

they select a past way of life as means of escape. (The adobe inhabitants.)

4. The Group Individualist.

They feel that their selectivity must be in no way associated with the mass consumer. (The foreign car, Hi Fi, but no T.V.)

These socially pre-conditioned groups cannot be changed appreciably. Their attitudes and patterns of life are established and although they may be false, to them they are very real and very important. The architect must be able to recognize this and then either design within this false premise in order to maintain the commission or refuse the work.

All of us realize that many decisions in life are based on the economics of our time. This can be separated as follows:

1. The Installment Buyer. He disregards a true evaluation of the object and selects it in reference to installments. The mass builder has thrived on this group.

2. The Mercenaries. Their only interest is profit. They are oblivious to their moral obligation to society and have no regard for our visual environment. (The wheeling and dealing promoter.)

The architect's acceptance of this type of commission is feasible only if he also is so orientated.

My thesis is that in order for the relationship between architect and the client to be compatible, the architect either must be: (1) in phase with the client; (2) willing to accept the orientation of the client; or (3) able to educate him by improved increments of design. If the basic approach to the building is established on either the false values of the client or the architect, it will never be fine architecture. It will only reflect this image. Outstanding architecture can only be produced when the basic premises of the building, the architect and the client are established on intrinsic values. Then there is hope.

NEW MEXICO ARCHITECT

Chapter Officers Re-elected; Liberty Named Director

Highlight of the Chapter's annual meeting held in Albuquerque at the Alvarado Hotel on April 11 was the election of officers for the 1959 business year.

All Chapter officers who served during the 1958 business year were returned to office for another term.

As one Chapter member put it: "They (the officers) have been in office only a year, and the projects now in the planning stage should be carried to completion. It wouldn't be practical to bring in another slate of officers at this time. And, too, those fellows have done a good job."

Re-elected were: W. Miles

Brittelle, Sr., president; Philippe de M. Register, vice-president; Arthur W. Dekker, secretary; and John J. Heinrich, treasurer.

Elected as director to replace Jason P. Moore, whose term expired, was James S. Liberty of Albuquerque. The term of Director Kern Smith, Carlsbad, extends through the 1959 business year.

Phil Register, who is also Chapter Public Relations Chairman, announced that new committee appointees will be named and existing committee projects reviewed in time for a full report in the May issue of the NEW MEXICO ARCHITECT.



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