

# SAH/SCC MEMBERSHIP FORM

SAH/SCC is a 501c 3 nonprofit organization dedicated to providing its members with opportunities to learn about and experience the rich architectural heritage of Southern California and beyond. Our volunteer board members create tours, lectures, travel tours, and other events that explore the ideas behind the architecture as well as the buildings that result from them. From modern to craftsman, from Spanish Colonial to contemporary, our programs are the best-kept secrets in Southern California!

## MEMBERSHIP BENEFITS:

- Advance notice of all SAH/SCC events—important because they usually sell out just to members
- 20-30% discounts on tour and event ticket prices
- Quarterly E-news with printable newsletter
- FREE tickets to our annual Members' Celebration event
- Special Members-Only E-Alerts about upcoming events
- A tax deduction for your membership dues
- The knowledge that you are supporting our mission to increase public awareness of Southern California's architectural heritage

## MEMBERSHIP LEVELS THAT FIT YOUR NEEDS!

Fill out the order form below or join online at [www.sahscc.org](http://www.sahscc.org).

**\$45 Individual** – All the membership benefits above for a single individual.

**\$65 Dual** – All the membership benefits for two names at the same address.

**\$125 Patron** – All the membership benefits above, plus priority reservation at our popular and exclusive "Patrons Only" programs, such as "Modern Patrons" and "Contemporary Patrons." Includes two names at the same address.

**\$500 Corporate Sponsorship** – Annual donation receives Sponsorship listing in the SAH/SCC Website and on SAH/SCC event publications and hyperlink from our Website to yours.

**\$30 Student** (requires scan of valid Student ID) – All the benefits of Individual membership at a 30% discount.

## SAH/SCC MEMBERSHIP

\_\_\_\_\_ Individual membership at \$45 each = \$ \_\_\_\_\_

\_\_\_\_\_ Dual membership at \$65 each  
(two names at same address) = \$ \_\_\_\_\_

\_\_\_\_\_ Patron membership at \$125 each  
(two names at same address) = \$ \_\_\_\_\_

\_\_\_\_\_ Corporate membership at \$500 each = \$ \_\_\_\_\_

\_\_\_\_\_ Student membership at \$30 each = \$ \_\_\_\_\_

Total Membership = \$ \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime phone: \_\_\_\_\_ Evening phone: \_\_\_\_\_

E-mail Address\* ( PLEASE PRINT): \_\_\_\_\_

**Send to:** SAH/SCC, P.O. Box 56478, Sherman Oaks, CA 91413  
All event ticket sales are final. We are sorry, refunds cannot be accommodated.  
\*SAH/SCC PRIVACY POLICY: The SAH/SCC never sells, rents, or shares your mailing or email address. Electronic communications enable us to operate economically and efficiently.

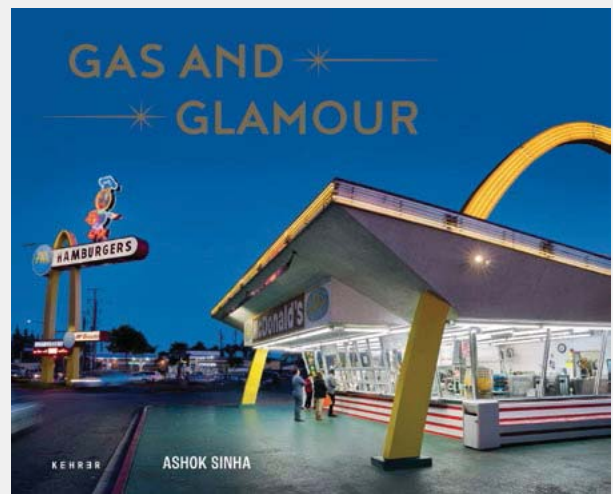
## SAH/SCC EVENT TICKETS

### The Vertical Style of Will Price - Zoom Presentation

\_\_\_\_\_ reservation(s) at \$5 each = \$ \_\_\_\_\_

check enclosed (Make checks payable to SAH/SCC)

charge my credit card:  VISA  MC



## Bookmarks

### Gas and Glamour: Roadside Architecture in Los Angeles

Photography by Ashok Sinha

Texts by Jack Esterson, Craig Kellogg, Sherri Littlefield, and Ashok Sinha

You know how you can listen to song that you've known the words to for decades and then suddenly hear it in another way? That's the effect of paging through Sinha's photos of familiar Southern California roadside sites. An architectural and fine art photographer, Sinha wanted "to capture L.A.'s car-culture-induced optimism and ambition reflected in polychromatic, star-spangled coffee shops, gas stations, car washes, and other places that once lured the gaze of passing motorists." Taken mostly at the photographic "magic hour" when the sky is at its most luminous and the neon starts to pulse, images of Randy's Donuts (Henry J. Goodwin, 1953), Bowlum (Gordon Powers, 1958), Bob's Big Boy (Wayne McAllister, 1949), Casa de Cadillac (Randall Duell and Philip A. Conklin, 1949), and Union 76 (Gin Wong, FAIA, 1965) glow in romantic nostalgia. Few people appear in the images, casting an additional eerie stillness, similar to the loneliness that drips from an Edward Hopper painting. For the intrepid reader wanting to embark on a self-driven tour, the book ends with an illustrated index—with many views whimsically taken from Sinha's driver's seat—along with addresses and QR codes for Google Map directions. As a self-proclaimed early-morning diner hound, I've spent countless hours and omelettes at Armet & Davis' Norms (1957) and Mel's (1953), but never saw them this way before. Take a look for yourself.

Kehrer Verlag, 2020, 72 pages, hardcover, \$45.