Available In New Mexico As Diamond Brand LAVALITE® Premium Quality Masonry Units

Q BLOCK is the new national standard of excellence for the highest quality concrete block in modern day design and construction. Uniform quality is assured wherever Q BLOCK is used. Q BLOCK builds two high fashion walls in one (no expensive coverings are needed for either side!)

Extra bonuses? Complete fire-safety, high sound absorption, self-insulation, and minimum maintenance. Only Members of the National Concrete Masonry Association can make Q BLOCK.

EDGAR D. OTTO & SON, INC
2700 Second Street, Southwest • P.O. Box 387 • Albuquerque, New Mexico • Phone 243-671
Today, raceways under concrete floors can be readily designed for maximum versatility. One method, a pyramidal feed system, that provides adequate capacity for future utility requirements as well as changing plant or office layouts is shown below.

Fig. 1 shows the distribution ducts and the floor inserts. All inserts for the service fittings will be flush with the finished concrete floor. One duct is for power, one for telephone wiring. Fig. 2 shows the installation in progress. The two-level system allows feeder ducts to pass under distribution ducts. Fig. 3 shows the placing of concrete after reinforcement and ducts have been carefully set. Fig. 4 shows a typical completed installation.

In addition to the basic power and telephone services, many modern buildings may require additional raceways for other uses. These include, for example, panelboard feeders with voltages up to 600V, low potential signal services, intercoms, T.V. and programming. Designers should estimate future requirements as generously as possible.

Write for additional free information. (U.S. and Canada only.)
FORMICA is the new romance in laminated plastics.

Sink tops, cabinet tops, counters, bars, display areas—these are but a few of the many uses you have with Formica. Formica will not crack or craze, is unharmed by alcohol, fruit acids, boiling water or temperatures up to 275 degrees. Nineteen exciting new colors to choose from. Use this attractive, durable plastic laminate for all of your home building needs.

Distributed by

Stryco SALES, INC.

PHONE 344-2317
312 INDUSTRIAL NE
P. O. BOX 1098
ALBUQUERQUE, NEW MEXICO

new mexic o architecture

Published bi-monthly by the New Mexico Chapter, American Institute of Architects, a non-profit organization, at 391-D Graceland Drive S.E., Albuquerque, New Mexico.

Editorial correspondence: All correspondence should be addressed to Joan P. Conyon, P. O. Box 995, Santa Fe, New Mexico.

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

Advertising correspondence: Requests for information and other correspondence should be addressed to W. M. Britelle, Sr., 301-D Graceland Drive S.E., Albuquerque, New Mexico.

Change of address: Notifications should be sent to N.M.A., Box 296, University Station, Albuquerque, N. M., at least 45 days prior to effective date. Please send both old and new addresses.

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

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 Chapter, A.I.A.

INDEX OF ADVERTISERS

Albuquerque Blueprint Company
Albuquerque Gravel Products Company
Albuquerque Testing Laboratory
Apache Lumber Co.
Atlas Building Products
Blumercraft of Pittsburgh
Broadway Lumber Co.
Builder's Block & Stone Co., Inc.
Cemento Block Co., Inc.
Culligan Water Conditioning, Inc.
Cummings Co., Inc., Don J.
General Pumice Corporation
Hanley Paint Mfg. Co., Inc.
Hunter-Hayes Elevator Co.
Hydro Conduit Corporation
Idealite
Kinney Brick Company, Inc.
Lyddick Roofing Co.
Miller & Smith Mfg. Co., Inc.
Monarch Tile Manufacturing, Inc.
Mountain States Telephone
New Mexico Marble & Tile
New Mexico Pipe Trades Industry
Office Interiors
Otto, Edgar D. & Sons, Inc.
Portland Cement Association
Southwest Vermiculite Co.
Southern Union Gas Co.
Stryco Sales, Inc.
Welsh-Paint Mfg. Co.
Welsh-Erwin Corp.

MEMBER PUBLISHERS ARCHITECTURAL COMPONENTS, 21 Official Publications of Components of the American Institute of Architects in 30 key states.


Area Representatives, W. M. Britelle, Sr., 301-D Graceland Drive S.E., Albuquerque, N. M. Tel. 355-7660.

NMA September - October, '64
NOTES ON READING


The hope of this recently published paper-bound book, as stated by its author, is: "That many builder readers will be encouraged to produce well designed houses, not only because the builder can expect them to sell more readily and thus return more dollars quickly to the pockets of the builders, but also because builders have an obligation to improve our neighborhoods and the inventory of housing in America."

The author states that he has no intention of making designers of his readers, but rather, he wishes to make the reader more discriminating in his choice of design. Certainly, the need for improved house design is evident to any observer of the current housing developments which have been constructed throughout New Mexico. However, I doubt that this book is either forceful enough or convincing enough to materially affect these builders.

The book contains a "very modest history" of the evolution of the wood framed house from the heavy timber construction of the American colonist through the invention of the balloon frame to current housing construction practices. Mr. Haeger discusses "style" as opposed to "stylist", and illustrates their differences by examples in dresses and automobiles, as well as in houses. The author discusses some very important points and principles; in simple terms he demonstrates how to achieve some balance and harmony in the exterior design of houses. He expresses the wish that builders will exercise more restraint in the choice of siding materials, and that they will consider all elevations of equal importance in the overall design concept. As the author points out, all elevations are visible to the outside world.

In Chapter Seven, the author illustrates some of the mistakes most frequently seen in builders designs and explains how to avoid them. The final pages of this too short book, (just 36 pages), picture several houses which the author considers to have been well designed. Unfortunately, the book does not discuss the interior plans of houses, and only mentions the interior functions.

Some improvement in the overall housing scene could be realized if the readers will bear Mr. Haeger's points in mind. But the real problem of housing a vastly expanding population with new dynamic land use and housing techniques is not mentioned. It is my opinion that these problems cannot be solved by simply improving the facades of the individual houses which are then set upon the land according to the generally accepted sub-division site plan.

The entire sub-division concept which has spread thousands of boxes over thousands of acres of land, must be reconsidered in the light of population needs. Higher densities and increased individual privacy are needed; and research councils such as the one which commissioned this book might do better to expend their efforts towards entirely new housing concepts.

—J. Conron

LETTERS TO THE EDITORS

Dear Editor:

The article, "Low-Rise Apartments," which appeared in the July-August issue of NMA is worse than ridiculous.

IF El Castillo Apartments are "SLUMS" then it is high time we have MORE such "SLUMS" in old Santa Fe.

El Castillo Apartments are a "dream come true" to many who have experienced a deplorable rental situation in Santa Fe. In some areas HIP boots are necessary due to no "ASPHALT."

Jealousy and criticism seem to be the rage of the age but perhaps if our hearts contained more "LOVE THY NEIGHBOR" and less animosity world peace would not be at stake.

Sincerely,
Ruth Holmes
El Castillo Apartments
Santa Fe, N. M.

The Editor:

I have just completed the July-August issue of N.M.A. and wish to take a moment to compliment Bainbridge Bunting for the most interesting presentation of Low-Rise Apartments.

Sincerely,
HARRY WUGALTER, Chief
Public School Finance Division,
Department of Finance and Administration,
State of New Mexico

25
How to be sure you get the fire rating you specify

REDUCE YOUR SUPERVISION TIME, TOO

With Zonolite Mono-Kote*, you get the same density on the job as you do on the fire tests. Mono-Kote is sprayed on the job just as it is tested. It sets hard because it contains gypsum plaster, the time-honored fireproofing material. It's not tamped to make it dense because it needs no tamping, so you are sure to get application of Mono-Kote as tested, on your job. You get exactly the fireproofing you specify. For details, contact your Zonolite representative.

Southwest Vermiculite Co.
1822 First Street, Northwest, Albuquerque, New Mexico
Phone C.Hapel 7-2244

ZONOLITE MONO-KOTE SPRAY-ON FIREPROOFING

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

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

TINGLEY COLISEUM
New Mexico State Fair Grounds

Bradbury and Stamm Construction Co., Contractors
CREGO MASONRY UNITS USED THROUGHOUT

CREGO BLOCK CO., Inc.
6026 - Second NW
Albuquerque, N. Mexico
344-3475
1311 Siler Road
Santa Fe, N. Mexico
983-7341

Makers of the finest Autoclave Blocks in New Mexico.
Meeting or surpassing ASTM minimum code requirements
IN NEW MEXICO
Specify ....

**climate built**

**for the arid south-west**

No shrinkage, no moisture to lose before stabilizing.
Every Glen-Mar door is built with the natural moisture content of this area (6%).

Glen-Mar Doors of Quality

An Open - and - Shut Case of Superiority!

Location of the Glen Mar plant in dry, dry Phoenix achieves "Balanced Moisture Control" ... low moisture levels in all component parts of this Glen-Mar Door! Proof: just open and close it ... an Open and Shut Case of Superiority!

NOW Proudly Distributed Throughout New Mexico by:

**APACHE Lumber Co.**

100 Mescalero, NW
ALBUQUERQUE, New Mexico
Tel. 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.

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**

NMA September-October, '64

23
When your plans pose communications problems, call us collect for free consultation and advice.

Our Communications Consultants can now offer you full no-obligation consultation services on (1) space required for switchboards or dial equipment, (2) requirements for communications ducts, (3) placement of communications ducts and outlets to individual offices, (4) building entries for large cables and (5) electrical outlets to be used in conjunction with telephone equipment.

Whenever you encounter communications problems in the design of multi-residential or non-residential buildings, call Albuquerque, collect, 247-7285. We'll make arrangements for a prompt visit by one of our engineers.

NOTE TO RESIDENTIAL DESIGNERS: For full information on our free pre-wiring service, call your local telephone manager.
The design of the new Lincoln County Courthouse involved the razing of the original structure, the remodeling of an annex built in 1940, and the construction of new facilities. The work is to be realized in such sequence that no temporary offices will be required. When the new building is finished, offices formerly in the annex will be transferred to it; when the annex has been remodeled, offices from the old courthouse will be moved into it. Then the original building will be demolished. The site occupied by the old structure will become a public park until it is needed for possible future expansion. Such flexibility of plan and movement was necessarily accomplished by an asymmetrical grouping of one-story elements around the remodeled two-story annex. It is expected that any future additions will enhance the importance of the central vertical core.

The existing Courthouse Annex is to be enveloped by a metal screen with strong vertical elements of design. In addition to emphasizing its vertical mass and to frankly hiding the original elevations, this screen will offer an interesting contrast to the stone masonry of the new construction. The screen is also to be repeated in certain other areas of the new building.

Except for the fountain on the highway side of the building, no attempt was made to establish a “front” elevation. There is no one main entrance as entry is readily gained from any street.

In designing the new courthouse, the architects attempted to create a building which would reflect the architectural and physical character of the area. Carrizozo is a small, relatively new, frontier-type community set on the edge of a vast and spectacularly beautiful desert valley. Therefore, neither the ancient pueblo nor a glass cube seemed to meet the demands of the location.

The columns and the waffle roof slabs of the new concrete structure will be cast in place. Exterior walls will be veneered with Corona stone, and the facia will be precast aggregate panels. The waffle roof slab will be exposed on the interior. Floors will be terrazzo or concrete, and the building will be conditioned by hot or chilled water.

Contractor: Cee-Bee Construction Company, Carlsbad.
Area for children's play

Kitchen

Dining

View of Kitchen from Living Room

NMA September - October, '64
A handsome and efficient kitchen has been named winner of General Electric's national kitchen design competition.

The prize winning kitchen is a square shape with three of the sides tailored for specific functions which are food preparation and storage, cooking, and clean-up.

Each of the sides opens above work centers onto other areas and the kitchen is integrated into the house so that it is adjacent to laundry area, living room, dining room and very near the dining patio.

The kitchen was designed by an architectural designer with the coincidental name of Robert Kitchen of Santa Fe, New Mexico. His entry was named best by a panel of judges who analyzed entries from all parts of the country.

The judges complimented the design for its compactness and its relationship to other living areas of the house in "an unusual and interesting way," and for the fact that a housewife could take one step from any position in the kitchen and be in front of any appliance or work area. They pointed out that it offered unusually good traffic patterns and could be contracted or expanded to meet various architectural designs for a variety of types of houses.

The judges were:
Ward Buzzell, NAHB Journal; Robert Martin Engelbrecht, A.I.A.; Milton Gralla, Kitchen Business Magazine; Olindo Grossi, F.A.I.A., Dean of the School of Architecture, Pratt Institute; Robert Hamill, Practical Builder; Joseph Hazen, House & Home; Joseph Mason, American Builder; Herbert Smith, Architectural Record; Irving Saunders, President of the Long Island Chapter of the A.I.A.
Designed to Enhance the Architectural Beauty of
OFFICES
SCHOOLS
CHURCHES
PUBLIC BUILDINGS

SOUTHWEST BUILDERS HARDWARE
A DIVISION OF
New Mexico Marble and Tile Co.
414 2nd St. S.W. • Albuquerque, N. M. • (505) 243-7380

MAY BE APPLIED BY BRUSH, SPRAYER OR ROLLER

Another Quality Product of...

WELLOBORN PAINT MFG. CO.
2714 4th St., N.W.
P.O. Box 6086
Albuquerque,
New Mexico

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

MASONRY
WOOD
METAL

NMA September - October, '64
DON J. CUMMINGS CO., INC.
ENGINEERING SALES AND SERVICE OF BUILDING PRODUCTS

Commercial Kitchens
SALES AND INSTALLATIONS

- Stainless Steel Fabrication
- All Major Lines of Commercial Kitchen Equipment.
- Walk-in and Reach-in Cold Storage Boxes.

2712 Carlisle, N. E. • P. O. Box 3486 • Albuquerque, New Mexico • (505) 265-8421

Roofing by LYDICK
A good name in roofing for over 70 years

- ROOFING: Composition, Asbestos, Tile, Slate
- BUILT-UP: Tar and Gravel, Asphalt
- CRUSHED MARBLE: White and Colors
- ROOF DECKS: Gypsum, Steel and Lightweight Concrete decks
- CORRUGATED ASBESTOS and ASBESTOS SIDING
- SHEET METAL WORK
- HEATING and AIR CONDITIONING

LYDICK ROOFING COMPANY
1625 Williams S.E. • Albuquerque, N. M.
— 247-0401 —

BUILDERS! CUT COSTS!
PROVEN STRENGTH — SELECT LUMBER

FREE Consultation on INDUSTRIAL WATER TREATMENT ! ! !
CATALOGS AND SPEC SHEETS FOR YOUR LIBRARIES AT NO CHARGE

World’s Largest WATER CONDITIONING COMPANY

WATER CONDITIONING, INC.
Albuquerque

COMMERCIAL ROOF TRUSSES
INSTANT CABINETS • DOORS • WALL PANELS
FRIENDLY FOLKS • FOLO-THRU SERVICE

DIAL 242-5221 • ALBUQUERQUE

NMA September - October, '64
Plan of eighteenth century Lima showing location of plazuelos.

The volumetric composition of colonial Lima.

The skyline of central Lima, circa 1750.
and the patios contributed. Perhaps the best description of these qualities is found in "Townscape," where author Gordon Cullen defines enclosure as "the polarity of legs and wheels. It is the basic unit of the precinctual pattern; outside the noise and speed of impersonal communication which comes and goes but is not of any place. Inside are the quietness and human scale of the square, quad, or courtyard. This is the end product of traffic; this is the place to which traffic brings you. Without enclosure, traffic becomes nonsense."

The continued erosion of these urban qualities by the imposition of ever increasing volumes of motor vehicles on the old narrow streets has of course long since passed the point of becoming nonsensical—it's downright unlivable. Official thinking on this mess, however, is becoming still more nonsensical. As evidence there is the recent proposal by a gaggle of experts from the Transport Department which would remove public transportation from the streets of the center but continue to permit private cars and trucks!

However, Lima has not yet forsaken the pedestrian entirely for it has the Jiron Union, one of the world's great urban avenues still preserved from the inroads of heavy motor traffic. Running through the center of the old city, it's a shoppers street on the order of the Kalverstradt in Amsterdam, the Calle Florida in Buenos Aires, or perhaps even a larger and livelier version of San Francisco's Maiden Lane. The Jiron Union is not a unified mall designed for beauty, its architecture is undistinguished, (even Sears is frowzy here) and if amenities are desired they're best found in the Plaza de Armas or the Plaza San Martin at either end of the street. The real attraction of the street is its openness to humanity. Here both beggars and belles stroll, stare, chat, eat ice cream cones at 4 cents each, and can buy anything from Inca cups to American deodorant sticks without hazard or nuisance from the internal combustion engine which is relegated to other streets during the principal shopping hours.

In this writer's opinion it's far superior to a color schemed, air conditioned, shiny, new suburban shopping center in that it is part of the great central precinct. It doesn't huddle in the center of a parking lot, but is within easy walking distance of many other interesting places. It's unashamedly urban; there are no potted shrubs, muzak, or friendly announcements on the public address system about this week's special bargains. It's commercial, but not crass; interesting, but not contrived, cosmopolitan, but still very, very Peruvian. Jiron Union is where traditional Lima has put on twentieth century dress, but left her car in the garage.

Prescott wrote that Lima was "the fairest gem on the shores of the Pacific." Like other former centers of empire, Lima may no longer be as fair, but let's hope that she hangs on to her inheritance of graciousness and habitability a bit longer.

—Albert Solnit
Lima, March 1964
**LIMA, PERU**

**A townscape for pedestrians and sidewalk cafe lovers.**

...by: Albert Solnit

Old timers from Santiago to Santa Fe always agree that theirs is a mighty fine town, but oh for the good old days! In Lima the good old days usually mean the period of the 1700's when the city lorded it over the rest of the continent as the seat of the Spanish viceroys. However, at the height of this vanished glory, the city was a small one by present day standards; the population was less than 100,000. Even though Lima is known as the City of Kings, it has seen one about as often as it has a real rainstorm. In fact, the climate here has had far more to do with the character of the place than the presence or absence of monarchs. Only 12 degrees south of the equator, one would expect a tropical climate, but the temperature does not rise above 80°F. The site of the city is actually an oasis in the midst of desiccated wasteland, but it's usually covered with what loyal Limenians refer to as "la perla perlada"—the pearly haze. Humidity rarely falls below 80% and the desert soil when watered will permit gardens of almost tropical luxuriance. Although this haze prevents the parching and the need for shade found in other arid zones, it gives the light a soft diffused quality, which in turn mutes colors and suppresses shadow contrasts. Thus the recessed Andalusian windows and doorways that appear as black maws in the sparkling sunlight of Spain or the highland cities of Peru such as Cuzco, are penetrated by the glance of the passerby because of the absence of a curtain of strong reflected light and deep shadow in this overcast city. Even though building details and colors are flattened here in the manner of London or Edinburgh, Spanish detailing and styles have always been a part of Lima's architectural tradition. Even today the folklore that Lima is a Seville on the Pacific persists. Talavera tiles that sing in the bright light of the mountain towns, merely look like a bit of cosmetic business in Lima, yet they are used in profusion to this day by local architects whose sense of place may have been lost while trying to evoke the days of gold and grandees for a client who made his fortune in fishmeal or guano. It all simply proves that builders and buyers of new antiques are not limited to consciously "different" places like Carmel and Santa Fe, but can occur anywhere architects and clients are fixated by a rosy vision of the past.

Another effect on the townscape induced by the rainless climate is the general flatness of the city's roofs. Not only is pitch in a roof unnecessary, but as the barrida builders have amply demonstrated, it's possible to gain shelter with merely four walls and no roof at all. Without visible roofs, eaves, overhangs, or rainspouts, many of the building groups resolve themselves into a cubistic composition. This plastic quality is best seen in the streetscape of the old colonial city. In the City of the Viceroy the building facades form a solid wall on each side of the narrow rectilinear streets. The only projection from the wall-planes is an occasional row of shuttered balconies known as "miradors." As Sacheverell Sitwell says in "Golden Door and Mirador"... "Such wooden balconies are the architectural feature of Lima,... It is odd indeed to look out through those pierced jalises that have their only parallel in the grilles of nun's choirs in Spain, Portugal, and Southern Italy."

The traditional uniformity of building heights (two stories) gave the streets of Old Lima a corridor-like intimacy. At regular intervals this condition was beautifully relieved by a number of church plazas. These ranged in size from the block square Plaza de Armas, cited by many as the finest square in Latin America, to the small plazuelas which sometimes were no more than a thirty or forty foot setback for a church. The churches themselves offer a contrast in volume and scale to the rigidly rectangular blocks of private buildings in that they are composed of cylinders, cones, arches, hemispheres, and soaring bell towers. These churches also added punctuation to the field of vision by their vertical dominance over the other building masses. (see sketch page 15.)

The harmonious urban composition that was Lima in its "golden age" had still another dimension to its human scale. Depth and penetration of the walled passages that were Lima's pedestrian trafficways were provided by the arched town house entrances. The entrances often opened onto patios and balconies of great charm. Many are still so compelling that they seem to issue a command of "eyes right" to the pedestrian, thus rescuing him from the tunnel vision that the unbroken vertical planes of the straight ahead vista would inflict. All this adds up to a visual rhythm of voids observed from their framed points of penetration on the sides of parallel flat planes until the whole sequence is culminated or broken by a plazuela. The tight streets of Lima teem with traffic, vendors, sidewalk stands, and pedestrians even today and the historians assure us that the bustle was even greater in the days when there was more of a resident population in the center. Then as now, the plazuelas functioned as foils to the busyness of the streets by offering a quiet enclosure or outdoor room to come into out of the streets' surge and noise. Enclosure, amenity, and focus were three essentials of a successful cityscape that they

NMA September - October, '64 13
NEW WOOD HANDRAILS with an aluminum core substructure are furnished as a complete unit by Blumcraft. The solid walnut wood, with a natural hand-rubbed oil finish, is bonded to the aluminum at Blumcraft's factory. This new railing concept combining wood and metal is trademarked RAILWOOD®.

Complete 1964 catalogue available from Blumcraft of Pittsburgh, 460 Melwood St., Pittsburgh 13, Pa.
The Liberal Arts Center is the latest addition to the expanding campus. Previous buildings constructed, in accordance with the long-range development plan include the Administration Building, two dormitories, and a classroom building. The master plan was also prepared by Philippe Register.

The Liberal Arts Center includes two theaters, one of which will seat 508 persons, while the other will seat 119. The larger theater is designed to accommodate full-scale plays and musicals, and will also serve as a teaching facility for large classes. The upholstered seats will be equipped with folding tablet arms. The theater lobby, with its 24-foot high ceiling, has been designed with special lighting to allow for exhibitions of paintings and sculpture.

An ensemble room and a recording room have been included in the design. A large clear plastic bubble will be set into the wall which separates these two rooms and which will allow the music director to view the musicians or chorus while a recording session is in progress. The ensemble room has been designed to control all extraneous noises. A curtain will be provided which can be set at any position in the room to establish the conditions of reverberation that might be desired.

The Center will also contain piano practice rooms, a language laboratory, art rooms, and three general purpose classrooms.

The building has two main elements; the large core area will be 45 feet high and will contain the two theaters, the stage, and the lobby. The lower element, which surrounds the core, will contain the classrooms, music department, art rooms, language laboratory, and the ensemble room.

The lower element will be brick veneer to match the other permanent campus buildings. The high core is a steel structure sheathed in precast concrete “T” beams. The “T” beams will lean inward to form a truncated pyramid. The corners where these beams meet at the top will be faced with brilliantly colored ceramic tile from Mexico. A flat arch frames the entrance to the outer lobby. The building is scheduled for completion in September 1965.
The unique design of the 31-story Security Life Building in Denver would not have been practical without lightweight concrete. The building, constructed of Idealite, is completely column-free between the interior core and perimeter walls. Such a design enables the office space to be tailored to the needs of the tenants without the obstruction of interior permanent support columns and walls. If you are considering the construction of an office, warehouse, apartment, parking garage 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.
would then be distributed free at our ports of entry, by the national automobile clubs, and at restaurants and motels within the state. Such a booklet could give information to tourists on topics like scenic routes, historical landmarks, campgrounds, dates and locations of fiestas, Indian dances and rodeos. The cost of the publication would be covered by the space sold to the present buyers of billboard space. The tourist, on the other hand, would be able to refer to this booklet frequently as he passed through the state and he would also be able actually to see our enchanting landscape. Furthermore, the new knowledge of interesting places and events within New Mexico might persuade him to spend an extra day or two here.

We believe that the end result of the blighting spread of billboards eventually will be the public's violent reaction. This may well result in the complete banning of billboards, first on new inter-state highways and finally on all state roads. But we may have to wait for this until the billboard mess has become so blatant as to obscure the landscape completely. A more positive and a more immediate solution might be the substitute which we have just suggested.

We realize that the billboard owners will oppose any restrictions upon their industry. They have always resisted attempts to zone billboards or control their size or format. It seems obvious that the industry will not improve itself but will instead attempt to gain its ends by continued influencing of the legislature. But does an industry serve the needs of humanity when it imposes itself upon us in such loud, garish and ugly ways?

The time is fast approaching when any defense that providers of billboards might make to perpetuate themselves will fall upon the deafest of ears. The lobby will ultimately be defeated.

In the past we have defended the need for some of the information which the billboard does present. On occasion we have found a motel or a cafe as a result of a billboard outside of a community. We do not mind a few billboards as we approach a town but we do not like an entire landscape marred and scarred by garish billboard graphics. Nor is there any place at all for the ubiquitous boor; the liquor, cigarette or automobile ads that desecrate our highways from coast to coast. A well-designed booklet would provide all of the information about local establishments that is necessary and in a more convenient form.

It must also be stressed that an improved port-of-entry system would be a necessary part of this idea. But this in itself (an improved port-of-entry system) could be of immense benefit to the state in any case. Tourists could be welcomed with a cup of coffee at a comfortable spot just inside the state line. They could be warned of the effects of high altitudes upon their sea level reactions before they proceeded along our highways. The booklet described above would also be a part of this welcome. And just think of the reaction of an American tourist when he is informed that he is about to experience a state whose great natural beauty is not impaired by intrusive billboards.

—J. Conron, B. Bunting
"The squawks died out plenty fast when everybody saw the club bounce into the black."

Drawing by Stevenson; Copyright The New Yorker Magazine, Inc.

The obliteration of our "Land of Enchantment" continues. More and still more highway billboards sprout with each new season. Yet no improvement in visually appealing or even acceptable graphics is evident. The stark beauty of our arid lowlands is less and less visible to the tourist; soon billboards will obscure even the highest mountains. This wanton desecration must be stopped.

We have not changed our opinion that billboards do serve a function for the stranger in our state. They do inform the traveler of the services which the forthcoming town has to offer—but they perform this service at the expense of the tourist's visual sensibilities.

It seems to us that a reasonable substitute must be offered. We suggest a well-planned and well-designed booklet which offers the billboard advertiser space to present his wares or services to a prospective tourist. This booklet might be sponsored by the state Department of Development and contracted out to a private advertising agency for promotion and publication. It
Precast Double T Wall Panels (non load bearing wall system) lends itself to a decorative effect

Wall panels are spaced with tinted glass spanning across the openings

ARCHITECT
Flatow, Moore, Bryan & Fairburn

CONTRACTOR
Bradbury and Stamm

PHILLIPS MERCANTILE CO. BUILDING
4801 Lincoln Rd. N.E. • Albuquerque, New Mexico

HYDRO CONDUIT CORPORATION
FORMERLY MARTIN MARIETTA
2800 Second St., S.W. • Albuquerque, New Mexico

STRUCTURAL STEEL FOR NEW MEXICO'S THRIVING BUILDING INDUSTRY SINCE 1942

Miller & Smith Mfg. Co., Inc.
500 Phoenix Avenue, N.W.
Station B - P.O. Box 6007
Albuquerque, New Mexico

NMA September - October, '64
A rchitects and contractors think our Q Block is dandy!

AS ARE OUR ....
SCHLAGE LOCKS & Complete Line Commercial Hardware
Overhead Doors, all types
Plastic Folding Doors
Hollow Metal Doors and Frames
Special Hollow Metals

 Builders Block & Stone Co., Inc.  Builders Block & Supply Co., Inc.
Wm. (Bill) Derby  P. O. Box 1633  622-1321
ROSWELL, NEW MEXICO

Cleo Burger
P. O. Drawer FF  524-7717
LAS CRUCES, NEW MEXICO

(El Paso Number 532-9695)

MANUFACTURERS OF CINCRETE AND PUMICE BLOCKS

SPECIFY HYDRONICS*

FOR THE BUILDINGS YOU ARE PLANNING

- FREEDOM OF DESIGN
  Hydronics places no restriction on design or layout, provides specialized equipment to meet every problem.

- FREEDOM OF MATERIAL
  Hydronics is easy to install in any construction, whether it be curtain wall, precast, glass, or metal. Long spans and open layout present no heating or cooling problems.

- PLEASED CLIENTS
  Comfortable, heating and cooling will increase client appreciation of outstanding design. Assurance the client will get the performance that is specified.

- PROVISION FOR FUTURE
  With a hydronic system the mechanical equipment has the durability and long life that outstanding structures deserve.

- ECONOMY PLUS
  Through advance construction techniques, through low owning and operating cost, and because the client is protected against future changes in energy sources.

* HYDRONICS — The science of heating and cooling with liquids.

NEW MEXICO PIPE TRADES INDUSTRY PROGRAM
CAVERN INN MOTEL
WHITES CITY, NEW MEXICO

you can always count on...

ATLAS
QUALITY BUILDING PRODUCTS

W. T. HARRIS — ARCHITECT — A. I. A.
HOBBS, NEW MEXICO

Write ATLAS for details: Box 9977, El Paso, Texas 79990

A DIVISION OF
NEW MEXICO SCHOOL AND
OFFICE SUPPLY COMPANY

Distributor of
Herman Miller Furniture

One of the most versatile systems available to the designer...
Herman Miller’s CSS • Ask for your copy of the CSS Workbook

NMA September - October, '64
Mr. Architect . . . .
let us show you why a large percent of
Building owners in New Mexico rely upon
us for dependable Vertical Transportation.

BATAAN MEMORIAL METHODIST HOSPITAL
Albuquerque, New Mexico
THREE—Geared Passenger Elevators
ONE—Dumbwaiter

Hunter-Hayes Elevator Co.
106 Buena Vista Dr. S.E.
Albuquerque, New Mexico 87106

Please have Representative Call
Send data on General Equipment
Name ___________________________
Address _________________________

KoolShade®
SOLAR HEAT AND GLARE CONTROL
for any window
under the Sun...

Sun-Conditioning, or the scientific control of
solar heat and glare, is as much a part of a
building today as air conditioning or sound con­
trolling. KoolShade pioneered in the control ofsolar heat and glare, and today offers a proven,
precision device for shading sun-exposed
windows, thereby protecting them against un­
wanted and harmful direct solar rays. In short
— KoolShade provides comfort.

WELCH-ERWIN CORP.
Phone 344-3547
4019 C Edith Blvd., N.E. • P.O. Box 681, Albuquerque, New Mexico
The Ugliness Around Us — Billboard Department 8
A Liberal Arts Center — Philippe Register 11
Lima, Peru, A Townscape for Pedestrians and Sidewalk
Cafe Lovers — Albert Solnit 13
A Prize Winning Kitchen — Robert Kitchen 18
Lincoln County Court House — Voll, Buffington and Nolan 20
Notes on Reading 25
Letters to the Editors 25
Index to Advertisers 26

(Cover—"The Birds"—a garden sculpture by Paul Morris Wright
Jean Rodgers Oliver, Photographer)

—Official Publication of the New Mexico Chapter, American Institute of Architects—

Chapter Officers
President, John McHugh
Vice-President, John Reed
Secretary, William Buckley
Treasurer, John J. Heimerich
Director, Max Flatow
Director, Hugh Rawland
Director, Don Oschwald
Director, Garlan Bryan
Director, E. C. French

Magazine Committee
Bainbridge Bunting J. Co-Editors
John P. Conran)
Jean Rodgers Oliver
—Staff Photographer
W. M. Brittelle, Sr., Chairman
—Advertising Director
John J. Heimerich, Treasurer
Van Dorn Hooker, Circulation
John McHugh, Ex-Officio

Printed by: Hall-Poorbaugh Press, Inc. Roswell, New Mexico
A NEW DIMENSION IN DESIGN

$8\frac{1}{2} \times 4\frac{1}{4} \times \frac{3}{8}$

Monarch’s design — a long ceramic wall tile which answers the need for a fast, efficient installation . . .

Sized for speed, priced for economy.

Contact your nearest Monarch distributor — and enter another dimension.

CERAMIC TILE WALLS:
Walls and Floors: All glazed tile walls shall be $(4\frac{1}{4} \times 4\frac{1}{4})$ $(8\frac{1}{4} \times 4\frac{1}{4})$ $(6 \times 4\frac{1}{4})$ $(6 \times 6)$ standard grade in colors selected by the Architect from the standard palette.

Monarch
TILE MANUFACTURING, INC.
SAN ANGELO, TEXAS

New Mexico office: 414 Second St. S.W., Albuquerque, N. M.