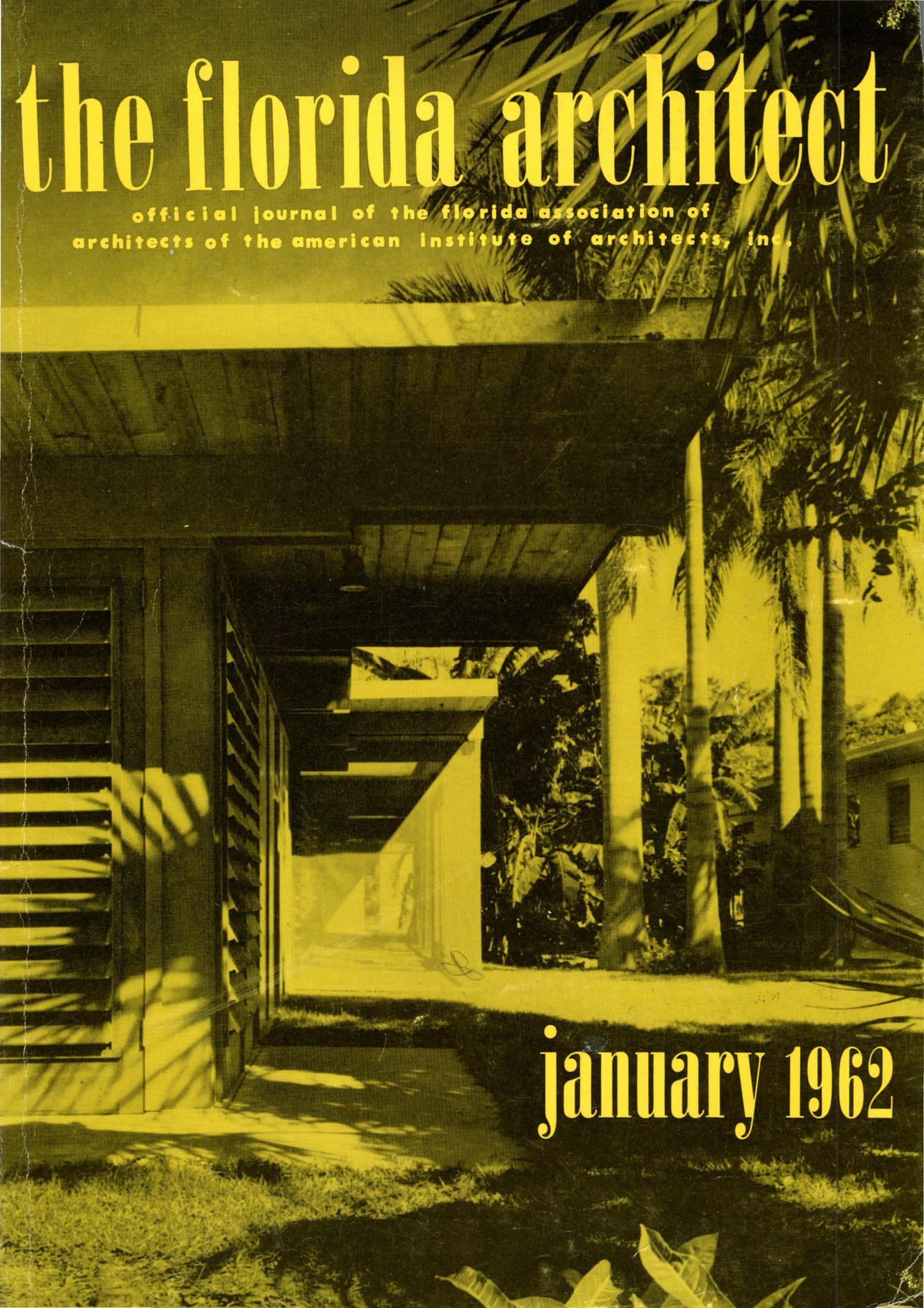


the florida architect

A monochromatic yellow-green photograph of a modern architectural structure. The image shows a covered walkway or porch area with a series of vertical supports. To the left, there is a wall with horizontal slats. The scene is filled with palm trees and other tropical foliage, with shadows cast across the ground and the structure. The overall aesthetic is mid-century modern.

official journal of the florida association of
architects of the american institute of architects, inc.

january 1962



On Tampa Bay...

It's St. Petersburg in 1962 . . . and the
Convention's Host will be the Florida Central
Chapter — whose red-coated hospitality in 1957,
sparked a memorable meeting and established
an attractive and unique new FAA tradition . . .

FAA



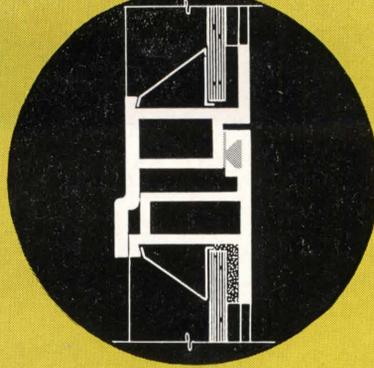
Headquarters of the FAA's 1962 Convention will be the Soreno Hotel, one of the largest and finest of Florida's west coast. It's convenient to all downtown St. Petersburg's facilities. It is also near the yacht harbor and commands a beautiful view of Tampa Bay. Best of all, it's roomy, comfortable and inexpensive!

48th ANNUAL FAA CONVENTION

NOVEMBER 8, 9, 10, 1962 — SORENO HOTEL — ST. PETERSBURG

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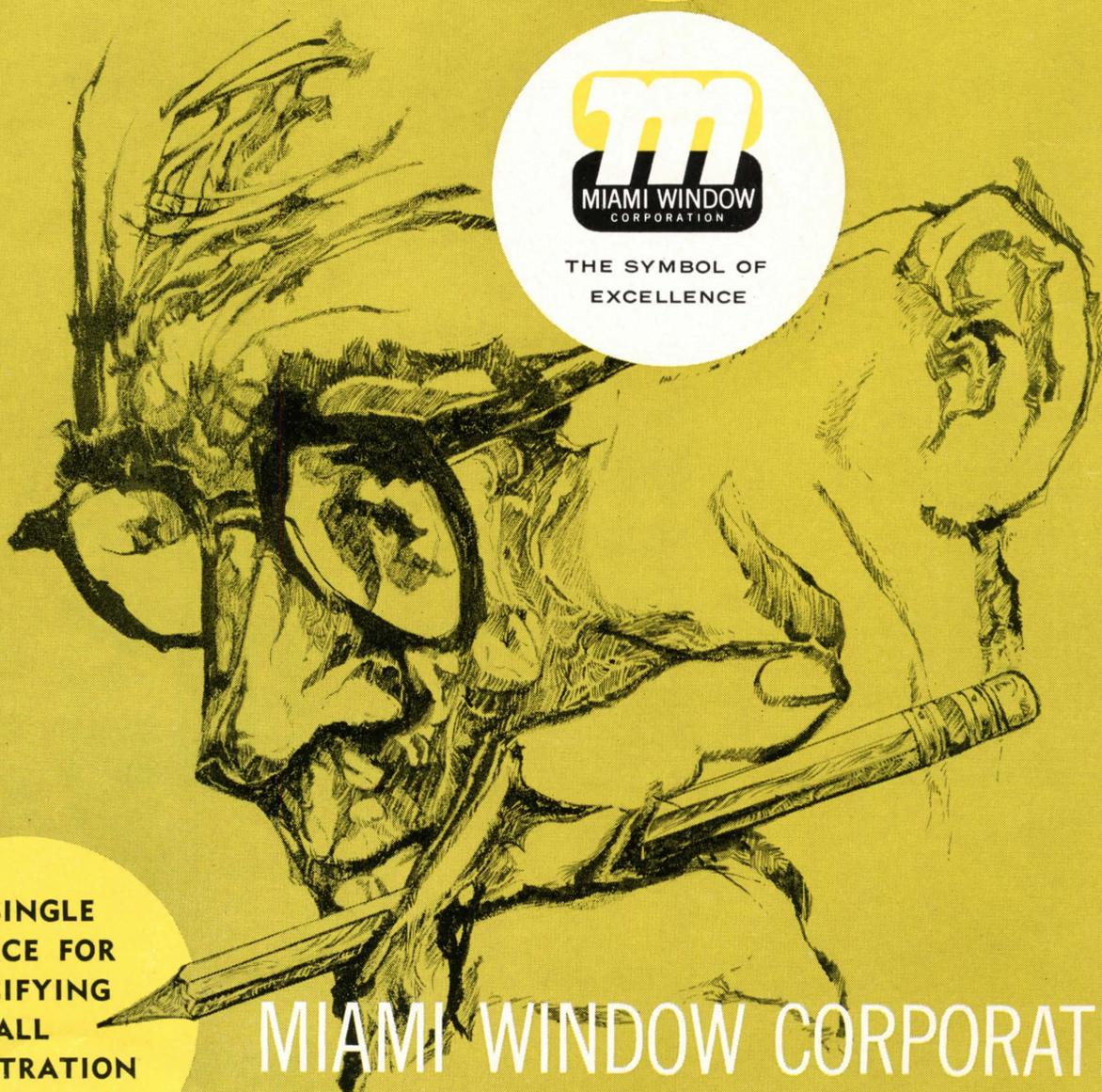
IT'S NOT A
MIAMI WINDOW...
UNLESS IT'S MADE
MIAMI WINDOW
CORPORATION...THE
ORIGINATORS OF
THE AWNING
WINDOW

AIA
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The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

In This Issue ---

AIA — An Obligation as Well as A Privilege	4
<i>By Verner Johnson, Secretary, FAA</i>	
Ahead Lies A New Frontier	8
<i>By Philip Will, Jr., FAIA, President, AIA</i>	
Sixty-Two and You	12
<i>By Robert H. Levison, AIA, President, FAA</i>	
The Chapter Presidents Speak:	
Broward County — <i>By Jack W. Zimmer</i>	13
Daytona Beach — <i>By Carl Gerken</i>	14
Florida South — <i>By John O. Grimshaw</i>	15
Jacksonville — <i>By Albert L. Smith</i>	15
Florida Northwest — <i>By Samuel M. Marshall</i>	15
Florida North — <i>By Thomas Larrick</i>	16
Mid-Florida — <i>By Fred G. Owles, Jr.</i>	18
Palm Beach — <i>By C. Ellis Duncan</i>	21
Florida Central — <i>By H. Leslie Walker</i>	21
Florida North Central — <i>By Chester Lee Craft, Jr.</i>	23
Letter	21
Advertisers' Index	24

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Verna M. Sherman, Administrative Secretary, 414 Dupont Plaza Center, Miami

THE COVER . . .

During 1962 we hope to carry cover designs developed by FAA members. But if these are not forthcoming, we'll try to incorporate some striking photographic illustration—typified by this month's cover. This photo, taken by Hank Koch, is from a series illustrating the Reef Motel at Sanibel Island, for which Starnes and Rentscher were architects. More details of the building will appear in next month's issue.

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AIA—An Obligation As Well As Privilege

Membership in the AIA is not something to be taken lightly. Certain definite procedures govern it; and though it entails prestige, it also involves responsibilities. Here the Secretary of the FAA clarifies the series of rules and regulations that relate to the "good standing" of a member—as well as those relating to members who have slipped from that expected status.

By **VERNER JOHNSON**
Secretary, FAA

"JOHN DOE. AIA"—What does that mean?

Every architect who proudly places after his name these initials, "AIA," signifies to the public that he belongs to a great organization devoted to the highest principles of professional skill, integrity and conduct. Far more than a license, he voluntarily signifies to all that laws alone cannot suffice in this world, but that morals and ethics, written and unwritten, are essential ingredients of the best professional practice to serve the needs of a growing society.

But belonging to the AIA and subscribing to the standards of the AIA bears obligations, too. Any member's obligations extend from the national organization, or the "Institute" as we call it, to his state and region and his chapter. None is more, or less, important to him, for each serves him according to his needs and the scope of endeavor delegated to each.

Often some members raise these questions: "Why must I belong to this local chapter or to this state organization? I'm only interested in the national AIA." Or, "I'm not interested in the Institute nationally, or even in the State organization. Why can't I just belong to my local chapter where I know everyone and can do some good?" The best way to answer such questions is first to review the steps taken to join the AIA.

1....An architect applies for membership on AIA Form S-1 (revised) with five references, three of whom are corporate members of the AIA.

2....The local chapter (and no one else) must act on the application and

forward to the Institute its recommendations on Form S-2 or S-3.

3....The Institute's Secretary refers a favorable application to the Membership Committee of the Institute. This committee's report is studied by the Institute's Board of Directors which votes on admission of the applicant to membership in the Institute. The Board then *assigns* the new member to the chapter of his choice—usually where he resides or practices—and to the state organization serving the chosen chapter.

From the above it is obvious that the chapter is the only door to admission to AIA—and that the Institute specifies that a member be a part of a chapter and a state organization as well as the national AIA organization. In reality, a member belongs only to AIA; and, for his own good and for the good of AIA, he automatically belongs to each component part—a chapter and state organization.

Chapter and state components are autonomous within approved Institute limits and policies. This autonomy allows these components to establish dues and to collect them for purposes which the membership defines—just as the Institute requires dues to carry out its purposes. Therefore, having joined the Institute and thereby having automatically become a member of the assigned chapter and state component, it follows that financial responsibility is inclusive. A member cannot continue a member of the AIA if he meets only part of his obligation; he must meet his whole obligation at national, state,

and chapter levels.

However, since admission to AIA—and thus to each component—is granted by the national AIA Board, then "*only the Institute has the power to take action affecting Institute, Chapter, or State Organization membership. If a chapter or state organization wishes a membership to be suspended for nonpayment of dues or for cause, it must forward its recommendation to the Secretary of the Institute who will follow through under prescribed procedure.*"

"Every Corporate member of The Institute ipso facto must also be and remain a member of the chapter and state organization to which he is assigned, or reassigned through transfer, until his Institute membership is terminated, and he shall pay the annual dues of such chapter and state organization as fixed by them as well as the annual dues of the Institute."¹

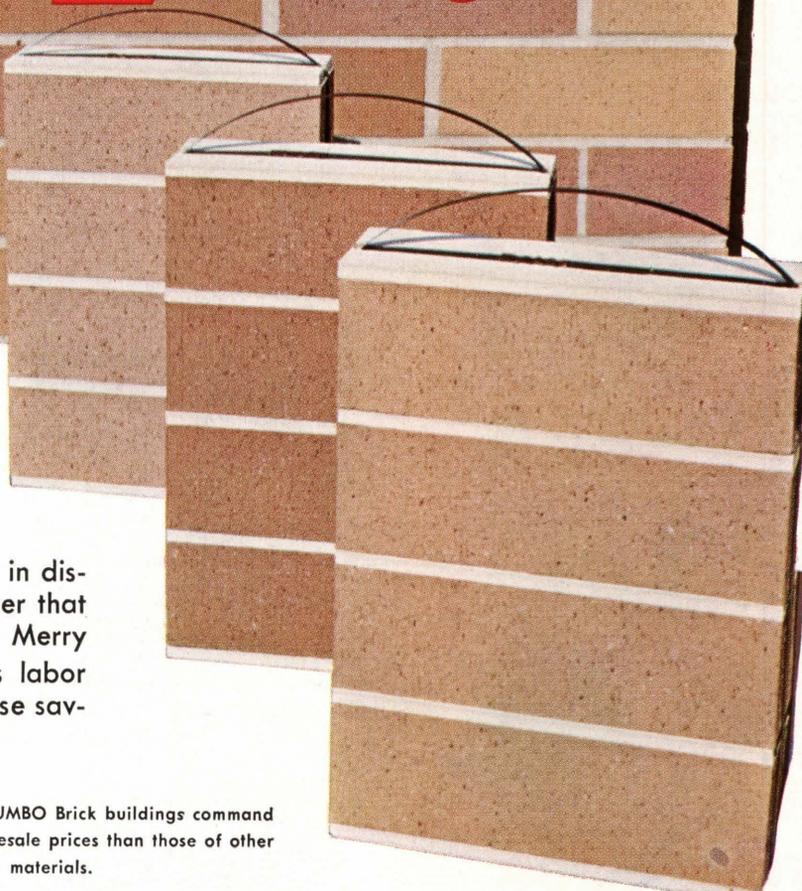
Should a member decide to forego his obligation entirely or in part by not paying dues during the fiscal year (which may be the calendar year), then he is in default through nonpayment of his dues.

"A corporate member who is in default for his Institute dues at the close of the fiscal year for which they are due will have his membership suspended by The Institute until the default is corrected. A member in default to his chapter or state organization will be suspended by The Institute upon recommendation by such component organization. A member may also be suspended by The In-

(Continued on Page 6)

Merry JUMBO Brick

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Enduring Beauty Lasting Economy

Merry JUMBO Brick, now available in distinctive light colors, is a money-saver that keeps on saving year after year. Merry JUMBO Brick goes up faster, cuts labor cost for contractors. And check these savings that owners enjoy:

Merry eight-inch JUMBO Bricks are designed to permit use of waterproof insulation in the voids, resulting in walls with low U-factor. The four-inch unit can be used where cavity wall construction and insulation are desired.

Light colors reflect heat, reduce air-conditioning costs.

Low maintenance cost! Merry JUMBO Brick walls don't require continual waterproofing and painting.

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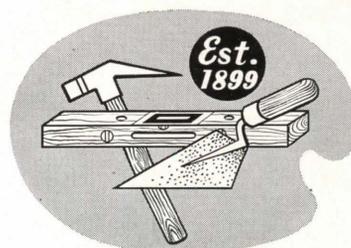
The comfort of a solid clay masonry building means happier, more productive employees.

Merry's ability to control color range sets its JUMBO Brick apart in the industry. Available in three pastel shades and mild texture as well as the usual red ranges, Merry JUMBO Brick is manufactured with minimum tolerances, second to none in the industry. Units are made in these sizes:

- Eight-Inch Jumbo ... 3½ x 7½ x 11½
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- Closure Unit 3½ x 3½ x 7½

Telephone or write for more information, or ask the Merry representative who calls on you.

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Brick and Tile Company
Augusta, Georgia



AIA...

(Continued from Page 4)
stitute if found guilty of unprofessional conduct. A member suspended for default of dues may restore his membership to good standing by payment of the sum in default within the period of one year following the date of suspension."¹

When such a condition of default exists, serious consequences arise, for such a member is not in "good standing" in either The Institute, state organization or chapter—even though he may have paid dues to one of the three.

"A corporate member is not in good standing in The Institute or in any of its components if he is under suspension. Immediately upon suspension of a corporate member, his rights in The Institute and in any of its chapters or state organizations shall be withdrawn until he is restored to good standing."²

The AIA adopted these rules with respect to corporate members who are under suspension:

"1—They shall not use the initials 'AIA'.

"2—They shall not hold themselves out to the public as members of The Institute.

"3—The Institute shall not classify them as members.

"4—They shall be removed from the mailing list of The Institute for the period of their suspension.

"5—They will be required to pay dues.

"6—They shall not be allowed to attend meetings or to participate in any way in Institute activities."²

The above are certainly dire consequences; and, surely, no one who aspires to the aims and ideals of the AIA should even wish to be deprived of any participation.

Termination of membership can only be done by the Institute Board or upon request to the Institute's Secretary. Further, "he may not resign from his assigned chapter and retain Institute membership."¹ From this, certainly, a member who is in default is virtually terminated—though actual termination will only take place after serious consideration by both the Institute Board and the member.

On June 9, 1961, the FAA Board adopted the following procedure relative to members whose dues are in default:

"On or about the 10th day of January each year, the Secretary shall notify each chapter secretary of FAA dues remaining unpaid on the last day of the preceding year and request suspension or termination of membership as a consequence of default of dues and payments; copies to be sent to the Institute's Secretary and members of the FAA Executive Committee."³

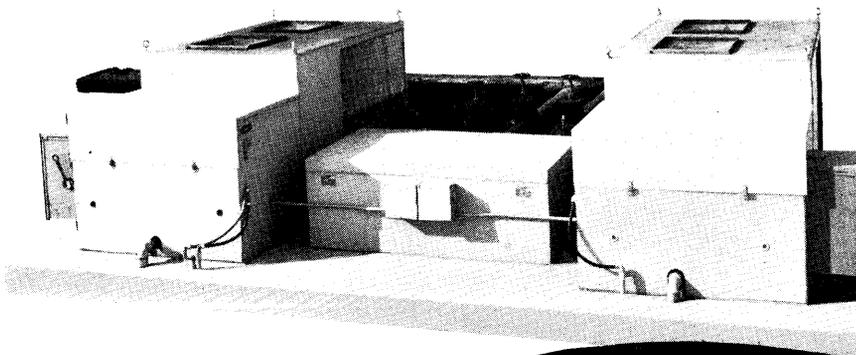
The FAA, ". . . a state organization chartered by The Institute is an organization member of The Institute."¹ Since this is so, let's not let the few dollars for FAA—or any other level of The Institute—deprive any one of the rights and benefits of the only organization devoted solely to our mutual interest, the profession of architecture.

1...AIA Organization Manual, Vol. 1, Sec. 4.

2...Letter from AIA Secretary, The Florida Architect, Vol. 11, No. 6, June, 1961.

3...FAA Board Minutes, 68-B-6-61.

Tampa Electric Chooses Typhoon Air-to-Water Heat Pumps for New Building



2-20 ton 20 HP Air-to-Water Heat Pumps at Tampa Electric Office Plant City, Florida

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HEAT PUMP

It will pay you to get acquainted with the Typhoon line. Experience has proven there is a size and type of heat pump best suited for each application. We offer America's most complete, most versatile heat pump line.

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FOR FLORIDA**

DIVISION OF THE HUPP CORPORATION
TAMPA, FLORIDA



Criminal Courts Building, Miami, Florida

*Architects: Edwin T. Reeder, F.A.I.A., and Robert Swartburg, A.I.A.
General Contractor: Edward M. Fleming Construction Company*

MABIE-BELL MO-SAI SHADES AND PATTERNS THE SUN

Sunlight playing on the alternating design of splayed Mo-Sai rectangles, window frame units, and flat spandrels creates everchanging patterns of light and shadow across the face of the building. Horizontal floor lines were broken up by staggering the window frame units and splayed rectangles. For sun control, each window is recessed 16 inches in its Mo-Sai window frame. Mexican glass mosaic tile inlaid in the Mo-Sai adds a bright color accent to the grey Mo-Sai precast curtain wall panels.

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Ahead Lies A New Frontier...



By PHILLIP WILL, JR., FAIA

President

The American Institute of Architects

Last year The Institute's President was gracious enough to prepare a special New Year message for publication in *The Florida Architect*. This year his message has been adapted from his address to the 47th Annual FAA Convention at Boca Raton in November, 1961. . . . This article reports the major portion of that address. It is a thoughtful analysis of the status of the architectural profession; and it points out a challenging direction for the future development of the profession. As such it merits the sober consideration of every architect who, recognizing the changes in our society and environment that are being wrought by technology and events, is concerned with the problems of survival as well as growth.

Traditionally, architecture has been regarded by the public and even by most of its practitioners as a technical art. Like the engineer, we are supposed to deal with the structural enclosure of space logically allocated in the service of human purposes. Under the police power of the State the law holds us responsible for health, welfare and safety. So also does it hold the engineer.

Unlike the engineer, however, we are concerned with esthetics, with beauty, with human emotional response to those elements of design which comprise the architect's basic palette: space, form, light, color, texture, odor and sound. To the logic of engineering necessity we have added art as the special province of the architect. But with the rapid development of the behavioral sciences even environmental design is becoming technical and objective. Less and less can our esthetic failure be attributed to personal and subjective insensitivity. More and more must success be based upon tested knowledge in the special and related fields of psychology, sociology, biology and others.

The late, great architect, DWIGHT HEALD PERKINS (my partner's father) once said: "*Sticks and stones are the materials of building; ideas and ideals are the materials of architecture.*"

Such a definition suggests a total re-orientation and reappraisal of the practice of architecture.

If ideas and ideals are the materials of architecture, then architecture becomes a social art. If architecture is a social art, we must accept a commensurate expansion of our professional goals and responsibilities. The techniques of planning, engineering and esthetic design remain important skills but become tributary to the highest over-riding skill of all: the determination of social purpose.

Here lies the great frontier for the architectural profession. New frontier? Yes, yet also partly old.

Certainly an understanding of the needs of people in terms of their physical environment has always been a fundamental goal of architects. With the achievement of such understanding we must ask ourselves to what purpose should we apply it? What are the boundaries of our concern or, in stronger language, of our responsibility?

If, as I believe, architecture is a social art, then it follows that we must be concerned with the purposes toward which our technical skills are directed.

Who is our client? The one who pays for our services or the voiceless public which also suffers or benefits from what we do?

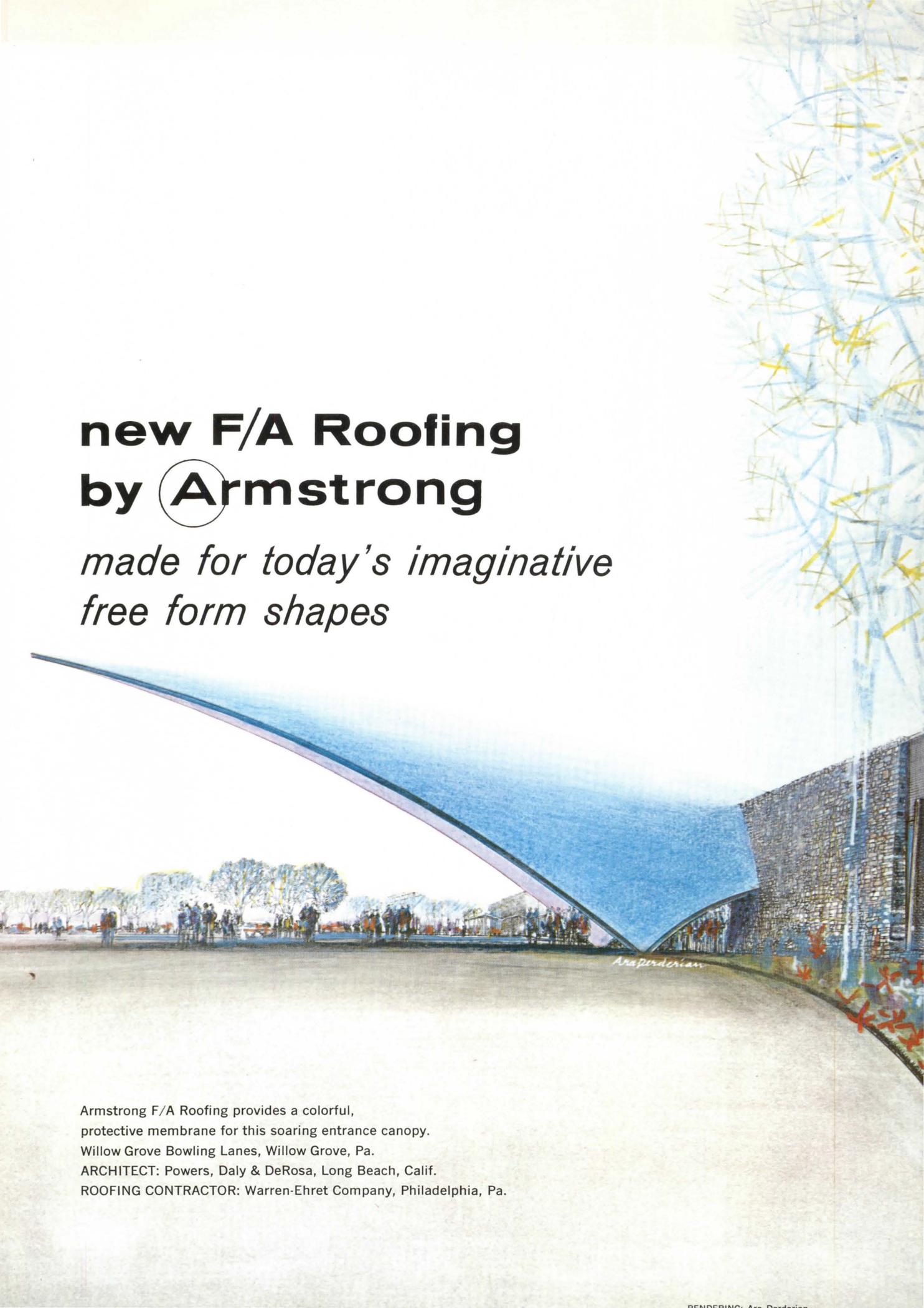
The answer, of course, is both. Without responsibility to both, architecture ceases to be a profession. For without moral responsibility a profession becomes no more than a learned trade of little consequence or status. Conversely, as a profession assumes responsibility for that aspect of public welfare for which it qualifies by reason of education, training and commitment, it wins honor, respect and the rewards of accomplishment for its practitioner.

What is the responsibility of architecture?

I hold that the mission of the profession of architecture is to assume responsibility for nothing less than a nation's man-made physical environment, an environment in harmony with the aspirations of man.

And the time is now.

(Continued on Page 11)



new F/A Roofing by **Armstrong**

*made for today's imaginative
free form shapes*

Armstrong F/A Roofing provides a colorful,
protective membrane for this soaring entrance canopy.
Willow Grove Bowling Lanes, Willow Grove, Pa.
ARCHITECT: Powers, Daly & DeRosa, Long Beach, Calif.
ROOFING CONTRACTOR: Warren-Ehret Company, Philadelphia, Pa.



The photograph shows application of F/A Roofing to the Willow Grove Bowling Lanes entrance canopy. It's a simple two-man operation.

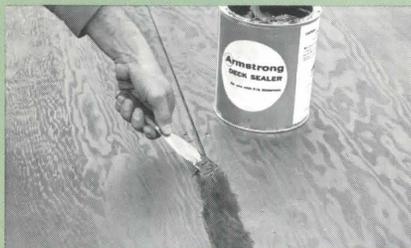
ARMSTRONG F/A ROOFING IS EASILY APPLIED

The deck is first primed with a cut-back solution of F/A 400. (Although the Willow Grove Bowling Lanes entrance canopy shown above has a deck of plywood, the process described remains the same with concrete decks.) Open joints are then sealed with Armstrong Deck Sealer. Once joints are sealed, Armstrong Flashing Tape is applied where necessary as a reinforcing membrane.

F/A 400 is then applied in two layers—each of a different color to insure full coverage. Application by hand or pressure-fed roller is recommended. Two applications of F/A 600 complete the installation and add the desired color.



Armstrong Flashing Tape—a companion product to F/A Roofing. Armstrong Flashing Tape is a glass fiber fabric designed for use as a flashing membrane and joint reinforcement.



Armstrong Deck Sealer—an elastic caulking compound to round out the F/A Roofing system. It is used to prepare depressions, cracks, voids, and joints in the roof deck for the application of F/A 400.

New Armstrong F/A Roofing

DESIGNED TO SOLVE MODERN ROOFING PROBLEMS

Thin shell concrete and plywood are giving America's skyline a striking new look of free-form beauty. But today's free-form roof decks with their irregular, elliptical, or undulating slopes call for roofing materials with both decorative and protective qualities. Armstrong F/A Roofing is designed especially to meet these requirements. It is a combination of two liquid roofing products applied to form a tough and flexible roofing membrane: F/A 400 Roofing, a neoprene base material, and F/A 600 Roofing, a Hypalon* base coating that forms the finished surface. Because of its fluid form, F/A Roofing offers ease of application for free-form roof decks—where conventional roofing materials are frequently unsuitable. After application, it presents a colorful protective membrane that forms a permanent bond with the roof surface.

*TRADEMARK OF E. I. DUPONT DE NEMOURS & CO., INC.

NEW ARMSTRONG F/A ROOFING IS:

Durable The elastomers (neoprene and Hypalon) employed in the F/A Roofing system are noted for their resistance to physical deterioration and weathering. That's why F/A Roofing can withstand prolonged exposure to the elements. Actual installations indicate that F/A Roofing will offer many years of satisfactory protection.

Flexible Due to its elastic nature, F/A Roofing has outstanding flexibility, allowing it to expand or contract with the surface beneath it. Hairline cracks in the decking material won't cause the protective film to tear. In addition to its flexibility, F/A Roofing is extremely light, with a weight of less than 20 pounds per hundred square feet.

Weatherproof F/A Roofing is resistant to all kinds of weather. Unlike thermoplastics and mastics, F/A Roofing doesn't become brittle in winter or will it soften, even in severely hot weather. There are no unstable components in F/A Roofing to be drawn out by sunlight and weather, so it cannot change properties. Moreover, F/A Roofing provides excellent protection against moisture because it cures to form a permanent, water-tight bond with the roof structure.

Versatile Since free-form construction often completely exposes the roof, modern roofing materials must meet aesthetic—as well as functional—requirements. Armstrong F/A Roofing is particularly well suited to buildings that frequently employ these imaginative designs—such as recreational, religious, commercial, and civic structures. It actually enhances the over-all design of the free-form structure by curing into an integral surface of the roof—providing a monolithic protective membrane. In addition, F/A Roofing is ideally suited for canopies, marquees, sunshades, and similar structural trim.

Colorful The Hypalon base of F/A 600 Roofing enables it to be manufactured with a variety of stable pigments. The bright shades and pastels available in F/A Roofing provide a high degree of flexibility for the architect in color-coordinating a building exterior. F/A Roofing maintains the reflective qualities of light colors and pastels indefinitely, thereby reducing a building's interior temperature and lightening the load on air-conditioning equipment.

Easily maintained With F/A Roofing, areas of local damage may be easily renewed. A simple repair procedure again results in a water-tight surface. In addition, no hot-melt equipment is required for its application. Where reinforced with special glass fiber tape, F/A Roofing is self-flashing. Gravel stops are not required, and metal edging and fascia can be eliminated.

Armstrong F/A ROOFING

Ahead Lies A New Frontier...

(Continued from Page 8)

Our country is only now beginning to realize the enormous problems of urban growth with which we must contend. Two-thirds of our nation is now concentrated in less than 200 metropolitan areas. Population is growing at a rate of 3-4 million per year and rural land is being gobbled up by our cities at the rate of a million acres a year.

The great metropolitan explosion keeps tearing up woods and green spaces, polluting air and water and spoiling human habitation in general. We foul our own nests and spawn new slums faster than we tear down old ones.

It is revealing that until the Housing Act of 1961 our federal government spent more money on fish breeding and wild life sanctuaries than on conserving human beings through slum clearance.

I wish I could say that we know what we are going to do about it. Steps are being taken both nationally and locally. But I fear it is the simple truth to say that we have yet to decide how we would like to live. There is no consensus on what kind of communities or cities we should build. Yet we have already lost our lead time. With little purpose, other than quantity, we are forced to build now.

I recognize, of course, that in a free society economic necessity will force answers. The needed building will be accomplished. The question before us is, therefore, not whether, but how.

Are the traditional relations between the design professions, the producers, the builders, the sources of money, the brokers of land and government geared to the need in scope and in time?

Are we architects educated, oriented and organized to design, build, rebuild, preserve and restore whole communities, cities and regions?

And if we are not, are others?

I know of no law which says that our traditional ways must be followed; that private architects must survive; that private combines of vast capital resources cannot hire the salaried hands and package the entire job; or that government cannot create more bureaus to provide whatever services

an impatient public may demand.

Of course, I don't think the profession will expire even if it fails to adopt to a changing world.

Those of you who keep informed on what your professional organization is doing already are aware of the directions of our thinking. You know, for example, of our belief that architects must expand rather than contract the areas of their services.

Already substantial fields of practice have been lost not only to competing design professions but to wholly unprofessional enterprises. There are few building types in which we have not suffered substantial losses to package dealers. Regretably we now find ourselves all too frequently in battle with our professional brethren, the engineers. Both the Landscape Architects and Planners are working on state licensing laws. And so it goes. While we are not doing battle with all, the practice of architecture is none the less suffering encroachment from all directions.

I do not and, in fact can not, claim that, in a world of increasingly complex technology, architects are fully competent in all design disciplines. I do claim, however, that as professional services become more splintered, the package deal becomes increasingly appealing to the bewildered public.

The fact that a typical package dealer works for a profit and is unrestrained by codified professional ethics is of little interest to the buyer whose confidence has been won. In a free enterprise economy it is of no interest whatever to legislatures or the courts.

Q.E.D.; architects must meet the challenge with their own resources.

How this challenge will be met is a major concern of the Institute, one of several top priorities. It is this that has been under study by the Committee on the Profession for many months and on which you may soon expect further reports which we expect will have a major impact on architectural practice.

In substance you may expect a recommendation that architects expand their services into many areas not heretofore considered normal. If we are to compete successfully with

the package dealer, we must render similar services and accomplish equal or better results *but* with an important difference. We will render our services on a professional basis. Call it, if you like, *the package without the deal*.

The effect on the mandatory rules is already under study and it appears that little substantive change is necessary. Be assured that the Institute is not about to recommend to the membership that we win a battle and lose a war. The moral responsibility embedded in a code of ethics is still an essential prerequisite to the status of any who would be recognized by society as practicing a learned profession.

Acceptance by the profession of the concept of packaged services, however, is only the beginning to the re-establishment of architecture as the dominant and responsible design profession. There is more to be done; much more.

If, in addition to normal architectural services, the package includes the selection and acquisition of land, the arrangement of financing and the management of construction, each architect must determine for himself where these special skills can be found or how developed. What can he do himself or with converted staff? What specialized manpower must be added to his staff or what services can most economically be rendered through consultants retained as circumstances require? What about feasibility studies, economic analyses, process engineering, cost control? What is a proper basis for professional compensation?

The questions to be asked are legion. While the Institute Board, Staff and committees are concerned with finding generalized answers, specific answers alternately must be found by individual practitioners in terms of their own circumstances and abilities.

So far the emerging patterns of practice are not too difficult to visualize. In fact, some large offices are already leading the way.

However, what happens when individual firms begin to reach for the higher responsibilities of larger scale planning involving whole chunks of cities and towns? What added disciplines are needed? And how will they be organized and led?

(Continued from Page 24)



Sixty-Two and YOU...

By ROBERT H. LEVISON

President

The Florida Association of Architects

"There are two heads I'd like to bash—

One is THEY, the other CASH!"

This jingle has been running through my head this past year and I just had to say it! All over our State I've heard my colleagues say, "Why don't *THEY* do this and that?" Have we ever stopped to think who *THEY* are? *THEY* are YOU; and YOU are *THEY*! So now that that's settled, let's see what *THEY* can do in '62.

First, let us become service conscious—extend to the City, County and State government the *hands with talent* to assist in their programs for progress. Advisory Boards of all types await the man who will but serve—and architects are *needed* for these Boards in ever-increasing numbers. So *serve!* Soon we will start our program of listing all of the services by the State Architects to indicate where we are strong or weak. Please give this your help and attention. Such information will assist our government relations efforts at all levels.

Now is the time to examine your office with a view of expanding the services of the architect. Our posture as designers *only*, must change to meet the increasing demands. The Institute has taken a position in this matter and all would do well to re-examine the services rendered to the Client in view of these fascinating challenges.

And lastly, what can we do to help ourselves? For many years, our State and Chapter Committees have been appointed—and died. Within any given year all of us have had the opportunity to serve on Committees to accomplish what should be done in all areas of the profession to better it. But, either we are not interested—and this I do not believe—or we are not doing our duty.

Committees sound bulky and not important. But let's take a long look at what they do—and can continue to do! Committees accomplished the State Convention, the Office Practice Seminar, the Public Relations Program, the actions at State Legislative level, the School Programs and a myriad other seemingly small, unimportant tasks. Yet all these placed together represented you at over fifty meetings and ably spoke for all archi-

tecs in their spheres of influence. Still, this is one of our weakest links. Many have said we're too bulky, others have said we're not aggressive enough.

Your Association this year will endeavor to work a Committee structure that will work.

Remember the old story about two buckets in a well? One complained that no matter how full it was when it came up to the surface, it always went down empty. The other rejoiced because no matter how empty it was when it descended, it always came up full of sparkling water.

So then, let's concentrate on:

1. Our Government Affairs Relationship
2. Our Own Internal Organization
3. Our Public Service

These three jobs well done will make '62 a year for YOU!

FAA Committees for Sixty-Two...

Much earnest thought has been given to the problem of strengthening—and at the same time simplifying—the FAA's Committee structure and organization. Most FAA committees are "standing" and conform generally to the structure of those recommended by The Institute for operation at regional and chapter levels. Others are necessarily "special" in that they are concerned with matters particularly relative to state and regional activities. A program for more efficient committee organization, operation and supervision is now being developed by the FAA's three area vice presidents. It will be presented to the FAA Board at its meeting January 20, 1962. As in past the years, the full roster of FAA Committees will appear in the March, 1962, issue.

Broward County

JACK W. ZIMMER

President



It is my humble privilege to be a working part of this very active Chapter through another professional year, and I hope, with the faithful assistance of all the members, to experience a very fruitful year for every practitioner.

The Broward Chapter expects a busy, productive year and one of which all of us will be proud. The year has promise of many opportunities for our members to be of service to the community. This area has experienced such rapid growth and development that many community problems have need of the sound reasoning, the technical knowledge, the keen analysis of the professional mind.

Our newly elected directors are eager to attend the quarterly meetings through-out the state and lend their careful attention to all matters, reporting back to the Chapter decisions and analyses given to important matters at the State level.

Our members stand ready to serve with local civic committees active in zoning, code requirements, hurricane damage adjustment, industry site zoning changes, etc. Our Aim is to aid

industry to locate in the area and assist the national missile program in any manner that will benefit all concerned.

We are just beginning to realize the far reaching effect that this great project in our state has on all of our own people. It is our hope that our participation in some of the many facets will result in eventual benefits to the entire world. We feel that much of the closely paralleled industry moving from the North can fit into our economy and not conflict with the great tourist interest; and our technical know-how might form a great aid to this community in this tremendous hand-in-hand step.

The whole Chapter will continue in the future as we have in the past with a very close co-operation with all building groups, whether it be City or County, to further good working relations with the professional office and the much needed "clean" industry.

This year, with even a closer co-operation with our city planning department, we hope to show more evidence of our present Urban Renewal effort. This has reaped rich rewards

1962 Officers of FAA's Ten Chapters

BROWARD COUNTY:

President..... Jack W. Zimmer
 Vice President..... Victor A. Larson
 Secretary..... C. Robert Kerley
 Treasurer..... George M. Polk

DAYTONA BEACH:

President..... Carl Gerken
 Vice President..... David A. Leete
 Secretary..... Craig J. Gehler
 Treasurer..... Ernest H. Notz

FLORIDA CENTRAL:

President..... H. Leslie Walker
 Vice President..... Dana B. Johannes
 Secretary..... Donald Jack West
 Treasurer..... Jack McCandless

FLORIDA NORTH:

President..... Thomas Larrick
 Vice President..... Frank C. George
 Secretary..... John L. R. Grand
 Treasurer..... M. H. Johnson

FLORIDA NORTH CENTRAL:

President..... Chester Lee Craft, Jr.
 Vice President..... Prentice Huddleston
 Secretary..... Joseph N. Clemons
 Treasurer..... Albert P. Woodard

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JACKSONVILLE:

President..... Albert L. Smith
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 Secretary..... James O. Kemp
 Treasurer..... Theodore Poulos

MID-FLORIDA:

President..... Fred G. Owles, Jr.
 Vice President..... Nils M. Schweitzer
 Secretary..... George A. Tuttle, Jr.
 Treasurer..... John B. Langley

PALM BEACH

President..... C. Ellis Duncan
 Vice President..... Reed B. Fuller
 Secretary..... Robert Wening
 Treasurer..... Jack S. Willson, Jr.

Broward County...

(Continued from Page 13)

and many of our areas can benefit by a hard working committee in this field.

A very interesting program by the Producers' Council in Miami, for a technical seminar lasting one day, for the very near future, will give our members a closer working knowledge in the field of Air Conditioning. This seminar will familiarize each member with the very latest concept of practice, technique, and design, and show the results of very recent research in this field. Several other agencies are hoping to develop a similar program.

This year, in Public Relations, we hope to bring the Architect's individual thinking and treatment of our every day problems into the public thinking by extending a program started last year—which proved to be very effective—and continue it throughout the coming year. This program

had weekly articles in the local newspaper, written by each Chapter member and appearing in the Building and Real estate section of the paper. We want to stress more, in these articles, the importance of our professional service to all categories of building and planning activities.

We encourage our Chapter to have its members participate in community activity, provide willing manpower where it will benefit the largest number in the community.

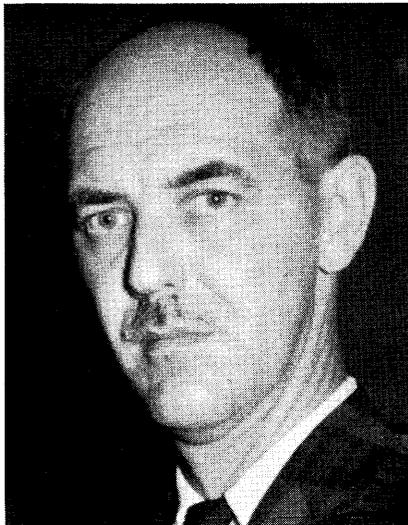
Our attendance at the monthly meetings has been maintained at a very high number during the past year. But we'll try to improve this record to a hundred percent if possible. At present, our chapter has 74 members. During the past year we accepted 2 Corporate and 3 Associate members; and we are going to try to express a warm, friendly relationship with all practitioners in Broward County, showing greater membership acceptance by the finish of this com-

ing year.

The Exhibits Committee has plans for the Chapter for a very interesting exhibition in the Ft. Lauderdale Art Center during March. We will display two thousand feet of architectural photos, renderings, and scale models; and this will be very rewarding for the public.

This exhibition, which will continue on display for 30 days, will be moved to several Beach hotels at the end of this time, in an extended effort to reach the Public. All of this program will receive considerable newspaper publicity. Our committee will check the public reaction very closely hoping to repeat a similar display again next year during the height of the tourist season.

Each new year will bring increasing responsibility. I'm sure 1962 will present its share of problems. But with the whole hearted support of all the members, Broward Chapter will share its portion of the State's activity.



Daytona Beach

CARL GERKEN

President

gram must be informative to all or at least controversial enough to engender interest between factions.

I would also like to get each member to voice his opinion on each and every subject brought up for action at every meeting. Too many members sit passively, while a few members conduct all business. So many times the motions made and passed do not reflect accurately the feelings of the majority. It is true that at times the majority does not always make the correct decisions, but at least they should voice, and stand behind their opinions at the meetings and not in the Cocktail Lounge after the meeting is over.

As our By-Laws are several years old, they should be studied and brought up to date with amendments to conform to today's thoughts and actions.

As many Chapter Presidents do, I

also hope to devote enough time to this responsible office to warrant the confidence placed in me by my fellow members.

The F/A in Sixty-Two...

Toward the object of reflecting—even more directly than in past years—the growth and accomplishments of Florida's architectural profession and the activities of FAA's ten regional AIA chapters, The Florida Architect will, during 1962, grow in breadth of interests and depth of coverage. We plan to present more and more varied examples of Florida architects' work; and the first typical presentation will appear in the February issue. We are planning a new series of service features. And we hope, with active cooperation from chapter officers, to report more fully on both local and state wide affairs that make professional history in our state.

It is well known that a person or organization cannot be static. One either moves forward or regresses, never stands still. As much as has been contributed to our professional organization, the American Institute of Architects, our community, state and nation, much more can be done. And this should be done for their protection and advancement.

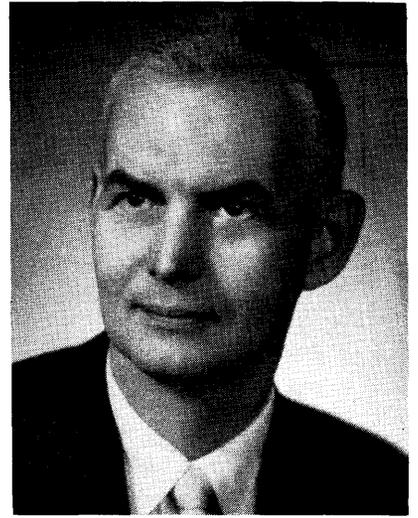
Drive and competence will lead in any instance. I believe that the American Institute of Architects has the organization and competence from its national organization down to its local chapters. Yet its drive could be improved. One way to make this improvement is by more individual members taking a greater active part in their local organization — say twice the number than is now taking an active part.

The Florida South Chapter at this time has selected and approved its officers, committee chairmen, and committee members, and is ready to continue their work.

The Florida South Chapter has projects that need fulfillment; namely, aid to education, collaboration with allied organizations, stronger policing

Florida South

JOHN O. GRIMSHAW
President



within the architectural profession, preparation for 1963 State Legislation, strong public relations, and preparation for hosting the Institute's 1963 National Convention.

We are conscious of the honor of having been selected as the Host Chapter for the National Convention. There is much work to be done, and it is desirable that all chapter members take an active part in the preparations, since this is a particularly important project for the chapter during this year.

H. Samuel Kruse is chairman of the Host Chapter Committee, and the members are as named on Page 17, December, 1961, issue of *The Florida Architect*. These members have been

working diligently during 1961, and will continue to do so to live up to the expectations of the National Organization. It has been many years since the Institute has had a convention in Miami; and we naturally wish to play our part in making it successful.

I am proud to be a member of the American Institute of Architects, and I am honored to serve as President of the Florida South Chapter during 1962.

Jacksonville

ALBERT L. SMITH
President



As the Jacksonville Chapter takes stock of its accomplishments during the past year and makes its plans for the year ahead, one fact is paramount. Our accomplishments fell short of our potential — not because we lacked determination or ability, but because too few of us were interested in meeting the challenges with which we were confronted. During the coming year it is our goal to rekindle interest among our veteran members who have been sitting on the sidelines and to find and use the hidden talents of all of our members.

When we consider the many problems and opportunities which we face as architects in our complex society, there is literally no end to the work ahead of us. If we can enlist the active

interest and support of more of our members, the Jacksonville Chapter will surely be able to meet its objective in 1962.

Cooperation is the key word in our list of objectives:

1 . . . Cooperation with the Duval County Board of Public Instruction in continuing its school building program.

2 . . . Cooperation with the Area Planning Committee of the Chamber of Commerce in implementing the Legislative act creating the Jacksonville-Duval Area Planning Board.

3 . . . Cooperation with the Parking, Traffic and Public Transportation Committee of the Downtown Council in its search for solutions to our urban traffic and parking problems.

4 . . . Cooperation with the State Board of Architecture in its efforts to enforce state registration rules and regulations.

5 . . . Cooperation with the Associated General Contractors in their efforts to improve competitive bidding conditions and to establish a building construction industry headquarters building in Jacksonville.

6 . . . Cooperation with our fellow professionals — the engineers — in an effort to create a climate for mutual understanding of each other's problems.

7 . . . Cooperation with the FAA by encouraging attendance and participation by our directors at Board meetings.

Florida Northwest

SAMUEL M. MARSHALL
President

If there is one thing these times are most noted for, it is change. An alert profession can take best advantage of, and cope with, changing values if it endeavors to analyze the change and the factor which bring it about. Change sometimes means progress.

The "complete package" is becoming more attractive and saleable to a public who is less knowledgeable of the virtues and values of a professional service. The "Stock Plan" becomes a logical instrument to a mass builder-developer and also to a school superintendent who recognizes that his architect is repeating himself without improvement.

We should study closely the factors which affect our profession and use these findings to its best benefit. We shall either correct our faults and im-



prove our service to the community, or we shall be faced with a decreasing demand for our abilities and talents.

The A.I.A. has undertaken the program of self-analysis and is attempting to bring forth answers which, if correct and if properly carried out, will keep the profession useful to society. The smallest unit of this broad organization has a vital responsibility in helping to find the avenues of approach. This is the aim of the Northwest Florida Chapter. It is an aim

which must be perpetuated in order to be realized.

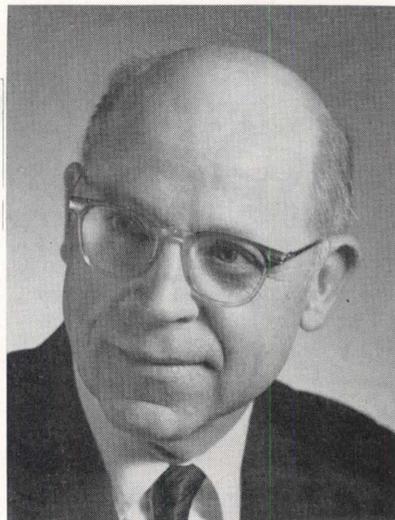
Our isolation prohibits the close personal contacts which would give a feeling of unity in the FAA. We will either overcome this disadvantage of distance or become more independent and estranged. I hope that we will be able to more closely assimilate ourselves in the State organization, for only through the FAA can any really broad effort be made to improve ourselves. We individually have not the strength of numbers nor the forces and prestige to bring about needed legislative changes in the laws which govern the practice of architecture. We individually have not the wealth to sponsor the educational programs which can increase our abilities and to acquire the public relations guidance which would better enable us to sell the architect to our citizenry. Yet, these things must be done.

Our program is simple and familiar. It is composed of elements of self-study, self-improvement, broader services, service to the community and better mutual regard. I hope to encourage more vigorous participation of the membership to make the thing work and put our aim within the realm of possibility.

Florida North

The Executive Committee of the Florida North Chapter at the present time has not had an organizational meeting to appoint committee members and to formulate a program for the operation of the Chapter for the year 1962. A meeting for this purpose will be held in January.

During the past fifteen years the Florida North Chapter has been the parent chapter of four other chapters, and it is now in the position of being a small chapter with a scattered membership of practicing architects in small offices, and architectural faculty, who compose approximately 50 per cent of the membership. Due



THOMAS LARRICK
President

members, faster than new members can be added. It is hoped that the FAA will recognize the plight of the small chapter. We are not able to do things in the grand manner of the larger chapters.

Because of the reduced membership, a revision of Chapter By-Laws and Committee structure is needed to tailor them to the activities of a small chapter.

The Chapter membership represents a group of individuals who are highly dedicated to their special interest fields. The officers of the Florida North Chapter hope that during
(Continued on Page 18)



the medallion that has a magnetic pull!

The MEDALLION HOME program helps sell *more* homes *faster!*

In the FP&L service area, twice as many Medallion Homes and Apartment Units were certified in 1960 as in 1959.

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Florida North...

(Continued from Page 16)

the year 1962 they can inspire more active participation by its members and channel their special interests into constructive programs that will reap the best possible results and give each member a sense of more importance in the organization.

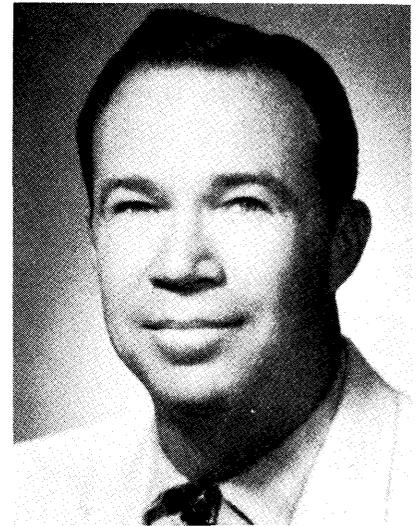
The Florida North Chapter will continue in the coming year: (1) Cooperation with local communities to further better public relations by continuing projects such as the planning studies of the area that are in progress

under the leadership of Professor W. T. Arnett; (2) The work of the Preservation of Historical Buildings as has been so ably carried on by Professors F. B. Reeves and Henry Edwards; (3) Participation in the Awards and Scholarships program as directed by Professor M. H. Johnson; (4) Cooperation with the Student Chapter in the presentation of awards and participation in the educational programs; and (5) The research which has been developed both for the practical and theoretical aspects of architecture such as that being done by Professor Walter Raymond in his research in Theory of Architecture.

Palm Beach

C. ELLIS DUNCAN

President



Our plans for the coming year include expansion to pull members in all our area into the Chapter activities. Our territory extends for many miles along the coast and we have some members that travel great distances to attend meetings.

We believe that there should be more effort to expand membership in all our cities. The provision of better programs and the assignment of responsibilities should improve our attendance. We hope to encourage car pools to get the fellows in from the outlying districts.

At present we do not have enough participation and interest by many of the older corporate members. We hope to stimulate attendance by some technical discussions and seminars. We have an active auxiliary and we will include them in some of our meetings.

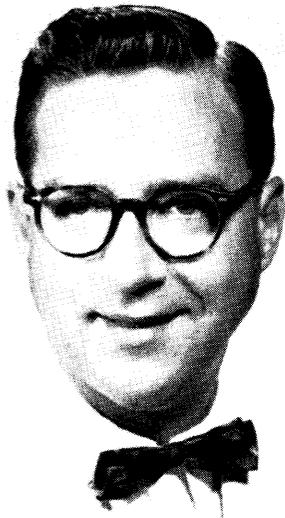
In the past we have had some very successful meetings in some of our smaller cities in which most of the Chapter traveled by chartered bus. We hope to revive this custom this year. We shall strive for better communications within our Chapter and without. We expect to have the membership advised regularly of Executive Board action and to have the membership feel that they are taking part in the Chapter business. We expect to be well represented at FAA levels and that actions by FAA will be reported back to our Chapter regularly.

THE FLORIDA ARCHITECT

Mid-Florida

FRED G. OWLES, JR.

President



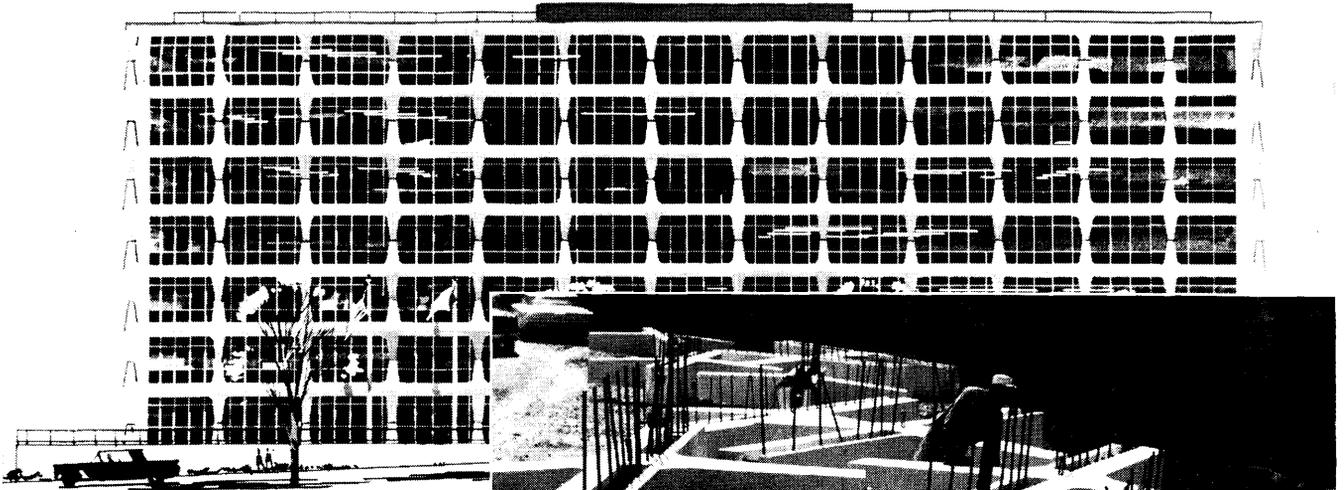
The Mid-Florida Chapter area is confronted with a tremendous challenge. Activities at Cape Canaveral have been increased many times by the Nova Project. This will bring many new industries which will be dependent on the locality for trained personnel as well as the educational facilities for graduate work and specialized study. For the first time in many years a Cross State Canal seems to be approaching reality. The effects of these developments on our area staggers the imagination and demands that the architect destroy the Jeffersonian image and move to a position of qualified leadership in our exploding construction industry.

The growth and development of any organization such as ours can be curtailed by many problems and attitudes. The one most lethal attitude to a Chapter's future is apathy on

the part of its individual members. The Mid-Florida Chapter suffers from this problem. Attendance at our meetings approximates 20% of total membership. Our annual Beaux Arts Ball was back in the red this year due to lack of Chapter support. Collection of dues is difficult and four of our members have been dropped by National for this reason. On the other hand, our Chapter has more than its share of highly respected Senior members, talented Junior professionals, and a fine group of young Associates who are receiving the training that will prepare them to assume significant positions of leadership in the profession.

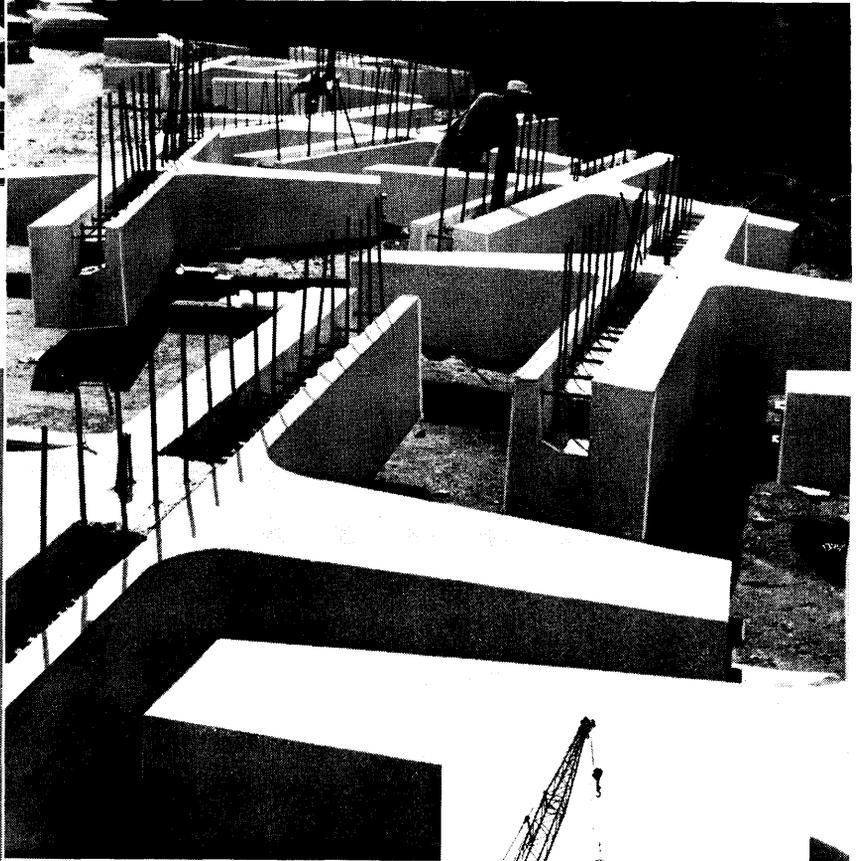
Our plan for the coming year will be to reestablish enthusiasm and respect for the AIA objectives and principles. Membership applications will be more carefully screened and personal interviews will be required. The Architects' Oath will be read upon induction and each member will be urged to have a mounted reproduction of the Oath on display in his office. Committee assignments will be

(Continued on Page 21)



Building Owners: John Hancock Mutual Life Insurance Company, Kansas City, Mo. • Architects: Skidmore, Owings & Merrill, New York • Associate Architects: Tanner-Linscott & Associates, Kansas City, Mo. • General Contractor, W. E. Brown Associates, Inc., Kansas City, Mo. • Concrete Products Manufacturer: Concrete Casting Co., Kansas City, Mo.

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AS USUAL THERE IS SOMETHING EXCITINGLY NEW in the use of concrete in architecture . . . precast white concrete structural members.

Here, for example, are giant precast concrete crosses made with Trinity White portland cement and white quartz aggregate. More than 250 of these crosses form the exterior structural frame on all four sides of this seven-story building. They are decorative in appearance and functional both as sun shades and structural support.

The crosses are temporarily braced in position and become integrated into the structure as the concrete floors are poured, which operation fills a groove in the spandrel beam of the cross.

MR. ARCHITECT: Even Florida's ballerinas like to be warm and comfortable at home in cold snap weather. And they and other Floridians are learning from our ads (see below) that safer, cheaper, better oil home heating will save them money year after year. They'll welcome your specification of the kind of oil heat that cuts home heating bills in half!

HOW TO KEEP WARM IN A CHILLY HOUSE



Better yet... get safe, dependable OIL home heating and warm up the *house*. Oil heat costs less than *half* as much as heating your home with any other fuel!

For even, controlled warmth all through the house, install *central* oil home heating. New compact models tuck away under the floor, in a closet or utility room, or in a wall.

For quick, dependable emergency heat, get inexpensive *portable* oil heaters, costing as little as \$20 or less. They'll warm-up one or more rooms in a jiffy—keep a room warm for about a penny an hour!

Safer, cheaper, *better* oil home heating will save you money year after year. You'll have a happier, healthier family winter after winter! Right now, before the last minute rush...

SEE YOUR HOME HEATING DEALER for free survey and cost estimate on the oil home heating that fits *your* home and *your* purse.

REMEMBER: U.S. Weather Bureau records show that even South Florida homes require dependable heating an average of 42 days a year when temperatures drop into the 50's or lower!

When the best costs less, it's smart to buy it! →



FLORIDA HOME  HEATING INSTITUTE

2022 N. W. 7th STREET • MIAMI

Mid-Florida...

(Continued from Page 18)

made only to those individuals who have expressed a desire to work.

Social functions will be planned every four months. Programs will be planned in advance in an interesting and informative way. Our professional seminars will be expanded to include special subjects for the benefit of practising Architects wishing to review or broaden their knowledge. Everything possible will be done to make our Associate members feel effective and vital to the Chapter. Our Office Practice Committee will be assigned the task of seeking higher levels of

service from every member firm. We will assist and support the work of the State Board and the FAA. Our public relations program will be spearheaded by Chapter consideration of all major public issues after which the full weight of our influence will be brought to bear in vigorous opposition or support by every communication media at our disposal.

The Central Florida area is rapidly becoming one of the major population and industrial centers of the State. The Mid-Florida Chapter must advance in voice and stature, providing public spirited leadership that will assure orderly growth and a physical environment that will reflect the highest aspirations in the hearts of men.

of our annual ANTHONY L. PULLARA MEMORIAL AWARDS. These awards, in three categories, will be given as follows: To the member of the Florida Chapter for outstanding services to the Chapter; to the member of the FAA for outstanding services to the profession; and to a State Chapter for its outstanding work. No officers of any Chapter will be eligible for the individual awards. Information concerning nominations for the awards will appear in an early issue of *The Florida Architect*. Selections will be under the supervision of our Committee on Awards, Scholarships & Allied Arts, headed by MARK HAMPTON and assisted by BILL HARVARD, GENE SMITH and JOHN STEELE.

Our meetings for the coming year will be held on the following dates and places: February 10 at Fort Myers; April 14 at Bradenton; June 9 at Tampa; August 11 at Winter Haven; October 13 at Clearwater; and December 8 at Sarasota. An invitation is extended to members of the FAA to attend our meetings which will be planned with a business session followed by a program of professional interest to the membership. A social hour will follow—where we join our ladies. The day's activities will be concluded with a dinner, entertainment and dancing.

Our Ladies' Auxiliary has elected MRS. I. BLOUNT WAGNER as president for 1962. Other officers are MRS. GARY BOYLE, *Vice President*, MRS. DON MCINTOSH, *Secretary*; and MRS. FRANK MUDANO, *Treasurer*. Meetings are held at the same time as our business meetings are in session and they then join with us for the scheduled social activities.

Florida Central

H. LESLIE WALKER

President



The year 1962 should be a very active year in the Florida Central Chapter. We have already begun planning the FAA Convention which will be held in St. Petersburg in November. Committees have been formed and much of the groundwork has been laid; yet much work is yet to be done. We shall need the efforts of each member of our Chapter if we are to have a successful convention.

More announcements will follow from time-to-time in *The Florida Architect*.

This year will mark the beginning

Letters

EDITOR, F/A:

Enclosed is page 20, *The Florida Architect*, November, 1961, Wyerhauser ad featuring the Sanford Civic Center, John A. Burton, IV, Architect, Herbert S. Hirshberg, Designer, Titusville, Florida. Mr. Hirshberg is also quoted in the ad as designer.

Such an ad might be questioned, and hereby is, as being incorrect for an FAA journal. The term "designer" is not recognized by the State Board

to my knowledge. Either Mr. Hirshberg is an Associate Architect with Mr. Burton, or he is an employee of Mr. Burton, unregistered and not responsible for the project. Mr. Hirshberg is not on the latest Florida roster.

Hope this doesn't sound like carping, because it is! Yours for FAA.

RHODERIC F. TAYLOR, AIA,
Melbourne, Florida

We saw nothing either incorrect or improper in this advertisement. Credit for the building had properly been

ascribed to the architect of record; and the addition of Mr. Hirshberg's name as designer appeared to be only a gesture of appreciation on the architect's part to a key employee. We did not think the ad implied any other responsibility on the part of the designer, or suggest any unlawful representation on the designer's part. Incidentally, Mr. Hirshberg's name and address appears on page 10 of State Board's "Roster of Registered Architects in Good Standing as of July 31, 1961." His registration number is 2500.—EDITOR

CSI Chapter Completes Seven New Check Lists

The Greater Miami Chapter of the Construction Specifications Institute has completed seven new Specification Check-Lists. They are: Section 3—Site Work; Section 4—Foundations; Section 5—Concrete; Section 8A—Steel, Structural; Section 8B—Steel Joists; Section 8C—Steel Cellular Decks; and Section 16A—Caulking and Sealants.

The new check lists have been published in convenient mimeographed form and are available to architects at a cost of ten cents (10c) per section. They may be purchased on application to Everett M. Eignus, Secretary, Greater Miami Chapter, CSI, 1114 Dupont Plaza Center, Miami 32.

Court Backs Up Architect's Specifications

A recent decision by the Circuit Court in Collier County will undoubtedly serve to strengthen architects' positions relative to acceptance of products other than, or not equal to, those specified. This was a taxpayer's

suit to enjoin the Collier County Commissioners from entering into a contract for jail equipment.

The architects had prepared plans and specs for the jail equipment. These were approved and three bids obtained. Two followed substantially the plans and specs. The third—the low bidder—submitted supplemental plans and specs in substantial variance with those of the architect.

The Court held that the low bidder had so altered the architect's scheme for the equipment that, in essence, it constituted equipment other than that called for. Thus, the low bid had not been based on the type of equipment approved by the Board of Commissioners and therefore could not be accepted by the County, even though the Commissioners wished to save the County money.

Florida Central...

(Continued from Page 21)

We plan to stimulate attendance at our meetings by announcing well in advance the program for the business meeting and the type of enter-

tainment that will be provided at dinner. At the organizational meeting of our Executive Committee held in October, all of our standing committees were selected and they have now all accepted their assignments. In our committee work there are some continuing programs and there are others yet to be initiated.

Our Government Relations Committee is a continuing program, headed this year by DICK JESSEN. Last year it performed an outstanding job assisting the FAA with its work in the legislature. Part of this year's assignment will be to lay the groundwork for the legislative session of 1963.

Our Public Relations program is beginning to roll now. This year's chairman, FRANK McLANE, JR. announced some of its plans at our December meeting and promised more activity. We note with interest the number of architects in our Chapter that have been appointed to various civic and governmental boards; and it is our hope that this trend will grow during the coming year. Manatee County has taken the lead by placing architects on seven such boards and committees.



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During the past year, our Chapter membership has increased by 12 Corporates, 2 Associates and 2 Junior Associates—which brings our membership totals to 2 Fellows, 112 Corporates, 43 Associates, and 27 Junior Associates for a grand total of 184 members.

Our new officers, consisting of DANA JOHANNES, Vice President and Chairman of the Steering Committee; JACK McCANDLESS, Treasurer; JACK WEST, Secretary; and Directors ARCHIE PARISH, GENE THOMPSON, and SIDNEY WILKINSON pledge themselves to service to the Chapter. We shall need the cooperation and assistance of all our members if we are to have a successful year; therefore the final effort will be up to membership at large.

North Central

CHESTER L. CRAFT, JR.
President



The Program of our Chapter for 1962 is as follows:

We of the Florida North Central Chapter, AIA, during the year 1962 shall seek more fully to promote and forward the objects of the American Institute of Architects—*The Drive for Excellence!*

JANUARY, 1962

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(Continued from Page 11)



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What I am saying is that we tamper with the life of cities only at great peril. We have much to learn directly and from the contributed knowledge of others. Large scale planning in general and urban renewal in particular must be approached by planning teams including many new members heretofore rarely, if ever, consulted by architects. Many could be listed, but the key members may well be from the behavioral sciences. Unhappily adequate research on human behavior applicable to planning has yet to be done and the definitive text is yet to be written.

Nonetheless the needs generated by obsolescence and a surging population growth are with us now, and a beginning must be made now.

Let me quote a few words by August Hecksher, writing for the *Architectural Record* in September of 1959:

"The architect today should find it impossible to miss the significance of his position. He stands at the center of almost every great development in our society. The changes which are acting most powerfully upon the American people, and which will run dramatically through the 1960's, are within the field of his immediate concern.

"He will shape some of them; his career will be influenced by them all.

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"For what affects us most deeply today are not, as I see it, questions which might be called political: the organization and forms of government; the division of powers, the distribution of economic gains. There are, of course, difficult problems in this realm; and the supreme issue of war and peace overarches them all.

"But more alive than the strictly political questions are those which might be called social. These determine how people live together, what they do with their years, what kind of a moral and material landscape they call their own.

"The nature of family life is changing. The nature of our cities is changing. The abundance of leisure time and the abundance of material wealth are giving the people new, and sometimes rather frightening, options. In these various areas, the architect must, whether he chooses to or not, play a major role.

"He provides the setting of family life, and the visible substance of cities. By his art he opens before the public new choices as to how they shall spend their dollars and their leisure. In the deepest sense he lays out the paths which will determine, also, how they spend their lives.

"My point is a larger one: that because of the nature of his trade and the dramatic and dominating character of building in America today, he stands as a prototype, and indeed almost as a prophet. Others may have their share in bringing matter under the control of spirit; but unless the architect succeeds in doing it, the cause is lost. It is the same with the shaping of the environment, the organization of space and the establishing of a balance between old and new forces in the social order. Whether he likes it or not the architect is at the center of things, setting the pattern beyond his own works and in a large measure determining whether the remaining decades of the century will see our common life made more rational and rewarding."

It is my exhortation that architects recognize the vacuum which exists. If we move now, seize leadership and act with the wisdom of statesmanship, we can re-create a nation. The respect of the country is waiting to be won. If we are successful, the remaining decades of the century could well be known as the Age of the Architect.

JANUARY, 1962

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Gasgram

JANUARY, 1962

Good **NEWS** about Natural Gas...

SAFETY! What form of energy used in homes, businesses and industries is the safest? The question arises by reason of the constant harping of our friends in the electric business about "flameless" appliances and equipment. To get the facts, members of The Florida Natural Gas Association have been quietly examining records of fire departments in Florida municipalities. And beginning with this Gasgram we shall make public our findings.

Official records of the City of Jacksonville Fire Department show that in the FIVE-YEAR period from January 1, 1956 through December 1, 1960, 995 FIRES were attributed to FUEL OIL --- 529 to ELECTRICITY --- and only 37 to GAS, including natural, manufactured and bottled gas.

Official records of the City of Live Oak Fire Department show that in the period from January 1, 1961 to October 31, 1961, 30 FIRES were attributed to FUEL OIL --- 10 to ELECTRICITY --- and NO fires attributed to GAS.

These facts, based on official records, show that GAS is the SAFEST of the energies used in homes, businesses and industries in both metropolitan areas and smaller communities.

MORE FACTS based on official records. In the first nine months of 1961, 58.6% of the ranges sold in the United States were GAS RANGES. This is an increase of almost 5% over the number of gas ranges sold during all of 1960.

Gas cooking scored a clean sweep in this year's Holiday Magazine AWARDS to Florida eating establishments for DINING DISTINCTION. Nine Florida restaurants won this national recognition and ALL NINE cook with gas. They include Mai Kai, Ft. Lauderdale; Buccaneer Inn, Sarasota; Maxim's, Fontainebleau Hotel, Americana Hotel, Joe's Stone Crabs and Le Parisien, Miami Beach; Columbia Restaurant, Tampa and Petite Marmite, Palm Beach.

Perfect CLIMATE CONTROL has been achieved in the newly opened West Volusia Memorial Hospital at DeLand with natural gas --- 260 tons of gas air conditioning and gas heat.

MORE EVIDENCE of big savings by use of natural gas for water heating is supplied by 54-unit Merriam Apartments, 1866 N. Bayshore Drive, Miami. Mr. Felix G. Rice, co-owner, reports fuel oil bill was \$1,109.46 for last 12 months oil was used. Natural gas water heater installed in May, 1960. Cost of natural gas during next 12 months --- \$608.10 --- \$501.36 LESS than the previous oil bill. This is a saving on water heating fuel of 45%.

Miami voters recently approved a new 30-year franchise for Florida Gas Utilities by a majority of more than two-to-one.

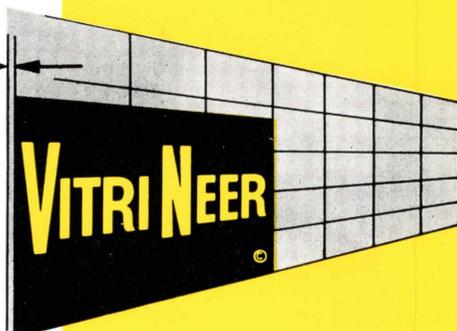
The Houston Corporation has been authorized to increase capacity of its natural gas pipeline serving Florida by approximately 100-million cubic feet of gas a day. Expansion will cost approximately \$23-million.

International Paper Company's plant in Dade County has been converted from oil to natural gas by Peoples Gas System. Equipment now fired by gas includes 150-ton absorption air conditioning system, hot water boiler, ink drying process.

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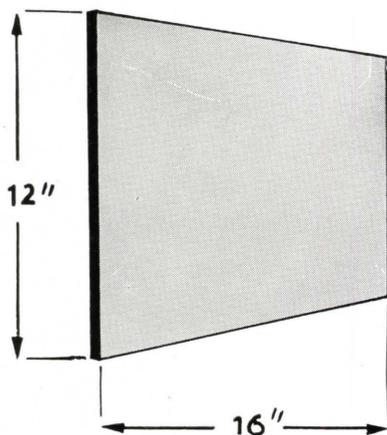
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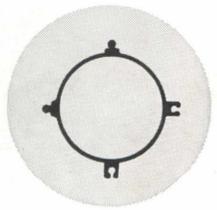
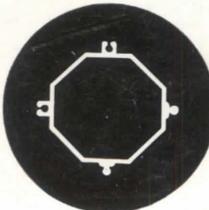
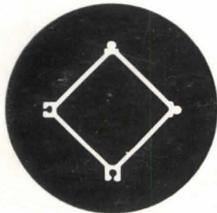
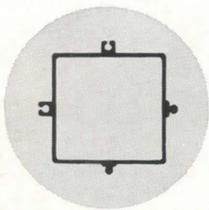
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