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new mexico architecture

September—October 1981

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Solar—an Energy Source
—fifth in a Series—

IN CONCLUSION...

CREGO
BLOCK
COMPANY
FIRST
ANNUAL
DESIGN
COMPETITION

1981 AWARDS

FIRST PLACE

DALE F. ZINN

MICHAEL FREEMAN

ARCHITECTURE PLANNING GROUP
SANTA FE

SECOND PLACE

DAVID TINKER

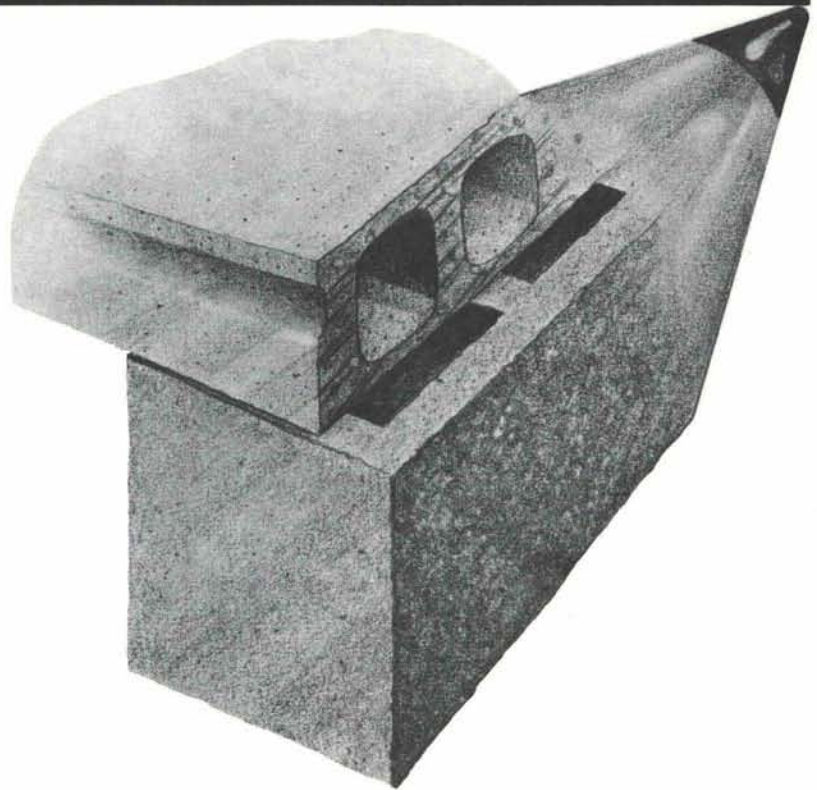
JOHN FRIEDMAN

LOS LUNAS

THIRD PLACE

ROBERT WALTERS

ALBUQUERQUE



Contest results were announced by Cloyce Harrison, Executive Vice-President and General Manager of Crego Block Company, during award ceremonies Friday night, October 30th, in Albuquerque.

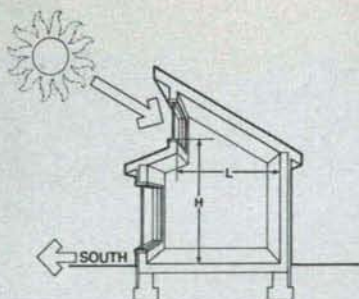
CREGO BLOCK COMPANY



CONCRETE MASONRY

PRESTRESSED HOLLOW CORE

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ALBUQUERQUE, N.M. 87107
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nma

• vol. 23 no. 5 • • sept.-oct. 1981 • new mexico architecture

This issue continues our series: **Solar—an Energy Source** and discusses the legal aspects of protecting the property owner's rights to the rays of the sun. Because this series has been run over so many months, Mark Jones, AIA has been asked to prepare an up-date and current state-of-the-art summary for one of the next two issues of NMA. While this will complete the series, it will not complete our attention to solar as an energy source.

The following clipping taken from a New York newspaper, was sent to me last summer. I thought that you might enjoy it also. JPC

Stoner Loses Account Over Tampered Crypt Ad

Someone tampered with an ad for a New Jersey burial crypt before it arrived at The Daily News for last Sunday's paper and, as a result, the ad agency will be losing the account.

Herb Stolzky of the Stoner Advertising Agency, Great Neck, L.I., said he was not sure how it happened, but that the typesetter he uses was distraught about it. The matter is in the hands of the lawyers of the Sanctuary of Abraham and Sarah, at Cedar Park Cemetery, Paramus, according to Hal Grill, sales manager for the Sanctuary.

Into the body copy where the ad described the costs, someone had inserted in the exact typeface, "Why stay alive when dying is so cheap." Where the crypts are described as enduring, handsome and dignified, "homey" was inserted.

And the final line was: "Ask about our family layaway plan."

Mr. Stolzky said he contributed toward a make-good ad in The News, but is losing the business.

The Editor's Column 3

NMA News 7
—Crego Block Company design winners

Protecting Access to Solar Energy 9
—by Melvin M. Eisenstadt

Willow Creek Office Building 14
—by Flatow, Moore, Bryan & Associates

Advertisers Index 22

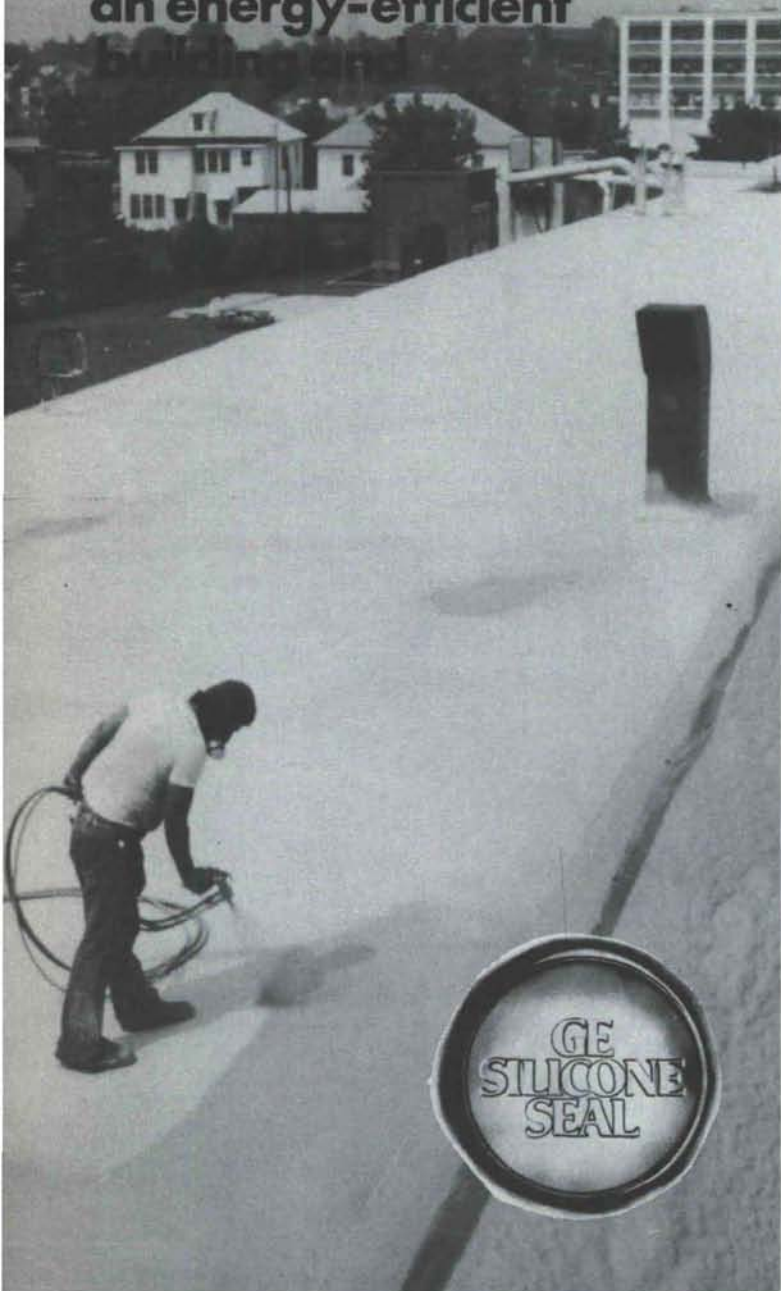
(Cover: Willow Creek Office Building
—Flatow, Moore, Bryan & Assoc.—Architects)

—Official Publication of the New Mexico Society of Architects, A.I.A.—
Society Officers Commission for NMA

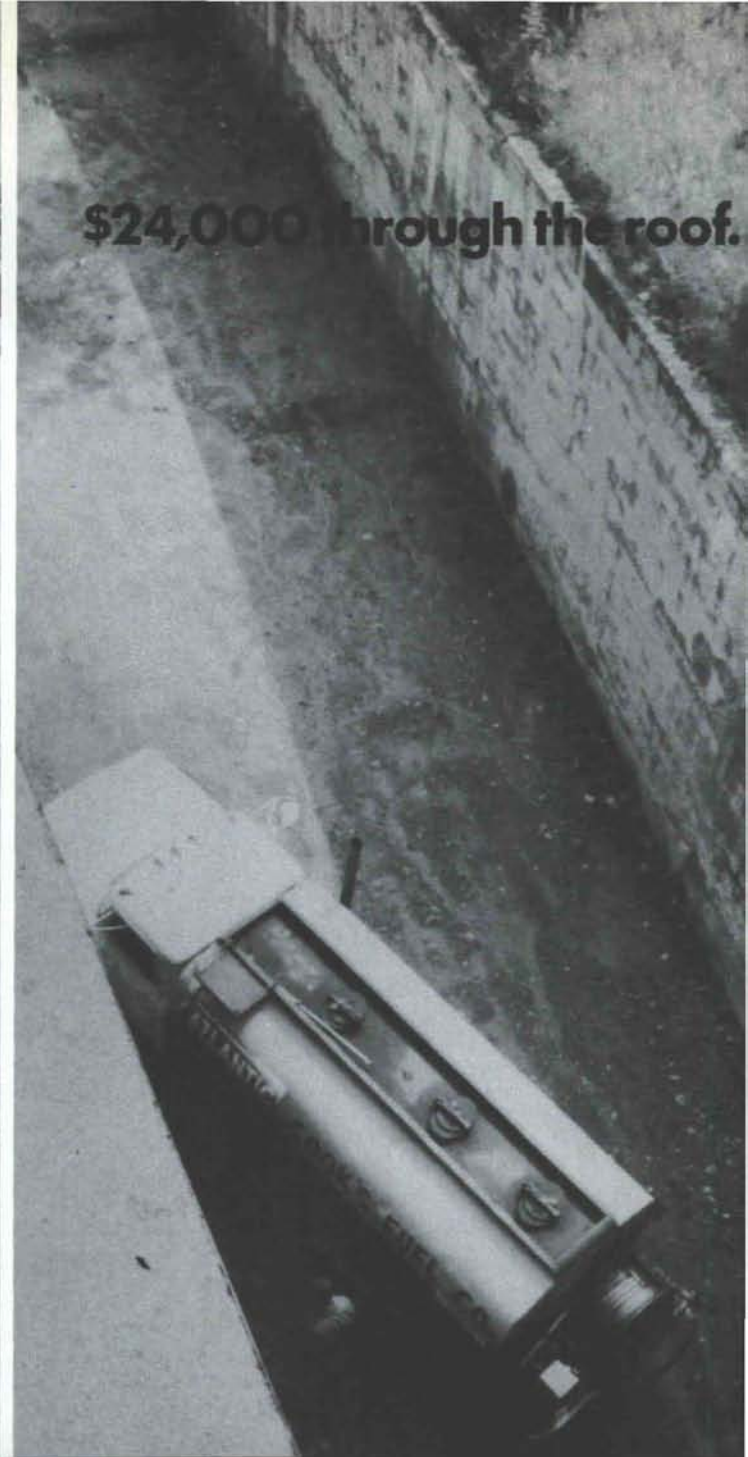
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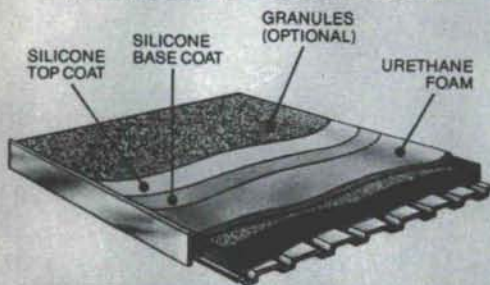


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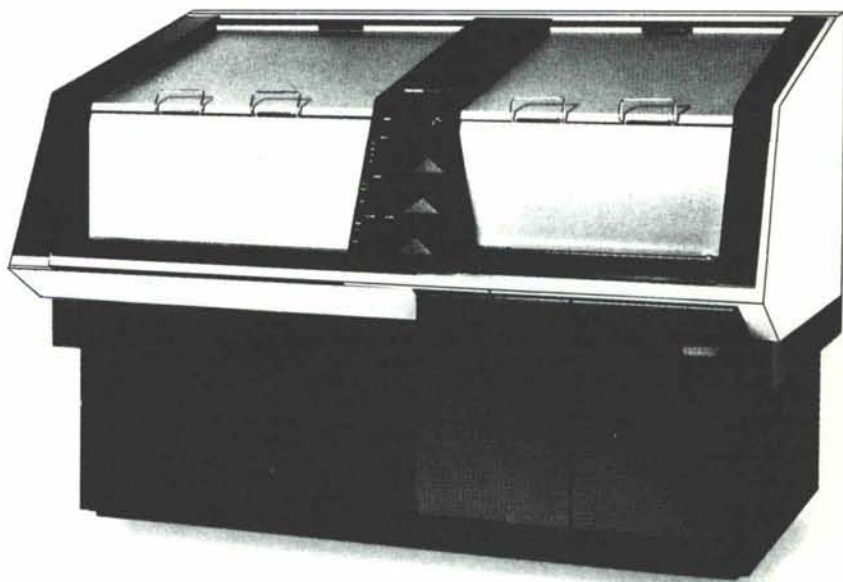
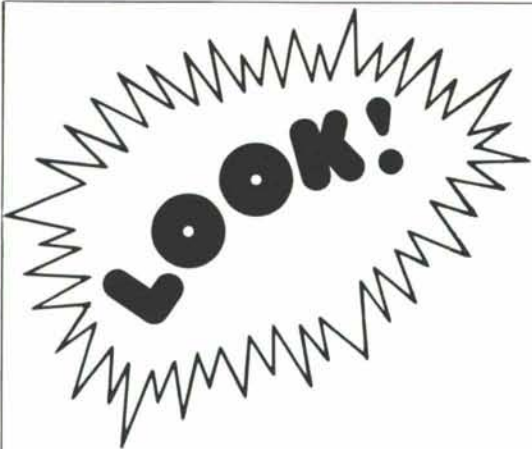
Like at the AMF Bowling Products plant in Shelby, Ohio, where reroofing with the lightweight GE silicone system helped cut heating costs by nearly 50%, for savings of almost \$24,000 in a single year. So AMF's new roof began paying for itself right away.

The GE system consists of two coats of UV-resistant silicone rubber sprayed over a seamless blanket of urethane foam. It seals weather out while it seals heat in.

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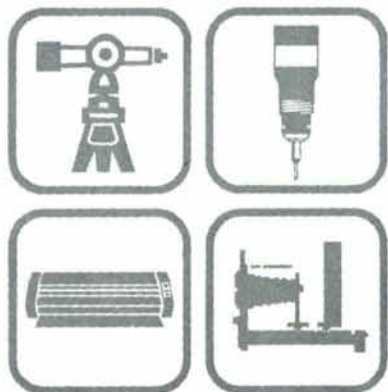
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"If it has anything to do with energy, customers turn to us for information."

Jerry Neal, an engineer at Public Service Company of New Mexico, explains why PNM is involved in photovoltaic research:

"Photovoltaic cells convert sunlight directly into electricity, without turbines and generators. Today, the cost of photovoltaic units is very expensive. But if the cost of photovoltaic cells starts coming down—and I think it will within the next several years—you'll have more and more of these on buildings in New Mexico.

"And if photovoltaic installations become significant, we must take them into consideration in our long-range planning. We're working with BDM Corporation on a demonstration facility to help us understand the possible role photovoltaics will play in our energy future.

"Our customers rely on us to know all about photovoltaics, and we have to know, too. For example, excess electricity generated by a photovoltaic array could be fed back into our system. We need to know what

equipment will be necessary to protect our linemen from accidental shocks, and our customers' equipment from damage. We must also understand what effect a series of cloudy days will have on our electric system."

If you want to learn more about photovoltaic systems, call the PNM EnergyLine: 1-800-432-6881. We can provide you with reliable, usable information.

PNM PUBLIC SERVICE COMPANY OF NEW MEXICO

