

*The*

# Florida Architect

**May - 1955**



**Official Journal**

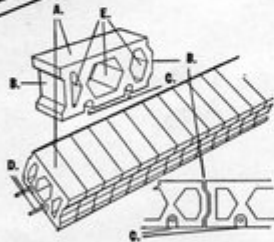
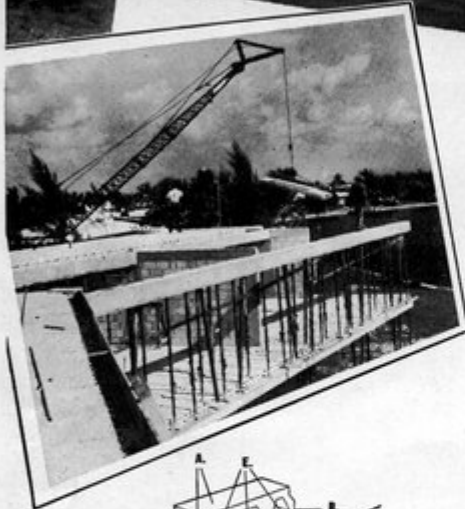
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MAY, 1955

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2

THE FLORIDA ARCHITECT



The  
**Florida Architect**

Official Journal of the  
Florida Association of Architects  
of the American Institute of Architects

MAY, 1955 — VOL. 5, NO. 5

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THE FLORIDA ARCHITECT is published monthly under the authority and direction of the Florida Association of Architects' Publication Committee; Igor B. Polevitzky, G. Clinton Gamble, Edwin T. Reeder. Editor: Roger W. Sherman.

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McMURRAY 26 MIAMI

MAY, 1955

TO ALL MEMBERS OF F.A.A., F.E.S., AND A.G.C.

## Now Hear This!

The hour of decision is almost here. Shortly after you read this, the Legislature at Tallahassee will vote on appropriations to be approved at this session. At that time it will be decided whether or not a sorely-needed new building for the College of Architecture and Allied Arts at the University of Florida can become an immediate reality. Or, whether the fight to obtain adequate quarters for training future leaders of Florida's huge construction industry must be waged to another conclusion two years hence.

Dr. Wayne Reitz presented the need for the building at the University budget hearing before the Senate Committee on Appropriations in mid-April. He indicated that he is fully aware of the need for the new building.

But many of your Legislators who are not conversant with either University affairs or construction industry requirements are not fully aware of it. The reasons why they should vote affirmatively for this building's appropriation must be made known to them.

You people in architecture, in engineering, in contracting are the ones to do it. Here is the personal evaluation of the situation by Sanford W. Goin, F.A.I.A.:

**"The situation is not impossible by any means, providing we can get the support of the profession in Florida. The support received from a few architects has been enthusiastic and forceful. But I regret to say that the majority has been apathetic."**

Here is the estimate of Benmont Tench, Jr., F.A.A. legal counsel, who has kept in close touch with legislative matters since the current session at Tallahassee began:

**"In order to get such a building, it is going to take real action by every architect in Florida. And I think it will have to be a consistently vigorous action extending over the entire time between now and the time the appropriation is actually voted upon. It should begin as soon as possible, because the Appropriations Committee will probably try to come out with its Appropriations Bill at about the middle of this session."**

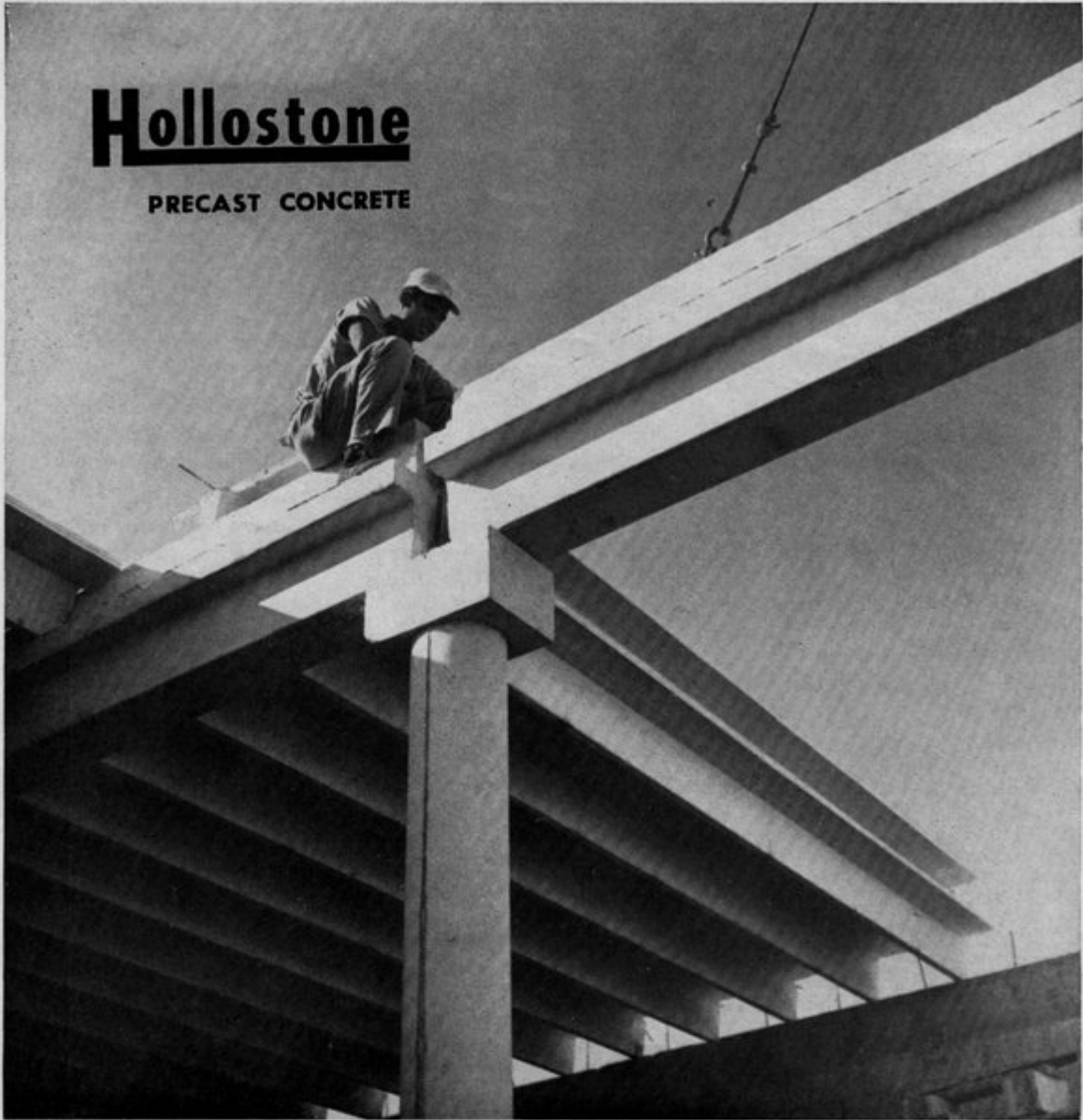
The action that Tench was talking about means contact—contact with Legislators in every part of the State by every architect in the State—and also by their colleagues in construction, the engineers and the general contractors.

In the April issue of this magazine there appeared a full list of Senators and Representatives of our State. Look it up. Go down the list. Then write or wire—or even better, do both—to those representing your community. Tell them the need for the new building. Tell them the importance of their understanding this need. And tell them you want their support of the appropriation to make the new building an immediate reality.

**Do it NOW! Get a professional friend to do it too. Then, do it AGAIN!**

# Hollostone

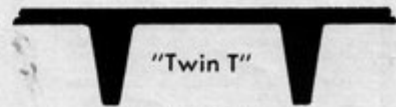
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## The Way Is Easy If We Make It So

By HARVEY F. PIERCE

President, Florida Engineering Society



The role which engineering, as a profession, plays in our everyday lives cannot logically be separated from many other parallel, and sometimes overlapping, lines of endeavor. In truth, our complex civilization does not permit man or professional man to be an "island unto himself." This is indeed an abundant truth when related to architects and engineers in Florida.

Certainly it makes good sense for architects and engineers who are mutually engaged on, or interested in, the construction industry to "get along." But, in my opinion, it makes much better sense to cooperate actively, one with the other, to understand and overcome those realms of conflict which have hindered joint professional growth and at the same time explore, discover and emphasize those elements of mutual strength which will make the road together more rewarding.

Much progress has been made during the last few years through the efforts of individual members of both professions and the Joint Committee on Architect-Engineer Relations. But these efforts and results achieved at Committee level only point the way to a much more universal effort which must be made by all members of both pro-

fessions under the leadership of Florida Association of Architects and the Florida Engineering Society.

In the coming year I am confident that means will be found to move forward in this field. Some, but not all, of the tools available are:

1. Continuation of the Architect-Engineer Relations Committee.
2. The regular inclusion of some item of architectural interest in the *Journal* of the Florida Engineering Society; and of engineering interest in *The Florida Architect*.
3. Continuation of the current joint legislative representation policy.
4. Individual, conscious efforts to appreciate the problems and interests of other professionals and to meet the challenge of cooperation more than halfway.
5. Active forum discussions at local chapter level to explore the common problems.

Other activities which will assist in this program will undoubtedly occur to members of both professional groups. And if they do, the purpose of these paragraphs will have been served, because it will prove individual interest in doing the job. After all, this is the level where all lasting results must be achieved.

The Florida Engineering Society, now affiliated with the Na-

tional Society of Professional Engineers, is, in my considered opinion, a strong influence for good. Its program will always be positive, as I am sure will be the policy of the Florida Association of Architects.

Within my personal experience, some eighteen years of close association with Architects have given me a little better insight into the problem under discussion than is possessed by most of my fellow engineers. Perhaps therein lies the area of my maximum contribution to the cause.

If during the coming year we can help to define the obstacles which stand between the two professions — and prove most of them to be unworthy of both — some further progress can be reported this time next year.

If a positive and aggressive attitude of professional conscience can be engendered in the leaders of both groups, I will be delighted with our progress. But unless, and until, the individual architect and engineer can and will accept the concept that *the other profession should be treated as he would himself be treated*, we will still have a long way to go.

I would like to take this opportunity to thank *The Florida Architect* for this opportunity to pledge the continued cooperation of the Florida Engineering Society on all problems of mutual concern.



# Merchant - Building ... a \$13 Billion Opportunity!

By JAMES K. ALBERT

President, Home Builders' Association of South Florida,  
Member, Executive Committee, N.A.H.B.

The architectural profession in Florida is sitting on one of the most alluring opportunities that could be imagined. The opportunity exists in housing. And it is so big and so provocative of accomplishment that some sound and sober thinking is needed to bring it into today's focus.

You can partially pin it down with a few figures. Last year nearly 44,000 residential units were produced in Florida, representing a dollar volume just short of \$470,000,000. The economic experts, whose specific job it is to keep on top of population trends, sociological needs and business growth,

say — and in deadly earnest, too — that, barring an unforeseen dislocation of Florida's future development, the next 10 years should see the completion of more than a million new housing units in our state. And what does that mean in money? Over 13 billion dollars worth of residential construction!

Just one percent of that huge sum would be \$130 million dollars. Assuming that represented an aggregate of architectural fees, the average yearly amount would break down to \$13 million per year — or about \$13,000 for every architect practicing his profession in the State.

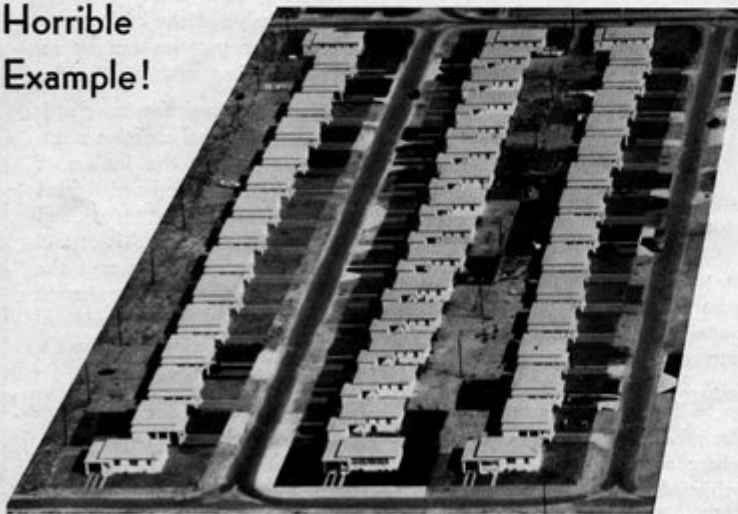
Those are staggering figures. But they are as soberly realistic as careful research and cautious projection can make them. And few would deny that they represent an attractive basis on which to build a future security.

Those billions of dollars will be largely channeled through the offices of merchant builders. Even today, merchant builders finance, construct and sell more than 80 percent of all housing units. It is probable that the percentage will rise within the indicated 10-year period, because the merchant builder is a specialist in the housing field. And, like all good specialists, he is taking advantage of every new method and device to do a better job at lower cost.

The responsibility for producing housing has fallen on the merchant builder largely because of the vast demand for the commodity field in which he has become expert. Mass demands create methods of mass production to fill them. The fact is as true in the housing field as in any other; and it is this one factor of mass, or large-scale, production that has thrust the merchant builder into a special category in the construction industry.

He occupies a peculiar — sometimes even an uncomfortable — position. He must know the needs and desires of the public, or he cannot fill their demands. He must risk large amounts of capital — his and others

## Horrible Example!



This is housing—merchant building—without benefit of architect. Unless builder and architect work together, this kind of development will continue—and forecast community deterioration, future slums.



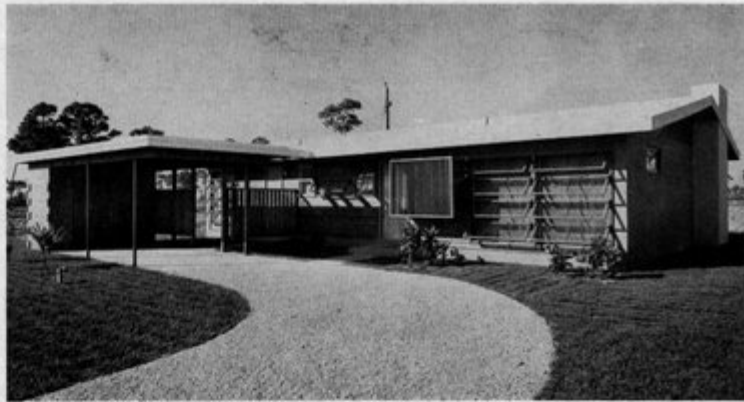


... his work spells opportunity

—on his considered judgment of how his community is developing and the trend of the public's acceptance of that development. He must be expert in organizing all sorts of skills and efforts into a program that is constantly matching every penny of cost against the hopeful possibility of profit. He must keep constantly abreast of every technical advance in building and adapt it whenever possible to his projects. And he must be always on the alert to improve his housing product toward the end of giving his home-seeking public a better housing value and greater livability at a minimum practical price.

Until a few years ago the merchant builder was doing everything pretty much by himself. Too many were too concerned with construction costs to pay much attention to the equally important values of site planning and architectural design. Today that is not so true. Some five years ago, during a conference of the National Association of Home Builders, architects and merchant builders met to formulate methods of working together. The result has been a growing harmony between the two groups. And in more and more residential developments throughout the country this has shown its practical worth in higher standards of design and vastly better values for the public.

Unfortunately, however, this teamwork has not been as prevalent in  
*(Continued on Page 8)*



**WHAT CAN BE DONE . . .**

This is a model home in a projected 1500-house development north of Miami. Selling price is about \$14,000; and model is one of three designed by the architects. Builder of this house was formerly dead set against architectural services, learned their value from poor sales response and high, overall costs on other, lower-priced projects. Plan is standard for the project, but involves several elevation variations and was developed by the California firm of Palmer & Krisel. The well-organized design could have been produced in Florida as well as in California!



Living room is typical of carefully-considered details that characterize every room in the house. Job of coordinating finish materials, interior and exterior colors and furnishings, was delegated to a local decorator.



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## Merchant Building

(Continued from Page 7)

Florida as elsewhere — in spite of the fact that the state's tremendous growth has mushroomed the volume of house construction. It may be that the very rapidity of this growth has been a stumbling block in the way of better housing values that come from architect-builder teamwork. Whatever the reason — and I'm prepared to admit that the fault may lie largely with the merchant builder! — the time has certainly come to change the situation.

Bluntly, and in brief, the merchant builder needs the architect. And, just as bluntly, the architect is going to need the merchant builder if he is going to taste of the opportunities that lie ahead in the Florida housing field.

How can they work together? Well, first, the merchant builder must make it worth the architect's while financially. That has been done elsewhere; it can be done here. But understanding is needed on both sides. The builder cannot expect stock plans for \$5, nor can the architect expect 10 percent on every house constructed.

Second, the builder must open his mind to new and fresher design ideas, or otherwise he defeats his own purpose in asking an architect to work with him. But the architect has no less a responsibility to understand the builder's problem of rigidly controlling costs. Today — and probably for a long, long time to come—financing of housing is tied to MPR's, or Minimum Property Requirements. The architect who would work in housing must know the MPR's like the back of his hand.

Further he must match the builder's ingenuity in doing the most with the least. Broadly speaking, the best detail is the least costly one to the builder. And the architect's worth — and financial stature — will grow to the extent that he can cut cost corners, improve the house in both structure and livability and clothe it with an overall harmony of line, color and proportion.

The merchant builder desperately needs such help. And only you architects can really give it to him.

## Can Architects Make Money in Merchant-Building?

In general the answer is "yes" from those who have tried it. How much money — or, more exactly, how much profit above office costs — seems to depend largely on the size of the builder's project. It could also depend on the working arrangement made, since it's possible for builder and architect to team up in a wide variety of ways. An A.I.A. *Bulletin* on the subject issued about two years ago listed some 10 recognized variants in both fee schedules and working arrangements.

For the builder the crux of the "fee question" is made up of the cost and character of the house and the overall size of the project. On a project of 25 houses to sell for about \$20,000 each, a fee of \$100 to \$125 has been held reasonable. This im-

plies one basic, well-worked-out plan, several variations in elevations and general advice on colors, finishes, etc. In effect, then, the fee would amount to more than 10 percent on a single house of that cost.

In general, the larger the project, the greater return to the architect — even at a possibly lower unit fee. In a 100-unit project of \$10,000, all to be built from the same basic plan, an architectural fee of \$25 per house would return the architect two and one-half times a 10 percent fee on a single \$10,000 house. And for a not-uncommon 200-unit project, the builder would undoubtedly be satisfied to pay the same royalty.

What merchant builders appear to be searching for is architectural service plus. Build-

ers' organization officials say that the plus factor includes such services as site planning, color coordination, detailing to speed up and reduce costs of construction processes, advice on selection of finish materials and equipment, and even assistance in selling, as this involves advertising and sales promotion materials such as sketches and renderings.

For these services they will pay — and the architect can make money. In one case the fee was 4 percent of the cost of the first unit, plus \$100 for each additional unit. There were 32 houses in the project, thus bringing the architect \$4,000. Houses were in the \$20,000 bracket; and in this case the "service plus" idea worked out well for all concerned.

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Maid**

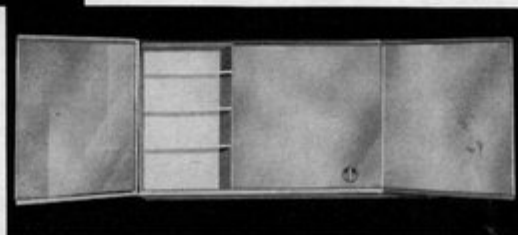
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**Technical Courses  
for Building Officials  
Was Well Attended  
at University of Florida**

Another first for Florida was chalked up at Gainesville when the third annual course for Building Officials opened in March. Sponsored jointly by the University of Florida and the Building Officials' Association of Florida, the short but intensive course of study was first begun in 1953, making this state the recognized pioneer in specialized training for men who have the responsibility for administering planning and construction regulations in communities throughout the State.

The 1955 course, formulated jointly by the General Extension Division and the Colleges of Architecture and Engineering of the University of Florida, was administered by a faculty of 28 experts and covered almost every phase of the building official's job, from bookkeeping and public relations to the fine points of building inspection. Among those taking active part in the program were FREDERICK H. BAIR, JR., Executive Secretary, Florida Planning and Zoning Association, H. N. CARAWAY, Assistant to City Manager, Columbus, Ga., M. L. CLEMENT, director, Southern Building Code Congress, WALTER J. RUBY, President, Florida Building Officials' Association, and ROSS E. WINDOM, City Manager of St. Petersburg.



**3RD ANNUAL SCHOOL FOR BUILDING OFFICIALS, University of Florida.** Front Row: (left to right) *H. N. Caraway*, Building Official, Columbus, Georgia; *M. L. Clement*, Director, Southern Building Code Congress, Birmingham, Alabama; *Gilbert Barnhart*, Housing and Home Finance Agency, Washington, D. C.; *Carl Wetherell*, Daytona Beach; *Walter Ruby*, retiring President, Building Officials' Association of Florida, Lakeland; *J. A. Mortland*, Sarasota; *Harry L. Lindsey*, College of Architecture and Allied Arts, University of Florida; *W. T. Arnett*, Dean, College of Architecture and Allied Arts, University of Florida; *John E. Miklos*, Coordinator for the course and Assistant Professor, General Extension Division of Florida, Gainesville. Second Row: (left to right) *Thomas L. Watts*, Waycross, Georgia; *Ralph W. Jones, Jr.*, Orlando; *L. M. Addison*, Panama City; *J. H. Worrell*, Marion, South Carolina. Third Row: (left to right) *W. H. La Grave*, Gainesville; *Edwin Blanton*, Clearwater; *Robert A. Alexander*, Albany, Georgia; *Joseph A. Wilkes*, College of Architecture and Allied Arts, University of Florida; *R. E. Yonge*, Ocala; *Russell Jacobsen*, Winter Park; *Edgar H. Gregory*, Lake Worth; *R. Jerome Lozito*, West Palm Beach; *Ray Knopp*, Key West. Fourth Row: (left to right) *John M. Gillon*, Sanford; *John J. Trippe*, La Grange, Georgia; *William C. Havard*, Acting Director, Public Administration Clearing Service, University of Florida; *Richard H. Owen*, South Miami; *E. F. McCray*, Ocala; *Joseph V. Thomas, Jr.*, Coral Gables; *Ward S. Ireland*, Cocoa; *Joseph H. Corino*, Vero Beach. Fifth Row: (left to right) *W. C. Phillips*, Dade City; *Arnold F. Butt*, College of Architecture and Allied Arts, University of Florida; *O. M. Pushkin*, Miami Beach; *R. A. Hughson*, Delray Beach; *C. M. Jones*, Jacksonville Beach; *Floyd Laneson*, New Port Richey; *Grady Duncan*, Sanford; *John Blanyer*, Daytona Beach; *Hoyt W. Ireland*, Cocoa; *J. C. Amis, Jr.*, Naples; *George A. Pippin*, Rockledge; *Frank P. Wolf*, Ft. Pierce. Sixth Row: (left to right) *Herman H. Block*, College of Architecture and Allied Arts, University of Florida; *John L. R. Grand*, College of Architecture and Allied Arts, University of Florida; *Donald A. Halperin*, College of Architecture and Allied Arts, University of Florida; *Carl Brandelein*, Indialantic; *Robert M. Dillon*, College of Architecture and Allied Arts, University of Florida; *T. F. Thompson*, Pahokee; *W. L. Cunningham, Sr.*, Belle Glade; *Frank W. Smith*, Haines City.

**They Do Things Right in Mexico City!**

When you write your State Senator and Representatives about the need for a new building for the College of Architecture and Allied Arts at the University of Florida, you've plenty to tell them! You can say that many other colleges in these United States have erected modern facilities for training the young men and women who will some day be architects and engineers. You can tell them about the disgraceful, crowded, ramshackle, insanitary, makeshift buildings that

now necessarily house students of the second largest architectural school in the United States.

You can tell them all these things with confidence that you are telling the exact truth, without one single bit of exaggeration for effect! You can put across the point, as forcefully as you wish, that as one of the three fastest-growing states in the entire 48, Florida should be utterly ashamed to permit continuance of a scholastic housing condition that has been 25

years in the making. And, as a clincher you can quote from the following letter from HARRY M. GRIF-FIN, A.I.A., of Daytona Beach:

"I was in Mexico City last week, looking at their new University Buildings, and found that the *only building which is now occupied and being used is the Architectural Building.*

"They have spent many millions and will eventually have a wonderful institution. This is merely a sidelight showing that, while we are asking for our Architectural Building last, the *University of Mexico gets its Architectural Building first!*"

THE FLORIDA ARCHITECT

Standard Prestressed Concrete members were used in the construction of scores of modern structures like these:

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- Singer Building, Pompano Beach*
- T. G. Lee Dairy Building at Orlando*



The new Stone Buick Building in Fort Pierce . . . Kendall P. Starratt, Architect . . . Mistik & Lester, General Contractor . . . "Double Tee" Prestressed Concrete Roof for building and open show room supplied by R. H. Wright & Son, Inc., Fort Lauderdale.

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# Are Retained Percentages Too High?

Many building professionals believe they are. Results of a recent conference study support the belief and offer a way to better the situation.

Results of a conference of construction industry executives held in New York the latter part of March may prove to be an incentive to lower building costs. Called by the Producers' Council and the National Association of Credit Men, the meeting was the second to be held this year with the object of studying the problem of frozen credit resulting from the building industry practice of retaining part of the payments due contractors for completed work on construction projects.

Out of the conference came a recommended procedure which it is hoped may eventually become standard practice for the industry. The procedure is largely the work of WILLIAM STANLEY PARKER, F.A.I.A., of Boston, and FANEUIL ADAMS, L.L.B., who were consultants to the conference. It is the result of a detailed study of the retained percentage question and was adopted by the conference as a practical way of freeing hitherto frozen construction funds.

Recommendations are essentially these: *Ten percent of payments to contractors should be retained until the work is 75% complete; and thereafter the retained amount should be five percent.*

The Parker-Adams report pointed out that the procedure applies primarily to lump sum contracts for private work, whether bonded or not, and is designed to conform to the requirements of the A.I.A. Standard General Conditions. Also, it recognizes that the interests of owners, contractors, subcontractors and suppliers are all involved in provisions governing applications and certificates for progress payments under a general contract.

The report says, in part:

*"Under average normal conditions, a retention of 10% on payments is reasonable during the early stages of the work, but when the work approaches substantial completion, such retention becomes unnecessarily bur-*

*densome. It can properly be reduced to 5% after the entire work is 75% complete, on those divisions of the work which are themselves 75% complete. This adds an element of complication in the Application Form for subsequent payments in order to show the retentions on the different divisions of the work, some being 5% and some 10%. No such complications, however, are present during the first three quarters of the work, or after all divisions of the work are at least 75% complete."*

So far as is known, this is the first comprehensive study that has been attempted on a subject that has long been a source of annoyance and often substantial financial hardship on the part of contractors and material suppliers. Conference discussions indicated that all segments of the construction industry recognized the desirability of retaining some proportion of due payments on behalf of the owner. But the Parker-Adams study showed that custom on the percentages of retained payments varied.

*"Fifty years ago 15% was customary. Since then it has gradually become customary to reduce the percentage in different ways. Many contracts now customarily use 10%. Much government work is now based on retaining 10% until the work is half done, accumulating a retention of 5% of the total contract price, thereafter paying 100% of the value of subsequent work. Many contracts still retain 15%."*

Conference recommendations, including the Parker-Adams report, do not propose the setting-up of rigid procedures. The object was to arrive at a reasonable method for protecting the owner's interests and at the same time afford as much financial relief as possible to contractors, subcontractors and suppliers. And it should be emphasized that percentages recommended may be even lower in instances where other procedures pro-

vide adequate protection for the owner.

Following is a suggested amendment to Article 4 of A.I.A. Form A-1 as proposed in the Parker-Adams report to the conference.

**Article 4. Progress Payments.** The Owner shall make payments on account of the Contract as provided therein, as follows:

**On or about the . . . . . day of each month . . . 90 . . . per cent of the value based on the contract prices, of labor and materials incorporated in the work and of materials suitably stored at the site thereof up to the . . . . . day of that month, as estimated by the Architect, less the aggregate of previous payments,** until such value amounts to 75% of the contract price; thereafter the retained percentage shall be reduced to 5% on portions of the work more than 75% complete, retaining 10% on portions not 75% complete.

All payments are on account of the contract price and do not constitute acceptance of any specific portions of the work. Full payment of the retained percentage on a portion of the work satisfactorily completed prior to the completion of the entire work may be made subject to the approval of the Architect upon submission of evidence that all payrolls, material bills, and other indebtedness connected with the work have been paid, and, if required, the submission of a written guarantee or bond covering correction of defects that may later be discovered in the materials or labor or operating requirements as required by the contract.

Note: The bold face portion is quoted from the Standard Agreement Form. The remainder of the printed clause may be crossed out and the balance of this provision typed in the blank space provided.

The Retained Percentage Conference was presided over by WILLIAM GILLET, national president of the Producers' Council, and was moderated by TYLER STEWART ROGERS. Participants were invited on the basis of their intimate knowledge of the subjects under discussion. Among them were H. R. DOWSWELL, Shreve, Lamb & Harmon; DAVID Q. COHEN,

THE FLORIDA ARCHITECT



Association of Casualty and Surety Companies; GEORGE B. ROSCOE, National Electrical Contractors Association; E. VERNON ROTH, The Surety Association of America; WELTON A. SNOW, Associated General Contractors, and CLARENCE B. LITCHFIELD, LaPierre, Litchfield & Partners.

#### U. of F. Architectural School Has Record-Breaking Growth

Information recently released by the secretary of the Association of Collegiate Schools of Architecture indicates that the University of Florida's College of Architecture and Allied Arts has moved from fourth place to second place in enrollment. As of now, its volume of professional degree students enrolled is exceeded only by the University of Illinois, which is by far the largest in the country.

The A. C. S. A. statistical report is issued annually. For several years Florida has occupied fourth place — which in itself is a remarkable position for a school that has just passed its 25th year. The jump to second place seems nothing short of phenomenal — particularly in view of the handicap of physical facilities that has plagued the College for many years.

The A. C. S. A. figures furnish still another justification — if any such were needed — for the current Florida Legislature to approve the immediate construction of a building adequate to cope with the growing volume of architectural and construction students.

#### That 1953 Convention Design Exhibit is Still Traveling

For well over a year and a half the "Florida Architecture by Florida Architects" exhibit, first shown to an interested public at the 1953 F. A. A. Convention at St. Petersburg, has been on tour. After several showings in Florida cities, the exhibit was turned over to the U. S. Information Agency at Washington and has been visiting various cities of Central and South America.

Latest report received by JOHN L. R. GRAND, who headed a committee on the exhibit, indicated an enthusiastic reception of material at the University of Panama. Its next showing was scheduled for Bogota, Colombia.

MAY, 1955

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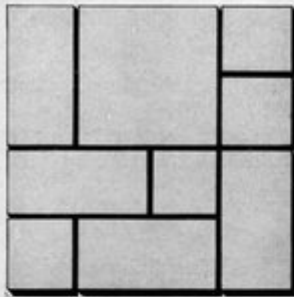
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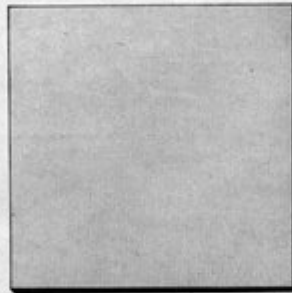
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### Third Meeting Shows Joint F.A.A.-A.G.C. Committee Ready For Expansion

At its first meeting of 1955, held April 22 at the Columbus Hotel in Miami, the Joint Cooperative Committee, F.A.A.-A.G.C., piled up plenty of evidence that it was living up to its name and was well-started toward fulfilling the hopes of its sponsoring organizations. This was the Committee's third session since it was first organized at mid-August last year in Orlando. Attendance numbered 20 — 12 of which were members of the A.G.C. and the remainder represented the F.A.A.

JOHN L. R. GRAND, chairman of the Scholastic Awards sub-committee, reported that the U. of F. award program for students of both architectural and construction courses had now become an accomplished fact. He presented copies of award certificates that will be presented twice a year by the Joint Cooperative Committee to outstanding students.

The report of the Sub-Committee on Expansion, chaired by Miss MARION MANLEY, signalled a general discussion of J.C.C. aims and objectives, with particular reference to the character and scope of Committee membership in the future. There emerged a unanimous agreement that all interests would best be served by confining Committee membership to the "designing and constructing elements of the building industry." And it was also agreed that Committee expansion as needed along such lines would develop sufficient industry representation to permit action on many fronts. Chief among the Committee's purposes, it was pointed out, is the exercise of positive leadership in the improvement of construction policies and practices, in the fields of technical research and education, as well as improvement of relationships between membership groups.

On such a note the Committee voted to invite participation of the Florida Engineering Society. Acceptance by the F.E.S. would undoubtedly require overall consideration by F.E.S. membership and presumably could not become an established fact until action by that organization at its next year's annual meeting.

THE FLORIDA ARCHITECT

JAMES K. ALBERT was continued as chairman of an enlarged sub-committee that will undertake to write a program of technical research required by the construction industry in this state. This will include a listing of tests needed and the kind of result data that will be most useful to building professionals.

J. HILBERT SAPP called on the Committee, individually and collectively, to keep in close touch with civic, county and state affairs and developments.

"Our industry," he said, "is one of the main keys, if not the very basis, for the future progress of Florida. This Committee owes it to our communities to concern itself with long range planning for improvement. Too many actions are taken by civic and county bodies quickly and without adequate professional knowledge and advice. This Committee's objective is the overall improvement of the construction industry. But it can serve its purpose best by raising its sights to include the communities which the construction industry has had an important hand in developing."

Present at the meeting were, for the architects, Chairman CLINTON GAMBLE, MISS MARION I. MANLEY, IGOR B. POLEVITZKY, JOHN L. R. GRAND, FRANKLIN S. BUNCH, JOSEPH SHIFALO and GEORGE J. VOTAW. ROGER W. SHERMAN represented *The Florida Architect*. Contractor members included W. H. ARNOLD, Co-Chairman, WILLIAM P. BOBB, JR., Secretary, IRA MCK. KOGER, President of the Florida A.G.C. Council, PAUL HINDS, J. HILBERT SAPP, JAMES K. ALBERT, T. EDWARD CHASEN, G. P. MCCONNELL, E. R. BROWN, THEODORE DIETSCH, WILLIAM SOULE, and HENRY TOBY.

#### Make A.I.A. Reservations Early

If you're planning on attending the 87th Annual A.I.A. Convention in June you'd better act fast on the matter of hotel reservations. Accommodations in Minneapolis the week of June 20 will be scarce, for the Convention program promises to attract a record crowd. Also, the A.I.A. management has made it clear that they'll be strictly on a first-come-first-served basis. So — better write now. You can always cancel if the cards don't fall right for you.

MAY, 1955



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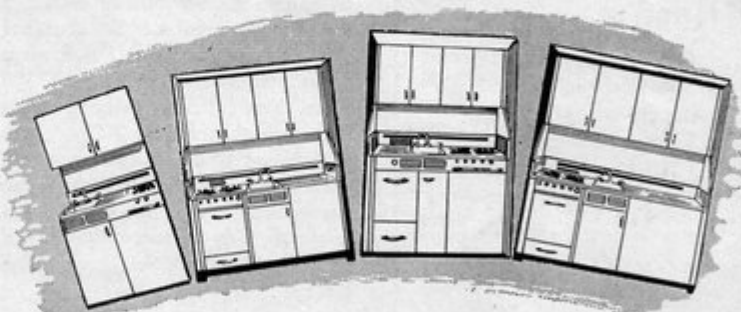


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# Chapter News & Notes

Information from all F.A.A. Chapters is welcomed. Deadline for June issue is May 20

## DAYTONA BEACH

Recently the Chapter approved a move to add two new project committees as subdivisions of the four main committees through which business of the Chapter is conducted. Under *Practice*, will be an award project, run by committee members, by which recognition of technical performance and business ethics will be given a builder, contractor, subcontractor, etc., judged most deserving. Under *Design*, the six-person committee will conduct a chapter-wide competition for an award for the best design as judged by committee members with approval of the Chapter executive group. The Practice Committee is headed by FRANCIS W. CRAIG. JOEL W. SAYERS is chairman of the Design Committee.

## Convention Chairmen Named

With the undeniable success of two past Conventions breathing down their necks, Chapter members who will be hosts to the 41st Annual F.A.A. Convention are already girding themselves for the task of making it the "biggest and best" on record. They are reaching for an F.A.A. membership attendance of at least 300. They have already mapped tentative plans that suggest a Convention of fun and frolic as well as accomplishment. And as an early start, they have plotted an exhibit program tied in closely with the entertainment part of the meeting that might well break a record.

General Convention Chairman FRANCIS R. WALTON has appointed working committees as follows:

*Registration:* JOEL W. SAYERS, chairman; *Treasurer:* HARRY M.

GRIFFIN, chairman; *Program and Entertainment:* DAVID A. LEETE, chairman; *Hospitality:* RALPH F. SPICER, chairman; *Transportation:* CRAIG J. GEHLERT, chairman; and *Publicity:* ALFRED G. KEMMERER, chairman.

The manufacturer's exhibit program is in charge of WILLIAM R. GOMON.

Date of the F.A.A.'s 41st annual meeting will be November 17, 18 and 19. Convention headquarters will be the Princess Isena Hotel at Daytona Beach, which, according to Convention Chairman Walton, "will be almost completely ours while we're there."

The Committee promises more specific information as soon as present plans mature to justify its release. As soon as details are pinned down, full reports of the Convention program will be printed in these pages.

## FLORIDA NORTH

The Student Service Center of the University of Florida was the scene of the April 23rd meeting of the Chapter, and climaxed a four-day program sponsored by the College of Architecture and Allied Arts and the Student Chapter, F.A.A. Chapter members, students and the College faculty attended a luncheon prior to the business meeting. They heard CARL FEISS, A.I.A., of Washington, D. C., talk to the students about their role as future architects in the growth and progress of the nation.

At the business meeting Chapter members adopted a charter; and the Executive Committee was directed to file papers for incorporation. As a basis for this a number of by-law changes were adopted. The changes

## OBJECTIVES

The objectives of the Florida Association of Architects shall be to unite the architectural profession within the State of Florida to promote and forward the objectives of the The American Institute of Architects; to stimulate and encourage continual improvement within the profession; to cooperate with the other professions; to promote and participate in the matters of general public welfare, and represent and act for the architectural profession in the State; and to promote educational and public relations programs for the advancement of the profession.

also authorized realignment of Chapter committee organization in order to conform with that recommended by A.I.A. national headquarters.

In line with action in other chapters, approval was given for a program of craftsmanship awards; and responsibility for initiating a definite plan was placed on the Relations with the Construction Industry Committee, of which LEE HOOPER is chairman.

Those accepted for membership in the Chapter included: WALTER MAYERBERRY LEE, Jacksonville; ALBERT R. BROADFOOT, JR., Tallahassee; and JAMES CLYDE PARLIER, Gainesville.

### STUDENT CHAPTER

It was a crowded four days for members of the College of Architecture and Allied Arts in Gainesville. The Student's Field Day Program started April 21 in the afternoon when doors opened to a double-barreled exhibition that included the Student Art Show and the Architectural Home Show — both designed to show the visiting public concrete results of native ability coupled with technical training.

The two shows carried through until Sunday, April 24. And in the meantime there was the Field Day picnic on Friday and a full day of activities on Saturday, culminating in the Beaux Arts Ball in the evening. The entire program was characterized by clever showmanship as well as evident ability. JACK MOORE, President of the Florida North Chapter, undoubtedly spoke for most of those attending the Field Day Program.

*"The students have really done a wonderful job," he said. "The whole program has, I feel, done much to make the public more conscious of architecture. The only real disappointing thing about the program is the apparent lack of support from practicing architects themselves. Student projects like this justify such support; and the profession should do something about it."*

Scholastic honors were awarded at Saturday's luncheon meeting. Miss CLAIRE DEMPSEY, Hollywood coed, won the A.I.A. Medal for outstanding work. JACK WOHLBERG, Chapter president, was winner of the F.A.A. Medal *"for meritorious contributions in*  
*(Continued on Page 18)*

MAY, 1955

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## News & Notes

(Continued from Page 17)  
*leadership and service".* He also was awarded the Alpha Rho Chi professional architectural fraternity medal for leadership, service and professional promise.

Winners of \$250 scholarship awards from the Steward-Mellon Companies of Jacksonville, Orlando and Tampa were: LAWRENCE B. EVANS, JR., ALAN COLBY GREEN, JAMES B. SPENER, and GEOFFERY E. SMITH.

ROBERT A. DENYSE was the recipient of a \$250 scholarship presented by the Florida North Chapter. STANLEY H. GREENE received the George Doro Fixture Company scholarship for the study of design.

## Executive Board Previews Convention in Daytona

The April 23rd meeting of the F.A.A. Executive Board seemed like a preview of the 41st Annual Convention scheduled for next November. It was held at the Princess Isena Hotel in Daytona which will be the headquarters of the Convention; and reports and discussions touched matters that will unquestionably become important convention business.

Committee reports were informal and for the most part were notes on progress. In the important question of By-law changes to streamline the F.A.A.'s operating rules and to permit the matter of Re-districting to be put into final effect, Committee Chairman JEFFERSON N. POWELL reported that his group's work would be completed well before the convention deadline date. All by-law changes will be ready for publication in the September issue of *The Florida Architect* so that due legal notice is assured as a basis for action in November.

President CLINTON GAMBLE reported that the National A.I.A. Board does not feel Florida is as yet ready for regional status. But the F.A.A. Board's reaction was against letting the subject die; and the matter will undoubtedly be broached to A.I.A. headquarters again.

Preliminary Convention plans, reported elsewhere in this issue, were presented by General Convention Chairman FRANCIS R. WALTON. As part of them *The Florida Architect* is to become the Official Convention

THE FLORIDA ARCHITECT

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## News & Notes

(Continued from Page 18)

Program. The November issue of the magazine will be devoted to a fully detailed schedule, a roster of all Convention officials and a listing of all events as they will be finally decided by the Convention Committee.

In line with this plan, President Gamble asked that all committee chairmen prepare their reports for pre-publication in the November issue of the magazine. To make that possible material will need to reach the publication's office by October first.

### Architect and Engineers Celebrate Good Relations

Saturday, the 23rd of April, marked a significant new high in inter-professional relationships in Florida. At Daytona Beach, the Florida Engineering Society was winding up the four-day sessions of its 39th Annual Convention. In the morning the Architect-Engineer Relations Committee of both the F.E.S. and the F.A.A. held its first meeting of 1955. And at 12:30 the directors of both professional bodies gathered at the traditional horseshoe table for a joint luncheon.

It was the first such occasion in the history of professional activity in Florida and was marked by a complete absence of anything except the most jovial good fellowship. Everybody introduced himself around the long tables; and speaking for their respective groups, F.E.S. President HARVEY F. PIERCE and F.A.A. President CLINTON GAMBLE, who sat side-by-side at the center of the head table, tossed expressions of thanks and esteem at one another and hoped — as undoubtedly did everyone present — that the future would see the occasion become a yearly tradition.

Judging by the tone of the Architect-Engineer committee meeting which preceded the joint luncheon, that hope could well become both father and grandfather to the deed. That meeting was conducted by THEODORE B. JENSON, F.E.S., in an atmosphere of complete goodwill; and in every discussion there was evident a sincere wish on the part of committee members to cooperate fully

(Continued on Page 20)

MAY, 1955

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## News & Notes

(Continued from Page 19)

with their opposite numbers.

Chief among pieces of business was a discussion of inter-professional fee schedules. Engineers have documented their fees in a pamphlet that was presented to architects for study and future comment. Architects were requested to study their own fee problem so that by the committee's next meeting in November, fee schedules could be stated for projects on which engineers might employ architects' services.

The Committee heard BENMONT TENCH, JR., who is acting as joint legal representative for both professional groups during current legislative sessions, deliver an interim report of the architect-engineer legislative program.

Co-Chairman JOHN STETSON, F. A. A., reported progress of cooperative efforts between the two groups. The engineers have not yet officially ratified the Architect-Engineer joint policy declaration as amended by the architects at the 40th Annual Convention and as published in finally approved form in the March, 1955, issue of *The Florida Architect*. Chairman Jenson expressed his opinion that engineer approval would be voiced probably as a result of the current F.E.S. convention.

Members of the joint committee attending, in addition to the two chairmen, were for the engineers, MOREAU BOSTWICK, A. E. O'NEALL, JOSEPH SHIVLER, HERBERT MENDENHALL, and MISS ANN CLOVER, Executive Secretary of the Florida State Board of Engineer Examiners. Present for the architects were WALTER B. SCHULTZ, IGOR B. POLEVITZKY, and DAVID A. LEETE.

### Fashionably Speaking!

A lady telephoned an architect to discuss her ideas for her new house.

"I want one of those long, graceful houses," she said. "One with interesting and sweeping and flowing lines. Somewhat like those beautiful models in a style show. Do you understand the style I have in mind — the 'mode' I mean?"

"Yes," replied the architect. "I think I do. At least, you've given me a vague idea!"

—HENRY P. WHITWORTH, A.I.A.  
Winter Park.

# Producer's Council Program

Unique among exhibits of building products and materials is the type that the Miami Chapter of the Producers' Council — now one of the largest groups of its kind in the country — calls the "Table-Top". The Table-Top has become a kind of tradition in the Miami Chapter's contact with architects, engineers and general contractors in the area. With some 50 manufacturing firms represented, it actually has become a sort of capsule cross-section of what's new in the building products field.

That's one reason for the invariably good attendance at Table-Top meetings. Another, of course, is that Producers' Council members act as generous hosts to those who view the exhibit; and the round of examination and discussion with representatives attending each exhibit is always preceded by a cocktail hour and an excellent dinner.

That kind of program went off with flying colors on the evening of April 19th. The Coral Gables Country Club was again the scene of the gathering; and Chapter officials estimated that some 200 members of the Miami area building industry were on hand.

Next meeting will be an informational presentation by the Armstrong

Cork Company. It is scheduled for May 24 at the Coral Gables Country Club and will mark the end of this year's meetings under the present roster of officers.

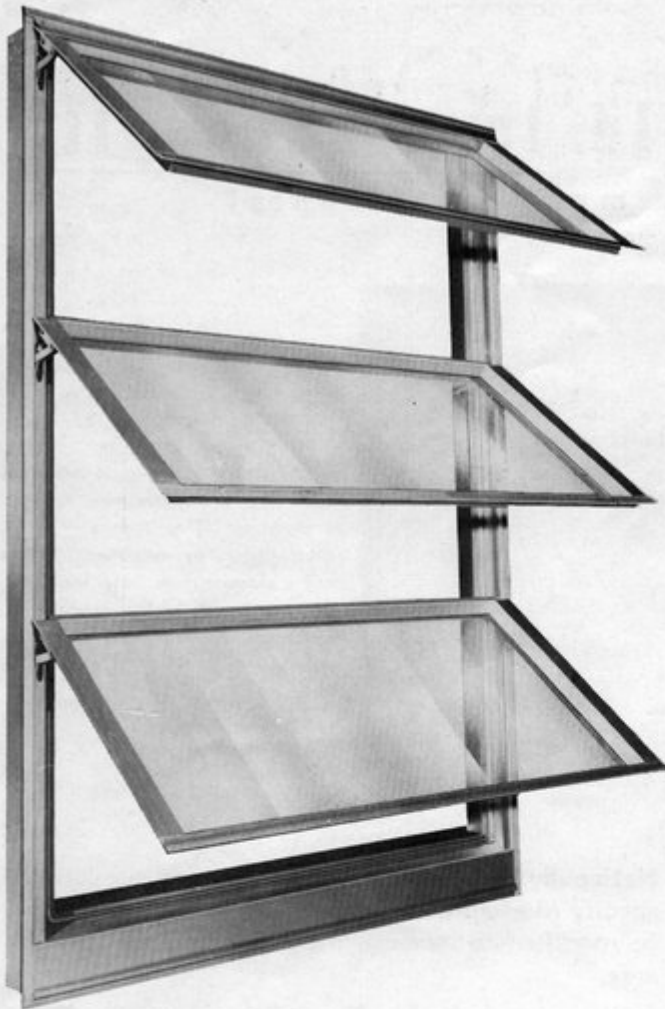
Plans have finally crystallized for the 1955-56 *Caravan of Quality Building Products* which will reach Florida in mid-January, 1956. WILLIAM GILLETT, Producers' Council president, has signed a contract with a Chicago firm, General Exhibits and Displays, Inc., to build and manage the \$180,000 travelling show.

This year's version of the *Caravan* will be completely different from last year's show which was the first of what Producers' Council officials hope will become a regular annual event. This year the travelling exhibits will visit 36 of the country's major marketing areas where the sponsoring organization operates local chapters.

These local groups will be hosts to invited audiences of architects, engineers, contractors. The *Caravan* will this year include some 50 exhibits covering all types of building materials and equipment. It will reach Jacksonville January 17 for a two-day stop and will arrive in Miami January 24.



WILLIAM GILLETT, national president of Producers' Council, recently signed a contract with a Chicago display firm for the construction of the organization's second *Caravan of Quality Building Products*. On the left is the Council's Managing Director, John L. Haynes. To the right, Exhibit Chairman Elmer A. Lundberg.



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The unique incorporation of the motorized principle permits Gate City windows to be used for clerestory or otherwise inaccessible installations. The motor and clutch mechanism is so compact that it fits into the same identical frame used for the regular crank operated model, or you may place the control switch anywhere! Master switches are also available for multi-unit operation.

### "No-Splash" Rain Protection:

Even during showers this *true awning* window can stay open with no danger of the rain back-splashing over the top vent.

### Easy Operation:

A few effortless turns of the easy to reach operating handle adjust all sash simultaneously... specially designed gearing in the dual-action hardware equalizes the lifting effort regardless of sash angle.

### Lasting Permanized Finish:

Salt spray and salt air have no effect on the Gate City Aluminum Awning Window. Exhaustive tests have proven that the special etch and lacquer treatment applied to this aluminum window will preserve the smooth, satin finish for years.

**Self-Adjusting Sash:** The new Gate City Aluminum Window eliminates the need for compensating screws and manual adjustment by its use of Gate City's exclusive split-quadrant sash arms. Enclosed in the jambs, they permit the sash *automatic* adjustment for perfect, tight closure.

**Aluminum Strip Glazing:** Gate City eliminates all putty problems in its aluminum window by using extruded aluminum glazing strips instead. Secured by hidden, yet easily accessible screws, these extrusions provide the sash with strength and rigidity; they also allow for factory glazing.

### Completely Enclosed Hardware:

Open or closed, no unsightly projecting arms or locking devices blemish the clean, uncluttered appearance of this window. All operating hardware is *completely enclosed* from all sides. The entire mechanism may be fully exposed for oiling or inspection by simply removing the cover plates.

### Full Factory Weatherstripping:

An absolutely tight all-around seal is provided by tough resilient vinyl...factory applied at jambs, sill and meeting rails.

**Gate City** AWNING WINDOWS

Wood and Aluminum

"Window Craftsmen for over 40 years"

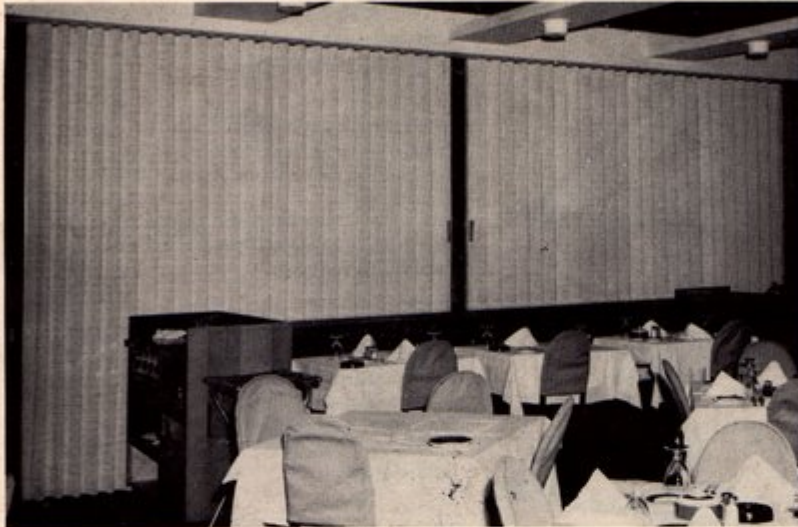
GATE CITY SASH & DOOR COMPANY of FORT LAUDERDALE, FLORIDA





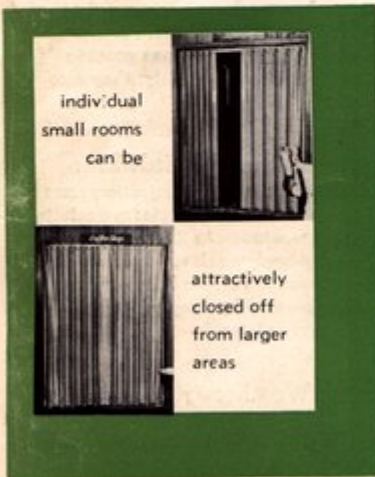
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Fred Wenner, Owner  
The Sea Horse Restaurant  
900 East Las Olas Blvd.  
Fort Lauderdale, Fla.



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