

*The*

# Florida Architect



**July - 1955**

*What  
Happened  
at Minneapolis*

**Official Journal**

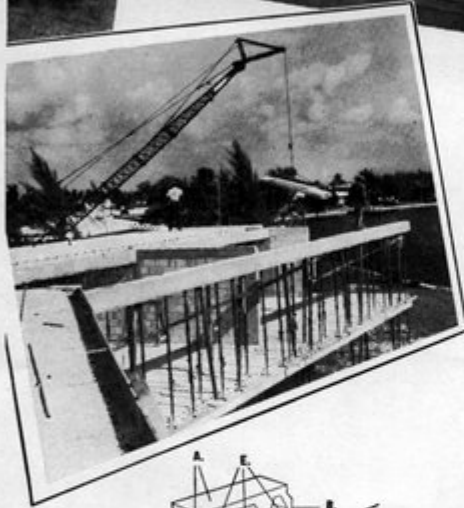
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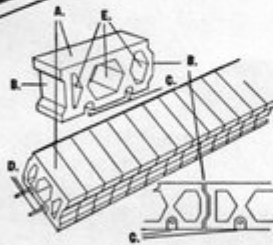


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# The Florida Architect

Official Journal of the  
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JULY, 1955

## A Piece of Unfinished Business

The College of Architecture and Allied Arts must wait at least for another two years before it can start building its new home. That was made clear when the Senate-House Joint Appropriations Committee decided against authorizing the \$1.5 million needed for the first unit of the proposed building.

To say that the fight to get the appropriation was lost is true so far as its face value is concerned. But it does not tell the whole story by any means. Part of that story was the fact that not enough money could be made available to meet all the appropriations sought. And the other part is that legislators generally were undoubtedly not convinced that the need was overwhelmingly urgent compared to that of a teaching hospital for the medical school and a physics building.

Both these structures are certainly essential. And it is probable that it was easy for legislators to realize that because of the very strong support of them furnished by the medical profession. What the doctors have been able to demonstrate is the fact that their profession involves the kind of training that requires the best in buildings and equipment.

The construction industry has made a good start along the same lines. But there is still a great deal to do. The public — and legislators who serve the public — does not yet realize that both comfort and safety of homes and places of business depend heavily on the technical knowledge and skill of the architects and contractors who design and build them. The public is not yet sufficiently aware of the part that scholastic training plays in the making of an architect or builder.

Understanding is not generated in a few short months — nor even in two years unless efforts to bring it into being are unremitting, vigorous, resourceful. The need for a new building at Gainesville will certainly not be less two years hence. And successful demonstration of the need to another Joint Appropriations Committee is as important a piece of unfinished business as the architects of Florida could list on any agenda of future professional activities.

**Being mindful of the continuing effort of the architectural profession in the State of Florida to support the request of the University of Florida for an appropriation by the 1955 Florida Legislature for the first unit of a permanent building for the University's College of Architecture and Allied Arts; and**

**Being aware of the high order of leadership exhibited in this cause by The Florida Association of Architects, by its Committee on Education under the chairmanship of Sanford W. Goin, F.A.I.A., and by its official journal, The Florida Architect, under the editorship of Roger W. Sherman, and by the members of the Association individually;**

**The Faculty of the College of Architecture and Allied Arts of the University of Florida takes this means of expressing its sincere and lasting appreciation of this splendid support and encouragement.**

**The Faculty expresses the hope that during the coming biennium those who seek to advance education, research and service in the arts of design and in the construction industry will continue to draw new adherents to the cause which promises so much for the future of our commonwealth.**

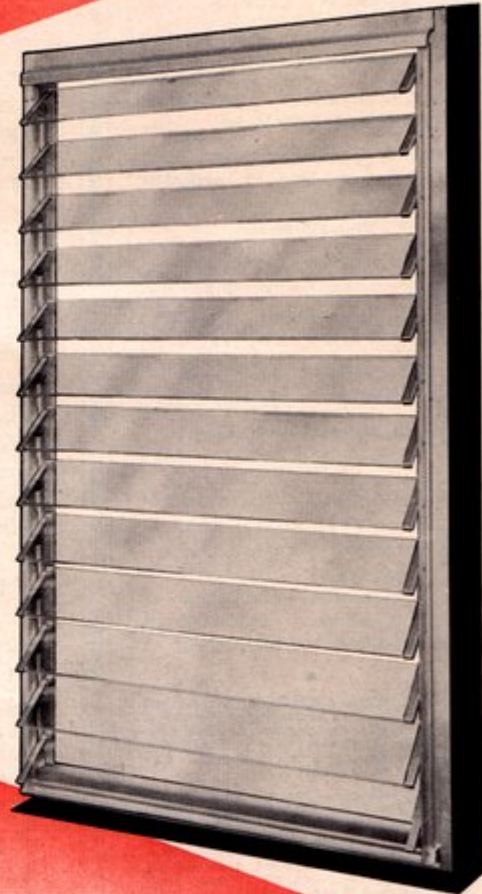
—The foregoing resolution was adopted unanimously by the Faculty of the College of Architecture and Allied Arts at its regular meeting on the campus of the University of Florida in Gainesville on the third day of June, 1955.

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# The 87th Convention

Report on the A. I. A. Meeting at Minneapolis

June 20 - 24, 1955

It was as fine a Convention as any of the 1,519 people who attended could have wished for. Weather was well-nigh perfect. So was the site—a friendly city set in magnificent country aptly called The Land of Ten Thousand Lakes. The three Minnesota Chapters—Minneapolis, St. Paul and Duluth—that played hosts to conventioners did so with a sincere enthusiasm that made them friends of everybody.

It was a work Convention. Some of the business transacted—reported else-

where in this issue—will undoubtedly have important influence on future Institute progress. And seminars, though conducted under the inevitable lack of time, dealt with subjects that reach directly to the core of the profession's work and future opportunities for accomplishment.

It was in every sense of the word a complete Convention. The impression gained at Boston last year that the A.I.A. had become an efficient, streamlined organization was reinforced this year. Indeed, issuance

of The Board of Directors' Report and the Official Notices of proposed By-law Amendments slated for Convention action was probably responsible in no small way for the fact that though numerically smaller than last year, this year's annual meeting accomplished more with what seemed to be less effort.

It was a Convention that distributed many well-deserved honors. To WILLEM MARINUS DUDOK, distinguished Dutch architect and city

*(Continued on Page 5)*



All Florida A.I.A. Chapters except Florida North Central were represented at the Minneapolis Convention. Florida Central sent 3; Broward County, 2; Florida South, 4; Florida North, 3; Palm Beach, 3; and Daytona Beach, 1. Above are all but two of the 16 delegates. Front row: William R. Gomon, Samuel Kruse, Jack Moore, Mellen C. Greeley, Miss Marion L. Manley, Igor B. Polevitzky, and John L. R. Grand. Back row: Robert F. Smith, Archie G. Parish, Clinton Gamble, Jack W. Zimmer., Kenneth Jacobson, Maurice E. Holley, and John Stetson. Not included are Howard F. Allender and William B. Harvard.

# F.A.I.A. - - For Design



Igor B. Polevitzky, F.A.I.A.

At the Annual Banquet of the 87th A.I.A. Convention, held at the Radisson Hotel in Minneapolis, Igor B. POLEVITZKY of Miami, was advanced to the rank of Fellow. The honor was awarded "for distinguished performance in design," two examples of which are shown here.

A member of the Miami firm of POLEVITZKY, JOHNSON & ASSOCIATES, the new Fellow was graduated from the College of Architecture of the University of Pennsylvania and has practiced in Miami for more than 20 years. For much of that time he has been active in local Institute affairs; and among other offices held was that of president of the Florida Association of Architects of the A.I.A. for two successive terms.

Igor Polevitzky, F.A.I.A., was the only architect from Florida to receive the Fellowship award that came to 41 others in 18 states. Last year Fellowships were awarded to 21 architects, including two from Florida.

Rudi Rada



4



Ernest Graham

The Shelborne Hotel at Miami Beach was completed some 10 years ago and immediately set the pace for the fabulously plush development of what is now the most famous of the World's playgrounds.

The Travers House, left, was another of several submitted designs including the Shelborne Hotel on which the award of a Design Fellowship was based.

THE FLORIDA ARCHITECT

## 87th Convention

(Continued from Page 3)

planner, went the Institute's highest honor, the Gold Medal. The Fine Arts Medal went to sculptor IVAN MESTROVIC, 71-year-old Croatian now a U. S. citizen and a teacher at Syracuse University. Famed calligrapher JOHN HOWARD BENSON of Newport, Rhode Island, received the Craftsmanship Medal. And to TURPIN C. BANNISTER, professor of architecture at the University of Illinois, went the Edward C. Kemper Award in recognition of service to the Institute.

An honor citation went to the Reinhold Publishing Company; a distinguished achievement citation was given the Kohler Foundation. Honorary memberships were awarded to a distinguished English architect and three non-professionals, including poet CARL SANDBURG and JAMES W. FOLIN, Commissioner, Urban Renewal Administration. Two Honorary Fellowships were bestowed, and 42 Institute members were welcomed into the growing ranks of Institute Fellows.

Also, it was a fun Convention. Those who were lucky enough to be in Minneapolis on Monday, June 20, could have taken the Cold Spring Cannonball for an all-day excursion through the famous granite quarries. The train was filled with the first 600 who got application in on time.

Tuesday evening, following the President's Reception at the new Prudential Life Insurance Building, there was a buffet dinner at the Minneapolis Institute of Art limited to a lucky 300. And afterwards a leisurely viewing of the magnificent "Family of Man" exhibit of photographs prepared by EDWARD STEICHEN. Wednesday afternoon industrial tours were scheduled; and host chapters had generously arranged facilities for private tours for those who wished to see Minneapolis beauty spots or had some special interest in individual types of buildings.

And Wednesday night was a gala time for most conventioners—a Festival on Ice at the St. Paul Auditorium. It was complete with a groaning smorgasbord table, music and a fantastic ice-skating show, staged as only cold-country experts can do it.

Yes, it was a wonderful 87th Convention. Those who attended enjoyed every minute. And its successor, the 88th, will be held in Los Angeles.

JULY, 1955

## Cummings Elected A.I.A. President

GEORGE BAIN CUMMINGS, of Binghamton, N. Y., for the past two years the Secretary of the A.I.A., was elected President of the Institute to succeed CLAIR W. DITCHY of Detroit.

The new President has a long and varied background of service to the Institute. Born in New Ipswich, New Hampshire, in 1890, he received architectural training at Cornell University, becoming a member of the A.I.A. in 1921 and a Fellow of the Institute in 1948.

He has worked in Binghamton since 1921 and has been a partner in the firm of CONRAD AND CUMMINGS since 1926. He held offices in the Central New York Chapter from 1921 to 1925 and served two terms as New York Regional Director during the 1940's.

As a leader among New York State architects, the new A.I.A. president has held numerous posts involving professional and civic affairs. He is presently vice-chairman of the N. Y. State Building Code Committee and

for many years has served on Binghamton's City Planning Commission as a member of the Panel of Community Consultants for the N.Y. State Department of Housing, and also as a member of the Broome County Planning Board. In 1949 he was awarded a citation by the Central New York Chapter for "Public Service in Civic Improvement."

Re-elected as First Vice-President was EABL T. HEITSCHMIDT of Los Angeles, who has a long and distinguished record of service to the Institute. Elected as Second Vice-President was JOHN N. RICHARDS, of Toledo, Ohio, formerly Regional Director of the Great Lakes District.

The new A.I.A. Secretary is EDWARD L. WILSON, of Fort Worth, Texas, who has previously served on the A.I.A. Board as Director of the Gulf States District. LEON CHATELAIN, JR., a member of the Institute since 1930 and a Fellow since 1953, was re-elected to the office of Treasurer.



William B. Harvard, St. Petersburg, member of the Florida Central Chapter, was the only architect from this state to receive a design certificate in the A.I.A. National Honor Awards Program. He gained an Award of Merit for the Bandstand and Park Pavillion in St. Petersburg. This was one of 27 structures selected from nearly 300 entries by the Jury of Awards that included, Thomas H. Loecraft, Washington, D. C., Chairman; Ludwig Mies Van der Rohe, Chicago; Eugene F. Kennedy, Jr., Boston; Byers Hays, Cleveland; and Ernest Born, San Francisco.

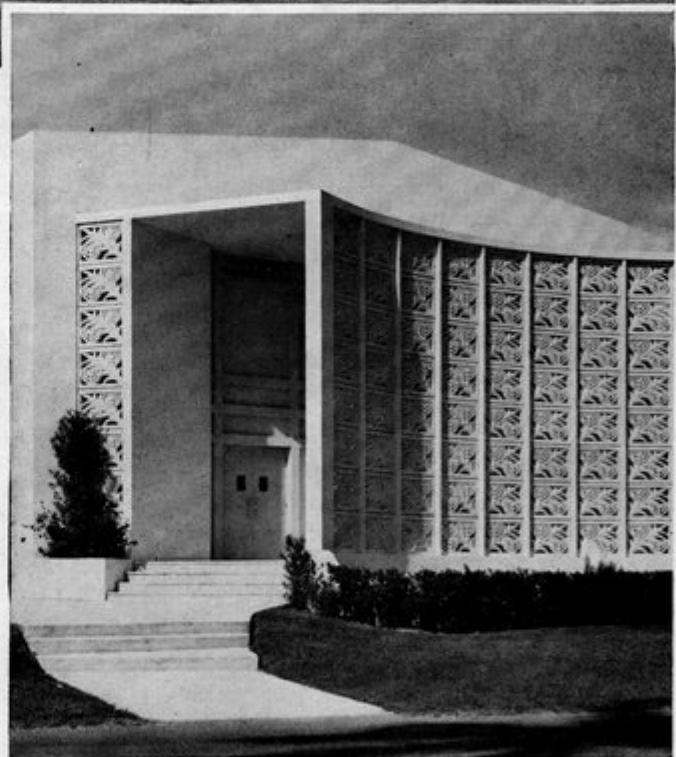


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*Architects: John Stetson and Associates, Palm Beach, Florida*

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# Florida Needs A Construction Congress

By CLINTON GAMBLE

President, F.A.A., Co-Chairman, Joint  
Cooperative Committee, F.A.A.-A.G.C.



*Just one year ago next month the Joint Cooperative Committee, FAA-AGC, held its organizational meeting in Orlando. Since then, under the Co-Chairmanship of CLINTON GAMBLE, A.I.A., and W. H. ARNOLD, A.G.C., and the Secretaryship of WILLIAM P. BOBB, JR., the Committee has made rapid and substantial progress in bettering working relations between its two member-groups.*

*Last month, in Tampa, before a meeting of West Coast A.I.A. and A.G.C. members, F.A.A. President CLINTON GAMBLE reviewed accomplishments of the Joint Cooperative Committee. In addition, he proposed the formation of a new organization, THE FLORIDA CONSTRUCTION CONGRESS.*

*His speech contained many facts relative to inter-industry cooperation that are of practical value to every individual architect and contractor. And his outline of the need for and scope of a Florida Construction Congress can furnish incentives to every building industry element to the end of making the Construction Congress an active reality in the near future.*

This is a welcome opportunity to report fully on what the Joint Cooperative Committee has done and to suggest some of the tremendous possibilities that lie ahead for it. But most of all it is an opportunity to explore a major problem of the Joint Committee.

This major problem concerns the scope of the Committee, the make-up of its membership. There are two divergent points of view about this. On one side there are those who feel the Committee should be enlarged to include all possible elements of the construction industry. In opposition, are others who feel the Committee can only operate by being held down to a few organizations.

I believe there is a practical solution to this problem. I offer it here as a suggestion only in the hope that it may provoke discussion leading to agreement and to eventual action. But before outlining this suggestion, let

me review the work of the Committee to date as a background leading up to the solution I have in mind for the problem that now exists.

The Joint Cooperative Committee has held three meetings, with the fourth scheduled for next November at Daytona Beach, just before the F.A.A. 41st Annual Convention there. The first of these was an organizational meeting in Orlando in August of last year. At that time we discussed the major purposes for joining together and appointed sub-committees.

The second was held at the time of the 40th F.A.A. Convention at Palm Beach. At that meeting the recommended bidding procedures were proposed that were later completely accepted by both the F.A.A. and the A.G.C. Council. The third was held at Miami in April of this year, just before the A.G.C. Convention. At that time the Florida Engineering Society was invited to

join in the Joint Committee activities.

In the first nine months of its existence, then, the Committee has initiated two major actions. What do they mean — first the bidding procedure agreement, next the invitation to the engineers? Actually, they point up the two parts into which the work of the Joint Committee has been divided.

The first part has been to provide definite and realistic agreements on matters that are points of contact between various segments of the construction industry. Where we could, we formalized, after intensive discussion, standards of conduct, standards of procedure between two groups where no such standards existed except by individual usage.

How much time should be allowed for bidding by general contractors? Good intelligent architects discussing this matter with good intelligent general contractors, individually on job after job, probably have used much the same number of days as the recommendation suggests. But how much authority is there in being able to quote standards as set up by the recommendation? I used it recently to persuade an owner that we should allow 10 days more bidding time than he wanted to allow. His only reason in this case was the date he hoped to go on a trip. After realizing what the bidding procedure is he moved the date of his trip. In just this way I hope everyone is finding the recommendations useful.

What are other Committee recommendations? They include standard-

*(Continued on Page 18)*

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# Matters Of Importance

A review of significant actions taken by the 87th Annual A. I. A. Convention during its three business sessions.

Unlike some Conventions of the past, there was nothing dull about the various business sessions of the 87th. As forecast in *THE FLORIDA ARCHITECT* last month, four matters in particular were the subjects of vigorous discussion on the Convention floor. These were the expansion of the current public relations program, the revision of chapter delegates apportionment, the reorganization of procedures relating to disciplinary actions by the Institute, and the question as to whether or not architects' portraits could be used in conjunction with commercial advertising material.

The first three of these involved important by-law changes. The fourth, though equally important in the eyes of Convention delegates, was tied up with Institute policy, rather than by-laws.

All these and other proposed amendments of the by-laws, were covered in both the A.I.A. Board's Annual Report and an Official Notice covering them. Both of these documents were issued in May, thus allowing for Chapter discussions and possible instruction of Convention delegates. But issued at the Convention was a revision of the official notice indicating changes to the original recommendations; and it was on the basis of these revisions that delegates voted during convention sessions.

To finance the expanded PR program it was proposed that dues below the maximum be increased by \$10 for the next three years. Delegates threw out the proposal by a standing vote of 131 to 64. But dues of corporate members with incomes below \$6,000 were upped from \$25 to \$35. Certification of income to justify lower annual dues, however, must still be made directly to the Institute, rather than through Chapter executive

committees as originally recommended by The Board.

The proposal to change the present system of determining the number of chapter delegates to be accredited to an Institute meeting occasioned a prolonged discussion. Presumably to hold Conventions to a practical size in the future, the Committee on Organization had previously recommended to the Board that the number of accredited delegates now permitted, be reduced by 50 per cent. The Board had felt this to be too great a reduction. It proposed, instead, that approximately a 20 per cent reduction be made according to a schedule that would give smaller chapters proportionately greater representations than at present. It was the Board's detailed recommendation that the Convention was considering.

But a realignment of that recommendation was proposed by ULYSSES F. RIBLE of the Southern California Chapter. He suggested a plan that effected a reduction of approximately 38 per cent by permitting "one delegate for every Chapter plus an additional delegate for every 30 chapter members or major fraction thereof." Delegates agreed by a vote of 146 to 58 that this new plan should be considered. But they felt the subject to be of such importance as to justify additional research before taking final action on it. The whole matter was therefore tabled and the Board instructed to study it further toward the end of preparing a new representation schedule for action at the next Convention.

On the matter of processing charges of unprofessional conduct, delegates authorized by-law changes to effect the set-up recommended. This does away with prosecution of disciplinary actions by a Chapter—though chapter executive committees may hold in-

formal conferences to determine whether sufficient grounds exist for action. It sets up a new, three-man Regional Judiciary Committee, elected (presumably by delegates to Regional Conferences) for staggered terms of three years, before which all initial hearings of charges will be held. A review of the Regional Committee's findings will then be given by the three-man National Judiciary Committee before a final hearing—upon which any disciplinary action must be based—before the A.I.A. Board of Directors. By-law changes also assured that every formal charge shall be privileged; and that all matters relating to a charge shall be held completely confidential.

As anticipated, there was a sharp divergence of opinion among delegates regarding a change in Institute policy against advertising. As might be expected, the line seemed to be drawn between representatives of the older, well-established firms and the younger element of the profession. Use of architects' portraits in advertisements by material and equipment suppliers appeared to be the chief matter at issue; and it was pointed out by the A.I.A.'s PR counsel that judicious use of such portraits could prove an effective overall PR tool for the entire profession.

The vote was finally to broaden Institute policy by permitting use of architects' portraits when, and according to the manner, approved by the A.I.A. Public Relations Committee.

One surprise action taken by the Convention was a vote to withdraw support of the A.I.A. from activities of UNESCO—United Nations Educational, Scientific and Cultural Organization. Presumably this would act against re-appointment of the Institute as a member organization of

*(Continued on Page 17)*

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## Subject of the Seminars . . .

# "Designing for the Community"

In opening the Convention, President CLAIR DITCHY said, in part:

*"The theme of this 87th Convention, 'Designing for the Community' opens the door to an area where we architects can and should do more in planning. Architects are maintaining their traditional interest in urban redevelopment and the broad planning of metropolitan areas. Members of the profession are participating in urban renewal programs in many cities across the country and are working closely with planning groups, either as individuals or as members of local A.I.A. chapter planning committees.*

*"However, we must do more in the way of stimulating interest and providing leadership. Urban renewal or slum clearance—call it what you will—is very much in the public conscience now. The need is tremendous. The federal government has a large program aimed toward the correction of the evil as it now exists. Something must be done, and it will be done, and we as architects must be in the forefront to assure that all urban renewal developments benefit by the architect's ability in organization and planning.*

*"This convention and its seminars can go far to point out what must be done and how we can go about doing it."*

Following are only a few excerpts from some of the Convention's major addresses on the subject of varied community needs and the part that architects, working with city and regional planners, can play in meeting them. Material on these and other phases of the subject of value to Florida architects will appear in later issues.

**From the Address of Hon. James W. Follin, Commissioner, Urban Renewal Administration.**

In essence, the community's workable program is a plan for community action in which many official agencies must participate and which requires, importantly, citizens' support and understanding. It cannot, therefore, be the work of a few men or of a few

agencies or professions. In the same way that successful coping with any serious disease by the medical profession requires an imposing array of clinics, research centers and hospitals, and a whole army of doctors, nurses, and technicians, so does the Urban Renewal Program require the mobilization of a whole series of resources and talents.

Unfortunately, these do not now exist in adequate number, and we must train as we carry on. Hence, we are in the greatest need for more talent, both for those who would make their livelihood through administration of such rebuilding programs and for those who are willing to do a public service in aid and support of such efforts. There can be no single architect of this total undertaking, but the architect can be of immeasurable aid and help to this undertaking, even in a professional capacity.

I suggest the following ways in which members of the profession might consider participation in this challenging program:

### 1. Each local Chapter might:

- (a) Create an urban renewal committee available to assist local authorities or local undertakings
- (b) Keep its members informed of local developments
- (c) Urge appointment of architects to housing authorities, redevelopment agencies, or any other official body handling urban renewal
- (d) Urge appointment of architects on city-wide committees set up by public officials, local chambers of commerce or other organizations promoting urban renewal

### 2. Each Chapter member might:

- (a) Agree to serve on official and unofficial bodies
- (b) Join in an industry organization to assist home owners and to keep out irresponsible factors
- (c) Join in neighborhood efforts and work with those who are trying to formulate acceptable renewal plans
- (d) Seek professional engagements in the planning of projects



General James A. Van Fleet, now retired from the U. S. Army and a resident of Florida, told Convention delegates and visitors about the "Homes for Korea" program of which he is honorary president.

and designing of redevelopment structures

The more you can inform yourself about the Urban Renewal Program and prepare yourselves to participate effectively in it, the more assurance you will have that it will be the kind of movement you can approve. There is the greatest need for the skills you represent. Your leadership will be more than welcome.

**From a talk by Miss Marcia Rogers, Pittsburg Regional Planning Association.**

Exactly what does a Planner do? What determines the size of these new free-ways? What buildings are doomed as four or six lane carpets of white concrete or black asphalt unroll to speed traffic to the ever more distant "country"? How will this affect the sickness or health of neighborhoods? What factors decide the location of recreation facilities and the number of classrooms in that new school you were asked to design? How stable is the economy of the community? What of industry and Commerce? How many vacant stores stand ghostly guard on Main Street as former customers flock to modern shopping centers with easy parking and a fresh inviting aspect? Most important of all, the dollar sign. Is there enough money available either through taxation, borrowing power or government aid to make the proposals a reality without bankrupting the com-

*(Continued on Page 16)*

JULY, 1955

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# Does Planning Need The Architect?

Yes, says JOHN TASKER HOWARD, who is an architect himself and President of the American Institute of City Planners. As the lead-off speaker of the A. I. A. Seminar "Rebuilding the City", he listed five ways in which architects can contribute to solution of city planning problems.

"Planning needs the architect?" Of course it does. In order to be fully effective, city planning needs the architect in five separate and distinct capacities.

According to our AIP constitution, planners are concerned with "*planning the unified development of urban communities and their environs and of states, regions, and the nation, as expressed through determination of the comprehensive arrangement of land uses and land occupancy and the regulation thereof.*" Within this broad area of operations, we consider ourselves a "design" profession. As such, we have much in common with architects — not only in subject matter, but also in way of thinking and way of working.

But we also have significant differences. An architect works on a series of projects, each a unit in itself, which he conceives as a whole, designs as whole, and sees through to completion. The design of a building is a set of drawings that describes a completed thing, over every detail of which the architect has control.

A city plan is quite a different concept. Not only does the city planner not have control over every detail, but the plan as a whole does not describe a completed thing, and is never intended to be built. As a twenty or thirty year look into the future, it is to be revised many times before its target date; and the target date itself constantly pushed further into the future. Thus it is not a design of a thing, but a guide to change — itself a changing guide, to the immediate changes in an ever-changing city.

Thus the planner's field — not necessarily broader than the architect's, but with a different focus — includes

work in regional industrial analysis, and land economics; in sociological analysis, trends of family composition, population forecasting; in housing and other market analysis; in queer crannies of law, dealing with zoning and zoning appeals; in fiscal studies related to the programming of municipal capital improvements; in public administration, offering coordination to the work of public agencies; in politics, dealing with city councilmen and mayors; and in public relations, educating and working with civic groups, business leaders and school children. The planner is not only designer, but also economist, sociologist, geographer, lawyer and politician — analyst, forecaster, prophet, and preacher.

Now, with such a task, is it any wonder that planning needs help?

The first of the five capacities in which the architect is needed by planning, is as an architect. The planner's job stops short of designing the buildings to house the land uses and land occupancy with whose arrangement he is concerned, so obviously he does need the architect to bring the plan a step nearer to reality. And since the success of city planning depends on the wisdom of decisions as to the character, extent and location of many individual building projects, the architect's opportunities — and responsibilities — are substantial.

The second capacity in which the architect is urgently needed is the re-emerging field of civic design — large-scale architecture, the design of groupings of buildings and open space with the objective of visual delight as well as sound functional inter-relationships. Civic design seldom deals with whole cities as design units; it does deal with parts of cities, of such scale that the

visual relationships can be comprehended.

City planning is thoroughly entangled with these new large-scale methods of city-building and rebuilding. Those that involve governmental participation or approval are often required by law to be reviewed by planning agencies, and in many cases are initiated and largely designed by planning agencies. In any case, in the work that planning agencies do in this field, they need the major help of architects specialized in civic design, either as responsible members of their staffs, or as consultants.

Now we come to the third capacity in which planning needs the architect. How about architects as practitioners of city planning — either as staff members of planning agencies, or as planning consultants?

Can architects become city planners? Yes, of course — if they have the requisite natural aptitudes, as many, but not all, of them do. There are several avenues from architecture into planning. And planning does need recruits, many more than the planning schools are graduating. We are short-handed, and will be more so as the urban renewal program really gets under way.

There are several distinguished architects who are also, and at the same time, distinguished planners, such as Clarence Stein, Albert Mayer, Frederick Bigger. And many top planners started out in architecture, though they no longer practice it. The more architects who do take the effort to develop competence in city planning and to practice planning, the richer and more fruitful will our planning activities become.

This leads directly to the fourth capacity in which planning needs the

enriching influence of the architectural profession. Planning agencies are almost universally headed by boards or commissions, which determine policy, exercise whatever authority the agency has, and serve as the link between the planning staff and the community at large. The architect who is a leader in his profession locally is the best possible candidate for membership on such a board.

Appointment to a planning commission is not something that an architect can himself initiate. He can, however, prepare himself for it. And it is not only appropriate, but much to be urged, that the local professional group bring what pressure it can to assure architectural representation on the commission, and to bring about the appointment of the architects best qualified.

This brings me to the fifth of the capacities in which planning needs the architect: as a citizen. City planning as a formal function operates as an arm of government. But it deals with, and seeks to influence, not only

acts of government — public works, zoning — but also the acts of private citizens. Planning needs to have the citizen think about the future of his community; decide what course he wants it to take; and guide his behaviour accordingly — as he buys, or builds, or remodels, or rehabilitates — even as he votes. And so planning needs informed citizens, who understand the problems planning seeks to solve and the methods and purposes of its operations.

The architect, as an individual or as a member of his professional society, is the planner's favorite citizen. The local AIA chapter can be one of the strongest civic aids to planning — serving as a forum for educational activity, promoting general public interest and concern; and looking over the shoulder of the planning agency, attending its public hearings, criticizing, advising, assisting. Twelve years ago the Cleveland AIA Chapter played a major role in the resurgence of city planning there. Other chapters have done as much. Planning today needs

this kind of help from AIA, in every city. And where there is no AIA chapter, the individual architect is the kind of citizen to whom the planner turns first for civic help.

The architectural profession launched the planning movement in this country. Architects have provided much of the personnel for the infant planning profession. The goals of planning have been inspired, not only by Geedes and Riis and other philosophers and prophets, but also by architects like Henry Wright, Frank Lloyd Wright, and Saarinen. Planning through the years has drawn essential strength and knowledge and support from architecture. Now, with this country's swelling population, its blighted cities and sprawling suburbs, its growing national and local hunger for a better urban life, and the vast new programs of building and rebuilding that are burgeoning, planning faces a challenge that threatens to swamp our planning and civic resources. Now more than ever, planning needs the architect!

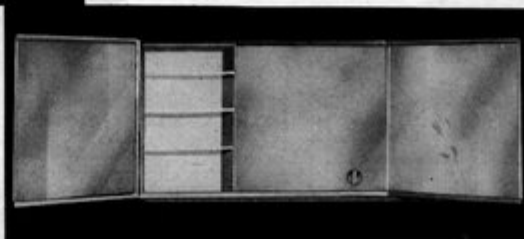


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# News & Notes

## Producers' Council Gets Awards and Gives One

The Convention Product Exhibition, co-sponsored by the Institute and the Producers' Council, was inaugurated at the 83rd Annual A.I.A. Convention in Chicago in 1951. Since then it has been an annual affair and has grown in importance and completeness. This year 69 firms were represented in the Exhibition that opened with appropriate ceremonies Monday evening, June 20, and was opened each convention day thereafter through Thursday.

At the awards luncheon, President CLAIR DITCHY announced product exhibition booth citations awarded by an A.I.A. Convention committee for excellence in product presentation. Firms included: American Gas Association, which featured a St. Charles New Freedom Gas Kitchen; The American Hardware Corporation, locks and builders hardware; Anderson Corporation, wood windows; Armstrong Cork Co., acoustical materials; The Hough Shade Corporation, folding doors; Inland Steel Products Company, wall units and metal trim; Kawneer Company, metal walls and doors; and the United States Ceramic Tile Company, tile.

The Producers' Council's Award of Recognition was presented to The Institute's Technical Secretary, THEODORE IRVING COE, F.A.I.A., during the luncheon meeting on Tuesday, the A.I.A. Convention's opening day. The award, presented by WILLIAM GILLET, president of the Producers' Council, is given only to persons who attain positions of leadership and render outstanding services to the construction industry over a long period of time.

As a member of the A.I.A. since

1922 and its technical secretary since 1935, Theodore Irving Coe is one of the best known men in the construction industry and for years has been one of its most active and vocal supporters. He is one of three men to hold honorary membership in the Producers' Council. He has probably done more than any single individual to aid in coordinating technical needs of the designing profession with the manufacturing and distribution means for satisfying them. He served as first president of the Washington Building Congress and has been chairman of the board of zoning readjustment of the District of Columbia since its foundation in 1938.

## Student Participation

Among the 1,519 people who attended the Minneapolis Convention were 56 students from architectural schools and colleges. Among them were representatives from seven nearest the Convention City who had been provided with travel funds to aid them meet the expenses of Convention attendance. Colleges included were: Illinois Institute of Technology, University of Illinois, University of Notre Dame, Iowa State College, North Dakota Agricultural College, University of Nebraska and University of Manitoba.

Conventions of the A.I.A. are always open to students; and it seems unfortunate that the College of Architecture and Allied Arts of the University of Florida could not have been represented at Minneapolis. A suggestion has been made that this become a stated policy of the College and that the F.A.A. make expense funds available for a student chosen by vote or faculty selection. Or, costs

## 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.



of the trip could be donated by individual F.A.A. chapters on a pro-rata basis.

This year as last, students attended most sessions of the Convention. In addition, the Host Chapters had scheduled a Student Forum for Monday evening, just prior to the Convention's first day. At that time students and guest speakers participated in a discussion program; and the students arranged among themselves for a series of meetings throughout the Convention period.

Announcement was made that six students would receive scholarships from the National Board of Fire Underwriters. Among those selected was LYNN L. BORTLES, Baraboo, Wisconsin, who will study at the University of Florida.

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### F.A.A. Legislative Program

As full a report as is practical to submit on the F.A.A. Legislative Program will appear in the **FLORIDA ARCHITECT** next month. Work during this year's session of the Legislature has been especially heavy. More than 50 bills of varying interest and importance to architects were considered. And, in addition to their own professional programs, architects were particularly interested in those of special importance to members of the Florida Engineering Society and the Associated General Contractors.

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### Chapter Affairs Seminar

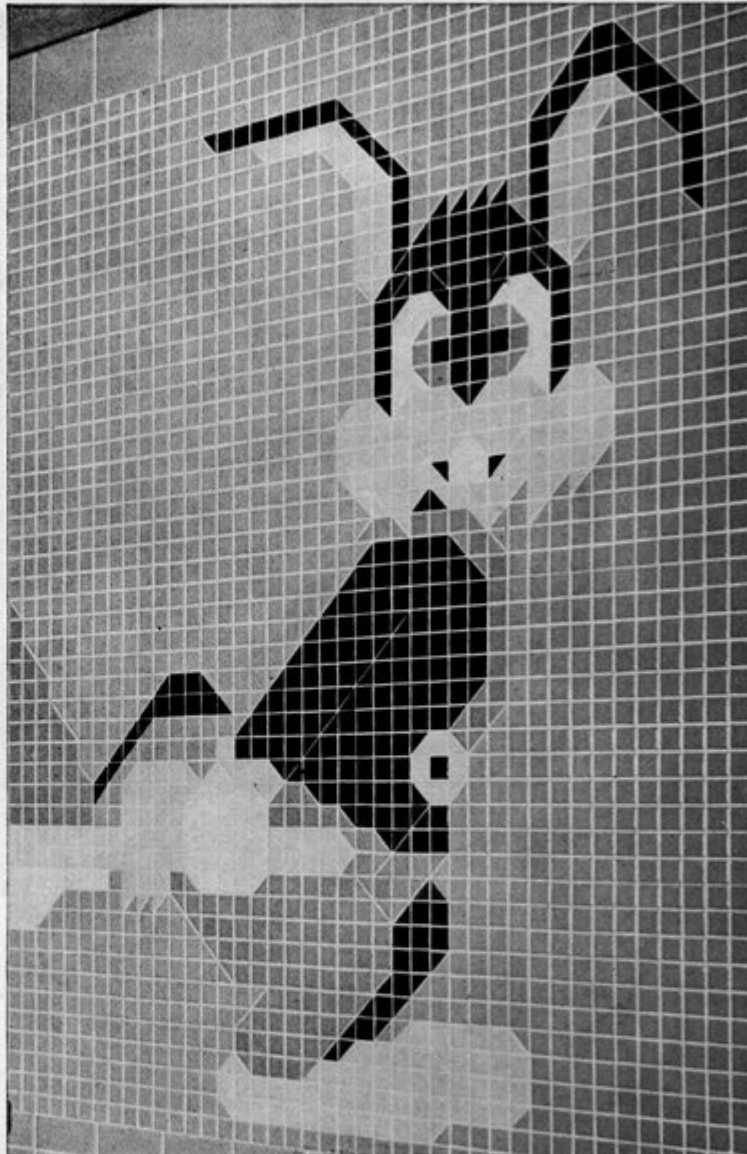
One of the Convention's four seminars was held Thursday afternoon on Chapter Affairs. Its moderator, **BERYL PRICE**, outlined the work of the A.I.A. Committee on Chapter Affairs, of which he is chairman.

The Committee has been authorized by the A.I.A. Board to develop an efficient and simple form of chapter reporting and to integrate state and regional activities. Institute activity in this field has been particularly intense during the past year; and the Chapter Manual issued at last year's Convention has been supplemented with an additional volume that includes significant Institute publications.

A fuller report on the subject of Chapter Affairs and its significance to F.A.A. operations will appear in these columns at a later date.

JULY, 1955

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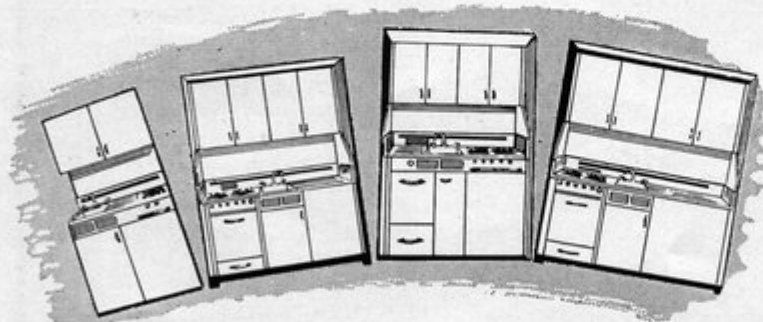

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## For The Community

(Continued from Page 11)

munity thereby negating the good that might have been achieved?

These are but a few of the questions that tease and trouble the Planner with each new job. Like the pieces of a jig-saw puzzle, each problem must be solved in relation to all the rest—each section must interlock correctly with the others. One piece in the wrong place — one aspect of the total pattern passed over too lightly spoils the entire aesthetic and practical effect of the picture.

No good planner believes himself to be an omniscient prophet. Like a doctor, he tries to discover the aches or ills and prescribe a remedy for the future to assist in the prevention of the causes of urban disease such as blight, mixed land usage, ribbon development and overcrowding. Too often, the profession has attacked these problems with a one-sided approach. This takes the form of stressing the statistics while neglecting the physical plan or what is beginning to be called by some "urban design".

On the other hand, let's not become too conceited as architects, for all too frequently the Architect turned Planner has conveniently closed his eyes to the statistics in favor of a preconceived "big idea" and the deceiving charm of a pretty picture. There is, I believe, an erroneous theory that the training an architect receives in school is all that is necessary to equip him for the role of Planner. The planner must have not only an understanding of the concepts of spatial design, but a background in sociology, government and economics that are not usually included in an architectural curriculum.

Planning is for people. Planning is a co-operative process. In our aim for better communities, we must have freedom from blight, freedom of play, and freedom to live in our cities like human beings. There must be a mingling and sharing of thought and talent, a give and take with the improvement of the whole community as the ultimate goal. It requires the organized and cumulative inspiration thought and experience of professionally qualified individuals — planners, architects, engineers, sociologists, economists — leavened by the collective common sense of citizens and civic leaders.

## 87th Convention . . .

(Continued from Page 9)  
UNESCO upon expiration of its present term.

Other Convention action relating to by-law changes authorized creation of Regional Councils, organized to embrace various regional districts. Another proposal for changing the times for election of Chapter officers to permit all to take office during the month of January was voted down as working too great a hardship among

### Guard That Portrait!

Though Convention action lifted the ban on use of architects' portraits in advertising layouts, the extent to which they can be used and the various ways under which their use could be approved are still matters to be decided.

From a literal interpretation of the Convention's action, it could be assumed that in every case involving possible use of an architect's portrait, both advertising layouts and copy drafts would need to be submitted to the A.I. Public Relations Committee for approval. From a practical standpoint this could prove cumbersome.

First, it would put the PR Committee in the middle as an arbiter between the individual architect and the advertising experts, and it would require much time to examine myriads of layouts and read volumes of copy for hidden meanings. Most importantly, however, it would involve inevitable conflicts of opinion that might in the long run damage professional public relations more than it would help them.

It seems probable that the PR Committee will eventually issue a policy guide, clear enough to permit quick local decisions and specific enough to avoid embarrassment in any quarter.

Until then, however, better guard that portrait!

many chapters faced with complications of local situations beyond their immediate control.

Delegates also defeated a proposal to limit the term of an A.I.A. president to one year—thus following the Board's recommendation—and defined a member's "Good Standing" as that in which he is clear with the Institute's treasury and isn't under Chapter suspension for any other reason.

JULY, 1955

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### Construction Congress

(Continued from Page 7)

ization of testing procedures; standardization of specification titles; the eventual development of usable libraries of standard textbooks and other information for ready reference between members of the construction industry at easily available locations throughout the State. Involved also is the coordination of information on basic research programs, material information files.

In this connection several powerful groups are at work nationally, as the A.G.C. National Committee and the A.I.A. Committee; the American Architectural Foundation, Inc., with a \$50,000 a year budget; and the Construction and Civic Development Committee of the Chamber of Commerce of the United States.

Another Committee interest centers on the division of responsibility standards that set forth the separation of fields of activity of each member of the construction industry. Still another is the coordination of work now being done on the standardization of building codes. The list could be lengthened, for in this one phase of the Joint Committee's work there is a considerable job ahead.

In effect this is a list of passive activities, largely informational in character. But it is a vitally important one. This phase of the Committee's work is designed to make it easier for us all to work together by seeing to it that we are all talking the same language, thinking in the same terms about our work. Many arguments in our business stem from misunderstandings, from talking in different terms about the same subject. Once a common point of view is established, the argument disappears.

*If the Joint Committee does nothing more than bring us good will through clear understanding of one another's point of view, it will have provided an important contribution to the ultimate good.*

The second part of the Joint Committee's work has been more active in character, typified by the invitation to the Florida Engineering Society to send representatives to join the Joint Committee. It has included such activities as coordination of legislative programs of the various groups, par-

THE FLORIDA ARCHITECT

ticipation in teaching programs—such as the Building Officials' Short Course held at Gainesville—and concerted efforts behind State programs of government activity—such as the nuclear reactor for the Engineering Department and a new building for the Architectural Department at Gainesville.

The Committee's concern with these projects has been mostly the promotion of special aims that reflect finally for the good of all. But in the list of such activities are some things that are actually of direct benefit or of direct interest to one or another special segment of the construction industry. Actions on them might provide sharp points of disagreement between different groups. For example, in the legislative programs of each separate organization, there might be a point causing such a wide divergence of opinion that no amount of discussion could resolve it. It must finally be resolved by the Legislature itself, which, as an objective third party, can decide on the basis of the greatest good for the greatest number.

This brings us to the major problem that concerns the Joint Committee most deeply—how large can the Joint Committee become? Starting with two groups, F.A.A. and A.G.C., and adding the F.E.S., can we go farther?

There are strong, important members of the Committee that say we must expand to eventually take in all segments of the construction industry, to have here in Florida a tightly knit group representing all possible elements so it can speak with the authority of tens of thousands of voices. Proponents of this idea point to the extremely successful effort that has been made by the Palm Beach Joint Committee which includes real estate men, mortgage men and others in a committee that has worked wonderfully together.

There are equally valuable members of the Joint Committee who say that with such widespread expansion the Committee will become unwieldy, that it will not function effectively, but only in weak general terms. They point to the fact that in asking the engineers to join the Joint Committee it is necessary that engineers review all the previous decisions of the Joint Committee and agree to them

*(Continued on Page 20)*

JULY, 1955

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## P. R. Suggestion - Idea Exchange Conference

The Public Relations Committee of the Chicago Chapter has proposed that a number of "Idea Exchange Conferences" be held during the 1955-56 Chapter year. As visualized by the Committee, these Conferences would be centered about types of buildings of particular importance to communities—as schools, churches, hospitals. Basically, the Conference would be designed to bring together community leaders active in the field of a specific building type and architects with considerable experience in the same field.

The Conference would be planned as a series of panel discussions, or forums. Both community leaders and architects would participate, the idea being to clarify some of the economic, social and technical problems involved—and to show how progress being made in design, new materials and construction techniques and overall planning can provide a major means for solving them.

Architect-speakers would be provided by the Chapter. The Chapter would also provide meeting facilities, and visual materials such as drawings, photos, models. The Conference

might take a full half day, ending with a luncheon or dinner meeting with an architect as principle speaker. It would include discussions by experts in the building type selected, panel forums by architects and others on trends in building requirements and methods for meeting them. Covered also by panel discussion or lecture, would be such subjects as new materials and equipment and problems of design, construction and maintenance. All sessions would be carefully planned to provide useful information to those attending.

Chicago's PR Committee is undoubtedly justified in believing that a conference of this type could be expected to draw many community leaders and would create an opportunity for them to meet architects and other experts in the fields of their building interest. Any conference that provides a sound basis for architects and community leaders to exchange ideas, information and opinions is well worth holding.

If it would be welcomed in Chicago, would not this idea prove equally attractive to many communities throughout Florida?

convenience the two representatives of the architects, general contractors and engineers to the Construction Congress might also be members of the present Joint Cooperative Committee.

I realize that such a proposal as this adds another organization to an already overpowering list. But it is to be hoped that it would fix, once and for all, a method of coordinating a present amorphous arrangement. Here are a few arguments for the suggested new organization:

We must face squarely the fact that the larger and more divergent the group, the more general must be the accomplishments.

The Construction Congress cannot speak effectively on specific issues—not because of conflict between members, but because it cannot pick special issues that are of interest to only a small part of the membership and promote these special issues. Architects must still work aggressively on regulations concerning registration laws where the Construction Congress can only give passive assistance. General contractors must still work hard to get a state licensing law where the Congress can only review the situation and lend support.

The valuable contributions yet to be made by the Joint F.A.A.-A.G.C.-F.E.S. Committee must not be shunted aside while we argue. If we are to be constantly reorganizing the Joint Committee, we won't have time to do all the things we should do.

There is tremendous work to be done by the Construction Congress in just coordinating the information and activities of the many separate organizations now in existence so that wasteful duplication of effort may be stopped.

I would urge that every element of Florida's great construction industry give sober, serious thought to this proposal. And I would urge, too, that well and carefully considered action follow the thought. It is easy to become dazzled by thinking about what a strong, central, well-organized construction industry might do—by the very brightness of the brilliant future we may be looking at. But let us walk forward first and build a solid foundation before we attempt to fly toward any of the magnificent goals that this young State of ours can offer.

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## Construction Congress

*(Continued from Page 19)*

completely before the engineers be allowed to join. The separate organizations, such as F.A.A., A.G.C., must be given each action of the Joint Committee to approve before it can be quoted as being an official policy of these separate organizations.

You can see that the division of the Committee's activities is more than academic. Actually it serves to clarify the problem which the Joint Committee must now consider. On the one hand, promotion of better understanding between ourselves can be carried on without too much danger of unresolved conflict. But the moment we start actively as a group to attack in some way problems that are not matters we can agree on between ourselves—matters that require action outside ourselves—we fall into difficulties.

Here is my suggestion for avoiding such difficulties, for cutting through

the problem the Joint Committee faces. I propose, first, that we think of the formation of a *Florida Construction Congress*.

This Congress would be organized by inviting every presently organized element of the construction industry to join. Each organization would have two representatives. The aim and purpose of the Congress would be to promulgate and recommend agreements, standards, codes of practice, etc., such as those already undertaken as the first part of the present Joint F.A.A. - A.G.C. - F.E.S. Cooperative Committee. These actions, of course, would not be binding on the separate organizations belonging to the Congress unless ratified specifically by each.

Second, I propose that the Joint Cooperative Committee of architects, general contractors and engineers be continued, but that it definitely stay just as it is and that no further expansion be considered. Perhaps, for



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