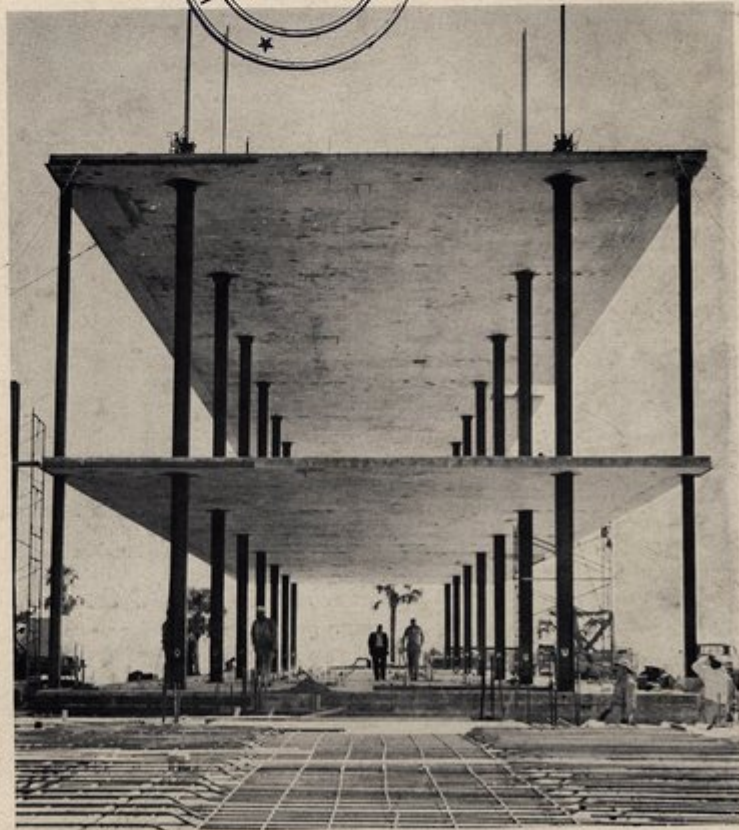


**April - 1956**

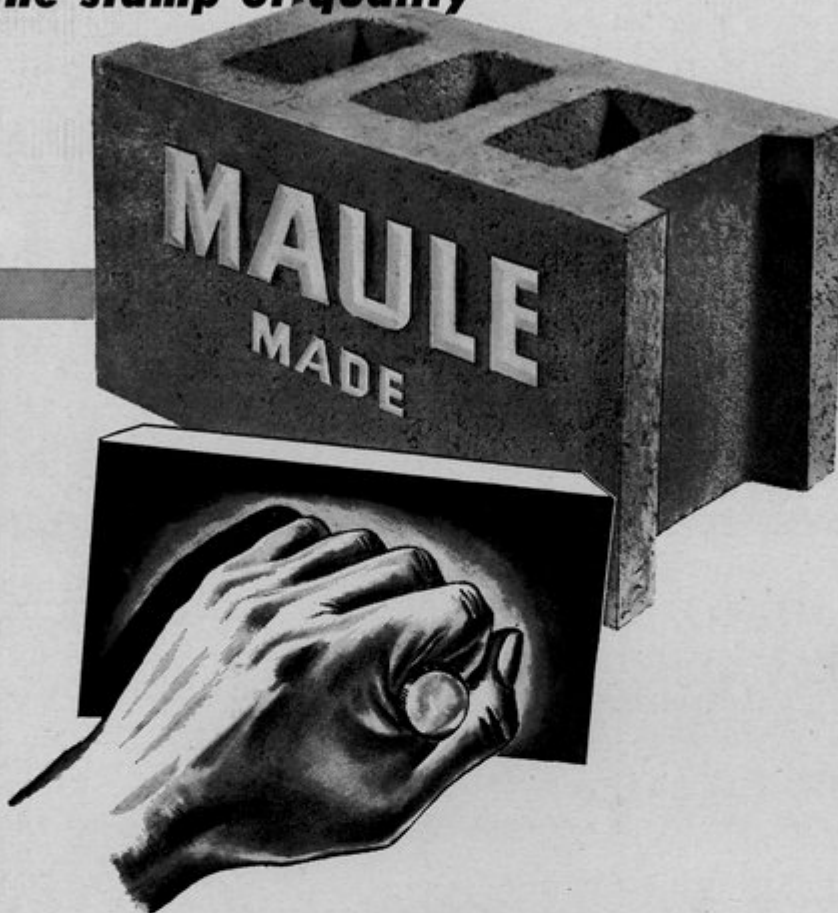


**Record . . .**

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# The Florida Architect

VOLUME 6 APRIL, 1956 NUMBER 4

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## THE COVER

This progress photograph of the St. Vincent's Hospital Nurses' Home, now being built in Jacksonville, shows the second of seven 270-ton reinforced concrete slabs being lifted into place as part of a construction operation that is new — and still news — in Florida. More pictures appear on pages 6 and 7.

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

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## The Profession and The Press

A New York editor discusses what makes architectural news--and suggests a good idea that's equally as practical for use in Florida.

Published in the *Blueprint*, the AIA bulletin of the Westchester, N. Y., Chapter, are two letters which have a direct bearing on P/R activities of architects in Florida quite as much as those in New York. One, addressed to a representative of a New York State chain of newspapers, was written by GERSON T. HIRSCH, president of the Westchester Chapter. It set forth the fact that architects' work has been published without credit to the architects involved. And it tactfully suggested that due credit be accorded in future publication.

The editor's answer to that letter contains the real meat of the exchange of correspondence. Just as tactfully the editor, OXIE REICHLER, of the *Yonkers Herald-Statesman*, suggested the advisability of group advertising within the code of AIA ethics. But his comments on the strict news approach are something every architect and AIA Chapter administration could well take to heart.

*"Instead of looking at published stories and eating your hearts out because your side of the story wasn't told, it should be your duty to put the story in the hands of the reporter or editor BEFORE publication.*

*"It should be clear that we can't print something we don't know about. It should also be clear that the best story of a building's design should come from the architect and not from the usual news sources of the newspaper.*

*"Therefore I can't impress on you too strongly the idea that to get your story before the public, you must tell it. Why don't you arrange to prepare actual press releases describing architects' contributions to the construction of specific buildings? Even a short description of the building, together with the architect's name would be of value to both you and us, provided it contained materials of general reader interest.*

*"In any event, you might become a friendly news source. A dependable news source is one of a reporter's most cherished possessions! A scrap*

*of paper with a few notes from a reliable source can replace hours of 'digging' for elusive facts.*

*"There, I think, is where your public relations can do the most good. As you say in your letter, you're not interested in the recognition and publicity for the individual architect as such, but a more appreciative treatment of the architects as a group.*

*"So what does it profit you merely to have us mention the name of an architect in the caption of a picture if we don't have something from you to describe what the architect contributed?"*

Editor Reichler's letter (printed only in part here) confirms the often repeated statement of P/R people that papers are not naturally antagonistic to the architectural profession. Editors and reporters are always avid for news. At the same time, they shy away from what appears to be "free advertising" in the form of publicity blurbs. Their jobs make them right from both viewpoints.

But there's a way of meeting them on common ground. That is to follow the suggestions contained in Mr. Reichler's letter.

### Gathering for Greeley

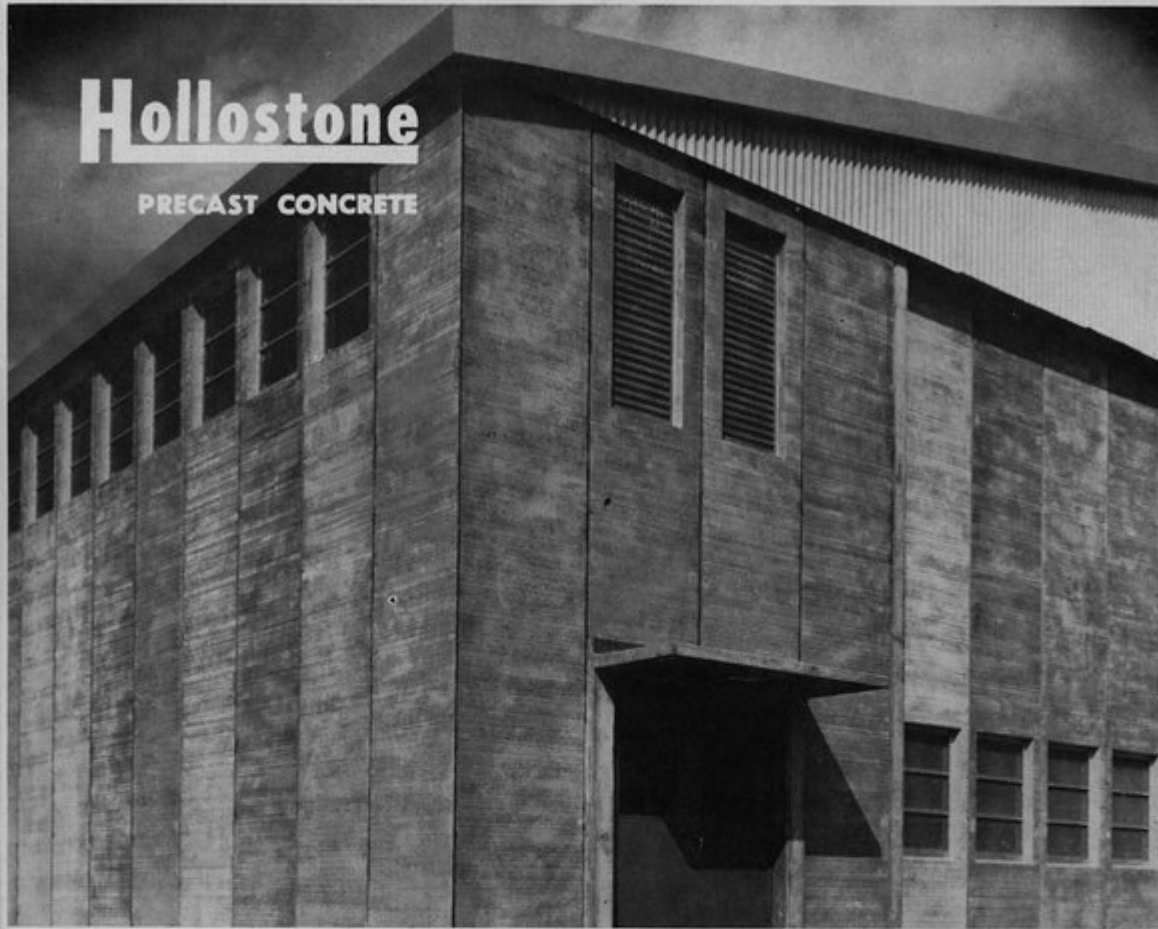
MELLEN CLARK GREELEY, F.A.I.A. will be chief guest of honor at a dinner to be given at the Roosevelt Hotel, Jacksonville, at 8:00 P.M. Saturday, May 5. Actually, Mr. Greeley is the chief reason for the gathering, for his colleagues in the Jacksonville Chapter have planned it as Testimonial Dinner — a tangible recognition of his high stature in the architectural profession and a tribute to his long and completely devoted service to the best interests of the profession.

The Jacksonville Chapter is tendering an open invitation to architect from all sections of the State to join its membership in thus honoring Mr. Greeley. Reservations for the Testimonial Dinner should be addressed to: ROBERT E. BOARDMAN, AIA, 201 Arcadia Place, Jacksonville 7, Florida.

THE FLORIDA ARCHITECT

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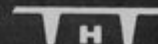
Ribbed panels of precast concrete, prefinished in natural color and measuring 4 by 20 feet, form the walls of the new Miami Springs Recreation Center, for which Steward and Skinner were architects. Jorgensen & Schrefler and Maurice H. Connell & Associates, Inc., were the engineers. General contractor was Bradford Builders, Inc.

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It set a new record for slab-lifting—School of Nursing, St. Vincent's Hospital, now under construction at Jacksonville. Reynolds, Smith and Hills were the architects and engineers, with Walter B. Schultz and William D. Cromartie of that firm acting respectively as designing architect and engineer.

## Operation Record-Breaker . . .

The building pictured above carries the distinction of two modest records. It is the highest building yet constructed with the lift-slab method of framing. And, though it is not the first in Florida to employ the lift-slab technique, it is the first to use that technique with complete success.

The first of these two records is more nominal than significant. Overall height of the St. Vincent's Nurses' Home is 67-feet, 4-inches, thus topping the former record-holder—the 62-foot-tall Litchfield County Hospital in Winsted, Connecticut, on which lifting operations are now being completed.

But much more than nominal significance rides with the second record. The early decision to use the comparatively new slab-lifting method for framing started a kind of chain-reaction in both design and construction procedures that has resulted in notable advantages throughout the

building project. And, as an example of what such a basic decision can produce in the way of construction economies—including a substantial saving in building time—this new Jacksonville project is worth a long second look by architects, engineers and contractors alike.

But the decision in favor of slab-lifting vs. more conventional methods of construction was not made hastily. The St. Vincent's Hospital School of Nursing consists of a six-story building, 44 by 164 feet, that includes five dormitory floors above a first floor administration area, a two-story teaching wing, 42 by 112 feet, and a one-story lounge and auditorium. The owner had planned for its completion by September, 1956, the beginning of the nursing school's term. Time was scarce; and everything that could be done to expedite every phase of the project was promptly adopted.

*(Continued on Page 6)*

**Florida's first building to employ the lift-slab technique of construction with unqualified success is also the highest structure yet built with this comparatively new, but amazingly efficient, method of basic framing . . .**

APRIL, 1956

## Record - Breaker

Because the owner had already selected the GEORGE D. AUCHTER COMPANY to construct the new project, considerable time was saved. As soon as piling plans and structural steel columns were designed, the general contractor could order the steel, on which delivery periods were critical, and begin the foundation work. Work on drawings and specifications were coordinated with a progress schedule of construction. Thus, reinforcing drawings were ready to permit the contractor to begin pouring concrete floor slabs immediately after columns had been erected.

This close cooperation between contractor and architect proved an advantage to all concerned, particularly during the very early stages of the project design. To quote from WALTER B. SHULTZ, architect in charge of the project:

*"We wanted to be sure we were on the right track. We prepared three partial framing plans for the building: One of conventional column, beam and slab construction; one using a two-column system with a flat plate poured in place; and the third designed on the lift-slab method.*

*"Preliminary prices were obtained from the contractor for each of the designs. The lift-slab design proved to be the most economical of the*

*three, with the poured-in-place flat plate the most expensive.*

*"Not unlike ourselves, the contractor at this point was not overly optimistic about the claims made for the method and the possible savings—which we believe only became really apparent after the project was well along. These savings apply not only to the general contractor, but to many of his sub-contractors as well, especially in trades such as electrical, plumbing, heating and air conditioning."*

Both the six-story dormitory and administration unit (which has been designed for a future seventh floor) and the two-story school wing (also designed for an additional future floor) were laid out with 26-foot square bays. The architectural design employed flat plates for the structural floor systems, cantilevered on each long side of both six and two-story units about nine feet beyond the column lines. This regular pattern of bays, the use of flat plate floors coupled with the tight design and construction schedule led to the idea of using the slab-lifting methods for erecting the building. Results of the preliminary comparative cost estimates clinched the decision.

Once under way, construction methods used for this project fol-

lowed the same general pattern employed in other slab-lifted buildings. After columns were erected, the seven, 9-inch-thick slabs for the main building and the three slabs for the school wing were poured, one on top of one another. Side forms of plywood were built the full height of the stacked slabs; and as each slab was finished, it was given two coats of bond breaker at the rate of one gallon per 100 square feet of slab surface.

Slab depressions for tile and terrazzo were filled before the next slab was poured; and the necessary pipe sleeves, conduits and chase openings were placed and formed integrally with reinforcing of each slab. For each slab, shear heads were threaded over the columns; and these were welded to the columns after slabs had been lifted to their permanent level.

Fabrication of the ten slabs was completed within 30 days—a speed made possible by a schedule that called for pouring slabs alternately on both the six and the two-story building. While one section was being poured, reinforcing, sleeves, conduit, etc., were being placed in the other area.

Lightweight structural concrete was used in all the slabs. WILLIAM D. CROMARTIE, designing engineer who worked closely with the architect



All slabs were poured on the ground and the first one lifted was 14 days old.



Slabs for roof and three upper floors were lifted first in temporary positions.



Lower floor slabs were next lifted permanent levels and anchored in place.



from the very inception of this project describes it this way:

*"Use of this type of concrete minimizes the dead load which lightens the slab design itself and lightens the load which is placed on the jacks in the lifting operation. The concrete we specified was made from expanded shale aggregate and having a minimum strength at 28 days of 3,000 psi. This concrete does not normally employ any sand, but rather consists of aggregate itself in two sizes — 3/4-inch to 3/8-inch and 3/8-inch to dust — and weighs approximately two-thirds of regular stone concrete."*

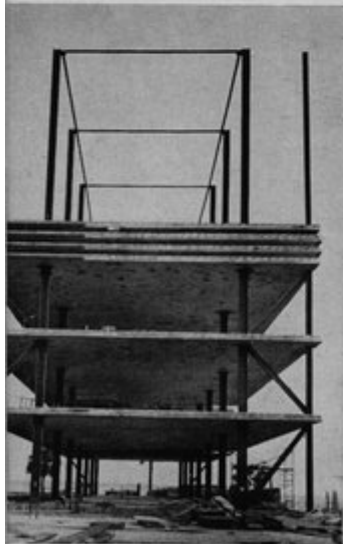
Actual lifting of the slabs was started February 9 and was completed in four weeks — with an additional week required to finish the welding operations. A total of ten slabs were lifted; and three were lifted twice, since they were temporarily stacked above the fourth floor until the columns were spliced.

Before lifting operations began, the 40-foot steel H-columns were braced both ways at the top. Not until the four lower floors had been lifted to permanent positions (the first floor is raised three feet from the ground to provide crawl space for utility servicing under it) were the columns ex-

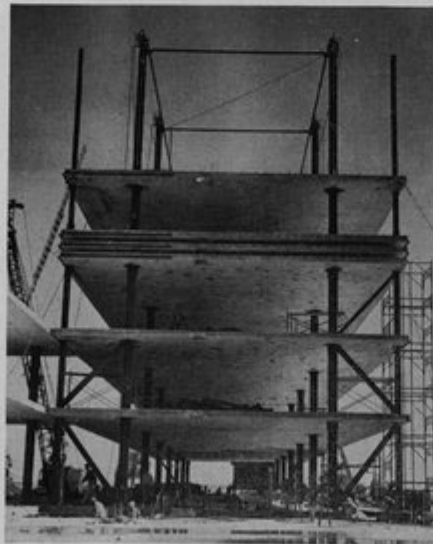
*(Continued on Page 23)*



Each floor of the administration and dormitory unit, shown above, contains over 7,000 square feet of area. Each of the 9-inch, light-weight concrete slabs weighs about 270 tons and was lifted at an approximate rate of five feet per hour by a series of jacks placed at the top of columns. Lifting rods from the jacks were connected to cast steel shear heads built into the slab at each column so that the columns act as vertical tracks up which the slabs can slide. The jacks lift three inches at a time and their operation is controlled by the "console" shown at the right. The lifting engineer can operate each jack independently, thus can keep the moving slab approximately level at all times to prevent undue deflection at any column point. When a slab has reached its proper position, shear plates are welded to each column and cooled for at least 30 minutes before lifting load is released and lifting rods disconnected.



columns were extended to full height and end truss construction started.



With construction proceeding on anchored lower floors, upper slabs are lifted.



All slabs were lifted and permanently anchored in place within five weeks.

# Pre-Columbian Sculpture -- Totem or Statue

A carved owl totem, discovered at his real estate development near Deland by Mr. Victor Roepke of Eustis late in June 1955, is now on display in the Florida State Museum at Gainesville. Both archaeologically and architecturally it is unique in Indian art of the southeastern United States. It is dignified, formal and in repose. It has more of the character of 18th and 19th century American primitive carving or of Archaic Greek art than anything pre-Columbian that I have ever seen.

The sculpture is a formalized, conventionalized, immense (six foot) owl that represents a development of an art form that must have taken generations of study and work. The owl is represented as a dignified and calm spirit—not a vengeful, horrible creature which was eager for blood and sacrifice. All other pre-Columbian



Photo by Sadi Koruturk

art which I have seen is obscene and awful. Its art forms were meant to terrify.

Technically the owl reminds me more of a statue of the wooden In-

dians which used to stand in front of our cigar stores, or a figure head on a clipper ship. It has some of the spirit of an early Pharaoh whose authority was all-prevailing, and of course not benign but just and consistent from his own point of view.

To have so changed the character of an owl, which normally even now to us strikes a haunting fear by the sound of his hoot, into a calm spirit shows a change of the ideal of that spirit.

There is both carving and grooving on this statue (for it is much more of a statue by every definition than a totem). The horns, upper head, eyes and beak are carved. The legs, tail, and five toes (a real owl only has four) are carved in full relief. The feathers are represented by conventionalized grooves. All is so carefully and well done as to represent first class workmanship. This statue is, in the opinion of this architectural critic, (for I am not an art critic by trade) an important one beyond its intrinsic interest, and I would urge all visitors to Gainesville to see it.

—EDWARD M. FEARNEY, A.I.A.

## AIA Hurricane Hazards Committee

As Chairman for the recently-formed AIA Committee on Hurricane Hazards, FAA President CLINTON GAMBLE has been invited to address the AIA Convention to be held in Los Angeles, California, May 15 to 18. He will speak as a member of the Tuesday Convention Seminar and will present the program of his Committee.

This program was the subject of a conference held in New York February 15 by the FAA President, AIA Executive Director EDMUND R. PURVES and the staff of the AIA's Department of Education and Research, headed by WALTER A. TAYLOR. At that time the broad scope of the general subject was discussed and possibilities outlined for organizing Committee action along the most practical lines of research and technical development.

Overall work of the Committee on Hurricane Hazards will be to "explore broadly the functions and services which architects can best perform, in terms of precautionary planning and design, and relief activities, to prevent or ameliorate the hazards of natural forces of unusual magnitude." Initially, the group will be concerned with hazards of wind and water which are characteristic of such storms of hurricane velocity as lashed the Atlantic seaboard last year. Expectation is that duties of the new Committee will later be expanded to include protection against effects of tornadoes and seismic disturbances.

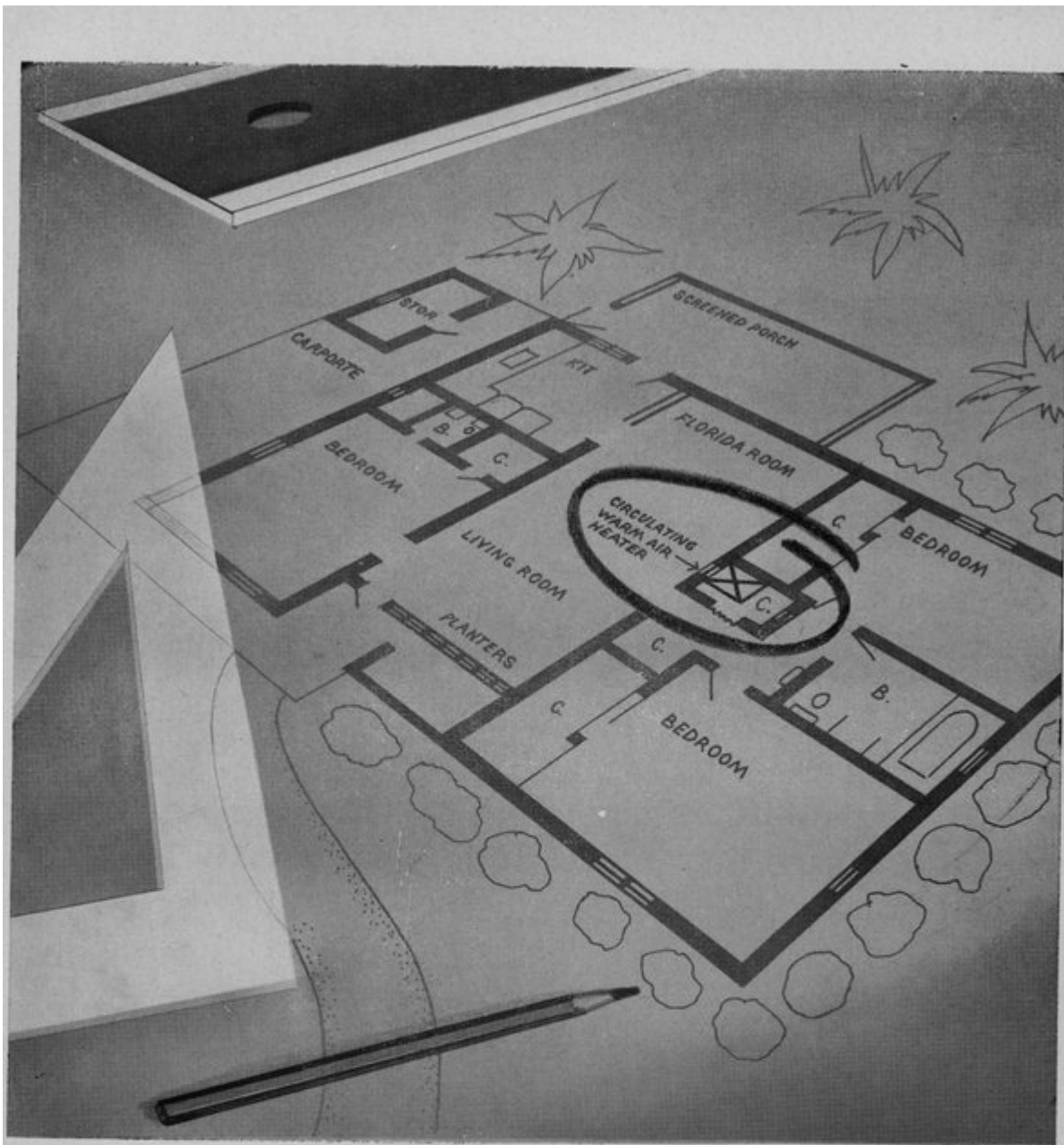
Work of the Committee falls naturally into two parts. One is the compilation of technical information on all types of protection against hurricane damage—and its distribution to architects and engineers. In-

cluded in this phase of the Committee's work would be efforts toward improving local building codes to facilitate better design against hurricane forces of both wind and water.

In this phase of its work, the Committee would act in the nature of an information clearing house.

That first phase is regarded as the long-term objective of the Committee. Phase Two contemplates preparation of material for wide distribution to the general public. This would deal with overall advance precautions and with local "do-it-yourself" methods that have proved practical to protect life and property against damaging storm effects.

It was pointed out that the scope of this program covers an extremely wide area of technical subject matter in which research and testing organizations, building material and product manufacturers, several types of Government agencies—even other  
(Continued on Page 21)



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## "Stars Shine on Carolina!"

**Better not miss the Regional Conference at Durham! The Speakers' roster reads like a Who's Who of good design, progressive thought.**

Plans are now complete for the unique, three-city Regional Conference of the AIA South Atlantic Region and promise a program full of information and inspiration to all who can attend. Three full-day sessions—April 12, 13 and 14—have been scheduled to coincide with a "Festival of Design" at North Carolina State College. Theme for the Conference itself is "New Materials and Construction in Architecture"—and between the design festival and the conference program visitors will be privileged to hear speakers whose names have become synonymous with progressive thinking and outstanding accomplishment.

In addition to honor guests, including the mayors of Durham, Raleigh and Chapel Hill, AIA top brass will be on hand, including President GEORGE BAIN CUMMINGS and Regional Director HERBERT C. MILLKEY. Participating personalities include: JOSE LUIS SERT, Dean of Graduate School of Design, Harvard University; GEORGE BOAS, Chairman of Department of Philosophy, The Johns Hopkins University; PAUL WEIDLINGER, Consulting Engineer and faculty member, Massachusetts Institute of Technology; GARRETT ECKBO, Professor of Landscape Architecture, University of Southern California; JOHN EKIN DINWIDDIE, Dean and Professor of Architectural Design, Tulane University.

Included also in the Conference programs will be: ALBERT G. H. DEITZ, Professor of Building Engineering and Construction, Massachusetts Institute of Technology; R. T. A. JOHNSON, Chief of Division of Physics and Engineering, U. S. Forest Products Laboratory, Madison, Wisconsin; PIER LUIGI NERVI, famed structural engineer from Rome, Italy—and his translator, MARIO SALVADORI, Professor of Civil Engineering, Columbia University.

Architects who will participate include CHARLES M. GOODMAN, Washington, D. C., ALONZO HARRIMAN, Auburn, Maine, and WALTER A. TAY-

LOR, Department of Education and Research, The Octagon, Washington. The architectural press will be represented by FRANK G. LOPEZ, Senior Editor, *Architectural Record*. CLIFTON BECKWITH, attorney, poet, executive and lecturer, will present the summary address at the Honor Awards Banquet on the closing evening of the Conference.

As if the opportunity to mingle with and listen to such an array of talent were not enough, Conference Chairman WILLIAM HENLEY DETRICK and his various committees have arranged a program that offers individual pleasure as well as intellectual profit. Each afternoon of the Conference offers a cocktail party. A tour of Duke University and the incomparable Duke gardens is scheduled for Thursday afternoon, the opening day. A tour of Raleigh is slated for Friday afternoon; and Saturday afternoon has been left open for a tour of Chapel Hill and inspection of student and alumni work marking the 10th Anniversary of the Department of City and Regional Planning of the University of North Carolina.

Friday night has been set aside for informal fun at a barbecue supper followed by square dancing; and dancing—though of the ballroom variety—will follow the Honor Awards Banquet Saturday night.

Ladies are cordially invited to attend all events on the program. But a series of special events has been arranged for in place of regularly scheduled meetings for those who wish a choice.

The registration fee of \$5.00 includes admission to all Conference sessions and permits purchase of tickets to all special events. It also includes transportation by bus for trips to Raleigh and Chapel Hill. Luncheon and dinner tickets must be bought at time of registration.

Room reservations should be sent as soon as possible to WM. E. STUBBS, JR., Manager, Washington-Duke Hotel, Durham, North Carolina.

THE FLORIDA ARCHITECT



*Progress Report . . .*

# INTERAMA

Design study of the huge Interama project continues at the preliminary sketch level, pending completion of financing and development of any actual construction drawings. These two most recent sketches dramatize what many may not wholly realize—the tremendously broad scope of this Inter-American Center and the tremendous opportunity for diverse architectural accomplishment that it represents.

In the air-view above, HUGH FERRISS, a Board of Design consultant, has visualized the overall complex of buildings that will surround the Interama "core"—a comparatively small portion of the planned development adjacent to the Theme Center, a study of which, by TRIPP RUSSELL, is shown at the right. Other buildings, though subject to approval by the Design Board, will be built and owned by private organizations. Literally hundreds of American industrial and commercial groups have signified their firm interest in the Interama project; and five Latin-American nations have stated intentions for building programs that will adequately represent their varied interests.

APRIL, 1956

The drawing above, by Hugh Ferriss, is a visualization of how Interama may one day appear as viewed from a low-flying airplane looking southeast. Many basic planning problems have been virtually solved. Study is now being concentrated on "core buildings" like the Theme Center—a two-level viewing court surrounding a rising stage.



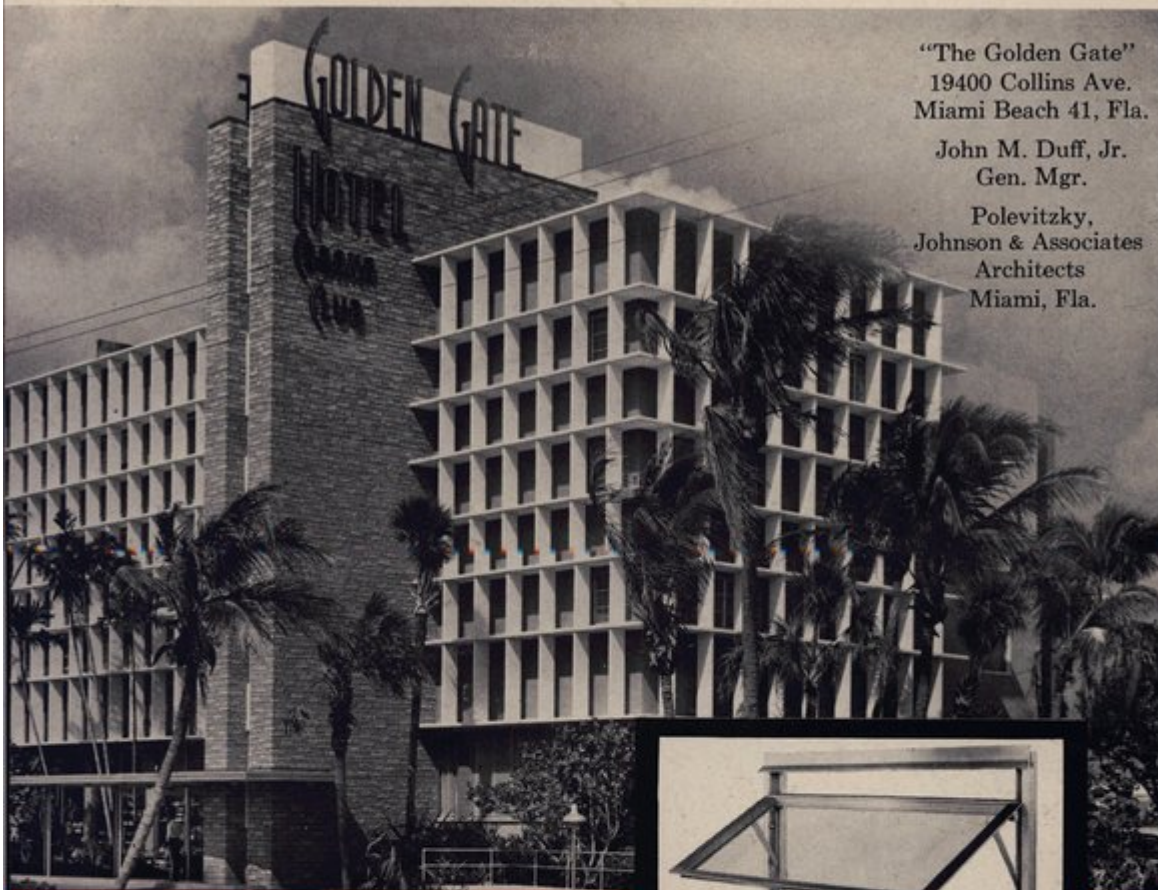
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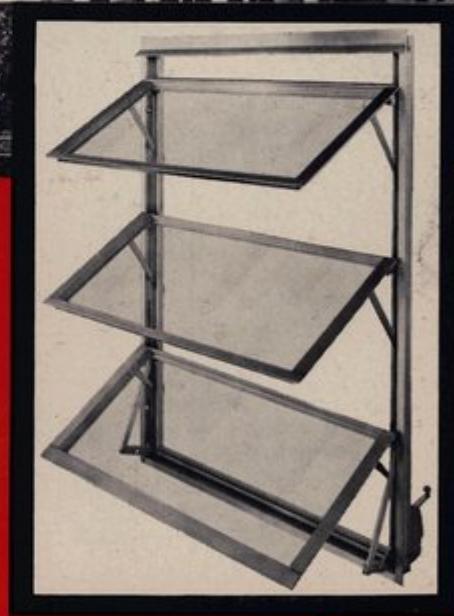
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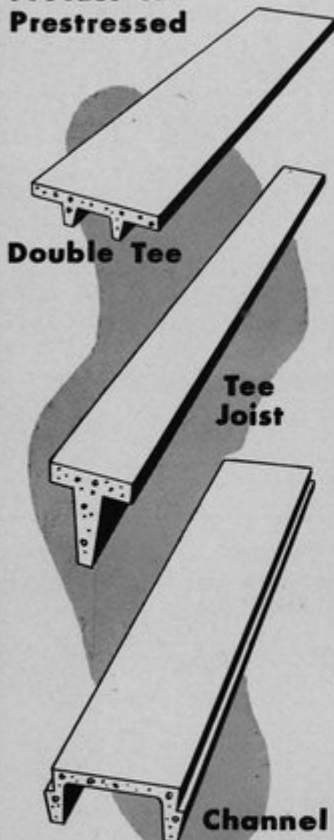
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## News & Notes

### Jacksonville Chapter

What ROY M. POOLEY, P/R Committee Chairman, has labeled as "a trial balloon" has all the earmarks of an excellent idea for other Chapter committee chairmen. It's a P/R Newsletter — a one-page mimeographed bulletin that contains a round-up of Chapter activities, notes on personalities involved, brief reports of suggestions from members on possible future projects, comments on current events of special interest to Chapter members.

Culled from No. 1, Vol. 1, for example, it: a) a request for participation in a building publication's editorial content; b) a comment on the March editorial in *The Florida Architect*; c) notes on buildings of Chapter members appearing in both local and national publications; and, d) a suggestion that a Draftsmen's Club be formed in Jacksonville.

The Jacksonville firm of REYNOLDS, SMITH and HILLS, Architects and Engineers, has been chosen as one of eight professional planning groups from various sections of the country to advise on the development of a National Cultural Center in Washington, D.C. A 21-man Federal Commission, authorized by Congress last year, has been charged with establishing the National Cultural Center to fill a major gap in the Capitol's present facilities.

The Jacksonville firm will be asso-

ciated with such architectural and engineering firms as PEREIRA and LUCKMAN, project coordinators for the Commission's planning board; FAULKNER, KINGSBURY & STENHOUSE, Washington; GIFFELS & VALLET, INC., L. ROSSETTI, ASSOCIATED, Detroit; HOLABIRD & ROOT & BURGE, Chicago; MACKIE & KAMRATH, Houston; SHEPLEY, BULLFINCH, RICHARDSON & ABBOTT, Boston, and STANFORD RESEARCH INSTITUTE, Washington.

### Mid-Florida Chapter

Honored guests at March 9 luncheon meeting, held in the Langford Hotel at Winter Park were RICHARD C. NEUTRA, his son DION NEUTRA, Mayor RAYMOND C. GREENE of Winter Park, WILLIAM AKERMAN, president of the Orlando Chamber of Commerce, and COL. HUBERT MCCORD, US Corps of Engineers (retired). The meeting was directed by Chapter President F. EARL DELOE, who introduced Mr. Neutra, en route to his home in California from a trip to Spain, as the speaker.

Mr. Neutra's talk covered a broad range of professional interest, sparked immediately by his comment on the importance of the architect to the development of any country — and his illustrations of the point by comparative reference to such countries as Spain, Portugal, India, Venezuela, Puerto Rico and Cuba. He had high praise for the quality of contempo-



The Mid-Florida Chapter entertains distinguished guests. Chapter President F. Earl DeLoe, left, was presiding host at a luncheon meeting at which Richard C. Neutra, center, was the speaker. With them were Col. Hubert McCord and Mayor Raymond C. Greene of Winter Park, right.

THE FLORIDA ARCHITECT



rary building design in the United States. But he was sharply critical of current city planning techniques. Noting that MAURICE ROTIVAL had recently been commissioned to develop a complete, long-range plan for Winter Park, Mr. Neutra said he knew of "no other way to perpetuate the beauty of a city other than to adopt a master plan and stick to it."

The speaker aimed some of his remarks directly at young architects, and in so doing voiced an over-all criticism of architectural education. Mr. Neutra said that successful professional practice today requires an architect to become "a student of humanism" who must become less a critic of the work of others and more of a participant in truly creative activity—particularly in our system of professional education.

Graduates from architectural schools, the speaker maintained, are not now being equipped to put into practice ideas and philosophies that should have been offered them at school. Lecture courses by practicing architects could at best provide only

a partial answer to a growing problem of professional education, Mr. Neutra thought. He advocated a complete re-evaluation of every phase of architectural education if the future sound progress of the architectural profession is to be assured.

In answer to the question, "How can the architect improve his status as a professional man?" Mr. Neutra voiced the opinion that the architectural profession would eventually have to relinquish a measure of its individuality. He urged that architects work more closely together as a professional team—in both everyday practice and on specific projects. And he stressed the point that professional progress demands "executionists, rather than critics."

A date for presentation of the Mid-Florida Chapter's Charter by AIA Regional Director HERBERT C. MILLKEY has been set for Saturday, April 28. As now planned, the ceremony will take place at a dinner meeting, which Chapter officers hope will be attended by as many members of Florida's other eight Chapters as can attend. Reservations in advance of the

date will be necessary and should be obtained from JOSEPH E. SHIFALO, Secretary, Postal Building, Winter Park.

#### Florida South Chapter

The regular monthly meeting on March 13th drew a customarily high percentage of members to Coral Gables' Pine Tree Inn for cocktails, dinner and an address on Miami's traffic problems by City Engineer ARTHUR DARLOW. Before Mr. Darlow's talk, which was illustrated with a series of traffic flow charts, Chapter President TRIPP RUSSELL introduced two of the evening's honor guests—Miami City Manager GENERAL E. A. EVANS and TALBOT A. HAMLIN, F.A.I.A., dean of America's architectural historians whose comprehensive study on the work of Henry Latrobe was recently published. Mr. Hamlin, now all but retired from his connection with the College of Architecture of Columbia University, has transferred his AIA membership to the Florida South Chapter and plans to make his permanent residence in Miami.

(Continued on Page 16)

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## News & Notes

(Continued from Page 15)

During the business meeting, it was announced that ROBERT LAW WEED had resigned his post on Miami's Building Board of Appeals. IGOR B. POLEVITZKY was named to succeed him.

JAMES E. GARLAND, staff architect for the Dade County Board of Public Instruction, reported on the results of a recent committee meeting called by a member of the Board to consider the question of eliminating services of architects in private practice in favor of expanding the Board's architectural office. Garland called the question "a matter of recurring concern to each newly-elected Board that crops up regularly every four years" and said that the committee, which included an architect, an engineer and a contractor, had, in his opinion, demonstrated the impracticality of the idea.

He cited the volume of school-building construction slated for com-

pletion in Dade County within the next three or four years—\$34,000,000 worth. He stated that in the conduct of that building program some school plans would be re-used on a "royalty basis" of payment to the designing architects. His comments occasioned a sharp verbal exchange from listeners when he said that "pressure of need and volume of work" plus the desire to avoid costly and time-consuming "mistakes" had led to the Board's decision on plan re-use.

Commenting on Garland's report, Talbot Hamlin drew general applause when he said "Re-use of plans can come dangerously close to standardization. And standardization leads to stagnation. This year's mistakes may be next year's stroke of genius."

Miami City Engineer Darlow sketched a traffic problem in Miami which, in varying degrees, is faced now, or shortly will face, every growing community in the State. He cited



Present at a pre-organization meeting called to consider formation of a new Pensacola Chapter, AIA, were 16 interested architects, including two from Ft. Walton Beach. They were: Anker F. Hansen, Ula F. Manning, F. Treadway Edson, Hugh J. Leitch, J. C. Halstead, Frank J. Sindelar, Sam M. Marshall, Daniel R. Bruno, Joseph E. Lindsey, James Kendrick, Robert Windham, Karlvon J. G. Strasser, Carlton W. Noblin, Hamilton D. Avery, R. Daniel Hart, and Roger G. Weeks. In the picture at the left, R. Daniel Hart, Past-President of the FAA, stands between F. Treadway Edson, chosen as temporary secretary of the organizing group, and Roger G. Weeks, right, who was elected as temporary president.

THE FLORIDA ARCHITECT

traffic counts—1,000,000 trips per day by Dade County's 400,000 cars—and outlined a comprehensive program of street widening, traffic flow reversals, one-way streets and speedway links to arterial highways that was already underway.

*"Cure of metropolitan traffic ills,"* he said, *"is a major planning problem that cannot be attacked timidly. It has been hindered by a lack of money, for acquisition of rights of way is tremendously expensive. So our planning must be long-range and immediate improvements must make use of every practical traffic control measure at hand."*

Darlow indicated that re-zoning certain areas for parking was now being studied as well as regulations prohibiting the flow of traffic into certain centers of major congestion.

*"Installation of extra traffic lights is not a solution,"* the speaker added. *"Lights don't move traffic. They hinder its flow—in some cases as much as fifty per cent."*

In commenting on the extremely high cost of traffic improvements within an established city like Miami, Darlow stated flatly that results had justified the costs.

*"The worse the congestion,"* said the engineer, *"the higher will be the overall cost of any solution to the traffic problem. In spite of high costs, however, land values have doubled on every Miami street that has been improved thus far."*

#### **Broward County Chapter**

In common with a growing number of Florida AIA Chapters, members attending the Broward County Chapter's March luncheon meeting voted that costs of meetings be prepaid and collected as part of each member's dues. Adoption of this plan by other Chapters has proved it to be a practical stimulus of attendance at meetings—and a painless way of providing the Chapter treasury with funds that can apply to expenses incident to programs planned in advance.

The Chapter also voted to assess each member \$5 to meet expenses of its annual party—the date of which has not yet been determined.

As at other Chapters, a communication from ROLAND W. SELLEW, president of the Florida Central  
*(Continued on Page 18)*

APRIL, 1956



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

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## News & Notes

*(Continued from Page 17)*

Chapter was read and carefully considered. This communication dealt with the course of action upon which that Chapter is presently engaged. The consensus of opinion among Broward County members was that this course of action reflected a commendable approach to common professional problems and was worthy of their support. Consequently, it was voted that \$200 be appropriated from the Broward County Chapter's treasury and forwarded to the Florida Central Chapter for use in furthering the program now under way.

This action on the part of Broward County membership is in line with a resolution passed at the Daytona Beach convention to the effect that the FAA "expresses its sympathy with the action presently contemplated by the Florida Central Chapter of the AIA and commends the support of that Chapter and its problem to the AIA Chapters of the State of Florida and to the members of the FAA in their individual capacities."

Members voted to sponsor a Chapter display in the Ft. Lauderdale Home Show as in the past. And they voted also to increase their Chapter membership by admitting the following as Associates: JOSEPH T. ROMANO; PAUL M. BRADLEY, JR.; ROBERT E. HALL; CARL A. PETERSEN, JR.; PAUL E. KOSTKA; GEORGE R. CARNAHAN; KARL A. RANSCHERT; and CHESTER W. TROWBRIDGE. Associates advanced to Corporate status were: VICTOR A. LARSON and JOHN EVANS.

The 42nd FAA Convention Committee is anxious that the architectural exhibit at the Seville Hotel next November be "the most complete showing ever assembled." Plans are being perfected to save architects the trouble and cost of packing exhibits at the Committee's expense. Full details can be had from Leonard H. Glasser, Architectural Exhibit Chairman, Suite 301, 530 Lincoln Road, Miami Beach.

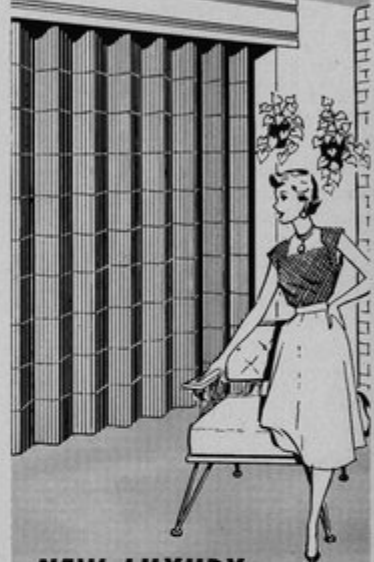
### Field Day for Golfers

The Golf Tournament and Dinner in Atlanta for which the F. Graham Williams Company are hosts, started as a gesture of good will for a few local architects. Since then it has grown to almost an institution.

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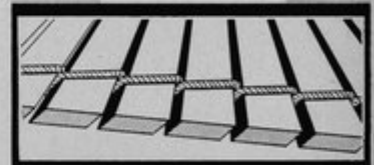


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## News & Notes

(Continued from Page 18)

will be held on Friday, June 22nd, at the Southeast Capital City Country Club, Atlanta — popularly known as "Brookhaven". The day-long outing is open to all architects and architectural draftsmen in the Southeast; and Mr. P. GRAHAM WILLIAMS, Chairman of the host organization, has asked that his personal invitation be extended here to all members of the architectural profession in Florida. Detailed information relative to entries, handicaps, tournament rules, etc., should be obtained from Mr. Williams, 690 Boulevard, N. E., Atlanta, Ga.

In the tournament last year, ROBERT M. LITTLE of Miami, placed third — coming within two strokes of winning the Southeastern Architects' Cup for the second time. He won the Cup in 1951 with a net of 71. Last year's attendance totaled 262. But Mr. Williams "would like to have every one possible present" and hopes the attendance record can be smashed this year.

### "Crusade for Freedom"

As a vital weapon in the continuing fight against World Communism the Radio Free Europe and Free Europe Press have been doing remarkably effective work under the overall banner of "Crusade for Freedom." This effort is being supported wholly by contributions in this country.

Heading the Architects' Division of the Florida Crusade for Freedom Committee is ROBERT M. LITTLE. He is anxious that all members of his profession recognize the value of the Crusade — and support it to the nearest possible extent. He writes:


*"I consider it a privilege to participate in this independent, wholly American enterprise; and I hope you will join me. We need your understanding, your moral support and your dollars. It is important that each person give something — rather than few give large amounts — to better represent the voice of the People."*

*"Your help will be appreciated . . . and its effect will be felt throughout the world."*

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APRIL, 1956

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## Producers' Council Program



From EMMETT H. JONES, Secretary of the Jacksonville Chapter of the Producers' Council, comes word that the three-company, informational meeting held in the Roosevelt Hotel, March 16, was a complete success from everyone's point of view. Of the 135 men present, 68 architects and draftsmen and some 30 engineers were the guests of the remaining number of Producers Council members. That picture above proves it!

Chapter President GEORGE COYLE emceed the affair, which started off with cocktails and wound up with a panel show staged by representatives of three manufacturers—American-Standard, Sanymetal and the J. A. Zurn Company. CARL E. STONE demonstrated for American-Standard. DAN G. HANN, Cleveland sales manager, held the stage for the Sanymetal Prod-

ucts Company. The story of J. A. Zurn products was told by RAY A. LITKENHAUS, of Edwin T. Davis & Associates.

In Miami, the next Informational meeting will present products of two instead of three companies as a Jacksonville. ALLEN KERN, chairman of the Miami Chapter Program Committee, has announced that the Mosaic Tile Company—of which he is a Miami representative—and the Crane Company will team up to provide what his announcement characterizes as "an evening of good fellowship and education."

The meeting is traditionally open to architects and designing engineers and will be held as in the past at the Coral Gables Country Club. Date is March 27 and the evening's program includes cocktails at 6:30.

### OBJECTIVES

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

## Hurricane Committee

(Continued from Page 8)

AIA Committees, including those on Human Safety, Hospitals, School Buildings, etc.—will conceivably be involved. An important part of the Committee's job will be to effect the necessary coordination between all such information sources.

Work of this Committee can therefore become significant on a national basis. It is of particular interest to architects and engineers of Florida on two counts. First, they are probably more experienced than any other pro-

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fessional group in current techniques of protection against hurricane damage. Second, the proposal that such a Hurricane Hazards study be made was first suggested by Clinton Gamble in a speech opening the FAA Convention at Daytona Beach last fall.

That suggestion was immediately taken under advisement by AIA President GEORGE BAIN CUMMINGS and the AIA Board of Directors. The present Hurricane Hazards Committee is the outgrowth of their consideration. The program which the Committee is charged with developing points to the nation-wide importance of the diversified job which members have set themselves to accomplish.

APRIL, 1956

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## State Board Exams To Start June 11

Dates for Junior examinations of those applying to the State Board of Architecture for Florida registration have been set for June 11 to 14, inclusive. The Board has announced that the exams will be given simultaneously at the Roosevelt Hotel, Jacksonville, and the Alcazar Hotel, Miami. All papers will be graded at the Board's office, 1261 E. Las Olas Boulevard, Ft. Lauderdale.

Increased volume of applications led to the Board's decision to hold examinations in two locations last January. Indications are that applications for the June examinations will total close to 150.

Regulations of the Board require that applications for Junior examinations be filed with the Board at least 30 days prior to exam dates. Thus, none received later than May 11 would be eligible for processing this year. The Board will meet May 10, 11 and 12 to qualify applications for the June exams.

RICHARD BOONE ROGERS, new President of the Board (since January, 1956) called attention to an important change in the Board's regulations. This year, those taking Junior examinations will be required to pass at least four of the written tests to be eligible to re-take those not passed in six months. Otherwise they must wait a year before re-examination.

Reason for the new ruling is that correspondence and record-keeping incident to re-examinations has saddled the Board's clerical staff with a tremendous burden of routine work. It is hoped this will be considerably lessened by a reduction in the number of candidates for successive re-examination. The Board also hopes the new ruling will have a tendency to cut down the current volume of poorly-prepared applicants.

Work of the Board has also been greatly increased by the number of legal cases that have come before it since revision of the Florida Statutes in 1953 gave the Board authority to prosecute violators of the State Registration Law. Currently, at least eight cases that involve legal action are now pending before the Board. A number more are now in the preliminary stage of investigation.



(Continued from Page 5)

tended to the full height by 26-foot additions.

On the overall engineering design of the main building Cromartie has this to say:

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## Some Educators Need Some Educating!

Our County School Boards are presumably charged with the job of providing proper educational facilities for the children of our State. But evidence is constantly cropping up to support the contention that some School Boards themselves need to be educated along certain lines quite as much as the moppets whose ultimate interests they are supposed to be serving.

That evidence looks like this: One Board seriously considers the use of "stock" plans. Another starts investigating the idea of developing its own designing office to eliminate "the high cost" of architectural services. A third insists on doing its own supervision, to "save money." And still another attempts, via a service contract, to force architects to pay for "mistakes"—without first giving them the means or authority of preventing them.

What part of such actions stems from a real desire to save taxpayers' dollars and what part comes from politicking can't be measured. Nor does it really matter. What does matter is that such actions indicate that school boards which contemplate them are not aware of the facts of their own responsible life. They are substituting economic emotionalism for budgetary reason, loose, rule-of-thumb thinking for sound, progressive analysis.

Much of this emotional brain-storming is directed at money spent for architectural service. School board efforts to reduce architects' fees is one of the economy proposals which DOUGLAS HASKELL, writing in the March issue of the *Forum*, says "*lose more at the bung than they save at the spigot.*" His article should be a *must* reading for every school board member in Florida. Show this, for example, to your school board clients:

*"Architects' fees . . . have been the target of excited citizens' meetings weak in arithmetic. Figure this: Occupancy costs a scant 15% of the annual school budget; and half of occupancy is operation and maintenance, leaving 8% for construction.*

*"Consequently, if you cut the architect's fee from, say, 6% to 5%, you have achieved a net annual saving of just 0.08%, or 8/10,000, in the education of your children. Is that worth a battle?"*

*"Now turn it around. For the architect himself this means a 17% reduction in his gross, which makes all the difference between being able to pay his men for a first-rate job, and being unable to pay and still make a living. Moreover, the community's 0.08% saving is not to be confused with just another saving on materials. A cut in planning means a cut in those CONTROLS which balance and rule all arrangements and result in schools whose efficiency will be only 66% over a period of 50 years—and whose pleasantness will be 66% below zero!*

*"For school economy, architects' fees should be raised, not lowered as they achieve it."*

This is the kind of informational spotlight that should be turned full on many of our County Boards of Public Instruction. It might serve to highlight the fact that architects' fees are not the economic drain which many school boards seem to think—and that their reduction may actually result in unparadoxically high costs measured in terms of future educational values. Too many fine schools have been designed, at fair fees, for too many progressive communities for anyone to say it can't be done here.

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**T**HE ENGINEER has made it possible for the architect to limit his attention to the individual, isolated building. The sheer scale of the engineer's operations, his immense capacity for good or bad, forces the architect out of his ivory tower . . . The engineer must be watched, in other words, not because he is dumb, but because he is too smart; not because he is dishonest, but because his honesty is as accurate as an IBM computer. He threatens us all with disaster. . . . It would be arrogant nonsense to claim that the architect should police these colleagues of his. Only the American people can, in the last analysis, tell the engineer what to do with his bulldozers, dishwashers and space frames. But the architect does occupy a peculiarly strategic position in society. He, if anyone, can balance trees against asphalt, historic value against expediency, human well-being against efficiency. He can show the American people how our splendid technology can be used to build homes and cities worthy of our country. And he can help the engineer to channelize his energies in the right direction, converting his technical units of measurement in the broader scale of great architecture.

—JAMES MARSTON FITCH

From "The Engineer" in the March  
1956 issue of Architectural Forum