



ARIZONA ARCHITECT



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

NOVEMBER, 1957, Vol. 1, No. **3**

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Official Monthly Publication of the
ARIZONA SOCIETY OF ARCHITECTS
comprised of
**CENTRAL ARIZONA CHAPTER and
SOUTHERN ARIZONA CHAPTER of
THE AMERICAN INSTITUTE OF ARCHITECTS**

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Subscriptions: \$4 a year
Per copy: 40 cents

November, 1957
Volume 1, No. 3

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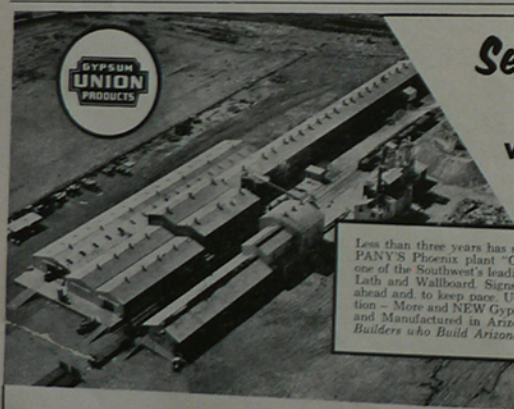
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THE PRESIDENTS' PAGE



CENTRAL
ARIZONA
CHAPTER

Martin Ray Young, Jr.



SOUTHERN
ARIZONA
CHAPTER

Fred Jobusch

THIS MONTH points up a great accomplishment for the architects in Arizona. The National Board of Directors of The American Institute of Architects are in the Valley for their fall meeting - the first time in our state - and we feel it significant that this should occur.

To the Board we bid you welcome to the great Southwest, and extend to you our western hospitality. We sincerely hope that you will partake of the desert air, the cook-out in the South Mountains, and come back soon.

As we have been reflecting, it was in 1937 that the Arizona Chapter was organized, with seven corporate members and about 20 associate and junior associates. We have grown from that small start into two chapters, the Central Arizona and Southern Arizona, with about 70 corporate members and over 100 associates and junior associates.

The growth of the profession has paralleled the growth of our state, and we hope that the stature of the professionals has grown also. We have many problems to solve as we grow in stature. We must become more useful to the community as well as our state. We must be ever mindful of our role as architects. We must do good work. We must be high-minded in our daily contacts, because through us the public sees architecture in action, and so establishes its idea about architects and architecture.

To add emphasis to our growth, we are having the first annual meeting of the Arizona Society of Architects here in Phoenix this week, in conjunction with the national Board's meeting. This will be a great opportunity for all of us to renew our acquaintances and make new friends. We bid all welcome to Phoenix and the Valley of the Sun. This will also give us opportunity to discuss our common problems of a state-wide nature.

It was with real regret that we learned of the death of W. Gordon Jamieson. We had the privilege of being with him often as he visited us in Arizona during the winter months, and we learned to appreciate him greatly.

As our communities expand rapidly the need of a good, up-to-date building code is more apparent. Not only within the corporate limits of our cities, but in the suburban county areas. Not only for Phoenix and Tucson, but for all the communities within the state.

It will require the patient, persistent work of our building officials, architects, engineers and contractors to promote the adoption of these codes. Enabling legislation may be required to permit counties to adopt them.

It is the prediction of Tucson City Manager Porter W. Homer that Tucson will quadruple its city area in 10 years while tripling its population. That means also that the suburban areas will be growing just as rapidly. Tucson isn't the only city in Arizona with such a future - it is typical of the growth throughout the state. Are we going to wait another 5 years before doing something to protect the quality and safety of construction in these rapidly expanding areas?

One of the poorest arguments against a building code is that it increases the cost of construction. Let's look at it another way. It provides the safety to the public, both in their homes and in places of public assembly - safety and welfare that the public is entitled to. The very few dollars it costs extra to have safe construction, adequate ventilation and plumbing facilities, and proper electrical installation, is a drop in the bucket compared to the value of safety, health and welfare for the persons concerned. With everyone being controlled by the same regulation, there is no argument for cost differences.

The problem of administration and enforcement is not as difficult as it seems. An excellent example of city-county cooperation is the work of the City and County Planning and Zoning Commissions of Tucson and Pima County. Harmony of purpose exists as duplicity of effort is at a minimum. So why not the same kind of teamwork in a city-county Building Department? And if it can work in Tucson, it can work in every community in the state.

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CENTRAL CHAPTER NEWS

The Annual Meeting of Central Chapter will be held Thursday, December 5, at 6:30 p.m. at the ABC Club, in Phoenix.

All committee chairmen will be called on for annual reports, and officers will be elected for the 1958 term. Every member is urged to attend this meeting and participate in the important business that will be transacted.

On October 24 some 95 architects, their staffs, and consulting engineers were guests of Pittsburgh Plate Glass Company at a dinner held at the Arizona Country Club, in Phoenix. On November 7 they were again entertained at a luncheon at the Sahara Motor Hotel, this time by officials of the American Window Glass Company of Pittsburgh.

Central Chapter members were delighted to learn that the "Sun Living" section of the Sunday Arizona Republic has for the second time in three years been judged the best home section in America. The competition, sponsored by the National Association of Real Estate Editors, was open to all newspapers in the U. S. and Canada. The award was based largely on readability, originality, local appeal, and breadth of coverage. One Sunday each month the section devotes its front page to a home designed by a Central Arizona Chapter member, who explains some architectural principle he employed.

The Chapter is proud to participate in this top-rated newspaper section, and appreciative of the friendly cooperation that has always been extended by its section editor, Cecil Lynch, and Henry Fuller, real estate editor. To them and to Sunday editor Burke Johnson, Central Chapter extends its sincere congratulations.

- AIA -

TIME FOR AWARD ENTRIES EXTENDED

The AIA has announced that, because of world-wide interest, extra time will be given to make nominations for the 1958 R. S. Reynolds Memorial Award - the \$25,000 honorary payment to the architect making the "most significant contribution to the use of aluminum" in the building field. The first Memorial Award attracted 86 nominations from 19 countries in 1957, and was won by three Spanish architects.

The Reynolds Award may be given for any type of structure and is not restricted merely to buildings. Prime consideration is given to the creative value of the structure and its potential influence on modern architecture.

To be considered for the Award, an architect must be nominated by either: a Chapter of the AIA, any architects' society outside the U. S., or any college or university.

The AIA will accept nominations until January 15, 1958.

SOUTHERN CHAPTER NEWS

Architects of Tucson and their employees were very graciously entertained Friday, October 25, by representatives of the Pittsburgh Plate Glass Company. Mr. Starr, sales manager of the Tucson office, his sales staff, and Mr. Leonard, district manager of El Paso, were the hosts. Mr. E. A. Lundberg, AIA, creator of their popular "design of the month" brochure, was the guest speaker. As manager of the company's Architectural Development and Design Department, Mr. Lundberg most ably demonstrated their products and kept the audience entranced with his voluble delivery and sleight-of-hand artistry.

Our recently appointed Public Relations Chairman, Robert Ambrose, AIA, has initiated a questionnaire for all architects in the Tucson area as a result of last month's issue of *Arizona Architect* dealing with builder housing. In conjunction with the request of Mr. Yost, chairman of the Institute's Committee on the Home Building Industry, Bob is compiling a list of Tucson architects interested in development home building. Any Tucson architects who have been active in, or who may be interested in entering the field of development home building, are urged to call Bob at MAIN 2-8585.

The December 4 meeting will be the Annual Meeting and Corporate Meeting of the Southern Arizona Chapter. Officers and directors to succeed those whose terms of office are about to expire will be nominated and elected. It is the desire of the President that every corporate, associate, and junior associate member make a special effort to attend this meeting.

NOTICE TO ALL ARIZONA AIA MEMBERS

The next issue of *Arizona Architect* will feature "The Role of an Architect." With pictures, it will illustrate the many ways in which the architect serves his client. Fee schedules will be explained and many of the other "mysteries" of the profession, including the value to the client and the community of the AIA professional code of ethics.

The issue will carry a complete roster of both Arizona chapters of the AIA. Will your name and correct address be included? If you have any doubt that your Chapter Secretary has your correct address - or if he has a home address for you whereas you would prefer to be listed at an office address, it is up to you to see that he gets the information immediately.

If you have not already done so, you may still order extra copies of the "Role of an Architect" issue for presentation to prospective clients. Please send check with order (8 copies for \$1) to *Arizona Architect*, P. O. Box 904, Phoenix, before December 5th.

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Six

ARIZONA ARCHITECT

The Editor's PERSPECTIVE

"Let's go now to the root of the matter - It needs men to act as well as to chatter."

WANTED! LEADERSHIP! -Henrick Ibsen

In his talk at the Western Mountain District Conference, AIA President Chatelain suggested that the people of our area are fortunate, that we can still learn and profit by the mistakes of the rest of the country. He said:

"In the East and the Midwest - and yes on the West Coast too - we are running out of time to save our cities, but you still have time and nature on your side." And he added:

"I know that planning has a bad connotation, especially here in the West where individualism is a way of life. But, believe me, if you are going to preserve the individualism of your cities and your people, you will have to start *now* to control and shape the growth of your urban clusters, and your villages. Call it, if you will, foresight. It is needed, and we architects are in the most logical, if not the most powerful position, to use it."

Certainly warnings to us have been plentiful. Some weeks ago reporter Bob Lord said in the Gazette that a regional master plan was needed so zoning commissions could, for example, refuse permission to build a million dollar structure on what will inevitably be needed as a freeway.

Attorney Carl Muecke, on these pages last month, voiced a similar warning for action: "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."

Arizona members of the AIA more than five years ago urged development of plans for a magnificent state capitol in Papago Park - long before Frank Lloyd Wright took an interest in the problem. But time has wrought such changes that most architects now seem to believe it is too late for that plan. They have suggested a master plan that will vastly improve the present capitol area. If businessmen and legislators will listen to it!

Publisher W. B. Wright has urged development of an "Inspiration Point", perhaps on Camelback Mountain, so residents and visitors to Phoenix could have an inspiring view of the city. A view - too fleeting - about which arrivals by air have raved.

With prospects of a wet winter, Mayor Jack Williams has again warned of a serious flood threat to Phoenix unless action is taken on many fronts.

Fred Jobusch, in his column on page 3, urges action to permit counties to adopt building codes - before tremendous property values, and even lives are lost.

And State Representative M. O. Lindner, on page 12, suggests a method by which some of the state's urgent building problems might be met.

November, 1957

The point of this editorial can be summed up in the old saying: "Everybody's business is nobody's business." Public opinion, if systematically informed and directed, can solve every one of these problems. But it takes a leader to start the ball rolling, and keep it moving.

"One on God's side is a majority," said Wendell Phillips 98 years ago this month. Others have since put it: "One man with courage and persistence can be a majority."

I know there is a hazard that when you open your mouth with a suggestion, someone will say: "Fine, you do it." But architects - if they will - can at least gather a few influential people together. Members of the Better Government Association and the Charter Government Committee, for example, or downtown merchants or a group of state senators. They, in turn, could develop a plan of organization that will result in action - persistent, opinion-leading action - that will meet our most serious challenges. Then the warnings of President Chatelain at Moran, Wyoming, and those of many others, will not have been in vain. The architectural profession will have provided the "men to act as well as to chatter."

Last month we paid tribute to the many busy architects throughout the country who devote much of their time to carrying on the work of the AIA.

This month we are privileged to have some of these busy men here in Arizona. Their work will now be about over, and we offer them the relaxation of an evening on the desert overlooking the lights of our growing capital city.

To encourage them to come out and give Arizona architects the opportunity to visit with them, we print here a picture suggesting what is in store. This, gentlemen, is Architect Jimmie Nunn, wielding his famous fork and about to serve steaks to Architect and Mrs. Joseph Hughes at a recent gathering of Central Chapter members.



Seven



Leon Chatelain, Jr., of Washington, D. C. (above) has served as AIA president since 1956. Before that, for two years, he was AIA treasurer.

AIA BOARD IN SESSIONS HERE

Arizona's two AIA chapters welcome to their state the Board of Directors of The American Institute of Architects, which has been holding its Fall meeting at the Valley Ho in Scottsdale during the week of November 11-17.



Edmund R. Purves (top, right) has been executive director of The Institute since 1949. He was once president of the Pennsylvania Society of Architects, and served as a regional director of AIA from 1938 to 1941.



John N. Richards, Toledo Ohio, (first, below) has been first vice president since 1955. He was second vice president in 1955.



Bradley P. Kidder, Santa Fe, N. M. (bottom, right) is regional director for Arizona and the other states of the Western Mountain District.



Philip Will, Jr., of Chicago, Illinois, (bottom, left) has been second vice president since 1956.



Edward L. Wilson, Ft. Worth, Texas (top, center) is AIA secretary. He is past president of the Texas Society of Architects and was regional AIA director from the Texas District from 1951 to 1954.



Raymond S. Kastendieck, Gary, Indiana, (bottom, center) has been AIA treasurer since 1956. Past president of the Indiana Society of Architects, he served as regional director from the Great Lakes District for three years prior to his election as treasurer.

Other members of the AIA Board of Directors are Matthew W. Del Gaudio, New York, New York District; Bryant E. Madley, Springfield, Ill., North Central States District; Austin W. Mather, Bridgeport, Conn., New England District; J. Roy Carroll, Jr., Philadelphia, Pa., Middle Atlantic District; Bergman S. Letzler, Louisville, Ky., Great Lakes District; John H. Fairhead, Tunica, Miss., Gulf States District; Donald J. Stewart, Portland, Ore., Northwest District; I. Lloyd Roark, Overland Park, Kans., Central States; Sanford W. Gole, Gainesville, Fla., South Atlantic District; U. Floyd Kible, Los Angeles, California-Hawaii; R. Max Brooks, Austin, Tex., Texas District.

Eight

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Ten

ARIZONA ARCHITECT

FIRST ANNUAL MEETING ARIZONA SOCIETY OF ARCHITECTS

Phoenix — November 15-16, 1957

Program

FRIDAY, NOVEMBER 15

Western cook-out at large ramada, South Mountain Park

7:00 p.m. Cocktails

8:00 p.m. Steak dinner

(Guests will be AIA national directors and wives.)

SATURDAY, NOVEMBER 16

ABC Club, 1425 E. Ocotillo, Phoenix.

10:00-12:00 a.m. Business session. Society organization; election of officers; discussion of architectural and legislative matters of state-wide concern; progress report on *Arizona Architect* Magazine. James W. Elmore, president, presiding.

12:30 p.m. Luncheon

The Council of the Arizona Society of Architects (officers and directors of both AIA chapters), met in Casa Grande recently to plan the First Annual Society Meeting and to discuss magazine policy. Around the table,

clockwise from front center: Fred Jobusch, Edward H. Nelson, Martin Young, James Elmore, Ralph Haver, Robert T. Cox, Santry Fuller, Richard Drover, Robert Ambrose, Eleazar Herreras, David Sholder.



November, 1957

Eleven

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Twelve

CRITIQUE

EDITOR, ARIZONA ARCHITECT:

Arizona's horse and buggy system for financing its construction is interfering with an orderly building program and makes the state tax rate rise and fall like a yo-yo.

The state tax rate is used to make up the difference between amounts appropriated by the legislature and revenue from other sources such as the income tax and sale tax. For every million dollars appropriated in excess of revenues, the state tax rises approximately 7½ cents.

Last year total appropriations were \$64,918,518.00. Of this amount \$5,164,048.00 was earmarked for construction. At 7½ cents per million it is easy to see that 39¢ of the state tax rate was earmarked for construction in a single year.

If this system were getting the job done I might be inclined to endure the uncertainties of a never-stable but ever-high tax rate. However, we are not only not catching up with our building problems; we are constantly falling farther behind!

Last year the State Planning and Building Commission approved, as an absolute minimum, requests from agencies totaling \$3,369,817.26. Added to urgently needed money for the universities and colleges, this total was out of the question if we were to have a tax rate of less than \$1.50 and less than one-half the requested amount was granted.

Here in Arizona the state grants bonding authority to every other public body except itself. School districts, counties, cities and towns, when in need of construction may vote bonds for the purpose. They are then able to pay for the improvements over long periods of time and thus have a more stable tax rate. Phoenix, when its current bond issue is sold will have nearly \$100,000,000 in bonds (both general obligation and revenue) outstanding. The state, with \$25,000,000 of bonds could bring its construction program up to date and also build for the future.

Some people oppose the issuance of bonds on a cost-of-interest basis. The fallacy of that argument is plain when one considers that we are now paying 25% more for buildings than we would have, had we built them in 1950 when they were needed. In addition we would have had seven years of much needed use.

Other people who are opposed to state bonds cite the constitutional limitation on bonded indebtedness. I am confident that if the constitution needs amending, the people will do it if given the chance by the legislature. However, Pennsylvania, with a similar limitation, set up an authority that is handling its construction program with bond money and our own Arizona Power Authority has issued bonds for construction purposes. A way can be found if the legislature sincerely wants the job done.

ARIZONA ARCHITECT

In the meantime conditions are becoming more and more crowded in every state institution. The situation at the state prison is almost beyond description. Something must be done. As I see it, bonds are the answer.

M. O. LINDNER, SR.,
State Representative, Dist. 3,
Yavapai County

EDITOR, ARIZONA ARCHITECT:

When Frank Lloyd Wright presented his idea of an Arizona capitol to the people of Arizona, he gave them something worthy of careful thought and consideration. Few — politicians or architects — were willing to give his proposal such consideration. Yet, in every aspect it is the most appropriate capitol proposal for our state. No sensible person would seriously question our most experienced architect's artistic judgment any more than he would question the artistic judgment of Bach or Rembrandt. No sensible person would question the suitability of the proposed building for its desert site. Frank Lloyd Wright's proven ability to fit buildings to their surroundings is well known. In the long run the now famous "Oasis" plan would pay for itself in advertising value to the state. It would be certain to cost less than the piecemeal, dated building program now embarked upon by the Planning Commission.

Not so easily understood but very important is the idea of a new capitol location. Frank Lloyd Wright recommended a typical Arizona site, with desert and mountains. He thought Papago such a site. He pointed out that crowding up in downtown areas is an outdated concept. The automobile and telephone not only make spreading out possible but make this crowding up inefficient and inhuman. In Arizona why not reverse the trend? Using the "Oasis" proposal as a pattern the major offices of state government could be housed in the simple, expandable wings which lie behind the great frontispiece, the sunshade dome. Ample new office space could thereby be provided with room for future growth for such services requiring physical attachment to the major offices. In the likely event that the Papago site be made a park, a new capitol there would be assured a setting devoid of encroaching congestion.

The choice is greatness or costly mediocrity. To seek greatness is to inspire the community and strengthen the public spirit. To strive for the difficult will benefit all of us in countless untold ways and this splendid building would be the permanent record of our achievement. To accept mediocrity when greatness is offered is to degrade ourselves.

When we, as architects, produce, condone and accept this mediocrity under these circumstances, are we not failing to assume leadership in a sphere of public activity which is rightfully ours?

CHARLES MONTTOOTH

(Continued on Next Page)

November, 1957

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Thirteen

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Fourteen

Critique (Continued)

EDITOR, ARIZONA ARCHITECT:

I liked the first issue and particularly the way you handled the report on the state capitol building; I was there until six years ago, and know first-hand whereof you speak. You may gather that I am not one of Frank Lloyd Wright's disciples.

As to your request for drawings for a cover: I wonder if you are acquainted with the "Monthly Bulletin, Michigan Society of Architects, including National Architect"? Each month they use a different cover design, always embodying the letters "AIA" and I find it much more interesting than the cover of any other magazine I receive except "Arizona Highways."

I believe their covers are sent in or suggested by their clientele, with credit periodically given the designers. This one feature has kept me re-subscribing for years, watching to see if they ever duplicated a cover. They haven't yet. Colors, form and placing of letters change each time; sometimes the letters are cut from architectural photographs; sometimes it is quite abstract, at times quite formal. Always there is interest.

From a professional standpoint it seems to me the most appropriate thing that could be done. You have made a good start with your first cover, why settle down to a fixed and stereotyped format?

D. E. CHENAULT
Los Angeles

(Editor's note: We also received this reaction to the cover: "It's stunning, why change?" We'll discuss it at the State Society meeting.)



"GREAT ARCHITECT" CALLS "JAMIE"

Word was received recently of the death in Denver, of W. Gordon Jamieson, FAIA, immediate past regional director of the AIA for the Western Mountain District.

"Jamie" as he was affectionately known to his many friends, was educated originally in Scotland. He pursued his schooling in this country and centered his architectural practice in Colorado, where he designed many public buildings.

In 1951, "Jamie" purchased property near Florence Junction, in central Arizona, where he built a winter home. He devoted many years to Institute service, in the course of which he made innumerable friends. They will miss him greatly.

ARIZONA ARCHITECT

NON-RESIDENTS FURTHER DEFINED

Last month *Arizona Architect* described the extent of practice permitted a non-resident architect or engineer under the state's Technical Registration law. It may have been a shock to more than one professional to learn that he has violated or is about to violate the law.

The answer to the question: "What can I do?" is spelled out under the act's Section 32-124, according to an official of the Board. Under the heading "Registration Fees," it says:

"The following fees shall accompany applications for registration:

"4. For a temporary permit to practice architecture, engineering, geology, assaying or land surveying, not to exceed a period of ninety days, by a nonregistrant holding a valid certificate of registration as an architect, engineer, geologist, assayer or land surveyor issued by another state or territory of the United States, fifty dollars."

This statute permits a non-registrant, qualified to practice in the state or county where he resides, to author plans and specifications and pursue one project without hardship. During this 90 days period it is possible for a non-resident to apply and qualify for Arizona registration, relieving all concerned.

It is to be noted here that permits are not granted indiscriminately by the Board. The non-resident must present proof-positive of his qualifications, such as an NCAR Board certificate, and his intent to practice on one defined project.

It is suggested that any Arizona architect who is contemplating the supervision of a project that has been authored by a non-resident should inform his associate of the Arizona law so both parties can be kept "legal".

November, 1957



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Fifteen

IN THE BOOK WORLD

"Solar Control & Shading Devices" by Olgyay and Olgyay. (Princeton University Press, \$12.50). Reviewed by Robert T. Cox, AIA.

"... the problem of the sun — as we know — is that it passes from one extreme to the other according to the change of the seasons. In this play many conditions are created which await adequate solutions. It is at this point that an authentic regionalism has its rightful place. The techniques are universal. . . . The sun differs along the curvature of the meridian, its intensity varies on the crust of the earth according to its incidence.

"In this detail the Creator has given us beautiful and prodigious diversity. It is for us, in succession, to seek a solution which is worthy of the work of nature."

—Charles Eduard Jeanneret

The Messrs. Olgyay, a twin-brother team working at Princeton University on a Guggenheim Fellowship, have taken a very serious-minded run at developing an understanding of the "beautiful and prodigious diversity." The results are embodied in this well organized, clearly thought-out work.

The architect who is looking for an easy solution to a particular sun control problem will be disappointed in this book, however. Unless, perhaps, there might be a pre-digested solution to the problem in the hundred plus examples of existing architectural solutions with which the book is illustrated. The authors prefer the more difficult route which involves a review of established principles and methods of shading buildings, and a theoretical and practical explanation of a method of design at which they have arrived. After mastering the Olgyays' method, the designer can then produce the solution to his particular problem, or determine the effectiveness of any predetermined method of shading.

In the quotation at the head of this column the remarks concerning "an authentic regionalism" can hardly escape application to this "Land of the Sun" in which we live. There is, perhaps, more potential application for architectural sun control here in Arizona than elsewhere in North America. That is, sun control which is, esthetically, a cut above "Shade Screen," "Air-O-Blinds," motorized louvers, and the like. This "authentic regionalism" might well be achieved through intelligent solutions to the problem of the sun. This book offers the scientific basis from which such solutions might materialize.

— AIA —

If criticism is to have any utility, it must be that of illuminating WITH PASSION some aspect of architecture, some truth, partial though it may be.

— Bruno Zevi

"Shops and Stores", revised edition, by Morris Ketchum, Jr. (Reinhold; \$15). Reviewed by David Sholder, AIA.

My first reaction, on thumbing through the pages of this book, was one of disappointment, since most of the drawings and photos were already familiar to me, having been carried over a period of years in "Progressive Architecture" and "The Forum." Mr. Ketchum's book takes on the nature of a bound collection of many of the plates that appeared from time to time over a period of ten years. Many of those drawings I have clipped and saved. However, there are many architects and draftsmen who were not in the profession ten years ago, or whose interest may only recently have been directed to this type of work. To them, the book would supply a valuable source of inspiration and technical data.

A similar book, published a few years ago by F. W. Dodge, and titled "Design and Modern Merchandise," carries a similar format, with designs that appeared in "The Architectural Record." This has been very helpful to us, and the new volume should prove similarly valuable to those who possess it. One good idea, obtained from such a book, is all you need to more than offset its cost.

A shortcoming in *Shops and Stores* is that the majority of work illustrated is by one man — the author — and does not show many of the fine shops and stores created by other capable architects. This is not, however, to depreciate the enviable reputation of the author as an architect in this field of design.

Morris Ketchum, Jr., is a comparatively young man who has achieved international recognition for his store designs. He has found time, too, to be active in many fields related to architecture. He has taught architectural design at Yale University; is vice president of the Architectural League of New York; a Fellow of The American Institute of Architects; and a member of the New York Building Congress.

Caught in an ever-rising spiral of high rent, high taxes, and high labor and material costs, today's merchant is faced with serious problems when he decides to expand or physically change his establishment.

Should he cram every square foot with merchandise and hope that customers will be attracted by variety? Should he open up his floor space into broad areas, restrict his merchandise display, and hope that the promise of comfortable shopping will attract trade? Is there a happy medium, and is the expense of good design paid for by increased trade?

These are problems that not only face merchants, but the architects whose designs must provide the answers. A study of such books as *Shops and Stores* will provide helpful clues.



ARIZONA ARCHITECT

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PHIL STITT, Managing Editor

TO ADVERTISERS:

Next issue of Arizona Architect (December) will be on "The Role of the Architect."

By pictures and text, it will tell the many ways in which the architect serves and protects the client — from aid in site selection, on through design, then recommendations and specifications of materials, inspection of construction, to checking against possible liens and final approval of payment to contractor.

The basis of AIA recommended fee schedules will be explained, and all members of the two AIA chapters in Arizona will be listed.

An extra run of the December issue will be mailed to special groups with building problems, such as school administrators.

Many architects are placing quantity orders for this special "Role of the Architect" issue, to save and give to prospective clients.

Will they also be giving out a message on YOUR products and services?

Deadline is December 5th.

Cordially yours,

Editor

Official Publication of the Arizona Society of Architects, and the Central and Southern Arizona chapters of The American Institute of Architects