

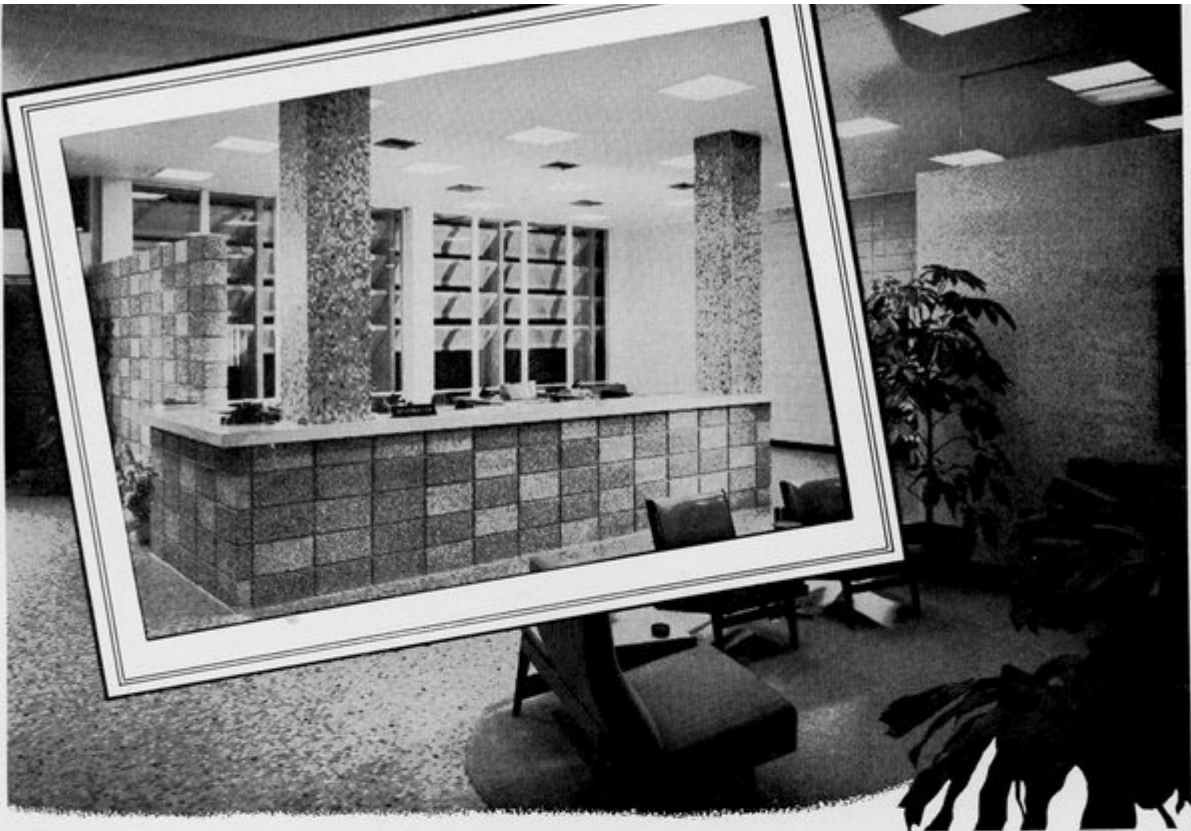
The

Florida Architect

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

February, 1956





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CONTENTS

Interama	2
The Profession and The Press	6
A New Chapter Gets its Charter	7
FAA-FES Agreement	10
News and Notes	14
Gamble Heads AIA Committee	18
Nineteen Slated as 42nd Convention Committee.....	19
Directors Hold First Meeting	20
Architect Does the Impossible	21
Advertisers' Index	22
Producers' Council Program	24

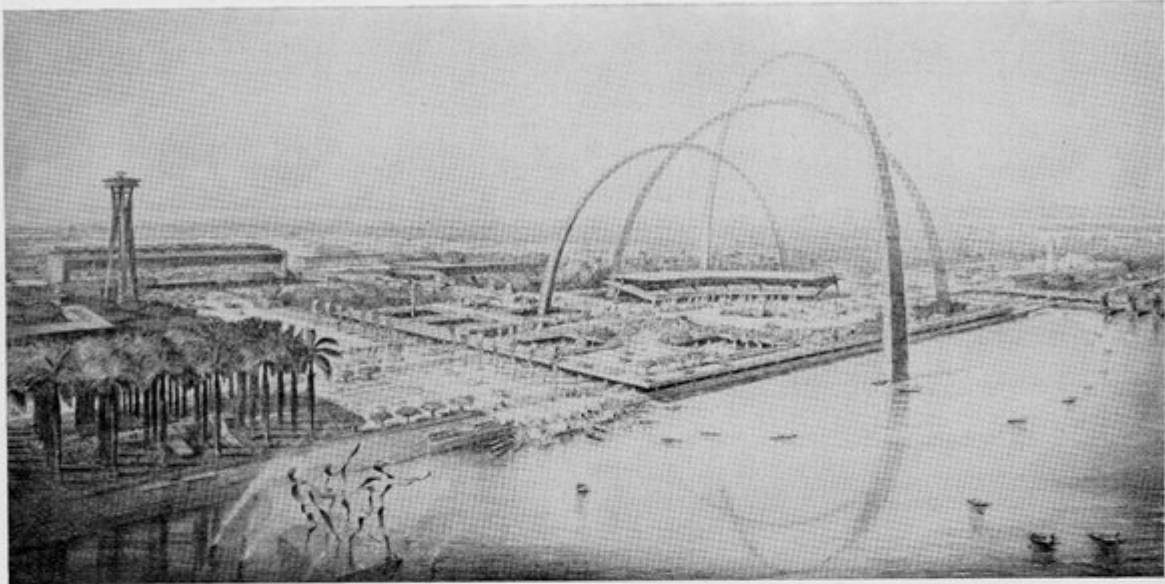
THE COVER

This drawing, from one of Hugh Ferriss' characteristic sketches, is one of the most recent preliminary studies for the Interama Theme Center. Its overall conception represents the combined thoughts of the Board of Design's seven-man team and some ten consultants, all of which have worked in close cooperation to bring this great project to its present stage of development. Story of Interama starts on Page 2.

PUBLICATION COMMITTEE — H. Samuel Krusé, Chairman, G. Clinton Gamble, Igor B. Polevitzky, Editor — Roger W. Sherman.

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A \$200,000,000 dream is finally coming true



INTERAMA...

Within three short years it will have become an international fact—and the greatest feat of development — design magic that men and machines, money and imagination have ever wrought in Florida.

The most spectacular of all Florida's many miracles of development is now well started on the road to becoming a magnificent fact. And along that road lie more splendid opportunities for history-making accomplishment than any single project has ever offered to architects of this State.

The breadth of those statements is justified by the scope of the project, long dreamed-of and now on the very eve of realization. On the lower east coast, just north of Miami, lies the Graves tract—a 1,750-acre expanse of shoal flats and swampland. But right now, for that very site, a high-powered management team has set December, 1958, as the opening date for *Interama*, popular name for the Inter-American Cultural and Trade Center.

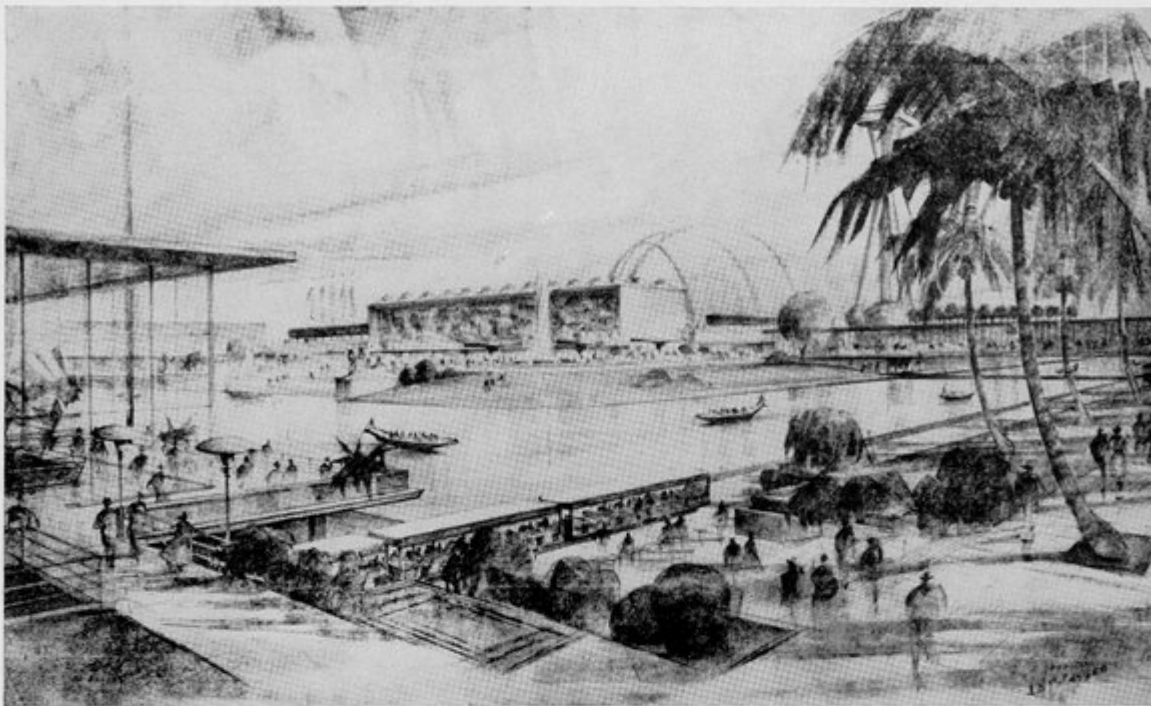
Before *Interama* has reached ultimate development, it will represent an expenditure of more than \$200,000,000, according to estimates of its

organizers. Preparation of the site and construction of buildings needed for a formal opening will require \$70,000,000 of that total. This huge sum has already been validated as bonds (in December by the Florida Supreme Court) and is expected to become immediately available when the bonds are offered for sale early this month.

At that time *Interama* development activity will slip into high gear. Bids will be let for the vast job of site preparation. The task of obtaining commitments for the many exhibit and concession structures required will get underway with a rush. And the equally intense job of designing the buildings themselves can then proceed at full throttle.

Against that time the *Interama* Board of Design has been working steadily for many months. Actually, the effort which will shortly become all out began over six years ago when DR. WILLIAM H. WALKER, spark-

THE FLORIDA ARCHITECT



Above, a preliminary sketch of the Theme Center by John E. Petersen, and opposite, an aircraft-view of the Interama "core" as drawn by Hugh Ferriss. Overall design for Interama is now being developed by a seven-man Board of Design in consultation with a list of specialists including Dr. Luis Malaussena, Venezuelan architect; Dr. Fernando Belaunde, architect and Dean of the College of Architecture, University of Lima, Peru; Pietro Belluschi, Dean of Architecture, M.I.T.; Louis Rossetti, architect of Detroit; Paul Rudolph, Sarasota; Dan Kiley, landscape architect from Vermont; Donald Desky, New York industrial designer; Wilbur Smith, traffic expert from New Haven, Conn.; Hugh Ferriss, design-delineator of New York; and Joseph Burgee and Samuel A. Marx, both Chicago architects. Invited also as consultants are Erro Saarinen, architect from Bloomfield Hills, Mich.; and Wallace K. Harrison and Max Harvey, both of New York.

plug of the generating force behind the entire project, asked ROBERT FITCH SMITH to act as the architectural branch of what was then a citizen's committee with little more than a vision and an urge.

Some four years ago the State Legislature formally recognized a rapidly growing interest in the Inter-American project by establishing a State Authority for its development. At that time BOB SMITH became chairman of the Interama design board and, through his enthusiasm, sparked others to help him give architectural form and organization to Dr. Walker's dream.

Now, all ready to steer a brilliant path through the troubled waters of design development and construction is an expanded Design Board and a growing list of specialists and consultants who have expressed their willingness to help. Its Chairman,

(Continued on Page 4)



Three of Interama's prime movers who have worked for six years to bring their dreams into reality are, left to right: Dr. William H. Walker, Chairman of the Inter-American Cultural and Trade Center Authority, Robert Fitch Smith, chief of the Interama Design Board, and A. Frank Katzentine, a member of the State-controlled Authority.

INTERAMA



Preliminary sketch, by John E. Petersen, Design Board member and a principal in the Miami firm of Petersen and Shufflin. This is one of many studies now being developed for the "core" layout of Interama, buildings for which will be designed by Board members and consultants, but will be "farmed out" to established architectural firms for development of working drawings, specifications and details.



Two of Interama's Board of Design and four of its top-flight design consultants huddle in a conference over a preliminary planning scheme. Back row, left to right: Dan Kiley, landscape architect from Charlotte, Vermont; Robert Fitch Smith, Russell T. Pancoast, F.A.I.A., and Hugh Ferriss, New York. Seated are consultants Paul Rudolph, of Sarasota and Cambridge, Mass., and Pietro Belluschi, Dean, Massachusetts Institute of Technology in Cambridge.

now also a member of the Inter-American Management Board, is ROBERT FITCH SMITH. Members working with him include: RUSSELL T. PANCOAST, F.A.I.A., ALFRED BROWNING PARKER, JOHN E. PETERSEN, EDWIN T. REEDER, ROBERT LAW WEED, and MAURICE H. CONNELL, the last being the sole engineering member.

This team, working with some ten invited consultants, has developed a scheme for the Interama—shown here in the overall perspectives. The whole area has been planned traffic-wise for easy access from arterial and local roads; and has been laid out to facilitate transportation within its own boundaries. All major engineering problems have already been solved; and it now remains to refine the architectural theme of the Interama and to proceed with development of the buildings needed.

What will these buildings be? Who will own and operate them? How will they be brought into being? Who will design them? Who will see to their building?

Such questions as these are normal to any architect who realizes the tremendous scope of Interama's potentials and understandably wants to become party to their realization. Not all can be answered completely at this moment. But with six years of dreaming and planning behind it, the Interama Design Board has crystallized a policy that can provide answers to some and offer at least a basis from which future answers to others can be projected.

About the buildings—Interama managers quite honestly say they don't yet know how many buildings—nor exactly what types—will ultimately be included in the Interama complex. What exists right now is first of all a scheme—an extremely flexible layout that consists of space allocations for more or less immediate construction on the one hand and for the possibility of expansion on the other.

Essentially, the Interama layout will consist of a "core"—a theme center, an administration building, a trade mart structure, possibly an auditorium. Surrounding the core in a

THE FLORIDA ARCHITECT

planned disposition are a number of "exhibit" buildings. These will presumably be owned and constructed by organizations and concession syndicates of this country; and by governments or industries or concessionaires of Latin American countries. In addition, of course, will be the several structures needed for Interama operation management—an operations building, waterfront structures, transportation and connective facilities.

The "core" buildings, the operations structures, the transportation and connective facilities have all been fairly well thought out. They will all be constructed and owned by the Inter-American Cultural and Trade Center Authority. But all the other buildings will be privately owned and operated. And to this extent they constitute as open an architectural opportunity as can be found anywhere.

Who will design the buildings?

Interama management has established a firm policy on this point. The Board of Design will have final authority relative to the design development of *all* Interama structures. Idea behind this, of course, is to assure an overall harmony in the ultimate development of this great project; and toward this end the Board is charged with approving the design of every building element before construction can proceed.

This applies to privately owned structures as well as to the "core" buildings. As to the latter, present thinking is that designs for the trade mart, the administration building, the theme center and the auditorium—when this is found necessary—will be developed by the Board. But development of the designs, through working drawings, details and into actual construction, will be done by various architectural firms selected by the Interama Design Board.

Practically, this means that the Design Board will maintain as small a staff as possible to do its work. Current thinking is that Board members will work together as a design-initiation staff; and that design will be developed, preliminary to working

Right, Hugh Ferriss and Dean Belluschi ponder a problem of layout as consultants to Interama's Board of Design. Below, caught at a recent meeting of the Inter-American Authority, is an architectural group including Edwin T. Reeder, left, Dr. Fernando Belaunde, one of Peru's foremost architects, and Hugh Ferriss. Behind Ferriss is John E. Petersen, another Board of Design member.



drawings, by a staff of three senior designers, two designers and two draftsmen working directly under Board members' supervision.

One important point must be made clear: The Design Board's policy will be to "farm out" as much architectural work on essential Interama buildings as possible. It emphatically does not contemplate formation of a gigantic, cooperative new architectural firm to execute all Interama buildings.

Nor will Design Board members act as architects for those Interama buildings which will be designed by the Board. From the Board's inception, its function was set as a design-coordinating and controlling agency. Its members work as a team made up of individual designers; and they have been retained by the Inter-American Center Authority as such. So far they have given freely of their time and

talents, for their arrangements with the Authority has been necessarily a contingent one pending completion of the Authority's financial plans.

Exhibit buildings planned—The full name of Interama—*Inter-American Cultural and Trade Center*—gives at least a partial clue to the tremendous scope of this tremendous project. Management has repeatedly emphasized the point that Interama will *not* be a "fair"—even a world's fair in the accepted sense of the phrase. Primarily it will be a place for the inter-change of information and ideas. That says a great deal, however. Relative to inter-American relations, it embodies the arts of the peoples of both North and South America quite as much as it does the various products of their science and industries.

(Continued on Page 23)

The Profession and The Press

As a kind of survey of what architects are doing to keep their names and professional activities before the public, we scan the newspapers throughout the state—each week. Most stories relate to buildings proposed or under construction—and most, too, give the credit to the designers. But local news of interest to each particular community, has a variety of forms. Here are some recent items, picked at random throughout the State:

"Modernism plus Livability"

That's the headline the *Pensacola Journal* put on the story of a medium-priced house that RUFUS NIMS of Miami designed as one of a series commissioned by the Frigidaire Division of General Motors, for provocative promotion of better kitchens. The *Times* of St. Petersburg picked up the same story, using two pictures of Nims' drawing in an 8-column story.

In this case the originality of the house design made the story news. As both papers used it, the material was a good report on the way architects are adapting new products of industry toward the advancement of design and construction and the added comfort of the homeowner.

"Closer Cooperation Pledged"

Seeds planted at the Educational Planning Seminar of the Daytona Beach Convention are taking firm root according to an item in the *Daily News* of Palatka. Speaking at a meeting of the County School Superintendents' Association at Tallahassee, WILLIAM H. THOMAS, 1956 president, said his group had resolved to work for "closer relationship between the association and civic groups" during the coming year. He indicated the Association is planning meetings that will include panels on building programs on which representatives of the FAA and AGC will be represented.

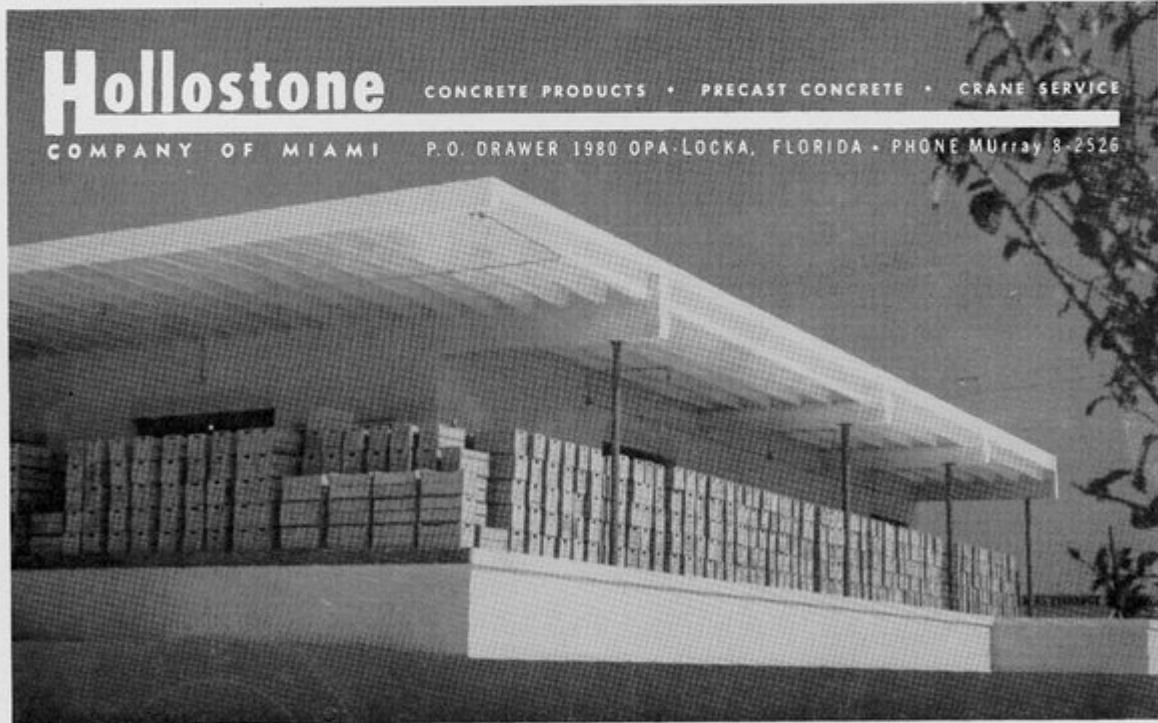
This is a direct outgrowth of the proposal made by Thomas at Daytona that subjects discussed at the educational planning seminar be further explored jointly by school superintendents and architects. FAA President CLINTON GAMBLE immediately pledged the availability of Joint Co-operative Committee FAA-AGC members to that end.

"Judging a Yule Contest"

The *Times-Union* of Jacksonville carried two stories about the annual Christmas lighting and decorations contest. In both a committee from the newly-formed Jacksonville Chapter, AIA, was named as judges. Included were RAY M. POOLEY, JR., HARRY A. BURNS, JR., A. EUGENE CELLAR, LOGAN CHAPPELL and JAMES A. MEEHAN, JR.

This is a heads-up example of good professional public relations. Publicity was on the organizational as well as the personal level—but even more important was the report of a service rendered to the community by public-spirited members of the architects'

(Continued on Page 21)



Packing House for H. L. Cox and Sons, Princeton, Florida, for which Harry L. Penny was Architect and Linton Conner the Builder.

Regional Director Herbert C. Millkey gave the gesture of official approval when he presented President James A. Meehan with the Charter of the recently-formed Jacksonville Chapter, AIA.



A New Chapter Gets Its Charter

President Ike sent his best wishes--and the AIA's 119th Chapter was officially launched in Jacksonville with due ceremony, fanfare and fun.

The newly-formed Jacksonville Chapter, AIA, was formally launched as Florida's eighth chapter Friday evening, January 20, when its charter was presented to President James A. Meehan, by AIA Regional Director Herbert C. Millkey. The occasion was a cocktail party and dinner dance at the Florida Yacht Club of Jacksonville, attended by about 125 chapter members, FAA directors and chapter officers, guests and wives.

James A. Meehan acted as master of ceremonies and paid special tribute to Roy M. Pooley, Jr., and Robert E. Boardman for their skill in coordinating arrangements for the meeting. After receiving the Chapter's charter from Director Millkey, President Meehan presented certificates of corporate membership to five members. Ceremonies were concluded about 10 pm; and the remainder of the evening was pleasantly spent dancing to the music of the Revelers.

The evening's address was made by Herbert C. Millkey who noted that

FAA President Clinton Gamble was not the only president to whom an invitation to the affair had been sent. About three weeks earlier the Chapter's head had requested the presence of President and Mrs. Eisenhower. But a reply from the President's secretary indicated the date conflicted with other previously planned business, including a return to Washington and a full presidential schedule!

"But that invitation," said the Regional Director, "is indicative of the splendid start this new Jacksonville Chapter has made."

As the first AIA group to be formed in the whole South Atlantic Region since 1950, the Jacksonville Chapter becomes the 119th unit of the national AIA organization—which now numbers more than 11,000 and will next year celebrate 100 years of growth.

"This growth," said Millkey, "is especially significant when considered in the light of the vast influence that the architectural profession now

enjoys. We are a relatively small profession so far as numbers are concerned. Architects number some 22,000—as compared with over 180,000 attorneys, almost 200,000 physicians and nearly 350,000 engineers.

"But these architects are the acknowledged leaders in the construction industry which now accounts for a full ten percent of the nation's gross yearly production."

The speaker named three points as necessary for the continuance and strengthening of professional leadership in construction. First was each individual architect's awareness of his community obligations and a clear understanding of how these could be met.

"We must never forget for a moment," he said, "that our progress as individuals and as a profession lies in the service we render to our clients and our community. We can serve ourselves best as we serve our communities better.

(Continued on Page 8)



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Among the charter-party's honored guests were Mr. and Mrs. George P. Coyle. Mr. Coyle, a life-long friend of many Jacksonville Chapter members, is the genial President of Jacksonville Producers' Council Chapter.



Chapter's Charter

(Continued from Page 7)

"We architects still need to develop a conscience for our community. We must enlist ourselves in such service groups as zoning and school boards, in planning commissions and as active supporters of our local chambers of commerce. And we should serve these groups unselfishly and with a keen sense of our responsibility to contribute whatever may be possible to advance the level of their accomplishment.

"Only in this way can we create

in our clients and in our community a true understanding of what the architectural profession really is and what it stands ready to do toward making our towns and cities what they can become."

High quality of professional and chapter activity was named as the speaker's second point toward supporting the architect's current position of leadership in the construction industry. He cited technical and design abilities as one phase and mentioned that along these lines architects of the South Atlantic Region

(Continued on Page 14)



Other honored guests included Mellen C. Greeley, F.A.I.A., the only Florida-born member of the AIA College of Fellows, Mrs. Greeley, Morton T. Ironmonger, Secretary of the State Board of Architecture, President of the Broward County Chapter and FAA Treasurer, and Mrs. Ironmonger.

Be Happy — You're Lucky !

Every so often the U. S. Bureau of Labor Statistics takes time off from its figure-fiddling via slide rules and electronic calculators and makes a statement. Recently it gave forth with a tabulation showing the wages and salaries of various professions and trades throughout the country .

It may surprise some professional men to learn that architects are fourth highest on the list.

Heading it are physicians and surgeons with a net average income of about \$9,000. In second place are lawyers and judges who average around \$7,000; and third are dentists whose net average is almost the same.

Architects are next in line. Their average yearly income is currently better than \$6,000—compared with that of teachers, at a \$3,600 average, bookkeepers at about \$3,000. The median income for ministers and clergy of all denominations is barely \$2,700; and lowest of all listing is the income of farmers and farm managers which averages only \$1,555.

The chief trouble with such figures is their lack of definite meaning without interpretation. There are many architects in the country—many in our own State—with current net incomes bulking several times the stated averages. And there probably are others to which the median would represent a very welcome increase.

Time, too, changes the meaning of such figures as these. Many an elder in our profession can remember when \$6,000 per year was an income uncluttered with taxes and represented undeniable success with opportunity for a fair amount of luxurious living. Today it is somewhat less than that!

Actually, it is surprisingly low for these days of booming and expanding construction. The fact that architects' average income ranks fourth in the professional scale seems largely a reflection of the fact that the profession is busier today than at any period during the last twenty-five years. For no one should read into the figure an assumption that professional operating costs are not higher than ever before or that, in many instances, architects' fees are not adequately set to meet them.

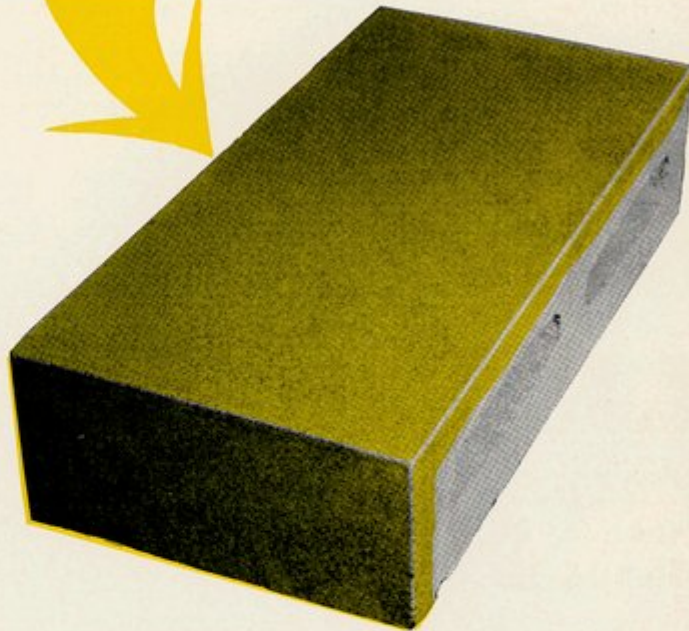
But collectively the profession is blessed beyond most gainful pursuits of men. As the old gag has it—"We don't make much money. But we have a lot of fun doing it!"

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FAA-FES Agreement

Formally titled "Agreement By and Between The Architects and Engineers in the State of Florida Governing Services Rendered to the Other Profession," this agreement supercedes all prior fee schedules or agreements involving the rendering of professional service by either profession to the other.

The document published here was approved for acceptance as a guide to policy in professional practice for architects by the FAA Board of Directors at its regular meeting in Jacksonville, January 21, 1956, that action being authorized by vote of the 41st Annual FAA Convention at Daytona Beach. It constitutes Part II of the complete architect - engineer agreement—Part I being the Preamble, approved and accepted by both FAA and FES, and published officially in the March, 1955, issue of *The Florida Architect*.

Schedule of Fees

Realizing the problems involved in arriving at a fair fee schedule for the consulting professional when employed by the prime professional, as described in the Preamble, the following is suggested as an outline of fees and the methods of adapting to the work involved:

(A)—Hourly Rate In many instances it would be advantageous to the two professionals involved for the sub-professional to charge for his services on the basis of a fixed hourly rate. This particularly applies to projects of a nature where strictly a consultation service might be required, and where the prime professional might be providing all drafting services, and providing the owner with all other services such as blueprinting, inspection, etc., but where the prime professional would require the knowledge of the other profession in arriving at designs involving public welfare, health, safety, etc. This sort of service might also prove helpful in smaller offices of either profession in which operational costs are a prime factor. It is recommended that a per-hour fee be charged by the sub-professional for these services.

(B)—Flat Fee There are many instances where a project requires a given amount of work by the sub-professional and a flat fee can be agreed upon, enabling the prime professional to establish his costs prior to starting the project. Where the sub-professional can accurately arrive at the time required and his costs involved, this fee is recommended. This flat fee can either be determined by a percentage of estimated costs, by an estimated number of hours involved by the sub-professional, or by a combination of both.

(C)—Percentage of Total Costs This type of fee could be used where generally practical and especially in the case of large projects where extensive or complex planning is involved. In view of variations in fee structures which exist in professional organizations throughout the State, acceptable fees in each area of

specified professional activities should be used as a basis for inter-professional agreement, the prime professional receiving a discounted fee from the associate professional, the discount being established on a basis of size, complexity, and time consumed for the project involved.

In all of the above fee arrangements, superficial costs such as blueprinting should be recognized and provision for payment included as a part of the professional agreement. In cases where the prime professional is accomplishing all of the drafting service and providing the bulk of the blueprints to the owner, and except where the sub-professional is employed only as a consultant, it is readily understood that the blueprinting should be borne by the prime professional. In cases where the sub-professional performs a large amount of the work and where drawings would remain his property, the matter of blueprinting costs should be specifically considered.

In the event that projects are located at some distance from the sub-professional's office, transportation costs should be considered, in the event preliminary investigations or supervision trips be required. Again this applies particularly to an hourly rate and a flat fee agreement where a sub-professional's time is considered a primary factor in arriving at the fee. In this case, charges should be based on a first-class rate of travel and expenses.

Where the services of the sub-professional are included under the prime professional's agreement with the owner, the final responsibility for all of the services involved should be determined in advance and such eventualities included in a written agreement between the two professionals involved. The basic concept of this relationship is on a professional basis; and it is the intent that each professional shall have a responsibility to the owner for the work involved, with no basis for avoiding a responsibility due to a sub-professional status. It should be intended that each professional enter into such an agree-

ment with the full intention of providing the best services possible, and that relative fees be adequate to cover all eventualities.

Termination of agreement between the prime and sub-professional should follow established procedures. The prime professional should not abandon a commission with impunity. The termination of any agreement should be recognized only:

- A. *By reason of termination by the owner of his agreement with the prime professional.*
- B. *The prime professional's inability to fulfill his agreement with the owner by reason of failure of the sub-professional to perform his services.*
- C. *By mutual agreement.*
- D. *By breach of contract through regular procedure.*

In cases of disagreement, it is suggested that standard methods of arbitration be adopted. Because of the possibility of this happening in any location, it is urged that all members of both professions make themselves fully aware of the responsibility of both professions, one to the other, and each to the owner; and that every member stand ready to serve either the other profession as a sub-professional, or as an arbitrator, if the case should arise.

Payments

It is necessary that any agreement between the professions include a schedule of payments agreed upon by and between both the prime and the sub-professional, either on a basis of guaranteed duties or on amount of work accomplished; and that in every case the prime professional make every effort to see that these payments be made on time.

In every case it is urged that a definite, detailed breakdown between the professional services required be agreed upon and, wherever possible, be required as a part of any signed agreement. This should include con-

ferences, preparation of preliminary studies, working drawings, specifications, large scale details, breakdowns and estimates, assistance in analysis of bids, assistance in preparation of schedules of payment, checking of shop drawings, material sample selection, and supervision of construction and installation.

If the sub-professional is required by the prime professional to perform additional services or incur additional expense by reason of changes to or additions to the original project by reason of disagreement by and between the owner and the prime professional, then the sub-professional should be reimbursed for these expenses. If the project be abandoned prior to start of construction, then, particularly in the case of a percentage fee, the sub-professional should reduce his fee to be commensurate with that fee collected by the prime professional.

In every case the prime professional should furnish the sub-professional with all information which he might require and which would be unavailable to him through any other source. Any working agreement should include all services required in obtaining this preliminary information and the responsibility of the profession involved in obtaining this information.

The sub-professional should defend any suits arising or claims of infringement on any copyright or patent rights arising out of the use or adoption of any designs, drawings or specifications furnished by him; and should indemnify the prime professional and the owner from loss or damage on account thereof.

For the purposes of determining who should be considered the prime professional for a project, attention is directed to paragraphs two, three and four of the Preamble.

Florida's architects and engineers have just made history. They have jointly developed, and have now separately approved, the nation's first, mutually-acceptable code of professional practice to govern the policy of inter-profession relationships. It has been no easy task. And its accomplishment, after four years of conference and negotiation, is the more significant because of the very complexities involved.

Of even more significance from the standpoint of our situation in Florida, is the fact that this important document was the outgrowth of voluntary cooperation on the parts of both professions involved. There was no need for any legal ruling nor any arbitrator's decision. Difficulties were recognized, differences aired, opposing viewpoints reconciled—all through frank discussion of sincere men sincerely seeking a practical area for final agreement.

In finding it, and in defining it as a policy code for both professions, Florida's architects and engineers have done two things of vital importance. First, they have forged another strong link in the chain of mutual trust and agreement that will finally produce integration in Florida's sprawling construction industry. Second, they have blazed a trail of inter-professional progress that can, and hopefully will, be followed by other professional groups everywhere.



Martin M. Wohl, Architect
PARKLEIGH HOUSE
 Miami, Florida
 Armand W. Pelletier
 Managing Director



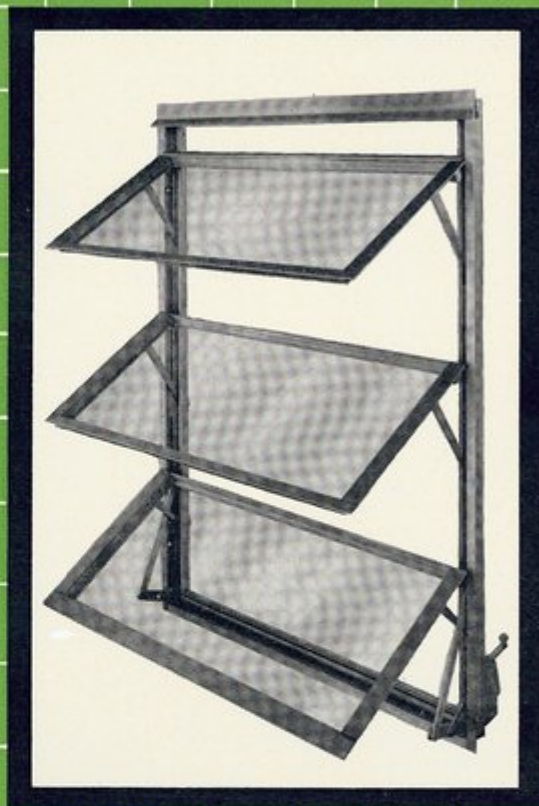
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News & Notes

(Continued from Page 8)

had taken 13 of the 35 awards given in a recent *Progressive Architecture* competition.

"I'm naturally proud of that," said Millkey. "That competition was on a national scale; and the results gave our Region—only one-eighth of the country—about 40 percent of the awards for excellence in design."

He cautioned his audience, however, against complacency. And he suggested that one of the most practical bulwarks against this was a regular program of professional re-education. In this connection he urged Florida architects to follow the lead of their Georgia colleagues and enroll at universities for a continuing program of refresher courses, particularly in new methods of construction and building finance.

"At a recent course at Georgia Tech," said the speaker, "Some 80 architects were enrolled in a total of 200. And all of them were able practicing architects who had long ago finished college."

Closer ties between various factors of the industry were named as the third requisite for continuing architectural leadership in construction. Millkey noted with evident satisfaction the start made along these lines by several AIA chapters in Florida and particularly the programs of the FAA on the state level with general contractors and engineers.

"You just can't over-estimate the value of such programs as these," he said. "But cooperation and friendship between architects and other elements of the building industry should go even further. Every one of us should be on close terms with local legislators, with building officials, with realtors, with material and equipment people—as well as with contractors and engineers."

"There is a whole broad field to work on along these lines," he added. "And it needs cultivation by Chapters and the FAA as well as by individuals."

Certificates of Corporate Membership were awarded by President Meehan to the following: ROY M. POOLEY, JR., WILLIAM S. GORDON; NORMAN H. FREDMAN, JAMES E. CLEMENTS; and FREDERICK W. BUCKY, JR.



Here are the recently-elected officers of the Florida South Chapter. Left to right: Irvin S. Korach, Secretary; Wahl John Snyder, II, Treasurer; T. Trip Russell, President; and Verner Johnson, Vice-president.

Palm Beach — and AGC

One of the finest possible testimonials of good inter-industry relations took place the evening of January 23 at the Polo Club of West Palm Beach. Gathered for cocktails, a broiled steak dinner, speeches and merit awards were 356 people. Included were members of the Palm Beach Chapters of the AIA, AGC and FES, a substantial delegation of local building material dealers (who were generous hosts for cocktails) and their wives.

Prime purpose of the joint meeting was installation of new presidents for for both FAA and AGC chapters and the award of merit certificates to architects, engineers and craftsmen. The main speaker of the evening was Hon. FRED A. HARTLEY, former Congressman, co-author of the Taft-Hartley Act, and currently President of the National Committee on Right to Work. His talk was an explanation of some controversial phases of the Taft-Hartley law.

FRANK J. ROONEY, President-elect of the National AGC, spoke briefly to introduce Mr. Hartley. J. HILBERT SAPP, president of the Florida State AGC Council, greeted guests for the Contractors; and IGOR B. POLEVITZKY, F.A.I.A., as past-President of the FAA, did the honors for the architects in place of FAA President CLINTON GAMBLE who was unable to be present.

Awards to architects for outstanding professional achievement during

the past year were made to JOHN STETSON, GEORGE J. VOTAW (both second-time winners) and MAURICE E. HOLLEY. Engineers similarly honored by the AIA Chapter were GEORGE BROCKWAY, NORMAN SCHMID and JAMES N. BOROWSKI.

Brief ceremonies marked installation of JEFFERSON POWELL as the new AIA Chapter president and C. W. TRIESTE as the AGC's 1956 president.

Contractors also honored by the Palm Beach Chapter included BUTLER & OENBRINK, WILLIAM F. BOOTHE, INC., J. R. HIME ELECTRIC CO., O. D. BURNS, INC., WALDEN PAINT CO., CARPENTER'S SHEET METAL WORKS, and JOHN H. COUSE REFRIGERATION AND AIR CONDITIONING.

Florida North

The first meeting of this Chapter since formation of the newly-chartered Jacksonville group was held in Gainesville early last month. About 30 members were present, and the chief business of the evening was election of a new roster of officers, to replace those offices vacated by the Jacksonville group.

Results were: President, JACK MOORE; Vice-President, JOHN L. R. GRAND; Secretary, ARTHUR LEE CAMPBELL; Treasurer, LESTER N. MAY. SANFORD W. GOIN, F.A.I.A., and THOMAS LARRICK were named as the Chapter's representatives on the FAA Board of Directors.

THE FLORIDA ARCHITECT

Encourage a Good Idea

The year-end holiday mail of most architects is usually flooded with various types of advertising mementos from manufacturers or sales representatives. Many are "gadgets"; few of them are useful; hardly any are wanted by their recipients. But all cost money that some wise firms have finally decided could be put to more constructive use.

In place of gadgetry this year, some firms sent architects a simple letter. It offered holiday wishes—and then told the reader that money formerly spent on useless mementos was this year being sent to a charitable insti-

tution. Some named the Community Chest; others one of the several organizations to aid crippled children.

Among Florida firms known to have made this fine gesture are FLORIDA STEEL PRODUCTS, GEORGE C. GRIFFIN INC., for its parent organization, BROWN & CRIST, and the PINELLAS LUMBER COMPANY.

If you know of others, write us so they can be congratulated publicly. The Central Chapter voted to write these three firms the membership's thanks and approval of the idea. Others could well do likewise, for it's a gesture that should be encouraged as a good policy and practice.

Announcement was made that the Student Chapter's annual Home Show this year has been scheduled for April 26 to 29. The meeting was concluded with a showing of the AIA film "Architecture U.S.A." which has been presented by the Chapter to the College of Architecture and Allied Arts, U. of F.

About People . . .

The Miami Beach firm of Pancoast, Ferendino, Skeels and Burnham has announced the addition of EDWARD G. GRAFTON to the partnership. Grafton, an FAA Director, received architectural training at Biarritz University, France, and also graduated from the U. of F. College of Architecture and Allied Arts in 1949. Prior to joining his present firm he served three years with the Dade County Board of Public Instruction.

Of eight young men named by the Gainesville Junior Chamber of

Commerce for distinguished awards, two were architects. LESTER N. MAY was cited for his work as chairman of the cancer drive; and MYRL HANES for his contributions as a Gainesville City Commissioner.

Northwestern Chapter Proposed

Before the first quarter of this year has ended, Florida may have added one more unit to the list of AIA Chapters that was recently increased by formation of the Jacksonville and Mid-Florida Chapters. Headed by ROGER G. WEEKS, a group of architects in Pensacola have already taken preliminary steps necessary to form the Florida Northwest Chapter, AIA, embracing the counties of Escambia, Santa Rosa, Okaloosa and Walton.

Membership release from the Florida North Central Chapter has already been negotiated; and the new group is now completing a formal,

new-chapter application for submission to the Octagon. It is hoped this can be forwarded to Washington in time so that hoped-for favorable action may be taken on it by the AIA Board of Directors during their February 27th meeting.

Action of the Pensacola group has long been regarded as an ultimate development of AIA organization in Florida. It is in line with expansion plans outlined in the Re-Districting proposal adopted by the FAA two years ago. There are now eleven firms operating in the Pensacola area. These represent some twenty registered architects and about fifty draftsmen, designers and architectural engineering associates, many of whom would ultimately be eligible for Chapter affiliation.

Florida Central

The Sarasota Bay Country Club was the scene of the first quarterly meeting of the Florida Central Chapter on the afternoon of Saturday, January 14. Because of reduction of Chapter membership and the consequent absence of several committee chairmen due to formation, from the Central Chapter's ranks, of the new Mid-Florida Chapter, President ROLAND W. SELLEW presided at what might be called a "lame duck" session.

From the absence of committee reports, it was evident to officers that a substantial repair of Chapter organization was necessary. President Sellew spoke briefly on this point. He told some thirty members attending that he would make new committee appointments at the next Chapter meeting.

This will take place at Lakeland, on specific dates to be announced later. A WYNN HOWELL and CHESTER L. CRAFT were named as co-chairmen of arrangements for the meeting.

Membership voted favorably on a number of new membership applications which brought the Chapter's current roster to 87. Associates advanced to Corporate status were MARTIN P. FISHBACK, JR., St. Petersburg, and E. ERWIN GREMLI, II, Sarasota. New chapter members included CHARLES L. CALDWELL, EDGAR HANEBERG, JOHN D. PARISH, WINFIELD REIFF and EDWIN J. SEIBERT as Associates, and JOSEPH ALVEGO as Junior Associate.

On public relations, ELLIOTT HADLEY reported, with HORACE HAMLIN,
(Continued on Page 16)



W. W. Blackstone

At the first quarterly meeting of the Florida Central Chapter, President Roland W. Sellew greets the speaker of the evening, Dr. Charles W. Logue, of the University of Tampa, while Chapter Secretary John M. Crowell looks on.



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News & Notes

that the Chapter's TV program had been necessarily halted, with no time spot for it available at present. President Sellew reminded members that AIA regulations prohibited professional telephone listings in bold-face type; and he urged those whose names are so listed now through misunderstanding to take immediate steps to change them in conformation with Octagon rulings.

The Chapter acted favorably on a suggestion that could well be adopted by all others. It was voted to purchase name badges for use at all Chapter meetings—the badge to state not only the name, but the home locality and chapter status of each member. Authorized also was the purchase of a new steel filing cabinet to facilitate keeping of permanent chapter records.

Later chapter members and guests were joined by their wives for a cocktail party and dinner. At the dinner, President Sellew introduced head-table guests that included PERCY PADEREWSKI, the Chapter's legal counsel, and his wife; Honorable JOHN KICKLITER, Mayor of Sarasota, and Mrs. KICKLITER, and DR. CHARLES W. LOGUE, associate professor of English, Tampa University. Dr. Logue, attending the dinner in place of Tampa University President ELWOOD C. NANCE, spoke on "New designs for creative living."

While the Central Chapter meeting was in progress, a meeting was also held by the State's first AIA Women's Auxiliary. The ten members present voted to accept two additional new associate members and decided to name Auxiliary Chapter directors at the April meeting to be held in Lakeland.

Officers are: MRS. A. WYNN HOWELL, Lakeland, president; MRS. THOMAS V. TALLEY, vice-president; MRS. ELLIOTT HADLEY, St. Petersburg, secretary, and MRS. ARCHIE G. PARISH, St. Petersburg, treasurer.

After the business session, the group heard a discussion of contemporary art by SYD SOLOMON, Sarasota artist who is currently working with creative children in art classes at the Ringling Museum. He defined worthwhile contemporary art as "the true expression of the artist's personality and philosophy" and named Picasso as the artist most likely to be recognized in years to come.

Broward County

Plans for the first meeting of the year had included a brief, but spirited ceremony marking the change of administration. Retiring President BOB JAHNELKA was to have handed over the gavel to MORT IRONMONGER, the Chapter's new prexy. There were to have been a few appropriate remarks



Shown here are the principals of Jacksonville's newest architectural firm, Cellar and Warner, with offices at 502 Riverside Avenue. Robert A. Warner, left, is a graduate of Alabama Polytechnic Institute and came to Jacksonville in 1954 after four years in a Texas architectural office, joining the organization of A. Eugene Cellar about a year ago. Cellar, a Jacksonville resident since 1912, opened his own office in 1932. He was one of the chief organizers of the new Jacksonville Chapter, A.I.A., and is also a member of the National Council of Architectural Registration Boards.

THE FLORIDA ARCHITECT

on the part of both gentlemen with applause as a vote of confidence from the membership.

This touching ceremony was to have taken place outdoors. It was to have been the climax for a lawn buffet dinner on one of those beautifully balmy evenings for which Ft. Lauderdale is famed. Mort and his charming wife had planned it to the last pleasant touch. There were chairs and tables ready on the lawn. The doors of the Ironmongers' garden cabana had been opened wide to the paved terrace. Tables had been arranged and set with wonderful food and drink so guests could visit them easily and often. Trees and shrubs had been artfully spotlighted to make the garden setting even more glamorous than usual. There was even soft music everywhere.

Everything was perfect. Everything, that is, but the weather!

Wherever you live—you know what it was like on January 5th! It was that way in Ft. Lauderdale, too! But it didn't chill the Ironmonger's Chapter party in the least. With virtually every member present, plus wives and a number of guests,



Broward County Chapter's new slate of officers face up cheerfully in spite of the cold wave that attended their first party-meeting of the year. They are, left to right, Donald H. Moeller, Vice-President; Morton T. Ironmonger, President; A. Courtney Stewart, Secretary; and C. Cranford Sproul, Treasurer.

Mort rigged a tarpaulin as a wind-break for the buffet, graciously apologized for the cold weather, steered everybody toward a bar hastily set up in the garage and let the party take its course!

There was no gavel ceremony, no speeches, no formal kind of applause.

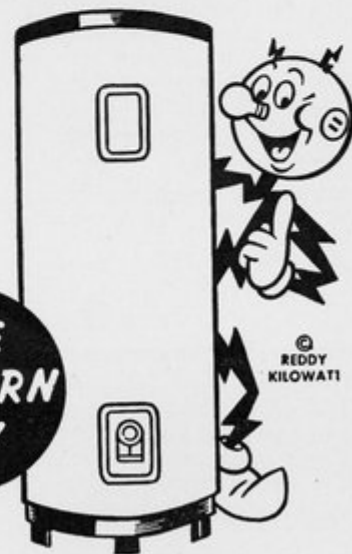
But the Broward County Chapter got off to one of the best starts of any year's program. And everybody had fun—with every indication that the Ironmongers—host and hostess—will be one of the most popular presidential couples that any Chapter could have.

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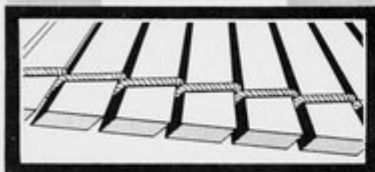
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Gamble Heads AIA Committee

CLINTON GAMBLE, Ft. Lauderdale, has been named by AIA President GEORGE BAIN CUMMINGS as Chairman of the newly-formed AIA Committee on Hurricane Resistance. Membership includes HERBERT C. MILLKEY, Atlanta, Director of the South Atlantic Region, AIA; AUSTIN W. MATHER of Bridgeport, Conn.; MATTHEW DEL GAUDIO, New York Regional Director, and JOSEPH W. WELLS of Norfolk, Va.

Formation of the new committee marks the first concrete recognition by AIA headquarters that hurricane resistance is a problem of vital importance to all areas of the eastern seaboard. Since 1938 these so-called "tropical" storms have plowed wide paths of devastation through northeastern states with increasing frequency. In the past two years, particularly, storms of hurricane velocity have left such a trail of death and states, New York and Pennsylvania that the technical possibility of minimizing their destructive effects has become a matter of national concern.

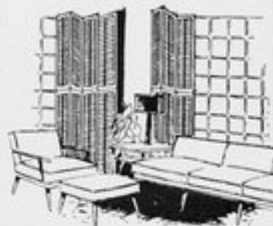
Importance of research on this subject was spotlighted by FAA President Gamble at last fall's FAA Convention at Daytona Beach. At that time Gamble suggested formation of a hurricane research committee and pledged full cooperation of technically informed Florida architects in development of hurricane resistance standards that might be utilized by architects and engineers of northern states whose communities have been caught ill-prepared by devastating storms in two successive years.

AIA President Cummings commented on the suggestion during his address to the Convention and promised its serious consideration by AIA headquarters. Importance of the subject as viewed by AIA officers is suggested by the fact that an entirely new, self-contained committee was appointed to study it.

Work of organizing the program of the new committee has already begun. Chairman Gamble has scheduled a meeting with other members in New York City the latter part of February, just prior to the meeting of the AIA Board of Directors. WALTER A. TAYLOR, of the Institute's Washington staff, has been named as the Committee's technical and research advisor.

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Edward G. Grafton

Nineteen Slated as 42nd Convention Committee

Plans for the FAA's 42nd Annual Convention have already begun to take form, according to EDWARD G. GRAFTON, named by the Florida South Chapter as General Convention Chairman. The annual meeting will be held at Miami Beach this year; and has been scheduled for November 8, 9 and 10. Site will be the new Seville Hotel on the oceanside at 29th Street and famed Collins Avenue.

Grafton has named eighteen others to handle various phases of Convention activities. They are: FRANCIS E. TELESKA, *Assistant Chairman*; ROBERT L. WEED, *Treasurer*; IGOR B. POLEVITZKY, F.A.I.A., *Program*; SAMUEL H. KRUSE, *Publicity*; FRANK SHUFFLIN, *Products Exhibit*; ALFRED B. PARKER, *Hospitality*; WAYNE F. SESSIONS, *Entertainment*; LEONARD H. GLASSER, *Architectural Exhibit*; JAMES L. DEEN, *Student Exhibit*.

Awards will be in charge of IRVIN S. KORACH, for the exhibitors, and EDWIN T. REEDER for architect and student exhibits. MRS. HERBERT H. JOHNSON will head a group developing a Ladies' Program. EDWARD M. GHEZZI and MAX GRUEN were named co-chairmen of Arrangements.

Representing the Chapter as hosts to various Convention visitors will be T. TRIP RUSSELL, *Chapter Presidents*; ROBERT M. LITTLE, *Honored Guests*; and GEORGE H. FINK, *Civic Officials*. Registration will be handled through the office of the FAA's Exec. Secretary, ROGER W. SHERMAN.

FEBRUARY, 1956

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F.A.A. Directors Hold First 1956 Meeting

Promptly at 1:30 on the afternoon of Saturday, January 21, FAA President CLINTON GAMBLE gavelled to order the first Board of Directors' meeting of this year. Around the long table in the Hotel Roosevelt's Tropical Room at Jacksonville were 18 men—officers and vice-presidents, 10 of the Chapter directors, the Association's legal counsel and the newly appointed Executive Secretary. They had gathered to set a course for FAA action during 1956, to hear Committee reports, to appoint new Committee personnel, to consider whatever new business might be proposed. Some three and a half hours later the stated job had been accomplished.

BEN W. BALAY, agent for the FAA's Group Disability Insurance Program reported briefly on its status. Detailed presentation of the program has not as yet been made before most Chapters of the FAA. Thus personal solicitation has been minor and actual sales of policies relatively few. But Balay promised a wide coverage this year, stressed the relatively low cost and high advantages of the program and asked Directors to report favorably on continuing the program to their respective chapters.

EDWARD G. GRAFTON reported briefly on the 42nd Annual Convention plans (reported elsewhere in this issue). BENMONT TENCH, JR., spoke briefly on the program of incorporating the FAA as a non-profit organization pursuant to the constitution and by-laws adopted as revised at the Daytona Beach Convention.

President Gamble appointed the following as Committee chairmen—with committee personnel to be named at later dates upon advice of, and consultation with, each chairman: *Education and Registration*, SANFORD W. GOIN, F.A.I.A.; *Public Information*, FREDERICK W. KESSLER; *Relations with the Construction Industry*, JOHN STETSON. Relative to the last, the Chair ruled that this committee would combine functions and duties of two past committees, the Architect-Engineer and the Joint Coopera-

tive Committee, FAA-AGC. This decision was made to bring the FAA committee organization in line with committee nomenclature and purpose of AIA headquarters.

Other committee chairmen named were: *Building Codes*, JOSEPH M. SHIFALO; *Membership*, WILLIAM R. GOMON; *Professional Practice*, MELLEN C. GREELEY, F.A.I.A.; *Budget*, EDWIN T. REEDER; *Board of Trustees*, U. of F. Fund, JOHN L. R. GRAND. As chairman of the *Publication Committee*, to serve for a three-year term, the Chairman named H. SAMUEL KRUSE.

Also named was WILLIAM T. ARNETT as Chairman of an FAA *Planning and Zoning Committee* to act as liaison with the Florida Planning and Zoning Association. WILLIAM B. HARVARD was designated as Chairman of a special FAA committee to coordinate Chapter activities with the AIA's Centennial observance program now in preparation for next year.

FRANKLIN S. BUNCH, named by the Chairman to continue as head of the important *Legislative Committee*, indicated it would be necessary for him to defer a decision on acceptance until a later date.

President Gamble spoke at length on the importance of promoting good public relation procedure in every chapter in the State. He urged that an improved, overall public relations program be made a main objective of this year's organizational activity.

The Board's next meeting was set for April 21, at the Tides Hotel, Reddington Beach, St. Petersburg, with the mid-summer meeting scheduled for July 14 at Palm Beach.

The April date was scheduled to make possible the Directors' easy attendance at the Florida Business Conference to be held at the same location during the two days prior to the FAA Board meeting. Sanford W. Goin, F.A.I.A., outlined the scope of the Business Conference to the Board, and he was asked to continue his representation of the FAA in Conference activities.

Profession & Press

(Continued from Page 6)

professional body. The Jacksonville Chapter has started early and well to "do good and take due credit for it."

"Architect Does the Impossible"

That intangible quality called "human interest" was the basis for a story about ORUS EASH, Sarasota architect, that appeared in the Sarasota News around Christmas time. To carry the headline, the lead on the story went like this:

"In the rush to join his wife and son for Christmas, a Sarasota architect has done the impossible. He flew from Newark, N. J., to Chicago, to Tampa on the wrong day—and got away with it!"

Orus Eash had planned a business trip north including Dayton, Ohio, and New York, to get him back to Sarasota early Wednesday morning. Sunday he arrived at the Newark airport from Dayton. He checked on his return flight, heard the agent say, "okay, we'll see you tomorrow," and headed for New York for a round of conferences Monday. He finished his work early and returned to Newark airport in time for his flight.

Without a hitch Eash boarded a plane for Chicago—for he'd previously been unable to get reservations direct from Newark to Tampa. But it wasn't until he'd arrived in Chicago that he got the feeling something was wrong. It seemed like Monday night. But it should have been Tuesday on Eash's timetable, for he'd wired his wife from Dayton that he would arrive at Tampa Wednesday morning.

While the girl was checking his Chicago-Tampa reservation through, he began to wonder. Was today Tuesday, as his schedule called for—or was it Monday? Come to think of it, he'd spent only one day in New York. So—what day was it? Eash couldn't remember—and at that stage he wasn't asking any airline people to answer his question!

His flight to Tampa was quickly cleared—though he had heard the girl comment over the checking telephone that something was "unusual." In fifteen minutes Eash was in the air, bound for Tampa and away from the snowy plains of Illinois. He walked

(Continued on Page 22)

FEBRUARY, 1956



Architect, J. Brooks Haas, A.I.A., Jacksonville
Contractor, E. C. Kenyon, Jacksonville

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Profession & Press

(Continued from Page 21)

into the Tampa airport on the dot of schedule. But no one was on hand to meet him as previously arranged. Finally he called his wife.

"What time did someone leave to pick me up?" he asked.

"Tomorrow at six," she replied. Then, with dawning realization. "Where are you? You aren't due back till tomorrow!"

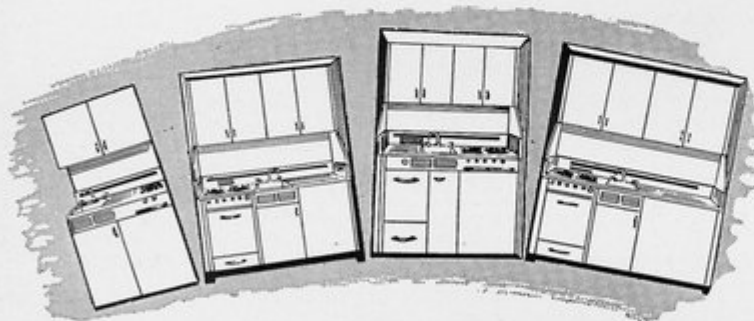
"I'm in Tampa," said Eash. There was a long pause while he checked the stubs of his airline ticket. His premonition had been right. His flight had been scheduled from Newark to Chicago on December 20; from Chicago to Tampa on December 21. Finally he spoke again to his wife.

"What's today?"

The answer came promptly and definitely:

"Today is Tuesday, the twentieth. You're not supposed to be here until tomorrow morning at seven!"

"Oh well," Orus Eash murmured, "tell somebody to come and get me. It's certainly nice to be home for Christmas!"



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ADVERTISERS' INDEX

Aufford-Kelley Co., Inc.	22
Belmar Shades	18
Brown & Grist	16
Bruce Equipment Company	24
Decor Shades	18
Dunan Brick Yards	3rd Cover
Electrend Distributing Co.	22
Florida Power & Light Co.	17
George C. Griffin	16
Hollostone Company	6
Holloway Concrete Products	9
Interstate Marble & Tile Co.	19
Jacksonville Metal & Plastics Co.	21
Leap Concrete	8
Maule	2nd cover
Miami Window	12 and 13
Miller Electric Co. of Florida	20
Moore Pipe & Sprinkler Co.	24
Southern Venetian Blind Co.	18
F. Graham Williams Co., Inc.	23

INTERAMA...

(Continued from Page 5)

The whole scheme of Interama is based on the assumption that the life of one people is interesting — and quite probably instructive — to the neighbors of that people. Interama will provide a central place where neighbor nations in the Western Hemisphere can get to know one another — from the grass roots up — where they can view accomplishments, exchange ideas, do business. And the range of such activities is virtually without limit.

Interama will be a setting for all this — a sort of living show window of constant activity and constantly varying contents. The setting will require almost as many and varied types of structures as there are activities. Office buildings will be needed. So will exhibit halls, concert stages, dance pavilions, picture galleries, restaurants, theaters, a marina — even a land of fantasy. A list of possible building needs could be extended at length.

The point is that all such buildings represent opportunity for all architects in Florida. Land for them will be leased by the Authority. But beyond general supervision of their design by the Board of Design, the Authority will not develop or construct them. Their owners — their architects' clients — will be industrial and commercial firms or states in this country; governments, industrial organizations and business men of South America. And the total of their number and value is even now viewed as more than \$150,000,000. It may conceivably swell far beyond that as Interama areas now marked "Expansion" are progressively developed.

REGIONAL MEETING NEXT

Mark the three days of April 12, 13 and 14 — Thursday through Saturday — on your calendar right now. Those are dates of the 1956 Conference for the South Atlantic Region, AIA. The place is Durham, North Carolina, at the Washington Duke Hotel. A high-powered Conference Committee has been working on the program for many months, and full details of it will be published next month.

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Producers' Council Program

The Caravan of Quality Building Products—one of the country's most novel travelling shows—played to audiences in both Jacksonville and Miami last month. Local chapter officials rated both shows as "satisfactory" so far as architects' attendance was concerned. Each drew a crowd of approximately 300.

In Jacksonville the showing was held at the Roosevelt Hotel on January 16 and 17. In Miami the location was the Bay Front Auditorium; and the date, January 24. Both shows were sponsored by local Producers' Council Chapters who acted as hosts to architects at opening cocktail parties.

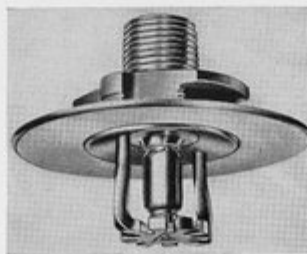
This is the third successive year in which Florida architects, engineers and builders have had the opportunity of viewing this ingeniously contrived travelling exhibit. This year 45 manufacturers and trade associations collaborated in the presentation of 43 exhibits—including a special added attraction on application of modular materials to building.

Modular coordination, a joint project of the AIA and Producers' Council firms, is gaining impetus as one means of simplifying construction techniques and producing construction economies through use of size-standardizations in increments of 4 inches.



This equipment-demonstration booth at the 1956 Caravan Show is typical of the type of exhibit included in the unique travelling presentation

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