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**Florida Architect**

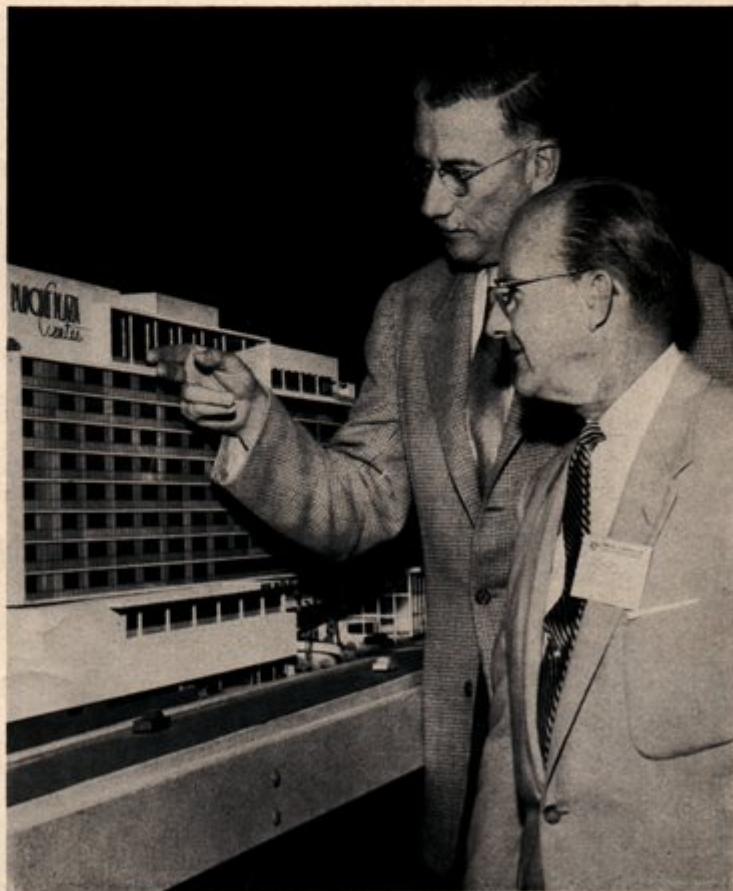
OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS

**December,  
1956**



**Convention  
Highlights...**

*Leon Chatelain, Jr., AIA president, examines one of the 1957 Convention architectural exhibit award winners with Clinton T. Wetzel, who will head the huge product exhibit which the completed building will house.*



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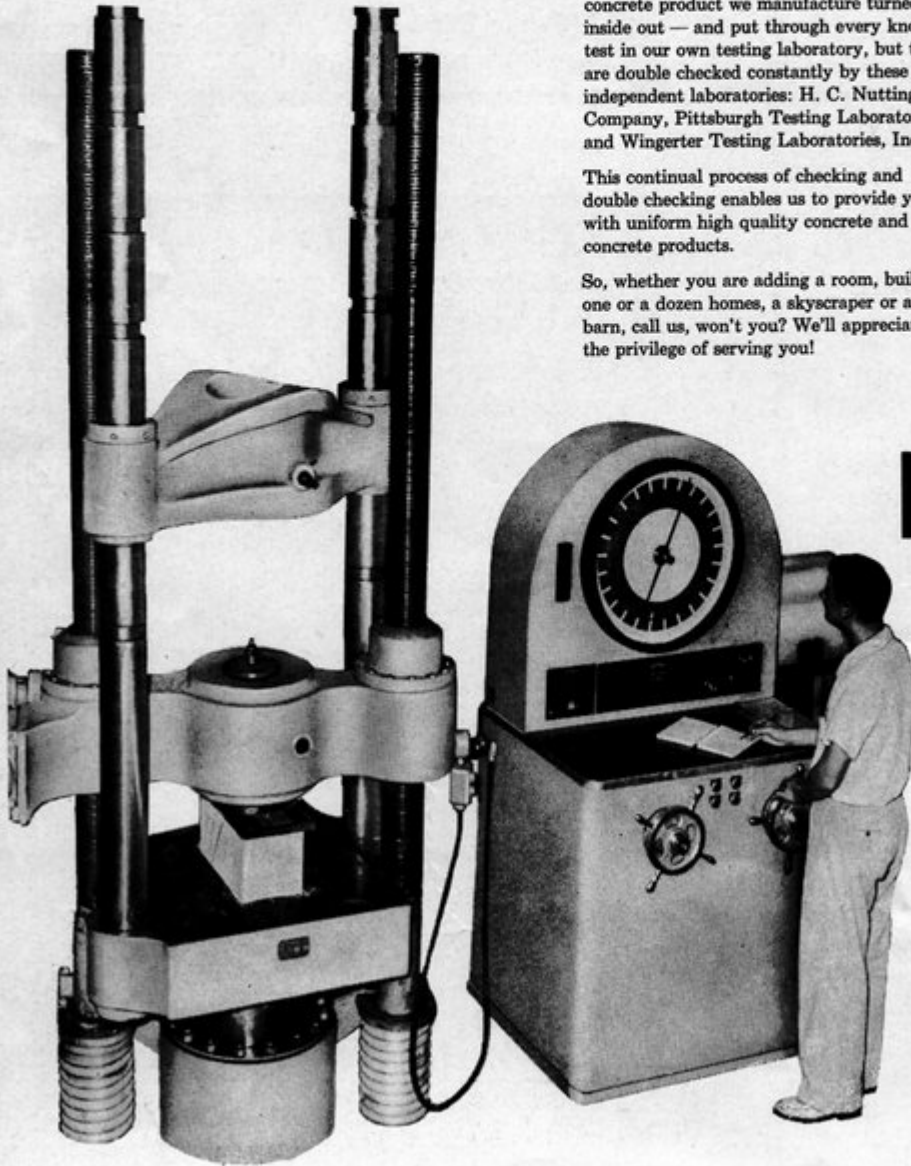
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# The Florida Architect

VOLUME 6

DECEMBER, 1956

NUMBER 12

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## THE COVER

The DuPont Plaza Building, now under construction in Miami, won an award citation for its architects, John E. Petersen and Frank H. Shufflin, at the 42nd FAA Convention architectural exhibit. It will provide a lounge and office area for the Florida South Chapter and the FAA in addition to housing the largest and most complete building products exhibit in the country. Other citation winners will be published in the January issue of *The Florida Architect*.

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

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



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# Wortman Is New President

## Kruse Elected FAA Secretary

EDGAR S. WORTMAN, AIA, of Lake Worth, was elected President of the FAA for 1957 at the 42nd Annual Convention's final business session Saturday, November 10, 1956. In selecting him by a narrow margin of written ballots over JOHN STETSON (both men are members of the Palm Beach Chapter), delegates followed what has apparently become a traditional pattern of elevating the FAA Secretary to the organization's top administrative office.

The new FAA president will have completed two terms as secretary when he assumes duties of his new office January 1st. Prior to that he had served as president of the Palm Beach Chapter. He replaces CLINTON GAMBLE, AIA, who, prior to his two-year presidency of the FAA, also served as secretary to the state organization. Gamble continues as co-chairman of the Joint Coop. Com., FAA-AGC-FES.

Born in Bellefontaine, Ohio, the FAA president-elect has headed his own architectural office in Lake Worth since 1937 and also maintains an office in Atlanta. During World War II he served overseas as Lt. Colonel in the U. S. Army Engineers and since 1947 has been active in civic and county as well as professional affairs.



**Edgar S. Wortman, AIA**

To fill the office of secretary for the coming year, the Convention elected H. SAMUEL KRUSE, AIA, partner in the firm of WATSON & DEUTSCHMAN of Miami. Born in St. Louis, the new secretary obtained his architectural degree at the University of Illinois and came to Florida following his discharge from the Army Engineers where he had served overseas as a Lt. Colonel. His AIA membership dates from 1949; and he has served the Florida South Chapter as P/R chairman, vice-president, president and director. An excellent speaker, he has been especially active in Dade County and Miami affairs.



The FAA's 1957 slate of officers include, left to right: Wm. B. Harvard, St. Petersburg, re-elected for a 3-year term as vice president of the Central District; Franklin S. Bunch, Jacksonville, who will begin his 2nd year as North District vice-president; John Stetson, Palm Beach, whose 2-year term as South District vice-president expires in 1957; Secretary-elect H. Samuel Kruse, Miami; Morton T. Ironmonger, Ft. Lauderdale, re-elected as FAA treasurer; and President-elect Edgar S. Wortman, Lake Worth.

THE FLORIDA ARCHITECT

# Hollostone

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Loading dock canopies on both sides of this 600-foot warehouse were provided by 16-inch Twin-T units, precast with compound tapers on stems to form 16-foot cantilevers. Brown-Sells & Associates, engineers; Dobbs Construction, builders.

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## Our Servants or Our Masters?

By VICTOR D. GRUEN, AIA

We all realize that we are living in the automobile age. But I don't think we should be designing for the automobile. I think we should be designing for the people and their use of the automobile within a human and a humane society.

We do not design a home for the broom. We design a closet for the broom — and we do not put it in the living room, either. We put it into the kitchen or some other room which is still less important.

We have heard that a good garage, economically efficient and practical, must function like a machine. We have also heard that it can be made to look esthetically pleasing. But does it fit into our human environment? Does it fit into our living room. Or should we put it into some less important room?

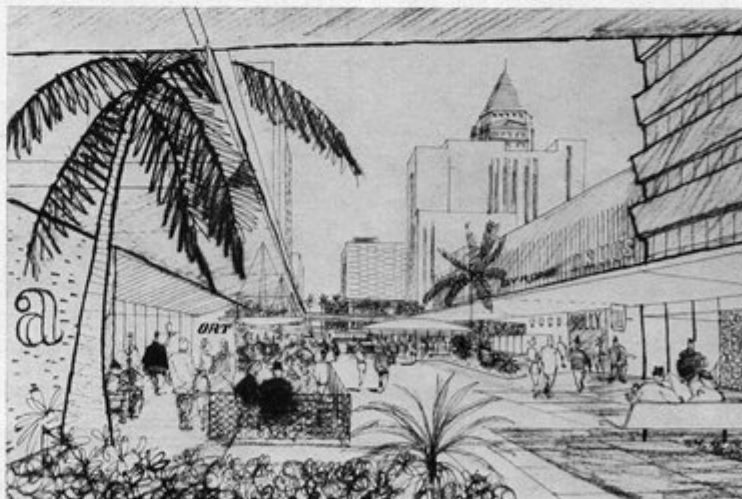
To us as architects those are very important questions. They can have influence on our life, on our profes-

sion, on our freedom to express ourselves in any way within a framework in which esthetics, utilitarianism and constructiveness can still mean anything.

We architects face a frustrating and serious situation — and you all have probably noticed it, whether you design houses or office buildings or hotels. We are becoming more and more dependent on the environment in which our building will exist — and the fruit of our creativeness, our imagination, our inventiveness, becomes less and less apparent. We are designing half-architecture. Because the other half is ruined by traffic, by noise, by smog, by giant billboards — by the entire conglomeration which the mechanical development of our age has brought about.

Therefore, I say, let us not plan on designing for the automobile. Or even the automobile driver. Let us put America back on its feet!

*(Continued on Page 28)*



Gordon Sommers

This is how Miami's Flagler Street might look if the city fathers were to accept a suggestion recently made by Victor D. Gruen to rule automobiles out of the city's business district. This suggestion was the core of Gruen's re-development proposal for Fort Worth, Texas, and was the central idea of a proffered solution to Miami's downtown traffic problem presented by the New York and California architect to a group of interested Miamians on November 8. A closely similar suggestion outlined some eight years ago was ruled out then as being unduly costly.

THE FLORIDA ARCHITECT



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# Keynote on Chaos

With the automobile becoming a monster of Frankenstein proportions, what's the outlook for twenty years hence?

By HENRY S. CHURCHILL, FAIA

The automobile has become such a monstrous machine that it dominates our physical and economic existence. Its physical presence clots the circulation of our urban arteries; the making of it controls our national economy. It regulates the family budget. Designing for it is, therefore, not just designing structure or spaces in which to store it. Designing for the automobile reaches out literally into the highways and byways which it claims as its own, replacing with its anxious speed the ways of nature and the refreshment to the mind of man that nature once afforded. It is changing the aspect of our cities no less, and it is with this that we as architects are concerned.

To start with, let us, as the population prediction boys, the demographers, say, face the facts; or, if you prefer to call them demographers, we can view with alarm. Either way, they say that by 1976, or thereabouts, there will be at least 200 million people in the States. The automobile people hope there will be 100 million or more cars running around by then, which is 40 or 50 million more than there are now. Most of this increased population of people and cars will be in the metropolitan areas. Where and how will they be housed and moved? Where will the people work, where will they play?

These are not abstract questions. 20 years is not very long. These predictions will become facts in almost no time at all.

It is also quite possible that in 20 years we may have to face the problem of thousands of little "flying bedsteads" flopping around looking for places to land and park. But we can leave that as a thought for now and keep our worries to the quite certain problems that will be posed by 50 million more people and 50 million more cars all converging on Miami in the winter and on Cape Cod in the summer.

The whole broad situation was well set up in the September, 1956, issue of the *Architectural Forum*; and I recommend reference to it for some truly frightening photographs of what is happening even now. Indications are that we need considerable technical reappraisal of what is already taking place in our efforts to accommodate the already increasing population of motor vehicles. (This is not the place to discuss the increasing population of people. They can, at a pinch, be left inside the cars.)

For instance, there is our proposed Federal Highway Program, a program so vast that it will truly change the face of our earth and the structure of our cities. As presently proposed it will be carried out almost exclusively by Highway Engineers. The city planners will be ignored or by-passed as annoyances — and so will people generally. I yield to no one in my admiration of the engineers when they are designing highways. But they know nothing about the effect of highways on population distribution, living conditions, or anything else. And they couldn't care less. They are socially irresponsible; and many of them are proud of it. It makes them better engineers.

I ask however, can we afford to let them destroy our cities and ruin our countryside in the name of automotive economics? Can we afford to let them destroy our parks, wreck our residential areas and despoil our rural streams and valleys for what they call "pure engineering cost considerations"? They have already ruined downtown Boston for 120 million dollars of elevated highway leading to nothing that wasn't already there. They have spoiled the Schuylkill River Drive in Philadelphia and have irretrievably damaged parks, playgrounds, and pleasant places in dozens of other cities. We are permitting them to repeat, shamelessly and horribly, all the mistakes of the mid-



"... The problem will be how to see it at seventy miles an hour in between directional signs."

dle 19th century railroad debauch, and for the same reasons — availability of easy gradients through cheap public lands.

The Highway Program is needed, of course. But it should be designed with more than automobiles in mind. Consideration must be given to the development of human environment and the conservation of natural resources. We have, in many cities and at great cost, repaired some of the railroad builders' worst mistakes. It is foolish economy to let the highway builders go unchecked. For the highway, like the railroad, is equally a generator of population growth and a creator of blight.

That being so, the need of strong planning controls and intelligent planning leadership becomes obvious. It is to the interest of the architect, as a professional as well as a citizen, to participate actively in what goes on in official planning circles.

We have much to learn from what has already been done, as I said before. We can, for example, watch and gather wisdom from two opposing trends that are in actual operation: the scatteration of suburban blight on the one hand, and the coagulation of "urban renewal" on the other. Both are manifestations of automobile dominance.

Suburban blight is based on the 60 ft. lot, the 60 ft. street, and the 30 ft. set-back. The result is something terrifying in its ugliness, its sterility, its

(Continued on Page 8)

## Keynote on Chaos . . .

(Continued from Page 7)

lack of character. It devours land, and makes the use of the automobile a necessity for the most minor shopping need. It discourages neighborliness and neighborhood spirit, because you can't even get a sociable drink without getting into a car. It precludes any possible use of mass transportation, and consequently dumps vast numbers of cars into the central city. Highway engineers build highways to bring those cars into the city, but they don't provide them with a place to roost.

So we have central city blight caused by the automobile and, as a result, central city coagulation. Coagulation is the phenomenon caused by efforts to rebuild the city to suit the suburbanite. To get him and his car in and out and let it stand around while he shuffles papers in his office requires a vast amount of land for expressways and interchanges and parking lots. What this means in terms of urban real estate values has not yet been analyzed in any blunt and straight-forward way.

The realtor still likes to kid himself that real estate is the same thing it was in 1925. It isn't. Downtown Detroit, for instance, is today made up of 28 per cent streets and 28 per cent off-street parking lots. Thus, 56 per cent of the land is devoted to rubber. In Los Angeles it is even more so; all the other cities are following suit, except New York, which, happily, will soon choke to death. In other words, we are reaching a point where so much downtown land has to be given over to the motor car that entirely new thinking must be applied to real estate values and taxation. Our down-towns are coagulating into small islands of skyscrapers surrounded by great seas of cars. And the same, of course, is true of industrial districts.

Here I want to drag in a word about zoning and traffic. Zoning will not solve the traffic problem and it is not a function of zoning to solve it. But there is a tie-in, and it is this: Zoning should relate the bulk of structures—by floor-area-ratio or perhaps just plain height limitation—to the automobile carrying capacity of streets. This must, of course, not be done on a small area basis, but on a city-wide basis.

8

I want to emphasize this, because we have as yet no data on which to base this kind of zoning—and we never will have until our zoning planners stop fooling with palliatives and get down to studying the real essence of the problem: *local street capacity*, not highway capacity. I feel confident that when that is done, there will come an end to the unrestricted abuse of the skyscraper as a source of speculative profit at the expense of the community. It would seem that the density of land-use is fast reaching a point of diminishing economic return—something I tried to point out in studies of density that I made years ago, but which no real estate economist has yet followed up.

It should by now be obvious that both scatteration and coagulation are going to mean lots of new work for the architect-city planner. For the architect must interest himself more and more in civic design. It just does not seem possible to me that we can much longer tolerate the visually hideous conditions under which we live. We are producing some rather handsome and affective buildings these days; but no individual structure can survive on its own in such disorganized emptiness as, say, the spaghetti-covered wasteland which is Los Angeles.

Thus, designing for the automobile means taking these new space elements into consideration, relating them to factors of speed, and evolving a new set of visual concepts to suit the needs. We have already taken a few steps along this path, not too consciously perhaps. For example, we have come to accept, indeed to expect, an engineering design for a thoroughway that is different from the engineering design for a residential street. We go even further, and have come to expect that new developments will be so patterned that through traffic will not seek to use the residential streets as an escape from the congested highway.

But what we, as architects, have not yet fully comprehended is that there must be a corresponding difference in the architectural treatment of structures along these two kinds of streets, and that there are other problems, for instance, the treatment of buildings at intersections. The difference is somewhat analogous to the old difference between the street and the monumental square, a differ-

ence in scale, in angle of vision, of psychological impact.

The monumental square, of course, cannot exist in competition with the motor-car. For large effects we must depend upon the distant view, the gross and undetailed mass seen progressively if at all, but more likely merely sensed as something over yonder. Where the non-linear space is to survive, it must be the small pedestrian square, which keeps out the automobile, allows the bench, the tree, the statue, people.

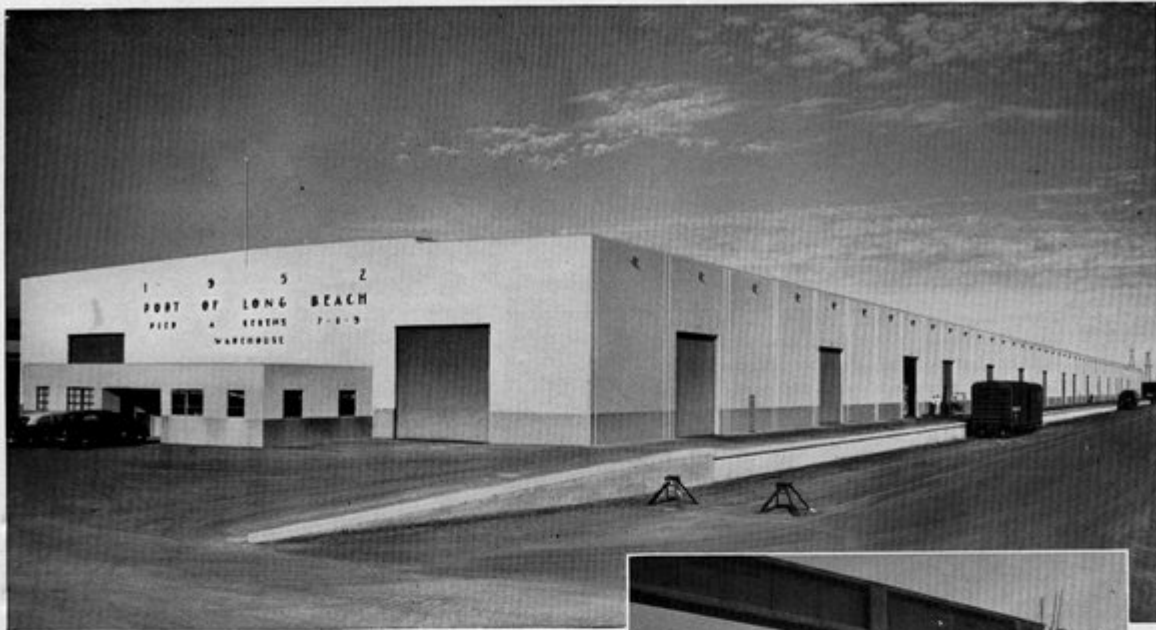
Prototypes already exist, here and there around the country. Chicago's Lake Front Drive—incidentally rescued from the last century's railroad engineers at a fabulous expense—is a fine example of the modern speedway, a splendid adaptation to the automobile. It is quite different in conception and execution from the foolish monumentality of the Burnham plan of 1910. The line of skyscrapers along Michigan Boulevard is far enough away to be impressive as a mass. The open space of the lake itself is somehow sensed, occasionally glimpsed. Neither are vivid enough or interesting enough to distract from the main business of following tail-lights.

Another kind of expressway is the fine stretch of walled-in highway that leads to the Lincoln Tunnel on the Jersey side—a road completely closed in by masonry. There is nothing to see but the car ahead, leading you ever on to more of the same. When Manhattan suddenly bursts into view across the river, the shock is sensational and dangerously distracting. There should be nothing to see along the ideal expressway.

The more intimate sort of thing, the pedestrian square, is best exemplified by Rockefeller Plaza—a delightful enclosure that is truly urban—shops, benches, flowers, crowds, but still set apart from traffic—or, quite different, Lafayette Square in Washington, really a park, open and green, but still urban and in good scale. Quite in contrast, think of such perversions as Washington Square in New York—torn by traffic, piled around with obtrusively ugly buildings and stinking of exhaust gases. Or the once fine Copley Square in Boston, now a shining sea of car-tops glistening in the sun or

(Continued on Page 22)

THE FLORIDA ARCHITECT



## Precast and Prestressed Concrete Reduce Construction Costs

The above photo shows the "Cotton Warehouse" owned by the Port of Long Beach, Calif. It is 150 ft. wide and 1200 ft. long and has precast concrete walls, frame and roof and precast, prestressed concrete roof girders that span 75 ft. from the outside walls to a single row of interior columns down the center of the building.

This structure is an example of the savings that result from the use of precast and prestressed concrete construction. A substantial reduction in construction time resulted from (1) starting the precasting operations at the same time that the foundation work was begun, (2) re-using the formwork frequently and (3) casting the structural units horizontally at a convenient height for the workmen. This plan allowed the workers to repeat the same operations many times. Better craftsmanship and higher quality concrete were the result.

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Top photo: general view of warehouse at Long Beach, Calif. Exterior longitudinal walls are precast concrete panels 30-ft. high, 23-ft. wide and 6 in. to 8 in. thick. Photo above shows 56 in. deep, I-shaped girders supported on cast-in-place wall columns and precast interior columns. Span of the precast girders is 75 ft.



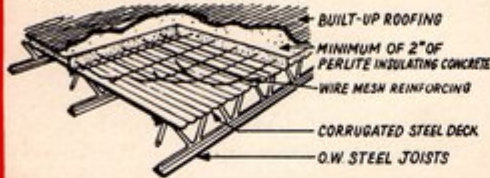
Roof constructed of precast concrete channel slabs resting on prestressed girders and precast monitor frames. Warehouse designed by the office of the late J. H. Davies, consulting structural engineer. Structural engineer was James R. Bole of Long Beach, Calif. Contractor was Johnson-Western Constructors of San Pedro, Calif.

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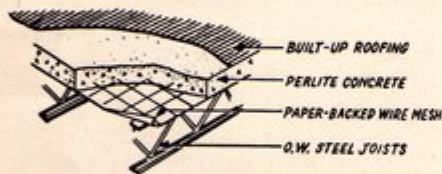
### light metal decks

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



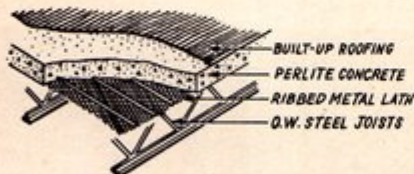
### paper-backed wire mesh

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



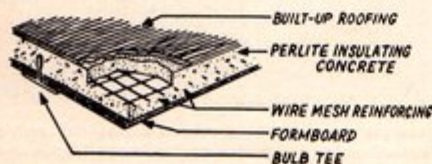
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# 42nd FAA Convention Highlights

The three-day meeting set new records for attendance, exhibit floor space, punctuality and professional inspiration. And the hospitality was terrific!

Last month's 42nd FAA Convention at Miami Beach was by far the largest overall meeting in FAA history. Nearly 300 architects, guests and students were registered, a number that was much more than doubled by representatives of manufacturers and associations which comprised the 75-booth Products Exhibit. This group used all the king-sized convention facilities of the Seville Hotel to the hilt; and at adjournment time on Saturday, November 10, the apparently unanimous opinion was that this 1956 Convention had set new records for site accommodations and interested participation as well as overall attendance.

The Convention probably set another record, too. Though none of its business sessions was marked by decisions of major import—like those on by-law changes and re-districting which highlighted the 41st and 40th meetings—the Convention proceeded with almost time-table precision. Meetings, events, seminars—all began generally on time and ended when scheduled, a circumstance for which all concerned were duly grateful.

Of even more significance, this Convention set a new standard of solid values in its seminar discussions. In both subject matter and personnel the two seminar panels demonstrated that expert consideration of a practical and vital subject is even more attractive to Florida architects than fun and frolic that's traditional at any convention. Panel discussions played to packed-to-standing meeting rooms. But attendance at entertainment events—even the really superb buffet dinner and top-flight "Swimcapade"—fell substantially short of anticipated totals.

It was evident that the pre-printing of several FAA Committee reports had the effect of expediting convention action during business sessions. Few reports had to be read before

delegates; and during the final session the Convention unanimously approved a resolution (the report of the Resolutions Committee starts on page 15) extending the general policy of pre-convention publication to resolutions as well as committee reports.

As a result of this "streamlining," discussion on reports was held to a minimum. On the matter of planning and zoning however—the committee for which was headed by WILLIAM T. ARNETT, Gainesville—there was both pro and con comment on the question of the FAA "cooperating" with the Florida Planning and Zoning Association toward obtaining enabling legislation relative to establishment of local planning and zoning boards. All three of the Arnett report recommendations were finally approved.

In addition to considering the report of the important Legislative Committee, this year chairmanned by JAMES K. POWNALL, Ft. Lauderdale—a brief of which is carried else-

where in this issue—the Convention took action on these matters:

**Chapter Boundaries**—As indicated in the study by JOHN L. R. GRAND published on pages 24 and 25 of the November *Florida Architect*, the understanding and local operating policies of certain Florida Chapters relative to boundaries, does not conform to boundary designations officially held by the AIA at Washington. Thus the Convention instructed the FAA Board of Directors to study the question and work out needed changes with proper AIA officials at the Octagon.

**Centennial Observance**—Recommendations of the Harvard report (November *Florida Architect*, page 22) were approved and each Chapter urged to initiate local action to tie-in with all phases of the AIA's Centennial year planning. FAA President CLINTON GAMBLE was instructed to request that Governor Collins pro-

*(Continued on Page 12)*



Hon. William A. Shands, State Senator from Gainesville and slated for President of the Senate at the next legislature, delivered the principal address at the Annual Convention Banquet, Friday evening, November 9.



Leon Chatelain, Jr., FAIA, President of the AIA, was among the Convention's list of distinguished professional guests. He spoke at Friday's banquet on the AIA's program for next year's Centennial Observance.

claim the week of February 18 to 23 as "Florida Architect's Week" to localize national plans of the AIA.

**Industry Relations**—JOHN STETSON, committee chairman (November *Florida Architect*, page 21) urged the appointment of an FAA committee to work with Federal construction and lending agencies in establishing a higher and more presently practical scale for architect's compensation.

**Education**—FRANKLIN S. BUNCH proposed that the FAA offer assistance to the Governor's Committee on Schoolhouse Construction, chaired by LAMAR SARA of Jacksonville; that an FAA committee be appointed to this end and that it include representatives from the 17 Florida counties now in dire need of improved educational facilities. His recommendations were approved unanimously.

## It's Clearwater For 43rd Convention in 1957

Plans are even now underway for developing the 1957 FAA Convention—the FAA's 43rd annual event—at Clearwater under the sponsorship of the Florida Central Chapter as hosts. The Fort Harrison Hotel will be Convention Headquarters.

The Florida Central Chapter's invitation for a west-coast convention was presented by a Clearwater hometown and FAA director, ROBERT H. LEVISON. But back of him was the Florida Central's entire Board of Directors—which President ROLAND W. SELLEW proudly announced was in 100 percent attendance—and the solid support of his Chapter's membership which had approved the invitation formally at its meeting in October.

Tentative dates have been set for November 7, 8 and 9, 1957. President Sellew expects to appoint a general convention committee chairman in the immediate future; and enthusiasm has already mounted high for the purpose of making the FAA's Annual Convention such as to break all standing records. Plans include a heavy emphasis on another outstanding exhibit of architects' work and a series of seminars which will include speakers of national prominence.

As in the past, a Product Exhibit will be one of the important features of the 1957 Convention. It will be necessarily smaller than that held in the Seville Hotel this year. But several of the Seville Hotel exhibitors have already reserved space for their Clearwater show; and all indications are that the exhibit will be as interesting and as valuable as any.



Caught by the photographer at Thursday evening's Swimcapade dinner were, left to right: George A. Sanderson, of Progressive Architecture, Mrs. Robert M. Little, Mrs. Henry S. Churchill, Robert M. Little, Igor B. Polevitsky, FAIA, Mrs. Sanford W. Goin, Sanford W. Goin, FAIA, and Henry S. Churchill, FAIA.



Another poolside group of VIP's included, left to right: Senator William A. Shands, National AIA President Leon Chatelain, Jr., FAIA, William T. Arnett, U/F professor of architecture, FAA Secretary-elect H. Samuel Kruse, Miss Peggy Leigh, and George A. Devlin, Detroit parking executive, who was one of the panelists on the Convention's two-session seminar on designing for the auto.

## FOR COMMENT & CRITICISM

On the three following pages is copy for an architects' booklet to replace "Presenting Your Architect" which is now out of print. It has been developed by a committee including T. Trip Russell, Verner Johnson and the FAA Exec. Secy. Publication here is to permit the FAA membership to suggest revisions prior to its completion, now scheduled for February, 1957.

As planned the booklet will measure 4 by 9 inches, for mailing in a No. 10 business envelope. It will be eight pages with a separate cover, both printed in two colors. In design it will be dignified, but typographically smart, with practically no "art-work."

In copy approach, this booklet has been purposely directed to the prospective building owner—hence the absence of the word "architect" in its title; and also the generous use of the word "you" and the conversational tone of the copy itself. The booklet is intended for use by architects in all Florida areas—thus no "fee schedule" has been included which might limit its use to certain special locations.

Please study this booklet material carefully. Your comments or criticism and your suggestions for revisions are invited. Send them to the FAA Executive Secretary by January 1, 1957. Suggestions of any sort are welcome and will be carefully considered by the Architects' Booklet Committee in preparing the final draft of the booklet for publication in February, 1957.

# How to Build with Confidence

## PAGE ONE:

The road to good building isn't easy.

To the man contemplating his first building venture, the potholes and boulders aren't obvious. But any seasoned operator knows he needs an experienced guide to avoid the pitfalls of bad contracts and sub-standard construction, the dead ends of wasted dollars that come from poor planning, inept design and lack of knowledgeable job supervision.

An architect is that guide. Without him the way can be difficult and costly.

With him you can travel it with confidence.

This pamphlet is to tell you about the architect. In it you can learn what he does to smooth your path and assure good value for your building dollars. It will tell you something about the architect's training, about his responsibility to you and the community and especially about the way in which he can serve you. The suggestions it contains can lead you to a better building—and to an architect-friend whose knowledge and experience can help you get the most from every penny of your expenditure.

## A Friend, Counsellor and Guide . . .

### PAGES TWO AND THREE:

Like your lawyer or physician, an architect is a member of an exacting profession—an old one recognized since the time of the Pharaohs. Once deemed a Fine Art, architecture today is a unique combination of art and business, inspiration and science, imagination and sound judgment.

It follows that any member of that profession must have special training and experience to fit him for the special services he offers you. So the background of an architect is important to you as a prospective building owner—especially since his work is instrumental in shaping the character of your community.

Here, briefly, is what lies behind the professional services an architect offers:

#### ● Education and Training

In most architects' offices you'll find two documents. One is a diploma from an architectural school or college approved by the National Architectural Accrediting Board of the American Institute of Architects. The other is a Certificate of Registration, a license to practice architecture awarded by the Florida State Board of Architecture.

These alone represent six to eight years of intensive experience. Academic training accounts for five—and may stretch to eight with special work in engineering, fine arts or community planning. Job experience is gained both during and after college—the latter being actually an apprenticeship which may last from one to three years prior to application for registration.

#### ● Licensing

Because architectural practice necessarily involves the health and safety of the public, Florida, as most other states, has established statutory regu-

lations for professional competence. Before anyone can legally practice—or even call himself an architect—he must qualify for a license by passing the rigid examinations conducted by the State Board of Architecture.

These adhere closely to standards established by the National Council of Architectural Registration Boards. They are designed to cover the whole field of practice and test ability in such practical matters as construction, mechanical installations, job supervision—as well as capacity for design and a knowledge of professional practice and ethics.

#### ● Scope of Activity

All this is to prove an ability to solve whatever type of building problem you may have. If it's a home, your family will live more comfortably, more conveniently, because of your architect's counsel, experience and skill. He's just as able on problems relating to buildings for commerce, industry or transportation. On buildings for public use—hospitals, schools, churches, theaters—need for architectural service has long been officially recognized in the Florida statutes.

You'll find architects also planning housing and industrial projects, solving civic re-development problems and serving on a variety of community zoning and planning boards. They are a force behind efforts to improve community health and safety measures; and many are doing notable work in fields of industrial and interior design.

Apart from this, an architect is much like other civic-minded professional men you know. He may be a member of your church, or service club or PTA group. He is a solid, quiet citizen of many facets—and in him you'll find the interested professional help you need as friend, counsellor and guide.

# Architectural Service . . . what does it mean to You?

## PAGES FOUR AND FIVE:

More and more people nowadays are realizing that architecture is as much a profession as law and medicine—and that the only thing an architect has to sell is service. So you may already know something of how architectural service translates your building requirements into a well-balanced, efficient construction program.

This starts, of course, with a series of *conferences* leading to a set of *preliminary sketches* which bring order, good arrangement and design to your ideas and requirements. When approved, these sketches become the basis for *working drawings* which, with written *specifications*, show the type, size and location of every item needed to construct and equip your building—so nothing is left to anyone's imagination and so contractors can give exact costs for every part.

Architectural service also includes aid and advice on preparation and *letting of contracts*, development of *large-scale details* as may be needed to execute the building design and on-the-job *supervision of construction* to assure performance of contracts and proper interpretation of drawings and specifications.

What does all this do for your building and pocketbook?

### ● It assures basic values for your building . . .

From the thousands of types of building materials and products, your architect will choose just those which fit your needs best. In this way every detail of your building is tailored to your own specific needs and budget.

### ● It gives you knowledge when you need it . . .

Modern building involves a myriad of specialized and complex details. Someone with expert knowl-

edge, seasoned judgment and technical training and experience must coordinate them. That someone is your architect. He provides the special abilities and personnel to represent your interests when you need them most.

### ● It adds soundness to your investment . . .

Your architect's experience with problems of others can help to solve yours. Knowledge of building economics, of site and space planning, of low-upkeep construction and equipment, of design—all these factors of architectural service can buttress the worth of your building.

### ● It can probably save you money . . .

Good planning means less waste, better utilization of space. Careful drawings, specifications and details make accurate costing easier, reduce the "overhead and contingency" items of a contractor's proposal, do away with the need for expensive "extras." Job supervision can prevent costly "mistakes" in construction; and with accurate job accounting (also part of architectural service) overpayments are prevented, deductions due to contract adjustments assured. Your architect is the guardian of your building budget as well as your on-the-job representative. His savings for others have often totaled many times the cost of his professional services.

In such practical ways architectural service helps you get the utmost value from your building dollars. To you, as to a host of other building owners, this service can mean a better investment in terms of site planning and design, the efficient use of space, more economically adaptable construction and equipment. In addition it can bring the balanced satisfaction, both economic and personal, which comes from a well-planned, well-organized, well-run job.

## How to Choose A Partner . . .

### PAGES SIX AND SEVEN:

From the time you first tell him about your building idea until you take the keys and make the final payment, your architect means *you* to those who will build your idea into reality. So, choose him with care. Make sure your personalities can work easily together. Satisfy yourself that he's fully competent to do the kind of job you have in mind. Then give him all the facts he needs—plus your confidence and backing.

How can you select this combination of businessman, creative designer, construction expert, technical advisor, professional representative and friend?

Select him as you would a doctor, a lawyer, a tax consultant, or any other professional man. Talk to several architects—you'll find their professional listing in your local telephone directory. Get to know them. Look at the buildings each has designed. Then talk to the owners of these buildings, to the contractors who built them, the bankers who financed them. Evaluate your findings—then select a particular architect for your job on the basis of the overall qualifications you feel are best suited to your own building situation.



Once you have decided, retain his professional services by means of a written agreement. This will protect you both in terms of stating the specific nature of the work to be performed and the agreed schedule of compensation in return for that.

Your choice will involve some ethics of selection—on your part as well as his. For example, don't ask an architect to "put in a bid for the job." Though costs of architectural services vary somewhat between individual offices, they're based generally on the size and complexity of a building problem and on the individual architect's ability and experience. But architects don't advertise either their rates or reputations. And their professional services are never offered, nor made available, on the basis of competitive quotation.

Again, if you have retained an architect, but feel you would rather retain another, don't do so until you have dismissed the first one and have paid all costs for his services. No professional man will knowingly accept a commission on which another is still active.

And don't expect to receive much in the way of professional advice—much less "free sketches"—before you have formally retained an architect's services. Like a doctor or lawyer, an architect's training, skill, knowledge and experience are his only stock in trade; and when he bends these toward consideration of your building problem, he can reasonably expect payment for doing so.

In solving your building problem, an architect

acts for you as a coordinator, thus relieving you of necessity for dealing with the many technicians, artisans and tradesmen involved with any construction program. Depending on the size, type and complexity of your project, highly specialized abilities may be required—as structural and mechanical engineers, decorative designers, lighting, color and special equipment consultants. Sometimes an architect's office provides all of them; sometimes collaborative talent is needed. But in any event, the architect is the captain of your building team; and through him your interests are protected.

## In Your Community . . .

In any community leaders of the architectural profession are usually members of the American Institute of Architects. To you, the letters "AIA" after an architect's name is an assurance of technical competence and reliability and of professional and personal integrity, for it signifies he has met the high ethical standards of this nationwide professional organization.

If you're planning to build in your community, an AIA architect who lives there can best advise you on local costs and conditions. And if your building site is elsewhere, he can tell you of another AIA architect there on whom you can rely. Thus, AIA membership adds value of architectural service.

## The Price of Service . . .

### PAGE EIGHT:

Architectural service actually represents a minor part of any overall building cost. Because the ultimate success of your building project depends so heavily on the abilities and experienced judgment of your architect, the cost of his services should be regarded as an integral part of any building budget—as essential as any structural element of the building itself.

The required extent of architectural service depends largely on the type and character of the structure involved. So it follows that compensation for this service will vary with the size, complexity and overall cost of a building project.

In most cases, costs of architectural services bear a percentage relationship to the construction cost of a building. This may range from four percent—in the case of a large, but relatively simple, structure like an industrial, store or loft building—to even ten percent for the development of a complex or highly individualized design. Services on alteration

or remodeling projects customarily involve two or three percent in addition, due to the amount of extra work involved.

Over eighty percent of what you pay an architect goes to maintain an office, operating personnel and a highly trained staff with varied and specialized abilities. Just as part of any construction cost goes to maintain the overhead of a contracting organization, so you are buying a coordinated grouping of varied talents when you retain an architect.

Thus, the actual cost of competent architectural service is a minor factor in the economics of your building operation. But it can be an extremely important one. The services you obtain from your architect may well save you a sum much larger than the amount you pay for them. And his overall contribution to the ultimate value of your building is quite likely to amount to many times the sum of his professional charges to you.

### INSIDE BACK COVER:

*It is planned to re-print the fifteen mandatory provisions of the AIA Standards of Professional Practice on the inside back cover facing page eight. Purpose*

*is to let the non-professional reader know the ethical code under which an AIA architect practices. Hope is that it will reinforce confidence on the reader's part.*

# Fine Doors Deserve Fine Care

In material, workmanship and overall character, IPIK Solid Core Flush Doors are more than mere building products. Each is an example of precision cabinet work and should be treated as such. These suggestions from our experience will assure their permanent beauty and trouble-free service:

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Be sure delivery is in a clean truck, covered in bad weather. Schedule delivery after plaster and cement have dried out. See that doors are handled with gloved hands to avoid finger-markings—and carried, not dragged, from truck to storage.

Make sure doors are stored in clean, dry, well-ventilated shelter. Stack them flat on level surface; don't stand on edge. Cover them while in storage; and if stored for more than a few days, seal top and bottom edges.

#### Installation . . .

Be sure jambs and stops are perfectly plumb and square. Size frame properly for each door; cutting doors down except for necessary fitting can ruin construction balance. In hanging, allow about 3/16" clearance for damp weather swelling of frame or door. Use three hinges, set in line and flush with edge surface.

#### Finishing . . .

Apply finish as soon as door is fitted; and be sure all four edges receive at least two coats of sealer, varnish or paint before hanging door. Be sure surface is clean and dry; but avoid caustic or abrasive cleaners. Don't finish if humidity is abnormally high; let doors dry out thoroughly first.

If possible, give doors a filler coat upon job delivery to prevent undue moisture absorption. Before finishing, sand lightly with 3/0 or 5/0 paper; then sand again between coats. Use only high grade finishing materials and follow maker's instructions.



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# Approved Resolutions

#### General Appreciation

WHEREAS, the Florida South Chapter of the American Institute of Architects has played a most gracious role as host for the 42nd Annual Convention of the Florida Association of Architects; and,

WHEREAS, this has been one of the largest and most successful conventions ever held; and,

WHEREAS, the success of this Convention can be largely attributed to members of the host Chapter and their charming ladies, and in particular to the Convention Committee, Edward G. Grafton, Chairman, who have given so freely of their time and efforts; and,

WHEREAS, the city of Miami Beach has contributed notably to the success of this Convention not only by its hospitality, but also by its inspiring examples of contemporary architecture;

NOW, THEREFORE, BE IT RESOLVED, that the members and guests of the Florida Association of Architects assembled in the city of Miami Beach extend to these sincere thanks for their efforts in making this Convention a complete success.

#### New FAA Chapters

WHEREAS, since the last FAA convention the Jacksonville Chapter, the Mid-Florida Chapter and the Northwest Florida Chapter have been organized as units of the American Institute of Architects and the Florida Association of Architects; and,

WHEREAS, these Chapters are functioning in support of the profession in the State;

NOW, THEREFORE, BE IT RESOLVED, that this Convention extend a welcome to these new Chapters into the Florida Association of Architects and invite the participation of the Chapters and the individual members in all of the activities of the FAA.

#### New Resolutions Procedure

WHEREAS, in the past resolutions have usually been written at the Annual FAA Convention with insufficient time for detailed study and presented to the members present with-

out the benefit of review and study of the membership at large;

NOW, THEREFORE, BE IT RESOLVED, that the following convention rules for resolutions be adopted:

1. All resolutions shall be forwarded to the Executive Secretary two months prior to each Annual Convention so that said resolutions may be published in *The Florida Architect* one month prior to convening of the Convention.
2. Exceptions to the above rule may be made by consent of the Convention if sustained by two-thirds vote of membership present.
3. The Committee on Resolutions may initiate resolutions, particularly those of appreciation, when deemed appropriate.
4. The Committee on Resolutions will take one of the following actions and report such action to the Convention on each resolution received by it.
  - a. Deems the resolution a matter to be dealt with by the Executive Board and return it promptly to the sponsor with advise to present it to the Board.
  - b. Deems the resolution inappropriate to come before the Convention and return it to the sponsor.
  - c. Modify the resolution or combine it with other resolutions.
  - d. Report the resolution to the Convention with recommendation to disapprove.
  - e. Report the resolution to the Convention without recommendation.
  - f. Report the resolution to the Convention with recommendation to approve, and move its adoption.

#### Product Exhibitors

WHEREAS, the efforts of the various manufacturers in exhibiting their products at this Convention have contributed immeasurably to the education of the membership;

*(Continued on Page 17)*

## Resolutions . . .

(Continued from Page 16)

tion of the architects attending this Convention as well as to its financial success;

NOW, THEREFORE, BE IT RESOLVED, that the Florida Association of Architects express by letter its sincere appreciation to each exhibitor for their contribution in making this a successful Convention.

### Recognition of Franklin S. Bunch

WHEREAS, Franklin S. Bunch has served this Association for a number of years in a commendable and outstanding manner as Chairman of the Legislative Committee;

NOW, THEREFORE, BE IT RESOLVED, that the Florida Association of Architects express to Franklin S. Bunch the appreciation that is felt by all members for the invaluable services rendered.

### AIA Regional Director

WHEREAS, during the coming year of 1957 a new Regional Director for the South Atlantic District of the American Institute of Architects is to be elected; and,

WHEREAS, under the present system of rotation a Florida Architect is due to be elected to this high office; and,

WHEREAS, Sanford W. Goin, FAIA, has indicated his willingness to serve in this capacity and has proven his ability to carry out the duties required of this office through his many years of outstanding service to the FAA and the Institute; and,

WHEREAS, it is deemed advisable for the Florida architects to present a united front in their nomination for this office at the next Regional meeting;

NOW, THEREFORE, BE IT RESOLVED, that this Convention recommend to the several Chapters of the AIA in the State of Florida, that they designate a member of the Nominating Committee for the South Atlantic Region to support the nomination of Sanford W. Goin, FAIA, as the next Regional Director for the South Atlantic District.

### Condolence

WHEREAS, God in his infinite wisdom has taken from us during the past year Talbot F. Hamlin, George J. Haas, George C. Keiser, C. LeRoy Kinports, Christopher S. Robinson,

(Continued on Page 29)

DECEMBER, 1956

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# and

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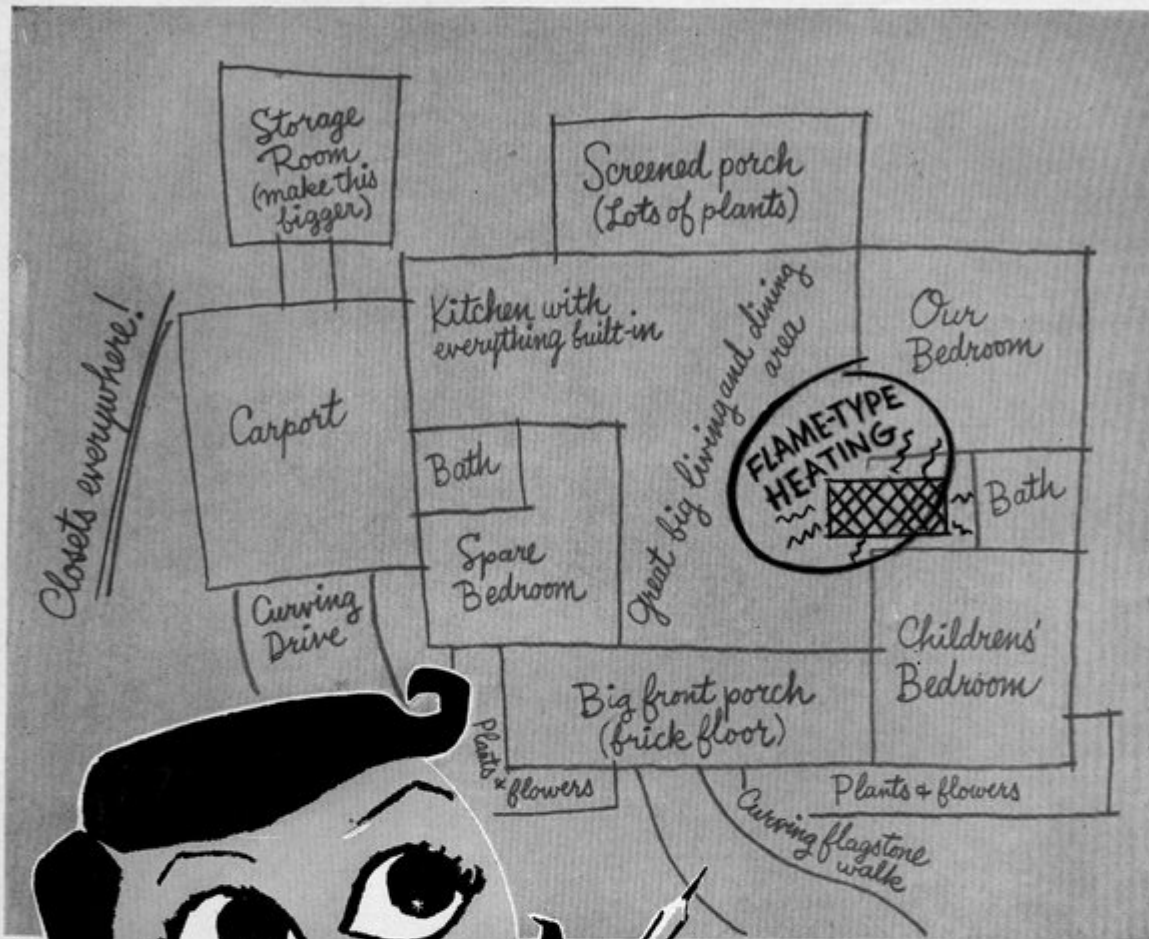
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THE FLORIDA ARCHITECT

# Parking --- Problem of Economics

A seminar discussion by an expert on the subject.

By **GEORGE A. DEVLIN**,  
Vice-President, National Garages, Inc.

Designing for the automobile is really quite simple. All you have to do is get hold of all recent issues of the *Automotive News*. This will tell you the maximum width, length, height, as well as the minimum turning radius and climbing ability of all the cars which can be expected to use a parking facility today.

That's fine for today—but you can't trust the auto manufacturers. How about tomorrow? Figures on the 1957 cars are just coming out. The Chrysler is wider, the Lincoln is longer. How about the 1958 models—'59—'69—'77? Parking structures at present costs must function economically for at least 20 years if they are going to be a sound investment.

When a three-car bay between columns becomes 1-inch shy of taking three wider cars, it will only hold two cars, which is 33 1/3 per cent reduction in capacity. I have seen this happen in many garages designed during the Twenties and Thirties, and even some built as late as the mid-Forties. The problem is not limited just to the possibility of cars getting bigger. Suppose they got smaller. You can't put three and nine-tenths cars of 1967 vintage between the columns of a deck designed for three 1957 cars. Yet parking fees which are largely determined by parking lots might well be reduced by 15 per cent or more if the size of cars approached that of present European models. Or to put it another way, such a deck would be at a decided economic disadvantage as compared with one which was designed to avoid such obsolescence. This is an immediate problem when designing parking facilities in many Canadian cities where as many as 25 per cent of the automobiles are of English or German manufacture.

A large increase in the popularity of certain body styles can also create a serious problem—the station wagon, for example. Many staggered-floor type garages designed for back-in parking took advantage of the low

or sloping rear contour of then-current models by overlapping the adjoining floors in order to achieve increased aisle width. Station wagons won't go under these overhangs without crumpling-in the top. As long as these garages are operated with attendants to park the cars, the attendants can be instructed to park wagons in stalls where there is no low overhanging floor. Even attendants get to daydreaming at times—and then you have a two or three hundred dollar damage claim and a very disgruntled customer on your hands. Such a design would be intolerable in a customer-self-parking facility.

These are but two examples of what might be called dimensional obsolescence, but they should suffice to point up the seriousness of this factor in designing for the automobile. There is another kind of obsolescence. I will call it functional obsolescence. It is somewhat harder to explain and has occurred in two major respects since the mid-Nineteen Twenties. It can best be described by briefly tracing the evolution of parking garages since their beginning. The first garages were built to provide protection from deteriorating effects of the elements as well as complete accessory sales, service, and repair facilities.

They catered largely to the all-day carriage trade customer, since only wealthy business and professional men could afford a car in those days.

But, with the advent of Duco enamel and the super-service station—coupled with the way Mrs. America took to the automobile in the late Thirties—a new concept of garage design emerged. It was usually located close to the retail shopping district of large urban centers and catered primarily to short-time shopping customers. It was characterized by unenclosed floors, larger receiving and delivery areas on the first floor, and attendants to park the cars. In order to achieve maximum capacity in a given area, back-in-parking (often two and even three cars deep) was used and ramps were quite steep. Manlifts were the usual means of taking attendants to and from parking levels. Facilities for the sale of services and supplies were frequently omitted. Many parking decks of this type are still being built.

The most radical change in the concept of park-deck design has come about since 1950. It is the customer-self-parking type of deck. Several examples were built in the early Forties; but it took the pressure of the rela-

*(Continued on Page 20)*



Panel members of the 42nd Convention's seminar theme, "Designing for the Automobile," included, left to right, Herbert H. Johnson, Frank E. Watson, Henry S. Churchill, FAIA, Convention keynote speaker, Igor B. Polevitzky, FAIA, panel moderator, Victor D. Gruen, George A. Devlin, author of this article.

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Lake Worth

## Parking . . .

(Continued from Page 19)

tively high wage rate of the last five years, plus the public demand for "quickie" parking at low rates to supplement metered curb parking, to prove up this design.

In contrast to either the monthly storage-service garage or the attendant-parked transient deck, the self-parking deck has no receiving area and frequently no outgoing magazine. Extensive waiting room, cashiering, and employee facilities are practically eliminated. Parking stalls are larger and frequently designed for head-in angle parking. There can be no double parking. Ramps are shallower, or eliminated altogether through the use of sloping floors. Elevators and, in some cases, escalators are used to take customers from and to parking levels. Such details as drainage, lighting, and general interior appearance, become more important.

The generally enthusiastic public acceptance of self-parking facilities, coupled with extensive operating economies, has placed many older garages in a very unfavorable economic position. A majority of the major parking facilities being built today are designed for customer-self-parking; and many of the older attendant-parked decks are being converted to this type of operation if practicable, even at a considerable loss of capacity and the expense of building-in elevators. This will convey some idea of what functional obsolescence means. What the future will bring about is anyone's guess.

Although designing parking facilities so as to avoid early obsolescence due to dimensional and functional changes is difficult enough, the real problem is pointed up when we realize that in designing a modern self-parking facility, we must design it as much — even more — for the automobile driver as for the automobile. Add to this the fact that most of the drivers will be feminine and you really have a problem. Don't get me wrong! The feminine driver is a good driver, more skillful in many ways than her masculine counterpart. It's just that she isn't very predictable.

Now let's outline a few design concepts which may produce parking facilities somewhat better from a func-

tional and economic standpoint than most of those in existence today. In explanation, National Garages, Inc., operates many facilities it has designed as well as many designed by others. There is nothing like "eating the cake" to find out how good it is. The comments which follow are based on this experience.

A parking facility must be located close to one or more major generators of parking demand — the closer the better, since the most convenient parking facility, even though it must charge higher rates because of higher land cost, usually enjoys the highest demand. Although its entrance should not be on an already heavily congested street, it should not be on a difficult-to-get-to back street.

The parking structure must not hide its function behind a false front designed to make it indistinguishable from adjoining buildings. Open sides, exposing as much of the functional interior as possible, is a parking deck's best advertisement. Open sides also result in considerable savings in construction and maintenance cost. This feature need not be incompatible with a clean and modern architectural appearance.

The entrance must be generous and inviting. For highest turnover, particularly in larger decks, 45 to 60 degree angle head-in parking with one-way traffic in the aisles, seems best, although some of the smaller decks using sloping floors with 90° head-in parking and two-way traffic in the aisles have made a very good showing. Arrangement of parking stalls and travel aisles should be uniform and repetitive with a minimum number of choices presented to the customer in seeking an empty stall. An express ramp is desirable to accelerate movement of outgoing cars.

There is little to indicate any specific preference in the basic type of ramps, such as helical, straight-run, wrap-around, scissor. D'Humy, etc. However, such features as super-elevation and vertical curvature at floor intersections, warping of access drives, and surface treatment are extremely important. The average parker, if given a choice, prefers to park above grade. Working above grade has the further advantage of eliminating costly excavation and enclosing walls, as well as ventilation and, frequently, sprinkler requirements.

THE FLORIDA ARCHITECT

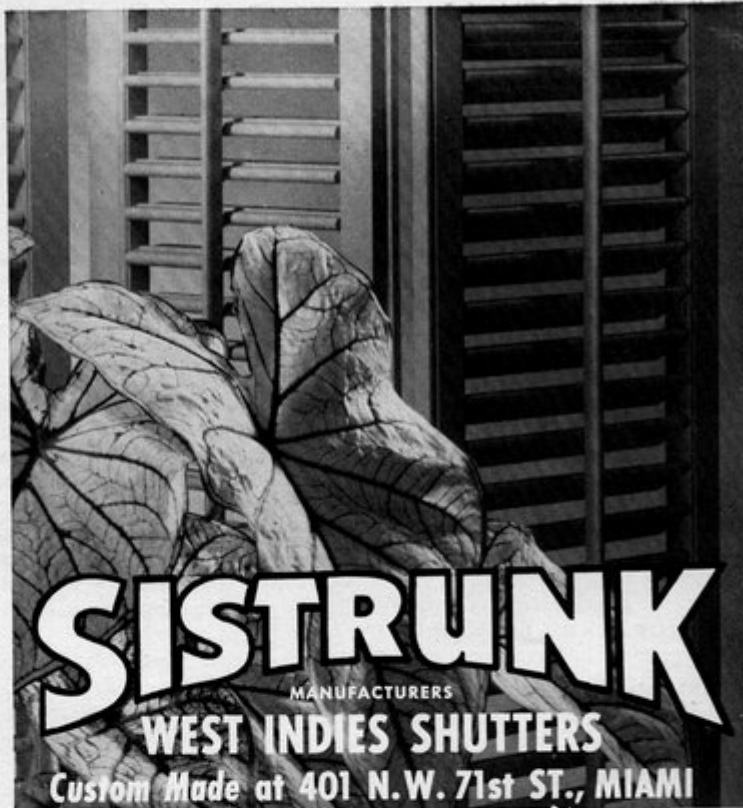
Elevators should be automatic and equipped with the most modern safety features. Operating economies can be effected by designing entrance drives to accommodate automatic ticket-dispensing machines. Cashier stations, particularly in smaller decks, are usually set up to collect from the car at the exit drive. But where outgoing traffic discharges into a heavily congested street, it is sometimes preferable to collect from customers before they get into their cars, usually near the first floor elevator landing.

It is difficult to be specific on such items as aisles, ramp and parking bay widths, optimum turning radii, ramp grades, and number of driveways and elevators in relation to capacity. These factors and many more vary so much from site to site, city to city, and day to day, that they can only be considered in respect to a specific project. A delay of even a year from the time of completing plans to the beginning of construction frequently necessitates a complete revision of the plans if a significant amount of built-in obsolescence is to be avoided.

A good location and functional excellence alone are not enough to assure the economic success of a parking project. Construction cost is equally important. More specifically, the cost per car space is one of the most important indices of an economic parking project. This figure is the product of the number of square feet per car space of construction times the cost per square foot. A low number of square feet per car space is the result of careful functional planning, providing no more or no less area to the various functional features of the project than are necessary to a well balanced whole. 290 to 340 square feet per car is the current range for normal self-parking decks.

Low cost per square foot can only be achieved by careful engineering and the elimination of all superfluous architectural features. The best way to approach the design of a parking facility is to look at it as a machine rather than a building. As mentioned earlier, this approach need not detract from the esthetic aspect of the project. Designing parking facilities for the automobile is a fascinating subject, requiring the highest skill and ingenuity in combining the most effective functional layout with economical structural engineering and attractive architectural design.

DECEMBER, 1956



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## Keynote on Chaos . . .

(Continued from Page 8)

dearlier drooping in the drizzle.

In Philadelphia we have the magnificent Benjamin Franklin Parkway, an attempt to create a sort of Champs-Elysees for the Quaker City. It was splendid in the old days, the long vista interrupted by the beautiful fountain in Logan Circle and terminating in the hill crowned with the pseudo-Greek museum. It has unused, broad, tree-lined walks between the 10-lane center drive and the side streets, which were intended to be lined with handsome buildings. Alas, it is a rat-race now. Logan Circle is filled with the sound of cursing drivers and squealing tires; the crowned hill-top and the cascades beside the great steps to the fore-court might as well not be there, for eighteen or so lanes of traffic converge on the plaza below. Even backseat drivers are hushed. Like its prototype, the Place de la Concorde, it can only be seen in the stillness of the night. By day only the pavement exists, and the next car.

With such various examples — and

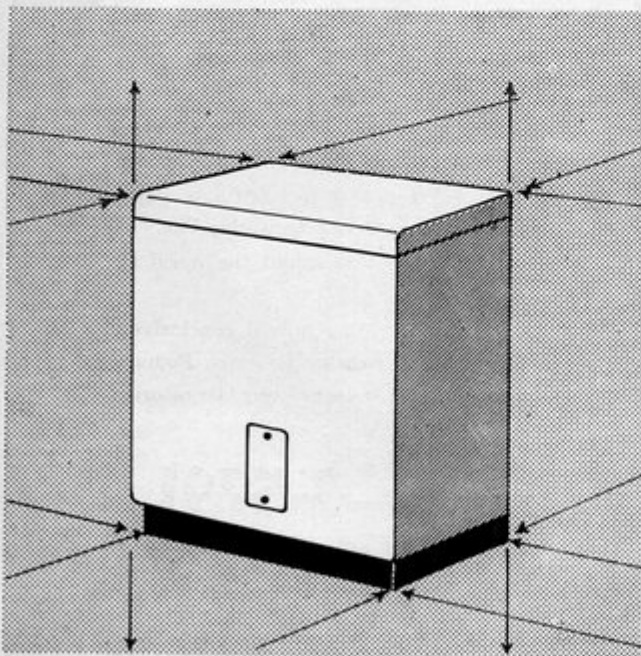
there are many others, good and bad, of designs that have been affected by the automobile—we can begin to make some designs deliberately for it. Doing what the highway engineers are beginning to talk about, double-decking everything and repeating the same mess all over again on top, will not do. The huge parking-space, the isolated groups of buildings, the swoop and action of the five-level interchange are all subject to over-all unity to be imposed by architectural design. There is possible movement, drama, grandeur, far beyond the thin dreams of the Baroque or the sad builders of Ankor Vat. The problem will be how to see it at seventy miles an hour in between directional signs.

I do not need to talk about what it will be like once we are off the expressway and back in scatteration. We already have it, we all know it. Twenty years from now there will be twice as much of it.

I like to think that the residential and working city as we know it will survive the automobile, but I am inclined to doubt it. We will have the working city of skyscrapers tightly confined inside the new ring roads,

and outside them the residential suburbs scattered all over the remaining landscape. The compact residential city of urban streets and close-in architecture, of fine man-made places to look at, houses, bridges, right outside your door, as you step out, or sit on the stoop, or as you walk over to the bar, seems on its way out. If you want life other than the dull life of a suburban backyard you will have to drive over to the Regional Shopping Center, land a parking space and walk half a mile to get your drink.

This may be sad only as nostalgic sentiment, and may have as little meaning to our grandchildren as the era of stage-coaches has to us. But if we accept the challenge of design imposed by the automobile, we may arrive at new urban dignities. These will probably be of a different order from what we think of as urban today. But the essential quality of architecture as a great art, however transferred, is sure to remain. The disorganization of Detroit will not wipe out the heritage of Athens, Chartres, and Paris. Or so we can hope.



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## Joint Cooperative Committee Re-Elects Gamble Co-Chairman

For the third year CLINTON GAMBLE, AIA, will represent the FAA as Co-Chairman of the Joint Cooperative Committee, FAA-AGC-FES, during the coming year. He was re-elected during a meeting held November 8, 1956, at the FAA Convention headquarters in the Seville Hotel, Miami Beach. W. W. ARNOLD, AGC, was elected a co-chairman to serve with Gamble. WILLIAM P. BOBB, who has been secretary of the Committee since its formation two years ago, declined re-election. His office will be temporarily filled by PAUL H. HINDS, executive manager of the South Florida Chapter, AGC.

The meeting was characterized by considerable discussion on a number of agenda matters, but little conclusive action resulted. Policy to be adopted by the group relative to a proposed uniform licensing law for contractors was postponed until the January meeting. Relative to matters of research and building code improvement, a proposal by JOHN STERSON was approved to the effect that the JCC sub-committee work to assemble the controlling regulations of all State agencies as the "general conditions basis" for what might ultimately develop into a state-wide building code.

One of the partners of Huffman Brothers, Orlando contractors, reported in some detail relative to the Blanker school roof collapse. As a result a proposal was voiced that the JCC approve the revision of Article 14 of the AIA contract general conditions which would hold a contractor not liable to an owner for damage resulting from an architect's error or through deficiencies in plans or specifications. This revision has been approved by the National Joint Coop. Committee. But, though this approval has been ratified by the AGC at their latest convention at Milwaukee, it was not approved, as recommended, by the AIA Board of Directors. Thus, definite action relative to Florida procedure has been necessarily postponed.

No specific date for the Committee's next meeting was set. Both time and place will be announced in these columns in a later issue.

DECEMBER, 1956



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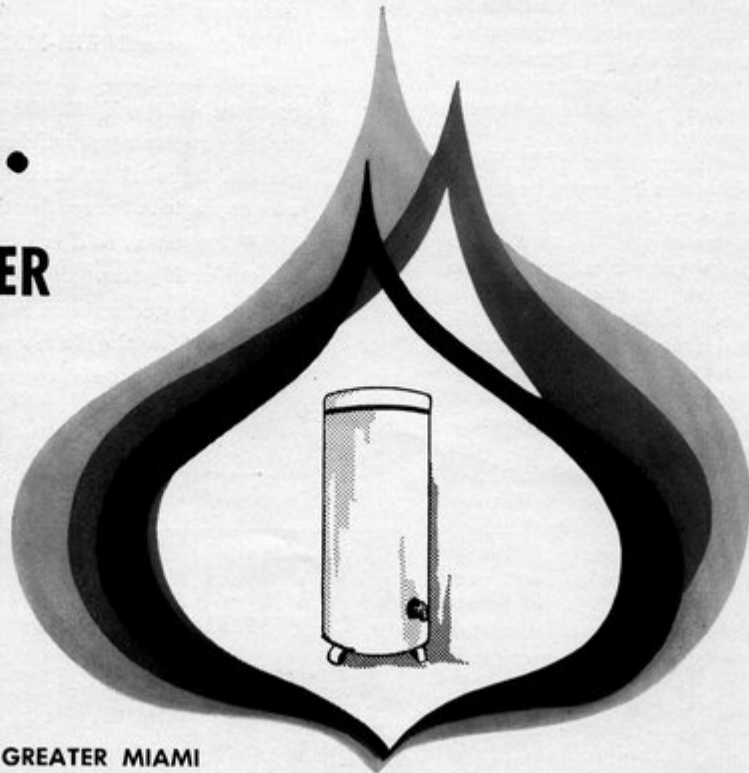
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## News & Notes

### Tench Says "No"

BENMONT TENCH, JR., who has served as the FAA's legal counsel and has represented the FAA at the past four sessions of the Florida State Legislature, announced his inability to attend the 1957 session on behalf of the architects. Growing pressure of his own law practice in Gainesville was given as one chief reason for his decision.

In view of Tench's decision, the FAA Legislative Committee, chaired by JAMES K. POWNALL, Fort Lauderdale, recommended to the Convention that an attorney with residence in Tallahassee be retained by the FAA as a new representative. The recommendation, contained in Pownall's committee report, was approved, as was appropriation of funds needed to carry it through.

### Millkey Announces Date For Regional Conference

In a short talk during the 42nd FAA Convention's final business session, HERBERT C. MILLKEY, who will end a three-year term as AIA's director for the South Atlantic Region next year, announced April 4, 5 and 6 as the time of the 1957 Regional Conference. The Conference will be held in Atlanta; and headquarters will be the Atlanta Biltmore Hotel. Conference theme will be "Architecture and Man"; and Millkey promised as fine a development of that theme as attendants of the 1956 Regional Conference enjoyed at Durham.

In speaking of work to be done in developing adequate liaison, now lacking, between chapters and regional activities, Millkey cited the need for a central regional office, staffed with full-time personnel, and also scored the lack of contact between regional committee members and committee chairmen.

"To combat this," the regional director said, "we've dedicated the first day of the coming Atlanta meeting to chapter and state and regional committee meetings. In the school building committee, for example, we want all the chairmen of the various chapter school building committees present. We're going to have slides and talks. In effect we're going to (Continued on Page 26)

DECEMBER, 1956

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## News & Notes

(Continued from Page 25)

make it a seminar. And we hope to carry this sort of thing through with other committees as well."

Millkey also spoke pointedly on "the package deal problem"—a problem which he said architects would be hearing a great deal about in the near future. He defined a "package dealer" as "any person who does building and design and such other related things as financing, site acquisition and development, etc."

"I feel resentful toward that person because he does a job on a commercial basis instead of a professional basis," said Millkey. "I think of him as a little contractor who just quietly does this work. And in Atlanta he's doing at least 25 percent of the buildings. The important thing is that he's not doing quality work."

He cited the stand taken by the So. Carolina Chapter on the package deal matter—and by implication offered the FAA a suggestion for local action. A resolution, prepared by a So. Carolina chapter committee in conjunction with the local AGC chapter, noted: that certain contractors were doing architectural as well as building work; that they were not qualified by training or experience to do so; and called on the AGC to discourage the practice. Said Millkey:

"And the AGC loved So. Carolina for doing it! It appears that most of the AGC members resent the fact that a small percentage of their members do this sort of thing."



Acting on a resolution passed at the Daytona Beach Convention last year, the FAA honored Mellen C. Greeley, FAIA, Jacksonville, for his long and devoted service to the advancement of the architectural profession in Florida. He was presented with an engraved silver tray by Russell T. Pancoast, FAIA, on behalf of the FAA membership, at the Convention Banquet.

THE FLORIDA ARCHITECT



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### Sarasota Architects Stage Local Exhibit

The architect, whose creations are all too infrequently thought of as art, took the initiative to correct that situation in Sarasota during National Art Week. A graphic exhibition, "Architecture in Sarasota," was set up in an unoccupied downtown store by the Sarasota-Bradenton Association of Architects in cooperation with the Sarasota Art Association's observance of National Art Week. Renderings, photographs, sketches and plans were all displayed.

CARL VOLLMER and WILLIAM RUPP were in charge of the project. Others participating were: PAUL RUDOLPH, RALPH S. TWITCHELL, ROLAND W. SELLEW, ERWIN GREMLI, II, E. J. SEIBERT, JOHN CROWELL, JACK WEST, and VICTOR LUNDY. The S-BAA plans to make the exhibition an annual event.

### Senator William A. Shands Annual Banquet Speaker

Florida's legislative dean, SENATOR WILLIAM A. SHANDS, Gainesville, chose a three-paragraph passage from one of Frank Lloyd Wright's early writings to indicate what he called "a bridge between the fine art of architecture and the sometimes very blunt art of government." He emphasized the fact that both architecture and government must develop and change as the need arises.

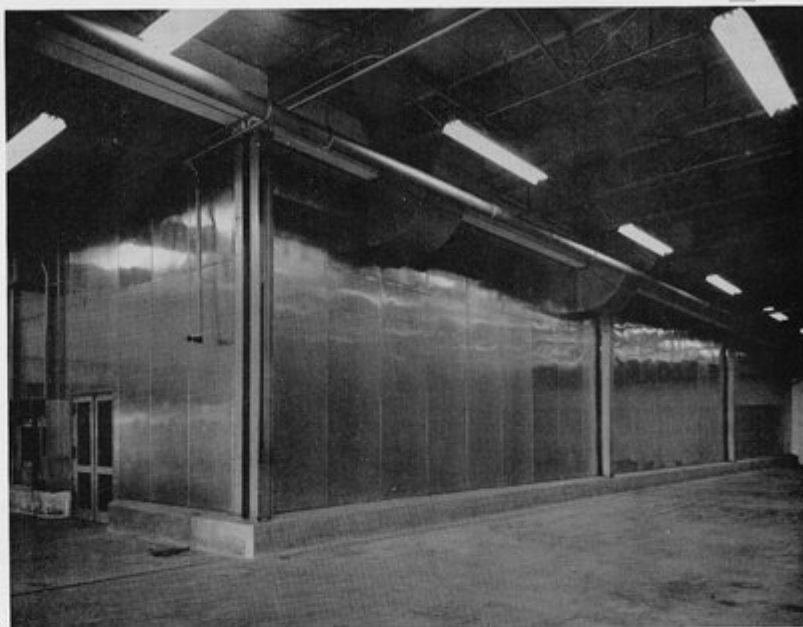
"The unchanging things," said the speaker, who had been introduced to the banquet audience by BENMONT TENCH, JR., FAA legal counsel, "are these: character, sincerity, truth, grace, integrity. A city which has these things in its buildings and in its government is a city of God. A city whose buildings and government lack these things will be farther from God than a bee-hive. And politically we may say the same about states and nations."

Senator Shands outlined the changes coming to Florida due to its increasing industrialization and welcomed them as new opportunities for better architecture and better governmental operations and policies.

NOTE: Lack of space in this issue prevented a full reporting of Senator Shands' speech. If a sufficient number of requests are received, his speech will be mimeographed for distribution to FAA members gratis.

DECEMBER, 1956

## As Light is Reflected From a Mirror...



Produce box, 40 x 105 x 22 feet, is one of nine rooms included in the 1,300,000 cu. ft. of refrigerated area of the new Food Fair Warehouse at Miami. Leslie B. Taylor was the engineer.

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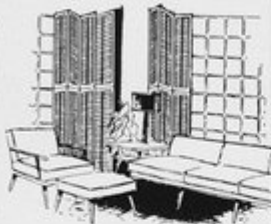
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## Servants or Masters . . .

*(Continued from Page 4)*

How can we expect appreciation of architecture if it is only possible through wrap-around windshields when going 30 miles per hour — or maybe in a rear-view mirror? How can we expect that our concern with the re-integration of the arts and architecture can be taken for anything but idle talk? How can we expect these things if one cannot stop anywhere long enough to look at the buildings — not to speak of the art which might be part of the buildings?

Shall we wait until these dire predictions which we have heard become all too true — until we will be standing ankle-deep in automobiles; until there won't be any space for human beings any longer? Or shall we plan for human beings? Shall we plan for an environment in which architecture becomes again meaningful because one can look at it from eye level, as it was supposed to be looked at — an environment where it is possible to appreciate what we are doing and where the integration of arts and architecture could again be appreciated; an environment in which we have time to look, time to contemplate, time to enjoy?

If we want such an environment, it must be created as a pedestrian environment. And the automobiles, like the broom, must be left outside the living room. My approach to the solution of our entire urban scene — which has to do with our suburban areas, with our metropolitan regions, with our highways, with our towns, with our business centers — is founded on one basic philosophic thought.

The automobiles are our servants. They are machines which we use when we want to use them; and we cannot allow them to become our masters. We have to put them into the place where they can most practically serve and function as our servants. Thus there will be left a little space over where we can breathe, where we can live, where we can enjoy our surroundings — and where we can again look at architecture and therefore create good architecture.

That is the only way in which we can fulfill the practical needs of the automobile. And it is also the only way by which we can keep our human dignity.

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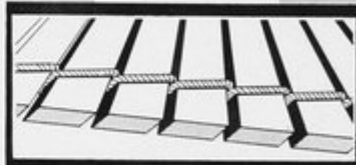


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THE FLORIDA ARCHITECT

## Resolutions . . .

(Continued from Page 17)

W. B. Talley, and Henry A. Tilden; and,

WHEREAS, their presence and wisdom in our council is sorely missed;

NOW, THEREFORE, BE IT RESOLVED, that the Florida Association of Architects extend their most heartfelt condolences to the families of these fellow members, together with this expression of the deep loss sustained by this profession.

### Chapter Coordination

WHEREAS, there is a recognized lack of uniformity in the by-laws and administration of the several Chapters of the Florida Association of Architects, resulting in conflicts between these Chapters, the FAA and the AIA, in such matters as pertain to the time of installation of officers, the collection and apportionment of dues and other matters of a similar nature;

NOW, THEREFORE, BE IT RESOLVED, that the President appoint a committee composed of the Secretary of each Chapter and the Secretary of the FAA, to study this matter and make recommendations to the bodies concerned for purposes of better understanding, coordination and integration of these organizations.

### Board of Commissioners

WHEREAS, the State Board of Commissioners has during the past years commissioned private architects for the planning of State buildings; and,

WHEREAS, the Florida Association of Architects recognizes the difficulties encountered in carrying out the building program of these public buildings;

NOW, THEREFORE, BE IT RESOLVED, that the Florida Association of Architects express to the Governor and the Board of Commissioners by means of a personal letter from the President, its appreciation for the employment of private architects for State work and to offer the services of the Florida Association of Architects in assisting this Board whenever called upon to do so.

### Committee of Review

WHEREAS, the health and safety of school children is of prime importance to members of the architectural profession; and,

(Continued on Page 30)

DECEMBER, 1956

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JACK K. WERK, Vice-Pres.

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Contracting firms listed below have either been recommended by practicing architects in their locality or are trade association members of recognized standing. AGC—Associated General Contractors; FAEC—Florida Association of Electrical Contractors; ACI—Amer. Concrete Institute; NCMA—Natl. Concrete Masonry Assoc.; NRMCA—Natl. Ready-mixed Concrete Assoc.; FCPA—Florida Concrete Products Assoc. C—Person to contact.

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#### Cleveland Construction Co., Inc.

Harborview Rd., Punta Gorda  
Phone: NE 2-5911

C—Roy C. Young, Pres.—AGC

## — DADE COUNTY —

### GENERAL

#### Avant Construction Co., Inc.

360 N.W. 27th Ave., Miami  
Phone: NE 5-2409

C—John L. Avant, Pres.—AGC

#### Edward M. Fleming Construction Co., Inc.

4121 N.W. 25th St., Miami 42  
Phone: NE 5-0791

C—Ed. M. Fleming, Pres.—AGC

### PAVING, GRADING

#### T. J. James Construction Co.

1700 N.W. 119th St., Miami  
Phone: MU 8-8621

C—Randolph Young, Gen. Mgr.—AGC

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### INDUSTRIAL & HEAVY

#### Henry G. Dupree Co.

1125 Kings Ave., Jacksonville  
Phone: FL 9-6622

C—Henry G. DuPree, Pres.—AGC

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#### Arnold Construction Co.

S'te 7, Murray Bld., Palm Beach  
Phone: TE 2-4267

C—W. H. Arnold, Pres.—AGC

#### Paul & Son, Inc.

921 Ortega Rd., W. Palm Beach  
Phone TE 2-3716

C—P. D. Crickenberger, Pres.

### CONCRETE MASONRY

#### Shirley Brothers, Inc.

N. Canal Pt. Rd., Pahokee  
Phone: Pahokee 7185

C—Claude L. Shirley, Pres.—AGC  
AGC assoc. NRMCA; FCPA; NCMA

### PLASTERING

#### J. A. Tompkins

1102 North A, Lake Worth  
Phone: JU 2-6790

C—J. A. Tompkins, Owner—AGC

### ELECTRICAL

#### Arrow Electric Company

501 Palm St., W. Palm Beach  
Phone: TE 3-8424

C—V. L. Burkhardt, Pres.—AGC  
Assoc.; FAEC

## — PINELLAS COUNTY —

### GENERAL

#### A. P. Hennessy & Sons, Inc.

2300 22d St. N., St. Petersburg  
Phone: 7-0308

C—L. J. Hennessy, Pres.—AGC

## — VOLUSIA COUNTY —

### CONCRETE MASONRY

#### Quillian's Concrete

3rd St. - F.E.C., Daytona Beach  
Phone: CL 3-8113

C—Hugo Quillian, Partner—AGC  
Assoc. NCMA; FSPA; NRMCA. ACI

## — GEORGIA—Fulton County —

### GENERAL

#### Beers Construction Company

70 Ellis St., N.E., Atlanta 3  
Phone: AL 0555

C—E. M. Eastman, V.-Pres.—AGC

## Resolutions . . .

(Continued from Page 29)

WHEREAS, there has been a failure in the Blankner Elementary School structure in Orlando, Florida; and,

WHEREAS, the profession is deeply concerned with the causes for this failure and the adverse effects on all parties concerned;

NOW, THEREFORE, BE IT RESOLVED, that the President appoint a Committee of five members, not located in the Orlando area, to review this situation up to the present time, to keep itself informed as new developments occur and to render periodic reports to the Board of Directors on the progress and developments in this matter; and,

BE IT FURTHER RESOLVED, that it is not the purpose of this Committee to initiate an investigation of its own into determining the causes of this failure, but to keep the FAA informed; and,

BE IT FURTHER RESOLVED, that the Board of Directors be empowered to decide on additional activities and to give direction to this Committee.

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# Producers' Council Program



Producers' Council members were prominently represented at the Product Exhibit of the 42nd Annual FAA Convention held in the Seville Hotel Alhambra Room November 8 to 10. Here are presidents of both Miami and Jacksonville Chapters as T. Trip Russell, president of the Florida South Chapter, AIA, Convention hosts, officially opens the 75-booth exhibit. Left to right: Nicholas Nordone, Miami Producers' Council president; W. W. Arnold, president South Florida Chapter, AGC; T. Trip Russell; Dean Jolley, Jacksonville Producers' Council chapter president; Clinton T. Wetzel, president of the Bureau of Architectural Exhibits, Miami, and Frank H. Shufflin, Exhibit Committee chairman of the Florida South Chapter, AIA.

The long-heralded exhibit of the *Caravan*, the Producers' Council unique travelling exhibit of building products, was held January 20 at Miami's Bayfront Municipal Auditorium. The 30-booth show, displaying the products and ideas of 28 companies and associations, opened at mid-morning under sponsorship of Miami Producers' Council members and local participating company represent-

atives. Attendance was rated as "fair" to "good"; and during the day booth attendants answered a steady stream of questions from local builders, developers and potential home owners. The visiting list swelled in the late afternoon when architects had been invited to attend a cocktail party in connection with the *Caravan* showing. A similar program was scheduled for Jacksonville Nov. 2.



The arduous task of picking a "best of show" from among the 75 exhibit booths at the Miami FAA Convention finally culminated in the selection of this presentation by the United States Plywood Corporation. The award was given on the basis of good design, value of information conveyed and cooperative conduct of exhibitor personnel.



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## Progress for All Concerned



Big and successful as the 42nd FAA Annual Convention was, it wasn't big enough. It should have been attended by at least twice as many of the FAA's ten chapter members. For, in many ways, it was the most significant gathering in FAA history.

The true significance of last month's convention can't be pointed up by citing any single controlling element. It was developed by a combination of elements—including the collective attitude of conventioners. The result was to give this three-day conclave a breadth of purpose and depth of meaning that formed a backdrop for every one of its various sessions. And it brought evidence of a mature strength and a fresh unity of determination which have unfortunately seemed lacking in the fairly recent past.

First, there was the theme—in scope and range of application tremendous. Every discussion of it paraded the clear implication that contact with such a far-reaching subject must necessarily project architects from the relatively narrow range of individual building design into a broad field of concern with neighborhood, city and regional planning.

The important point is that architects knew it. They appeared not only to recognize the implications, but also willing to take on the consequences of accepting them. Their very obvious interest has undoubtedly set the stage of future conventions for more such intensive seminars on other equally broad and searching questions.

Then there was the convention business itself. Not only was action taken to improve internal operation of FAA affairs. But relative to such matters as the Governor's Committee on Schoolhouse Construction,

the Florida Planning and Zoning Association, the unfortunate structural failure at Orlando this Convention showed that the FAA is carrying out the highest functions of its charter.

In thus committing itself to concern with matters outside the range of purely professional interest, the FAA is developing a policy on a broad base of enlightened public relations. As this policy grows in strength and purpose, so will the authority and influence of the FAA.

Such a policy is one of the intangible, but none the less vital forces of opinion and action that wisely used can add enormously to the power and prestige of any organization. It is certainly to be hoped that matters of public moment will be made an increasingly important part of each succeeding FAA Convention. At last month's meeting the way was cleared to make this possible and practical through the new method adopted for handling Convention resolutions. It now remains for the FAA membership to make wise and effective use of this new public relations tool.

Finally, the Building Products Exhibit reached a new high in interest, variety and value. Not only was it mutually beneficial to both architects and exhibitors; but it emphasized the fact that what the architect designs must be fabricated with skill, quality and understanding. The usefulness of such an exhibit lies in the opportunity it gives for exchange of information. Architects can get a great deal of helpful data; and product representatives can gain equally as useful hints on what new architectural problems may be solved by design improvements in their present units. The net result is progress for all concerned.

A decorative masonry pattern consisting of irregular, interconnected circular and oval shapes, resembling a brickwork or lattice design, is shown in a perspective view that recedes into the distance. The pattern is rendered in white against a dark background.

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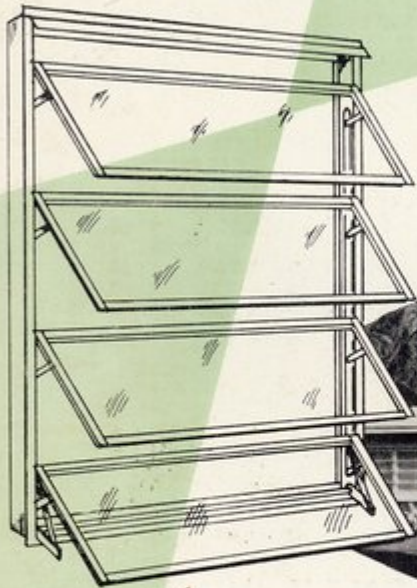
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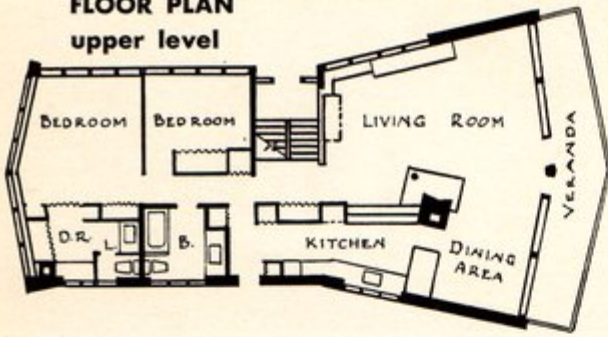
**ROMANY**



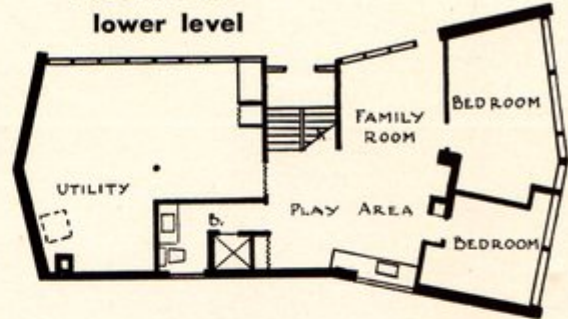
sparta

All illustrations shown are from the residence of Mr. and Mrs. William J. Dale, Minneapolis, Minnesota.  
Architect: Carl Graffunder A.I.A.  
Minneapolis, Minnesota.

**FLOOR PLAN  
upper level**



**FLOOR PLAN  
lower level**



Located on a hillside, the Dale residence commands a clear view of the countryside overlooking one of the many lakes in Minneapolis.

To enliven the exterior of this modern home, 1" x 1" Spartan Faiencettes were selected. Not only was this tile chosen for its beauty, but also for permanence under varying weather conditions. The four shades of Yellow lend brightness and cheer on the gloomiest of days.





**The Living Room** - At left is shown a partial view of the spacious living room with its attractive ensemble of tile colors. Here, as throughout the entire upper level, 6" x 6" Romany Crinkle Tan tile in Matt finish is used for the floor. The artistically designed divan consists of 1" x 1" Spartan "Mosses" in an attractive pattern of varied colors.

**Stairway** - The use of ceramic tile for stair treads is becoming more popular, for home owners are finding there are desirable advantages to be gained by becoming tile-minded. Tiles used for stair treads are slip-resistant, wear-proof, and easily cleaned. The illustration at right shows 2" x 1" Orsan Dark Green treads with 2" x 2" tile nosing.

The interesting texture on the wall is achieved by using both glazed and unglazed 1" x 1" tiles in a block pattern. Sparta 1" x 1" tiles here are used advantageously to give scale in a small area.



**Dining Area** - Illustration at right shows a pleasing use of Romany 4 1/4" x 4 1/4" Vari-tile in rich Glaucous color. The modulated fluted surface of Vari-tile may be set in alternating pattern as pictured, or with ridges in alignment, depending upon desired effect.



**The Kitchen** - Almost completely clothed in tile, this modern kitchen sparkles through sheer cleanliness, for tiled surfaces are so easy to keep clean and spotless. The long counter top with its ample working space is ably protected with 6" x 6" Romany Gray tile and will withstand extremes of heat and cold, such as frozen foods and sizzling pots. Food stains quickly succumb to a swish of a sponge. The attractive wall in immediate foreground is "Ceratile", America's leading decorative tile, in Mardi Gras design, which is one of 21 standard patterns and color combinations.



**The Master Bedroom** - It is difficult to adequately portray the exceptional color values to be found in this expansive tiled wall reaching from floor to ceiling. After careful study it was decided to utilize the possibilities of Black tile to the fullest extent, thereby achieving a dominant contrast with the other colors to be found in this room. 1" x 1" Spartan unglazed Black "Moesettes" were selected for the main background, interspersed with 1" x 1" Spartan glazed "Faiencettes". The wall shown below curtain at right is tiled with 6" x 6" Romany Glaucous and as elsewhere on this floor level, 6" x 6" Romany Crinkle Tan is used.





**A Bathroom** - This is a corner view of the very lovely lavatory for the Master Bedroom. The walls are tiled from floor to ceiling with  $4\frac{1}{4}'' \times 4\frac{1}{4}''$  Romany Glaucous, and this alluring color is also used for the lavatory top and splash. The Romany Crinkle Tan floor is continued here from the bedroom, and the mosaic wall illustrated at right affords a pleasing contrast.



These tiles are an enlarged section of the wall behind the beds.

**Junior Bedroom** - "Boys will be boys", but here they can do no harm. Dirty hands will leave no lasting mark, for the tiled wall can be cleaned in a jiffy and all finger prints disappear like magic. This wall in back of the beds also excites more than passing interest. It is tiled from floor to ceiling with  $1'' \times 1''$  Spartan Faientettes, Tang Red, Ming Green, Ivory, and Gray, in a most cheerful pattern.

**Family Room** - Note the Orsan paver floor extends beyond the glass wall onto the patio giving this entire area the feeling of relaxation in a setting of permanent rich material. Only real tiles can solve this indoor, outdoor flooring problem so successfully.



**Play Area** - Colorful tile helps to create the mood for play activities. The hearth portion of the room comprises an attractive pattern of Romany tile in 6" x 4 1/4" size and in five contrasting colors; Blue, Gray, Black, Citrus, and Pink. The floor is 6" x 6" Spartan "Orsan" Beige.

Shuffleboard area is designed in 1" x 1" Orsan Beige with "Orsan" Black markings.

"Orsan" is one of the newer tiles created by Sparta. It has many inviting features in addition to its exclusive white pebble texture. Its extra ruggedness is especially suitable for residence areas where children at play, along with other activities, demand surfaces that will readily withstand hard usage. More than this, Spartan "Orsan" tile is dependably slip resistant and is available in size ranging from 1"x1" to 6"x6"



An over-all exterior view of the Dale residence to show how well it is suited for the surrounding terrain.

### Ceramic Tile in the Dale Residence

This folder shows pictorially some of the many ways ROMANY and SPARTAN real clay tile can be used in a modern residence. While there are numerous advantages to be gained through a more general use of ceramic tile in the home, the outstanding advantage is *economy*. The original cost over and above any substitute material is soon recaptured for these cogent reasons: This tile cannot be affected by termites or fungi. This tile cannot be damaged by weather, moisture or exposure to strong sunlight, and it is *fire proof*. This tile

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