



# ARIZONA ARCHITECT



OFFICIAL PUBLICATION OF THE ARIZONA SOCIETY OF ARCHITECTS, THE CENTRAL ARIZONA CHAPTER AND SOUTHERN ARIZONA CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

OCTOBER 1957 Vol. 1, No. **2**

In this issue: Builders' Homes



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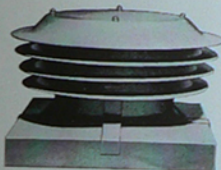
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**CENTRAL ARIZONA CHAPTER** and  
**SOUTHERN ARIZONA CHAPTER** of  
**THE AMERICAN INSTITUTE OF ARCHITECTS**  
Phil Stitt ..... Managing Editor

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October, 1957  
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Signed articles reflect the views of the authors and do not necessarily represent the official position of the Arizona Society of Architects or the Central or Southern Arizona Chapters, AIA.

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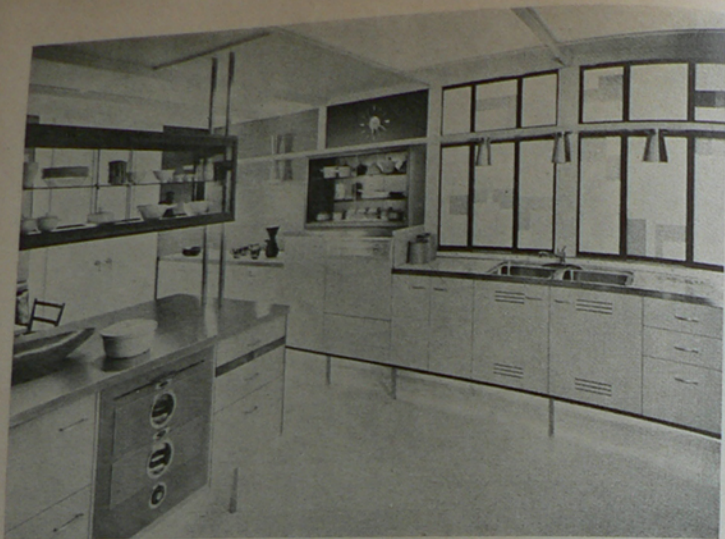
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THE PRESIDENTS' PAGE



CENTRAL ARIZONA CHAPTER

Martin Ray Young, Jr.



SOUTHERN ARIZONA CHAPTER

Fred Jobusch

IN MANY recent events, the practice of architecture and its practitioners have been brought prominently to public attention, making me pause and analyze a little our responsibilities.

Architectural contributions are so basic and so far-reaching that leaders who have great responsibilities for the course of society need competent technical counsel and guidance. Therefore, architects must take part in society's effort to appraise and put to use the changes in working and living conditions that they generate. We must be ever mindful of the part we play in society.

Continuing attention to the improvement of his individual qualifications is a must for every architect who would add to the stature of the profession. Today the frontiers of architecture are moving so fast that possession, per se, of a particular degree or of a particular body of experience is a poor guarantee of continued contributions. We must be ever alert to self-education - "Operation Retread" if you please - to meet the advances we ourselves are fostering.

The decision as to how much and what kind of self-development are needed for one's personal objectives rests, of course, with the individual. A recent article in the Bulletin of the Southern California Chapter, AIA, reveals that architects as a class have fallen way behind in their reading since graduation from college. Certainly the rapid developments of our economy, technology and social life require a certain amount of continuing study. For this reason I'm glad to see the book review section in *Arizona Architect*. If you come across a new book that you think your fellow architects should know about, why not drop the editor a note and, if you will, provide him with a brief review of the book.

A summation of individual architectural jobs done well provides growth and recognition for those already in the profession; adds to the stature and reputation of architecture as a profession; and assures continuing challenge, leadership, and opportunity for the young people about to embark in architecture as a career. Indeed, "Architecture is what we make it."

WITH SUMMER gone and vacations a fleeting memory, renewed activity is apparent throughout our sphere of living. Since the beginning of time, man has used the early fall days to prepare for the winter.

Throughout the country every fall, this storing and planning is exhibited through the United Community Campaign. It's time again for architects to participate.

In 1956, in Tucson, every architect contacted during the campaign responded, and not only was the response unanimous, but it exceeded the quota by 32%. Thus 132% of last year's result is set as this year's quota. It is a challenge no architect should resist. If this sounds like an appeal, that's exactly what it is - an appeal to be a "good neighbor" again this year. And help your employees to be "good neighbors," too, by permitting them payroll deductions.

To those readers who are learning to know their architect through the *Arizona Architect*, let me say that he is a hard worker for his community. Quoting from "Facts About Architecture and Architects," prepared by the AIA, "The architect participates in community affairs on various civic commissions and in advisory capacity in community planning, this participation is a foundation for his own good relations with the public."

I don't believe the architect has selfish motives in his community work - there is usually too much "work" for that. While building codes are prepared with the help of architects, who in turn are benefitted by them, good codes benefit the public even more. The Boards of Appeals and Adjustment, on which architects serve, provide the public with a system of balances to accompany the checks of a code. Planning commissions, with the help of architects, protect the public from themselves as well as from their unscrupulous neighbors. You will also find architects hard at work on committees to make our cities more beautiful, planning civic centers, "urban renewal," slum clearance, and many similar projects. Every architect worth his salt is going to pitch in and serve his community. Without a good community there is no architecture.



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## CENTRAL CHAPTER NEWS

The "early to bed and early to rise" element of the Chapter will be glad to learn that regular meetings will henceforth be called at 6:30 P.M. the first Thursday of each month, at the ABC Club, Phoenix.

However, the November meeting is canceled. Instead, all members are urged to attend the first annual meeting of the Arizona Society of Architects November 15th and 16th, when the Board of Directors of the national AIA will be meeting in Phoenix. Details of the Society meeting - first to be held since the Arizona Chapter was divided, will be announced by mail to members of both chapters.

Henry M. Arnold and George Cronin are the Chapter's newest corporate members, Henry having been an Associate, and George having transferred from the Washington Chapter, AIA.

Henry Arnold made a strong pitch at the chapter meeting for the United Fund, for which he is making calls among architects. Says every AIA member, to date, has responded wholeheartedly. Kemper Goodwin is also working on advance gifts for the Fund in Tempe.

Those members and their families fortunate enough to attend the chapter's annual steak fry at South Mountain Park in September are still drooling over the dinner they had and the fillets Jimmy Nunn broiled over the coals. The chapter was pleased to have as guests Dick Ayers and his charming wife Chris. Dick is public relations counsel for the Colorado Chapter.

Architects of the Central Arizona Chapter will have an opportunity to learn about the new "Lustragray Glass" at a cocktail and luncheon meet to be held for them at the Sahara Motor Hotel, Phoenix, from 12 to 2 o'clock Thursday, November 7.

The invitation has been extended through the Chapter secretary, Dave Sholder, by R. K. Laurin, sales manager of the American Window Glass Company of Pittsburgh, Pa.

Representatives of the Pittsburgh Plate Glass Company have invited members of the Central Arizona Chapter to a dinner to be held Thursday evening, October 24, at the Arizona Country Club, 56th Street and East Thomas Rd.

There will be a "friendship hour" starting at 5 o'clock, preceding the dinner at 6:30. Afterward there will be a meeting conducted by E. A. Lundberg, AIA, manager of the Architectural Development and Design Department of Pittsburgh Plate Glass. He is creator of the "design of the month" brochure published by his company and distributed to architectural offices.

Mr. Lundberg is familiar to AIA circles and Producers Council organizations in the Pittsburgh area.

ARIZONA ARCHITECT

## SOUTHERN CHAPTER NEWS

During the summer we welcomed three new corporate members to our Chapter. Bernard E. Kinsock, transferred from the Wisconsin Chapter; Laurence C. Horton, transferred from the Kansas Chapter; and Edward M. Dunham, Jr., transferred from the New Hampshire Chapter.

Four new Associate Members recently granted membership in the Southern Arizona Chapter include John H. Beck, recently moved to Tucson from Seattle; Ellery C. Green, John R. Herbert, and Nelson.

John B. (Jack) Lyman, a "young" fellow who returned to Tucson from San Diego some months ago, has been granted "membership emeritus" by the Institute. The requirements for this membership status are rigid, and we are happy to say that Jack has earned the honor. Jack pioneered architecture in Arizona many years ago and has a number of fine buildings on the campus of the University to his credit, as well as the Tucson High School main building. For years the Tucson firm of Lyman and Place set the pace for architects in Tucson. Jack left Tucson for the coast in 1924, but has now returned to reminisce and retire.

The City Manager of Tucson, Porter Homer, gave a very informative speech at our October meeting. The 10-year plan for Tucson, including "urban renewal" was the subject of his talk.

Arthur Brown conducted a poll of the Chapter membership in regard to the practice of architecture involving small house design. The question was asked if some measure should be taken to redefine the Registration Law pertaining to residential architecture, and modify the present restrictions of practice in this field. The poll showed that there was overwhelming sentiment in favor of not changing the Law relating to the practice of residential architecture.

- AIA -

### CSI CHAPTER TO MEET

To all who are involved in the building profession as architects, building materials manufacturers, engineers, contractors, specification writers or students, the Construction Specifications Institute should be of interest - and value. A strictly non-political, non-partisan organization, the primary purpose of the CSI is to improve the form and content of specifications as applied to the building and allied industries.

Already a going organization of more than 1500 members nationally, the Central Arizona Chapter of CSI, recently chartered, has 35 members and is interested in achieving industry-wide representation. The chapter meets at 7:30 p.m. the second Tuesday of each month at the Construction Center conference room at 4700 North Central Ave., Phoenix. Norman Blair is president.

October, 1957

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## REGIONAL CONFERENCE REPORT



By  
Bradley P. Kidder,  
Regional Director,  
AIA

IN THE MAJESTIC setting of Jackson Hole, Wyoming, the sixth annual conference was held September 5-7. As stated in the program prepared by able committees of the Wyoming Chapter, the theme "Nature in Architecture" was not so much chosen as it was dictated by the grandeur of the setting in which the conference was held.

From reports received in business sessions from ten vertical committees and two special committees, regional activities appear to be progressing satisfactorily.

Public relations received special attention in the form of a report by Bob Berne, regional and Colorado Chapter PR chairman. The new public relations program and long-range activities to operate under a vertical set-up were explained by George Orick, staff PR counsel from The Octagon, and Robert Denny, representative of Kaufman & Associates, The Institute's PR counsel.

### Business

THE CONFERENCE adopted a resolution urging the National Council of Architectural Registration Boards to move its offices and headquarters to The Octagon from Chariton, Iowa. Lewis T. Hesselden, New Mexico Chapter, was elected to the vacancy on the regional judiciary committee, replacing Arthur T. Brown, Southern Arizona Chapter, whose term will expire in 1958. Fred Weaver, Central Arizona Chapter, was elected as alternate.

Frederick H. Porter was nominated to be the candidate for regional director from the Western Mountain District in the election at the national convention in Cleveland, July 1958. Fred is past president and a long-time secretary of the Wyoming Chapter and served as secretary of the regional council for 1956-57. His home and practice are in Cheyenne, Wyo.

### Ideas and Inspiration

AT THE FIRST conference luncheon Cornelius M. Deasy, past president Southern California Chapter,

AIA, and director of California Council of Architects, gave a light-hearted, humorous and thoughtful paper on organic architecture's potential lessons from nature. His theme was that nature's real lesson is logic; that truly natural forms are those that enable a living organism to cope with its environment. For each set of the widely-varying environmental conditions there is a logical form, and just as environment and its forms vary greatly, so is there a need for a regional development in architectural style. Deasy confessed that a study of the work of leading architectural theorists of today is a baffling experience; obviously they cannot all be right, nor is it necessary to guess which one is the Messiah; it is necessary only for each architect to rely on his own integrity to make a meaningful contribution to society.

The second day's luncheon was addressed by Leon Chatelain, Jr., AIA president, speaking on "Nature and Traditional Architecture." Chatelain stressed the problems of city planning in relation to keeping nature in architecture. He urged all architects to take part in civic activities, both for broadening their own experience and for keeping in closer touch with the public, where they can learn of its desire to keep nature in the urban picture.

### Nature and Design

WHITNEY R. SMITH, FAIA (California) based his talk on the premise that man has extended nature in the development of his environment. Smith believes that no one man or firm is capable of coping with the solution to important environmental problems; that it takes a collaborative team of city planner, landscape architect and architect — and often others. Smith underscored President Chatelain's urging that architects engage in civic activities, especially city planning, park and playground development. This is not only for what he can offer, but for what he can gain from the experience.

John Knox Shear, AIA, (Pittsburgh) editor-in-chief of Architectural Record, spoke at the concluding annual dinner. Showing little sympathy with extremists in architecture, he said that when we consider natural environment we must also include man-made existing features as environment. And while we may not like the idea, we must accept it. Since nature is rational, both sensually and visually, and because we appreciate it, architectural designs should also be rational. His entire talk was light, frothy and humorous, and a delightful climax to a completely entertaining and successful conference.

Among those attending the conference were Martin Young, John Brenner, Dick Drover, Jim Elmore and Ed Varney of Central Arizona Chapter, and Terry Atkinson and Lew Place of Southern Arizona Chapter.

October, 1957

Seven



## The Editor's PERSPECTIVE

The birth pains of *Arizona Architect* have subsided. Growing pains are already following, but they're materially dulled by the generous comment we've had on our first issue, and by the cordial and even enthusiastic response we've had from suppliers and others who are or will be our advertisers.

This job has already provided an opportunity to meet a lot of fine, friendly people. Even by letter we've established first-name relationships with folks in other parts of the country that underscore the deeply human aspect of this business of designing and building the places in which people learn and earn, play and pray.

To those people — from the United Nations and the Octagon on down through regional and chapter personnel — who responded to our requests for information and assistance, our grateful thanks.

Editors of other chapter publications are on our mailing list and we hope they will put us on theirs so we can crib a good item or idea once in awhile, like the poem of William Shinderman, AIA, on page 11.

We are sending *Arizona Architect* to all known architects registered in Arizona. Thus we hope that Orville Bell, whose early capitol design was pictured in our first issue, has received the copy mailed to him at the Nevada address listed by the State Board of Technical Registration.

This magazine is also reaching a large number of structural, electrical and other classes of engineers practicing here, and is intended to reach all the staff employees of every AIA architect in the state. These people are known by the public to represent architects; they often influence architectural decisions; they are the front line in any public relations program; and it is hoped that this medium will enable them better to understand and interpret the profession with which they are associated.

Any AIA member who has not sent in the names and addresses of all his staff members ought to, now.

In this issue we carry the ideas of several architects, a builder, and city planning commission member, about subdivision developments. The quality of this type of housing is of utmost importance to our expanding communities. Some differing viewpoints are obvious from the articles carried, but the editor is strongly of the opinion that most of the differences arise out of misunderstanding and lack of effective communications rather than conflicting interests.

If builders and architects will try, they should easily be able to understand the other's problems, and do much to improve their mutual service to the public.

In his article, Yale Epstein, president of the Tucson Home Builders' Association, suggests that architects are too busy to be bothered with subdivision housing.

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This may well be true of some who have decided to specialize in other phases of their art. On the other hand, we are sure that our contributors and others, too, have had experience in builder home design, and would welcome the challenge to work on this major problem.

This issue is being sent to over 900 holders of builders' licenses in the state, in addition to the regular circulation, which also includes some builders. May we say to any of you who get two copies that it is cheaper and easier to duplicate than it is to comb the temporary list and eliminate duplication.

If any builder or architect cares to add further comment to the ideas in this magazine, let's have 'em.

The only criticism we heard after the first issue was in a telephone call suggesting that we were not fully aware of the merits of Frank Lloyd Wright's proposal for the state capitol. We asked for a letter to be published and hope it may yet come in.

Last month we tipped our hat to those citizens who devote time to public service as members of public boards and commissions. Tribute is also due to the many busy architects throughout the country who devote uncounted free hours of time to carrying on the necessary work of their national, regional, and local organizations. It is a real sacrifice in many cases. They are the ones who make organization possible, and it is through organization that any profession anticipates public need and fulfills its greatest potential service to the community.

Richard Upjohn, first president of the AIA, had this to say about the value of organization when he spoke at the first annual AIA dinner, February 22, 1858, at Delmonico's Restaurant in New York:

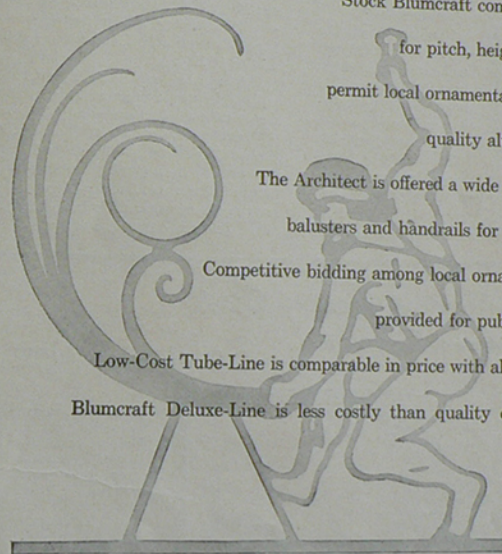
"Individual effort cannot satisfy the public demand in any line of Art or labor, so well as the united efforts of many devoted to the same calling. Progress in Art is the work of many minds, the result of the studies of many men striving to accomplish one purpose with their united strength, and that purpose is the development of the true principles, artistic, scientific, and practical, of their particular branch of art. . . .

"Organization is a wholesome check to the erratic wanderings of some men of genius, while it is a spur to the flagging energies of others. . . .

"If we adhere faithfully to our organization, we shall readily attain to a high degree of knowledge in the several branches of our art, and by the union, shall be better qualified to guide the public to a clear and sound understanding of the principles which govern our practice. . . .

"Isolation of talent is weak in answering the demands of even a limited community, and much more so of so vast and wealthy a country as ours."

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October, 1957

Nine



## NATIONAL AIA BOARD AND STATE SOCIETY TO MEET IN PHOENIX



Leon Chatelain, Jr.

Phoenix, first extended last year by James W. Elmore, then president of Central Arizona Chapter, and renewed by Martin Young at the Centennial Convention.

The national Board of Directors of The American Institute of Architects will hold its Fall meeting in the Phoenix area during the week of November 10-17.

President Leon Chatelain, Jr., other officers and directors, and Executive Director Edmund R. Purves, will headquarter at the new Valley Ho in Scottsdale.

The Board accepted the invitation to meet in Phoenix, first extended last year by James W. Elmore, then president of Central Arizona Chapter, and renewed by Martin Young at the Centennial Convention.

Richard Drover is heading a committee of Central members arranging entertainment. Officers of both Central and Southern chapters, comprising the directorate of the Arizona Society of Architects, met last week at Casa Grande to arrange the events of the Society's first annual meeting to be held November 15th and 16th, in Phoenix. This will be the first statewide meeting of architects since the Arizona Chapter was dissolved and two new chapters were created in 1956.

Details of the program will be sent to all members and will be carried in the next issue of *Arizona Architect*, to be published November 15.

Tentative plans call for all AIA members attending the Society meeting, and the national board members, to participate in an evening western steak fry at South Mountain Park. On Saturday there will be joint sessions of the members of both AIA chapters, meeting as the Arizona Society of Architects.

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ARIZONA ARCHITECT

## TRACT HOUSING — IMPROVEMENT NEEDED

### ARCHITECTS' VIEW

By William Shinderman, AIA

(EDITOR'S NOTE: The following verses, reprinted from the *Bulletin of Southern California Chapter, AIA*, neatly state the issues.)

The orange groves go, the builders sow, tract houses growing row on row

Shake roofs and stucco trimmed with wood, no feeling for the neighborhood.

Bulldoze the site, uproot the trees, change Mother Nature as you please,

Exploit the land for all it's worth, just haul away the excess earth.

Make all the mountains disappear, provide a view that's wide and clear.

Not overlooking lawns and lichens, but peeking into neighbor's kitchens.

And when the sales begin to lag, just slope the roof and make it sag

Divide the glass with leaded panes, adorn the roof with weather vanes.

Describe it simply with these words, "Two houses here — one's for the birds."

The surveys show the peoples striving, it's rustic barns the public's buying.

Small windows flanked with stuck-on shutters, a rooster but he never utters

By Fred M. Guirey, AIA

From our experience and observations I am convinced that the architect can greatly enhance the value of the merchant builder's house without increasing its cost by developing the utilization of space to a maximum. He can also produce a better house by improving the handling of exteriors, and actually reduce the cost to the builder by simplifying the use of materials consistent with good design. This was brought sharply to my attention at a recent "Parade of Homes" held in Phoenix. While some of the houses had real merit, many featured tortured plans with waste space, bad circulation, and worst of all total lack of planning for furniture placement.

The exteriors of many of the houses were gooked up with phony "Architecture" and superfluous ma-

A crowing sound like roosters should; his vocal chords are made of wood.

Tack on some dormers where you please, give all the mortar one big squeeze,

Cover all the roof with shake, prepare to run when earth may quake.

This house won't stand for Richter Seven, for that will be the call to heaven.

Place block and tackle on a hook, in other words, just throw the book

With all copings, scrolls and mouldings, the buyer's showing all his holding

This house with all the gingerbread, the builder should have stood in bed.

Our job's to raise the public's sight, show them some stuff by F. L. Wright

An open plan by Mies is right, eliminate rooms dark as night,

Let's get the space to flow elastic, give everything a feeling plastic,

Keep nature in the building site, leave off the decor that's a fright.

Tradition past just isn't cricket — look at some modern work by Fickett.

The needs of man are what to please, let's leave the bird's nests for the trees.

(With apologies to the many contemporary builders who have already shown the way with progressive tract developments, and apologies for omission of architects whose names just don't rhyme. Anyone have some words that rhyme with Neutra?)

terials which were costly to install as well as being bad design. The common cliché of doing four walls in different materials has nothing to commend it. Nor do fake shutters, unusable bird houses and diamond-paned front doors add anything but cost to the building.

I recognize that close collaboration between the builder and architect would be necessary if final results are to be successful, for most of the builders have well-worked-out systems of cost-saving construction that the architect must incorporate into his plans, if they are to be of real value to the builder.

There is real opportunity for serving the home-buying public if the builders and architects will establish active collaboration in the use of their respective talents.

October, 1957

Eleven



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Twelve

## MORE ON DEVELOPMENT HOUSING

By Ralph Haver, AIA

By way of discussing tract housing, I'd like to comment on a new book, *Builders' Homes for Better Living*, written by A. Quincy Jones and Frederick E. Emmons, members of the Southern California Chapter, AIA. Published by Reinhold at \$8.95, this is a timely book covering a subject which should be of interest to many.

Many articles have been written concerning the indiscriminate growth of tract housing. Most developments consist of uninspired groups of houses, monotonous in their siting, repetitious in their appearance, and lacking integration with the surrounding community.

The majority of houses today are the product of the merchant builder. Fewer individual houses are constructed each year, while the tract developments continue to increase. Because of the economies possible in mass development and construction, the trend is bound to be in this direction. Any improvements in these developments has to come from the combined efforts of the builder, architect, engineer and site planner.

Simple economies are going to dictate that the tract builders produce better designed and more livable developments. The post war seller's market, with its resulting minimum product, is a thing of the past. It is a buyer's market now and the buyers, becoming more prosperous, are more discriminating. So the successful development has to give more attention to the fact that the potential home buyers are looking for more than square footage at a limited price. They are looking for the livability that results from proper planning, good siting, good construction and well-thought-out land planning.

This book, by utilizing well selected photographs and beautifully executed sketches, will assist all who are interested in the creation of a better pattern for architect, the engineer and the site planner. It will help the prospective home buyer in judging the overall merits of his prospective purchase.

Within the framework of the book all phases of the business of tract development are covered. Starting with the raw land, its utilization, streets and community landscaping, following chapters cover the relation of the house to its site, the design of the individual house (this in great detail). The structure with its methods and materials are next discussed, and finally the business of building, with its ins and outs are covered thoroughly. One cannot read or even browse through this book without becoming aware of the challenge that is to be met.

The shortcomings of present-day methods of tract development extend far beyond the individual house. The real aim is (or should be), to create a pleasant environment, utilizing our knowledge to its fullest

ARIZONA ARCHITECT

extent. The solution of the problem is deterred by the thinking habits and prejudices of a great number of people, but this is being overcome by the education of the builders and buyers of homes. Solutions are being developed in schools of architecture, in planning and research institutes, and by the Home Builders Association. The American Institute of Architects, in connection with the NAHB and FHA, is now preparing a film strip dealing with the subject.

The application of progressive planning, construction methods and materials, coupled with good judgment, will benefit the industry. More important, it will provide the buying public the opportunity to select a pleasant way of living geared to the modern tempo of life.

By Emerson C. Scholer, AIA

In the matter of development housing, architects and the builders alike are missing the boat. There are a few, however, that are exceptions to this, but, by and large, it is true. Almost anywhere you go you hear comments degrading tract or development housing. Still the average family must buy its home through a developer-builder. This situation, I believe, is here to stay, and for those who want to make a successful bid for this market, here are the beliefs and comments of one architect.

Development housing is a peculiar thing and not at all unlike the automobile industry or any other industry manufacturing for the mass market. Development housing must be approached in the same way — by the collaborative thinking of a team of experts. The current model automobiles are certainly not the answer if one could afford to buy a custom-designed and custom-built car. Similarly, development housing will differ from the custom home. The team of experts who will collaborate in the design of development housing includes the merchandiser, the builder, the architect, and the land planner.

Common faults which have been made in the past include the builder's settling for a plan for price alone, the architect's neglecting this great market for lack of understanding and the feeling that there is little return, the merchandiser's always wanting to get the show on the road and to sell, sell, sell.

The September issue of "House and Home" magazine has a worthwhile article which should be read and studied by all members of the team preparing to design a housing development. Here are the principal points of advice given by the "House and Home" magazine, in which I concur.

1. Start your plan with new things that make it better.
  2. Design house to cut costs.
  3. Don't cling too long to last year's best seller.
  4. Watch your timing.
  5. Don't gamble on design changes. Look what's coming. Play it safe.
- (Continued next page)

October, 1957

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Thirteen



## MORE ON DEVELOPMENT HOUSING

6. Help your home buyers catch up with the Joneses.
7. Don't believe what buyers say about style.
8. Don't try to sell elegant simplicity.
9. Don't bet too strong on any one style.
10. Don't knock yourself out bucking local preferences.
11. A house is not a home because it is filled with attractive gimmicks.
12. There are big reasons for contemporary design.
13. Don't sell contemporary short until you see what the local furniture stores are selling.
14. Follow the new ideas the national consumer magazines are pre-selling to millions of women for you.
15. Don't try to get an architect cheap.
16. Stop thinking small about builders or you may miss a great challenge.
17. Don't just copy your competitors. Look for ideas where ideas start.

With all things understood, the architect must guide the project and is the one influence that will keep the project from losing sight of a few basics relative to the individual. Whether the individual knows it or not — and many times in the race to keep up with the Joneses he loses sight of it — every individual's primary mission is the preservation of the species. Coupled with his primary mission, he must provide

shelter for his family and guide the development of his children. The architect is the glue that holds the thing together. He puts in the ingredients of artistic environment which are necessary in preserving the dignity of the family. — AIA —

## NON-RESIDENTS DEFINED

The Arizona Code of the State Board of Technical Registration (32-144), under "exemptions and limitations" provides: "Architecture, engineering, geology, assaying or land surveying may be practiced without compliance with this chapter by:

"2. A consulting associate of a registrant, if he is a non-resident with no established place of business in this state and is qualified to practice in the state or county where he resides."

The State Board has made it clear that it is not the intent of the law to permit a registrant of another state, not registered in Arizona, to practice in Arizona merely by retaining an Arizona registrant to look over the plans, affix his stamp, and perhaps supervise the construction. Authorship of the plans and specifications by an Arizona registrant, with the out-of-state registrant as consultant, is the true intent.

The Board is frequently called upon to take action on cases of this nature. A more thorough understanding on the part of the architects and engineers would help remedy this problem.

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Fourteen

ARIZONA ARCHITECT

## A BUILDER'S VIEW

By Yalo Epstein, President  
Tucson Home Builders Association

Project, tract, development, or "package" housing became the home building industry's solution to the tremendous housing shortage after World War II.

Project homes were designed primarily for shelter — rather than appearance, but with the satisfaction of the demand over the past two years, more emphasis has been given to making the housing package more attractive.

Perhaps most project housing has been produced without the design aid of an architect. That has been true in Tucson for several reasons:

1. Most Arizona architects are too busy working on large commercial and institutional jobs to bother with house design.

2. Those who are interested in home design, concentrate their efforts on custom housing rather than tract homes. The work is more lucrative and offers wider freedom for individual expression by the architect.

3. Builders, generally basing their thinking on their own experiences with an architect or such experiences of other builders, usually look upon an architect as a person more concerned with the artistic side of the housing problem than the economic side. And it is the

builder who gambles on a design in Tucson's extremely competitive new home market. He prefers something his workmen can handle with a minimum of labor, time and materials, and something he knows buyers will accept.

4. This brings up another point — today's construction worker usually is far from being skilled. A few old-timers remain in industry, but they usually are concentrated in firms doing high-cost home construction or commercial and institutional building. The attitude of most workmen is one of resistance to learning something new — as though anything out of the routine that might tax their skills, is an imposition.

Architects need to re-orient their thinking if they are to have any positive effect upon project home construction in the future. Economy is still uppermost in such housing — that holds for architectural fees as well as the production of the house the architect designs.

So far, the architectural profession has tended to snub this area of its responsibility. But any architect who decides to enter this field had better realize immediately that his artistic bent will be curbed by the economic limitations imposed by the low-cost housing market, itself.

It will require real concentration — and first hand, up-to-date knowledge of material costs, labor skills available and their costs, market trends and tastes, and

(Continued on Next Page)

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October, 1957

Fifteen



### MORE ON DEVELOPMENT HOUSING

such things as attitudes on design held by mortgage financiers, federal mortgage insurance agencies, and the like.

The industry needs more architectural attention to project home design — but mere sneers, criticisms or generalized castigations are not enough.

If the architect is ready to accept his responsibility in this field — then let him demonstrate it.

— AIA —

### A PUBLIC VIEW

By Carl Muecke, Attorney  
Vice-Chairman Phoenix Planning Commission

With the rapid growth of Arizona's cities, there is an urgent need for regional master plans which will, among other things, provide more effective control over new subdivisions.

While Maricopa County voluntarily allows the Phoenix Planning Commission review authority over new subdivisions within three miles of the city limits, the County often overrules the City Planning Commission when it has refused approval. Unfortunately there have been no consultations by the County Planning Commission with the City Planning Commission to consider the reasons for the latter's disapproval, and to work toward a greater cooperative effort.

Presumably the County Planning Commissioners consider their approval of subdivision plans in such cases to be merited, though it often seems they are too lenient with subdivisions whose interest would appear to be simply to cut up the greatest number of lots from the land without regard for future problems that will thereby develop.

Federal funds are available for regional planning, although certain persons oppose any acceptance of federal funds for this purpose. In my opinion this is nonsense. We should be willing and eager to obtain matching funds that will enable us to plan wisely for our inevitable growth.

Any subdivision can only be as good — from a living standpoint — as the general area of which it is a part. This includes the arterials, schools, recreation, public transportation and other utilities which serve the area.

In many sections of the country subdividers are required to set aside part of their land for public use. The recent gift to Phoenix, by John F. Long, of land for a golf course indicates the wisdom of such planning. Not only will it benefit the community, but the subdivider will have a continuity of development and the increased value of homes fronting on the golf course.

Such planning should go a step further and provide community meeting places and recreational facilities for teenagers. It should be part of a regional master

plan instead of depending on the enlightened self-interest of a few land developers. In the past we have often waited until land is so heavily developed that property for school and park purposes is unduly expensive.

An area planning authority should be established, made up of representatives of existing government units — all with equal representation so no one unit could dominate it. A bill to authorize such planning authorities was prepared for the last session of the state legislature. This should be reintroduced and passed soon. Otherwise the problems of growth will become so pressing that we will be left without choice, and will face a staggering financial burden to accomplish what we should be providing now.

I believe the Phoenix Planning Commission is anxious to go ahead with such a plan and would cooperate fully with the county and other towns. It is hoped that when a new county planning director is hired to fill the present vacancy, that we can proceed on this program with all speed.



OCTOBER 24 — UNITED NATIONS DAY. Tall, functional structures proposed for capitol and city hall in Phoenix have been criticized as "U.N.-type buildings", therefore "undesirable" architecture. Yet ideas, skills and materials from all over the world have been brought to New York to make the U.N. Headquarters a fitting home for the world organization. The whole panel of buildings is a product of an international K. Harrison. It has been devised as a workshop for peace. This picture shows the 39-story marble and glass Secretariat building with, in the foreground, the dome topping the General Assembly hall. (UNations photo).

Sixteen

ARIZONA ARCHITECT

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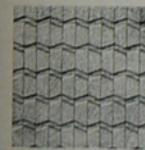
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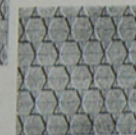
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October, 1957

Seventeen



# AIA SEEKS ARCHITECT-BUILDER AID

Cooperation of architects interested in development building practice is being asked by L. Morgan Yost, FAIA, chairman of the Institute's Committee on the Home Building Industry. In a recent memorandum he asks:

IF YOU HAVE photographs, 35 mm color slides, or renderings of . . .

- . . . site plans
- . . . sites prior to development
- . . . elevations of model houses
- . . . plans of model houses
- . . . general view of finished jobs

AND IF YOU ARE INTERESTED IN . . .  
. . . inspiring home builders and architects to work together to realize their responsibilities to develop well-integrated, well-oriented, well-designed (and therefore the best saleable) development communities

. . . inspiring in the appraisers and FHA fresh thinking in the recognition and value of good planning and design and in demonstrating the need for continual reappraisal of criteria

. . . educating the consumer in the value of better

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Eighteen

planning and design, both economically and sociologically

THEN YOU CAN aid the Committee on the Home Building Industry of AIA, working in collaboration with the National Association of Home Builders to realize these objectives through the vehicle of a widely distributed film strip, for use before:

- . . . FHA staff and field offices
- . . . Chapters and Regional Conferences of AIA
- . . . Chapters of NAHB
- . . . Rotary Clubs, Kiwanis, School Boards, Church Groups, Etc.
- . . . Real Estate Groups, Lending Institutions
- . . . Television programming

Those architects qualified and interested in this project are asked for frank and complete answers to the following questions:

1. Provide a brief outline describing the considerations which went into the design of the site plan, plan of house, elevations and color schemes.

2. What was the extent of service provided by you to the builder? Stock plan - Full service, including: Preliminary studies - Design & elevation changes - Detailed drawings & Specifications - Color plan - Site plan - Landscaping - Sales assistance - Supervision & Expediting - Other:

3. In what ways (if any) were you able to help the builder decrease his costs? Increase the value of his development?

4. Was the project successful in terms of sales? Consumer satisfaction? If not, what changes will be incorporated into future plans based on criticisms of this job?

Examples of both GOOD and BAD design are needed. Sources will remain anonymous except for credits listed together.

Any additional remarks or suggestions with regard to your work or the film strip itself will be most welcome.

Names of any builders or architects active in this field of development building would be welcomed by the Committee. Communications should be sent to: Mrs. Gery Witt, Coordinator of AIA-NAHB-FHA Film Project at The American Institute of Architects, 1735 New York Avenue, N.W., Washington 6, D. C.

- AIA -

Man's greatest discovery is not fire, or the wheel, or the combustion engine or atomic energy, or anything in the material world. It is in the world of ideas. Man's greatest discovery is teamwork by agreement.

- B. Brewster Jennings

# Architect-in-Training Program

## 1. HOW THE PROGRAM WORKS

1. Graduates, and others qualified, enrolled with national AIA as Architect-in-Training.

2. Individual programs of experience in suitable offices for period required by State Boards, usually 3 years.

3. Periodic guidance by architect-advisor to secure balanced variety of work experience.

4. Log Book recording of actual work, weekly, quarterly, and annual summaries.

5. Periodic review and guidance by Advisory Committee of AIA Chapter.

6. Maintenance of candidate status and acceptable progress.

7. Regular progress reports to national AIA by Chapter Committee.

## 2. PROGRAM AS PART OF THE TOTAL EDUCATION PATTERN

Responsibilities have been defined by official action of:

### Association of Collegiate Schools of Architecture.

It is the proper function and objective of the accredited school of architecture to provide a broad educational background of general culture and technical subjects leading to a degree in architecture: to examine and evaluate the candidate in these courses, to provide an atmosphere conducive to the development of a professional attitude, and a realization of the need for the experience of the architect-in-training program as preparation for full professional practice.

### American Institute of Architects.

It is the proper function, responsibility, and duty of the profession to provide a program of guided apprenticeship, take cognizance of the candidate program and make available to him opportunities for experience in all areas of practice.

### National Council of Architectural Registration Boards.

It is the proper function and objective of the State examining

board to evaluate the experience, knowledge, and judgment gained under the Architect-in-Training program and to examine the candidate, confirming the limit and extent of the exam to the application of his education to the professional pattern of practice with the objective of determining his professional judgment, competence to serve his client, the public, and his profession.

## 3. WHAT DOES THE PROGRAM MEAN TO THE EMPLOYER?

**Financial concessions?**  
None. Program has no effect on salaries.

### Demands on employer?

Program operated on the initiative of the Candidate under supervision of employer-architect whose major contribution is personal interest and cooperation in providing suitable variety of training experience.

## 4. WHAT DOES THE PROGRAM MEAN TO THE CANDIDATE?

**Financial benefits?**  
None. Candidate can expect no more preferential treatment financially than a medical intern in a hospital. Good experience and performance may expedite advancement.

**Professional benefits.**  
Candidate recognized in semi-professional status.

### Opportunities for balanced variety of training experience.

Log Book Supplement contains valuable reference lists for self-education in the profession and the building industry, to be supplemented by material sent by the AIA and acquired by Candidate from other sources.

### Cost?

Only small initial registration fee. National AIA carries administrative cost.

## 5. DOCUMENTS

Log Book.  
Log Book Supplement.  
Certificate and Registration form.

3 copies - one each for Trainee, Chapter Secretary, Octagon.

## 6. WHO DOES WHAT? Candidate

Sends application form to the Octagon, Washington, with \$3 fee. Receives Certificate, Log Book, and Supplement.

Reports to Advisory Committee of local AIA Chapter.

Fills in quarterly Experience Log sheets which he keeps in his Log Book.

Arranges conference at least once a year with Chapter advisor.

Fills in annual summary bar charts from quarterly Experience Log Sheets.

### A.I.A. Chapter Secretary.

(AIA headquarters, 1735 New York Avenue, N.W., Washington, D.C.)

Receives and reviews application.

Enrolls qualified candidate.

Sends identical certificate registration forms to Architect-in-Training and to Chapter Secretary.

Sends additional material for Supplement as approved and available - to all Architects-in-Training.

### The Employer.

Receives reports on Architects-in-Training from Chapter Secretaries.

Receives registration form issued by Octagon.

Notifies Chapter advisor or Advisory Committee of all enrollees.

Assists in maintaining contact of Architects-in-Training, with the advisors and with the Chapter.

Reports annually to Octagon on forms provided, regarding number, status and contacts of trainees with advisors and the Chapter generally.

### Octagon

Initials and closes out the quarterly Experience Log sheets to indicate correctness of entries.

Advices with trainee-employee regarding the experience he is gaining and arranges for a balanced variety of experience for the trainee.



## IN THE BOOK WORLD

Most books on Architecture are depressingly stuffy from over-intellectualizing their contents. It isn't often that a new book on Architecture is a delightful visit to the circus and an enjoyable session at a social science lecture. *The Gingerbread Age* by John Maas (Rinehart - \$7.95) should not be mistaken for a nice, fun-type thing to flip through as one would a comic book. Though sub-titled, "A View of Victorian America," it is considerably more than entertainment, even if the hundreds of excellent illustrations seem to imply this on superficial glance.

The author holds that "the boldness and vitality (of the Victorian Past) can teach a lesson to the conformist present." And he proceeds to do so quite successfully. As usual, it has taken a relative newcomer with a fresh viewpoint to rekindle an awareness of our recent heritage. John Maas, born in Vienna, came to this country in 1941 to be "startled" by American nineteenth century buildings. So he sketched, photographed and painted many examples of fanciful buildings of the rich Victorian period of 1840-1880. The results are combined with facts and illustrations from other sources, amply outlined in a selected bibliography, and well indexed. Couple this with a pleasant narrative style presenting frequently startling information of the period and you have quite an experience. In fact, one could achieve an enviable reputation as wit, critic, and essayist by expounding on the lessons learned in *The Gingerbread Age*. Perhaps a synthesis of the author's attitude is contained in the concluding paragraph of the first chapter: "Most of our own buildings stand on the shifting quicksand of insecurity - Victorian architecture was founded on the rock of superb confidence."

Architecture is an expression of its time, and Victorian buildings are perfect symbols of a period that was not given to understatement. They were the product of no mean age. In the 40 years covered by this period, the United States developed from a largely agricultural country on the fringe of western civilization to one of the great industrial powers of the world. Most of the technological advances of our day were invented or introduced during this time, and social changes were of even greater influence. So-called modern conveniences were first introduced in the nineteenth century and then, as now, Europeans were impressed by American homes. Even in 1842 the servant problem was acute, and writings of the period (liberally quoted) recommended labor saving devices common today. The excellent illustrations give liberal evidence of the exuberant imaginativeness of the time.

If all this seems a too-enthusiastic backward look at what is generally regarded today as a barbaric era, let me quote the Foreword of J. M. Barrie:

"Don't forget to speak scornfully of the Victorian Age. There will be time for meanness when you try to better it."

In any age when there is doubt about the validity and strength of its ideas and institutions, there is an inevitable look to the past - as though to draw from its lessons some clue for the future. Is it not possible that the development of the elegant monumental towers of business and the revived atrium house all bespeak a need for formalism and order not evident in our world today?

- MURRY HARRIS

- AIA -

## BUILDERS' HOMES

Because of the special pertinency to the subject of tract housing, discussed in this issue, Ralph Haver's review of *Builders' Homes for Better Living* is carried on Page 12.

This important new book by A. Quincy Jones, AIA, and Frederick E. Emmons, AIA, is published by Reinhold at \$8.95.

- AIA -

## BEAUTY AND ORNAMENT

It is generally allowed that the pleasure and delight which we feel on the view of any Building, arise from nothing else but Beauty and Ornament, since there is hardly any man so melancholy or stupid, so rough or unpolished, but what is very much pleased with what is beautiful, and pursues those things which are most adorned, and rejects the unadorned and neglected; and if in any thing that he views he perceives any ornament is wanting, he declares that there is something deficient which would make the work more delightful and noble. We should therefore consult Beauty as one of the main and principal requisites in any thing which we have a mind should please others. . . .

If Beauty therefore is necessary in any thing, it is so particularly in Building, which can never be without it, without giving offence both to the skilful and the ignorant. How are we moved by a huge shapeless ill-contrived pile of Stones? the greater it is, the more we blame the folly of the expence, and condemn the builder's inconsiderate lust of heaping up stone upon stone without contrivance. The having satisfied necessity is a very small matter, and having provided for convenience affords no manner of pleasure, where you are shocked by the deformity of the work.

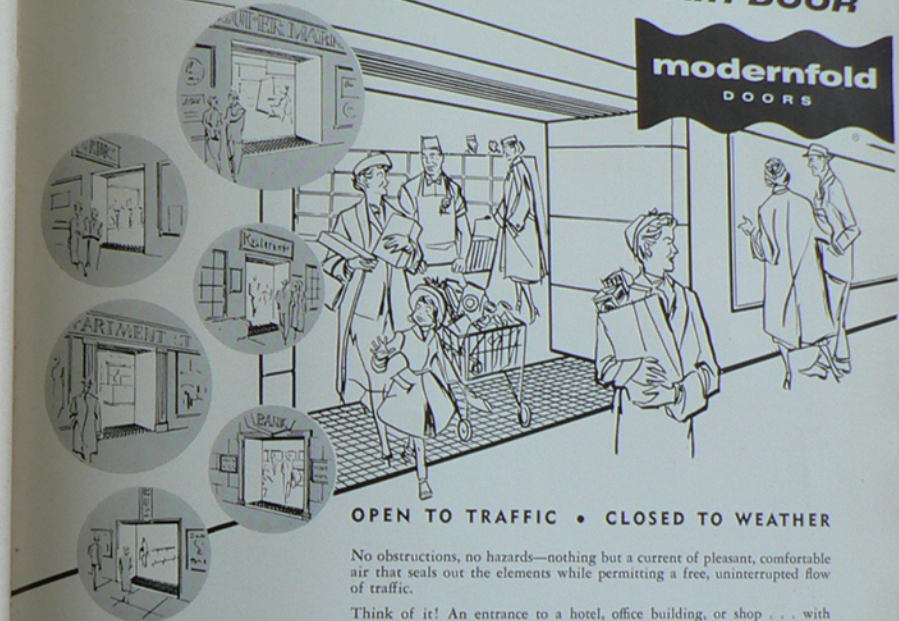
- Leon Battista Alberti (1404-1472)

(Quoted in *A Documentary History of Art, Vol. I, The Middle Ages and The Renaissance*, edited by Elizabeth G. Holt and published by Doubleday - paperback, \$1.45.)

ARIZONA ARCHITECT

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