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Central Center
Miami, Florida

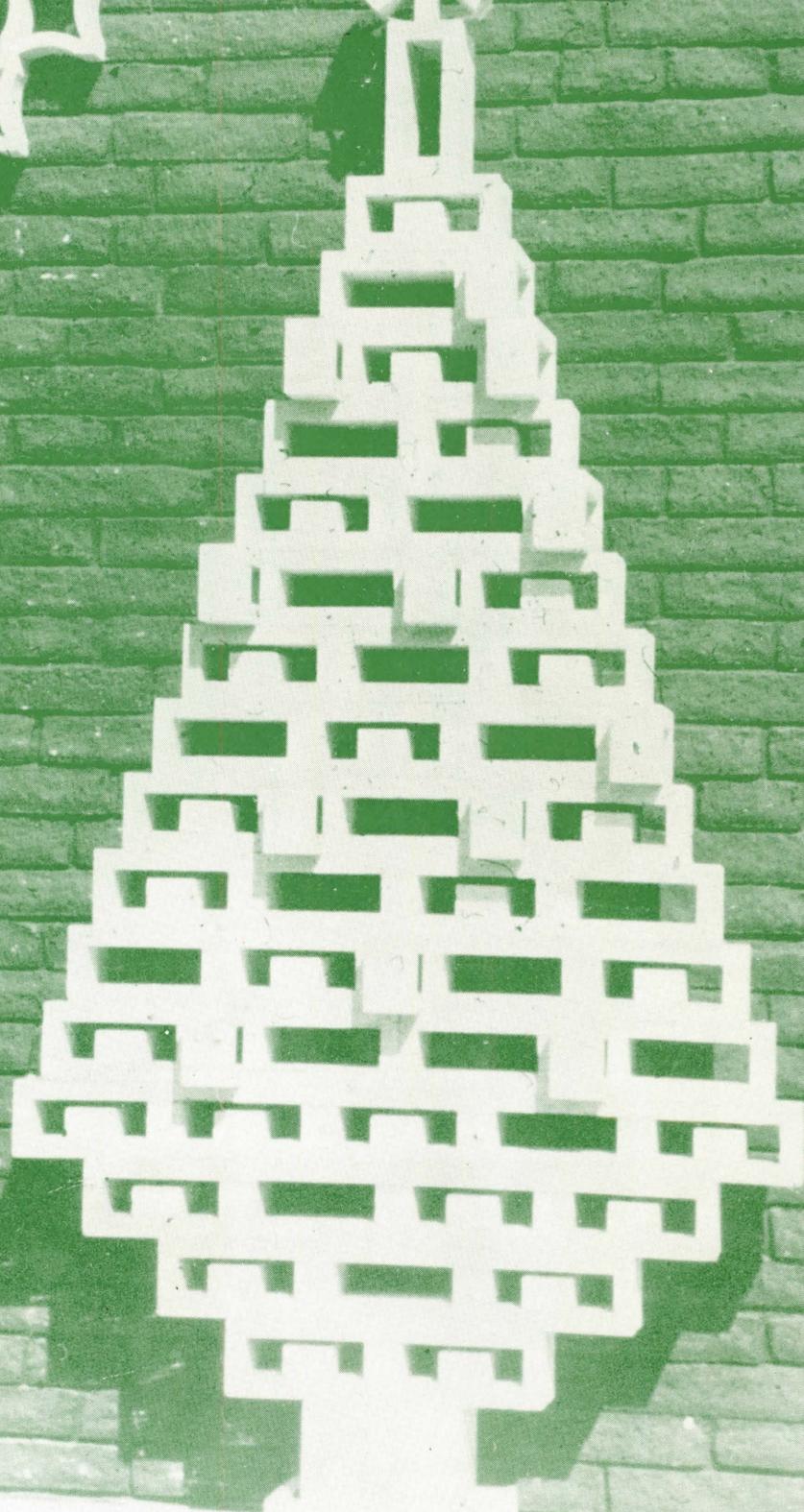
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The

December, 1962

FLORIDA ARCHITECT

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS, INC.



JAN 1 8 '63

F/A Panorama...

WORLD'S LARGEST BUILDING FOR MOON FLIGHT BASE

When the Saturn C-5 rocket cuddles the first U. S. team of lunar astronauts and is in a **GO** - condition, her 300 tons and 360 - foot height will be blasted off a launching site on Merritt Island, now being made ready a short distance north-west of Cape Canaveral. The launch operations center will be under control of the National Aeronautics and Space Administration and will contain what is said by its designers to be the largest building in the free world. Standing over 500 feet tall and covering more than 10 acres, the structure will permit the assembly and launch preparation of four lunar space vehicles simultaneously. The building will enclose 130,000,000 cubic feet of space and will include an aid conditioning installation large enough adequately to serve New York's Empire State Building. . . . But no Florida firms were chosen for its design or engineering. This will be done under the supervision of Col. J. V. Sollohub, District Engineer, Jacksonville District of the Corps of Engineers, by a new firm called URSAM from the initials of the New York architects and engineers who formed is for the development of the huge building. The architect-member is Max O. Urbahn. Urbahn was granted a registration to practice in Florida in June, 1961.

NOW IT'S PERSPECTIVES BY AUTOMATION . . .

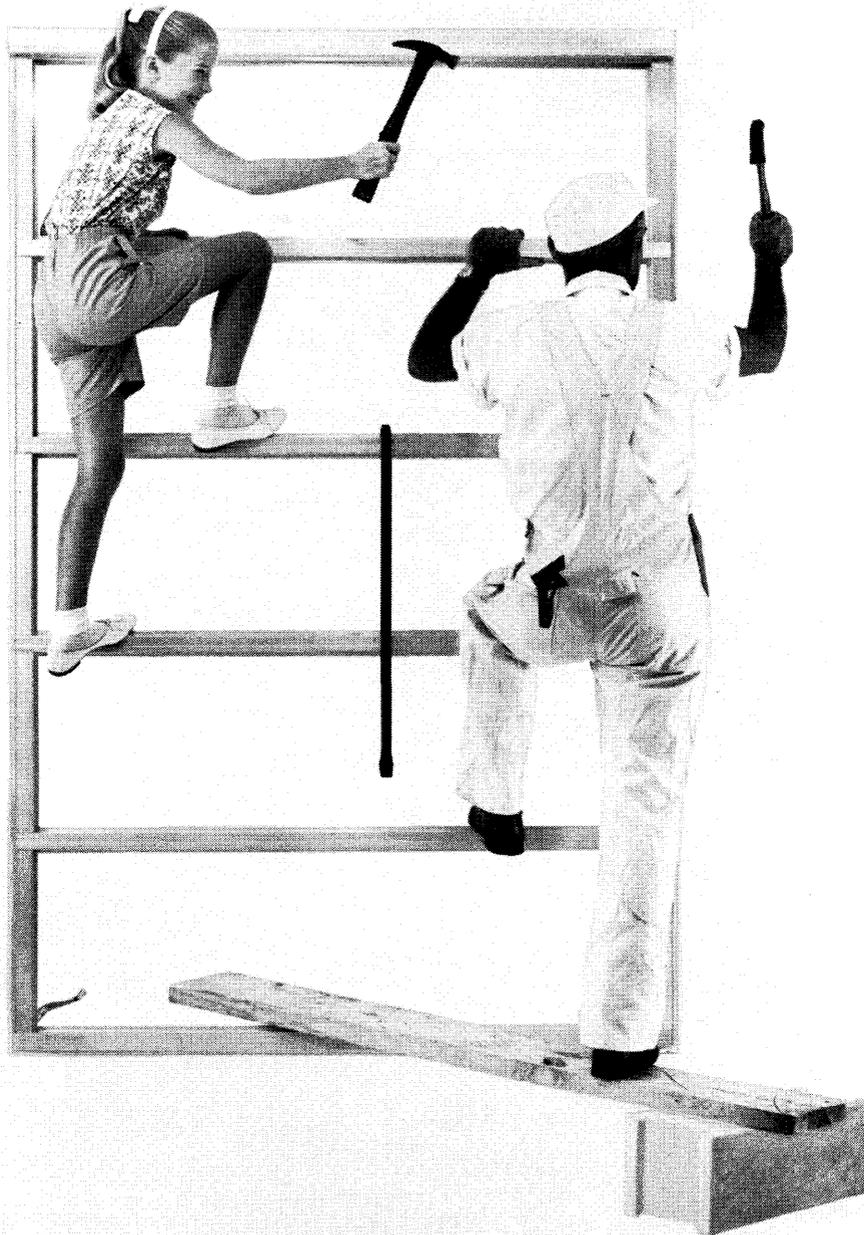
The one about sending the office boy out for a package of vanishing points is now as defunct as the dodo. They won't be needed any more, if the newest of drawing machines comes into general use. This machine—aptly called "Perspex"—makes perspectives which its manufactures claim are exact and optically correct. And it makes them in complete geometric detail to the point where they are ready for finishing by illustrators. About the size of a standard drawing drawing table, the new unit has only one moving operational part and over a two-year series of controlled tests indicated that it could deliver even highly complex perspective drawings at time savings that averaged over 60 percent and in some instances reached as high as 90 percent over current, non-mechanical techniques.

WHEN IS A SUBSTITUTE NOT A SUBSTITUTE. . . ?

If this keeps up plastics will be taking the place of all sorts of materials. Tests on one type show it to be stronger than steel per unit or cross section. And now comes a clear version of reinforced with fiberglass that has replaced glass in the windows of all Savannah, Georgia, schools. Originally used to replace glass broken by vandals, the plastic panels came through unscathed during a recent classroom fire. The city's school board decided on the switch to the plastic panes when the heat of the blaze broke the glass in other windows.

COLLEGE PRESIDENTS KNOW WHAT THEY WANT . . .

Most college presidents are esthetically progressive and have a keen insight of the architectural problems of creating the desirable educational environments for their campuses. This was the summary result of a nation-wide questionnaire survey sent to 547 college prexies by the Philadelphia firm of Nolen and Swinburne, architects and master planners for a number of northeastern colleges and universities. Most of the respondents rated the architect as generally effective at creating buildings to promote educational processes. But many noted the need for complete familiarity on the part of the architect with educators' requirements. One president said: "I have observed a certain lack of initiative in presenting new concepts on the part of architects and engineers." Another commented: "If we could design a building which would fall down at the end of 40 years, it would be a great boon to the educational system of the country." On esthetics, only seven percent preferred "traditional" design, about 60 percent picked contemporary—or left design preference to the architect.



hammering home a point? WELL, MAYBE WE ARE. BUT IT SERVES TO ILLUSTRATE THAT WHEN THE WORLD'S FINEST ALUMINUM WINDOWS ARE MADE, THEY PROUDLY BEAR THE BIG M, SYMBOL OF EXCELLENCE OF MIAMI WINDOW CORPORATION. CHANCES ARE, YOU WON'T HAMMER ON OUR WINDOWS, BUT IT'S COMFORTING TO KNOW THAT THEY'RE DESIGNED TO STAND MANY YEARS OF USE — AND ALMOST ANY ABUSE!

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The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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

THE COVER . . .

This is Christmas in concrete—proof that the traditional tree can be fashioned from any kind of material. This one—standing against the office wall of the Dunan Brick Yard in Hialeah—was the brain-child of Otis Dunan and was built, with the aid of a lift-truck and a delicate sense of balance, from some of the standard concrete grille units his firm makes. The units were merely stacked, with gravity, not mortar, holding them in place.

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THE FLORIDA ARCHITECT



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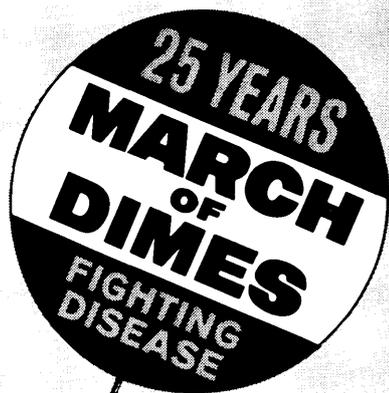
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The Architect's Place in Planning

LESTER PANCOAST, AIA, wrote this article originally as an address before the 1962 Annual Meeting of the Florida Planning and Zoning Association held early in December at Miami Beach.



"... architects and planners should be ying and yang . . ."

Although it is not my purpose to break down the English language, I have inside myself a definition of architecture so inclusive that it gobbles up planning and design on any scale: *the perception or qualification of space and time by anyone or any thing.* Not only building designers and community planners cause architecture, but trees and rivers and clouds — and there are inevitable architectural results of all men's works, good or bad. But if you won't play this expansive game, let's agree that a creature with good social and practical knowledge and the *sine qua non* — a sensitivity to space — can make either a good architect or good planner, conventionally defined.

If they are not the same animal, architects and planners should be *ying and yang* — otherwise each can frustrate miserably the best efforts of the other. A unit which does not relate cannot be good, nor can an arrangement of poor units. Mumford says, *"If we keep foremost in our minds this recurring concept of wholeness, then we must always strive to relate one thing to another. It is in this relationship of parts that quality rests."* The architect and planner can help each other become complete only when they have developed a common language, and help each other translate vital kinds of intelligence into a meaningful environment.

Have you heard architects say that planners by definition cannot be individuals; that they have not feeling but cocoons full of numbers; that

politics directs them or represses them until lack of visible results of their work removes them from the actual problem? Is it true that some planners suggest architects to be prima donnas unaware of the greater design and who undermine it with their — or their clients' — irresponsible search for self-expression?

There is a plethora of forces beyond our control. But we must be more ready to remonstrate for our convictions, either to our single clients or to whole arenas of politicians. We must boost each other, while reading our dissenting opinions carefully. Specialization is being forced on our professions as our goals become more complex. The further the specialization, the broader the base we need — and the more we will appreciate the need for integrated offices.

Now, however, we are separate. And we are separate entities in the minds of important men who think that a planner finds the routes of least resistance to inevitable ends and that the architect makes the solid buildings pretty. We must work out communications to such people. We must convince holders of public office that they and we must not generate dynamics to sit back and watch what happens. We must insist that the training of the civil engineer is insufficient for the designing of multi-family dwellings or for the creation of urban esthetics. Specialized esthetic training is legally required of

(Continued on Page 6)

TERRAZZO...

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- *Its Technical Formulation*
- *Its Proper Installation*
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Planning...

(Continued from Page 4)

architects in every state, but enforcement of architect-requirement laws by unaware public servants is lax.

Through this century there have been spasms of realization in this country that something must be done to make our cities human. We can hope that we are on the verge of such a spasm now and that it will mature into the sort of continuous concern, love, and effort which has gone into the making of every great urban expression. With the many Federal monies being poured into transportation, public housing and other facilities, urban renewal, and the political reapportionment occurring in several states, architects and city planners face their best opportunity to cooperate in creating cities.

Naturally, most architects are less involved in which agency achieves Urban Renewal than in its ultimate quality and success. The two dangers suggested above come to mind: that the pseudo-scientific planner might replace humanity with statistics and achieve insensitive, ugly architecture; or that a prima donna architect might

make a highly individual and impossible sample which cannot relate to the remaining problem. In recent Urban Renewal competitions, in San Francisco, Washington, and Philadelphia, awards have been made not only on economics or densities, but on architecture in the large sense — human environment for city living.

Most architects know that American law, which has for decades blushed purple at the word "beauty" now has found a euphemism — "amenity" — and will uphold laws devised for protection of esthetic values. Although grateful for that sign of maturity, which can allow a city the right to keep billboards from its expressways, or buildings or waterfronts, we architects are as unhappy working under most zoning restrictions as we are under the provisions of most building codes. While most of us respect the need for zoning, we agonize over forced patterns, unreasonable limitations and standards geared to incompetent performance.

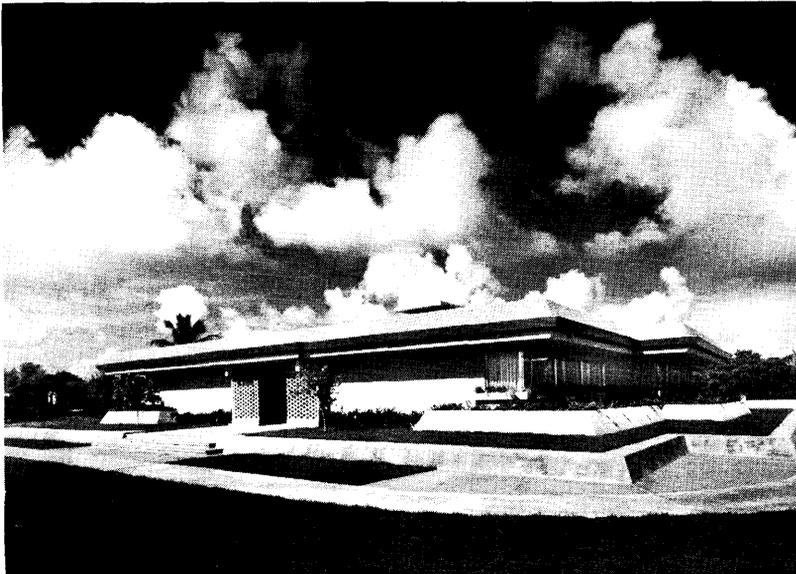
Through endorsement of the City of Miami's Low-Density Planned Development Ordinance, the South Florida Chapter of the AIA demonstrated

enthusiasm to work toward zoning which can allow the planning architect freedom within a framework of performance standards. Architects are as nervous as planners when esthetic decisions must be made by people without esthetic training — who can turn down important work without knowing or caring why. But this is a danger endemic in planning and architecture. If variations on the R-PD approach can be developed and prove workable, they could go a long way toward the destultification of zoning ordinances. Zoning should not be the enemy of variety, privacy, mixing of social groups, and certainly not of creative land use.

Neither should zoning be the tool of politicians who can appoint minor debtors without qualifications to well paid Planning Boards, and who can exchange money or favors at the expense of a land use plan. Public understanding of zoning must grow. The processes must become more difficult to conceal and the methods of defense against zoning breakdown made easier.

Every red-blooded American con-

(Continued on Page 19)



Saluting -

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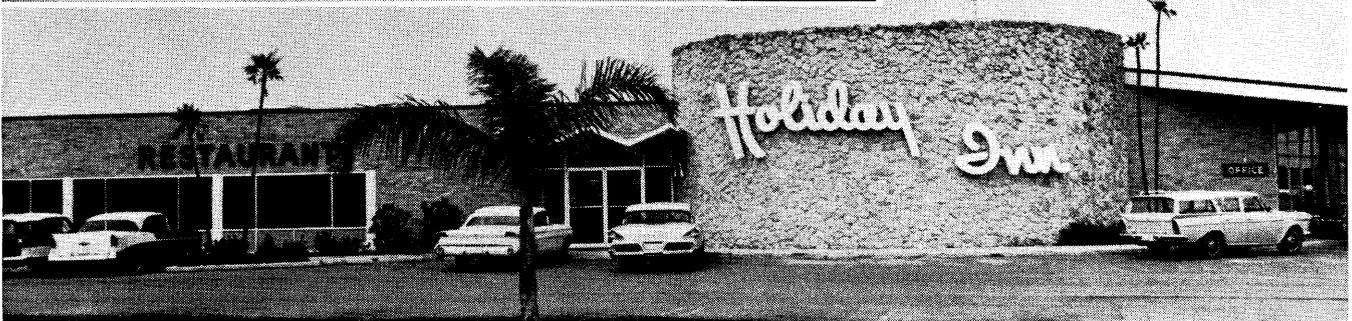
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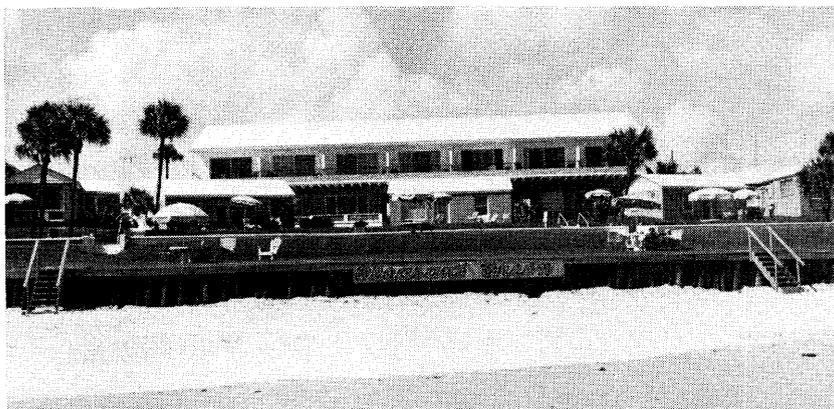
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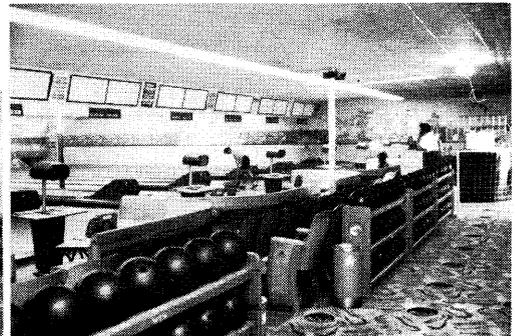
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The Relationship of Architecture

Dade County Public College
Central Center
Miami, Florida

To The Florida State Building Program

By THE HON. TOM ADAMS

Secretary of State



This is a word-for-word transcript of a paper prepared by Secretary Adams for presentation at the Annual Banquet of the 1962 FAA Convention. The author was unable to attend the Convention due to the special legislative session and his paper was read by his administrative assistant, Richard H. Hollahan, of Jacksonville . . . The Secretary of State is the officially designated custodian of the State Capitol building and grounds, chairman of the Capitol Building Committee and a member of the Board of Commissioners of State Institutions which has jurisdiction over all state buildings throughout Florida . . . Born in Jacksonville, he graduated from the University of Michigan and then engaged in private business in Florida, his activities including real estate, property management, insurance, dairying and timber. He entered public life in 1956 when he was elected to the State Senate and after two terms was elected Florida's 15th Secretary of State as of January, 1961 . . .

It is indeed a pleasure to meet with you this evening—to be with professional men and women who have vision and imagination, who have such creative talents but, who, at the same time, understand the value of a sound foundation.

It is the feeling of those of us in the office of Secretary of State that no one in public office can properly discharge his responsibilities unless he understands the problems and needs of all of our people. No one can work toward a solution of these problems—or seek ways to meet the needs—unless he meets often with the people—with community leadership—throughout the state. Thus, not only is it a personal privilege to be with you, but it is a most important part of our public responsibility.

Your chairman asked us to share with you our thoughts on the relationship of architecture to Florida state buildings. This we are glad to do. For, there is—as there should be—a close and important relationship. It involves your technical skills—your professional judgment, and your creativity. It involves free enterprise working cooperatively with government and, equally significant, government working cooperatively with free enterprise. Further, it takes into consideration a sense of history—of dignity, stability, and purpose—a consciousness of the present and a long view into the future.

As the officially designated custodian of the Capitol buildings and grounds, and as chairman of the Capitol Building Committee, it is a particular opportunity and responsibility of your Secretary of State to work closely with architects, to draw from them their ideas and suggestions. In addition, as a member of the Board of Commissioners of State Institutions, he is especially concerned with state buildings located throughout Florida. Thus, he is keenly aware of the great contributions you are making to our government, to our State.

And, with the population explosion we are experiencing—an explosion necessarily requiring expanded services of government—yours will become an increasingly heavy responsibility and challenge to insure that we build attractive, functional structures to house the various activities of government, that we give to the taxpayers of our State a dollar's worth of building for a dollar's worth of public revenue.

It is our strong belief that the best way to acquire the type of building we need . . . at the least cost to the taxpayer . . . is to continue our present practice of following a basic principle of free enterprise—that is, of availing ourselves of the services of architects as needed rather than for the State to employ a corps of archi-

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Architecture and State...

(Continued from Page 9)

sects on a full-time basis.

This practice we feel is good for several reasons.

First of all, it permits us to utilize the skill, professional judgment, and creativity of many minds and hands—not just a few.

Second, it allows state government to bolster free enterprise, to make a proper contribution to the private economy of our State, to assist in the development of a free and prosperous economy.

Third, it makes possible a wise expenditure of public funds—the providing of necessary buildings at the lowest cost to the taxpayer.

And, fourth, it brings new ideas, new concepts, into public buildings which might be lost if the same individuals, the same state employees, were responsible for designing state buildings.

But, because we do choose to follow this practice, a heavy burden is placed on each of you.

Yours is the responsibility of properly and adequately advising those of us who must make the decisions, who must approve the plans.

Yours is the challenge to give of your best that we may continue this mutually rewarding relationship.

Although we are living in the Space Age—and the future holds prospects that stagger the imagination—our state buildings, and especially those in the Capitol Center, must be designed consistent with those already built. They must reflect a sense of history and a sense of dignity. We can use all of the modern materials, we can take advantage of all of the research in architecture and civil engineering, we

can use the most recently developed scientific methods of construction.

We can be as “modern” as we choose with respect to the interior of buildings. But, we should not depart too greatly from the traditional in the appearance of government buildings. We should remember that these buildings are designed to house government—a government dating back to the early 1800’s, a government that will endure for hundreds of years to come.

Further, Capitol Center buildings exist in an old community—a lovely community, steeped in tradition, a community lending itself to the proper architectural design for state government buildings—to dignity and stability.

Not only are the residents of Tallahassee and Leon County anxious that we preserve a proper physical atmosphere for government, but other citizens throughout Florida share this desire. As a matter of fact, the Capitol Building Committee which met on October 3, insisted that the Capitol itself be renovated, but that its historic proportions be retained. The Committee recommended further that the entire Capitol Center be enlarged and beautified and that all new state buildings in Leon County be located in the center. And, of major interest to you, the Committee called for the construction, at an early date, of a new building to house the Legislature and related activities. It is our hope that we can work out the mechanics to permit registered Florida architects to compete with each other for the design for this proposed legislative building.

With respect to state buildings located outside of Tallahassee, architects have a responsibility to present designs that will permit the buildings

to “fit” into the local community—buildings that are functional, attractive, and lend themselves to their environment.

But, we must consider more than building design—designs to meet the functional needs of those to be housed in the building. We must consider convenience to our citizens. And, we must consider the need for parks and green spaces to serve as buffers—as well as to serve esthetic needs.

Thus, architects do have a close relationship to Florida State buildings—to design buildings that are attractive to the eye, buildings that are structurally sound and functional, buildings that stand proudly as symbols of government. Using the best materials, the latest devices—and, most important, using your skill, judgment and ingenuity—you can make a real contribution to our government and to our State.

In conclusion, let me remind you that public officials are like architects in some ways. Starting with only an idea in mind, the architects set forth clear, concise plans on which a new building is based. So, too, the public servant with only an idea in mind sets forth clear, concise plans by which government acts. Both have to engage in planning, both have to be creative, both have to make themselves understood by others who must follow their plans—and both have the pleasure of seeing their best plans become reality.

Let us, then, join together to provide the kind of government our citizens demand and deserve as we strive to provide the kind of public buildings our State and our people have a right to expect. Together we can create the proper environment in government—and for government.

Of all the speeches delivered at the 1962 FAA Convention, only three—those by Secretary of State Adams, AIA President Henry L. Wright and Regional Director Robert M. Little—were available in transcript form for publication. All three have been reproduced here . . . Of these, the address of Hon. Tom Adams is of special importance in that it enunciates, from a prime and responsible source, what must reasonably be regarded as the official policy of Florida’s current administration toward the development of state-owned buildings — and the extent to which Florida’s practising architects can, and should, be involved in that development . . . An editorial comment on this policy appears on the inside back cover of this issue . . .

Results of FAA Convention elections, announced at the final business session on Saturday morning, were these: Director, Florida Region, AIA, Robert H. Levison; President, FAA, Roy M. Pooley, Jr.; Secretary, FAA, Jefferson N. Powell; Treasurer, FAA, James Deen; 3rd Vice President, FAA, Richard B. Rogers. Elected to the Regional Judiciary Committee were: Robert E. Hansen, for three years, and William S. Morrison, for a one-year term as alternate. The Nominating Committee—Elliott B. Hadley, Chairman, Forrest R. Coxen, Barnard W. Hartman, Jr., and Herbert R. Savage—presented its recommended slate to the Convention at Thursday's business session. There were no additional nominations from the floor. The full slate of nominees was published as a preliminary report of the Nominating Committee in the October, 1962, issue of *The Florida Architect*. . . . Right, newly-elected Regional Director Levison, left, congratulates newly-elected FAA President Pooley—and vice versa.



Highlights of the Convention . . .

Business . . . Seminars . . . and Fun

It was by no means the largest Convention in FAA history. In point of fact, attendance by FAA members was less than at any FAA Convention since 1955. Some who had been a part of many FAA conventions in the past blamed the meager roster on the "new" delegate system—whereby even one accredited delegate can represent, and cast votes for, his chapter. Others thought that the slackened volume of work in architects' offices—coupled with the necessary (even though deductible) convention expenses—had influenced many FAA members to stay home.

Whatever the reason, the FAA's 48th annual meeting was more a gathering of the faithful few than a rank-and-file turnout. As such, it was conducted on a much more informal plane than many another. And it was one of the least controversial, probably, in all FAA experience. There appeared to be no "issues" of any kind. The business sessions ran as smoothly as oiled machinery. Delegates found that the report of the FAA Board—which, similar to AIA procedure at the national level, contained recommendations for Convention action and constituted a large part of the Convention's agenda—

had relieved them of the need for detailed consideration on any question. Thus, Convention action consisted largely in the approval by Chapter delegates of the Board's recommendations.

All these recommendations were passed with hardly a dissenting vote. All the committee reports were accepted, approved and their recommendations acted upon favorably. Even the almost complete revision of the By-laws was accepted—the only suggested change being to increase the number of Chapter delegates toward the end of hopefully increasing attendance at annual meetings!

The Resolutions Committee—usually one of the hardest-working groups at a convention—offered only three resolutions which were adopted unanimously. They were: 1) a statement of appreciation and thanks to the FAA's Executive Secretary; 2) thanks and appreciation to the Florida Central Chapter as hosts for the Convention; and, 3) a pledge of continued support to members of Student Chapters and thanks for their participation in the Convention program. Belatedly the resolution of the Florida Central Chapter relative to advertising was put on the floor. This was read as

published in *The Florida Architect* (September, 1962, page 6), briefly discussed and finally adopted.

Most conventioners, when queried, were loath to express opinions relative to either the content or incisiveness of the panel sessions. Thus, a reporter could hardly overlook what seemed to be the general impression that the *Anatomy of Architecture* was still intact and that the scalpels of the panelists had been wielded too timidly to probe, lay bare and dissect any of its professional vitals.

But at least one spark ignited the interest of delegates. This happened at the concluding business session Saturday morning and was generated by a discussion of the proposed revision of the current "architects' law". Copies of the new draft of this statute were available to delegates; and ARCHIE G. PARISH, FAIA, president of the State Board of Architecture, discussed the vital changes proposed and answered questions from the floor relative to their implication in practice. Copies of the draft have been circulated to Chapter memberships and Chapter comments, if any, will be considered relative to possible draft revisions prior to introducing the docu-

(Continued on Page 12)

The Architectural Exhibit...

Convention . . .

(Continued from Page 11)

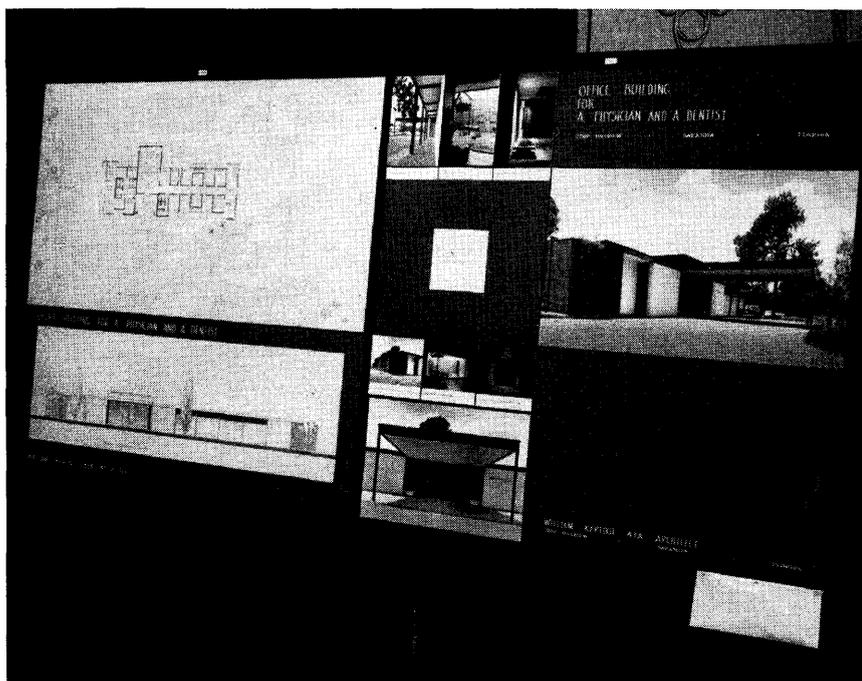
ment as a bill in the 1963 legislature.

Another vibrant Convention highlight was the presentation of the ANTHONY L. PULLARA MEMORIAL AWARDS. There are three such awards: one to a member of the FAA for outstanding service to the State Organization, one to a Florida Central Chapter member for outstanding service at the Chapter level. Both of these awards are to be retained by the recipient. The third, in the form of a trophy, is to be awarded yearly to a Florida Chapter for outstanding service to The Institute. The trophy will be engraved each year with the name of the recipient Chapter and maintained in the office of the FAA.

Named this year at the Chapter level was ARCHIE G. PARISH, FAIA — *"For his many years of active participation in the affairs of the Florida Central Chapter, and more specifically for his many years of service as a member of the State Board of Architecture."* The FAA membership award went to ROBERT H. LEVISON, AIA — *"For his outstanding service to the Florida Association of Architects of the AIA; for his work in organizing and conducting professional practice seminars; for his cooperation with state agencies and public officials; for his efforts to make the profession of ever increasing service to society; and because he has contributed materially to the identification of the profession of architecture with the public interest."*

The Chapter award went to the Florida South Chapter — *"For its annual program of craftsmens' awards; for its cooperation with other professional groups; for its educational work with students and teachers; and for its active participation in community affairs; and because this chapter has contributed materially toward the advancement of the objectives of the Institute."*

On the Fun Front this, as all FAA Conventions, was an unqualified success. There was the inevitable politicking and shop talk. There were toasts at the re-meeting of old friends and toasts to those newly made. There was speculation as to the future, criticism of the past; and there was the overall good fellowship of people who saw a common goal ahead and were striving, each in his own way, to reach it.



From the 51 exhibits of architects' work the Award Jury—composed of Henry L. Wright, FAIA, Mario G. Salvadori and Fred S. Dubin—named only two for Merit Awards. No Honor Awards were chosen. One of its selections was an Office Building for A Physician and A Dentist for which William H. Kerfoot of Sarasota was architect. The Jury's comment was: "Well thought out and well executed. Good attention to detail, proportion and handling of materials. Clear, logical solution." The other award went to Gene R. Leedy, of Winter Haven for his design of the Winter Haven City Hall. The Jury commented: "Three divisions of space—public concourse, executive wing and administrative wing—good and nicely executed. A clear, logical solution. Good attention to proportion and handling of details." . . . Publication of these award-winning buildings is scheduled for an early 1963 issue of *The Florida Architect*. . . The Jury picked two student exhibits for recognition. One was An Elementary School, designed by Don Kalec—"Concept is worthy of consideration." The other was a housing development submitted by students Volmar and Adams in the Rubberoid Design Competition, about which the Jury said, "Basic concept of separation of facilities is good."

The Responsibility of The Institute

... to Its Members and to The Public

Keynote Address at the 48th Annual FAA
Convention, St. Petersburg, November 8, 1962

By HENRY LYMAN WRIGHT, FAIA

President,
The American Institute of Architects



You and I are architects, responsible for our profession, responsible for our reputation, responsible to the people who will use and see the architectural result of our creative efforts now and for as long as the structures we design remain. What do these responsibilities imply in our relationships with one another on the broad professional scene? What do they imply in terms of corresponding responsibilities of the American Institute of Architects? What are the Institute's responsibilities to you? What are they to the communities of the nation?

Our relationships within the framework of the American Institute of Architects are based on the premise that this professional organization consolidates, summarizes and meets the needs that we—you and I—express as members. A delineation of the Institute's activities can be projected from almost as many points as there are on the compass—and in as many different directions.

The services that our Institute provides for you—and through you, to the industrial, commercial, social and political community—have evolved through long years of planning and experience, through the dedicated efforts of a succession of men who have served us on the Boards of Directors of our national organization, its Chapters, Regional and State Organizations. What has been—and is—the atti-

tude of the National Board of Directors toward the Institute—and its members?

A few months ago, in Dallas, I stated that the American Institute of Architects bears a grave responsibility to *all* its members. This is the thoughtful attitude of every member of your Board of Directors—and has *been* the attitude of those who have preceded us in an opportunity to serve the profession.

This Institute represents the interests of every member—regardless of the size of his office, the scope of his interests or activity, regardless of the number of people in his employment. The member who is concerned with major architectural projects and the member who chooses to maintain a compact office and a specialized clientele share in common the services, the facilities and the personal interest of the Institute's Board of Directors and the Headquarters staff. This consideration of every member's needs and objectives is conveyed throughout the administration structure of our national body and is woven into the fabric of your local, regional and state organizations.

The American Institute of Architects functions through some thirty-five Committees that are manned by AIA members. These Committees are exclusive of the Committees of the National Board of Directors and are concerned with specific areas of inter-

est and concern to architects. Productive, working Committees—and these are the kind of Committees that serve you—accumulate information on their assigned subjects from every segment of the profession. They collect data on professional or administrative techniques and problems, evaluate them, identify the best methods and experiences of our profession, consolidate and transmit the findings with appropriate recommendations to you, where, in turn, they can be translated into terms of benefits to you and your clients.

Our Committee on Professional Practice—to name one—is concerned with the practical matters of business and administration of the architect's office. It studies the entire area of business management as this relates to the function of an office and emerges with recommendations for office aids, such as contract forms, personnel selection, job records, billing and financing procedures that will increase the effectiveness of the business office of any architect.

Our Committee on Public Relations works to define our relationships with the many "publics" who are affected by what *we* do—or who may, in turn, affect *us* by what *they* do. We are exposed, through this Committee, to authoritative information concerning the relationships that we must maintain—and with propriety—with the

(Continued on Page 14)

Responsibility ...

(Continued from Page 13)

newspapers and other media concerned with publicizing the services of an architect required to design and construct new buildings.

The Committee personnel that is concerned with the subject of urban design and urban renewal has chosen to accept one of the most challenging tasks of our time. The surge of population increase is being felt in every urban area of the country. New industries, new school plants and millions of new homes have combined to motivate the face-lifting and rehabilitation of every major population center of the United States. To further complicate or excite matters, thousands of full-fledged urban communities are mushrooming in sites that were sleepy hamlets twenty-five years ago.

Your *Journal* — one of the most important of our services — acts as a vehicle for transmitting much of the data on urban design and urban renewal to your desk. Your Committee will be augmenting its program of communications through this medium with local and regional seminars that are intended to be fact-finding as well as informative. The *Journal* articles on this subject will result in a manual in which the techniques of urban design and renewal, from the architect's point of view, will add to your file of available and helpful data.

The Committee responsible for the Institute's educational policy has done — and is doing — a job that deserves the wholehearted support of every member of the A.I.A. It is the professional obligation of the Institute to ascertain the kind and quality of the product that will flow from our architectural schools. Instructors in the 71 Schools of Architecture are faced with the necessity of keeping pace with the fast-moving profession that the graduates will soon join. This need is being met in two directions — through our R-17 program of teachers' seminars each year supported by the A.I.A., and through the three-man Commission on Education appointed last year by PHIL WILL.

By the end of this month the Commission will submit recommendations to the Board of Directors which will eventually change the curricula in our schools of architecture. The report will identify new areas of architectural ed-

ucation required of graduates so that they will be prepared, with competency, to furnish the kinds of services needed in this changing world.

What is most important, we must be assured that these graduates will one day join the ranks of practicing architects serving the profession and the community in a manner reflecting the highest standards of our fraternity. Another phase of the program of continuing educational supervision is expressed through the AIA joint effort with the National Architectural Accrediting Board — founded by the Institute — the Association of Collegiate Schools of Architecture and National Council of Architectural Registration Boards.

The splendid contributions that have been made by the Committee on the Profession are exemplified in the Second Report on Your Profession that was published in its entirety in the April, 1962 issue of the *Journal*. The work comprised an interim or progress report reflecting the searching effort of some of our most distinguished members. This report and study is an evolution of objectives identified by other Committees and will, in turn, provide a milestone for the Committees that will serve our profession in the years to come.

This is a current report identifying current conditions and offered as a practical document from which every architect may draw such conclusions as are appropriate to his own objectives and practice. I urge you to reread this report. It spells out the challenge faced by the small office as well as the large office. It establishes a clarification of the agency-client relationship and the need for legal guidance. This report, so typical of the tireless and dedicated labors of our Committees, comprises an accurate dictionary of the language of the architect's comprehensive services. It skillfully weaves its fabrics from the threads of project analysis, promotion, design and planning, construction, and the administration and direction of the related services of landscaping, engineering and site planning.

Communication — in every sense of the word — must be improved. This, too, is an unending process since we are not only involved in the subject of *intra*-professional and *inter*-professional communications, but of those with the public.

A week or so ago, the Board transmitted a memorandum to the Presidents of the Chapters of the AIA in which they were urged to “develop and execute programs with the aim of improving design within the profession and creating a public appreciation of design that will lead to an assumption of esthetic responsibility by the community.” This recommendation included the observation that the establishment of Design Committees can be “instrumental in uniting the profession and the public in a greater appreciation of esthetic values” and in creating an active interest and cooperative endeavor in improving the total environment of architecture.

The matter of design is one that our profession is able to handle within its ranks. On the other hand, the matter of communication — the means by which we will seek to achieve a public appreciation of design — is a problem of substantial proportions and one that we can resolve best by beginning our work in the soil close to the roots.

Newspaper reporters, radio commentators and television production directors can only convey the image of architecture when they recognize it and understand it. One of the major steps in the direction of improving communications between the world of architecture and the public was a Public Relations seminar at Columbia University expressly tailored for newspaper editors and reporters. Newsmen from 30 major cities in the country for the first time lived “behind the scenes” with architects, became aware of the design and planning effort and its significance to community function, progress and well being. This is a unique approach toward building better relations with news media. But being architects, we know that a good building job commences at the foundation. This is another effort that may form the pattern of improved press relations in every community.

The architect and his Institute share the responsibility for developing an awareness of the importance of the services rendered by the architect to his client. The step that has been taken in the direction of achieving better understanding by news people is important. But it is equally important that we promote events and activities that will serve to focus attention on the needs of our commun-

ities and the processes by which we propose to meet them.

Your Institute, once again seeking to establish or prove a point, encouraged the New York Chapter, with the aid of Institute funds, to sponsor a community conference on esthetic responsibility called "Who's Responsible for Ugliness." Let us examine the complexion of the audience that was present on this occasion. On hand were representatives of lending institutions, political leaders, industry executives and the press. The program was aimed at our own audience of architects. The lay people and the press were privileged to "read over our shoulders;" and the results were more than satisfactory.

The doors through which communications can be achieved, through which the work of the architect can be recognized and understood, have been opened. In this as in many other things we have found a way to *do something* — and have found it because through common determination we have worked together through our

committees to accomplish our purposes.

One man cannot cite the works of the American Institute of Architects because he will never know them all. Everything that we have accomplished through the Institute is the prideful result of a team effort in which hundreds of men have exerted themselves to their utmost capabilities; have given unstintingly of their time and substance; have shared unselfishly of their knowledge and experience.

The architect in every area where new structures improve our way of life is recognized in the role of coordinator, administrator, and leader of the design team. He is expected to employ his creative talents to the end that the environment of our civilization will be one through which mankind can pass toward a better future — a destiny we can only see now through the cobwebs of our hopes and dreams. He is expected to use these talents with a kind of "meat-and-potatoes" realism to perform the functions of a skilled administrator who can employ the services of engineers, color

consultants, landscapers and acoustic specialists at their time and place, and in their proper order; to supervise the functions of the general contractor and his team of sub-contractors; to understand the machinery of building codes and zoning ordinances.

These he does — and to his credit, he does them well.

The complex needs of our increasingly complicated social and industrial system are the goads that prod us toward continuing self-improvement. The span of a life is too short a time for any of us to acquire by experience the knowledge required to identify and use the tools of our expanding profession. But we can — and do — acquire the know-how we must have through teamwork and sharing, through sharing experiences and sharing responsibilities, through the joint administration of all of us — every member — of the affairs of his American Institute of Architects.

We cannot close on a better note than by remembering that self is always better served when it is served by services to others.

The Road Ahead...

Address at The Awards Luncheon of the
1962 FAA Convention, November 9, 1962

By ROBERT M. LITTLE, FAIA

Director, Florida Region, AIA

In concluding my third year as your regional director, I could relate many incidents that have happened at the board meetings, committee meetings, and at the many informal get-togethers. But I am sure you have heard enough through the *Journal* and *Memos*, and from other speakers.

There is one thing, however, which has been given great consideration and thought and upon which time and money has been spent. That is the philosophy of comprehensive service in architectural practice. We are not alone in this changing world. The reason we are concerned is because of the changes and methods

that are taking place in all the aspects of business and government.

It was not too long ago that the architect was isolated in the atmosphere of the old attic studio creating his work of art without the conferences and consultations on cost estimates, technical sciences, and matters of economy and philosophy that are connected with the construction industry today. His area of practice was confined to smaller physical boundaries—and to a reserved society. The explosion of modern technology brought about by hot and cold wars has diminished the world and its people to a smaller informed universe and



created new and broader problems to be solved in all fields of endeavor.

Architects must prepare themselves to face these problems beyond the legal responsibility of health, welfare, and safety which we share with the engineer. Unlike the engineer, we are concerned with esthetics, with beauty and with all of the elements such as color, form, texture, light, sound, which have an emotional affect on all people.

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The Road Ahead...

(Continued from Page 15)

Now we must think about—and be prepared to perform—a broader service which is being offered by others in the design field.

The A.I.A. has been concerned about our position in society and our ability to serve that society. Through its efforts has been inaugurated a program of comprehensive services. And during these last two years seminars have been held in the regions and at the last national convention in Dallas. Those participating in these programs were architects who have been offering these comprehensive services for years. Recently a presentation on comprehensive services was given at the California Council convention by DONALD H. LUTES of Oregon. It was outstanding. Mr. Lutes revealed just how a small office can operate in a comprehensive way and I hope he may be prevailed upon to appear before other groups.

I am reminded of our first regional conference some years ago in Atlanta, Georgia. On the program was a great philosopher from Ohio State. During his lecture he was somewhat unkind to architects and their practice. Perhaps his controversial attitude excited me and PHIL WILL who was sitting beside me, to a point where we desired more information and explanation. We invited him to lunch and after considerable conversation, mostly by and between the doctor and me, Phil Will merely said it was most informative, but what he wanted was to employ the philosopher or someone as good, for his staff. Comprehensive services are not new, it is just that only a few have been practicing them. Why has this type of practice recently become so in focus?

If you will review the construction program and the type of clients, both private and public, you will realize that a change must take place in most offices in order to qualify for consideration or competition.

Our national government has expanded its operation and holdings far beyond human imagination and this is followed by local, county, and state government agencies. Private enterprise must grow with the demand and expand its operation to offer quality and efficient service to eliminate as much as possible govern-

ment entering into big business. And what happens to the small business and professional man? You have heard many times that the corner grocery store is no more. The small shops and businesses are moving into shopping centers. Automobile agencies are forced to expand into chains—as are drug stores, grocery stores, department stores, and many other service businesses.

In the transportation field, the local bus system is surrendering to local government control. Railroads are merging, air lines are struggling to keep alive due to competition, expensive equipment and operation—they are on the move to merge for survival. But here again they are controlled by the government agencies as are the airports they serve. The "ma-and-pa" motels are fading rapidly due to the chain of motels that can offer much better service and accommodations. Office buildings are following this trend through the large real estate developers such as Zeckendorf. Downtown hotels have long ago developed into chains to survive the automobile age. Even automobile parking is rapidly becoming controlled by local government agencies that are developing the multi-story downtown parking garages.

The many other businesses such as utility companies—both private and government owned—banks, other lending institutions, communication companies, TV, radio and newspapers, apartment buildings, residential subdivisions—all are being controlled by large national corporations which are gaining in power and size. The industrial field has always been foreign to the architectural profession due to "package dealers" and the large engineering firms.

Of equal importance is the category of public works projects such as roads, highways, expressways, bridges, dams, harbors, parks, monuments, public utilities, streets, sidewalks, fountains, pipelines, seawalls, piers, canals. This, of course, leads into the big field of design, city planning, urban renewal.

We are talking about design and here is where the architect must come to the front. Just how an architect can prepare and organize himself to be able to accept this challenge—to be the leader in this great program—is the great concern of the profession. One of the basic problems is that design is done by any designer who

can get lines on paper fast enough. Critics can't keep up with the flow—and the public has little chance to understand or judge the works being carried out for its use. Quantity dominates quality. Demands for speed usually sweep all opposition aside. There isn't time to reject, to review, evaluate, discard and select. It is here that the haunting work "design" stands aside and need and speed take over.

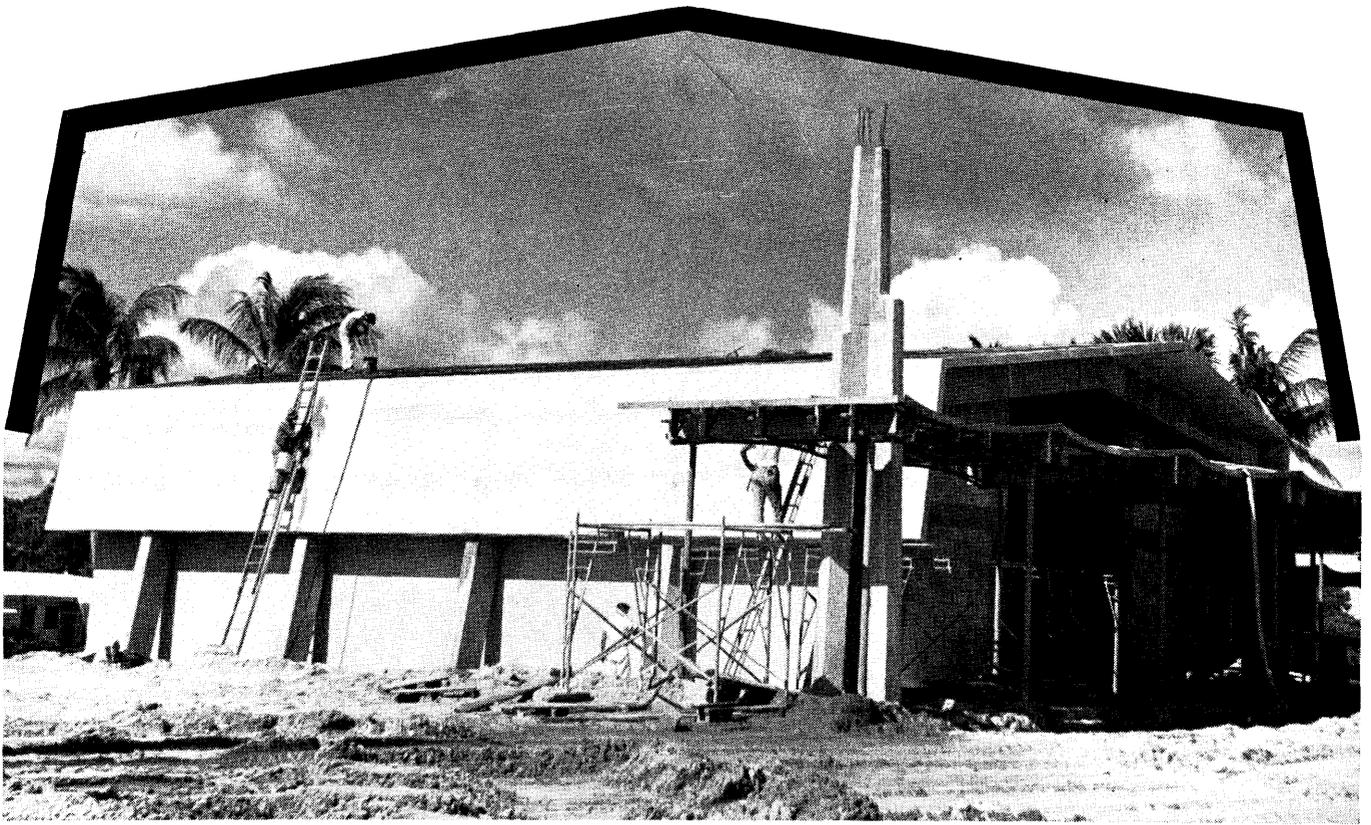
Does this mean the end of the small practitioner? That, of course, is the question in the minds of those who have small offices and those preparing to enter practice. We are going to be continually challenged by competing design professions, unprofessional enterprises, package dealers—and in frequent battle with the engineers, landscape architects and city planners.

It would be difficult to say, in a world of increasingly complex technology, whether architects are fully competent in all the design disciplines. I do feel that as professional services become more splintered, the package dealer becomes more appealing to the public. If we are to compete with the package dealer, similar services must be rendered. This will necessitate some changes in the governing rules of our profession. However, we must not destroy our code of ethics and our standing in society as practicing a learned profession.

As the offices grow into comprehensive services they consume the manpower in our profession. This manpower is taken from small architectural and engineering firms—and in many cases the principal of the small office himself. What will happen as population and business increases, placing a greater demand on the profession for more help?

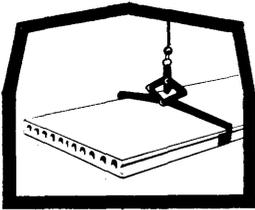
This same condition became a reality in engineering and scientific fields; and soon manpower was highly competitive. This resulted in the technical professions interviewing university and college undergraduates for future employment which eliminated their desire to enter private practice. Could this happen to architecture? Will the large offices reach out in our institutions of higher learning and employ the students—thereby eliminating the greater percentage of future small architects offices.

In days gone by, it was necessary
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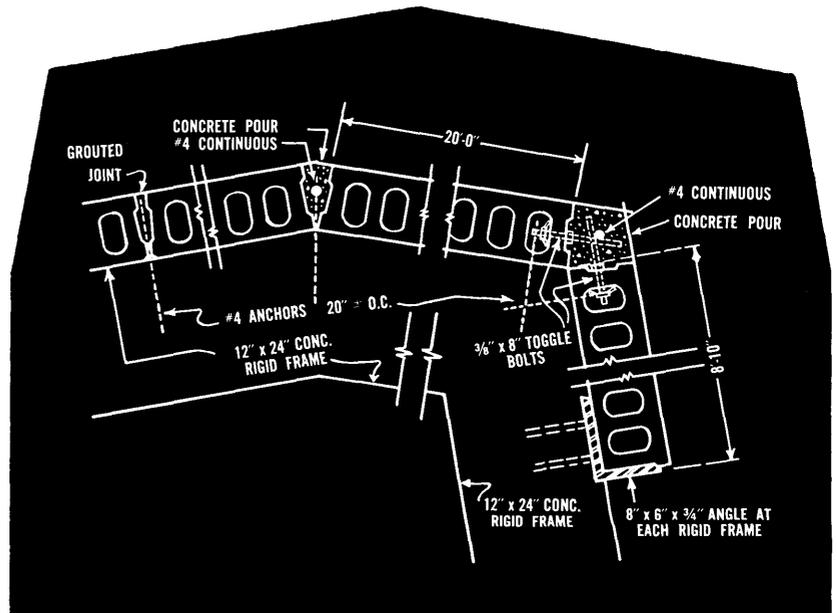


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■ The Ascension Lutheran Church, Boynton Beach, Florida, is an outstanding example of the imaginative use of prestressed concrete planks. The design called for a concrete bent framework sheathed with HOUDAILLE-SPAN . . . one of the first uses of the product in this area for wall construction. Simple steel angle brackets, 19' 6½" maximum length, support the horizontally placed slabs which range in length from 9' 3½" to 16' 4". The dimensional stability of the machine-produced units permitted accurate connections at eave and where walls meet roof. The flat slabs serve as both roof and ceiling . . . the finish on the roof being a sprayed on, fluid neoprene-based roofing. The underside of the slabs were sprayed with acoustical plaster for an attractive ceiling finish.



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The Ascension Lutheran Church, Boynton Beach, Florida. ARCHITECT: James Ferguson, Coral Gables. ENGINEER: Robert L. Crain Associates, Miami. CONTRACTOR: William Q. Hays, Boynton Beach.

(Say "Hoo-Dye")

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News & Notes

Jacksonville Chapter Wins P/C Silver Bowl

The Silver Bowl is awarded annually by the Producers' Council to the Chapter conducting the year's outstanding program. The 1962 award went to the Jacksonville Chapter; and during the recent P/C meeting in New York, ROBERT W. COYLE, president of the Jacksonville group, received the Bowl on behalf of his colleagues.

The Chapter program that won the coveted award was developed to dramatize the true values of quality materials. It was keyed to a "Look Alike" presentation to drive home the point for specifiers that looks are skin deep—and though many products and services may appear similar, the decided differences in quality can result in outstanding economics over a building's useful life.

Part of the program included exhibits of "Look Alikes." Comparative differences in such things as real and counterfeit ten-dollar bills, ordinary window glass and plate glass, a con-

crete painted properly so the paint won't rub off and one painted improperly so the paint does rub off—these demonstrated the values of quality products. In addition the program stressed quality in installation and quality of maintenance of products installed.

New Law Study Urged . . .

FORREST R. COXEN, Chairman of the FAA Government Relations Committee has sent copies of the proposed new "Architects' Law" to all FAA members. He urges study of the draft by individuals and at Chapter levels. It contains some important changes and additions from the current statute.

Personals . . .

FRANCIS E. TELESKA, of Coconut Grove who headed a design team in the National School Fallout Shelter competition was in Washington recently to receive an award of \$4,000—first prize for Region 3. Drawings of the prize-winning design are sche-

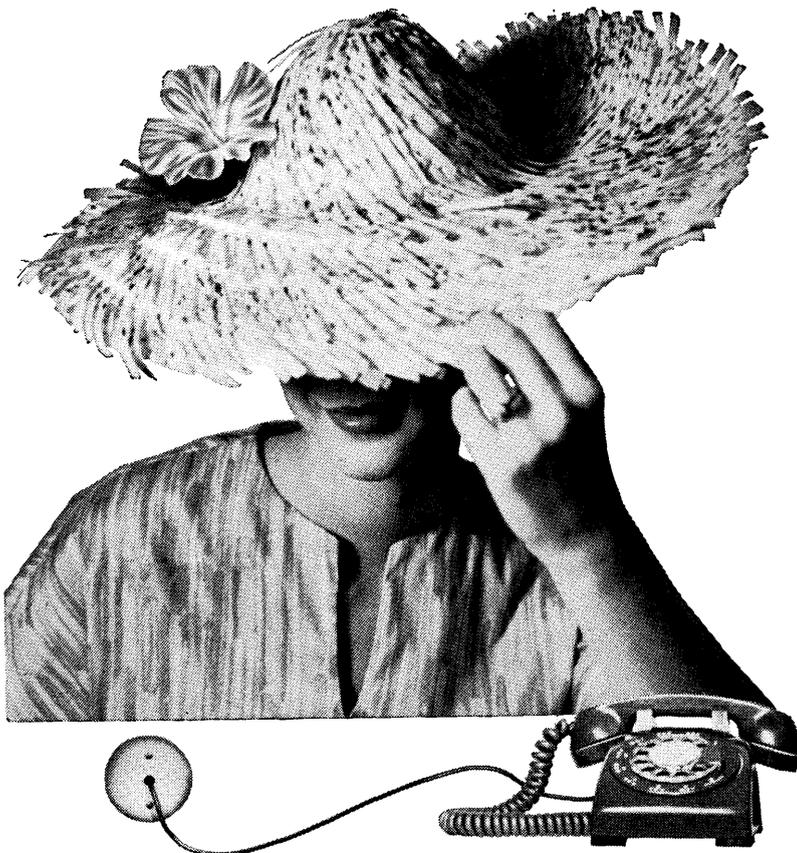
duled for publication in an early 1963 issue of *The Florida Architect*.

New officers of Miami's Architectural Secretaries Association are: IDA NEUMAN, *President*; JEANETTE TRACY, *1st Vice President*; MAGDA KULHANJIAN, *2nd Vice President*; SYLVIA FROMBERG, *Treasurer*; RUBY WALLER, *Recording Secretary*; VIOLA LEWIS, *Corresponding Secretary*. New directors of the organization are FLORENCE ELLISON and LUCY MUNZNER, both past president. The new officers and directors will serve through the calendar year 1963.

VERNON D. LAMP has changed the name of his firm to VERNON D. LAMP & ASSOCIATES. The address is 327 Almeria Avenue, Coral Gables.

ROBERT JEROME FILER has moved his office to 327 Almeria Avenue, Coral Gables.

The many architect-friends of STANLEY J. MCCARTHY will be glad to learn that he has accepted an assignment as Vice President of Panelfold Doors, Hialeah. For the past three years he has been Managing Director of Miami's Buildorama. Prior to that was a long-time experience in the folding door industry.



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Put concealed wiring to work helping you sell your homes. Just call your telephone business office.

Southern Bell
... Growing with the Future

The Road Ahead...

(Continued from Page 16)

to have the town doctor, lawyer, architect, dentist, engineer, surveyor. But now, with the ease of transportation and communications—and the brief case—it is no longer necessary to rely on the “local yokel.” The traveling architect, engineer, or his P. R. man will be in town if business looks promising. Or he might open a branch office—not necessarily a large operation, but with a representative who can interview school boards, local government officials, real estate operators and be a big operator in the best clubs. You are all no doubt aware of this trend and surely realize that a change must be made to survive this movement.

I am sure, however, that many will wish to remain the sole designing architect and be satisfied with this type of practice as does the general medical practitioner. He will not follow his colleagues into a large clinic of highly specialized personnel; however, he must expand his own knowledge of his profession to even compete with other small practitioners.

Architects do—and I am sure will always—enjoy a respectable position in our society—even though we complain about the lack of understanding of architects and architecture by the general public. Yes, we are considered as artistic, poor business men, aloof and, at times, arrogant—which basically is the result of our training, temperament and superior position. We must learn, however, if we wish to grow into leaders in the community—and in the industry we must temper that feeling in working with our fellow men.

I feel that the architect can organize and develop himself to perform the comprehensive services seemingly necessary for the environment of man, without the magic mushroom described by NED PURVES . . . *“This mushroom possesses a unique and glorious power that when eaten, projects the consumer beyond the confines of humdrum existence and puts him in an ecstatic trance, during which he is no longer the abject being, but a glorious superman and practically the lord of the universe.”*

I further feel that the Institute will continue its research and study to further inform and help the profession in ways to meet this demand and

The Building Products Exhibit...

The 1962 Convention was formally opened when FAA President Robert H. Levison cut the ribbon at the entrance to the Building Products Exhibit. Here is Levison wielding the shears, flanked by AIA President Henry L. Wright, FAIA, AIA Secretary Clinton Gamble, FAIA, and Florida Central Chapter President H. Leslie Walker . . . The Exhibit contained 46 booths; and those architects who viewed them all were eligible for a series of gift certificates—the top, of which, in the amount of \$250, was won by Verner Johnson, 1962's FAA Secretary.



The traditional FAA plaque for the “most educational” exhibit was awarded this year to the Florida Natural Gas Association. The exhibit featured an on-site generation of electric power from operation of a gas turbine engine. Here Bernard Paul, of St. Petersburg, presents the plaque to Dwight Sprow, Winter Park, president of the FNGA. With them as an interested observer is Frank Williams representing the American Gas Association.



changes in the philosophy of big business by both private enterprise and government. I further feel that the architects themselves are growing in stature and will maintain the leadership by coordinating the design profession to meet this challenge in producing better buildings, communities, cities and an environment in harmony with the aspirations of man.

Planning...

(Continued from Page 6)

temporary architect's red blood boils at the thought of confronting a Board of Good Taste—whether it is built of backward architects defending their area against competition, or of varied good types who are simply

(Continued on Page 21)



The MEDALLION helps sell homes faster

Fifty million dollars are being spent nationally this year to promote the MEDALLION HOME program. The MEDALLION displayed on the *outside* of a home is assurance that the *inside* provides the modern electrical benefits that buyers are looking for—including Full Housepower wiring and plenty of switches and outlets. Successful architects in increasing numbers are satisfying the home-buyers' preference for Better Living, Electrically, which the MEDALLION signifies.

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Planning . . .

(Continued from Page 19)

certain they know what good taste is. One architects' conference searching for the sources of ugliness identified a major source to be lack of common goals. When pressed, architects will admit that most kinds of direction are better than none, that common viewpoints must be generated. Perhaps the only answer is the increasing number of Boards of Educated Taste made up of recognized, practicing designers and chosen by other professional designers.

One way or another we must recognize character in our communities where it exists and help protect it, or our enormous, respectable middle classes will hide from the chaos of our confusion, from any experiment, from the very age in which we live. Constructive criticism must replace public apathy; and the best source of critiques is architects and planners who can easily expose erudite papers to conventions, but who are often not willing to speak out in plain words when the laymen of his community fail to see. There is no point in yelling "outrage!" when nobody sees anything to be outraged about.

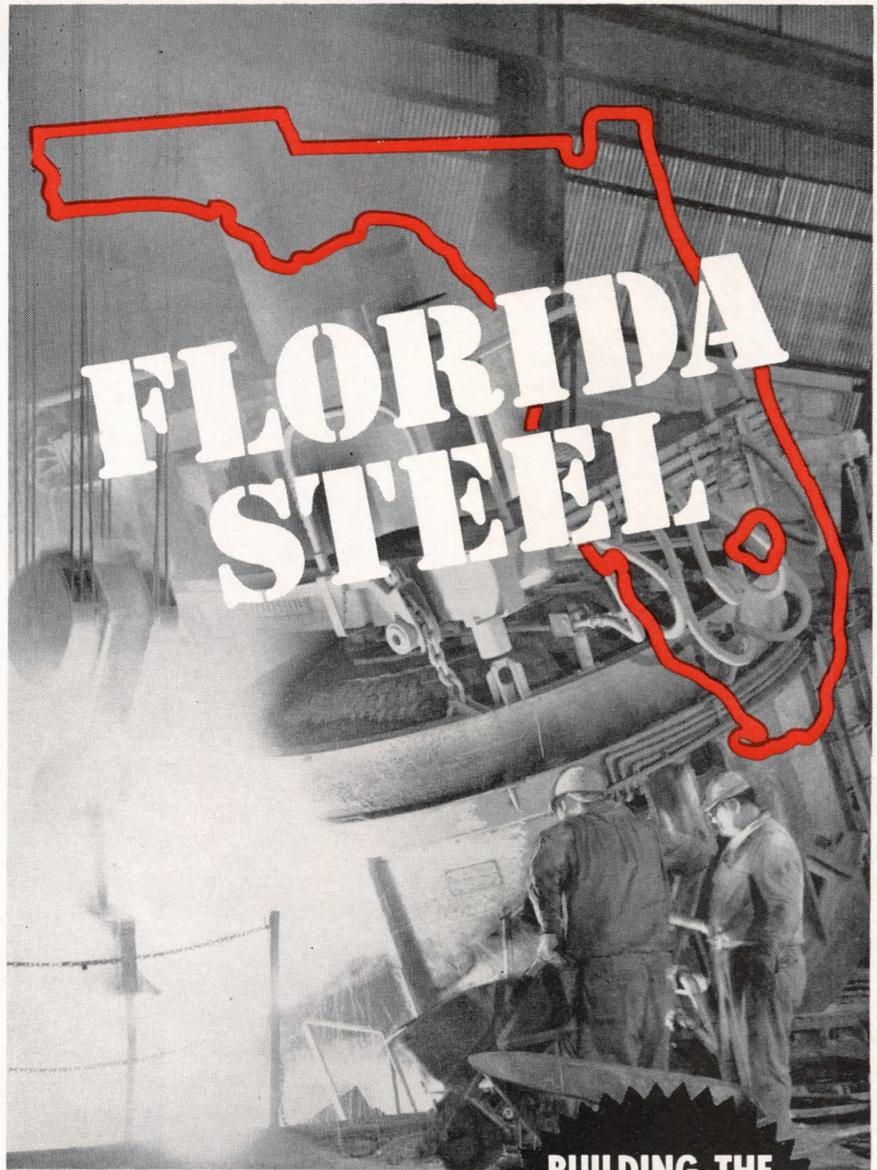
The following concluding questions and statements paraphrase thoughts expressed by various Miami architects:

There is such tense concern among Miami's strong leaders about ways that we can get bigger—and so little about the quality of that growth. Perhaps they think that a city is a profit-taking organism which fascinates, but is uncontrollable.

There are so many stimuli in a super city that most people who live there disdain them all. But there is no so-called "sensory overload" in Miami. Whatever else they do, freeways help us get a better look at ourselves. If there were not billboards, but vigorously designed, three-directional advertising sculptures, they could be juried and allowed on well-spaced, otherwise dull sections of the freeways as valid diversions from monotony. We must landscape those freeways, secretly, at night, when the State Road Department is asleep!

What happened to the concept that tax advantages for farming properties would be a cheap way to retain green areas as Miami grows? Or have we stopped growing endlessly out?

(Continued on Page 22)



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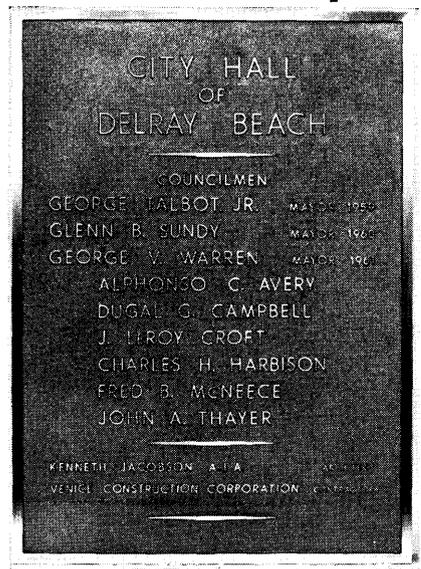
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Planning . . .

(Continued from Page 21)

Don't tax rates help cause our urban sprawl and penalize the blighted property which tries to put on a better face?

Why is the Metro Planning Department unable to dramatize its work to the public? Of course negroes love the street; consider their dwellings. Now we also have Latins who need public spaces, who won't live with isolated experiences in an isolated environment.

A Fort Lauderdale architect, in defense of his work unfavorably described in a national magazine, said "It was only done tongue-in-cheek"; and a Miami Beach architect complained, in print "We designed these hotels for fun; now people are taking them seriously."

Metro needs An Architect to program its physical plant; Metro needs architects to choose its architects.

How many bridges must be built in Miami before an engineer can create a truly beautiful one?

Miami's Beautification Committee wants beautiful fountains. But it can't find a space which deserves one.

We shut our eyes and hope for tourists. If they don't like our image, refineries are the only answer.

Go to the center of town, make meaningful spaces, even small ones, to vary the streets. As Gertrude Stein would say, *make a there there*.

To make a good Miami, cause a million people to want one, and get planners and architects to show them how.

State Board Grants 92 New Registrations

Ninety-two more persons have been registered to practice architecture in Florida. Of the total, 39 registrations were granted by examination to residents of Florida. The remaining 53 were granted on the basis of the applicants having been already registered and practicing in other states.

Those passing the examinations for registration are:

Bay Harbor Island—ROBERT M. SWEDROE.

Clearwater—ROBERT E. OPSAML.

Coconut Grove—ROBERT M. NORDIN.

Coral Gables—JOSE FEITO.

Fort Lauderdale—DAVID MARTIN PUTNAM.

Gainesville—WILLIAM L. JUNN.

Jacksonville—WALTER J. GALLAGHER, JR., RICHARD DOUGLAS KARIG.

Lakeland—WARREN HUNTINGTON SMITH.

McIntosh—ANGUS A. McRAE.

Merritt Island—HENRY D'AMICO.

Miami—ROBERT CLARE EBERHART, ALFRED M. T. HARDESTY, STEPHEN J. KAZEMIR, JOHN R. KNAPP, VICTOR E. DE KONSCHIN, JORGE I. MANTILLA, JAMES DARRELL PARKES, JAMES B. PHELPS, GERARDO SALMAN.

Miami Springs—MICHAEL A. DEMETER.

Nokomis—THEODORE R. LARSON.

North Miami—STANFORD RAYMOND JOSEPH.

Ocala—FRANK G. SCHMIDT.

Orlando—HENRY M. WALTON.

Pensacola—JAMES J. CROOKE, JR.

Pompano Beach—THOMAS A. MITCHELL.

St. Petersburg—JOHN DAVID FAIRFIELD, LARRY METTERS.

Sarasota—SYDNEY JACK COLLINS, JAMES BENNETT HOLLIDAY.

Tallahassee—WARREN A. DIXON.

Tampa—DONALD HAMILTON BEALL, GENARO GARCIA, JR.

West Palm Beach—DWIGHT ROGER BABER, EDSON EUGENE DAILERY, JR., C. E. LAWRENCE, JR., HOWARTH L. LEWIS, JR., KENARDOM MORSE SPINA.

The following were registered to practice in Florida from other states:

RICHARD L. AECK, Atlanta, Ga.; ALEXANDER PEARSON ALMOND, Atlanta, Ga.; LOUIS LOGUE ARMET, Los Angeles, Cal.; NEIL ASTLE, Omaha, Nebr.; JAMES B. BELL, New York, N. Y.; CHARLES WILLIAM BRUSAKER, Chicago, Ill.; RONALD EWDIN CASSETTI, Elmira, N. Y.; GALVIN MICHAEL COLABELLA, North Arlington, N. J.; LEON CLEMMER, Philadelphia, Penn.; ROBERT W. CUTLER, New York, N. Y.; HORACE ALAN DALE, JR., Atlanta, Ga.; ROBERT M. DAMORA, Bedford Village, N. Y.; ELDON CARLYLE DAVIS, Los Angeles, Cal.; MICHAEL PETER DiBELLA, New York, N. Y.; JACKSON H. EVERDS, Chicago, Ill.; CLIFFORD R. FIELDS, Mount Vernon, Ill.; SELMON TED FRANKLIN, JR., Chattanooga, Tenn.; RONALD ERIC GINN, Albuquerque, New Mexico; HAROLD D. GLUCKSMAN, Irvington, N. J.; GERALD R. HALLECK, Detroit, Mich.; HERBERT R. HAMMER, Memphis, Tenn.; GEORGE D. HANNA, Chicago, Ill.; FREDERICK H. HOBBS, JR., Columbus, Ohio; HARRY E. HUNTER, Indianapolis, Ind.; STANLEY KASIN-

DORF, *Great Neck, N.Y.*; EUGENE F. KENNEDY, JR., *Boston, Mass.*; CHARLES RAY KEOWN, *Newark, N.J.*; MARVIN H. KILLINGSWORTH, JR., *Montgomery, Ala.*; DAVID KRAUS, *New York, N.Y.*; JOSEPH N. LA BORDE, *Baton Rouge, La.*; HERMAN H. LACKNER, *Winnetka, Ill.*; ROBERT ELLIOTT LAMKIN, *Valdosta, Ga.*; ANTHONY MASCOLO, *West Caldwell, N.J.*; WILLIAM Y. MCLEAN, *Albany, Ga.*; HOWARD L. McMURRAY, *Elizabeth, N.J.*; PERRY MAURICE NEUSCHATZ, *Beverly Hills, Cal.*; LOUIS G. OST, JR., *Memphis, Tenn.*; MILTON DENNIS PETRIDES, *Great Neck, N.Y.*; MORTON RADER, *San Francisco, Cal.*; FRANK SAMSON, *Houston, Texas*; FRANK PHILIP SCHNEIDER, *Los Angeles, Cal.*; JOHN A. SHAVER, *Salina, Kan.*; VICTOR SMOLEN, *Washington, D.C.*; PAUL STERMBACH, *Stamford, Conn.*; EDWARD D. STONE, *New York, N.Y.*; GERALD B. STRATTON, *Memphis, Tenn.*; EMIL J. SZENDY, *New York, N.Y.*; MARK DANIEL TILLER, *Montgomery, Ala.*; RICHARD L. TULLY, *Columbus, Ohio*; JOHN LATIMER TURNER, *Jackson, Miss.*; EDWARD L. VERKLER, *Peoria, Ill.*; HENRY BOURKE WEIGEL, *New York, N.Y.*; JULIAN H. WHITTLESEY, *New York, N.Y.*

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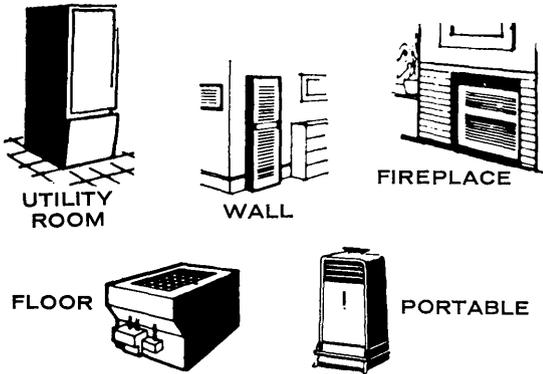
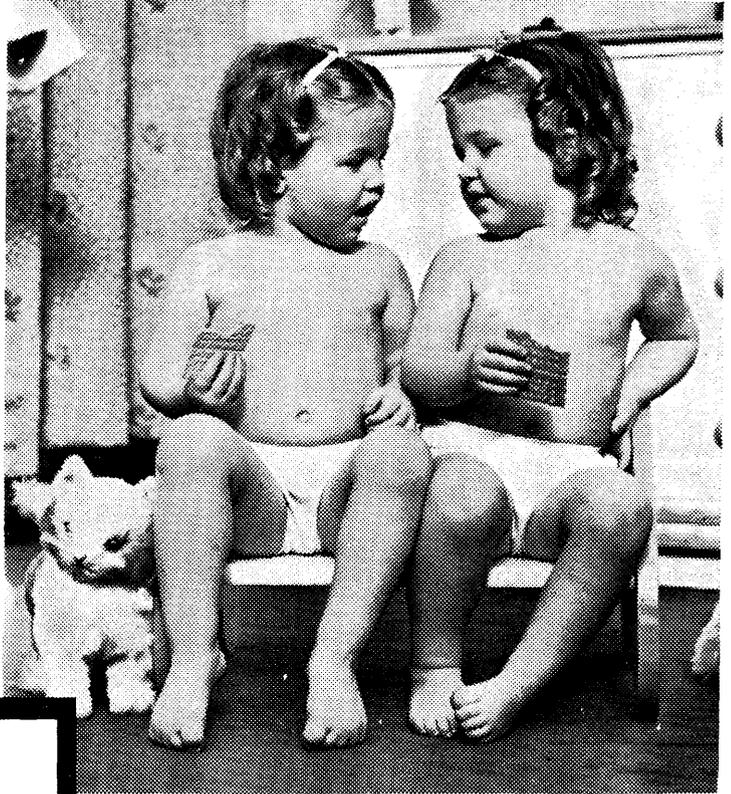
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Dear Mr. Secretary . . .

An
Open
Letter
To
Florida's
Secretary
of State,
Hon.
Tom Adams

We appreciate your interest in addressing the 48th Annual Convention of the FAA held at St. Petersburg last November. We missed your presence there and are sorry that legislative affairs at the Capitol prevented your personal delivery of the speech you had prepared. But our thanks are due your administrative assistant, MR. RICHARD H. HOLLAHAN, for so ably presenting your thoughts to us.

Much of what was said was very welcome to Florida's architects. You stated your "*strong belief*" that the State's building needs could be more efficiently and more economically met by employment of architects in private practice than by a State-operated bureau of "*architects on a full-time basis.*" Enunciation of this policy is proof that you are following an administrative procedure that has long since been demonstrated as being the most progressive and practical, not only from the standpoint of government, but also from that of the public which, in our form of democracy, government is sworn to serve.

We hope, MR. SECRETARY, that this policy will be maintained not only in the field of your immediate jurisdiction, but as well in the administration of such other government agencies as the Board of Control and the Department of Education. Your positive stand on this matter will prove most effective in preventing repetition of certain unfortunate practices that have characterized some of the State's building operations in the past.

In view of the firm and logical character of this policy, we find it difficult to understand the reasoning behind another part of your address. You call on architects to accept the "*heavy burden*" of responsibility for bringing "*new ideas, new concepts*" into public buildings. You say to architects "*Yours is the challenge to give your best . . .*" Yet, almost in the same breath, you seem to place an almost intolerable restriction on their efforts.

This restriction blankets an element of architecture for which all architects have special aptitude and for which they have received long and highly specialized training. This is the element of architectural design. And in placing this restrictive burden on them you are preventing architects from accepting your challenge to give their "*best*" and are making virtually impossible the development of the "*new ideas, new concepts*" for which you have so positively called.

You say, MR. SECRETARY, "*. . . our state buildings, and especially those in the Capitol Center, must be designed consistent with those already built. . . . We can be as 'modern' as we choose with respect to the interior of buildings. But we should not depart too greatly from the traditional in the appearance of government buildings.*"

These sentences contain a hard implication that we can scarcely believe you really meant to convey. This is the implication that just a small bit of progress is enough and that provision for the needs of a surging, modern state should be clothed with romantic nostalgia. If this is valid, the design of an atom-powered ocean liner should be a blown-up replica of the *Clermont*; and the appearance of the soon-to-be-here 2,000-mile jet aircraft should somehow bear a recognizable resemblance to the fabric-covered, wire-strutted biplane that took the first 40-mile-an-hour jump off the ground at Kitty Hawk.

Surely you could not have meant this, MR. SECRETARY. We feel certain you must realize that the only *true* tradition throughout the whole of our America is invention, change, progress. Especially is this true of our own State—that in an eye-wink of time has matured from semi-tropic wilderness to a position of top-ranking significance to our nation and is now leading all her sister states in the growth of population and industrial importance. Does it not seem logical then that buildings to house all the various elements of Florida's government should reflect the State's almost miraculous progress and development—even, perhaps, suggest the surging course of her vibrant future?

Architecture, MR. SECRETARY, has always been the mirror of its age. Through your experience in business and government you have demonstrated a commendable and sound comprehension of architectural economics. It is understandable that the character of your experience has formed your philosophy of architectural design in a somewhat less appreciative mold. No matter. We are sure that, basically, you and the architectural profession have a common interest in the overall development of our State. That profession will eagerly accept your challenge to give its best—if, on your part, you will accept its own challenge that it be permitted to do so.—ROGER W. SHERMAN, AIA.

**... And On
Earth
Peace,
Good
Will
To Men ...**

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