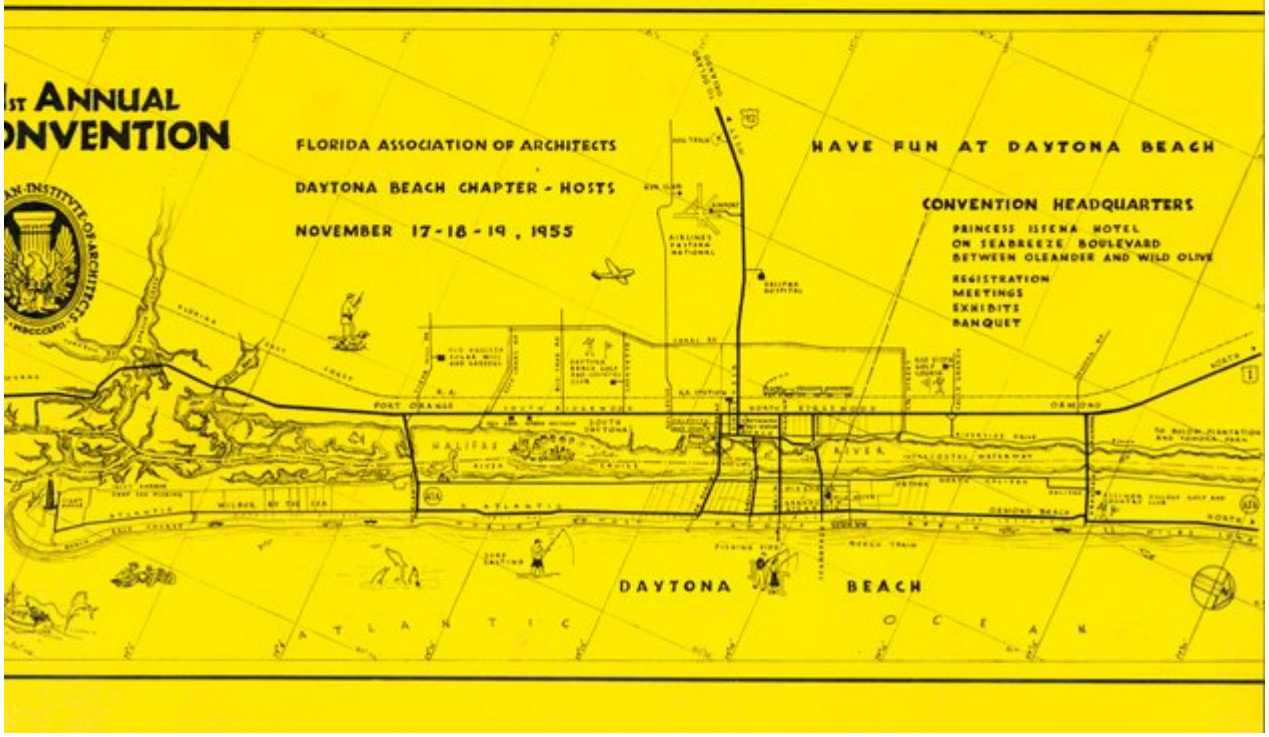
The Florida Architect

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS

November, 1955



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The Florida Architect

VOLUME 5 NOVEMBER, 1955 NUMBER 11

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THE COVER

All roads lead to Daytona Beach this month! This map will lead you to Headquarters of the F.A.A.'s 41st Annual Convention whether you come by airplane, train, bus, automobile or boat. It was generously drawn for this issue of The Florida Architect by Delineators Haskell and Hardwick in the office of Spicer and Gehlert, Architects.

The FLORIDA ARCHITECT is the Official Journal of the Florida Association of Architects, a state organization of the American Institute of Architects, and is published monthly under the authority and direction of the F.A.A. Publication Committee at 7225 S. W. 82nd Court, Miami 43, Florida. Telephone MOhawk 7-0421 . . . Correspondence and editorial contributions are welcomed; but publication cannot be guaranteed and all copy is subject to approval by the Publication Committee. Opinions expressed by contributors are not necessarily those of the Publication Committee or the Florida Association of Architects. Editorial contents may be freely reprinted by other official A.I.A. publications, provided credit is accorded The FLORIDA ARCHITECT and the author . . . Advertisements of products, materials and services adaptable for use in Florida are welcomed; but mention of names, or illustrations of such materials and products, in either editorial or advertising columns does not constitute endorsement by the Publication Committee or The Florida Association of Architects . . . Address all communications to the Editor, 7225 S. W. 82nd Court, Miami 43, Florida.

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Why Not A Team?

By HARVEY F. PIERCE

President, Florida Engineering Society

In the May, 1955, issue of The Florida Architect I attempted to point out some of the reasons for good Architect-Engineer relations. If I made my point, it is now time to spell out some of the mechanics of cashing in on these relations. In this day and age of great advances in engineering and their related effect on all types of structures, the importance of good engineering in a given project very often outweigh the purely architectural elements.

In most buildings it is the prerogative of the architect to plan the space requirements, general arrangement of areas, detail of finish and material. But it is obviously to the advantage of the owner to have a structural system which is safe and economical; an electrical system which will not be obsolete before the building is 10 years old; a lighting system which will be efficient to operate as well as pleasing; a plumbing system which will be adequate, safe and quiet without gold plating; and an air conditioning system which will be economical, satisfactory and adequate.

Now at this point I would like to state that both the Architect and the Engineer regards himself as a professional and would like to have those with whom he works treat him as such. Each takes pride in making a valuable contribution to any project large or small. And the Engineer appreciates and responds to the opportunity to be in on the "ground floor", to make suggestions as to how best to integrate his work with that of the Architect—and to receive due credit for his contributions.

If the Engineer is to develop full professional stature in his own eyes and in the eyes of the public, he must grow in ability, knowledge and esteem. This he cannot do if he is generally regarded as either a tradesman or a mere technician.

At the same time if the Architect is the prime professional on any assignment, it is incumbent upon him to be the team captain. He must use the skills of the entire team to the best possible advantage.

The theory of team work cannot be put to practice if the team captain—be he architect or engineer—does not keep this relationship. Suppose a member of the team is called in by the Captain after the owner has approved sketches. And suppose he is instructed to prepare structural drawings for a framing system which has already been frozen in the sketch stage, or to design an air conditioning system in a building where provisions for it have not been made, or where construction already set makes for an uneconomical design, inadequate servicing features, or other compromises. Will the work of both Captain and team result in the best overall solution? The answer is obviously negative.

It is high time that the entire team be used in the selling stage of the Prime Professional's operations. In other words, when the Prime Professional discusses the owners' requirement with his client, he should not stop with floor plans and perspectives, but should round out the picture to include *all* the engineering and architectural features of the proposed project. He should have the owner meet and discuss these items with other members of the team so that each will be better able to do his job. In this way the owner gains greater confidence in the Architect or Engineer because he not only knows the members of the team but also understands how the team works. He can then feel that his desires are being fully incorporated by professionals who understand his requirements.

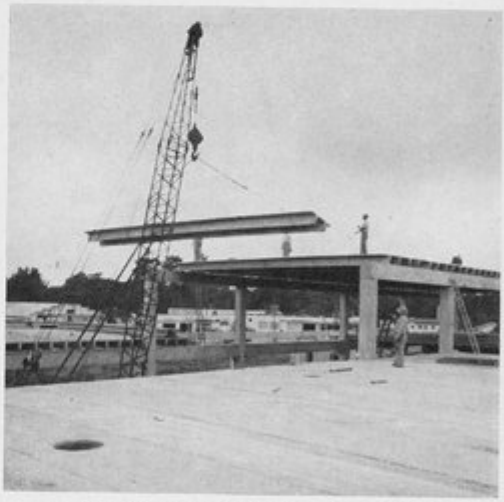
We can grow in professional stature by using the team approach in this manner, as opposed to the prevalent practice of grand-standing—which we have seen in the past on the part of both Architects and Engineers.

The logic of such an approach cannot successfully be refuted. Large firms, in which both Architects and Engineers are principals, sell their services very eloquently by this method of emphasizing the importance of both aspects of their work. This is good business for them, for their success can attest to that. Then certainly it should be good business for the Architect who used an independent Engineer on his work—or vice versa.

Dairy Products **in concrete**

The new plant and office of the T. G. Lee Dairy in Orlando is another fine example of the multiple use of prestressed concrete units . . . Roof and second floor are prestressed Double T concrete slabs. Prestressed concrete columns, cast in one piece, run the full height of the building in the two-story area. Prestressed concrete beams—some with a length of 43 feet — support the second floor and roof. The ground floor is concrete, and walls are concrete blocks.

Prestressed concrete construction facilitates faster erection and, of course, the use of concrete means fire, storm and termite protection, greater sanitation, and lower maintenance and insurance costs.



This progress photograph shows prestressed Double T concrete slabs being placed on second floor.

Architects: Johnson-Edwards & Associates, Lakeland

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The Contemporary Florida Home

By IGOR B. POLEVITZKY, F.A.I.A. --- A significant message delivered in Tampa, October 21, before the 1955 State Convention of the Florida Home Builders Association.

Following a logical formula for design (the one I use, by the way), the Architect takes three major considerations: the People, the Site, and the Climate, and, using his know-how and imagination, creates the design. In following this pattern, I think we can most clearly examine and discuss in their proper light, all the fundamentals involved in the design of the contemporary Florida home.

First, the People: Your client and mine in this category is the typical American family: a pretty generalized and nebulous client, perhaps, yet one who on closer examination has a pretty definite background, requirements, and aspirations.

The typical American family consists of two adults and two children of school age, and usually a dog. Traditionally, they love their land, homely informal living, good home made food—the wife cooks all the meals. They love the outdoors—the typical American's heart is as big as the geography of his vast land. They are practical and thrifty, yet they have faith in the future to a point of being willing to mortgage it for immediate benefits accruing from the fantastic productivity of American industry.

The parents have an ardent desire to create a real home for their children—there might be a third—and realize that the children must have some privacy and their own facilities for study and for entertainment of their young friends if they are to feel that their home is truly their own, and that they are not underfoot. The parents have common interests with their children and facilities for these interests are reflected in the household.

Mealtime is an important, informal and cozy affair, suggesting an intimate proximity to the kitchen, as there is no maid. Facilities for quick snacks for the kids on holidays and in the summer are a great help to the wife. Their friends, both adults and children, are just as informal as they, and provision for formal dining is not necessary. Larger parties and special occasions are handled either buffet style or by a barbecue picnic.

They own one car, but will soon have a second one, for the wife is stranded in the suburban area without one, and the children soon will be able to drive.

Floridians as a whole are a little different from the average American for pretty obvious reasons.

Even those of us who have lived in Florida for a quarter century or more are newcomers. We have moved here, and in the moving we did more than just move to another house or another state — we have moved into a totally new pioneering environment and climate. We have moved spiritually, as well as physically. We still remember and cherish traditions, but as something in the past, not the present.

The result is that the typical Floridian family is just like any other American family except more so; more informal, more progressive, more sun and fun loving, more nature minded. I am convinced that the Florida family will accept *anything* in home design that is pleasing to the eye, is practical and solves its living problems. Here indeed is the perfect client.

Secondly, the Site: In keeping with the decentralization of American cities, the average site is a suburban one ranging from 75' x 100' lot to an acre or more of ground. Here, again, the American's traditional desire to own more land which he can cherish and improve is expressed.

The site is NOT a grassed piece of fenced land on which the house is planted. The site is the homestead — an integral part of the living accommodations. Contiguous areas and environment also have a great bearing on the site. Exposure, view, privacy, and vegetation as regarding the site require careful study in connection with the design.

The typical Florida home site leaves much to be desired from the designer's and even the builder's point of view. It is also "more so" than the typical American site. It is flatter, more rectangular and more barren of vegetation, particularly with the help of the speculative builder who is "bulldozer happy", and the developer who never heard of anything but a straight line and a 90 degree angle.

Thirdly, the Climate: The statistics of the climate are readily available to all. But to a designer climate dictates, impedes or inspires possibilities of land utilization for living purposes depending on its characteristics.

(And here in true and sincere Chamber of Commerce style we can really say — Ah!)

Yes, our climate is wonderful, but it also poses many a problem both to the Architect and Builder. Our air temperatures are fairly comfortable the year around, but the sun is beastly hot. We don't have many drizzles but when the rains come, they come in buckets and without warning.

Let's face it — we have termites, ants, sand flies and mosquitoes; everything propagates at a rapid rate in Florida, and they are no exception. We have hurricanes. Even in South Florida we have cold snaps, two or more weeks at a time. All these factors must be considered, but in their proper light, for it is true that on the average we can expect 340 days of comfortable sunny weather per year.

Now, let us see how the Architect, the developer and the builder can produce a good contemporary house for this "perfect client", the Florida family.

First, the developer must be a good neighbor, and an intelligent one; and he doesn't have to worry about the money, because it is good business and will pay off in the end. DON'T

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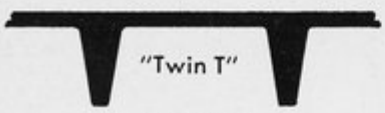

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New Florida North officers: left to right, Arthur L. Campbell, Jr., Gainesville, secretary; A. Eugene Cellar, Jacksonville, vice-president; Jack Moore, Gainesville, president; Thomas E. Ewart, Jr., Jacksonville, treasurer; James A. Meehan, Jr., director.

Two Chapters Elect 1956 Officers

Last month two of the State's largest chapters, so far as territory is concerned, elected new officers to serve next year. They are Florida North and Florida Central, both of which have for some time held quarterly, instead of monthly meetings. In both Chapters elections are scheduled for the last quarterly meeting of the year.

The Florida North meeting was held October 11 at the Skyroom of the new Independent Life Insurance Building at Jacksonville as the wind-up of the business meeting. Election results were: *President*, Jack Moore of Gainesville, to succeed himself; *Vice-President*, A. Eugene Cellar, Jacksonville, who will succeed Myrl Hanes of Gainesville; *Secretary*, Arthur L. Campbell, Jr., Gainesville, in place of James A. Meehan, Jr., of Jacksonville, elected a director of the Chapter. The new *Treasurer* is Thomas E. Ewart, Jr., of Jacksonville, who will succeed Harry Lee Lindsey of Gainesville.

The Chapter also elected three additional directors in line with their membership proportionment as outlined in the F.A.A. Re-districting plan. They were, Taylor Hardwick, Jacksonville; Ivan H. Smith, Jacksonville, and Thomas Larrick, of Gainesville. Under the new districting plan, each section will be represented on the F.A.A. Board by a sectional vice-president. The Chapter voted to propose the name of Franklin S. Bunch as a nominee for North Florida Section's vice-president for the F.A.A. elections during the November Convention at Daytona Beach.

Florida Central's meeting took place October 15 at the Orange Court Hotel in Orlando. As one re-

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Florida Central's new officers are: front row, Robert Levinson, Clearwater, alternate director; Roland W. Sellew, Sarasota, president; Archie G. Parish, St. Petersburg, director. Back row: A. Wynn Howell, Lakeland, vice-president; John M. Crowell, Sarasota, secretary; Ernest T. H. Bowen, II, Tampa, director.

New Beam Design Stands Test

Judging by the growing enthusiasm for use of pre-stressed concrete units, engineers have hardly scratched the surface of an important technical field. And architects are just becoming aware of the apparently limitless design possibilities that the comparatively new prestressed and precast units are rapidly bringing into sharp focus.

Last month additional proof of these statements was offered a group of Miami architects and engineers in the testing of four new types of prestressed beams developed by the Schilling-Crissey Company of South Miami. The tests were conducted by the Wingerter Laboratories of Miami and were technically observed and tabulated by Dr. Murray T. Mantell and Edwin F. Heyer of the University of Miami's Civil Engineering Department.

All of the beams were I-sections. Three were 16-inch units spanning 40 feet; the other spanned 20 feet with an 8-inch depth. Tests were with concentrated loadings in all cases; and in all of them units behaved almost exactly as calculated with ultimate loads averaging almost three times the normal loading for which the beams were designed.

Two of the beams, all of which were designed by Merrill E. Crissey, were loaded at mid-point of their 40-foot span. One was reinforced with six ⅜-inch cables; the other with 15 steel wires of .196 diameter. Steel area of the cable reinforcing was .48 sq.in. and that of the wires, .45 sq.in. Chief differences between these beams and other types of prestressed units was, first, incorporation of a curved pattern in the prestressing elements, and, second, the design of each end. Bearings were four inches; but for about a foot from each end bearings were only half depth, with the design splayed to full depth at a 45 degree angle. Within the structure reinforcing had been curved and pretensioned to follow this design and in addition, a minimum of mild steel bars had been placed in the top web at each end.

One objective of the concentrated load tests was to determine ultimate loadings, observe the extent of strand slippage, record deflections and recoveries. Another was to discover if performance of the end design matched in all technical respects the characteristics calculated for the full beam section. Still a third was to determine advantages, if any, of strand reinforcing against wire reinforcing, or vice versa.

Results were completely satisfactory on every count. As predicted,

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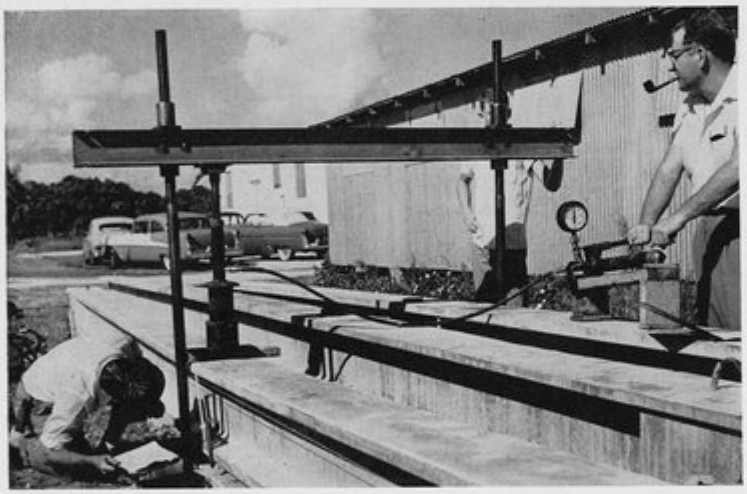

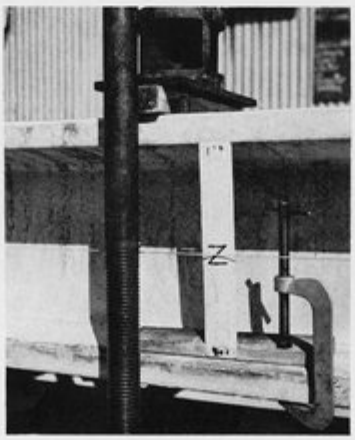

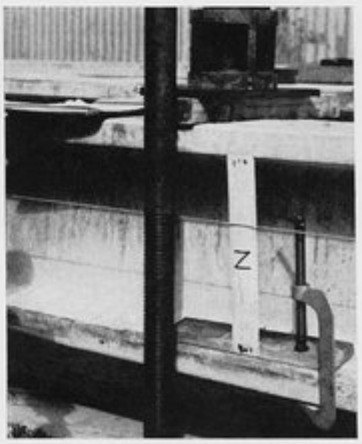

Above, test operations being conducted on a 40-foot span I-section of 6,000 psi concrete, reinforced with 6 ⅜-inch cables of .48 sq. in. steel area. This picture was taken after twice the design load had been applied and released. The guage showed a deflection of 7½ inches at failure with almost three times the design load. Ultimate deflection of the joist with wire reinforcing was 9 inches. Right, two closeups of the test loading and, right just prior to release of twice the design load.

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By TED RUGG

Daytona Beach Chamber of Commerce

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Hard to imagine what it was like in 1870 when old Mathias Day forsook the rigors of his native Ohio winters to start a town that lives in an eternal spring! Flagler's steam trains—with hotels to match—weren't due to inch their way toward the Keys for another sixteen years. The Greater Daytona Beach Recreational Area wasn't yet so much as a gleam in anybody's eye. The elder Rockefeller was still dreaming up an oil empire, blissfully ignorant that he was to become a legend of Ormond Beach. And Sir Malcolm Campbell, the man who was to discover the speedway possibilities of the world's most famous beach, hadn't even been born.

But the promise of everything was there. That incomparable, 23-mile stretch of hard-packed sand was there. The smiling, storm-protected Halifax River was there—and between them was that length of breeze-swept, palm-studded island that today is one of America's most justly popular resorts.

The extent to which the vision of old Mathias has come true—even beyond his dreams, probably—is your privilege to discover. Daytona Beach welcomes you to the 41st Annual F.A.A. Convention, just as warmly as do the architect-members of the Daytona Beach Chapter who will act as your Convention Hosts. In true Chamber of Commerce fashion we could say much about our community today. But new visitors will discover its charms quickly. And for those who already know it of old the discovery of new developments will be as enjoyable.

For the old and new visitors alike, illustrations here may offer an unsuspected professional interest—and may suggest that the dream of Mathias Day is still as real and active as it was when he saw beauty here and founded what is now known throughout the country as "The All-America City".

Like every modern city, Daytona Beach has its problems of delinquency. To help solve them the firm of Griffin and Gomon designed this Juvenile Detention Home to provide as homelike as possible surroundings for youngsters who need discipline but only minimum measures of detention.

Francis R. Walton and Francis W. Craig were architects for the Peabody Auditorium, built in 1947 for practically all types of cultural entertainment for fully professioanl presentation to an audience of about 2,500.

On Cypress and Keech Streets is the Negro Recreational Building for which Harry K. Griffin was the architect. Faced with precast concrete blocks, the structure is an important social meeting place for Daytona's negro population.

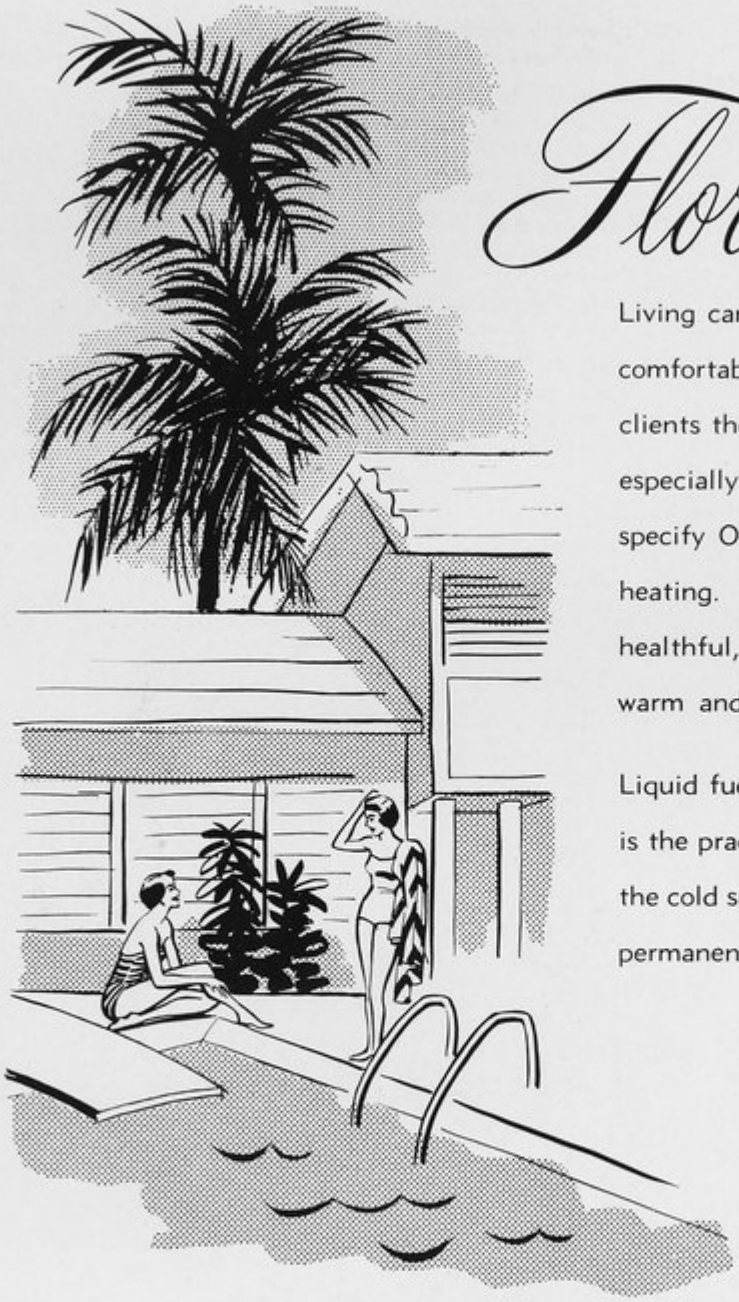
Daytona Beach Presents-

The First Presbyterian Church was designed by Harry K. Griffin to provide a church school, office and social rooms in addition to a sanctuary seating 500. Another of Daytona's chuches is now under construction at North Halifax Avenue and University Bouevard. It is Our Lady of Lourdes chapel and school for which Spicer and Gehlert are supervising architects.

The stucco and stone building below is the YMCA building, designed by Harry M. Griffin to include a swimming pool and gymnasium in addition to social and meeting rooms.

The firm of Craig and Snead were architects for the Madison Avenue Fire Station, above. This is in a residential neighborhood; and one of the design objectives was to clothe the building with a character and scale that would be in complete harmony with its surroundings.

Scene of several meetings for architects' wives during the Convention is the Art League on Palmetto Avenue. Francis R. Walton was its architect; and he has provided two galleries, a working studio, two craft shops and living quarters for a managing director within walls faced with Tennessee stone.



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New Beam Design . . .

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tracking loads were about 1.5 times design loads. Deflection recovery immediately after release of twice the design load was within an eighth of an inch of original position. And when the cable-tensioned beam was tested at a quarter-point adjacent to one end, there was no diagonal tension failure and practically no deflection for a loading equivalent to 13,000 lbs. at mid-span. Tests showed that in general the wire reinforcing, with less actual steel area, to be somewhat superior to the cable reinforcing.

Significance of results is the possibility of cutting overall story heights with safety because of the new end design; the fact that curving wires gives a beam 38 per cent greater load capacity than one without, thus permitting wider spans with smaller sections; and the availability at beam ends for pipes and ducts without need for a hung ceiling.

Both designing and testing engineers pointed out that incorporation of the curve in pretensioned steel is the chief factor that controls both the characteristics of beams tested and the designed performance of other shapes. It is this trick of curving wires or cables that makes the half-height ends of beams practical and provides them with the great strength indicated in the tests.

This half-height design is similar in general conformation to the overall shape of a steel bar-joist. Just as bar-joist construction allows space at both ends of the span for installation of utility pipes and ducts, so does use of this new beam. Obviously this eliminates the need—at least from the mechanical installation point of view—for a hung ceiling that steals valuable cubage from a building envelope.

Thus far the curved-reinforcing principle has been applied only to joists. But since it permits longer spans without increasing section weights materially, other shapes are now in the design stage. These include T's and double T-slabs that will, in all probability, also utilize the same space-saving design trick of half-height ends.

News & Notes

(Continued from Page 9)

sult, an entirely new slate of officers will administer Chapter affairs next year. Elected were: *President*, ROLAND W. SELLEW, Sarasota, who will wield the gavel in place of RICHARD E. JESSEN of Tampa; *Vice-President*, A. WYNN HOWELL, who succeeds RALPH P. LOVELOCK of Winter Park; *Secretary* JOHN M. CROWELL, Sarasota, in place of ERNEST T. H. BOWEN, II, of Tampa who became a director; and *Treasurer*, JACK MCCANDLESS, of St. Petersburg to succeed ANTHONY L. PULLARA of Tampa.

Others elected were ARCHIE G. PARISH, director, of St. Petersburg, and ROBERT H. LEVINSON, Clearwater, alternate director.

New Chapters Proposed

As reported in these columns last month, formal organization of the new Mid-Florida Chapter, A.I.A., is scheduled for completion prior to the start of the Daytona Beach Cinvention in November. A poll of Florida Central membership — from which the new Chapter will be formed — indicated substantial approval; and during its October 15 business meeting Florida Central made its blessing unanimous. Thus, by 1956 Florida will have eight, instead of seven A.I.A. Cahpters.

By the end of next year the number may be nine. At the Florida North Chapter meeting last month, A. EUGENE CELLAR proposed formation of a new chapter for the Jacksonville metropolitan area which would "probably come to include Duval, Nassau and St. Johns counties." The proposal was supported by FRANKLIN S. BUNCH who stressed the difficulty of distances in the present North Chapter set-up (17 counties in the north-east part of the State, seven more in the western tip) and indicated the need for vigorous local programs that might be better achieved through support of a local group.

When finally put to a vote, Chapter members approved the proposal by substantial majority, thus clearing the way for application of a charter by the Jacksonville group. Sponsors of the proposal said that the new chapter would probably start with a nucleus of 18 to 25 active corporate members, from the more than 40 registered architcets listed for the Jacksonville area.

South Florida Chapter

The October meeting was held at Pine Tree Inn on the first Tuesday of the month as usual; and after dinner and a short business meeting, some 65 members listened to a first hand report on the atomic tests of "Disaster Village", the doomstown built at Yucca Flats to determine resistance of various types of residential construction to the effects of bomb blasts.

Honored guests at the Florida Central Chapter's dinner dance, held at the Orange Court hotel in Orlando last month was this foursome representing the A.G.C. Left to right are: Mrs. J. A. Riviere, J. Hilbert Sapp, president of the Florida A.G.C. Council, Mrs. Sapp and J. A. Riviere, a director of the general contractors' organization.

Having a wonderful time was charming Mrs. William Austin whose husband, an official of the Florida Steel Products Company, was one of the hosts to Florida Central members at a pre-dinner cocktail party last month in Orlando.

Miss Margaret Cann, an administrative officer of the Miami Civil Defense organization was the witness-speaker. Her account of what happened was both gripping and graphic; and it was visually heightened by an Air Force color movie of a series of atomic explosions, from baby bombs to some of the largest yet developed.

During the business meeting, it was announced that next month (November 8) would be an election meeting. Alfred B. Parker was appointed as chairman of the Craftsman-of-the-Year Committee, with craftsman awards scheduled for presentation at the Chapter's December meeting. Wahl J. (Jack) Snyder, II, was named chairman of the Annual Ball Committee.

These new Coporate members were announced: Scott B. Arnold; James L. Deen; Curtis E. Haley; Lewis M. Hitt, III. Jerry P. Simmons and Clarance P. Hamer were welcomed as associate members.

Daytona Beach Chapter

Plans are now complete for the F.A.A.'s 41st Annual Convention. Reservations are arriving in a steady stream; and present indications are that the Convention will be one of the largest on record.

Host Committeemen emphasize that space in the Princess Issena Hotel, Convention headquarters, is definitely limited and urge immediate

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News & Notes

Attending the Florida North Chapter meeting in Jacksonville last month were Stanley Greene and Robert Denyse, scholarship students at the University of Florida. Between them is Professor Joseph Wilkes of the U. of F. College of Architecture, faculty advisor to the Student Chapter, A.I.A.

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action on reservations to assure adequate accomodations.

If you have not already done so, send your Convention registrations at once to JOEL W. SAYERS, JR., Reservation Secretary, P.O. Box 1671, Daytona Beach.

Room reservations should be made directly to The Princess Issena Hotel, Daytona Beach. Ask for one of two "package deals". The first starts with dinner Wednesday night, November 16, extends through luncheon Sunday, November 20. The second starts with dinner Thursday night, November 17 and extends through Sunday's luncheon. Both include room charges and all meals for the period.

The Host Chapter estimates that a total of $37.50 will cover all Convention expenses for you and your wife. And attendance will also put you in line to take home one of the many items that are being made available in connection with the product exhibit.

This is the Last Call! Plan the 5-day week-end as a fall vacation by following the Committee's urging to "Come Early and Stay Late".

42nd Convention May Repeat

Records show that this year's Convention is the first since 1947 to repeat a locality. But it is probable that next year's gathering—the F.A.A.'s 42nd annual affair—may do likewise in selecting a city that has been a Convention site within the past nine years. Here are Convention lpcations back to 1947: 40th—1954—Palm Beach; 39th—1953—St. Petersburg; 38th — 1952 — Tallahassee; 37th—1951 — Jacksonville; 36th — 1950—Miami; 35th—1949—Daytona; 34th

—1948—Winter Park; 33rd—1947—Gainesville.

Either Tampa and Orlando might be selected as the 42nd Convention City, since the former has a substantial representation as part of the Florida Central Chapter and Orlando will be headquarters for the new Mid-Florida Chapter. Otherwise the Convention at Daytona might decide to repeat a former location, with either Jacksonville or Miami as prime possibilities.

Office Notes

The Tampa firm of PULLARA, BOWEN AND WATSON, architects and engineers, has announced the association of WILLIAM B. EATON as head of its architectural department. Eaton, a member of the Florida Central Chapter, is a native of Albany, New York and a graduate of Rensselear Polytechnic Institute with an additional master's degree in City Planning. He taught architectural design there for six years prior to joining the teaching staff of the College of Architecture and Allied Arts of the U. of F. in Gainesville. He recently resigned from the U. of F. faculty to accept his appointment in Tampa.

In Daytona Beach, the firm of GRIFFIN AND GOMON, Architects, announce the appointment of JOEL W. SAYERS, JR., as Associate Architect. The firm's new associate has been active in affairs of the Daytona Beach Chapter and is a Vice-president of the F.A.A.

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Presiding at the organizational meeting of the Auxiliary of the Florida Central Chapter, the first architectural group of its kind in the State, was Mrs. A. Wynn Howell of Lakeland.

News & Notes

Snapped during a jovial interlude in the Florida Central's quarterly business meeting were these three long-time members of th F.A.A.: Franklin O. Adams, Jr., F.A.I.A., Tampa, left; and George A. Spohn and Henry P. Whitworth, both of Winter Park.

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Developments in New Laws Covering Determination of Prevaliing Wage Rates

As of August 6 this year, Florida's Prevailing Wage Rate Law went into effect (*see August issue, page* 9) and under its provisions the Industrial Commission took steps to set rates "prevailing" in all localities involving public work throughout the State. Presumably to make a difficult job easier, the Commission first attempted to set rates covering widely inclusive districts. But at a September hearing in Tallahassee inequities of that attempt were pointed out and now the Commission's policy is apparently to confine rate areas to county boundaries.

However, studies of payrolls incident to setting up rate patterns covered Federal projects, which carry wage schedules (Davis-Bacon) that are in some cases considerably higher than those pertaining to State public works projects. Use of the Davis-Bacon scales as a basis for the Industrial Commission's wage determination would thus undoubtedly result in increasing the labor costs of State projects.

The Florida A.G.C. Council has recently brought this matter to the attention of the Industrial Council.

ELTON J. MOUGHTON, A.I.A.

From Jack Moore, president of the Florida North Chapter, comes news of the death of Elton J. Moughton, of Sanford. Mr. Moughton, whose registration certificate was number 153, was one of the Florida Chapter's charter members and had practiced architecture in Sanford since 1909.

A.I.A. Rules on Phone Listings

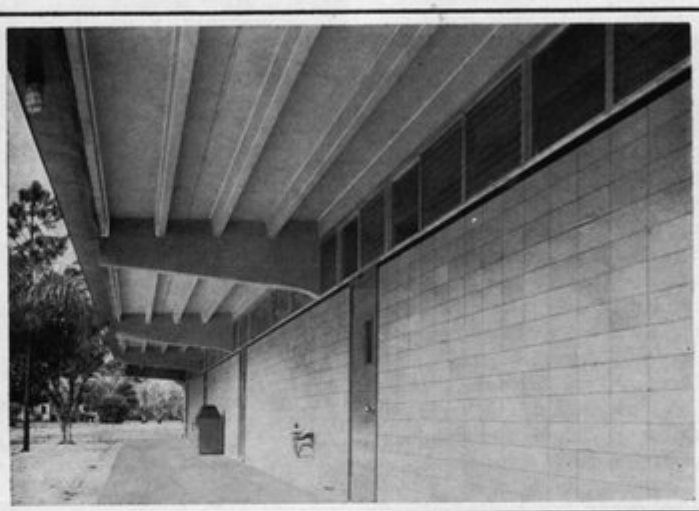
In the current issue of the *Blueprint*, monthly bulletin of the Westchester (N.Y.) Chapter, A.I.A., is a reference to a ruling by EDMUND PURVES, A.I.A. Executive Director, relative to listings in the yellow pages of local telephone directories. The communication, originally addressed to the Massachusetts State Association of Architects read:

"The Board of Directors of the A.I.A. has ruled that it is perfectly proper for a Chapter to advertise, even though it is not proper for individual architects to do so.

"With respect to listing in yellow pages of the telephone book, it is proper for the Chapter to make such a listing only if it includes all the members of the Chapter and represents each of them equally. No supplementary individual purchases of advertising space in the yellow pages is permitted, nor is the use of boldfaced type."

At Jacksonville business was on the serious side as Arthur L. Campbell, Gainesville, left, discusses the North Chapter's future with Franklin S. Bunch and Walter B. Schultz, both of Jacksonville.

another prestressed concrete achievement . . .



. . . showing prestressed concrete construction used on the new Elementary School at Stuart, Florida . . . The prestressing was performed by R. H. Wright & Son, Fort Lauderdale, Florida . . . The architect — Kendall P. Starrett of Ft. Pierce, Florida . . . BELOW — Typical classroom.

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

Bank of Lakeland Building

West Florida Tile & Terrazzo Corp. warehouse

Concrete Stadium at Plant City

Singer Building, Pompano Beach

T. G. Lee Dairy Building at Orlando

Stone Buick Building at Ft. Pierce

Prestressed concrete units offer new structural design possibilities for any building in which low cost and high performance are of special importance. Standard unit designs are made in long casting beds by the pre-tensioning bonded system. Each has been thoroughly field-tested; and a wide variety of units is now being made under controlled conditions by members of the Prestressed Concrete Institute. These prestressed concrete units are now available. They can be specified in sizes and shapes to meet a range of span, load and design conditions. Prestressed concrete units have low maintenance, high fire resistance, high uniformity, low cost. Standard designs include flat slabs, double-tee slabs, beams, columns and pilings.

PRESTRESSED CONCRETE INSTITUTE FLORIDA MEMBERS:

R. H. WRIGHT & SON, INC.	Ft. Lauderdale
LAKELAND ENGINEERING ASSOCIATES, INC.	Lakeland
GORDON BROTHERS CONCRETE CO.	Lakeland
FLORIDA PRESTRESSED CONCRETE CO., INC.	Tampa
WEST COAST SHELL CORP.	Sarasota
DURACRETE, INC.	Leesburg
HOLLOWAY CONCRETE PRODUCTS CO.	Winter Park
PERMACRETE, INC.	Daytona Beach
CAPITOL CONCRETE COMPANY, INC.	Jacksonville
NOONAN CONSTRUCTION COMPANY	Pensacola
PRECAST CONCRETE, INC.	Miami

A National Organization to establish and supervise Prestressed Concrete standards and procedures . . . whose members are pledged to uphold the production control and specifications set up by the Prestressed Concrete Institute.

The Contemporary House

(Continued from Page 7)

squeeze the last possible lot out of an acre. Study the site from the point of view of a good neighborhood and it will be a good investment.

Since very few areas in Florida provide any change in elevation, the planning of streets has to be two dimensional. Get professional advice on planning: curvilinear streets are more pleasant than straight ones — houses grouped on such streets are less monotonous, more attractive. Provide segregation of the development from high traffic areas; there will be less accidents fewer children killed. Provide play grounds and parks if at all possible. Communities will be glad to maintain them until the municipality can take over.

Both the developer and builder should strive to leave as many of the natural assets of the site in place. Bulldozing a site bare just because it is "handier" for the operations is little short of criminal.

Once we have an adequate site with a few native trees in a pleasant community, the Architect and Builder can go to work. In the speculative or project housing field the Architect is a relative novice and has much to learn. The first thing he should learn is that if he doesn't intend to contribute substantially in know-how, ideas and imagination, he might as well stay out of it. The Builder should learn that the Architect is not the man who is going to turn out some plans, but is someone whose ideas and imagination he needs. Otherwise, he might as well not call him in.

But in a spirit of mutual respect for each other's ability and problems and in an atmosphere of complete cooperation, the team can really go places. The main problem facing them both at the start is that the growing requirements of the Florida family means more space, more house and presumably more money. With the cost of labor and materials on the rise out of proportion with the real estate market, what is the solution?

I don't think the answer is a skimpier, smaller house, nor do I think that it is in mass produced prefabrication.

I think in Florida the answer lies for one in the exploitation of our

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A Roster for Reference-Jan.-Nov.,'55

Listed below are the firms which have helped this Official Journal of the Florida Association of Architects achieve solid, healthy growth during past months of this year. Through their advertisements here these firms seek more than merely the sale of services or products they offer. As members of the same great industry of building that provides livelihood for architects and engineers, they seek opportunity to work with designers--to help in the development of better buildings, a sound industry and a stable, prosperous future.

ACOUSTI ENGINEERING CO. OF FLORIDA
101 Copeland Street, Jacksonville
Distribution and installation of cemesto, insulrock, celetex, wascolite skydomes

AIR CONTROL PRODUCTS, INCORPORATED
3601 N. W. 54th Street, Miami
Awning windows and jalousies.
Agency — E. M. Eisfeld, Inc., Advertising, 308 Roper Bldg., Miami

ARCADIA METAL PRODUCTS
Fullerton, California
Sliding glass doors
Agency — Stiller-Rouse Advertising
250 So. LaCienega, Beverly Hills, Calif.

ARNOLD PRODUCTS SALES CORPORATION
6721 N. W. 36th Avenue, Miami
Awning windows and window walls.
Agency — Bishopric-Green & Assoc. Inc., 1236 duPont Bldg., Miami

AUFFORD-KELLEY COMPANY
298 N. E. 59th Street, Miami
Dwyer Cabinet Kitchens

HARVEY J. BARNWELL
1330 June Road, Jacksonville
Plastering and stucco contractor

BRUCE EQUIPMENT COMPANY
24 N. W. 36th Street, Miami
Electronic Sound Systems

DAY & NIGHT
Monrovia, California
Panelray heaters
Agency — Hixson & Jorgensen, Inc. Adv., 3257 Wilshire Blvd.
Los Angeles, Calif.

DUNAN BRICK YARDS, INC.
1001 S. E. 11th Street, Hialeah
Slumped brick, decorative masonry materials

ELECTREND DISTRIBUTING COMPANY OF FLORIDA
2541 Central Avenue, St. Petersburg
Electric heating systems

ENGINEERED PRODUCTS, INC.
1064 E. 29th Street, Hialeah
Jalocrete windows
Agency — Curt LeWald Advertising
1400 N. W. 36th Street, Miami

FLORIDA PORTLAND CEMENT DIVISION
General Portland Cement Co., Tampa
Manufacturers of cement
Agency — R. E. McCarthy & Assoc., Inc.
206 So. Franklin Street, Tampa

FLORIDA HOME HEATING INSTITUTE INC.
326 S. E. 1st St. Miami
Oil and gas heating
Agency — Bevis Associates, Advertising, Ingraham Bldg., Miami

FLORIDA POWER & LIGHT COMPANY
Electric Utility
Agency — Grant Advertising, Inc.
Penthouse, Langford Bldg, Miami

GARCIA CUBAN TILE
1941 N. W. 1st Avenue, Miami
Manufacturers of Cuban tile
Agency — Ben Wakes Advertising
500 N. W. 119th Street, Miami

GATE CITY SASH & DOOR COMPANY
Ft. Lauderdale
Jalousies and awning windows
Agency — J. Walter Thompson Co.
420 Lexington Avenue, New York City

GIFFEN INDUSTRIES, INC.
4112 Aurora, Coral Gables
Jones storm shutters

GEORGE C. GRIFFIN COMPANY
4201 St. Augustine Road, Jacksonville
"B & G" aluminum awning windows

HOLLOSTONE COMPANY OF MIAMI
480 Ali Baba Avenue, Opa Locka
Precast concrete products
Agency — Bishop-Green & Assoc., Inc.
1236 duPont Bldg., Miami

HOLLOWAY CONCRETE PRODUCTS
Winter Park
Concrete products; Spectra-glaze
Agency — David H. Obermeyer
60A W. Robinson Avenue, Orlando

HOPKINS-SMITH
5040 Biscayne Blvd., Miami
Distributors St. Charles Custom kitchens

THE INTER-OCEAN INSURANCE CO.
1202 Florida Title Bldg., Jacksonville
FAA Group disability insurance

INTER-STATE MARBLE & TILE CO.
4000 No. Miami Avenue, Miami
Marble and ceramic tile
Agency — Miller, Bacon, Avrutis & Simons, Inc., 503 Ainsley Bldg, Miami

JACKSONVILLE METAL & PLASTIC CO.
575 Dora Street, Jacksonville
Architectural signs of aluminum and plastic

LIFETIME FIBERGLAS SCREENING CO.
Canton, Massachusetts
Fiberglas screening
Agency — Arnold & Company, Inc.
262 Washington St., Boston, Mass.

LEAP CONCRETE, INC.
Lakeland
Prestressed concrete units
Agency — Sanborn Advertising Agency
1706 Holly Road, Lakeland

MAULE INDUSTRIES, INC.
5220 Biscayne Blvd., Miami
Concrete and building products
Agency — Robert E. Clarke & Assoc., Inc.
Suite 1614 duPont Bldg., Miami

MILLER ELECTRIC CO. OF FLORIDA
575 Dora Street, Jacksonville
Electrical contractors

MIRACLE ADHESIVE SALES COMPANY
Lake Worth
Radiant heating panels

MODERNFOLD . . . Fla. dealers in Miami, Ft. Lauderdale, West Palm Beach, Orlando, St. Petersburg and Tallahassee
Modernfold doors
Agency — Fuchs, Zemp & Celander, Inc., 151 107th Ave., St. Petersburg

MOORE PIPE & SPRINKLER COMPANY
Jacksonville
Automatic sprinkler systems

PRESTRESSED CONCRETE INSTITUTE
Florida Members throughout the State
Prestressed concrete units
Agency — A. P. Phillips Company
Legion Place at Lake Ivanhoe, Orlando

PRODUCTION FACILITIES CO. INC.
4000 N. W. 28th Street, Miami
Aluminum sliding door cabinets
Agency — E. M. Eisfeld, Inc., Advertising, 308 Roper Bldg., Miami

SISTRUNK, INCORPORATED
400 N. W. 71st Street, Miami
West Indies shutters

STEWARD-MELLON COMPANY
2210 Alden Road, Orlando
945 Liberty Street, Jacksonville
Tile, marble, terrazzo, composition floors

UNITED STATES PLYWOOD CORP.
55 West 44th Street, New York City
Interior and exterior plywood, related products
Agency — Kenyon & Eckhardt Inc., 247 Park Avenue, New York City

F. GRAHAM WILLIAMS CO., INC.
1690 Boulevard, N. E., Atlanta, Georgia
Masonry building materials, roofing, tile, aluminum windows, roof decks

The Contemporary House

(Continued from Page 25)

wonderful climate which, with imagination and careful study, much useful living space can be created by integrating the site with the house through inexpensively constructed areas, partially shielded from the elements.

I think also that in Florida, as elsewhere, the Architect and Builder will have to evolve simpler, faster techniques of construction utilizing already available materials which are being overlooked by the home builder now, as well as others which are being and will be developed.

With these principles in mind we can now proceed to evolve a design which will accommodate the requirements of the typical Florida family. Primarily it should be a home with the integrity and honesty both of design and construction which the word designates. It should make provisions for all requirements of the family as previously stated. Materials used in it should be as maintenance-free as possible. The home can be compact but spacious in feeling. Outdoor areas, especially immediately adjacent to the house should be developed and planned to assure their useability and integration with the house.

Adequate protection must be provided both from torrential rains, from the high solar radiation and from insects. In south Florida the house should be easily made hurricane proof. Glass must be used carefully and in the proper places. It is expensive, subject to wind damage and carelessly used, an invader of privacy. Let us not think of windows as windows and doors as doors, but rather in each case as a means of vision, ventilation, access or privacy.

The home must be well equipped, but not at the expense of the other more important qualities.

The important thing for all of us in the industry to keep in mind is that we are now building homes for Americans — *not houses for sale*. Let us not get too intrigued with gadgets. But let us remember that we are to a great extent responsible for the creation of a healthy and happy environment for the American family; and that in the strength of the American family is the strength of the American nation.

ADVERTISERS' INDEX

Producers' Council Program

The banquet room of the Coral Gables Country Club was turned into a combination of home, garden and store window as part of the informational display sponsored by the Florida Power and Light Co., Sept. 27th.

Sparked by FRED W. CONNELL, Miami Chapter treasurer, the Florida Power and Light Company was sponsor for September's Informational Meeting held at the Coral Gables Country Club. The theme of the meeting, which was actually an elaborately-staged exhibit, was "Modern Light Conditioning"; and over 250 architects, and engineers, were on hand to listen and look.

The meeting was worth while on both counts. After cocktails and an excellent dinner, the Chapter's guests listened to a lighting expert from Nela Park, light-conditioning headquarters in Cleveland, Ohio, pour out facts and figures on both interior and exterior home lighting, on commercial display lighting and on ways and means of using light to heighten effects of architectural design and to emphasize the sales.

As to looking, the Power Company was assisted in its lighting demonstration by two of Miami's ranking beauties, SANDY WIRTH *and* JOAN RAWLINGS. And in addition to the three-dimensional illumination displays architects saw a full-color movie showing how color could be used as another tool of architectural design.

An expertly lighted interior was part of the display which was built with cooperation of several Producers' Council members in the Miami Chapter.

Gate City Aluminum Windows

are the most outstanding achievement in window design and construction in the past 40 years!

and here's why...

"Push-Button Ventilation":
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.

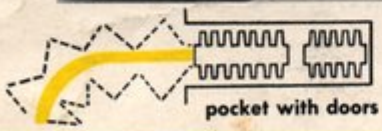
Full Factory Weatherstripping:
An absolutely tight all-around seal is provided by tough resilient vinyl...factory applied at jambs, sill and meeting rails.

Gate City AWNING WINDOWS
Wood and Aluminum

"Window Craftsmen for over 40 years"

GATE CITY SASH & DOOR COMPANY of FORT LAUDERDALE, FLORIDA

luxuriously new Fontainebleau goes **modernfold**



Mr. Morris Lapidus, architect for Fontainebleau, solved an interesting problem — with Modernfold. Regarded as "the largest luxury resort of its kind" Fontainebleau had to have the last word in design, function and permanence.
Modernfold was chosen to attractively divide the men's and women's card rooms on the Mezzanine floor. Notice particularly the unique manner in which the doors stack into the basic wall partition, which acts as a concealing pocket for the doors. Doors enter the pocket traveling along a 90° curved track. Opened, the doors extend 51 feet and are 9 feet high.

See your local dealer and learn the many reasons for Modernfold's increased demand in both residential and commercial applications.

Farrey's Wholesale Hardware Co., Inc. Miami

McCann-Freeman Co.
Ft. Lauderdale

Alexander Gordon & Son
West Palm Beach

Midland Distributors
Orlando

Acme Jalousie Co.
St. Petersburg

Aichel Steel & Supply Co.
Jacksonville

Dan Carter Co.
Tallahassee

"The architect's imagination is Modernfold's only limitation."

modernfold
DOORS

See your A.I.A. File No. 16-M