

*The*

# Florida Architect

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



## THE PACKAGE DEAL

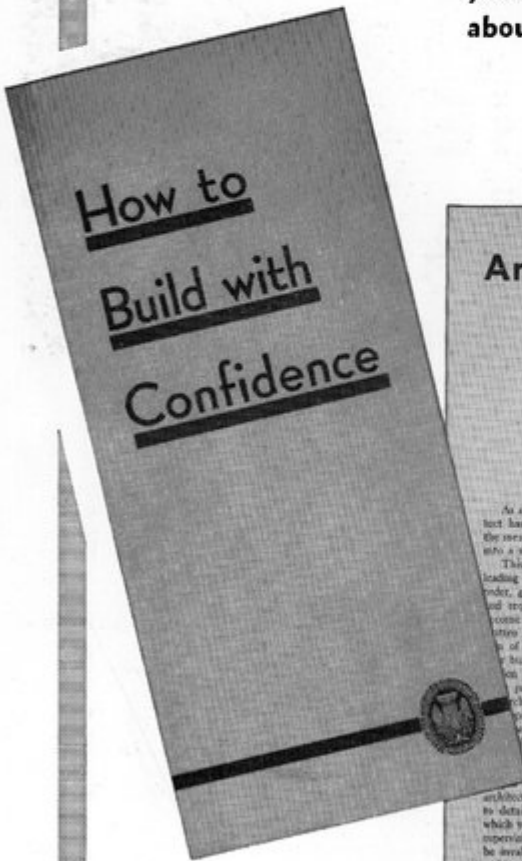
---

Is the challenge of the building-package operator a sign that the architectural profession must re-evaluate its traditional field of service and, perhaps, widen its range of professional concern? Answers to that question were discussed at the 44th Annual FAA Convention at Miami Beach. Results of that discussion are reported in this issue as one of the most complete statements of the package-deal problem to appear in any segment of the architectural press.

**February**  
**1 9 5 9**

# Is Your Chapter Using This Newest P/R Tool?

If you're an AIA member or associate interested in helping the public to learn about what architects are and how they work, you'll be interested in the answer to that question. This informative booklet was prepared by a Special FAA Committee for your individual use through distribution by your AIA Chapter. Ask your Chapter officers about it . . .



## Architectural Service...

*What It Can Mean To You---*

*An any professional man, the only thing an architect has to sell is service. Architectural service is the means for translating your building requirements into a well-balanced, efficient construction program.*

*This starts, of course, with a series of conferences leading to a set of preliminary studies which bring order, good arrangement and design to your ideas and requirements. It continues through the selection of a contractor, the preparation of a building contract and the final construction of the building.*

*What does the architect do for you? He is the one who is responsible for the design and construction of the building. He is the one who is responsible for the cost of the building. He is the one who is responsible for the time of the building.*

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

From the thousands of types of building materials and products, your architect will choose just those which fit your needs best. And his appropriate knowledge of the weight of materials and methods of construction will be used to provide the greatest structural efficiency and economy for your building.

### • It gives you the most intelligent and experienced person to represent you at every step.

It gives you the most intelligent and experienced person to represent you at every step. It gives you the most intelligent and experienced person to represent you at every step.

## The Cost of Service...

*Architectural service actually represents a minor part of any overall building cost. Because the ability to plan and execute a building project is the key to its success.*

### • Licenses

Because architectural practice necessarily involves the health and safety of the public, Florida, as all other states, has established statutory regulations for the practice of architecture. Before anyone can legally practice architecture in Florida, he must be licensed as an architect.

## Experience, Training, Versatility...

*What lies behind the blueprint---*

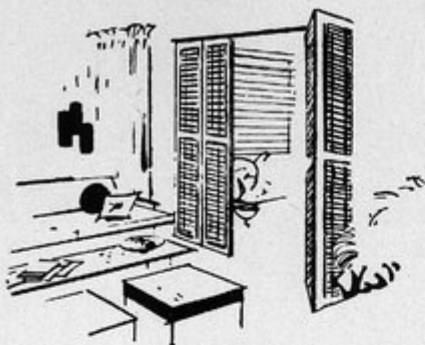
*An architect is a member of an existing profession—an old job recognized since the time of Pharaohs. Once denoted a Fine Art, architect today is a unique combination of art and basic inspiration and science, imagination and judgment.*

## How to Choose An Architect...

*From the time you first tell him about your building idea until you take the keys and move into your new building, your architect will be your guide.*

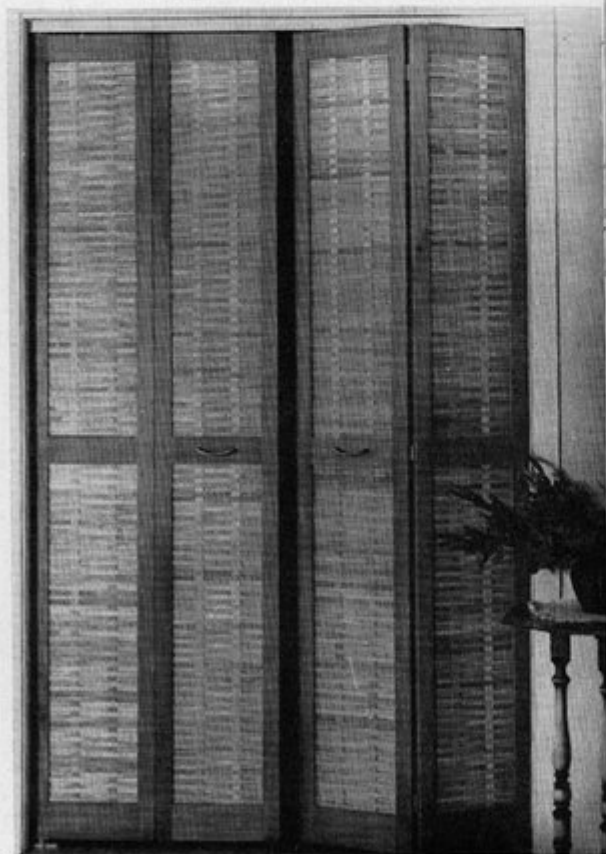
# TROPIX-WEVE Doors and Shutters

TRADE MARK REGISTERED



Use Tropix-Weve Doors for:

- Space Dividers • Wardrobes
- Storage Closets • Screens
- Room Dividers



- Woven Wood



- Shoji Panel

Provide complete accessibility without requiring the floor and wall space of swinging doors . . . This new development using Slide-A-Fold door principle provides smooth, dependable action for a lifetime . . . Saves space — and creates beautiful effects at minimum cost . . . Available in Shoji, Panel and Woven Wood designs. All standard and custom sizes . . . Also produced in accordion doors, window shutters, etc. . . .

TROPIX-WEVE PRODUCTS, Inc. • 3590 N. W. 52nd St., Miami • NE 4-1749

FEBRUARY, 1959

# The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

## In This Issue ---

Letters . . . . .	4
S. A. Region Plans Nassau Cruise Conference . . . . .	6
The Package Deal:	
The Package — But Not The Deal . . . . .	9
<i>By Herbert C. Millkey</i>	
The Deal Versus The Professional Approach . . . . .	11
<i>By Grayson Gill</i>	
Fill The Vacuum With Better Service . . . . .	14
<i>By Vincent G. Kling</i>	
Some Questions and Some Answers . . . . .	15
Joint Coop Committee Maps Broad 1959 Program . . . . .	19
News and Notes:	
Pensacola Architects Are Taking Active Part in Quadricentennial Plans	20
State Board Obtains Injunctions Against Five . . . . .	21
AIA Approves Changes in General Conditions Form . . . . .	22
Board Meeting Schedule . . . . .	23
Message From The President . . . . .	3rd Cover
<i>By John Stetson, President, FAA</i>	

### F.A.A. OFFICERS — 1959

John Stetson, President, P. O. Box 2174, Palm Beach  
 Francis R. Walton, Secretary, 142 Bay Street, Daytona Beach  
 Joseph M. Shifalo, Treasurer, Suite 8, Professional Center, Winter Park  
 William B. Harvard, First Vice-President, 2714 9th St., N., St. Petersburg  
 Verner Johnson, Second Vice-President, 250 N. E. 18th St., Miami  
 Arthur Lee Campbell, Third Vice-President, 115 So. Main Street, Gainesville

Roger W. Sherman, Executive Director, 302 Dupont Plaza Center, Miami 32.

### DIRECTORS

IMMEDIATE PAST PRESIDENT: H. Samuel Krusó; BROWARD COUNTY: Robert E. Hall, Robert E. Hansen; DAYTONA BEACH: David A. Leete; FLORIDA CENTRAL: Eugene H. Beach, Anthony L. Pullara, Robert C. Wielage; FLORIDA NORTH: Turpin C. Bannister, FAIA, M. H. Johnson; FLORIDA NORTH CENTRAL: James A. Stripling; FLORIDA NORTH WEST: Hugh J. Leitch; FLORIDA SOUTH: James L. Deen, Herbert R. Savage, Wahl, J. Snyder, Jr.; JACKSONVILLE: Robert C. Broward, A. Eugene Cellar; MID-FLORIDA: Robert B. Murphy, Rhoderic F. Taylor; PALM BEACH: Donald R. Edge, Frederick W. Kessler.

### NEXT MONTH

At the 44th Annual Convention at Miami Beach, an eminent jury selected six outstanding designs in as many categories for honor and merit awards. Next month's issue will feature the presentation of all these award-winning buildings. Only one of them has been previously published in this FAA Journal—the national honor award winner Warm Mineral Springs Inn, designed by Victor Lundy.

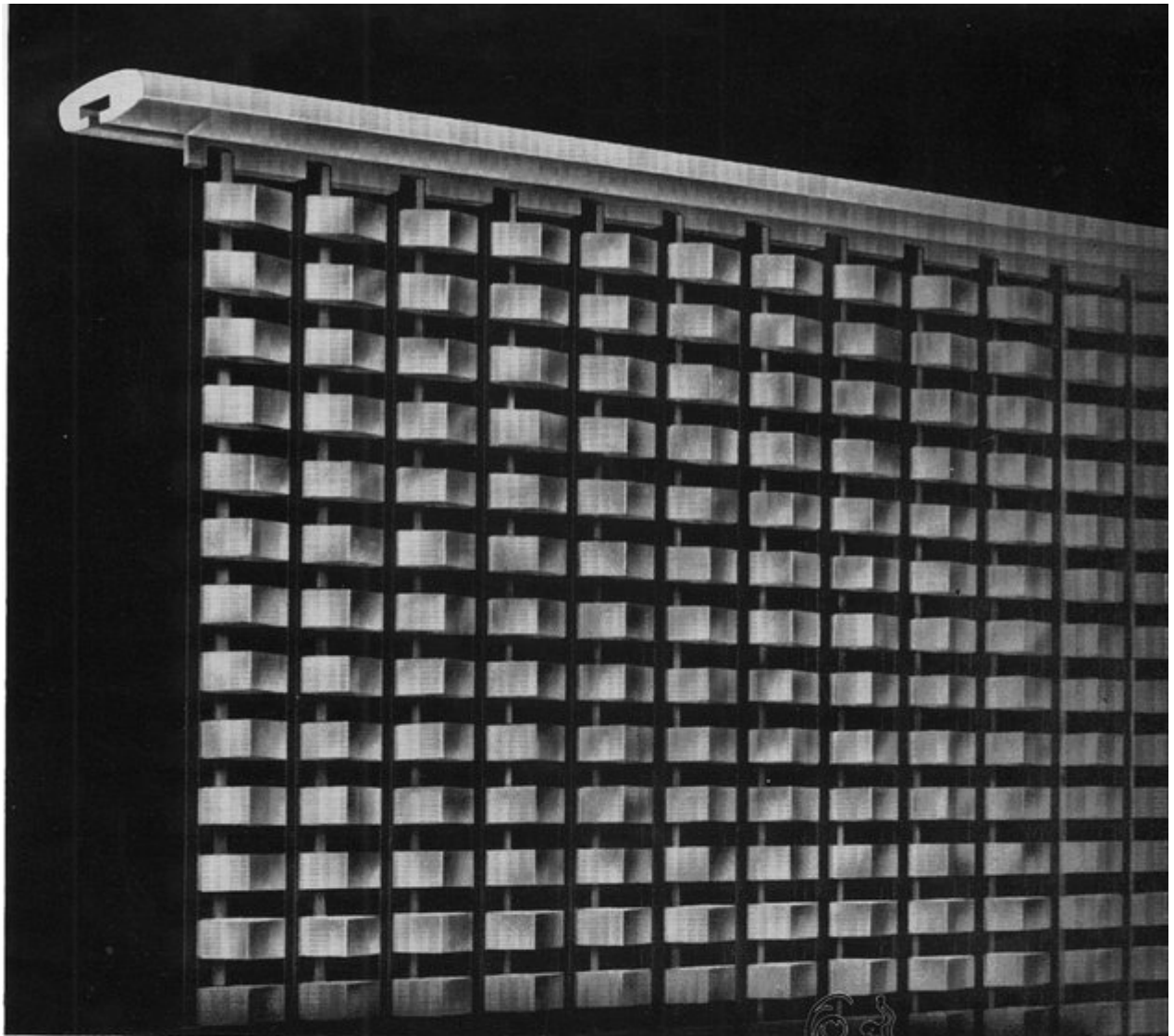
The FLORIDA ARCHITECT, Official Journal of the Florida Association of Architects of the American Institute of Architects, is owned by the Florida Association of Architects, Inc., a Florida Corporation not for profit, and is published monthly at Rm. 302 Dupont Plaza Center, Miami 32, Florida; telephone FR 1-8331. 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. . . . Accepted as controlled circulation publication at Miami, Florida.

Printed by McMurray Printers

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

VOLUME 9  
 NUMBER 2 1959

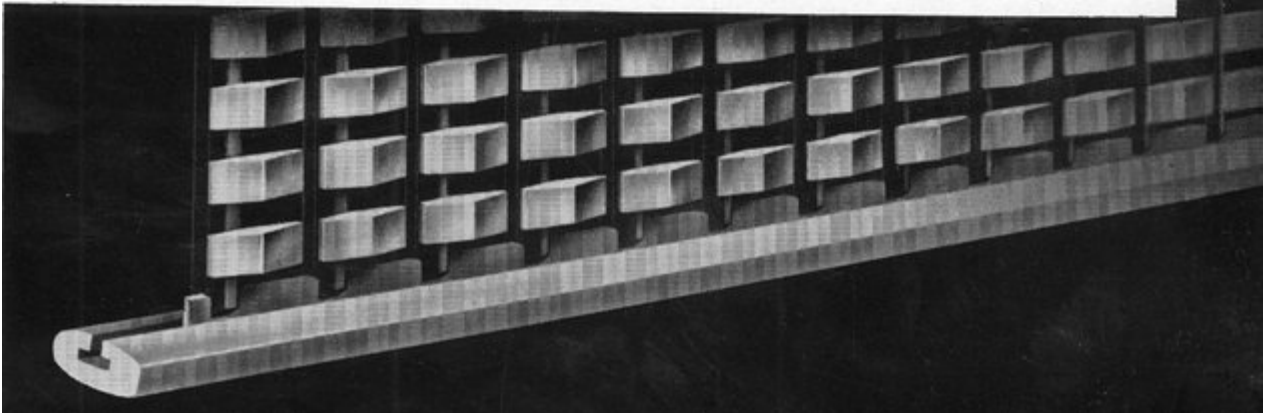
THE FLORIDA ARCHITECT



\*TRADE MARK

# *Grill-O-Metrics*\* by Blumcraft®

3-DIMENSIONAL ALUMINUM GRILLES FOR RAILINGS AND DECORATIVE SCREENS  
REFER TO 1959 SWEETS FILE 66/BIU OR SEND FOR CATALOG M-59  
BLUMCRAFT OF PITTSBURGH, 460 MELWOOD STREET, PITTSBURGH 13, PA.



# SPEEDY... VERSATILE



● For the rapid transportation of orders between departments — in factory, office, or hospital . . . to speed a "hot" sample from mill to laboratory . . . delivering a canister of oil from tanker to test lab before unloading . . . nothing—**but nothing**, — is as versatile as a Grover Transitube installation.

● Whether you specify the conventional type system with but four or five stations, or decide on the newest electronically controlled Dial-A-Matic installation of fifty or more stations, you'll be serving your client best by using Grover equipment, backed by 43 years of constant application in this field alone.

● May we be of service to you — anywhere in Florida?

## ASSOCIATED ELEVATOR & SUPPLY COMPANY

501 N. W. 54th St., Miami

# Letters

## Appreciation . . .

DEAR EDITOR:

On behalf of the students and faculty of our institution I should like to express our appreciation to you and to your professional organization for making available to us your official publication.

As a professional librarian I am familiar with your National Journal which impressed me as being very superior in style and format, and contained excellent articles relating to your profession. The advertising layouts were excellent and generally speaking the entire publication indicated excellent editorship. *The Florida Architect* is of the same superior type as the parent publication.

JACK D. ELLIS,

*Madeira Beach Junior High School,  
St. Petersburg.*

## Finest of Its Kind . . .

EXECUTIVE DIRECTOR:

We have found considerable use for the booklet "How to Build With Confidence." It is the finest piece of literature of its kind that I have seen. I keep my ear to the ground and my eye on the horizon to spot such things when they are available, so wish to thank you for past favors with the hope that you can supply us with 250-300 additional copies on the basis of previous deliveries.

H. M. KING,  
Architect - Director

*Division of National Missions  
of the  
Board of Missions of  
The Methodist Church  
Section of Church Extension*

## Convention Kudos . . .

EXECUTIVE DIRECTOR:

Thank you for your letter of November 26, 1958, which was sent to all exhibitors at the recent 44th Annual FAA Convention.

From our observation, we certainly agree with you that the meeting was distinguished by the quality of the attendance rather than by the quantity. Not only did we enjoy exhibiting at this meeting as far as the per-

sonnel was concerned; but we can truthfully say that at no other Architects' meeting—either State, Regional or National—was our exhibit space as well placed and in such good atmosphere and surroundings.

Please extend our congratulations to all those who had any part in handling this convention. And we will certainly look forward to having the privilege of working with your association in the future.

JOHN H. BELL.

The Mabic-Bell Company

*Received with thanks! Though not all 1958 Convention exhibitors wrote back about it, those who did were unanimous in praise of good treatment, a good convention and a profitable show.—Ed.*

## Guides for Students . . .

DEAR EDITOR:

In the November (1958) issue of *The Florida Architect*, I read William Eaton's report of the F.A.A.'s Committee on Education. The report contained some information that is of interest to art teachers in Florida, viz, the steps being undertaken by the F.A.A. in recruitment in high schools. Art teachers have frequently reported the need of information on the professional requirements for an architect when counseling students in their classes; local architects have usually been called upon to give information of this kind.

It would be most helpful if the F.A.A. Committee on Education could meet with a committee of high school art teachers to discuss the kinds of competencies and interests a high school student should possess if he is to be counseled into studying architecture.

Another point worth considering is the matter of helping all students become aware of the part architecture plays in their lives. This might be considered, from the architect's viewpoint, a consumer angle. It is the purpose of a good art program to develop the creative capacities of all students. As a part of this, an understanding of all art forms, including

*(Continued on Page 6)*

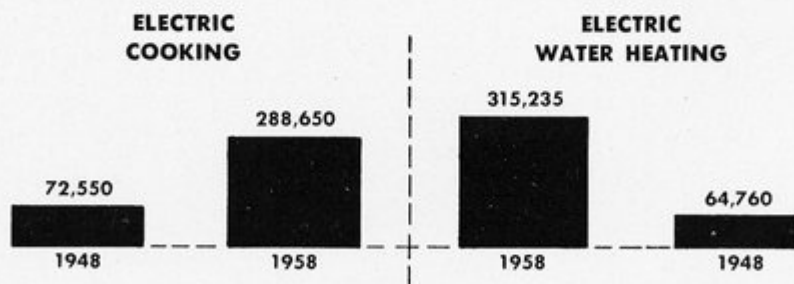
THE FLORIDA ARCHITECT

# How to design homes with "built-in" maid service!



Combine the ingenuity of architectural design with the wonderful ease of built-in electrical equipment . . . and you'll give your clients leisure they will praise you for through the years. Built-in electric appliances save so much time and work — they're like having an extra maid on the job 24 hours a day. They're the most glamorous, most work-free helpmates you can choose . . . the first choice of Florida home buyers.

The trend is overwhelming to Electric Living!



Give your clients a blueprint for Better Living . . . Electrically!



**FLORIDA POWER & LIGHT COMPANY**  
HELPING BUILD FLORIDA



# 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
- CORRIFORM
- SONOTUBES
- METAL CULVERTS
- POLYETHYLENE PLASTIC FILM

**FLORIDA STEEL  
CORPORATION**

"Steel when you want it"

TAMPA 8-0451

ORLANDO Garden 2-4539

MIAMI NEWton 4-6576

JACKSONVILLE ELgin 5-1662

## Letters

(Continued from Page 4)

architecture, is sought. As one whose work is primarily concerned with the preparation of teachers, I have often wished that I might have more material on that architecture which is unique or indigenous to Florida.

The small exhibit which the F.A.A. circulated last year was most helpful. However, if we are to teach about Florida architecture, we need slides of good examples. It is easy to obtain slides of the work of Neutra, Mies Van Der Rohe, Wright and Edward Stone (all outside of Florida). But how can we obtain slides of the work of Hampton, Lundy, Zimmerman, Hanes, Little or others in the State? The State School Architect kindly loans us slides of school architecture; future taxpayers and parent, we feel, should be aware of good school architecture. Therefore, we would like to

know if teachers can obtain either through the F.A.A. or the College of Architecture at the University of Florida, slides of other types of structures in the State.

Magazines and books on architecture are expensive and often too technical for the purposes of a public school. Slides and exhibits, if prepared for circulation by the F.A.A., would meet a long felt need in our schools.

The sources of information in Mr. Eaton's report we certainly plan to follow up. We hope, however, the F.A.A. will consider some further means of supplying art teachers with information about developments in architecture. This could be done through the Florida Art Teachers Association of which Perry Kelly, Orlando, Florida, is President.

IVAN E. JOHNSON, Head  
Department of Arts Education  
The Florida State University

## South Atlantic Region Plans Nassau Cruise Conference

South Atlantic Region AIA members will hold a 1959 Cruise-ship Conference, May 22-27, aboard the *Arosa Sun*, sailing from Charleston, South Carolina, for a five-day cruise to Nassau.

John M. Mitchell, Jr., of Charleston, president of the South Carolina Chapter of the AIA—which is hosting the conference—said that the conference will draw about 350 members from four southeastern states—North and South Carolina, Georgia, and Florida.

All Convention sessions will be held while the ship is cruising the Gulf Stream, according to Greenville Architect Ralph McPherson, who has been named as Conference Chairman. This is so that the two days and one night in Nassau can be devoted to independent activities. The ship will serve as hotel for the conference members while in port.

Members are being informed that they may bring their families and invite guests. Complete information as to planning and registration will be given to interested members writing

Mr. McPherson, The McPherson Company, Greenville, South Carolina, or to the Chairman of the Subcommittee for Registration, J. Harold Townes, 9 Hermitage Road, Greenville, South Carolina.

Assisting Mr. McPherson as chairmen of subcommittees for the conference are: *Secretary*, W. E. Freeman, Jr., Greenville; *Treasurer*, A. H. Chapman, Jr., Spartanburg; *Registration*, Mr. Townes; *Architectural Exhibits*, John M. Lambert, Jr., Anderson; *Building Products Exhibits*, Co-Chairmen, T. J. Bissett, Columbia; and C. T. Cummings, Charleston; *Speakers*, Louis M. Wolff, Columbia; *Hospitality and Ladies*, G. Thomas Harmon, III, Columbia; *Printed Programs*, Avery W. Wood, Jr., Greenville; *Publicity*, Homer D. Blackwell, Columbia; and *Student Activities*, Harlan E. McClure, Dean, School of Architecture, Clemson College.

A Directors' Reception will be held on sailing day, May 22, and the Annual Banquet will be a feature of May 26, the night before docking in Charleston on the return trip.

THE FLORIDA ARCHITECT



## NWMA Door Guarantee Revised for '59

All doors produced by members of the National Woodwork Manufacturers Association, Inc. are guaranteed by the manufacturer for one year from date of shipment by the manufacturer to be of good material and workmanship, free from defects which render them unserviceable or unfit for the use for which they were manufactured. Natural variations in the color or texture of the wood are not to be considered as defects.

Doors must be accorded reasonable treatment by the purchaser. Doors must be stored or hung in dry buildings and never in damp, moist or freshly plastered areas. Doors must not be subjected to abnormal heat, dryness or humidity. The utility or structural strength of the door must not be impaired in the fitting of the door, the application of hardware, or cutting and altering the door for lights, louvers, panels and any other special details. When solid core and hollow core flush doors are cut for lights or louvers, the portion between the cut out area and the edge of the door shall not be less than 5 inches wide at any point; and the cut out area shall not exceed 40% of the area of the face of the door; and in addition the cut out area of a hollow core door shall not exceed half the height of the door and shall be suitably prepared. Immediately after fitting, the entire door including top and bottom edges must receive two coats of paint, varnish or sealer to prevent undue absorption of moisture. The manufacturer will not assume responsibility for doors which become defective because of failure to follow these recommendations or for hazards of shipment or storage after the doors leave the control of the manufacturer.

Doors must be inspected upon arrival for visible defects and all claims or complaints based thereon must be filed immediately and before the doors are hung and before the first coat of painter's finish is applied.

The manufacturer agrees to repair or replace in the white, unfitted, and without charge, any door found to be defective within the meaning of this guarantee.

Doors must not be repaired or replaced without first obtaining the consent of the manufacturer.

A warp or twist of not to exceed  $\frac{1}{4}$  inch shall not be considered a defect.

#### INTERPRETATION OF WARP OR TWIST

"A warp or twist of not to exceed  $\frac{1}{4}$  inch shall not be considered a defect." This refers to any distortion in the door itself and not its relationship to the frame or jamb

in which it is hung. Therefore, a warp or twist exceeding  $\frac{1}{4}$  inch shall be considered a defect only:

1. When warp is determined by applying a straight edge to the concave face of the door, or
2. When twist is determined by placing the face of the door against a true plane surface. A simple device to determine and measure "twist" may be made by placing two cross-members on a post, one about door height and the other slightly above the floor. The cross-members must be perfectly straight, and true and plumbed into perfect alignment.

The guarantee against warp or twist does not apply to the following:

- a.  $1\frac{3}{4}$ " or thicker doors that are wider than 3'6" or higher than 8'0".
- b.  $1\frac{1}{2}$ " and  $1\frac{3}{8}$ " thick doors that are wider than 3'0" or higher than 7'0".
- c. Doors with face veneers of different species.
- d. Doors that are improperly hung or do not swing freely.

#### IMPORTANT NOTE:

The NWMA Standard Door Guarantee applies only to Ponderosa Pine and Hardwood Veneered Doors manufactured by members of the National Woodwork Manufacturers Association. It has, however, become accepted as a minimum standard by the construction industry . . . Door guarantees of some manufacturers substantially exceed the NWMA Standard Guarantee. For example, that covering IPIK Solid Core DOORS exceeds this Standard as to both time and size limitations . . . The Guarantee on IPIK DOORS extends for a two-year period and covers all sizes up to four by ten feet in a one and three-quarters inch thickness, but otherwise embodies all the contingent provisions of the NWMA Standard Door Guarantee printed here . . . This NWMA document was revised in October, 1958, and is reproduced here as a convenient and ready reference for architects and specification writers.



## 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



## A kitchen at home in apartments!

Preference for Mutschler "design original" kitchens is not confined to builders and owners of individual dwellings. For apartments, too, they are the obvious choice. All homemakers are quick to recognize the value of Mutschler's many exclusive features, the superb cabinetwork in both natural-grain finishes and decorator colors . . . and the Mutschler planning services that fit the kitchen to personal operational patterns. Consulting services of Mutschler kitchen specialists are available without cost to architects and builders. For complete information, mail coupon.



Apartment kitchen of Mr. and Mrs. J. Aikens Miller at "The Four Seasons," new residential hotel in Fort Lauderdale.

**SEND COUPON FOR COMPLETE INFORMATION**

••••• **MUTSCHLER KITCHENS OF FLORIDA**

Subsidiary of Mutschler Brothers Company, Nappanee, Indiana  
2959 N. E. 12th Terrace, Oakland Park, Fla. Phone: Logan 4-8554

Please furnish me with information about your services for builders and architects.

name \_\_\_\_\_

firm \_\_\_\_\_

address \_\_\_\_\_

city, state \_\_\_\_\_

# THE PACKAGE DEAL

One of the first comprehensive seminars ever to be held on this important professional question took place during the 44th Annual FAA Convention at Miami Beach. The three-man panel spoke in a room crowded with architects seeking answers to a problem of practice which has lately appeared to be growing. Heading the panel as Moderator was FAA Vice President Verner Johnson. Speakers were Herbert C. Millkey, Atlanta, former AIA Regional Director and Chairman, AIA Package Deal Committee; Grayson Gill, Dallas, Texas; and Vincent G. Kling, Philadelphia.

## The Package --- But Not The Deal

By HERBERT C. MILLKEY



In April of last year the Package Deal Committee presented its report to the A.I.A. Board. Its recommendations were of two general types: the first stated that the problem of the Package Dealer should be met head on with counter measures in order to re-establish architects in the fields that are being encroached upon by the Package Dealers. The second type was concerned with long-term measures designed to raise the level of the profession and to broaden our effectiveness both now and in the future.

The committee realized that only through a complete understanding of the subject was it possible to attempt to deal with it, including a recommendation that a program be set up immediately by the A.I.A. to inform all its members concerning the Package Deal, its definition, origin, threat,

types, misconceptions concerning it and, in short, all aspects of the program. It further stated that this should be done through the various communications media of the Institute at all levels.

As a general statement it must be said that the Package Dealer is but one of several phenomena indicating a possible trend of change in the building field today. Their success is a manifestation of an increasing grip of business and industry on the province of the professional architect. Fundamentally, there are changes going on in the building field which those of us who have participated in the profession for the last quarter of a century can clearly see in our own practices and in the building activity about us.

These changes upset many of the principals, policies, and documents

contained in the A.I.A. handbook of professional practice. Nearly all of the articles and discussions of the Package Deal written or given by architects carefully establish their high-minded purpose and lack of self-interest by stating that the matter must be considered from the standpoint of what is good for the client and "in the public interest". This statement is so obvious as to be misleading. It results from the commonly-held misconception among architects that to attack the Package Deal is to attack the Package concept.

This, of course, is not true. The fact that architects generally hold a position of leadership in the building industry today is due primarily to his championship of the Package concept. And, in truth, the burden of the committee's report—particularly

*(Continued on Page 10)*

## The Package Deal . . .

(Continued from Page 9)

with respect to its long-term suggestions—is that the profession should more nearly and completely carry out this concept in practice.

The design and construction of any building today requires the proper performance of twenty or more specialized services. That is why today's architectural services must proceed from a very broad base. Many of these are concerned with the business side of building and formerly were generally not considered part of the architect's responsibility. But, our successful practitioners have recognized this broadened need and have become adroit enough and knowledgeable enough to include them in their services. Thus, the A.I.A. encourages the Package Concept and has since its beginning—and all of its teachings and policies condemn less than total, and thus unprofessional, services. The crux of the matter lies with the word "professional", which, by definition, the Package Dealer cannot provide. At best he has axes to grind which prevent him from performing his work. At worst he becomes a very small part "Package" and a very large part "Deal" and his buildings abundantly indicate this to be the case.

This erroneous assumption that to condemn the Package Dealer is to deny the Package Concept leads to another commonly held belief that any alliance by an architect with a builder is contrary to A.I.A. policy. This is *completely* wrong. This is important to understand, particularly since there are building types today in which it is to the client's best interest for the architect ally himself with the builder. I would like to mention here as an example any type of building in which time is of the essence or in which difficulties involved in completing the design necessitates a close alliance with a builder. Types such as shopping centers come under this heading. The important fact to remember here is that the alliance should be such that the architect-client-builder relationship will maintain the essential pattern which insists on a clear differentiation of functions which permits the architect to perform his duties with absolute impartiality, and no

concern other than the interest of his client, society, and equity.

The urgency of the problem arises from the fact that since the end of World War II a very large variety of Packages have been offered to the building public. These, briefly, can be defined as any building program which eliminates the professional service and thus works to the disadvantage of the prospective owner.

The first of these four major groups includes the large Package Deal firms and is probably most widely known among our members. This is the large contracting organization which builds and furnishes a so-called designing and architectural service, and often manufactures or owns a priority interest in some of the components of the building—a practice which, eliminating competition, assures the Package Deal a profit while it pre-determines design, quality, efficiency and often cost, not necessarily at optimum levels.

The second group are the so-called Experts, or Specialists. These designing-building firms specialize in any one of a number of various fields. These include motels, TV and broadcasting buildings, parking garages, industrial and warehouse buildings, banking structures. (One bank building specialist alone claims to have built over 3,200 bank buildings of all sizes in the last several years. This same organization, finding the banking field less profitable at this time, is now moving into the college building field.)

The third category is not so well recognized by our members. This is the category of complete building Prefabricators, who must necessarily predesign, a practice which obviously limits efficiency and increases cost for the individual client. Prior to World War II prefabrication was primarily used in temporary buildings. Now it has expanded to include industrial buildings, schools, churches, auditoriums, and bank buildings.

The fourth group is also a very important one. This is the local general contractor, lumberyard, etc., small and large, who also furnishes a design service. This group is dotting the face of America with its own too permanent examples of mediocrity. We recognize its twin trade marks. Its buildings are always cheap and

ugly. We must not underestimate this group's importance. It may be honest, but its ignorance hurts the country and the profession or architecture, where both are vulnerable.

The new first-time prospective building owner is a sitting duck for this operator. He is dazzled by the Package Deal's apparent knowledge, he is pleased that he "doesn't need an architect". The owner's money is not only wasted, but he is stuck for a long time with inefficient and awkward handiwork. This type of Package Dealer competes with our smaller architectural firms, those who are least able to combat with him.

In addition to a variety of types the Package Deal differs in the variety of services provided. The phrase itself implies a complete service, a lock and key job. Usually this is not, in fact, the case; and the provision of design with contracting completes his services. It is in this manner that he eliminates the competitive bidding which would otherwise be required.

Despite the variety of type, these groups have very important points in common. They can be characterized by their enterprise and their initiative; and they impress the client with their businesslike approach and ability. They advertise extensively. They sell. They are the "Madison Avenue boys" of the building industry. While we sit on our ethics, they hustle—with the result that in some fields very few commissions are given to architects without first running the gauntlet of the Package Deal sales efforts.

Nobody chooses inferior, down-grade work if he knows that it is such and that it is a poor investment. Our client has simply not been told emphatically enough, often enough or by enough people. And he is being taken while we are only being by passed.

It is our responsibility to perform this bit of adult education, therefore what should we do?

First of all, we must make as many architects as possible fully understand the Package Deal problem, understand that we are in favor of the *package* but not the *deal*. The architect must realize that he can ally himself with a builder but that he must not do so in such a way as to relinquish his professional approach. Further, he must not permit himself to be used for partial services. Stamp-

ing out this practice would go a long way to decreasing the Package Deal problem. He must, in addition, clear up his own house. One of our committee states: "In my view, the architect makes way for the Package Deal by his own lazy inadequacies." Another says "There are too many architects who sit on their drafting stools and furnish the client less than the economic facts, first and last, and do less than complete top-notch building documents and thus fail the art of winning and keeping the respect of client and builder."

Further the architect must realize that for many clients time is a dimension of design as important as the other three dimensions. In fact, one of our leading professional magazines states that this is really the essence of the Package Dealers' appeal. Chapters should alert their members to the need for broader architectural service and can set up, as the Georgia chapter did, post graduate programs of education for this expansion to be used by chapters and state associa-

tions and in regional meetings.

The primary importance of advertising in our economic life today places an overpowering advantage in the hands of the person with a megaphone. Our profession, shackled as it is with its ethical code, is definitely at a disadvantage compared to the Package Dealer who can afford to advertise nationally and locally. Our public relations program must be specifically geared to combatting this problem. It must increase public awareness of the architect, what he is and his value, and it must define his position in the building process. Of great importance, further, is the fact we have many allies—facets of the construction industry with invested interest in good design and sound construction. No jerry-builder ever used a quality item if he could get a poor substitute cheaper. No one believes in quality building more than the quality building materials manufacturers and distributors. The legitimate general contractor whose sole product is construction quality, does

not have the opportunity of building a Package Dealer's job whose least criterion is quality.

We must invite the building materials companies and organizations and general contractors, the mortgage bankers, the insurance companies and the real estate agencies—all of whom benefit from architecturally designed buildings—to train their big guns of publicity and advertising on this target. They can raise a cry of "caveat emptor" that the building committee, the corporation, the client, the school board, the city and state officials and the professional management team will heed. We question the effectiveness of our present code of ethics with respect to current conditions and needs. Some of these originally promulgated to protect architect from architect now must be considered in the realistic light of the handicaps they place upon the profession and its battle against interests which would absorb it.

That in very large part permits the Package Deal to exist.

## The Deal Versus The Professional Approach

By GRAYSON GILL



The announcement of this panel stated that I had evolved a pattern of professional operation which is proving to be a successful answer to the challenge of the package building operator. I wrote Herb Millkey I was appearing under false pretenses, because I had not found the answer. I have just been doing some research. Mr. Millkey has suggested that I talk about a survey we recently made of occupants of recently completed industrial buildings, most of which were package deal jobs, our personal experience with the package deal and our methods of combatting them.

Our experience has been primarily with the fourth category of package deal jobs as classified by the AIA Committee, namely local builders who furnish a design service. They started on simple warehouse buildings, but in only a few years have enlarged their field of activity in Dallas to include multimillion dollar industrial and commercial complexes and only recently an important office building.

The prefabricated building organizations, through their local or regional outlets, present some of the problems we encounter with the local

builders who furnish a design service. This is one group, however, with which we think we can profitably ally ourselves—and would seem to be receptive to cooperation with professional architects and engineers. It is not too long a step from utilization of standard rolled steel sections and standard open-truss and long-span joists to an integrated design of rigid frame wall and roof coverings, including excellently-engineered accessories, such as gutters. These are the items which the prefabricated steel industrial buildings manufacturer

(Continued on Page 12)

## Deal vs. Profession . . .

(Continued from Page 11)

want to sell. It is possible that they are being forced into the general contracting business of furnishing the complete building in order to find a market for their products.

For the past 20 years we have enjoyed a modest practice of the personal, professional-service type. This involved a substantial amount of industrial building work which came to us in many instances through referrals from previous clients. Beginning a few years ago, one after another of our industrial building clients informed us they had been approached by builders disparaging the services of architects and engineers and proposing to negotiate for the construction of their buildings and the furnishing of design thereby saving the cost of the architect's fee.

When I found this out in time, I countered by proposing to negotiate a price for the architect's services and throw in the building for free! This suggestion originated in a report by our public relations counsel several years ago on how one of our members in the northwest handled a similar situation.

There seemed to me to be some indication that a part of my practice was evaporating as a result of the activities of these package fellows. I felt I should know more about what was going on than seemed to be available from any source known to me. I therefore employed a public relations counsel to circulate a questionnaire among 123 occupants of recently-built industrial facilities in the Dallas area. Sixty-three of these replied—more than 50 percent—indicating an interest and a desire on the part of some of them at least to tell their troubles to what they hoped might be a sympathetic listener.

My limited survey indicated there was a passive acceptance of the package deal arrangement by many owners and lessees of these buildings as a result of a recommendation from their bankers, their industrial district developers or the real estate agents who made the sale or lease. Often a prospect wishes to obtain a firm commitment on very short notice, probably within a business day—in which case the banker calls in his package-dealer

customer with whom he has had previous satisfactory dealings under similar circumstances. Within an hour or two an agreement is made.

Banks are generally reluctant to admit this practice. It is my impression that it is their policy to consider this a personal matter between their industrial development vice president and the package builder. The necessity for fast action when a prospect is ready to close eliminates the professional architect or engineer from consideration by him. The real estate agent plays a similar role to that of the banker and may make his contact as a result of a referral from a bank, the industrial development department of a utility or a railroad, or from an industrial district developer.

The real estate operator, however, offers a more comprehensive service than the bank ordinarily does. He will find the land fitting the prospect's requirements, arrange for its purchase by a package builder and negotiate a lease for the complete project or arrange for the purchase of the land by the prospect and then lead him into the package builder's den. When the contract is initially made with the developer of the industrial district, it may, or may not, involve a real estate agent. In any event the procedure is similar to that in which the agent made the initial contact. It may suit the developer's financial situation and result in some tax advantage for him to participate with the package builder in providing the facility.

A common arrangement is for the developer to put up the land, for the package builder to put up the necessary management, professional services and so forth. This will provide the necessary equity for a loan which will provide all of the cash required if the site is in an established industrial district. The lease will then amortize the loan; or the facility may be sold to an investor whose equity payment provides cash for the land put up by the developer and a profit to the package dealer.

What part have the architect, consulting engineer, mechanical, electrical and general contractors played in any one of these operations? The package dealer has on his staff a

draftsman who may or may not be a registered architect or engineer. If he is registered he may sign the plan. If he is not registered, the plans are identified as private plans. He may, or may not, be a member of the AIA. If he is, he probably identifies himself as such in the title block. Almost without exception there is no mechanical engineer identified with the plans and specifications.

The mechanical and electrical construction work may be that required for a simple warehouse, a complex manufacturing plant, or an important office building. In any event the procedure is generally the same. The package dealer distributes prints of rudimentary sketches of the project, prepared by his staff draftsman or captive architect, to a limited list of plumbing, heating, ventilating, air-conditioning and electrical contractors with some sort of a performance specification—if the client has been smart enough to prepare one—and tells them he wants a price for those several divisions of the work. Each of those divisions is contractor-designed or engineered. The results are obvious; and it is just as obvious that this procedure does not meet the test of being in the public interest.

In this situation we as architects are not in the position to apply the principle of hot pursuit of the package dealers since several provisions of the obligations of good practice and the mandatory standards of the Institute serve as a Yaloo River behind which is a sanctuary for them. The Institute published an undated circular to all chapter presidents some time ago containing material prepared by the public relations committee and its counsel which outlined some sales points for the architect-designed building.

The AIA memo of November 1, 1955, reported that the office practice committee would study further the matter of solicitation of work as it relates to the standards of professional practice. If this study has developed anything else to assist architects in meeting the package dealer problem, it has not come to my attention.

It is well-known that members of the Institute employ non-professional salesmen and promoters whose

methods are in violation of the obligations and mandatory standards—but which are more effective in competition with the package dealers than any method yet devised which falls within the limits of the same. Others have established some sort of working agreement with real estate agents involving the furnishing of free sketches to assist agents in consummating a sale or lease in return for a contract with the prospect. Adoption of recommendation 5 of the Package Deal Committee report to the Board that:

1...The mandatory standards be revised to prevent AIA members from participating in a package deal under commercial auspices; 2...that the standards be clarified so that all architects will understand the difference between professional and non-professional practice; and 3...That the standards be liberalized to protect the architect from interests which would absorb him—this is the essential first step toward meeting the situation.

My efforts to combat the encroachments of package dealers on my practice have not produced results commensurate with the effort expended. And it is my conclusion that the sanctuary now existing for the package dealers will continue to be effective until some recognition is given by the AIA to the validity of the Committee's recommendation.

We recognize that the kind of package deal to which this discussion is limited meets the requirements of the prospect in many cases. The nearest the architect can come to offering a comparable service is by a joint venture with a building contractor and possibly the land owner. Reduced to its simplest terms, that procedure would be to meet with the prospect and/or contractor, develop the preliminary sketches and outline specifications and then arrive at ceiling rental with the contractor and land owner associates. Most of these prospects want a lease. We must therefore arrange for first mortgage money and what equity is required over and above our fees and profit. This leaves the land owner, the architect and the builder as owners of a corporation, owning the facility until they can find an investor to buy it.

One obstacle to the architect's meeting the package builder's com-

### Survey of the Package Deal in Dallas . . .

A survey of 123 occupants of industrial facilities in Dallas brought 63 replies—more than 50 percent. Of those replying, 58 percent indicated that their plants had been built through some sort of package deal arrangement. Eleven of those replying—or about 17½ percent—reported they had engaged the services of an architect. But 8 of these 11—or about 78 percent—were critical of their architects' services. However, all said they would employ an architect if building again. Of the people who had availed themselves of the package deal, 14 of the 36 firms—about 39 percent—were critical of the work done. And of the 63 firms answering this admittedly limited questionnaire six who had not employed an architect for their industrial plants indicated they would employ an architect were they to build again.

petition is to secure the lead in the first place. All sources of leads are indoctrinated with the idea that the only workable arrangement is through a package builder. At regional and national meetings of industrial organizations—like the American Industrial Development Council—we have searched for ideas which are paying off for the package builder who takes the lead in these affairs so far as the construction industry is concerned.

This led us to prepare some data sheets on typical industrial buildings with a firm price tag for the basic building illustrated—and incidentally this price was a good building built by a reputable builder. Variable items which would affect the cost, depending upon site conditions, owners' requirements for office space and so forth, are listed in the outline specification as not being included in the firm price. We circulate these standard building data sheets among a select list of people whom we consider might be friendly to our approach to this solution of their prospects' problems. And we promise to supplement the basic price with the cost of the variables necessary to complete the project within a matter of hours. These data sheets are used to supplement a verbal presentation of our service. I must confess that to date we have not derived a single commission from this activity.

Recently I received a very friendly reception from an industrial executive who expressed his appreciation of my data sheets. They back-fired however. A package-dealer salesman convinced him a package job would be much

cheaper—and signed him up. I had no chance for rebuttal. The prime selling point of the package dealer is price; everything is sacrificed to first cost. A nominal addition to first cost would result in substantial reduction in insurance rates in a typical package-builders' product. Maintenance costs do not enter into planning.

I am convinced that individual architects' efforts to combat the package deal at the local level are not fruitful. We are probably facing the necessity of a generation of public education. Public relations as we know it to date in Institute activities is not what I'm talking about. For example, the very limited number of contacts with big industries which have had past experience with package builders confirms the results of the limited survey I made in the Dallas area—which, in effect, are that there is a substantial doubt in the minds of the real estate management departments of these industries about the benefits derived from the package-builders' form of service.

It is my impression that it would not take much more of a push properly applied by our profession to swing the balance significantly in our favor. During this period of marshalling our collective professional resources, to recover and reclaim the ground we have lost to the rising flood of package builders, we can as individuals—if unshackled by a realistic revision of the AIA standards of practice—throw an occasional sandbag onto our crumbling dike when the occasion seems to make it worth the effort.



# Fill The Vacuum with Better Service

By VINCENT G. KLING

I don't know how many architects have been belted and beaten by this package deal proposition. The first time I came face to face with it was five years ago. It was a stunning experience, for I didn't know which way to turn. But after seeing what my competition did, my immediate reaction then was that the package deal program would fade and die of attrition in a few years.

Since then, however, I have become much more concerned about it. I have seen some very good results come from the package dealer's operation. But the only reason he has been able to make the good showing is because he has hired some very capable architects into his building team. To me this is the really serious sign on the horizon.

When the AIA Package Deal Committee first talked about this problem some of the members said, "*Let's outlaw this thing. Let's stamp out the package dealer like a fire. Let's build a legal framework around him that will put him out of business.*" My reaction was not that. It was that the package deal operation was filling a sort of vacuum for which we ourselves were perhaps responsible. Maybe we had been blind to our opportunities and had permitted this vacuum to exist to the point wherein a very successful and formidable operation has grown into our field.

If I were to make only one point relative to this whole subject it would be this: *The only difference between the package dealer and the architect is that the architect owns his professional soul.* We architects are the only ones who can supply leadership for the building business—which is the biggest business in America today.

That should give us fortitude. The strength of my own practice grows from the fact that some business men realize that design—and leadership in design—comes from the professional architect and not the package dealer. I say we have to continue to press for the saving of our own souls—instead of sinking to the commercial level of becoming captive to the economic pattern of building.

We have been given a good look at the type of client which has generated the so-called consolidated services program. But not only the client has been to blame. We have helped to break our own professional backs in several ways. One is the inadequacy of our estimating departments and our laxity in cost consciousness and in cost forecasting. Let just one architect mis-advise his client on budget problems and he has moved the architectural profession down three notches in the estimation of the businessmen of his community. As a group we've been pretty bad on this. It is at least one error I attempt to eliminate on every project, for I believe the cost structure of every building program is one of the most basic and important of all.

Again, we have been lax in expediting our own work. We have probably all succumbed to the temptation of letting drawings which should be completed in six months drag on for a year. Every time that is done we put ourselves into an impossible box with our client. And we are at the same time inviting the so-called package operator into a fertile field. Still another and even more serious point is our general inability to get good performance by the contractor's team.

If we would consistently champion

good construction; if we would become the certifying agents for completed projects in terms of both top quality and budgeted cost; and if we also made sure that the time-table was fixed on every project, we would overcome the most important obstacles in our total role of gaining and maintaining our clients' respect.

This all adds up to a control of the performance of the building team on the part of the architect. If anything, I would say that the last decade or two has seen a lessening of the architect's ability to get proper performance in his projects. Just about four decades ago the architect was a party to the vivisection of the general contractor. We have gradually permitted this generally strong building team to be split down into many segments—so many that it is now difficult to get a coordinated, pull-together performance on almost any building project. I would welcome the day back when strong, single contractors would again captain building projects—and only the strongest, most stable general contractor would be considered as bidders in any project. This in itself would add strength to the architect's position.

We as architects know that our total approach is that of achieving a certain standard of value at the end of a construction period. But the building public thinks we should be controlled as to performance, as to the quality of a project, as to the timetable of construction. But neither the public nor ourselves has provided the whipstick needed to control the methodology which currently produces buildings.

That is the real nature of our particular problem relative to the package



dealer. There are those who feel that a return to the old-fashioned master-builder idea is the only answer to it. To be responsible for performance you must exercise control over the many methods and systems by which a project is constructed. But I have the sensation that a bonding company has the real control of the building team on many of my jobs. For example, I don't know who will build my Junior High School next month—but I do know that the control will be at the level of the lowest bonded bidder who will then assemble a building team, many members of which have never worked together before.

Architects have much work to do in their own communities toward supporting the best builders and making sure that construction is done by fully qualified people. But at the same time the architect must be free to choose those techniques which will best serve the needs and interests of his client. He cannot be involved in the methodology of one particular builder team and then pursue a design and write a specification which slavishly protects that particular builder's technique, equipment and experience.

That is the serious essence of the package deal. It is a captive performance. In witnessing this performance I have seen much architectural and engineering talent and really beautiful administrative set ups. But I have also seen the end-product shorn of any progressive, imaginative leadership by the designer. On the first time around, the design of such a captive perform-

ance may be strong. But it gets watered down to a continuing lower level with other considerations taking precedence over the quality of the buildings.

What are we going to do about it? I still say we hold the trump card. We are the ones—the professional architects in independent practice—who can provide the leadership needed in the construction industry. But to achieve the position of leadership we must offer something positive—and with the greatest care. What can we offer? Well, one positive thing has been helpful in my own practice. In many instances I have recommended at the very start of a project two or three contractors I knew to be especially suited for the particular project to be designed. And in many instances I have been successful in having an able contractor named as a proprietary member of the building team at the beginning of the project.

This has proved a great help to me and to the client. And it certainly clears up the muddy pond of performance, for we know before we start the team with which we shall be working in producing the project. This team-up can be helpful in many ways. The builder brings the architect a continuing check on prices and costs; and with a builder working with you from the start, the design shouldn't be very far off its cost base when it has gone through the preliminary study period. The builder can be very helpful, too, on the matter of time scheduling, thus aiding the owner to

plan the business phases of the project and providing the architect with a time-table for both owner and contractor.

The researching of structural systems and construction methods has also proved an advantageous result of the early incorporation of the builder team. A good builder can bring you worlds of information on construction systems, on the details of putting a building together—practical information from the field which an architect's limited time has made it virtually impossible to observe and learn, much less to apply as a building design progresses. This marriage of design talent and practical building knowledge—the team-up of architect and contractor—presents a solid front of coordinated performance to the owner from the beginning of a job. It has proved effective in producing a control of a project which is otherwise lacking in the present system of first choosing the architect, then buying materials and labor, later putting them together to build the structure.

Finally, it reflects my main concern with the operation of the package dealer. The owner is working with a team which is free to design and specify anything which will be to the advantage of his project. The architect is not a captive working within a certain set pattern of either administration or technique. He has retained, on behalf of his own and his client's best interest, that pinnacle of professional perspective which only he can bring to any building project.

---

## Some Questions and Some Answers

**Question:** *Are we as architects only to be designers? Or should we not be master builders—in which design is important and knowledge of construction is important. It seems to me we are concerned about being captives of someone else. We are told we should be leaders. Why should we not then become a part of the team—a leading part, not a captive part? I think we are missing the boat in saying that an architect should not be allowed to build. I think he should be. In Europe*

*and South America before an architect can practice, he must have had actual building experience in the field, either as a builder or a supervisor. Tremendous progress has been made this way in other countries. Why not here? If an architect can build as well as design, he can learn as a young man what makes buildings cost. He won't have to ask another man the best ways to put a building together. He won't have to guess at whether it will take three months or six months or two*

*years to build a particular project. If a man is honest, if a man really believes in his desire, if he really believes he is going to bring to his client the best that his ability is able to create and produce as a physical thing, why should he be stopped?*

**Millkey:** In not permitting architects to build are we negating the value of packaging? We are merely recognizing what is apparently a fact that one man cannot be expert in all  
*(Continued on Page 16)*



**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 WINDOWS 17a-Br  
CATALOGS WINDOW WALLS 3a-Br  
Factory, Warwick, Virginia

FLORIDA SALES REPRESENTATIVE

**GEORGE C. GRIFFIN**  
P. O. Box 5151  
Jacksonville, Florida

## Questions and Answers . . .

(Continued from Page 15)

things. This country began with the package builders. Only in the last 50 years have architects operated separately from packaging. The fact is that in this country the best building, the best strides, the advance of architecture have been accomplished primarily—and I would say almost only—in those buildings that have been designed under our present system of architect being able to keep his professional approach. The idea is not to restrict the architect. The idea, the whole gist of our report, is that he should become more knowledgeable.

**Will:** I believe there is nothing in the mandatory rules which prevents an architect from building. I believe the mandatory rules say that an architect shall not engage in building contracting. Building contracting is quite different from building itself. The architect as the owner's agent may go out and hire all the help he wants. He can select sub-contractors and he can even select individual workmen, provided that in order to save his profit the architect doesn't have to change his specifications. So it's perfectly possible now. There's no reason why an architect can't build to his heart's content.

**Gill:** I think Mr. Will is correct. The mandatory standards could be construed to permit just what he is talking about. But I think there is a statement of policy by the AGC which parallels that of the AIA in that the architects will do the designing and the AGC members will do the building. If we get into the building business, we can't complain about the contractors getting into the design business.

**Kling:** I think the problem will go through an evolutionary procedure. Nobody knows whether the system which prevails in Europe and South America will come to pass here in 50 years. The immediate solution to up-grading the quality of our buildings is an alliance between the architect and the quality builder.

Now the history of our profession in America makes us realize that the educational system by which the architect is prepared and the licensing laws by which he is permitted to practice do not place him in a position

of master builder. I feel that what has been suggested in the way of an immediate embarkation on master-building would be practical for small buildings. I don't see the large project being handled in this manner today or next year or in the next ten years.

This is a soul-searching question which has come up at every major architectural meeting I have ever attended. One of these days we may have to lay down long range plans which will take us into 20 years of education. And maybe 20 years of testing out before this system could change. I think what we are now trying to recognize is that a change is creeping across our threshold which signals a watering-down of the quality which our profession can and should bring—and will bring over the next decade or so until a change of the major nature you have described can take place.

**Question:** As I understand it, a general contractor is, in effect, a man who buys materials and then resells them to the owner. If an architect gets into contracting he can't possibly select materials to be used in the owners building without prejudice, because he would be concerned with the profit and what the owner has to pay. As I understand it, that explains the mandatory standard about engaging in building contracting. Is that correct?

**Gill:** I think you are correct. If on the other hand, the architect selects the material and engages the labor but the owner pays the bills direct, there's no question of profit involved and there's no problem.

**Question:** What I want to know is how I can get to the client before the package dealer does. I've not had much trouble selling our orthodox type of architectural service if I got to the client first. But I feel at a disadvantage when the package dealer can put an ad in Fortune and invite the client to write him—and the client sees the beautiful ad and writes him. When I see this man; or when he talks to some bankers who are my friends, then I know about the job he has in mind. But I'm second to the package dealer. I want to be first. How do I do that?

**Gill:** You are paying for the lapses of the architectural profession for the last 100 years. Even though the architectural profession has risen at a tre-

THE FLORIDA ARCHITECT

menous rate in the estimate of the public and in its own establishment, we still have not put ourselves in a position where people come to us first. And this is going to take time. We have to, as John Richards says, take part in civilization so that people will consult us—and not come to us as a last resort after they have been confused by package dealers.

But this is not an overnight deal. This is going to have to start with the schools. Incidentally, the head of one of the largest architectural schools in the South told me there was no point in his reviewing this report (i.e., of the AIA Package Deal Committee) because he knew nothing about the matter. I think this is a terrific indictment of the architectural education at that school. Because this is a two or three generation deal we are talking about—and it's going to have to begin at the schools.

**Question:** I believe what Mr. Kling is proposing is a closer relationship with the contractor. On one recent job

a school board asked two contractors to recommend construction techniques. The contractors' report indicated what they believed was the cheapest. But the architect did not agree. He made up estimates on his own scheme. It was a better all-round job and came out cheaper than the proposals of the contractors. In this particular case the architect was right; and he was more satisfied and so was the public, for the cost was less than the original estimates. But an architect is not always free to do what he wants, particularly if he is to be dictated to by a contractor.

**Will:** As a small word of cheer to some of these gloomy words, my own experience is that our very best prospects are those who have just finished working with a package dealer. In commenting on what was just said, we are presently working with two of the largest building construction organizations in the country. In both cases these firms were selected jointly by us and the owners to work with us

from the beginning of the project on through. Any notions we may have had that contractors are infallible in working out time schedules or estimating costs are now out the window.

We found we had to do their estimating for them. And we had to re-study their time schedules. Generally their advice on what was a costly method and what was not a costly method could be quickly proved wrong. Their weakest points seem to be those on which they should have strength. Now, once the job gets going, they are pretty good at organizing their construction teams and getting the job built.

I am more and more convinced that the key man in this construction team is the architect—and so far on technical grounds. I don't think we can say we are *automatically* the leaders of this team, because that isn't currently inherent in our training. The men I think will be the leaders are those of tremendous vision who think of projects in their broadest scope.

(Continued on Page 18)

## IT'S NEW! IT'S GREAT!

# Plywall®

### PREFINISHED WALL PANELING



Here at last is the paneling you've asked for! Handsome, pre-finished, wide selection of grains. Best of all, you can fit it into the lowest budget. You won't believe it until you see it. Call collect for full details.



#### WHOLESALE DISTRIBUTORS

Hamilton Plywood of Orlando, Inc.  
Hamilton Plywood of St. Petersburg, Inc.  
Hamilton Plywood of Ft. Lauderdale, Inc.  
Hamilton Plywood of Jacksonville

GArden 5-4604  
5-7627  
JAckson 3-5415  
ELgin 6-8542

## Questions and Answers . . .

(Continued from Page 17)

I'm thinking of the Zeckendorfs of this world who take hold of something big and employ the architect and others. I would hope that some day our vision would be on that scale and as comprehensive.

**Millkey:** The fact of the matter is that today an architect to be competent has to know more structural systems and materials than any contractor—and does. The trouble is that architects seem to consider the package deal conflict as a battle between construction and design. It is not. Our problem is how to match the surface, or apparent, advantages of the package deal and still keep the design and our services on a professional basis.

The whole experience of this country has gone from package deal to architect. In several fields it has not been completed. The industrial field is one—but before the architect became involved on a professional basis with industrial buildings, our industrial neighborhoods were places society shunned. The field of merchant-builder houses is another. This is

rapidly changing and more and more architects are getting involved with project house design.

The urgency for the architect comes again to light here. A large proportion of the building public is made up of first-time builders, or owner-clients. They don't know what an architect does; they haven't been told. So these other non-professional people come in to fill the vacuum. That's why we as a profession must do something about this—including cleaning our own house.

**Question:** Given this reasonable conclusion, the way to beat the package deal is to have a better architect-contractor team to produce better projects. But as Mr. Kling said, in our public work and in our schools the architect is unable to choose his team—and we find a bonding company really choosing the other very important members. What can we do about it?

**Kling:** Well, charity begins at home. We are now carrying to the Commonwealth of Pennsylvania a very firm AIA recommendation that the law permitting the splitting of bids on

public work be rescinded. We are suggesting that a single contract be permitted for jobs. I think the architects have got to support the up-grading of the builder team to at least a point where a job can be executed with a good time-table and a good result. I think that's one of our responsibilities. If we can support the good builders in our communities, up-grading their total structure, in the long run it's going to produce better results for both ourselves and our clients.

**Question:** The largest volume of packages is the one in which the merchant builder builds sometimes up to 1,000 houses at a time—with stereotyped plans. Unless we use publicity to make the general public dissatisfied with this great area of mediocrity, we aren't going to become effective in this field. We can't do it individually; we must do it by group publicity, whether it be advertising or not.

**Millkey:** The statement goes that throughout the ages 90 to 95 percent of residences have been done without benefit of architect. We have no survey; but I feel this situation is changing very rapidly. More and more ope-



*First* CHOICE OF AMERICA'S FINEST  
*Architects!*

**VICRTEX**  
**V.E.F.\* WALLCOVERINGS**

Write for brochure  
of our outstanding  
collection of luxury and  
standard-priced wallpapers  
and wallcoverings.

Vicrtex Vinyl Wallcovering and Upholstery Fabrics can help you create decorating magic, building efficiency and exciting new avenues of design. Practically indestructible, Vicrtex never snags, frays or fades. Cleans easily with a damp cloth, and stays fresh and bright always.

Ask about our complete line of textural and tri-dimensional patterns, in dramatic colors and color combinations. See the hundreds of wallpapers and wallcoverings of distinction, displayed and stocked for immediate delivery.

\* VINYL ELECTRONICALLY FUSED

**DWOSKIN**  
INCORPORATED

*South's* LEADING WALLPAPER DISTRIBUTOR

ATLANTA • DALLAS • MIAMI      FLORIDA SHOWROOMS: 4029 North Miami Ave., Miami, Fla.

rative builders are using professional architectural service.

What we keep losing sight of is the fact that this package deal problem is not new. It's old. It has been estimated that 40 percent of all buildings in California is done without benefit of architectural service. Mr. Gill's survey of his town's industrial plants indicated that 58 percent of them were designed without professional service. My point is that if that survey had been made 15 years ago the figure would probably have been 98 percent.

What we're trying to do now is to hasten our progress—and police the new areas where this non-professional activity is showing up. But before we can do much of anything we must be fully aware of the problem. This meeting is one of the first needed steps toward that goal.

### Joint Coop Committee

#### Maps Broad 1959 Program

The State Joint Cooperative Committee, expanded last November to include the Florida Home Builders Association and the Florida Building Industry Council, has begun work on a broad nine-point program for this year. With a streamlined charter and by-laws now in effect, the JCC is determined to make its influence felt throughout the State along these ambitious lines:

1. . . . Develop a method for limiting the number of bid alternates.
2. . . . Work towards standardization of retained percentages by public awarding authorities.
3. . . . Stimulate better construction through improved quality of sub-bidders.
4. . . . Develop a control of plan and specification purchases from architects by contractors.
5. . . . Promote creation of a State Building Commission and the standardization of State public works documents.
6. . . . Establish closer liaison with public authorities such as the Florida Development Commission.
7. . . . Promote a contractor responsibility law.
8. . . . Review and improve recommended bidding procedures.
9. . . . Improve specification practices.

FEBRUARY, 1959



# FLORILITE PERLITE

*Keeps*

*the Heat*

*Outside...*

- A poured roof deck or fill of Perlite Insulating Concrete is one of the most efficient and inexpensive means you can specify for reducing interior heat loads. For example, "U" factors of a 1:6 mix ratio range from .200 to .098 — depending on the type of construction and the thickness of roof fill used.
- This high insulating effectiveness makes possible a substantial reduction in air-conditioning costs. With lessened heat loads, smaller units, less tonnage and power are required — and economies like these are often greater than the costs of the Florilite Perlite insulating fills that produced them.
- In addition . . . Perlite concrete is lightweight — about one-fifth the weight of standard concrete. So its use makes possible construction economies, too — thus still further reducing the cost of using one of the most versatile and effective materials in building . . .

Your guide to  
ASTM quality  
lightweight  
aggregate is  
this certificate



**PERLITE  
INCORPORATED**

1050 S.E. 5th St., Hialeah—TU 8-8791

## 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

## GLAZED CEMENT

. . . A vitreous wall surfacing, supplied and applied throughout Florida by . . .

**BEN THOMSON, INC.**  
530 Putnam Road  
West Palm Beach  
JUstice 5-1122

## News & Notes

### Pensacola Architects Are Taking Active Part in Quadrcentennial Plans

Florida's 400th Anniversary Celebration, slated for a seven-year state-wide program 1959-65, will officially begin May 13 at Pensacola . . . and architects of that area are deep in the project. The state-wide Quadrcentennial program will feature major historical exhibitions in approximately ten cities during the 1959-65 period, with many smaller communities participating through creation of historical sites and markers in their own localities. At Pensacola, the 1959 program will commemorate the landing 400 years ago of Don Tristan de Luna with 1500 troops and colonists in what is described as the first full scale attempt to place a colony in what is now the continental U.S.A.

The Pensacola exposition will be held on Santa Rosa Island, with two major exhibit sites. Area One will include a Florida Industrial Exhibit and will house thirty-plus displays prepared by the state's leading industrial firms, State commissions, and a group of major communities. The second major building will be devoted to an

International and Historical presentation, covering the 400 years of Florida's history.

Other displays will include an Armed Forces exhibit, to be prepared by the U. S. Defense Department, and the reconstruction of the Pensacola Village of 1723, built on the island and later destroyed in 1754 by hurricane winds and tides. The village, to contain fifteen restored buildings and homes, is a masterpiece of community cooperation according to Stewart Morrison, 1959 president of the Florida Northwest Chapter.

"As a community project," Morrison said, "architects have agreed to accept revenue certificates as their guarantee for work performed in preparing plans for this project. Each firm is charged with one building, having drawn lots to determine selections. All firms have performed their own research, with the cooperation of the Quadrcentennial Commission, and plans are now virtually complete. Actual construction began last October".

The village, designed from an ancient engraving, will lie on the quiet water of Pensacola Sound and will be a permanent exhibit, operated after the Quadrcentennial program of 1959 by the Quadrcentennial Com-



Restoration of the 1723 Pensacola is being developed by Pensacola architects according to the perspective layout above made by Roger G. Weeks. Buildings are: 1, stockade; 2, commandant's quarters; 3, residences; 4, gallows; 5, church; 6, governor's palace. The commandant's quarters, sketched at the right by Frank J. Sindelar, typifies the character of the village which will become a permanent exhibit. The reconstruction design has been carefully researched and is based on authentic documents.



THE FLORIDA ARCHITECT

mission and Santa Rosa Island Authority.

One building in particular already has raised area-wide interest. The restoration of a small Catholic Church, being prepared by Ula L. Manning, was discovered in outline plan form in an ancient text book. Manning's sketches, presented to members of the Catholic Church, have been well received.

Local architects are also designing the two major exhibit buildings, which are convertible to beachside motels at the close of the celebration. Contractors in the area are participating in this program in the same manner and are working closely with the architects to complete the program by the May 13 opening date.

Architects participating in the Pensacola Quadricentennial activity include F. T. Edson, Hugh J. Leitch, James Look, Sam Marshall, Stewart Morrison, Ula L. Manning, Daniel Hart, Frank J. Sindelar, and Roger G. Weeks.

### State Board Obtains Injunctions Against Five

In line with its continuing activity of prosecuting violations of the architectural registration law, the State Board of Architecture recently closed its files on three more cases which involved court actions against five unregistered individuals. One was James R. Butera of Lakeland. Another was Matthew B. Bodo, of St. Petersburg. The third case was brought against the General Drafting Service which was being operated in St. Petersburg by Charles N. Price, Dennis Price and Marian R. Price.

All five individuals were permanently enjoined by a circuit court judge "from practicing architecture, from holding themselves out as architects in the State of Florida and from offering to practice architecture in this State, without first being qualified and registered to do so".

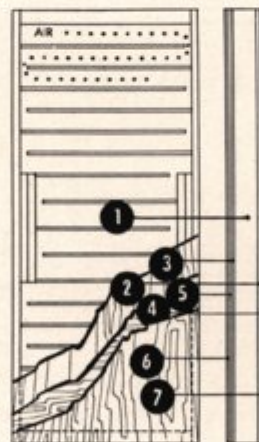
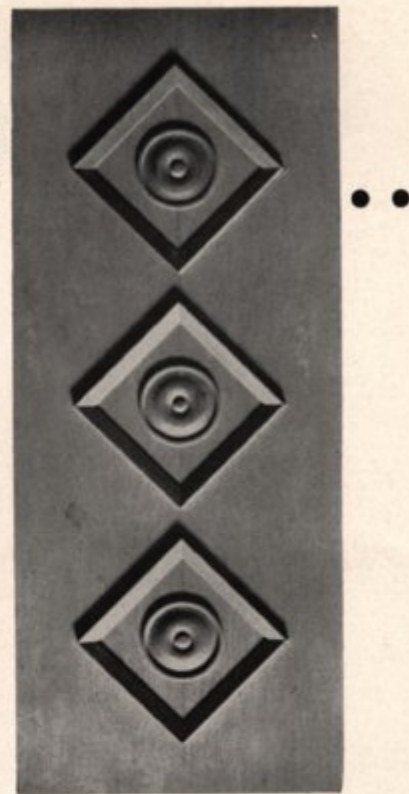
Once a court has issued such an injunction against a proven violator of the architectural registration law, the State Board's responsibility for administering the law has in most cases ended. The enforcement of the injunction is then up to the court. Should any individual fail to obey the court's injunction against him, he

(Continued on Page 22)

## BEHIND THIS DOOR

AND ALL Thompson doors stands the guarantee that the finest materials and workmanship have been employed in the manufacturing of a quality product.

Thompson flush doors, in beautiful figured gum, lauan ash and birch can be specified for both exteriors and interiors in both standard and special sizes.



### 7 - PLY CONSTRUCTION

Lightweight, but sturdy, Thompson flush doors are noted for their rigidity and resistance to warping and twisting. This quality is the result of high manufacturing standards that include: **cores** of wood ribs spaced 4-inches apart and butted against stiles on alternate sides to provide continuous vent space; **stiles** of a 1 1/8-inch minimum width; **rails** of a minimum 2 1/2-inch width; **panels** of 3-ply, cross-banded plywood, hardwood faced; and **lock-blocks** 4-inches wide, 20-inches long centered on both sides. Only non-shrinking, craze-resistant adhesives are used to produce integrated bonding that is highly resistant to both moisture and mildew.

In addition to 11 standard sizes—1/6 x 6/8 to 3/0 x 6/8 interior and 2/6 x 6/8 to 3/0 x 7/0 exterior—Thompson flush doors are obtainable in special sizes.



DISTRIBUTED IN FLORIDA BY:

**A. H. RAMSEY AND SONS, INC.**  
71 N. W. 11th Terrace  
Miami, Florida  
FR 3-0811

**HUTTIG SASH & DOOR COMPANY**  
1090 N. W. 23rd Street  
Miami, Florida  
NE 4-2691

**RODDIS COMPANY**  
315 N. E. 73rd Street  
Miami, Florida  
PL 4-9568

**U. S. PLYWOOD CORP.**  
3545 N. W. 71st Street  
Miami, Florida  
NE 5-4541

**A. H. RAMSEY AND SONS, INC.**  
905—8th Avenue  
Palmetto, Florida  
2-1011

**JACKSONVILLE SASH & DOOR CO.**  
1730 Evergreen Avenue  
Jacksonville, Florida  
EL 3-8458

Mel Banks, Inc.  
ST. PETERSBURG  
Ph. HE 6-3400  
TAMPA  
Ph. 2-0871  
CLEARWATER  
Ph. 3-5911

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

Electrend  
Sales & Service  
ORLANDO  
Ph. GA 2-7166

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

Mitch's Electrend  
Sales & Service  
PENSACOLA  
Ph. HE 8-4363

Carlos M. Hope  
Electrical Contactor  
GAINESVILLE  
Ph. FR 2-9867

Milky Way  
Building & Heating  
EUSTIS  
Ph. EL 7-2367



# Electric Heat

at

## SURPRISINGLY LOW COST



## Electrend Electric Circulating Air Heating System

Clean, comfortable, convenient electric heat at a low cost never before possible. See the revolutionary new Electrend and all its advantages today — or just call us, we'll be glad to demonstrate its many features.

**Electrend** DISTRIBUTING COMPANY  
4550 37th Street No.  
St. Petersburg 14, Florida  
Telephone HEmlack 6-8420  
WRITE FOR FREE MANUAL AND A.I.A. FILE FOLDER.

(Continued from Page 21)

would be held in contempt of court—and the penalty could be any that the court might see fit to impose.

What many architects may not realize is the fact that the State Board of Architecture is heavily concerned with the painstaking work necessary to prove conclusively that a violation of the law exists, openly and flagrantly. Investigation of complaints received from registered practising architects is constantly underway; and where this uncovers evidence that in the Board's experience is regarded as legally conclusive, action to obtain an injunction against an un-registered individual is quickly authorized. At its November, 1958, meeting at Miami Beach, four additional new actions were started by the Board.

### AIA Approves Changes in General Conditions Form

After much consideration the National Joint Committee, AIA-AGC, has approved certain changes in the General Conditions of the AIA Contract Form which are important to both architects and contractors. In effect, they place a somewhat heavier responsibility on the architect than formerly; and at the same time clarify more precisely the liability of the contractor.

Most significant change occurs in Article 14. This was revised by deleting these words at the end of the article "... but he shall not be held responsible for their (error, inconsistency or omission) which he may discover ..." and by substituting these, "... but he shall not be liable to the owner for any damage resulting from any error or deficiencies in the contract documents or other instructions by the Architect ..." To effectuate this change, a slight revision in Article 5 was necessary. At the end of the first sentence the words "... relating to artistic effect ..." were changed to read "... relating to design and artistic effect ...".

Other changes are: In Article 3, the word "estimated" was inserted before the words "progress schedule" in the last paragraph. In article 13, relating to inspection of work, the words "he shall show" were deleted from the last sentence of the third

## A. R. COGSWELL

"SINCE 1921"

THE BEST  
in  
Architects' Supplies

Complete Reproduction  
Service

433 W. Bay St.  
Jacksonville, Fla.

### ADVERTISERS' INDEX

Associated Elevator & Supply Co. . . . .	4
Blumcraft of Pittsburgh . . . . .	3
A. R. Cogswell . . . . .	22
Dwoskin, Incorporated . . . . .	18
Electrend Distributing Co. . . . .	22
Florida Foundry & Pattern Works . . . . .	20
Florida Home Heating Institute . . . . .	24
Florida Power & Light Co. . . . .	5
Florida Steel Corp. . . . .	6
George C. Griffin . . . . .	16
Hamilton Plywood . . . . .	17
Miami Window Corp. . . . .	4th Cover
Mutschler Kitchens of Florida . . . . .	8
Perlite, Inc. . . . .	19
A. H. Ramsey & Sons, Inc. . . . .	7
Thompson Door Co. . . . .	21
Ben Thomson Inc. . . . .	20
Tropix Weve Products, Inc. . . . .	1
F. Graham Williams Co. . . . .	23



paragraph and the words "it be found" used in their place. The revised sentence now reads, ". . . if such work be found not in accordance with the Contract Documents, the Contractor shall pay such cost, unless it be found that the defect in the work was caused by the Contractor employed as provided in Article 35 and in that event the Owner shall pay the cost".

Time allowances have been changed in Article 23. The second paragraph will be changed to read, "Should the Architect fail to issue any certificate for payment through no fault of the Contractor within seven days after the Contractor's formal request for payment, or if the Owner should fail to pay to the Contractor within seven days of its maturity and presentation any sum certified by the Architect or awarded by arbitrators, then the Contractor may, upon seven days written notice to the Owner and the Architect, stop the work or terminate this contract as set out in the preceding paragraph".

### Board Meeting Schedule

As now planned the FAA Board of Directors will meet five times during 1959. The first meeting was held in Jacksonville, January 24. The other four meetings will take place at Gainesville, in April; Palm Beach, in June; Tampa, in September; and Jacksonville, the 45th Annual FAA Convention site, in November.

Plans are also being considered to make Board meetings an occasion for a Chapter meeting in each area. It has been suggested that Chapters act as hosts at a Dutch-treat party on the evening before the Board meets. This would provide opportunity for both Board and Chapter members to become better acquainted to the benefit of each.

This has been attempted in other AIA state organization groups with good results. FAA officers are even considering the possibility of asking various Chapters to plan a special Chapter event at a regular monthly meeting which Board members could attend. In this way a seminar or panel discussion could be advantageously held on a subject of importance to the FAA's state-wide program and worthy of intensive group study.

FEBRUARY, 1959

F. GRAHAM WILLIAMS, Chairman  
 JOHN F. HALLMAN, JR., Pres. & Treasurer      JACK K. WERK, Vice-Pres. & Secretary  
 MARK P. J. WILLIAMS, Vice-Pres.              FRANK D. WILLIAMS, 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

During Cold Snaps  
**FLORIDA HOMES**  
are  
**HAPPIER HOMES!**

Let's face it...  ...the **AMARALS** did!



**“I can do it --- it's easy!”**

This is Mike. He's ten. He and his brothers are sons of Mr. and Mrs. Eugene J. Amaral, 3110 Alta Vista, Sarasota. Mike is adjusting the thermostat of the central oil heating system which is keeping the Amaral family warm and comfortable this winter.

“No more insufficient, uneven heat for us,” say Mike's parents. “The thermostatic control keeps the temperature just right all through the house.” And Mrs. Amaral adds, “The boys have had practically no colds. We don't have to wear heavy clothing indoors even on the chilliest days. I'm certainly glad we'll never

have to suffer through another winter without automatic central heating!”

**Let's face it: Florida homes need heat every winter. And Florida home owners agree that efficient, economical FUEL TYPE furnaces are the one right answer for this state's annual cold snap weather. They purchased between 15,000 and 20,000 fuel type furnaces and heaters last winter! You'll find ready acceptance by your clients of your recommendations for permanently-installed fuel type heating in their houses!**

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

1827 S. W. 8th Street, Miami

# Message From The President

By JOHN STETSON

President, FAA



The practicing architect possesses both the "working know-how" and the power to assist the manufacturing world in producing better construction products for our consumers and clients. Florida's climate and lengthy coast line combine to give us one of the world's best testing grounds for materials. Are we assisting the manufacturers or do we just sit idly by and loudly complain? Too often our criticism is directed at the wrong person. Too often we shrug our shoulders and tell the client, "I can't stop rust; and if it's masonry it'll crack."

A great many of our buildings, hotels, apartments, commercial structures and residences have their feet in the Atlantic Ocean or Gulf of Mexico. In spite of the proximity of so much salt water, the tendency is to utilize the same materials as would be used in Lakeland or Orlando far from the effects of salt water corrosion and erosion. Yacht and motor boat manufacturers long ago learned that the most economical hardware and fittings were those made of heavy chrome plate on brass or solid bronze. Sliding door and window manufacturers still think a steel screw or a steel catch is the cheapest and best. They never give a thought to the fact that the labor to remove one screw and replace it costs more than a half dozen heavy chromed or stainless screws would cost originally.

Cleaning up upon completion of a construction operation is costly and a time-consuming job. The simple expedient of delivering to the job and installing taped and viscose film covered sash and sliding aluminum and glass doors would save time and money, plus producing a finer finish. Putty knives and steel wool can do a lot of damage to aluminum

and glass, removing the after effects of plastering and painting operations. A few cents spent at the factory will save dollars at the job. We should lead a movement to improve these situations. If we don't demand it, nothing will be done.

It has been estimated that 20% of the materials delivered to a job are either wasted at the job through misuse or hauled away as scrap during and after construction. Our lack of new construction techniques wastes almost half of the labor costs. Pony express era building methods in a jet age are ridiculous. In forty years the motor car industry has cut its cost of manufacturing to one-third for a similar sized and type of vehicle, while the square footage cost of construction for a residence has increased ten times. If an automobile was produced in the manner a home is constructed, it would cost at least \$50,000 to build a Ford or Chevrolet.

Almost all clients and too many architects are uneducated in the legal responsibilities of each to the other. There is an increasing tendency on the part of the architect to "throw off" responsibility for design, materials and construction. The contractor is not supposed to specify materials. We are supposed to know what's best for the client and for his building. We are supposed, also, to guide the client in the selection of site, building layout and builder, as well as have a working knowledge of mortgage availability, insurance requirements, taxes, etc.

We can do something. It is the sincere hope of your officers that during 1959 a series of workshops or forums can be scheduled for discussion of these and other problems, and to find a solution for them.

# CURTAIN WALL BY "miami"

## It Means Experience —from Engineering to Installation

Curtain wall construction is achieving near-miracles of economy, structural efficiency and erection; every one is evidence that solutions to many problems have been found. Every successful curtain wall installation points up the fact that performance which can be guaranteed doesn't come by accident.

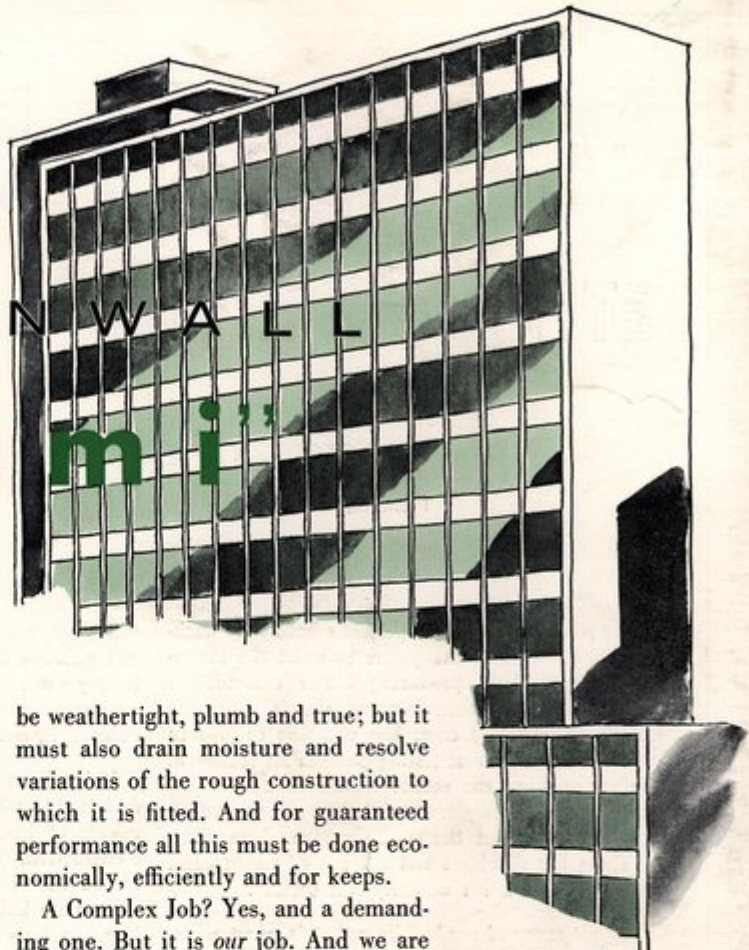
Such performance is the polished result of engineering a design so that every detail of its fabrication measures up precisely to carefully calculated standards of quality and use.

A curtain wall must insulate and protect, as well as provide a finished surface for the building of which it is a part. It must be anchored positively; but it also must be designed to allow movement under force of air pressures or temperature changes. Installation must

be weathertight, plumb and true; but it must also drain moisture and resolve variations of the rough construction to which it is fitted. And for guaranteed performance all this must be done economically, efficiently and for keeps.

A Complex Job? Yes, and a demanding one. But it is *our* job. And we are good at it. We know its pitfalls, recognize its possibilities, are busy developing its potentials.

Because of these facts we can help you engineer a design. We can fabricate that design to your most exacting specifications. And we can install the resulting curtain wall with the combination of skill, experience and service needed to provide the guaranteed performance you and your client have a right to expect.



### NO. 1 OF A SERIES

*These advertisements have been developed as suggestive guides to more economical and efficient contemporary construction. Others will deal with special design and structural factors of curtain walls. Please call us for answers to any technical questions on curtain wall construction or for any engineering data you might find helpful on any aspect of curtain wall design.*



### REMEMBER:

It's the quality of skill, knowledge and experience behind any product that's the measure of its satisfactory performance. For Curtain Walls, Awning Windows, Projected Sash — in any type of building, anywhere — your specification can't be better than Miami Window . . .

# miami window corporation

P.O. BOX 877, INTERNATIONAL AIRPORT BRANCH, MIAMI 48, FLORIDA