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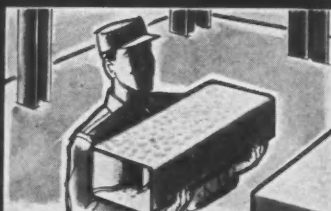
AUGUST 1961, Vol. 4, No.

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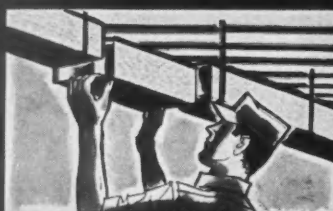
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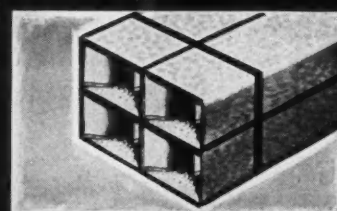
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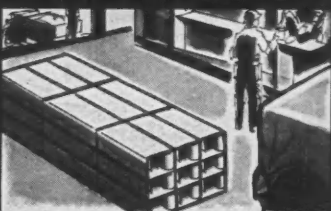
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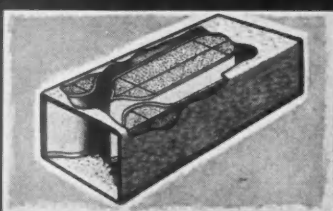
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ARIZONA ARCHITECT



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SPECIAL PRE-CONFERENCE ISSUE — This issue of Arizona Architect is mailed to all members of The American Institute of Architects in the six states of the Western Mountain Region as a special invitation to attend the Regional Conference in Reno, Nevada, September 21-23.

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Circulation of Arizona Architect is to every architect in the United States who is qualified and registered to practice in Arizona; also to all members of Arizona AIA architects' staffs; to schools of architecture; general contractors; home builders; structural, mechanical, civil and electrical engineers; planning officials and church, school and government officials. To these circulation is free. Others may subscribe for \$4.00 a year, single copy 40 cents.

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THE PRESIDENTS' PAGE



**CENTRAL
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Kemper Goodwin



**SOUTHERN
ARIZONA
CHAPTER**

David S. Swanson



WE'VE BEEN WORRING for some time about the "Architects' Image," selling the profession to the public. I'd like to pass on a little story I heard some time ago. It goes something like this: If, when a boy meets a girl, he tells her how lovely she looks, how much she means to him and how much he loves her, that is "Sales Promotion." If, instead, he impresses on her how wonderful he is, that is "Advertising." But, if the girl seeks him out because she has heard from others what a splendid person he is, that is "Public Relations." Perhaps we should worry a little less about "selling" and devote more time to public relations.

Let's go to Reno! The tenth annual conference of the Western Mountain District of the American Institute of Architects will be held there soon. I've been to three or four national conventions and an equal number of regional conferences, but this is one I'm really looking forward to. The theme sounds most intriguing, "Public Agencies in Community Development: The Politics of Architecture." Speakers panel will consist of Henry Wright, FAIA, First Vice President of the American Institute of Architects; Donald Rea, architect for San Francisco's Golden Gateway Redevelopment Program; Allan Temko, architectural writer and critic; and Eugene Burdick, professor of political science. There will be workshops, discussions, exhibits and a generous amount of time for fun and entertainment in a city famous for its hospitality. Why not plan to attend this one?

See you in Reno on September 21, 22 and 23.

—AIA—

Our profession realizes that its responsibility does not end with the individual building. We must be concerned with the total environment.

Only ingenious design and planning, in contrast to our accustomed ways of hectic helter-skelter expansion, can turn the needed accommodations for our vastly expanding population into lasting architecture and a liveable environment.

— John Noble Richards, FAIA

BY MY CALENDAR, and the nature of conversations I have had of late — I guess it is safe to say that finally summer is on the wane and the activities of the coming fall season are beginning to re-capture the interests; school, football, new model cars, politics, Tucson's Urban Renewal and — for our professional life — the Western Mountain Regional AIA Conference.

This year the Regional is to be held in Reno, "The Biggest Little City in the World," between September 21st and 23rd. I am sure that many of us are looking forward to the opportunity of attending this affair to renew old acquaintances, to expand our professional horizons, to broaden our awareness of new techniques and problems, and finally to beat the heat for a summer-end holiday.

The theme of this year's conference is "The Politics of Architecture" which is certainly appropriate to our Chapter here in Southern Arizona. Our activities in attempting to establish a state lien law to protect our interests, the policing of illegal practice of architecture by the unqualified, the establishment and acceptance of a fairer fee schedule to insure a higher standard of practice, and — or a more current nature — our activities in working with the City of Tucson's Planning and Zoning Commission in reviewing and modernizing our Planning and Zoning Ordinance point up the timeliness of this topic to us.

In each of these chapter activities we find ourselves working with public agencies for our communities' development. The better our understanding of each other's problems, the better will be our ability to communicate ideas and points of view, and the better will be our final program.

It is my hope that all of us who can, will mark our calendars now, and plan to attend this conference.

—AIA—

A thing is right only when it tends to preserve the integrity, stability, and the beauty of the community.

— Aldo Leopold

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The Editor's PERSPECTIVE

THIS ISSUE, which brings to a close our fourth year of publication, is being mailed to all members of The American Institute of Architects in all six states of the Western Mountain Region. It is by way of saying, "We look forward to seeing you in Reno in September."

In preparation for this issue we went to "The biggest little city in the world" and met with the architects and their wives who are planning the conference, seeing for ourselves some of the problems that inspired the selection of this year's theme. For it was, indeed, a brilliant inspiration, and touches one of the most significant problems facing architects and the general public — the relationship of government and architecture.

In so many of our western states the government owns much of the land — some 80 percent in Nevada, and over 70 per cent in Arizona, for example. The use to which this land will ultimately be put, and the architecture that will go on some of it while still owned by the government or its wards, should be of real public and professional concern.

In such a situation of heavy government ownership, with resulting great distances and relatively sparse but increasing population, the financing of public architecture becomes a serious matter. Tax loads are inevitably high and often mal-distributed.

The experiment of Nevada in allowing gambling to become its number-one industry is something we can examine at close hand in September. (The state got \$10 million out of a \$200 million take last year.) Attending the convention will also give you an opportunity to study some facets of human nature that you don't ordinarily see. I shall not forget the experience of watching a woman play the nickel slot machines for quite awhile, frequently looking at her watch. Finally, with most of her last roll of nickels gone, she gave up and started away, muttering to the machines, "Stupid things!"

She should have gone to fascinating Harolds Club, where they honestly warn: "No one can win all the time; we urge you not to play more than you can afford."

You may also see young boys wading in the shallow Truckee River looking for cast-off wedding rings. (Throwing them in the river is said to bring luck in the next marriage. There were some 22,000 marriages performed in Reno last year, in a county of only 50-60,000 population. There were over 4,000 divorces granted.)

The architects of Reno are quite conscious of the architectural shortcomings of their area, though glad to see the opportunity that the University has given for doing some conspicuously pleasing work. But they are frankly concerned over such governmental short-

sightedness that permitted the city sewage system and the expanding state mental hospital to be across the street from each other. After an inspection of both, I had to agree that it was certainly adding insult to injury to allow the odors of one to be added to the depressing air of the other. (See page 30.)

Any city blessed with a running river, as is Reno, has a tremendous asset — if it is used to good advantage. Reno presents both good and bad examples of a river's use. Within a three or four block area in the heart of the town, architects will point out a pleasant riverside park, a slum, attractive hotels with rooms overlooking the river, and barren parking garages. What an architect couldn't do with planning and zoning that river frontage if given the chance! (P. 31.)

In this connection, delegates to Reno may be interested in hearing what the Southern Arizona Chapter is doing on zoning. A persistent committee, including a member of the Tucson Planning and Zoning Commission, has been campaigning for a re-write of the city's antiquated laws. At press time it looks as though the Commission will give the architects a chance to provide leadership in the job. If all goes well, we may see Tucson spurt ahead, architecturally, in a dramatic fashion. Again, this is a perfect example of "the politics of architecture."

There is a third area where government and architecture are related not too successfully, to the growing detriment of the public. In Arizona, on public works, the maximum architectural "fee" is set at six percent. While it is possible that on some very large projects involving relatively simple designs, six percent may even be more than enough, it appears utterly impossible to do the more complex jobs ably for that "fee", which must include the research and extensive engineering involved.

All these things may well be explored by the experts who will participate in the seminars at Reno. It should be a highly profitable conference. And there will be lots of opportunity for fun and the inspiration of the surrounding natural beauty.

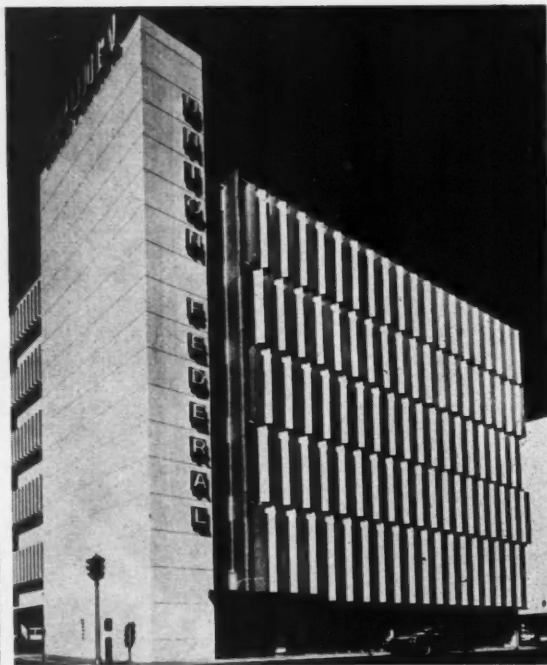
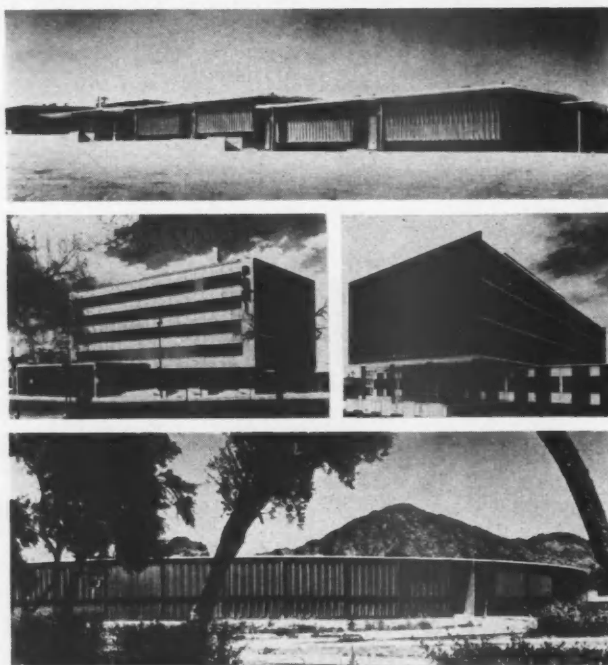
As our fourth year ends, we are startled to notice that "this is where we came in." Our first issue dealt with the Arizona state capitol controversy. As this is written, the State Planning and Building Commission is preparing to consider recommendations for the placement of a new 20-story state office building between the new legislative "wings". This will renew the battle over the status of the old capitol building. There is an opportunity and a need for the profession to exert its influence in the matter.

"The politics of architecture!"

Phil Litt

you are invited to inspect this

open house in RENO



Above, right: Union Federal Savings & Loan Ass'n, Reno; *Arch:* De Longchamps & O'Brien • *Above:* Country Club Elementary School, Farmington, N. M.; *Arch:* Wolgamood-Millington & Assoc. • Professional Business Men's Insurance, Denver; *Arch:* Fisher, Fisher & Davis • Colorado State Dept. of Public Health, Denver; *Arch:* Eugene D. Sternberg • West Scottsdale Highschool, Phoenix; *Arch:* Mel C. Ensign

... and "open houses" like it all over the West—structures with open, unrestricted visibility, preserving the uncluttered lines so necessary for integrity of shape. Reno's Union Federal building demonstrates the planned, "on purpose" use of *Brown Sun Controls* by architects all over the nation. Won't you inspect this structure, and contact a Brown representative for help in planning your next job?

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Conference Program Outlined

A large delegation of architects is expected to cross the Truckee River into Reno September 21 for the AIA Regional Conference.

Plans are well advanced for the Tenth Annual Conference of the Western Mountain Region, AIA, to be held in Reno, Nevada, September 21-23. Mailings have gone out to all AIA members from R. Lloyd Snedaker, Salt Lake City, AIA director for the district; and from Graham Erskine, president of the Reno Chapter.



Graham Erskine, AIA

This year the confusion of separate tickets to various luncheons and dinners (including one dinner-show and a ladies' tour), is being avoided by issuing one ticket for corporate members (\$50) and one for associates, wives, students and guests (\$40). This includes registration and all scheduled events. Hotel reservations are separate.

A limited number of reservations are available for an overnight post-conference retreat to Glenbrook Inn on Lake Tahoe. There will also be opportunity for a wide variety of extra activities before, during or after the conference, both in Reno and suburban Sparks; at nearby Pyramid Lake; at Lake Tahoe; Squaw Valley, scene of last winter's Olympic games; and in the

WAL COMMITTEE — From left, Mmes. Keith Lockard and Ralph Casazza, co-chairmen; Raymond Hellmann, and Edward Parsons.



fascinating country around Virginia City and Carson City. (See pages 26-29.)

Official activities include an opening luncheon featuring the keynote address and setting the theme: "Public Agencies For Community Development: The Politics of Architecture." (12:30 p.m. Sept. 21). At 3:00 o'clock limousines will take delegates and guests on a 10 minute ride to Hidden Valley Country Club for golf, swimming in heated pool, cocktails (5:30) and barbecue dinner (6:30). The party will return to Reno at 9:00 p.m.

On Friday the first seminar will begin at 9:30. Wives will enjoy a tour beginning at 10:30 and ending at a luncheon at one of the nationally-famed restaurants at The Nugget in Sparks (three miles from Reno). Men's luncheon will be at 12:30, followed by the second theme seminar at 2:30. There will be a cocktail party at 5:30, followed by dinner and a complete floor show at the Riverside Hotel at 6:30.

Final seminar will be Saturday at 9:30, with closing luncheon, address and awards at 12:30.

A committee of the Reno Chapter's Women's Architectural League will staff a hospitality room at the Riverside Hotel, and is arranging programs for the ladies. In a letter to wives of architects, they have recommended basically casual wear, allowing for cool evenings and mornings, and one cocktail dress for the banquet.

CONFERENCE COMMITTEE — (Front, from left), John Hale Calef, chairman; Allen Stewart, Ed Parsons; (back) Ray Hellmann, Ralph Casazza.





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Noted Speakers to Address Conference

A stellar group of authorities has been committed to speak to architects who will gather in Reno for the Tenth Western Mountain Regional Conference.

Representing the Institute will be Henry L. Wright, FAIA, Los Angeles, first vice president; and R. Lloyd Snedaker, AIA, Salt Lake City, a member of the board of directors for the region.

Speakers and members of the distinguished panels which will develop the theme of "Public Agencies For Community Development" will include M. Justin Herman, Executive Director of the San Francisco Redevelopment Agency and urban renewal and development consultant; Donald Rea, of the firm of DeMars and Rea, Berkeley, architects for the Golden Gateway Redevelopment Project in San Francisco; Alan Temko, critic and journalist; and Eugene Burdick, author and professor of political science at the University of California, Berkeley.

Justin Herman was educated at University of Rochester, Harvard Graduate School of Business Administration, American University and Department of Agriculture Graduate School (where he graduated and was a member of Phi Beta Kappa). He has had a business background as newspaper reporter, executive in the photographic industry, and as sales market analyst in the rubber industry.

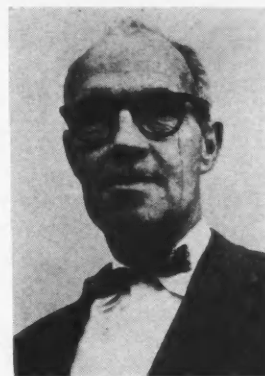


M. Justin Herman

Before coming to the San Francisco Redevelopment Agency, he was with the federal government for 25 years in various capacities, more recently as Regional Administrator, Housing and Home Finance Agency, with headquarters in San Francisco and serving the western states, including Alaska, Hawaii and Guam; and as Special Assistant to the Administrator, Housing and Home Finance Agency, in Washington, D.C.

Eugene Burdick, co-author with William J. Lederer of the enormously provocative and successful book, *The Ugly American*, teaches political theory at the University of California.

The August 19 issue of *Saturday Evening Post* carried his lead article about the nature of Soviet propa-



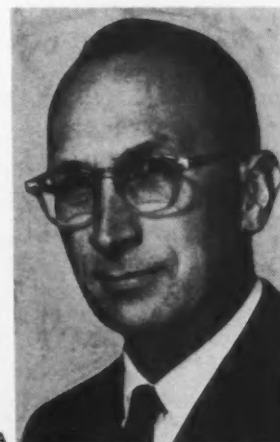
Henry L. Wright, FAIA

ganda, and revealed that Mr. Burdick has written a new book, "The Blue of Capricorn," to be published this fall. He is also working, with his collaborators, on a major novel based on the Soviet-American power struggle.

Allan Temko is an architectural historian and critic, and the author of "Notre-Dame of Paris," which is both a history and an esthetic appreciation of the Cathedral. He is West Coast editor of *Architectural Forum* and architectural and urban critic for the *San Francisco Chronicle*. He contributes to many magazines, and his article on urban renewal, "San Francisco Rebuilds Again," which appeared in the April 1960 *Harper's*, was awarded first prize in the AIA Journalism Competition this year.

Mr. Temko contributes regularly to *Horizon* on subjects ranging from the ancient city of Arles to the structures of Pier Luigi Nervi. He does most of the architectural and urban book reviews for the *New York Times*.

(For more information on the Conference at Reno see Pages 23-31.)



R. Lloyd Snedaker, AIA

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Boom Ahead for Mesa

The city of Mesa and its urban area will grow at a faster percentage rate than either Maricopa County or the state of Arizona if it keeps its reputation for having lovely homes, many churches, fine schools, wide streets, an attractively laid out community, an over-all appearance of cleanliness and much open space for recreational activities. To do so, additional long range plans must be made now and a few vexing problems, chiefly traffic access to other Valley areas, must be solved.

This is the consensus of the first part of a comprehensive plan for Mesa being prepared by the Maricopa County and City of Mesa Planning and Zoning departments. Copies of the report, two years in the making and containing 90 pages and 37 tables and plates, may be obtained from the county for \$3.

Mesa can expect to show a manufacturing employment growth of 250 per cent between 1960 and 1980 and a population increase of 240 per cent during the same period, according to the report, which utilized the services of Western Business Consultants, Inc., for the economic analysis and projection.

Other factors contributing to the development of Mesa, third largest city in the state, and problems which must be met, according to the report, include:

- The Mesa urban area is expected to have a population of at least 130,000 by 1980, assuming that adequate highway facilities link Mesa with other sections of the Valley. This would mean adding over 90,000 persons to the April, 1960, population of the area.

- In spite of favorable agricultural conditions and high crop yields, agriculture is expected to decline in relative importance as a rapid increase in the non-agricultural industries continues.

- Mesa has a significant role as a residential area for persons employed elsewhere in the Valley. This role is expected to be of continued importance provided that accessibility to other employment centers is maintained and that the community "image" which conveys the impression that Mesa is a desirable residential area is protected.

- It is probable that the expansion in manufacturing employment will be led by the electronic-electrical equipment industry, followed by the aerospace craft equipment, apparel and other industries.

- Manufacturing in Maricopa County has historically been centered in Phoenix, primarily in areas adjacent to the railroads. A movement away from this area has become evident, reflected by the fact that, in 1958, of the total county employment in manufacturing, 28 per cent was in the newer outlying areas surrounding Phoenix: east McDowell, Avondale-

Goodyear, Glendale-Deer Valley, Mesa, Tempe-Kyrene and Chandler-Gilbert. Most of the plants in these areas are less than five years old.

- Accessibility to the Tucson and Casa Grande areas as well as Phoenix gives Mesa an advantage which is likely to become of more importance. Rail facilities are excellent.

- Large level sites of land are available for industry in the Mesa area at the present time and indications are that the price of land is not out of line with prices in comparable areas of the Valley.

- In the matter of housing, Mesa is well situated. Activity of builders in the area, the willingness of banks to finance developments, and the availability of land all point to the continued availability of attractive and high-quality housing at moderate prices.

- Principal deterrents to the anticipated growth, none of them insurmountable, are traffic congestion, the factor most often mentioned, and community attitudes. Although relations have apparently been quite good between the industries presently in Mesa and the city residents and administration, there seems to be a division of feeling on the desired rate of growth. This division may not act to slow or discourage growth, but could potentially hinder the community in attaining the rate of growth possible with unified action.

The report points out that the predominant use of land in Mesa is residential, accounting for 45.3 per cent of the developed land, a somewhat lower percentage than that found in the Phoenix urban area or in 10 other comparable satellite cities.

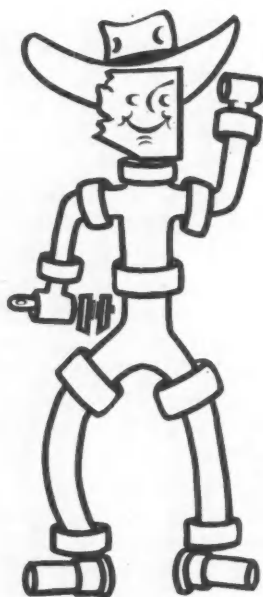
The low figure is a net result of a significantly high percentage of the developed land found in public and semi-public and highway commercial use. The high per cent of individual land ownership is expected to change during the next 20 years of growth.

Much of the new residential development is taking place in the northwest section of Mesa, well adapted for residential use because it is protected from adverse commercial and industrial development. But the area is limited in size due to the location of the Salt River and the Indian reservation. Future single-family residential development is expected to fill in much of the close-in undeveloped areas and continue its pattern of development to the north.

Regarding future land use, the report concludes:

The broad objective of the comprehensive plan should be the gradual attainment of a city that will be safe, efficient, spacious and attractive as a place to live, work or play. In such a city the impact of

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urbanization can be minimized by reducing the inconvenience and hazards of travel, by providing ample well-located parks and other recreational areas, and by maintaining high standards for schools, housing and other community facilities.

The future community should be reasonably compact to make it possible to provide essential public services at a reasonable cost, yet spacious so that everyone can enjoy a maximum of light and air. It should be well balanced in respect to travel time, between home and work, and to recreational areas and shopping centers.

The present defects of the city must be recognized and gradually corrected, and preventive measures taken to avoid the same mistake in the future. Among these defects are the overcrowding of land in blighted areas, increasing traffic congestion, lack of public parks, and a deficiency in off-street parking space in the central business district.

A determination of the area of future urbanization is necessary. The size of the area depends on the future population to be accommodated together with the amount of land needed in the future for commercial, industrial, public and semi-public uses. Topography of the area must be considered especially as it relates to the future provisions of sewers and other utilities.

Careful consideration of these factors leads to the conclusion that the future 1980 urban area of Mesa should be nearly double the present 9,170 acres within the city.

On City Planning

The idea of laying out a city according to a plan or design is not new, even though it has only recently been recognized in this country as a needed profession. The extent to which design prevailed, however, varied at different periods in history and in different civilizations and cultures. It is a mistake to assume that ancient city planning has very much in common with contemporary city planning. As it is known and practiced today, city planning is only a fairly recent phenomenon that could not have commenced before the advent of the science of statistics.

Neither could it have taken place prior to the development of a democratic form of government in which the well-being of the people is a primary goal. This goal of democratic government has many manifestations. The one of interest here is the goal of maintaining the physical environment of cities — where people live, work and carry on most of their activities in a state of well-being. To achieve this goal is a function of local government. A primary way of achieving it is by the complex and changing process of city planning.

The historical background of a community is of great value because it shows the continuity between the past, present, and future and because it provides knowledge of experience in the town growth pattern that is useful in planning for its future. Cities develop in response to human needs that can only be met by men living together in a community. The early need to band together was for protection from wild animals and hostile tribes. In more recent times, these needs were for other reasons: commerce (New York City); industry (Pittsburgh); administration of government (Washington, D.C.); the free exercise of religion (Salt Lake City); education (Ann Arbor, Michigan) and recreation and entertainment (Miami), are examples.

Opportunities for social contacts and the ready availability of goods and services are among the forces that continue to attract people to urban communities. The combination of attractions that was mainly responsible for the origin of the city is not always the one that accounts for its significant and perhaps greatest development.

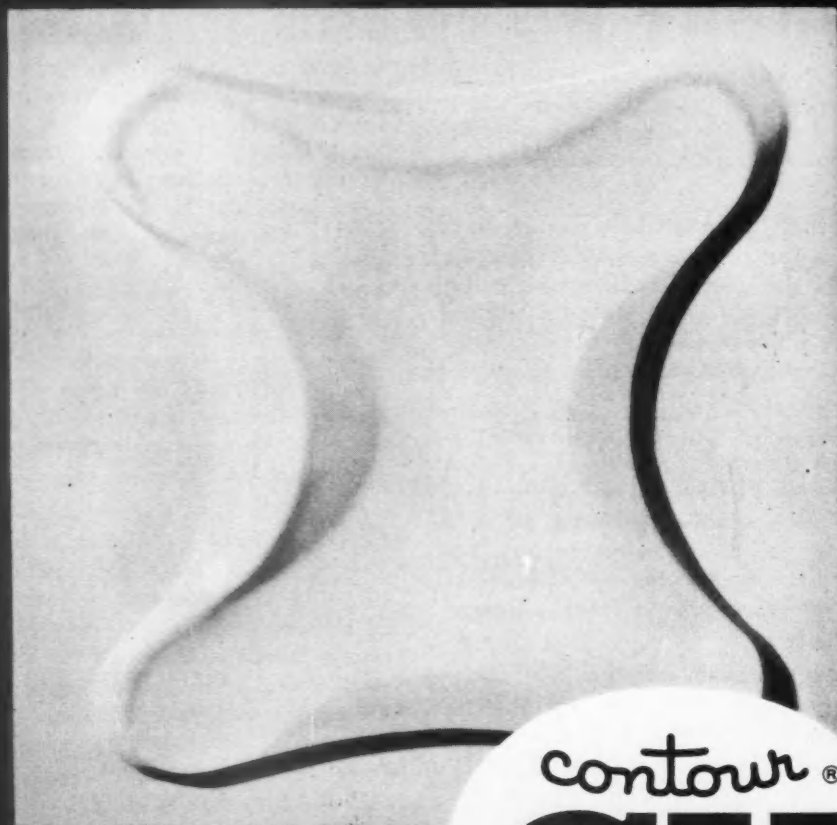
Cities grow both from within and from without. Growth from within, consisting of the excess of births over deaths, is usually not significant numerically. Growth from without may result from the release of farm workers replaced by improved farm machinery, from industrial developments that attract workers and their families from other rural regions and other cities, climatic and recreational advantages which are attractive to retirees, and from the complex of forces that has led to a steady movement of people to the deep-water areas of the country and to metropolitan regions.

There are several significant factors which influence the normal force of physical city growth. Often topography is an important factor that influences a city's growth. Generally, level land is sought by business, moderate elevations by residences, water level land by transportation lines, warehousing and manufacturing. Railroad lines within a city sometimes act as barriers to growth, but fingers of development may push out along their lines and along major highways, resulting in star-shaped cities. Limited access freeways speed this process because they open up fresh country sites to urban development. The spaces between the fingers are gradually filled in from the center of the city outward and as the city ages, it assumes a more even configuration.

Planning is a continuous process. Cities are dynamic rather than static. Thus, it is necessary to review periodically the plans in order that they may be kept up to date and be of maximum benefit. On the other hand, plans should not be changed for the sake of expediency.

— Maricopa County Planning and Zoning
Department, *Plan for Mesa*.

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A Guide For Government In Retaining Professionals

One veteran city manager with a long and distinguished tenure of service with his municipality, once said that he considered an important part of his duties that of "protecting his municipality from the consultants his council had to retain."

This rather blunt statement will strike a responsive cord in the minds of many municipal administrators. It points up, in a direct way, the following two important factors:

- No one should take the selection of a consultant casually.
- After the consultant has been selected, no municipal official should follow his advice blindly.

Understand the Problem

Before calling on a consultant, the municipality must understand its problem. It must be able to:

- Define the problem's general nature.
- Describe its type and scope.
- List the technical resources and basic data that ought to be employed to reach a solution.
- Then decide the type of outside technical services desired.

On the basis of these general specifications, the municipality can then invite several consulting firms to discuss their ability to provide help in a solution. The municipality properly should learn from these firms such things as:

- Its experience with problems of this nature.
- What personnel within the firm would be available for work on the problem, and how skilled they are.
- How soon the firm could go to work on the problem, and what its schedule of completion probably would be.
- A list of projects of the same nature that the firm has completed in the past, together with the names of the municipal officials with whom the firm dealt, and who would be available for reference.
- Finally, a statement estimating the fee to be charged, with the understanding that the skill and experience of the firm, rather than the fee, will be the primary factor in selecting the consultant.

Avoid "Bidding" for Consultants

Obviously, no municipality can serve its best interests by selecting a consultant on the basis of a bid price. In the first place, consulting service is not a commodity meeting a standard specification. No two consultants have equal skills, capabilities, or experience. Moreover, the stakes are too high. An error in judgment by a bargain-priced consultant can cost many-fold more than the savings in the fee.

—Orin F. Nolting, in *The Indiana Consulting Engineer*.

STRAUB JOINS ASU FACULTY

Calvin C. Straub, AIA, a faculty member of the University of Southern California School of Architecture for the past 15 years, has been named professor of architecture at Arizona State University.

Straub, a registered architect in California since 1956, will join the faculty this fall, according to James W. Elmore, director of the ASU School of Architecture.

Straub was an assistant professor from 1947 to 1952 and an associate professor from 1953 to 1961 at the Los Angeles university's architecture school.

A partner since 1958 in the architectural firm of Buff, Straub and Hensman, the new ASU professor won the following awards in 1959-60:

Award of merit, AIA-Sunset competition; two honor awards, AIA-Pasadena chapter; first honor award, AIA-Life-Time competition; two awards of merit, AIA, Los Angeles chapter.

A visiting lecturer at the Los Angeles County Art Institute, Straub is also a member of Tau Sigma Delta, honorary scholarship society; Alpha Rho Chi, architectural social fraternity; and Scarab, honorary architectural society.

Twenty of his architectural works have appeared in 11 magazines, including *Architectural Record*, *House and Home*, *Arts and Architecture*, *House Beautiful*, *Holiday*, and *French and German* publications.

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FEES — AND ABORTION

(The following statement by Arthur Froehlich, a director of Southern California Chapter, AIA, was reprinted in their July newsletter. It is particularly timely, in view of the Regional Conference theme, "The Politics of Architecture," and the unquestioned fact that the legislative ceiling on architectural fees for public works in Arizona is unrealistic, yet it exerts a considerable influence on negotiations with architects on private projects. Thus it may be one factor leading to the "abortion" Mr. Froehlich laments.)

Many of us are aware that some architects have tailored their services to fit a low fee which they claim is all the client will bear, even though the architect knows that such services are insufficient to be called representative quality documents. This is purely and simply the practice of abortion and should be as illegal in architecture as it is in medicine. Webster's Unabridged Dictionary describes abortion as:

1. brought forth in an immature state.
2. failing, or coming to naught, before it is complete.
3. anything which fails in its progress before it is matured or perfect, as a design or project.

The practice of architecture, among other things,

means the producing of documents worthy of the architect's authorship; such documents must be definite, conclusive, and effective. All architects are charged with the responsibility to produce quality documents. It rests with the A.I.A. to discipline those among its members who fall short of this responsibility. Who, if not the A.I.A. will shoulder this responsibility?

The challenge of the effectiveness of the architect's documents when brought to court, and if found lacking, become the perfect target for our hecklers. The "heat" applied by our antagonists on legislators and politicians is fed by our failure to carry out our responsibilities and will surely be searched out even as the "Sidewinder" searches out its target, by generated heat. *Every architect's document which represents less than a professional service, is an open target for those who maintain architects are a luxury.*

Let's not search for the bombardiers, we know they are there in the form of organized design groups, politicians, jerry builders, and so on and on.

As a word of warning, let's protect our profession by not aborting our education and intelligence.

—AIA—

Architecture is not a question of dimensions but of proportions. It is a beautiful and serious game of space.

— William Dudok

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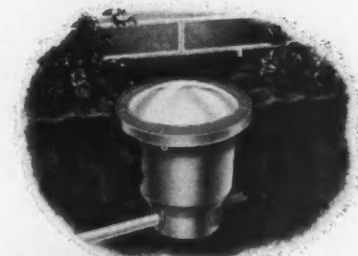
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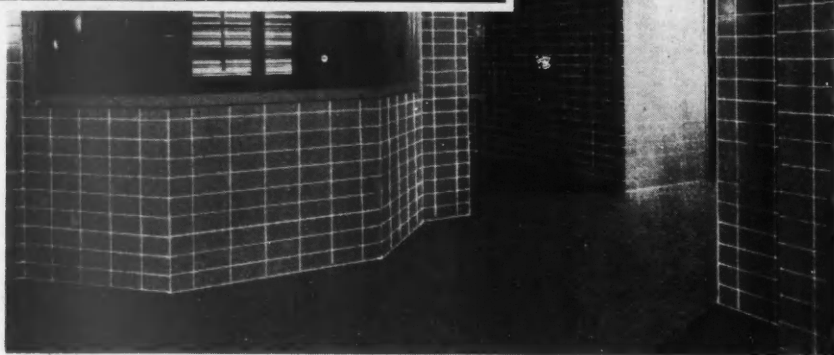


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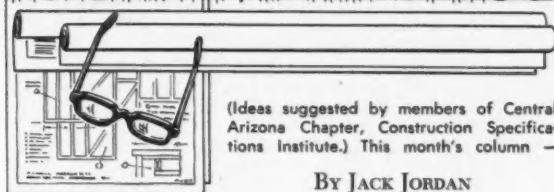
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LOOKING AT THE SPECS



(Ideas suggested by members of Central Arizona Chapter, Construction Specifications Institute.) This month's column —

By JACK JORDAN

Specification for quality control of heavy decking lumber for a recently completed Phoenix project included requirement of both the grade stamp AND Certificate of Inspection. The contractor quoted the specification requirements verbatim from the specification when he placed his lumber order with the supplier.

Upon arrival of the lumber, late, and possibly so timed in order to force acceptance of the material because of completion schedule, the lumber was stamped with a rectangular imprint within which "W.C.L.B., RULES 15" appeared. The inspector for the architect recognized the fact the imprint was not a grade stamp, since it did not bear the three fundamental requirements of a grade stamp required by American Lumber Standards Committee. Specifically, the stamp did not bear the registered symbol of the approved and certified agency empowered to grade and stamp the material involved — the term "involved" is properly used! Additionally, neither the mill identification nor grade designation appeared.

The architect agreed to accept the lumber providing the Certificate of Inspection confirmed quality requirements. Request made to the lumber supplier for the required Certificate revealed that none existed.

The supplier had at least a dozen explanations, none valid. The lumber was rejected. The supplier then came up with a veritable barrage of documents, including a "Mill Certificate," which consisted of a signed and notarized letterhead statement of the mill owner to the effect the lumber met specification requirements. The architect quite properly refused to recognize the "Mill Certificate." Fortunately the excellent cooperation of the Los Angeles office of West Coast Lumber Inspection Bureau resulted in prompt on-the-site grading. Upon receipt of the grading report from W.C.L.B. the architect accepted that portion of the material which met grade requirements. Additional material arrived in time to complete the job on schedule.

The "Mill Certificate," as issued by the manufacturing lumber mill, is not a recognized certification of quality. In spite of this fact, attempts as illustrated in the case described are constantly (and too often successfully), made to high pressure acceptance of said document as proof of specification compliance.

The Certification of Inspection is a legally acceptable certification of quality when issued on a prescribed

form by an approved agency certified by the Board of Review as competent and having adequate facilities for such certification.

Your attention is directed to pages 6 and 7 of the current Rules 15, Standard Grading and Dressing Rules issued by West Coast Lumbermen's Association. An excellent description of the requirements for the W.C.L.B. is presented. Many architects, engineers and purchasing agents regard the Certificate of Inspection for carload lumber shipments as the most reliable requirement for quality control. Fraudulent, stolen and meaningless grade stamps do not appear when the Certificate is properly specified and properly used in inspection.

A detailed comment on use of the Certificate of Inspection in lumber specification will appear in an early issue of *Arizona Architect*.

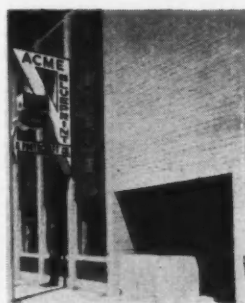
—AIA—

The Ceramic Tile Institute, 3415 West 7th St., Los Angeles 5, has issued revised AIA 23A and 23P, "Guide to Installing Ceramic Tile in Stall Showers, Tub Showers, Gang Showers and Other Wet Areas," and "Standard Specifications For Installation of Ceramic Tile With Water Resistant Organic Adhesives." The new spec may be had by writing or phoning.

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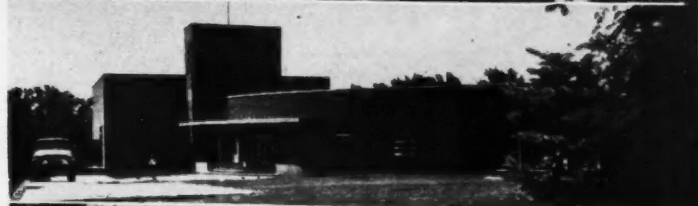
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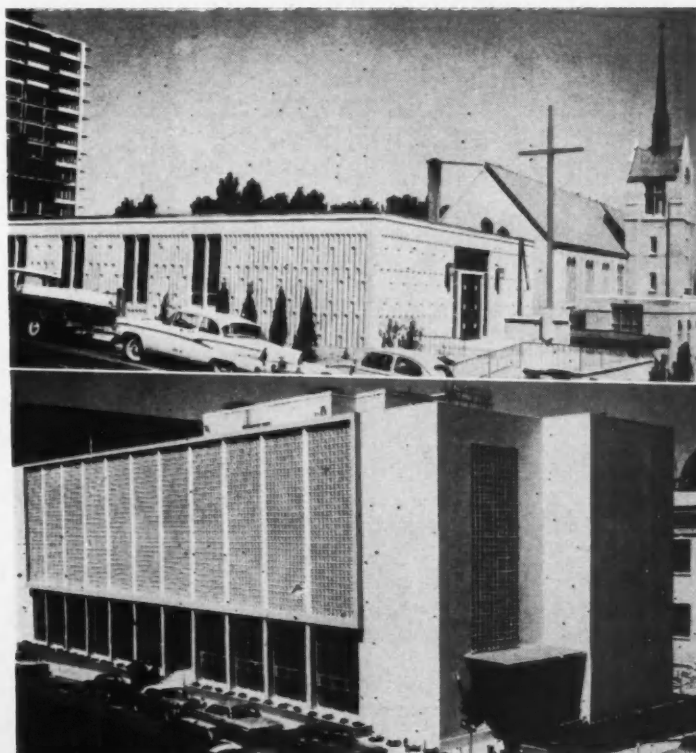


Above, top to bottom: new university library (David Vhray, AIA); Student Union Building (Ferris & Erskine, AIA); view of lake toward student union building; Max C. Fleischmann College of Agriculture (Edward S. Parsons, AIA).

Reno Architecture

As in any university town, Reno finds its chief contact with culture on the campus. And like most university towns in the west, architecture is having a rough time keeping up with the growth of the campus. Many of the buildings that will be of special interest to architects attending the Reno Conference, will therefore be at the university, not many blocks from the headquarters hotel.

While hotel bills are taxed 5% "for a civic center," there seems to be some uncertainty just where the center will be located. Meanwhile around the corner from the headquarters hotel, architects will find several new buildings to interest them, including the large Union Federal Building and new county jail, designed by DeLongchamps and O'Brien, AIA.



At right, from top: new parish house for Trinity Episcopal Church (Parsons); and county jail (DeLongchamps and O'Brien).

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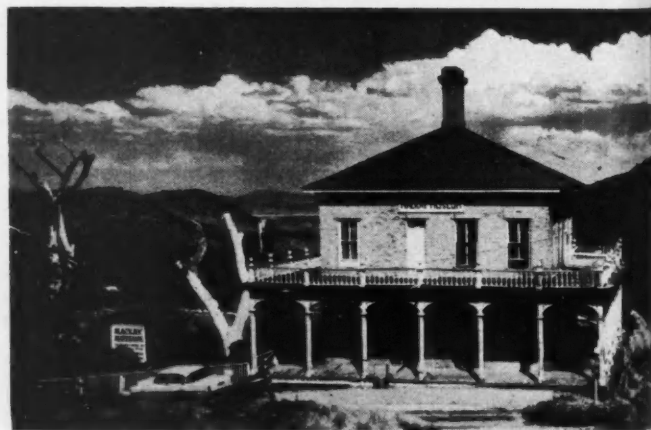
Some 30 miles from Reno lie famed Virginia City and the state capital at Carson City. Both are well worth a visit.

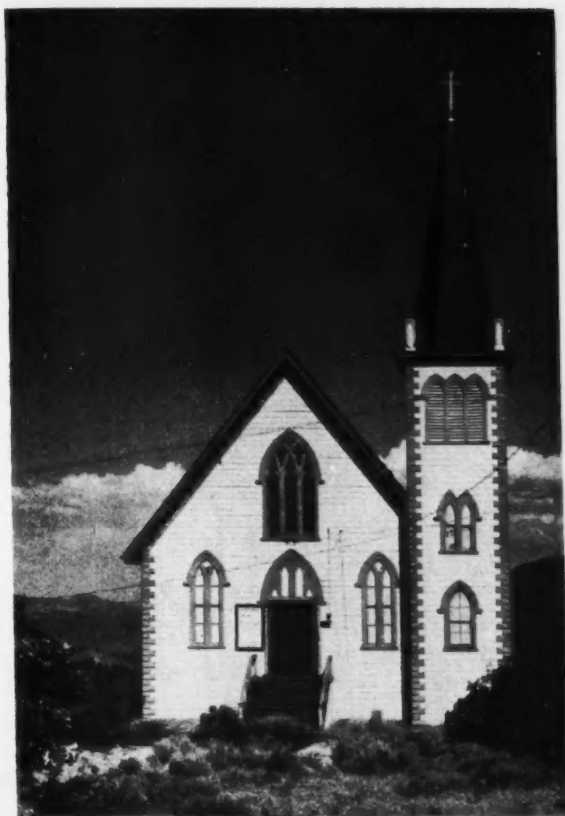


State Capitol

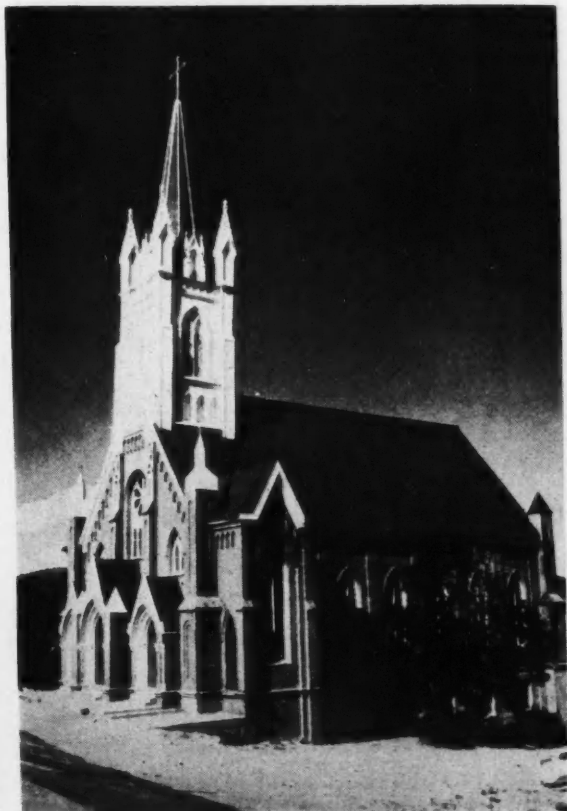


Right: Detail of Fourth Ward School at Virginia City. Below, the Mackay Museum.





SILVER TOWN GOTHIC — Above, St. Paul's Episcopal Church, and below, St. Mary's In The Mountains, both built in 1876 in Virginia City.



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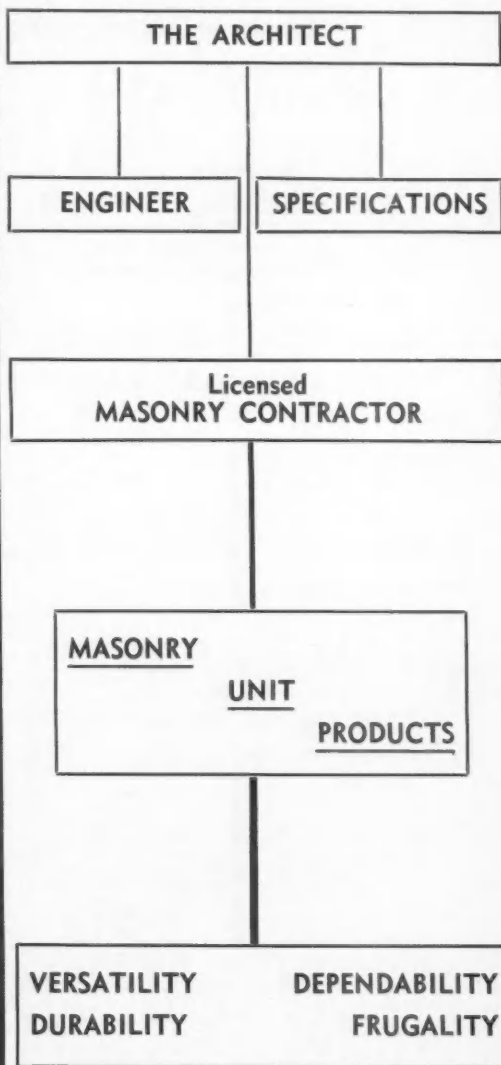
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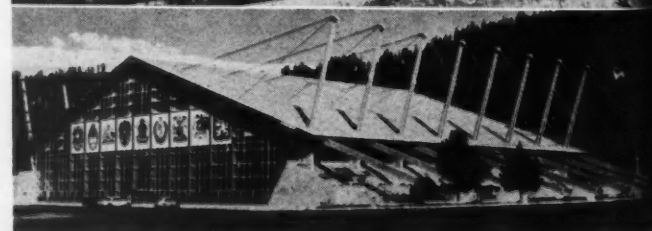
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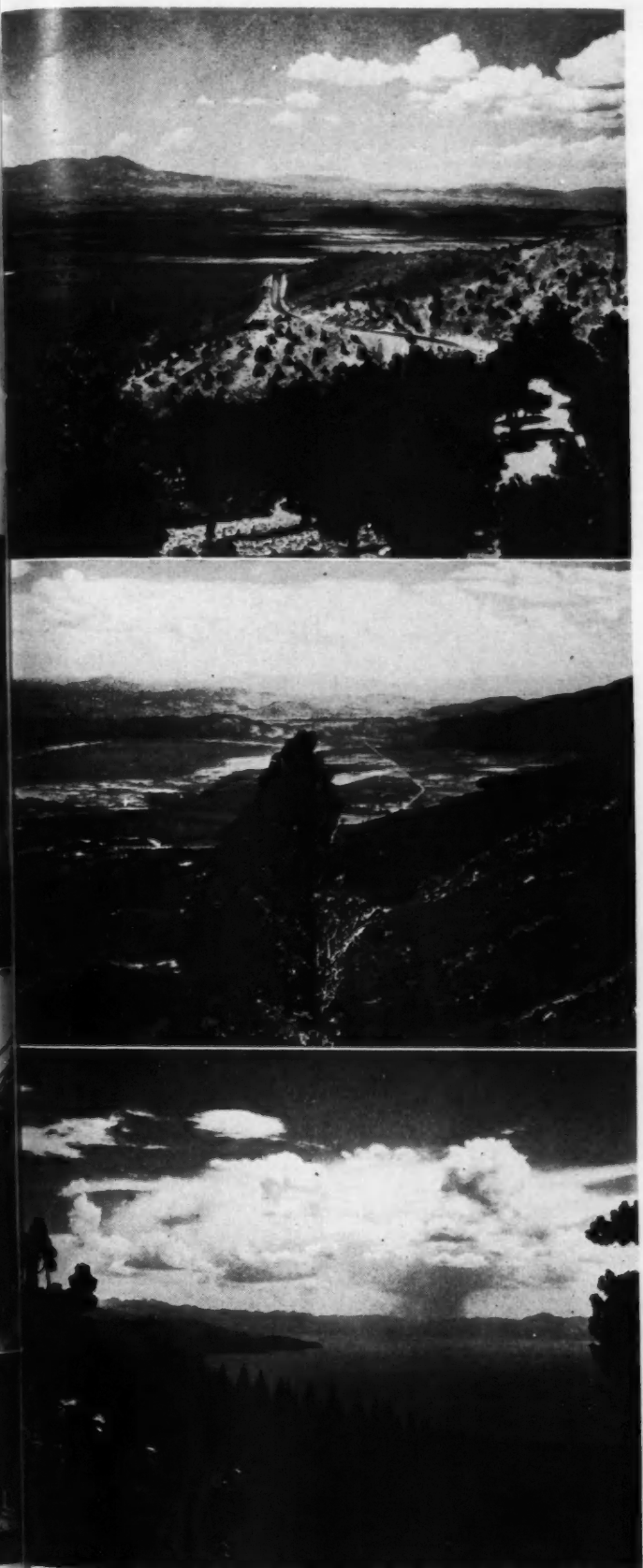


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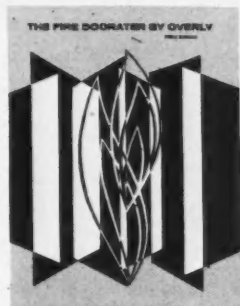
Below, from top: United Church of Squaw Valley; Ski slopes; Olympic Arena.

Across: Truckee Meadows from Geiger Point; Washoe Lake and Valley; Lake Tahoe.





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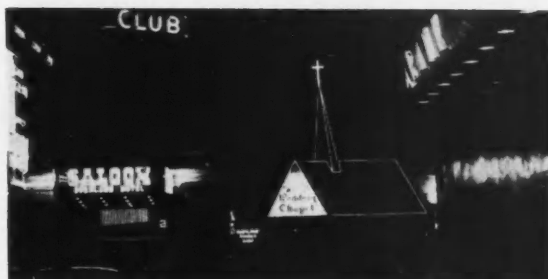
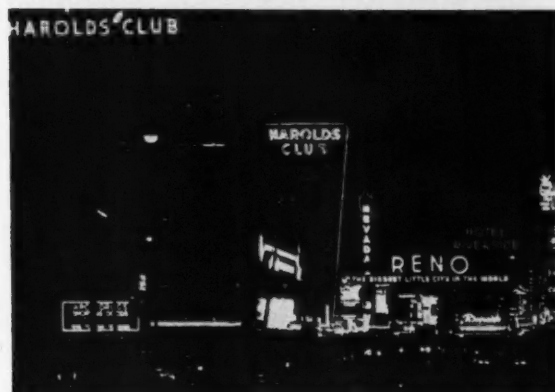
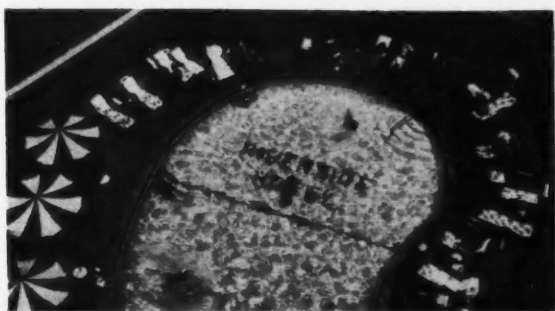
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FUN AT RENO — It's easy to get tanned (and burned) at Reno. The visitor's convenience is thought of constantly. (Sometimes free drinks while you are gambling, and it is possible to become drunk, married

and/or broke all within an area of a few square feet.) But loans are available; even a way out—on a charge account! There's lively entertainment everywhere. And there will be time to enjoy it.



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Mountain River Town

The pretty Truckee River ambles through the heart of Reno, a matter of despair to local architects, who visualize the opportunities it might have presented for urban beauty. (See editorial, page 7.)

Below: Reno's sewage plant is across the street from the expanding state mental hospital, example of the need for greater influence by architects and planners on political action.



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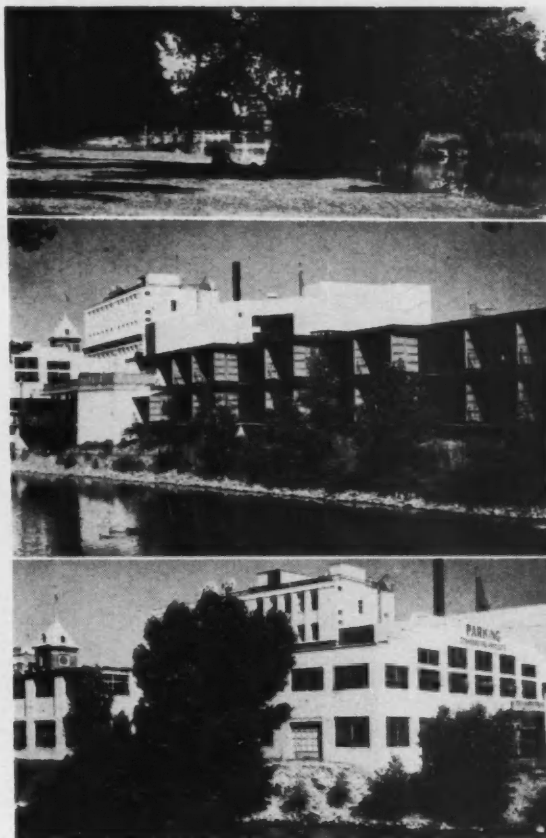
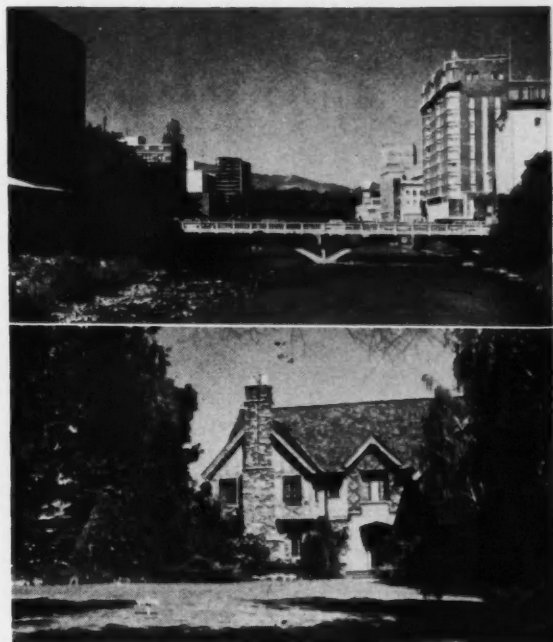
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ON THIS PAGE — One of the bridges in downtown Reno, and a home on a ridge overlooking the river valley. At right, a pretty parkway, a new motel overlooking the river — and a slum, and an unimaginative use for river frontage.



ARIZONA SAND AND ROCK COMPANY

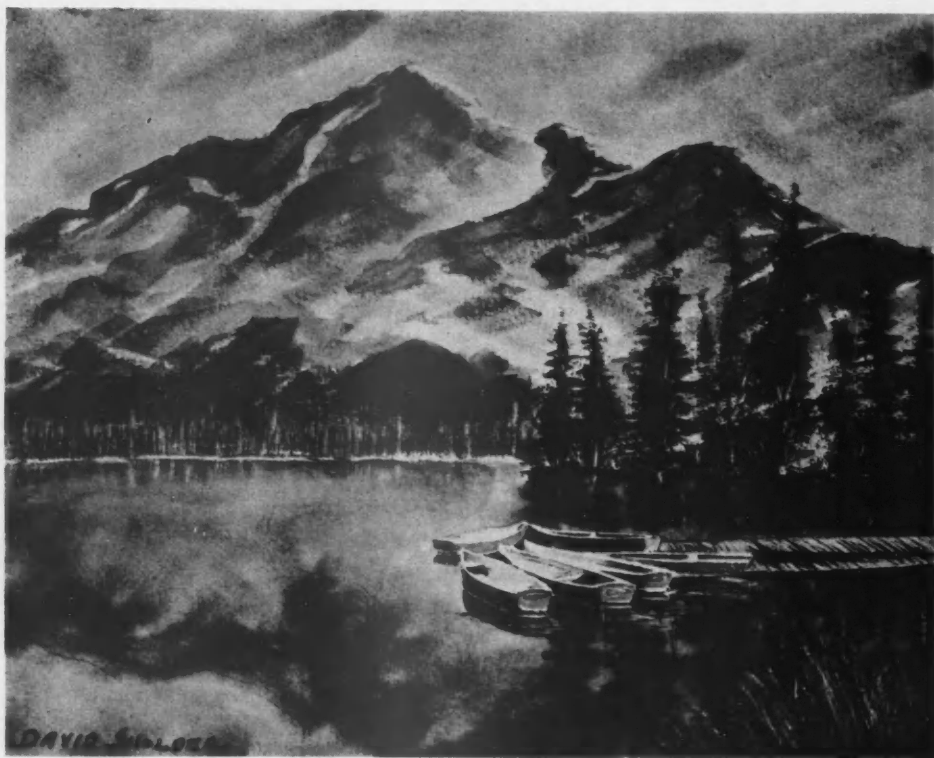
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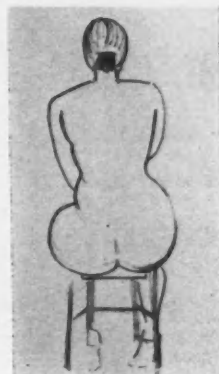
The Other Arts of Architects — VI

As pointed out before in this series, probably most architects have studied art as part of their training to be architects. Many have done highly creditable work in various art media. Too often, though, demand upon their time as architects has caused them to let a fine and appropriate talent lie dormant.

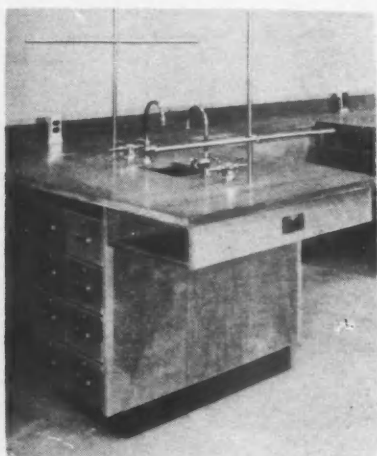
David Sholder, AIA, a past president of Central Arizona Chapter, has recently renewed his interest in water colors, studying under William A. Schimmel, Scottsdale, a member of the American Watercolor Society; and Rex Brandt, Corona Del Mar, California, recipient of numerous prizes for water colors throughout America.

Some results of Dave's renewed interest are displayed on these pages, together with an example of sculpture from an earlier period (at left), and some quick, two-minute sketches (right), from a life drawing class conducted by Arizona Artists Guild, and some working sketches made at Laguna Beach while studying there this summer.

The architect-artist recently had his water colors displayed at a local bank, as a result of which he found that his work is marketable. In addition, his renewed interest has provided other dividends: a relaxing and at the same time challenging hobby, improved skill in graphic expression, and sharpened perception of line, form and proportion.



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Thirty-four

Architects And Historians Save

Unknown examples of stencil and mosaic work by the famed architect, Louis H. Sullivan, were found in Chicago's famed Garrick Building which is now in its final weeks of demolition. Although it was not possible to prevent the destruction of the world-famous building, much significant ornament is being saved by the combined efforts of the Chicago Chapter of the American Institute of Architects, the Chicago Chapter of the Society of Architectural Historians, and the Chicago Landmarks Commission. A jointly sponsored team of preservationists, directed by Richard Nickel, often worked around the clock in order to save as much of the ornament from the Garrick as possible.

Uncover Sullivan Mosaic Design

The team of preservationists believed they had removed most of the important examples of Sullivan's ornament from the Garrick Building when they suddenly found two floor landings which contained rich mosaic designs that had been covered by plain asphalt tile for many years. Upon removing the tile, they found a design of delicate intertwining leaf and tendril motif made up of thousands of tiny pieces of colored mosaic. The usual way to move a mosaic design is to transfer each piece to a new bed of cement. Because

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ARIZONA ARCHITECT

Louis Sullivan Mosaic Designs

of the imminent demolition of these landings, there was no time for this tedious method, and a quicker solution had to be found. Not to be thwarted, the team of workers decided to remove the entire concrete floor landings intact. Each landing weighed more than three tons! These ponderous landings were jacked up and cut into sections which were transported by stonemason's truck (see photo) to Chicago's Navy Pier for storage.

Find Rich Stencil Work

Perhaps more important historically was the discovery of many beautiful stencils designed by Louis Sullivan. Sullivan often made use of delicate stencils to decorate the walls and ceilings of his buildings. Through the years of remodeling, most of them have been covered by myriad coats of paint. Because so few good examples of Sullivan's stencils are extant today, this discovery is extremely important.

The preservationists noticed that the painted sloping ceiling of the theatre gallery revealed a delicate tracery relief when it was strongly illuminated from the side with flood lights. Investigating this more closely, the team began to carefully chip away old coats of paint with a scalpel. Under the paint they discovered a graceful tendril-like pattern in gold on



Photo: Commission on Chicago Architectural Landmarks
Stone masons loading concrete floor slabs containing Sullivan mosaic design which had been "lost" under asphalt tile.

beige. The team, stimulated by this find, began to uncover a wealth of stencils in other parts of the building. Before drawings and new stencils could be

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cut, the patterns had to be restored, and again time was running out. Because demolition was proceeding rapidly, whole sections of the walls containing stencil work were cut out and transported to the warehouse storage space in Chicago's Navy Pier. There the minute job of restoring the patterns (see photo) and cutting new stencils is taking place.



Photo: Commission on Chicago Architectural Landmarks
Young architect, John Vinci, restoring a Sullivan stencil design discovered in Chicago's Garrick Building, now demolished.

These two important discoveries have made possible the preservation of important examples of the work of one of the most important architects of recent times. Louis H. Sullivan's influence is still being felt today. He has been a major influence in architecture throughout the world, and Chicago was for him a place to build. Sullivan will be better understood and appreciated for these historic finds.

—AIA—

Just what the teaching in the schools was which laid the foundation of the Greek civilization we do not know in detail; the result we do know. Greek children were taught, Plato said, to "love what is beautiful and hate what is ugly." When they grew up their very pots and pans had to be pleasant to look at. It was part of their training to hate clumsiness and awkwardness; they loved grace and practiced it. "Our children," Plato said, "will be influence for good by every sight and sound of beauty, breathing in, as it were, a pure breeze blowing to them from a good land."

—Edith Hamilton, *The Lessons of the Past*

ATTENTION BOWLERS!

The Phoenix architectural bowling league will resume play Monday, September 11 at 6:30 p.m. at 300 Bowl, Bethany Home and 19th Avenue.

Some 60 architects and architectural staff members have bowled in previous years, and they welcome new participants. Anyone interested is invited to call Dick McIntire at 264-3949 to sign up.

NEW ARIZONA ARCHITECTS NAMED

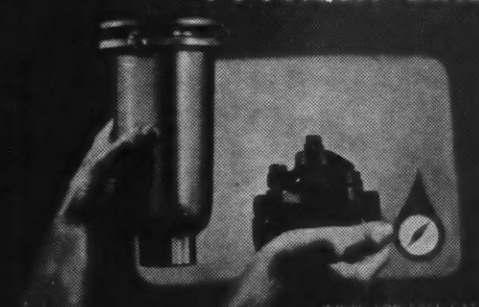
The Arizona State Board of Technical Registration has announced that the following have been certified to practice architecture as of August 1:

Donald B. Bauer4620 N. 38th Dr., Phoenix
George BolotinSeattle, Washington
Dwight L. Busby4744 N. 33rd St., Phoenix
Michael B. Defiel4124 N. 63rd Pl., Phoenix
Charles E. FryLos Angeles, Calif.
James Hockings237 N. Main, Tucson
George H. McFerron2955 E. Julia, Tucson
William J. Mangino1111 W. Lawrence Lane, Phoenix
Edwin Michelson3601 N. 15th Ave., Apt 6, Phoenix
Robert Logan Nelson4949 E. Towner St., Tucson
Sanford S. Pollack1401 E. Colter, Apt 4, Phoenix
Herbert W. Schneider3607 W. Minnezona Ave., Phx.
George Schoneberger, Jr.4428 Calle Tuberia, Phx.
Robert J. Swaim2712 Indian Ruins Rd., Tucson
Margie Babcock Thomson6813 N. 34th Ave., Phx.
Arthur H. Wahlman7040 N. 14th St., Phoenix
James E. WayneSan Francisco, Calif.
Marvin E. Williams53 S. Udall, Mesa

The State Board has also announced the following are registered as Architects in Training:

Daniel W. Brodsky, Kirk F. Colvig, Robert A. Cummins, and John C. Lunsford, all of Phoenix. Also Dale R. Birtch, James Essinger, and Kenneth H. Ross of Tucson. And Gary K. Herberger, Scottsdale; and Robert M. Lawton, Tempe.

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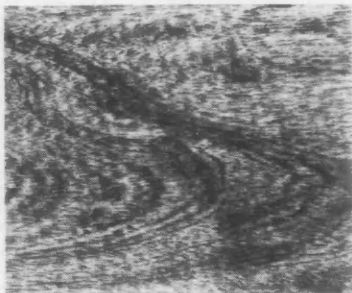
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New Products, Personnel, Publications

NEW PATTERNS



Eight new wood grain patterns and a decorator-designed novelty color have been added to the Nevamar high-pressure laminate selection.

A new series of flat cut mahogany wood grain patterns is designed especially for case goods and occasional tables. Grain repeats have been located to facilitate standard size cuttings for these pieces. The pattern is available in four colors: Tan (W2-407), Brown (W2-408), Imperial (W2-418) and Silver (W2-712).

Depth of design and rich color are captured in new Mocha Crossfire Walnut (W2-394) and Arabian Walnut (W2-252) Nevamar wood grain pattern, and on the lighter side is new Pecan American Walnut (W2-395).

The National Plastic Products Company, manufacturer of Nevamar high-pressure laminates, has also added Colonial Maple (W2-439) for surfacing living, dining and bedroom furniture of Early-American design.

Complete information from **The National Plastic Products Company**, Dept. PR, Odenton, Md.

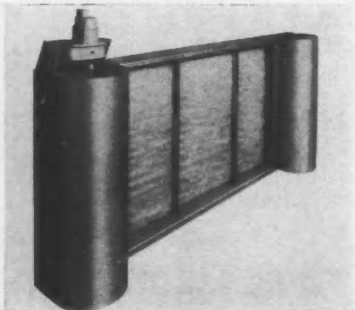
ROLL-TYPE AIR CLEANER

A new, more versatile roll-type air cleaner that operates efficiently "anywhere" is announced by the Farr Company. Called Roll-Kleen Model H-5 (H for horizontal media movement, 5, fifth in this series), it provides features requested by manufacturers of air handling equipment.

The H-5 is available with automatic or manual drives, with or without media covers on either or both ends and in 84 standard sizes.

The H-5 is designed for installation in a variety of positions, regardless of the direction of air flow. Media movement can be in either direction. Another application is direct attachment in the duct, frequently used where headroom or vertical clearance is at a premium.

Complete details from the **Farr Company**, P. O. Box 90187, Airport Station, Los Angeles 45, Calif.



Thirty-eight

REINFORCING FLOOR DECK

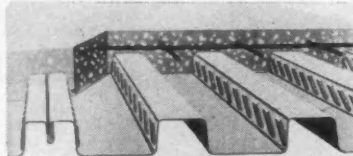
A new development in reinforced concrete construction is announced by Inland Steel Products Company. Its new Inland Hi-Bond steel floor deck provides concrete reinforcement without bars while it serves as a permanent form.

Because separate bars, forms and shoring are eliminated and more economical gauges of steel can be used, the new system compares favorably in cost with traditional methods of reinforced concrete construction.

At the same time, the manufacturer says, substantial time savings are possible on the job because the steel decking goes in fast and acts as a working platform right from the start. Time is also saved by the elimination of the usual shoring operations both before and after the concrete work.

The reinforcement strength of Hi-Bond deck is provided by raised lugs formed into the webs of the panels during the rolling process. These lugs serve the same purpose in the slab as do the deformations in regular steel reinforcing bars. From beneath, the Hi-Bond lugs also provide an excellent key for sprayed-on fireproofing.

Hi-Bond will be available in most regular Inland deck profiles and will also be offered as a cellular steel floor. Additional information may be obtained by writing **Inland Steel Products Company**, P. O. Box 394, Milwaukee 1, Wisconsin.



ACOUSTIC UNITS



View toward rear of new 885-seat Kachina Theater in Scottsdale, Arizona, shows use of Geocoustic cellular glass acoustical units on both side walls, the rear wall and a small strip of the ceiling. Front half of the theater is left untreated to reinforce the sound and direct it to the back of the auditorium, where Geocoustic absorbs excess sound and minimizes reverberation. This insures even diffusion of sound to all parts of the theater. Acoustical system for the theater was designed by R. A. Larabell, president of **Arizona Acoustics**, 310 S. 29th Street, Phoenix.

APPLICATION BOOKLET

"Modern Formica Interiors" shows 13 commercial and institutional interiors in full color, all with practical, imaginative applications of Formica laminated plastic. Applications range from office partitions to hospital cabinets to theatre ticket booths.

Copies are available free from Formica Corporation, 4614 Spring Grove Ave., Cincinnati 32, Ohio. Arizona distributor is Decoratrim Company, 2222 W. McDowell Rd., Phoenix.

AUTOMATED BEAMS



A new corrugated container plant in Nuremberg, West Germany has been constructed with castellated (open web) beams. The beams are made by a new, automated process now being introduced in the United States by Waller Corporation, Crystal Lake, Ill., to replace hand fabrication methods used by domestic fabricators.

English language reprints of a comprehensive, technical German magazine article on automated production of castellated (open web) structural steel beams are available.

The article reviews the rapid increase in the use of machine-made open web beams in European construction during the past 15 years, plus beam and building design considerations.

Also discussed is production of beams by both hand and machine methods. The inventor's system involves the use of an automated cutting machine which cuts three to five beams in the zig-zag pattern simultaneously, and a second machine which positions, straightens and aligns for welding the same numbers of beams into the finished open web product.

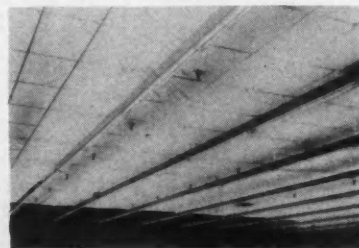
Copies of the reprint are available from the American licensee, the **Waller Corporation**, Machine Division, Industrial Center, Crystal Lake, Ill.

PENDANT LIGHTING

A new concept in Lok-Electric Pendant Lighting Systems which maintain approximately 100 to 150 foot/candles at work levels using the new 1500MA lamp for high level lighting with low surface brightness is now available from **Lok-Products Company**, 5109 San Fernando Road West, Los Angeles.

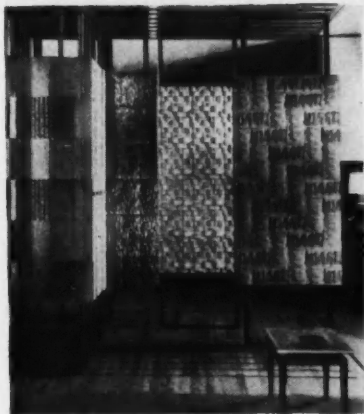
Primary advantages include greatly reduced cost for a remarkable soft lighting effect of a fully luminous ceiling, elimination of ballast hum, longer ballast life and low installation costs. Integrated with Drive-Lok Aluminum Suspended Ceiling Systems, the new Pendant Lighting System reduces heat radiation as much as 20% by removing the ballasts in free air above the ceiling.

Detailed data on luminaire efficiency, brightness measurements and coefficients of utilization are available from Lok-Electric Products Company.



ARIZONA ARCHITECT

CERAMIC SCULPTORS EXPAND



Four of the more than 40 sculptured ceramic surfacing patterns on display in Design-Technics' new showroom. Each pattern is available in a wide range of colors and textures for facade and interior treatments. A new system developed by Design-Technics drastically cuts the cost of installation. Tiles are mounted on panels in the firm's factory. When the panels are delivered to a building site, they are merely hooked onto the wall.

Design-Technics is expanding its Stroudsburg, Pa. workshop to meet the increased demand for the firm's architectural ceramic products.

The new edition will house a specially designed kiln which will enable Design-Technics to increase by many times its production of sculptured ceramic wall surfacings. The kiln was developed by staff designer Teruo Hara to permit volume production for large architectural use, while maintaining the distinctive clay quality that has marked the firm's work in ceramic surfacing over the years.

In line with its program of expansion, the firm announced that it is seeking additional agents to represent it in different areas of the country.

Design-Technics recently opened a new showroom building at 7 East 53rd Street in New York for the display of its many architectural materials.

Vermiculite Institute of Chicago has issued two new data sheets under A.I.A. File No. 37-B-2.

The first sheet summarizes a recent study made by an expert in fire insurance to define the relationship between fire insurance costs and the roof construction on schools, supermarkets, and bowling alleys.

The second sheet supplies technical data for placing vermiculite concrete roof insulation over curved, sloped, or irregular surfaces, such as domes, folded plates, and hyperbolic paraboloids. Steel decks and formed or precast structural concrete decks are shown. A table of "U" values and a short form specification are included.

Write **Vermiculite Institute**, 208 South La-Salle St., Chicago 4, or **Ari-Zonolite Co.**, 1200 E. Glendale Ave., Glendale, Arizona.

A new study on wall reinforcing entitled "Investigation of Continuous Metal Ties as a Replacement for Brick Ties in Masonry Walls," has been announced by Dur-O-Wal. The study was prepared by the Armour Research Foundation Institute of Technology of Chicago.

A 44-page, liberally illustrated book, containing complete engineering information may be had without charge on request to Dur-O-Wal, Div., Cedar Rapids Block Co., Cedar Rapids, Iowa.

August, 1961

Where Is This In Tucson? No. 1



Because architects habitually notice building details, you may be able to tell where this entrance is located and who is its architect.

ANSWER NEXT MONTH

It is a maxim received in life that, in general, we can determine more wisely for others than for ourselves. — The reason of it is so clear in argument that it hardly wants the confirmation of experience.

— Junius.

Our ideas, like orange-plants, spread out in proportion to the size of the box which imprisons the roots.

— Bulwer.

To have ideas is to gather flowers; to think is to weave them into garlands. — Mad. Swetchine.

Ideas are the great warriors of the world, and a war that has no idea behind it is simply a brutality.

— Garfield.

Theodore Roosevelt once said: "The law of life is fundamentally the law of strife. It is only through labor and painful effort, by grim energy and resolute courage, that we move on to better things."

He who wishes to fulfill his mission in the world must be a man of one idea, that is of one great overmastering purpose, overshadowing all his aims, and guiding and controlling his entire life.

— Bate.

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CRITIQUE

To the Editor:

You are getting one of the best in the transfer of Cal Straub to Central Arizona Chapter. Good architect and wonderful person. Interested in urban planning, too.

Have I ever written you about your February issue, adding to the chorus of praises? I've meant to, anyway. It was great.

Be sure to read Alistair Cooke's speech in the July *Journal* of the Royal Institute of British Architects. Devastating!

HELEN CADY, Exec. Secy.,
Pasadena Chapter, AIA

Editor's note: Our thanks to Helen Cady, especially for calling attention to the RIBA speech, which, as his hosts saw it, continued Mr. Cooke's vital service of "picking up the American image, giving it a brisk dusting down and restoring our affection for it." In a future issue we will quote some key portions of the address. Meanwhile, in view of the subject of the Regional Conference, here are two pertinent paragraphs:

In the great ages of architecture, the tastes of the third man were not consulted. The design of the cities that we now tour with such wistful reverence, the dictation of vast parks and plazas and crescents, were at the whim of emperors and patrons

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who had the political power to realize their private reveries in Florence or Versailles or Bath or the old, the gone forever, Regent Street. The remaining emperors do not even vote, and there is no plutocrat alive, not even in Greece or Texas, rich enough to commission a city park. The Rockefeller brothers are valiantly trying to drum up 68 more millions to redeem an acre and a half of New York slum property and convert it into a city centre of the performing arts. The welfare state equivalent, I suppose, is the National Trust, and like the Rockefellers preserving Williamsburg, it performs a very honorable, if defensive, service in shoring up a heritage against a whirlwind.

There was a time when the architect would have been the obvious answer. Even in America, Frederick Law Ornstead was able to fight the city bosses and decree that New York's Central Park should be, three miles out of town, laid down according to an eccentric plan which, by the way, correctly foresaw the development of the city and arranged a triple plan of cross-town bus routes, winding footpaths, and continuous carriage drives which had merely to be paved over to be a hundred years later, an excellent and workable plan for today. But need I turn the knife in the wound of your impotence by asking what architect today has the political influence, the command of millions, the control of the building materials and the contracts, to impose a style, as he used to, on a city, a county, on — the Minister of Housing?

To the Editor:

The articles in this month's issue (July) were very well written and contained considerable factual information. I am sure that more technical articles of this type will always be well received.

GERALD I. CAIN, AIA
Tucson

To the Editor:

Thanks for sending me the quote from Sir Hugh Casson. Incidentally, congratulations on the famous issue of *Arizona Architect*. I have often thought of photographing the ugliness which surrounds us in our cities. Now that you have already done it, I can check that one off.

PHILIP WILL, JR., FAIA, President,
The American Institute of Architects

To the Editor:

Your famous February 61 issue seems to have lit a real fire here. I am still using it to generate new interest in the urgent subject of "The Mess We Live In." At the moment the Richmond Beautification Advisory Commission and the Regional Planning Commission have expressed great interest in adding the subject to their respective tasks.

Is it possible to obtain 24 further reprints? We are so grateful to you again for your original sparking of this fine "generator."

MARCELLUS WRIGHT, JR., FAIA
Richmond, Virginia

Mr. Wright:

Copies are on the way. Glad to be the arsonist on this matter.

The Editor

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ECHO

Slumber in the West

With many American cities waking up to the need for rigorous housing code enforcement, Phoenix, Ariz., has chosen to fall asleep. Obsessed with the quaint notion that a housing ordinance is a "police state" measure, some naive citizens of Phoenix have joined with others not-so-naive to force the City Council to repeal a housing code enacted in 1959. As a consequence, Phoenix has . . . presented the spectacle of a city with no municipal ordinance requiring indoor bathrooms, hot and cold running water and other amenities that Americans accept as a mark of Twentieth Century civilization.

The most controversial provision in the late, and apparently unlamented code, made refusal to admit a housing inspector an offense punishable by fine. This, maintained the misguided ones who helped kill the code, was an infringement of personal rights.

The argument is, of course, too ridiculous to merit serious rebuttal. The American people have accepted the need and the courts have upheld the rights of state and municipal governments to enforce automobile inspection, building and housing codes, plus fire and other regulations needed to insure minimum standards of public safety and health. To oppose government responsibility in any such area is absurd.

Protest against the . . . code was tied in with a rejection of federal public housing and urban renewal programs. But the city didn't have to repeal its housing code, and thereby make itself ineligible for federal aid, in order merely to refuse such aid.

Apart from the moral responsibilities, there are sound economic reasons for enforcing a good housing code. Tax assessments almost always reward slum landlords for letting their properties decay, so slum properties are always subsidized by the better sections of the city.

With 14% of its dwelling units rated as "deteriorating" or "dilapidated" in the 1960 census and its rapidly growing population now over four times the 1950 count, Phoenix faces greater future problems; it could easily repeat the tragic experience of many American cities now paying the high price of procrastination. It is time for engineers, architects and builders to arouse themselves and the citizens of Phoenix from their slumber.

— Editorial in the June 29 issue of *Engineering News-Record*.

—AIA—

The life of every man is a diary in which he means to write one story, and writes another; and his humblest hour is when he compares the volume as it is with what he vowed to make it. — James M. Barrie

New Director For Masonry Guild

Paul H. Rosensteel, 4641 N. 14th Ave., Phoenix, has been appointed to the position of Executive Director of the Arizona Masonry Guild, Inc., succeeding Ralph



ROSENSTEEL

Yoder, who has resigned to continue and further his education in marketing and management.

Rosensteel, formerly the Business Representative of the Bricklayers Union Local 3, is an experienced journeyman bricklayer and has been closely associated with the Guild since its inception in 1958 as an

agency to promote better use and understanding of unit masonry products. The Guild is composed of masonry contractors, manufacturers, suppliers and dealers of unit masonry and related products.

Among its accomplishments, the Guild has held a number of seminars and demonstrations for architects and builders, featuring experts in the chemistry, engineering and design applications of their products.

LANDSCAPE DESIGN COURSE AT ASU

The second study course in landscape design will be offered at Arizona State University on two days, Thursday and Friday, September 28 and 29 under the auspices of the Arizona Federation of Garden Clubs and the ASU School of Architecture. An optional examination on the course for garden club members will be given Saturday morning.

The lectures, starting at 9:00 a.m. and 1:00 p.m., will include "History of Landscape Design 1840-1930" by Marcus Whiffen, ASU associate professor of history; "Structures in the Landscape" and "Influence of Changing Art Forms," by Anthony Ellner, Jr., associate professor of architecture and academic chairman for the course; "Site Preparation," "Paved Areas," "Planting Plans," and "The Garden Club and Civic Projects," by Guy S. Green, Tucson landscape architect; "Roadside Development," and "Water in the Landscape Composition," by Laurence C. Gerckens, ASU instructor and planning consultant; and "Use of Trees in Landscape Composition," by John Averill, Phoenix landscape architect.

Registration fee is \$10 for the course, checks to be made payable to "ASU (Landscape Design)," and mailed to Professor Anthony Ellner, Jr., School of Architecture, Arizona State University, Tempe. A study manual will be mailed to those who register before September 24.

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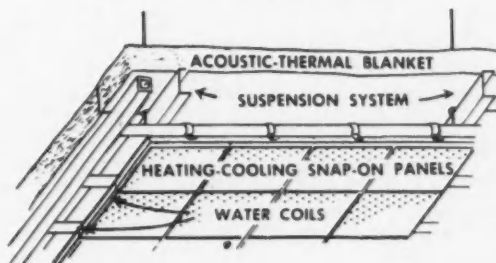
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