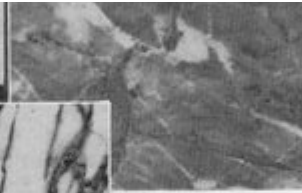
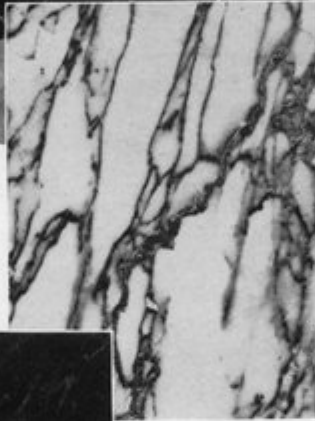




Prefinished Marlite Marble panels are a practical investment. They can be used to produce striking, but inexpensive, architectural treatments for many public, institutional and commercial buildings.



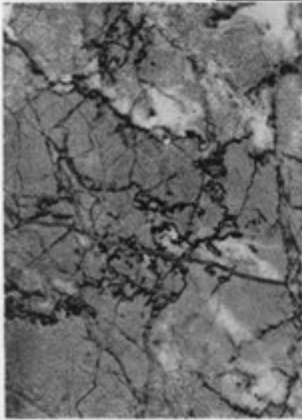
Jaune Benou



Skyros



Rose De Brionoles



Verdi Antique

MARLITE MARBLE

These versatile Marlite panels embody all the dignified beauty of true marble and are adaptable to virtually any architectural treatment. Marlite Marble panels are available in sizes up to 4 by 8 feet with graining along the small dimensions.



A. H. RAMSEY AND SONS, INC.

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

Service to Florida's west coast is from our warehouse at Palmetto . . .
Call Palmetto 2-1011

The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

In This Issue ---

Mid-Florida Chapter to Host 44th Convention	4
FAA Board of Directors Meets at Winter Park	6
We Need to Know More About Schools	9
<i>By Leon Chatelain, Jr., FAIA, President, AIA</i>	
Planned for Future Expansion — <i>Home of Architect-Owner Bruce Smith</i>	11
The FAA's Committee Structure and Personnel	14-16
<i>Vertical Committee Assignments</i>	14-15
<i>Standing Committee Assignments</i>	16
FAA Office Moves to Dupont Plaza Center	16
Regional Conference Plans Complete	17
<i>By Gilbert Waters, 1958 Regional Conference Manager</i>	
News and Notes	21
Message from The President — <i>By H. Samuel Kruse, President, FAA</i>	21
State Board Registers Thirty-four	25
Advertisers' Index	27

F.A.A. OFFICERS — 1958

H. Samuel Kruse, President, 811 Chamber of Commerce Bldg., Miami
 Arthur L. Campbell, First Vice-President, 115 S. Main St., Gainesville
 William B. Harvard, Second Vice-President, 2714 Ninth St. N., St. Petersburg
 Verner Johnson, Third Vice-President, 250 N. E. 18th St., Miami
 Ernest T. H. Bowen, II, Secretary, 2910 Grand Central Ave., Tampa
 Morton T. Ironmonger, Treasurer, 1261 E. Las Olas Blvd., Ft. Lauderdale
 Roger W. Sherman, Executive Director, 7225 S. W. 82nd Court, Miami

DIRECTORS

IMMEDIATE PAST PRESIDENT: Edgar S. Wortman; BROWARD COUNTY: William F. Bigoney, Jr., Robert E. Hansen; DAYTONA BEACH: Francis R. Walton; FLORIDA CENTRAL: Eugene H. Beach, Elliott B. Hadley, Anthony L. Pullara; FLORIDA NORTH: Turpin C. Bannister, Myrl J. Hanes; FLORIDA NORTH CENTRAL: Prentiss Huddleston; FLORIDA SOUTH: James L. Deen, Theodore Gottfried, Herbert R. Savage; JACKSONVILLE: James A. Meehan, Jr., Walter B. Schultz; MID-FLORIDA: L. Alex Hatton; FLORIDA NORTH WEST: Hugh J. Leitch; PALM BEACH: C. Ellis Duncan, Jefferson N. Powell.

THE COVER

The St. Petersburg home of Bruce Smith is the third of what we hope may be a continuing series of FAA architects' houses from every section of the State. This is a notable example of how a small house planned for future expansion can be developed to meet temporary needs and still retain a unity and character of its own.

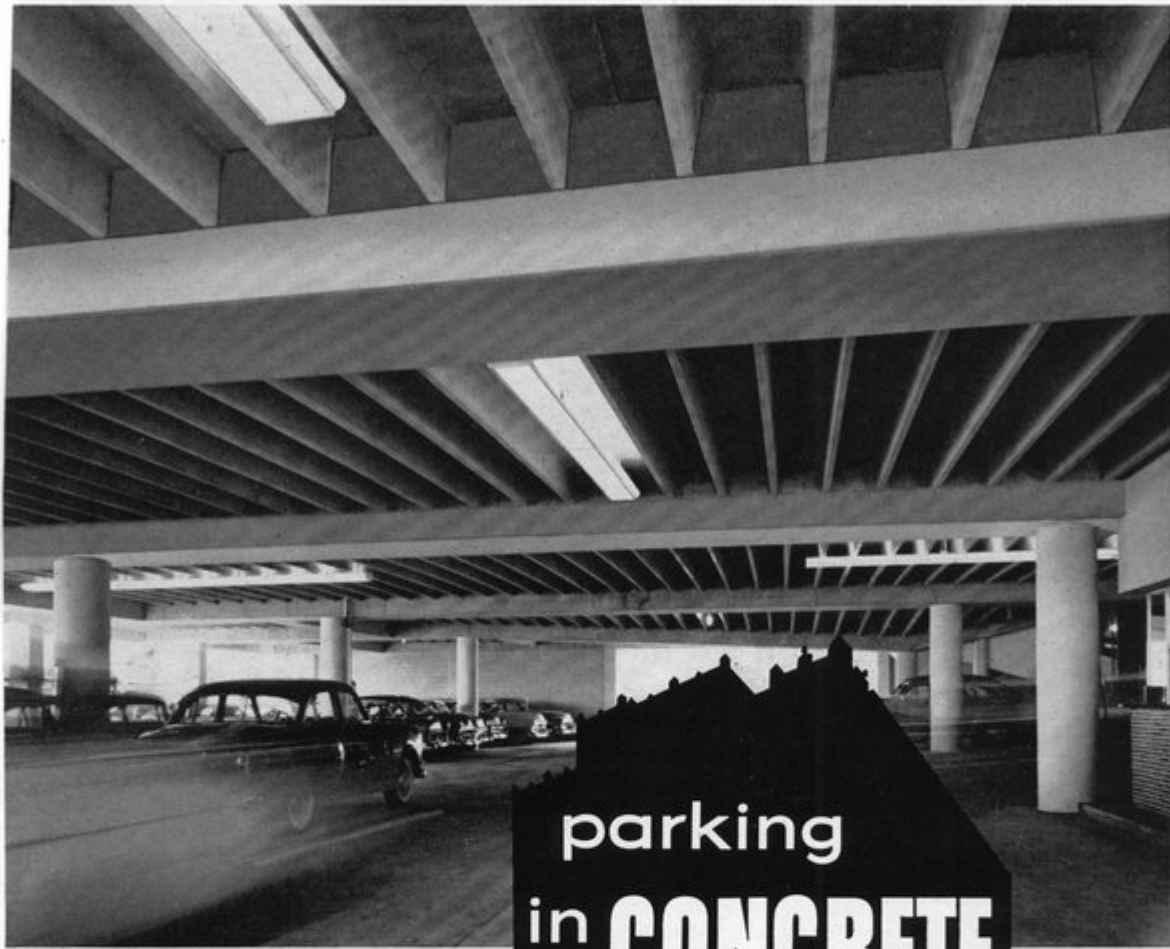
The FLORIDA ARCHITECT, Official Journal of the Florida Association of Architects of the American Institute of Architects, is owned by the Florida Association of Architects, Inc., a Florida Corporation not for profit, and is published monthly at 7225 S. W. 82nd Court, Miami 43, Florida, telephone: MOhawK 7-0421.
 Editorial contributions, including plans and photographs of architects' work, are welcomed but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of Architects. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to The FLORIDA ARCHITECT for prior use.
 Advertisements of products, materials and services adaptable for use in Florida are welcomed, but mention of names or use of illustrations, of such materials and products in either editorial or advertising columns does not constitute endorsement by the Florida Association of Architects. Advertising material must conform to standards of this publication; and the right is reserved to reject such material because of arrangement, copy or illustrations.
 Advertising representative is Ray Rickles & Company, Chamber of Commerce Building, Miami, FRanklin 1-0376.

Printed by McMurray Printers

ROGER W. SHERMAN — Editor
 FAA Administrative Secretary
 VERNA M. SHERMAN

VOLUME 8
 NUMBER 3 1958

THE FLORIDA ARCHITECT



parking in CONCRETE



Strength, load bearing ability and speed of construction were three vital factors in the building of the Sunshine Parking garage in downtown Miami. All three requirements were accomplished through the use of 30' 6" prestressed concrete Double "T" slabs, designed for a loading of 164 pounds per square foot. Additional construction time was saved by placing the concrete slabs directly on forms for composite pours.

Through the use of prestressed concrete and good construction methods, the general contractor, allowed only 100 days to complete the structure, finished the job 19 days ahead of time.

Architect: Stefan H. Zachor, Miami

FLORIDA PORTLAND CEMENT DIVISION

GENERAL PORTLAND CEMENT COMPANY



FLORIDA DIVISION, TAMPA • SIGNAL MOUNTAIN DIVISION, CHATTANOOGA • TRINITY DIVISION, DALLAS
MARCH, 1958

Serving Florida Architects and Builders...

- REINFORCING STEEL
- STRUCTURAL STEEL
- COMPLETE ENG. & FAB. FACILITIES
- BAR JOISTS
- ALUM. & STEEL SASH
- STEEL DOORS & FRAMES
- MISC. IRON AND ALUMINUM
- ORNAMENTAL IRON
- STEEL ROOF DECK
- STEELTEX
- HIGHWAY PRODUCTS
- CORRUFORM
- SONOTUBES
- METAL CULVERTS
- POLYETHYLENE PLASTIC FILM

**FLORIDA STEEL
CORPORATION**

"Steel when you want it"

TAMPA 8-0451

ORLANDO 2-4539

MIAMI NEWTON 4-6576

JACKSONVILLE ELGIN 5-1662

Mid-Florida Chapter To Host 44th Annual Convention

One of Florida's newest, but most aggressive, AIA Chapters took a history-making step last month. The Mid-Florida Chapter accepted the invitation of the FAA to serve as host for the 44th Annual FAA Convention to be held in the new Deauville Hotel at Miami Beach, November 20, 21 and 22, 1958. The invitation was tendered by FAA President H. SAMUEL KRUSE to JOSEPH M. SHIFALO, Mid-Florida President, as a result of a decision of the FAA Executive Committee made during a planning conference held in Ft. Lauderdale, February 7.

This decision to invite Mid-Florida to be the host organization for the 1958 FAA Convention was made necessary as a result of a surprise action taken by the Broward County Chapter at its February 7 meeting. The Broward Chapter had been announced, at the 1957 FAA Convention, as hosts for the 1958 FAA meeting. But later a group of its members expressed their firm feeling that the site of this year's meeting should be in Ft. Lauderdale, rather than the site selected by the FAA Convention Committee. After considerable discussion the Broward County Chapter voted to relinquish its opportunity to host the 1958 Convention in view of the fact that the FAA's definite commitment for a Convention hotel could not be changed.

The result of these moves puts the Mid-Florida Chapter in a unique position to prove its mettle. It will be the first Chapter in FAA annals to act as hosts to a state-wide gathering held in a community away from its own area of operations. Through a successful sponsorship of the 1958 FAA Convention the Mid-Florida Chapter will blaze a trail of organizational activity and regional cooperation that will undoubtedly attract both regional and national notice.

The idea of conducting Annual Convention activities in one place with an FAA Chapter from another locality acting as host-sponsor was first proposed at an FAA Board meeting during 1956. Early in 1957, then-

president EDGAR S. WORTMAN appointed a three-man FAA Convention Committee after more Board discussion. This committee was charged with the job of selecting hotel sites adequate for FAA Conventions, to set up procedures for conducting Conventions so that work of individual Chapter-members could be lessened and to recommend to the Board a method of rotating Convention sponsorship so that all Chapters of the FAA might have the opportunity to act as FAA Convention hosts — even though the physical site of the annual meeting might not be in their own home area.

Formation of this committee and an outline of its functions were reported in *The Florida Architect* issue of April, 1957. But in spite of the fact that this new FAA Convention policy has been actively studied for more than a year — and was ratified by both FAA Board and Convention action during the Clearwater meetings of November, 1957,—reasons behind it seem unclear to many Chapter members and even to some of the FAA directors.

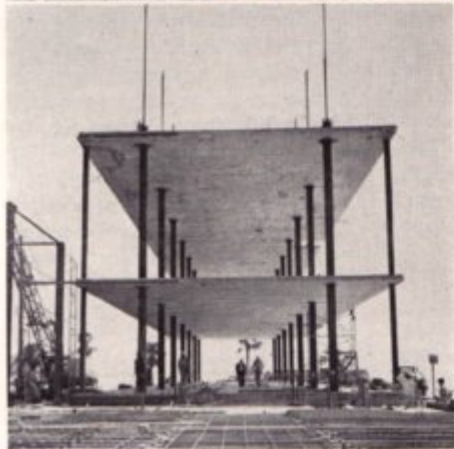
Most of the reasons can be summed up in one phrase — the rapid growth of Florida's State AIA organization. During the past five years annual meetings of the FAA have grown progressively in both numbers and importance. The Clearwater Convention, with a full three-day program and a registration totaling 543, proved that the FAA had reached a point where special facilities would henceforth be necessary. And the Convention Committee's research showed clearly that few hotels within the State could provide these facilities.

Although many other organizations have adopted the expedient of holding their conventions at the same place year after year — and dispensing with the idea of their being sponsored by various chapters or groups of members — the FAA Convention Committee wished to avoid this situation. Thus, it adopted the scheme
(Continued on Page 6)

THE FLORIDA ARCHITECT

Building gets **A NEW LIFT!**

Among projects comprising more than 18,000,000 sq.-feet of existing Lift Slab construction is this School of Nursing, St. Vincent's Hospital, Jacksonville, Jacksonville, completed last year. Architects and Engineers were Reynolds, Smith and Hills; the builders were the Geo. D. Auchter Co.



*... to new heights of
job efficiency and speed*

To Clients and Contractors the Lift Slab method of construction offers almost unbelievable economies. Dollar savings have reached to 30 percent over other methods; and the 7000 sq.-ft. slabs of this building were fabricated, lifted and anchored in just nine weeks . . . To Architects and Engineers Lift Slab offers new freedom for planning, a wider scope for creative design . . . And to all concerned Lift Slab may well show the way to better, faster and more, economical construction.

LIFT SLAB OF FLORIDA, INC.

410 East Beach Blvd., Hallandale, Florida



BROWN & GRIST

**ALUMINUM
AWNING WINDOWS**

**and
WINDOW WALLS**

PROVED BEST FOR
**SCHOOLS • HOSPITALS
HOTELS • OFFICES**

Heavier Sections
Stronger Alloys
No Cranks or Gears
Simple, Push-out Operation
CUSTOM SIZES

FOR ADDITIONAL
INFORMATION IN YOUR
LOCALITY — CALL:

Pensacola . . . (Call Jax)
Tallahassee . . . Al Yates

Jacksonville . . . Geo. Griffin
Daytona Beach . . . Bob Gall
Orlando . . . (Call Jax)

Ocala Van Akin
Tampa Doug LaHayne

Palm Beach . . . Ed Kader
Miami Ed Henderson

SWEET'S CATALOGS WINDOWS 17a-Br
WINDOW WALLS 3a-Br

Factory, Warwick, Virginia

FLORIDA SALES REPRESENTATIVE

GEORGE C. GNIFFIN

P. O. Box 5151
Jacksonville, Florida

Mid-Florida To Host Convention

(Continued from Page 4)

of designating convention sites well in advance — this year it hopes to set the site for both the 1959 and 1960 meetings — and of inviting various FAA Chapters to accept host- sponsorship of convention activities on a kind of rotation basis. The result would be to permit even the smallest and newest of FAA's chapters to act as host at an Annual FAA Meeting, even though its home area contained no facilities adequate to FAA Convention needs.

To make this practical the Committee recommended to the Board that the administrative and clerical work of the necessary pre-convention activities be centered in the office of the FAA Executive Director. This would free chapter members from a great deal of time-consuming work; would tend to develop standard operation procedures for running conventions and would also tend to expedite and simplify operations through better coordination from a central operating office. But the scheme would still leave with the Chapters the all-important matter of Convention

theme, character, program and entertainment.

It was this operating scheme which was discussed at the pre-Convention Board meeting last November and approved and ratified on the Convention floor. And in the carrying out of this scheme relative to the 1958 FAA Convention, the Mid-Florida Chapter will become a pioneer in solidifying a pattern of FAA organizational activity designed to strengthen service operations of the FAA for the increasing benefit of all its chapter members.

Members of the Mid-Florida Chapter are solidly behind President JOSEPH M. SHIFALO's determination to make the 1958 Convention program a high peak of professional interest and significance. Study has already started on a Convention theme and program. Committee chairmen to work directly with the FAA Executive Director's office will be named by March 1; and it is expected that plans for the Convention program can be made public within a few weeks thereafter. Full details, as these develop, will be published in coming issues of *The Florida Architect*. Applications for advance registration and hotel reservations will be mailed to FAA members in August.

FAA Board of Directors Meet at Winter Park

First FAA Board of Directors' meeting of the year was held Saturday, February 1, 1958, at the Langford Hotel, Winter Park. Almost a full roster of directors was present — as well as a number of Chapter presidents who had been invited to attend. Among the latter were JOSEPH M. SHIFALO, Mid-Florida; JOHN M. EVANS, Broward County; THOMAS E. EWART, JR., Jacksonville, and McMILLAN H. JOHNSON, Florida North. Present also were all FAA officers and EDGAR S. WORTMAN, immediate past-president of the FAA.

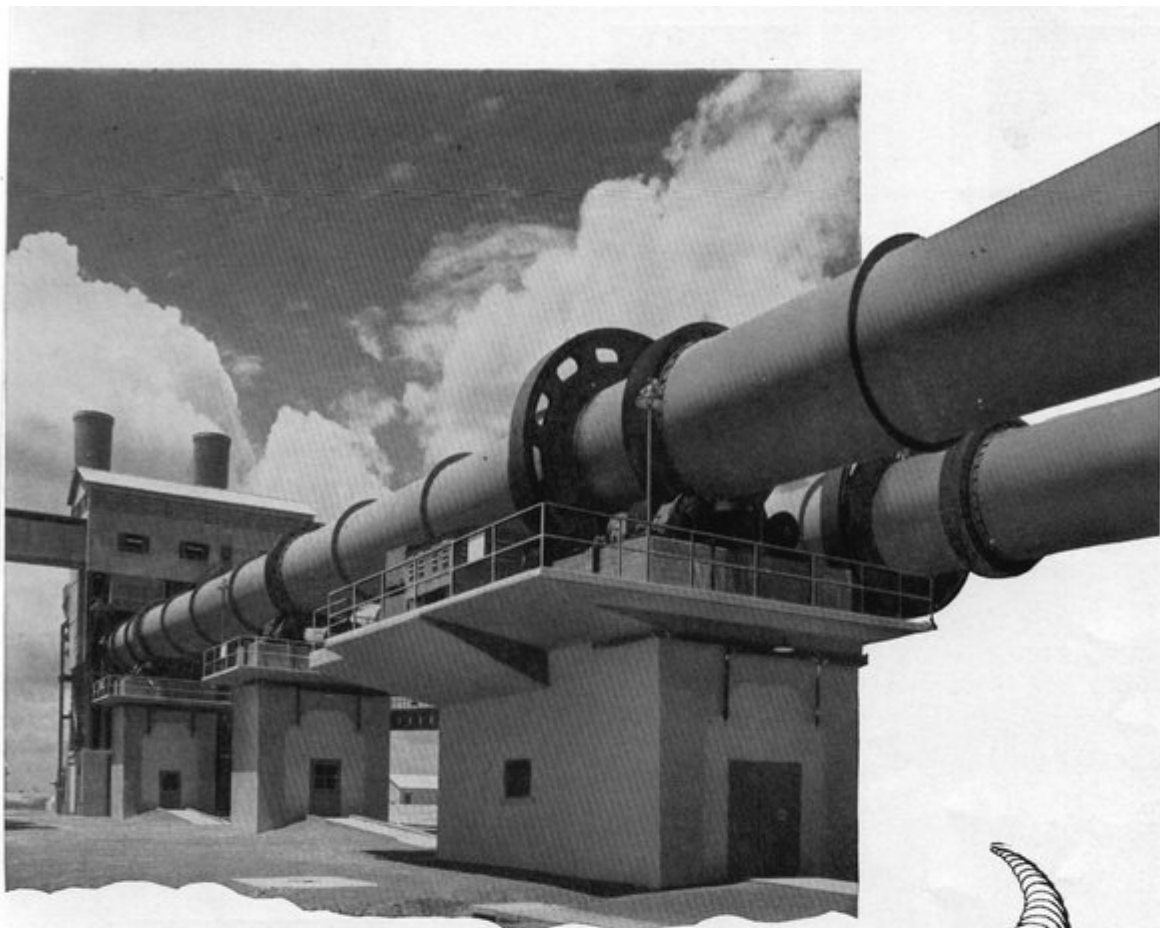
Business of the Board got under way after the customary luncheon. President H. SAMUEL KRUSE outlined the policy of administrative operation for the year, touching on the new committee organization authorized by By-Law changes at the 1957 Conven-

tion and indicating the necessity for more active committee work throughout the year. He named his selection for committee chairmen which was approved by the directors. (See pages 14, 15 and 16 of this issue for a full listing of all FAA Committees.)

The Board considered three major matters in the course of its meeting. One was Regional Director SANFORD W. GOIN's comments on the AIA Board Meeting held at Phoenix, Arizona, last November during which the FAA's petition for regional status was presented. The Regional Director reported that reaction of the AIA Board to the petition was generally favorable, particularly in view of the fact that some other states have also requested recognition as individual AIA regions. He said, however, that

(Continued on Page 26)

THE FLORIDA ARCHITECT



Modern Horns of Plenty

These rotary kilns used in making portland cement are among the largest pieces of moving machinery in the world. They are as much as 500 feet long—the height of a 40-story building—and 12 feet in diameter—big enough to drive a car through.

Out of these kilns comes a clinker that becomes portland cement. This cement is used to make concrete, a construction material that has contributed much to the strength and welfare of America.

Portland cement concrete helps create a better and stronger nation through such diverse uses as barracks and bridges, homes and hospitals, roads and reservoirs, streets and schools, farm improvements and factories, pipe lines and public buildings. Concrete's unusual resistance to weathering, fire, decay, termites and vermin and its *low annual cost* make it such a popular construction

material that the weight of concrete placed annually exceeds the nation's production of iron, steel, copper, lead, zinc, aluminum and other non-ferrous metals, brick, tile and lumber combined.

Developing information for making even more durable and lower-annual-cost concrete is the job to which the Portland Cement Association is dedicated. Towards this goal scores of scientists and engineers are at work on field projects from coast to coast and in the Association's laboratories near Chicago. Knowledge gained is made available to cement users quickly and freely through the PCA's broad program of education and technical service.

All of these activities are made possible by the voluntary financial support of PCA's 69 member companies. These companies make a large part of the portland cement used in the U. S. and Canada.

P O R T L A N D C E M E N T A S S O C I A T I O N
227 NORTH MAIN STREET, ORLANDO, FLORIDA

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work
MARCH, 1958



Open display of inviting room interiors is a strong competitive advantage in this motel with Ader sliding glass doors.



Beautiful view of the ocean makes this motel room memorable to guests. Ader aluminum finished sliding glass doors are weather-resistant for even the most extreme exposure locations.



Sliding glass doors used in every unit of this luxury motel hotel are a distinctive design factor which attracts guests.

How and why motels profit with sliding glass doors



Free access of guests to pool and patio is assured by get-up operation of Ader doors. Open view adds safe luxury.



Three panels of glass combine, telescopic, sliding over and fast action to complete Ader unit in this most modern room.



Ader exterior lock with key provides positive security and convenience to guests, permits master keying.

Major new trend in motel and hotel design is the dramatic use of the sliding glass door. With some 36,250 motels competing for the tourist's dollar across the country, the open-view room with its sliding glass door has become a big factor in successful motel operation. Motels and hotels from coast to coast are finding the use of Ader all-aluminum sliding glass doors a real competitive advantage.

This sliding glass door trend is motivated by the need for open display of the motel rooms to the guest—but beyond this indoor-outdoor appeal there are many practical advantages. Guests and baggage find easy entry through the fingertip-action Ader doors. Furniture can be readily transferred from room to room through the wide openings and easily moved over the low Ader threshold. Of special importance is the Ader's exterior lock arrangement which can be keyed and master-keyed.

But, perhaps the greatest value the sliding glass door imparts is a feeling of luxury — at minimum cost. Details such as custom design lucite grip hardware and beautiful satin-silver finish are standard on all Ader doors.

For complete information contact: Ader Sales, Gilbert A. Viola, 610-11 Biscayne Bldg., Miami, Florida.

The attractive indoor-outdoor atmosphere of this motel is created by Ader sliding glass doors in each unit.



We Need to Know More about Schools

Last month, in Dallas, Texas, Leon Chatelain, Jr., FAIA, spoke to the 39th Annual Convention of the Associated General Contractors of America, Inc., at the Statler-Hilton Hotel. The AIA president touched on the development of America through use of new resources and commented briefly on the architectural advances which would result. But most of his speech dealt with our nation's schools — the economics of school plant construction and the effects of educational policies and programs on school planning and design. . . . Because much of what he said has direct and significant bearing to Florida's overall educational problem, the major portion of his speech is reported here.

By LEON CHATELAIN, JR., FAIA

President, American Institute of Architects



Some doubts about our future are being raised today because we seemed to have lagged behind Russia in some areas. To overcome this lag, there's a good deal of talk going on about how to catch up. Some of this talk involves us — the architect and the builder — and we had better pay heed. We had better pay heed because there's confusion and misunderstanding about public education. A good deal of this confusion involves school buildings — what they are, what they're worth, and what they should cost.

The confusion comes from ignorance; and this is a sad commentary on American life. The average parent and home owner is affected more by the condition of his schools than nearly anything else in his community life. His schools cost him money and affect the welfare of his children — they hit him in the pocketbook and in the family. Yet, by and large, the public knows next to nothing about its schools. This ignorance is not confined to the proverbial John Smith of Everytown, U. S. A. It has been disseminated recently by a number of prominent non-educational writers, thus compounding the confusion, and, even worse, encouraging school boards to embark upon unwise and wasteful ventures.

MARCH, 1958

In the matter of public education, basically, we are dealing with two kinds of things — those we know, and those we do not know. Here are some of the facts:

The cost of school buildings has doubled in the past twenty years, due to advances in the price of land, materials, labor, and other expenses. Yet during this same period in which school-building costs doubled, the cost of building generally has *tripled*. In the difference between the two figures lies a real tribute to the dedication and ingenuity of the nation's educators, contractors, and architects.

The fact is that the school-building is still the best bargain, dollar-for-dollar, on the building market today.

Yet some people claim that schools are over-priced and represent a heavy tax burden upon the homeowner. Are they a tax burden? The simple fact is that if schools were built for *nothing at all*, it would make very little difference on the average tax bill. Let's say that Mr. John Smith receives an annual property tax bill of two hundred dollars. The chances are his bill will show that about half, or one hundred dollars of that amount, will be spent for education. But of that one hundred dollars, only about ten percent, or ten dollars, will be spent on his municipal school-building pro-

gram. In other words, Mr. Smith's share of his community's school-building costs will cost about the same amount that he would spend in one evening by hiring a baby-sitter and taking his wife to dinner and a movie.

If school building increased at the same pace for fifteen years, Mr. Smith would pay about as much for his new school buildings during that time as he spends on one modest television set. This does not seem unreasonable.

The substantial expense of school buildings is the interest paid on financing and the annual cost of maintenance and repair. For this reason, we have this seeming paradox — only the *wealthy* community can afford a *cheap* school. We reject the argument that school buildings should be monuments. We feel that we won this argument many years ago. We can save money by avoiding the trappings and ornaments of the past — the fake columns, the parapet roofs, and the gingerbread. Forcing schools into a certain "look" adds nothing to education, creates community eye-sores, and wastes imagination and money. Contemporary design is simply the freedom to solve a problem without boxing a building into an artificial style.

(Continued on Page 10)

About Schools . . .

(Continued from Page 9)

Recently, several writers have stated that schools are being designed as "palaces," and that they're costing too much; that this is so because educators, architects, and contractors want it that way. *This is sheer nonsense.* In each of these diatribes, the writers have pointed to two or three specific schools as examples which prove their statements. The alleged high cost of one of the schools was cited over and over again. However, no one mentioned that the community in which the school is located has an *average annual family income* of twenty-one thousand dollars! Who are we, or anyone else, to say that the citizens of this rich suburb wasted their money by buying a truly first-class school?

On what *should* they have spent their money? Has anyone criticized them for buying new cars, new clothes, and new television sets? Since *when* is a school less important than incidental, personal luxuries? It seems to me there is a serious question of human values at issue here.

Money can be saved on schools. Of course it can. But it is rare when very much of it can be saved on the job site. The *real* savings to the community accrue through *long-range planning* of school buildings. A ten-year advance program is not unrealistic. Community studies on population trends, projected location of industry, residential building plans, and zoning development can be made at great future savings to the community. Planning targets can be adjusted from year to year. Architects are given time to make thoughtful design studies. Contractors may bid more accurately. Jobs are not dumped together on saturated building markets which deprive the school board of bidding competition. School boards are not stampeded into rash decisions and cut-rate schemes. Communities are not persuaded to accept temporary "package" buildings, fabricated without professional advice and without the needs of the individual site and educational program in mind.

It may seem a new thought to some, but the fact is that it would be hard to find two municipal school systems in our entire nation which teach the same thing in exactly the same way. This is *basic* to American edu-

cation. As the architect and contractor know, seemingly minor changes in teaching methods and material can make substantial differences in the school building. Take a science classroom, for example. Will the students be taught mainly at their desks, or while standing at the chalkboards? The answer to just this *one* question will affect the amount of wall space needed, the size of the wall boards, the amount of storage required, the type and size of seating equipment, and the intensity and location of lighting.

When you add to these questions of curriculum and method the peculiar needs of the local soil, the climate, the degree of natural light available, and the availability of materials and labor, you begin to realize why educational facilities cannot be mass-produced on a stock basis.

Besides long-range planning and design tailored to specific community needs, permanence of building is essential to economy. Consider the cost of replacing temporary buildings — not just the construction, but the financing. The difference between a two percent and three percent interest rate can be twenty percent of the cost of the entire building. Today's school should be built of first-class materials and it should be built to last for forty years. This is not incompatible with flexibility. The good school is situated on enough ground to allow for expansion. It is designed so that additional units can easily be added without tearing down existing walls and laying new utility lines. It is designed, as we like to say, for *ultimate use*.

These are some of the things that we *know* about education, and it is our job, yours and mine, to tell this story through our organizations *and* individually, to the people we meet and do business with. There are many other things that we do *not* know, but which are of interest to all of us.

I hope I have not given the impression that we know *all* there is to know about designing for education. One considerable area of uncertainty concerns the psychological effects of architecture upon man. There is considerable hope, I am happy to report, that we will shortly begin to find out many new things about this subject. The National Science Foundation has granted a sum of money for us to hold a conference — which will in-

clude psychologists and sociologists—to define needed areas of basic research in architecture.

These definitions have not yet been made, but I believe it can be predicted fairly that some of them will have to do with finding the answer to questions about human scale and the psychological effects of color. We know, for example, that lower ceiling cut down the cubic footage of a room and, all things being equal, help reduce the building cost of the unit. However, what effect does this have on the students in a schoolroom? We really do not know. This may seem a rather obscure question. But is *not* when you consider that the design of one building can give the occupant a sense of freedom and space while another—containing the same square footage — seems to cramp and constrict. We know this much by observation. We also know that we must find out the *why* to these questions before we can do as much as we should to design a building which materially *encourages* the learning process.

Let us examine another part of the educational problem. There is an avalanche of effort today to provide more and better scientists through public education. As architects—the people who plan human environment and whose work must be tailored to the function of the structure in question — we are greatly interested in this subject.

The United States Department of Health, Education and Welfare has proposed a far-ranging scholarship award program to worthy high school students throughout the nation. When we heard this, we immediately thought of the logical connection between the awarding of scholarships — mostly for science students — and the need for physical facilities in the schools. It doesn't make much sense to have one without the other. We've been told by Secretary Folsom that we're in trouble because only one out of three high school students get a year of chemistry, and only one out of four takes physics. It seemed to me that someone should speak out about the obvious need for new and better classroom facilities for science. It did, until my staff looked into the subject a little further. The available facts were, to say the least, confusing.

According to the Department of
(Continued on Page 18)



View from living room and porch overlooks lawn and grove toward golf course.

Planned for Future Expansion

Residence in St. Petersburg,
Bruce Smith, AIA, Architect-Owner

With himself for a client, an architect can practice what he preaches. For his own home, Bruce Smith did just that; and hardly a small detail of the house pictured here was developed without good reason. The result is a comfortable shelter for the Smith family today — but one which has been planned for additions as future circumstances may require.

The property is large — seven acres coursed by a creek, covered with a grove of palmettoes, groups of oaks, bays and myrtle. The house is oriented for views of the golf course and the creek — with plans for developing the creek side on tap for the

(Continued on Page 12)

MARCH, 1958



Carport serves as entrance shelter to both front (through porch) and rear entrances. Screen cage over patio was made high to enhance outdoor effect.



future. Privacy is natural — thus permitting almost complete openness on the southeast exposure of the one room-deep plan. Shrewd use of porch and patio areas next to glass-closed walls gives an illusion of size and freedom — which will be retained when future additions turn the present living room into a planned-for dining room, provide a new living room at the end of the present porch and extend the northwest wing to include one or more bedrooms.

Retained also will be all the present assets of the Smith's home — the cross-ventilation in every room which makes air-conditioning virtually unnecessary; the screened bays, eliminating need for sash screens; the clay-tile flooring, built of hollow units which

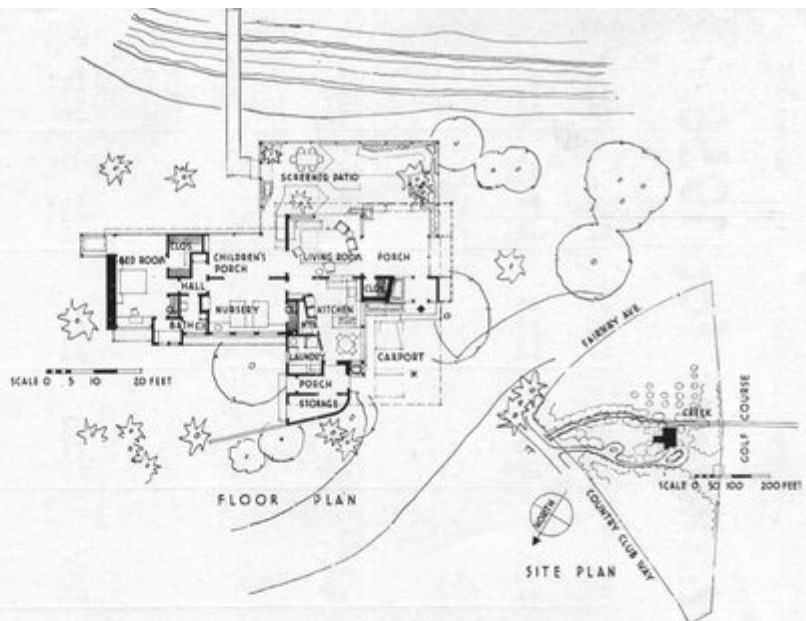
Above, children's porch (from nursery) opens to sleeping quarters through 10-foot doors and has direct connection to large screened patio. Left, the present living room will become the dining room when future additions have been completed. A pass-through from kitchen now serves as a convenient serving area for buffet suppers in living room and porch. This view is from the patio outside the living room window walls.

Indoor - outdoor merger of living space in this small house is particularly evident at night. Much of the lighting is from fixtures pointed at the ceiling to produce an indirect illumination. This is supplemented by local lighting—from spots, chair lamps and an up-and-down fixture in north-east corner of the living room illustrated in the picture on the opposite page.



serve as under-floor distribution ducts for a forced warm-air heating system; the varied use of "natural" materials throughout — Pasco County limerock and used brick for walls, brick and tile paving on patio and porches, fir beams and posts, v-joint fir ceilings. Indoors wood surfaces are mostly stained gray — except in the kitchen (palmetto green and yellow) and the redwood plywood used on the children's porch. Outdoors a gray stain has also been used on posts, beams and trim, with the fence enclosing the service areas left the natural color of redwood.

The overall result is convenience and casual comfort in terms of needs and a complete adaptability in terms of future growth.



The architect-owner has proved that even in a very small house the varying requirements of children and adults can be met in a kind of zoned arrangement. Children's areas—nursery, play porch and screened patio—are easily supervised from any part of the house. But they can be separated from adults' quarters quite as easily. Photographs of the Smiths' home were taken by Annette and Rudi Rada. Interiors were decorated and furnished by E. C. Hoffman and Myricks.



Personnel and Duties of Vertical Committees for 1958

1... CHAPTER AFFAIRS —

Chairman, John L. R. Grand (Fla. No.)
Dept. of Arch., Univ. of Fla., Gainesville
Duties: To unify the efforts and objectives of all Chapters; to encourage an interchange of information on Chapter affairs and problems; in 1958 to continue the study and promote the recommendations of the 1957 Committee on Chapter Coordination and Committee on Committees.
Assignment: Submit to The Florida Architect for publication a description of the Chapter-Affair-of-the-Quarter selected by the Committee after a study of the activities of the various Chapters.

2... EDUCATION —

Chairman, William B. Eaton (Fla. Cent.)
2910 Grand Central, Tampa
Duties: At FAA level, to act as liaison between FAA Chapters, the State Board of Architecture and educational institutions and schools in the State which involve the construction industry and the architectural profession. Develop long-range educational objectives in Florida including advancement and improvement of educational facilities and programs; advise on education projects, funds for educational use and promotion of registration-candidate training programs; and presentation of the architectural profession's interests to the State Board of Architecture on matters of registration and maintenance of high standards of competency as prerequisites for registration.
Assignment: Recommend to the Board at its 3 May meeting a workable plan for the recruitment of high school students for the profession.

3... OFFICE PRACTICE —

Chairman, Frank H. Shufflin (Fla. So.)
702 Dupont Plaza Center, Miami
Duties: To explore the possibility of assisting the architect to perfect himself in his profession through technical improvement in his office organization and techniques; and to develop office aids to accomplish this purpose.
Assignment: Submit to the Board at its 3 May meeting the results of a study of the organizational and office practice techniques problems most universal among Florida architects and recommend the course of action to assist architects in one or more of these problems.

4... AWARDS AND SCHOLARSHIPS —

Chairman, L. Alex Hatton (Mid-Fla.)
515 E. Colonial Drive, Orlando
Duties: In general, make recommendations for the giving of awards and scholarships within the State of Florida to foster the Allied Arts and promote ever closer relationships between architects and sculptors, painters and other artists practicing the fine arts allied with architecture; and supervise the programming and presentation of FAA Student Scholarships at the University of Florida and any others which might be established by the FAA.
Assignment: Present to the Board at its 2 August meeting a workable plan for giving awards to the clients of commendable work performed by Florida architects.

5... PUBLIC RELATIONS —

Chairman, Roy M. Pooley, Jr. (Jax)
1028 Gary Street, Jacksonville
Duties: To coordinate work of similar committees in each of the FAA Chapters with the national program of the Institute in Public Relations matters; to formulate public relations policies on behalf of the architectural profession at the State level; and to move ever increasing standards of performance and service to the public, including the development of better and more uniform building codes. The Chairman of this Committee shall be the FAA representative on the FAA-AGC-FES Joint Cooperative Committee for the State of Florida.

7... COLLABORATION WITH DESIGN PROFESSIONS —

Chairman, C. Ellis Duncan (Palm Beach)
P. O. Box 695, Vero Beach
Duties: To cooperate with design groups dealing with basic elements of design and site planning. The Chairman of this Committee will represent the FAA on the FAA-AGC-FES Joint Cooperative Committee for the State of Florida.

8... COMMUNITY DEVELOPMENT —

Chairman, William T. Annett (Fla. No.)
Dept. of Arch., Univ. of Fla., Gainesville
Duties: To cooperate on problems of mutual interest with the Florida Planning and Zoning Association; to foster and encourage a study of planning and re-development of existing communities as well as the planning and development of new areas; and to invite the interest and participation of new members of the architectural profession. To exchange and disseminate information regarding these activities. To encourage study and research by the architectural profession of various factors which are a part of this understanding. To demonstrate by this interest and activity the ability of the architectural profession to assume a position of leadership in this field. To study the criteria and procedures of agencies engaged in financing of individual and multiple housing for the purpose of recommending to these agencies the improving of present requirements and practices with respect to both financing and design; or for the purpose of other study, report and action.

9... PRESERVATION OF HISTORIC BUILDINGS —

Chairman, Francis H. Hollingsworth (Jax)
216 City Building, St. Augustine
Duties: To foster the preservation of the historic buildings of the State of Florida, particularly those having architectural significance, by encouraging the establishment of agencies to care for them, in collaboration with the appropriate Chapter when that is feasible. To promote the preparation of measured drawings and taking of photographs and the assembling of historic data for filing in the FAA Archives in the University of Florida of historic buildings to be razed and for which preservation is not feasible.

10... RESEARCH —

Chairman, Robert E. Hansen (Broward)
311 S. E. 16th Avenue, Ft. Lauderdale
Duties: To develop a comprehensive, continuing program of architectural research with the FAA and in collaboration with the building industry; and to make the results available to the profession, particularly the membership of the FAA.
Assignment: Submit to the Board at its 3 May meeting a recommended course of action for the active participation of the FAA in the proposed Florida Foundation for the Advancement of Building.

11... SCHOOL BUILDINGS —

Chairman, James E. Garland (Fla. So.)
7795 S. W. 79th Court, Miami
Duties: To study the principles of planning up-to-date school buildings and to make available conclusions of the studies to the membership of the FAA and to the profession. To institute programs along with the Public Relations Committee for disseminating new ideas in school planning to the school boards of the State of Florida.

12... HOSPITALS AND HEALTH —

Chairman, R. Daniel Hart (Fla. No. West)
P. O. Box 928, Pensacola
Duties: To cooperate with state agencies engaged in programs affecting the hospitalization and public health; to cooperate with private agencies likewise engaged for the purpose of establishing procedures and design criteria of mutual value.

	BROWARD	DAYTONA BEACH	FLORIDA CENTRAL	FLA. NORTH	FLA. CENTRAL	FLA. WEST	FLORIDA SOUTH	JACKSONVILLE	MID-FLORIDA	PALM BEACH
1... CHAPTER AFFAIRS —	Morton T. Sennenger	Ralph Spicer	Roland W. Selby	Jack Moore	Ernest J. Stidolph	Ula F. Manning	Irvn Karach	Willis L. Stephens	George H. Spahn	Harold V. Obit
2... EDUCATION —	Robert E. Hanson	William P. Greening	Roland W. Selby	William Breidenbach	Ernest J. Stidolph	R. Daniel Hart	T. Trip Russell	Ivan H. Smith	Richard B. Rogers	Jefferson H. Powell
3... OFFICE PRACTICE —	Herbert S. Johnson	William P. Greening	Thomas V. Talley	William Breidenbach	Ernest J. Stidolph	Hugh J. Leitch	Theodore Getthrid	George Fisher	F. Earl DeLee	Jefferson H. Powell
4... AWARDS AND SCHOLARSHIPS —	Robert E. Hanson	William P. Greening	William B. Eaton	William Breidenbach	Ernest J. Stidolph	R. Daniel Hart	T. Trip Russell	Norman H. Freedman	Laurance W. Hitt	Jefferson H. Powell
5... PUBLIC RELATIONS —	Joseph T. Romano	Francis R. Walton	Elliott B. Hadley	Harry Reynolds	Albert P. Woodard	Roger G. Weeks	Wayne F. Sessions	Herbert Coons, Jr.	Fred G. Owtles, Jr.	Ames Bennett
7... COLLABORATION WITH DESIGN PROFESSIONS —	Frederick B. Strosser	Juel W. Sayers	John M. Crowell	Myrl J. Nance	Albert P. Woodard	F. Treadway Edson	Edwin T. Reeder	Lamar Drake	Rhodoric H. Taylor	Hillard T. Smith
8... COMMUNITY DEVELOPMENT —	A. Courtney Stewart	David Leete	Elliott B. Hadley	Lester N. May	Frederic Huddleston	F. Treadway Edson	William Russell	Robert C. Broward	L. Alex Hatton	Kenneth Jacobson
9... PRESERVATION OF HISTORIC BUILDINGS —	Robert G. Jahnke	Harry M. Griffin	A. Wynn Howell	Lester N. May	Frederic Huddleston	Ula F. Manning	A. J. Sinsberg	W. Stanley Gooden	Henry P. Whitworth	David S. Shriver
10... RESEARCH —	William A. Gilroy	Francis R. Walton	Edmond N. MacCollin	David Reeves	Forrest R. Coxen	Thomas H. Daniels	Francis E. Telesca	Albert L. Smith	Carl E. Epling, Jr.	Maurice E. Halley
11... SCHOOL BUILDINGS —	Van W. Knox	Craig J. Gebhart	Kenneth W. Dakett, Jr.	David Reeves	Forrest R. Coxen	Ellis W. Bullock, Jr.	Chester L. Craft, Jr.	A. Robert Broadfoot	Robert B. Murphy	Edgar S. Wortman
12... HOSPITALS AND HEALTH —	William A. Gilroy	Craig J. Gebhart	Martin P. Fabbuck, Jr.	David Reeves	Forrest R. Coxen	Hugh J. Leitch	Blair Wright	Robert A. Warner	Ralph P. Lovelock	Donald R. Edge

FAA Standing Committees for 1958 . .

1 . . . LEGISLATIVE —

Chairman, James K. Pownall (Broward)
1407 E. Las Olas Blvd., Ft. Lauderdale

Membership: **Broward**, Donald H. Moeller; **Daytona Beach**, Edwin Sneed; **Florida Central**, Anthony L. Pullara; **Florida Central**, Albert P. Woodard; **Florida North West**, Carlton Noblin; **Florida South**, Herbert R. Savage; **Jacksonville**, J. Brooks Haas; **Mid-Florida**, James Gamble Rogers, II; **Palm Beach**, George J. Votaw.

Duties: The Committee on Legislation is an operating committee of the FAA. Its function is to guard and advance the interests of Florida architects as these may be involved with actions of the Florida State Legislature. The Committee organizes and coordinates the chapter activities and those of individual architects with that of the FAA Executive Director to these ends. The Committee works closely with the FAA Board and the Florida State Board of Architecture and maintains a close contact with legislative affairs toward the end of providing the architectural profession in Florida with an effective and state-wide representation of its coordinated needs.

Assignment: The vertical committee shall be the basic committee. Submit to the Board at its May 3 meeting of the full committee, its organization and its operational directions.

2 . . . MEMBERSHIP —

Chairman, James A. Stripling (Fla. No. Cen.)
Fla. Educ. Assoc. Bldg., Tallahassee

Membership: **Broward**, Morton T. Ironmonger; **Daytona Beach**, Carl Gerken; **Florida Central**, Roland W. Sellow; **Florida North**, John L. R. Grand; **Florida No. Central**, Ernest J. Stidolph; **Florida North West**, Samuel M. Marshall; **Florida South**, Scott Arnold; **Jacksonville**, W. Mayberry Lee; **Mid-Florida**, Joseph E. Carlisle; **Palm Beach**, Harold V. Obst.

3 . . . BUDGET —

Chairman, Edwin T. Reeder (Fla. So.)
Dupont Plaza Center, Miami

Membership: Morton T. Ironmonger, **Broward**; Arthur Lee Campbell, **Florida North**; Verner Johnson, **Florida South**; William B. Harvard, **Florida Central**.

4 . . . NOMINATING — Personnel to be named at later date.

5 . . . JOINT COOPERATIVE COMMITTEE, FAA-AGC-FES —

Chairman, John Stetson (Palm Beach)
217 Peruvian Avenue, Palm Beach

Membership: Anthony L. Pullara, **Florida Central**; C. Ellis Duncan, **Palm Beach**.

6 . . . BY-LAWS — CONSTITUTION CHANGES —

Chairman, Walter B. Schultz (Jax)
227 Park Street, Jacksonville

Membership: A. Wynn Howell, **Florida Central**; Jefferson N. Powell, **Palm Beach**; James L. Deen, **Florida South**.

Assignment: Prepare the necessary changes in the Constitution and By-Laws to be enacted should the FAA become a regional district of the AIA. Prepare changes in By-Laws which will permit the Board and Treasurer to delegate the operations of their duties to the Executive Director's office.

Define the Executive Director's place in the FAA organization.

7 . . . RESOLUTIONS — Personnel to be named at a later date

8 . . . BOARD OF TRUSTEES, FAA Loan Fund —

Chairman, John L. R. Grand (Fla. No.)
Dept. of Arch., Univ. of Fla., Gainesville

Membership: Edward M. Fearnery, **Florida North**; William T. Arnett, **Florida North**.

9 . . . CONVENTION POLICY —

Chairman, Verner Johnson,—to serve 1 yr. (Fla. So.)
215 N. E. 18th Street, Miami

Ernest T. H. Bowen, II, **Florida Central**

10 . . . FLORIDA—REGION OF AIA —

Chairman, Franklin S. Bunch (Jax.)
33 So. Hogan Street, Jacksonville

Membership: Marion I. Manley, FAIA, **Florida South**; G. Clinton Gamble, **Broward**.

11 . . . FAA BOARD EXECUTIVE COMMITTEE —

Chairman, H. Samuel Kruse (Fla. So.)
Chamber of Commerce Bldg., Miami

Membership: Ernest T. H. Bowen, II, **Florida Central**; Arthur Lee Campbell, **Florida North**; William B. Harvard, **Florida Central**; Verner Johnson, **Florida South**. Ex-Officio members: Morton T. Ironmonger, **Broward**; Edgar S. Wortman, **Palm Beach**; Roger W. Sherman, FAA Exec. Dir.

DUTIES OF VICE-PRESIDENTS . . .

Vice Presidents shall be responsible for the timely reporting of the vertical committees assigned to them and encourage committee action.

Vice Presidents will make monthly reports to the President of their assigned committees' activities, as well as the activities of the Chapters in their districts.

Vice Presidents shall visit at least one meeting of each of their Chapters during the year and arrange to give, at these meetings, a three-minute talk explaining how FAA helps Chapters.

COMMITTEE ASSIGNMENTS:

Arthur Lee Campbell . . .
(No. Florida District)

- 1 — Chapter Affairs
- 2 — Public Relations
- 3 — Community Development
- 4 — Preservation of Historic Buildings
William B. Harvard . . .

(Cen. Florida District)

- 1 — Education
- 2 — Awards and Scholarships
- 3 — Hospitals and Health
Verner Johnson . . .

(So. Florida District)

- 1 — Office Practice
- 2 — Research
- 3 — School Buildings
- 4 — Home Building—Construction Industry
- 5 — Relations with Design Professions

FAA Office Moved to Dupont Plaza Center

The long-planned-for move has finally taken place! Last month the FAA files were trucked into the Dupont Plaza Center. With them, of course, went all the files of *The Florida Architect*; and shortly the FAA Administrative Office will have a formal downtown Miami address.

We say "shortly," because right now our new headquarters office is

not numbered; and for another month mail should be still addressed to the old headquarters at 7225 S.W. 82nd Court, Miami 43. But the office is operating right now. It's located on the mezzanine floor, just off the Tarleton Hotel lobby and overlooks Biscayne Bay to the south and east. The space, of course, is part of that designated by the building's management for use by the architectural profession — some 2500 square feet of it which the Florida South Chapter is now considering plans to develop

and furnish.

Some construction is still going on in the building — and around the office the "finishing touches" are very much in evidence. But the furniture and telephones are in; and we can always find a place for a visitor to sit and chat awhile. Incidentally there are two telephones, one for the FAA Executive Director's office listing; the other for listing in the name of *The Florida Architect*. The former FRanklin 1-8253; the latter FRanklin 1-8331.

Regional Conference Plans Complete

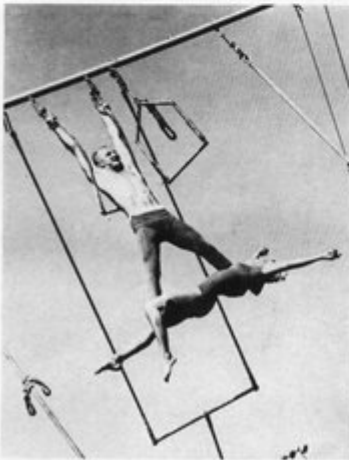
By GILBERT WATERS
1958 Regional Conference Manager

Florida, Georgia, North Carolina and South Carolina architects are assured a memorable meeting when they attend the 1958 South Atlantic Regional Conference of the American Institute of Architects in the Gulf Coast resort city of Sarasota on April 17 through 19.

The entire city has cooperated to arrange an unmatched program. And nationally recognized speakers are coming to Sarasota to participate in "shirt-sleeves" roundtable discussions of the Conference theme "The Architect's New Responsibilities in the Dynamic South." WILLIAM ZIMMERMAN is program chairman. CARL VOLLMER is speakers' chairman.

Speakers who have agreed to participate include: RICHARD NEUTRA of Los Angeles, a fellow of the American Institute of Architects, famous for his individual architectural works and a leader in the field of community planning; and PAUL RUDOLPH, recently named Chairman of the Department of Architecture of Yale University.

Rudolph, a native of Kentucky, and a graduate of Alabama Polytechnic Institute and Harvard University, has practiced in Sarasota, Florida, since 1947. He has been visiting lecturer



This suggests some of the top-quality acts which will be witnessed by Conference visitors at a special Lido Casino showing.

MARCH, 1958



Sarasota's Municipal Auditorium will be headquarters for the 1958 S.A. Regional Conference. It will house an exhibit of architects' work in addition to a building product exhibit of almost 60 materials and equipment manufacturers and distributors.

at schools throughout the nation, including Georgia Institute of Technology, Clemson College, and the University of Florida. He won the "Outstanding Young Architect's Award" at the Brazilian International Competition in 1954.

Other speakers will be announced later.

For the ladies, there will be recreation activities at Sarasota's superlative white sand Gulf beaches, as well as tours and luncheons, arranged by JOYCE WEST, ladies' events chairman.

The Conference Headquarters is in the downtown Orange Blossom Hotel, and Sarasota's luxury Gulf-front resort accommodations are also making 200 rooms available to Conference-goers at special rates obtained by E. C. HANEBUTH, reservation chairman.

Delegates who fly in will have rental cars at their disposal at low rates set especially for the Conference. A schedule of free Conference busses has also been arranged by DICK SLATER, transportation chairman.

Sarasota's Sailor Circus — a superlative aggregation of nationally famous young circus performers — will give a private performance for the Conference at Lido Casino. The Ringling Museum will be host at a reception for the Conference in the beautifully landscaped courtyard of the celebrated Italian baroque

museum. Reception is in charge of E. J. SEIBERT.

The annual Architectural Awards Exhibit is being presented at the Sarasota Art Association Galleries and will be a featured presentation of the Sarasota cultural season. Entry forms for the exhibit have been sent to all architects in the region by BETH WATERS, architectural exhibit chairman.

The Conference Building Products Exhibit was virtually sold out by mid-February — the earliest of any Regional Conference on record. Nearly 60 manufacturers will display the latest products and services for the building industry. WERNER KANNENBERG is exhibits chairman and JOHN CROWELL is manufacturers' exhibit chairman.

With the Sarasota area considered by many as a cradle of contemporary architecture, a tour of Sarasota buildings arranged by JACK WEST will include a number of projects of real significance in annals of recent design.

Registration and reservation information has been sent to architects in the 15 Chapters in the four States of the South Atlantic District, and registrations are being received at the Conference Headquarters, 12 South Pineapple Ave., Sarasota, it is announced by ROLLAND W. SELLEW, Regional Conference general chairman.

About Schools . . .

(Continued from Page 10)

Health, Education and Welfare, *ninety-two percent* of the senior high schools in the country were offering chemistry and physics in 1956. But, at the same time, *only thirty-six percent* of the senior high school students were taking chemistry and *only twenty-six percent* were taking physics. The figures seem to show clearly that the facilities are there, the courses are available — the students just aren't taking them.

There is another disturbing factor here. The figures themselves don't tell us what *kind* of facilities our schools have; what *sort* of programs are being offered. Are they good programs? We couldn't find out. Several educational organizations have told us within the past few days that they're just now planning to find out. The National Science Teachers Association tells us that we don't even know how many science classrooms in the country have gas, electrical outlets, and running water. In this proud nation of pushbuttons, new car styles, color television, and the chemise, this is lamentable ignorance.

There is another element which is much harder to measure. This is the imagination and interest of the teacher. The best laboratory in the country won't produce a good science program if the teacher is inadequate. However, it can be argued that an imaginative teacher can conduct a good science program *without* elab-

orate classroom facilities. Physics can be taught with a book, a buzzer, a dry cell, and a few brain cells. A running stream near a schoolhouse can be used for water-flow experiments and chemical analysis.

Another question we must ask concerns the number of science students we want. Is it a bad thing that one out of three high school pupils takes chemistry? Isn't that enough? Will mass scholarships and more facilities produce Einsteins? Would more music schools produce Bethovens? You can *encourage* geniuses, but can you *mass-produce* them? It is relatively easy to raise many serious questions concerning all of the crash programs which have been outlined to us.

Obviously, we need a thorough understanding of our assets and needs before we can draw enough solid conclusions to put us on the proper path. This is of more than passing interest to architects and contractors, because the improvement of teaching methods and curricula will inevitably lead to improvement in the physical facilities of schools. One leads irresistibly to another.

From what we now know, I offer several personal observations. They are not original or new, yet I think they are valid. We *do* know that we need more school buildings so that classes do not become too large for effective teaching. We *do* know that we should pay our teachers more — much more — in order to get and hold the best possible people for the important job of teaching.

I believe we also face a fundamental problem of reassessing our thinking about education. We cannot turn back the clock and say that everything will be much better if we just re-concentrate on the three R's. There are no longer sharply divergent schools of progressive and conservative education. Experimentation is always necessary to progress. In many American cities today, school boards are experimenting with teaching by means of closed-circuit television systems. This can hardly be called a frill or a waste of money.

I do think, however, that we need to place a good deal more emphasis on scholastic excellence, on competition among students within the schoolroom. I also firmly believe that we all have a big job to do outside the schoolroom. We blame youth for lack of interest in science and explain it on the ground that our youth considers scientists to be "egg-heads" and therefore social oddities. Yet in the face of this statement, youthful experimentation in rocketry has become so widespread that there is serious concern over the likelihood of personal injuries. This does not sound as though youth lacks interest in science. One priceless and unique characteristic of youth is its perpetual curiosity. We, as adults, have the power to direct that curiosity into worthy channels. There seems to be evidence that we have failed to do this; instead, we have forfeited these opportunities through preoccupation with amusing and coddling ourselves



McKINLEY sun control products

"finest under the sun!"

- all-weather protection • attractive appearance • minimum maintenance.

Designed by sun-control engineers for architect and builder—skillfully made of lifetime aluminum. For details, contact your McKinley Representative—see Sweet's Architectural File 19c/Mc.



designed and manufactured by the O.O. McKINLEY CO., Inc. • Indianapolis 5, Ind.

LOCAL McKINLEY REPRESENTATION: CLEAWATER, PHONE 35-7094



THE FLORIDA ARCHITECT

with material comforts and needless luxuries.

Perhaps it is we who really need re-education. Certainly we need re-education which will make us want to put our spare dollars into better schools rather than into more personal gadgets. It is for us to set the examples, else youth, as it always has, will reflect our attitudes and lose sight of those things in life which are worthy of its time.

I am not at all sure that the education our children are getting today is any worse than it was twenty years ago. However, I *am* sure that today's children need far more and better education than has ever been necessary in the past. As architects and contractors, it is our joint responsibility to build schools which, unlike the prison-like, pompous buildings of yesterday, serve to *encourage* learning. If such buildings can be combined with imaginative teaching that stimulates student curiosity in the physical sciences—and the arts—it is entirely possible that our young people may come to consider the acquisition of knowledge as something which is not socially desirable, but pleasurable. If this is done, we as a nation will have nothing to fear from anybody — not even ourselves.

The Institute Is Planning New Series of P/R Movies

The first two in a series of semi-animated movie shorts on architectural subjects have just been completed and can be either purchased or rented from the AIA. Done on a minimum budget, both are 15-minute cartoon films intended primarily as discussion aids for adult and youth groups, though also suitable for TV.

One, "What's a House?" traces the evolution of residences and points up the importance of the architect in solving problems of site planning, orientation and construction.

The second — "A School for Johnny" — is concerned with filling community needs for schools, indicating how architects are meeting modern educational requirements in terms of design and structural economics.

The films are for sale at \$65 each, or may be rented for \$5 per film.

MARCH, 1958

OFFICE FURNITURE



that is
**FUNCTIONAL and
DISTINCTIVE**

At Mr. Foster's Store the architect will find the office furniture that fits his profession. Distinctive groupings of all periods designed in fine woods, formica and steel with large work areas and drawer space.

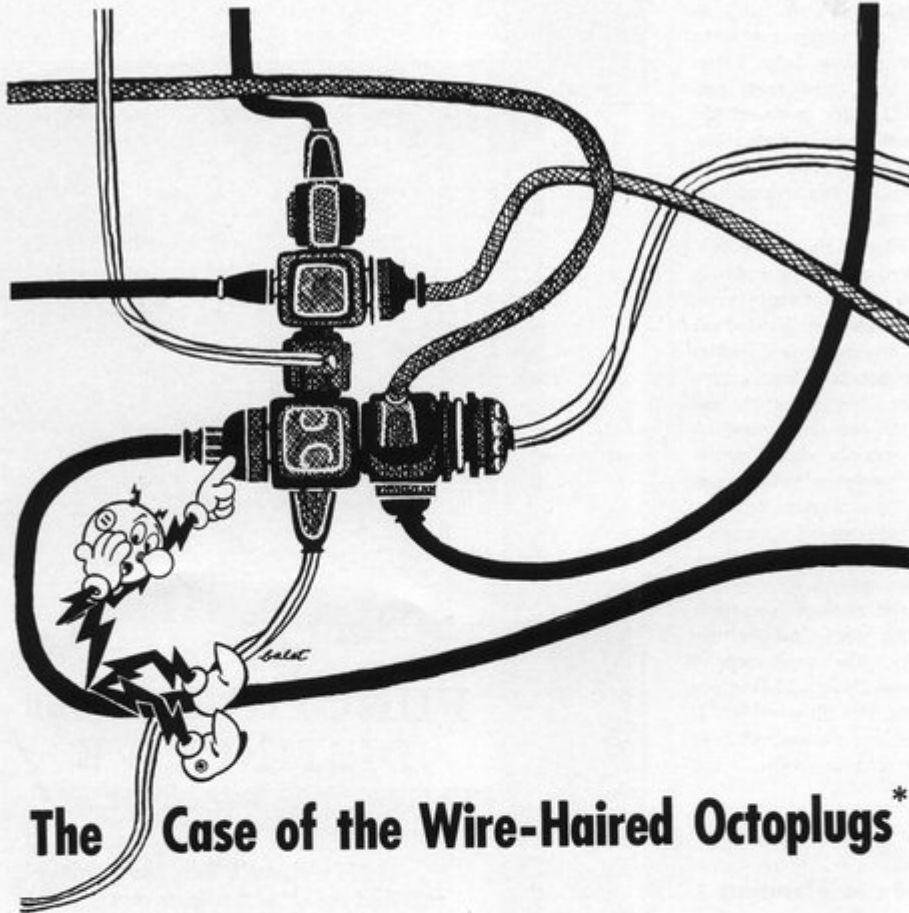
At Mr. Foster's Store the architect will find steel lockers, shelving, bookcases, steel counters, vault doors, steel and formica partitions and a full line of the nation's most beautiful office furniture.

Our sales representatives and interior decorating department await your pleasure



10,000 Square Feet of display space at

835 WEST FLAGLER ST. • MIAMI, FLORIDA • PHONE FR 9-7673



The Case of the Wire-Haired Octoplugs*

The wires were tangled and tattered. The double-sockets in the sockets had double-sockets. Plug-uglies all over the place — what a mess!

Any sleuth knows that the need to plug several lamps or appliances into one wall outlet may be a telltale clue of *Low Housepower* . . . due to the need for more circuits and outlets. Yes, low housepower means overloaded circuits, blown fuses and poor performance from appliances. The answer: make sure you specify

FULL HOUSEPOWER

100-200 A.M.P.

* As first reported
by LOOK Magazine

. . . with enough wiring capacity and plenty of circuits, outlets and switches to insure top efficiency from present appliances . . . and to fill all electric needs for years to come. That's the way to give your homes all the benefits of modern electric living — happier Florida living!

FLORIDA POWER & LIGHT COMPANY



News & Notes

Broward County

The February 7 meeting of Florida's third largest AIA Chapter was held following luncheon at the Galt Ocean Mile Hotel and was one of the largest on record. Chief purpose of the meeting was to permit members to consider the report of a Chapter committee including President JOHN M. EVANS, Vice-President JACK W. ZIMMER and FAA Director WILLIAM F. BIGONEY which, on the preceding Saturday, had discussed the matter of Ft. Lauderdale as the site for the 1958 FAA Convention before the FAA Board of Directors at its Winter Park meeting. Present by invitation at the Broward meeting were

FAA President, H. SAMUEL KRUSE, FAA Vice-President VERNER JOHNSON, FAA Secretary ERNEST T. H. BOWEN, II, and the Executive Director and Administrative Secretary of the FAA.

Director Bigoney outlined the proposal made to the FAA Board: that the Miami Beach hotel selected by the FAA Convention Committee (represented at this meeting by Johnson, present chairman, and Bowen, 1957 chairman) be changed as a 1958 convention site in favor of a combination of two adjacent hotels in the Ft. Lauderdale area. FAA officers pointed out that a contract with the selected hotel had already been signed; that it could not now be

broken; and that the choice lay with the Chapter as to whether it would serve as the 1958 Convention hosts under these circumstances or relinquish the opportunity to pioneer the new FAA convention scheme to another chapter.

Opinion was divided among those leading the discussion following Bigoney's report; but at the final vote a majority decided that the Chapter should forego the Convention sponsorship this year. In announcing the decision, President Evans pledged the Chapter's active participation in the 1958 Convention to the extent, at least, of "100 percent attendance."

Other Chapter business of im-

(Continued on Page 22)

Message from The President

By H. SAMUEL KRUSE

President, FAA



Next month, 17-19 April, the South Atlantic District 1958 Regional Conference takes place in Sarasota, our Florida Central Chapter being the Sponsor and *The Florida Architect* being the Conference Publication. Concurrent with the Conference, the Regional Council meets to perform regional business. Each Chapter of the South Atlantic District has one Representative on this Council. Each Representative of the Council casts the number of votes which his Chapter was accredited with at the Institute Convention in Washington, D. C.

If Chapters have not already done so, their Council Representatives should be selected immediately. Only those individuals who are certain they can attend the Council should be selected and these individuals should be thoroughly instructed as to the accredited number of votes their Chapters are entitled to and the policies and ambitions of the Florida Association of Architects. It seems appropriate that the Regional Council at the Sarasota meeting make some official expression concerning FAA's ambition to become a District of the Institute. It is believed that an expression favorable to FAA is possible with a 100 percent Florida vote as a nucleus.

We can't become a Regional District unless we gain support from our sister states of the South Atlantic District. We can't gain their support unless we can show that we are ready-grown-up. Adult concern for solving professional problems, although these problems might not be ours directly, is one manifestation of our readiness. It will be important that the FAA representation to Sarasota be large in numbers and its participation active and mature.

The year 1958 seems destined to become FAA's banner year of firsts. On Thursday, 13 February, the FAA moved into its first home. In the past the office of the FAA moved with each president and/or secretary, and more recently had its being in various nooks and crannies of The Shermans' domicile. Our new home is in the Dupont Plaza Building in Miami, Florida, and, although the paint is hardly dry, it is ready for business and visitors. Drop in and say, "Hello." It's your office, you know.

With the official notification of committee appointments accomplished, it is our earnest hope that committees will attack immediately their assignments. The Legislative Committee has a particularly important task of preparing our organization for the legislative year.

News & Notes

(Continued from Page 21)

portance included the following: Chapter participation in the Broward Building Exposition to be held in Ft. Lauderdale, March 11 to 15, to feature a graphic explanation of the architect's function; formation of a Chapter speakers' bureau to be made available to community groups; and a continuation of the Chapter's past participation in a student scholarship program. Part of the members' discussion centered on ways to help solve some of Broward County's problems which have developed as a result of the area's unusually rapid expansion.

Treasurer LOUIS WOLFF reported as head of the Chapter Party Committee; and as a result of discussion relative to his report, the Chapter voted to hold its 1958 party at the home of a member rather than at a hotel or club. But at adjournment-time no member had volunteered to act as host to the 75 couples which the committee had estimated would attend.

Florida Central

The Tampa Terrace Hotel was the site of the February 8 meeting of the Chapter's Executive Board and members. The Board met at 10:30 A.M. with eight Chapter directors and GILBERT WATERS, Regional Conference Manager, present. Minutes of the preceding meetings (on December 14) were ratified — an action necessary due to the absence of a quorum in December. At the Chapter

meeting, called to order by President ROBERT H. LEVISON at 2:45, the 32 members attending approved the report of 1957 Convention Treasurer JACK McCANDLESS and gave him a rising vote of thanks for his painstaking and efficient services. They listened to a report by FAA Director ANTHONY L. PULLARA on the FAA Board meeting of February 1; heard Gilbert Waters outline the agenda for the Regional Conference scheduled for April 17 to 19 at Sarasota; and discussed a proposal by Research Committee Chairman EDMOND MACCOLLIN that the Chapter authorize at least a token support to the Florida Foundation for the Advancement of Building.

The Chapter voted that \$50 be donated to the Foundation; and that the Research Committee investigate details regarding Foundation membership requirements and report back to the Chapter. Chapter members also decided that all reservations for Chapter meetings be paid in advance — with no reservations honored unless so paid.

The following applications were approved by the Chapter for membership:

Corporate: ALFRED T. FLOYD, JR.; GLENN O. JOHNSON; RICHARD H. SLATER; HERBERT L. WALKER, JR. Associate: RICHARD McCLAIN JONES; ROBERT L. GRUNDMAN; E. JASON ROBARTS; JOSEPH J. FILLINGHAM, Junior Associate: JAMES B. PETERSON. In addition, the application for transfer

(Continued on Page 24)



Theme of the Annual Architects' Ball held January 31st by the Florida South Chapter was "Look Ahead" — and it found expression in a series of weird and wonderful head dresses of which these are examples. Here FAA President H. Samuel Krusé, left, and Steve Little, Ball Chairman, watch, with Mrs. Otis Dunan, while the zany creations are paraded around the room. A prize went to Dade County Manager "Hump" Campbell, one of the Chapter's honor guests, for his out of this world top-piece.

Your
LUDMAN
Dealer
Is As Close to You
As Your Telephone...
Give us a Call!

- DE FUNIAK SPRINGS**
Fisher Hardware Company
Phone: 4551
- FORT LAUDERDALE**
Ludman Corporation
Sales Office and Warehouse
2717 S. W. 2nd Avenue
Phone: JACKSON 3-9080, 3-9877
- FORT MYERS**
Fort Myers Builders Service Inc.
2110 Fowler Street
Phone: EDISON 2-1183
- HOMESTEAD**
W. C. Bass & Sons, Inc.
21 S.E. First Road
Phone: Circle 7-1431
- JACKSONVILLE**
Florida Georgia Brick & Tile
589 Nixon Street
Phone: EVERGREEN 7-2561
- LEESBURG**
Patterson Glass Company
917 So. 14th Street
Phone: 754
- MIAMI**
Ludman Corporation
Sales Office and Warehouse
7030 N.W. 37th Court
Phone: NE 3-6341, 3-6342
- NAPLES**
Fifth Avenue Supply Co.
690 Fifth Avenue, South
Phone: 2-5201
- ORLANDO**
Ludman Corporation
Sales Office and Warehouse
100 S. Westmoreland Dr.
Phone: 4-3018, 4-8998
- SARASOTA**
Specialume Products
P. O. Box 126
Phone: LINCOLN 5-5013
- TAMPA**
Ludman Corporation
Sales Office and Warehouse
120 S. Meridian
Phone: 2-3215, 2-3194
- VENICE**
Venice Glass Company
Phone: 2-7171
- VERO BEACH**
Crosby Builders Supply Co.
Phone: 6536
- WEST PALM BEACH**
Alexander Gordon & Son, Inc.
501 Roseland Drive
Phone: TEMPLE 2-0539

1 Year Guarantee by Ludman
on All Ludman Products

LUDMAN
CORPORATION
MIAMI, FLORIDA

AGAIN LUDMAN makes window history with the NEW ECONOMY MODEL E



AUTO-LOK FEATURES at the price of an ordinary window!!!

**WRITE
RIGHT
NOW!**

LUDMAN CORPORATION

14102 Biscayne Boulevard • Miami, Florida

Please have your sales representative show me the
NEW ECONOMY AUTO-LOK MODEL E.

Name.....

Address.....

City..... State.....



WESTMINSTER SCHOOL — Westminster, South Carolina
 ARCHITECT — Harold Woodward, Spartanburg, South Carolina

Our Kids Deserve—

**FIRE RESISTIVE
 SCHOOLS!**

*... and they can have
 them with UNIT GLUED*

LAMINATED CONSTRUCTION!

For the past quarter century Unit Structures, Inc. has pioneered in the development of functional, fire-resistive schools. It is a proven fact that laminated wood structural members are safer in case of fire . . . no chance of sudden collapse which can so easily happen with other unprotected structural materials . . . and that is only part of the story. The true economy which is achieved through the use of Unit laminated wood construction is essential in today's budget conscious building programs.

Remember, too, that the natural beauty and warmth of laminated wood cannot be duplicated by any other material.



SALES OFFICES

Walter & Johnson

502 Kanuga Drive
 West Palm Beach, Florida
 Phone—Temple 2-4956



UNIT STRUCTURES, Inc.

GENERAL OFFICES: Peshigo, Wisconsin
 PLANTS — Peshigo, Wisconsin and Magnolia, Arkansas
 Offices and Representatives in all Principal Cities

SPECIFY . . .



DOORS OF GENUINE

Dutch Cedar

for the client who demands the best.

Take, for example, the handsome Viroludor illustrated here. Its warm, honey-brown coloring and distinctive grain pattern add up to client satisfaction. Its louver construction combines striking design with practical ventilation. Your dealer has size and price information.

SPECIAL SIZES

Your Dutch Cedar dealer can supply you with interior or exterior doors of any size for any purpose. Prompt delivery, quotations on request.

DISTRIBUTED BY:

HAMILTON PLYWOOD OF ORLANDO, INC.
 924 Sligh Blvd. ORLANDO Ph. GARDEN 5-4604
 HAMILTON PLYWOOD OF ST. PETERSBURG, INC.
 2860 22nd Ave. N. ST. PETERSBURG Ph. 7-7627
 HAMILTON PLYWOOD OF FT. LAUDERDALE, INC.
 1607 S. W. 1st Ave. FT. LAUDERDALE JACKSON 3-5415



News & Notes

(Continued from Page 24)

to the Chapter of SAMUEL C. WENTWORTH was approved.

The meetings were followed by a dutch treat cocktail party and dinner, after which the membership and their wives viewed a color sound film on Aluminum in Architecture presented by ROBERT E. FISHER of the Kaiser Company.

Correction:

Last month we published an article on "Design Factors for Curtain Walls" written by ROBERT E. FISHER. In the foreword which accompanied it, we referred to the author as "... trained as an architect at the University of Michigan." In doing so we created a wrong impression; and we are glad to set the error right here in the interests of strict accuracy.

Mr. Fisher did graduate from the University of Michigan Architectural School. But his degree was for a newly-instituted course in Industrial Design—not architecture. After graduation he did pursue additional studies in the fields of architecture and architectural engineering. But he did not do so at Michigan; and he does not regard himself as essentially "trained as an architect" and thus qualified for either registration or professional architectural practice.

This correction is published with the hope of eliminating a source of possible embarrassment to Mr. Fisher from the erroneous reference.

State Board Grants Registration for Florida Practice to 34

The ranks of Florida's registered architects has been increased by 34 according to an announcement by MORTON T. IRONMONGER, Secretary of the State Board of Architecture. Of the total registrations granted in January, the State Board registered 14 "by exemption" since each held an unexpired certificate of registration by some other state. The remaining 20 new registrants were listed as having passed the Junior Examination held by the Board, January 6 to 9, 1958. Successful examinees were:

Clearwater:

FRANK R. MUDANO

Ft. Lauderdale:

WILLIAM N. HOYER

HENRY O. TRIMM

(Continued on Page 26)

MARCH, 1958

A Better Way to Anchor Joists and Trusses . . .

With the New "LOCK-SEAT PLATE"

Specify this rugged
framing channel for —

1 . . Greater safety

Eliminates toe - nailing; plate and integral anchor both spiked to beam, can not slip

2 . . Longer safe life

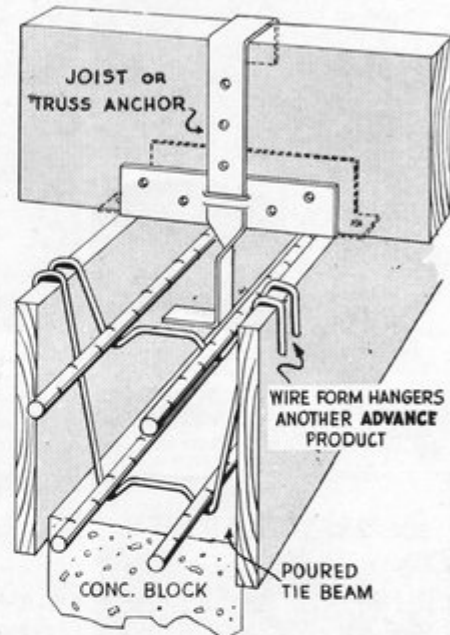
Replaces wood plate, eliminates rot and termite danger

3 . . Sounder construction

Rigid anchorage, larger bearing eliminates framing settlement, joist slippage, thus prevents wall cracking

4 . . Jobsite economy

Adaptable to any size member, speeding joist- or truss erection, saving labor costs



Exclusive Distributors:

BOOKER & COMPANY, INC.
Tampa & Orlando

PENINSULAR SUPPLY COMPANY
Miami - Ft. Lauderdale - West Palm Beach

Dealers:

MIAMI

Alexander Hardware
No. Miami Hardware. - Renuart Lbr. Co.

SARASOTA

Stottlemeyer Lumber Co.

FT. LAUDERDALE

Pacific Lumber Co.

W. PALM BEACH

CBS Division
Maule Industries



"... For Safer
and Better
Construction"

METAL PRODUCTS, Inc.

2445 N.W. 76th STREET, MIAMI

Manufacturers of Specialty Building Products

Mel Banks
Future Heating
ST. PETERSBURG
Ph. HE 6-3400
TAMPA
Phone 2-0871

Corwin Heating &
Electric
NAPLES
Ph. Midway 2-7301

Electrend East
Coast Co., Inc.
MIAMI
LAKE WORTH
VERO BEACH
FT. PIERCE
Call Collect:
Boca Raton 5101
FT. LAUDERDALE
Ph. JA 3-6464

Electrend
Sales & Service
CLEARWATER
Phone 34-9341

Electrend
Sales & Service
ORLANDO
Phone 2-7166

Electrend
Sales & Service Co.
SARASOTA
Ph. RI 7-3380

Pasco Lumber Co.
DADE CITY
Ph. Lo 7-3567

MORE COMFORTABLE HOMES WITH Electrend ...



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

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

Electrend

DISTRIBUTING COMPANY
4550 37th Street No.
St. Petersburg 14, Florida
Telephone MEMlock 6-8420

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



State Board . . .

(Continued from Page 25)

Gainesville:

WILLIAM H. MASON

Jacksonville:

WILLIAM H. KENT
WILLIAM J. WEBBER

Miami, Miami Beach:

WILLIAM C. KREIDT
DAVID N. LESLIE
RICHARD S. LEVIN
RICHARD VAN HARREN

Orlando:

MALCOLM O. K. McQUAIG

Palm Beach:

JAMES E. ASHLEY

Sarasota:

RODGER B. COTTING
WESLEY C. SALTER

St. Petersburg:

ROBERT GRUNDMAN

Tallahassee:

JACK S. RILLING

Tampa:

JOSEPH FILLINGHAM
FRANK S. VALENTI

Waldo:

JAMES C. PARLIER

Winter Park:

MANFRED LOPATKA

Registration by exemption was granted to the following: EUGENE G. BAKER, Glens Falls, N. Y.; JOSEPH E. BRIGHT, Valdosta, Ga.; THEODORE R. CROMAR, Jr., Silver Springs, Md.; GEORGE C. HADDOX, Bethesda, Md.; BENARD R. KLEKAMP, Miami; JAMES T. LENDRUM, Gainesville; LOREN M. MURRAY, Silver Springs, Md.; ARTHUR T. POCHERT, Miami Beach; CYRIL E. SCHLEY, Detroit, Mich.; WALTER S. SNELL, Jacksonville; EARL H. STRUNK, Miami; DONALD E. THOMPSON, Sanford; RAY F. WARD, Pontiac, Mich.; and CLIFFORD N. WRIGHT, Birmingham, Mich.

Directors' Meeting . . .

(Continued from Page 6)

no formal decision relative to Florida's status had yet been made; and that were the matter to be favorably reported this year, ratification or approval of the FAA petition by the AIA Board could not become effective until 1959 and that full regional status for Florida could not become operative until 1960.

Another matter concerned ratification by the full FAA Board of the service agreement between the FAA and the FAA Executive Director.

THE FLORIDA ARCHITECT

FOR SWIVEL LIGHTS

PRESCOLITE IS PREFERRED

HERE'S WHY...

EXCLUSIVE "DieLux"
DIECAST CONSTRUCTION



Heavy duty
swivels
holds
tension
indefinitely

9 beautiful
finishes to
choose from

A-14

Choice of metal cones; or Fabriglas cones, with embedded maple leaves, ferns, or rattan. (Also available in white.)

WRITE FOR OUR CATALOG

PRESCOLITE MANUFACTURING CORP.
2229 4th St., Berkeley 10, Calif.
Easton Road, Neshaminy, Penna.

Custom-Cast Placques



We can fill all your design needs for any type, size or shape of cast bronze or aluminum plaques, name panels or decorative bas-reliefs . . .

FLORIDA FOUNDRY
& PATTERN WORKS
3737 N. W. 43rd St., Miami

Each clause of the agreement as drafted was read by President Krusé and discussed; and the agreement was finally approved unanimously. As executed, the arrangement covers a two-year period; and unless renewed by the Board prior to the 1959 FAA Convention, will expire December 31, 1959.

Third highlight of the meeting was a long discussion centering on the location of the 1958 FAA Convention site. This was led by a delegation from the Broward Chapter which desired the site in Ft. Lauderdale if the Broward Chapter were to act as hosts. The Board voted to support the former decision of the FAA Convention Committee which had authorized a contract with the Deauville Hotel at Miami Beach; and it authorized the FAA Board Executive Committee to issue a Convention-Host invitation to another Chapter should the Broward County membership decide to support the position of its delegation and relinquish the privilege of sponsoring the 1958 Convention.

SITUATION WANTED

ARCHITECT — Registration N. C. by examination. Married, 12 years experience all phases. Desires position with Florida firm with possibility of associateship or partnership. Complete resume on request. Reply to Box 3158, Florida Architect.

ADVERTISERS' INDEX

Ador Sales, Inc.	8
Advance Metal Products, Inc.	25
Dunan Brick Yards, Inc. 3rd Cover	
Electrend Distributing Co.	26
Florida Foundry & Pattern Works	26
Florida Home Heating Institute	28
Florida Portland Cement Co.	3
Florida Power & Light Co.	20
Florida Steel Corp.	4
George C. Griffin Co.	6
Hamilton Plywood	24
Lift Slab of Florida, Inc.	5
Ludman Corp.	22-23
O. O. McKinley Co., Inc.	18
Mr. Foster's Store	19
Miami Window Corp. 4th Cover	
Portland Cement Association	7
Prescolite Manufacturing Co.	6
A. H. Ramsey & Sons, Inc.	1
Unit Structures	24
F. Graham Williams Co.	27

F. GRAHAM WILLIAMS, Chairman
JOHN F. HALLMAN, JR., Pres. & Treasurer
MARK P. J. WILLIAMS, Vice-Pres.

FRANK D. WILLIAMS, Vice-Pres.
JACK K. WERK, Vice-Pres. and Secretary
JOSEPH A. COLE, Vice-Pres.



ESTABLISHED 1910

F. GRAHAM WILLIAMS CO.

INCORPORATED

"Beautiful and Permanent Building Materials"

TRINITY 6-1084
LONG DISTANCE 470

**ATLANTA
GA.**

1690 BOULEVARD, N. E.
OFFICES AND YARD

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

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

Represented in Florida by

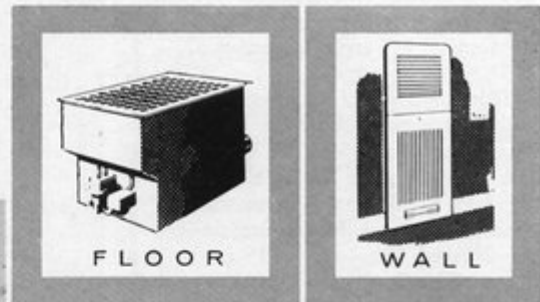
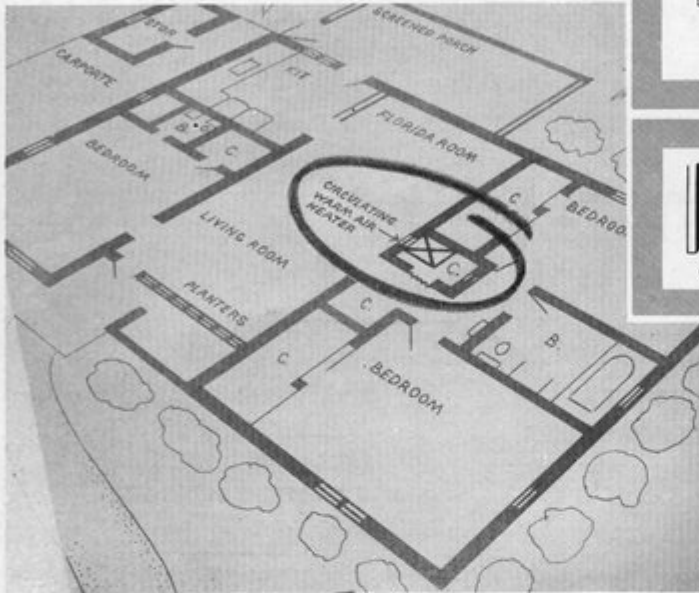
LEUDEMANN and TERRY

3709 Harlano Street

Coral Gables, Florida

Telephone No. HI3-6554
MO 1-5154

Build dependable oil or gas heating into your houses...



It's cheap to buy, cheap to use — proved best all-'round for Florida!

Every survey proves all over again that permanently installed oil or gas equipment is the most efficient and economical answer to the Florida home heating problem. Using cheap fuel, oil or gas heating equipment pushes positive circulating warm air all through the house at lowest cost.

By using an oil or gas "Florida furnace" in the plans of your houses you are extending indoor comfort to every day of the winter season for your clients.

Call on us for any information you may need on oil or gas home heating.

FLORIDA **HOME**  **HEATING** INSTITUTE

1827 S.W. 8th STREET, MIAMI