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## Thirty Years of New Mexico Architecture Magazine An Appreciation

#### **Edited by Chris Wilson**

This retrospective issue marks the thirtieth anniversary of the publication of New Mexico Architecture magazine. It presents a mosaic of pages and illustrations from past issues complemented by comments written for the occasion by past editors, authors, designers and readers. These comments offer a composite history of the magazine, of the attitudes that brought it into existence, of the constant search for good articles and for advertising, of the joy

of seeing one's first article in print, of the personal commitment that has sustained it through the years, and of hopes for its future. I have done little more than solicit these thoughts and arrange them in a rough chronological order (although one commentary, which spanned the entire history of the magazine, has been separated into two parts).

-C. W.

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Page 12, July-August, 1973.

Page 14, September-October, 1966.

Page 15, March-April, 1970.

There's nothing harder to do than to keep a little magazine alive in New Mexico. Most of them get ground up in a fundamental paradox: We're a literate state with many talented and enthusiastic people who like to read, and a poor state in which virtually everyone is always running financially out of breath. I would say that it's next to impossible for a small magazine to survive ten years here, much less 30. Yet New Mexico Architecture has done it. And almost exclusively with volunteer labor-most of it coming, of course, from John Conron. It's an amazing achievement. Thirty years of headaches, of deadline panics, of hustling for ads, worrying about paper costs and distribution, sweating bills and accounts receivable, searching for illustrations, encouraging writers, scrambling for copy, proofreading, copy editing, photo hunting, and trying to find room for everything that needs to be said-what a labour of love. I know what it takes to keep a magazine alive in New Mexico, having worked at it with a number of publications here for the better part of two decades. The odds against 30 years of more or less continuous publication are astronomical. The contents of the magazine-its wide-open and often controversial coverage of the architectural and planning scene-have made it a cultural treasury. But it's the magazine's longevity that has made it a publishing miracle. Here's to John Conron, the marathon editor!

—V.B. Price

Hall-Poorbaugh Press, Inc., in business 75 years, began printing the New Mexico Architecture some 30 years ago. Dr. David Gebhard was the editor at that time. In September of 1960, John Conron and Bainbridge Bunting became co-editors. John has seen this publication through many changes, both in style and mechanics of the printing process.

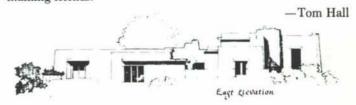
At the start of our association, printing was done from "hot metal." Type was set on the linotype machine and headlines were often handset for the larger sizes. Illustrations were metal engrav-

ings and little, if any, color was used.

Through the years, offset lithography has come into its own.

Through the years, offset lithography has come into its own. Color is now much easier, and less costly, to use. Layouts can be more complex. Readers are getting used to and demand this versatility from publications.

The way hasn't always been smooth but we, both customer and printer, have managed to have an interesting relationship, remaining friends.



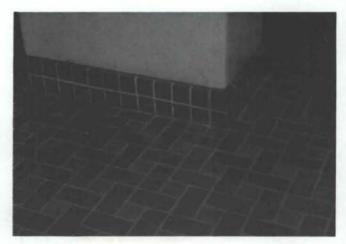
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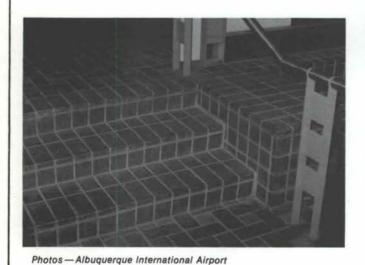
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