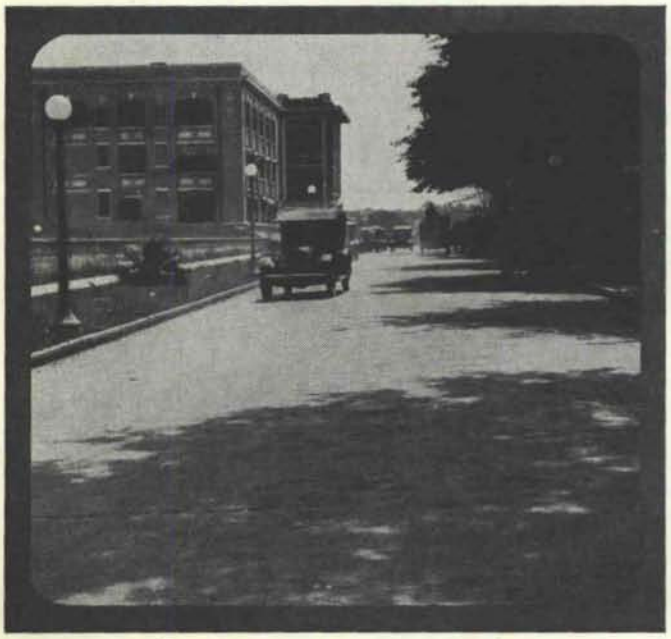
new mexico architecture

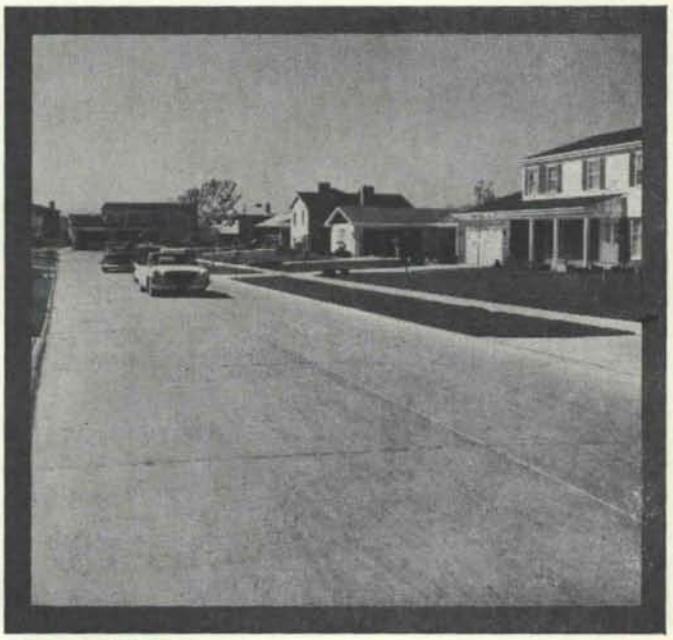
july-august 1966 50¢

Through 50 Years...

serving America's concrete industries



1916 Many early-day concrete streets such as this are still carrying traffic today



1966 New advances in concrete keep it the preferred pavement for modern streets

Engineering field service
Technical information services
Research and development

The basic services provided by the cement industry through their Portland Cement Association have benefited practically everyone responsible for the planning, production and use of concrete in construction.

During the 50 years past, these services have contributed importantly to making concrete the country's most widely used construction material.

Improved and expanded uses of concrete have resulted from PCA engineering, research and information programs.

The increasing demand being placed on modern materials technology and construction skills will make the broad-scale services offered by the cement industry through their Portland Cement Association even more significant in the 50 years ahead.

PCA 1966 50th year

PORTLAND CEMENT ASSOCIATION

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

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

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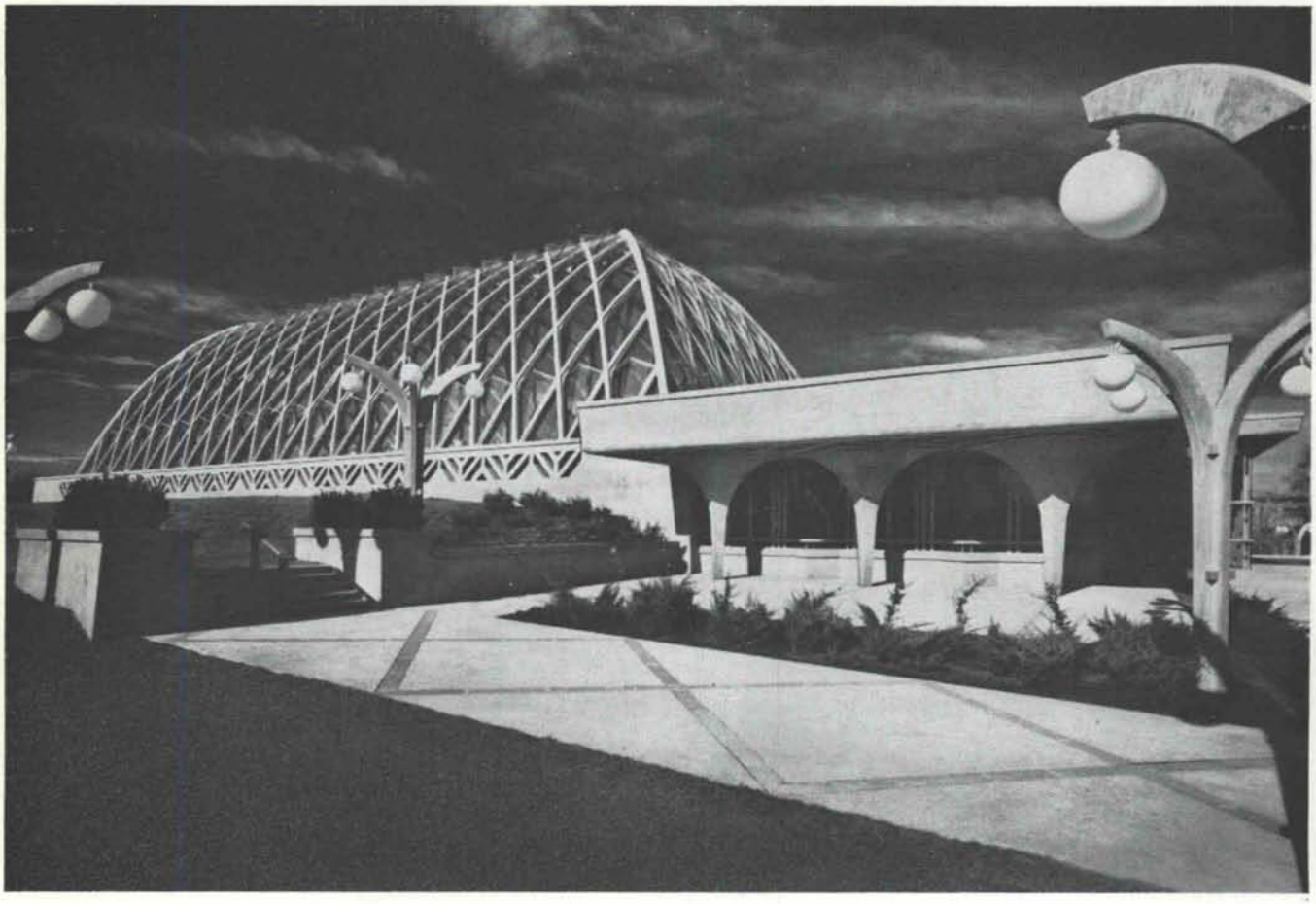
"IDEALITE made possible proper light diffusion"

For proper light diffusion, certain dimensions were required in the ribs, forming the 450-window roof of the new Boettcher Conservatory of Denver's Botanic Gardens. At the same time, the roof had to be light in weight and create a pleasing visual experience. Idealite lightweight concrete was the answer. The required light diffusion was attained with a minimum of weight and the reinforced concrete gave the graceful roof the strength and durability needed to achieve the 50-foot high curves. In addition, the concrete surfaces inside the man-made humid, tropical atmosphere will require no maintenance. If you are considering the construction of a building, 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.

Victor Hornbein and Edward D. White, Jr., Architects, Denver



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