help these people's names stay alive. But even if that is the case and the real identity, background and intellectual make-up of the creator or creators of the buildings of our concern are to follow the fate of oblivion, the buildings themselves will not. They have been built and they are distinctive examples of the early modern architecture of New Mexico.

A. A.



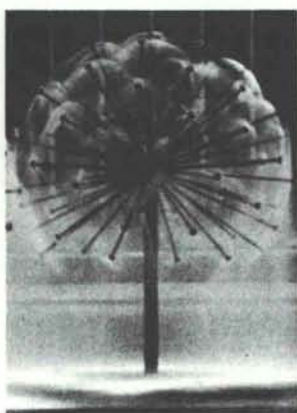
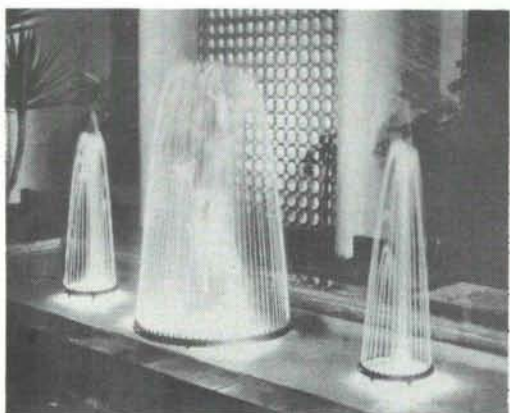




What a beautiful way to decorate your next building! with a fountain, waterfall or water display....

#### **SPECIAL SERVICES FOR ARCHITECTS INCLUDE THE FOLLOWING:**

- **DESIGN**—A complete design and engineering service, covering all aspects of pumps, nozzles, piping and fountain lighting layouts for any type of decorative water display.
- **INSTANT FOUNTAINS**—Shipped complete with lightweight fiberglass pools or pool liners, complete with all equipment. Ready to fill with water . . . plug in and enjoy.
- **FOUNTAIN KITS**—Pre-engineered packages of equipment ready to place in pools of conventional construction. A hook-up to power completes the installation.



**ROMAN FOUNTAINS, INC.**  
**RIO RANCHO INDUSTRIAL PARK**

**505—898-3311**  
**P. O. Box 10190 Albuquerque, N.M. 87114**

World's largest manufacturer of decorative fountains and water displays.



## 1973 PHOTOGRAPHY COMPETITION SPONSORED BY THE MUSEUM OF N. M.

### THE PHOTO DOCUMENT— VICTORIAN ARCHITECTURE IN NEW MEXICO

Styles of architecture represent or stand for those essential characteristics of construction, form, ornament, and detail that are common to all structures that grow out of the condition of human existence. New Mexican homes, like New Mexican families, have mixed and interesting ancestries. Just as your own home expresses your character, the buildings in our history speak accurately and eloquently of the tastes and ideals of their buildings.

It is the intention of this second Biennial Competition to photographically record the Victorian Architecture of New Mexico. Our interest lies in the fascinating variety of Victoriana that can be found in New Mexico — from the Queen Anne style of Las Vegas to the Mansard style of Silver City, from the Brownstone businesses of Albuquerque to the false front Eclectic of old mining towns. All are important architecturally and culturally because all reflect a vanishing part of New Mexico's history and culture.

A large number of entries will be selected to be housed in the



*The Staab House on Palace Avenue, Santa Fe, before the "early-up" process to a "Santa Fe" style motel.*

Photograph Collections of the Museum of New Mexico, after which owners of entries, accepted or not, will be notified. Winning photographs will be exhibited for one year in the Palace of Governors beginning in March, 1974. A total of \$550.00 in awards will be presented. Competition entries will not be accepted after January 15, 1974.

#### Requirements:

- a. All entries must be identified with the following information printed in pencil on the backs of entries.

Identification of structure  
Location of structure  
Name and address of photographer  
Date of photograph

- b. Photographs must be of structures in New Mexico.
- c. All entries must be original and made since January 1, 1972.
- d. Entries will be limited to unmounted, unframed, black and white photographs printed on 8 x 10 paper.
- e. There is no limit on the number of entries submitted.

The competition is open to all interested persons and there is no entry fee. Also the photographs may be of architectural details of the exterior or interior.

All entries submitted become the property with all rights, including reproduction - publication rights, of the Museum of New Mexico. The Museum of New Mexico cannot be held responsible for loss of entries that are improperly or incompletely prepared or identified. Photographers will be fully credited at all times with winning entries exhibited at the Palace of the Governors for one year beginning March, 1974.

Entries and inquiries should be mailed to:

Photo Archives  
Museum of New Mexico  
Box 2087  
Santa Fe, New Mexico 87501

## ALBUQUERQUE ARCHITECT WINS SPRINGER, N. M. COMPETITION

Manuel A. Fernandez, AIA, of Albuquerque won the architectural theme competition sponsored by the merchants and town of Springer. The contest details were announced in the May-June NMA.

The town wanted to establish a theme which would reflect its history, geography, commerce and atmosphere. The old county courthouse is now used for a Santa Fe Trail museum.

The winning design proposes to

renovate the existing late 19th century buildings and adds new portals and balconies. A new town plaza would serve as both a community center and tourist center surrounded by craft shops. Living quarters for the craftsmen could be provided in a nearby turn-of-the-century hotel, according to Fernandez.

A number of merchants in the 1,500 population northeastern New Mexico town already have pledged

themselves to begin remodeling in the near future.

The renovation move was spearheaded by the Chamber of Commerce Beautification Committee.

## SAGE REMARKS LEARNED AT CONFERENCES

Pity the poor Dachshund—one and one-half dog long, one-half dog high—whose face is streaked with sadness, while his tail wags from some previous gladness.



## **AIA RECOMMENDS PROCEDURES TO ELIMINATE MISUSE OF ARCHITECTS' POLITICAL CONTRIBUTIONS**

A nine-month study of political contributions by architects has produced a recommendation from the American Institute of Architects that the award of government design contracts be removed from the political process.

The AIA recommended that an open selection board be established to review designers' qualifications and award contracts for work.

At its fall Board of Directors meeting in Vermont, Sept. 19-21, the 24,000-member professional society also adopted a stiffer ethical standard regarding political contributions by its members.

The proposal to establish open architect and engineer-selection processes for government construction projects at state levels was announced today by AIA President S. Scott Ferebee, Jr., FAIA, of Charlotte, N. C. "The idea of having designers' qualifications reviewed and recommendations made publicly by independent bodies of professionals is to help insure that political contributions are not a condition of an architect's getting state contracts," Ferebee explained.

The recommendation for establishment of open selection processes came out of a study by a special Task Force on Political Contributions set up last December by the AIA Board. The Task Force was headed by Philadelphia architect Ehrman B. Mitchell, Jr., FAIA, director of the Institute's Pennsylvania Region. The report, which Mitchell's Task Force presented to the Board, spelled out specific procedures for setting up designer selection boards. (Several states, including California, Massachusetts, Kansas and Hawaii now use open selection procedures for selecting designers; others are considering doing so.)

The AIA recommends that, on the state level, the governor choose candidates for the selection board from lists of qualified persons sub-

mitted by professional organizations with an interest in state work. Candidates would be subject to confirmation by the state legislature.

Design firms would submit their qualifications and notification of their interest in specific projects to the board, which would then select and rank firms to be considered for each project.

Negotiation with the selected firms, in order of the board's preference, would then take place until a firm was selected.

Ferebee said that the AIA proposal would help free the selection process from potential undue political influence; would open it to public scrutiny; and would maintain the advantages of the current negotiated selection and compensation procedures, which emphasize picking the best qualified design firm for a specific project.

Ferebee also said, "We believe that an open selection process would help insure that qualified firms of all sizes and types are considered for state work."

He added, "We think it is important to protect architects' rights to support political parties and candidates — to participate as informed citizens in the political process. We also believe that open selection processes which are subject to public scrutiny are the best way of separating political contributions from the award of design contracts."

At its September meeting, the Institute Board also adopted more specific ethical regulations governing political contributions by its members. While reaffirming the right of architects to take part in politics, the revised standard stipulates that "the architect shall not contribute, or promise to contribute either directly or indirectly, any gift or other consideration for present, past, or future award of professional work."

Guidelines developed in conjunction with the standard stress that any architect making a political contribution must do so publicly in his own name as an individual citizen. The guidelines affirm the right of the architect to refuse to make contributions to any organization, political campaign, or candidate for office, and require that an architect report to the Institute or the appropriate authority any case in which he believes he has been denied professional work because of his refusal to contribute to a political activity or entity.

An Institute member who violates the standard or recommended guidelines is subject to disciplinary action by the AIA.

## **AIA DOCUMENTS AVAILABLE FROM NMSA IN ALBUQUERQUE**

The New Mexico Society of Architects can now supply all of your AIA document needs.

Mildred Brittelle has been appointed the Society's Director, AIA Form Service and a supply of documents is in stock now. Mrs. Brittelle has served the New Mexico Society of Architects for over thirteen years as financial mentor for this magazine. Thus, the document service is in the most capable and efficient of hands.

To place your order by telephone, please call 242-4159 between 9 a.m. and 12 noon, Monday through Friday. However, Mildred is at this number most of the day so if for whatever reason you get no answer the first time, be sure to try again.

Note: The office will be closed on Thanksgiving and Christmas weeks.

For mail orders use:

**AIA FORM SERVICE  
P. O. BOX 7415  
ALBUQUERQUE, NM  
87104**





# ARCHITECTS

There is no substitute for a good color coat stucco finish! However, a good color coat stucco finish depends on:

- The best materials
- Good building detailing
- Good specifications
- Proper application

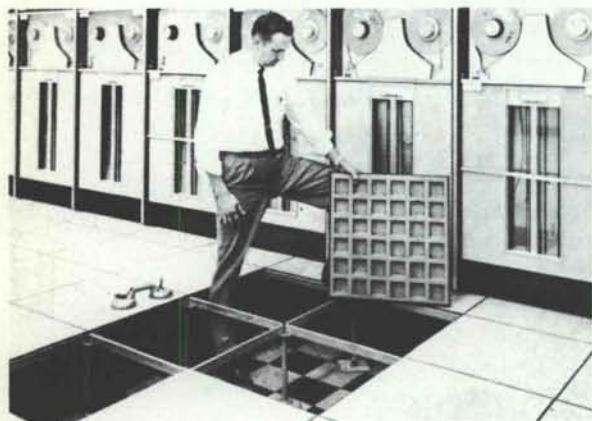
We have the best stucco materials, which are specifically formulated for the Southwest and Rocky Mountain regions, and we can furnish you with the proper specifications. But only you can provide the proper detailing and close inspection to assure proper application.

Take advantage of the many unique textures and versatile applications of real color coat stucco—contact us for specifications and exciting new ideas.

*El Rey*

**STUCCO COMPANY, INC.**

4100 Broadway, S. E.  
Albuquerque, N. M.  
P. O. Box 6122  
505 877-7967



## THE INFINITE ACCESS FLOOR

The sensible answer to the problem of underfloor, accessibility for cables - heating, cooling, conduit, piping, conveyors, etc. The Tate Floor System, as installed by New Mexico Marble & Tile Co. offers the advantage of: The high strength of steel, interchangeable floor panels, fire resistance, low cost, lateral stability, permanent floor level, cut-out flexibility, dimensional stability, unaffected by temperature or humidity, owners choice of floor covering.



**COOK'S BUILDING SPECIALTIES**

414 SECOND ST., S.W. 243-5541

ALBUQUERQUE, NEW MEXICO • P.O. BOX 834, 87103

**Congoleum®**  
FINE FLOORS



**PEERLESS™**

**CUSHIONED VINYL FLOORS.** THE ULTIMATE IN CUSTOM FLOORS FOR COMMERCIAL INSTALLATION. THE WHITE SHIELD BACK ALLOWS INSTALLATION ON OR BELOW GRADE.

ASK TO SEE THE WIDE SELECTION OF BEAUTIFUL PATTERNS IN PEERLESS CUSHIONED VINYL SHEET GOODS. EXTRA RUGGED, YET SO BEAUTIFUL.



312 INDUSTRIAL AVENUE, N. E.  
ALBUQUERQUE, N. M. P. O. BOX 25111, 87125  
PHONE 344-2317



## THE GREAT FISH

Written and illustrated by Peter Parnall, published by Doubleday & Company, Inc., Garden City, N.Y.



"Charlie sat at his grandfather's feet, enjoying the warmth of the old cabin. Outside a cold wind blew. It was the time of the year when yellow leaves dipped and bucked through the air. It was the time of year when dry corn stalks chattered, and the air was heavy with the smell of fermenting apples."

Thus begins a short, but poignant story illustrated with a love of Indian lore and exceptional competence. Charlie asks his grandfather, William Three Feathers, to tell him again about the great silver salmon and how his people had been saved from starvation.

This touching fable ends on a startling note of our cultural losses and today's environmental disasters. Written for children, the lesson is perhaps directed

at the parents who will read this book. If our generation of parents can learn from this simple story, then perhaps, just perhaps, there will be a world of nature available still for the child to inherit.

"But now, my son, a mother's tears are not enough." JPC

## ADOBE ARCHITECTURE

by Myrtle & Wilfred Stedman

Published by The Sandstone Press, Santa Fe, New Mexico, 1973 42 pages—\$3.95

Much of this little spiral-bound book is a reprint, as it frankly states, from a 1938 booklet and a 1969 *New Mexico Magazine* article. The 1936 booklet contained sketches and floor plans of "Santa Fe Style" homes; they are now too dated to be of more use than an idea guide. The kitchens reflect the 1920 use of the free standing range, and "ice" box; in one plan the "ice" box is out in the back entry. Almost all living rooms became halls with the front door opening directly into it. There are two and three bedroom homes with but one bath and impossible bedroom closets. Also, the garages are not designed for today's longer, lower, wider Detroit automobiles. Interestingly, reprinted here are several "Old Mexico Style" house types, and it is suggested that the prospective home builder "not neglect the architectural achievement of Old Mexico, a style which also belongs in the southwest, appropriate and beautiful." Although the plans are similar in faults and form to the "Santa Fe" style ones, the roof is pitched, with Spanish tile, and the window details are a bit different. The suggestion of the 1930's that a pitched roof is "appropriate" was later denied us by the passage of the architectural control ordinance in Santa Fe, this ordinance demands that all roofs be flat!

Thus, the reason for the reprint of the early publication seems lost, and no effort is apparent to up date the material—so why bother.

The later section of this book tells us in simple terms how an "experienced adobe man and two helpers" might make adobes on your house site, and later, put together the house walls and roof. The final three pages give a recipe for Indian Bread and explain how to build the *Horno*, or outdoor oven, in which to bake the bread. The numerous sketches in the later half of the book are by Mrs. Stedman and are more charming and contemporary than the early house sketches drawn, it now seems, so long ago by Mr. Stedman. JPC

## HANLEY PAINT

### BEAUTY AND PROTECTION

Serving New Mexico architects & builders  
& the entire Southwest for over 35 years.

**AMBASSADOR PAINTS** . . . Finest quality, easy-clean interior protection. **SUNFOE** . . . Exterior paints, climate-designed for the Southwest. **OLD PRO** . . . Easy on, long-lasting professional paint products.



## HANLEY PAINT MFG. CO., INC.

Albuquerque, New Mexico  
1214 San Pedro N.E.  
265-1542

El Paso, Texas  
1531 Magoffin — 532-6921  
9054 Dyer — 755-3353  
7636 Gateway East  
591-6031



architects...  
builders...  
owners...

For gas heat and electric air conditioning,  
check our combination unit for your next  
motel, apartment house, nursing home  
or office.

Suburban's

**Dyna-  
Temp**



**GAS FURNACE AND AIR CONDITIONER**

**LEE A. KOEPKE**

299-0047 (505)  
1603 Katie N.E.

albuquerque, new mexico

# PLASCO

**INC. ALBUQUERQUE**

mirror closet doors • shower  
doors & compartments • com-  
plete store front department  
patio doors • fiberglass shower  
stalls & tubs • plate glass  
mirrors • bathroom acces-  
sories • medicine cabinets  
screen & storm doors • glass  
& aluminum products • acrylic  
lavatories & tubs • complete  
screen service . . . . .



*Home of the  
Concrete Giant!*

**DEDICATED TO QUALITY  
AND SERVICE**

**ALBUQUERQUE GRAVEL  
PRODUCTS COMPANY**

**600 JOHN ST. SE**



for over 50 years - - -  
from 1921

installed & serviced by

**OVERHEAD DOOR COMPANY  
of ALBUQUERQUE**

(505) 344-3467  
2840 LOS ARBOLES AVE., N. E. 87107



# OFFICE FURNITURE

- HERMAN MILLER
- KNOLL ASSOCIATES
- JENS RISON
- AMERICAN DESK
- REPUBLIC STEEL DISTRIBUTOR
- ALL-STEEL EQUIPMENT

5021 Lomas Blvd., N.E.

Albuquerque, N. M.  
87110

268-4307

*design*  
**interiors, inc.**



PROFESSIONAL  
INTERIOR  
PLANNING

RETAIL &  
CONTRACT SALES

BUSINESS  
FURNITURE  
LEASING

**DISTINCTIVE OFFICE FURNITURE & UNUSUAL FURNISHINGS FOR THE HOME**

## 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



## ROCKY MOUNTAIN STONE CO.

*Beautiful . Enduring . Inexpensive  
Natural Building Stone . . . .  
. . . from the Land of Enchantment*

3219 CLAREMONT AVENUE N. E.  
ALBUQUERQUE, NEW MEXICO

344-2611

*Serving the architectural  
profession - - - - - professionally!*

**SANTA FE BUILDERS SUPPLY CO.**

SANTA FE

ALBUQUERQUE



## McMillan & Associates, Inc. CONSULTING MATERIALS ENGINEERS



2501 Candelaria Road, N. E.  
345-3681  
Albuquerque, New Mexico

Experienced Personnel for:

- Laboratory and Field Testing of Construction Materials
- Subsurface Soil Investigations
- Plant Inspection and Calibration

## new mexico architecture

nma

Published bi-monthly by New Mexico Society of Architects, American Institute of Architects, a non-profit organization.

Editorial Correspondence should be addressed to John P. Conron, Box 935, Santa Fe, N. M. 87501. 505 983-6948.

**Editorial Policy:** Opinions expressed in all signed articles are those of the author and do not necessarily represent the official position of the publishing organization.

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

**Subscriptions:** Write Circulation, New Mexico Architecture, Box 7415, Albuquerque, N. M. 87104. Single copy 50c. Yearly subscription \$2.50.

**Change of address:** Notifications should be sent to New Mexico Architecture, Box 7415, Albuquerque, N. M. 87104 at least 45 days prior to effective date. Please send both old and new addresses.

**Advertising:** Send requests for rates and information to New Mexico Architecture, Robert G. Mallory, 115 Amherst Drive S.E., Albuquerque, N. M. 87106. 505 255-8668.

Additional copies of NMA available from John P. Conron AIA/FAID, P. O. Box 935, Santa Fe, N. M. 87501.

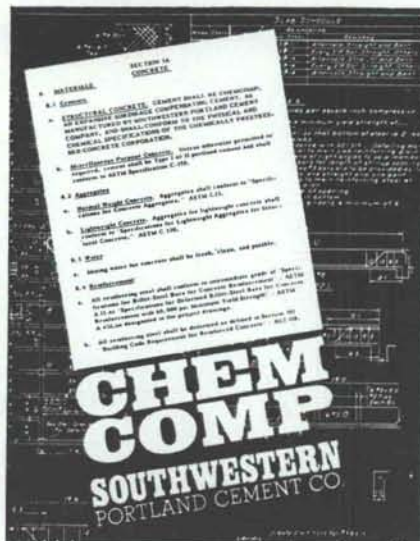
# ChemComp doesn't shrink from any job.

When you want minimized shrinkage cracking for absolute structural integrity, durability, and beauty, the concrete answer is ChemComp, Southwestern Portland's expansive cement. ChemComp is finished cement, not an additive or partial replacement. It greatly reduces maintenance and repair costs due to cracks. It generally eliminates the need for waterproof membranes or surface sealants. Check ChemComp's many advantages.

WRITE FOR FREE BROCHURE:  
BOX 392, EL PASO, TEXAS 79943.



**SOUTHWESTERN PORTLAND CEMENT COMPANY**  
MAKERS OF EL TORO CEMENTS / EL PASO, AMARILLO, ODESSA



PRINTED BY

HALL-POORBAUGH PRESS, ROSWELL, N. M.

**INDEX OF FIRMS** who make possible the publication of NMA and the page upon which their message may be found:

Albuquerque Gravel Products .....	24
Albuquerque Testing Laboratory .....	25
Artesanos Imports Co. ....	27
Builders Block & Stone Co., Inc. ....	7
Cook's Building Specialties .....	22
Crego Block Co., Inc. ....	2
Custom Electrical Products, Inc. ....	4
Design Interiors, Inc. ....	25
El Rey Stucco Co. ....	22
Greenery, The .....	6
Hanley Paint Mfg. Co., Inc. ....	23
Hydro Conduit Corporation .....	28
Keers, Inc. ....	7
Koepke, Lee A., Contractor .....	24
Mason Contractors Assn. of N.M. ....	12
Mechanical Contractors Assn. of N.M., Inc. ....	4
McGill Co., Inc., Geo. B. ....	11
McMillan & Associates .....	26
Overhead Door Co. of Albuquerque .....	24
Plasco, Inc., Albuquerque .....	24
Prestressed Concrete Products, Inc. ....	27
Rocky Mountain Stone Co. ....	25
Roman Fountains, Inc. ....	19
San Vallé Tile Kilns .....	8
Santa Fe Builders Supply Co. ....	25
Southern Union Gas Co. ....	27
Southwest Vermiculite Co. ....	5
Southwestern Portland Cement Co. ....	26
Spectra Glaze .....	6
Stryco Sales, Inc. ....	22
Unistrut New Mexico .....	6
University Book Store .....	5
Wellborn Paint Mfg. Co. ....	6



# WHEN STRENGTH IS PARAMOUNT - -

## PRESTRESSED CONCRETE DOES THE JOB



The new two story underground parking facility in downtown Albuquerque called for the strength of precast-prestressed concrete. 272,500 sq. ft. of 8' double tees were used in the floors and roof of the structure, which will support a city park when finished. Spans of 28' and 37' feet were used.

When strength and durability are essential, specify prestressed concrete.

**ARCHITECT** — Cottrell-Vaughn & James N. Rowland  
**CONTRACTOR** — Bradbury & Stamm, Construction Co. Inc.

**PRESTRESSED**   
**CONCRETE PRODUCTS, INC.**

1304 Menaul Blvd. N. E., Albuquerque, N. M. 87107 (505) 345-2536

flowers  
are delicate things.

## That's Why So Many Greenhouses are Heated With Natural Gas.

Water vapor is one by-product of gas heat. Carbon dioxide (which we exhale) is the other. And house plants need both to thrive and grow. Greenhouse operators have known about the benefits of gas heat for years. They are also pleased that gas heats for a fraction of electricity's cost.

Heat that's good for flowers is good for people. Better for people, in fact, because central gas heating filters out the lint and dust that are a natural part of the air in every room. Which are things that dispersed electric resistance heating certainly can't do!

More than that, gas heat gives you the best in all-over warmth, floor to ceiling and wall to wall. You'll revel in the comfort of gas heat. And your house plants will thrive in it.

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

**SOUTHERN UNION GAS COMPANY**



Unglazed  
MEXICAN  
ROOFING TILES  
18" by 7½" by 6½"

**TERRA COTTA PAVERS  
TALAVERA  
HAND PAINTED TILES**

Request our free color brochure  
showing our comprehensive selection  
of these beautiful tiles.



**Artesanos Imports Co.**  
 222 Galisteo Street  
 Santa Fe, New Mexico 87501  
 505/983/5563



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

Vol. 15, Nos. 9 & 10

# FOR BUILDINGS LARGE OR SMALL

## PRECAST CONCRETE ADAPTS TO THEM ALL -

The new ABC bank complex in Albuquerque is a prime example of the effective use of precast concrete panels.

The entire exterior of the structure plus the cantilevered fascia over the bank drive-up facility are of precast concrete fabricated by Hydro Conduit Corporation. 1130 precast panels were used in the structure.



ARCHITECT — W. C. Kruger & Assoc.  
CONTRACTOR — Star Hill Construction Co.  
ENGINEER — Robert Krause, Santa Fe



**HYDRO CONDUIT CORPORATION**

2800 SECOND STREET, SW - ALBUQUERQUE, NEW MEXICO 87103