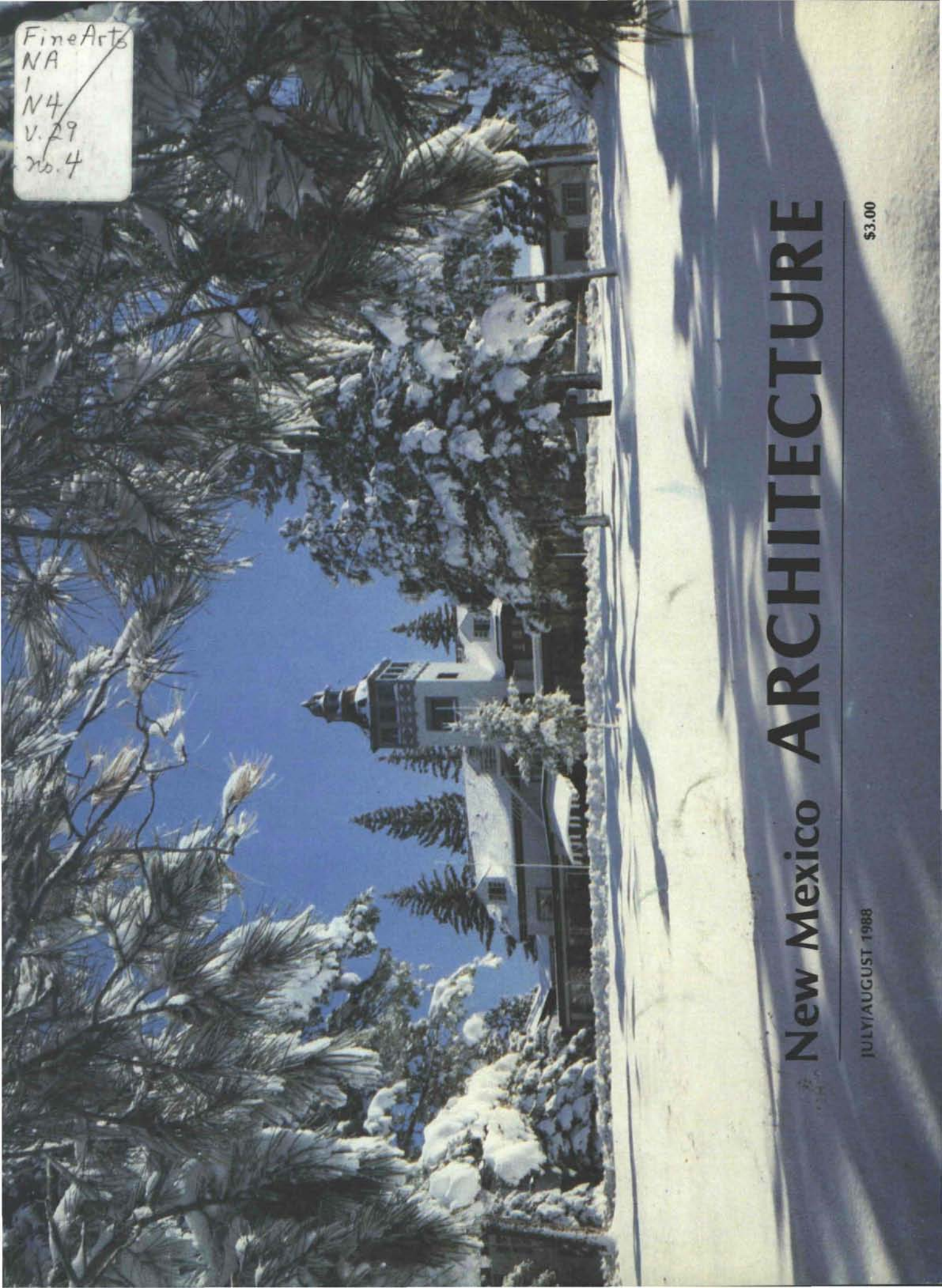


Fine Arts
NA
1
N4
V. 29
No. 4



New Mexico ARCHITECTURE

JULY/AUGUST 1988

\$3.00

How to save 15% on steel framing

Use loadbearing masonry walls for your next warehouse or commercial structure

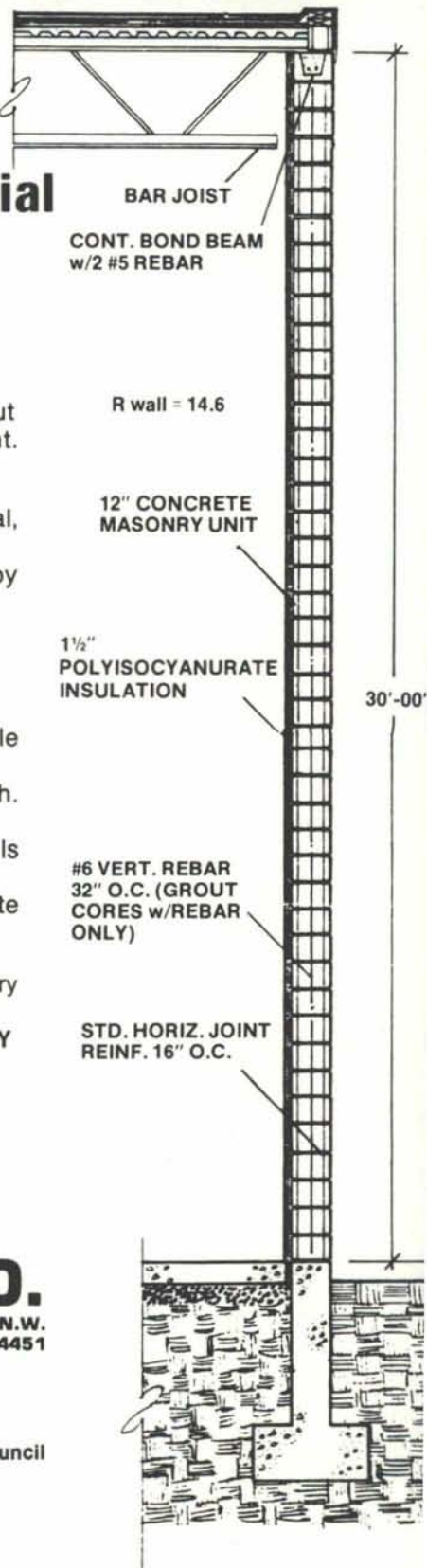
The best wall system is one that performs several functions simultaneously.

A masonry wall serves as a finished wall, but can (and should) also be a structural element.

Today's engineered, taller, thinner masonry bearing walls allow you, the design professional, to give your client more building at a lower square footage cost. This is accomplished by eliminating the perimeter steel columns and beams and using the masonry as a wall bearing element.

Masonry walls with vertical reinforcing and grouting have a dramatically improved tensile strength (for windload) while taking full advantage of masonry's compressive strength. Using this innovative engineering concept, you can now design and build 30'-0" high walls with 12" Concrete Masonry Units or 30'-0" high composite walls of brick and 8" Concrete Masonry Units.

If you wish to design these Tall Slender Masonry Walls, (based on UBC 1985 and ICBO Report 4189) please contact **CREGO BLOCK COMPANY** for assistance with **TALL WALL** Computer Program.



CREGO BLOCK CO.

P.O. BOX 6466
ALBUQUERQUE, N.M. 87197

6026 SECOND STREET, N.W.
(505) 345-4451



Courtesy of
Masonry Advisory Council



• vol. 29 no. 4 •

july-august 1988 • new mexico architecture

In this issue

New Mexico Architecture presents the history of the Cloudcroft Lodge prepared by Sally Kabat. In addition to the facts of history the Lodge enjoys the legend of its own resident ghost. Rebecca's portrait hangs in the lounge; one can say that Rebecca is one of the more attractive ghosts. (See photograph above).

In addition to the history of Cloudcroft Lodge we publish a strong opinion, written by Wayne Wilburn, of the new architectural control ordinance passed by the Santa Fe City Council. These new regulations cover, and it is claimed protect, the city beyond the boundaries of the older and stricter Historic District regulations. If the reader is interested, he or she can search back into an ancient issue of **New Mexico Architecture** to find two very diverse opinions of Santa Fe's original Historic District Ordinance and its regulations. The opinions were expressed in the November/December 1960 issue by myself against and Irene Von Horvath for. It was an interesting debate with, of course, Irene's arguments prevailing.

The cover of this issue is sponsored by the bank account of **New Mexico Architecture**. Contributions to defray the costs would be welcome; the bank account would be most appreciative. JPC.

nma

☞ The Editor's Column 3

An Editorial 7

Don't Differ in the City Different
by Wayne Wilburn

NMA NEWS 9

Stevens, Mallory, Pearl and Campbell Donate's Love-
lace Documents to UNM's John Gaw Meem Archive

Bosl Elected Vice-President of National
Construction Organization

Million Dollar Renovation Completed at Historic
New Mexico Lodge 19

Youngsters Include Malls in Designs for
Cities of the Future

Land Of Cool Pines: 11
Cloudcroft, New Mexico, and the Western Resort Tradition
by Sally Kabat

Professional Directory 20

Advertiser's Index 22

(Cover— *The Lodge at Cloudcroft*
Photo by Patricia Richardson)

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

Society Officers

President—Richard R. (Toby) Pugh
President-Elect—Wayne Lloyd
Secretary—Brad Nesser
Treasurer—Bill Freimuth
Director—John Alejandro
Director—Tim Christensen
Director—Charles R. Dupwe
Director—Jess Holmes
Director—Thomas E. Hummell
Director—Patrick McMurray
Director—Tomas Méndez
Director—Steven N. Newby
Associate Director—Roger Easley
NMSA Lobbyist—Dicki Ryals
Executive Director—Sema Wynne

New Mexico Architecture - Committee

John P. Conron, FAIA/FASID—Editor
Carleen Lazzell—Associate Editor/Advertising Director
Christopher Larsen, AIA—Chairman
Van Dorn Hooker, FAIA—Past Chairman
George Anselevicius, FAIA
Marjorie Hooker, AIA
Carolyn Kinsman, Designer
Charles E. Nolan, Jr., AIA
George C. Pearl, FAIA
Glade F. Sperry, Jr., AIA
V.B. Price—Architecture Editor, "Artspace"
Don P. Schlegel, FAIA
Christopher Wilson, Architectural Historian

International Standard Serial Number—0545-3151

5 years from now, who will be here
helping to support
the design requirements
of your project?

 **KLEIN ENTERPRISES, INC.**

We have been serving the Data Processing
and Architectural communities since 1971.

TATE Access Flooring
LIEBERT Environmental Products
Power Systems
Access Control Systems

Single Source Responsibility

KLEIN ENTERPRISES, INC.
4420 Prospect NE
Albuquerque, NM 87109
505-884-3286
N.M. License #14136



Atlas Travel Service

*Vacation, Business
and Group Travel*

First National Bank Building East, Suite 104
Albuquerque, New Mexico 87108 (505) 265-5915

Insurance for the Design Professional
New Mexico's
Professional Engineers
and Architects

**Alexander
& Alexander**

**BONDING &
INSURANCE**

Since 1925

Call Bob Dean, Professional Liability Specialist

TELEPHONE (505) 883-8282
N.M. WATS 1-800-432-5882

Suite 200
600 Uptown Blvd. NE

P.O. Box A
Albuquerque, N.M. 87103

**AMIANTITE
AMERICA, INC.**

**ACRYLIC POLYMER
WALL FINISHES**

"On a scale of 10, Amiantite is about as close
to '10' as any product can get."

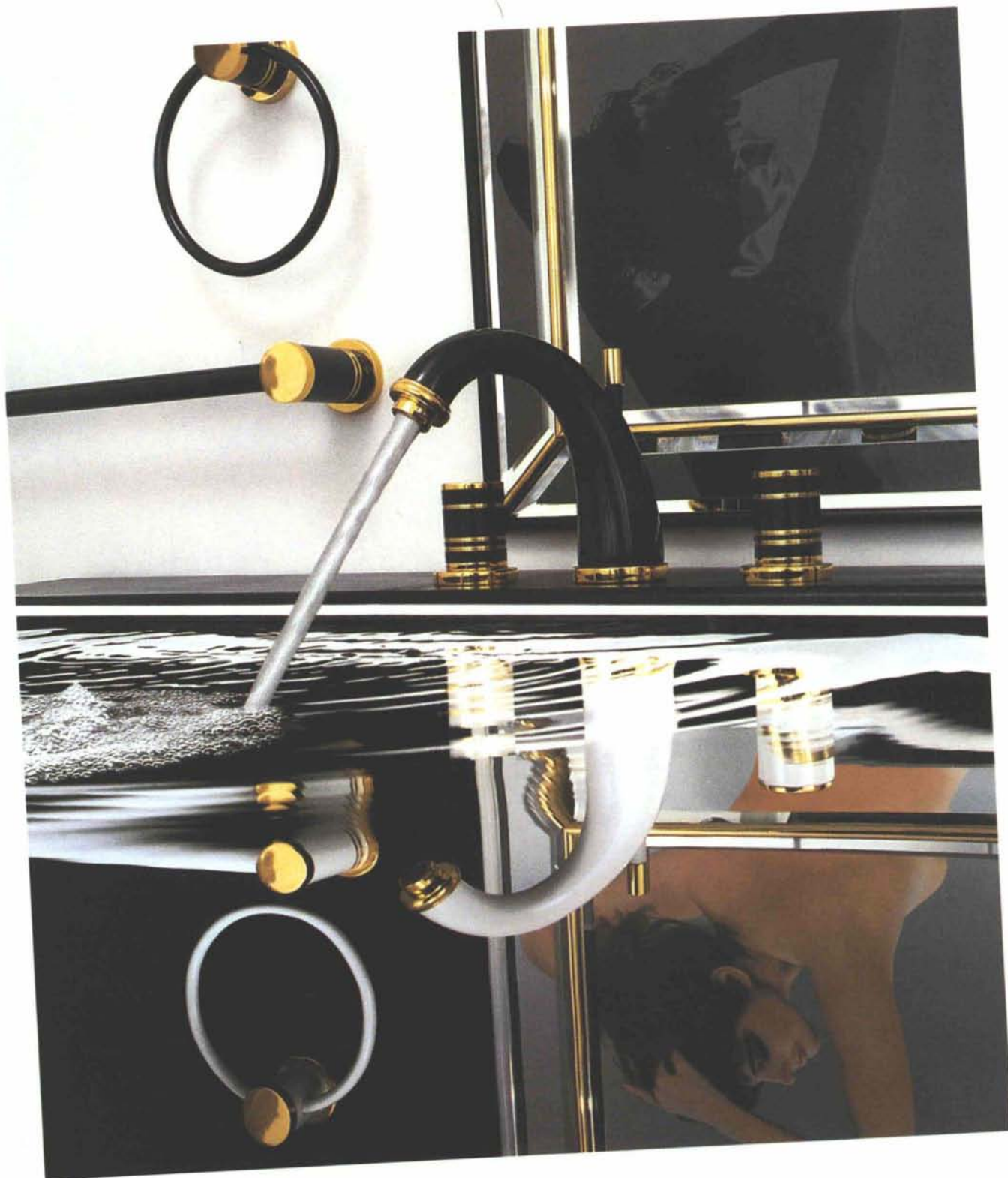
John Bucholtz, P.E.
"Techniques and Comments"

El Rey



Stucco
COMPANY INC.

NEW MEXICO (505) 873-1180
COLORADO (719) 392-9003



THE BOLD LOOK
OF **KOHLER**.

Reflecting the elegance of a young swan, the Kohler Cygnet.™ In black, white, brushed nickel or chrome, accented with 14k gold. Using a new Kohler ceramic washerless valve, faucets and full accessory line with style and grace. See the whole line of Kohler possibilities at your nearest Kohler distributor or write Kohler Co., Dept. 100, Kohler, Wisconsin 53044.

C6012 Copyright 1986 Kohler Co.

come
and see . . .

THE
BOLD
LOOK OF
KOHLER

in the showrooms at

PHC Supply Company

1000 Siler Park Road • Santa Fe, NM • Phone 471-1811 • 1-800-654-1476

Active SUPPLY COMPANY

1500 Candelaria N.E. • Albuquerque, NM • Phone 345-8587 • 1-800-354-7378
541 Laser Road • Rio Rancho, NM • Phone 892-4401

SHOWROOM HOURS:

Weekdays: 8:00 - 5:00 • Saturday: 8:00 - 12:00



SANTA FE
Chamber Music
FESTIVAL
SIXTEENTH SEASON
July 10 - August 22, 1988

July 10-August 22, 1988

WE ARE BUILDING A REPUTATION

to receive an announcement brochure
on the upcoming sixteenth season
call the Festival at
505-983-2075

or write

Dept. AM, P.O. Box 853, Santa Fe, NM 87501



Less Fare, More Care.[™]
America West Airlines

For reservations, call your
Travel Agent, or call America West at
800-247-5692

**FOR HARD WORK-
LONG HOURS**

Furnishings For:

Schools
Cafeterias
Libraries
Laboratory Casework
Auditoriums
Stadiums

SEI School
Equipment
Inc.

3225 Candelaria NE
Albuquerque, NM 87107

505-888-5959

**Pella has
wood windows
and doors
for every
home and office.**

**NEW CONSTRUCTION
REMODEL / REPLACEMENT**

**“When Quality Counts”
Call**

Pella Rio Grande Inc.

**The Pella
Window
Store[®]**

Windows, Doors,
Sunrooms & Skylights

Albuquerque (505) 345-3501
Santa Fe (505) 984-2210
El Paso (915) 833-3066
NM Toll Free 1-800-227-5240



PAXTON BEAUTIFUL WALLS

PAXTON BEAUTIFUL WOODS

include the very finest stock and custom milled wood wall paneling: Tongue and groove, raised panels, hardwood, plywood, softwood, beaded ceiling, tambour and mouldings.

When you buy from Frank Paxton Lumber Company you invest in quality.

Paxton is the nation's largest distributor of high grade lumber available: fine hardwoods and cabinet softwoods of

various thicknesses, all graded and measured after careful kiln drying.

We also stock a complete line of plywood, veneers, abrasives, finishing materials, dowels, drawer sides, hardware, and more and specialize in custom paneling and millwork.

Frank Paxton Lumber Company. We've been setting standards of excellence in our industry since 1914, by pleasing professionals like you.

FRANK PAXTON LUMBER COMPANY

1909 Bellamah N.W.
Albuquerque, NM 87104
(505) 243-7891
1-800-432-9142 New Mexico
1-800-545-8386 Out of State

**PAXTON
BEAUTIFUL WOODS**

THE MAYHEW COMPANY

**ENGINEERED BUILDING SPECIALTIES
"SINCE 1953"**

SALES - INSTALLATION - DESIGN ASSISTANCE

CRANES, MONORAILS, HOISTS	TOILET PARTITIONING
BATHROOM ACCESSORIES	FLAGPOLES & FLAGS
CHALK & TACK BOARDS	ACCORDIAN DOORS
OPERABLE WALLS	SIGNAGE
LOCKERS	

(505) 247-4131

367 ARVADA, NE
ALBUQUERQUE, NEW MEXICO 87102



**WOODEN
IT BE
NICE?
IT IS.**

Our 10,000 square foot milling plant produces fine wood moldings in an almost unlimited array of species

Your design, our design or matching designs for restoration. Kits makes it. And at prices that make it nice.

KITTS ENTERPRISES, INC.

SPECIALTY MATERIALS AND HARDWARE FOR ARCHITECTS, CABINET MAKERS AND CONTRACTORS

(505) 345-8135

5815 EDITH BOULEVARD NE • ALBUQUERQUE, N.M. 87125

CALL US TOLL FREE:

New Mexico: 1-800-432-6820 • Other States: 1-800-545-6104

DON'T DIFFER IN THE CITY DIFFERENT

by Wayne Wilburn

Santa Fe is acknowledged for a distinct quality of life attributed to its scenic setting, cultural mix, history and arts and crafts. Why should such a city dictate the image of architecture? Apparently buildings shouldn't differ in the city different.

Santa Fe's Historical District Regulations are clear evidence the city is a proponent of two architectural styles. Existing regulations govern the core of Santa Fe. New design guidelines govern the appearance throughout the city. "The courts have ruled that beauty is an urban amenity to be sought through police powers, review boards, and other regulatory measures; but they have omitted to set the standards by which beauty may be defined..."¹ The new design review process will govern building "massing, form, color, proportion, texture and materials." This brand of citywide beauty and visual harmony is a blanket of brown conformity. It erases the individual and historic identity of neighborhoods. Citywide visual cohesion is neighborhood anonymity. The ordinance states, "architecture outside the historical district must possess a degree of compatibility with architecture inside the historical district." It further argues the need for "an aesthetically cohesive and harmonious urban townscape" and solicits "respect for the traditional character and quality of wall dominated architecture."

The city of Santa Fe is a rich weaving of history. Each thread, or townscape, embodies the truths of a distinct era. Historic preservation attempts to preserve and/or rehabilitate environments that are significant to contributing to or supportive of history. Historic styles were historically responsive to place, time, and idea. Spanish/Pueblo Revival or the Santa Fe Style is evidence of Santa Fe's heritage to be respected and overcome. The practice of Pueblo and Territorial styles is misconstrued as historic preservation by the public. The city condones and enforces their use, perpetuating the lack of respect and acknowledgment that Italianate-Bracketed, Queen Anne, Gothic Revival, Romanesque Revival, French Second Empire, Georgian Revival, Neo-Classical Revival, Mission Revival, Bungalow, Moorish Revival, Prairie, and Franchise styles compose the city's pluralistic history. The guidelines are skewed to favor indigenous southwestern design. They illustrate our society's obsession with outward appearances and vogue fashions. Should architects affect or reflect social change?

The ordinance was justified in the interest of Santa Fe's social and economic welfare. Wayne Thowless, the city's urban designer has said the "need for such an ordinance can be summed up in two words: 'Cerrillos Road.'" Architects and planners as general strategists need to understand and respect the values implicit in a culture or subculture. The once-vibrant glitz of the automobile era exemplified in Santa Fe by Cerrillos Road's 'Motel Row', isn't forgotten. The Yucca and El Paseo drive-in theaters stand as last icons in a history-conscious city. By ignoring this area's past and present anthropological identity, the ordinance has imposed an absolute divinity in earth-toned pastels and pseudo-loadbearing wall facades.

Architectural Record reports a similar phenomenon in Albuquerque. "Rather than celebrate Central Avenue's high-spirited idiosyncrasies, many architects working in Albuquerque today have turned their backs on the strip, preferring to design everything from single-family houses to spec office towers as grim brown-stucco boxes. These unconvincing exercises in adobe recall, rationalized as indigenous 'Southwestern,' are in truth no more native to Albuquerque than they would be to any other Sunbelt metropolis."²

The Santa Fe style is a marketing device for tourism. It utilizes buildings as billboards. The conception of this style, as exhibited on the New Mexico Building of the 1915 California-Pacific International Exposition, "was twofold: 1st: To awaken local interest in preservation of the Old Santa Fe ... 2nd: To advertise

the unique and unrivaled possibilities of the city as 'THE TOURIST CENTER OF THE SOUTHWEST.'³ The city's new guidelines are a reaction to franchise architecture such as Long John Silver's, Taco Bell, and Pizza Hut. These buildings, designed by the home office, are advertisements. The ordinance is contradictory. It allows designers to practice a double standard by restricting foreign expression while it freely solicits the Santa Fe Style. Buildings as billboards do not constitute responsive design, whether they sell pizzas or pueblos. Buildings should do more than occupy space; they should consciously define, enclose and inhabit it responsibly.

An attitude toward promoting Pueblo and Territorial styles has given birth to propagandist writers soliciting an all-encompassing Santa Fe Style. The doctrine of these stylists promote earth-toned conformity and augments an 'us versus them' group egoism. A Pueblo reactionary attitude thrives in Santa Fe. It feverishly repaints everything in its path in a barbaric brown rage. Loyalty to an ideology shouldn't reduce openness to opposing dialogue. Stylistic groups specialize in a narrow rendition of expression by practicing design as habit rather than inquiry. Examination of a problem may negate a forced image or idea. The design process is exploratory and evolutionary. Its metaphysics require continuous scrutiny to avoid complacency.

The planning department was assigned the impossible task of defining and guiding correct architectural expression. "Unfortunately the resulting ordinance will screen out unconventional and innovative designs."⁴ Robert Venturi said in *Learning From Las Vegas*: Beauty escapes in the pursuit of safety, which promotes a simplistic sameness over a varied vitality. It withers under the edicts of today's aging architectural revolutionaries... who have achieved aesthetic certainty (Venturi p161-165). Eclectic diversity accommodates healthy design evolution and public awareness. By restricting cross cultural and corporate exchange of design ideas the city condones a community self-centeredness. The idiom of the ordinance is disturbing. Winston Churchill stated, "We shape our buildings and afterwards our buildings shape us." Cities are libraries of built ideas reflecting the spirit of their inhabitants. By editing expression, the ordinance narrows the imagination of its citizens. The ideology of the ordinance contradicts core American values: freedom of expression and freedom of choice. It advocates conformity, complacency, and the rewriting of history to reflect standards in vogue rather than truth.

Society is ultimately an architect's client. Why can't architects and planners design in a manner that celebrates the richness and complexity of life by respecting and understanding the past as a source of insight, information and inspiration; building in the present by solving modern problems with appropriate technique, craft and idea; revering the future through conscious, considerate designs of longevity, value and dignity? Architects and planners have an obligation to educate versus merely to appease their patronage.

WW

Wayne Wilburn is a graduate student at UNM's School of Architecture and Planning, where he received a BA in Architecture in 1986. He has been awarded several scholarships, including the John Gaw Meem Scholarship from the Santa Fe Chapter, AIA. In addition to his graduate studies Mr. Wilburn is employed in the office of Mazria Associates, Inc. in Santa Fe and has lived in "The City Different" for the past twenty years.

ENDNOTES

¹Venturi, Robert, Denise Scott and Steven, *Learning From Las Vegas* (The MIT Press, Cambridge, Massachusetts, and London, England, 1977), p 164-165. This book is cited hereafter as Venturi.

²Architectural Record Two for the Road (McGraw-Hill Publications, April 1988), p 82.

³Sheppard, Carl D., *Creator of the Santa Fe Style: Isaac Hamilton Rapp*, Architect (University of New Mexico Press, Albuquerque, New Mexico 1988), p 75.

⁴Architectural Record, *In the Public Interest: Design Guidelines* (McGraw-Hill Publications, July 1987), p 120.

CORIAN®

SOLID BEAUTY THAT LASTS...FROM DUPONT



WHOLESALEERS OF:

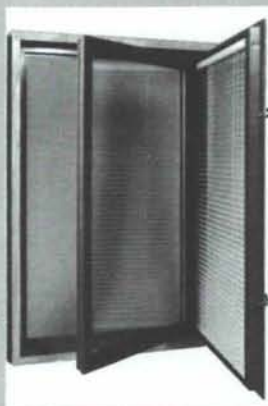
Corian
Karman Cabinets
Artistic Brass
Omnia Door Hardware
Bates & Bates Brass Bath Fixtures

FOR THE QUALITY THAT COUNTS!

E L C O Distributing

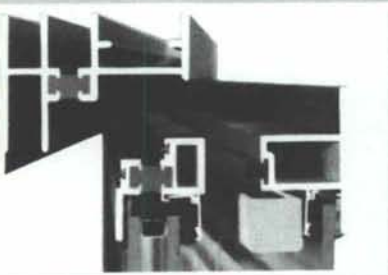
1-800-445-4975 (in state)
505-843-9774

1120 1st Street NW, Albuquerque, NM 87102



Optional between-glass venetian blinds catch light, not dust. The split sash simplifies maintenance and glass cleaning.

SERIES 800



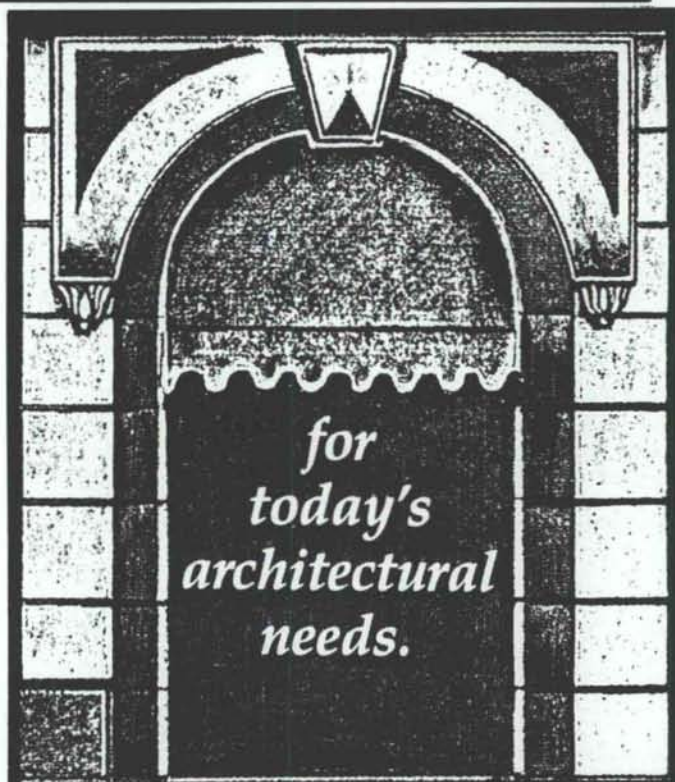
The Ultrabreak thermal barrier.

Represented in New Mexico by



**CURTAINWALL
WINDOW LIMITED**

P.O. Box 782315
Wichita, Kansas 67278
1-800-233-1204



*for
today's
architectural
needs.*

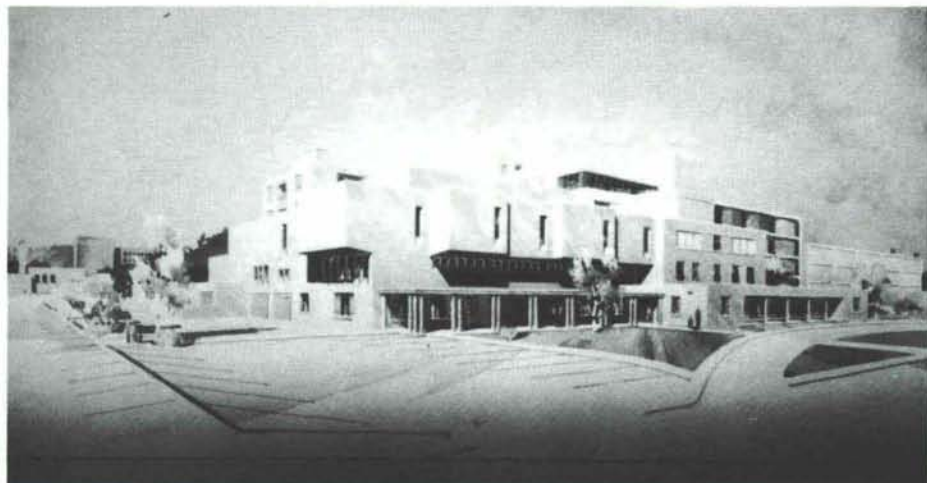
RADER

Awning & Upholstering, Inc.

ALBUQUERQUE
915 4th Street N.W.
505-243-4523

SANTA FE
1305 S. St. Francis Drive
505-988-1606

STEVENS MALLORY PEARL AND CAMPBELL DONATE LOVELACE DOCUMENTS TO UNM'S JOHN GAW MEEM ARCHIVE



Bataan Hospital complex as it existed in 1970 is shown in this tempera and watercolor rendering (by George Clayton Pearl). This view shows the three level expansion at the northeast corner, with the surgery in the center on the top floor. The intent was to complement the 1952 hospital, designed by Meem, while adding greater variety of forms and allowing this expansion to express its own time and function.

Stevens, Mallory, Pearl & Campbell Architects recently donated the entire collection of architectural documents of work done at Lovelace Medical Center, covering more than 30 years, to the John Gaw Meem Archive of Southwestern Architecture, University of New Mexico. The firm began work on the Bataan Memorial Hospital-Lovelace Clinic Complex in 1952 when John Gaw Meem, FAIA, of Santa Fe hired SMP&C to prepare the drawings for Bataan Memorial Methodist Hospital and the new Lovelace Clinic. Meem had been commissioned by physician-entrepreneur Randy Lovelace to design the hospital and clinic. Following this successful venture, SMP&C began a long-term relationship with Lovelace, which continued until 1984.

SMP&C believe that the value inherent in architectural documents is inestimable. The architects of the present and future deserve the best information and guidance possible in the pursuit of their chosen profession. The records of the past are extremely useful when researching for additions, renovations, and evidence of original work. Historians find the documents invaluable when studying architects and their projects; property owners seek original plans when remodeling.

The Lovelace collection is comprised of more than 350 tracings including some

preliminary drawings, and 70 sets (rolled) of prints averaging 30 sheets per set. A number of major projects are represented in the collection, for example, the Baird Research Lab (1951), Lassetter Research Labs (1961), and Memorial Chapel (1981), as well as various additions and clinics.

The Meem Archive houses the collections of many New Mexico architects, among them W.C. Kruger, Burk and Burk, R.P. Milner, Joe Burwinkle, Sr., Frank Standardt, plus designers such as Beula Fleming. The collection in the archive at present is in various forms, listed here with the approximate total following: books (850 volumes); periodicals (5000); microfilm (9 reels); photographs (3000); rolled drawings (500 sets); flat files (200 drawers/33,480 sheets); correspondence files (124 drawers); archival cartons (662); and vertical cabinets of plans (7). For more information on the Meem Archive, contact Jan Dodson Barnhart, Curator (505-277-7175).

Stevens, Mallory, Pearl & Campbell Architects is a 44-year old firm located in Albuquerque, New Mexico. SMP&C is grateful for the support and confidence of the community through the years and welcomes the opportunity to further the design profession in preserving its past for the future.

B.L.D.

BOSL ELECTED VICE — PRESIDENT OF NATIONAL CONSTRUCTION ORGANIZATION

The Construction Specifications Institute (CSI) has elected Gordon E. Bosl, FCSI, CCS, Institute vice-president (professional). Bosl, an architect/specification consultant with Gordon E. Bosl Architectural Firm in Albuquerque, New Mexico, took office July 1, 1988.

A member since 1966, Bosl has contributed his time and efforts to Institute activities. Currently he is a member of the Institute Specifications Competition Committee and is Institute liaison to the National Association of Women in Construction (NAWIC). In addition, Bosl has chaired several Institute committees.

Bosl, who has focused his efforts on CSI's liaison program, says, "In order for CSI to maintain its leadership and continued growth in the construction industry, it must continue to communicate with other similar organizations."

Bosl has received a President's Plaque, an Institute Board Special Award, and two Honorable Mentions in the Specifications Competition. He was elevated to Fellowship in 1985.


Founded in 1948, the Construction Specifications Institute is a not-for-profit technical organization dedicated to the advancement of construction technology through communication, research, education, and service. CSI serves the interests of architects, specifiers, engineers, contractors, product manufacturers, and others in the construction industry.

YOUNGSTERS INCLUDE MALLS IN DESIGNS FOR CITIES OF THE FUTURE

WASHINGTON, DC, July 27, 1988—Cities of the future may be constructed beneath the sea or in the desert. They may harness the power of the wind or sun and harvest the bounty of fish hatcheries and lush indoor gardens.

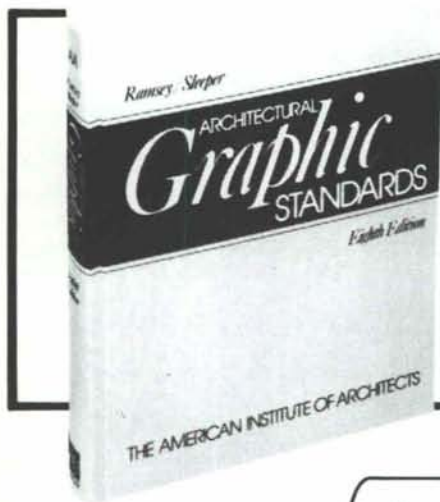
But one aspect of contemporary life will endure unchanged, say youngsters who designed 21st century cities for a children's newspaper. Shopping malls will survive.

Galactic news, a science-oriented publication published in Payson, AZ, invited its young readers to draw cities of the future. The American Institute of Architects (AIA), which is examining the future of architecture in a program known

Continued on page 19 

LOOK HERE...

Now Available at
HOLMAN'S
for only
\$150.00



...in the brand new
Eighth Edition of
*Architectural
Graphic Standards.*

With new chapters on Historic Preservation, Sports Facility Design, and Energy Design—all for the first time ever in *Graphic Standards*—it's the most significant revision in the 56-year history of "the architect's bible."

- LARGEST EDITION EVER—864 PAGES, 10,000+ ILLUSTRATIONS
- 65% NEW OR REVISED
- FIRST *Graphic Standards* WITH COMPLETE CHAPTERS ON HISTORIC PRESERVATION, SPORTS FACILITY DESIGN, AND ENERGY DESIGN.

Ramsey Sleeper
ARCHITECTURAL
Graphic
STANDARDS, Eighth Edition

Prepared by the American Institute of Architects John Ray Hoke Jr., AIA, Editor in Chief

WILEY

STORE HOURS:
M-F 8-5:30 / SAT. 10-3

HOLMAN'S

VISA
MASTERCARD
AMERICAN EXPRESS

401 WYOMING NE / ALBUQUERQUE, NM 87123 / (505) 265-7981

What do you call someone who uses the floor to heat their home?

Smart. Very smart. Because there's no more logical way to heat a home than with the revolutionary Infloor™ Heating System.

The concept is simple: Hot water tubes or electric heating cables are laid out on the subfloor and then embedded in Gyp-Crete 2000™ Infloor Blend, a flowable floor underlayment. The system warms the underlayment, which gently radiates heat into the room.

It's clean, efficient and unsurpassed in comfort. There's no moving air to create drafts or stir up dust.

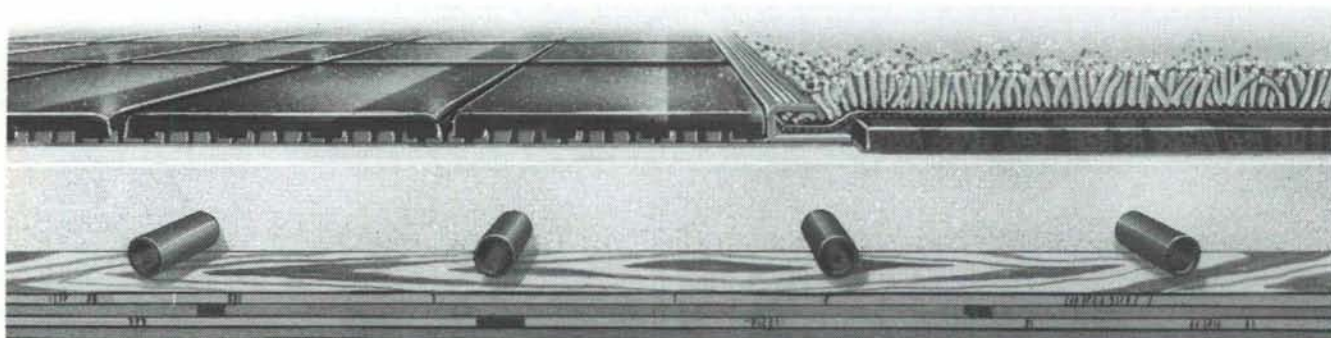
Just pleasantly warm floors silently radiating heat.

And with Infloor, there are no baseboard units, hot-air registers or cold-air returns. Nothing to interfere with the placement of furniture.

For more information, contact:

Brekke Distributors
P.O. Box 59465
Dallas, TX 75229
214 484-8948

INFLOOR
HEATING SYSTEMS



LAND OF COOL PINES: Cloudcroft, New Mexico, and the Western Resort Tradition

by Sally Kabat

The Lodge at Cloudcroft, represents one of New Mexico's best examples of a resort tradition. The hotel and the community reflect aspects of American culture, American economic conditions, and late nineteenth century American resort communities.

The end of the Civil War ushered in a period of growth in American leisure activities, and the development and expansion of American resorts. Freed from the restraints of a country at war, Americans discovered the pleasures of relaxation and recreation. They flocked in great numbers to the resorts and spas that had been built during the early years of the nineteenth century. The popularity of the vacationing trend was quickly recognized by investors, resulting in the construction of a great number of new hotels in the eastern United States. It was this development and expansion of vacation spots that formed the basis of the American nineteenth-century resort tradition.

In keeping with this resort tradition, the Lodge capitalized on its geographic location. For decades, it has offered cool, healthy mountain air as an alternative to the hot and humid summers of near-by El Paso. At the turn of the century, El Paso was a major transportation center with a population of more than 20,000.¹

The community was economically stable enough to provide the Cloudcroft resort with a sufficient and affluent clientele, and geographically close enough to allow vacationers access either by excursion train or a long, rough carriage ride.

The last quarter of the nineteenth century was also a time of great expansion and growth in the national railroad network. The Southern Pacific was building its transcontinental road from San Francisco south-eastward through Southern Arizona, and the completed line arrived at El Paso in May of 1881.² El Paso became the hub for many railroad companies. In the 1890s the El Paso and Southwestern Railroad Company (owned by Colonel Charles B. Eddy) began construction of a new route which was to run from El Paso northward through Carrizozo and Vaughn, to Tucumcari. As the construction crews headed

north they ran out of timber for cross-ties. The result of this shortage was the creation of the Alamogordo and Sacramento Mountain Railway Company, a line that climbed into the Sacramento Mountains to valuable stands of virgin pine which provided the required lumber.

As the railroad was being constructed, Eddy and his attorney, William Ashton Hawking, recognized not only the economic possibilities of the harvested lumber, but also the potential for a mountain resort community. Cloudcroft was planned and built by Eddy under the auspices of the Alamogordo Improvement Company which he established in 1897.³ The railroad line was completed from El Paso to Cloudcroft on January 25, 1900.⁴ Before it was finished, a railroad station was built by the company, as well as a large pavilion. This latter structure, measuring approximately 170' by 50' was officially opened on June 16, 1899.⁵ The pavilion contained a kitchen, dining room, reception area, and ballroom, and served the summer tourists who were housed in nearby rented cabins and tents. Most of the first summer tourists came from El Paso by excursion trains which ran every Friday. Women and children would often stay for several weeks—even the entire summer "season" while husbands and fathers paid the \$3.00 round trip fare for a long weekend escape from the heat of El Paso.⁶

During the last half of the nineteenth century, certain architectural styles came into vogue. They were very popular choices for residential architecture in such well known resort communities as Newport, Cape May, Bristol, and Nantucket. These styles are generally referred to as Victorian, but are technically defined as Queen Anne, Shingle, and Stick styles. The architectural elements most often associated with these styles are wood construction with a variety of surface textures, broad expanses of roof with connecting planes, a strong horizontal emphasis, verandas and balconies built within the envelope of the building, and hipped roofs with eyebrow dormers.⁷ As

"The Lodge—1900-1901"—from The Lodge, 1899-1969, Cloudcroft, New Mexico by Dorothy Jensen Neal.



styles that were popular for many contemporary seaside resorts they would have been recognized as an appropriate "resort" image by well traveled, wealthy El Pasoans, the most likely clientele to spend the sweltering summer months among the cool pines of Cloudcroft.

The first Lodge was officially opened on June 1, 1901 and was a two story log building. It incorporated many of the elements which are typical of the Shingle, Queen Anne, and Stick styles, having a low profile with a strong horizontal emphasis, porches and verandas, the extensive use of wood for construction and decorative detailing, and eyebrow dormers. The blending of the structure with the landscape and nature was in the Picturesque tradition, another appropriate architectural choice for the Lodge.

Fire was a constant threat to the wooden resorts and hotels of the nineteenth and early twentieth century. Gaslights and inadequate fire fighting equipment were two contributing factors to the blazing destruction of many fine examples of Victorian architecture. Some of the most notable were the Palace Hotel in San Francisco, the Tremont Hotel in Chicago, the Broadmoor Casino in Colorado Springs, and the Montezuma Hotel in Las Vegas, New Mexico. The log Lodge at Cloudcroft was completely destroyed by fire during the night of June 13, 1909. Fortunately without loss of life. A defective flue was blamed for the conflagration and railroad officials estimated the loss at \$60,000 to \$70,000. None of the nearby buildings were damaged so it was possible for vacationers to stay at Cloudcroft in cabins and cottages owned by the railroad. Every attempt was made to continue the summer season at Cloudcroft, and the excursion trains continued serving the community for the rest of the summer as scheduled.⁸

The destruction of the Lodge was a drastic blow to the community of Cloudcroft and a threat to its economy and survival. The arrival of the summer tourists had provided the only "green" or "hard money" in the area and the possibility that the railroad would not rebuild the Lodge was a devastating prospect for the town. But, by the summer of 1910, construction had begun on the new Lodge located on a much higher site, with spectacular panoramic views of the Tularosa Basin below. The railroad, knowing now that the resort was a financially successful ven-

ture, extended a spur from the existing station to within 1,000 feet of the new Lodge location and connected the new hotel to the spur with a wooden boardwalk. The boardwalk mimicked a well established Victorian tradition popularized by the famous American promenade at Atlantic City, New Jersey. The boardwalk provided a socially acceptable stage on which to see and be seen.

The new Lodge at Cloudcroft opened June 1, 1911 and continued for more than forty years as a summer resort under the direction of a variety of owners and managers. It provided the elite an environment for exclusive interaction in socially acceptable activities such as golf, tennis, horseback riding, picnics, dances, plays, charades, cards, lectures, concerts, gambling as well as a place to promenade and porch sit. These were popular activities at the Lodge that mirrored the social world of the summer resorts of the eastern United States. The architecture and interior arrangement of the Lodge provided the necessary areas for these activities to take place. It had a covered porch, an open veranda, card room, generous lobby, and a variety of other public spaces that changed in appearance and use over the years.

A Chicago architectural firm was commissioned by the railroad to design the new Lodge. Its form can generally be described as Jacobean, one of the Renaissance revival styles. The central building was designed with a tower element flanked by two lower sections of different size but equal mass. This part of the building was designed to contain the two story lobby, the offices of the resident manager off of the mezzanine, a two story dining room, and kitchen facilities. On the third floor was a large dormitory which could accommodate 75-80 men. Connected to the main building, on the north side, was a two story wing which contained fifty guest rooms, twelve private baths and four guest baths.⁹ A basement was constructed only under the central portion of the building. The original exterior was of a grey stucco, which was described as "fireproof".¹⁰ The three projecting bay windows gave light to the interior and spectacular views for the dining room guests. Although the main building, which contained the public spaces, was physically attached to the guest wing, which contained the private spaces, they were quite separate visually. The roof, as well as fenestration and architectural elements were quite different on each section of the



building; however, the original third floor dormers and cupolas on the main building and the wing were identical.

During the following forty years the history of the Lodge was uneventful. The depression years reduced the number of resort and vacationing Americans at Cloudcroft as well as across the United States. From 1932 to 1935 Conrad Hilton leased the Lodge from the railroad, and operated both the hotel and dining room for three seasons. In 1936 the Southern Pacific Company sold the Alamogordo and Sacramento Mountain Railroad, the Cloudcroft Lumber Reservation, and the Lodge to the Southwest Lumber Company under the control of Louis Carr. He owned and operated the Lodge with modest success from 1936 to 1942 when World War II depressed the national resort economy. ¹¹By this time automobile travel had replaced the train as the most common mode of travel. During war-time gasoline rationing limited the range of even the most affluent traveler. It wasn't until the post-war years that tourists "hit the road" and the economy of the Lodge took another upswing.

In 1953 John Ritter purchased the Lodge and immediately embarked on a renovating and remodeling plan that salvaged the sadly neglected structure. His efforts included the badly needed updating of the physical plant, and the drilling of a well. Ritter kept the hotel open that first winter and it has remained open year round since then. One of his most noteworthy accomplishments was the painting of the building in what was described as "a soft Broadmoor Pink". ¹²Certainly a significant attempt to form a visual association with the successful and prominent resort of the same name located in Colorado Springs.

Tragically, John Ritter was killed in an automobile accident August 19, 1954. However, the family retained ownership and with competent managers continued to promote and expand the facility.

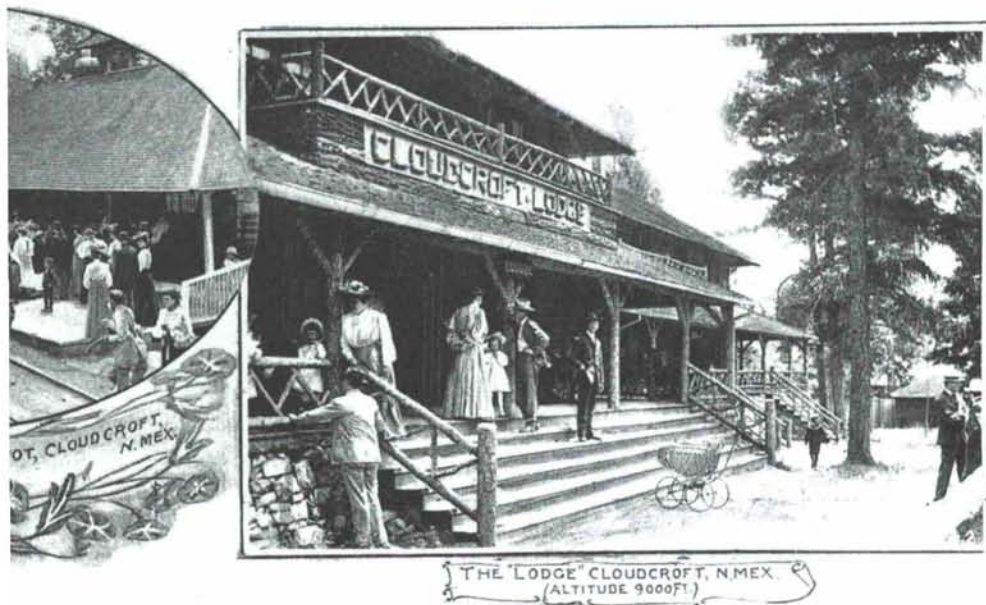
Several remodeling projects altered the Lodge. In 1957 the dining room was enlarged by enclosing the open veranda with plate glass windows. About this time another window was also added to the central tower, just above the copper-domed oriel window. ¹³The third floor dormers were enlarged reflecting the interior expansion of this space which included ten additional guest rooms and five new public rooms created on the mezzanine level. Many of the public spaces were "modernized" during the

1950s with fashionable changes made in decor and furnishings, as well as modification of the two brick fireplaces; one in the main lobby area and one in the dining room. In 1965, the roofed porch was enclosed ending the era of "front porch sitting".

On Thanksgiving Day 1963, "Buddy" Ritter, the son of the late John Ritter, opened his dream venture and a major contribution to the history of the Lodge; a downhill ski area he named Ski Cloudcroft. The expansion of winter activities gave additional impetus for year 'round operation. The 1970s began another period of change in the visual image of the Lodge. The expanse of plate glass windows in the dining room were replaced by casement windows with stained glass decoration. Nationally, it was a time of renewed interest in things of the Victorian period and style; a time when Americans appeared to be looking for symbols of a more elegant and relaxed era. Many Victorian images were used to express this desire for a grand and luxurious lifestyle, and the Lodge followed the trend.

The importance of image in successful marketing and promotion is well known. The Lodge has always made an effort to capitalize on a particular, if not consistent, image. It began with the log Lodge and its Picturesque influence, followed by the use of "Broadmoor Pink" color for the exterior of the new Lodge, the current use of four seasons images created by Tom Darrah, and the newest logo with a distinct Victorian flavor. An illusion has been created, over the years, that would hopefully appeal to the desired potential patrons. Darrah's four paintings illustrating the seasons at the Lodge are a wonderful example of marketing's visual appeal. The winter scene with pristine snow and warmly glowing windows suggests the appeal of a snow-filled vacation at the Lodge, especially to the hardy winter sports enthusiast.

Sports have had an important role in the story of the Lodge, especially golf. The game of golf came to America from Scotland in 1888 and by 1892 the fashionable eastern resort areas of Newport and Southhampton were offering this new sport to their wealthy summer residents. The early courses were either six or nine holes. The first eighteen hole course was built in Wheaton, Illinois, twenty-five miles outside Chicago. In 1897 the Lake Champlain Hotel built the first hotel course and Van Cortland Park, in New York City opened the first public course. By 1900 there were more than 1,000 courses in the country-at

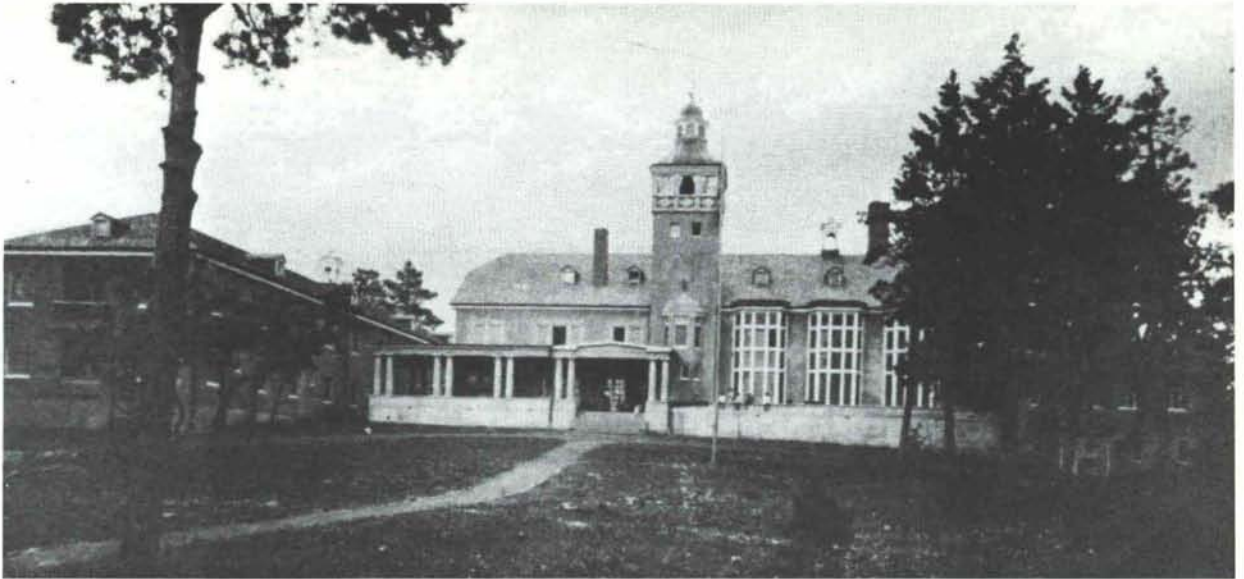


A postcard from the early years of the Lodge. (John P. Conron Collection)

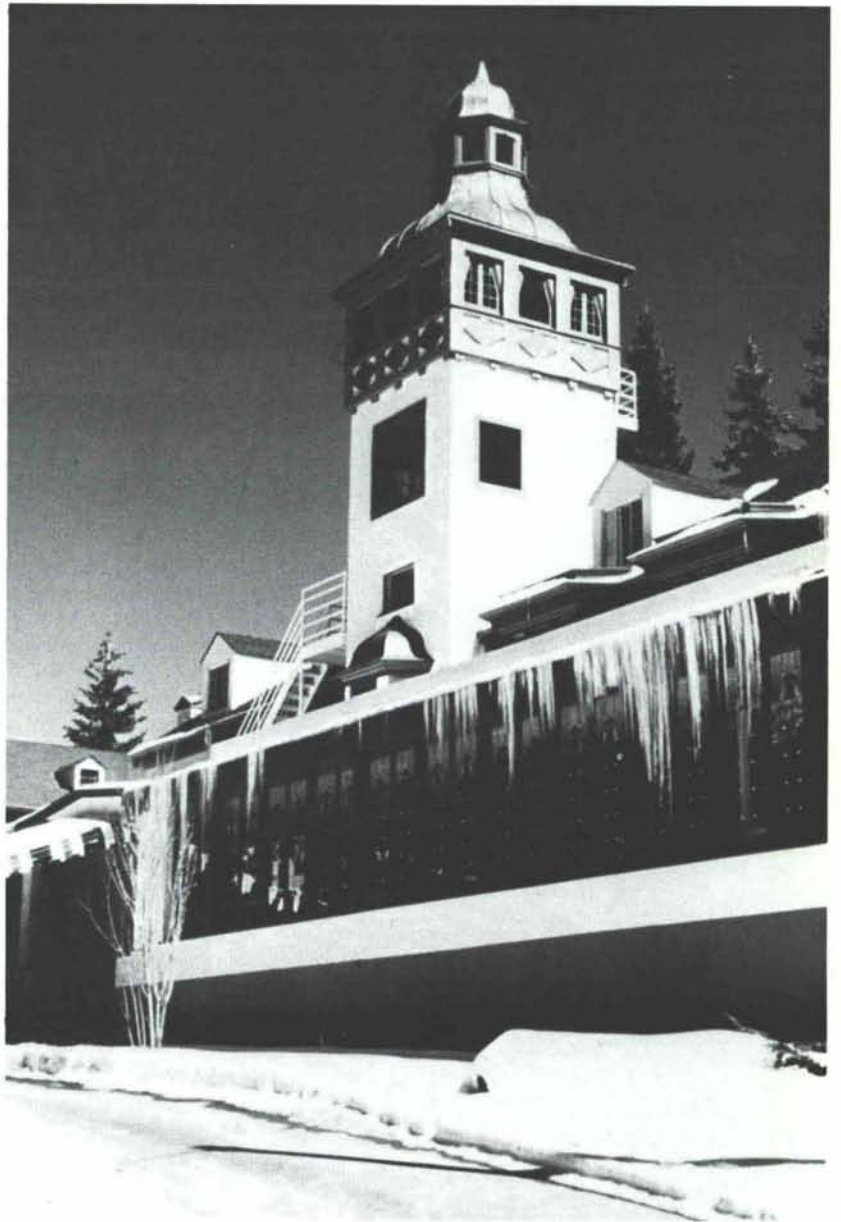


The fire on the night of June 13, 1909, above left, only these remnants remain. (Postcard collection-UNM)





The lodge shortly after its rebuilding in 1911. (The Lodge-1899-1969 Cloudcroft, New Mexico by Dorothy Jensen Neal.)



The Lodge during the winter of 1987. (photograph by Sally Kabat.) →



"Winter at the Lodge" a painting by Tom Darrah (photograph by Sally Kabat)

least one in every state-and twenty-six in the Chicago area alone.¹⁴ The golf course at Cloudcroft was built in 1900 at Zenith Park but was moved to the new Lodge location in 1911.¹⁵ The course and the game of golf has always been an important promotional tool for the Lodge, being touted, truthfully or not, as either the highest or the second oldest course in North America.

The most recent statistics available show that the Lodge, with forty-seven rooms, operates at an average annual occupancy rate of 61-62% and is completely booked most weekends. The continuing appeal of Cloudcroft to its eastern neighbor is evident with 38% of the guests coming from Texas, 22% from New Mexico, 8% from the eastern United States and 4% from other western regions. The remaining 28% is composed of international guests and tour groups originating in Florida, California and New York.¹⁶

The current logo being used by the Lodge was introduced in 1983 by the present owner, Jerry Sanders. The representation of the tower section of the building, certainly its most recognizable architectural feature, has been surrounded by a decorative oval shape, giving it a "Victorian" feeling. Other recent changes in the image of the Lodge reflect a continuation of the Victorian style. The exterior has been painted in a "decorator" color combination of grey, white, and mauve, and a colorful canvas canopy has been placed over the entrance. There has been another change in the fenestration of the tower. The two small windows have been made into one larger casement window. Additional openings have been created in both the north and the south sides of the tower. The new windows and fire escape indicate an adherence to more current building codes and a more frequent public use of the tower space as an occasional summer-time bar and observation deck with a magnificent view.

Older aluminum-framed doors have been replaced with wood ones accentuated with stained glass. A gazebo has been added to

the grounds at the back of the hotel, near the swimming pool, drawing on another Victorian symbol. Leaded glass windows have been added to the main lobby area. The original hotel safe has been exposed and is visible from the lobby and gift shops. Old-time stories of the Lodge have included a ghost named Rebecca. In order to capitalize on this legend, an image of this red haired vision graces the bar and lounge, and the hotel's fine restaurant has been named after her.

The days are now gone when the Lodge and Cloudcroft provided the hotel guest with an entire vacation "experience". Mobility has become the way of the tourist of today; automobile tourists demanded a variety of activities at sites in the nearby area. Promotional material about White Sands, the Mescalero Indian Reservation, Carlsbad Caverns and Alamogordo now fill display racks in the lobby of the Lodge.

The spur built by the railroad in 1911 has become part of the most recent trend in the resort tradition-the world of condominiums. Townhouses named Spur Landing now stand where railroad tracks once stood, providing modern year 'round living in Cloudcroft. Some units are occupied by permanent residents of Cloudcroft, others are used as summer or winter vacation homes. These "Mountain Condos" architecturally resemble the millions of other townhouse and condominium complexes covering the mountainsides of American resort areas.

Changes seem to be taking place in the American attitude regarding leisure time and the vacation experience. The world of the real estate broker has moved into the world of the innkeeper. Sales, promotion and development are directed toward the present trend in leisure-time experience. Ownership of a few days or weeks in a resort condominium complex tends to isolate the vacationer within individual mini-homes where eating, parties, and other social interactions take place. Few vacationers become involved in the activities and group experiences of the old resort hotels which included dressing for dinner, card parties, charades



A sketch by Terrance J. Brown AIA, of the Cloudcroft Lodge, 1984, used as a postcard by the Lodge management.

and other games. The continually mobile American has been divided into two groups; the camping set that travels like the turtle with portable personal housing in a variety of materials ranging from canvas to aluminum, and the resort vacationer experiencing leisure time at condominiums and massive hotel complexes. There seems to be a trend—an attempt to return to the splendor and gracious living represented by the luxurious hotels and resorts of the late nineteenth century, but without the social elitism associated with those times.

The Lodge at Cloudcroft seems suspended in time—a foot in the old world and one in the new. But, above it all...

Despite a checkered history which has reflected shifts in American economy, society, life, and culture...

In spite of changes, alterations, and facelifts...

She still stands...

The Lodge...

The Queen of the mountain, and
Ruler of the Land of Cool Pines.

(See a continuation of the Lodge story on page 19)

BIOGRAPHICAL DATA

Sally Kabat, a native of Ft. Lauderdale, lived in Minneapolis for forty years, and has been in the Albuquerque area for the past three years. She received a B.S. degree in Design (1983) and a M.A. degree in the History of Decorative Arts (1985) from the University of Minnesota. She is currently completing a Ph. D. degree at the University of New Mexico in American Studies specializing in nineteenth-century Southwestern hotels. In addition to her academic endeavors, Sally owns her own design business, is a part-time employee in the Special Collections Department of the General Library at UNM, and is the president of the West Mesa Branch of American Association of University Women.

NOTES

- ¹ John L. Androit, editor, *Population Abstracts of the United States*. (Androit Associates, 1983), p. 765
- ² Vernon J. Glover, *Logging Railroads of the Lincoln National Forest, New Mexico*. (USDA Forest Service Southwestern Region: Report 1984), p. 1
- ³ Dorothy Jensen Neal, *The Lodge 1899-1969, Cloudcroft, New Mexico*. (Alamogordo Printing Company, 1969), p. 2
- ⁴ Glover, p. 4
- ⁵ Neal, p. 2
- ⁶ Neal, p. 8
- ⁷ Carole Rifkin, *A Field Guide to American Architecture*. (New American Library, 1980), p. 65
- ⁸ *The Alamogordo News*, Vol. XIII, No. 26, Thursday, June 17, 1909.
- ⁹ Neal, p. 14
- ¹⁰ Neal, p. 14
- ¹¹ Neal, p. 26
- ¹² Neal, p. 35
- ¹³ John J. Blumenson, *Identifying American Architecture: A Pictorial Guide to Styles and Terms, 1600-1945*. (American Association for State and Local History, 1977), p. 30
- ¹⁴ Nevin H. Gibson, *The Encyclopedia of Golf with the Official All-Time Records*. (A.S. Barnes and Company, 1958), p. 18
- ¹⁵ Neal, p. 15
- ¹⁶ Interviews with Glynda and Ted Bonnell, February 27-28, 1987

AGP

Home of the
Concrete Giant!



ALBUQUERQUE GRAVEL PRODUCTS COMPANY

DEDICATED TO QUALITY
AND SERVICE

100 Iron Avenue, SE
P.O. Box 829

Tel. (505) 242-5265
Albuquerque, NM 87103

With Your Imagination
We Can Create
Concrete Structures of
Distinction

FCS

Ferreri Concrete Structures, INC.

2340 Alamo SE • Suite 106
Albuquerque, New Mexico 87106
(505) 247-0391

ESTIMATORS... Who Needs 'Em!

Architects — Engineers — Developers
Owners — Banks — Insurance Companies
The Government — The Army — The Navy
THE CONSTRUCTION INDUSTRY

Construction
Cost
Management

- Conceptual estimates
- Detail estimates
- Change order evaluation
- Disbursement supervision
- Insurable values
- C.A.C.E.S.

2413 NORTH MAIN • FORT WORTH, TEXAS 76106
(817) 625-4271 • FAX (817) 625-0920

Certified Professional Estimators



SANTA FE LIGHTS

ARCHITECTURAL
LIGHTING FIXTURES
IN SOUTHWEST
ADOBE STYLE

INDOOR & OUTDOOR
WALL, CEILING AND
HANGING LIGHTS,
CHANDELIERS &
GARDEN LIGHTS

SANTA FE LIGHTS

Rt. 10, Box 88Y, Santa Fe, New Mexico 87501
(505) 471-0076 / Brochure Available

CORONADO WRECKING & SALVAGE CO.

(505) 877-2821

"25 years experience"

Southwest Abatement

Asbestos Removal
(505) 873-2967

"... In partnership working together
for your protection"

4200 Broadway, SE, Albuquerque, NM 87102

INTERIOR LANDSCAPING DESIGN
LEASING • MAINTENANCE



plant designs

The Professional Plant People
(505) 888-5821

MILLION DOLLAR RENOVATION COMPLETED AT HISTORIC NEW MEXICO LODGE

The Lodge at Cloudcroft, New Mexico has completed an additional \$250,000.00 expansion and renovation project, according to Gerald R. Sanders, President of The Lodge and its parent company Great Inns of the Rockies, Inc. The project is part of a multi-million dollar expansion program begun in 1983 when Sanders and his wife Carole purchased the property.

"Because of the extraordinary growth of business at The Lodge, we have undertaken this expansion and renovation project to better service our clients," noted Sanders. Renovation of the existing property includes complete refurbishment and painting of the exteriors of The Lodge and related buildings, new parking lots designed to accommodate more guest cars, and polishing of the famous copper dome. Renovation of the front desk, offices, and 47 guest rooms has also been completed.

Sanders designed a graceful pond and waterfall framed by flowers that welcome guests as they approach the Lodge's main entrance. Guests can follow the circular drive surrounding the pond to the new, drive-through porte-cochere entrance. "Historian Dorothy Jensen Neal described The Lodge as a 'luxuriant resort hotel which, blending unobtrusively with pines and spruce of the virgin forest, nestled in the clouds at the beginning of the nineteenth century'", stated Sanders. "We initiated this project with great sensitivity to the beauty of that landscape and yet with the desire to provide our guests with the utmost convenience."

The Sanders recently purchased a spacious home adjacent to the Lodge to be known as The Lodge Retreat. The remodeled building will serve as a special conference facility, providing a corporate environment with a lodge atmosphere. "The early railroad beams of the ceilings in the Lodge Retreat create an ambience like that of a turn-of-the-century club but in a magnificent setting," noted Sanders. "We can now offer our corporate clients unique surroundings while completely meeting their business needs."

The Pro Shop at the Lodge Golf Course has also been renovated as a Victorian golf shop, with a raised ceiling, wooden beams, and completely new decor. The Links Bar & Grill has been added to provide lunch and afternoon cocktails for golfers and guests. Gazebos are now being constructed on the 18-hole mountain course, known as America's only Victorian golf course. "This beautiful course, carved out of a forest of

aspen, ponderosa pine, firs, maple, and oak, is among the highest in the world," noted Marty Mills, Director of Golf. "The course was designed with double tees and double flags according to an old Scottish tradition."

The Sanders have also recently purchased and restored the historic and charming Pavilion, the oldest building in Cloudcroft. The 11 room retreat will operate as a bed and breakfast inn. "We're excited, of course, about the whole project's potential impact on the Lodge's future, but we're also thrilled to be involved in the development of a beautiful property that can graciously serve both private and corporate guests" stated Sanders.

The historic Lodge, built in 1899 as a summer resort for the El Paso and Northeastern Railroad, was destroyed by fire in 1909 and rebuilt on its present site in 1911. Since then it has undergone several renovations, but the initial appearance remains almost unchanged. Located at 9200 feet above Alamogordo and New Mexico's White Sands National Monument, The Lodge features 150-mile vistas and the southernmost ski area in the United States.

The three-story 47-room inn offers elegant accommodations, world class continental dining and European service. Over its eighty-nine year history, the lodge has attracted such notables as Pancho Villa, Judy Garland, Clark Gable and every governor of New Mexico. The world-famous hotelier Conrad Hilton managed it in the 1930's.

The Lodge is the only New Mexico resort to be named to Lodging Hospitality's list of "The Best Hotels in the Nation". The Magazine annually selects 400 top performers out of 16,000 hotels, and resorts. Although it has the smallest number of rooms compared to the other top performers, the Lodge at Cloudcroft is ranked in the top 100, moving up from 92nd place in 1986 to 72nd place in 1987. M.K.L.

Youngsters Include Mall-continued from page 9

as Vision 2000, selected several of those drawings for display at its Washington, DC headquarters.

Among those selections, Aquamarine City, designed by fourth and fifth graders from Canterbury Elementary in Arleta, CA, includes four malls and a McDonalds to serve its 300,000 people. Designers noted that they located their city under-

water because "you don't want to chop any land down because you won't hurt the animals habitat."

Fifth and sixth graders at Canterbury placed their mall in a green bow atop Teddy City, a megastructure that abandons traditional design forms for a teddy bear motif. Computers are tucked in Teddy's ears, factories can be glimpsed through the eyes, and a "jaw bridge" opens to the outside world. Booster engines allow Teddy City to be relocated, sneaker-clad feet give it a running start.

Shopping possibilities are legion in the floating city of Shnodville, the creation of nine and ten-year-olds from View Ridge Elementary in Everett, WA. Shnodville's one million inhabitants shop at a 500 store mall. A dome atop the six-floor city shelters zoos, jungles, and deserts.

Skateboards are the preferred mode of transport for the residents of a megastructure designed by a fourth and fifth grade design team at View Ridge. Those inhabitants are a cheery-looking, amoeba-like species known as dwips. While designers allocate a space for "government jobs," they hardly seem necessary given the presence of a sizable money factory next to the picnic area. A region called "ritzy community" is home sweet home to thousands of dwips.

Megatown, designed by Ka Chun Yo, a high school student in Tuscon, AZ, incorporates twin towers 406 floors high. Robots man the subterranean factories and industrial complexes, fusion generators and geothermal taps provide energy for more than 100,000 residents. Parks, gardens, and football fields are included in a bridge linking the towers.

The AIA's Vision 2000 program is soliciting the views of young people as well as experts in economic, social, technological, environmental, political, and professional areas in an effort to forecast what skills and knowledge architects will need to serve society in the 21st century.

A survey of members of the design and construction industry, educators, public officials, and others conducted by opinion analyst Louis Harris for Vision 2000 revealed that "designing cities that are livable" is the most important contribution architects can make in the next century.

NOTE TO EDITORS: A black-and-white photo of one of the children's drawings of a city of the future is available on request.

Copies of Vision 2000: Trends Shaping Architecture's Future and The Implications of Change, an analysis of the findings of the Louis Harris survey, are available from the AIA communications center.

EDWARD MINDLIN CO.
MANUFACTURERS' AGENT
FLOOR COVERING

*Representing several
product groups
Featuring Patcraft and
other quality manufacturers*

- Commercial
- Residential

Indoor/Outdoor Carpeting
Area Rugs
Wall Carpets

Custom Colors Available
For Small Jobs

"Providing assistance on all size jobs"

6515 Monte Serrano NE
Albuquerque, N.M. 87111
(505) 822-1955

Outside Albuquerque Call 1-800-241-4077

**KEER'S
INC.**

KEER'S, INC.
Coating Contractor

SATISFYING
QUALITY MINDED
CUSTOMERS
SINCE
1960

WE EXCEL IN: *Historical Restorations
Color matching
Industrial Coatings
High Work
Sprayed Acoustical Systems*

505-884-1780

N.M. License #6693

3323 STANFORD, N. E.

ALBUQUERQUE, NEW MEXICO 87107

Professional Directory



BRIDGERS & PAXTON
CONSULTING ENGINEERS, INC.

4600-C Montgomery Blvd., N.E.
Albuquerque, New Mexico 87109
(505) 883-4111

MECHANICAL ENGINEERS

**PROFESSIONAL
CONSTRUCTION
CONSULTANTS, Inc.**

RICARDO A. BACA, P.E., C.P.E.

Cost Consulting Engineer

1116 Wyoming Ave.
El Paso, Texas 79902
915/533-1176

In New Mexico
Call
505/883-9686

HN ARCHITECTS • ENGINEERS • CONSTRUCTORS

COMMERCIAL • INDUSTRIAL
INSTITUTIONAL • GOVERNMENTAL

6501 AMERICAS PARKWAY NE Suite 700 ALBUQUERQUE NM 87110 • (505) 889-4100

Holmes & Narver

B

Boyle Engineering Corporation

consulting engineers

Suite 600-E
6400 Uptown Boulevard, N.E.
Albuquerque, New Mexico 87110

505 / 883-7700

ACS
ARCHITECTS-CONNELL-STRAIN
& ASSOCIATES

P. O. BOX 2106 ROSWELL, NEW MEXICO 88201 (505) 823-5700



4600 C MONTGOMERY BLVD NE
ALBUQUERQUE, NM 87109
505/883-8682

BRIDGERS & PAXTON CONSULTING ENGINEERS, INC.
MECHANICAL ENGINEERING
CHAVEZ-GRIEVES CONSULTING ENGINEERS, INC.
CIVIL/STRUCTURAL ENGINEERING
TIERRA DEL SOL ENGINEERING, INC.
ELECTRICAL ENGINEERING



CHAVEZ GRIEVES / CONSULTING ENGINEERS, INC.

VICTOR J. CHAVEZ
DAVID H. GRIEVES

4600 Montgomery NE
Building C, Suite 101
Albuquerque, NM 87109
(505) 881-7376

Randy Holt & Associates, Inc.

CONSULTING ENGINEERS

RANDY HOLT, P.E.
PRESIDENT

7920 MOUNTAIN ROAD, N.E.
ALBUQUERQUE, NEW MEXICO 87110

(505) 265-5823



Sergent, Hauskins & Beckwith
CONSULTING GEOTECHNICAL ENGINEERS

(505) 884-0950

4700 Lincoln Road, NE-Albuquerque, New Mexico 87109

PHOENIX • ALBUQUERQUE • SANTA FE • SALT LAKE CITY • EL PASO • TUCSON



STEVENS, MALLORY, PEARL & CAMPBELL, P.A.

ARCHITECTS
115 AMHERST DRIVE, S.E.
ALBUQUERQUE, NEW MEXICO

505 255-8668
87106



WEBB-LEONARD-VAUGHAN
ARCHITECT-ENGINEER
3700 COORS ROAD N.W.
ALBUQ., N.M. 87120

(505) 831-0434

de la Torre • Rainhart Pa
architects dia

two woodward center 700 lomas ne • suite 200
albuquerque nm 87102 505 842 9500

BPLW

Architects & Engineers, Inc.



(505) 881-2759

American Financial Center #5
Suite 400
2400 Louisiana Blvd. NE
Albuquerque, New Mexico 87110

Designing to Shape the Future



ANDREWS,
ASBURY &
ROBERT, INC.

CIVIL CONSULTING ENGINEERS

149 JACKSON ST. NE.
ALBUQUERQUE, NEW MEXICO 87108
(505) 265-6631

What is the cost of architectural photography?

Compared to the total cost of the project — very little. Compared to the value of plain old snapshots — even less.

Documenting your work with quality photography is an investment in your business. Because those shots will help sell potential clients *and* give you material to enter in competitions.

Call today and find out how little it does cost.

BOB BRAZELL PHOTOGRAPHY
800/445-1036

Southwest Lath & Plaster Co., Inc.

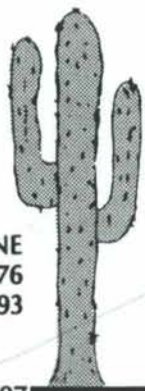


**BUILDING NEW MEXICO
FOR 30 YEARS**

LATH
PLASTER
STUCCO

PHONE
345-1176
345-7293

5150-E EDITH N.E.
ALBUQUERQUE, N.M. 87107



SOLICO

(505) 345-1633

5119 EDITH BLVD, ALBUQUERQUE, NM 87107

PRODUCTS AND SERVICES UTILIZING
VERMICULITE AND PERLITE
FOR U.L. FIRE RATED BUILDINGS

- MONOKOTE FIREPROOFING
- INSULATING CEMENTITIOUS ROOF DECKS
- GRANULAR LOOSE FILL INSULATION
- LIGHTWEIGHT AGGREGATES

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. 87504. (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.

Additional copies of NMA available from John P. Conron, FAIA/FASID, P.O. Box 935, Santa Fe, N.M. 87504.

Change of address: Notifications should be sent to New Mexico Architecture, Box 935, Santa Fe, N.M. 87504 (505) 983-6948 at least 45 days prior to effective date. Please send both old and new addresses.

Subscriptions: Write Circulation, New Mexico Architecture, Box 935, Santa Fe, N.M. 87504. Single Copy \$3.00. Yearly subscription \$15.00.

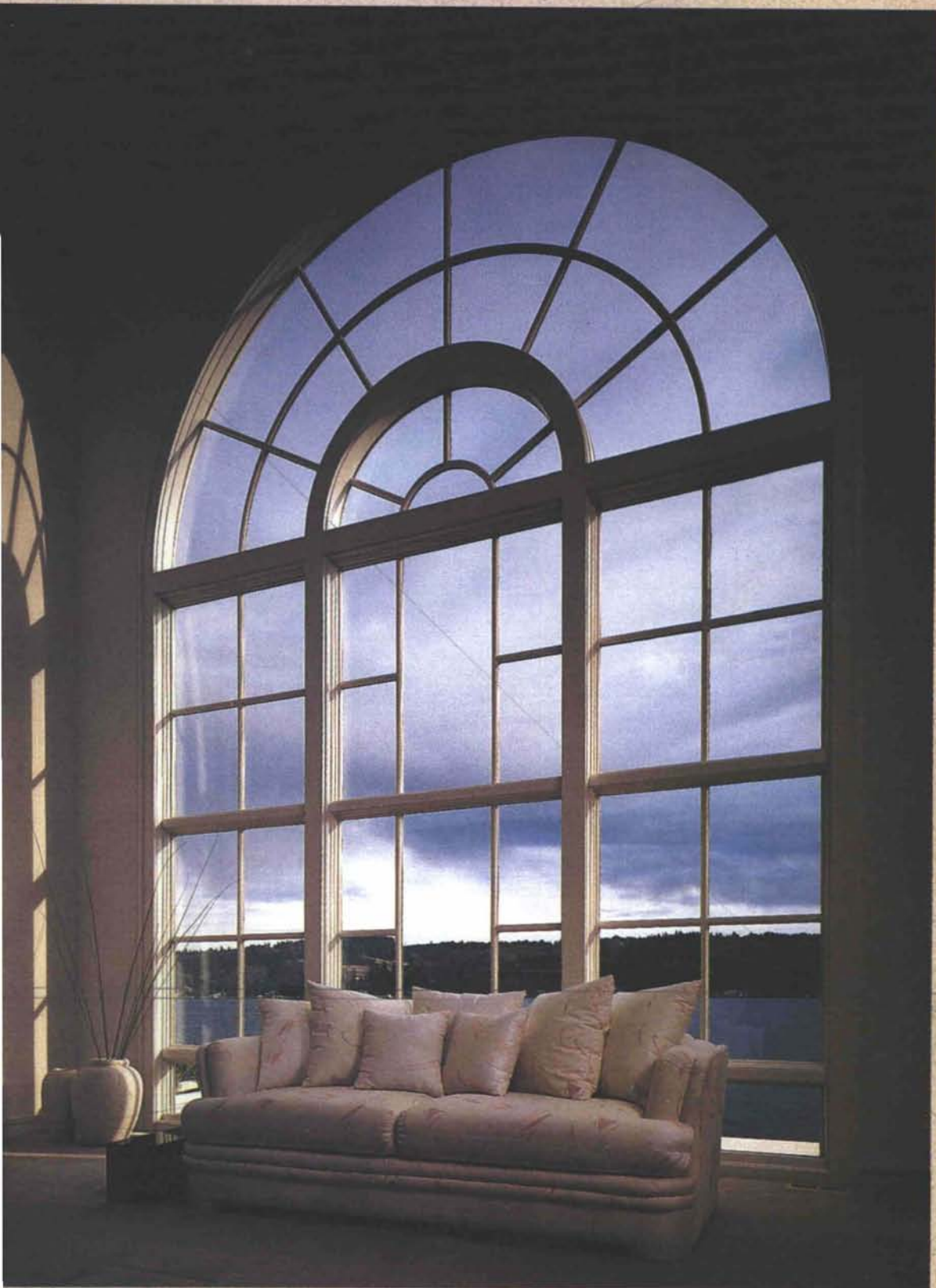
Advertising: Send requests for rates and information to Carleen Lazzell, Associate Editor/Advertising Director, 8515 Rio Grande Boulevard, N.W., Albuquerque, N.M. 87114, (505) 898-1391.

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

Albuquerque Door Company	23
Albuquerque Gravel Products Company	18
Alexander & Alexander	4
America West Airlines	5
Atlas Travel Service	4
Bob Brazell Photography	22
Brekke Distributors	10
Construction Cost Management	18
Coronado Wrecking and Southwest Abatement	18
Crego Block Co.	2
Crego Block Co.	24
Curtainwall Window Limited	8
Elco Distributing	8
El Rey Stucco Company, Inc.	4
Ferreri Concrete Structures, Inc.	18
Holman's, Inc.	10
Keer's, Inc.	20
Kitts Enterprises, Inc.	6
Klein Enterprises, Inc.	4
Kohler	Insert
Mayhew, The Company	6
Mindlin, Edward Company	20
Paxton, Frank, Lumber Company	6
Pella Rio Grande, Inc.	5
Plant Designs	18
Rader Awning & Upholstering, Inc.	8
Santa Fe Chamber Music Festival	5
Santa Fe Lights	18
School Equipment, Inc.	5
Solico	22
Southwest Lath & Plaster Co., Inc.	22

Printed by Hall-Poorbaugh Press, Inc., Roswell, New Mexico

Affordable sophistication . . .



POZZI
WOOD WINDOWS

Over 4,000
windows and doors.
Each designed to create
the special places
that people will remember.



**The
Showroom**
by Hahn

a subsidiary of Albuquerque Door Co.

3601 Princeton NE
Albuquerque, NM 87107
Daily 7:00-5:00 • Saturdays 9:00-1:00

Northern New Mexico, 505-984-3054
Albuquerque Metro, 505-883-6170
Architectural Information, 505-883-6170



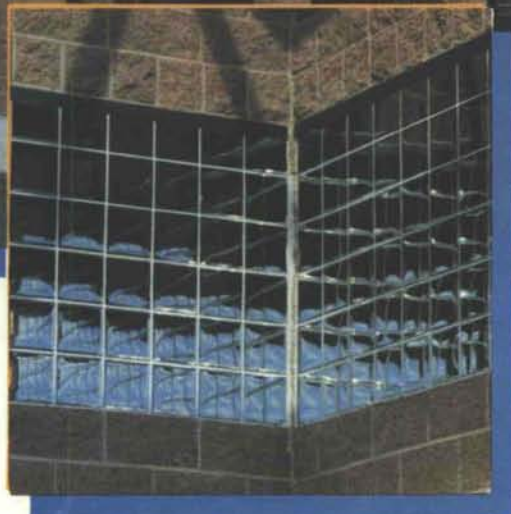
GENERAL LIBRARY
OCT 3 1988
SERIALS DEPT

Postmaster: Address Correction Requested
New Mexico Architecture
8515 Rio Grande Blvd., N.W.
Albuquerque, NM 87114

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

2622 056 06
FINE ARTS LIBRARY
UNIV OF NEW MEXICO
ALBUQUERQUE NM 87131

...design with confidence



Glass Block for the 80's

Sandia Federal employed Solar Reflective PC GlassBlock® to create dramatic reflections and gain the advantage of light transmission. Contact Crego Block Company to learn how PC GlassBlock® windows, walls and partitions can provide both exceptional beauty and strength for your specific applications.

DISTRIBUTORS FOR THE STATE OF NEW MEXICO
WAREHOUSED IN ALBUQUERQUE



CREGO BLOCK CO

6026 SECOND STREET NW 345-4451

MASONRY PRODUCTS FOR ALL BUILDING, LANDSCAPING AND DECORATING