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the

FLORIDA ARCHITECT

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



September, 1963

SEP 3 '63

Current Highlights . . .

- **AVOID EXTREMES OF OPTIMISM OR PESSIMISM** in appraising the outlook for business in months ahead — that's the advice of economists in government and industry. They point out that, while second-quarter business was good, it did not measure up to expectations of those who were forecasting a near-boom. Similarly, these analysts feel that doubts about the rest of 1963 can be overdone. The summer has been a slowdown—the usual doldrums—but the advance is expected to show some new vigor as the year comes to an end.

. . . The new minus signs that are cropping up aren't a big threat to the current upturn — yet. Housing starts and orders for durables have dipped . . . but from very lofty levels. Retail sales aren't zooming, but they are very high. And there are pluses in the picture, too — big ones like good auto sales . . . higher spending for plant and equipment . . . and easy money.

. . . The forecasters who live with the figures try to put shortlived spurts and sags into perspective. Viewing the trend in somewhat longer-run terms, these analysts repeat what they have been saying for some time: No end to the rise is in sight, but there's too much idle men, money and machines.

- **PASSAGE OF KENNEDY'S TAX PROGRAM IS COUNTED ON** to assure a rising business trend in 1964 — or at least to head off a recession. With nothing else in sight to produce a new lift, economists are taking comfort from the slow progress that the tax bill is continuing to make through Congress. Net, the outlook is still bright for some fairly substantial tax reduction. Because the Budget deficit isn't so big Congress may prove more receptive.

. . . It's long been clear that there won't be much reform in the new bill — perhaps a pick-up of \$1 billion in new revenue, instead of the \$3 billion Kennedy wants. But it still looks as if he will get \$10 billion or so in net reductions for individuals and corporations — the minimum that the experts feel is necessary to keep business activity on the uptrend.

- **THE AUTO INDUSTRY IS HEADING FOR STILL ANOTHER GOOD YEAR** — its third in a row, something unprecedented. Economists at the Department of Commerce who watch auto trends have a very good record as forecasters and are known to feel that further high sales lie ahead. They base their conclusion on the high level of consumer income and the high rate of scrapping old cars. Still another 7 million car year is considered a very likely possibility.

. . . But a year that only matches this past one won't provide any **new** thrust for the economy. (In projecting growth, you have to run faster just to stay on the same uptrend.) However, high auto sales will help head off a slide while the economy has a chance to develop some brand-new forces for expansion.

- **SALES OF SOFT-GOODS SHOULD START TO DO A LITTLE BETTER from here on.** Over the past 12 months or so, durables and services have claimed a slightly larger share of the consumer's dollar. Service volume will continue to roll along. But with auto sales likely to be leveling off, relatively more of the increases in personal income that are projected will go for the purchase of such items as food . . . apparel . . . shoes . . . home-furnishings . . . and gasoline.

- **CREDIT WILL REMAIN EASY**, despite the recent increase in the discount rate — unless, of course, business confounds all forecasts and starts to boom. The action by the Federal Reserve in July was aimed at increasing the yield on Treasury securities, to make them more attractive to foreigners than gold. But officials say that they will still provide plenty of credit for business.

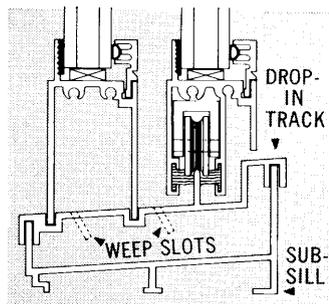
. . . Can they keep this promise, even if more action is needed to reduce losses of gold? We get a feeling officials will try hard . . . if only to keep long-term interest rates on bonds and mortgages from rising in 1964 — a Presidential election year.

(Continued on Page 32)

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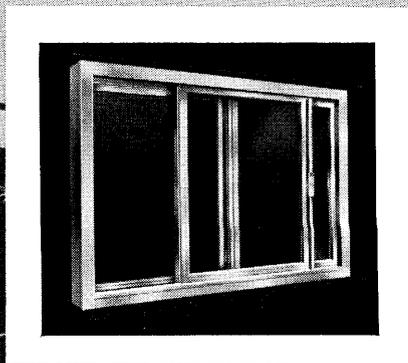
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AIA 16E

The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THE COVER . . .

The architectural firm of *Kemp, Bunch & Jackson* are responsible for many distinctive structures which today punctuate the skyline of Jacksonville . . . The Branch Office Building of the Duval Federal Savings and Loan Association, shown on pages twelve through fifteen, is an example of one of their smaller design accomplishments . . . The JACKSONVILLE CIVIC AUDITORIUM, shown on the cover, is only one of the many large and imposing buildings for which the firm was selected as the design team. (photography by Suter, Hedrich-Blessing)

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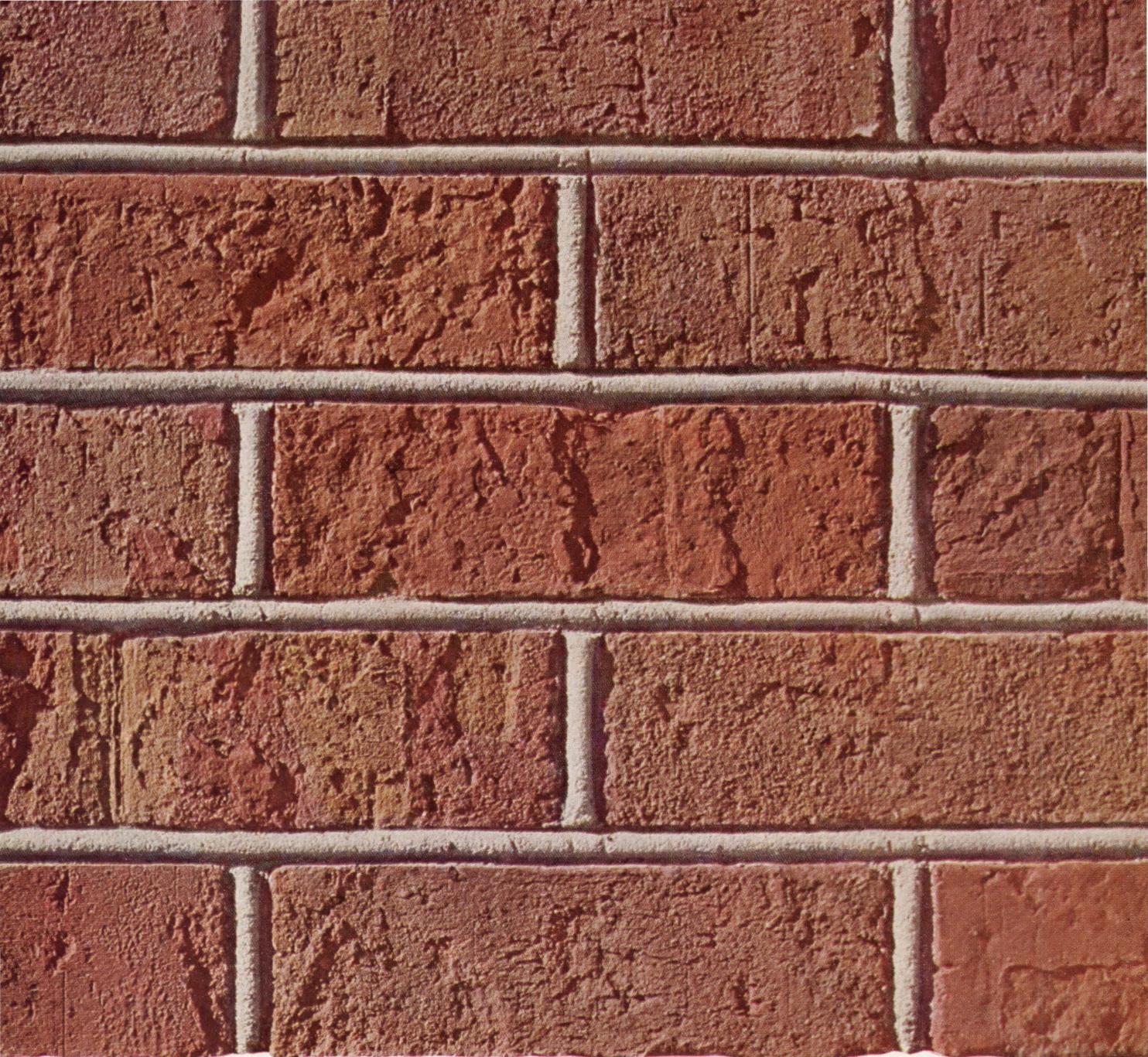
THIS ISSUE . . .

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VOLUME 13
NUMBER 9 1963

THE FLORIDA ARCHITECT



We've added the aura of age...

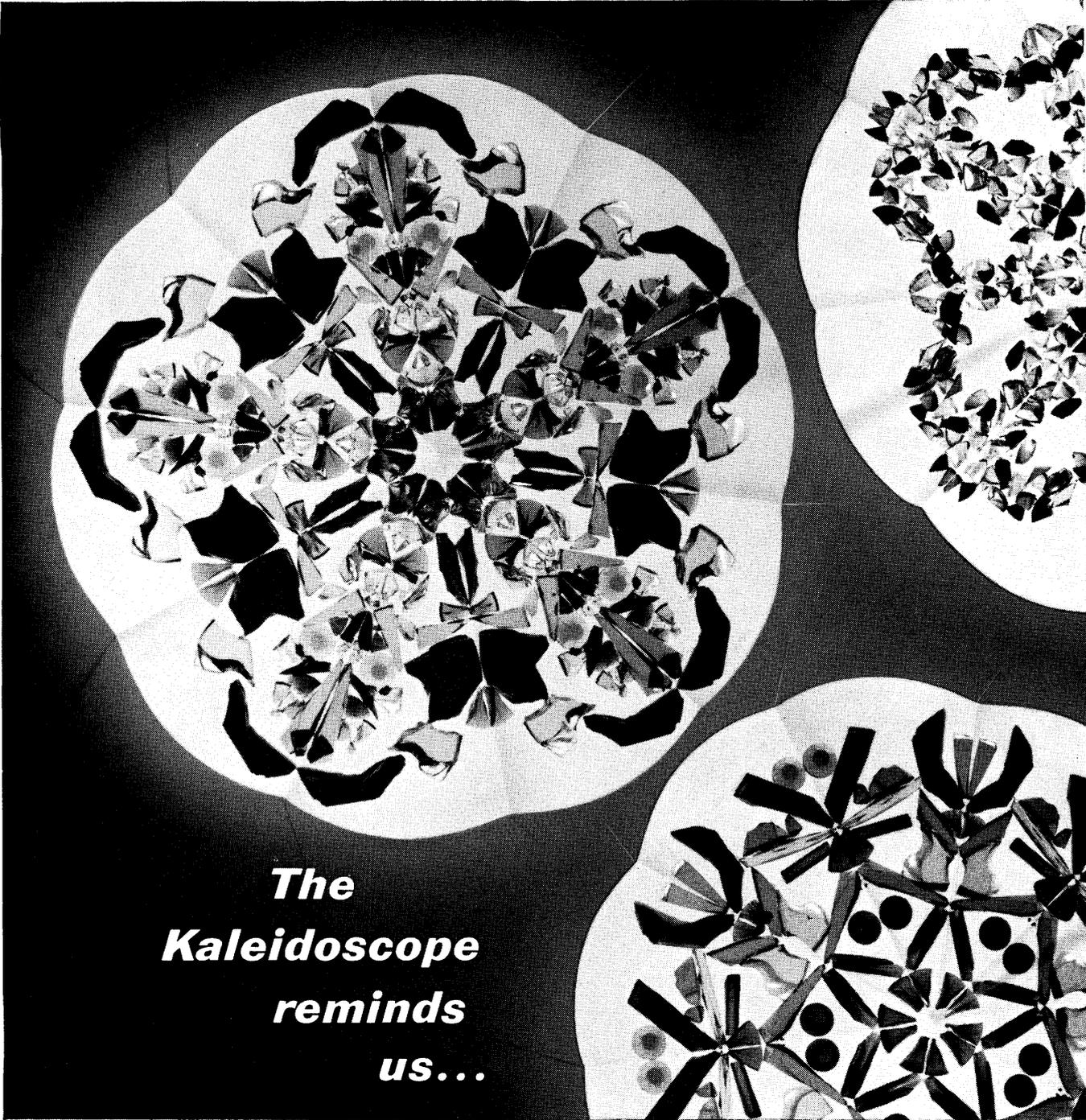
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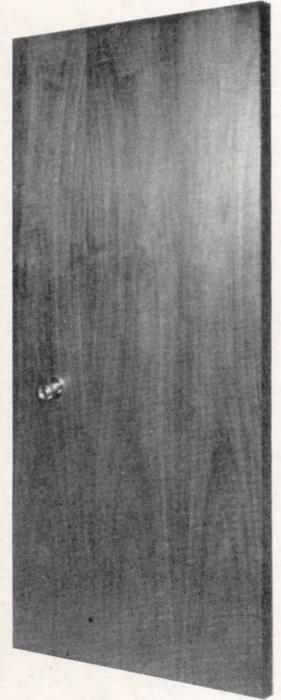
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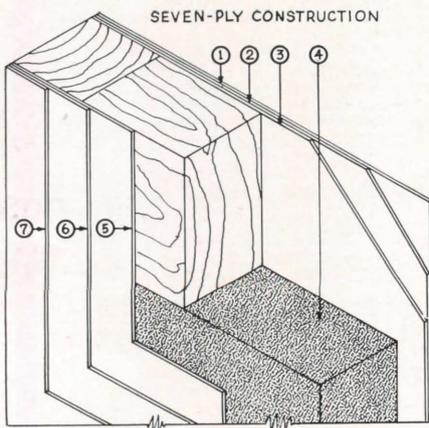
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This new Federal Office Building now under construction in Tampa features concrete frame and waffle slab floors complemented by a precast solar skin system with exposed quartz aggregate. Associated Architects are Robert Wielage, AIA, and H. Leslie Walker and Associates with H. Dean Rowe, AIA, as project architect and Dwight R. Abrams as structural engineer.

For Florida's finest office buildings the choice is modern concrete

More and more architects and builders today are finding new beauty and real economy in structures of modern concrete. Everywhere you see them rising—each a dramatic addition to a city's skyline.

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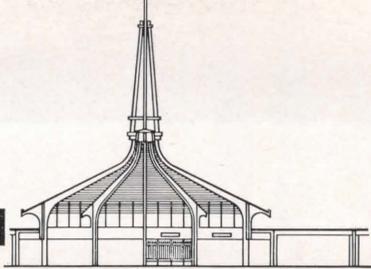
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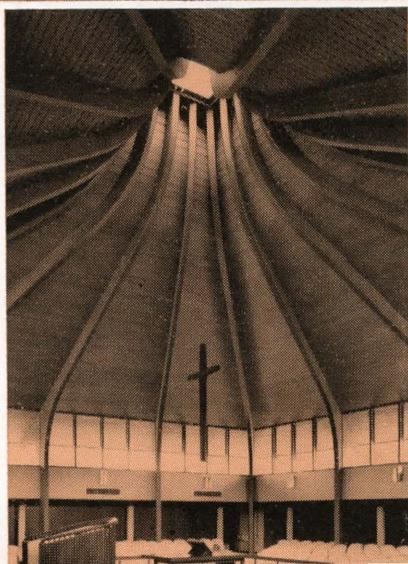
A national organization to improve and extend the uses of concrete

INSPIRATIONAL DESIGNS WITH UNIT LAMINATED WOOD



Architect: Joseph N. Smith

beauty, dignity, economy at Key Biscayne Presbyterian Church is achieved with designs of UNIT glued laminated wood. Sixteen reverse-curved laminated frames form the sanctuary—and basic shape of the structure. These high-rising one-piece members meet at a center compression ring that supports laminated steeple members which rise an additional 32 feet above the arch tops. Forty-eight straight laminated beams form a low roof around the perimeter of the sanctuary to cover additional facilities. A finished roof of Southern Pine UNIT-Deck spans directly over all laminated members. The seemingly complex framing of this church was resolved quickly and economically with UNIT laminated members. Substantial additional savings were realized since the laminated members were furnished pre-stained and varnished at the factory. Take a closer look at UNIT. Mail coupon for more details.



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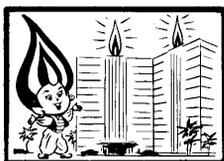


MRS. AMERICA BACK TO GAS! Widespread electric utility ballyhoo last year when the Mrs. America Contest switched from its long-time use of gas in the cooking competition to electric has boomeranged. After one year of "electric living", management of the 24-year-old search for the Nation's most outstanding homemaker has stated that a principal interest of future contests will be to expand the emphasis on gas fuel and gas appliances.

JACKSONVILLE'S HOLIDAY HARBOUR PLANS 2,500 ALL-GAS HOMES. One of Florida's largest development projects in recent months, Holiday Harbour plans 500 homes per year, 2,500 in all. Specifications include natural gas ranges, water heaters, heating . . . optional natural gas air conditioning in some models.

ANOTHER LAKELAND SCHOOL JOINS GAS AIR CONDITIONING PARADE. New school under construction on Lakeland's Plateau Avenue is latest of a dozen turning to natural gas for air conditioning. School will have 50-ton engine driven cooling unit as well as 25-HP gas-fired boiler and gas cooking in school cafeteria.

W. T. GRANT'S LARGEST FLORIDA STORE CHOSE GAS—NATURALLY! New Fort Walton Beach store of W. T. Grant chain, largest Grant unit in Florida, is air conditioned and heated with natural gas. Store also features only cafeteria in nation-wide Grant operation—and entire kitchen is natural gas.



12-STORY APARTMENT HAS BOILERS ON TOP! Ultra-modern Plaza Fifth Avenue 200-unit apartment building on St. Peterburg's booming "west side" has unique installation of two 250-HP natural-gas-fired boilers on roof to furnish heating and hot water. Other natural gas equipment—two large chute fed incinerators, restaurant and beauty shop.

MORE PRAISE FOR NATURAL GAS AIR CONDITIONING. Add success stories for leased Natural Gas Air Conditioning: Christie's Coffee House, Orlando. Says owner Joe Lombard, "The most reliable air conditioning I've ever known." Endorsement echoed by owners Thad Scott and Bob Riley of Daytona Beach's Pleasant Green Motel, "We chose gas air conditioning because of its efficiency and low maintenance, have found it also the most reliable air conditioning ever."

MCDONALD'S HAMBURGERS COOKING, COOLING WITH GAS. At least part of McDonald's billion hamburgers are being cooked with natural gas, and natural gas cools the chain's newest outlet in Panama City. Says operator Tom Johnston, "The cost of operation was much lower than I anticipated . . . I can recommend natural gas highly to anyone with a need for air conditioning."



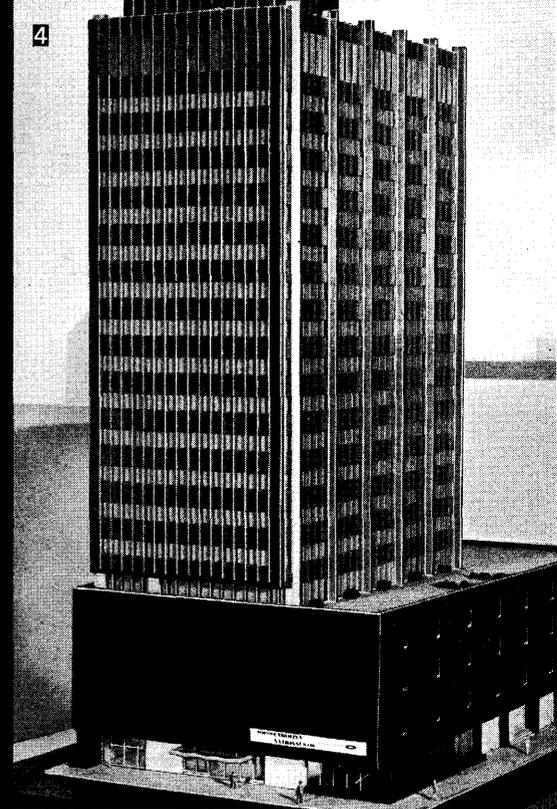
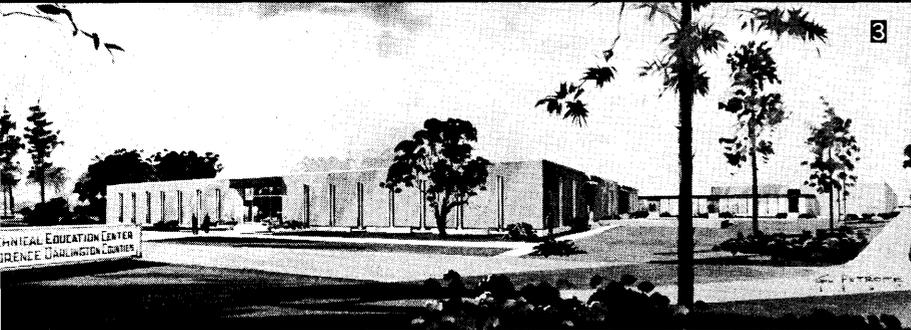
CHINESE SMORGASBORD? CERTAINLY, AND COOKING WITH GAS! "Fong-Sha-Noon Chinerama", billed as America's first Chinese Smorgasbord in North Miami Beach, not only cooks and heats water with natural gas, but features an eye-catching gas-flame-fountain as part of its impressive exterior decor.

VERSATILE GAS DOES ODD AND UNUSUAL JOBS. Borden Company joins other Tampa dairies in installing natural-gas-fired sealing machines for milk cartons. Southern Drying Corporation, specializing in drying bread crumbs, finds business so good it plans to triple present natural-gas-burning installations. Boilers for bus cleaning equipment in Jacksonville's Southern Greyhound Shops are being converted to natural gas.

TAMPA CONVENTION CENTER GOES WITH GAS. City of Tampa has completed contracts for natural gas heating and water heating in downtown Curtis Hixon Convention Center. Installation will include two boilers and four water heaters.

WHAT'S IN A NAME? GENERAL "ELECTRIC" GOING GAS! Something approaching consternation in the electric utility industry resulted when giant General Electric announced it would soon introduce a gas laundry dryer in its appliance line. Despite a mail campaign among electric utilities urging a formal protest to GE, word at presstime is that GE is going ahead.

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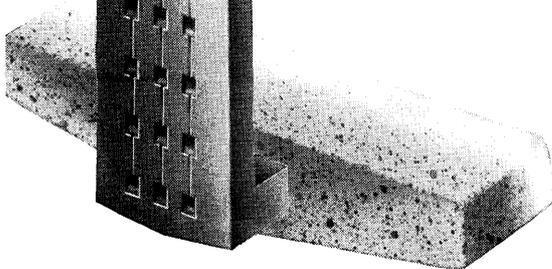
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Professional Teamwork

By JAMES MERRICK SMITH, F.A.I.D.

The Florida Central Chapter A.I.A., cooperated in co-sponsoring the Tampa Housing Seminar conducted August ninth and tenth at the University of South Florida. The address titled "The Economics of Professional Teamwork in Housing" as presented by James Merrick Smith, F.A.I.D., was a highlight of the program . . . Mr. Smith, well known to the architectural profession, received his B.S. in Landscape architecture from Louisiana State University and studied architecture, city planning and design at Washington University . . . He has been an active member of the American Institute of Interior Designers since 1952 and was advanced to Fellowship last year.



photo—Klara Farkas

"The question of professionalism as it applies to interior design produces numerous reactions regarding its attributes and its detriments.

In the broad range encompassing all building, the architect is likely to say that interior design is part of the integrated whole that must certainly be controlled completely by the architect, with interior design becoming a subordinate component supplied by another specialist. He is prone to say, too, that interior design is only quasi-professional, because, in most cases, the interior designer cannot function purely as a consultant planner, but must also act as the merchandising contractor.

To some extent this argument is valid. It is difficult to be the designer and specifier on the one hand, and the installing supplier on the other, without taking the risk of jeopardizing the true value or need for certain elements of the client's requirements. Fortunately, much is being done today by the strong organizations like the *American Institute of Interior Designers*, who, working directly with all of the schools that offer curricula in the field, are establishing the kind of balanced training that—with its thorough indoctrination in history, philosophy, and the synthesis of design—properly prepare the individual for work as a true professional.

In housing, far more than in the multi-use office or commercial building, the need for teamwork manifests

itself in the search for economical improvements answering the cry of lower-middle income groups for a more comfortable setting for family life.

Dealing with individual clients, the interior designer must be first, the psychologist with insight to interpret the directions of living of a particular family unit, and secondly, the prescriber of shapes and forms and color and texture to best put these into play. It is a somewhat different picture that comes in focus in speculative building when the interior designer is asked to be part of the team, because analysis in this case is not for a specific family group, but for a nebulous composite of all the people who might evince interest in the development at hand. Still, the need here is even greater, because the changing concepts of value have created a buyer who is intensely hungry for the tools and rewards of more comfortable living—and this buyer says "Show me what this house can do! Show me how to use this shell!"

Interior design, as differentiated from "interior decoration," is a relatively new field, having only in the past 15 years manifested itself in the actual development of inside spaces to optimum usage. It is planning for interior functioning, establishing scale, circulation patterns, storage accommodation and the like before any thought is given to surface decoration. It is the evaluation of space to provide

the best possible pattern for living or working.

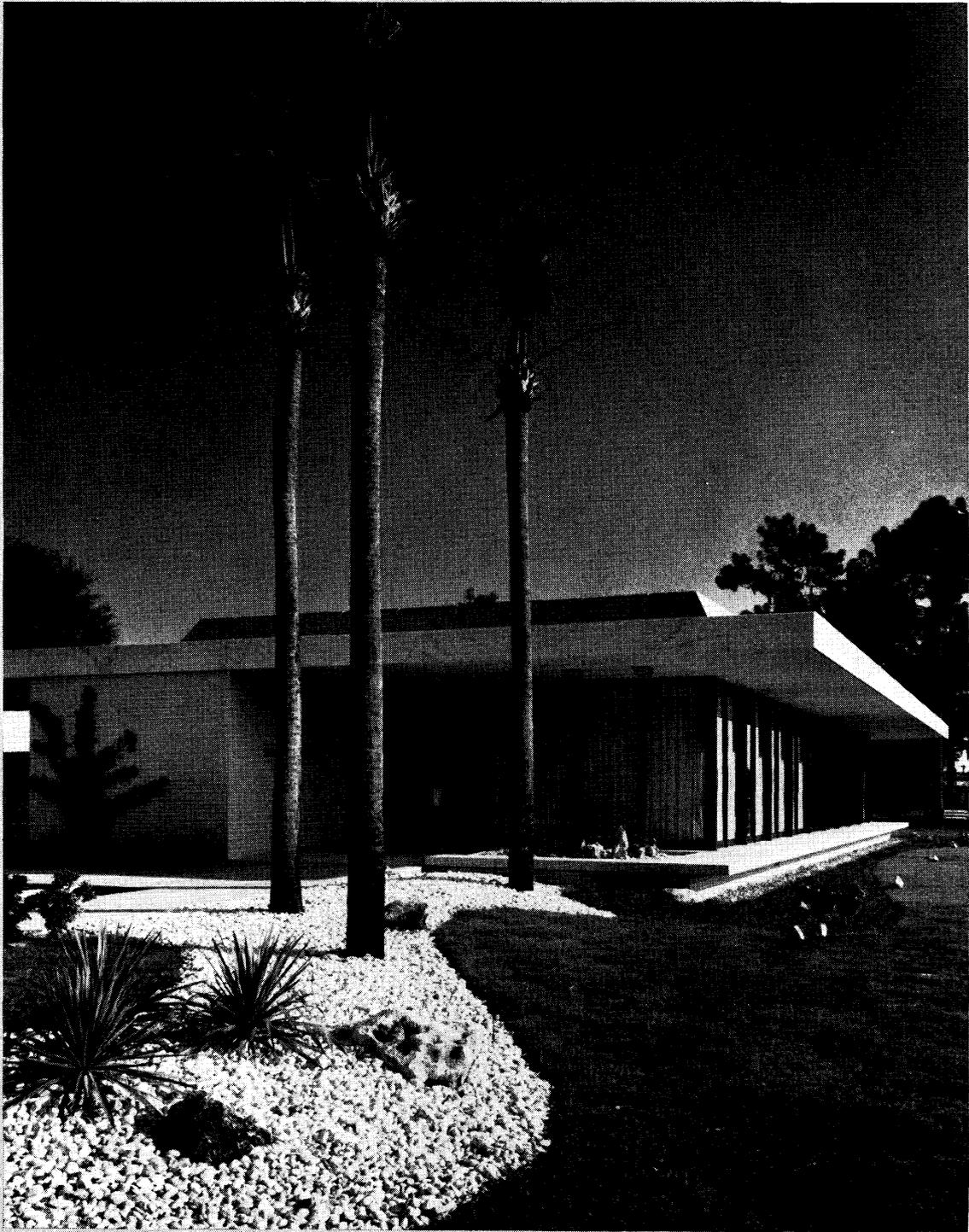
In effect, it becomes interior architecture, separated from the basic creation of the shell in that it interprets the space not just as shelter, but as a functioning answer to the "hows" and "whys" of what a given room can do to make living more enjoyable.

There are good and bad interior designers, just as there are good and bad architects or builders. They need to be selected in the same way—on proven integrity, performance, and design ability. Today, there are many thoroughly trained ones specializing in the overall concept of interior design.

Happily, through successful collaborations that have shown the added benefits to be achieved through joint design and execution, teamwork is becoming less of a rarity. I think of the interior designer as a catalyst, taking the shell the builder has achieved with architectural and engineering guidance, and moulding it into usable space through the application of furnishings and surface decoration, complementing both the structure and the potential user's way of life.

Togetherness among the architect, builder, interior designer, landscape architect, and craftsmen is fine; *but too often the interior designer is brought into the picture when an almost-rigid format is already established, and then much of his ability*

(Continued on Page 30)

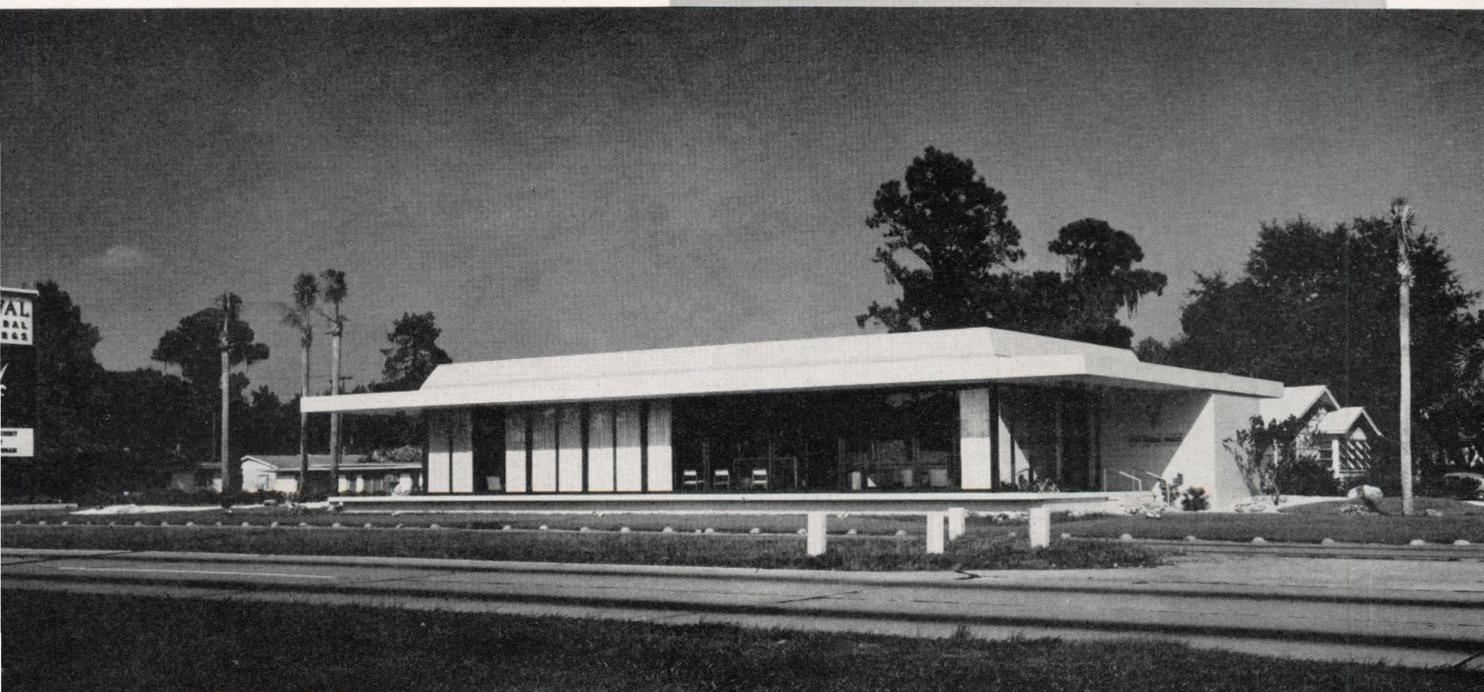


Photos—
Alexandre Georges

Duval Federal Savings and Loan Association Branch Office



Kemp, Bunch & Jackson
— Architects —



Designed for Future Expansion Too...

By N. A. HOLMAN

This eye-catching, well proportioned building is located on busy 4-lane Roosevelt Boulevard between Jacksonville and the U. S. Naval Air Station. The architects, Kemp, Bunch & Jackson, designed the building not only to meet the present banking needs, but also to allow for future expansion on adjacent property to the east. As an added special feature, the building includes community meeting facilities which are made up of a public lounge, foyer-gallery area and rest rooms. Civic meeting and banking conferences normally held after banking hours can be separated from the lobby by closing a 14 ft. wide sliding open metal grille. The lounge also contains a kitchenette unit, refrigerator, sink, hot plates and storage facilities for serving sandwiches and refreshments.

The exterior wall materials are white ceramic glazed magnesium spot face brick. The entire banking and

public area is surrounded on three sides with floor to ceiling glass which is glazed into duranodic finish aluminum. The paved surfaces at the main entrances, planters and platform are of exposed aggregate paving slabs. The canopy and cave fascias are faced with white marble. The exposed sloping roof surfaces are reinforced concrete covered with asphalt emulsion over "Monoform" glass fiber reinforcement type roof coating.

Interior wall finishes in the public and banking areas are white glazed brick and American black walnut wood. All floors in the public and office areas are carpeted and the floors of general work spaces are vinyl asbestos tile. Floors in toilet areas are ceramic tile. Wall surfaces in work area and in ladies lounge are vinyl fabric. The ceiling of the banking lobby and general work area is of luminous plastic panels with fluorescent strips mounted on the underside of the roof

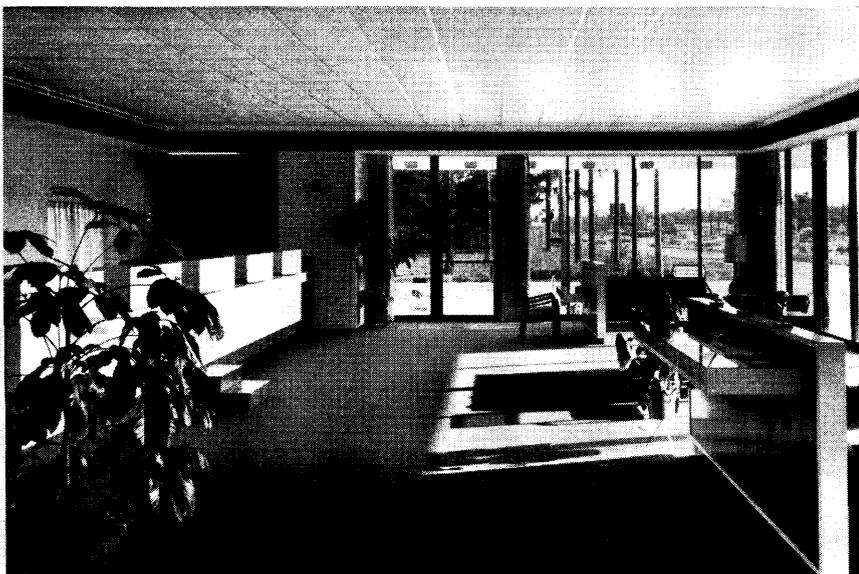
slabs above. Ceilings in the office and public lounge area are a combination of recessed luminous panels and fished acoustical tile.

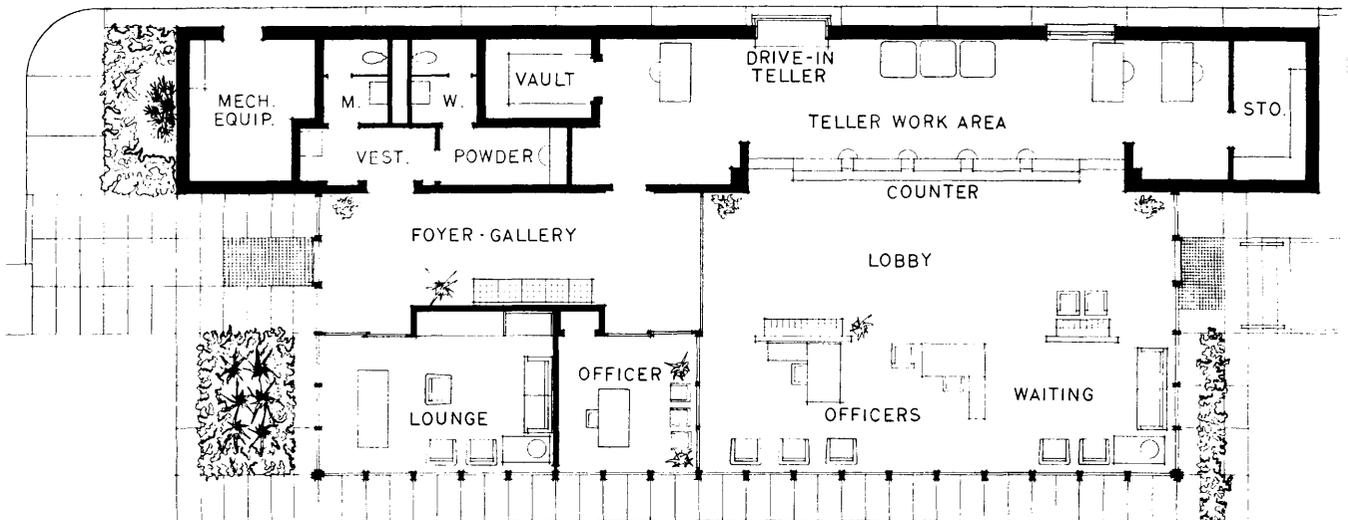
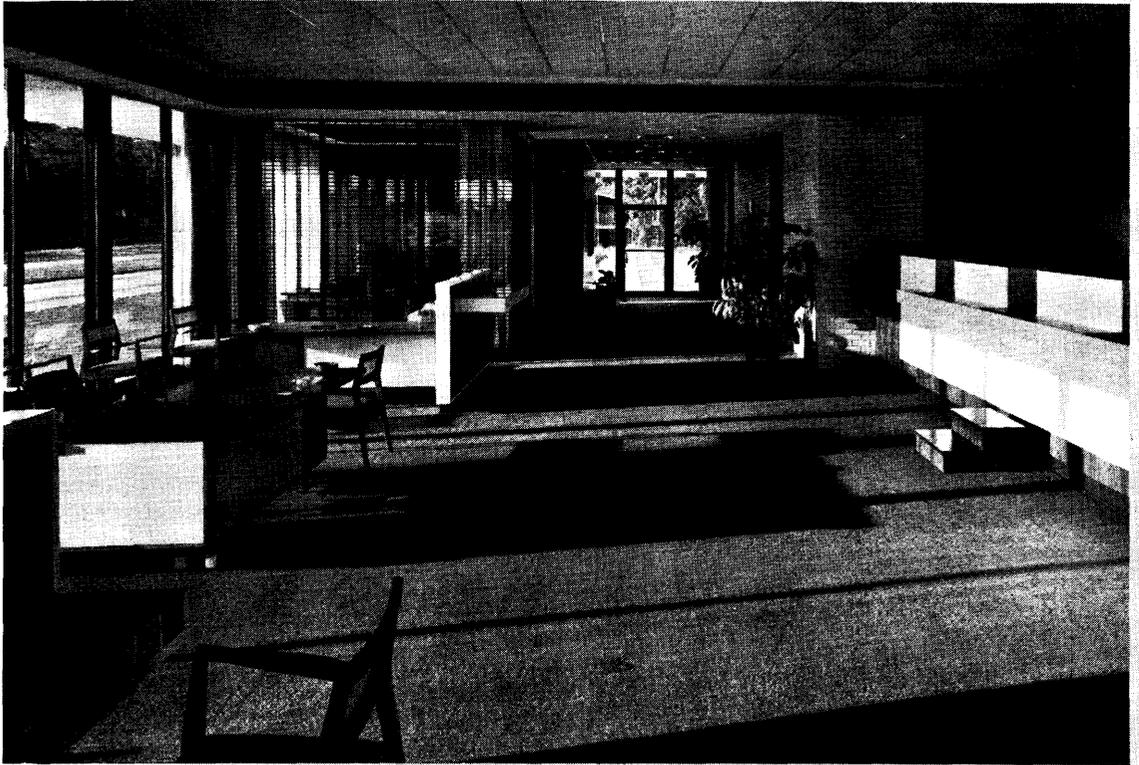
The foyer-gallery area is used for art exhibits and miscellaneous civic type exhibits and displays of public interest.

The pylon sign contains an attraction board for special announcements concerning the Association's operations and meetings and exhibits which are held in the public suite.

Of special interest to those who visit the bank is the 5 ft. by 12 ft. beautifully colored sand sculpture relief located on the interior wall opposite the teller counter. It presents a visual interpretation of the history of currency throughout the ages. The artist of conception for the relief is Roy C. Craven who is widely known for his unique creative ability in this field of art.

-
- Page twelve . . .** View looking South.
Page thirteen . . . Above, looking south showing officers area, lounge for patrons and portion of general lobby area. Below, view looking east from the Boulevard.
This page . . . Lobby, looking south, showing counter and teller work area on left.
Opposite page . . . Above, looking north showing spacious lobby in foreground and foyer-gallery in background.
About the architects . . . William D. Kemp, AIA, Franklin S. Bunch, FAIA, and William K. Jackson, AIA, partners, are all graduates of the University of Florida School of Architecture and are members of the Jacksonville Chapter, AIA, since 1945 and 1946 . . . Franklin S. Bunch, FAIA, received his Fellowship from the Institute on the basis of Service to the Institute and Public Service in 1961 . . . is a past president of the Florida Association of Architects and served for two years as President of the Florida State Board of Architecture.
-





"It's just a matter of good business", say builders and owners.

The MEDALLION award is a big asset. Your prospects know at a glance that Medallion-awarded apartments are truly modern . . . *better* electric living has been built into them. This gives you a competitive selling edge.

Rental units are easier to rent . . . co-ops are easier to sell.

There's no question, today's renters and buyers overwhelmingly prefer the push-button comfort and convenience that only flameless electricity makes possible. Flame-free, fume-free all-electric kitchen appliances create no fuel-film or dirt . . . so rooms stay cleaner. Less interior painting is required.

Cooler, too . . . so that the operating cost of air conditioning is reduced.

And since flameless electric appliances need no flues, floor plans can be designed to better advantage.

If you are planning to build or to modernize an existing building, your electric company will gladly supply you with factual information relating to the economical utilization of electricity and how you can profit by the Medallion Home certification program.

"Medallion" apartments pay



MEDALLION STANDARDS

- **ALL-ELECTRIC KITCHEN** — including electric range, water heater and at least two other major electric appliances.
- **FULL HOUSEPOWER**—100-200 amp service entrance and enough switches and outlets for modern convenience.
- **LIGHT FOR LIVING** — ample lighting provision for comfort, safety and beauty.



Florida's Electric Companies

**FLORIDA POWER & LIGHT COMPANY
GULF POWER COMPANY**

Taxpaying, Investor-Owned

**FLORIDA POWER CORPORATION
TAMPA ELECTRIC COMPANY**

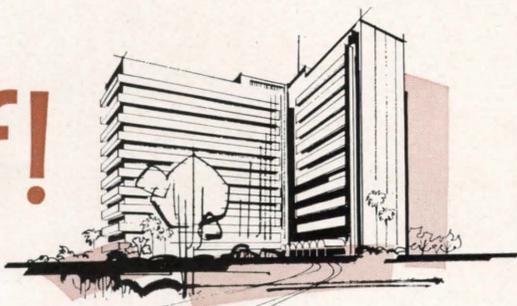
Seaside View Apartments . . . 16 Units—Golden Gate Point, Sarasota
 Lewis & Shaw, Architects

W. J. Mathis, builder, says:

"Our MEDALLION-certified deluxe apartments will be occupied by discriminating clientele. Therefore we must have the best equipment available. Naturally, we chose electric throughout — range, water heater, refrigerator, dishwasher, food waste disposer, washer-dryer, and year-round electric air conditioning that provides cool comfort in summer and cozy warmth in winter."



off!



The Bayshore Co-op Apartments . . . 102 Units—Pensacola, Florida
 Wise, Simpson, Aiken & Associates, Architects-Engineers
 Mrs. Ouida Baggett Regan, developer of this \$2½-million apartment building, says:

"After careful consideration of comparative costs and other factors, I decided that the comforts and conveniences of total-electric living would be most desirable for BAYSHORE residents. So this building — the first high-rise cooperative apartment in this section of Florida — was planned in accordance with MEDALLION standards. This means that each resident will enjoy a cooler, cleaner kitchen equipped with flameless electric built-in range, super-safe water heater, dishwasher and other flameless electrical helpers . . . year-round electric air conditioning for summer and winter comfort . . . and ample, scientifically planned lighting and Full Housepower wiring. The enthusiastic response we have had from prospective occupants proves that this is what people want today in apartment living."

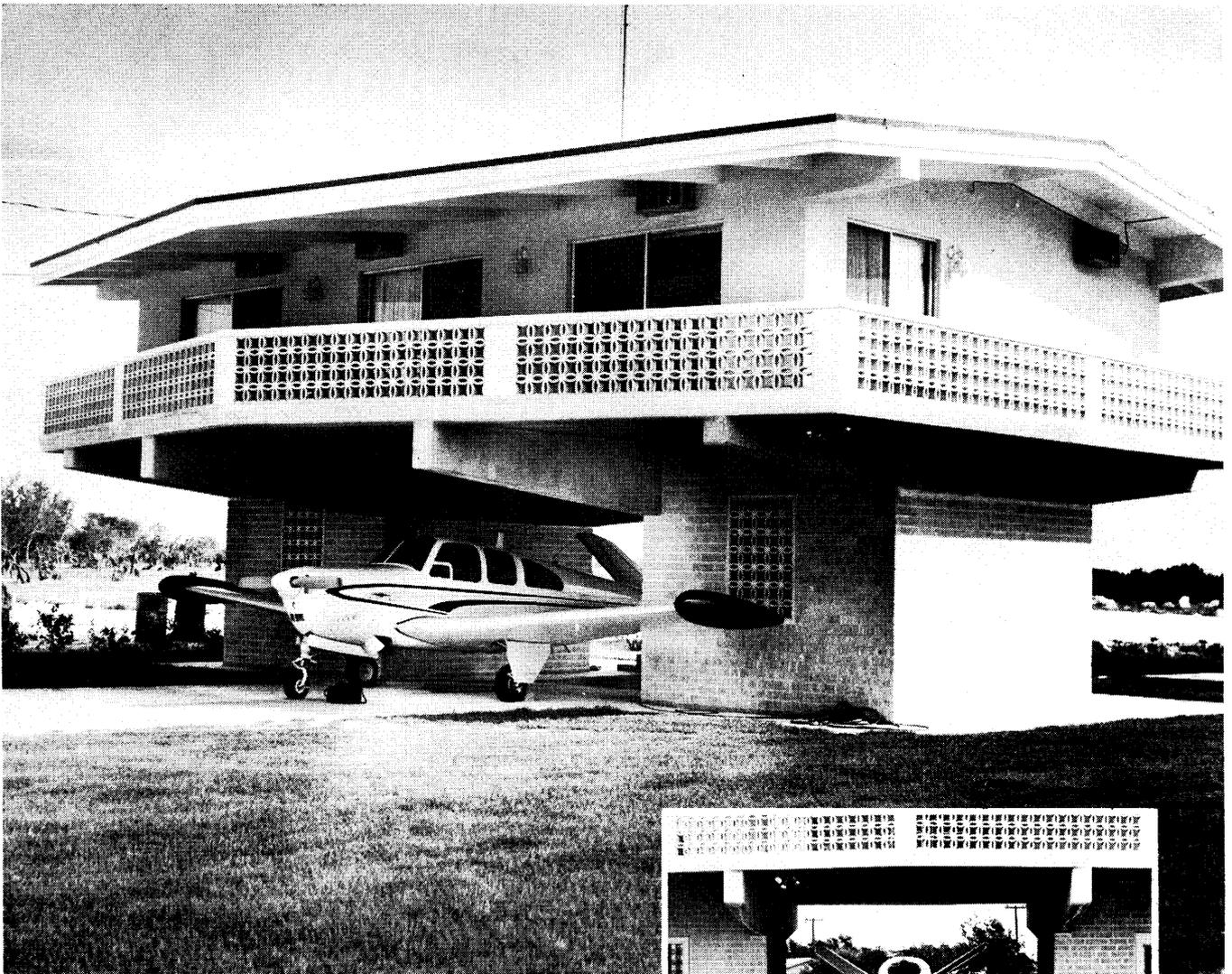


Clearview Towers Apartments . . . 88 Units—Clearwater, Florida
 Los B. Schoepl & Associates, Architects
 W. J. Jacobson, vice president of Clearview Towers, says:

"Clearview Towers was designed to provide our tenants with the best in modern living. Each unit has an all-electric kitchen and year-round electric air conditioning, in addition to other outstanding features. We selected a total electric operation because we felt it would provide the most comfort and efficiency for residents of this building."

Walthugh Apartments . . . 10 Units—Tampa, Florida
 H. B. Patterson, Architect
 V. J. Sultenfuss, builder, says:

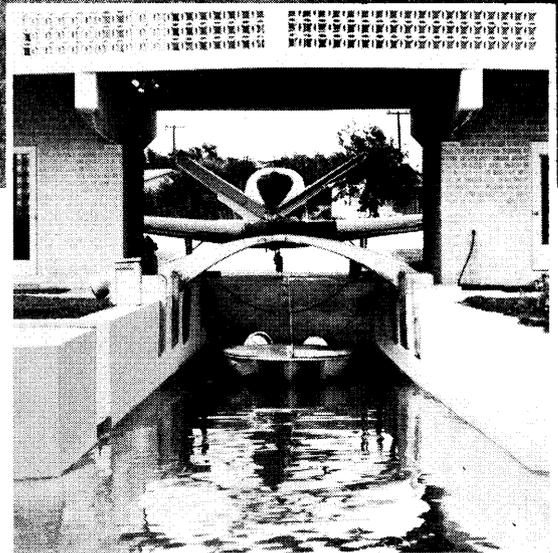
"We went all-electric in our Walthugh Apartments because the MEDALLION program provides the conveniences and comforts we wanted our tenants to have. Year-round electric air conditioning as well as the all-electric kitchens have proven to be completely reliable and satisfactory. Our residents appreciate the modern livability of our Medallion apartments."



Residence of Mr. & Mrs. Philip Toppino, Summerland Key, Florida

The Clean Look of Quality . . .

This Florida Keys home is an outstanding example of the use of reinforced concrete where buildings must withstand seasonal storms. The living quarters are entirely on the second floor, supported by a first story designed to offer the least wind and water resistance, as well as shelter for the family airplane and boat. Skilled use of versatile concrete has resulted in grace of line in addition to sturdiness of construction . . . another graphic illustration of the strength, beauty and adaptability of concrete.



FLORIDA PORTLAND CEMENT DIVISION

GENERAL PORTLAND CEMENT COMPANY



Define The Methods...

By **ROY M. POOLEY, JR.**

President, Florida Association of Architects

She sounded almost desperate on the phone.

"I have had my plans drawn and now I can't use them, I must have a new set by next Monday morning. Could I please have an appointment with you tomorrow?"

This was the beginning of the conversation which led to my working the 4th of July and most of that week-end. It recalled a similar July 4th twelve years past when I was employed by an architect who does a great deal of residential work.

The following Monday morning my desperate lady left happily with a set of drawings and FHA specifications for a nice little house and I experienced a great sense of satisfaction in having been able to meet her needs.

This story really began in April of this year when Mrs. G. first asked me to design her a small home. At that time, being heavily committed to the FAA Legislative Program it was not possible to make a firm promise of when the work could be completed and so somehow Mrs. G. was ultimately attracted to a local lumber company which offers a planning service. Being "experts" in the house building field they were able to offer sudden service at a very low price. The results of their efforts cost me my 4th of July holiday, but also provided the obvious answer to questions posed to me by legislators during the recent legislative session.

Mrs. G. had obtained her plans quickly and cheaply. From the first conference with the lumber company "architect" to delivery of the drawings required no more than a week or ten days. The price was right at \$150.00 and the low bid for construction was well in line. From her point of view there were only two problems. She wanted the house constructed in reverse of the way it was drawn but was assured the contractor could handle this with no difficulty.

The second problem was not so simple. Her lending institution did not think the plans were quite adequate. They were right.

To the professional eye, the reason Mrs. G. was able to obtain such fast design service at low cost coupled with a "good" construction bid were obvious. Her drawings and specifications must have occupied the draftsman for a good solid day and a half, counting conferences and coffee breaks. The cost of construction could hardly have been higher since the draftsman was indeed knowledgeable about the cheapest possible materials and the absolute minimum in contract requirements. For example, the windows specified were of a sheet metal gage so light that factory glazing is required to hold them in shape for shipment. Finish hardware specified was a flashy quality which would assure at least a year's service, under favorable conditions.

I am sure the same house constructed according to the plans and specifications prepared by me will cost Mrs. G. 5 or 6% more and perhaps she will appreciate the 100% greater value. I sincerely hope her building project will be successful for I know it is more meaningful to her than a new million dollar plant expansion to a corporation president.

The point of the story is just that.

It seems to me there is no greater problem facing our profession today than finding more effective means of communication to the home building public the true value of professional services. Professional fees and appropriate quality of construction coupled with a professional prohibition against advertising create a difficult barrier to communication but one which is not insurmountable. Our need is to more fully recognize the importance of this market to our opportunities for successful practice in other fields.

The fact is so obvious we may be prone to forget that virtually every



member of the Church Building Committee, the Local School Board, the Corporation Board of Directors and each public official has built or will build a home. That home has greater personal significance for him than the church, school, business or public building for which he will also have some responsibility. If a builder's expert knowledge, advice or ability could be accepted as adequate for the design and construction of his home, why should his attitude be greatly different in a less personal application. The fact is, of course, that each of us experiences a greater willingness to gamble with our own resources than with those of others for which we are responsible.

None-the-less, if we are to truly communicate with the public at large we must find the means to play a more important role in the design of small homes. It is not enough for us to recognize the indirect influence we have on the design of many elements of today's builder's house. We may be aware that a good hardware design or a good window design or a clever new arrangement of space or an improvement in some other facet of construction was developed in response to professional demands — still the home owner relates these things to his own personal experience. And his personal experience has too often not reflected direct contact with the architectural profession.

There are in Florida a great many architects successfully practicing in the residential field to the great benefit of their clients and their profession. To them I direct a challenge — let us better define the methods of conducting a successful and rewarding residential practice to the end that more of our members will dedicate their efforts to this area of endeavor.

News & Notes

Symposium . . .

James T. Lendrum, Head, Department of Architecture of the University of Florida announces plans for a symposium concerning *Caribbean Architecture* to be held December 4th through the 7th, this year, at the University of Florida.

Carlos Contreras, S.A.M., F.A.I.A., Mexico City and Martin Domínguez, Professor of Architecture, Cornell University, will be guest speakers for the meetings. Mr. Contreras will present a public address entitled "The Architecture of Mexico," and Professor Domínguez will conduct a professional seminar for the students. Both gentlemen will serve on the jury for the senior terminal project.

The Department is coordinating its efforts with the School of Inter-American Studies, University of Florida, which each year sponsors the Caribbean Conference held on the Gainesville campus.

There will also be a photographic exhibit on display covering the work

of Professor Domínguez and "4000 Years of Mexican Architecture."

Detailed information will be published in forthcoming issues of THE FLORIDA ARCHITECT.

Recently Registered . . .

Twenty five residents of the State passed the June written examination given by the State Board of Architecture and were granted registration to practice architecture. They are:

Broward County Chapter area: Donald F. Casther.

Florida Central Chapter area: Carl N. Atkinson, Matthew Bodo, James E. Fulcher, Gus N. Paras, Robert N. Pettigrew, Alvin E. Strauch, Tollyn J. Twitchell, I. Blount Wagner, Edward Walker, Jr., Philip C. Warren.

Florida North Chapter area: Mays L. Gray.

Florida South Chapter area: Elliott Goldsmith, Thurston Hatcher, Jr., Richard Levine.

Jacksonville Chapter area: Edgar Crenshaw, John W. Dyal, Byron G.

McIntyre, Daniel M. Urbanus.

Mid Florida Chapter area: Bruce Blachman, Bernard Harter, Jr., John A. Hollifield, Tom R. Hunten, Edward L. Thomas.

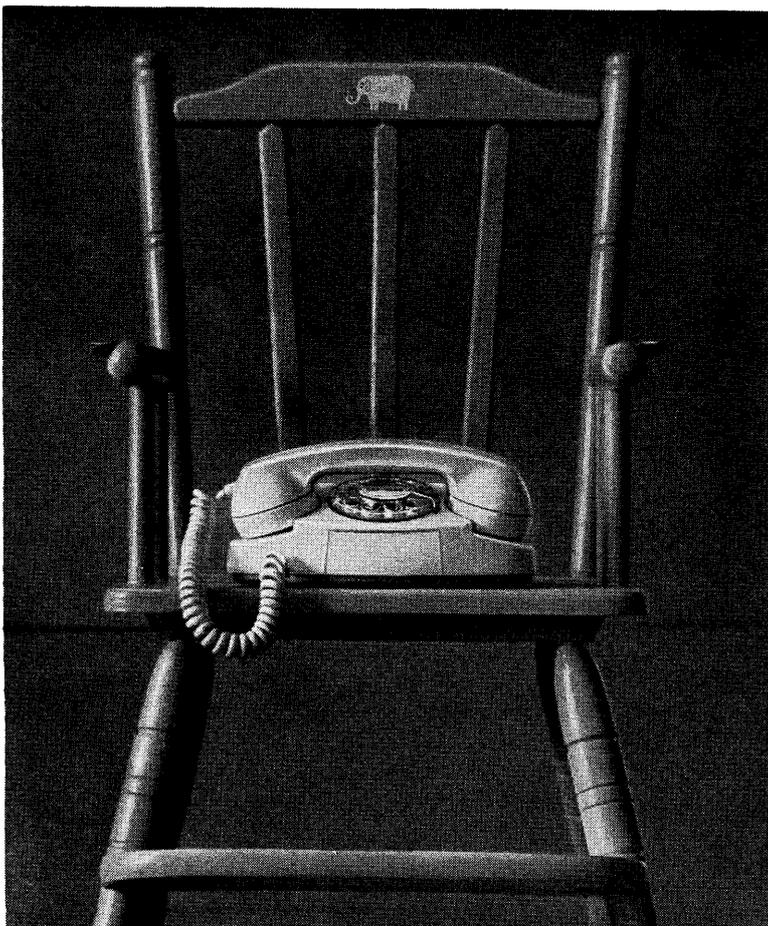
Palm Beach Chapter area: William Cox.

P/C Conference . . .

Key specifiers and users of building products will have the floor at the Producers' Council 42nd Annual Meeting and Chapter Presidents' Conference September 18-20 at the Shoreham Hotel, Washington, D.C., as they examine the function of the manufacturer in the total building process.

Addressing themselves to the theme, "Viewpoints — The Customer Speaks," prominent spokesmen for the architectural and engineering profession and for the contractor and subcontractor, owner, investor, and homebuilder will discuss what they expect from the products, services and representatives of building material manufacturers. They will also discuss how their expectations are met and what can be done to further improve manu-

(Continued on Page 25)



83-Year-Old Baby

In 1880 when Floridians picked up a phone for the first time, they talked—and that's all. But look what happens today. Your calls can be dialed for you (Automatic Dialers), you can talk hands free (Speakerphones), and conduct committee meetings (Call Director). Not only that, all Florida phones are now 100% dial. In spite of all the things phones do today, it's only the beginning. More and better services are being developed right now to make your telephone an even greater marvel of convenience and pleasure, at the lowest possible cost.

Southern Bell
... Growing with the Future

Public Relations Survey . . .

*By courtesy of
Illinois Society of
Certified Public Accountants*

I. Background Information

A. The Professional societies sampled and the response received:
% REPLIED

Architecture	70%
CPAs	80%
Dentistry	80%
Education	80%
Prof. Eng'rs	90%
Law	80%
Medicine	80%
Nurses	50%
Optometry	70%
Pharmacy	70%
Vet. Medicine	90%

B. Year society chartered:

Medicine is the oldest profession; the first society was chartered in 1781 and the last in this group in 1874, Pharmacy (1865-1887), education (1845-1907), and dentistry (1856-1917) are the next oldest professions.

Society for CPAs were founded in a short span (1897-1915) while these other professional organizations' covered a longer period: veterinary medicine (1874-1929), optometry (1895-1926), nursing (1901-1924), law (1880-1950), professional engineers (1904-1949), and architecture (1913-1950).

C. Size of membership:

Educational organizations are far and away the largest, ranging from 30,000 to 130,000 members. A wide variance is found in law and medicine which have, respectively, 3,800 to 24,000 and 4,800 to 26,000. Nurses' groups range from 7,000 to 13,000. Most CPA groups average between 3,000 to 4,000 members but the range is from 2,000 to 12,500.

Smaller professional organizations are: architecture (600-2,000), dentistry (1,850-5,600), professional engineers (1,600-6,100), optometry (340-1,500), pharmacy (1,600-3,600), and veterinary medicine (175-1,500).

Recently the Associations' Executive Office was asked to furnish material for a "Survey of State Professional Organizations' Public Relations Programs". The survey results have been made available to the F.A.A. and should be of interest to all members. The sample was composed of 110 professional societies representing 11 professions in the 10 largest states of the country . . . Replies were received from 84 societies whose combined membership totals more than 835,000 professional persons. The survey revealed these highlights: (1) Continuing professional education, improved technical standards and professional ethics, and legislation are more important to members than external or internal public relations. (2) The organizations still rely mainly on newspapers as the media for their public relations with speakers and pamphlets ranking highest as other means for telling a profession's story. (3) Each profession seems to have its favorite special project which also serves as a peg for publicity — such as, pre-paid dental care, legal aid, rabies control, etc. (4) Scientific evaluation of the public relations activities is very limited; but, regardless, replies indicated definite opinions of the problems such public relations can help in overcoming. "Correcting a common misconception" was easily the most frequent reply.

II. Public Relations Orientation

A. Allocate a percentage of annual budget to public relations?

More than half of the state societies for CPAs, dentistry, education, professional engineers, law, optometry, and veterinary medicine check "YES." The remainder (architecture, medicine, nursing, and pharmacy) predominantly checked "NO".

If yes, what percentage?

The average percentages checked were:

Architecture	35%
CPAs	5%
Dentistry	10%
Education	5%
Prof. Eng'rs	2%
Law	5%
Medicine	13%
Nursing	7%
Optometry	5%
Pharmacy	20%
Vet. Medicine	8%

B. Who has specific responsibilities for public relations?

The majority of all the professional groups checked "staff members and public relations committee" as being responsible for public relations. The second choice was "executive director and public relations committee."

Third most frequent choices were "public relations committee" as solely responsible and "executive director" as solely responsible. Fourth selections were "outside public relations counsel" as solely responsible, "executive director, staff member and public relations committee" and "executive director, outside counsel, and public relations committee."

C. Who decides and sets the public relations policy?

Most organizations selected "board of directors" as the policy-setting body for public relations. Second most popular was "public relations committee". and third, "board of directors and public relations committee." A large number also selected "executive committee".

D. Which activities are most important to the membership?

"Continuing professional education" was the most frequently chosen "1" activity of all the respondents. "Improved technical standards and professional ethics" was marked "2", and "legislation" was marked with varying choices but over-all would be the third most frequent
(Continued on Page 24)

ACOUSTICAL CEILING SELECTION CHART

Type of Ceiling	Description	How Installed	Acoustical Efficiency	Cost	Major Advantages
Wood Fiber	Low cost acoustical tile available in variety of sizes and designs	Cemented; Stapled to furring; Mechanically suspended	Medium to high depending on installation method	Low material cost; Low to moderate installation cost depending on method	Low cost; Good acoustical efficiency
Asbestos Panel	Large, perforated incombustible facing units installed with glass fiber backing	Screwed or nailed to wood furring or metal nailing channels; mechanically suspended	Medium to high depending on installation method	Moderate material cost; moderate installation cost	Incombustibility, economy and wide range of installation methods
Mineral Fiber	Incombustible acoustical units in either tile or panel form	Cemented; Mechanically suspended	Medium to high depending upon product and installation method	Low to high depending upon product and installation method	Complete incombustibility; Attractive finished appearance
Metal	Metal facing units, usually aluminum or steel, installed with sound absorbent mineral pad	Mechanically suspended	Among highest of all acoustical ceilings	Usually high material cost, moderate to high installation cost; however, economy systems available	High sound absorptive ability; Incombustibility; easy to maintain
Membrane-faced	Incombustible tile or panels faced with durable polyester film for easy maintenance	Mechanically suspended	Comparable to similar acoustical materials without facing	Moderate to high material cost; moderate installation cost	Exceptional ease of maintenance; Ideal for areas subject to high standards of sanitation; Complete incombustible
Fire-Retardant	Acoustical units in either tile or panel form offering rated fire protection for structure under which they are installed	Mechanically suspended	Good	Usually moderate to high material cost, moderate installation cost; however, economy "lay-in" systems available	Economical fire protection where required; Time design ratings up to four hours
Ventilating	Tile or panel ceiling systems designed to serve as air diffuser as well as decorative, sound absorbent interior finish	Mechanically suspended	Good	Usually moderate to high material cost, moderate installation cost; however, economy "lay-in" systems available	Provides improved air-conditioning efficiency, while eliminating diffuser costs and substantial amount of ductwork; Some systems available with fire-retardant time design ratings

Acoustical Ceiling System...

Mr. E. S. Graybill, Manager of the Ceiling Systems Department of the Armstrong Cork Company, describes in this article some of the important advances that have taken place in acoustical ceiling systems in recent years, and what these developments mean to the architectural profession. The article is by no means a complete discussion of acoustical ceilings, it is intended to give you a better understanding of many factors that can affect ceiling costs, and to provide you with some technical knowledge which should be helpful in specifying intelligently that which will function best for your requirements.

Virtually every commercial and institutional construction project today involves the installation of acoustical ceilings. Once regarded as a novelty, these ceilings have become an integral part of any well-planned building interior.

Yet despite this near universal acceptance, there remains a certain amount of confusion among architects today concerning the various types of ceiling systems available, and their relative advantages. Thinking primarily in terms of sound absorptive capacity, many architects are at a loss to understand the reason for the wide variation in ceiling costs. Why, for example, does one acoustical ceiling system cost 30c a foot while another system costs three or four times that amount? Is there a comparable increase in the noise quieting efficiency of one over the other?

Generally speaking, the answer is no. While it is true that certain acoustical materials do absorb more sound than others, the cost differential between the various systems cannot be attributed to this factor alone.

Part of the reason lies in the fact that there are some 30 different methods in installing acoustical ceilings in common use today, each designed to accommodate a specific set of job requirements. These methods range from simple cement application of

the tiles, to highly complicated mechanical suspension systems where the acoustical units are held in place by a supporting metal framework. Obviously, when a job calls for one of the more difficult and time-consuming installation methods, the cost of the finished ceiling increases proportionately, regardless of the type of acoustical material that is installed.

The selection of the material itself, however, is probably the key factor affecting costs. Years ago, when acoustical ceilings were designed only to absorb sound, material costs were tied directly to sound absorbing efficiency. The greater the efficiency, the higher the cost of the material.

Today, there are many other factors that determine this cost. For example, the widespread use of ceiling-height wall partitions today demands that utmost attention be given to the sound transmission loss properties of the ceiling. Even the most efficient sound-absorbent ceiling material—because of its porosity—may transmit noise through itself, over the partition, and back down into an adjoining room. For this reason, some acoustical materials are manufactured of a higher density composition than others, specifically to stop sound from passing through the ceiling. Although somewhat higher in cost, these materials are essential for installations where

speech privacy is required between areas separated by ceiling-height partitions.

Another major cost determining factor is appearance. From the time when ceilings were considered little more than the upper boundary of a room, today's acoustical materials play a vital role in interior design. Literally hundreds of attractive and unusual designs, patterns and textures on the market make it possible to create virtually any ceiling effect desired, ranging from the simple and inconspicuous, to highly ornate and dramatic treatments.

Within the past five years, still another trend has developed which has an important bearing on today's ceiling costs. It is simply that acoustical ceilings have taken on more and more new functions and capabilities which are entirely unrelated to the field of acoustics. While these new functions tend to increase the cost of the acoustical ceiling itself, in the long run they usually result in substantial *savings* in over-all construction time and costs.

For example, some systems now offer rated fire protection for the floor or roof structure under which they are installed. Five years ago, this same protection had to be installed separately—above the finished ceiling—

(Continued on Page 29)

P/R Survey...

(Continued from Page 21)

choice. "Internal public relations" was fourth and "external public relations", fifth.

- E. Are purposes and goals of public relations prepared in writing? Replies were evenly divided between "yes" and "no".

III. Ends and Means for Public Relations

- A. To what specific groups is public relations directed?

The groups most frequently selected by all professions, listed according to rank, were:

Internal membership
Legislators
Press, radio, TV
Students
Educators
Other professional groups
Government Officials
Clients, patients
Business leaders

- B. What media is most consistently effective in publicity?

Listed according to preference, the media preferred were:

Newspapers
Television

Professional and trade magazines

Radio

- C. Means other than publicity which is productive of public relations?

Listed according to preference the activities selected were:

Speakers
Phamplets
Exhibits
Others: own publications, clinics, special weeks, films, etc.

IV. Evaluation of Public Relations

- A. Three activities which have been most productive of favorable notice?

Listed according to preference, the activities selected were:

Meetings, conventions
Special day, week or month
Press publicity*
Special professional activity (pre-paid dental care; legal aid and lawyer referral, visual screening programs, poison prevention centers, rabies control program, Sabin oral polio vaccine, etc.)

Legislation
Speakers

Radio, TV spots and programs
Miscellany (education of membership, advertising, local campaigns)

(*NOTE: Although press publicity is not correctly an "activity" nor a function which produces favorable notice outside the membership, many respondents listed it. More proper activities are the professional activities which generate voluntary publicity from the press.)

- B. Specific public service projects found effective in public relations?

Listed according to preference, the activities selected were:

Scholarship
Special professional activity
(See list shown with "A" above)

Award
Student loan fund
Clinic for needy
Career Guidance

(Others marked: exhibits, ethics enforcement, emergency call service)

- C. If you evaluate your public relations, how do you do it?

Listed according to preference, (Continued on Page 30)

natural gas

More and more prospective clients are realizing that no home is completely modern without natural gas . . . not only because of the many home services it performs better, faster and cheaper . . . but because of the added protection to health, welfare and comfort which natural gas . . . dependably delivered underground . . . assures them in time of need.

For details on how natural gas contributes to balanced energy for better living in truly modern homes, consult your local natural gas utility or contact us direct.

FLORIDA GAS TRANSMISSION

News & Notes

(Continued from Page 20)

facturer-specifier/user relationships.

Official representatives of Council members and presidents of the Council's 48 chapters will hear A. M. (Brig) Young give the convention's keynote address on Wednesday morning September 18th. Young, manager of marketing for the Libby-Owens-Ford Glass Company, is president of the Council.

An architect-engineer panel will follow the keynote address. Speaking for the architects will be *Francis D. Lethbridge, AIA*, winner of numerous architectural awards, and presently chairman of the *AIA National Committee on Residential Architecture*.

Representing the engineering profession on the panel will be Sanford K. Fosholt, PE, national president of the Consulting Engineers Council.

Thursday's general session will be devoted to the viewpoints of other key specifiers and users, including the contractor, sub-contractor and home builders. Speaking at the luncheon the same day will be W. W. Sproul, vice president and general manager, Commercial Construction Group,

Westinghouse Electric Corporation. The afternoon session, a panel composed of owners and investors will conclude the general session program.

Slide Rule Available...

A "Slide Rule" which will easily determine air conditioning savings through the application of Sun-X Glass Tinting on windows in any building in any part of the United States has been developed for Sun-X International, Inc.

Devised to be of help to architects, engineers, contractors and builders, the copyrighted Sun-X Glass Tinting "Slide Rule" utilizes test data developed by ASHRAE (American Society of Heating, Refrigeration and Air Conditioning Engineers), to determine the dollar savings per month for air conditioning installations after Sun-X Glass Tinting has been applied.

Sun-X Glass Tinting manufactured by E. I. DuPont, also controls fade and glare caused by the sun's rays, as well as heat.

Copies of the "Sun-X Slide Rule" can be secured by writing Sun-X International, P. O. Box 6565, Houston 5, Texas.

Handbook Available...

A technical handbook, "Principles of Architectural Sound Control," is now available to architects: It has been created to aid the architect in coping with some of the basic problems of sound control.

Designed as a practical working handbook rather than an exhaustive treatise, the booklet helps the architect identify various kinds of acoustical problems.

"Principles of Architectural Sound Control" also assists the architect in the solution of acoustical problems.

The booklet was prepared in cooperation with Lyle F. Yerges, Registered Professional Engineer, who has authored numerous publications on sound control. Mr. Yerges is past-President of Acoustical Materials Association; former Director of National Noise Abatement Council; member, Acoustical Society of America and ASTM Committee C-20 for Acoustical Materials.

A copy of this technical handbook can be acquired by writing to the Amerada Glass Corporation, 3301 S. Prairie Avenue, Chicago 16, Illinois.



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Natural Gas Association

EASY WAY to SAVE MONEY* on

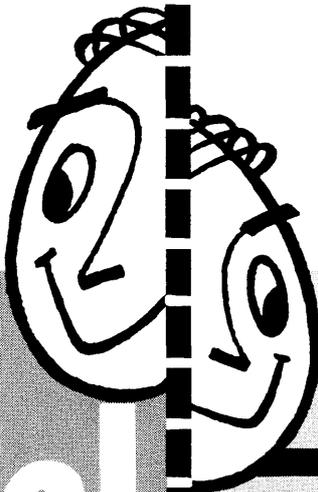
LARGE VOLUME WATER HEATING

***MAXIMUM ECONOMY**

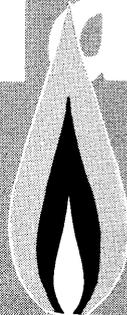
in money, simplified operation, time saved and fuel storage facilities eliminated.

***MINIMUM MAINTENANCE**

due to solid copper storage tanks—reinforced with steel—and Ruud's uniform high standards.



**natural
gas**



Dependably delivered underground...you can't run out or forget to reorder. Fastest, cleanest, safest, too... by local and national records... and unbelievably economical when you take advantage of liberal service policies and

**SPECIAL LARGE VOLUME
WATER HEATING RATES**

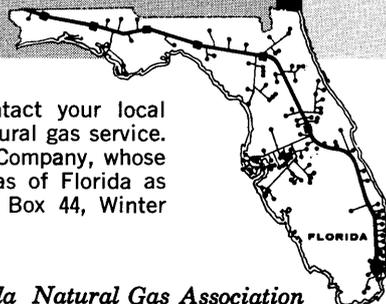


RUUD

**COPPER SANIMASTER
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An Architect Goes to Fort Leavenworth

By H. SAMUEL KRUSE, F.A.I.A.

Old Army posts are much more interesting than those of World War II vintage, or World War I, for that matter. Whereas the younger establishments tend to drab sameness in its buildings and a decided butchery of the landscape, these are not true of old ones.

Fort Leavenworth is an old one. It was here that Colonel Leavenworth established in the spring of 1827 the westernmost outpost of the young Republic. Here on top of a high bluff overlooking the great river valleys of the Missouri and Platte, the post sat astride the Santa Fe and Oregon Trails. From this post young Buffalo Bill Cody, Sheridan, Sherman and Custer lead cavalry troops assisting, protecting the great western expansion.

Many of the old landmarks remain and the Fort was declared a historic site in 1961. Colonel Leavenworth's home, which also housed the Territorial Governor of Kansas in the 1850's, and buildings representative of the stages of cultural change in the Nation from 1827 are here for study. The setting too is interesting and charming. The earth rolls in grass covered folds shaded by giant poplars, elms and maples, and the buildings nestle in it all. In the mind's eye one can see the cavalry smartly trot at daybreak down the hills to patrol the plains and return at sundown, a slow dust laden walk of tired horses. But the horses are not here. The army has abandoned its reliance on the horse, a result of a reorganization that took place over a generation ago, which introduces the purpose of this article. *It was Army reorganization which brought a Florida architect to this historic Army post.*

Nearly every high school student knows that since its genesis some 188 years ago, that the people of this nation have held to the policy of maintaining a small, highly skilled regular force of arms to hold the line in case of emergency and train, equip and

deploy a larger force of citizens to assure the victory. It is generally known that the United States Army is a combination of regular forces and citizen-soldiers, like Vance Duncan, Robert Levison, Lester May, Herbert Savage to mention a few, called reserves, but it isn't generally known to what extent the changing times have altered the degree of preparedness of the citizen-soldier and the increased dependence upon him. A citizen's responsibilities not only oblige him to pay taxes and vote regularly, but also to be *ready before an emergency arises* to take up arms and deploy when the emergency arises.

Recognizing that the public needed to be apprised of this increased dependence upon the citizen and of recent developments affecting the citizen and citizen-soldier, the Department of Army invited judges, doctors, engineers, lawyers, bankers and businessmen, even two architects and a city planner, from all the States of the Union to come to Fort Leavenworth to learn of the recent reorganization of the Department of Army.

The Army's mission is the same as always: the ground partner with the other military services to deter war or to win the war should deterrence fail. At the present time nuclear large-scale war seems stalemated, however, erosion of the Free World by aggression short of a general war appears more likely to occur. It is the mission of deterring aggressive acts short of general war, that demands an acceleration of activities of the Army and a greater demand on citizens and citizen-soldiers. The organization of the Department of Army was changed to expedite decision, streamline administration and delegate decision-making to the lowest qualified agency. Ground troops become more versatile, ready to fight anywhere in any kind of war. The revamped Army has a nuclear role. However, it also consists of especially trained units to conduct limited war anywhere effectively from the first day of challenge.

The Army is now sixteen ready combat divisions instead of eleven. For a general war the Army is supported by units from the reserves who are trained and ready for its tasks at moments notice. A program to modernize weapons, vehicles and other equipment exploits the most advanced technology and practical research. The number of specialists trained in guerrilla fighting, and a teaching of the necessary skills has developed rapidly. The air arm has expanded in the interest of achieving much greater mobility on any future battlefield.

For greater economy of force and expenditure of the taxpayers money, the air defense of the Nation, the immediate support of regular established forces, and the replacement of security missions of deployed regular established forces are all the responsibility of a ready organized citizen-soldier reserve. In addition state colleges and military schools are expected to train annually in their R.O.T.C. programs twice the number of officers for the regular established forces than the Military Academy at West Point. The R.O.T.C. program is also expected to provide most of the reserve officers. The citizens draft is expected to provide the soldiers for the regular established forces as well as provide for the reserve strength. The dependence upon citizen support and citizen-soldier readiness is beyond that of any comparable period of our history. *Our security depends upon the effectiveness of citizen response.*

Since all fit unmarried men from 18½ to 27 years of age will serve in the Army unless they volunteer and are accepted to serve in another branch of service, and since a number of architects' sons, relatives and employees fall within these age limits, no architect should be ignorant of the Army's high purpose to provide for the common defense and by so doing to secure the liberty for ourselves, our allies and the Free World.

Unless mothers, fathers, educators and employees understand their share of the responsibility in the defense program it will be increasingly difficult for the younger generation to accept the traditional role as "minuteman," and the security of our freedom and well-being will be compromised.

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It Is Well To Know . . .

By **ARCHIE G. PARISH, FAIA**

President, Florida State Board of Architecture

The sixth message by the President of the State Board directed to all architects registered in the State, calls specific attention to the fact that . . . problems facing the profession are in reality "individual problems" . . . are you doing your part to solve them? . . .

It would be to the advantage of the profession as a whole and to each individual architect if we would all be continuously alert to inform all persons, having an official interest in the profession, as to the scope and purposes of Chapter 467, Florida Statutes. This is particularly true insofar as city and county building officials are concerned.

Many of these officials, some with limited tenure in office, do not have a complete understanding of our law. Representatives of the Board, from time to time, in meeting and discussing matters of mutual interest with building inspectors, ascertain that these individuals are anxious to discuss the law so that they may better understand its provisos.

The problem of assisting such officials is one which must be handled, for the most part, on the local level. On a statewide level only in those instances where it is necessary to call upon the Building Inspector is personal contact made and discussion had. With the limited appropriation available to the Board such travel must be held to a minimum so that funds may be conserved.

It is felt that the individual architect, assisted by his local Chapter can do much in the field of Education so far as our law is concerned. We are all in the position of participating in the tremendous growth of our State. It is our responsibility, as professional men, to assist in an orderly growth, making available our knowledge and talents to those who may not be fully cognizant of the provisions of our Laws.

Chapter 467, Florida Statutes was passed by the Legislature and approved by the Governor at time of passage to insure that those who built in this State could have confidence in those who have been registered and granted the privilege of practicing

Architecture. We, in the profession, should bear this in mind in our daily work and social contacts. Many times persons unfamiliar with the law will comment to the effect that the only purpose of the law is to help the individual Architect amassing a personal fortune. We have all heard this comment from time to time. Nothing can be farther from the true facts. Very few will amass those so called personal fortunes—but—we all can be proud of our accomplishments reflected in our work in our communities and in our State.

It would be well if each and every one of us sat back for a moment and assessed our programs of assistance to our communities. Have we volunteered to acquaint persons with the purposes of the Architectural Profession? How have we done it? Have we visited newly appointed building officials either on a personal basis or as a Chapter Representative? Have we familiarized civic groups and other like groups of our aims and purposes? Have we accepted small commissions when approached by prospective clients or have we, in such instances, discouraged the prospective client with the result that another unregistered person is given the prospect which will result in his growth in our field of endeavor?

Let us all resolve that the problems facing the profession are our individual problems. Let us assist in fully acquainting the public of the purposes and goals of the Architectural Profession in our State. These problems cannot be passed off with a "Let John Do It" comment. By a joint continuous effort we will be successful in securing maximum co-operation from all interested persons. Feel free to communicate with the Board if you feel that we can be of assistance to you in your program of Education.

Important Advances...

(Continued from Page 23)

by means of spray-on insulation, or a suspended plaster fire barrier in addition to the acoustical tile. With the integration of fire protection and acoustics in a single ceiling system, however, it is now possible to save as much as 30c per square foot in overall ceiling construction costs.

Another excellent example of this cost-saving trend is the "ventilating" acoustical ceiling. Developed late in 1961, this ceiling is designed to serve as an inlet system for conditioned air, as well as a decorative, noise quieting interior finish. Instead of using an overhead network of ducts and diffusers to distribute air, the ceiling itself serves as a distributor by releasing a uniform air flow through thousands of tiny, almost invisible perforations in the ceiling material. There are no drafts or stagnant spots because the air descends slowly on all parts of the room in a continuous, uniform "blanket."

Ventilating ceilings offer many advantages over conventional air inlet systems. In the first place, they save on construction costs by eliminating the need for standard diffusers that ordinarily have to be installed in the ceiling. They also eliminate a substantial amount of duct work. In many cases, a single stud duct is all that is required to deliver the necessary volume of air to the plenum space above the ceiling. As the air disperses throughout this space, it automatically builds up pressure, then is pushed down into the room through the ceiling perforations, steadily forcing the air below it lower and lower into the room.

In addition, a ventilating ceiling usually requires less space above the ceiling than conventional air-conditioning installations because of the smaller amount of duct work required. In new construction, this permits either an atmosphere of greater interior spaciousness using higher ceilings, or the economy of smaller floor-to-floor spacing using conventional ceiling heights. In remodeling projects, it eliminates the difficult and often expansive problem of duct placement in areas where there is little available clearance beneath the existing joists or beams.

Largely because of new functions such as air diffusion and fire pro-

(Continued on Page 30)

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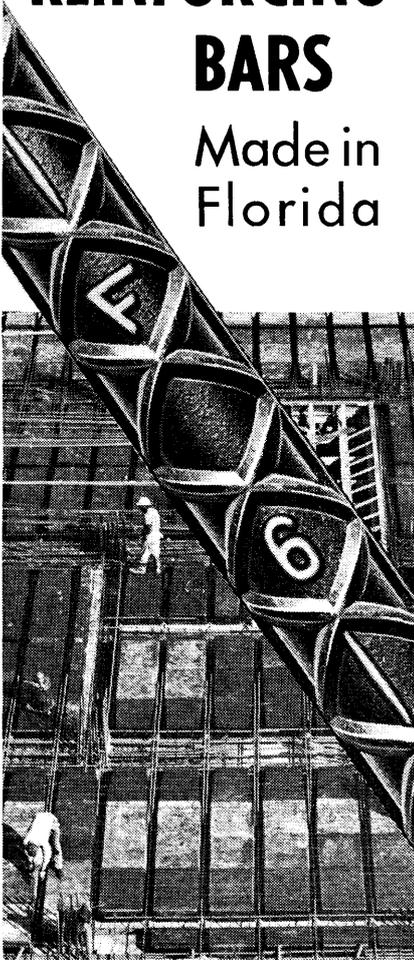
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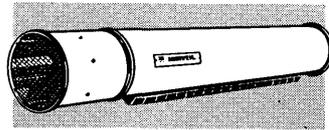
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Professional Teamwork...

(Continued from Page 11)

is subjugated. He must resort to adaptation or to camouflage, neither of which can produce a satisfactory result. But, if, from the onset of planning, he is a working member of the team, he can help stretch the construction dollar tremendously.

Cliches are the trouble spots in any design collaboration; and too often, when the interior phase of development is entrusted to an inferior administrator, the end result is tired and lifeless. Rehashing is not enough; there must be freshness of materials and of pattern, cleanness of design, a minimum of gadgets and gimmicks, stress on quality and durability rather than on faddish and frivolous trivia."

P/R Survey...

(Continued from Page 24)

means selected were:

- Press clippings
- Legislative changes
- Surveys of membership
- Opinion survey
- None

D. Three greatest problems the organization faces and hopes public relations will relieve?

Listed according to preference, the choices were:

- Common public misconception needs correction
- Legislation: standards of practice, federal intervention, etc.
- Internal problems: membership, ethics, budget, communications, etc.
- Recruitment into profession
- Others: (education on need for professional help to public, change commercial image, court reform, etc.)

Important Advances...

(Continued from Page 29)

tection, acoustical ceilings today occupy a far more significant place in the over-all architectural specification than they once did. Certainly, noise control is and always will be a prime consideration in selecting an acoustical ceiling, but it is no longer the sole criterion in determining the best acoustical ceiling value.

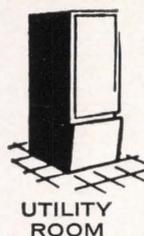


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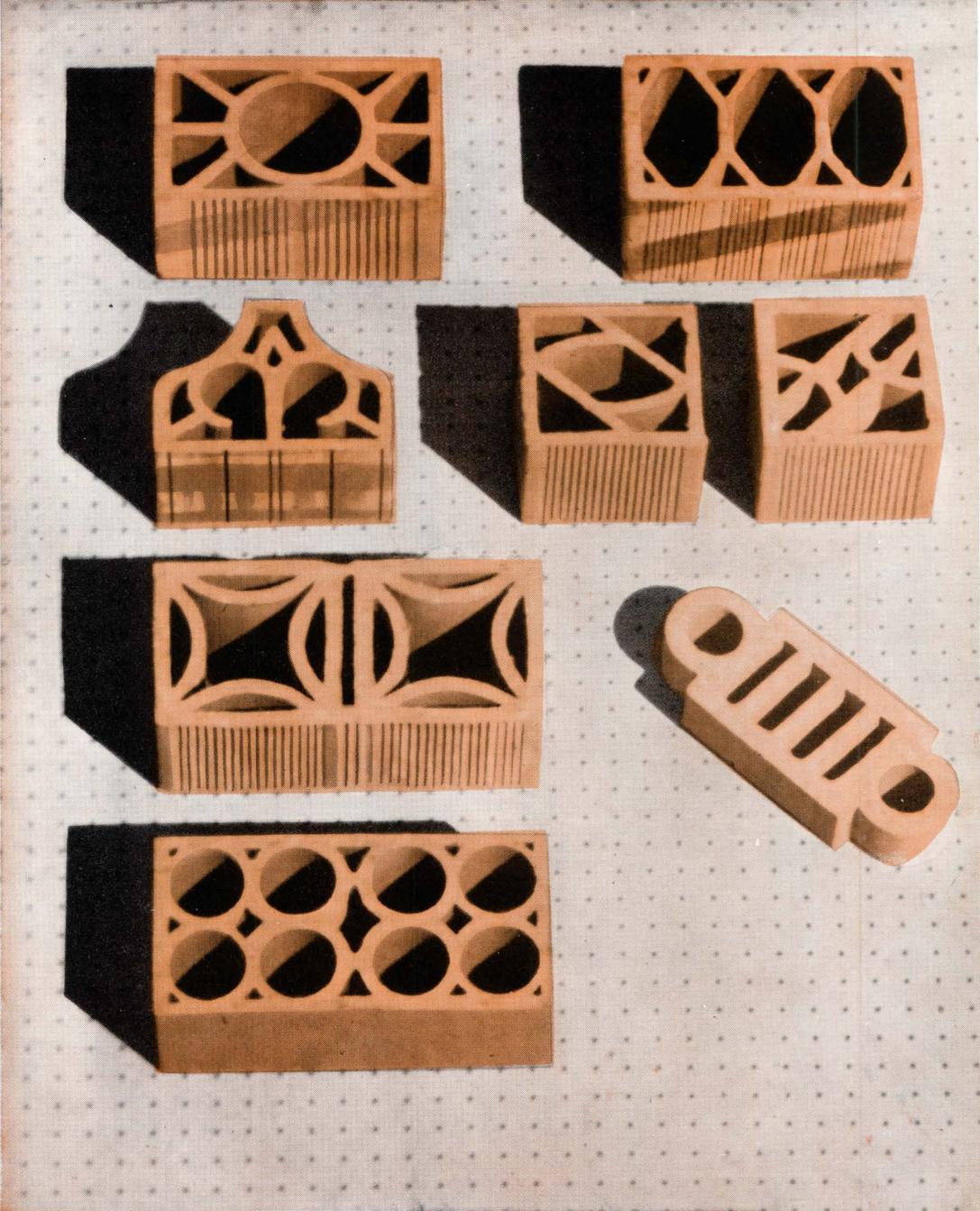
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Current Highlights . . .

- **U.S. SPENDING IS GOING TO LEVEL OFF** in the Budget for fiscal 1965, now in preparation. (We are now in fiscal 1964, which started on July 1.) White House programs call for an increase of some \$1 billion over this year, which itself calls for something like \$3 billion over the year just ended. Kennedy will do his darndest to keep the total from exceeding \$100 billion. But it will be touch and go. This year's figure is put at \$98.8 billion.
 - . . . Defense spending and space outlays are going up relatively little next year, now that the Berlin-prompted build-up is completed and the moon program is moving. The object is to keep all other spending at the current level . . . if possible.
 - . . . Federal spending has been a major support of the economy in the past year and a half. If it starts to level off in '64, the economy will indeed face a test of its basic strength.
- **MORE VIGOROUS ENFORCEMENT OF THE ANTITRUST LAWS** will be pushed by the Federal Trade Commission if Congress appropriates additional money this year. Some of the funds will be used for studies of mergers, unfair trade practices, and price discrimination. The studies will provide the factual basis for ultimate action against industry by the Commission's legal staff.
- **BASIC MARKETING DATA FOR BUSINESSMEN** can be found in new statistics compiled by the government as a by-product of Social Security operations. The material is presented under the title "County Business Patterns, 1962." It provides up-to-date material on such things as the number of businesses and industrial units in each country . . . the number of workers . . . and payrolls. The figures can help in planning sales campaigns, new plant locations, etc.
 - Figures for New England appear in the first of 15 volumes just out. The price of "New England" is \$1.50. Cost of the entire series will be \$23.75. You can order these studies from the U.S. Government Printing Office, Washington 25, D.C.
- **WILL ROCKEFELLER AND GOLDWATER NEUTRALIZE EACH OTHER** as candidates for the Republican nomination next year? Some political observers believe they may. Rockefeller, it is agreed, has lost too much ground because of his remarriage. But he can still hurt the Arizona Senator through attacks on the "radical right." Some party professionals who won't support the New Yorker may find they can't go along with some of Goldwater's backing either. So the way may be open to a compromise nominee after a convention deadlock.
 - . . . As yet, the field of alternates is fairly restricted:
 - Romney** of Michigan: His boom hasn't gotten off the ground.
 - Scranton** of Pennsylvania: He has lots of backing from big guns like Ike and Nixon: But he isn't very well known yet.
 - Hatfield** of Oregon: He's young and popular with liberals.
 - Morton** of Kentucky: He is said to be Ike's first choice and as former GOP Chairman has a lot of allies among party pros.
 - Kuchel** of California: As a liberal-leaning moderate, he may be acceptable to a broad range of groups within the party. Or the candidate may turn out to be a genuine dark horse.
- **KRUSHCHEV MAY HAVE A LOT TO DO WITH DECIDING THE OUTCOME** of the 1964 campaign. Up to now, the thaw in the cold war has been a plus for Kennedy; the incumbent always gets the credit for any step that looks like progress towards peace. But what happens if the Russians switch their pitch again as they have so often and so abruptly in the past. Then, the President would be blamed for being "taken in" by Moscow in signing the atomic-test treaty.



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