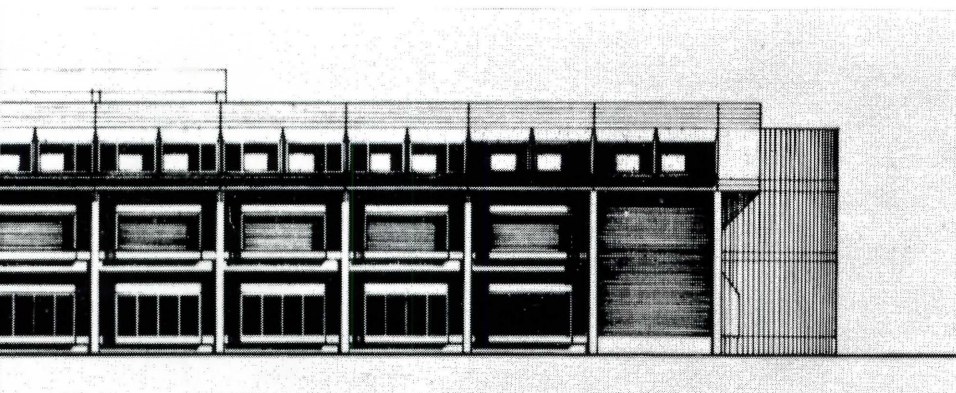


RECEIVED  
NOV 10 1966  
MIAMI DADE JUNIOR COLLEGE  
LIBRARY

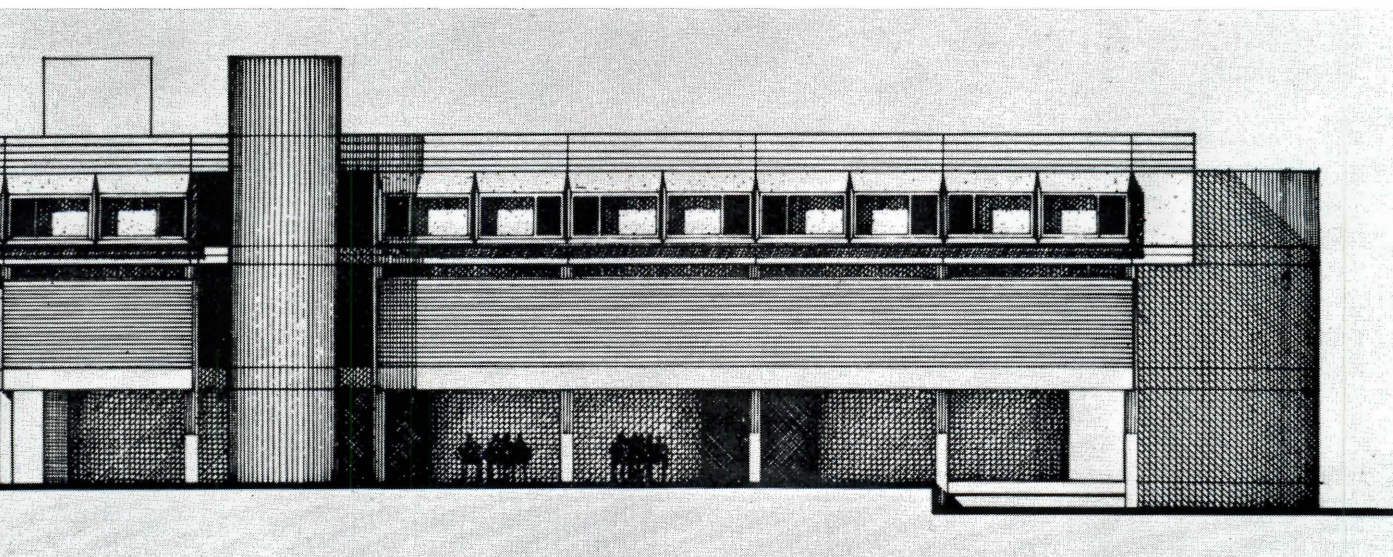
the  
florida  
architect  
november 1966



For Reference  
Not to be taken from this room



**HONOR  
AWARDS  
ISSUE**





# Challenge

*(This Message was delivered by Hilliard Smith at the Awards Banquet of the 52nd Annual FAIA Convention, October 7, 1966, in Miami Beach.)*

President Deen, Vice President Durham of the Institute, Ladies, distinguished guests and my fellow architects.

As I stand here tonight — symbolic of the leadership of this association for the new year — I feel that each of the team of officers so elected stands in the shadow of his predecessor. Each looking to the past for guidance in the future. Each maintaining continuity so that no success of past efforts will be lost. Each knowing well that the brilliant luster of past successes will be tarnished if not matched by radiant vitality in the future.

Thus, at once we recognize with deep thanksgiving the accomplishments of those who have gone before and accept with humility and understanding the challenge of the tasks before us.

It is my desire in these few words to light a candle of interest which hopefully may be kindled to a brilliance that will light our way to further successes.

It is, therefore, incumbent on me to discuss briefly with you the philosophy which will guide our association for the year 1967.

While we have had great success informing the public that we are living in ugly, disordered communities and alarming them to action in many quarters, we have failed miserably in educating them that architects are the difference between architecture and buildings; beauty and ugliness. This must be changed. Only a comprehensive program of public education through good public relations can bring about this change. We accept the challenge.

Will each of you also accept the challenge to broaden and deepen your individual interests in public affairs.

We have recognized in our convention theme, in the seminars of the last two days and in the words of those participating, that each architect must focus

his attention on his community, if the profession is to catalyze and guide the destiny of our visual environment. All too often in the past, we have stayed aloof, yes even uninterested in the swirling revolution of our society and environment. We can no longer stand by and permit this evolution to take place without benefit of quality design, which only our profession is capable of providing.

We must move out into the arena of public affairs and do battle with every force not consonant with beauty and order in our visual environment. If the architect is to accept the challenge of this role in the community, he must be prepared. This will require a more comprehensive education of the student and a vigorous program of continuing education of the already

practicing architect. This challenge we also accept.

To complete our metamorphosis, we must turn our attention to the affairs of government and legislation, for ours is a government of laws, not of men. Our complex, dynamic and exploding society demands statutory controls which mould a better environment and become tools for the design professions to provide improved and expanded public service.

Our interest in matters legislative cannot be limited to defensively protecting professional status, but rather must be broadened to provide leadership in creating positive and equitable environmental legislation. This challenge we also accept.

To sum all this into simple words, I would like to quote from President Nes's acceptance speech at the 1966 A.I.A. convention, wherein he said "Architects must be all they have been in the past but still much more. This is not a speech calling for a new renaissance man. It demands a new collective capability and a new collective image for a profession that performs every function expected of it in the mainstream of America's development."

Synthesizing a program of these dimensions will require elements that must come from all of us, namely:

Empathetic and active leadership, thus the administration is challenged;

A strong, effective association, thus the staff and committees are challenged;

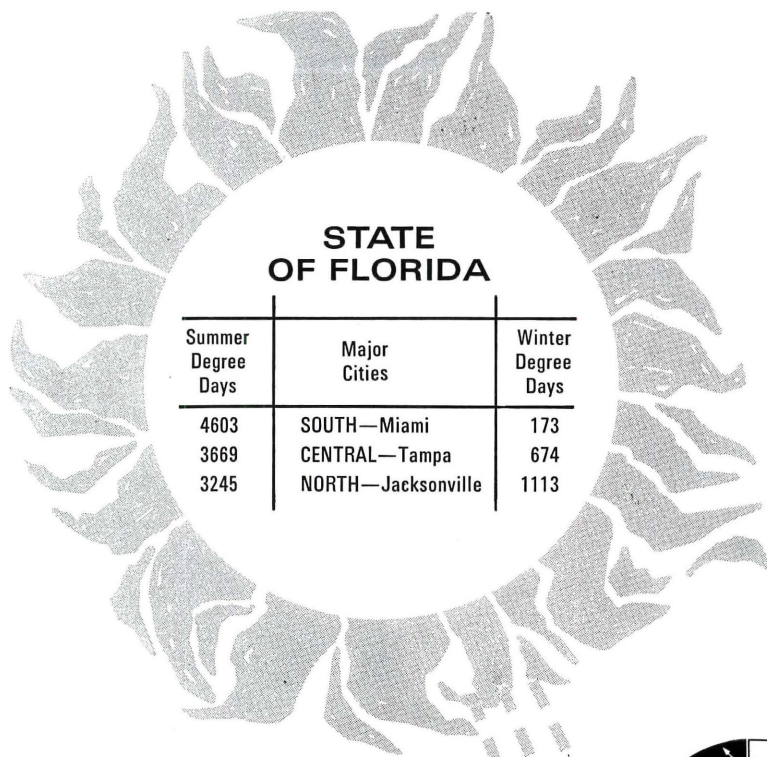
A vigorous participation, thus each of you is challenged. Truly this is a time of challenge. Finally, quoting the words of the immortal John Ruskin who said, "Life without industry is guilt, Industry without art is brutality," I pray that our year will be industrious and that our industry will be without brutality.



HILLIARD SMITH, AIA

## THE PRESIDENT'S MESSAGE

---

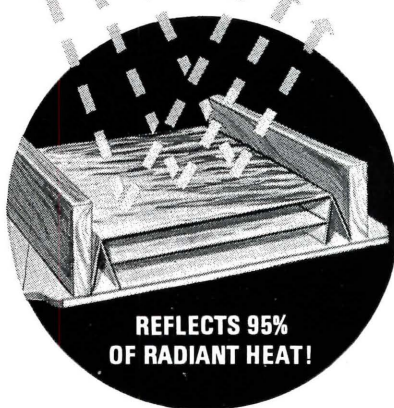


## STATE OF FLORIDA

Summer Degree Days	Major Cities	Winter Degree Days
4603	SOUTH—Miami	173
3669	CENTRAL—Tampa	674
3245	NORTH—Jacksonville	1113

# Check the advantages of Insulation specially designed for Florida climatic conditions

New Borg-Warner Alfol provides the thermal insulation needed to combat the radiant heat from the Florida sun. Insures year-round comfort. Reduces air conditioning and heating costs. Increases home resale value. Alfol snaps into place to form multiple layers of aluminum foil with air space in between. Check the chart below. See how these new Alfol products deliver top R Value for lowest dollar investment. Available now at your Borg-Warner Alfol Distributor. Consult him now.



#### TYPE 2F

Provides 3 reflective spaces featuring tough foil laminated to kraft top surface.

#### TYPE 2FK

Provides 3 reflective spaces featuring tough foil laminated to kraft top surface.

#### TYPE 4FR

Provides 4 reflective spaces featuring tough foil laminated to kraft top surface.

#### TYPE 4F

Provides 4 reflective spaces featuring tough foil laminated to kraft top surface.

### INSTALLED THERMAL RESISTANCE FOR NEW ALFOL TYPES—CEILINGS

Type	Installation	Direction of Heat Flow	R* Value for Vented Attic Construction	R* Value for Flat or Low Slope Roof or Cathedral Construction
2F & 2FK	Face Stapled	Down-Heat Gain	11.0	14.0
		Up-Heat Loss	6.0	7.0
2F & 2FK	Recess Stapled	Down-Heat Gain	12.0	15.0
		Up-Heat Loss	7.0	8.0
4FR	Recess Stapled	Down-Heat Gain	14.0	17.0
		Up-Heat Loss	8.0	9.0
4F	Recess Stapled	Down-Heat Gain	19.0	19.0
		Up-Heat Loss	9.0	10.0

\*R equals the thermal resistance provided by the ALFOL insulation only

**Reflectal Corporation** 1000 W. 120th Street, Chicago, Illinois 60643. Code 312/CO 4-7800

SUBSIDIARY OF BORG-WARNER CORPORATION

builder  
products







## OFFICERS

Hilliard T. Smith, Jr., President  
1123 Crestwood Blvd., Lake Worth, Florida  
Herbert R. Savage, President Designate/Vice President  
3250 S. W. 3rd Avenue, Miami, Florida  
Myrl Hanes, Secretary  
P. O. Box 609, Gainesville, Florida  
H. Leslie Walker, Treasurer  
Citizens Building, Suite 1218, 706 Franklin St., Tampa, Fla.

## BOARD OF DIRECTORS

Broward County • Charles R. Kerley / George M. Polk  
Daytona Beach • Francis R. Walton  
Florida Central • J. A. Wohlberg / William J. Webber  
Ted Fasnacht  
Florida Gulf Coast • Earl J. Draeger / Jack West  
Florida North • James T. Lendrum / Jack Moore  
Florida North Central • Forrest R. Coxen  
Florida Northwest • Ellis W. Bullock, Jr.  
Florida South • James E. Ferguson, Jr. / Francis E. Telesca  
Earl M. Starnes  
Jacksonville • A. Robert Broadfoot, Jr. / Roy M. Pooley, Jr.  
Harry E. Burns, Jr.  
Mid-Florida • John B. Langley / Joseph M. Shifalo  
Palm Beach • Jack Willson, Jr. / Jefferson N. Powell  
Richard E. Pryor  
Director, Florida Region, American Institute of Architects  
H. Samuel Kruse, 1600 N. W. LeJeune Rd., Miami  
Executive Director, Florida Association of the American  
Institute of Architects  
Fotis N. Karousatos, 1000 Ponce de Leon Blvd., Coral Gables

## PUBLICATIONS COMMITTEE

Joseph M. Shifalo / Donald Singer

## THE FLORIDA ARCHITECT

Fotis N. Karousatos / Editor  
Eleanor Miller / Assistant Editor  
Ann Krestensen / Art Consultant  
Black-Baker-Burton / Photography Consultants  
M. Elaine Mead / Circulation Manager

THE FLORIDA ARCHITECT, Official Journal of the Florida Association of the American Institute 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, 1000 Ponce de Leon Blvd., Coral Gables 34, Florida. Telephone: 444-5761 (area code 305). Circulation: distributed without charge to 4,669 registered architects, builders, contractors, designers and members of allied fields throughout the state of Florida—and to leading national architectural firms and journals.

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 the AIA. 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 the AIA. 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. March Roster Issue, \$2.00. . . . McMurray Printers.

## PRESIDENT'S MESSAGE

### Inside Front Cover

## PENETROMETERS . . .

Choice for Soil Exploration  
by Professor John Schmertmann  
University of Florida

**4-6**

## ARCHITECTURE FOR FLORIDA LIVING

A Report on our Annual Edition

**7**

## AWARDS & HONORS

for The Florida Architect Magazine

**11**

## THIS WAS THE 1966 CONVENTION —

A Capsule Review of the FAAIA Convention  
in Miami Beach

**14-16**

## CALENDAR OF EVENTS

**18**

## ARCHITECTURAL EXHIBIT AWARDS

as selected at the 52nd Annual FAAIA Convention

**20-23**

## ADVERTISERS' INDEX

**24**

FRONT COVER — The New Law Center, University of Florida — Category B Honor Award Winner among the Architectural Exhibits at our 52nd Annual Convention. The proposed Law Center, by Pancoast/Ferendino/Grafton & Skeels, is pictured again with all the other award winners on Pages 20-23.



Is your client  
getting only  
**HALF A  
BUILDING?**



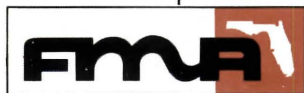
He is . . . unless it's **all-electric!**

Only electricity can provide power for heating, lighting, air conditioning and ventilating. The integration of all these essential services into a single system provided by a single power source is called **electrical space conditioning**.

Why pay more to add boilers, stacks, fuel storage tanks, insulated piping, circulating pumps, high-pressure valves, etc. for fossil fuels? By eliminating the conventional mechanical equipment area you get more usable space; and this means added income for your client.

A combined electrical space conditioning system utilizes each component to its maximum potential, too. For greater client satisfaction more engineers, architects and builders are turning to the all-electric concept to do the whole job.

Alachua	Lakeland
Bartow	Lake Worth
Blountstown	Leesburg
Bushnell	Moore Haven
Chattahoochee	Mt. Dora
Clewiston	Newberry
Ft. Meade	New Smyrna Beach
Ft. Pierce	Ocala
Gainesville	Orlando
Green Cove Springs	Quincy
Havana	St. Cloud
Homestead	Sebring
Jacksonville	Starke
Jacksonville Beach	Tallahassee
Key West	Vero Beach
Kissimmee	Wauchula
Lake Helen	Williston



**Florida Municipal Utilities Association**

WHEN CONSUMERS OWN,  
PROFITS STAY AT HOME



# P E N E T R C

By

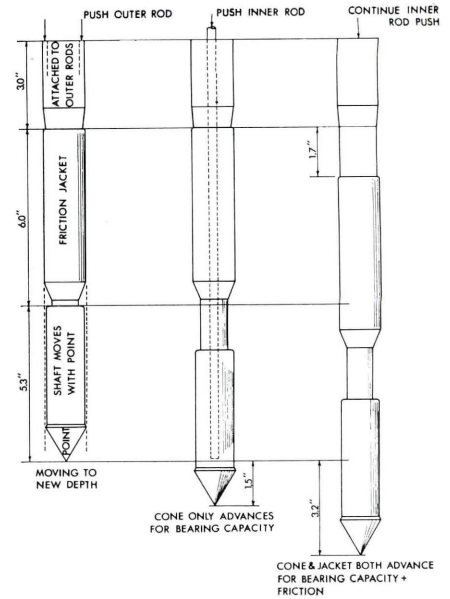
JOHN H. SCHMERTMANN, Ph.D., P.E.  
Professor of Civil Engineering  
University of Florida, Gainesville

As most architects are quick to appreciate, their buildings must rest on adequate foundations. This means the sub-surface soil conditions must be explored and evaluated. The architect desires that this be done accurately and economically and that the recommended foundation designs be as economical as possible—after all, he wants the maximum funds available for the part of his building that people see and live and work in. Although he may employ engineering consultants, he is ultimately responsible for the appearance, safety and economy of his building. It is to his advantage to be acquainted with recent developments in soil engineering exploration techniques so that he is aware of, and can request, the best.

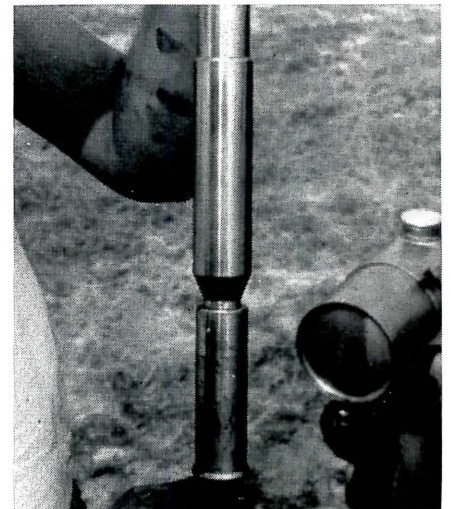
The purpose of this article is to acquaint the architect and engineer with an important and new soil engineering exploration method—the *static friction-cone penetrometers*. Static (slowly pushed rather than hammer driven) penetrometers are not new—they have a long history of use in Europe. However, until recently they only measured bearing capacity. What is new is a recent development in cone design which permits this instrument to also identify the soil types penetrated via an additional measurement of soil friction.

## RESEARCH AT THE UNIVERSITY OF FLORIDA

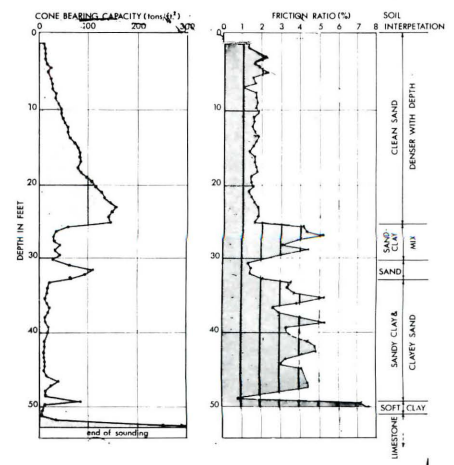
Every civil engineering student is now taught that adequate soil exploration is an essential part of good construction engineering. But, what constitutes adequate exploration? This decision is normally left to the architect's or engineer's judgment. Each is limited by the money that he or someone else feels can reasonably be allotted for this purpose and, also very important, by the selection of exploration methods available. In the majority of cases the "choice" is the Standard Penetration Test (SPT) method. However, there is really little choice because there have been no suitable alternatives, in Florida, to the SPT method for ordinary soil exploration and design problems. There is at present an active research program in the Department of Civil Engineering at the University of Flor-



Action of Friction Jacket Cone



The Dutch Friction-Cone



Typical results from Friction-Cone Penetrometer sounding

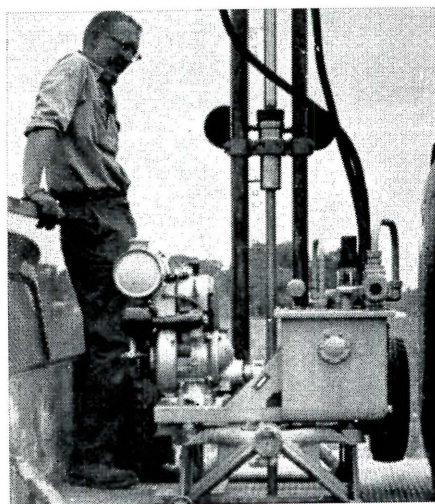
THE FLORIDA ARCHITECT

... A  
Choice  
For  
Soil  
Exploration

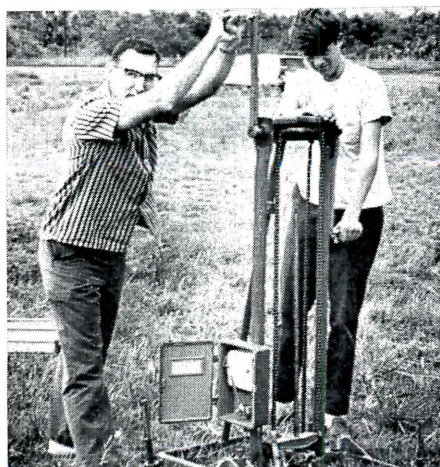




**Dutch Penetrometer in action**



**Mounted Dutch Penetrometer**



**Swedish self-recording Penetrometer in operation in Tampa**

ida with a prime objective to develop and introduce alternative methods into Florida.

As an engineer specializing in this field, the need for alternative methods seems clear. Many architects also sense this need. The SPT method involves driving a sampler pipe into the soil at the bottom of a previously cleaned-out hole by means of a drop hammer delivering a standard blow. A complete soil sample is recovered for visual inspection. A count of the number of hammer blows to penetrate the sampler 12 inches, known as the "blow-count" or "N-value," provides a crude dynamic measure of the soil's shear strength. The N-values are then introduced into empirical design charts to provide foundation design pressures. The SPT method was a definite improvement over the wash boring techniques in prior use. However, the SPT method has many limitations.<sup>1</sup> Its continued use for design is a matter of great controversy among soil engineers and many only tolerate it because of a lack of an economical alternative. It is the opinion of many, including the writer, that the limitations of the SPT method often force foundation designs to be overly conservative and expensive.

A likely alternative method for soil exploration is the static cone penetration test. This method has a history of development in Europe, particularly The Netherlands and Sweden, about equal in length to the thirty-five to forty years for the SPT. The Civil Engineering Department of the University of Florida has purchased what it believes to be the first cone penetration system of the modern Dutch and Swedish types to be bought in the United States. Approximately 12 months research with this equipment in Florida has demonstrated that it may be of great value and deserves the serious consideration of the building professions.

## DUTCH CONE PENETRATION METHOD

A brief explanation of the Dutch cone sounding method follows: a hardened steel cone is forced vertically into the soil by a static thrust. This thrust, required to cause a bearing capacity failure of the point, is measured and recorded. Such a measurement is made every eight inches (or four if more detail is desirable) of sounding depth, thus providing considerable detail for a bearing capacity

profile, and hence a shear strength profile, of the soils encountered at the sounding location. The cone point is specially designed to prevent soil contamination of the cone mechanism. It is advanced with a 2-rod system: the outer rod or casing to provide structural strength and protect the inner rod from soil friction and buckling; the protected inner rod, or push-rod, is used to advance the point during a thrust measurement. The thrust is measured by reading a Bourdon gage.

A new type of cone, called the friction-cone, has recently become available and its use greatly enhances the amount of information that can be obtained from cone penetration testing. The action of this cone is illustrated in Figure 1 and a photograph is shown in Figure 2. A special friction sleeve is attached above the point and this permits the additional determination of static soil friction against the steel sleeve. The ratio of (unit sleeve friction/unit point bearing) is an indicator of the soil type penetrated. For example, ratios of 0— $\frac{1}{2}\%$  ordinarily indicate soft rock and/or shells,  $\frac{1}{2}$ —2% ordinarily indicates sand, clays are over 5% and clay-sand mixtures and silts fall between 2—5%. In this way the "friction-ratio" permits approximate interpretation of the soil type penetrated even though no samples are obtained. The experience in Florida to date indicates that the prediction of the type of soil penetrated is reasonably accurate when made in this manner. By means of such interpretations, using the friction-cone, it is possible to accurately locate soil layers and thereby reduce the amount of soil sampling required. With local experience it should be possible to eliminate sampling entirely on some types of jobs.

The plotted results from a typical sounding record are illustrated in Figure 3. The friction ratio is also plotted and an interpretation of soil type is indicated. A parallel SPT boring generally confirmed this interpretation.

## METHOD OF PRACTICAL VALUE

The design value of the information obtained from a friction-cone penetration test is quite impressive. Each point represents a static bearing capacity test and as such can be extrapolated to bearing capacity values for larger sized foundations.



The friction of the soil against the steel sleeve is a measure of the friction to be expected against deeper foundations, for example, piles. In fact, the penetrometer can be considered a model displacement pile. The design of pile foundations is simplified if cone penetration soundings are available. In The Netherlands pile foundations are designed almost exclusively from the results of cone soundings.

As explained above, the soil type can be estimated from the friction ratio. The detail of a log with data every eight inches in depth permits an accurate visual appraisal of the strength profile of the soils at a particular location. When in clays, the shear strength can be computed from bearing capacity theory. When in sands the relative density and/or the angle of internal friction can be estimated from the magnitude of both the cone bearing and friction ratio values. It is apparent that a significant amount of direct use in foundation design can be obtained from such a friction-cone penetration test.

The economy of this method of exploration is quite comparable to standard penetration test borings. The equipment to insert the cone into the soil is rather small compared to conventional boring rigs and can easily be transported. The photograph in Figure 4 shows the equipment in use with the transporting vehicle used by the University of Florida in the background. When used as shown here the unit must be anchored separately for each sounding, and has a thrust capacity of 12 tons, or 600 tons/sq. ft. pressure on the point. The present contract cost of such exploration would probably be about \$3.50 to \$4.00 per foot.<sup>2</sup> The equipment can also be mounted on vehicles made heavy enough to supply the desired reaction. For example, the photograph of Figure 5 shows the equipment mounted on a flat bed sufficiently weighted down to provide a

satisfactorily stable three ton reaction; which was adequate for the shallow exploration purposes of this project. With this set-up, when operating at maximum efficiency it was possible to make five soundings per hour, each between 10 and 15 feet in depth and about 50 feet apart. When such a rigging can be used, the exploration price would probably be around \$2.75 per foot.<sup>3</sup> Prices such as these would be competitive with the SPT method of exploration and permit the engineer or architect to choose a method based on the design value of the information obtained. Using both methods, each to supplement the other, could sometimes lead to the best results.

#### LIGHTER SWEDISH CONE

The University has also been working with a lighter, portable, hand-operated and more economical cone penetration system of Swedish design. The Dutch equipment has a static thrust capability of 12 tons and can penetrate soil with an N-value of over 100 blows. The present Swedish equipment has a thrust capability of two tons and its penetration ability is limited to about 25-blow soil. However, within this penetration range it can be used effectively and has a number of special advantages. The manufacturers plan to significantly increase this thrust capability.

Figure 6 shows a photograph of two men operating this penetrometer. They can easily carry it around a site and transport it, partly dismantled, in a station wagon or ordinary car trunk. The penetrometer log is automatically recorded and it is not necessary to take and reduce field data. With suitable conditions production is about 300 ft./day by two men and contract costs would be about \$1.00/ft.

This penetrometer does not have the friction and friction-ratio measurement capability and is therefore less useful for design. But it does

offer an economical method of searching for weak and potentially troublesome soil layers near the ground surface and gives a good measure of their strength.

#### THE FUTURE

Predicting the future is at best a risky business which, in this case, involves considerable personal opinion. However, our research and this paper are aimed at influencing the future and it is only fair that the reader know what we have in mind.

Our experience shows that soil conditions in Florida are generally suitable for using penetrometer exploration methods. In many instances using these methods will result in sub-surface soil data much more detailed and accurate than previously available with SPT methods and also more suitable for direct application to design. When using such penetrometer exploration, perhaps at first as a supplement to current SPT methods, the services of soil testing companies will become more valuable to architects and other civil engineers because they will be able to provide superior data for design.

With the prospect of more economical foundation designs, architects should encourage engineers to explore these new (to Florida) exploration and design methods. An easy and effective way of doing this is to include static cone penetrometer exploration as an acceptable alternative, or supplement, to the SPT in their specifications for soil exploration work<sup>3</sup>. Initially, this will only serve to encourage the progressive testing companies to purchase the new equipment needed. Once this critical practical step has been taken and the equipment is used in practice, the technical advantages will soon be obvious to all concerned. Other companies will follow and the new will eventually become the routine. This has happened in other countries and Florida should follow the pattern.

1—The reader wishing to follow this subject is referred to a recent paper by Gordon F. Fletcher titled "Standard Penetration Test: Its Uses and Abuses" found in the *Journal of the Soil Mechanics and Foundation Division*, ASCE, July, 1965, p. 67. Especially informative are the numerous discussions of this paper in subsequent issues of this Journal. These discussions are still being submitted.

2—These cost estimates include assembling the exploration data in report form. Because of the much greater volume of data obtained with friction-cone penetrometer sounding (15 measurements every five feet) data reduction and plotting is a greater percentage of the cost than with SPT exploration. They are estimates only. Naturally, the contract costs on any one job could depend greatly on the local circumstances for that job. This is also true for SPT exploration.

3—A statement similar to the following may suffice:

As an alternate, or a supplement, to standard penetration test exploration it is permissible to use static cone penetrometer exploration. Such a cone must have a horizontally projected end area not less than 10 sq cm (1.55 sq in) b designed so that a cone bearing measurement excludes any soil friction against the rods used to advance the cone; and be advanced by equipment with the necessary control and anchorage stability to provide a uniform rate of cone penetration between 1 and 10 ft./min. The depth interval between cone bearing readings shall ordinarily not be greater than 8 inches.

When using a friction-cone, its design must be the same, or equivalent in performance, to that manufactured by the Goudsche Machinefabrick, Gouda, The Netherlands.

All exploration location and depth requirements are the same and report requirements are the same with appropriate modifications to best present penetrometer testing data.

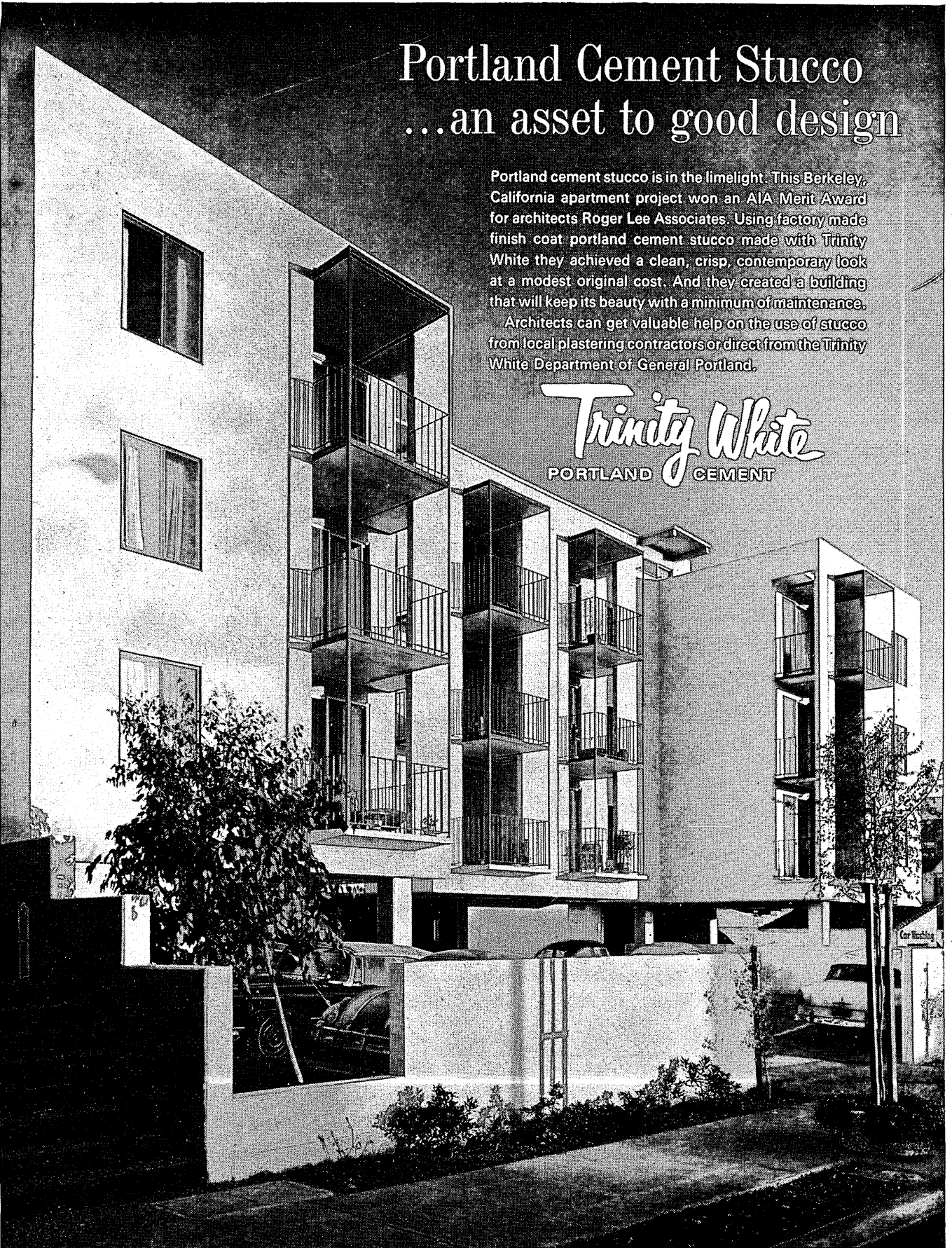


# Portland Cement Stucco ...an asset to good design

Portland cement stucco is in the limelight. This Berkeley, California apartment project won an AIA Merit Award for architects Roger Lee Associates. Using factory made finish coat portland cement stucco made with Trinity White they achieved a clean, crisp, contemporary look at a modest original cost. And they created a building that will keep its beauty with a minimum of maintenance.

Architects can get valuable help on the use of stucco from local plastering contractors or direct from the Trinity White Department of General Portland.

*Trinity White*  
PORTLAND CEMENT



CREDITS: *Architect:* Roger Lee Associates. Stucco supplied by California Stucco Products Co., San Francisco. John Catanesi, Plastering Contractor, Richmond, Cal.



A PRODUCT OF GENERAL PORTLAND CEMENT COMPANY

Offices: Chicago • Dallas • Houston • Tampa • Miami • Chattanooga • Fort Wayne • Kansas City, Kan. • Fredonia, Kan. • Oklahoma City • Los Angeles



# BUILDING WITH "BUILT-IN BONUSES"

Terminal Building, Columbia Metropolitan Airport, West Columbia, S.C.; Upshur, Riley and Bultman, A.I.A., Columbia, S.C., Architects; Julian Shand, Columbia, S.C., Engineer; Harlee-Quattlebaum Construction Co., Florence, S. C., General Contractors.



The handsome new airport terminal in Columbia, S.C., is a fitting showcase for the use of Solite lightweight masonry units.

Used for interior and exterior walls, as well as foundations, Solite "builds in" a number of important advantages.

Left exposed for interior walls, these units provide sound absorbency (up to 50%); self-insulation (holds down heating and cooling costs) and a beautiful, even texture that is easily painted, holds nails, never "sweats" in damp, humid weather.

In addition, they are lighter in weight— $1/3$  lighter than ordinary masonry units. Which means easier handling, faster construction, savings in time, labor and money. Solite—the masonry units with the built-in bonuses.

## **SOLITE**®

Lightweight Masonry Units and Structural Concrete  
Atlantic Coast Line Building, Jacksonville, Florida 32202



# AWARDS AND HONORS



**ST. PETERSBURG, FLORIDA** — August, 1966 — Florida Magazine Association convention names “The Florida Architect” winner of the Best Feature Story of the Year award. The prize-winning feature was ‘The Douglas Village Story’ which appeared in the March, 1966, issue of the magazine. Judges’ comments were . . . “Penetrates the imagination and pierces the peculiar. Good choice of words. Rates high for human interest and color. Skillful tie between opening and conclusion.” In addition, the FMA awarded Second Place Award to “The Florida Architect” for Best Two Color Cover. Two covers were given this honor — our March cover, depicting the Bulow Plantation, and our November 1965 convention cover. General comments by judges about the magazine included . . . “. . . A very slick job . . . Within spatial limits, the variety of stories is very good . . . headline type fair to good . . . body type excellent . . . Use of second color on “Viewpoint” is excellent . . . Section on Douglas Village is very good.”

**WASHINGTON, D.C.** — September 7-9, 1966 — Telegram from the American Institute of Architects is sent to “The Florida Architect”: “Your Magazine was selected as best of 24 component publications in editorial value to the profession . . . Details by letter next week. Congratulations.” The detailed letter added that 24 publications from throughout the nation competed in the AIA’s judging. Five graphics and five editorial experts judged each publication. “The Florida Architect,” in addition to its Best in the Nation for Editorial Value to the Profession, also received the following editorial critique:

## **AIA Editor’s Conference, Sept. 7, 8, 9, 1966**

### EDITORIAL CRITIQUE

Publication: THE FLORIDA ARCHITECT

Critique by: Ernest Mickel

THE FLORIDA ARCHITECT excels in writing style and presentation of feature material. It was the best written magazine of the five reviewed.

The President’s message page is particularly well done, serving as an excellent lead-in to the book. The reprints are stimulating and informative. They do not give an impression of being “fillers” as reprints so often do. The treatment of special material, such as the Douglas Village feature, is outstanding, and carries a creditable appeal to the non-architect reader.

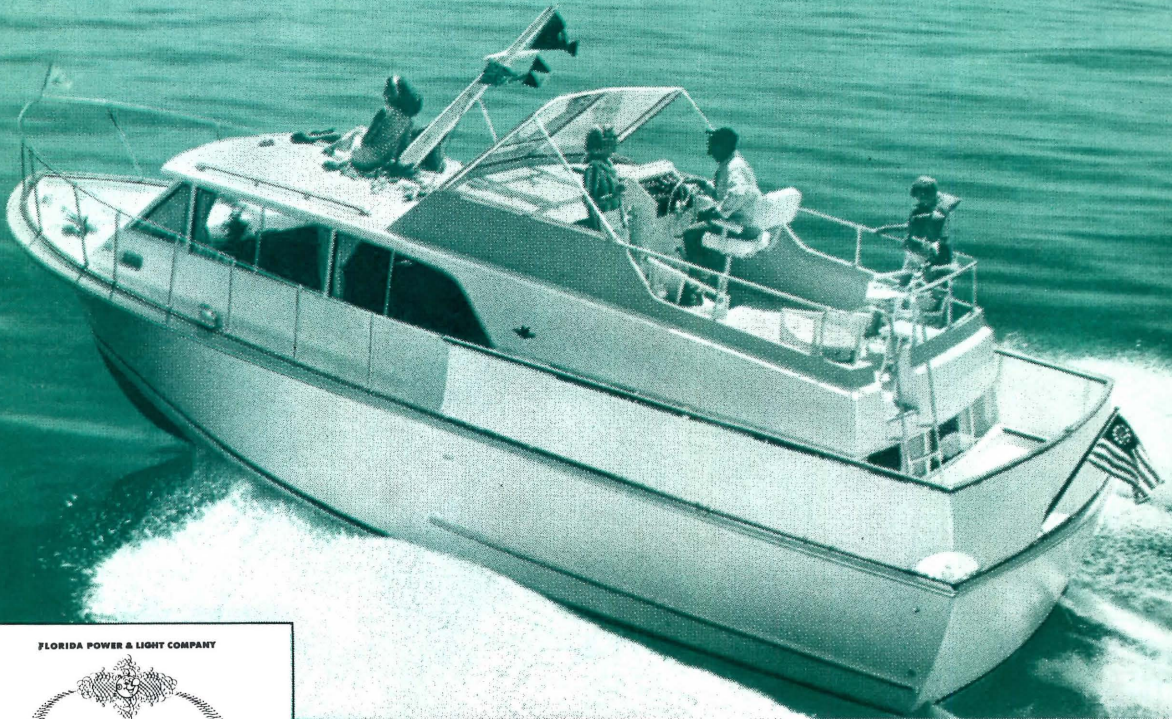
FA covers a fairly broad range of architectural interests within the space limitations common to all these regional publications. It could be more valuable to its readers with a greater emphasis on new technological developments, but I realize these publications are not meant to be “work books” in that sense. Nevertheless I think the book could be improved with some specific attention to new materials and methods to go along with its excellent presentation of professional activity information. I imagine readers would welcome more features such as “New Buildings Around the State” with even more detail on plan and design.

FA gave the best over-all editorial impression of the five magazines reviewed.

**MIAMI, FLORIDA** — October, 1966 — Art Directors Club of Greater Miami, holding its 14th annual exhibition of Advertising and Editorial Art & Design, presents four awards to the Florida Association of the American Institute of Architects — for recently-completed brochures, FAIA letterhead and the 1966 annual Board Report.



# Two Electric "Awards of Merit" To BERTRAM



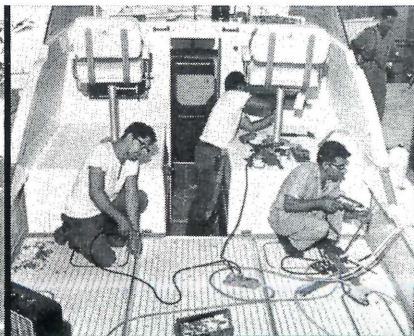
## One for the boat

This special distinction goes to Bertram "for outstanding contribution to the advancement of the Total Electric concept as exemplified by the electrically equipped BERTRAM 37 SALON CRUISER."

Flameless electricity is everywhere for cleaner, safer, smoother performance. The galley, for instance, has an electric range with oven and rotisserie. Also an electric refrigerator. Electric water heating. Ample lighting. Plenty of handy switches and outlets. All the comforts and conveniences of home—electrically—underway as well as dockside!



The Bertram Yacht plant in Miami. 80,000 square feet. One of the country's most modern yacht manufacturing facilities. Fluorescent lighting. Underground electrical ventilating and exhaust system.



Skilled artisans work with electrical tools—high speed drills, saws, sanders, etc.



Electric cutting machine shapes fiberglass for sundecks and superstructure.



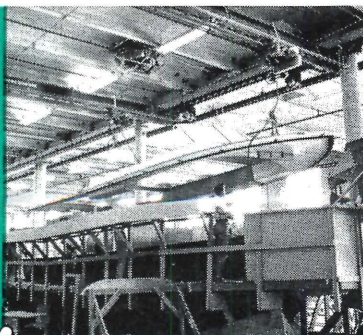


### *One for the plant*

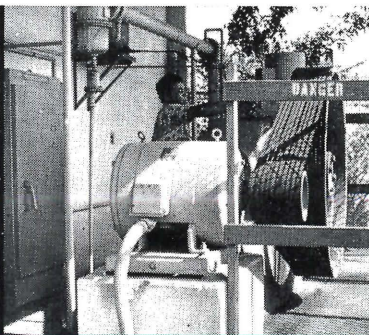
The building Award of Merit for Electrical Excellence signifies that the Bertram plant in Miami, Florida, has been planned to meet ALL-ELECTRIC standards.

Bertram's use of electricity as the sole power source means more efficient and lower cost operation. Total-electric is cheaper than in combination with flame-type fuels.

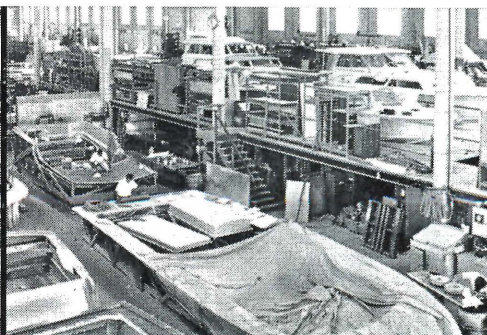
And in a plant designed for fiberglass fabrication in proximity to volatile resins—Flameless Electric is Safer too!



*Electrically-operated overhead cranes deliver hulls and decking to the assembly lines.*



*Huge electrical exhaust and ventilating system cleans the air of fumes and dust.*



*Partial view of assembly section of Bertram Yacht, Division of Nautec Corporation.*



*Florida's Electric Companies . . . Taxpaying, Investor-Owned*

**FLORIDA POWER CORPORATION • TAMPA ELECTRIC COMPANY**



# CONVENTION: 1966

This convention will long be noted for its outstanding speakers — and their piercing look at the architectural profession. If you didn't attend the convention, then here is a capsule review of some of the comments and challenges offered by several of the nation's leading authorities . . . if you were at the convention, these remarks are still worth repeating. Many you will not have heard in the Seminar sessions because these quotes were made in private conversations or in special interviews.

DOUG HASKELL: “. . . highway billboards are here to stay. The only way we can clear blatant signs away from top scenic spots is to offer the outdoor advertising industry a deal. We'll have to provide some choice locations in exchange . . . advertising is too important in our economy for us to think it will disappear . . . Most people are blind to their surroundings . . . supermarkets and junk yards will continue to come in where they don't belong, regardless of zoning battles, until the public opens its eyes.

“. . . schools fail to educate their pupils in art. It's just not tough . . . yet every child learns the music scales and how to sing a song.

ROBERT L. DURHAM, FAIA: “. . . The most significant thing about the age in which we live is change. Even more impressive is the rate of change itself. I come from a high-rise fishing village on the opposite corner of forty-eight states. The small ship that brought our pioneers a little over 100 years ago has given way to jet planes that soon will carry 300 people to Paris in two hours. A few weeks ago one of my neighbors, a project architect for a queer space-contraption, shipped his creation down to Florida for propulsion to the moon. Suddenly after five thousand years of our contemplation of the man in the moon, we are viewing photographs in great detail . . .

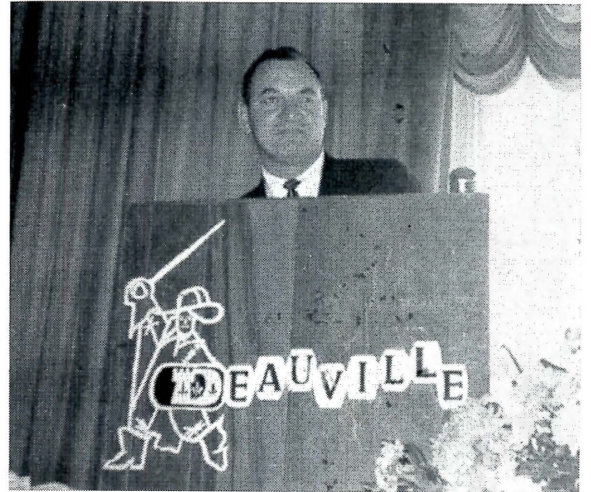
“As designers, we are also facing change. Try to find the draftsman who can without exhaustive research draw the most elemental gothic or colonial mouldings! As architects, we search for new solutions and for quality in design. But in more depth we are beginning to realize that we can no longer be satisfied with the design of one building at a time. It has been suggested that nothing would be quite so horrible as a whole community of honor award winners! . . .

“Our profession is not growing nearly as fast as the need for our services . . .

“There has never been a better age for architects. We will have to stretch ourselves in every way, immerse ourselves in the social, political and economic life of our communities and sharpen our skills. While we do this we must lose our most precious heritage — our skill as designers. Most of us will have to work very, very hard. There is very little doubt about it — given adequate information and a large measure of leadership we can have a golden age in urban design. The architectural profession can fashion the key to it. In our hands we may yet open the door to a new America.”



Jim Deen and H. Leslie Walker chat with Mayor Robert King High before his luncheon address.



High's Republican opponent for Governor, Claude Kirk, was a breakfast speaker.



Two esteemed gentlemen at our convention: Douglas Haskell and Philip Hiss.



# FOCUS: COMMUNITY

RICHARD HATCH: "... It is wonderful to think that 600 years ago the nature of the columns on the exterior of the Duomo in Florence was such a hot public issue that it could only be decided by referendum. It is sad to think that although most of us live in urban areas in 1966, the pervasive ugliness of our cities is of little public concern and that people all over the country regularly vote down programs to improve their environment ...

"Architects have cried out against ugliness and squalor—and we cry out in a wilderness of high tension wires, parking lots and slums—but few are there to listen... We have deplored the present situation, but we have not yet learned to think strategically. We do have a hazy idea of what we want. We must learn to ask why we do not get anything that approaches it, and how with our limited energy and influence we can have the greatest impact on the environment ...

"... Civil rights legislation had no impact in Harlem... they had those legal rights... This sort of wave of despair and resignation has hit Harlem before. The parents wind up being conservative, church-going, not at all violent people by and large. But if jobs become scarcer and scarcer, and money harder to make, it will blow up.

"... cities are getting worse and worse, not better and better... This is an extremely wealthy country. We have the power and the wherewithal. We're just not hurting enough yet.

"... We will need more federal money, much more federal money, to improve the physical plants of our cities. We will get it only when we have created sufficient political pressure for it. Need is not enough—that is abundantly clear.—We have been isolated visionaries, a single professional group talking to itself through our professional associations and professional journals. If we are to create a responsive, beautiful environment in our cities, however, we must seek *allies*.

"... In this country most public programs have traditionally served the middle class—people like ourselves—for obvious reasons. We vote. We elect the public officials and they come, by and large, from backgrounds not dissimilar to our own. They are automatically sensitive to the needs of the large middle class electorate—again, people not unlike us. And this huge political force is not yet convinced that the problems of our cities are worth solving. They do not share our demand for order, clarity and purpose. Where we see sprawl, they see growth. Where we see congestion, they see affluence and healthy economic activity.

"... The state of our cities demonstrates that we have not done well with our commitment to insure a good environment for all men. We must not continue to fail. The measure of our commitment must be the degree to which we put our important professional skills at the disposal of those who have been without them longest, can afford them



Architectural Exhibit display was center of attraction.



Architectural Exhibit Jury holding roundtable discussion: Richard Hatch, George Rockrise, Bob Durham. Co-chairman Bob Eberhart looks on. Not pictured is Doug Haskell.



Prize-winning Building Product display booth: Wonderfall by Navan, for educated value. Display excellence award was won by Georgia-Pacific.



least, and need them most. If we do not, we condemn our poor, ourselves as architects, and our cities, to eclipse."

JAMES DEEN: "... We've had great success informing the public that we are living in ugly, disordered communities and alarming them to action in many quarters . . . but we've failed miserably in educating them that architects can make the big difference . . ."

HILLIARD SMITH: "The next ten years could well turn out to be the most important decade in architectural history . . . It's a time of double challenge. People must accept the hard fact that there's a vast difference between architecture and buildings, beauty and ugliness. That's the first challenge — to shape a better America out of the clutter of today . . . Secondly, the challenge to architects is that we must realize our profession—and *only* our profession—is capable of providing the necessary leadership in each community."

CHARLES COLBERT: FAIA: "... Joseph Woods Krutch in the *Measure of Man* wryly says: "Perhaps Hamlet was nearer right than Pavlov. Perhaps the explanation "How like a God!" is actually more appropriate than "How like a dog!" . . . Perhaps we have been deluded by the fact that the methods employed for the study of man have been for the most part those originally devised for the study of machines or the study of rats, and are capable, therefor, of detecting and measuring only those characteristics which the three do have in common."

"... We have every right and the obligation to revitalize our own deeper potentials. *If possible*, it is immoral not to be different, *not to be better*. An adequate society *should* demand it of us.

"... Learning, coupled with ego, is always the prime mover of change. Alfred North Whitehead writes: "The ultimate motive power, alike in science, in morality, and in religion, is the sense of value, the sense of importance. It takes the various forms of wonder, of curiosity, of reverence, of worship, of tumultuous desire for merging personality into something beyond self.' This motive power cannot be applied from without but must be generated from within. This is the challenge to you and to education.

"... Necessity is no longer *the mother of invention*, if it ever was. Nor can it be induced through the interminable inculcation of factual knowledge or the bait of financial gain, or *even the lure of the 'do-gooder.'* Krutch again makes my point for me when he says: 'Perhaps man *is* not, first of all, a Reasoning Animal; perhaps something else that he does with his mind is even more obviously unique than reasoning. *But what, then*, shall we call this aring: *what is it* that it is hardest to imagine a machine doing for us? . . . We might, I suppose, call it 'WANTING.' Certainly even the stupidest man is capable of desiring something, and the cleverest machine, no matter how brilliantly it may solve differential equations (quantitative problems), does not. The power of 'wanting' is the first cause of learning."



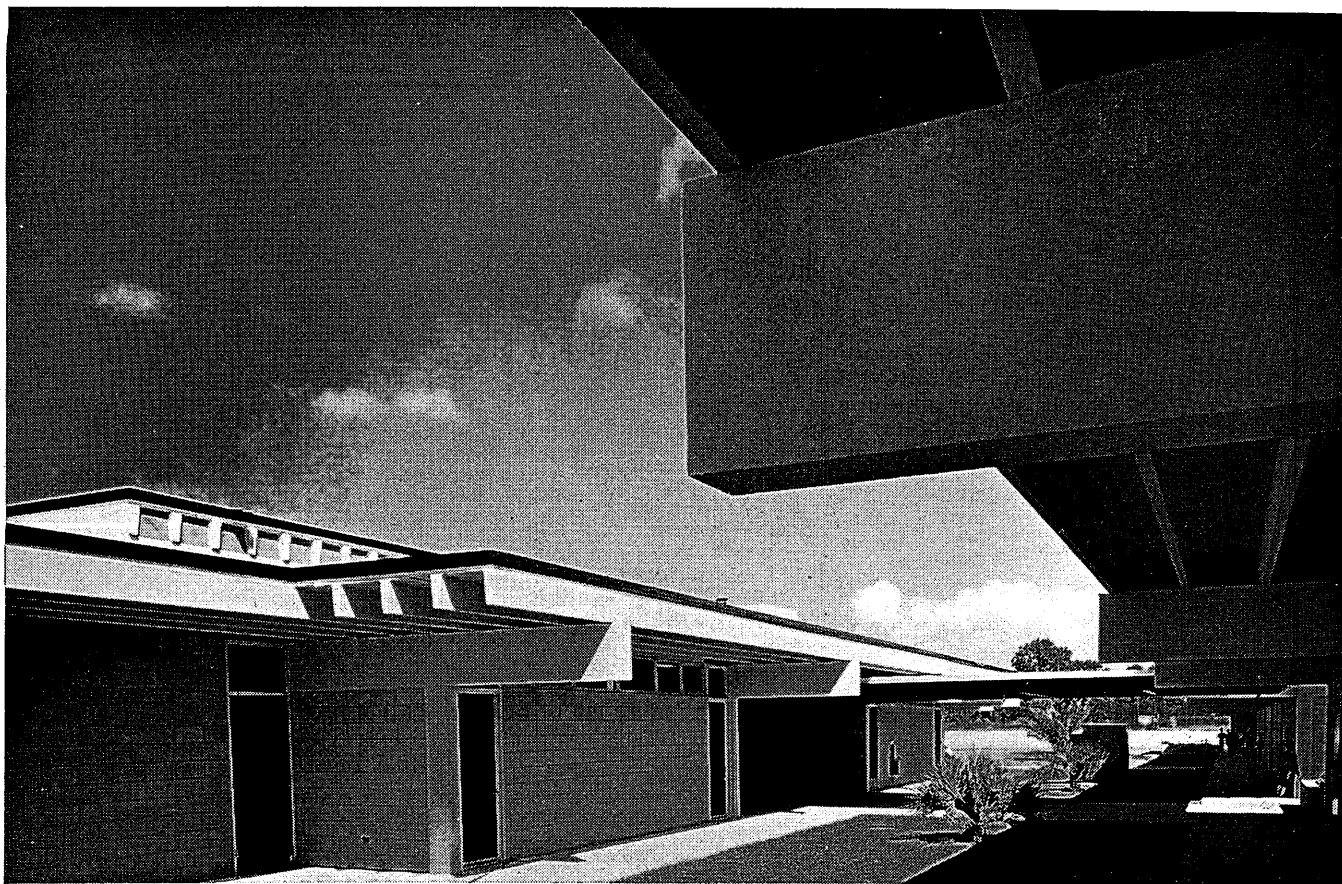
Jack Wohlberg discusses upcoming seminar session with Richard Hatch.



New president Hilliard Smith enjoys exhibitors' luncheon with Pavlow representative.



President's Reception receiving line finds Executive Director Fotis Karousatos greeting Herb Savage.



Owner: Hillsborough County Board of Public Instruction. Architect: McLane-Ranon-McIntosh-Bernardo. Designing Architect: Rick Rados, Tampa, Florida. Structural Engineer Consultant: Sidney L. Barker, Tampa, Florida. General Contractor: Ellis Construction Company, Tampa, Florida.

# Imagination and concrete turned into 24 classrooms

**\$10<sup>58</sup>\*** per sq. ft.  
(including air conditioning)

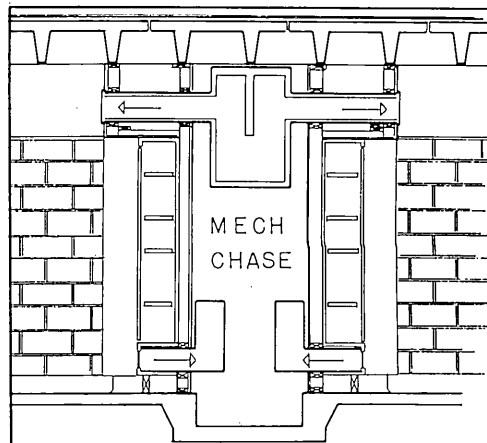
Williams Elementary School, Tampa, dramatizes the ability of Florida architects to create schools of both design individuality and low cost.

Here, the architect capitalized handsomely on the versatility of concrete. The design, embodying a concrete frame, prestressed roof and concrete masonry walls, features an unusual high-accessibility arrangement of air-conditioning and mechanical systems.

Each classroom complex stands as two structural frames, divided by a floor-to-roof mechanical chase through the center of the building, providing ready access from both ends.

Absence of beams at the chase top permits the air-conditioning feeder duct to fit snugly against the stem of the prestressed double tee. Chase walls in the classrooms are utilized for recessed bookcases, storage and duct outlets and returns.

Increasingly, architects as well as school boards are looking to concrete—not for its design potential alone, but its fire safety, insulating and acoustic values and life-long economy.



MECHANICAL CHASE DETAIL

\*Calculated per A.I.A. document D-101

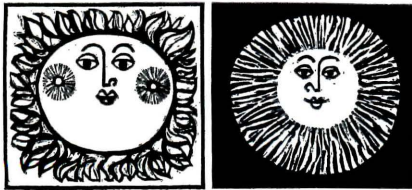


## PORTLAND CEMENT ASSOCIATION

1612 E. Colonial Drive, Orlando, Florida 32803

An organization of cement manufacturers to improve and extend the uses of portland cement and concrete





## CALENDAR

### November 19

FAAIA Council of Commissioners meeting, 10 a.m., Robert Meyer Motor Inn, Orlando.

### November 20 - 23

AIA Student Forum, Octagon, Washington, D. C.

### November 22

Producers Council meeting, South Florida Chapter, Coral Gables Country Club. (Guest Speaker).

### November 22 - December 4

Palm Beach Chapter, AIA, Architectural Exhibit. Norton Art Gallery, Palm Beach.

### November 27 - December 17

FAAIA Architectural Exhibits, La Monte Art Gallery, University of Tampa, Tampa.

### December 10

FAAIA Board of Directors meeting, 10 a.m., George Washington Hotel, Jacksonville.

### December 17

Meeting of the AIA Florida Chapter Presidents, 10 a.m., 1000 Ponce de Leon Blvd., Coral Gables.

## SUPPORT YOUR PUBLICATION


When writing to  
manufacturers about new  
products or advertisements  
first seen here . . .

tell them you saw it in . . .

## The FLORIDA ARCHITECT

**IF YOU'RE MOVING,**  
please send us your old  
and new address. Don't  
miss a single issue of  
**THE FLORIDA ARCHITECT!** Just drop a note  
or card with your correct  
mailing address to The  
Florida Association of  
the American Institute  
of Architects, 1000  
Ponce de Leon Boulevard,  
Coral Gables, Florida  
33134.

**beautiful ideas**  
**begin**  
with  
**GAS**



**FOR MORE INFORMATION CONTACT  
YOUR NATURAL GAS UTILITY**

Apopka, Lake Apopka Natural Gas District  
Bartow, Central Florida Gas Corp.  
Blountstown, City of Blountstown  
Boca Raton, Florida Public Utilities Co.  
Boynton Beach, Florida Public Utilities Co.  
Bradenton, Southern Gas and Electric Corp.  
Chattahoochee, Town of Chattahoochee  
Chipley, City of Chipley  
Clearwater, City of Clearwater  
Clermont, Lake Apopka Natural Gas District  
Cocoa, City Gas Co.  
Cocoa Beach, City Gas Co.  
Coral Gables, City Gas Co.  
Crescent City, City of Crescent City  
Cutler Ridge, City Gas Co.  
Daytona Beach, Florida Gas Co.  
DeLand, Florida Home Gas Co.  
Delray Beach, Florida Public Utilities Co.  
Eau Gallie, City Gas Co.  
Eustis, Florida Gas Co.  
Fort Lauderdale, Peoples Gas System  
Fort Meade, City of Fort Meade  
Fort Pierce, City of Fort Pierce  
Gainesville, Gainesville Gas Co.  
Geneva, Alabama, Geneva County Gas District  
Haines City, Central Florida Gas Corp.  
Hialeah, City Gas Co.  
Hollywood, Peoples Gas System  
Jacksonville, Florida Gas Co.  
Jay, Town of Jay  
Lake Alfred, Central Florida Gas Corp.  
Lake City, City of Lake City  
Lakeland, Florida Gas Co.  
Lake Wales, Central Florida Gas Corp.  
Lake Worth, Florida Public Utilities Co.  
Leesburg, City of Leesburg  
Live Oak, City of Live Oak  
Madison, City of Madison  
Marianna, City of Marianna  
Melbourne, City Gas Co.  
Miami, Florida Gas Co.  
Miami Beach, Peoples Gas System  
Mount Dora, Florida Gas Co.  
New Smyrna Beach, South Florida Natural Gas Co.  
North Miami, Peoples Gas System  
Ocala, Gulf Natural Gas Corp.  
Opa Locka, City Gas Co.  
Orlando, Florida Gas Co.  
Palatka, Palatka Gas Authority  
Palm Beach, Florida Public Utilities Co.  
Palm Beach Gardens, City of Palm Beach Gardens  
Panama City, Gulf Natural Gas Corp.  
Pensacola, City of Pensacola  
Perry, City of Perry  
Plant City, Plant City Natural Gas Co.  
Port St. Joe, St. Joe Natural Gas Company  
Rockledge, City Gas Co.  
St. Petersburg, United Gas Co.  
Sanford, Florida Public Utilities Co.  
Sarasota, Southern Gas and Electric Corp.  
Starke, City of Starke  
Tallahassee, City of Tallahassee  
Tampa, Peoples Gas System  
Tavares, Florida Gas Co.  
Titusville, City Gas Co.  
Umatilla, Florida Gas Co.  
Valparaiso, Okaloosa County Gas District  
West Miami, City Gas Co.  
West Palm Beach, Florida Public Utilities Co.  
Williston, City of Williston  
Winter Garden, Lake Apopka Natural Gas District  
Winter Haven, Central Florida Gas Corp.  
Winter Park, Florida Gas Co.



# beautiful ideas begin with GAS

## NATURAL GAS HEAT PROTECTS BEAUTY OF WORLD-FAMOUS CYPRESS GARDENS

When it comes to protecting the large outdoor areas of beautiful Cypress Gardens from the cold you want the cleanest, most dependable heat available. That's why Cypress Gardens' developer Dick Pope, Sr. is switching to Natural Gas heat. In a test last year in the Gardens, gas heaters proved to be highly efficient in producing clean, soot-free warmth without the smoke and smelly fumes that were common to the oil burning heaters they had been using. Natural Gas is piped underground directly to each heater providing a constant, uninterrupted fuel supply and eliminating the messy fuel refilling problems of the old oil heaters. How about you? With cold weather ahead shouldn't you be switching to cleaner, more dependable Natural Gas!

**Cypress Gardens is served by the Central Florida Gas Corporation.**



**FLORIDA  
GAS**  
Transmission Company  
WINTER PARK / FLORIDA

Florida's Pipeline to the Future...  
serving 35 Natural Gas Distribution  
Companies in over 100 communities  
throughout the state.

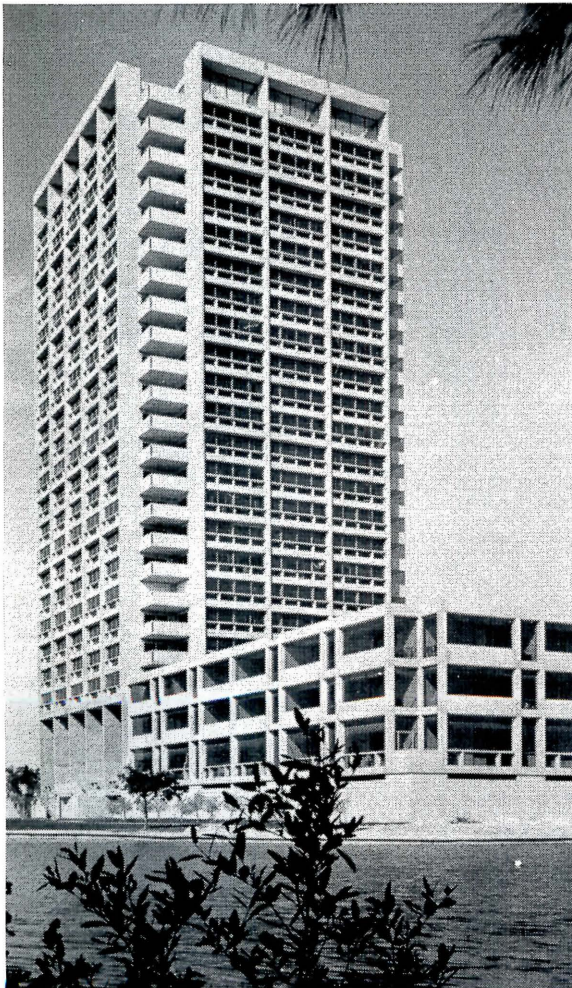


# Architectural Exhibit Awards

Certainly a highlight of our 52nd Annual Convention in Miami Beach was the display of architectural exhibits in the lobby of the Deauville. Our esteemed panel of judges — the architectural awards jury — who shouldered the task of selecting the winners were: Robert L. Durham, FAIA, first vice-president/president designate of the AIA, Jury Chairman; Douglas Haskell, FAIA, architectural editor and writer, C. Richard Hatch, AIA, executive director of Architects' Renewal Committee in Harlem; and George T. Rockrise, FAIA, advisor to the Secretary of the Department of Housing and Urban Affairs. Co-chairman of the jury was Robert C. Eberhart, AIA.

## CATEGORY A—HONOR AWARD

Winner of the coveted Honor Award in this category for buildings completed in January 1, 1963, was Plymouth Harbor, located in Sarasota, Florida. The jury said . . . *"A straightforward, strong statement of how to organize a vertical community carefully sited on a relatively small piece of property. The jury was impressed with the concept of a series of three-story neighborhood courts combined into a high-rise building, so the whole building becomes a series of related neighborhoods."*



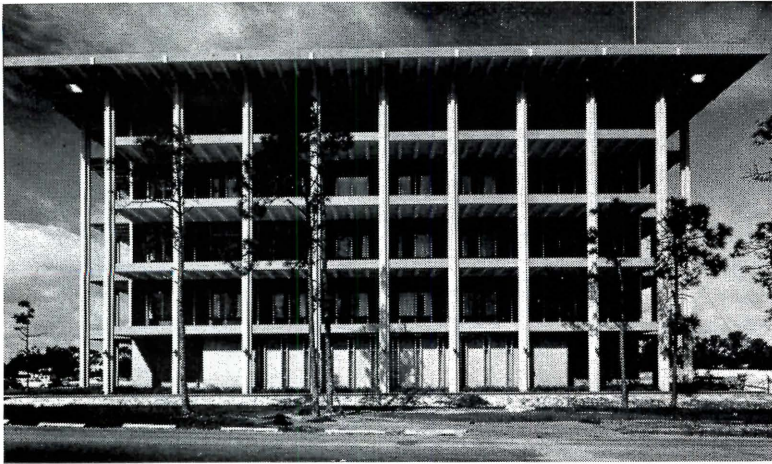
PLYMOUTH HARBOR  
Sarasota, Florida

ARCHITECTS:  
FRANK FOLSOM SMITH and  
LOUIS F. SCHNEIDER





## MERIT AWARDS



### INSTITUTE OF INFORMATION SCIENCE BUILDING

University of Miami  
Coral Gables, Florida

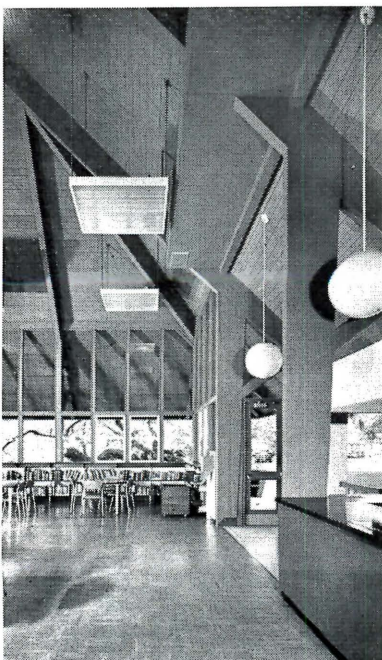
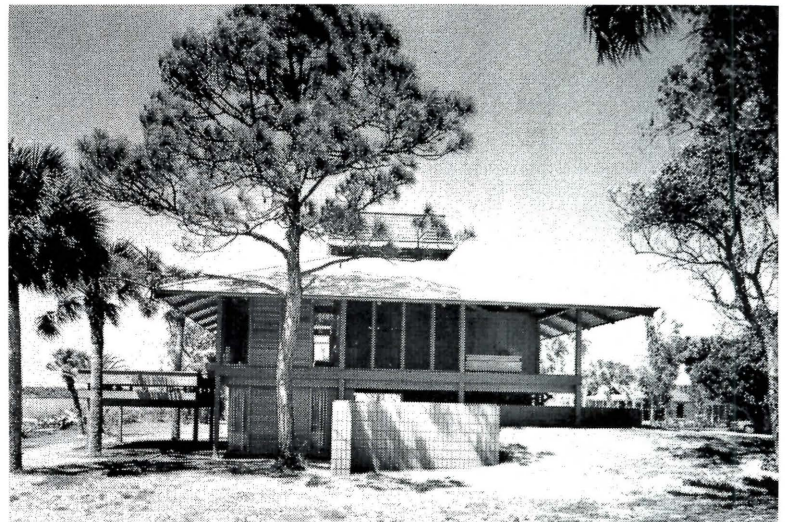
ARCHITECTS and ENGINEERS:  
WATSON, DEUTSCHMAN  
& KRUSE

*"A well-organized, handsome structural expression . . . The simple concrete forms and deep shadows produce an effective regional character."*

### HOUSE OF CHAN Sarasota, Florida

ARCHITECTS:  
FRANK FOLSOM SMITH  
& ASSOCIATES

*"Handsome, residential detailing with good selection of materials well-suited to the site. The dominant roof form relates extremely well to the simple geometry of a well-organized plan."*



### COCONUT GROVE BRANCH LIBRARY Coconut Grove, Florida

ARCHITECTS: T. TRIP RUSSELL & ASSOCIATES



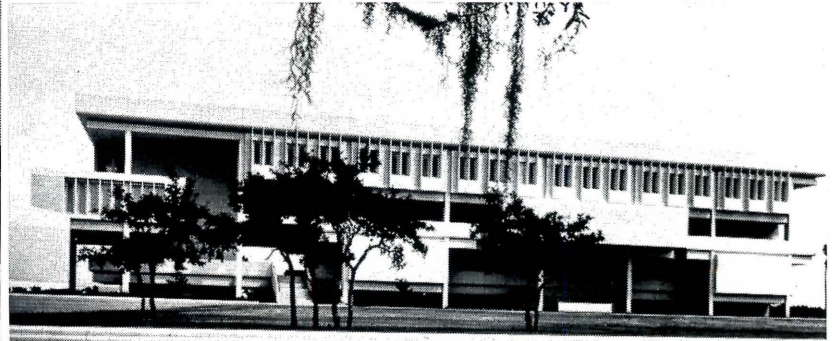
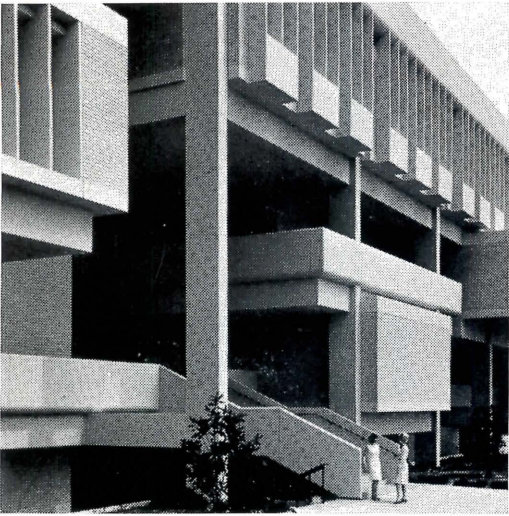
*"The architect took greater pains than is customary in taking an old piece of work and joining onto it in sensitive fashion . . ."*



COLLEGE OF BUSINESS ADMINISTRATION  
University of South Florida  
Tampa, Florida

ARCHITECTS: H. LESLIE WALKER & ROBERT WIELAGE

*"Well-articulated plan with diverse uses of the building expressing themselves in handsome, composed facades . . ."*

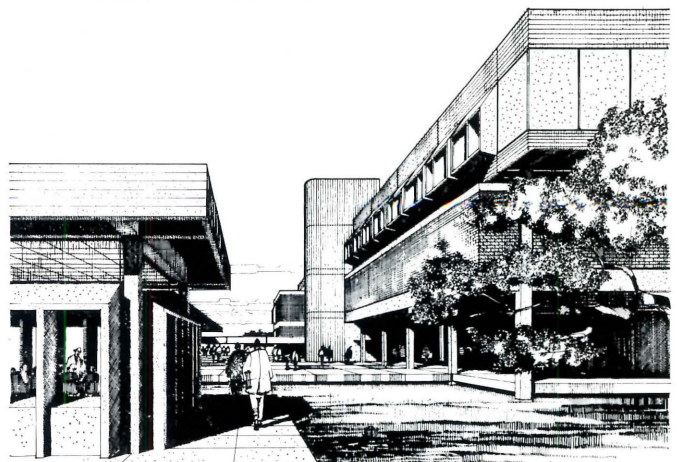
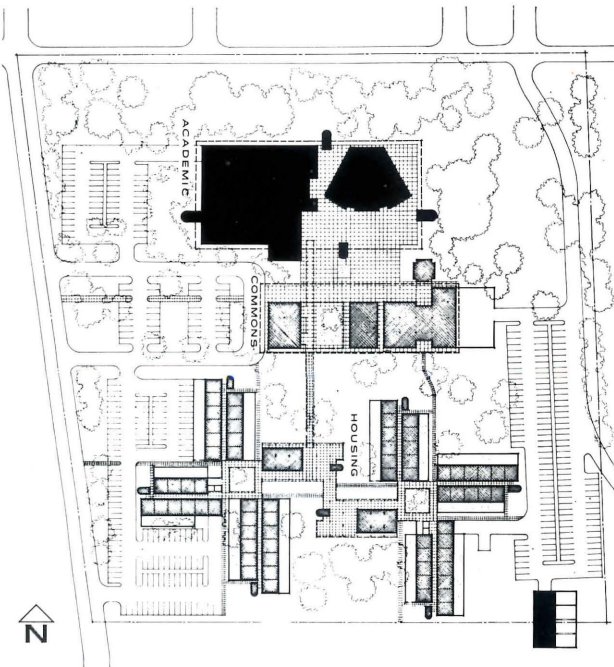


## CATEGORY B—HONOR AWARD

In this category, designated for proposed buildings which have reached the final presentation stage and acceptance by the client, the Honor Award was presented to the New Law Center at the University of Florida. *" . . . A single, powerful architectural expression. A number of widely different elements both in use, size and form have been brought together to form an effective urban statement . . ."*

NEW LAW CENTER  
UNIVERSITY OF FLORIDA  
Gainesville, Florida

ARCHITECTS:  
PANCOAST/FERENDINO/  
GRAFTON & SKEELS



NEW LAW CENTER, UNIVERSITY OF FLORIDA, GAINESVILLE



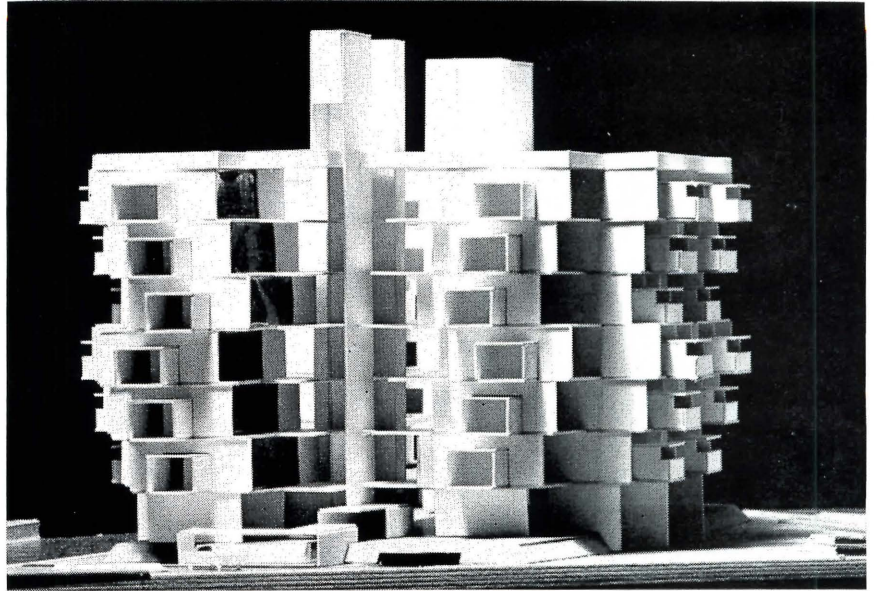
## MERIT AWARD

BAY HOUSES CONDOMINIUM  
Miami, Florida

ARCHITCTS:

PANCOAST/FERENDINO/  
GRAFTON & SKEELS

*"The basic concept of a well-appointed 'urban house' is well handled in a 'middle rise' structure which lends great variety and produces order . . ."*



## STUDENT AWARDS

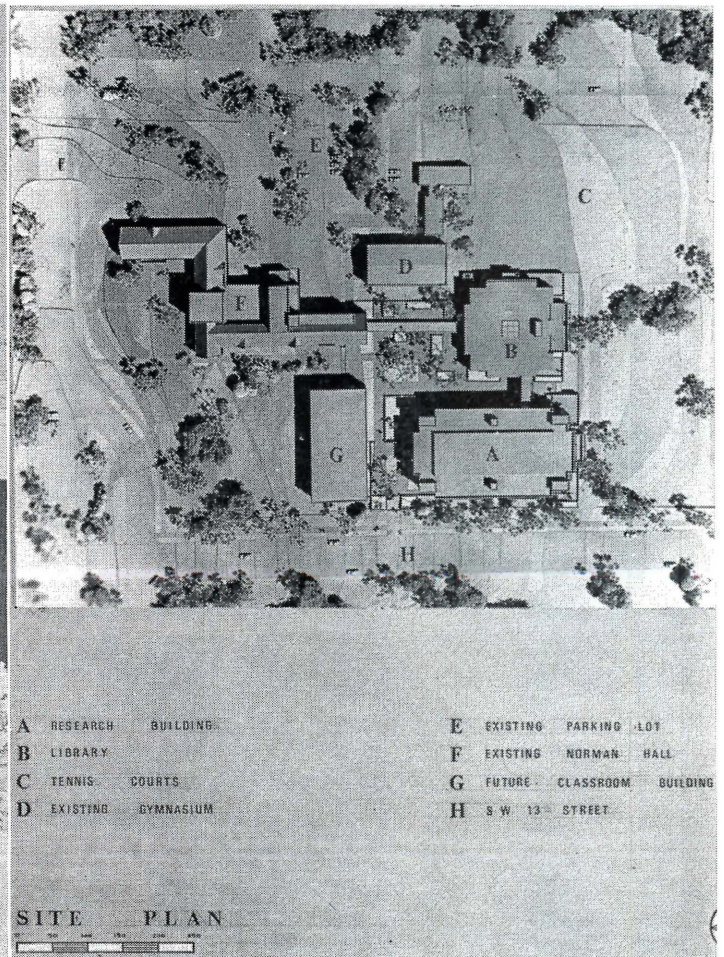
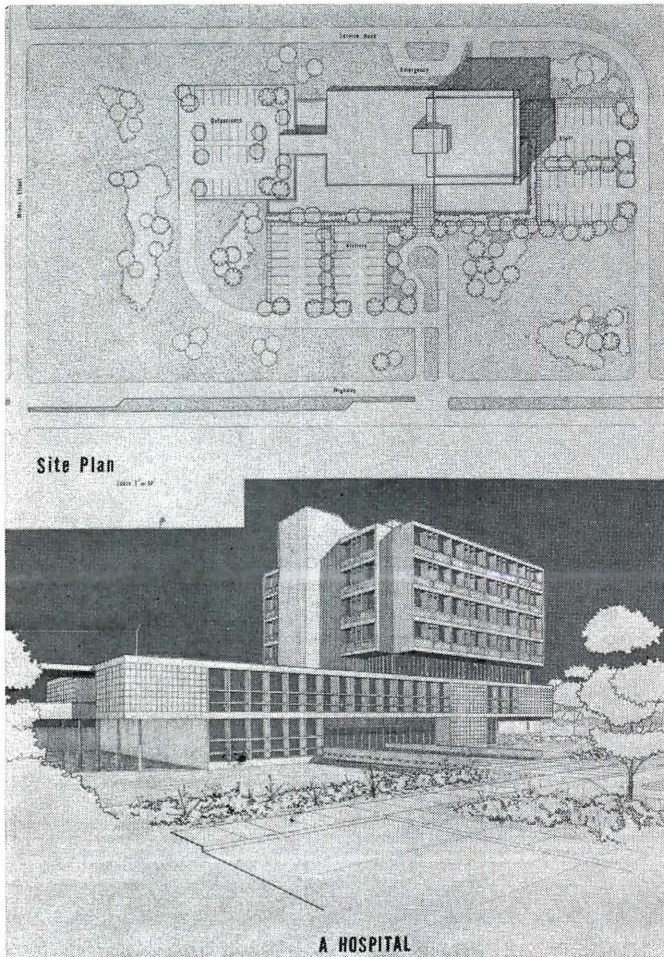
HOSPITAL, UNIVERSITY OF MIAMI  
by Louis Vila

*"The handling of inpatient and outpatient services is properly separated and yet the centralization of services shows clear understanding of functions of a modern hospital . . ."*

RESEARCH BUILDING & LIBRARY  
UNIVERSITY OF FLORIDA

by William T. Nigro

*"A careful and sensitive placement of well-composed, strong building forms which bring order to an existing topsy-like conglomeration of smaller buildings of diverse style."*





## ADVERTISERS' INDEX

Dunan Brick Co.  
Inside Back Cover

Florida Gas Transmission Co.  
18 - 19

Florida Investor-Owned  
Electric Utilities  
12 - 13

Florida Municipal  
Utilities Association  
3

Gory Roofing Tile  
Manufacturing Inc.  
8

Oil Fuel Heat Institute  
8

Portland Cement Association  
17

Reflectal/Borg-Warner Corporation  
1

Solite Corporation  
10

Trinity White —  
Portland Cement Co.  
9

F. Graham Williams Co.  
24

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

HANDMADE BRICK

CERAMIC GLAZED BRICK

GRANITE

LIMESTONE

BRIAR HILL STONE

CRAB ORCHARD FLAGSTONE

CRAB ORCHARD RUBBLE STONE

"NOR-CARLA BLUESTONE"

STRUCTURAL CERAMIC

GLAZED TILE

SALT GLAZED TILE

GLAZED SOLAR SCREENS

UNGLAZED FACING TILE

ARCHITECTURAL TERRA COTTA

BUCKINGHAM AND VERMONT

SLATE FOR ROOFS AND FLOORS

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*

**RICHARD C. ROYSUM**

10247 Colonial Court North

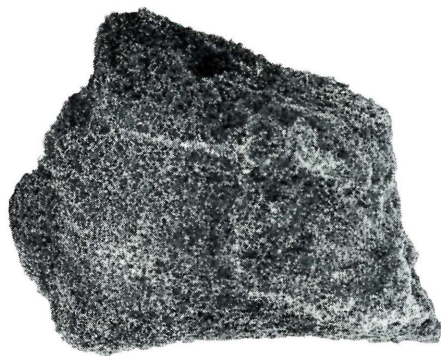
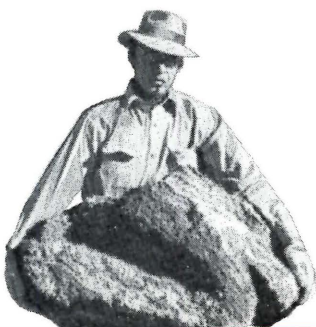
Jacksonville, Florida 32211

Telephone: (904) 724-7958



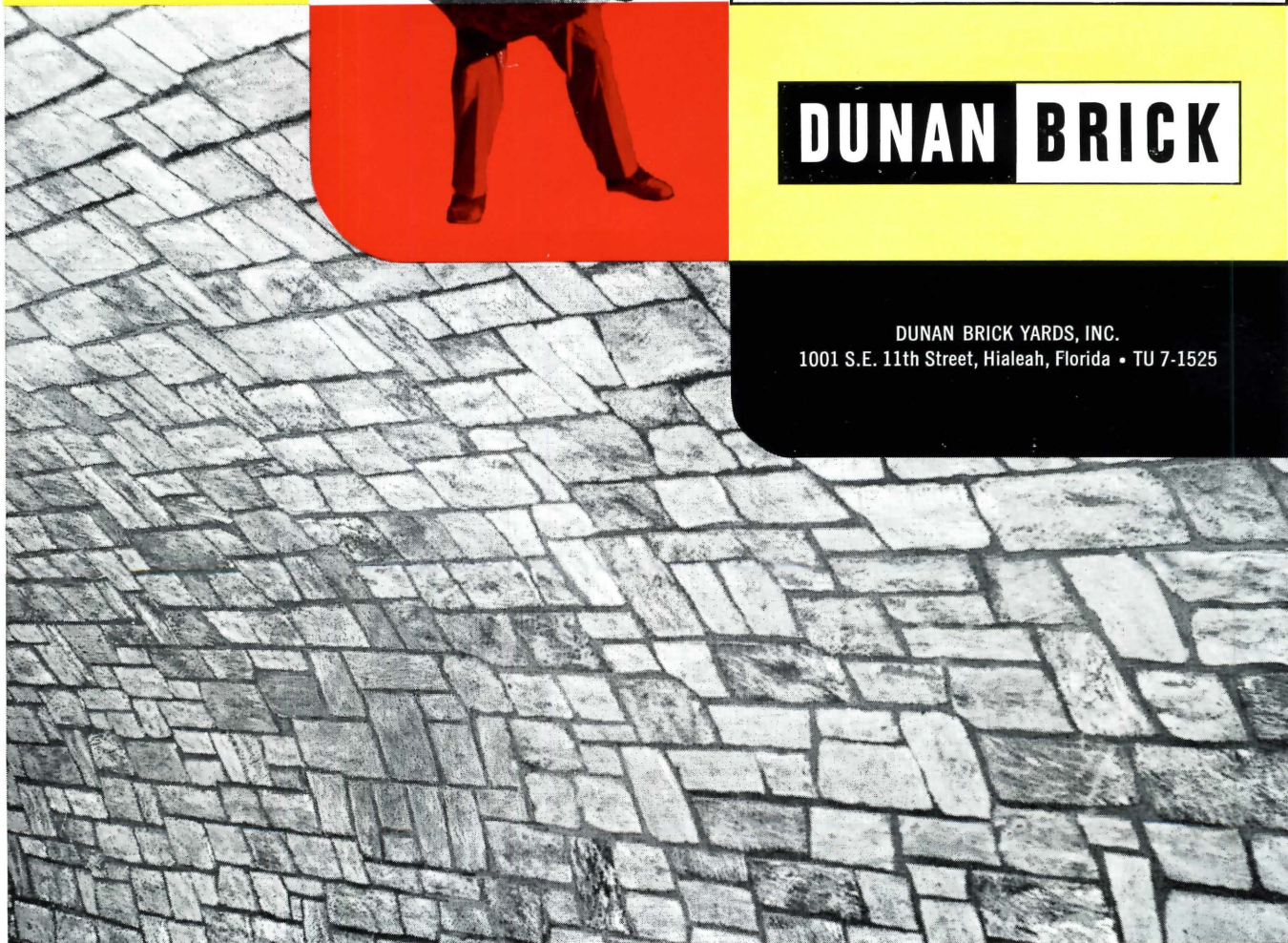
# featherock:

Featherock introduces exciting new departures in architectural, and landscape design for the creative architect. Weighing one eighth the weight of normal rock, Featherock has a unique structure, enabling ease of application, and maximum latitudes in creating decorative arrangements. Used as wall facing, Featherock can be easily formed or fitted to any size or shape by the simple use of chisel, bit or saw. Available in grey or charcoal, Featherock combines strength and durability with a natural beauty.



**DUNAN BRICK**

DUNAN BRICK YARDS, INC.  
1001 S.E. 11th Street, Hialeah, Florida • TU 7-1525





Miami-Dade Jr. College Library  
E. G. Eyman, Head Librarian  
11380 NW 27 Ave.  
Miami, Fla. 33167

10

