

The

Florida Architect

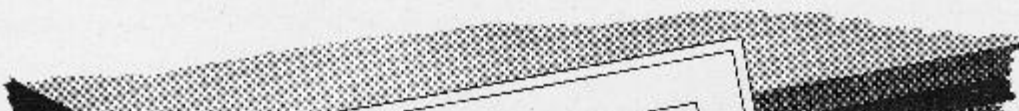
OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS

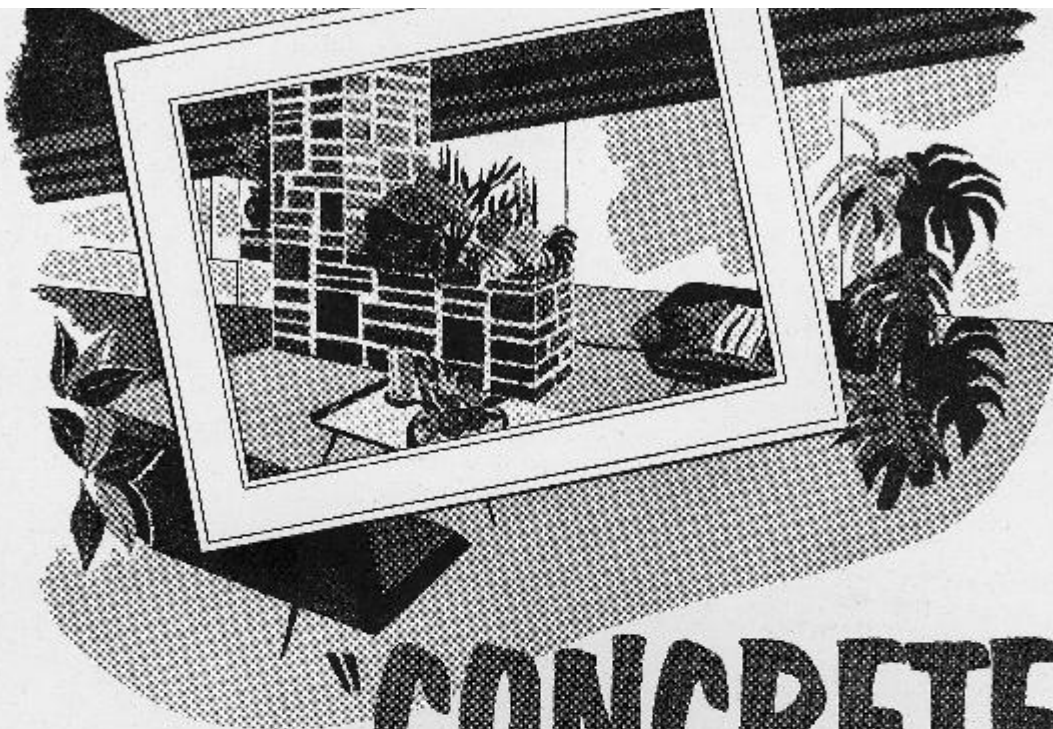
October 1956



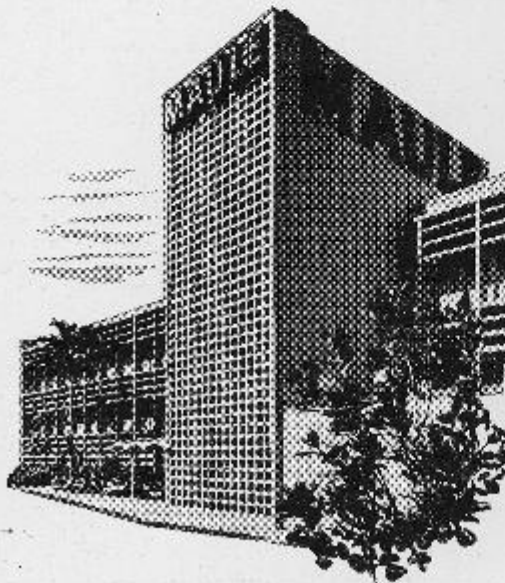
Prestressed . .

Stretch steel wires, pour concrete around them — and there is a new structural material which is finding an ever-widening range of use in all types of Florida buildings. The important whys and wherefores of prestressed concrete have been assembled by experts of the Portland Cement Association . . .





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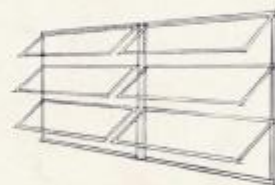
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Bannister is Appointed New Dean at University

A new milestone in Florida's architectural progress was firmly set early last month when U/F President J. WAYNE REITZ announced the appointment of DR. TURPIN C. BANNISTER, FAIA, as Dean of the College of Architecture and Allied Arts at the University in Gainesville. Dr. Bannister will take over, as soon as possible, duties of the post vacated last July by WILLIAM T. ARNETT, AIA, who resigned the office he had held for ten years to assume teaching status as a full professor of architecture.

Dr. Bannister will bring to Florida a distinguished professional background and a 25-year intensive experience in architectural education when he assumes active charge of what has grown to be one of the three largest architectural colleges in the country. A native of Lima, Ohio, Dr. Bannister holds a B.S. degree from Denison University, a B. Arch. from Columbia, a Ph.D. from Harvard and a D. Fine Arts (honorary) from Denison. He had an intensive office experience in Ohio, New York and New Jersey and is registered to practice in Alabama where he served a four-year term—a year as chairman—as a member of the Alabama State Registration Board.

His experience in architectural education dates from 1933 when he joined the Department of Architecture at Rensselaer Polytechnic Institute. It includes a four-year period as Dean of the School of Architecture and Fine Arts at Alabama Polytechnic Institute and an eight-year term at the University of Illinois where he served as professor of architecture and also as head of the Department of Architecture.

Dr. Bannister was awarded the Perkins-Boring Fellowship for European travel in 1928; the Henry Adams Fellowship for research in medieval architecture in 1937; research grants from the AIA and Amer. Iron & Steel Inst. in 1945; and the Edward C. Kemper Award in 1955. He is the founder and first president of the



Dr. Turpin C. Bannister, FAIA, new U/F dean . . . sand in his shoes will stay there.

Society of Architectural Historians and has written extensively on both architectural history and education. For three years he was a member of the important AIA Commission for the Survey of Architectural Education and Registration and was the editor of Volume One of the Commission's report—*The Architect at Mid-Century: Evolution and Achievement*.

Though his appointment was announced as becoming active October 15, Dr. Bannister may not take full charge of affairs at Gainesville until February 1 when a replacement will free him fully from his present duties at Illinois University. In a recent telephone interview he made this statement:

"I have accepted this new assignment because the University and the State afford one of the best opportunities in the country for the development of outstanding educational programs in architecture and the arts. It should be possible to make many worthwhile contributions through the design professions to the people of the State."

The new dean said there was "every indication" that University of-

(Continued on Page 35)

THE FLORIDA ARCHITECT

Hollostone

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Hollostone makes pre-cast columns, too. Here is one being erected at a large South Florida job. It is one of 52 columns designed as two-story units which measure over 30 feet in height and were designed to carry a total load of 370,000 pounds.

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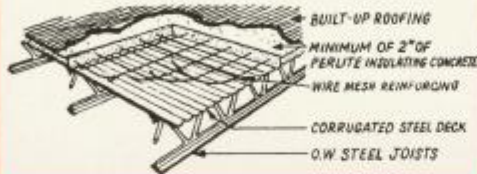
OCTOBER, 1956

3

Versatile "Florida Perlite" Concrete for any roof design

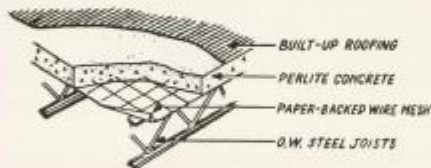
light metal decks

For wide spans, metal decks are sturdy, easily erected, and make an attractive ceiling while serving as a permanent form for perlite concrete insulation.



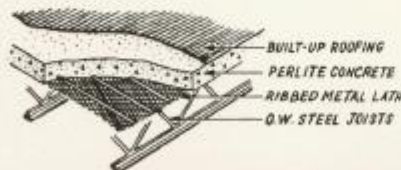
paper-backed wire mesh

Weight of fresh perlite concrete depresses backing paper about 1/2 in. to embed wire mesh in slab. No other reinforcing needed.



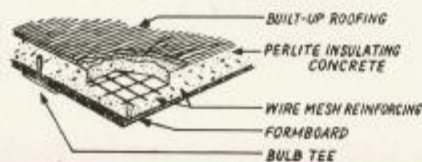
high-ribbed metal lath

Low slump perlite concrete can be poured directly over high-ribbed expanded metal lath either wire tied or clipped to joists.



formboard systems

Cement-asbestos board or various glass fiber and vegetable fiber formboards can be used with mesh-reinforced perlite concrete. Underside makes attractive ceiling.



Decks like these are particularly practical for Florida. They're inexpensive, for use of Perlite can save up to 30% deadload in structures. And a Perlite concrete roof provides both fire safety and insulation to save insurance and reduce air conditioning loads.

Perlite concrete has up to 70% better insulation value and 58% less weight than gypsum roof fill.

Specification, load and performance data are available from your Sweet's Catalog. From us you can get on-the-spot consultation to help develop greater fire safety and better insulation for any type of building.

Our new plant is now in the process of development. When completed in the near future, it will triple our present production of Perlite Lightweight Aggregate.

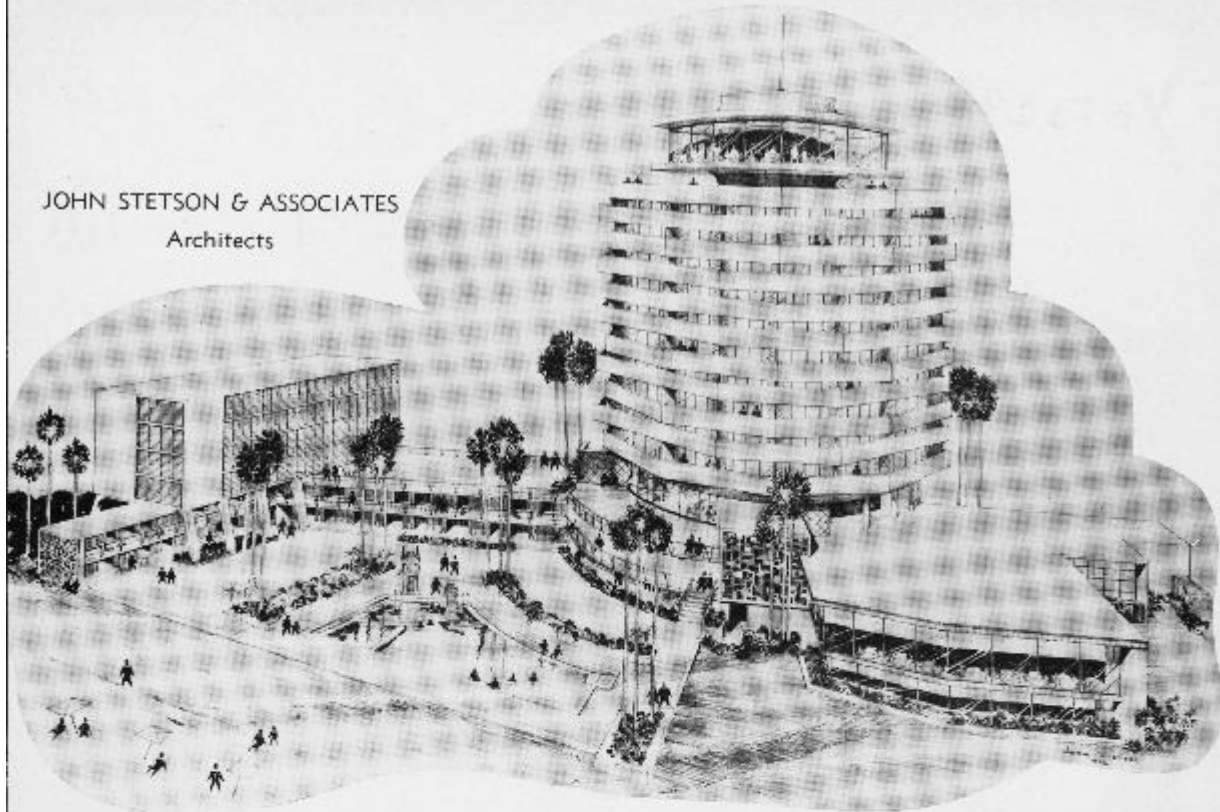
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THE FLORIDA ARCHITECT

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Architects



In this new hotel . . .

*Everybody
will
get
the
Best View*

Ask any hotel man. His chief bugaboo is the important and well-heeled guest who insists on having a room with an ocean view—in spite of the fact that all such rooms are booked solid for the season. Pictured above is a hotel which will free its future manager forever from such a nightmare situation. In this commercially utopian menage all the rooms are best, all get the prevailing breezes, all enjoy the premium view.

Impossible? Not at all. The rooms—all 200 of them—will be in constant motion, turning slowly around a central core to make one full revolution every twelve hours.

This project is neither a baseless dream nor a product of wishful thinking. On the contrary, within the reasonable future it will be a reality on an already committed ocean-front site. It is being backed financially by a Name who is noted for the Midas touch and a high ability at showmanship. It is already far beyond the tentative sketch stage. Most of its many mechanical problems have already been satisfactorily solved; and the enthusiasm of shrewd patent attorneys indicates that many of these solutions are both unique and worthy of pro-

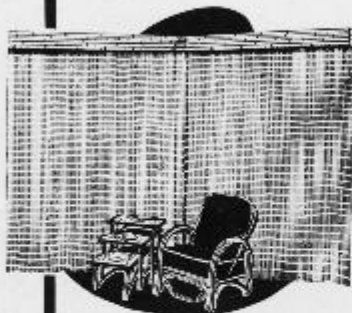
tection by the US patent office.

Behind this present situation lies three years of unremitting hard work on the part of its originator, John Stetson, and this architect's conviction that movement—which someone has called building's fourth dimension—is not only technically feasible, but economically and commercially practical. The fact that this conviction has now developed into a commission is witness to its substance.

Basically, this design embodies a 200-room hotel with all usual appurtenances for luxury living, a swimming pool with cabanas and a separate—non-moving—wing for the owners and their special guests. Only the hotel rooms and baths rotate; and these radiate from a circular core containing elevators, stairs and servicing necessities. This core is of reinforced concrete. The structure which revolves about it is planned for fabrication with high-tensile steel, aluminum and magnesium as weight-saving structural materials. It will bear on a series of tracks, one at the top of the core and two others at the inner and outer edges of its base. Moving speed will
(Continued on Page 6)

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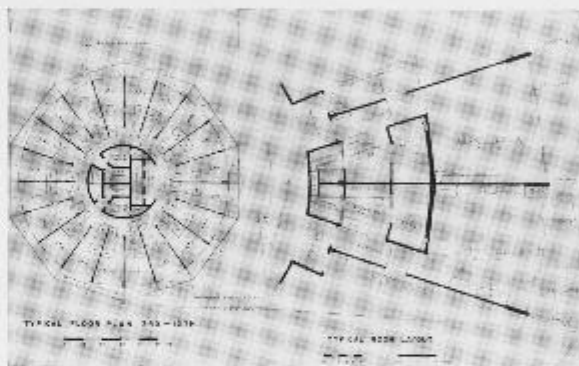
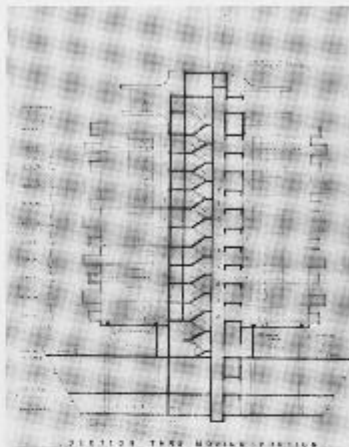
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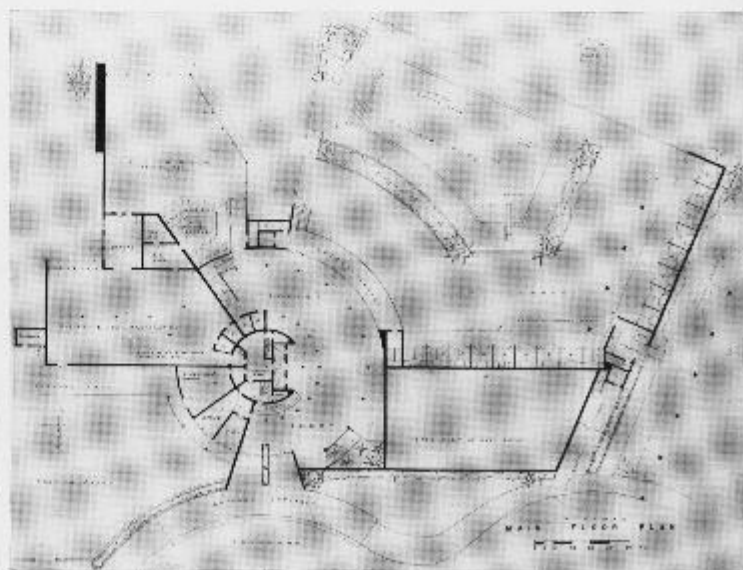
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be two inches per minute at the core, six and one-half inches per minute at the outer circumference.

Mechanically the structure will be unique. Sewage will be collected at the base of the tower through a pressure-sealed trough. Electrical service in rooms will be through a moving brush connection with a continuous bus around the core. Water will be distributed from tanks at the tower's top kept constantly filled by supply mains from the central core fitted with universal connectors. Phone and TV services will be available through a newly-perfected central switchboard which requires no wire connections with individual units for its operation.



All drawings of this rotating hotel scheme are copyrighted by John Stetson and are reproduced by express permission.



THE FLORIDA ARCHITECT

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MIAMI • FLORIDA



PRIMER OF PRESTRESSING



Extensive use of prestressed units has been made in the Elementary School at Stuart, Starratt and Armstrong, architects. Classrooms, above, are roofed with insulating structural slabs, keyed in, and grouted to T-beams. Beams bear on job-poured longitudinal beams which are cantilevered to provide bearings for double-T slabs forming a canopy over a walkway, top.

Seventy years ago an American engineer tightened steel tie rods in a floor slab as one first attempt at prestressing concrete. Failure of this effort was due to high stress losses in the low-strength steel of that day. Later, foreign engineers improved on the idea. Modern development came in 1928 when Freyssinet of France initiated use of high-strength steel wires. Today, steel of high tensile strength, coupled with improved knowledge of high-strength concrete, has made prestressed concrete competitive with other structural materials. More than 150 prestressing yards are now operating in this country, and 15 of them are in Florida.

Prestressed concrete is actually a new engineering material. It stands apart from steel and wood in that no tension exists in the bottom fibers. It differs from ordinary reinforced concrete because it utilizes the full cross-section of the member.

High-strength steel is used in concrete prestressing to pre-compress the cross-section of the member so that no tension exists under bending. Even under live load, top and bottom fibers usually remain in compression—the exception being in certain roof members which may be designed to allow

In this Oklahoma City gym, Conner and Pofejny, architects, prestressed, lightweight channel slabs span 25 feet between job-poured girders. Struts between girders are precast; and eight 35-foot prestressed beams support a series of 50-foot L-shaped precast bleacher seats.



a small amount of tension in bottom fibers under live load. The steel wires are first stretched to utilize near-maximum strength. Then they are end-anchored or bonded internally to the concrete, thus transmitting force into the member.

Prestressed concrete is developed by two construction methods: *pre-tensioning*, in which the steel is tensioned prior to casting the concrete; and *post-tensioning*, in which the steel is tensioned after the concrete has been cast and has attained design strength.

Pre-tensioning in Florida usually follows the Hoyer system. Here cables or wires are first stretched between buttresses by use of hydraulic jacks. The concrete is then cast between templates; and after design strength is reached, the tensioning force is gradually released from the jacks and transmitted to the member through internal bond. Cables are then severed by torch. The internal bond is fully developed within a short distance of each end.

Positioning of the cables or wires is accomplished by first threading them through a heavy steel template at each buttress. They are then tensioned slightly to permit setting of intermediate steel or wood templates

at ends of the member. When sloped, or "curved" strands are used, special steel templates, or yokes, are employed along the length of the member to assure proper vertical as well as horizontal positioning of the strands.

With post-tensioning, Florida practice is to embed high-strength rods or wires in the concrete after they have been securely positioned on the forms and sheathed in metal tubes. When the concrete has attained design strength, the strands are tensioned by small jacks bearing against the ends of the member and are fastened to prevent slippage.

With rods, anchorage is by means of special high-strength nuts threaded to the rods and drawn against a steel bearing plate which is usually recessed several inches and ultimately covered with a dense concrete to protect against corrosion. Tensioned wires are anchored with a conical wedge driven into a female cone of dense concrete. Release of pressure at the jacks transmits the prestressing force to the anchorage.

Research and copy for this article were developed through facilities of the technical service staff of the Portland Cement Association at Orlando.

After tensioning, a fluid grout is pressure-pumped into the tubes sheathing the rods or wires to protect against corrosion. The grout also is capable of transmitting considerable prestressing force in case of accidental destruction of an end anchorage.

Numerous other post-tensioning methods are in use, but are not common to Florida. Recent state bridge designs have incorporated a combination of pretensioning and post-tensioning, the dual process being applied to relatively short girders. Part of the prestressed force is attained on the precasting beds, while the remainder of the design force is captured by post-tensioning draped cables.

It is certainly evident that quality—and thus performance—of prestressed concrete members depends largely on the control of both materials and methods used in their fabrication. Concrete formulation must be carefully determined, with the control of the water-cement ratio of particular importance. Prestressed concrete mix is usually of low slump; and in most yards, vibrators are used to assure its proper placement. Member design is also one controlling factor, as well as
(Continued on Page 10)

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Primer of Prestressing . . .

(Continued from Page 9)

which are too thin to permit easy vibration are to be avoided.

Proper curing is of equal importance. Many prestressed units are designed for strengths of 6,000 psi; and in a number of Florida precasting yards steam or hot water curing at high temperatures is used to develop strengths up to 5,000 psi in less than 24 hours.

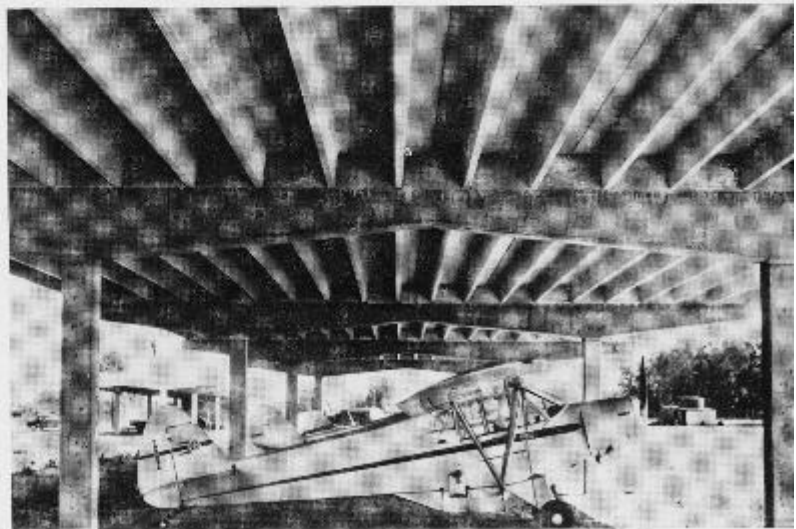
As to concrete design, the belief of many architects and designing engineers is that prestressed concrete offers an extremely wide scope for creative effort. That is particularly so in view of possibilities of combining pretensioning with post-tensioning methods. Selection of one method against the other must necessarily be based on various factors of the design problem—size and relative capacities of members, number of similar members to be employed, practical limits of hauling members, availability of trained construction personnel.

Pre-tensioning affords considerable economy through mass production at a central casting yard. But a practical limitation exists in the size of members which can be hauled to the job site. Post-tensioned concrete involves higher labor costs for its fabrication. But in strength and size it is only

limited by the capacities of hoisting and fabricating machinery at the job site.

Stress losses may also be a factor in design—at least from the strictly engineering viewpoint. These losses occur in the steel following release of the prestressing force into the concrete member and include elastic shortening of the concrete, shrinkage and creep—length change under stress during a given time. Efficiency of end anchorages and possible losses due to friction must also be considered in member design. Stress losses are specified as a percentage of initial prestress for both pre-tensioning and post-tensioning in "Design Criteria for Prestressed Concrete Bridges," published by the U. S. Bureau of Public Roads.

Elimination of excessive camber in long members of shallow depth can be accomplished through careful design and the release of stress at the proper concrete strength. Practically all camber can be eliminated in certain instances through use of sloped struts, draped cables or partial prestressing. In long members camber variation may develop due to temperature variation—a condition that can be reduced largely by placing insulation on top of the member. To permit camber fluctuations, connection of inside partition walls to undersides of transverse, long, shallow members



This airplane hangar for the Sarasota County Mosquito Control Commission, for which Donald J. West was architect, is formed almost completely of prestressed units. Roof is a series of double-T slabs supported on prestressed, cantilevered girders which are anchored in the center to form a bent.

THE FLORIDA ARCHITECT



Another all-prestressed building, an auto-agency building at Pompano Beach for which Cranford Sproul was the architect. Open-air display terrace is roofed with double-T units supported by prestressed beams which are anchored to inclined columns.

is often made with a type of slip joint.

Also to be considered as an important factor in both design and erection of prestressed concrete members is the possible development of excessive bearing stresses at member ends. Assuming that other provisions of applicable codes have been met, it is desirable that the minimum length of bearing should, in no case, be less

than four inches on high-grade concrete. Resulting bearing stresses should be uniformly distributed to the supporting member through levelling grout, level and flush plates, or both. During erection, ends of prestressed members should be protected, since accidental blows might well impair the effective strength or bearing length of the ends.



Roofed with prestressed double-T slabs, this new dormitory for women at Florida Southern College, Lakeland, C. Dale Dykema, architect, indicates that prestressed units can be easily designed to residential scale as well as to the larger spans required by the heavier loadings and operating conditions of industrial and commercial structures.

OCTOBER, 1956

The Finishing Architectural Touch

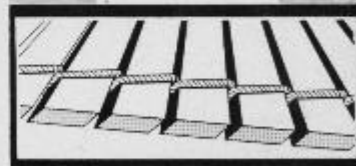
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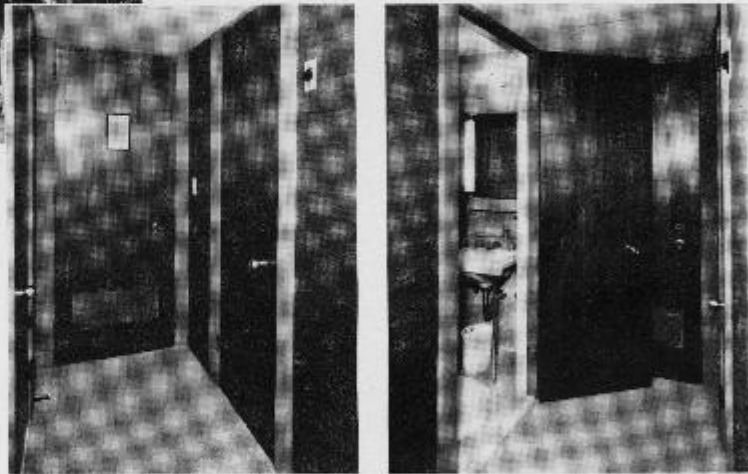


Our job of providing fine products for buildings and prompt, reliable service for their designers dates from 1910. As Florida has grown, so have we. But our policy has never changed.

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IPIK SOLID CORE DOORS were selected by the firm of Pancoast, Ferending, Skeels and Burnham for the recent remodeling and additions to the Columbus Hotel. Because of the solid core feature, grille openings may be easily cut in IPIK doors without weakening construction. All these fine doors are waterproof glued and are guaranteed by the manufacturer for two years. Those used in newly-furnished guest rooms are surfaced both sides with plain sliced walnut.



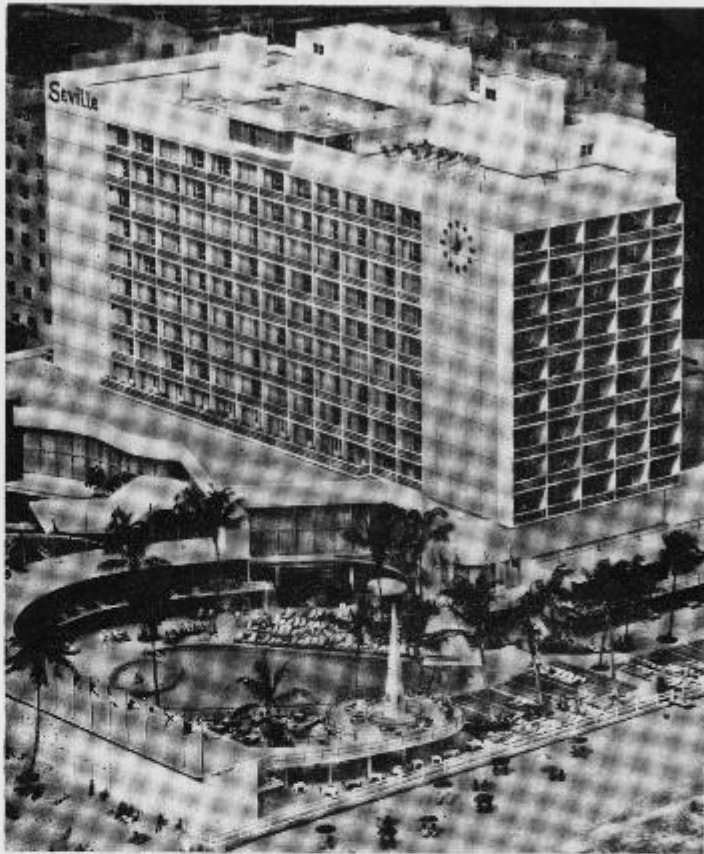
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November 8, 9, 10
MIAMI BEACH

*Come
Early
and
Stay
Late...*



Pre-registration for the 42nd Annual FAA Convention is already underway. Check the application form already sent you and forward it, with your check, to: The Florida Association of Architects, Roger W. Sherman, Executive Secretary, 7225 S. W. 82nd Court, Miami 43, Florida. Acknowledgement and receipt will be mailed you promptly. Make checks payable to: FAA Convention Committee.

Room reservations should be made directly to the Seville Hotel, Collins Ave at 29th St., Miami Beach. A card for this purpose was included in the Convention Program Data recently mailed to you.

In just about six weeks from now, President CLINTON GAMBLE will bang down a gavel to signal the opening of the 42nd Annual FAA Convention. If you haven't already perfected plans for attending—*do it NOW!* For the three days of November 8, 9 and 10 offer a many-sided opportunity to every FAA member, whatever his interest or persuasion.

First, of course, is the serious program—the opportunity to glean helpful ideas from the specialized experience of others. The Convention theme, "Designing for the Automobile," will be developed by an outstanding group of speakers in two seminar-panel sessions moderated by IGOR B. POLEVITZKY, FAIA, and planned to include such nationally-known authorities as HENRY S. CHURCHILL, FAIA, of Philadelphia, GEORGE DEVLIN, of Detroit, and VICTOR GREEN of New York. There will be practical discussions of how autos are influencing design of all sorts of

structures, of how the auto parking problem is being solved, and the design of building types required to store and service cars.

Convention business is just as important a part of this coming Convention at Miami Beach. With 10 AIA Chapters now active in Florida, the FAA has grown into one of the country's most important State Organizations. There are policies to be discussed, plans for the future to be considered, next year's program to be mapped, new officers to be elected. This business is *Your Business*—and at the Convention's three business sessions you can have an active hand in taking care of it.

At any Convention fun and fellowship are their own excuse for being. There'll be plenty of that too—two complimentary cocktail parties by the Convention hosts, the Florida South Chapter; a gala buffet dinner and Swimcapade at the magnificent Hotel

(Continued on Page 14)

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The tremendous Alhambra Room of the Seville Hotel will be the core of Convention activities November 8, 9 and 10. Two-thirds of it will hold an exhibit of manufactured products comprising 67 booths. Separated from the exhibit area by huge folding doors, the other third will be devoted to Convention business sessions.

Convention . . .

(Continued from Page 13)

Seville poolside; fine food at lunches and dinners to meet old friends and make new ones; a chance to win some wonderful prizes that include a \$250 office blueprinting machine and an all-expense, two-person holiday cruise to Havana. And to cap all this, each Convention FAA registrant and his wife will be the guest of one of his Florida South Chapter hosts for an informal, home buffet dinner and evening. To many, this Saturday Hospitality Night will prove to be one of the finest highlights of the entire Convention Program.

The success of any Convention is largely in the hands of an organization's membership. With the prestige

and importance of the FAA growing rapidly in all section of the State, YOUR attendance at this 42nd Annual meeting can do much to make FAA influence even more telling in the year to come. Expenses of the three-day session have been scheduled as low as possible; and the host chapter Convention Committee urges you to take full advantage of this fact by coming early and staying late — with a wonderful time in prospect for every minute of your stay.

So — see you in November! Don't forget the place — Seville Hotel, at Miami Beach. Better reserve space there now! And get that pre-registration for Convention affairs off your mind also by sending in your check at once.



Leon Chatelain, Jr., FAIA, new AIA President, will be one of the Convention's honored guests.



Edward G. Grafton, AIA, Convention Chairman, headed a 17-committee staff to perfect present plans.

THE FLORIDA ARCHITECT

HERMOSA IDEAS

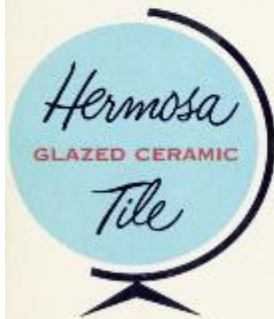
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Glazed Ceramic TILE

GLADDING, McBEAN & CO.



ADDS A WORLD OF COLOR TO KITCHENS

Today, the home theme is color. New designs...*color* decorating...new concepts of space arrangement...all combining to make yesterday's trends today's World of Color. And for beauty and color combined with surface practicality... the one answer is Hermosa, offering you the widest choice of colors, sizes, decorative designs and modern textures.

Because beauty is a practical matter, your own good taste will dictate Hermosa. Whether you are building or remodeling...whether traditional or modern... add a world of color with Hermosa Tile—for kitchens, bathrooms, patios, dens, counters and fireplaces. Indoors and outdoors, throughout the house, select beauty and permanence with Hermosa—the West's complete line of *glazed ceramic* tile.



BRIGHT and GAY: This modern kitchen has tiled island in Hermosa Dura-Glaze Celadon Green (set vertically). Splash is Fantasy Yellow inset with Hermosa Calypso decorative Tile.

WIDE SWEEP: Plaid design tiled wall and splash add decorator-touch to gleaming white cabinets and Dura-Glaze counter in White. Drainboard is trimmed in Selectsteel Stainless cap.



CONTRAST: Counters and furred-down ceilings tiled in Pink Dust emphasize walnut cabinet beauty... full height range panel is tiled in Satin White, with Fishnet and Fisherman's Wharf decorative inserts.



TAWNY TONES: This strikingly different kitchen, part of the family area, is separated by the easy-to-love Hermosa Counter of Dura-Glaze Sundown Peach.



HERS. Pink background with fishnet design adds a world of color to M'Lady's bathroom. Other Hermosa fishnet designs are on Satin White and Pale Jade Green.



ADDS A WORLD OF COLOR AND BEAUTY

to bathrooms, too!

DURA-GLAZE: Built-in tub and striped floor in Hermosa Dura-Glaze Oatmeal and Satin White. Decorative Tile is Scissors & Scroll.



COVER ILLUSTRATION: Emphasizes today's family room convenience for cooking and dining... tiled island is Dura-Glaze Graphite with new Winter Night decorative design.



DECORATIVE
Hermosa Tile

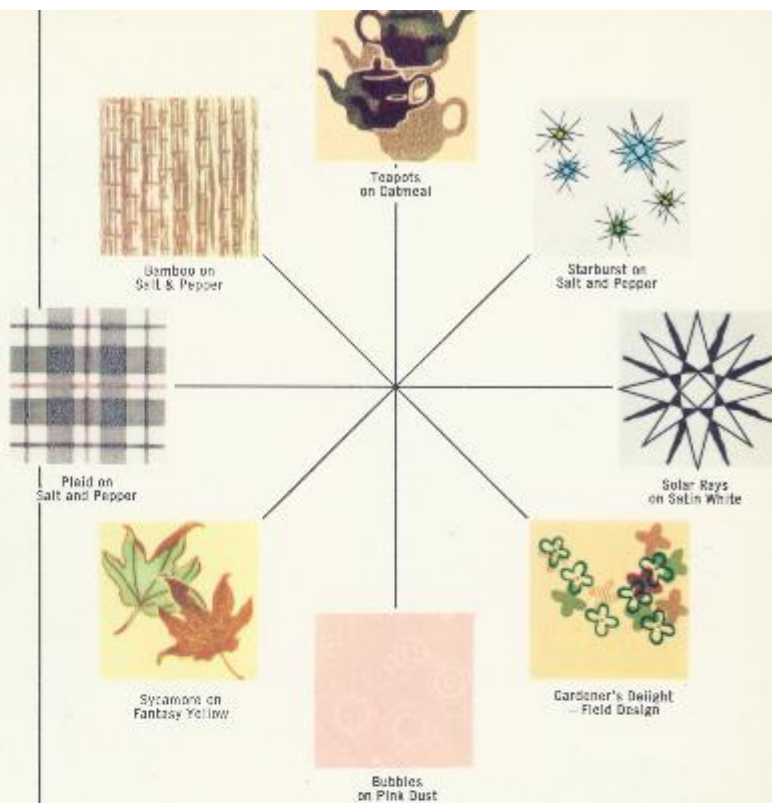
*... designed to satisfy
your creative flair*

Decoration, the artistic choice that gives interest and personality to your home, helps you satisfy your creative flair. It fulfills your love of color and beauty... and dramatizes every room.

You can use decorative tile sparingly to accent the wide range of Hermosa colors and textures. Or you can use it *duringly* as your taste dictates! And always, with Hermosa decorative tiles, you're sure to find the color harmony that pleases your creative sense.

Decorative styling is unlimited. Hermosa offers the widest variety of inserts and panels on 38 background colors. Moreover, Hermosa will gladly refer you to ceramists who create highly-individual tile designs.

Wherever you use Hermosa, it stays as beautiful as your precious china... as good as new for the life of your home.



Color and individuality is certainly yours with Hermosa... plus glazed ceramic quality that will last for generations. Yes, beauty is a practical matter. And tile is the only modern surface safe from household acids, heat and scratches. It is also the only surface in history to span all civilizations—with perfect tiles from antiquity existing today as part of man's oldest art.

Fishnet on Pink Dust with white fishnet design on shower walls and door facing, flatters the Hermosa Sundown Peach floor.

Rich, warm tones of wood and wallpaper, glass and chrome are heightened by the use of a Hermosa solid pastel in Fantasy Yellow.

Smart Bamboo splash and tub enclosure tile selections accent the Hermosa Dura-Glaze Oatmeal on the Pullman lavatory deck.

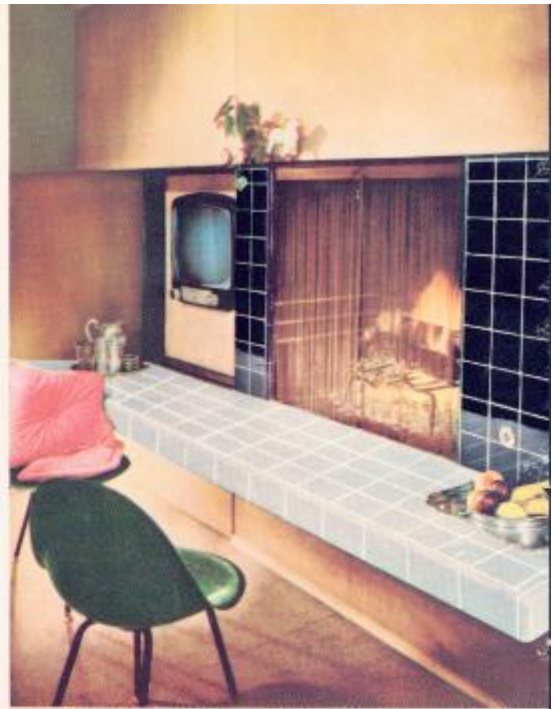


Colorful Ideas

all through the house

...with *Decorative HERMOSA Tile*

So many homes today reflect the good taste and friendliness offered by the warmth and color of Hermosa Tile. In today's kitchens and bathrooms, Hermosa is always the wisest selection for beauty and permanence. But its versatility is equally distinctive for new dimensions elsewhere in your home: dens, family rooms, breakfast nooks, walls, planters and patios. Here are a few of the many ways Hermosa *glazed ceramic* Tile can help you in remodeling and new home planning.



... on Green



Fisherman's Wharf on Pale Jade Green



Buckwheat on Pink Dust



Yellow Winter Night on Graphite



Galapas on Dabmaal



Chickens & Wire on Oatmeal



Wire on Oatmeal



What every woman should know about *Hermosa Tile*

...BECAUSE BEAUTY IS A PRACTICAL MATTER

80 YEARS OF LEADERSHIP

The West's Hermosa Tile has deep roots in the Ceramic Arts...man's most ancient art, dating back to the Persians. Few basic changes have been made in glazing—except for the development of modern production techniques and the Dura-Glaze surface.

Founded in 1875, Gladding, McBean & Co. is the West's pioneer manufacturer of ceramics. Leadership will continue as Hermosa Tile selection grows to answer the desires of new home owners, their architects, builders and decorators.

TYPES OF HERMOSA TILES

DURA-GLAZE: The "fortified" Hermosa Tile developed for extra durability. Ask your contractor to show you the difference between Dura-Glaze and materials offering as little as one-fourth permanence, yet costing more!



Never been scratched...



Never "bubbles" from heat...



Never stained by food acids...

Satin Matte and Bright Glaze

These finishes are available in the widest choice of colors. They lend their beauty and practicality to walls, wainscots and splash panels.



Stays Bright and Beautiful

Hermosa Tile never fades, burns, cracks, or peels. Its beauty stays new forever. A few seconds every day with damp cloth or sponge keeps Hermosa Tile perfect.



Revolutionary New HERMOSA Lock-Set® Cove

Exclusive large-radius Cove makes beautiful corners and joints on counters, stall showers and bathroom floors. Easy to clean, of course. Available in all satin matte and bright glazes.

NU-VIT® Drainboard Cap



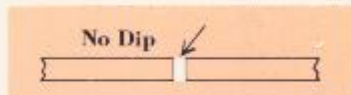
New, exclusive NU-VIT Drainboard Cap is available in all Hermosa glazes. Look for the lower, lighter, slimmer edge...it's another modern tile feature developed by Hermosa.

Decorator Colors

Hermosa colors are available to complement decoration in every room. Colors in both bright and satin finish—also in flint-hard Dura-Glaze.

Mix-'N'-Match

Colors, sizes, tile shapes, etc., are all available to mix or match as you select. Hermosa offers the widest range of colors, finishes and shapes of tile. Enables you to create the exact color effect your home requires...with beauty and permanence.



Square-Edge Design Gives Smooth, Flat Surface

With Hermosa exclusive square-edge tile design, joints are tight and flush with the face of the tile. There's no "dip" to mar the flat expanse of a tiled surface set with modern Hermosa.



Choosing Tile is Easy and Fun

Your architect, decorator, designer, builder or tile contractor can help you make Hermosa selections for your home. The complete Hermosa Tile line can be visualized from the Sample Kit—or you will enjoy visiting Gladding, McBean's Showrooms where an entire panel can be displayed in booths, under excellent lighting, to assist you in defining the exact decorative arrangement you desire.

HERMOSA TILE COLOR PALETTE



KEY YOUR HOME TO A WORLD OF COLOR

Color, beauty and permanence are forever yours with Hermosa. You may expect... and get... all the help you need from Gladding, McBean & Co., Hermosa Distributors and your neighborhood Tile Contractor... to key your home to a World of Color with Hermosa Tile.

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Californians Call for Help . . .

Legislative problems that touch on architectural practice are not confined to any particular state or region. California's architects are now facing a battle -- and here is a call from their President for any help that Florida architects, individually and collectively, can give.

TO ALL MEMBERS OF THE AIA:

California's architects need your help in the most important issue ever to come before the voters of our State relating to the architectural profession—and a matter of national significance. Based on a somewhat vague provision of our constitution, the State Department of Public Works has retained a monopoly on the design of State structures. The Legislature has adopted, for submission to the voters in November, a Constitutional Amendment as follows:

"Nothing in this article shall prevent the Legislature from enacting legislation to authorize the employment of private architects and engineers on a contract basis for the

performance of work which the obtainable staff of a state agency is unable to perform within the time the public interest requires such work to be done."

Even this very modest measure has aroused violent opposition. The California State Employees Association (some 80,000 strong) is waging a vigorous campaign against the architects. This opposition is both well financed and well organized.

The State Chamber of Commerce, the Associated General Contractors, and all the major construction organizations have endorsed the measure. We can win this issue if we have the funds to tell our story to the voters.

California's architects and engineers have already "scraped the bottom of the barrel." In addition, we are getting substantial financial support from contractors and others in the construction industry. But we still don't have enough money to overcome this very well financed campaign against the architects.

If we lose this measure here in California, the implications are much broader than might appear. Other states are already considering the establishment of State architectural bureaus, and the defeat of Proposition 10 in California would give them encouragement and precedent.

So we are asking our fellow architects in other states to give us a helping hand. Checks should be made to:

Architects Committee for
Proposition 10

c/o California Council of Architects
26 O'Farrell Street
San Francisco 8, California

Sincerely yours,

JOHN LYON REIN, F.A.I.A.

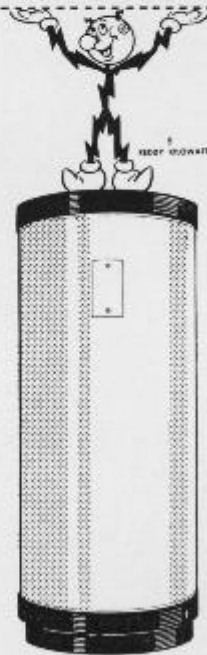
President, California Council
of Architects.

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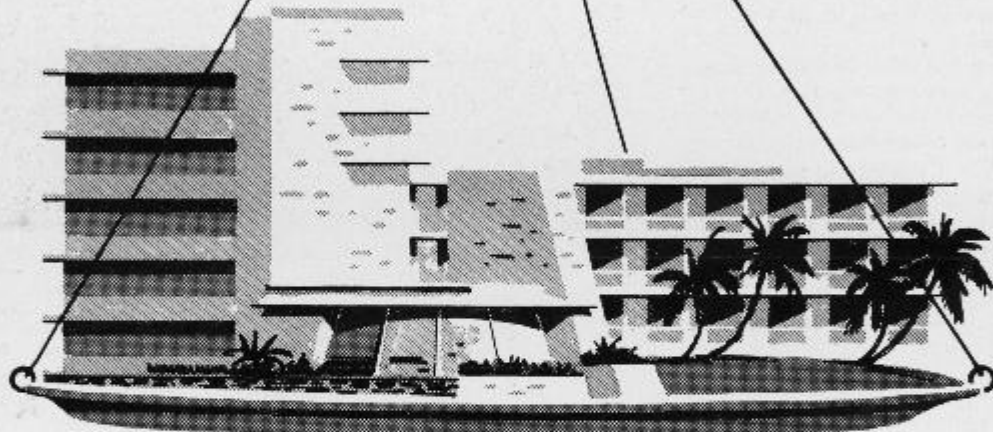
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3"	7- $\frac{3}{4}$ "	15- $\frac{3}{4}$ "	10-12 lbs.	1"	3
3- $\frac{3}{8}$ "	7- $\frac{3}{4}$ "	15- $\frac{3}{4}$ "	10-12 lbs.	1"	3
7- $\frac{3}{8}$ "	7- $\frac{3}{4}$ "	15- $\frac{3}{4}$ "	22-24 lbs.	1- $\frac{1}{4}$ "	3
11- $\frac{3}{4}$ "	7- $\frac{3}{4}$ "	15- $\frac{3}{4}$ "	34-36 lbs.	1- $\frac{1}{2}$ "	3

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Near-Tragedy At Orlando

Scarcely a week before schools were scheduled to open in Orlando a portion of the cafeteria roof of a brand new elementary school collapsed. The failure occurred at night and early the next morning the place was swarming with architects, contractors, engineers, building inspectors and school board members. Included were representative of a testing laboratory — and the inevitable reports and photographers.

When the dust and some of the initial excitement settled somewhat, these facts were established:

1 . . . Architect, general contractor and the supplier of the prestressed double-T slabs that had fallen were all technically able, reliable people. The roof slabs had apparently been detailed, fabricated and set in general according to the consulting engineering specialist's directions. Construction of the building followed provisions of the city code.

2 . . . Evidence of the failure indicated that it had occurred due to movement somewhere. Apparently one wall had bowed, thus destroying effective bearing for the roof slabs and sending seven of them crashing to the floor, thereby demolishing the other wall.

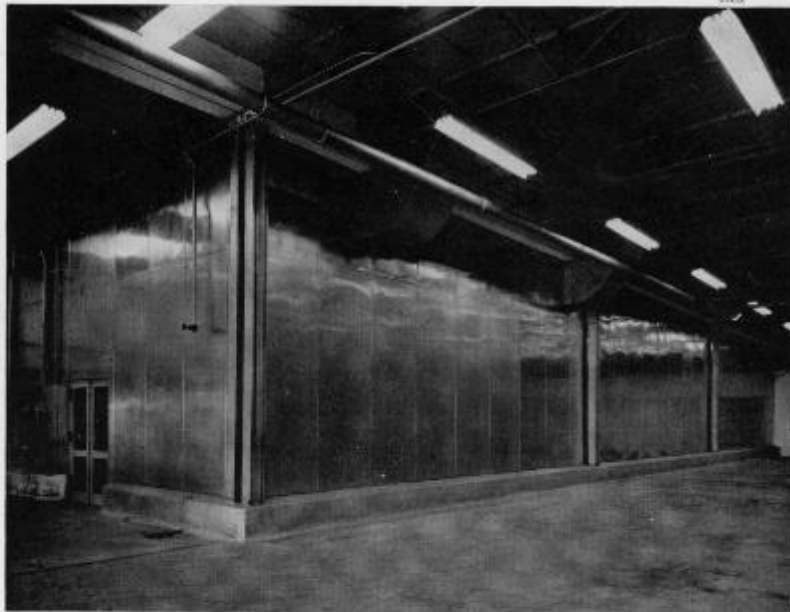
3 . . . It was discovered that bearing for the roof slabs was one course of U-blocks, filled with concrete which contained a single rod for reinforcement. The concrete was exposed as the U-blocks were shattered by the failure; and it was seen to be of poor quality, poorly placed and in some places not bonded to the U-blocks.

4 . . . Also, bearing plates for the slabs were apparently not adequately placed nor welded. In at least one instance the plates could not have served as either a proper bearing or anchorage.

Subsequent testing of prestressed slabs in other portions of the building showed high-quality in all instances — with a 85 percent recovery from load deflection against 75 percent recovery as standard requirement. Various theories of what caused the failure, careful study of the conditions found and searching consideration of both design and structural methods employed netted these general conclusions:

(Continued on Page 23)

As Light is Reflected From a Mirror . . .



Produce box, 40 x 105 x 22 feet, is one of nine rooms included in the 1,500,000 cu. ft. of refrigerated area of the new Food Fair Warehouse at Miami. Leslie B. Taylor was the engineer.

. . . that's how Aluminum bars heat


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Solving insulation problems with ALUMISEAL construction is our business. Part of that business is to help you . . . Call us at any time for specification facts, engineering details and installation supervision.

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Critically-needed housing projects like the Pruitt Homes can be built faster and with greater economy when designed for concrete frames and floors. Those are two reasons why more and more modern apartment buildings are being built with this type of framing.

Reinforced concrete frame and floor construction offers architects, engineers, contractors and owners many advantages. For example, frame and floor construction proceed simultaneously. Walls can be finished as

the building goes up. Facilities for heating and ventilating, as well as plumbing and wiring can be installed as the structural work progresses. This saves time and money.

Competitive bids and cost analyses show that savings up to 40% on frame and floor costs are possible with concrete. Concrete is sturdy and firesafe, gives years of service with little upkeep. This **low annual cost** is a bonus for owners, investors and tenants.

For help in designing reinforced concrete frames and floors for structures of any size or for any purpose—for apartments, schools, hospitals or commercial buildings—write for free illustrated literature. Distribution is limited to the United States and Canada.

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227 NORTH MAIN STREET, ORLANDO, FLORIDA

THE FLORIDA ARCHITECT

A New Attitude Toward "Fees"

The percentage of cost fee as a basis of payment for architectural service is of ancient, and generally sound, vintage. Though commonly accepted by most professionals and by the majority of clients who are experienced in building operations, it has been eyed askance by some of the more "commercial" building owners. Thus its overall virtue is being questioned by an increasing number of architects; and as one result some of Florida's most active offices have been successful in developing other methods for evaluating compensation for their services.

Experience of such offices is by no means a conclusive indication of a trend in this particular phase of office activity. But it may be a significant straw in the professional wind. Reasons for it may be found in a number of practical objections to a cost-percentage system—recognized as such by a growing body of client opinion and a substantial segment of practicing professionals:

1 . . . *It is arbitrary*—Many architects feel that any percentage schedule strait-jackets operation of their office, limits their individual initiative, groups them in unwelcome categories of professional service and almost forces them to conform to a system of compensation geared primarily to a low-average professional income bracket. They make the point—and with solid justification—that published fee schedules are regarded as minimum by architects, but are taken to be a stated maximum by most clients. Thus, they say, any published fee schedule does not accurately reflect what architectural service may—or should—actually cost a client.

2 . . . *It is unrealistic*—Since it is tied to a hypothetical building cost which cannot be exactly determined until after any structure has been completed, a percentage fee is constantly subject to estimate, not to exact statement. Thus, as an element which can complicate many building financing arrangements, it is as annoying to an owner as it is uncertain to

the average practicing architect.

More importantly, the percentage "fee" may, or may not, indicate the cost of architectural service on any given building. In an effort to minimize this "fee" there is a growing inclination on the part of clients to require the letting of separate contracts for such building elements as structural steel, elevators, air-conditioning—the client's theory being that "*architects don't detail these things, therefore shouldn't be paid a percentage of their costs.*"

3 . . . *It is unfair—and may be inadequate*—Office expenses on one building of a stated cost may be one figure; but those on another type of building with exactly the same construction cost may well be twice or three times as high. Thus, any compensation system which is based only on construction cost and not on the amount of office work required to deliver adequate architectural service is unfair to both client and architect.

4 . . . *It is poor public relations*—To a growing number of offices the word "fee" is itself anathema. It suggests a kind of largess on the client's part, connotes an indeterminate expense over and above the "costs" of a building. And, since it is phrased in terms of cost-percentage, it automatically bears a stigma in the eyes of any dollar-minded client who reasons that this type of service compensation offers no incentive to keep costs down and that the higher the building cost, the more the architect will have to be paid.

Such arguments are by no means new. That they have been overcome in many cases bears witness to the high service-selling ability of architects who still operate their offices on the percentage-of-cost system. But it does not lessen the force of the argument themselves. Thoughtful leaders of the profession increasingly realize that architectural service must be more generally regarded as a basic cost of building—not as a nuisance-extra to be minimized whenever possible or even avoided altogether.

Toward that end there is developing a new attitude toward compensation for architectural service. This attitude recognizes a number of facts. One is that most buildings today involve financing operations and thus require more exact preliminary cost figures than formerly was the case. Another is the understandable resistance of a client to "blank-check" any charge for technical service by tying a "fee" to a percentage of a fluctuating cost estimate. Still a third is the desire of most clients to work on a unit-cost basis—or at least on the basis of an over-all cost commitment which will not be subject later to possible upward revisions.

Out of this recognition has come at least two "new" methods of charging for architectural service. Each is based on, first, the expenses of office operation and, second, on the character and type of building. Each gives the client a clear, unequivocal knowledge of exactly how much architectural service is costing him—and equally important, why it is costing what it is. Neither of these two methods bears strict relationship to a percentage-of-cost estimate—though they are producing, for the offices which use them, a gross per-job revenue approximately the same as the middle-to-upper brackets of the commonly-accepted percentage-fee schedules.

In one of these methods, office compensation is stated in terms of a cost per square foot of the finished building. At the first meeting between client and architect, the client is informed of the fact that the cost of architectural service is actually a part of the total cost of the building. The client is asked to outline his building program—coverage, use, character of equipment needed, facilities for expansion, etc. Then the architect sets out to develop as shrewd an estimate of construction cost as possible. He draws on his past experience and current contacts to arrive, first at a safe, but reasonable square-foot figure.

(Continued on Page 25)

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News & Notes

Jacksonville Architects Fight for Civic Progress

In Jacksonville is being played an absorbing and important drama of civic development. It is a real-life affair, but with all the tenseness of plot and counterplot that characterizes a stage show. To their everlasting credit the architects of Jacksonville, acting as a body through a committee of the Jacksonville Chapter, are taking a leading part in the continuity. They have just completed a smashing third act. And if their able handling of the material is any indication, the denouement before the final curtain should be such as to set right-minded Jacksonville citizens cheering for more of the same.

The first act got underway early last March when the Jacksonville City Commission announced the unanimous acceptance of a "monumental program" of public improvements totalling — with the inclusion of a \$29 million sewer and drainage program — \$42½ millions. In the plan, then contemplated for immediate launching, was a \$6 million City Hall, a \$3 million sports arena and a \$4½ million auditorium.

The Commission had apparently drawn up the program with care. Financial and engineering talent had been called upon; and among the architects advising the Commission on building developments were FRANKLIN S. BUNCH, GEORGE B. HILLS, A. EUGENE CELLAR and GEORGE FISHER. To all outward appearances everybody was happy about the whole thing — for financing of the entire program except the sewers was to be done out of the present utility tax.

Then the catch-as-catch-can started behind the scenes. The second act was signalled some three months ago by a newspaper story to the effect that the Commission had decided to combine sports arena and auditorium in a single structure. Presumably this was for the sake of "economy"; but whatever the reason, it became the immediate subject of concern to Jacksonville Chapter architects. The combined-function building was publicized as of beneficial character in a sustained newspaper campaign. And, had it not been for the active and vocal opposition of the architects, the

Commissions decision might have been carried through so far that it could not well have been changed.

But Jacksonville architects *did* become active; and they *did* become vocal. The Chapter appointed a special committee, chaired by ROBERT C. BROWARD, to study functions of a sports arena, a civic auditorium and also a public library — since there appeared reason to believe it, too, was being considered for incorporation in the combined-function building. Formation of the committee was aired as a page-one news story on August 20. It was the first definite, published opposition to the multi-purpose building plan.

And it was the curtain-raiser to the third act of Jacksonville's civic improvement drama. Architect's names began to appear more frequently in news stories. As one example, THOMAS E. EWART, JR., speaking on a discussion panel which included ROY M. POOLEY and MELLE C. GREELEY, FAIA, proposed establishment of a municipal planning commission — free of political influence and with legal power to act. He made the proposal as AIA spokesman.

The Chapter's report was ready August 28, was presented to the Chapter and unanimously adopted. Notice of that appeared in next day's papers under a page-one story headed "*Architect Oppose Auditorium Plan,*" which was an intelligent report of the substantial points made in the committee's report. Chairman Broward presented copies of the report to the Mayor, to the City Council and City Commission, to all members of Jacksonville's Civic Round Table and to a number of individual citizens.

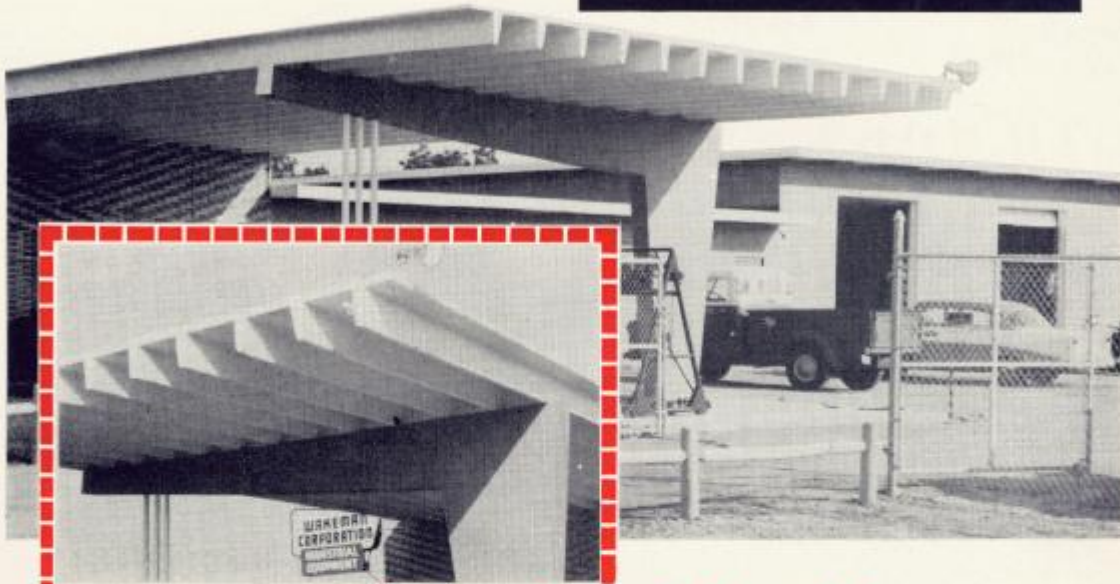
There, for the moment, the matter rests. Not for some time will it be known whether the Commission will recall its original decision and grant the wisdom and logic of the architects' recommendations that separate civic functions be housed in separate building designed for their special services. But whatever the outcome, the fact is basic that architects have awakened their city to the consciousness of an issue. And the results are even now being felt. Witness this quotation from a letter by ROBERT C. BROWARD:

(Continued on Page 22)

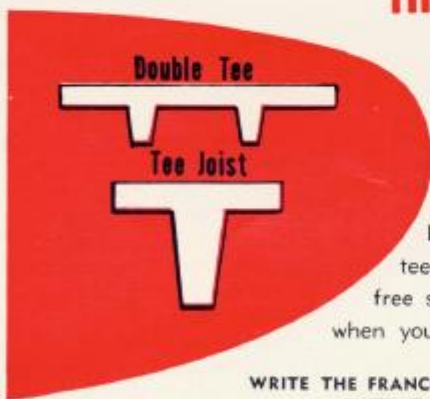
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News & Notes

(Continued from Page 20)

"Since we made this stand, the name or letters 'AIA' have taken on a real meaning for citizens of our community. From many points the statement has been heard that we are performing a service to the community.

"We feel that besides serving the community we are helping our profession. Usually the architect is considered last in this city. But we are striving to bring public recognition to the architect not only as the planner and designer of individual buildings, but as a civic-minded citizen—and as a man with specialized training, talents and assets which can make the entire region a better place in which to live and work."

FAEC to Hold 4th Annual Trade Electrical Show

The Fourth Annual Convention of the Florida Association of Electrical Contractors will be held October 24 through October 27 at the Balmoral Hotel, Miami Beach. In conjunction with this event, the FAEC will hold an exhibit of electrical products of interest to various segments of the electrical industry and also to general contractors, engineers and architects. The exhibit hall of the Balmoral Hotel will be opened from the morning of the Convention's first day. All architects are cordially invited to visit it and to sit in on any FAEC sessions which they may find to be of special interest to them. President of the FAEC is HOWARD L. PALMER, of Orlando. JAMES DANDELAKE, president of Miller Electric Company, of Jacksonville, is general chairman in charge of Convention affairs.

Exhibit Tour to End

The international tour of one of the most successful architectural exhibits ever to be staged by Florida architects is about to end, according to JOHN L. R. GRAND, who has been in charge of its itinerary and routing. Originally developed and assembled by WILLIAM B. HARVARD for the 39th Annual FAA Convention held in 1953 in St. Petersburg, the exhibit has been shown in scores of cities in this country and in Latin America.

(Continued on facing page)

THE FLORIDA ARCHITECT

Millkey to Present Charter to Northwest Chapter

October 2nd has been set as the date for formal presentation of the AIA Charter to the FAA's 10th AIA Chapter. Ceremonies will be held at a private dining room at Martine's in Pensacola. HERBERT C. MILLKEY, of Atlanta, AIA Regional Director for the South Atlantic District, will present the Charter to Chapter President HUGH J. LEITCH and will be the principal speaker of the evening. ULA M. MANNING of Pensacola was named by President Leitch as program chairman of the meeting.

The Pensacola group began active formation of the Northwest Chapter some eight months ago. The first organization meeting was held in the early spring; and the AIA Board of Directors acted favorably on the group's charter application during the AIA Board meeting at Los Angeles in May.

Near-Tragedy . . .

(Continued from Page 17)

1 . . . Bearing-beam construction in this case was apparently inadequate. Technical recommendations that prestressed units have "at least a four-inch bearing of high-quality concrete" could not have been carried through by the type and quality of beam construction found at the site of the failure. Thus, it would seem that code provisions need strengthening relative to this point.

2 . . . In spite of the technical reliability of all parties concerned in the development of this school, examination of the failure disclosed evidence of poor field work in the bearing beam itself and relative to the bearings and anchorage of the slabs. It would therefore appear that supervision of this portion of the job at least was not all it should be.

The lesson in this near-tragedy is almost too obvious to bear comment. Public safety demands that technical standards be constantly under scrutiny and subject to change and improvement as new technical situations develop. And field supervision must be unremitting to make certain that the spirit as well as the letter of such standards are fully met. Both are responsibilities that cannot be shirked.

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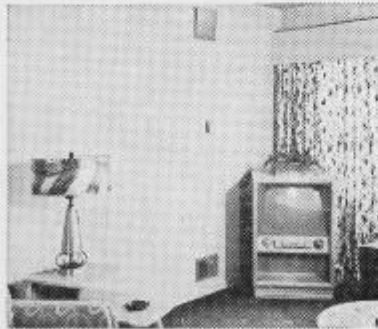
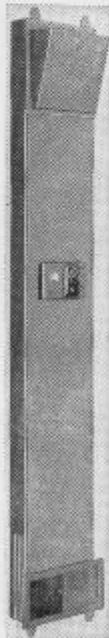
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Bannister Appointed, . .

(Continued from Page 2)

officials are firm in their desire for a "top-notch architectural school" and said he viewed his appointment as both a mandate and an opportunity to "see that we get it." As to possible changes in teaching policies he said:

"There will be developments, though it is too early to discuss details. There are many good features right now at Gainesville. These will, of course, be retained; and we will draw on all possible experience and ideas to build a program that will be fully rounded, both as to quality and quantity."

Dr. Bannister had no comment relative to any possible or immediate personnel appointments. He paid his "high respects" to former dean Arnett and to JOHN L. R. GRAND who recently resigned his post as Head of the Department of Architecture to assume teaching duties as a professor of architecture.

"Some staff development will certainly be necessary," he said. "And I hope also that practicing architects throughout the State will take increasing part in helping to work out some of the problems we will be facing. I am fully convinced that no school of architecture can achieve its proper goals unless it enjoys the active and sympathetic interest, support and collaboration of the profession it serves."

Dr. Bannister disclaimed any intention of conducting an office practice in conjunction with his University work. But he offered the profession in Florida all cooperation possible and said he would "do everything in my power to foster close accord" between practical interests of the profession and the various phases of an educational program.

The appointment of Dr. Bannister should be effective in stilling rumors that interests of architectural education would suffer substantial subordination through drastic reorganization and even curtailment of the College of Architecture and Allied Arts. On the contrary, indications are that this important division of University activities will now be greatly strengthened, its scope of productive work broadened. This is a situation on which every practicing architect in Florida can look with satisfaction.

THE FLORIDA ARCHITECT

New Attitude on Fees . . .

← (Continued from Page 19)

Then, in view of the character and relative complexity of the building, he estimates what his office can do for the building for, translates that into a square-foot figure and presents his client with these facts. The success of offices using this method indicates that it works!

And it should. At one stroke the architect has: *one*, given his client an overall cost estimate on which he may be able to get a preliminary financial commitment; *two*, shown, in specific terms what part of that overall cost will consist of architectural service; *three*, justified these services in terms of the work necessary to design and detail the building; and, *four*, clarified the provision of architectural service in terms that the client knows and can use.

An example will show how this works out. Client A wishes to build a warehouse covering 10,000 square feet. It will contain simple equipment and can be built, the architect figures, for about \$15 per square foot. He tells his client the building will cost about \$15.90—the 90 cents being the cost of architectural service including the necessary supervision.

Client B, however, has a totally different problem. He also wants a building containing 10,000 square feet. But this will be a diagnostic clinic, crammed with special equipment and planned for a second and possibly a third floor. The final figure which the architect presents to him—after a series of probing conferences—is \$37.80 per square foot, of which \$2.80 represents the cost of full architectural service.

Client A's building cost totaled \$159,000; Client B's, \$378,000—and packaged in each figure was an amount adequate to give each owner the type and extent of full architectural service the wide variance of the jobs demanded. The architect's "fee" worked out, in the first case, to 5.66 percent of the construction cost. In the second case it amounted to 7.41 percent of the construction cost.

The second method involves some use of a percentage figure for the preliminary stages of architectural service. But the architect-client contract pro-

(Continued on Page 26)

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New Attitude on Fees . . .

(Continued from Page 25)

vides for an adjustment to be made in terms of a definite lump sum at the time the working drawings are completed and the contract let. This also takes into account the relative complexities of various building types—and since the preliminary costs of architectural service are based on a percentage, necessitates also an estimate of gross building costs prior to any contract award. But at that time it gives the client what he wants—a guaranteed lump sum amount for complete architectural services which he can then include in his financing plans as part of the total job cost.

What this plan does not do, however, is to tie the cost of architectural services into the overall building costs as an integral item. Service is still rendered in terms of a "fee"—even though it may be a guaranteed, lump-sum—and thus may have the psychological drawback of still separating it in the client's mind from the cost of actual construction.

Both plans, however, have this in common: They take the uncertainty out of service costs so far as the client is concerned. And they show those costs are for complete architectural service geared to the relative complexity of the job. They are thus a vast improvement in a number of respects over the common percentage-of-cost "fees." And they are also several cuts above various "cost-plus" methods of charging for professional services, most of which must necessarily be quoted on an open-ended—or at the best an estimated—hourly charge.

If office operating expenses are accurately accounted so that an hourly charge is definitely known by an architect, a cost-plus method may be safe on some jobs. But it has been known to stimulate the "shopping" instincts of commercial clients; and, at least to the architect without long and varied experience, has proven to be a dangerous basis on which to guarantee a client any kind of an outside figure for architectural service. In addition, it has the same disadvantage that attaches to the percentage-fee. It emphasizes the costs of architectural service as a separate and "extra" element, divorced from construction costs themselves and thus something to be beaten down if possible.

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Producers' Council Program

This year, as last, the Coral Gables Country Club will be the scene of the Miami Chapter's program of "informational meetings" open to members of the architectural profession and the Chapter's other invited guests. First of this season's series of such meetings took place the evening of August 28th when some 200 guests gathered promptly at 6:30 for the usual pre-dinner cocktail party — this time held in-doors because of threatening weather.

The evening's after-dinner program was shared by two Council members — The American Radiator and Standard Sanitary Corp. and the Hough Manufacturing Company. The former's presentation was in the form of a well-developed sound slide film on "Remotaire for Modern Living." It showed the overall values of this particular system of all-year air conditioning and stressed the system's effectiveness in meeting modern standards of air conditioning performance and convenience.

The Hough Company's presentation was three-dimensional, in that a series of sample displays had been set up adjacent to dining tables. Thus it was possible for architect-guests to actually test the claims and qualify the descriptions of the folding door products as presented by one of the company's home-office sales representatives. Literature was made available on each product discussed.

The Miami Chapter has two more exhibit meetings scheduled for this year. The next will be on Tuesday evening, October 23rd, and will be hosted by the Otis Elevator Company which will present newest information relative to elevating and elevator controls. The next is the "Caravan" show to be held at the Bayfront Municipal Auditorium on Tuesday, November 20th.

The December meeting of the Miami group will be the traditional Christmas Party for architects and their ladies. The affair will crowd facilities of the Coral Gables Country Club and will be held Thursday evening, December 13th.

Three more informational meetings are scheduled for the first half of next year. In January the Arcadia Metal Products will present data on its line of metal doors Tuesday evening, January 22nd. The March meeting will be under sponsorship of the Anderson Company, old-line makers of wood windows, which will center the presentation on "Wood Windows with Architectural Appeal." Date will be Tuesday evening, March 26th.

Final guest meeting of the 1956-57 season will take place May 28th with an evening devoted to the traditional "Table Top" exhibit presented by all members of the Miami Chapter. The Chapter urges architects to mark their calendars and plan to attend all meetings.

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ORLANDO 2-4539
JACKSONVILLE ELgin 5-1662