

MAY, 1964

the
florida architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS

Let This Space

Work For You

If Architects in Florida can specify your products — if you offer **Quality** to give the **Service** Architects demand — they want to know about it. Tell the Architects your product story in THEIR VERY OWN MAGAZINE.

Let space in THE FLORIDA ARCHITECT work for you. It's the Official Journal of the Florida Association of Architects, representing the eleven Florida Chapters of the A.I.A. It's wholly owned by the FAA and goes monthly to every registered Architect in Florida, all registered Professional Engineers, all members of Florida Chapters of the Associated General Contractors, as well as other business, public and administrative leaders — total circulation 4200.*

A recent survey by an advertising and public relations firm revealed that THE FLORIDA ARCHITECT ranked number one along with another publication in the architectural field.

Use this space to help the Architects specify the product or service you offer — tell them about it where they'll see it regularly.

* Circulation for June Issue will be 5200.

1964 SPECIAL ISSUES

- June — Community Junior College Facilities**
- August — Forest Products & Architecture**
- October — Pre-Convention Issue**
- November — Convention Issue**
- December — Religious Structures**

the florida architect

3730 S. W. 8TH STREET, CORAL GABLES 34, FLORIDA, 448-7454

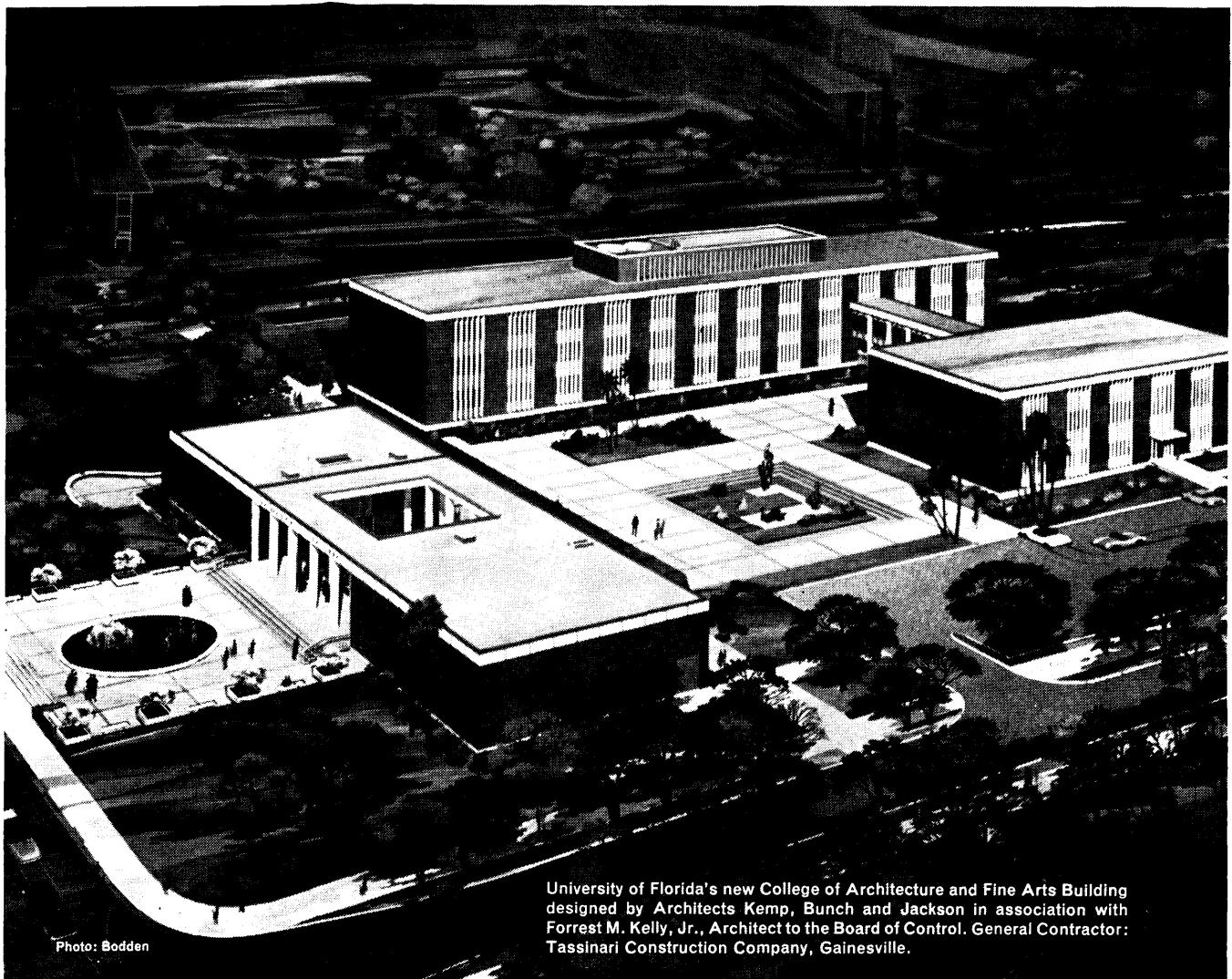


Photo: Bodden

University of Florida's new College of Architecture and Fine Arts Building designed by Architects Kemp, Bunch and Jackson in association with Forrest M. Kelly, Jr., Architect to the Board of Control. General Contractor: Tassinari Construction Company, Gainesville.

Fire safety comes first —economy's a bonus in Florida schools of MODERN CONCRETE

Fire protection should certainly be one of the most important considerations when building a new school. Concrete provides this protection—and at exceptionally low cost. Concrete can't burn. It stays solid and safe . . . never wears out.

Concrete helps keep classrooms quiet, too. It reduces sound entry into rooms—decreases the need for sound-proofing within rooms. And concrete is one of today's most attractive building materials. New design and construction methods provide interesting surface textures and colors, new shapes and styles for walls and roofs.

Concrete saves on upkeep expense. There is no need for painting. It is easy to see why concrete with its long life, low cost and upkeep is the first choice of so many communities for their newest schools of every size.

PORLTAND CEMENT ASSOCIATION

1612 E. Colonial Dr., Orlando, Florida 32803

An organization to improve and extend the uses of concrete

The

Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

In This Issue ---

Letters	4
The Mile High Building	7
<i>By G. R. Strakosch</i>	
Architect: Law — Flouter!	11
<i>By H. Samuel Krusé, F.A.I.A.</i>	
Glass Buildings: Is Fashion Over?	16
Reprinted with permission of the Wall Street Journal.	
Key Trends for Better Building	17
<i>By Elmer A. Lundberg, Jr., A.I.A.</i>	
Merit Award for Excellence	19
<i>Reynolds, Smith & Hills, Architects & Engineers</i>	
News & Notes	22
Mid-Florida Exhibit . . . West Coast Producers Council Meet	
Calling All Golfers . . . Changes	
Advertisers' Index	22
Florida Craftsmen of the Year Award	23
Necrology	24

FAA OFFICERS — 1964

Roy M. Pooley, Jr., President, 809 Bert Rd., Jacksonville
 William T. Arnett, First V.-Pres., University of Florida, Gainesville
 Richard B. Rogers, Second V.-President, 511 No. Mills Street, Orlando
 C. Robert Abele, Third V.-President, 550 Brickell Avenue, Miami
 H. Leslie Walker, Secretary, 620 Twiggs St., Tampa
 James Deen, Treasurer, 7500 Red Road, South Miami

DIRECTORS

BROWARD COUNTY: Thor Amlie, Robert G. Jahelka; DAYTONA BEACH: David A. Leete; FLORIDA CENTRAL: Richard E. Jessen, Frank E. McLane, William J. Webber; FLORIDA GULF COAST: Frank F. Smith, Jr., Sidney R. Wilkinson; FLORIDA NORTH: Thomas Lerrick, James T. Lendrum; FLORIDA NORTH CENTRAL: Forrest R. Coxen; FLORIDA NORTH WEST: Barnard W. Hartman, Jr.; FLORIDA SOUTH: John O. Grimshaw, Herbert R. Savage, Earl M. Starnes; JACKSONVILLE: A. Robert Broadfoot, C. A. Ellingham, Walter B. Schultz; MID-FLORIDA: Fred G. Owles, Jr., Joseph N. Williams; PALM BEACH: C. Ellis Duncan, Kenneth Jacobson, Hilliard T. Smith, Jr.

Director, Florida Region American Institute of Architects
 Robert H. Levison, 425 South Garden Avenue, Clearwater, Florida
 Executive Director, Florida Association of Architects
 Fotis N. Karousatos, 3730 S. W. 8th Street, Coral Gables, Florida

PUBLICATIONS COMMITTEE

H. Samuel Krusé, FAIA, Chairman; Wm. T. Arnett, Fred W. Bucky, Jr., B. W. Hartman Jr., Dana B. Johannes.

THE FLORIDA ARCHITECT, Official Journal of the Florida Association of Architects, Inc., is owned and published by the Association, a Florida Corporation not for profit. It is published monthly at the Executive Office of the Association, 3730 S. W. 8th Street, Coral Gables 34, Florida; telephone, 448-7454.

Editorial contributions, including plans and photographs of architects' work, are welcomed but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of Architects. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to THE FLORIDA ARCHITECT for prior use . . . Advertisements of products, materials and services adaptable for use in Florida are welcome, but mention of names or use of illustrations, of such materials and products in either editorial or advertising columns does not constitute endorsement by the Florida Association of Architects. Advertising material must conform to standards of this publication; and the right is reserved to reject such material because of arrangement, copy or illustrations. . . Controlled circulation postage paid at Miami, Florida. Single copies, 50 cents; subscription, \$5.00 per year; April Roster Issue, \$2.00. . . . Printed by McMurray Printers.

FOTIS N. KAROUSATOS
Editor

VERNA SHAUB SHERMAN
Business Manager
H. P. ARRINGTON
Acting Circulation Manager

VOLUME 14
NUMBER 5 1964

THE FLORIDA ARCHITECT

GASGRAM



© GAS GENIE



HUNT FOOD PRODUCTS NOW "COOKING WITH GAS!" H.L.H. Products vegetable canning plant at Sanford is now in full production with its famous "H.L.H." and "Life Line" brands. Natural gas is used for boilers totaling 550 horsepower, which makes H.L.H. Products Sanford Gas Company's largest customer for natural gas.

ADD NATURAL GAS AIR CONDITIONING IN DAYTONA BEACH MOTELS. Florida Gas reports impressive additions to long list of transient facilities cashing in on convenience and economy of natural gas. New Sea Echo and Rio Beach Motels on famed S. Atlantic Avenue both have central natural gas air conditioning and heating systems.

RIVAL CHICKEN FRYERS UNITE ON NATURAL GAS. In Clearwater these days, your "take-out" fried chicken order may come under Kentucky Fried (two stores) or Maryland Fried (one store) labels, but it will have one thing in common. City of Clearwater Gas Division will be furnishing the finishing touch of golden brown goodness with natural gas. Prefer Sea Food? Then the new Fisherman's Wharf on Clearwater Beach Island will oblige, with gourmet fare from their new all-gas kitchen.

MORE CHICKEN NEWS — ELECTRIC FRYERS ARE "OUT." Following quoted verbatim from inter-office report by Peoples Gas System's West Coast Division: "We are in receipt of a copy of a letter to West Coast Electric Utility from Kentucky Fried Chicken, Inc., stating that their proposal for the use of electric fryers to replace present gas fired has been rejected. They state specifically that when Kentucky Fried Chicken is sold under their name, it will have to be prepared in a gas fryer that they approve, and that this conclusion has been reached after a trial of every type of electric fryer manufactured."



OCALA ADDS NOVEL USE FOR NATURAL GAS. Pioneer Decorating Company's colored decorative tops for wedding, birthday and anniversary cakes require absolute precision temperatures in production area, drying rooms and storage. Gulf Natural Gas came up with the right answer — the complete flexibility of natural gas heating and air conditioning.

CHATTahoochee HIGH SCHOOL LATEST CONVERT TO NATURAL GAS. Students at Chattahoochee High School are well fed and comfortably warm thanks to City of Chattahoochee's Natural Gas system. Boilers and water heaters have been converted from fuel oil to natural gas — natural gas does the cooking, too.

NATURAL GAS FOSTERS IDEAL "SMOKELESS" INDUSTRIES. Growing importance of natural gas as an industry builder for Florida is reflected in Sarasota success story: Advent of natural gas made it practical to manufacture glass bottles from plentiful local supplies of silica sand. Now Industrial Gas Company's plant, opened in January, 1964, is Southern Gas and Electric's largest natural gas customer! Bonus for Sarasota: no industrial smoke or smog to irritate winter visitors.

ANOTHER RECORD YEAR FOR GAS AIR CONDITIONING! Final returns on Florida Natural Gas Association's 1963 Air Conditioning Survey show statewide increases of 452.7% in total tonnage and 557.2% in total customers in past three years. Biggest gains were in residential category, reflecting increased availability of smaller units (as low as 2.8 tons) suitable for homes in middle-income brackets. Florida record is far ahead of national figure, even though latter shows an amazing 400% increase in tonnage over last six years.

NATURAL GAS MAKING "CERAMICS" NEWS. Florida Gas Company reports that Florida Tile Industries has become one of the largest industrial users of natural gas in its Lakeland Division . . . uses natural gas for various laboratory equipment as well as in its ceramic tile manufacturing process. Coincidentally, Try-Stone, Inc. of Tavares, makers of concrete products, recently converted from oil to natural gas to become one of the largest customers of the same company's Triangle Division.

CLEAN-BURNING NATURAL GAS HELPS LICK L.A. SMOG. California-type smog is no problem in Florida, but impressive evidence of natural gas cleanliness is reflected in new order by Los Angeles County's Air Pollution Control District. It forbids industrial and commercial use of fuel oil except when natural gas is positively not available.

Reproduction of information contained in this advertisement is authorized without restriction by the Florida Natural Gas Association, P.O. Box 1658, Sarasota, Florida

Letters

Late Dispatches From The Gubernatorial Front

Editor, FA:

I regret exceedingly not responding to your letter of March 13 prior to this date. Unfortunately your letter did not come to my attention until a few days ago. This is probably due to my extensive campaigning and the fact that I have insisted upon answering letters such as yours personally. However, I shall answer your questions now and hope that you find some way to disseminate the information to members of your Association who may be interested.

1. I am a firm believer in free enterprise and am personally opposed to services other than those of a highly essential nature being performed by state employees, and in the instance of architectural services certainly believe these should all be performed by private enterprise.

2. Yes.

3. First, I am opposed to the use of out-of-state professional services because I believe we have the best architects in Florida. I am on record as being opposed to using out-of-state services in any profession. Secondly, I would expect to award contracts for professional services primarily on the basis of ability rather than friendship; but I must say in good conscience that when a decision might be made between two professional architects or engineers who are equal in ability, I would certainly favor a friend over an enemy.

4. Absolutely not, and I would vigorously oppose any increase in the hiring of salaried architects or engineers.

5. (a) Yes.

(b) Yes.

(c) Yes, insofar as it relates to permissive legislation.

Again, I regret not being able to answer your letter earlier, but the existing exigencies of the campaign made it impossible.

Sincerely yours,
HAYDON BURNS

Editor, FA:

This will acknowledge your letter of March, 1964. In replying thereto please find my answers as follows to each numerical question in your letter:

1. I favor awarding contracts for architectural services to private enterprise wherever possible and without increasing existing state facilities and such employees.

2. Yes.

3. Favoritism and "special interests" have no place in my philosophy or campaign. I would award contracts for architectural, engineering and related professional services on state projects strictly on the basis of merit and need. My record in this regard as Mayor of Miami speaks for itself.

4. No.

5. a. Yes.
- b. Yes.
- c. Yes.

Trusting this furnishes you with the information requested and assuring you of my cooperation, I am

Very sincerely,
ROBERT KING HIGH

Editor, FA:

Responding to your letters of March 13 and March 23, I will answer your questions in the order set forth:

1. In all cases possible I favor services being performed by private enterprise rather than employees of the State, and this includes architectural services.

2. Certainly I would consider the use of architects as professional advisors to boards and commissions charged with the control of the building process. I am shocked by the implication of your question that this is not being done.

3. All things being equal as to qualifications of the individuals involved and their ability to perform the required service, obviously anyone having discretion for the awarding of a contract is going to award it to those he knows and from past experience knows he can trust and rely on.

4. I see no need for the State to increase its staff or activities in the professional practice of architecture or engineering on State projects of any kind.

5. I am continually amazed that some people never learn you cannot have your cake and eat it too. Many businesses and professions want to be left alone when it comes to their businesses, do not want the Government competing with them in their businesses, but want the

Government to compete with and run other peoples' businesses.

a. I recognize the need for overall county and regional long range planning, but I believe this should be done by private individuals and groups and should not be done more than in an extremely basic outline by anyone other than private citizens.

b. Generally speaking, I would not approve coordinating agencies with governmental authority to prepare and execute plans for countywide and regional facilities without regard to existing political boundaries. If such a great need exists, then the political framework should be changed.

c. Obviously from my answers to the foregoing questions, I would not exercise any leadership for the enactment of enabling legislation relative to the establishment of any such coordinating authorities. I believe in government at the absolute lowest level possible. Although I recognize esthetics as a major factor in the enjoyment of life, I believe the primary area of responsibility of government is keeping the exercise of one man's freedom from encroaching on the exercise of another man's freedom.

I am indeed sorry I was unable to get the above responses to you by your original deadline. I was on the road at the time, and at the dictation of this is the first time I had available to respond.

Sincerely,
CHARLES R. HOLLEY

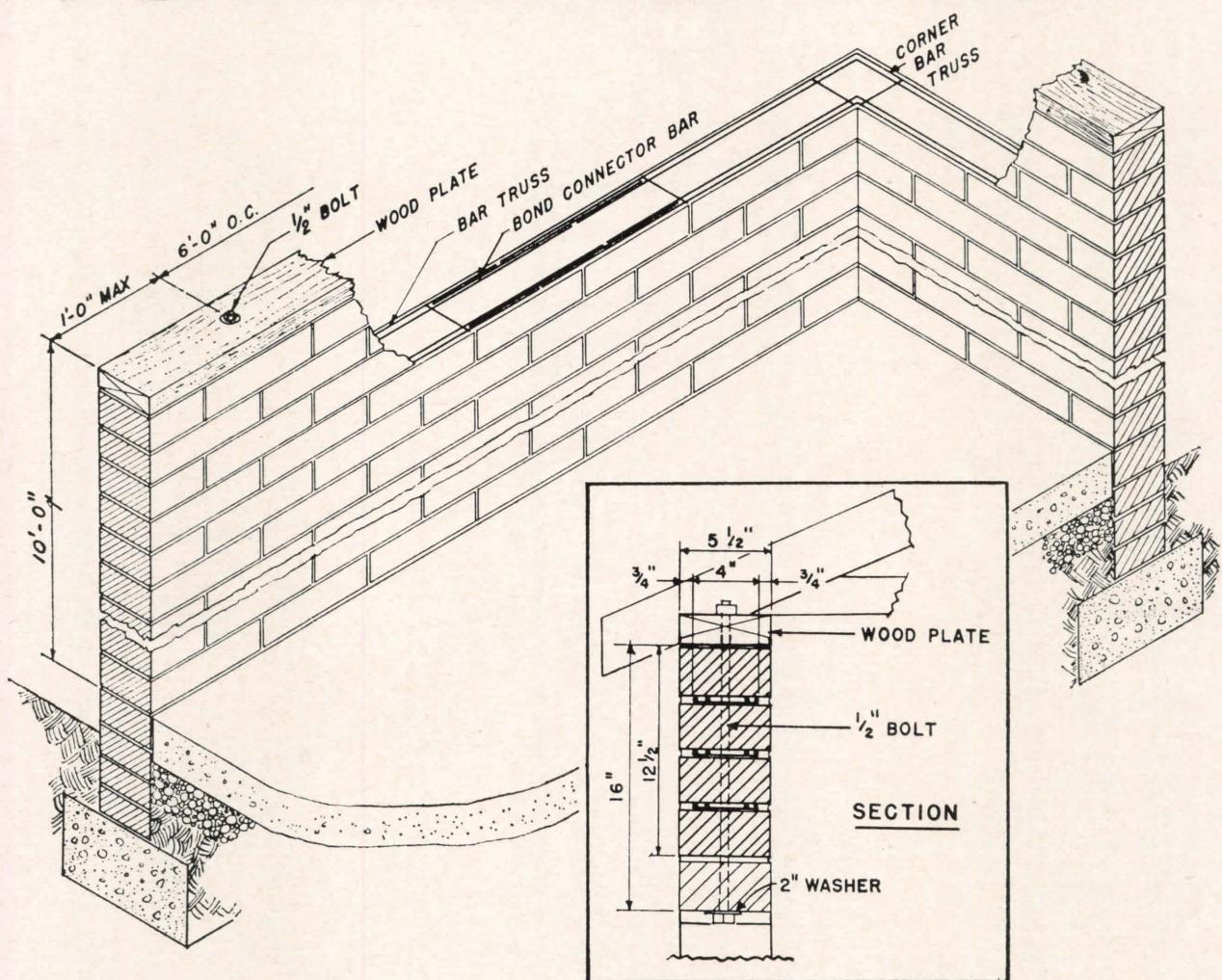
Editor, FA:

1. When practical I believe private enterprise should be given an opportunity to perform services for the State. As a matter of necessity, State employees in order to coordinate a given project, must become involved but certainly not in direct competition with private enterprise, provided private enterprise is capable of doing the job necessary for the State.

2. Wherever possible I would consider the use of Architects as professional advisors to state boards and commissions.

3. I am opposed to the awarding
(Continued on Page 24)

a NEW reinforced Brick Masonry Perimeter Bond Beam*



**CODE-APPROVED* FOR 6" ONE-STORY CLAY MASONRY
WALLS, RESIDENTIAL OR COMMERCIAL**

The Reinforced Brick Perimeter Bond Beam for 6" clay masonry walls is the brick industry's custom design detail to fulfill structural requirements where hurricane resistance is necessary. The 6" clay masonry walls are Code-Approved* for one story buildings, both residential and commercial.

For more information about the 6" wall, and the desirability of using Merry Brick with this design, ask the Merry representative who calls on you, or write direct to Merry Brick.

APPROVED
BY



Merry Brothers
Brick and Tile Company
Augusta, Georgia



LAST THINGS



That's the way it is with PICO SAFE STAIRS.® Now it's possible to erect steel stairs stories high *before* walls and floors are in place. These unique units arrive ready to erect to the desired level — your building grows around the stair framework. The pre-erected stairs carry between-floor traffic during construction and provide pre-determined dimensional guides. Factory control assures maximum adherence to plans and specifications. Architects and builders agree: "PICO SAFE STAIRS are the most important step(s) in planning."

Florida Steel Corporation is licensed to manufacture and sell PICO SAFE STAIRS.® For further information about these revolutionary steel stairs see your Florida Steel representative, or write: Florida Steel Corporation, 1715 Cleveland Street, Tampa, Florida.

**FLORIDA STEEL
CORPORATION**

"Steel when you want it"

TAMPA • ORLANDO • MIAMI • JACKSONVILLE
FT. MYERS • WEST PALM BEACH • ATLANTA



Developments In Elevating Could Make The 400-Story Building a Practical Reality

By G. R. STRAKOSCH

Otis Elevator Company
Traffic Engineer

In the November 1963 issue of *The Florida Architect*, Professor P. M. Torraca, University of Florida, discussed The Mile High Building in his article, "Reality or Fantasy?" which brought forth correspondence from the Otis Elevator Company. The outcome is the accompanying article prepared especially for *The Florida Architect*.

Discussion of a *Mile High* building gained new reality from the recent announcement of twin 110-story towers for the *Port of New York Authority*. These 1,350 foot towers will go more than one fourth of the way.

To make the towers economically feasible, plans had to be developed to provide good elevator service for upper floors without unduly sacrificing lower-floor space for elevator hoistways. The solution, a special system of shuttle elevators and *sky lobbies* may answer at least part of the problem of elevating a mile-high tower.

In the *World Trade Center* buildings, passengers to upper floors will take high-speed shuttle elevators running non-stop to the 43rd or 77th floor sky lobbies. There, riders will transfer to local cars going direct to their floors. Since local elevators don't extend below the 43rd or 77th floors, their shafts don't consume lower-floor space.

This elevator system, although never before carried to the extent that it will be in the *World Trade Center*, has been used for years in other skyscrapers. In the *Empire State Building*, for example a person wishing to go to, say, the 85th floor transfers at the 80th floor. In the *Penobscot Building* in *Detroit*, *Terminal Tower* in *Cleveland*, *The New York Hilton Hotel* at *Rockefeller Center* and the new *100 North Main Building* in *Memphis*, tower floor tenants similarly change elevators.

A mile-high, 400-story building could well use such a system. In essence, ten 40-story buildings would be stacked one atop the other, with nine sky lobbies, at the 40th, 80th,

120th, 160th, 200th, 240th, 280th, 320th and 360th floor levels. Large, fast shuttle elevators would connect each upper lobby to the street. The lobbies would have luncheon, shopping and recreation facilities in addition to rapid access to the street for those who wish to leave the building.

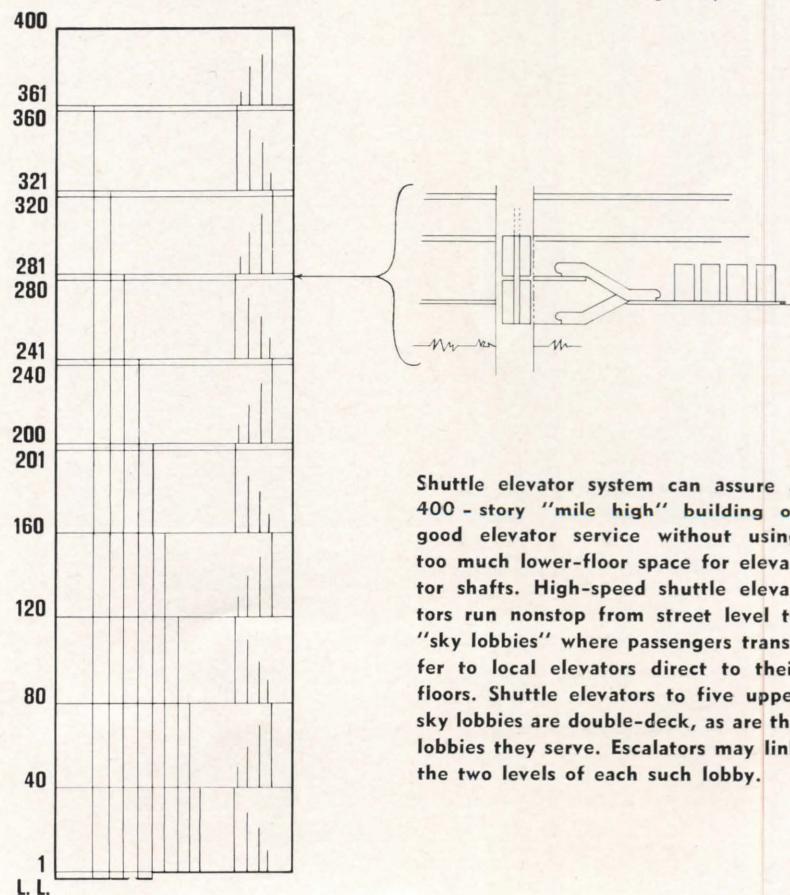
Let us assume that it is practical to build a 400-story building of about 40 to 50,000 square feet gross per floor. At normal density ratios of one person for 125 sq. ft. of net area, each floor would have an approximate pop-

ulation of 250 persons. In diversified-tenancy office buildings, elevators should be designed to serve from 12 to 15% of total population in a five minute period during the morning inrush peak.

For the first 40 floors of the mile-high building, conventional elevators arranged as follows would meet that requirement:

Six 4000# capacity elevators traveling at 500 FPM serving floors 1-12.

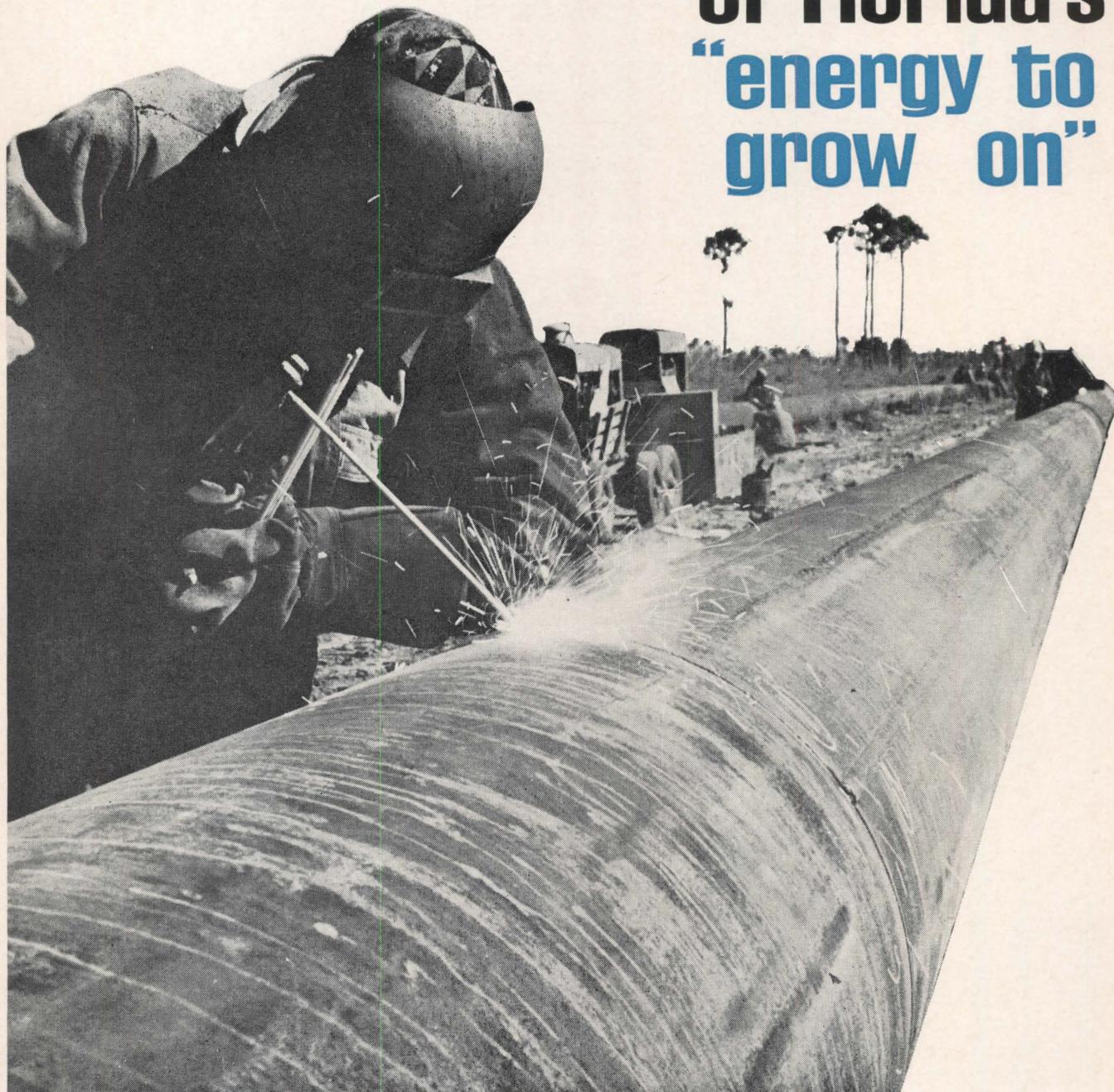
Six 4000# capacity elevators trav-
(Continued on Page 14)



Shuttle elevator system can assure a 400-story "mile high" building of good elevator service without using too much lower-floor space for elevator shafts. High-speed shuttle elevators run nonstop from street level to "sky lobbies" where passengers transfer to local elevators direct to their floors. Shuttle elevators to five upper sky lobbies are double-deck, as are the lobbies they serve. Escalators may link the two levels of each such lobby.

natural gas,

the source
of Florida's
"energy to
grow on"



We operate a system of over 3,000 miles of pipeline in order to bring you this dependable and economical fuel. As Florida's largest supplier of energy, we invite your questions about the utilization of natural gas throughout the State. Let us supply you with information on such matters as the availability and advantages of natural gas, gas rates, and technical data on gas equipment.

FLORIDA

GAS
TRANSMISSION COMPANY
WINTER PARK, FLORIDA



SOLITE at the Fair

NEW YORK WORLD'S FAIR HELIPORT— ANOTHER SOLITE JOB

First completed building at the fair, the Port of New York Authority's Heliport is one of only two new buildings destined for permanent use.

The striking structure soars 120 feet into the air, its four tapered columns enclosing elevators and supporting a flight deck, oval cocktail lounge and the "Top of the Fair" restaurant with its spectacular view of the grounds.

PORT OF NEW YORK AUTHORITY HELIPORT, WORLD'S FAIR, QUEENS, N.Y.C.
THE PORT OF NEW YORK AUTHORITY, New York, N.Y., Architects
W. J. BARNEY CORPORATION, New York, N.Y., Contractor
PRINCIPE-DANNA, INC., Long Island City, N.Y., Ready-Mix Concrete

Solite lightweight structural concrete was used extensively in the construction of this outstanding project.

The uniformity of Solite concrete, rigidly maintained through quality control production, assures outstanding ease of handling and placement.

MORE SOLITE BUILDINGS "AT THE FAIR": The Ford Motor Company Pavilion / The Alaskan Pavilion / Better Living Center / Equitable Life Assurance Society Pavilion / Hall of Science Pavilion

SOLITE®

Lightweight Masonry Units and Structural Concrete

Atlantic Coast Line Building, Jacksonville, Fla.

QUESTION: Why should I, an ARCHITECT, specify Superior Fireplace products?

ANSWER: Because there is a properly designed product to meet every fireplace requirement.

QUESTION: Why should I, a BUILDER, use Superior Fireplace products?

ANSWER: Because of installation ease, and it costs no more to give my customer the best.

QUESTION: Why should I, a DEALER, recommend and sell Superior Fireplace products?

ANSWER: Because it is the most complete line of quality merchandise and will serve my customer best.

QUESTION: Why should I, a HOME OWNER, build the masonry walls of my fireplace around HEATFORM?

ANSWER:

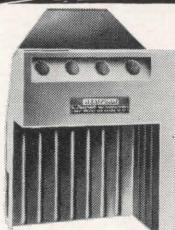
1. HEATFORM retains the beauty and glow of the open hearth, and provides two to three times more heat delivery into the home.
2. HEATFORM, built to furnace principles, with air heating chambers surrounding the firebox and throat, captures and circulates to all parts of the room and even to adjoining rooms, heat lost up the chimney by the old fashioned fireplace.
3. HEATFORM is a complete unit, hearth to flue, built to proper angles and dimensions, preventing construction mistakes which sometimes cause smoke trouble.
4. HEATFORM consists of firebox, throat, smoke dome and heat control damper, saving material and some labor necessary in the construction of the ordinary fireplace, which loses 80% to 90% of its heat up the chimney.
5. HEATFORM provides ample heat in case of emergency. If a power failure should occur, rendering gas and electrically operated heating systems useless, a HEATFORM fireplace will come to your rescue to make the living area of your home comfortable. Any type of fireplace fuel may be used.
6. HEATFORM is available in five models and various sizes for single and multiple opening fireplaces.

HEATFORM®

WARM AIR-CIRCULATING FIREPLACE UNIT



MODEL "A"
SINGLE OPEN-
ING FIREPLACE



MODEL "S"
OPEN FRONT AND
EITHER SIDE

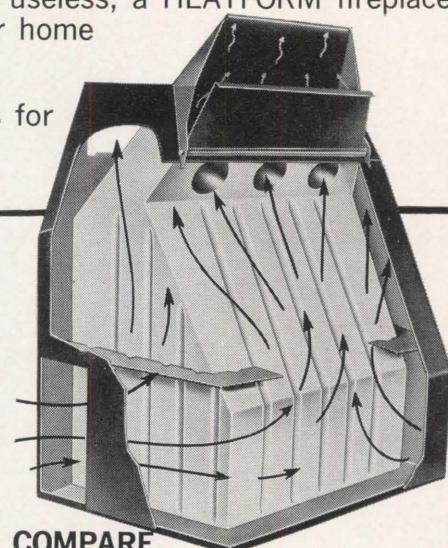


MODEL "D"
OPEN THROUGH
SERVING 2 ROOMS



MODEL "M"
OPEN FRONT AND
BOTH SIDES

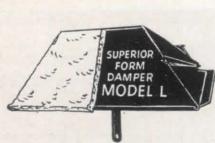
MODEL "MH"
(NOT SHOWN)
EQUIPPED WITH
METAL HOOD



COMPARE

AND BE CONVINCED THAT HEATFORM WILL CAPTURE AND CIRCULATE INTO THE HOME A MUCH GREATER VOLUME OF HEAT THAN MOST OTHER UNITS ON THE MARKET.

SUPERIOR MAKES EVERYTHING IN METAL FOR THE FIREPLACE



SUPERIOR HI-FORM DAMPERS. Model "L" for single opening tapered firebox.

Model "H" for multiple opening square firebox. HI-FORM forms entire throat, lintel to chimney flue, eliminating construction errors.

SUPERIOR ASH DROPS & CONTAINERS • CLEAN OUT DOORS • FIRE SCREENS • GRATES • AND OTHER METAL ACCESSORIES



FEASTMASTER
BARBECUES
3 models for
indoor or
outdoor use.

FREE to all Florida Architect Association Members and all affiliated members the most complete filing kit of fireplace information ever published. Write today.

SUPERIOR FIREPLACE CO.

Dept. FA (or) Dept. FA
P.O. Box 2066 601 No. Point Rd.
Fullerton, Calif. Baltimore 6, Md.

THE FLORIDA ARCHITECT



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

A characteristic of *laws* and *codes* is that they are explicit. They are like specifications in that they are written to describe exactly what is to be done, or what is not to be done. Explicit laws, codes and specifications are popular with people in government, for they have the undeniable virtue of being easy to administer. An official can rule confidently without knowing what the law, code or specification intended and without any special knowledge of the situation under consideration.

All architects share with the law-writers the frustration one experiences when one tries to write an explicit-explicit specification. *When does one stop being explicit?* There seems to me no stopping place. One specifies that a joint requires not less than "3 nails, 16d, galvanized" and immediately experiences questions: *Should I also specify the temper of the steel wire for the nails? What about the steel specifications and galvanizing? Will I accept a lesser weight nail, if the configuration is different? Should a maximum number of nails also be specified?* The Architect has learned long ago, that the explicit-explicit specification is not always in the best interest of his client, that it is wiser to carefully describe the intent rather than the detail. Instead of describing the nails, describe what the joint is to accomplish.

The performance type specification is easy enough for the Architect to write and enforce. He himself is a trained and experienced professional writing rules for other professionals and knowledgeable persons. They all

ARCHITECT: LAW-FLOUTER!

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

speak the same language. Also the rules are written for a particular project to serve one situation and are enforced by the writer of the rules who knows the intent and can interpret the rules with great confidence and benefit for the project.

Law-writers do not seem to have found virtue in the performance type law and yet each day their explicit rules are proved inflexible blockades to sound progress for the common good, enforced because they are "on-the-books" long after their intended purpose is forgot. Many of the law-writers for regulating building and land use are without the background, skills and unbiased judgment necessary for the writing of sound laws. Even when sound explicit laws are written by capable persons, the rate of change in our way of living is so great that these once good laws are obsolescent.

Explicit laws, as the architects detailed specifications, will never meet all the varied situations which inevitably arise in human affairs. When the rules, which were never intended to apply to a new situation, are nevertheless applied to the new situation, the enforcement is arbitrary and ridiculous. Skilled judgment is required. The architect has the judicial skill and the requisite training; when a new or unanticipated situation arises on his project, he rules not according to the letter of an unapplicable requirement of his specification, he rules in harmony with the intent of the specifications but differently to meet the new situation. Under the law, where officials, lay boards and judges adjudicate the rules, skilled judgment on technical matters is frequently unavailable and not infrequently biased, not in the common interest. Enforcement authorities are often not allowed, not trained for, or willing to exercise plain common sense.

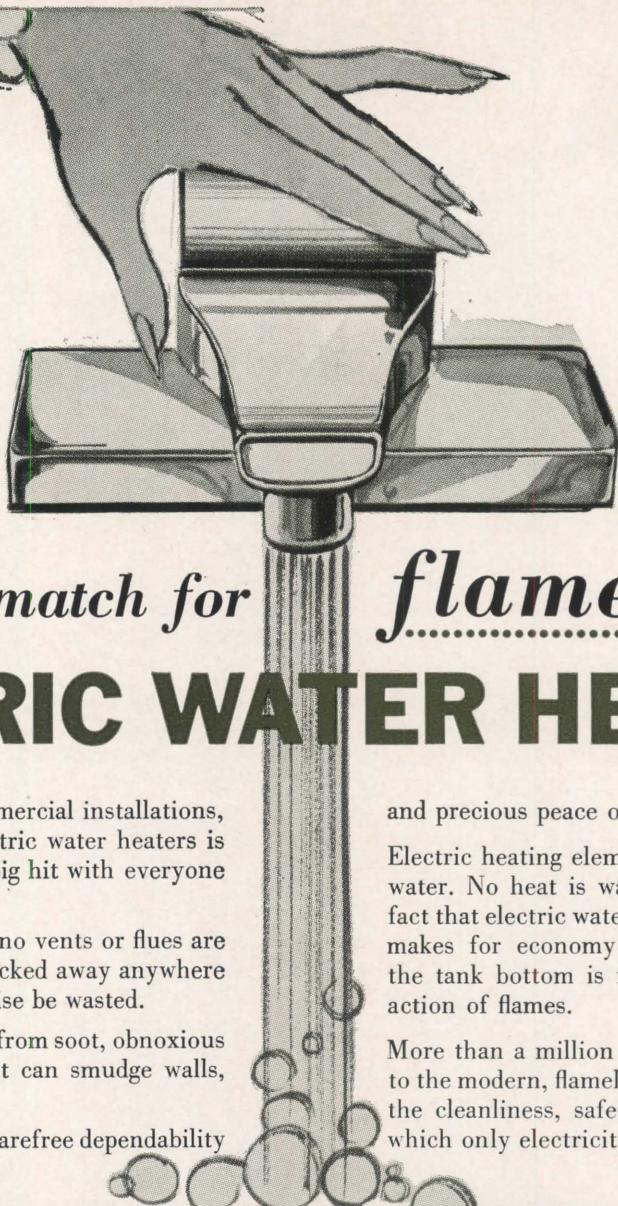
It is during public hearings for variances from the regulations controlling building, that the architect learns the abyss between his attitudes toward building and zoning regulations and that of his lay neighbors. It is at these hearings that the architect is subject to abuse as a flouter of authority, a smart-aleck, a con man, or a bubble-head. Yet, as a professional dedicated to the orderly, sound and beautiful development of the community, he must often oppose blind compliance to archaic rules, inapplicable regulations and badly written laws. As long as explicit laws regulating building are written and enforced as they now are, the architect periodically will drink his bitter potion of abuse and writhe under the heat of a slow boil.

Since architects have much experience in the writing of rules for buildings and their enforcement, they should write the laws and codes for the regulation of environment development, if for no other reason than to preserve self-esteem. Architects certainly are better qualified than many who are saddled with and attempt to write this particular category of rules.

If laws and codes are written, as the progressive architect writes his specifications, no explicit requirement would be given without first describing as fully as possible the intent of the requirement. With such laws, variations from the requirements could be reasonably evaluated as to their effect on the intent, realizing that variations to regulations are normal and not evil provided the intent is preserved; it can be determined whether the requirements are archaic and should be rescinded because the intent of the regulations is no longer valid; and the enforcement can be conducted by reasonably intelligent but technically untrained officials.

(Continued on Page 21)

**SUPER-SAFE
and
SUPER-FAST**



there's no match for **flameless**

ELECTRIC WATER HEATERS

In homes, apartments and commercial installations, the trend toward flameless electric water heaters is steadily mounting. They are a big hit with everyone — and rightly so.

Flameless and fumeless . . . so no vents or flues are required. They can be safely tucked away anywhere . . . in space that might otherwise be wasted.

Flameless and fumeless . . . free from soot, obnoxious odors, and greasy fuel-film that can smudge walls, ceilings and furnishings.

Flameless and fumeless . . . for carefree dependability

and precious peace of mind.

Electric heating elements put all their heat *into* the water. No heat is wasted up a flue. This, plus the fact that electric water heaters are completely sealed makes for economy and also longer life because the tank bottom is not subjected to the corrosive action of flames.

More than a million Florida families have switched to the modern, flameless way of heating water . . . for the cleanliness, safety, convenience and efficiency which only electricity can provide.



"**If I had to choose** between our TV set and a dependable supply of hot water, I'd take my quick-recovery electric water heater," says Mrs. Bill F. Harmon of Pensacola, Florida. "It's wonderful! All the hot water I want, the instant I turn on the faucet. And never a minute's care or a moment's worry about safety."



"**Why throw away heat energy?**" says Dick Pasch, owner-manager of popular Frisch's Big Boy Restaurant in Tampa. "When we were shown how we could save with a heat recovery system on the air conditioning and an electric water heater, we went all the way."

Florida's Electric Company

FLORIDA POWER & LIGHT COMPANY

GULF POWER COMPANY

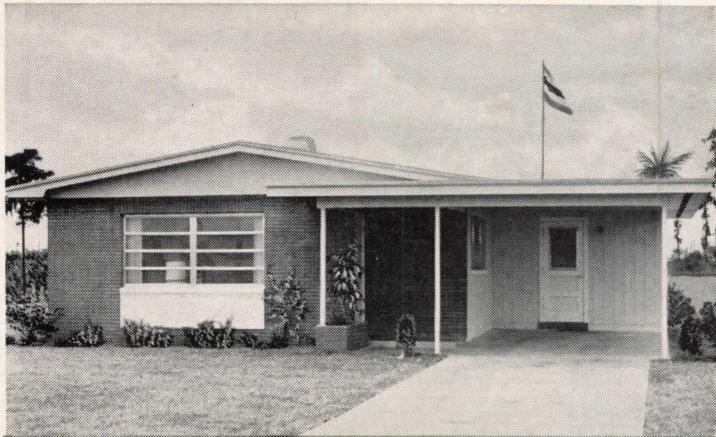


"Electric water heaters are preferred for their flameless safety by most home owners," says Paul H. Ridgill of Bradenton, more than 20 years in the plumbing business. "Electric water heaters are much easier to sell and install. You can put them anywhere. No venting and no worrying about an open flame."

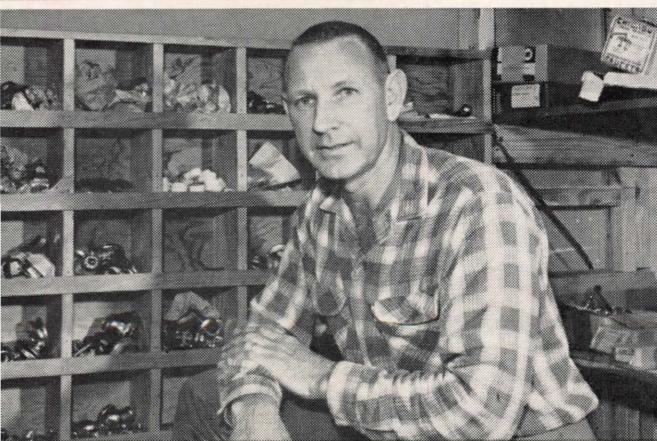


"Electric water heaters are much easier to install because they don't need venting. So my customers save money," says W. E. (Buck) Johnson of Pensacola. "Their absolute safety is another important factor with most users who usually want them installed in a kitchen closet or some out-of-the-way place."

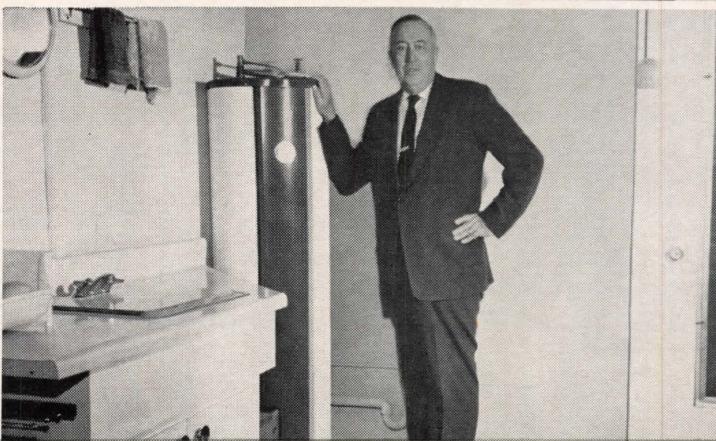
"In our 40 years as plumbing and heating contractors serving the Palm Beaches, the great majority of water heaters installed by our firm has been electric," says Stanley E. Hilker (E. C. Hilker, Inc.). "Our customers prefer the flameless safety, economy and ease of installation afforded by electric water heaters."



"In our Medallion-awarded Pine Crest Manor Homes in Tampa we offer all-electric equipment, so we include super-safe electric water heaters," says builder Harry P. Baya (Harry Baya Construction Company). "A builder must be constantly on the lookout for ways to please prospective customers with comforts and conveniences."



"I promote flameless electric water heaters because it's good business," says George W. Roberts, owner of P. L. Roberts Plumbing Company of Gulfport, Florida. "Most of my customers choose electric water heaters because they are safe, dependable and worry-free. Can be efficiently installed anywhere . . . which is a mighty effective sales point."



"Mrs. Sharpe and I are away from home a great deal of the time and were constantly worried about the danger existing from the flame burning in our gas water heater," says Guy E. Sharpe of St. Petersburg. "To correct this condition, we replaced the gas unit with a 40-gallon quick recovery electric water heater."

saying, Investor-Owned

FLORIDA POWER CORPORATION • TAMPA ELECTRIC COMPANY

Mile High Building...

(Continued from Page 7)

eling at 800 FPM serving floors 1, 13-22.

Six 4000# capacity elevators traveling at 1000 FPM serving floors 1, 23-31.

Six 4000# capacity elevators traveling at 1200 FPM serving floors 1, 32-38.

The 40th floor would be the sky lobby for the next 40 floors and would be served only by shuttle elevators, which must be designed to handle from 12 to 15% of the 10,000-person population on those 40 floors. Ten large elevators, each carrying approximately 50 persons per trip (a capacity load of 10,000# to provide room for surges) and operating at 1000 FPM, will serve about 1250 persons in five minutes and meet this requirement.

Space for power distribution, heating and air-conditioning equipment should be located directly below each of the upper lobbies, in the example above, at the 39th floor. This would also accommodate pits for the local elevators operating from the 40th floor on up and motor rooms for the highest rise of the lower local elevators.

Local elevators operating from the 40th floor would be arranged in four groups of six cars each as for the first 40 floors of the building. Grouping of four banks of six local elevators would be repeated from each of the sky lobbies for a total of 10 groups of 24 local elevators each, a grand total of 240 local elevators.

Shuttle elevator groups from street level to the nine sky lobbies would increase in speed, capacity and number of cars as follows:

Ten 10,000# capacity elevators traveling at 1000 FPM serving floors 1 to 40.

Ten 10,000# capacity elevators traveling at 1500 FPM serving floors 1 to 80.

Twelve 10,000# capacity elevators traveling at 2000 FPM serving floors 1 and 120.

Fifteen 10,000# capacity elevators traveling at 2500 FPM serving floors 1 and 160.

Ten 8,000# & 8,000# capacity, double-deck elevators traveling at 2500 FPM serving floors LL, 1 and 200 & 201.

Ten 10,000# & 10,000# capacity,

double-deck elevators traveling at 2500 FPM serving floors LL, 1 and 240 & 241.

Twelve 10,000# & 10,000# capacity, double-deck elevators traveling at 2500 FPM serving floors LL, 1 and 280 & 281.

Twelve 10,000# & 10,000# capacity, double-deck elevators traveling at 3000 FPM serving floors LL, 1 and 320 & 321.

Fifteen 10,000# & 10,000# capacity, double-deck elevators traveling at 3000 FPM serving floors LL, 1 and 360 & 361.

"LL" refers to the lower lobby, one floor below the street-level lobby. Double lobby levels are part of another major innovation, double-deck elevators, that can help make the mile-high building practical.

Double-deck elevators were installed in the *Cities Service* building in New York a third of a century ago and operated successfully. When upper-floor occupancy changed, and reduced traffic no longer required the additional capacity, double-deck operation was discontinued and the elevators have been in use ever since on a single-deck basis.

In a mile-high building, double-deck shuttle elevators to the higher sky lobbies will increase carrying capacity without using more hoistway space. Upper and lower cabs of each elevator will serve, respectively, first floor and lower lobby at ground level and, at sky lobby levels, odd and even-numbered floors. Escalators would connect the lobby floors of the shuttle elevators to the lobby floor of the local elevators.

This system provides the necessary handling capacity while keeping elevator riding time within an arbitrary three minute maximum for the passenger. This allows acceleration at a reasonable rate which, even then, would require about 30 floors to reach the 3000 FPM speed.

Effects of atmospheric pressure change on both the elevator passenger and the building are among problems awaiting solution. Another is the development of elevator machines to meet the lifting and torque requirements of a 5000 foot-rise elevator at the capacity contemplated above.

Conventional elevator roping may also have to be re-engineered. At 8# per foot, the ropes for one of the high rise shuttles would weigh far more than the elevator itself!

Assuming that these and other engineering problems will be resolved when the funds and need for a mile-high building are available, its construction and operation may be economic in terms of space that the elevators will take and space that remains.

Local elevators would require about 100 square feet for each floor served (including lobby and corridor space) and about 60 sq. ft. for each floor passed. Motor room and pit space would add, say, two extra floors served per bank of elevators. Therefore, each group of 24 local elevators would require about 33,200 square feet plus, say, 10% extra lobby space or 36,400 square feet. For the 10 local groups that would be 364,000 sq. ft.

Shuttle elevators would require about 200 square feet per floor passed and extra lobby space at top and bottom. This would total 4,408,000 square feet plus say 100,000 square feet total lobby space, or a total of 4,508,000 square feet.

Total space required by elevators would then be 4,872,000 square feet or, say, 5,000,000 square feet including extra freight and service elevators.

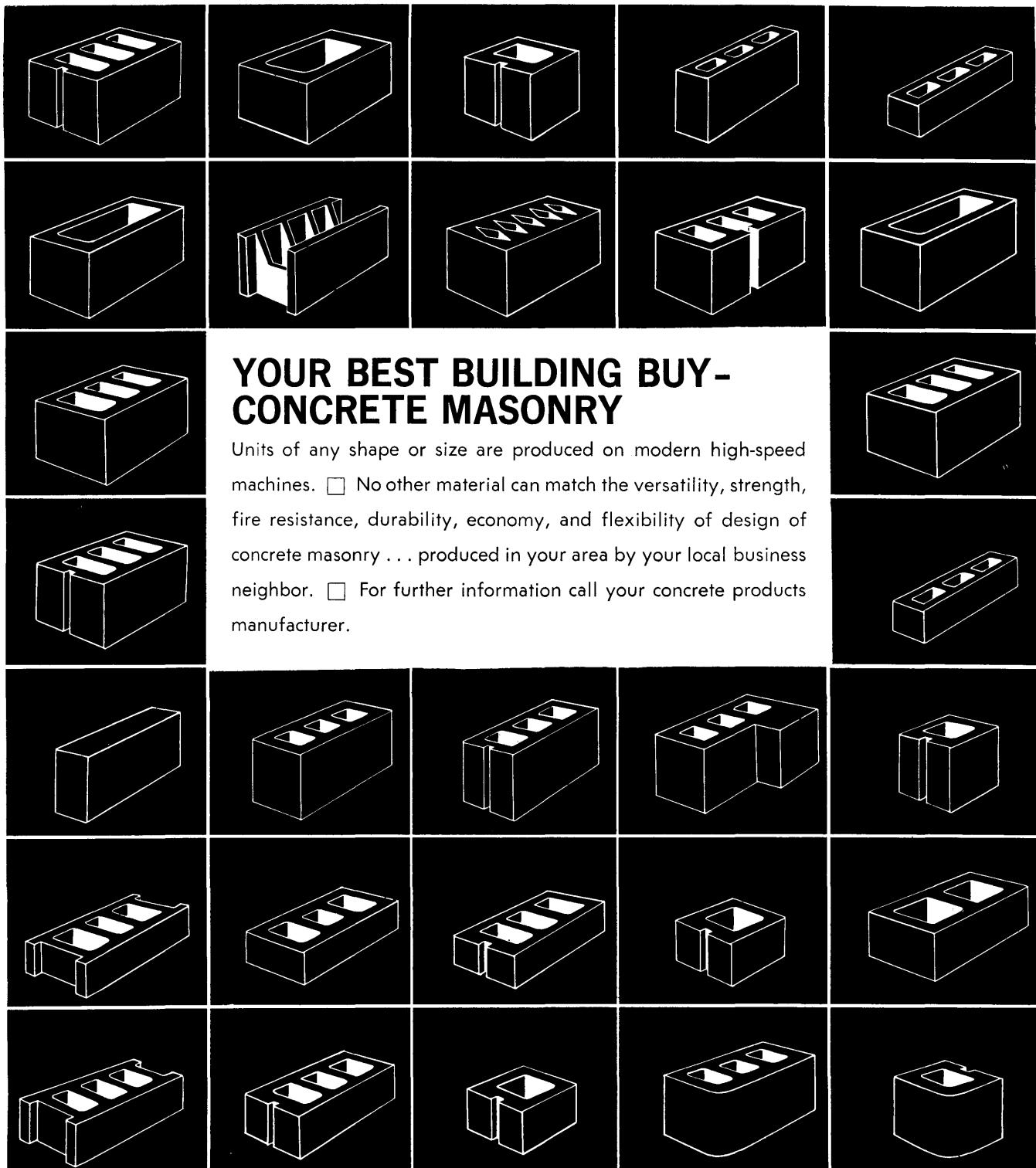
The building would have 17,550,000 square feet of gross upper floor area. This is based on 45,000 gross per floor, and 10 mechanical floors only, since we allowed for sky lobbies when we considered the shuttle elevators. Taking away 5,000,000 square feet for elevators would leave over 12,500,000 square feet. This is approximately 75% of gross floor area, a net-to-gross ratio that would put the mile-high building at least in the realm of economic practicability.

Even for buildings that nowhere approach the 400-floor mark, double-deck elevators and the sky lobby concepts show promise. The sky lobby seems more suitable for the tall buildings and double-deck elevators for buildings of large floor area. For buildings that are both quite tall—more than 40 floors—and large in area, both systems can be combined.

Architects may be confident that economical elevating can be developed for a mile-high building. We certainly would like to see one built.

References:

- "Engineering News Record"—Sept. 22, 1932.
- "Modern Solutions of the High-Rise Elevator Problem."—C. F. Scott.
- "Architectural Eng. News"—May, 1963.
- "Room at Top"—R. A. Weller.
- "Offices in the Sky"—Earle Shultz & Walker Simons, 1959.



YOUR BEST BUILDING BUY- CONCRETE MASONRY

Units of any shape or size are produced on modern high-speed machines. □ No other material can match the versatility, strength, fire resistance, durability, economy, and flexibility of design of concrete masonry . . . produced in your area by your local business neighbor. □ For further information call your concrete products manufacturer.

Keep Florida prosperous! Buy Florida manufactured products! Use Florida Cements!

GP
CC

FLORIDA PORTLAND CEMENT DIVISION
GENERAL PORTLAND CEMENT COMPANY

OFFICES AND PLANTS IN TAMPA AND MIAMI



Glass Buildings: Is Fashion Over?

THE FLORIDA ARCHITECT brings this controversial article to its readers by permission of the WALL STREET JOURNAL which published this article on February 19, 1964. THE FLORIDA ARCHITECT requested the Pittsburgh Plate Glass Company to prepare an article, not to counter the statement that appears here, but to bring to the attention of architects, engineers and contractors the importance of designing as a total entity as well as the use of quality material. The exclusive article by PPG begins on the opposite page.

NEW YORK—During a severe windstorm one day last month, two seven-foot wide window panes were sucked out of the 60-story Chase Manhattan Bank building in the financial district here and fell to the ground, shattering into thousands of splinters.

Fortunately, the glass didn't hit anyone. But the incident has caused some uneasiness among those who regularly pass by the gleaming new skyscraper. It also has focused attention on the wide use of glass in modern urban architecture and raises some questions about its practicality.

There is no doubt that glass has become firmly associated with the post-World War II luxury office building. Manhattan's swanky Park Avenue between 46th Street and 59th Street offers a case in point. In that 13-block area are such imposing modern structures as Lever House, the Seagram Building, Union Carbide Building and Pepsi Cola Building; all use glass extensively.

But some architects and builders are becoming increasingly critical of what they believe may be excessive employment of the material. "I'm pretty tired of glass," declares Richard Roth, Jr., of the New York architectural firm of Emery Roth & Sons. Complains a New York construction engineer: "These glass buildings are tough to keep warm in winter and cool in summer."

A New Direction?

The giant World Trade Center Building proposed for lower Manhattan may be a sign of things to come. The exterior wall of the 110-story building will be dominated not by glass but by steel columns. These will serve as frames for windows less than two feet wide—narrow by comparison with the windows in many glass buildings.

The new Columbia Broadcasting System building, now rising in mid-Manhattan, will use glass in a fairly conservative way. This will be a 38-story concrete building, with vertical columns sheathed in black granite. Windows will cover 24% of the ex-

terior, compared with more than 50% in many of the glass buildings with metal window frames.

Some architects deplore the *same-ness* of many of the glass buildings. "Architecture should be indigenous to the region," says one. Another says: "Your glass building on Park Avenue isn't much different from one, say, in Dallas."

These critical architects contend that glass is all right provided it is used judiciously. "My objection is to the huge glass wall," says architect Roth. "I want more guts in a building." He and other architects say they'd like to see more liberal use of concrete, stone and other materials.

Manufacturers concede glass skyscrapers too often look alike. But they blame architects, who, they say, put up the buildings like "mechanics." Elmer Lundberg, director of architectural liaison for Pittsburgh Plate Glass Co., argues that glass can be used "so that it becomes a very handsome thing, capturing beautiful reflections."

At least two factors have accounted for the increased use of glass in skyscrapers in the postwar era. The glass building usually has cost less to erect than one of concrete or some other conventional material, according to builders in New York. This has kept rents in the new glass buildings "within reason," helping their owners lure occupants away from older office buildings.

Another reason for the move to glass has been esthetic. Architects were excited by the prospect of designing towering walls of one-quarter-inch transparent glass in place of thick walls of such materials as masonry and reinforced concrete. Comments one architect: "Glass walls were a dramatic way of demonstrating man's superiority to nature."

Practical Problems

Some of the disenchantment that has set in stems from practical problems in dealing with glass. Chase Manhattan Bank executives found that strong winds swirling around their

new building created a *negative pressure* or suction, which pulled the two windows out of their metal frames last month. These were the first panes to fall out since 15 others were sucked out by winds in 1962. At that time some of the remaining panes were found to have tiny abrasions. These were all replaced with panes of thicker glass. The building has a total of 8,800 panes.

Glass is not being faulted on structural and esthetic grounds alone. Floor-to-ceiling windows, of course, provide excellent, often breath-taking, views. But the large picture windows scare some folks.

Designers have tried to reduce the fear of heights in various ways. In one new high-rise apartment building here, the large picture windows are crossed with two vertical metal frames and one horizontal frame to give the apartment dwellers a feeling of security.

Glass buildings may have serious heating and cooling problems, too. Robert Anshen of the San Francisco architectural firm of Anshen & Allen observes: "The sun, blazing and glaring through the sides of the (glass) box, the cold air attacking the (glass) skin, makes it impossible for the most sophisticated air conditioning system thus far devised to keep all inhabitants of the building comfortable at the same time."

Some glass buildings employ heat-resistant glass to reduce the amount of heat that comes through in the summer. Pittsburgh Plate, for one, has developed a coated glass aimed at keeping heat from coming in and is now testing the product.

Glare from the sun can be a nuisance, too. Tinted glass helps minimize this problem. But many glass skyscrapers don't have tinted glass. So some tenants often keep their blinds closed and leave their lights on all day. "As far as these people are concerned, they don't even know they're in a glass building," a construction engineer asserts.

Key Trends For Better Building

By ELMER A. LUNDBERG, JR., A.I.A.

Director of Architectural Liaison
Pittsburgh Plate Glass Company



In no other period in history, with the possible exception of the Renaissance, has there been more widespread public interest in the state of architecture than the present day. In the letters-to-the-editor columns of newspapers across the U.S., hardly a day passes when at least one reader is not moved to deliver an opinion, pro or con, about a present or pending building development in his city. Pennsylvania Station goes under the wrecker's ball in Manhattan, and the event becomes the subject of editorials and television forums. A high-rise, curtain-wall skyscraper is announced for future construction, and rival camps form immediately — one praising the plan for its clean, economical lines, and the other condemning it as architecture that is as unimaginative as it is impermanent.

For the architect, engineer and general contractor who like to believe that their work is involved and enmeshed in the daily course of human

affairs, the Mid-Sixties are both exciting and strenuous times. For the manufacturer of quality building materials, these are equally critical times, as the materials he produces move out of his control into structures that can become useful, beautiful buildings, or into dull structures whose only saving grace is low initial cost per square foot of office space.

In the still-short space of time between the end of World War II and the present day, city after city has undergone such rapid expansion that new descriptive names such as *linear city* and *megropolis* have had to be coined to describe them. This expansion has come about so rapidly that today's architectural profession must consider the implications in two questions that were not faced by architects and builders working in more leisurely times:

Those questions are:

- (1) *Does our cost-conscious economy dictate that architects spend most of their time steeped in the mechanics of building, or will there be a return to designing as a total entity rather than as an artful assemblage of parts?*
- (2) *In the same age that has developed the throw-away container and the annual automobile model change, how long should buildings really last? Are we to design and build structures intended for permanence, or should buildings be merely collections of component parts that can be scrapped and replaced?*

Like most general questions, these two are admittedly oversimplified. Nevertheless, they are questions that vitally concern today's architect, engineer and general contractor. They are questions that interest me just as deeply. All those of us who represent quality manufacturing firms, and who know how much it costs to develop, test, manufacture and deliver quality materials, are deeply concerned about the public reaction to the architectural use of those materials as they find their point of ultimate use in the architecture of today.

While it may seem like over-optimism, I believe today's conscientious architect and builder is moving into an environment and society that wants the *better* building and the *different* building. The basis for this optimism lies, in part, in examining the experience of the home building industry in recent years. All of us saw what happened in that industry when it was swept up in the U.S. population explosion over the past twenty to thirty years. The overriding need was not for houses of new, fresh and striking design. The need was for housing that could be got up cheaply and fast, and the tract builder appeared on the scene to answer that need.

But hard on the heels of the population explosion came other revolutions that were no less important. The standard of living improved. Family incomes went up. More young people went to school, stayed in school longer, and learned new things that became part of a rising level of taste. The building supplies industry developed new materials, and refinements and improvements in older materials.

As a result, more and more families are choosing not to live in homes or apartments that are exactly similar to

(Continued on Page 18)

Better Building...

(Continued from Page 17)

those of their next door neighbors. Given any kind of opportunity, individuality in home and apartment design is preferred.

What has been often overlooked is that the need for additional office space and for new institutional buildings became just as critical. The population explosion and the so-called "white collar" explosion appeared at the same time. In their effort to accommodate the new thousands of middle management, junior management, office help, research personnel, etc., many companies asked for structures that would be expedient to finance and build. Far too few of these companies concerned themselves with building design that would be a source of pride and lasting environmental comfort to the companies and their people. As a result, there has been "sameness," and this sameness in building design is under critical, and often deserved, attack.

It is my belief that the pendulum is about to swing the other way. Three principal trends back up this belief, as follows:

More new buildings will more accurately take into account the working needs and responses of those for whose use they are intended, and as such, will utilize better design and materials.

The automotive industry is a good example of an industry designing with the eventual car buyer and user in mind. Company after company is concentrating on bringing out new models with good design lines. Automatic maintenance is being engineered into brakes and lubricating systems. Companies are not making cars the way they might prefer to make them, but the way that the consumer has indicated they must be made if he is to buy.

When it comes to buildings, both employees and public are taking a second look at the carelessly constructed building which does nothing to reflect a company's product, corporate philosophy or concern for employee comfort. Cheap is still cheap, and recent public reaction to such cheapness has been unmistakable. Good architecture, and good materials in that architecture are being recognized by more and more people as having high and lasting values that

cannot be measured by the dollar sign alone, even though the better building is almost always the most reasonable building in the long run.

Architectural design will concern itself more with the overall appearance and total performance of a building, and not a piece-by-piece problem to be solved. Along with all the other changes that have taken place in our present era of rapid change, many older methods of construction have been abandoned, and newer ones have taken their place. There has been a strong trend toward the wider use of factory-assembled component parts that make for low-cost ease of erection at the building site. But along with this admitted and desirable advantage have come problems in materials handling, sealing and connecting, along with union jurisdictional disputes over which union should properly handle new materials and materials combinations that did not exist when the unions were formed.

Certainly no one wishes to throw out the baby with the bath by turning his back on component parts construction. But it is apparent from

(Continued on Page 23)



Two Efficiency Experts for Modern Business

Call Director® and Speakerphone... one to control your calls, the other to free your hands. Together, unbeatable.

Call Directors are available with a capacity up to 29 lines. They can hold calls. They can handle conference calls so several people can hold a conversation at the same time.

Speakerphones let you hear and talk without using your receiver. You can switch calls on and off at your convenience. Which means other people in your office can hear (and participate in) calls when this is desirable.

Call your Telephone Company Business Office for details.

Southern Bell
...Growing with the Future

Merit Award for Excellence

The Bell System each year builds many equipment and office buildings throughout the country. Periodically, a *Bell System Architectural Review* is held and all associated companies submit photographs of recently constructed buildings for judging. The overall purpose of the review is to stimulate interest in improving the design of *System* buildings.

In the *Third Bell System Architectural Review* conducted this past January in New York City, the *Pinecastle Central Office Building* in Orlando, Florida, received a *Merit Award* for excellence in architectural design in competition with more than 250 buildings throughout the Bell System.

Each building is judged on its individual solution to its own individual problem. The review is a judging of individual excellence, and not a comparison or determination of the best among a group. In judging the excellence of the solution, the following factors are taken into consideration:

1. *Intrinsic architectural excellence.*
2. *Fitting the building into its surroundings*
3. *General appearance.*
4. *Corporate image.*
5. *Cost.*
6. *Avoiding impression of luxury.*
7. *Identification with Bell System.*

The architect for a telephone building, particularly an equipment building, must integrate in his design a mass of specialized criteria developed by telephone company building engineers through years of experience.

The building is constructed of poured in place reinforced concrete with exterior walls of cavity type construction. Through its simplicity and use of materials, the cost of this project was well below the average for this type of building.

The exterior brick is off-white and is divided into panels at expansion joints and at the top and bottom by recessed feature strips of dark brown clay mosaic tile. The main entrance is accentuated by white and yellow glass tile and is sheltered by two free standing hyperbolic paraboloid canopies. The glass entrance doors and sidelights are protected with an anodized aluminum grille. All materials were selected for their durability and maintenance free character, as well as their aesthetic appropriateness.



Architects

Reynolds, Smith & Hills

How to insulate these basic wall systems for just 10¢ to 21¢ per sq. ft.

- 1 BRICK AND BLOCK**
- 2 BRICK CAVITY**
- 3 BLOCK**

Specify Zonolite* Masonry Fill Insulation to fill concrete block cores or cavities of brick cavity walls. The installed cost runs from a low of approximately 10¢ per sq. ft. of wall to 21¢, depending on block or cavity size.

Zonolite Masonry Fill Insulation cuts heat transmission through the walls up to 50% or more...reduces cost of heating or cooling equipment needed ..offers clients more comfort, a more efficient structure for their money. Your Zonolite representative has details.

ZONOLITE
GRACE ZONOLITE DIVISION
W. R. GRACE & CO.
135 SO. LA SALLE ST., CHICAGO, ILL.

ZONOLITE MASONRY FILL INSULATION

* Reg. trade mark of Zonolite Div., W. R. Grace & Co.

**What is the one design material that can
be a wall, a door, a partition, a fence, a roof,
a window, a mirror or a piece of furniture ...
of almost any shape,
color, texture, size or design?**

**Transparent, translucent, reflective or opaque?
Impervious to sun, wind, rain and corrosion?
Never becomes obsolete ...
and needs no maintenance but washing?**

glass

Are you taking full advantage
of all the design properties of glass?
We suggest you look through Sweet's Architectural File.

Then direct your questions
to your local PPG Architectural Representative.

He's at the PPG office nearest you.
Pittsburgh Plate Glass Company, Pittsburgh, Pa. 15222.
PPG makes the glass that makes the difference



A.I.A. Convention Booth Numbers 501-502

Law-Flouter...

(Continued from Page 11)

More use can be made of architects for the enforcement of codes. It is a waste of money, time and talent to require untrained, semi-skilled building officials to inspect projects for code compliance when an architect, a trained specialist of all the phases of building, the designer of the project and the person legally responsible for its integrity is also inspecting the work usually with a critical eye requiring higher degrees of performance. Why not make the architect the brevet-official for the building departments? The architect should campaign for this bit of reform immediately and statewide. It would do much to relieve the building industry from petty rulings based on inaccurate, obscure requirements often not valid to the work against which they are applied.

Architects more than any other group of citizens are experienced concerning laws on zoning, traffic and parking control, and sign regulations and their combined effect on the community development and their workability. Architects specification writing skills supported by this broad background of experience combined with the knowledge of current planning developments make architects the ideal writer of these rules. Architects should be made to exercise this civic duty for which they are so eminently qualified.

The law-writing campaign for better laws will take a long time and much effort, but nevertheless should be undertaken. Each chapter of the FAA has appropriate committees in being for the study of various local problems. When a committee finds a particular code requirement is invalid, the committee should appear as knowledgeable citizens concerned with sound environmental development before the appropriate governmental agency and have the requirement rescinded. Similarly, abuses should be corrected and the intent of regulations introduced as preambles to chapters of codes.

Architects! don't be law-flouters. Take the trouble to change the laws for the common good, then architects can be comfortable morally and professionally obeying them to the fullest extent of their written intent.

JOHN F. HALLMAN, JR., Pres. & Treasurer
MARK. P. J. WILLIAMS, Vice-Pres.

G. ED LUNSFORD, JR., Secretary
FRANK D. WILLIAMS, Vice-Pres.



ESTABLISHED 1910

F. GRAHAM WILLIAMS CO. INCORPORATED

"Beautiful and Permanent Building Materials"

TRINITY 5-0043

ATLANTA
GA.

1690 MONROE DRIVE, N. E.
OFFICES AND YARD

FACE BRICK	STRUCTURAL CERAMIC
HANDMADE BRICK	GLAZED TILE
CERAMIC GLAZED BRICK	SALT GLAZED TILE
GRANITE	GLAZED SOLAR SCREENS
LIMESTONE	UNGLAZED FACING TILE
BRIAR HILL STONE	ARCHITECTURAL TERRA COTTA
CRAB ORCHARD FLAGSTONE	BUCKINGHAM AND VERNONT
CRAB ORCHARD RUBBLE STONE	SLATE FOR ROOFS AND FLOORS
"NOR-CARLA BLUESTONE"	PENNSYLVANIA WILLIAMSTONE

PRECAST LIGHTWEIGHT INSULATING ROOF AND WALL SLABS

We are prepared to give the fullest cooperation and the best quality and service to the ARCHITECTS, CONTRACTORS and OWNERS on any of the many Beautiful and Permanent Building Materials we handle. Write, wire or telephone us COLLECT for complete information, samples and prices.

Represented in Florida by

MACK E. PALMER

P. O. Box 5443

Jacksonville, Florida 32207

Telephone: 398-7255

News & Notes

Mid-Florida Exhibit . . .

The Sidewalk Art Festival of Central Florida was started in Winter Park five years ago by a few enthusiastic artists and citizens. From the first year with 90 exhibitors, it has grown each year with the result that last year there were over 400 individual exhibits. Though the Sidewalk Art Festival itself is a non-profit community enterprise, last year because of its tremendous growth, the Winter Park Chamber of Commerce began its sponsorship. Since this cooperative effort is for the benefit of everyone who loves beauty and enjoys sharing it with others, it will continue to grow. If affords every artist an opportunity to show and sell his creative abilities in an appreciative locale since Winter Park is known as a center of culture.

In the Mid-Florida Chapter of the American Institute of Architects David L. Goodwin, member of the Committee on Professional Practice, headed by Clifford W. Wright, A.I.A., took the initiative to organize a sub-committee to construct a pavilion to display renderings, models, and photographs of projects by local architects. This is the first year the architects in this locale have offered displays for public viewing and it was one of the largest and most successful projects undertaken by the Chapter. Pamphlets were made available to the public discussing architects' fees and services. Since this year's display was such a tremendous success, the Mid-Florida Chapter intends to follow up with a similar display in next year's festival.

West Coast PC Meet . . .

Dr. W. C. McGuffey, Assistant Director for School Plant Administration, State Department of Education, addressed the West Coast Chapter of the Producers' Council on April 30th, at the International Inn in Tampa. Dr. McGuffey spoke on "Environment Consideration in Planning of Educational Buildings."

His talk was centered around the components and considerations incorporated in planning the acoustical, comfort and functional aspects of school and college buildings of today.



Sidewalk Art Festival of Central Florida

Calling All Golfers . . .

The F. Graham Williams Company of Atlanta is doing the calling—and for the 41st time. The open invitation applies to architects and architectural draftsmen of the Southeast; and it refers to the Company's 41st Annual Golf Tournament and Dinner. This popular event will be held on Friday, June 12, 1964, at the East Lake Country Club, Atlanta, Georgia.

If you plan to attend this year's annual event, help your hosts by writing Mr. John H. Hallman, President, about your plans at 1690 Monroe Dr., N.E., Atlanta.

Changes . . .

The following Architects announce the opening of new offices:

H. LESLIE WALKER & ASSOCIATES
3420 W. John F. Kennedy Blvd.
Tampa, Florida 33609
Phone: 877-8297
WILLIAM H. PECK
918 E. Los Olas Boulevard
Fort Lauderdale, Florida
Phone: 523-4471
C. EDWARD KEILER
900 Building
900 No. Federal Highway
Suite 102
Pompano Beach, Florida
Phone: 941-5647

ADVERTISERS' INDEX

Dunan Brick Yards, Inc.	3rd Cover
Florida Gas Transmission	8
Florida Investor Owned Electric Utilities	12-13
Florida Natural Gas Association	3
Florida Portland Cement Division, General Portland Cement	15
Florida Steel Corporation	6
Merry Brothers Brick and Tile Company	5
Pittsburgh Plate Glass Company	20
Portland Cement Association	1
Prescolite Manufacturing Company	23
Solite Corporation	9
Southern Bell Telephone and Telegraph Company	18
Superior Fireplace Company	10
F. Graham Williams Company	21
Zonolite Division, W. R. Grace & Company	19

Florida Craftsmen of the Year Award...

The Annual Convention of November 1963 of the Florida Association of Architects charged the Awards and Scholarship Committee with the responsibility of setting up a statewide Craftsman of the Year Awards Program. This committee, under the able direction of Hilliard T. Smith, Jr., has set the gears of this major project in motion.

The Board of Directors of FAA has voted unanimously to inaugurate the First Annual Florida Craftsman of the Year Award Program this year and to announce the recipient of this award at the forthcoming FAA 50th Golden Anniversary Convention in Jacksonville this November.

The purpose of the program is to recognize exceptional craftsmanship and the display of interest and ingenu-

ity, in order to encourage the highest grade of workmanship.

Every Florida Chapter of the A.I.A. should recognize the outstanding medium of publicity this program can accomplish. The Florida Craftsman of the Year Award Program has appeal to all segments of the construction industry as well as the general public. This is not theoretical. It has been proved by four chapters in the State, with up to nine years of successful experience.

The names of winners of the Craftsman of the Year Awards at chapter level will be used by the Committee as nominees from which to select a Florida Craftsman of the Year Award.

The chairman of the Craftsman of the Year Awards section of the Awards section of the Awards and Scholarship

Committee has indicated the willingness of the committee to assist each chapter organize and execute the chapter program. Now is the time for each chapter to act.

Specify

Advertisers

Products

Better Building...

(Continued from Page 18)

even the most casual examination of good contemporary building that a sound and stimulating architectural plan came first, and was then followed by the specification of materials that could be fitted to or incorporated into the architectural design. The development of good building materials must go hand in hand with architectural advance, not dominate it.

The cooperation and communication between architect and the materials supplier will improve.

With the technological improvements in building materials that have been coming thick and fast, the architect and builder have a palette of possibilities that no other age has come close to possessing. In my own industry, for example, even a basic listing of what modern glass can do is almost too much to ask any one mind to hold. There is glass that permits perfect vision, and glass that distorts it. There are opaque glasses, glasses that transmit color, and others that will receive almost any form of decorative design. Glass can be twisted and bent, or fractured into small particles without losing either its

identity or its original shape. Glass has come on the market that is from 10 to 15 times stronger than traditional window glass. Glass can also be specified with any degree of reflective quality, from perfect image reproduction to deliberately blurred reflection. There is an entire family of glass that absorbs heat or reflects it. This is hardly the start of such a list, yet new products from glass technological research are being added to such a listing constantly.

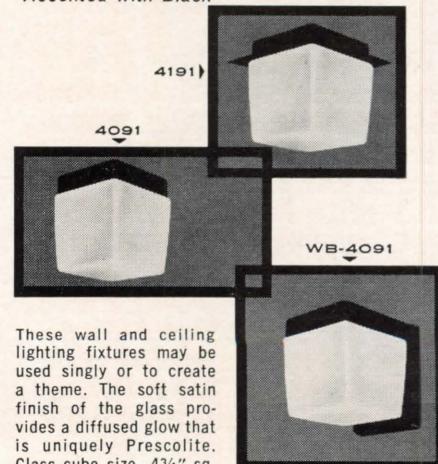
If the architect is to take full advantage of the present design capabilities of this one product, as well as the many other fine structural and design products now available, he must rely on good technical interpretation from competent manufacturers' representatives and technical specialists. For example, complete studies exist—and are available for the asking—on the ability of various glasses to withstand winds of hurricane and tornado violence, and such capabilities are of particular importance to the architect designing for the Florida coastal area. Yet a busy architect, construction engineer or building contractor cannot be expected to remember all the technical literature that is now available to him. Consequently, more and more companies are recognizing their responsibility to put the

full technical knowledge of their product lines before their customers through well-trained, reliable repre-

(Continued on Page 24)

PRESCOLITE COMPANION PIECES

Accented with Black



These wall and ceiling lighting fixtures may be used singly or to create a theme. The soft satin finish of the glass provides a diffused glow that is uniquely Prescolite. Glass cube size—4 3/4" sq.

Write for Catalog No. G-14



PRESCOLITE
MANUFACTURING CORPORATION
1251 Doolittle Dr., San Leandro, Calif.
FACTORIES: San Leandro, California
Warrington, Penna., El Dorado, Arkansas

Letters...

(Continued from Page 4)

of any contract on the basis of friendship or political reward. This is true not only in State construction projects but for any project or service needed by the State.

4. As I stated in question #1 wherever possible, provided it is the best interest for the people of Florida, private enterprise should be given the opportunity to perform services for the State.

5 A. I have long been an advocate of such planning organization. I have supported the East Central Florida Regional Planning Council, which I believe is an organization dedicated to those things you outlined in your question. There is most certainly a need for coordinating agencies in the State Government to assist wherever possible such councils or planning organizations. As Governor I will do all in my power to encourage such planning on a regional basis and would offer full cooperation of my office and state agencies under my control to assist such planning bodies.

FREDERICK KARL

Necrology...

Edmund Randolph Purves, FAIA, a retired architect and former Executive Director of The American Institute of Architects, died on April 7th in Washington D. C.

Mr. Purves, an architect, devoted the better part of his life to serve and lead his professional organization, The American Institute of Architects. An AIA member since 1930, he joined AIA's national headquarters staff at the Octagon House in Washington in 1941. He served as AIA's Executive Director from 1949 to 1960, remaining as Consulting Director for a further year. He was an Associate of the firm of Chatelain, Gauger & Nolan, architects and engineers, Washington, D. C., from 1961 until his death.

Born on June 20, 1897, in Philadelphia, Mr. Purves attended the University of Pennsylvania. He interrupted his architectural studies in 1917 to join the American Field Service of the French Army. He later transferred to the American Expeditionary Force and attended the famous Artillery School at Saumur.

Better Building...

(Continued from Page 23)

sentatives.

The above listing includes the principal specific reasons the writer sees for a new architecture that will return once again to consideration of the commercial or institutional buildings as a total design entity, rather than a convenient collection of individual materials. But such a statement, sweeping as it sounds, fails to take into account another positive development in contemporary architecture that has not had nearly the attention that it deserves. In the last two decades that have, admittedly, seen great numbers of buildings go up that have a deadly sameness about them, there have also been great prototype structures built in the United States which will influence the course of architecture for years to come. What surprises one is not only the boldness and beauty of these structures, but the quantity of them as well. The great buildings of the past were separated, in many instances, by entire centuries. But in America since World War II, we have seen hundreds of fine buildings prove that great design, backed up by the use of quality building materials well correlated with each other, provides the best final investment, after all.

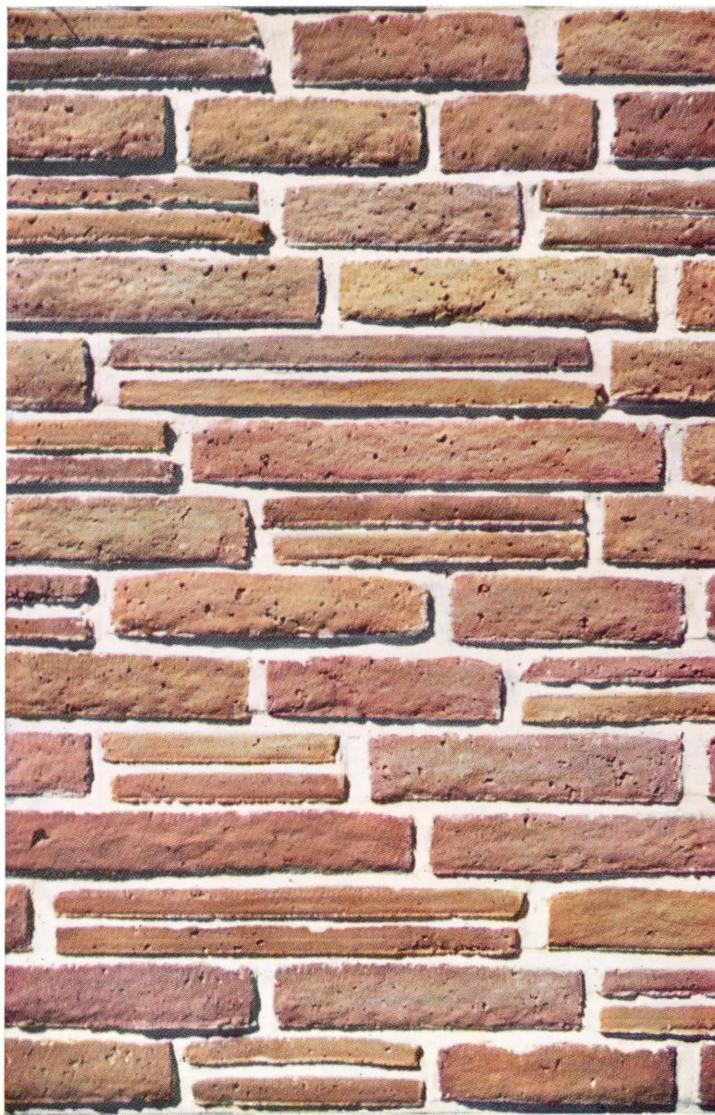
Those of us who are intimately associated with glass research and development, for example, are convinced that glass will be used to answer new environmental needs that reflect contemporary living patterns. The use of glass for vision, as well as a transmitter and modulator of light, is directly in tune with major trends in American life today. The astonishing population growth of Florida is, in itself, witness to the desire of more people to enjoy the sunshine and out-of-doors. The better architecture of this state reflects some of the most interesting contemporary uses of glass as the ideal link between inside and outdoors. There is criticism of certain contemporary glass curtain wall construction, and some of it is justified by the unimaginative building facades in which that glass has been placed, yet no one will deny that the desire of most office personnel for window offices is based on the simple desire to "see outside," rather than a search for status measured by the number of windows needed to enclose a particular office space. Banks

and other traditionally conservative enterprises have used glass to "open themselves" to the public. Glass and landscaping have become interlocking in some of our finest structures. And the use of interior glass to transmit, screen and modify light is still in its infancy.

And so, two conclusions about the future of commercial and institutional architecture appear to be sound. First, it is being recognized equally by the architect and his client that structures made of poor quality materials, or structures where there is an imbalance between good and poor materials, soon have any initial cost saving offset by expensive maintenance or materials replacement. Second, the willingness of the quality manufacturer to provide architect and builder with accurate performance data and description of materials has freed the architect and the builder of any need to become materials specialists. They can consider building from a good design standpoint, certain that quality materials are available or will be made available for interrelated functions within the design concept.

No industry or profession, however intelligent, ever masters a sudden abundance of new resources immediately. When we walk through a modern supermarket, we are struck by the wealth and variety of food packaging on the shelves. Yet many of the technological advances that made this packaging possible existed for some time before they could be properly designed into an aerosol can, heat-and-serve dinner, reusable container, or the other convenience packages that abound.

The building industry has had its own avalanche of new product development descend upon it in recent years, and it has made undoubted mistakes in its use of these materials. But as more and more architects and builders return to the premise that design comes first, these new materials are being used to better advantage. The mission of architecture, in short, has not changed. Building for people in a way that answers peoples' needs of the age is still the mission. But in the availability of new materials that add variety, taste, grace and good building performance to the completed structure, architects are taking new resources with them into some of the most exciting and promising years the profession has ever faced.



This is a full-color portrayal of our Rainbow Range Slumped Brick. First presented more than fifteen years ago, we are re-running it here to remind you that our Slumped Brick is still being widely used from Key West to Cleveland. We make it also in other color ranges — red, tan, chalk-white, oyster and gray. Your inquiries are welcomed . . .

DUNAN BRICK

DUNAN BRICK YARDS, INC.

MIAMI, FLORIDA

TUXEDO 7-1525

The Sanford W. Goin Architectural Scholarship Fund

As a special project to raise funds for the Sanford Goin Architectural Scholarship at the University of Florida, the women's auxiliary of the Florida Central Chapter, AIA, is undertaking a series of auctions-by-mail of original paintings by Florida artists.

To launch the project, six painters from the Clearwater area have donated three watercolors, two oils, and one black and white lithograph which will be sold to the highest bidders and all proceeds contributed to the scholarship fund.

The Florida Architect will publish a photograph of one of the paintings each month with details of its value, colors and size, together with a brief sketch about the artist.

Minimum bids—to be determined by the market value of the painting—will be announced with each photograph. All bids should be sent to Mrs. Edmund MacCollin, 1480 Sunset Point Road, by the 20th of the month in which the picture appears. Checks should be sent until the winner is notified as soon after the monthly deadline possible, but it is asked that a bank reference accompany each bid.

Zinnias

by

Dorothy Perpall



A realistic still-life of garden-bright zinnias in a dark blue bowl. Executed with the clean, crisp technique that distinguishes Mrs. Perpall's painting, started when she studied with prominent South African watercolorist, Mollie Norton, in Durban in the late 30s. She has also worked with Leonard Schou at Laguna Beach, California, and George Yater in Lauderdale.

The sister of Cecil Bell, contemporary New York artist and metropolitan exhibitor, Mrs. Perpall is a native of Washington state, and a graduate of the College of Western Washington in Bellingham. She also attended the University of Oregon.

Widely traveled in Europe, Africa, North and South America and Caribbean, she has exhibited in the United States and the West Indies, awards in juried shows on both the east and west coasts, and had one-man shows in California and Florida. Her work is to be found in private collections throughout the country. Mrs. Perpall is currently Florida state president of the National League of American Pen Women.

Framed in a narrow band of natural wood, the vivid bowl of multi-colored zinnias—red, bronze, purple, white, pink and gold—stands against a predominantly purple background, reflected more lightly on the portable and accented with a block of pale yellow. Frame size is 29 x 23 inches.

Valued at \$50, minimum bids will start at \$20.

May 1 is the deadline for entering bids, and all bids should be sent to Mrs. Edmund MacCollin, 1480 Sunset Point Road, Clearwater, Florida. A bank reference is requested with each bid, but no checks should be sent until the winner is notified as soon after the closing date as possible.