

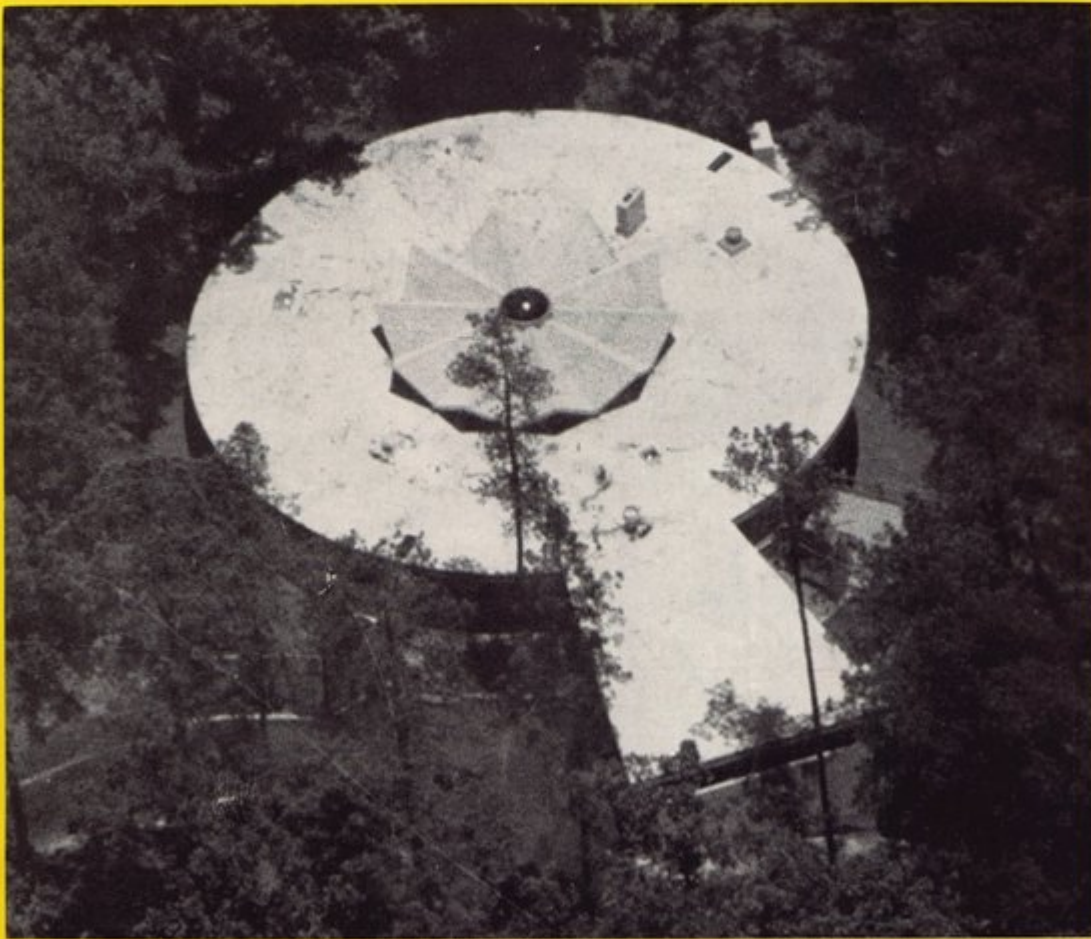
The



April, 1958

Florida Architect

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



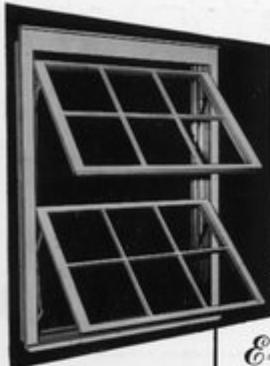
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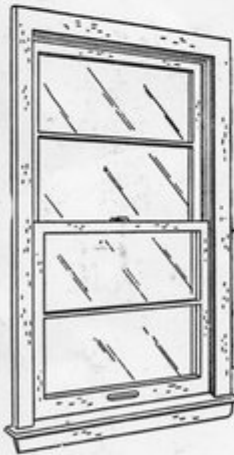


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The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THE COVER

This picture may strike a familiar note to those FAA members who were fortunate enough to attend the Regional Conference in Atlanta last year and to take part in the Hospitality Tour of Atlanta Architects homes. It is an airview of the unusual home of Cecil A. Alexander, immediate past president of the Georgia Chapter. More illustrations of this circular house appear on pages 12 and 13.

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

VOLUME 8
 NUMBER 4 1958

THE FLORIDA ARCHITECT

MUTSCHLER KITCHEN

featured in model apartment at
"THE FOUR SEASONS"



This is how "The Four Seasons," a new and luxurious residential hotel, will appear when completed in the very near future.

Kitimat Corporation, builder of "The Four Seasons" residential hotel, has set up a model residence near the construction site for viewing by prospective purchasers. Suggested kitchen is by Mutschler Kitchens of Florida.

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This Broward County Chapter exhibit was constructed of painted framing members supporting three natural-finished roof vaults of glued-laminated plywood — the whole structure being ingeniously secured by aluminum "jiffy-joint" fasteners, which with aluminum pipes were also utilized to provide hanging support for the panels that carried the exhibit story. The result was a highly effective booth which attracted a great deal of favorable attention throughout the term of the BBE Exposition.

Professional Service Story Told By Broward County Chapter

The story of architectural service was effectively presented to the public in a continuity of cartoons and captions last month as a high point of the Broward Builders Exchange annual building exposition. A Broward County Chapter booth was developed by a committee including ROBERT E. HALL, WILLIAM P. PLUMB and KARL RAUSCHERT — with the glue-laminated roof vaults and aluminum "jiffy-joints" for its construction being donated and erected by R. G. BAKER and E. TARANGER, respectively, of Ft. Lauderdale.

The BBE Exposition was held in Ft. Lauderdale's Municipal Auditorium; and before it had closed thousands had viewed the story of how "Andy Architect" provided the

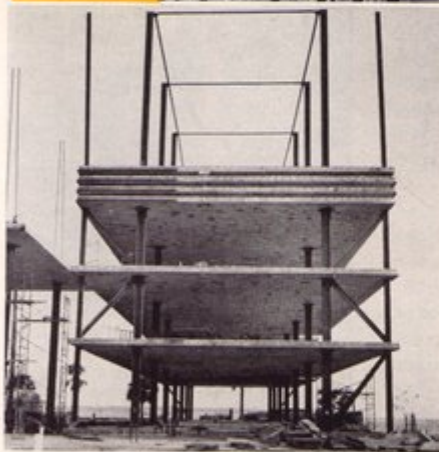
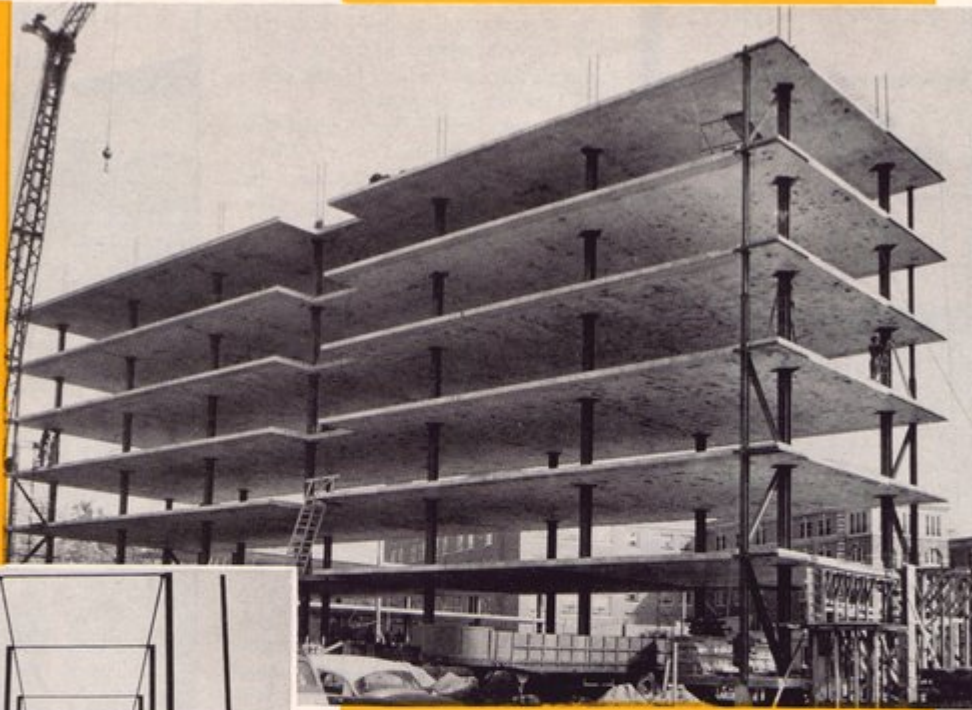
(Continued on Page 6)



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, completed last year. Architects and Engineers were Reynolds, Smith and Hills; the builders were the Geo. D. Aucher Co.



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Service Story . . .

(Continued from Page 4)

well-rounded professional service necessary for construction of a home for "Clarence Client" and his family. It was a brief, but complete explanation of architectural service — dramatized by drawings and a model (executed by LEONARD JENKINS) of a house designed for the exhibit by the office of MORTON T. IRONMONGER.

Though headed by a committee appointed by Broward County Chapter president JOHN M. EVANS, the exhibit was the result of cooperative effort by many chapter members. Landscaping, for example, was provided by the office of FREDERICK STRESAU, an associate member; and the photographs reproduced here were taken by WAYNE WARREN.

Lien Law To Be Subject of Industry Conference

Florida's Mechanics' Lien Law, long the object of vocal dissatisfaction on the part of several important factors of this state's building industry is finally to be put under the spotlight of a critical study if present hopes can be realized. At least preliminary steps toward such a study have been taken through formation of a conference called for April 2nd.

As now planned, representatives of professional and trade associations and financial groups will meet at the Langford Hotel in Winter Park to discuss the Lien Law. These groups have been invited to send representatives to the meeting: Florida Lumber and Millwork Association; the FAA, the FES and AGC; the Florida Bar; the Florida Home Builders Association and the Florida Mortgage Bankers Association.

A conference on this subject is timely; and from the one scheduled at Winter Park may come a practical program for completely overhauling Florida's lien statutes and drawing a bill which all segments of construction can accept as being both workable and fair. It will be recalled that the Lien Law passed by the 1953 Legislature was anything but that — and was finally declared voided by the Florida Supreme Court early last year. The present Lien Law, passed by the 1957 Legislature, still leaves much to be desired and should be revised.

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A New 'FIRST' Opens in Miami . . .

The Architects' International Bureau of Building Products is the business core of the world's first triple-purpose building

What was reported in these pages less than two years ago as an idea, a plan and a program has finally blossomed into a thriving and significant reality. The \$11,000,000 Dupont Plaza Center has been completed; and last month a group of some 1,000 architects and top-ranking executives of building products firms took part in an open-house ceremony marking the official opening of a structure which has already written a new chap-

ter in the annals of Florida's building industry.

The design of the building, in model form, was granted an award citation at the FAA's 42nd Annual Convention architectural exhibit. But aside from that, the Dupont Plaza Center has chalked up an impressive record of "firsts." According to its owners, it is the first building of its kind in the world — comprising a 301-room luxury hotel, a 70,000

square-foot office building and a huge exhibit area under a single roof. As a focal point for construction industry interests — and it had already become that before its official opening March 16 — it is the first structure in the country to provide working and living areas in conjunction with a comprehensive display of building products. And this display itself would establish the building as a record-breaker, for

(Continued on Page 24)

They head-up the new Bureau of Building Products . . .



Clinton T. Wetzel,
President, AIBBP



Edwin T. Reeder, AIA,
Executive Vice President



Frank H. Shufflin, AIA,
Secretary-Treasurer



Message from The President

By H. SAMUEL KRUSE

President, FAA

Many of the vertical standing committees were assigned specific tasks at the time of their selection. These assignments were published in *The Florida Architect* for March, 1958, along with a list of the personnel and duties of the Committees for 1958. Three of these committees; Education, Office Practice and Public Relations, are expected to make recommendations to the Board at its May 3 meeting in Winter Park. If it is possible, committee chairmen of these committees should attend this Board meeting. However, whether the chairmen attend or not, a written report of their activities, together with the committees' recommendations must be received by your president by the last week in April. Vice-presidents will work with their committees to

assure the timely submission of reports.

The Legislative Committee — not a committee vertical with the Institute, but a most important standing committee of the FAA, whose core is vertical with the similar committees of the Chapters—has the assignment of organizing itself into an operating organization with specific operational direction. This committee was requested to complete this assignment and report to the Board at its May 3 meeting.

The Legislative Committee is well on the way to completing its assignment, although, in the broadest sense, its assignment is a continuing one and cannot really have a beginning and end. It is heartening to observe the Legislative Committee chairman,

JAMES K. POWNALL, function. The FAA is fortunate to have so seasoned a chairman to guide its legislative activities.

On March 25, the Legislative Committee chairman met with our Executive Director to discuss the legislative program for this year, in preparation for the next session of the Legislature.

There seem to be at least three areas in which FAA influence and opinions should be expressed. These are: 1—A constitutional amendment to enable Florida communities to take advantage of Federal urban renewal legislation; 2—Legislation to permit the development of planning and zoning regulations by Florida counties; and, 3—The revision of the Mechanics Lien Law into a more generally equitable and workable statute.

This calls for concerted action with other organizations of similar purpose as ours, to give direction and leadership to the Legislature. If you are asked to serve on the Legislative Committee, accept; and, having accepted, perform your specific task vigorously.



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THE FLORIDA ARCHITECT

Five AIA Chapters Are FAA's Neighbors

In AIA's South Atlantic Region, comprising the states of Florida, North Carolina, South Carolina and Georgia are 15 AIA Chapters, ten of which are in Florida, three in Georgia and one each in the two Carolinas. According to the SA Regional Council's By-Laws, adopted at the Atlanta Conference in April, 1957, each Chapter is represented on the Council by one member entitled to cast the number of votes to which his Chapter was entitled at the preceding Convention of the AIA. Accordingly, the following lists the numerical number of votes per Chapter and the name of regional representatives who were named at this writing:

North Carolina: 13; W. R. JAMES, JR. . . . *South Carolina:* 9; JOHN M. MITCHELL, JR. . . . *Georgia:* 13; MRS. ELLAMAE E. LEAGUE *South Georgia:* 3; ROBERT D. GUNN *Augusta:* 2 *Broward County:* 4; ROBERT E. HALL *Daytona Beach:* 2; HARRY GRIFFIN *Florida Central:* 6; ROBERT H. LEVISON *Florida North:* 3; ARTHUR LEE CAMPBELL *Florida North Central:* 2; DAVID W. POTTER *Florida North West:* 1 *Florida South:* 9; MISS

MARION I. MANLEY *Jacksonville:* 6; A. EUGENE CELLAR *Mid-Florida:* 2; JOSEPH M. SHIFALO *Palm Beach:* 5; JEFFERSON N. POWELL.

Of these, the Chapters in North Carolina and South Carolina are the only AIA groups in their respective states. The *North Carolina Chapter*, now the largest in the Region, was organized in July, 1913, chartered by the AIA in September, 1913. Its total membership is now 308, including 250 corporate members. With a strong, cohesive program which includes a monthly magazine, *Southern Architect*, the Chapter affairs are coordinated by an Executive Secretary, H. J. STOCKARD, JR., with headquarters in Raleigh. The Chapter is especially active in the fields of P/R, education and school planning; and a former president, A. G. ODELL, JR., is a member of the AIA Committee on Schools. 1958 officers are: W. R. JAMES, JR., president; ROBERT L. CLEMMER, vice-president; KENNETH M. SCOTT, secretary; and ARTHUR C. JENKINS, treasurer.

The *South Carolina Chapter* has a current membership roster of 135, (Continued on Page 20)



William R. James, Jr.,
President, No. Carolina Chapter, AIA



John M. Mitchell, Jr.,
President, So. Carolina Chapter, AIA



H. Lowrey Stulb,
President, Augusta Chapter, AIA



Robert D. Gunn,
President, So. Georgia Chapter, AIA



Clement J. Ford,
President, Georgia Chapter, AIA



Photos by Timothy Galfas



Home on A Georgia Hill . . .

This unusual house is the home of Cecil A. Alexander, who is also the architect and a past president of the Georgia Chapter. It was one of several architects' homes included in the Hospitality Tour conducted as a part of last year's Regional Conference held at Atlanta.

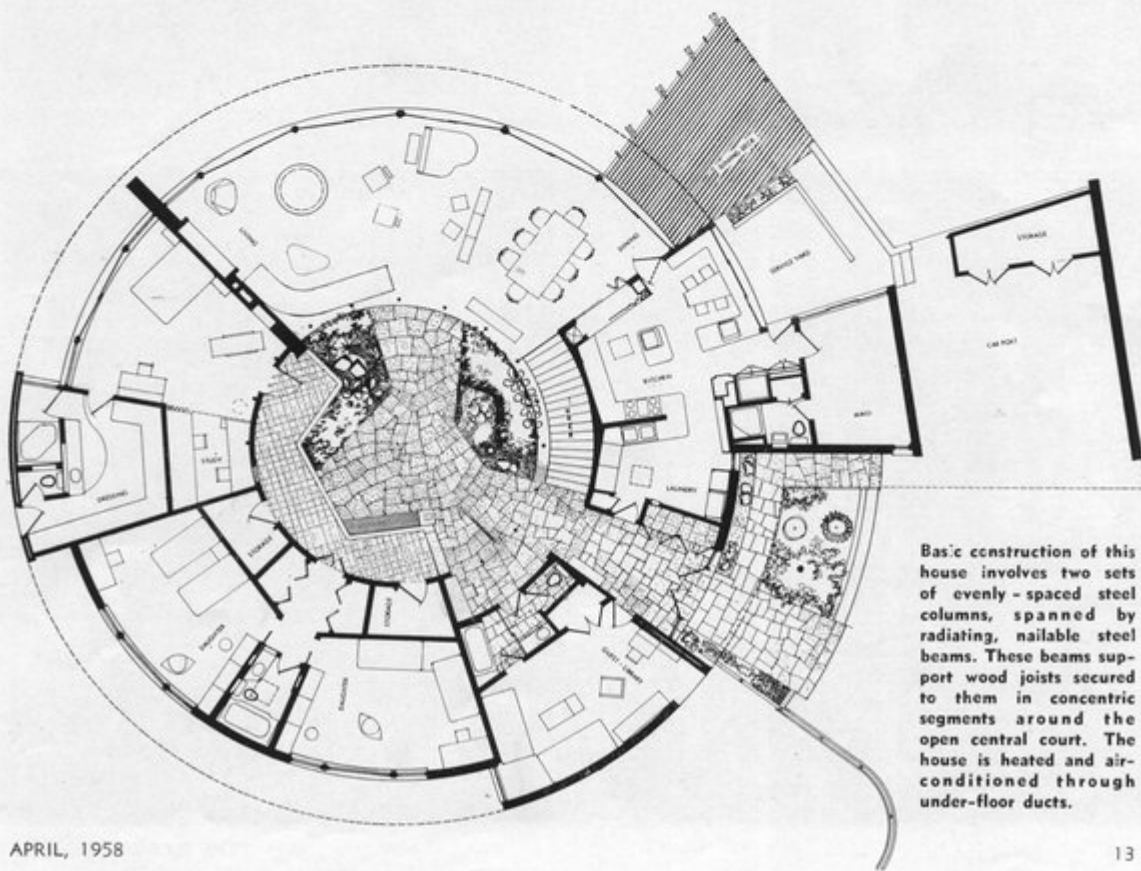
This is a home for a family consisting of two girls and parents. The family enjoys its life as a unit, yet each member values his own privacy; and the design objective was to express the life of the family, provide fully for its various aspects — including the entertainment of large groups and hospitality to frequent overnight visitors — and to make the most of a six-acre plot dominated by a hill.

The circular form grew from these requirements. This shape provided a plan expressive of family unity, yet provided each individual with privacy and his own outlook. A guest room which doubles as a library cares for visitors. The central domed court provides a casual meeting area during the normal flow of domestic life and also serves as an overflow entertainment area for large gatherings.

Also, the shape permitted a condensed solution to the planning problem imposed by the site — the crown

of the hill which commanded views over level areas reserved for outdoor activities. A playroom abutting the ground slope occupies a lower level; and for a sense of security it is walled, in contrast to the visually open glass areas of the main living floor. Because of the plan shape and the size and character of the location, mechanical measures for privacy were not necessary. Wide roof overhangs eliminate need for drapes; and outside lighting at night enhances the desired feeling of openness.

The central court is sheltered by a roof of folded plate design and daylighted partly by clerestories formed by the plate design and partly through a plastic bubble at the apex of the flat-pitch roof cone. The plates were formed of marine plywood, glued and screwed to a wood frame; and the shape of the dome is held by means of an exposed tension cable encircling it at the base.



Basic construction of this house involves two sets of evenly-spaced steel columns, spanned by radiating, nailable steel beams. These beams support wood joists secured to them in concentric segments around the open central court. The house is heated and air-conditioned through under-floor ducts.

Cottage With A Catenary . . .

The Healey House, designed by Ralph S. Twitchell and Paul Rudolph, is one of the buildings included in the Architectural Tour of the SA Regional Conference at Sarasota.

This unusual small house made architectural news a few years ago when it was first built, chiefly because of the roof construction. But its design involved more than a successful experiment in structure, as this comment by PAUL RUDOLPH indicates:

"In a sense this is an anti-social building. It makes no attempt to blend with its environment. Because of its placement, form and color it tends to dominate the bayou. In this cottage the intent was to demonstrate that harmony between the work of nature and the work of man can be brought about by clearly differentiating between the two.

"The form of the cottage is the result of using steel in tension for

the roof structure. A wooden post and lintel system of construction has been employed, with the 22-feet between the major east and west beams spanned with one-half by one-eighth-inch flat steel bars set 12-inches on centers and hung in a natural catenary form. Two inches of flexible insulation was clipped to the top of the flat bars and a saran-vinyl plastic — "cocoon" — was sprayed on top as well as the bottom of this sandwich, so the entire roof can move and stretch with varying wind pressures.

"The long sides of the cottage are filled in with wooden jalousies which control the privacy, ventilation and sun. The two short sides are plate glass and strongly direct the visual focus along the axis of the bayou."

All photos by Joseph J. Steinmetz





APRIL, 1958

15



South Atlantic Region, AIA Seventh Annual Conference

Sponsored by
The Florida Central Chapter, AIA

WEDNESDAY, APRIL 16

12:00 Noon — Registration,
Orange Blossom Hotel.

THURSDAY, APRIL 17

- 8:00 A. M. — Registration,
Orange Blossom Hotel.
- 9:30 A. M. — Conference Opens,
Municipal Auditorium.
Robert H. Levison,
Host Chapter President, presiding.
- 10:00 A. M. — Building Products Exhibit Opens,
Municipal Auditorium.
John M. Crowell, presiding.
- 11:15 A. M. — First Building Products Exhibit.
Prizes Announced.
Municipal Auditorium.
- 12:00 P. M. — Keynote Luncheon,
Lido-Biltmore Hotel,
Robert H. Levison, presiding
Keynote Address by Douglas Haskell, AIA,
"The Architect's New Responsibilities in
the Dynamic South."
- 2:30 P. M. — First Seminar — "Revitalizing the
Existing Community," H. Samuel Kruse,
President, FAA, presiding.
Municipal Auditorium; Moderator: Paul
Rudolph;
Panel of Regional Architects and Civic
Leaders.
- 4:30 P. M. — Building Products Exhibit,
Municipal Auditorium.
- 5:00 - 6:00 P. M. — Cocktails as Guests of Con-
ference, Building Products Exhibit.
- 7:30 P. M. — Awards Dinner under the Stars,
Gulf and Bay Club,
Regional Director, Sanford W. Goin, FAIA,
presiding.
Honor Awards by Leon Chatelain, Jr., FAIA,
President, AIA.

FRIDAY, APRIL 18

9:00 A. M. — Registration Continues,
Orange Blossom Hotel.

- 9:30 A. M. — Second Seminar—"Building New
Communities,"
Sidney R. Wilkinson, presiding;
Municipal Auditorium; Moderator:
Richard J. Neutra, FAIA;
Panel of Regional Architects.
- 11:30 - 12:00 A. M. — Building Products Prize-
winners named and Pre-lunch Cocktails,
Municipal Auditorium.
- 12:30 A. M. — Luncheon, Lido-Biltmore Hotel;
Talk: "Putting the Highway Programs on
the Right Road" by Rex Anderson;
Panel of Regional Architects
Herbert C. Millkey, past regional director,
presiding.
- 3:00 P. M. — Regional Conference Business
Session,
Municipal Auditorium,
Regional Director Sanford W. Goin, FAIA,
presiding.
- 7:30 P. M. — Dinner (informal),
Lido Casino,
Edgar S. Wortman, Immediate Past Presi-
dent, FAA, presiding.
Entertainment by The Sailor Circus.

SATURDAY, APRIL 19

- 10:00 A. M. — Final Seminar — "Working With
Government," Municipal Auditorium,
William R. James, Jr., presiding;
Moderator: John Taylor Egan;
Panel of Regional Architects and Civic
Leaders.
- 12:00 A. M. — Building Products Exhibit Closes,
Municipal Auditorium.
- 1:00 P. M. — Luncheon,
Lido-Biltmore Hotel,
John M. Mitchell, Jr., presiding;
Conference Summary by Eric Hodgins.
- 2:30 P. M. — Architectural Tour,
Leaves from Lido-Biltmore Hotel.
- 2:30 P. M. — Florida Central Chapter Meeting,
Lido-Biltmore,
Robert H. Levison, President, presiding.

The People Who Make The Program . . .

Theme of the Seventh Annual S. A. Regional Conference, "The Architect's New Responsibilities in the Dynamic South," will be developed through a keynote address, four round-table seminars and a summary comment at the closing meeting on Saturday. DOUGLAS HASKELL, AIA, will keynote the Conference; and ERIC HODGINS, former editor of *Fortune* and author of the whimsical best-seller "Mr. Blandings Builds His Dream House," will present a summary of Conference round-table discussions.

Topics of these round-table seminars were picked to carry through the Conference theme in fields of specific interest. Seminars will be completely informal; and it is hoped that audience participation will be active and constant. The first, "Revitalizing the Existing Community" will be moderated by PAUL RUDOLPH and will be led by a panel composed of JAMES H. KENNEDY and CLINTON GAMBLE, from Florida; SYDNEY CARTER, Augusta, Georgia; and EDWARD L. WILSON, Fort Worth, Texas.

The second round-table concerns "Building New Communities" and will be moderated by RICHARD J. NEUTRA, FAIA. The panel includes: ARTHUR LEE CAMPBELL and A. EUGENE CELLAR from Florida; W. E. FREEMAN, JR., South Carolina; and OWEN F. SMITH and HOLLIS L. LEVEY, North Carolina.

Moderator for the third round-table will be REX ANDERSON, regional engineer (in Atlanta) for the Federal Bureau of Public Roads. The subject, "Putting the Highway Programs on the Right Road," will be developed by a panel including: McMILLAN H. JOHNSON and ALF O. BARTH, both of Florida.

The final seminar will center on "Working with Government Agencies." Moderator of the session will be JAMES TAYLOR EGAN, former U. S. Commissioner of Housing who will lead the discussion of these panel members: CHESTER LEE CRAFT of Florida; MRS. ELLAMAE E. LEAGUE and PHILLIP HAMMER, of Georgia; and D. M. MCKINTOSH, JR., of North Carolina.

DOUGLAS HASKELL, AIA

As keynote speaker of the 1958 Regional Conference he brings to his subject theme a long experience of observation and constructive comment relative to the pattern and character of architects' professional activities. For the past 25 years he has been a vocal and insistent champion of professional progress; and has capped his notable accomplishments as an architectural commentator with an equally notable success as editor of *Architectural Forum*. As a lecturer he has addressed countless lay and professional gatherings and has been an active leader in promoting closer understanding and coordination between various elements of the construction industry.



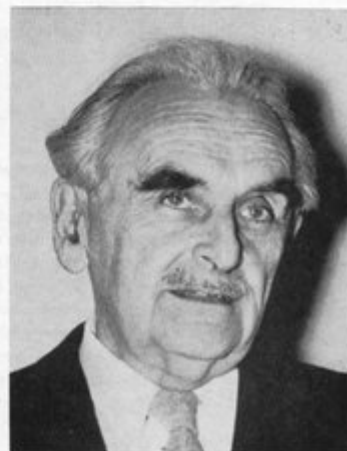
PAUL RUDOLPH

Moderator of the first seminar of the Conference is, at 40, already distinguished by accomplishment and honors. Noted for his ability in creative and uncompromising design, he has received many design awards, was named as "Outstanding Young Architect" at a Sao Paulo conference four years ago, has been visiting design critic at six major universities and is now serving as Chairman of the Yale University Architectural School. No stranger to the lecture platform, he has addressed convention gatherings of both the FAA and the AIA. His professional philosophy and approach have been the subject of many articles published in this country and abroad.

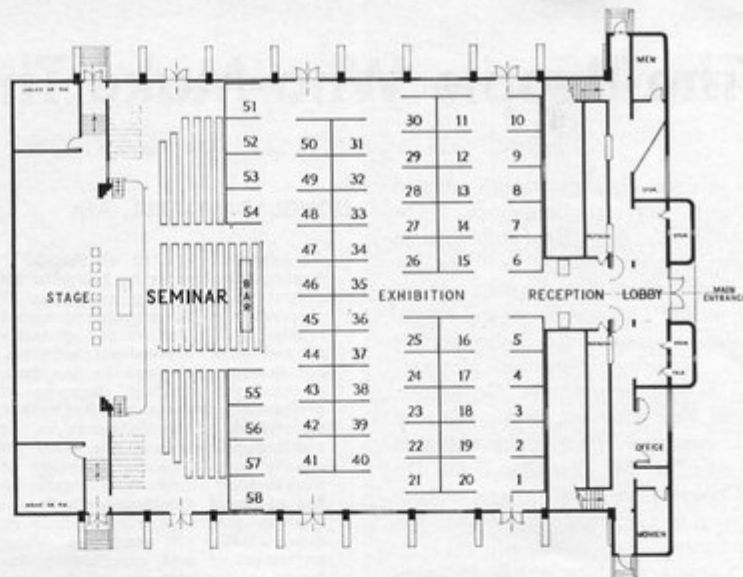


RICHARD J. NEUTRA, FAIA

Internationally known as a vigorous proponent of advanced design and planning, the moderator of the Conference seminar on "Building New Communities" has had a long and eminently distinguished career as an author and lecturer as well as a creative and productive building professional. Beginning his architectural career in city planning, he has also made significant contributions in the fields of residential design, school planning and construction and structural techniques. He has received almost innumerable awards for his professional work and has been the recipient of almost as many honors from technical and professional societies in this country and abroad.



The Building Products Exhibit



- 1 ... Bellaire Products, Inc.
- 2 ... Allied Products of Florida, Inc.
- 3 ... Bryan Water Softener
- 4 ... Miami Window Corporation
- 5 ... Day-Brite Lighting Company
- 6 ... Woodco
- 7 ... Woodco
- 8 ... Buckingham-Virginia Slate Corp.
- 9 ... Graham Door Sales
- 10 ... Monostructure, Inc.
- 11 ... U. S. Plywood Corporation
- 12 ... The Mabie-Bell Company
- 13 ... General Engine & Equipment Company
- 14 ... Master Bronze Powder Company
- 15 ... Libbey-Owens Glass Company
- 16 ... Rilco Laminated Products
- 17 ... Garden City Plating Company
- 18 ... Kaiser Aluminum & Chemical Sales, Inc.
- 19 ... Mastic Tile Corporation of America
- 20 ... Wenczel Tile Company
- 21 ... Brown & Grist, Inc.
- 22 ... Arketex Ceramic Corporation
- 23 ... Midcoast Wholesalers, Inc.
- 24 ... St. Petersburg Glass & Mfg. Co.
- 25 ... Kohler Company
- 26 ... Independent Nail Company
- 27 ... thru 30 ... Pownail Company, Robbins Flooring Company Protective Flooring

- 31 ... Technical Furniture Company
- 32 ... Hunter-Douglas Aluminum Corp.
- 33 ... Electrend Distributing Company
- 34 ... Briggs Manufacturing Co.
- 35 ... The Formica Corporation
- 36 ... Bond-Howell Manufacturing Co.
- 37 ... F. Graham Williams Company
- 38 ... Vinylithic Products Co., Inc.
- 39 ... Norton Door Closer Company
- 40 ... Ware Laboratories, Inc.
- 41 ... Florida Limestone Corporation
- 42 ... Keuffel & Esser
- 43 ... Lexsuco Corporation
- 44 ... Benjamin Moore & Company
- 45 ... Robbins Floor Products
- 46 ... Concrete Products, Inc.
- 47 ... Vermiculite Roof Deck Applicators
- 48 ... Arcadia Metal Products
- 49 ... Natco Corporation
- 50 ... Kalwall Corporation
- 51 ... Green's Fuel of Florida Corp.
- 52 ... American Encaustic Tile Company
- 53 ... Florida Prestressed Concrete Assoc.
- 54 ... Mosaic Tile Company
- 55 ... Inland Steel Products
- 56 ... Foster Refrigeration Company
- 57 ... Pittsburgh Plate Glass Company
- 58 ... Ludman Corporation

CONFERENCE NOTES — Registration headquarters will be the Orange Blossom Hotel in downtown Sarasota. Conference Seminars and Business Sessions will be held in the Municipal Auditorium — as will the Exhibit of Building Products. The Architectural Exhibit will be held in the Sarasota Art Association Galleries, immediately adjacent to the Auditorium . . . Luncheon meetings will be held at the Lióo-Biltmore Hotel, overlooking the Gulf of Mexico, and the Friday night banquet (informal) will be at the Gulf and Bay Club . . . Transportation between various locations of Conference events will be provided for by

free bus service for those who do not have their own transportation means. Also, rental cars at special Conference rates (\$5 per day, with 50 miles per day free) will be made available to Conference visitors at the airport and for use throughout the three-day session . . . Those planning to join the Architectural Tour on Saturday afternoon should register for transportation as early as possible . . . Tickets for luncheon and dinner meetings should also be purchased early at the registration desk. Luncheons are \$3.00 each; the Awards Dinner (Thursday) is \$6.50; and the Sailor Circus Dinner (Friday) is \$7.50.

Committees for Conference Were Regional in Scope

Organization of this Seventh Annual SA Regional Conference really got under way as a result of a Regional Council meeting in Jacksonville, held in early November, last year. At that time a Council Conference Committee was set up and the decision made to employ a Conference Manager. ROLAND W. SELLEW of Sarasota, was named General Conference Chairman as representing the Florida Central Chapter, this year's sponsor of the Conference.

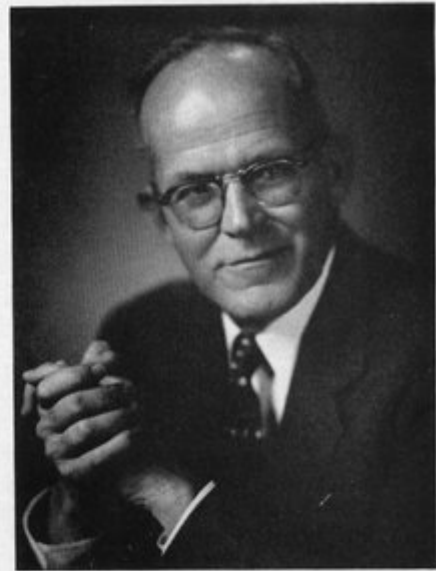
Named on Sellew's committee were: SIDNEY R. WILKINSON, Conference secretary, and ERWIN GREMLI, treasurer. GILBERT WATERS, Sarasota P/R executive, was appointed as managing director of the Conference. Regional Council treasurer, is JOHN L. R. GRAND.

Selected by the Conference Committee chairman to plan for and administer various phases of the program were: WILLIAM ZIMMERMAN, CARL VOLLMER, EDWARD J. SEIBERT and WILLIAM RUPP, *Program*; WERNER KANNENBERG, JOHN M. CROWELL, ELIZABETH WATERS and JOHN E. PIERCY, *Exhibits*; EDGAR HANEBUTH, B. A. BROSMITH and JACK WEST, *Reservations*; RICHARD SLATER, *Transportation*; LOUIS F. SCHNEIDER, *Publicity*. *Ladies Events* are in charge of JOYCE WEST.

In addition to this working committee of the sponsoring Florida Central Chapter, Regional Director SANFORD W. GOIN, FAIA, called on each chapter in the SA Region to appoint a representative as a member of a special Advisory Committee of the Regional Council to assist the sponsor-chapter group. Named were MORTON T. IRONMONGER, *Broward County*; WILLIAM P. GREENING, *Daytona Beach*; ROLAND W. SELLEW, *Florida Central*; ARTHUR LEE CAMPBELL, *Florida North*; DAVID W. POTTER, *Florida North Central*; HUGH J. LEITCH, *Florida North West*; WAHL J. SNYDER, *Florida South*; A. EUGENE CELLAR, *Jacksonville*; JOSEPH M. SHIFALO, *Mid-Florida*, and HILLIARD T. SMITH, *Palm Beach*.

Members appointed from chapters in the other three states of the South Atlantic Region were: CECIL A. ALEXANDER, *Georgia*; SIDNEY PORTER DRISCOLL, *South Georgia*; GILBERT O'BRIEN, *Augusta*; WILLIAM R. JAMES, JR., *North Carolina*, and LOUIS M. WOLFF, *South Carolina*.

Actual programming of seminar discussion subjects developed from results of a questionnaire circulated relative to the overall theme of the Conference—"The Architect's New Responsibilities in the Dynamic South." Though moderators of the



Sanford W. Goin, FAIA
SA Regional Director

seminars have been selected for their specialized knowledge of the subjects noted and will present their own views and recommendations, it is hoped that participation of seminar audiences will be active and constant.

The three-day session, April 17 through 19, will mark the second time that Florida has played host to a Conference of the South Atlantic Region; and this is the seventh annual conference to be held in this Region. Past conferences have been held in: Atlanta, Georgia, 1957; Raleigh, N. C., 1956; Charleston, S. C., 1955; Savannah, Georgia, 1954; Miami, Florida, 1953, and Atlanta, Georgia, 1952.



Robert H. Levison, AIA
President, Florida South Chapter



Roland W. Sellew, AIA
Regional Conference Chairman



Gilbert Waters
Regional Conference Manager

Regional Neighbors . . .

(Continued from Page 11)

111 of which are corporate members. It was also founded in 1913. Though covering the entire state, the Chapter has no official publication and does not employ an executive secretary. During the last three years and currently the Chapter's major effort has been support of the Clemson Architectural Foundation for the development of the Clemson College School of Architecture — an effort which has rallied the support of all members, has raised more than \$50,000 and has sponsored the strengthening of curricula to the extent that the school now enjoys an accredited listing. ALBERT SIMONS is currently a member of the National AIA Committee on Preservation of Historic Structures. Officers for 1958 are: JOHN M. MITCHELL, JR., president; A. H. CHAPMAN, JR., vice-president; HOMER BLACKWELL, secretary-treasurer.

The Georgia Chapter is the second largest, but is by far the oldest in the AIA's SA Region. Founded in 1906,

it currently numbers 288, of which 221 are corporate members. The Chapter does not employ an administrative executive, nor does it publish a magazine. But it does issue a mimeographed monthly News for which WILLIAM E. WILLNER serves as editor. The Chapter has an active program, highlighted by cooperative action with other elements of the construction industry and close association with engineers through the Architects-Engineers Institute. It is active also in conducting an educational program in cooperation with Georgia Tech and the State Examining Board. Members serving on AIA national committees are: MATT L. JORGENSEN, *Hospitals and Health*; SAMUEL I. COOPER, *International Relations*; RICHARD L. AECK, *Advancement of the Profession*; PAUL N. HEFFERNAN, *Awards and Scholarships*; HENRY J. TOOMBS, *Community Development*; HAROLD BUSH-BROWN, *Education*; and HERBERT C. MILLKEY, *Chairman, Package Deals Committee*. Officers serving in 1958 are: CLEMENT J. FORD, president; JOHN W. CHERRY, vice-president; JOHN W.

VAUGHT, secretary; and JULIAN C. JETT, treasurer.

The South Georgia Chapter was founded in 1922 and is made up of architects practicing in the southern one-third of the State. Membership totals 30, of which 22 are corporates. Officers for 1958 are: ROBERT D. GUNN, president; WILLIAM P. BERGEN, vice-president; and EDWIN C. ECKLES, secretary-treasurer.

The Augusta Chapter, founded in 1948, includes the territory of Richmond County, Georgia, and has a membership total of 28, including 17 corporate members. It does not issue a Chapter publication and is currently not engaged with any "special or unusual program." Officers for 1958 are: H. LOWREY STULB, president; J. ROBERT MCCREARY, vice-president; JOHN R. THOMPSON, secretary; R. STANFORD WOODHURST, JR., treasurer.

The three largest of these five AIA groups considerably ante-date formation of the ten Florida AIA Chapters which now comprise the FLORIDA ASSOCIATION OF ARCHITECTS. ACCORD-

(Continued on Page 23)

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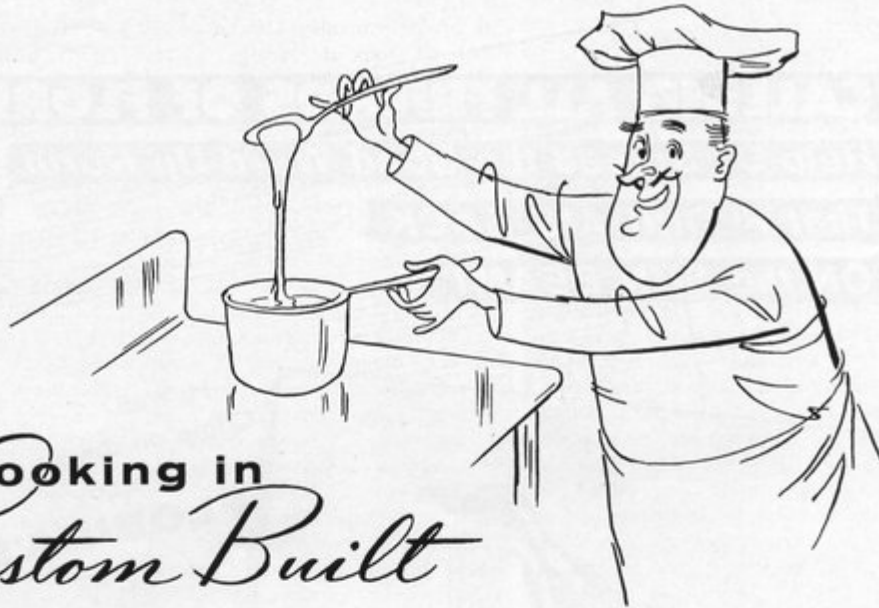
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 Back on the beam—back on the **SUN** beam!

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Regional Neighbors . . .

(Continued from Page 20)

ing to Institute records, the first chapter in Florida was chartered at the AIA Convention of 1921 as a state-wide group. In April, 1929, this single Chapter was divided into three; and as a result of an intensive study covering about a year the new chapters were named to cover what then seemed logical jurisdictional areas — North, Central and South Florida.

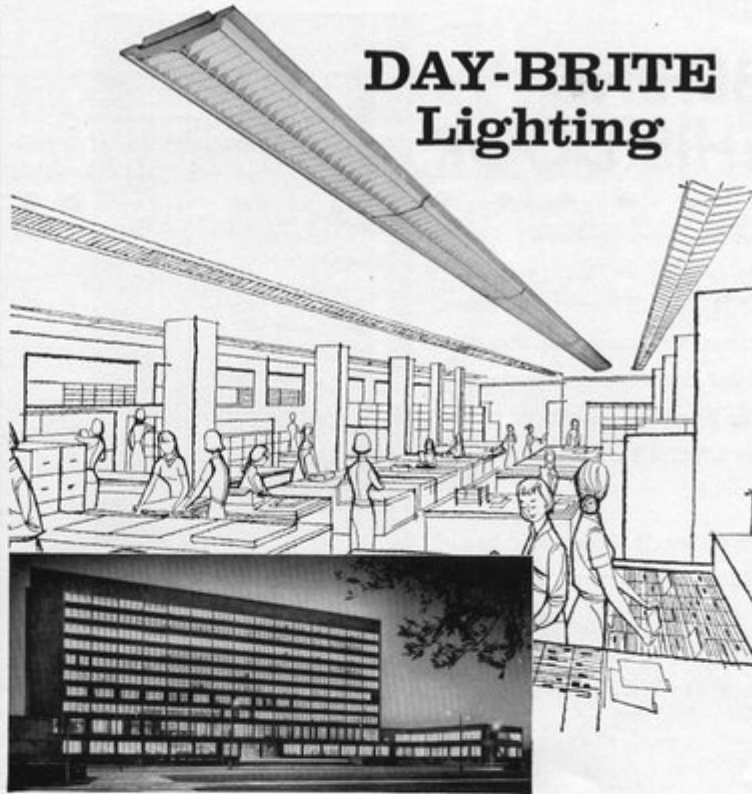
This situation prevailed until 1947. At that time growth of the architectural profession within Florida appeared to make further division desirable. Accordingly, in 1947 two new AIA Chapters were formed — Daytona Beach and Palm Beach — both, notably, on the rapidly expanding east coast. Daytona Beach Chapter was an off-shoot of the Florida North Chapter; and the new Palm Beach Chapter's territory had formerly been part of the Florida South area.

In 1950 the Florida South area was still further divided by formation of the Broward County Chapter; and the year before, in 1949, the Florida North Central Chapter had been formed as an additional split-off from the original Florida North Chapter. Two further divisions of the Florida North Chapter were finally made, one in 1955 with the establishment of the Jacksonville Chapter, the other in the following year, 1956, when the Florida North West Chapter was chartered. It was during 1955, also, that the Mid-Florida Chapter was formed as a division from the Florida Central Chapter.

Growth of Florida — and of Florida's three original AIA groups — has been the reason, of course, for establishment of what a former AIA official calls "splinter chapters." Traveling distance, a cleavage of community interest and in at least six instances a firm conviction that small groups can prove more effective locally than can a large one are among other reasons for the development of Florida's current AIA chapter organization. All of the ten units have grown since their respective formation. The growth is measurable not only in members, but also in terms of their local impact on community affairs, some instances of which have been notably influential.

(Continued on Page 24)

APRIL, 1958



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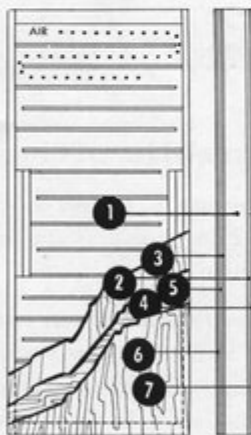
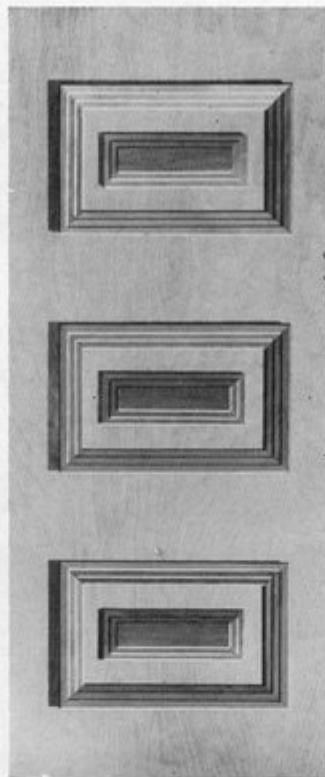
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Regional Neighbors . . .

(Continued from Page 23)

Florida South is still the largest unit with a total roster of 208, 134 of which are corporates. Next is Florida Central with 71 corporates and a roster of associates and junior associates to bring its total membership to 143. Jacksonville's total is 93, with 58 corporates; Palm Beach numbers 50 corporates with a total membership of 93. Broward County, the State's fourth largest chapter lists 46 corporates, a total membership of 59. The present Florida North Chapter contains 27 corporates in a total roster of 45; Mid-Florida is next with a total of 44, including 24 corporates. The Daytona Beach Chapter roster numbers 30, with a corporate membership of 17. Total membership of Florida North Central is 24, 12 of which are corporates; and the state's newest AIA group, the Florida North West Chapter, has a corporate registry of 13, a total current membership of 17.

Florida's New 'First'

(Continued from Page 9)

the Architects' International Bureau of Building Products occupies, on three levels, some 250,000 square feet of exhibit space. With this huge area put fully to its intended use, the Bureau will provide designers, specification writers, builders and even "Mr. and Mrs. Homebuilder" with working displays and technical data covering some 10,000 products relating to all phases of construction.

The Bureau is actually the heart and core of the Dupont Plaza Center. As a matter of record, planning of the unique triple-function structure grew from the dream of one man to provide the construction industry with a central source of information on building materials, products and services. The man was CLINTON T. WETZEL; and his dream took shape as an outgrowth of his successful operation of Miami's Architects' Samples Bureau. A centralized building products display — backed up with an easy availability of design and specification data on each product — was what Wetzel visioned as an answer to one of the construction

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THE FLORIDA ARCHITECT

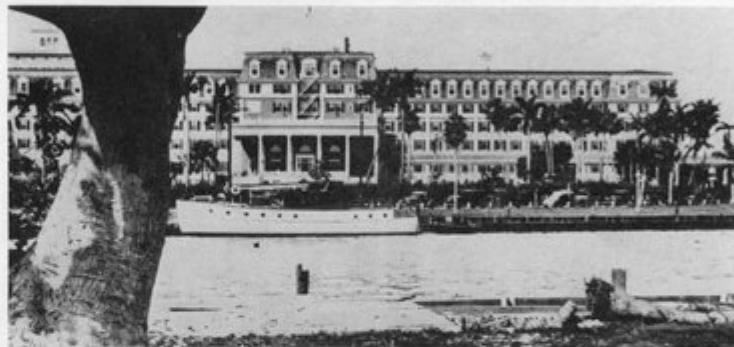
On Miami's Bayfront---New Landmarks for Old . . .



For many generations the site of the new Dupont Plaza Center has been especially prized. Until 1929 the Royal Palm Hotel Hotel stood there, built by one of Florida's pioneer promoters, Henry M. Flagler, as the last word in turn-of-the-century luxury and exclusiveness. And years before Flagler's railroad linked Miami with the North, it was the scene of many Indian encampments, relics of which were uncovered during excavation for the foundations of the new, triple-purpose building . . . These two pictures, taken from the same spot across the mouth of the Miami River, indicate a time span of about 40 years and point up in dramatic fashion the character of changes that are occurring swiftly, not only in Miami, but throught the State.

industry's most potent needs. The newly-opened Bureau at the Dupont Plaza Center has been developed and staffed to meet that pressing need for information. In full-scale operation — and new exhibits are now being installed at the rate of about 50 per month — the Architects' International Bureau of Building Products will be more than double the size of Holland's *Bouwcentrum*, until now the most complete exhibit of its kind.

To architects and their construction associates throughout the South — and particularly in every one of Florida's 67 counties, — the AIBBP will undoubtedly prove as valuable as is a reference law library to the legal profession. It will provide designers, for example, with a source for selec-



tion of finish and decorative materials and specification writers with technical data on recommended standards for use over a tremendous range of structural products and equipment units. It will permit builders and sub-

contractors to check on the availability and installation techniques of specified products with which they may not be familiar; and it will even permit architects' clients to visualize

(Continued on Page 26)



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APRIL, 1958



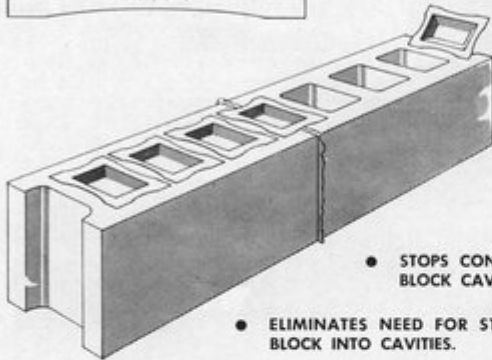
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(Continued from Page 25)

design details in terms of actual colors and forms, thus saving both from possible misunderstanding.

As the full development of Wetzel's products bureau highlights the number one importance of the construction industry, so the construction of the Dupont Plaza Center itself emphasizes the tremendous change and expansion of Florida and in particular the surge of the greater Miami area as a headquarters for international as well as regional commerce and affairs. Some notion of how dramatic this change and expansion is can be gained by comparing triple-purpose building and HENRY the across-river views of the new M. FLAGLER'S Royal Palm Hotel which once graced the same site as the gardened core of a millionaire's winter-playground society.

The convenience of a riverside yacht mooring — 800 feet of it — is still there. And so is the luxury of superbly-appointed hotel living. But brisk business will replace the social chit-chat of winter vacationers. There will be visitors in plenty; and they will undoubtedly be quite as cosmopolitan a group as that which strolled the wood-framed corridors of the old Royal Palm. But the emphasis of their visits will be on the continued development of the Sunshine State and will center on the myriad details of the construction industry which has had — and undoubtedly will continue to have — such a direct and significant influence on that development.

To make such visits satisfactorily productive, every segment of the Dupont Plaza Center has been designed to meet — in many instances to far exceed — contemporary standards of good practice. In the exhibit area display turntables have been installed in the two-story entrance foyer; and portions of the ceiling of product display floors have been left open to permit full view of the complex service lines, each line or duct being identified by color. Every technique of modern display science is being employed to reveal the structural bones of products and equipment as well as finishes, textures and colors. A complete library of tech-

(Continued on Page 28)

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(Continued from Page 26)

nical and "Where to Buy" data is now being assembled; and a continuing information service covering new displays, changes in existing ones and the announcement of technical improvements and new models is being developed. When completely staffed and integrated, the Architects' International Bureau of Building Products as now planned will constitute a virtually all-inclusive clearing house for all sorts of informative data on all types of building materials, equipment and services.

Routine operation of the Bureau includes a continuing series of educational tours through the acres of display floors, special TV broadcasts of demonstrations involving use of displayed products and closed circuit TV shows to serve as educational seminars during convention gatherings of firms whose products form part of the Bureau's exhibit. The value of a hotel offering complete

facilities for such conventions has already been demonstrated; and the Skyroom, a banquet hall serving up to 750, has already been booked by a number of firms of national scope. The various other hotel areas — the 301 air-conditioned rooms, the swimming pool, the four cocktail lounges, the dining and meeting rooms — make it possible for any member of the building industry to visit the Bureau, live, entertain and transact business comfortably under one roof.

Professional and trade organizations representing various segments of the construction industry already have moved into headquarters space in the new building. The FAA has its office in Room 302 — part of the 2500 square feet of air-conditioned space overlooking Biscayne Bay and the Hotel Tarleton's swimming pool allocated to the Florida South Chapter of the AIA. Other associations include those of the general contractors, the interior decorators, the engineers, the Producers' Council, and the home builders.

Operation of the whole complex is under the direct supervision of CLINTON T. WETZEL, as executive vice-president of Dupont Plaza Center; and on his management committee is FRANK H. SHUFLIN who, with the late JOHN E. PETERSEN, was architect of the building. Wetzel acts also as president and managing director of the Architects' International Bureau of Building Products. Executive vice-president of the Bureau is EDWIN T. REEDER who also heads the board of exhibit design charged with the responsibility of assisting product firms to develop displays geared to the special interests and requirements of building professionals. Serving with him on this design board are IGOR B. POLEVITZKY, FAIA, ROBERT LAW WEED and ROBERT FITCH SMITH. In addition, MEYER DEUTSCHMAN is the engineer member, GATES MEYERS the representative of the decorators. Remaining member of the exhibit control board is ELLIOT J. SPRATT, past national president of the Producers' Council.

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The Students' Column

By LOUIS C. GEORGE

The Florida State Conference of the Bricklayers' Masons' and Plasterers' International Union of America sponsored a student competition for the design of an AFL-CIO Museum of Labor.

First-place winner was J. CARL ABBOTT from Ft. Myers. Second place went to JERRY GARCIA of Tampa. Third place was shared by five students: JOSEPH G. F. FARRELL, Sarasota; WILLIAM R. LYNCH, Jacksonville; WALTER Q. TAYLOR, St. Petersburg; LUIS F. COLL-ARANA, Puerto Rico; and RONALD D. GARMAN, Pennsylvania.

This year's Home Show again features a recreational theme for its central exhibit. It will be a detached recreation pavillion with its setting in a Florida garden. The wonderful response to last year's central exhibit was the moving force behind this year's recreation theme. There will be many exhibits geared to the Florida home; and the individual class exhibits will be in keen competition for the prize this year.

Dates of the Home Show are May 1 to 4, 1958. The place is the concourse of the stadium at Florida Field; the time, 10:00 a.m. to 10:00 p.m. We'll be looking forward to seeing all you architects — and your wives and families.

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Office Changes

In Palm Beach, the firm of Plockelman and Powell announce the inclusion of DONALD R. EDGE as a general partner of a new architectural firm of PLOCKELMAN, POWELL AND EDGE. Offices are at 230 South County Road, Palm Beach.

The EDWIN T. REEDER ASSOCIATES, have announced removal of their offices from 1777 Biscayne Boulevard, Miami, to the new Dupont Plaza Center No. 1, Miami, Building.

DON REIFF announces a change of address to new offices at 1185 71st Street, Miami Beach.

FRANK H. SHUFLIN, Architect and Associates, have moved into new offices in Suite 702 of the Dupont Plaza Center, Miami, from their former offices in the Roper Building. Frank Shufflin, with the late JOHN E.

PETERSEN, was the architect for the Center which combines a 301-room hotel, a 14-story office building and over 200,000 square feet of building product exhibit area.

In Coconut Grove, W. PINSON WHIDDON has opened a new office for architectural practice at 3490 Main Highway.

In Ft. Lauderdale, LESTER AVERY has moved from 231 S. E. 5th Avenue to new offices at 1040 Bayview Drive, Ft. Lauderdale.

In Orlando, RICHARD BOONE ROGERS, president of the State Board of Architecture, has announced the removal of his office from 14 East Church Street to 516 East Central Avenue. His new telephone is GArden 2-2104.

The firm of JOSEPH, VLADECK and ABRABEN, of Miami Beach, was dissolved as of January 31, 1958, according to a notice received from WILLIAM CHARNEY VLADECK, of the New York firm of Joseph & Vladeck. Mr. Vladeck wrote *The Florida Architect* requesting that notice to this effect be published.

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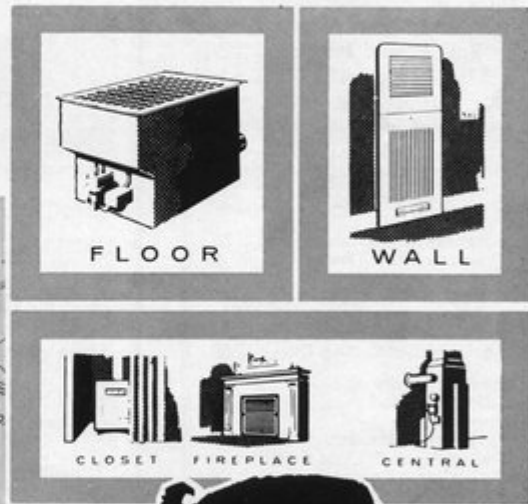
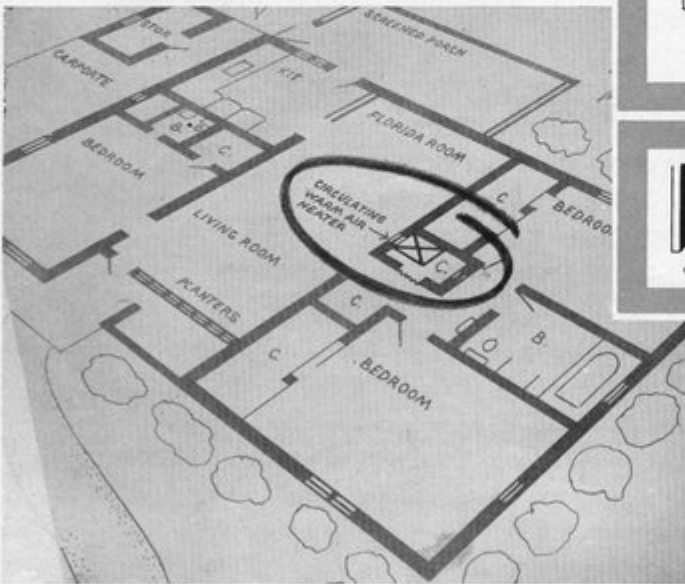
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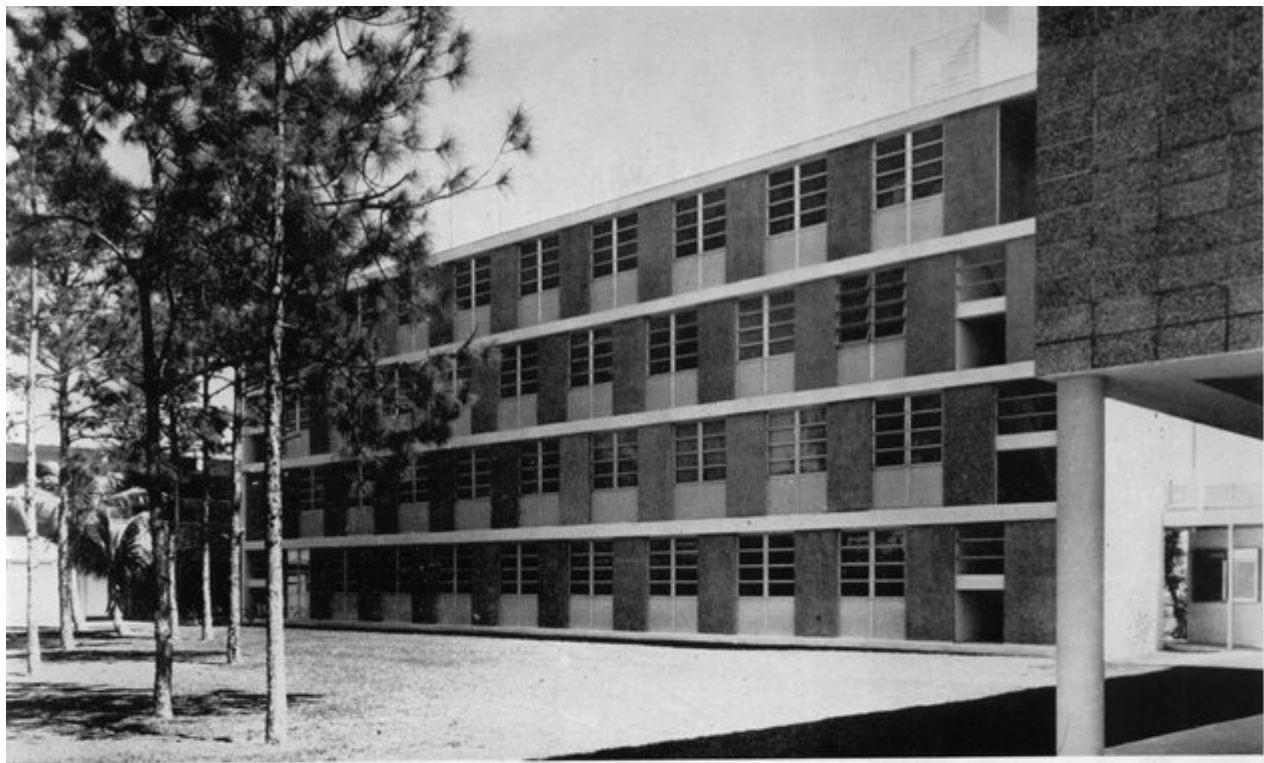
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by Lawrence Field

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