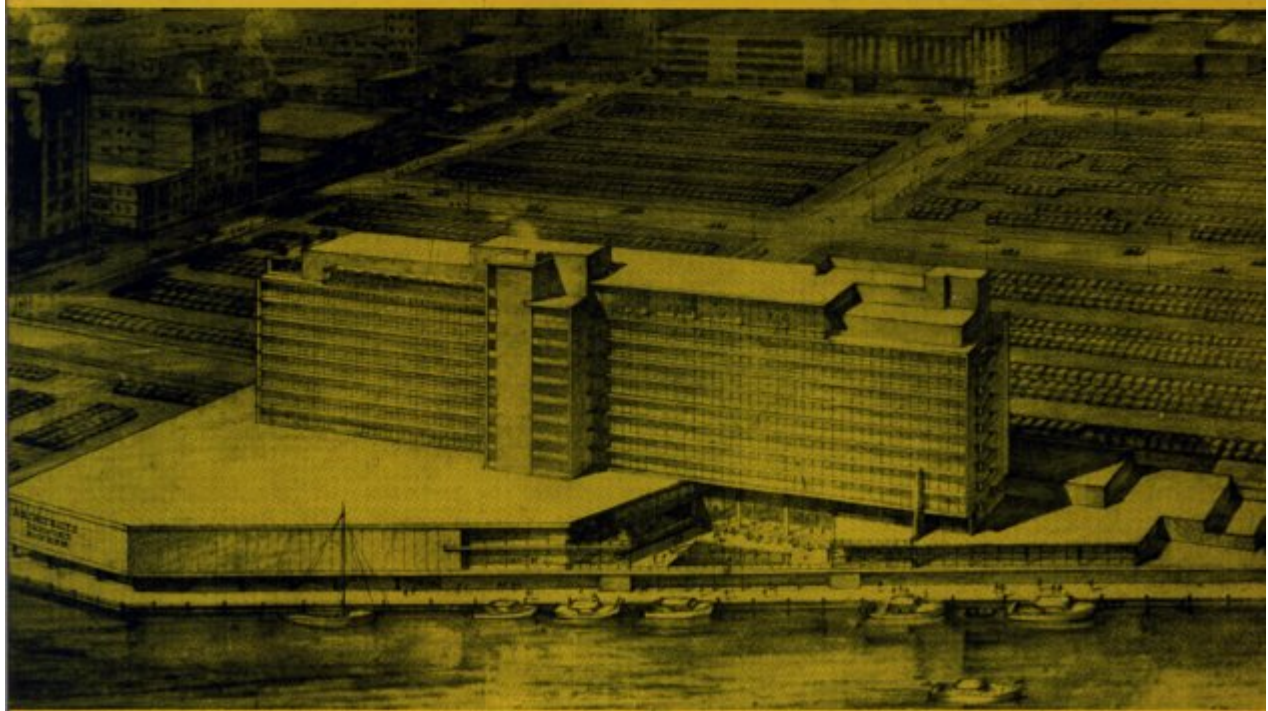


*The*

# Florida Architect

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

**May, 1956**





# Call Maule FOR Millwork TOO!

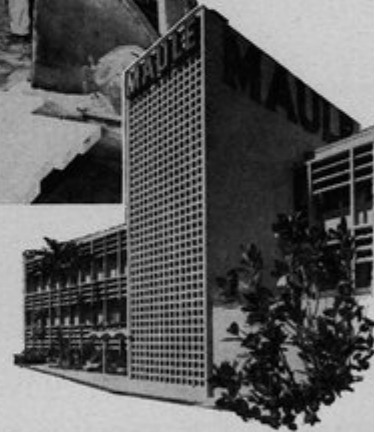


Throughout South Florida, you'll find examples of Maule-precision-Millwork in homes, hotels, apartments, public, business and institutional buildings.

To produce good Millwork, it takes the right combination of men, machines, materials and a sincere desire to do a good job . . . we have them all!

And what's just as important, every piece of lumber used in our Millwork Division is kiln-dried to just the right moisture content for our sub-tropical climate.

Yes sir! We *are* proud of our Millwork Division. And we'll be mighty proud to serve you. So when you need anything in the line of Millwork, whether it's a piece of moulding — or paneling for a complete room — just call us . . . we'll meet your specifications to the letter — and . . . you'll find our prices always in line!



**MIAMI**  
PHONE: 89-6631  
5220 Biscayne Boulevard

**FORT LAUDERDALE**  
PHONE: LOgan 4-1211  
1335 Northeast 26th Street

**SOUTH DADE**  
PHONE: Homestead 1432 - 1459  
South Allapattah Road & Moody Drive







here  
is the  
inside  
story

...on how we can work with you to transform your blueprints into attractive, functional interiors, reflecting your ideas down to the smallest delightful detail.

An assignment to our decorators—long-experienced in working with Florida architects—assures you of the ultimate in light, bright tropical decor.

Whether your furnishing or decorating problems are large or small... an individual home or 500 room rental unit\*—we're confident we can come up with a solution that will please both you and your client.

Visit our air-conditioned showrooms and see the vast displays of name-brand furniture and accessories—many of which are exclusively ours in Florida. WELCOME!

\*A complete list of those we have served is available to you upon request.

**FASTEST GROWING  
CONTRACT FURNITURE  
ORGANIZATION  
IN THE SOUTH!**



**DIXIE STYLE**  
WHOLESALE FURNITURE

DIXIE STYLE • 4800 N.W. 37th Ave.  
Miami, Florida • Phone NE 5-6561

## AGC State Convention Stresses Co-operation

Through the convention of the Florida State Council, AGC, held in Palm Beach, April 5-7, ran the thread of the general contractors' close association with architects. The eight-chapter convention's opening session featured an address by CLINTON GAMBLE, President of the FAA; and delegates were welcomed by another architect, newly-elected Mayor of West Palm Beach, MAURICE E. HOLLEY, who, with CLAUDE A. REESE, Mayor of Palm Beach, was introduced by the AGC Council's president J. HILBERT SAPP.

The FAA president outlined the work of the FAA-AGC-FES Joint Cooperative Committee—a detailed report of which was later presented by the AGC Co-chairman W. H. ARNOLD—and commented particularly on the proposal of National AGC

President FRANK J. ROONEY that Florida develop a State-wide planning program (see F/A, March, 1956).

"This idea," said Gamble, "is a constructive one which should be developed into a practical reality without delay. It has the hearty endorsement of the FAA; and it is my hope that some definite plan of action to bring a program of coordinated planning to Florida can be worked out in our joint cooperative committee."

The speaker cited present zoning practices in Broward County as one example of what he called "an obvious need for coordination toward which both architects and contractors should urge immediate action."

"What county zoning boards are now doing," he added, "is actually nothing but spot-zoning. And that's

(Continued on Page 32)

## AIA Reports on State Procedures

Architects doing, or hoping to do, State work will find a recently-issued document of the AIA of particular—though possibly academic—interest. It is a report on "State Construction Procedures" and essentially is a tabulation of a questionnaire sent to all 48 states relative to methods employed in the design and construction of State work.

Answers received from 42 states indicate that in 26, all architectural services are furnished by private architects—the situation in Florida—"with few exceptions." Eighteen of the States use a standard state form of contract; and 19 use AIA forms, either of the standard type or modified to meet individual conditions.

As to fees, 18 use schedules recommended by local AIA groups, 12 use "standard state fee schedules" some of which, however, have been developed through cooperation with local AIA organizations. Eight of the states reporting use a flat fee based on percentage of cost; and only two of them negotiate fees with architects.

The report contains a number of fee schedules in force by some states.

Florida's is not included, for fees vary since schedules recommended by local AIA chapters are used. Of the schedules published, the southern states of Alabama and North Carolina show wide differences. Alabama's rates start at 6 percent for construction costs under \$50,000, range down to 3.7 percent for a cost of \$3 million. North Carolina's schedule is based on three classifications of buildings. For costs of \$50,000 or less fees are 7, 6½ and 6 percent for varying classifications. They range to 5, 4½ and 4 percent for costs between \$1 and \$2 million.

Highest schedule published was that of Montana with a 7.5 percent fee for costs less than \$50,000, ranging to 5 percent for costs between one and two millions and 3.5 percent for costs over \$4 million. Maryland's schedule took account of higher costs of "highly specialized and complicated work, including difficult alterations; also very small jobs, or jobs in remote locations." Jobs costing \$25,000 or under carried a 10 percent fee; those costing from \$2 million to \$4 million listed at 7 to 6½ percent.

THE FLORIDA ARCHITECT



*Engineers and Architects: Greeley & Hansen, Chicago.*

Water  
Treatment  
in  
**CONCRETE**

The Cosme Water Plant near Oldsmar, Florida, illustrates a pleasing and practical use of concrete in modern design. Built for the City of St. Petersburg for the softening and purification of its water supply, the buildings are of architectural concrete. Roof and floor slabs are *Flexicore* precast concrete. Exterior walls are finished with White Portland Cement paint.

Here again—through concrete—strength, fire safety, storm safety, termite safety, low maintenance cost, and an extra safeguard for sanitation, are built right into the structures.

**FLORIDA PORTLAND CEMENT DIVISION**

**GENERAL PORTLAND CEMENT COMPANY**

FLORIDA DIVISION, TAMPA • SIGNAL MOUNTAIN DIVISION, CHATTANOOGA • TRINITY DIVISION, DALLAS  
MAY, 1956



# Hollostone

PRECAST CONCRETE



This 4-foot, 15-riser stair, precast for a South Florida apartment building, is one of several standard types made and stocked by Hollostone. It is one of some 1,000 such stair units that Hollostone has produced and installed.

## *Simplicity---*

That means economy also with Hollostone. We precast many standard structural items in steel forms under rigid quality control. Their use in many types of buildings can save job costs and can speed job progress from initial design to final completion...

HOLLOSTONE CO. OF MIAMI, OPA-LOCKA, FLORIDA •

P. O. DRAWER 1980  
PHONE, MU 8-2526





## It Reached a New High in Quality

Theme of the 1956 REGIONAL CONFERENCE OF THE SOUTH ATLANTIC DISTRICT, AIA, held at Durham, N.C., April 12, 13 and 14, was "New Materials and Construction in Architecture." It was admirably carried out with an excellent program of addresses and one of the most extensive exhibits of building products ever assembled at an AIA gathering.

But the speech-packed, three-city program—attended by over 400, of which some 175 were architects and architectural students—did more than merely carry through a conference theme. It offered worthwhile sight-seeing in the budding beauty of a North Carolina spring. It involved a constant warmth of good fellowship. And it offered a wide variety of inspiration to all who opened their minds to receive it.

And most did. The overwhelming consensus of opinion was favorable—even relative to the sometimes involved discussion of design philosophy that marked the panel discussion at N. C. State College's Pullen Hall at Chapel Hill on Friday afternoon. Regional business was held to a minimum. Committee meetings on the afternoon of the opening day and a brief session on the closing day disposed of it. The rest of the conference sessions were devoted to developing, through a series of remarkably well-prepared and presented addresses, the importance of the Conference theme.

The Conference was appropriately opened by WALTER A. TAYLOR, Director, Department of Education and Research of the Institute, who outlined what the AIA had been doing in these two fields. In doing so he emphasized the growing need for construction industry research for "the conversion of our industry into a 20th-century industry in which research is not a fortuitous adjunct, diversion or happenstance, but a basic

tool and a top priority investment." He indicated that the AIA Committee of Research, WALTER CAMPBELL, chairman, would shortly issue, for general membership distribution, a statement on architectural research as *Special Report No. 4*.

He pointed to the great amount of work now being done in the general field of architectural education, including the Architect In-Training Program. Some of his comments were frankly critical of our present system of architectural education. Educators in our professional schools, he declared, are in "an occupational rut, so far as considering needed changes in the organization, curricula and courses in the schools of architecture."

"We used to have the long-haired esthetes who didn't want architecture sullied by such profane things as engineering," the AIA spokesman said. "It seems now we have the crew-cut long-hairs retreating into their plastic space frames to avoid getting too much involved with the rest of the building industry."

ALONZO J. HARRIMAN, architect of Auburn, Maine, followed Taylor as the keynote speaker. His speech is reported in detail elsewhere in this issue. Following him, was an address by ALBERT G. H. DEITZ, Professor of Building Engineering and Construction, M.I.T., on plastics, the first of three information-packed talks on modern building materials.

"Plastics," said Professor Deitz, "have finally grown up to the building industry. Their diverse characteristics and extremely wide—and constantly increasing—range of use already complicate our architectural lives. And we cannot help but give plastics serious consideration for many varied applications in almost any type of building."

He outlined briefly the various types of plastics, illustrating descriptions with samples, and sketched a number of future applications to which qualities of plastics might prove adaptable.

"Though these synthetics are al-

(Continued on Page 26)



Part of the group which made the Conference a success were, l. to r., Walter A. Taylor, of the AIA's staff. Prof. Albert G. H. Deitz, MIT, Alonzo J. Harriman, Conference keynote speaker, Archie R. Davis, Durham, in charge of Conference arrangements, Wm. Henley Deitrich, Raleigh, general chairman of the Conference, and F. Carter Williams, of Raleigh, president of the N. C. Chapter.



The street facade of No. One Miami, from a rendering by John E. Petersen. The three-in-one structure occupies a site that was once an Indian trading post.

# No. One Miami

**After three years of planning, Florida will finally have a headquarters home for her huge and still growing construction industry in a 14-story, \$10,000,000 structure that's really three buildings under one roof . . .**

Miami's famed oceanfront skyline will shortly undergo a significant alteration. Scheduled for virtual completion and partial occupancy by January 1, 1957, is a new building that will rise fourteen stories from its DuPont Plaza waterfront site on land which originally contained an Indian trading post and later became part of the lushly landscaped setting for HENRY M. FLAGLER's fabulous Royal Palms Hotel.

The building itself will be as unique as the history of its location. Actually it could be called three buildings in one—a 301-room bay-front hotel, an eight-story office building and a huge, three-level exhibit area. Postmen will know the structure as the DUPONT PLAZA CENTER, No. 1 MIAMI, which will include the DuPont Tarleton Hotel and the Architects' Bureau of Building Products. But when present plans for its full development are completed, No. 1 Miami will undoubtedly be regarded by building professionals throughout the State as regional headquarters for the architectural profession and the varied interests of the entire construction industry.

When that comes about, it will culminate over three years of careful planning by a group of dedicated

building professionals including CLINTON T. WETZEL—who will operate the project as executive vice-president of its management group—EDWIN T. REEDER, AIA, and JOHN E. PETERSEN, AIA, and FRANK H. SHUFLIN, AIA, who, as Petersen and Shufin, were architects for the building and who also will serve on its management committee. This planning was based on the fact that architects—and indeed every element of the construction industry—required more than they had been getting to meet their expanding need for technical information and specification services in the selection of building materials, products and specialized equipment.

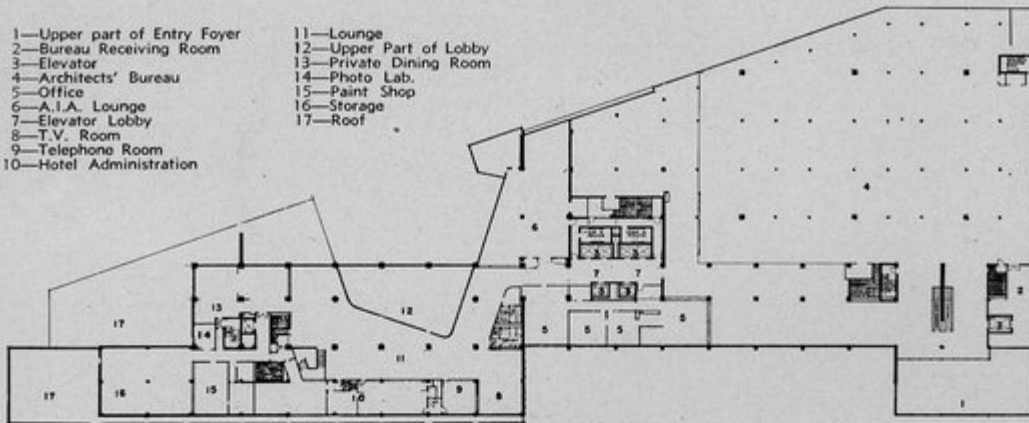
The full-fledged scheme for No. 1 Miami grew out of an initial decision to bridge this professional gap. Originally it was to be done by providing an enlarged exhibit area for expanding the scope of the present Architects' Samples Bureau. But because such expansion would inevitably attract out-of-town architects and engineers, the idea grew to include hotel facilities for them in conjunction with the exhibit they would journey to see. A logical extension of the contemplated service was an office

*(Continued on Page 8)*

THE FLORIDA ARCHITECT

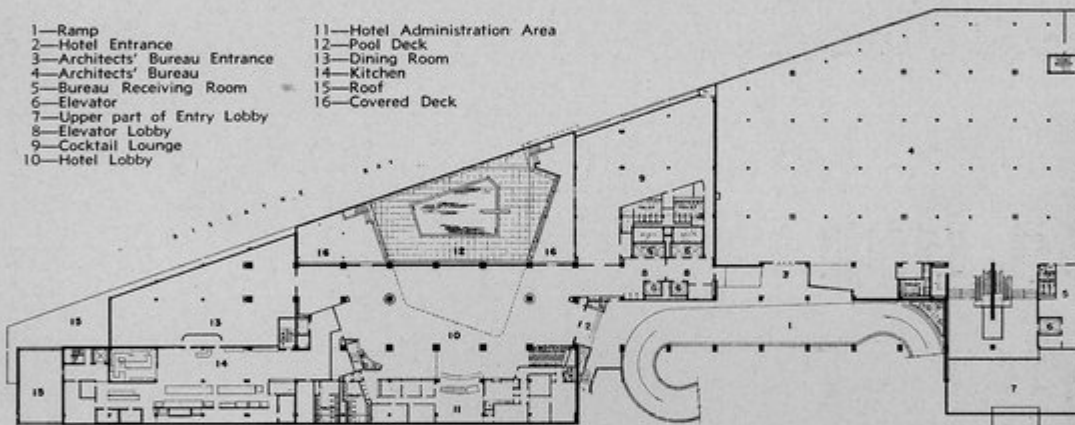


- 1—Upper part of Entry Foyer
- 2—Bureau Receiving Room
- 3—Elevator
- 4—Architects' Bureau
- 5—Office
- 6—A.I.A. Lounge
- 7—Elevator Lobby
- 8—T.V. Room
- 9—Telephone Room
- 10—Hotel Administration
- 11—Lounge
- 12—Upper Part of Lobby
- 13—Private Dining Room
- 14—Photo Lab.
- 15—Paint Shop
- 16—Storage
- 17—Roof



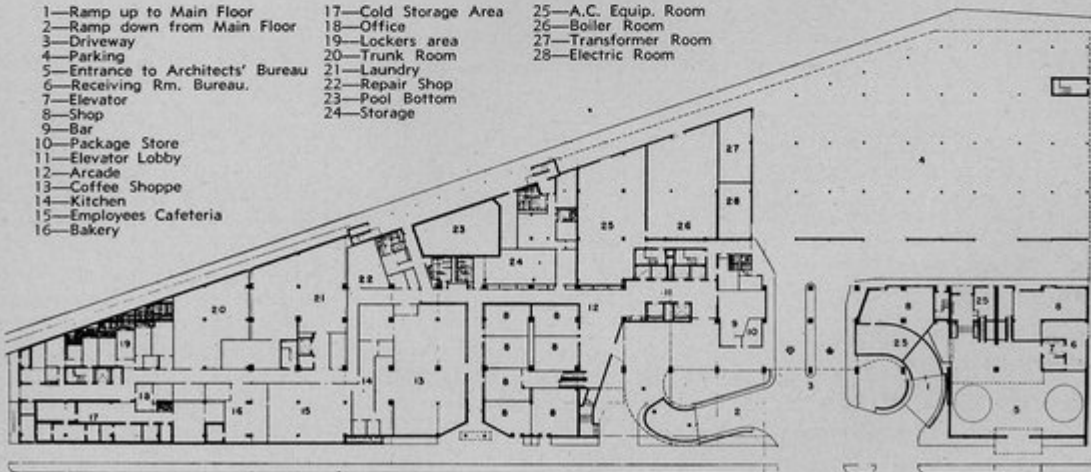
Mezzanine Floor Plan

- 1—Ramp
- 2—Hotel Entrance
- 3—Architects' Bureau Entrance
- 4—Architects' Bureau
- 5—Bureau Receiving Room
- 6—Elevator
- 7—Upper part of Entry Lobby
- 8—Elevator Lobby
- 9—Cocktail Lounge
- 10—Hotel Lobby
- 11—Hotel Administration Area
- 12—Pool Deck
- 13—Dining Room
- 14—Kitchen
- 15—Roof
- 16—Covered Deck



Main (2nd) Floor Plan

- 1—Ramp up to Main Floor
- 2—Ramp down from Main Floor
- 3—Driveway
- 4—Parking
- 5—Entrance to Architects' Bureau
- 6—Receiving Rm. Bureau
- 7—Elevator
- 8—Shop
- 9—Bar
- 10—Package Store
- 11—Elevator Lobby
- 12—Arcade
- 13—Coffee Shoppe
- 14—Kitchen
- 15—Employees Cafeteria
- 16—Bakery
- 17—Cold Storage Area
- 18—Office
- 19—Lockers area
- 20—Trunk Room
- 21—Laundry
- 22—Repair Shop
- 23—Pool Bottom
- 24—Storage
- 25—A.C. Equip. Room
- 26—Boiler Room
- 27—Transformer Room
- 28—Electric Room



Ground Floor Plan

## No. One Miami

(Continued from Page 6)

building to house all elements of construction, notably representatives of building products manufacturers, who, with a constant supply of technical facts on tap, could provide answers to design and specification questions and thus save architects and engineers time, effort, money and temper. Overall, a good idea.

But working it out called for much thinking and contingent discussion by many cool heads — and some hot ones — around many a conference table. Wetzel had proof that a larger products exhibit was needed here. For proof that it would work, he pointed to the operation of Holland's *Boucentrum*, in Rotterdam, to the operation of the exhibit in New York's 101 Park Avenue building, to his own bursting-at-the-seams Bureau on Miami's Biscayne Boulevard. Finally he was solidly able to allocate 100,000 square feet of floor space — more than 22 times the present Miami Bureau — to accommodate local, national and international exhibits that will eventually number more than 1,000.

Once the spade work began to outline a practical form, final ar-

rangements fell into line with what seemed like a rush. ALBERT and WALTER JACOBS, successful operators of the Tarleton hotel chain, tied into Wetzel's dream. Financing was made available, with the first \$4-million of the \$10-million center supplied by the Massachusetts Life Insurance Company — the largest loan of this type made in the south by this old-line institution.

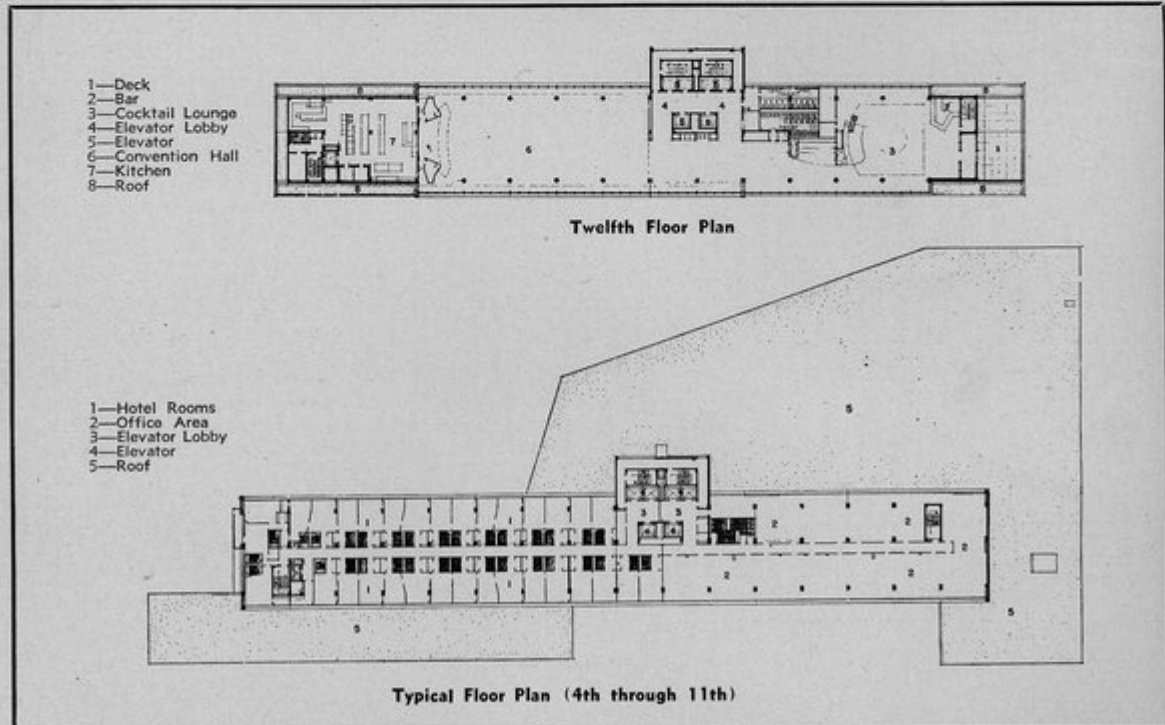
Ground-breaking was scheduled for early in May, opening of the three-floor Architects' Bureau of Building Products by the end of this year, completion of the entire project in early 1957. At that time Florida will contain the first multi-purpose building of its kind. And Florida architects will have easy access to the largest permanent exhibit of building products in the country.

They will have more than that. On the mezzanine floor, adjacent to both exhibit areas and hotel facilities will be an "AIA Lounge" — a 2,500 square foot space overlooking Biscayne Bay and the king-sized hotel swimming pool. This is being made available to the Florida South Chapter as a permanent headquarters. Plans now being worked out contemplate that it will also serve the Florida Association of Architects as an

office for the Executive Secretary and *The Florida Architect*.

As it is now developing, No. 1 Miami will undoubtedly become a special sort of showplace — possibly even a tourist attraction — in which all construction industry members can take pride. The Architects' Bureau will be constantly open to the public as well as building professionals and will include, among other novel exhibit ideas, TV studios to broadcast product demonstrations and special events involving regional architectural activities and interests.

The Architects' Bureau will be administered by CLINTON T. WETZEL as its president. But its policy and operation will be conducted with the help of a technical and advisory committee which will be charged particularly with the supervision and control of product exhibits. This Design Control Board is chairmanned by EDWIN T. REEDER, AIA, and includes architects RUSSELL T. PANCOAST, FAIA; IGOR B. POLEVITZKY, FAIA; ROBERT FITCH SMITH, AIA, and ROBERT LAW WEED, AIA. The engineer member will be MEYER DEUTSCHMAN, FES. Working with these men will be two interior designers, JAMES MERRICK SMITH, AID, and GEORGE FARKAS, AID.



# Guide-posts to The Future

ALONZO J. HARRIMAN, AIA, of Auburn, Maine, as the keynote speaker of the AIA Regional Conference, noted the development of technological progress in terms of the past and discussed current trends that are shaping our architectural destiny

A broad look at the history of architecture indicates that all past buildings are a direct expression of the materials and labor available at the time. They are more an expression of this than the design-ability of the people who built them.

The Pyramids surely express mass labor and native stone. A gothic building surely indicates the presence of a native stone and devout labor; and I think as we analyze all periods of Architecture, in a broad way and not in detail, we will see that this is true. Lever House is definitely an expression of the industrial know-how of the year of 1950 with labor at a premium.

Let us focus on the past century from 1850 to 1950—what was the palette that architects had to work with? By this I mean what were the materials and what was the labor condition?

What I thought would be one of the best sources was to look in architectural magazines for the prior century. The *American Architect and Building News* of June 5, 1880, the earliest architectural magazine I could find, had the following ads: globe ventilators; stable fixtures; helio-type printing, metallic shingles; an ad warning the people not to infringe on a patented skylight; sheet iron, black and galvanized; pressed brick and terra cotta; strange enough mineral wool for insulating against heat, cold and sound.

These early ads also included MIT, Lawrence Scientific School and Harvard. Later issues had ads for Columbia and Syracuse. Quite a few books were also advertised.

By 1900 *Architectural Record* had 54 pages devoted to advertising: boilers, water filters, hardware, contractors, cement, pipe covering, cut stone, cast decoration, artists' supplies, electric and gas fixtures, engineers, en-

gines, fire places of pressed brick, fire-proofing, furnaces and elevators.

The architecture on the various pages definitely expressed the materials in the ads. To my mind it is a question of who came first—the architect or the manufacturer. But one thing is certain: from an overall design point of view they are identical.

As of today, *Architectural Record* has approximately 280-odd pages of advertising—and surely the buildings of today express these advertised materials. But this is not the whole story. We have Sweet's Catalogs in addition to these ads, which are in 10 volumes as of today with each volume nearly as big as Webster's Dictionary. I do not remember when Sweet's Catalog started; but I do remember the early volumes of the 20's—not as big as one volume of today's catalog.

This, in itself, is proof that we are merely the coordinator of manufactured items—that the old idea of bringing the logs onto the site, sawing them into boards and working them into finished doors and sash is far, far behind us.

Now as to foresight, we hear a lot about the word automation. What is it and how will it effect architecture?

One of the best articles on automation was written by JAMES BRIGHT for the *Harvard Business Review* on August, 1955, "How to Evaluate Automation." He contends it is not a revolution as some people would contend, but really is an improvement in mechanization; and that there are few areas of fully automatic production—the oil industry being a good example of automation.

Product designs are still developed by formula, hand books and slide rules—except in the case of air frames digital computers are used to determine mathematical limits. However, he does not deny that a steady

growth and many applications of controls to reach new and advance levels of mechanization are in process. But advantages arising out of this are not necessarily all labor saving. There is generally a *saving in material* through the *reduction of scrap*; also, a *reduction of inventory* due to the speed of the process; and a *refinement in the product design* and an *improvement in the quality*.

What effect can this have on our profession? From our look at the past, one can be certain that we are going to have more and more manufactured units to coordinate into our buildings. These will be more intricate as indicated by the past trend. Now, what form will these factory units take?

It is hard to predict what will be the ultimate. Economics dictates this trend, therefore, it will be followed. But there are many obstacles in the path. Labor has definite ideas, some of which are very obstructive. This being so, the future architecture may be developed in some other country where labor is less restrictive and where automation can run rampant. We should not forget that we are developing a certain amount of site mechanization with tilt-up slabs, lift slabs and the like. These will be improved and new ideas added—but along with the idea of cost-savings.

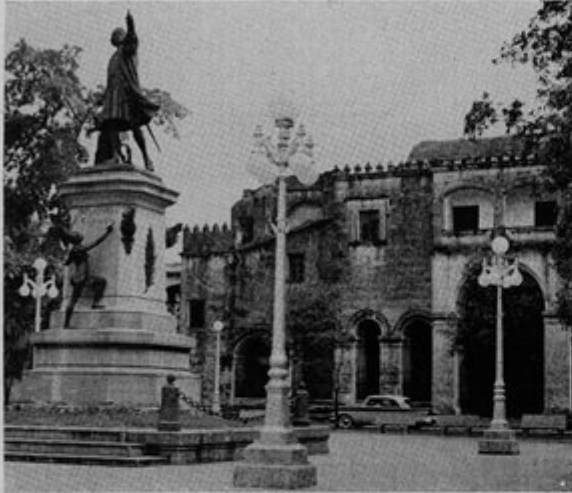
We have seen a gradual decrease in the amount of the building design by architects and an increase in what we call, for want of a better name, the engineering trades. In 1920 the heating, plumbing and electric work of a building was 10 to 20 percent of the whole. Today the heating, plumbing, electric, air-conditioning and acoustics of the average building amount to from 20 to 40 percent.

It is definite that this trend will continue. The tail of engineering

(Continued on Page 30)



# CONTRAST IN THE CARIBBEAN

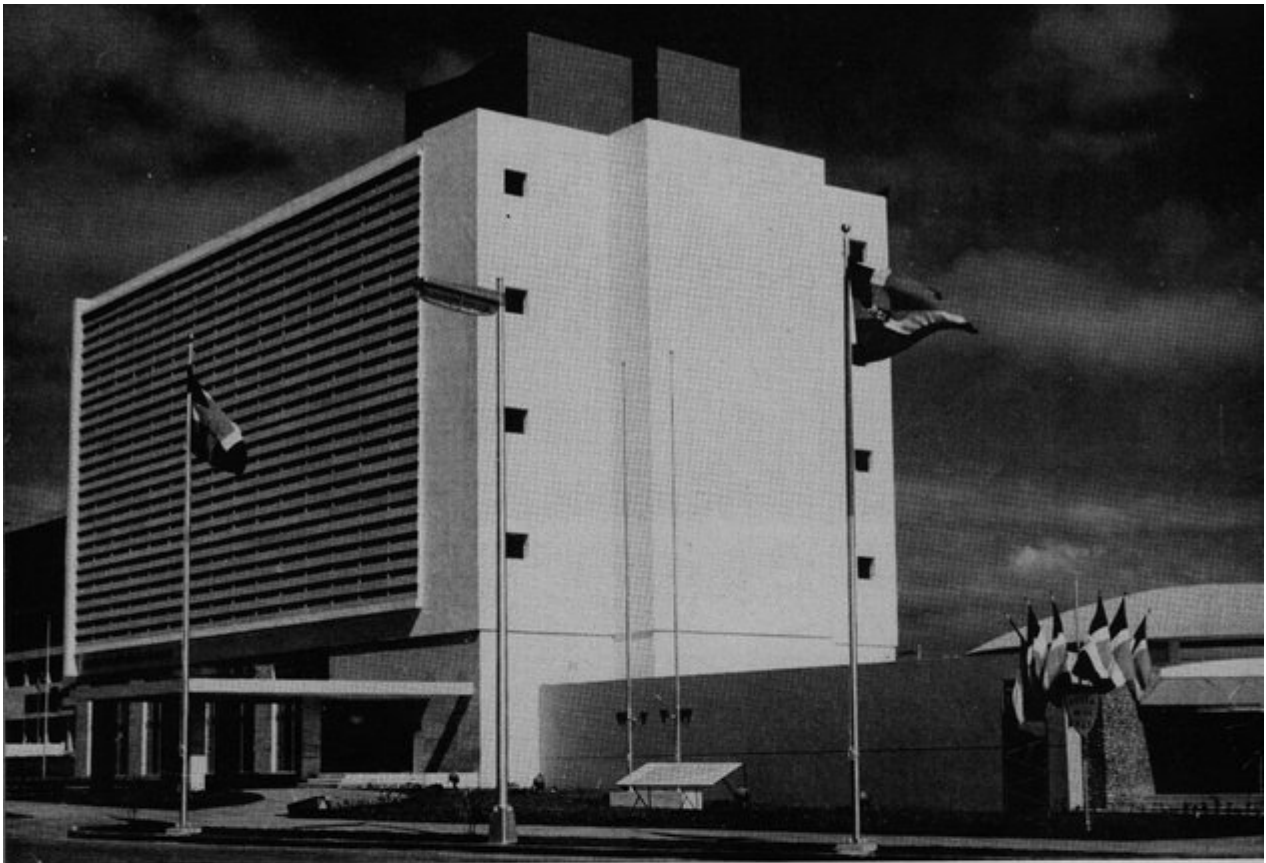


History is the heritage of the old city. To the walled citadel Spain brought culture and religion as well as rule. Above is Columbus Square on which fronts the oldest cathedral of the western hemisphere—*Santa Maria la Menor*. Below, the ruins of *El Alcazar*, once the home of Don Diego Columbus, brother of the Navigator.

Things are humming in the West Indies. These paradoxical islands, so easily reached from our own State, are full of interest to architects. In the British possessions, in Cuba, Haiti, Puerto Rico and the Dominican Republic, that interest is a business one for a growing roster of Florida's designers. But aside from that, there's a wealth of violent history written in mellowed ruins. And in direct contrast there's the evidence of boot-strap progress in the gleaming new structures that seem to be springing up near every Caribbean bay.

Here, for example, is a glimpse of what's happening in Cuidad Trujillo, capital of the Dominican Republic, and site of that country's "Fair for Peace and Brotherhood of the Free World." The old city, once a walled citadel of colonial Spain, sleeps on. But outside it is bustling activity, as evident as a neon sign and as up-to-date as the ambitions of its promoters can make it.





The World's Fair was opened late in 1955, will continue throughout this year. To the city's tourist facilities it added two new modern hotels, complete with swimming pools, polo fields and golf courses. It has also boosted the country's prestige, bolstered her economy, and suggested how progress can improve the natives' island life. With an authentic international flavor, the Fair is already rated as a successful venture.

Most of the Fair buildings are to remain as permanent headquarters for various Government and trade offices. Above, the building for the Secretaries of State, Interior and Communications. At the right is the permanent Exposition Hall, photographed from the Fair's central plaza which features a huge fountain of light and water as well as these typically symbolic world's fair embellishments.



## FAA Board of Directors Hold Meeting at St. Petersburg

The second quarterly meeting of the FAA Board of Directors convened at 12:15 for a luncheon and all-afternoon business session at the Tides Hotel Beach Club, Redington Beach, St. Petersburg, on Saturday, April 21, 1956. The sixteen people present included all six FAA officers, seven of the Chapter FAA directors, one alternate director, a visitor from the Florida Central Chapter and the Executive Secretary of the FAA.

First order of business was consideration and final approval of minutes of the Directors' meeting held January 21 at the Roosevelt Hotel in Jacksonville. Just prior to the meeting, a jury of three, appointed by President CLINTON GAMBLE and including FRANKLIN S. BUNCH, JOHN STETSON and JAMES E. GARLAND, had selected winners of the FAA Scholarship Competition from submissions by 4th-year architectural students at U/F. From drawings presented by THOMAS LARRICK, the jury selected those of JOSEPH BLAIS, of Daytona Beach, for the scholarship award, with the scheme of ELLEN HOFFENBERGER, New York, being accorded a special commendation. The subject was "A Building for Architects"; and the winner of the competition will receive a \$250 scholarship from the FAA.

President Gamble announced that JAMES K. POWNALL, Ft. Lauderdale, had been named chairman of the Legislative Committee in place of FRANKLIN S. BUNCH, who had been named tentatively at the Jacksonville meeting, but later indicated his inability to accept appointment. The FAA president pointed out that committee personnel had not yet been named by all chairmen. And he commented on the desirability, wherever Chapter organization made this possible, of selecting committees on the "vertical" scheme proposed by the Chapter Affairs Committee.

WILLIAM B. HARVARD gave the Board a brief but inclusive report of Regional Conference activities. His favorable comments became the basis for discussion of plans now developing for the FAA 42nd Annual Convention. These were reported by EDWARD G. GRAFTON; and the con-

ensus of Directors' opinions—expressed without formal Board action—was that the pattern of high technical value developed at the Durham conference should guide future convention committees of the FAA. In effect, this was a forceful suggestion to hold organizational business sessions to an absolute minimum and to expand the cultural, informational and inspirational aspects.

Grafton had no specific convention program to offer for the Board's approval. But he indicated this would be presented at the Board's July meeting. He reported that sale of exhibit booths had been excellent.

Announcement was made that the next Conference of the South Atlantic Region would take place in Atlanta, on April 4, 5 and 6, 1957. At that time nomination will be made for a new regional director to succeed HERBERT C. MILLKEY, whose term will then expire. President Gamble said he would appoint a nominating committee to receive recommendations from Florida AIA Chapters toward the end of naming a candidate from Florida for regional consideration.

The FAA President also announced that all formalities required for chartering the proposed Pensacola Chapter had been cleared; and that Charter action would presumably be taken by the Institute Board at its May 11th meeting.

He also indicated that the Institute would probably frown on any new charter application in Florida. Current Institute policy, he said, is to encourage organization of local chapter branches, rather than formation of new chapter entities through a split-up of present charter personnel and operating areas.

The Board selected President Gamble as the FAA's State Organization delegate to the Los Angeles Convention. And it instructed him, as a delegate, to urge that Florida be accorded the status of an AIA region. There was general and emphatic approval of this suggestion—the full effect of which would be to make the FAA into a regional organization with

(Continued on Page 21)

# JUST ONE MOMENT PLEASE

**B**EFORE you examine the JO-Italian Ceramic Tile catalog (alongside!) . . . just a word of explanation.

Since this catalog was printed, some wonderful additions have been made to the line. There's more to it than what we show! We have also completed negotiations with the master-of-them-all, the original JO GRESITE of Milan, Italy. We are now the EXCLUSIVE U. S. importers of these brilliant tiles, made with pride, skill and craftsmanship of Old World artisans.

### ● IMPORTANT

*To facilitate your orders, a fabulous stock of JO Italian Ceramic Tiles is ready and on-hand in Miami. A complete sample chart of 111 actual tiles on-hand will be sent you upon request.*

*We solicit your inquiry.*

## JO ITALIAN CERAMICS

DISTRIBUTOR

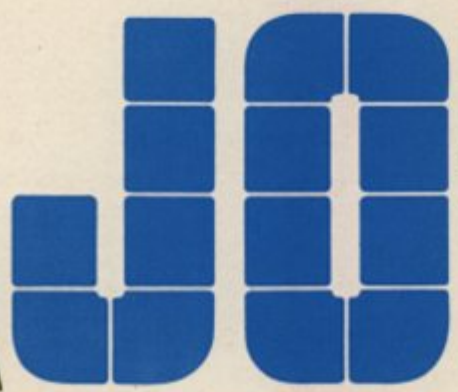
Ralph Torres, Jr.  
241 Pan American Bank Building  
Miami 32, Florida

Phone 9-1663

NOTE: Excellent opportunity for experienced salesman well known in architectural and tile circles throughout Florida.

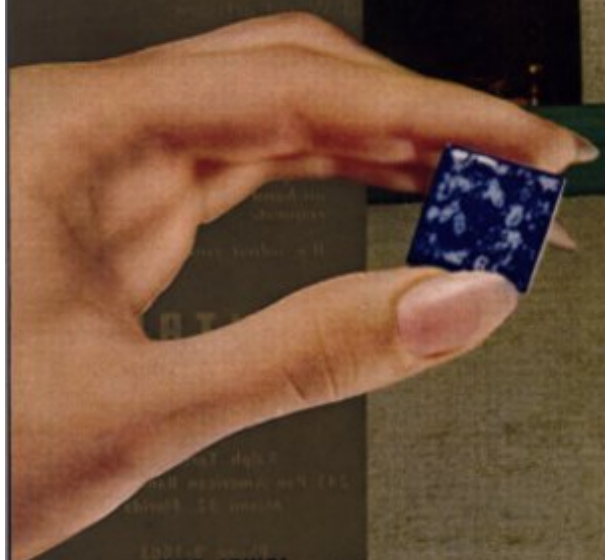
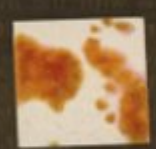
THE FLORIDA ARCHITECT





# Italian

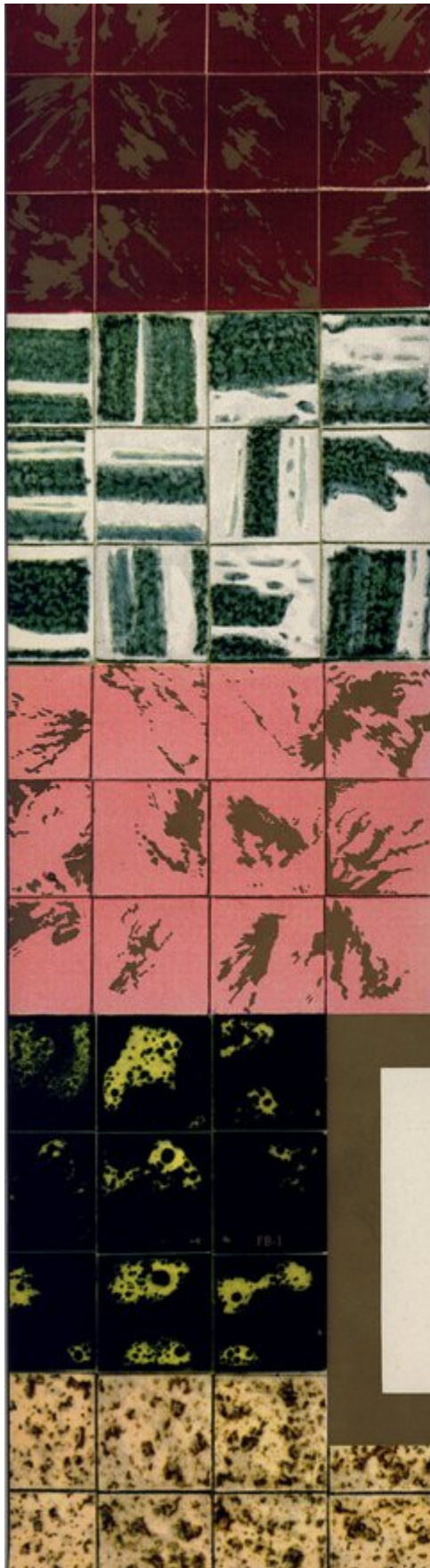
**CERAMIC  
TILE**



THE JEWEL  
OF TILE







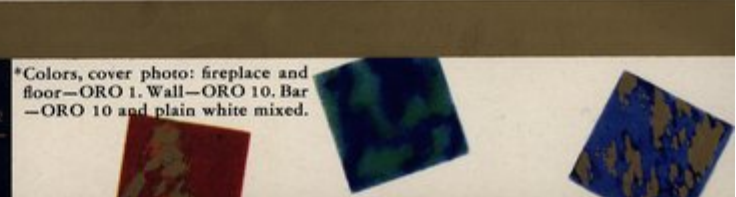
▲ Luxurious bathrooms, deluxe suites at famous Fontainebleau Hotel, Miami; Color ORO 5 ▼ Fountain and mushroom column at of Bal Harbour Hotel, Miami; Color ORO 10 and plain white mixed.



0-8  
FC-3  
0-7

**JO – the Jewel of Tile**

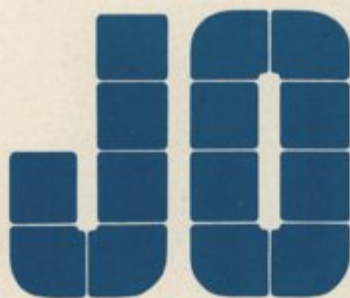
Glistening in sunlight or scintillating softly indoors, *JO Italian Ceramic Tile* complement contemporary buildings and enhance older remodelled structures. Outdoor and interior uses for the diminutive yet elegant  $\frac{3}{4}$ " glazed squares are limitless. There is no climate too hot, cold or changeable for *JO*. Colors of the weatherfast *JO Tile*—and combinations of colors—are myriad. *Ceramics, one of the most permanent substances in existence. Many objects made 6,000 years ago are still in excellent condition today.*



\*Colors, cover photo: fireplace and floor—ORO 1. Wall—ORO 10. Bar —ORO 10 and plain white mixed.

CA-2





# Italian

## CERAMIC TILE

### A Palatial Product at a Practical Price

A fresh and beautiful product, the tiny hard glazed ceramics are manufactured according to an Italian formula of mixed clays, flint and feld-spar. Esteemed on the Continent for their highly individual handcraft effects as much as for their weather imperturbability and color permanence, the *Italian Ceramic Tile* has been time- and climate-proved in installations from the North Sea to the torrid Mediterranean. Now these gemlike little beauties are being produced in quantity and are available for economical use in and on American buildings through JO Italian Ceramic Tile Corporation's United States Representative.

Conventional mosaics, because of the difficulties and time involved in cutting and setting stone and glass fragments, have been regarded as embellishment for palaces and temples, outmoded by current construction need for speedy application techniques. *JO Italian Ceramics* are low-priced—not only in initial cost but also in installation. Suitable for regular mortar bed or adhesive setting methods, factory-assembled *JO Tile* are in line with the building industry's demand for materials that save man hours on the job. The  $\frac{3}{4}$ " tile actually go up faster and easier than conventional, larger wall tile.



The new Hotel Seville in Miami Beach employs JO ceramic tiles on the entire facade, lobby and bathrooms.



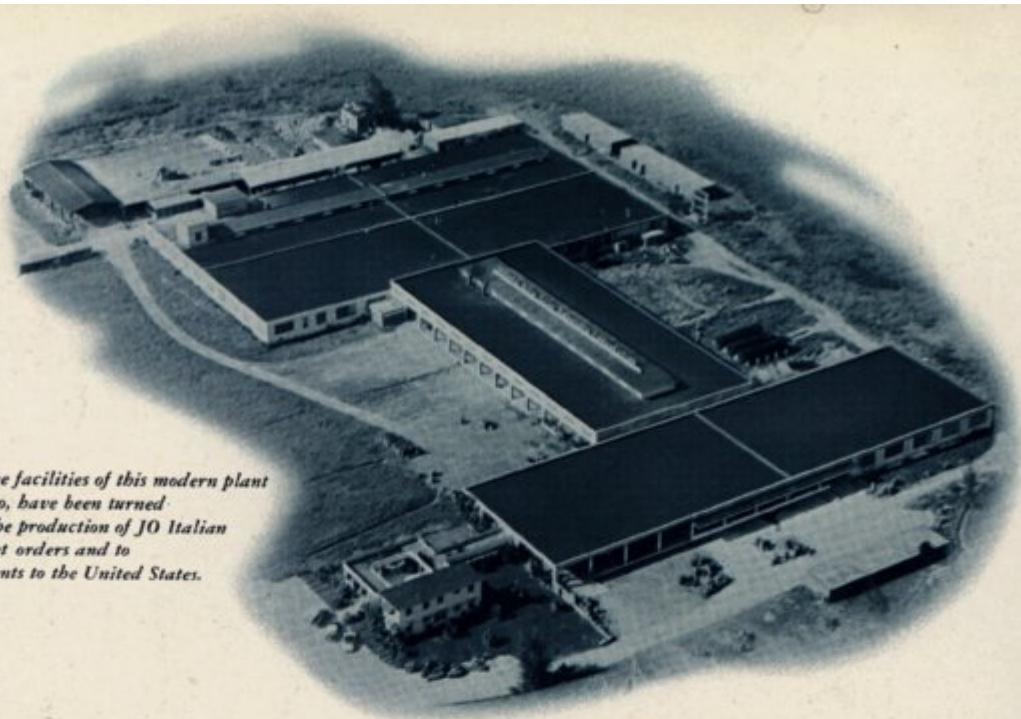
This striking interior of the Maule Building in Miami has walls of JO ceramic tiles.



Commercial store use of tiles is indicated by this interior of a fashion shop.



*The production line facilities of this modern plant in industrious Puerto Rico, have been turned over to the production of JO Italian Ceramic Tile, to meet orders and to facilitate shipments to the United States.*

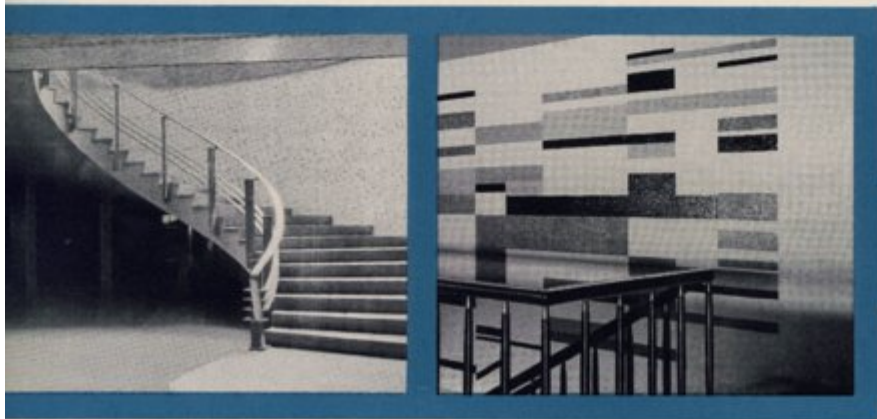


**Miniature Scale Adaptable.** Because of their non-imposing proportions, gracious  $\frac{3}{4}$ " JO Tile can be used to blanket an object or area of any size or shape—from a fireplace to a whole room or complete building exterior. This monolithic quality, combined with JO's inherent individuality, easy installation over various board and masonry materials, and minor maintenance required, suit the small-scale ceramics to such different decorative and practical uses as walls and wainscoting in school and hospital corridors, restaurants, apartment and hotel bathrooms; as counters and facing on display cases, store fronts; as cladding for washroom partitions

and prefabricated curtain wall panels, as well as sundry other commercial and institutional applications. The new brilliantly toned tile also adds graciousness to a home, wherever used: kitchen, entrance hall, living room, powder room or patio.

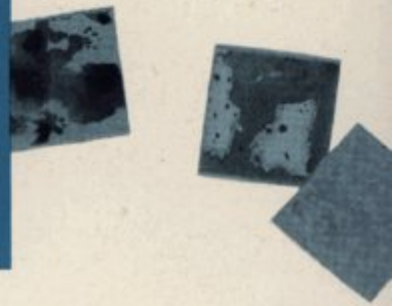
**More Coverage per Sheet.** Each single 12" x 12" sheet contains 225 of the tiny  $\frac{5}{32}$ "-thick tiles, covering an area 3 times that of a standard "king size" 6" x 9" tile and *eight times as large* as one regular  $4\frac{1}{4}$ " tile unit.

The setter is concerned with only 4 casual seams per square foot of JO Tile instead of the 24 precise joints required by nine  $4\frac{1}{4}$ " tile.



A majestic example of the use of JO ceramic tiles on curved walls.

The versatility of these magnificent tiles is indicated in this "all tile" mural wall.



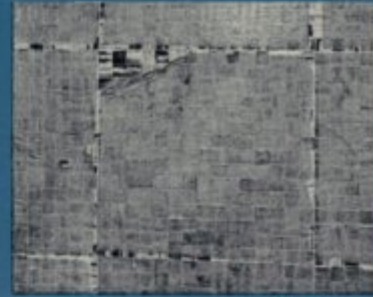




No. 1



No. 2



No. 3

**Installing JO Ceramic Glazed Tile:**

(For materials and base surfaces involved, refer to Specifications, page 6.)

Before each 12" x 12" sheet of tile is applied, it is folded in two and immersed in clean water until

thoroughly soaked (about 3 seconds) to insure the bonding of ceramic tile to the setting bed. The tiler places the bottom half of the 12" x 12" sheet in position on surface to be tiled and spreads the remaining half on the adjacent area (Photo 1 above). Using a wet sponge to keep the sheet pliable, he lays the 12" x 12" unit

lightly against the neighboring ones (Photo 2) and aligns it so the vertical joints are plumb and horizontal joints are level (Photo 3). After each 15 to 20 sq. ft. of tile has been set, the paper facing is removed while still wet. If the paper has dried, it is rewetted with a brush for easy removal. (Photo 4). The tiler then presses the



No. 4



No. 5



No. 6

sheets of tile into the setting bed with a steel trowel (Photo 5).

After the tile has set for 20 to 30 minutes, it is beat into the setting bed by placing a wood block flat over the tile surface and tapping the block with a hammer (Photo 6).

Standard mounting width... each joint is built to its entire depth. Hairline joints between abutting sheets of tile correspond in width to the factory-set hairline spacing around each individual JO Tile, creating an overall monolithic effect. All cut tiles are to be rubbed smooth and even. Joints are saturated with water and

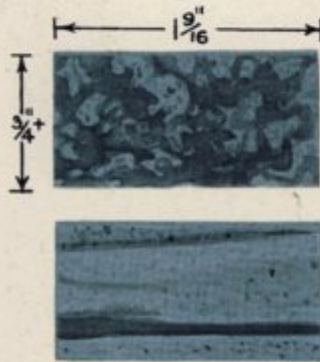
then grouted with a prepared waterproofed grout or waterproofed Portland cement, colored or soncolored as chosen by the Architect. The grout mixed to a creamy consistency, is sponged thoroughly into the joints so that each hairline seam is filled to its entire depth.

**Alignment Automatic.** JO Tile presents no seam alignment problem. Sheets of prespaced tile fit next to one another effortlessly. No measuring or string-spacing is necessary, either for vertical or horizontal joints, and any slight irregularity is in perfect keeping with the handcrafted coloration and handset look of the overall tile surface.

**Gorgeous Galaxy of Gemlike Colors.** At present, 80 standard tones (see full size chart p 7) are being produced at the Puerto Rican plant in smooth gloss, smooth matte, and pebbly surfaces in colors ranging from subtle monochromes and gold-stroked solids to bold duotones. Several of the deep colors resemble semi-precious stones.

**Mosaics by the Square Foot.** Factory assembled in sheets 12" x 12" with peel-off paper facing for fast application, JO Italian Ceramic Tile have been applied to everything from the table and counter tops to marquees, lobby walls, swimming pools and entire building facades.

**Architectural Harmony.** JO Tile, applied in subtle solid tones or controlled mosaic schemes specified by the designer, can bring new tactility and a welcome infusion of warmth to severe surfaces of modern structures. The adaptable surfacing of small ceramic squares prearranged on a flexible sheet conforms just as easily to the contours of a column, a vaulted ceiling, or an arch.



JO ceramics also furnished in above size.



# JO CERAMIC WALL TILE SPECIFICATIONS

**General Conditions:** The Tile Contractor shall consult the general conditions governing the general contract, which are hereby made part of this specification, for instructions pertaining to this work. The A.I.A. general conditions and any supplementary general conditions, together with the current edition of *The Tile Handbook* and *Thin Setting Bed Methods and Materials*, complementary to the *Tile Handbook, K-400*, compiled by Don Graf, published by and available through Tile Council of America, 10 East 40th Street, New York, N. Y., are hereby made a part of the specification insofar as the provisions apply to this project.

The installer is not to be responsible for (...any construction to receive the setting beds...removal of existing surfaces...accessories as described...etc.) unless otherwise specified.

**Scope Of Tilework:** Furnish all labor, materials, any and all items of service, facilities, transportation, and construction plant required for the properly completed installation of JO ceramic wall tile, in strict accordance with drawings and/or specifications and/or schedule. Tile is to be installed to the heights detailed on the drawings and/or as specified, under the direction of the Architect.

**Materials:** All JO glazed ceramic wall tiles shall be as manufactured by JO Italian Ceramic Corp., (U. S. Representative: Ralph Torres, Jr., 241 Pan American Bank Building, Miami 32, Florida) as per approved samples on file, or equal only as approved by the Architect. All tile shall be delivered to the job in unopened containers.

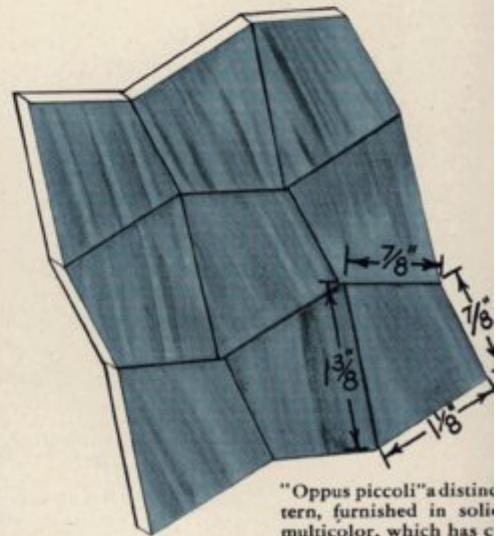
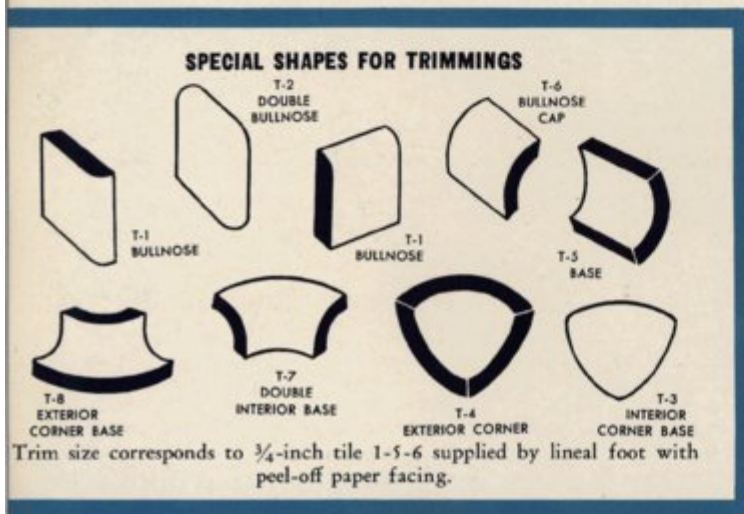
All JO glazed ceramic wall tile with trim pieces shall be dust pressed, mixed clays, flints and feldspars, white body, machine made with backs grooved. Face colors shall be fast and non fading. Tiles shall be thoroughly and evenly matured, free from defects which might affect serviceability, and shall have a finish surface that is impervious to water. Tiles shall be of colors, combinations of colors, and patterns selected by the Architect. All JO glazed ceramic wall tiles for exterior and/or interior, vertical and/or horizontal surfaces (except floors other than in bathrooms) shall be weatherproof, temperature proof, acid resistant, of selected colors, smooth and/or rough textured, square edges, size  $\frac{3}{4}'' \times \frac{3}{4}'' \times \frac{5}{32}''$ , mounted on  $12'' \times 12''$  papered sheets with unfilled, hairline joints.

**Inspection:** The Architect is to be afforded all reasonable facilities and assistance for site inspection of materials and workmanship. The Tile Contractor shall have someone in authority approve job conditions. Containers in which tiles and other materials are packed shall be kept dry until tiles and other materials are removed and checked; and precautions shall be taken to see that the tiles are not stained before they are soaked or set in place.

**Base Surfaces:** JO glazed ceramic wall tiles may be applied to the following base surfaces: gypsum lath or wallboard, unpainted or painted gypsum plaster skim coat, gypsum plaster brown coat, plaster, exterior type plywood, hardboard, cement asbestos board, fiberboard, masonry with portland cement mortar joints, portland cement plaster or concrete, metal, glass, marble, terrazzo, steel, cork, flush boarding, slate, Keene's cement, magnesite, and oil glazed tile. Precautions shall be taken to prime and prepare base surfaces in strict accordance with the aforesaid *Tile Handbook* and complementary *K-400*. Furthermore, the problem should be discussed with the Tile Contractor and manufacturer of setting bed material being considered.

**Setting:** All materials and workmanship shall be in strict accordance with the current edition of the aforesaid *Tile Handbook* using conventional mortar installation; or, JO glazed ceramic wall tiles may be applied with any of the following thin-type setting beds:  $\frac{1}{32}''$  to  $\frac{1}{8}''$  organic adhesive,  $\frac{1}{32}''$  to  $\frac{1}{8}''$  inorganic bonding coat, or  $\frac{1}{8}''$  to  $\frac{3}{16}''$  portland cement mortar setting bed as described in *Thin Setting Bed Methods and Materials*, complementary to the *Tile Handbook K-400*. For freezing conditions, setting bed should be not less than  $\frac{1}{4}''$ . (For installation specifications, see p. 4.)

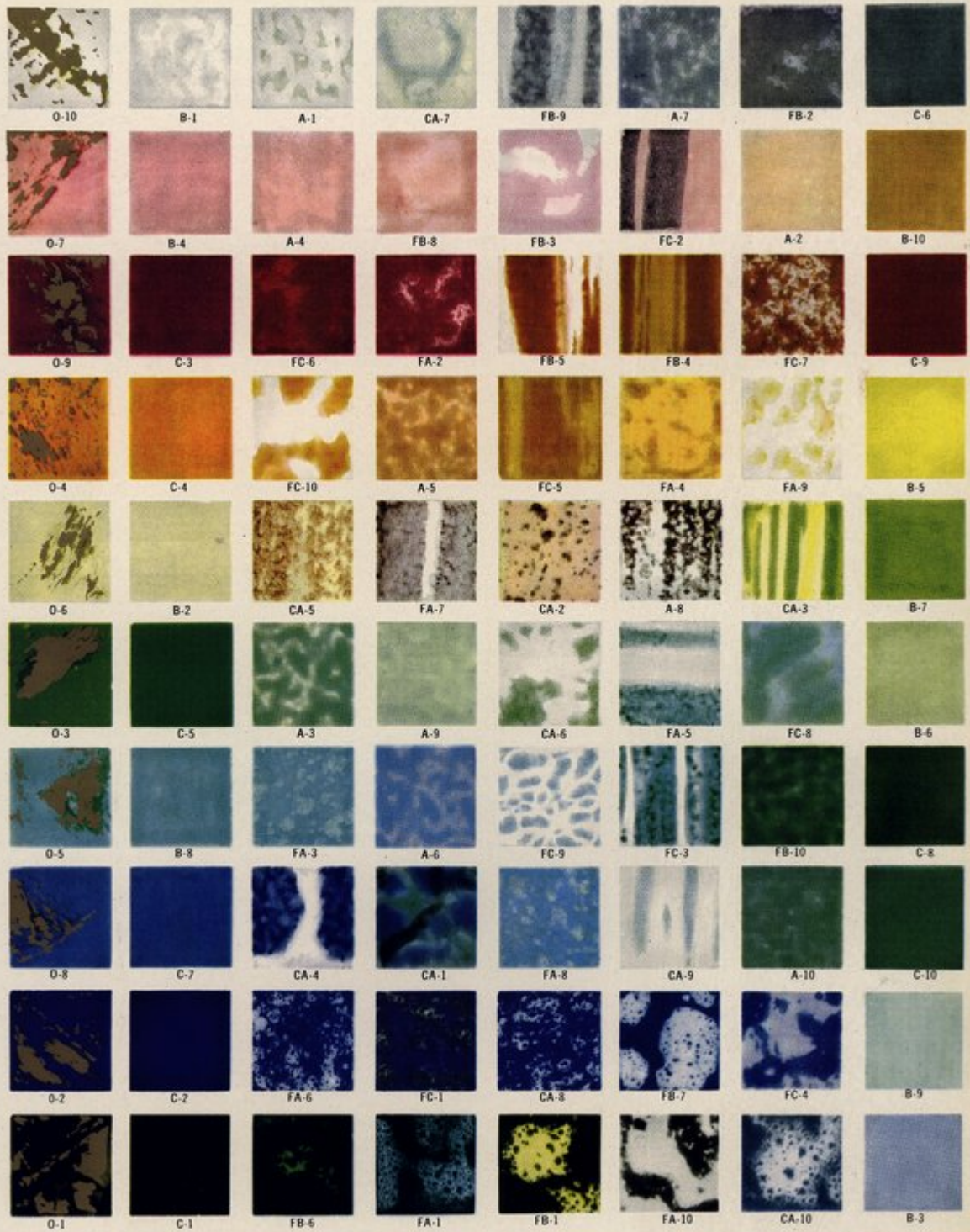
**Cleaning and Protection:** As soon as setting bed and grout harden, JO glazed ceramic wall tile surfaces shall be washed clean of all grout with clean water and protected with a suitable covering of paper, before other trades shall have access to the area. *Note:* Any non-acid cleaner may be used on JO glazed ceramic wall tile, except on the *D-Oro* tile series, which should be washed only with water and mild soap and should not be cleaned with scouring powders containing abrasives.



"Oppus piccoli" a distinct pattern, furnished in solid multicolor, which has a great stir through Europe. Used in floors and walls standard trimmers.



# COMPLETE RANGE OF COLOR AND TEXTURE



NOMENCLATURE O = Oro A = Series "A" B = Series "B" C = Series "C" CA = Caribe FA = Fantasy "A" FB = Fantasy "B" FC = Fantasy "C"

**Symphony in Polychrome.** As pigmentation varies slightly in *JO Ceramics* from tile to tile, an architect or designer who orders one stock color can expect a distinct and inherently beautiful pattern to appear throughout the surfacing when it is applied. On the following page are selected samples of exotic Italian tiles.





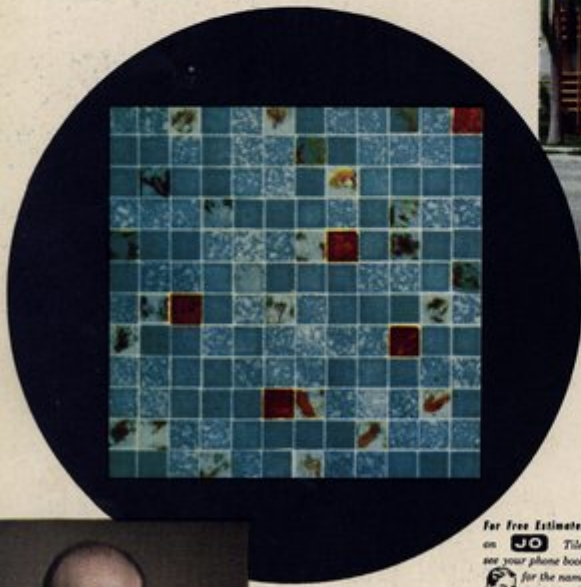
These selected examples of exotic Italian tiles are also available from JO Italian Ceramic Corporation.



Color FA 3 used in luxurious residential living room.



Multicolor pattern effectively used facade of Maule Building, Miami.



For a highly individual effect on a particular installation, the designer may prefer to specify two or more standard colors in proportioned or random mixtures. There is a nominal charge for factory-grouping the standard tile on percentage-wise basis.

To the Designer, Decorator, and Architect, JO Italian Ceramic Tile signifies a sumptuous medium for self expression. It also pleases the most fastidious client's taste for subtle, brilliant visual effects, and satisfies the most practical-minded building owner in its longevity and negligible maintenance.

We have endeavored to convey in this catalogue the typical information requested by architects in the numerous inquiries received.

*Keep Posted for Additional Releases*

## JO Italian Ceramic Corporation

U. S. Representative: Mr. Ralph Torres, Jr., 241 Pan American Bank Building, Miami 32, Florida



**MR. RALPH TORRES**  
JO Italian Ceramic Corp.  
United States Representative

For Free Estimates  
on **JO** Tile,  
see your phone book  
for the name  
of Your Tile  
Contractor  
(Ceramic)

## FAA Board of Directors

(Continued from Page 12)

direct representation on the Institute Board, instead of a state association of chapters with only an oblique contact with regional affairs.

Announcement of Dean WILLIAM T. ARNETT's resignation from his U/F administrative post signaled a prolonged discussion of the situation now current in the College of Architecture and Allied Arts. Net result of this discussion was the Board's decision to authorize SANFORD W. GOIN, FAIA, chairman of the FAA Committee on Education and Registration, to meet with U/F President WAYNE REITZ and Vice-President H. W. CHANDLER, as representing the Board's policy. This policy involved a firm conviction that the College of Architecture and Allied Arts should be continued at the University sub-

stantially in its present form of administrative organization. At the same time the Board expressed its desire to be of any practical assistance to U/F administrators.

Discussion also developed on the question of continuing the FAA Group Insurance program now vested in the Inter-Ocean Insurance Company. Decision was to continue the program for the time being.

Directors and alternates present included: WILLIAM R. GOMON, *Daytona Beach*; SANFORD W. GOIN, FAIA, and THOMAS LARRICK, *Florida North*; EDWARD G. GRAFTON and JAMES E. GARLAND, *Florida South*; WALTER B. SCHULTZ, *Jacksonville*; and FREDERICK W. KESSLER and GEORGE J. VOTAW, *Palm Beach*. ANTHONY L. PULLARA attended as a non-voting representative from the *Florida Central Chapter*.

## Arnett Resigns Post as Dean

WILLIAM T. ARNETT, for the past ten years Dean of the College of Architecture and Allied Arts of the University of Florida, has resigned that position. As of July 1st he will resume his former position as full professor of architecture.

His action was ratified by the University Board of Control at its April meeting in Fort Lauderdale. The Board named H. W. CHANDLER, the University's Vice-President in charge of Academic Affairs as acting dean until a suitable replacement for Dean Arnett can be found. In announcing the change in the administrative position Dr. J. WAYNE REITZ, U. F. president, characterized Dean Arnett as "one of the finest men on the staff of the University, an excellent teacher and a splendid citizen."

Dean Arnett has been a member of the University's Planning and Policies Committee and Campus Development Committee; and has also served as chairman of the Graduate Faculty on Community Planning. He was one of the very first graduates of the University's former School of Design, holds a master's degree in architecture and was named Dean when the School's status was changed to that of College.

The shift in administrative personnel will have no immediate effect on the present staff of the College, according to both Dean Arnett and

JOHN L. R. GRAND, head of the Department of Architecture at the College. Commenting on the move, Dean Arnett said he felt that no staff member should serve more than ten years in a top administrative position and expressed the hope that his successor, when finally selected, would find it possible to solve some of the pressing problems with which the College has been struggling for some years past.

One of these is the extremely low salary scale for the College's teaching staff. This has not only made it difficult to attract able and experienced instructors, but has resulted in such a high rate of personnel turn-over as to present the College administration with an almost constant crisis. This staff situation has been the more critical in view of the growth in College enrollment which last year made the College the second largest of its kind in the country.

The other major problem is the serious lack of housing adequate for College activities. Last year's drive for the first unit of the College's overall building program failed to obtain the necessary appropriation from the Legislature. However, it did focus attention on the pressing need for such buildings; and it is hoped that the next Legislature will be able to authorize the \$1,500,000 appropriation that will be sought.

The Finishing  
Architectural  
Touch

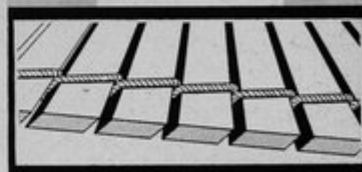
**BELMAR DRAPES**



**NEW LUXURY**  
in Woven Wood

Belmar Drapes lend themselves to the finishing touch of any interior design. Lighting glamour at your command with practical, inexpensive woven basswood drapes.

**BELMAR DRAPES** replace Venetian Blinds as well as cloth draperies.



Constructed of  $\frac{3}{8}$ " seasoned basswood splints with 45° beveled edges and are available in rich natural or modern decorator colors for all window sizes.

WRITE FOR DEALER NEAREST YOU

**SOUTHERN  
VENETIAN BLIND CO.**

1727 N.W. 28th STREET MIAMI, FLORIDA



---

# Now---New Beauty with Plywood in Twelve-foot Panels...

It's Full Height  
"WESTAG"  
and Beautiful!

Panels up to twelve feet in height in a variety of fine hardwoods can now be specified — without the price penalties and production delays formerly associated with such requirements. This is possible now because we have been appointed as distributors in Florida for Westag, internationally known European producers of fine plywoods.



**A. H. RAMSEY AND SONS, INC.**

71 N. W. 11th TERRACE, MIAMI---FRanklin 3-0811

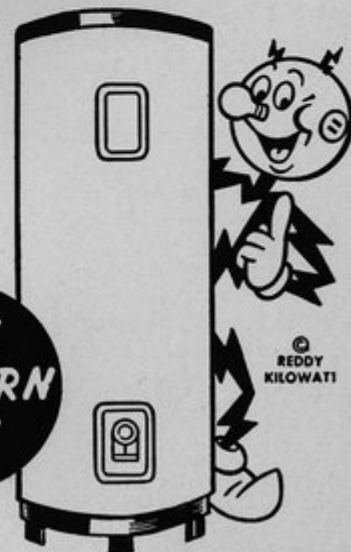
---

## BE SURE IT'S ELECTRIC...

For flexibility in planning . . . Specify  
ELECTRIC water heaters. They tuck away any-  
where . . . need no special flues or vents. They  
eliminate heat radiation . . . designed to heat  
the water NOT the house. Important too . . . electric  
water heaters are clean, safe, fast  
and economical.



**THE  
MODERN  
WAY**



**FLORIDA POWER & LIGHT COMPANY**

# Florida Newspapers Sweep AIA Competition

Dramatic evidence of the good relations that exist generally between Florida's architectural profession and the press is the fact that Florida editors won both newspaper awards in the AIA's Third Annual Journalism Competition.

JOHN SENNING, of the Miami *Herald*, won the Class I award; DOUGLAS DOUBLEDAY, of the St. Petersburg *Times*, the Class 2 award. Each award involves a prize of \$250 to winning authors and a certificate to

them and the newspapers they represent. Presentation of awards will be made by AIA Chapters in the home cities of winning publications.

The jury included HENRY H. SAYLOR, FAIA, Editor of the AIA Journal; AUSTIN W. MATHER, AIA Regional Director for New England; HAROLD R. SLEEPER, FAIA, member of the AIA P/R Committee; VERNER W. CLAPP, Library of Congress; and LOWELL MELLETT, news writer.



Above, Douglas Doubleday of the St. Petersburg *Times*, and, left, his story that won a prize for the "best feature story on an architectural subject or personality in a newspaper, newspaper supplement or newspaper magazine." Doubleday joined his paper in 1949. As real estate editor he saw that "amenities of good Florida design was good economics for the community", worked closely with architects and broadened his news coverage to include city planning as well as architectural design. Now a special writer, he did his prize-winning story at the suggestion of Sandy Stiles, Sunday magazine editor. He has been a frequent guest and speaker at local AIA chapter meetings.



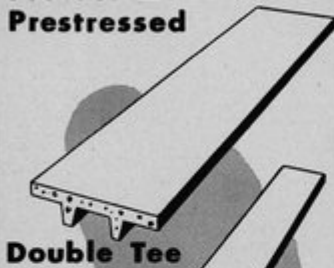
Above, the story by John Senning, left, won an award for the "best factual reporting on an architectural subject or personality in the news columns of a paper." The author has been real estate editor of the Miami *Herald* for the past

two years and rapidly re-made the section into a national prize-winner. His broad outlook and understanding of the community-value of good architecture has been helpful to both the architectural profession and his community.

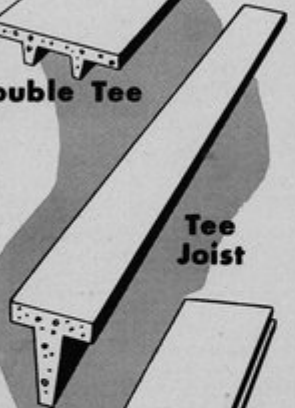
For the BEST in  
concrete construction

USE  
**LEAP**  
CONCRETE

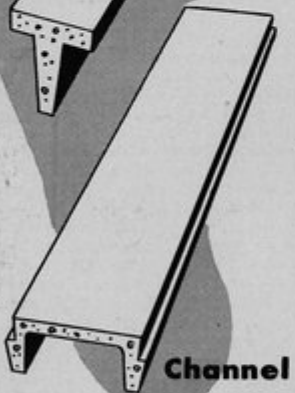
Precast &  
Prestressed



Double Tee



Tee  
Joist



Channel

LEAP concrete products are mass produced in long spans to standardized designs in 15 plants throughout the United States, Canada, Hawaii and South America.

Send for table of loadings by  
filling in the coupon below

LEAP CONCRETE Dept. D-7  
P. O. Box 1561, Lakeland, Florida  
Please send me complete details about  
LEAP Pre-Stressed Concrete.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_

## News & Notes

### Institute Convention at Los Angeles, May 15 to 18

With plans for the 88th Annual AIA Convention now completed, Florida architects should be reserving accommodations for the sessions which run from May 15 to 18. Themed as "Architecture for the Good Life" the convention's program will include three major seminars and several round table discussions of AIA committees. Subjects include Hurricane Resistance, chaired by CLINTON GAMBLE, house design and collaborative design. School building trends, specifications, education and office practice are other subjects.

Principal speaker will be CLARENCE S. STEIN of New York, slated as recipient of the Gold Medal. Other speakers will be JOHN E. BURCHARD, M.I.T., who will give the Convention's keynote address; JOHN HERMAN, Housing and Home Finance Agency administrator, and CARLOS CONTERAS, Mexican architect and planner.

Convention headquarters are the Biltmore Hotel, Los Angeles. Reservations must be made through the office of Director of Convention Activities, 1735 New York Avenue, N. W., Washington 6, D. C.

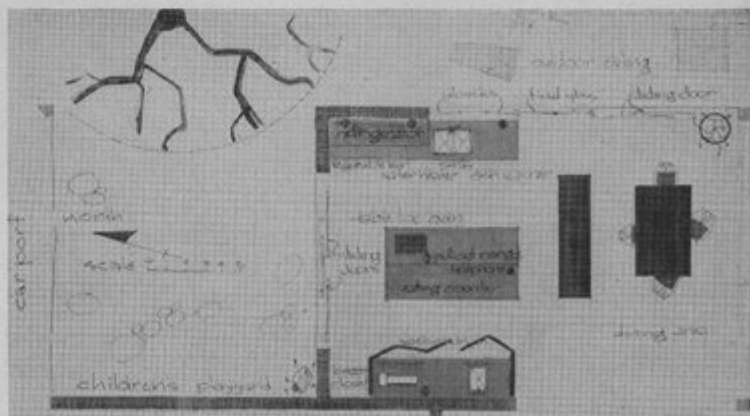
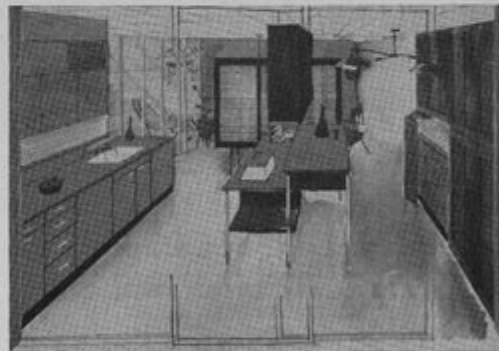
### Last-Minute Reminder

The Testimonial Banquet for MELLE C. GREELEY, FAIA, to be held at the Roosevelt Hotel, Jacksonville, at 8:00 P.M., Saturday, May 5, 1956, is more than a party for a fine gentleman and architect by his professional colleagues. It will be attended by many of "Mel's" long-time friends from the many activities in which he has been active — church and community organizations.

You are especially invited — and urged — to attend this tribute to a man who has given much to architecture in almost 50 years of practice. Reservations — and better make them quickly! — should be sent to ROBERT E. BOARDMAN, AIA, 2014 Arcadia Place, Jacksonville 7, Florida.

### James E. Greene Wins G. E. Kitchen Competition

Here is the U/F architectural student's design as published in *The Bride's Magazine*. It took first prize in a 4th-year student contest for the most original design for a kitchen suitable for a Florida house costing \$14,000. Second prize was taken by Jerry D. Tillinger. Constance Louise Capps was awarded the third prize.





## DUES ARE DUE!

According to FAA Treasurer Morton T. Ironmonger, that heading is almost a masterpiece of understatement! At the recent meeting of the FAA Board of Directors, he called attention to the fact that FAA dues from several chapters are already overdue.

Through this notice he sends a special request to every chapter member: If YOUR dues aren't yet paid, please get busy with that checkbook right away!

We know how it is. We're all busy, too. But organizations have budgets; and to meet them they need your cooperation on dues. So — if you haven't, do it now: Drop that dues check into the mail tonight.

## Concrete Institute To Hold Second Annual Convention At Hollywood Beach Hotel

The role which prestressed concrete is playing in today's architecture will be emphasized during the second Prestressed Concrete Institute convention in May.

The event will be held in the Hollywood Beach Hotel at Hollywood, Fla., for three days starting May 16. It will be attended by approximately 600 architects, engineers and concrete technicians.

Of prime interest to architects attending the sessions will be a discussion on design, to be presided over by W. B. DEAN, assistant Highway Engineer for the State Road Department of Florida.

Scheduled for 3:30 p.m., May 16, the discussion will include the following panel members: CURZON DOBELL of the Preload Co.; R. M. DUBOIS, Freyssinet Co., both of New York; THOR GERMUNDSON, Portland Cement Association, Chicago, Ill.; T. Y. LIN, University of California,

and PAUL ZIA, University of Florida.

The following day, convention delegates will be taken to local prestressed concrete yards in South Florida to observe the latest casting techniques.

The final day of the convention will be devoted to the reading of technical papers by outstanding authorities in the field of architecture, engineering and construction.

Featured in this phase of the program will be Germundsson, Dobell, Dean and Lin, in addition to C. E. EKBERG, Lehigh University, Bethlehem, Pa.; H. J. GODFREY of John A. Roebling's Sons, Trenton, N. J., and R. W. KLUGE, University of Florida.

The convention will be climaxed by a banquet at 7:30 p.m., May 18, in the Hollywood Beach Hotel. The featured speaker will be WALTER L. LOWRY, JR., Head of the Civil Engineering Department of Clemson College, Clemson, S. C.

GEORGE W. FORD, Fort Lauderdale, vice president of R. H. Wright and Son, is convention chairman and president of the institute.

● *glued, laminated wood structures...*



*Jai Alai Fronton  
Riviera Beach, Florida*

**SALES OFFICE**  
Johnson, Alexander & Walter  
502 Kanuga Drive  
West Palm Beach, Florida  
Phone TEmple 2-4956

# UNIT

## ARCHES • BEAMS TRUSSES

● All Unit members are prefabricated to exacting dimensions to satisfy your specifications . . . and may be factory finished, stained and varnished when desired. For full information on design, quotations and erection service, contact your Florida Representative.

## UNIT STRUCTURES, INC.

● **General Offices — Peshtigo, Wisconsin**  
Plants at Peshtigo, Wisconsin, and Magnolia, Arkansas



UNIT STRUCTURES, INC. PESHTIGO, WISCONSIN

---

---

# What does SERVICE Mean... TO YOU?

At the very least it should mean good workmanship — good materials properly installed. That's minimum. And you have the right to expect it from any electrical contractor worthy of the name.

But with Satchwell, Service means something more.

It means the diversified technical knowledge needed to complete any job given us — from repairing a lamp (our smallest) to the layout and installation of the complex electrical services and controls for a huge paper mill. This, a recent job, was one of our largest, with the electrical work alone running over \$1,500,000.

Then there's experience. Our company has been in business continuously for 39 years — since 1917. Our technical staff represents an aggregate of more than 100 years in their special fields of electrical work. We know what quality is, how to get it, how to build it into all our jobs.

There's good organization, too. That means team work, coordination between staff and field men, keeping pace with schedules — and keeping job performance high and job costs low at the same time.

That's what Service means to Satchwell. It can mean the same for you if you'll let us figure your next job.

## SATCHWELL



**ELECTRIC  
CONSTRUCTION  
COMPANY, INC.**

2922 Old St. Augustine Rd., Jacksonville

P. O. Box 5777 Phones FL 9-1643-4-5

---

---

## Regional Convention

(Continued from Page 5)

ready being widely used in construction," the speaker observed, "the real potentials of their efficient application have hardly been explored. What is needed now is collaborative research on the part of both architects and manufacturers to make full use of the special qualities of various plastic types to solve problems of design and construction in more efficient and more economical ways."

Professor Deitz also explained briefly two M.I.T. research projects — one the development of an all-plastic house for industrial reproduction. The other concerned use of solar energy as a source of heat for buildings.

"Solar heating methods," said the speaker, "have now been researched to the point of practical calculation. Data is now available for the efficient use of solar energy in any section of the country."

"We have built solar heating units that can utilize up to 30 per cent of available solar energy. We are now working on the problem of reducing the cost of making such units. At a cost of \$2 per square foot a solar heating system for a house in Cambridge (Massachusetts) would be competitive with oil heating."

"It's possible," he added, "that use of proper plastics can lead to the solution of this cost problem."

Other provocative talks on building materials were given by R. T. A. JOHNSON, of the U. S. Forest Products Laboratory, Madison, Wisconsin, and PAUL WEIDLINGER, New York consulting engineer and M.I.T. faculty member. Mr. Johnson spoke on "Laminated Wood Structures"—and his talk, illustrated with examples of Florida designs which have used laminated wood members, is slated for publication in an early future issue of *The Florida Architect*.

Paul Weidlinger's talk concerned aluminum and its structural use in building design. First he discussed the various characteristics of the metal's alloys which provide a basis for their use. He then pointed out how these characteristics operate as limiting factors—or as factors that can be adapted to achieve new structural solutions and thus new design forms.

"Alloys of aluminum," said the engineer, "are now such as to let us

solve any structural problem comparably with steel—and in relation to long spans, much better than with steel.

"But to achieve proper use of the material we must start from the beginning. Steel can do some things aluminum cannot do—and vice versa. So it is not a case of designing a steel structure for fabrication in aluminum. New thinking is needed; and out of this will come new forms."

The speaker pointed out that aluminum cost was about six times that of steel by weight, about twice by volume. But the cost trend is down; the production trend, up. Steel produc-



Two outstanding personalities of the Regional Conference were F. Carter Williams, left, president of the North Carolina Chapter, AIA, and AIA National President George Bain Cummings, FAIA. Mr. Williams was the genial master of ceremonies at dinner meetings held on both opening and closing evenings of the Conference. President Cummings spoke Thursday.

tion, for example, has doubled in recent years. But aluminum production has increased six to seven times in a comparable period.

"The designer's problem," Weidlinger told his audience, "is to detail structures that will solve the problem of enclosing space with a quarter, a fifth or even a sixth the weight of steel to equalize the cost factor."

"The only practical way of doing this is through full utilization of aluminum alloy characteristics and careful calculation of new structural forms that will take advantage of each one."

Following Weidlinger's talk on Saturday morning, HENRY L. WRIGHT, F.A.I.A., New York research con-

(Continued on following page)

THE FLORIDA ARCHITECT

sultant and former editor of *Architectural Forum*, spoke on "Environment and Comfort." Using air-conditioning as a basic illustration, Wright pointed out how various technical factors needed to condition building interiors operate as significant, and often controlling, influences of design. As other speakers had done, he emphasized the increasing need for research in building design and construction.

"Research on building materials and various elements of equipment is important," he said, "but of even more importance is research on buildings themselves as a basis for learning how best construction materials and equipment can be combined and coordinated in buildings designed for various specific purposes."

To illustrate his point he cited how analytical tests of a completed school building, coupled with experimental use of materials, had provided a practical measure of the building's performance. Tabulation of test results thus provided the architect with a kind of performance scale which could be used to improve school building design.

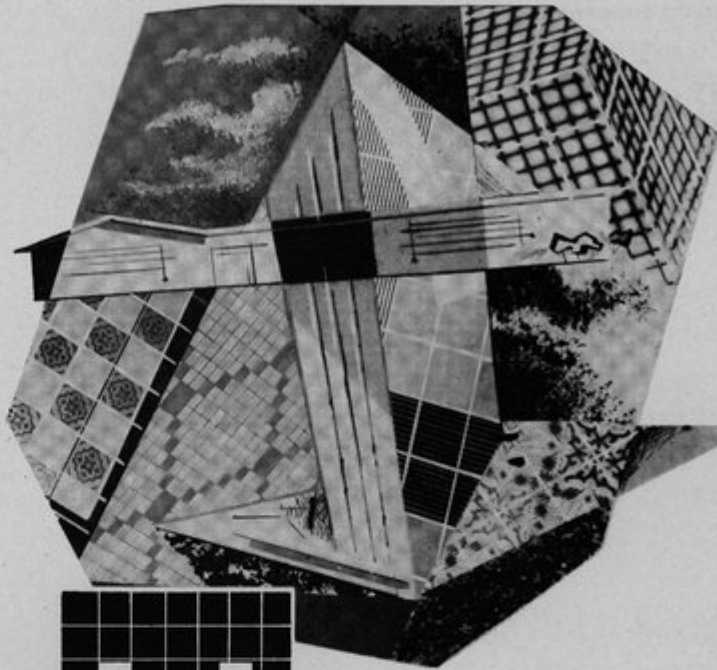
Friday morning, most Conference delegates journeyed to Raleigh to hear PIER NERVI, famed Italian engineer, discourse, through his interpreter, MARIO SALVADORI, New York consulting engineer and professor of civil engineering at Columbia University. Nervi's talk followed substantially the lines of his article published in the April, 1956, issue of *Architectural Record*. In the afternoon, the two speakers joined with JOSE LUIS SERT, Dean of the Graduate School of Design, Harvard University, and GARRETT ECKBO, professor of Landscape Architecture, University of Southern California, in a panel discussion.

Moderated by philosopher-author GEORGE BOAS, of The Johns Hopkins University, the discussion developed into an exchange of intellectual abstractions that was politely absorbed by a lecture hall packed with N. C. State College students. DEAN HENRY L. KAMPHOEFNER of the NCSC School of Design introduced the moderator and panel members to the practicing architects who attended the meeting as Conference guests.

The business part of the Conference consisted largely in a series of brief committee meetings, the ap-

*(Continued on Page 28)*

MAY, 1956



**ILE**

*for every purpose...*

*Nothing Matches the Fresh, Lasting Beauty of Tile*

**FOR WALLS:**

GLAZED TILE... By SUNTILE and ROMANY  
DECORATIVE TILE... By CERATILE

**FOR FLOORS:**

CERAMICS... By SPARTA and SUNTILE  
SUNTEX... By SUNTILE  
QUARRY... By SUMMITVILLE

*Plus—A wide selection of Split-Face Stone, Structural Marble, Craborchard and Slate Flagging... designed to meet architectural requirements.*

P.O. BOX 428 • BUENA VISTA STATION



4000 NORTH MIAMI AVENUE • MIAMI, FLORIDA  
Phone: Plaza 8-2571





**DISTINCTIVE  
VERSATILE  
ENDURING**

*"Immediate  
Delivery"*

Exclusive Distributors—  
Dade, Broward, Monroe Counties

America's most versatile  
translucent Fiberglas Paneling  
made in  
contin-  
uous rolls



## ARMOR-FLEX PRODUCTS

WHOLESALE FACTORY DISTRIBUTORS

Phone JA 2-3204

2111 S. Andrews Ave.  
Ft. Lauderdale, Fla.

## SERVING FLORIDA ARCHITECTS & BUILDERS

- REINFORCING STEEL
- BAR JOISTS
- STEEL SASH
- ALUMINUM SASH
- JALOUSIES
- STEEL DOORS & FRAMES
- MISC. IRON AND ALUMINUM
- ORNAMENTAL IRON
- STEEL ROOF DECK
- STEELTEX
- HIGHWAY PRODUCTS
- COMPLETE ENGINEERING SERVICE
- MODERN FABRICATING FACILITIES

**FLORIDA STEEL  
PRODUCTS, INC.**

TAMPA 8-4824  
ORLANDO 2-4539  
JACKSONVILLE ELgin 5-1662

## Regional Convention

*(Continued from Page 27)*

pointment of new committee members by Regional Director HERBERT C. MILLKEY and election of chapter delegates to fill vacancies on the Regional Executive Board. Appointed as members of the judiciary committee were: ALBERT SIMONS, of Charleston, S. C., for three years; J. WARREN ARMISTEAD, JR., of Atlanta, for two years; WALTER D. TOY, of Charlotte, N. C., for one year; and THOMAS LARRICK, of Gainesville, alternate.

At the Saturday morning business session delegates elected five new members to the executive committee: JOHN STETSON, of Palm Beach; SANFORD W. GOIN, F.A.I.A., of Gainesville; MISS ELLAMAE LEAGUE of Macon, Ga.; W. R. JAMES of Winston-Salem, N. C.; and H. N. FAIR of Columbia, S. C.

The only resolution to be proposed and acted upon by the Conference was presented by F. CARTER WILLIAMS, president of the North Carolina Chapter. He noted that R. T. A. JOHNSON, speaking on wood-laminated construction, had stated that current practice was to ship southern pine to northern states for processing into laminated members—then ship the finished products back for use in southern states' buildings. Williams' resolution proposed that

the Regional Executive Board recommend that a wood-laminating plant be established in the south to utilize native material, eliminate wasteful time and effort in shipping and reduce costs. His resolution was unanimously approved.

Surrounding the Conference meeting area in Durham's Armory, was an extensive exhibit of architectural work by AIA architects in the four-state Conference area. Announcement of awards were made by MISS LOUISE HALL, Durham architect and chairman of the architectural exhibit committee, at the banquet which closed the Conference Saturday evening. Awards had been made by a jury composed of JOHN EKIN DINWIDDIE, Dean of the School of Architecture, Tulane University, New Orleans; FRANK C. LOPEZ, senior editor of *Architectural Record*, and CHARLES GOODMAN, Washington, D. C., architect.

A special merit award went to A. G. ODELL, JR., AND ASSOCIATES, Charlotte, N. C., for the Wilson Junior High School building in Mecklenberg County, N. C. JOHN FORTMAN, of Atlanta, won two awards, one for the residence of Samuel T. Lemer, the other for his design of the building for the Fraternal Order of Eagles. G. MILTON SMALL and GEORGE MATSUMOTO, Raleigh architects, shared an award for their de-

*(Continued on following page)*



Miss Louise Hall of Duke University, Durham, N. C., with judges for the Honor Awards program as they take a look at the Geodesic House which was displayed in the lobby of Washington Duke hotel. Left to right, Dean John Ekin Dinwiddie of the Tulane University School of Architecture, New Orleans, Miss Hall, Frank G. Lopez, senior editor of *Architectural Record*, and Charles M. Goodman, Washington architect.

sign of the Gregory-Poole Equipment Co.'s building in Raleigh. Of the Florida designs submitted, that for the Venice-Nokomis Presbyterian Church building, for which VICTOR A. LUNDY of Sarasota was architect, was the only award winner. JOSEPH N. BOAZ of Raleigh received a citation for his parking-lot office building in Oklahoma City.

GEORGE BAIN CUMMINGS, F.A.I.A., Institute President, greeted Conference delegates and visitors in an address following dinner on the opening day of the Conference. His central theme was the obligation to fellow citizens and the community that is both the heritage and the responsibility of every practicing architect. President Cummings called upon architects not only to recognize their obligations, but to discharge them in ways to reflect credit on themselves and their profession. His message was frankly an inspirational one and presented in the same sincere manner with which it was received.

*"Socially responsible practice of the profession,"* the AIA President said, *"must be 'of the spirit.' It demands that the architect be a 'whole man'—gentleman, scholar, citizen, philosopher.*

*"Out of his productive time and income he should give a tithe to the betterment of his community and the society to which he owes his living and his life. Nothing less than a life-time dedication to the ideals of his profession will suffice for his ultimate satisfaction and happiness."*

#### Florida's Delegation Small

Florida's attendance at the Durham Regional Conference was disappointingly meager. Only five of the state's nine AIA chapters were represented, three of them by only one man each. Four were registered from both Florida Central and Florida North.

The FAA delegation included: from *Florida North*, SANFORD W. GOIN, FAIA, WILLIAM T. ARNETT, JOHN L. R. GRAND and EDWARD M. FEARNEY; from *Florida Central*, ERNEST T. H. BOWEN, II, WILLIAM B. HARVARD, BLANCHARD E. JOLLY and ROBERT L. ALLEN; from *Jacksonville Chapter*, WILLIAM K. JACKSON; from *Broward County*, FAA president CLINTON GAMBLE; and from *Florida South*, A. J. SIMBERG.

MAY, 1956



## Windows and Custom Window Walls

COMPLETE UNIT — SPEEDY INSTALLATION

#### OUTER SKIN

Pattern Aluminum  
Porcelain  
Asbestos  
Stainless Steel  
Plastic Sheet  
Etc.

#### CORE

Insulite  
Celotex  
Styrofoam  
Fiberglass  
Rubbertex  
Etc.

#### INNER SKIN

Aluminum  
Plastic  
Plywood  
Hardboard  
Sheetrock  
Etc.

#### IN YOUR LOCALITY CALL:

Pensacola . HE 8-1444    Daytona Bch. CL 3-1421    Tampa . . . 33-9231  
Tallahassee . 2-0399    Orlando . . (Call Jax)    Palm Beach . . . 3-1832  
Jacksonville EX 8-6767    Ocala . . MA 2-3755    Miami . HI 8-4486  
Hollywood . 2-5443    Ft. Lauderdale JA 2-5235

Florida Sales  
Representative:

1956 Sweet's Catalog    Window Walls 325 BR  
Windows 17a BR

# GEORGE C. GRIFFIN

P. O. Box 5151,  
Jacksonville, Fla.

Factory—BROWN & GRIST, INC., Warwick, Virginia



Electrend  
East Coast Co.  
LAKE WORTH

Security  
Products Co.  
2819 Pearl St.  
JACKSONVILLE

Milky Way Building  
& Heating  
MOUNT DORA

Nutting Electric  
Company  
DELAND

Sarasota-Electrend  
1855 Hillview Ave.  
SARASOTA

Thalman Heating  
& Appliance Corp.  
NEW SMYRNA BEACH

Mel Banks  
Future Heating  
2541 Central Ave.  
ST. PETERSBURG

Electrend Sales  
& Service  
1742 Gulf-to-Bay Blvd.  
CLEARWATER

Corwin Heating  
& Electric  
NAPLES

Mitch's Electrend  
Sales  
3313 W. Lloyd St.  
PENSACOLA

L. A. Yates  
& Sons  
706 W. Gaines St.  
TALLAHASSEE

Rowland's Electrend  
Sales & Service  
151 Fairview  
DAYTONA BEACH

## MORE COMFORTABLE HOMES WITH Electrend ...



- Clean, economical;  
easy-to-install
- Convenient, quiet
- Thermostat control  
in each room
- Requires no floor  
space

Now, get clean, even, convenient electric heat at far less money than you ever thought possible. See, the revolutionary new electric circulating air heating system—Electrend—today.

### Electrend

DISTRIBUTING COMPANY  
OF FLORIDA  
2433 Central Avenue  
St. Petersburg, Florida

WRITE FOR FREE MANUAL AND A.I.A. FILE FOLDER.



## Guide-posts to the Future

(Continued from Page 9)

trades may soon be wagging the architectural dog. What these trades will be is anybody's guess. But we can definitely see Mechanism creeping into everything. Automobiles with push-button windows and push-button drives, automatic daylight control for buildings, such as is being installed in the new Science Building in Washington, are obvious examples.

If we do these things in automobiles — which are practically throw-away items — and special buildings, why will they not become things required for the ordinary run for buildings? Time was when very few homes had bathrooms. Will not individual rooms in future buildings have separate, fully automatic, controls for light and heat and ventilation and cooling to maintain a constant environment — probably from its own nuclear power plant?

It seems that in the engineering side of architecture, we will have the greatest growth. It is with this in mind, therefore, that we should be educating our younger architects. Maybe in the future individual architects will not exist, but will operate as a group or an architectural clinic. According to current statistics the trend is definitely towards larger and more complete architectural offices. This is not just a trend in architects' offices, but is a trend in every form of business in this country. So the future architect who is to manage this group should be educated with some knowledge of all technical fields so he can intelligently coordinate them.

Just a word on pre-fabrication. I think we should make a real study of pre-fabrication and its effect on our profession — and not run and hide and get annoyed the minute the word is mentioned. When we buy a heating boiler, for instance, it is pre-fabricated; when we buy an air-conditioning unit it is pre-fabricated. Why should we get annoyed the minute somebody puts plywood and two-by-fours together and calls it pre-fabrication?

It is very definite from trends already pointed out that we are going to have pre-fabrication, that the manufacturer is seeking all the time for new fields to use his equipment to

(Continued on following page)

THE FLORIDA ARCHITECT



## Sign of Quality

It assures you and your client of high performance and fair dealing in every phase of electrical work . . . Contracting . . . Fixtures . . . Appliances . . . Heating . . . Air Conditioning.

## PALMER ELECTRIC COMPANY

316 W. Colonial  
Phone 5-7551  
ORLANDO

523 Park Ave., No.  
Phone 5-4471  
WINTER PARK

## Inconspicuous . . . until fire strikes!



The Moore Flush-Type Ceiling Sprinkler provides inconspicuous fire protection 24 hours a day.

The time to plan for fire protection is at the start. Wise planning in the architect's office can result in a system designed for attractive modern interiors.

Call in the Moore Engineer — let him show you the advantages of Moore Automatic Sprinklers.

Moore Pipe & Sprinkler Company JACKSONVILLE TAMPA MIAMI

reduce labor, improve the product and make a profit. With or without automation in some fields the manufacturer can fabricate cheaper than we can site-fabricate. He will get definitely more and more into building construction. But it is up to us to point the way and create the demand and to control the market in the building field.

The English have gone far in designing buildings, the parts of which can be factory fabricated. The Ministry of Education, the architect and the manufacturer all collaborate on the design. We should do something along the same line in this country. Otherwise it may be too late.

I cannot state too strongly my thoughts as to the *Octagon* having a Department of Standards and Research. I think this department should issue certificates of approval similar to those of the Underwriters Laboratory and *Good Housekeeping* magazine. This in itself should help defray some expense of the department; and if assistance can be had from foundations, I think this should be done. If not, it should be financed by its members. But of one thing I am certain: it must be established before it is too late. Research and more research is what architects need — also knowledge to keep abreast of research and to use intelligently materials that will be developed from it.

#### ADVERTISERS' INDEX

Armor-Flox Products . . . . .	28
Belmar Shades . . . . .	21
Bruce Equipment Company . . . . .	32
Dixie Style . . . . .	2
Electrend Distributing Co. . . . .	30
Florida Portland Cement . . . . .	3
Florida Power & Light Co. . . . .	22
Florida Steel Products, Inc. . . . .	28
George C. Griffin . . . . .	29
Hollostone of Miami . . . . .	4
Interstate Marble & Tile Co. . . . .	27
Jo Ceramics . . . . .	12 thru 20
Leap Concrete . . . . .	24
Maule . . . . .	2nd cover
Moore Pipe & Sprinkler . . . . .	30
Palmer Electric Co. . . . .	30
A. H. Ramsey & Sons, Inc. . . . .	22
Satchwell Electric Construction Co. . . . .	26
Southern Venetian Blind Co. . . . .	21
Unit Structures . . . . .	25
F. Graham Williams Co., Inc. . . . .	31

F. GRAHAM WILLIAMS, Chairman  
 JOHN F. HALLMAN, President  
 MARK P. J. WILLIAMS, Vice-Pres.  
 FRANK D. WILLIAMS, Vice-Pres.  
 JACK K. WERK, Vice-Pres.  
 JAMES H. BARRON, JR., Secy-Treas.  
 JOSEPH A. COLE, Vice-Pres.



ESTABLISHED 1910

## F. GRAHAM WILLIAMS CO.

INCORPORATED

*"Beautiful and Permanent Building Materials"*

ELGIN 1084  
 LONG DISTANCE 470

ATLANTA  
 GA.

1690 BOULEVARD, N. E.  
 OFFICES AND YARD

FACE BRICK	PENNSYLVANIA WILLIAMSTONE
HANDMADE BRICK	"NOR-CARLA BLUESTONE"
"VITRICOTTA" PAVERS	STRUCTURAL CERAMIC
GRANITE	GLAZED TILE
LIMESTONE	SALT GLAZED TILE
ALBERENE STONE	UNGLAZED FACING TILE
SERPENTINE STONE	HOLLOW TILE
BRIAR HILL STONE	ALUMINUM WINDOWS
CRAB ORCHARD FLAGSTONE	ARCHITECTURAL BRONZE
CRAB ORCHARD RUBBLE STONE	AND ALUMINUM
CRAB ORCHARD STONE ROOFING	ARCHITECTURAL TERRA COTTA
	BUCKINGHAM AND VERMONT
	SLATE FOR ROOFS AND FLOORS
	ERIE PORCELAIN ENAMELING

We are prepared to give the fullest cooperation and the best quality and service to the ARCHITECTS, CONTRACTORS and OWNERS on any of the many Beautiful and Permanent Building Materials we handle. Write, wire or telephone us COLLECT for complete information, samples and prices.

Represented in Florida by

**LEUDEMANN and TERRY**

3709 Harlano Street

Coral Gables, Florida

Telephone No. 83-6554



Modern  
**INTERCOM**

for any need in  
any type of building

Fine performance is the result of fine equipment, expertly engineered in systems properly laid out and installed . . . Intercoms by DuKane meet every fine-quality specification. They provide complete flexibility in use. They're designed for high and constant efficiency. They're made for long, dependable and trouble-free service.

**Executive intercom networks . . . private telephone systems . . . two-way audio-visual installations** — these modern communication facilities are adaptable to any design condition. For consultation on their specification, call Bruce Equipment, whose service is backed by ten years of field experience with all types of electronic sound equipment.

**Authorized  
engineering distributors for**

**DUKANE PRODUCTS**

Ask for A.I.A. File No. 31-i-51

 **BRUCE  
EQUIPMENT CO.**

24 N. W. 36 St. Miami 37

Telephone FR 3-7496

## AGC Convention Stresses Cooperation

(Continued from Page 2)

*putting the cart before the horse. Planning should precede zoning, not the other way round."*

In a report to delegates about construction activities of the U. S. Corps of Engineers, COL. E. E. KIRKPATRICK commented on the need for "greater precision" in building and "revolutionary" methods of construction. He cited as one example, the need for improved methods of paving air-base strips to produce "a super-smoothness, with the maximum allowable deviation from 1/4- to 1/2-inch in a 100-foot run."

Col. Kirkpatrick expressed hope that the State's flood control program would soon get under way in earnest; and commented on the vital need for conserving water for both industrial and population use.

Presented to delegates as "a labor statesman," GEORGE L. MITCHELL, representative of the carpenters' union, underscored a point important to all present in commenting on the need for better safety practices in construction.

*"Florida's safety record," the labor leader said, "is among the very worst in the country. The safety program here is almost no program at all. Maybe the only way to get one is through legislation."*

Bid-shopping was the subject of another discussion during Friday's afternoon session. It was mentioned in a report on sub-contractor relations by S. C. LEIFERT and also in W. H. Arnold's report on Joint Cooperative Committee activities. Consensus of opinion was that "Bid-shopping is an industry problem that must be solved." But no definite conclusions toward this end were adopted by the convention.

Pointed out during discussion was the substance of Senate Bill (U. S.) 1644 which, by requiring submission of all sub-contractors' names on all Federal projects, would force elimination of bid-shopping by government control.

*"Government control is certainly not the answer we want," the committee chairman stated emphatically. "But we'll be forced into it if we cannot solve the problem by ourselves."*

He indicated that progress was already being made in Jacksonville.

Here contractors are making a sustained effort to accede to architects' demands that all sub-contractors be named within 24 hours after a general contract award has been made. In Palm Beach architects are asking that general contractors name selected sub-contractors prior to contract awards. Cooperating contractors are hoping that in time such now experimental practices may eventually eliminate bid-shopping in this area.

Saturday morning's session was marked by election of officers and addresses by FRANK J. ROONEY, National AGC President, and WILLIAM E. DUNN, manager of AGC's Labor Relations Department. Elected as new officers were: W. W. ARNOLD, Ft. Pierce, President, and V. R. GORHAM, West Palm Beach, Treasurer.

The Council voted measures to strengthen the AGC State organization, to expand its activities and to achieve a closer integration between its member chapters. To put the program into operation delegates elected WILLIAM P. BOBB, JR., as the Council's Executive Secretary. Bobb, for the past seven years secretary-manager of the AGC's Florida East Coast Chapter, with headquarters in Palm Beach, will handle the new assignment in addition to his present duties.

In his address to convention delegates, Frank J. Rooney re-emphasized the importance of the Joint Cooperative Committees now operating with architects and engineers. He gave high praise to achievements of Florida joint committees, particularly that in Palm Beach which he said had established a pattern for successful operation throughout the country.

Rooney also dwelt pointedly on the need for better and more inclusive training for young people in the construction field. He pin-pointed the lack of training facilities at the University of Florida and indicated he would advocate strong support of Florida's AGC organizations for any efforts toward construction of adequate training facilities. Thus he aligned the AGC with architects who are planning to renew, at the next legislative session, their attempts to obtain funds for constructing a new building for the U/F College of Architecture and Allied Arts.

THE FLORIDA ARCHITECT

---

# The Challenge of Progress Is Change

History, the experts say, has a way of repeating itself. And right now the architectural profession is getting a fresh taste of that truth.

Architects are being told they must change their ways. Some fifteen years ago, when Unification was a burning professional issue, they were hearing the same thing. The hue and cry which raged across the country in the wake of the Chicago World's Fair at the turn of the century made raucous, and sometimes bitter, music on the same single string. And formation of the AIA some hundred years ago is evidence that even then professional life had become generally so coated with complacency as to obscure the fire and urge for progress that is its virile and necessary core.

The changes advocated gradually came into being. And it is surely safe to say that no architect practicing today would want it any different. But now architects are under bombardment from admonitions of those who see a new kind of handwriting on the wall and are becoming increasingly vocal about it.

"We face," they say, "*a whole new world with new technology. In it is atomic power, solar and nuclear energy, automation, industrial pre-fabrication beyond our past imaginings. Completely new materials are being developed. New types of complex equipment are being perfected constantly.*

"*All these things,*" they cry out, "*are the tools of our new designs. We must know them, use them, coordinate them. And we must do so with sureness, with skill, with imagination. Only by doing this can we justify our existence as professional men and maintain our traditional position of leadership in construction.*

"*The future is now!*" they warn. "*It is later than we think! We must change now — before it is too late!*"

Well. . . . Of course, they're right. That is, they're right about most of it. But like many prophets, they sometimes get a little shrill around the edges.

It is most certainly true that our world is on the threshold of some of the most profound technological developments that have ever been dreamed. And it is just as certainly true that architects, of all people, will be directly concerned and basically affected by the materials and products and methods that will shortly grow out of these developments.

To that extent architects must grow too. They must raise the sights of their own techniques. They must (to use a nasty, but expressive word!) streamline professional procedures to travel in company with those who are constantly stepping up the speed of technological evolution. And they must certainly keep abreast of every new idea that offers any promise of providing them with a better means for designing better buildings — the real core of their professional existence.

If this constitutes "change," why then, of course, architects must accept it. But it seems to us that this is better named a challenge. Architects have been doing all these things since a society coined their name and designated their function. The challenge to our profession is no different than that which our expanding technology is throwing down to the whole world.

One of our country's great manufacturing companies has a word for it. They call it "Progress." And the architectural profession might do worse than adopt for its own that company's terse but vital slogan ". . . *Progress Is Our Most Important Product.*"

---



*This is The Place . . .*



**NOVEMBER**

**8th, 9th,**

**and 10th**

Facilities for the coming FAA Convention are finest obtainable for a wonderful annual meeting . . . The 42nd Convention Committee is polishing plans to take advantage of them. Start now on your special plans to do likewise . . .

**42ND ANNUAL FAA CONVENTION**