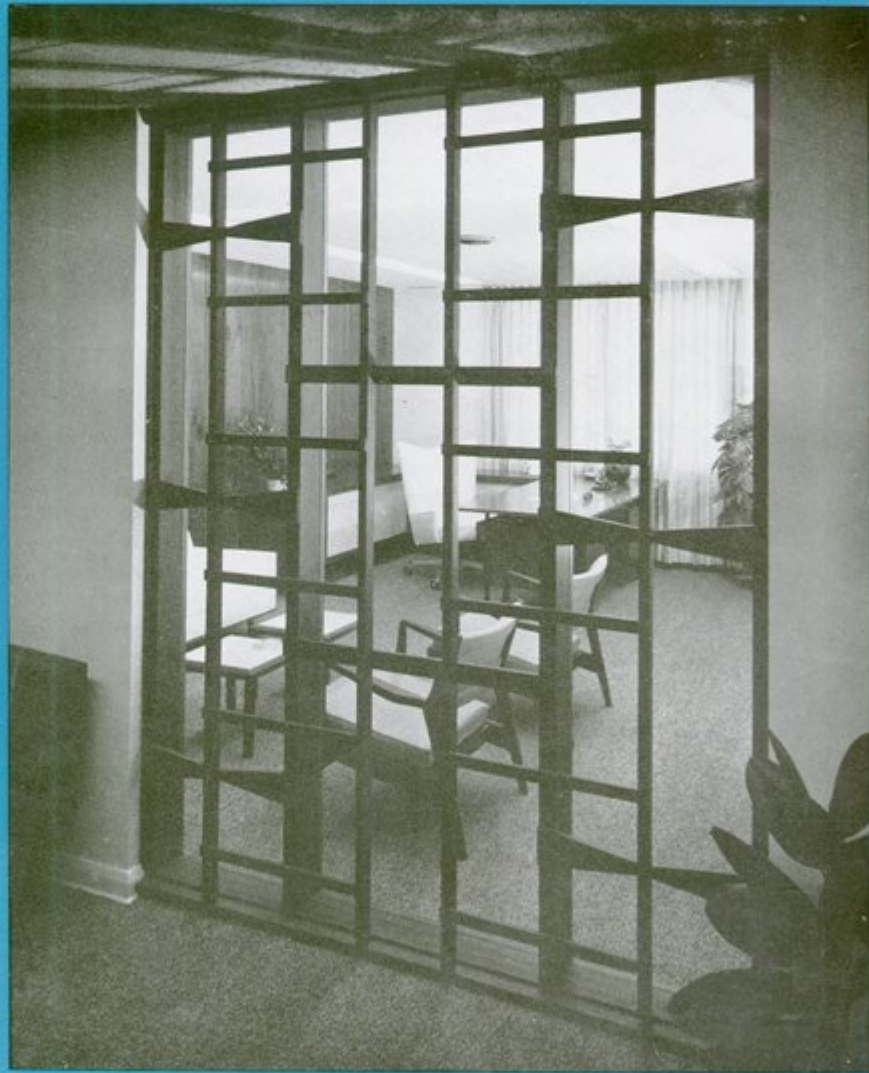


The

Florida Architect

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



**May
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The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THE COVER

Of the two Awards given in the institutional category at the 44th FAA Convention's architectural exhibit, the Jury selected the Northside Bank of Tampa for the Honor designation. Pullara, Bowen and Watson, Architects and Engineers of Tampa, designed the building, this issue's presentation of which starts on page 16.

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ROGER W. SHERMAN, AIA — Editor
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VOLUME 9
 NUMBER 5 1959

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Letters

SCHOOL COMMENT . . .

EDITOR, FAA:

I think you did a great job on the Sarasota school "issue"; and I only hope that it has the desired effect on other Boards and members of the Legislature.

Your admonition to "go and do likewise" was clear enough. What may be confusing to the uninitiated are the figures on page 14 (*of the April, 1959, issue*). Put together with the text accompanying the photographs, they represent a rather complete picture. But I fear that many will not understand that—as an example—V e n i c e Junior High's present high per-pupil cost, relative to some of the other schools, will adjust to a much more reasonable one when the school is finished. Much of the first-stage construction was of specialty rooms which cost more than regular classrooms which will form the bulk of the second stage.

Likewise, people—especially school people—shouldn't have to be told that high schools cost more than junior highs; and junior highs more than elementary schools. But a lot of laymen miss the point.

Also, the low cost of Alta Vista addition was due to its being only a classroom wing without administration, cafetorium or other spaces; and Booker Elementary has no kitchen, since food is carted from the adjacent high school.

There are so many factors to be considered in figuring costs that I feel you did an excellent job—without making the story hopelessly complicated.

PHILIP H. HISS,

Chairman, Sarasota County
Board of Public Instruction

Chairman Hiss's fear regarding misunderstanding of relative school costs on the part of "laymen" is pragmatically well-founded. As pointed out in the April issue article "School Plant Economy", the item of "cost" relative to any specific school plant must be analyzed in terms of both present and future before it can be reasonably compared to another, even apparently identical, plant. It is true that "the proper study of mankind

is man"; but in the field of school plant construction, the only proper study of individual plant costs is the study of specific local conditions and the influence upon those conditions of purpose, program and possibility in terms of current necessities and future probabilities.—ED.

STATUTE CHANGE?

EXECUTIVE DIRECTOR, FAA:

Conceivably because I am its author, I am much interested in the effective development of the proposal by the Jacksonville Chapter presented at the January FAA Board meeting relative to the possible revision of our architects' statute. This legislative proposal was reported in the March issue of *The Florida Architect*.

Among architects there seems no real question as to the need for better legislation. The first step, of course, is a study and a statement of pertinent objectives to be sought in ideal legislation governing the registration for, and the practice of, architecture. If we are to look forward to enactment of an improved statute in 1961, this first step should be completed this year.

A recent AIA Journal chronicled the Montana architects' successful fight to reach this same goal. I would be interested in your views on this subject.

ROY M. POOLEY, AIA,

Jacksonville Chapter, Chairman
FAA Public Relations Committee

... From having observed the administration and enforcement of the current statute regulating the practice of architects in Florida, I do not wholly agree that the current law is quite as ineffective or as evil as some architects appear to think. I do not by any means believe it to be a perfect law. From one point of view it is not sufficiently definitive; it admittedly contains some ambiguities; it does not meet all standards of the NCARB; it quite possibly should have been written from a positive, rather than a negative, viewpoint.

But it is a statute that, since its revision in 1953 has teeth in it. And so long as Florida has a State Board of Architecture that is knowledgeable

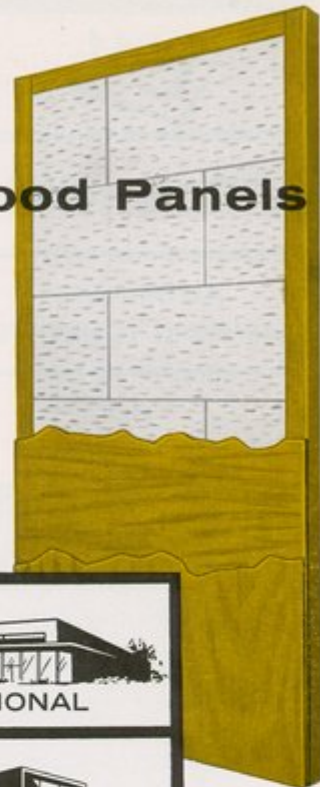
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THE FLORIDA ARCHITECT

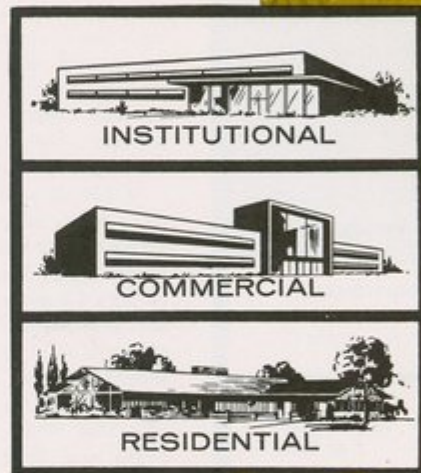
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Letters

(Continued from Page 4)
and as sincerely dedicated as the present Board, the law will probably work pretty well for the profession.

This is not to say it could not be improved. I believe you have outlined the only practical way to attempt an improvement of any major character. I am not even sure that your timetable is a practical one for 1961; for much time and analytical study and discussion and revision must be spent in many quarters before the draft of a bill can ever become a statute.

Regardless of the specific timetable, I agree that if the law is to be changed, study on it should proceed immediately. The first step, as you suggest, is to research every other law dealing with architectural practice. In addition, I think this research should cover laws regulating the practice of professional engineering as well—since in our own state there is conflict between Chapter 467, the architects' law and Chapter 20621, Acts of 1941, the engineers' law.

When the study has been completed, a legally adequate draft should be prepared by a qualified legislative attorney. This should be submitted to all AIA Chapters for comment. The first draft should then be restudied. When a final draft is completed, it should be "sold" to legislators in every section of the State. It is conceivable that some legislative elements might raise substantial objections to some points. In that event it would probably be necessary to develop a re-draft and go through the whole routine of comment and re-study again. It is, of course, impossible to gain legislative support for any measure until the draft of it has been completed in substantially final form.

I agree that this is a matter of importance to both the public of our State and the architectural profession. I think it is too important, in fact, to be attempted lightly—or to be at-

tempted at all without a full realization of what it will entail coupled with a determination to carry it to a conclusion.—ROGER W. SHERMAN.

ABHOR THE VACUUM . . .

EDITOR, FA:

The article, in the February issue, by VINCENT G. KLING, should strike a serious note with many AIA members.

I would like to add that hungry contractors evading performance are making monkeys out of architects when they get away with acceptance of bids at nothing but the lowest price levels—disregarding "quality" by substituting cheap products in place of specified materials, thus lessening the architect's ability to get the proper performance in his projects.

Bidders are constantly offering materials with only verbal assurances of performance. And they are being accepted by contractors who can see only the extra buck saved without regard to proven performance or quality. The end result is that the owner of the project gets plagued with heavy maintenance costs all too soon. This reflects back to the architect who should have insisted on quality materials.

When an architect specifies a certain material costing a certain amount, he does not intend for that material to be replaced with a cheap, inferior product, I'm sure. So, unless our architects can control the flagrant practice of accepting materials on price only, the "Vacuum" Mr. Kling speaks about will become greater.

GEORGE SKADDING, Manager,
Evershield Liquid Tile of Florida, Inc.

Agreed! Mr. Skadding and readers are referred to the editorial in the April, 1959, issue, relative to the question "Can Substitution Be Controlled?" for added comment on this subject.—ED.

Chairman Pownall Names Legislative Comm. Members

From a list submitted to the FAA Executive Director's office by Chapter Presidents, FAA Legislative Committee Chairman JAMES K. POWNALL has named the following as official

members of his committee for 1959.

Broward County: DONALD H. MOELLER, 1823 Mayo Street, Hollywood.

Daytona Beach: WILLIAM R. GOMON, P. O. Box 1671, Daytona Beach.

(Continued on Page 31)

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Message from The President

By JOHN STETSON

President
Florida Association of Architects



At long last it appears that we will have a unified construction industry in the State of Florida. More than that, the many inequalities found among the design professions and in the construction field can now be resolved across the conference table. On April 11, 1959, at West Palm Beach, the Joint Cooperative Council of Florida was formed, including as members the Florida Association of Architects, Associated General Contractors, Florida Engineering Society, Florida Home Builders Associations and Florida Building Industry Council. The name chosen was a modification of the name used by the old committee for these many years, and it was felt that it sounded more important to use the word "council" instead of "committee." At this meeting the officers for the first year of operation were elected, using the organization set-up outlined in the By-Laws adopted by the five member groups last year.

It was voted not to incorporate until further study was given to the Charter and By-Laws by the attorneys of the proposed incorporating groups, and by the officers and members of the Council. It is hoped that at our next meeting, to be held in Orlando, July 25th, that this can be resolved. In the interim, we will function with the proposed By-Laws as our guide. This will include a council of twenty members and an executive board of five. Each member group will be represented by four, with one designated as a member of the executive board. An election was held, and your President was elected chairman of the Council for 1959, with Kenneth

UNIFIED CONSTRUCTION INDUSTRY A REALITY

The long desired unification of all phases of building construction in the State was accomplished when the Joint Cooperative Committee was expanded into the Joint Cooperative Council of Florida at a meeting held in West Palm Beach on April 11, 1959. Now included as members are: The Florida Association of Architects, Associated General Contractors, Florida Engineering Society, Florida Home Builders Association and Florida Building Industry Council. John Stetson is the first Chairman; Kenneth Cooper, Vice Chairman; W. W. Arnold, Secretary - Treasurer. The remaining members of the Executive Committee are C. W. Kendall (FHBA) and Vincent Burkhardt (FBIC).

Cooper of the Florida Engineering Society named vice chairman, W. W. Arnold of the Associated General Contractors as secretary-treasurer. The other members of the Executive Board will be C. W. Kendall, representing the Florida Home Builders Association and Vincent Burkhardt representing the Florida Building Industry Council. Don Spicer, West Coast secretary of the A.G.C., will serve as recording secretary and treasurer for this first year. We expect to rotate this duty among the executive secretaries of the member groups to

relieve any one man of the work for more than one year in five.

The stage is now set for several projects worthy of immediate action. Not the least of these is a new lien law. The Executive Committee of the new J.C.C. of Florida will appoint a sub-committee to start framing such a law this year, with a goal set for passage by the 1961 Legislature. It is our sincere hope that we can frame a bill which will prove the simplest yet most inclusive lien law ever passed in the United States. Brevity is the by-word.

Another bit of legislation worthy of our continuing efforts is a State Contractor Licensing Law. The A. G.C. and the F.B.I.C. will be pushing for its passage in 1961, and the Joint Cooperative Council will be assisting them in every way. Along with this, perhaps not in 1961 but we hope soon thereafter, will come a Construction Industry Responsibility Law. This will do what nothing else ever will to raise the standards of design and construction.

Your President has actively sought unification for the entire construction industry for years. With labor problems, cost factors, confusing building codes, poor planning, overlapping of the design professions into the other's fields, etc., it behooves us to start a general closet cleaning. We have the ammunition to build Florida's largest industry into the Nation's most efficient and honest. We are going to see that architects practice architecture, and to the best of their ability; that engineers practice engineering

(Continued on Page 10)

Message from The President . . .

(Continued from Page 9)

according to the best engineering practices; and that contractors and sub-contractors give the buying public the best workmanship and most honest deal possible. This won't be done by contractors policing architects and vice versa. It will be accomplished by the raising of standards and by each group or profession cleaning their own closets and thereby setting an example for the others. We are unified in our desires to make this the greatest.

A report to you concerning the meeting with the State Hotel Commission Advisory Council cannot be given on such a happy note. Roger Sherman, Jim Pownall and your President met with them in Tallahassee on Wednesday, April 8th. Though well received, it appeared that our reason for attendance was not only known, but certain conclusions already reached. Although Florida is rated nationally as a progressive state, we have much to do to sell our political subdivisions on the necessity for good architecture.

We asked for two things, and we learned much. One request was that the present Hotel Commission Ad-

visory Council be increased to ten members, and that the two new members be from the Florida Association of Architects. The other request was that the Hotel Commission Regulatory Laws be amended to exclude the word "Engineer" from the prime professional designers status (as per the Architect-Engineer Agreement enacted in 1955) for hotels, apartments, motels, restaurants, etc., but add a paragraph giving him the right to design restaurants, etc. where they represent part of a larger engineering project. This wording was carefully studied and agreed in every way with the Agreement ratified and adopted by the Florida Engineering Society. The attorney for the Hotel Commission Advisory Council (also attorney for the State Board of Engineer Examiners) pointed out that our request was really outside the jurisdiction of the Hotel Commission, since it had nothing to do with health and welfare. He added that so long as a building was structurally safe for human occupancy, then it was satisfactorily designed according to their rules. We were cordially treated, but our requests rejected. In a later letter, Mr. Edgerton, Hotel and Restaurant Commissioner, stated that they would

accept our offer to assist them by calling on us where problems pertaining to architecture arose.

We all agree that health and welfare should be paramount in the reason for regulatory rules governing public housing and feeding. One and only one profession is trained to produce the designs best suited for these needs—architects. Moneys spent for any building should be qualified under welfare. The Hotel Commission laws cover worthless checks (832.01 and 832.05), illegal advertising (317.72), penalty for gambling (561.291), racial regulations (798.05), religious discrimination (871.04), etc. The Attorney General of the State of Florida has clearly defined for us just what the architect should consider is his realm of professional endeavor, and what the engineer is his. Is not good design and carefully spent investment money just as important as the matter of worthless checks, religious discrimination and illegal advertising? Are we going to do nothing about poor planning yet be concerned about the inclusion of laws governing liens for board and lodging (85.18 and 85.19) and seeing eye dogs (413.08)? It was suggested the F.A.A. might back legislation clearing up the matter—should we?

The Community Junior College Planning and Design Conference

On April 10 and 11, some 60 people—educators and architects—attended the Conference on Junior College Facilities sponsored jointly by the FAA, the College of Architecture and Fine Arts of the U/F and the State Department of Education. The Conference grew out of the need to examine this relatively new educational design problem and to arrive at some mutual understanding and definition of major issues that must be resolved as the state's community junior college program expands.

Results of the two-day meeting were all that had been anticipated by its general chairman, Dr. JAMES L. WATTENBARGER, director of the Junior College Division of the State Board of Education. Contributions of participants are now being compiled and

will shortly be made available for limited distribution to those with a special interest in this field.

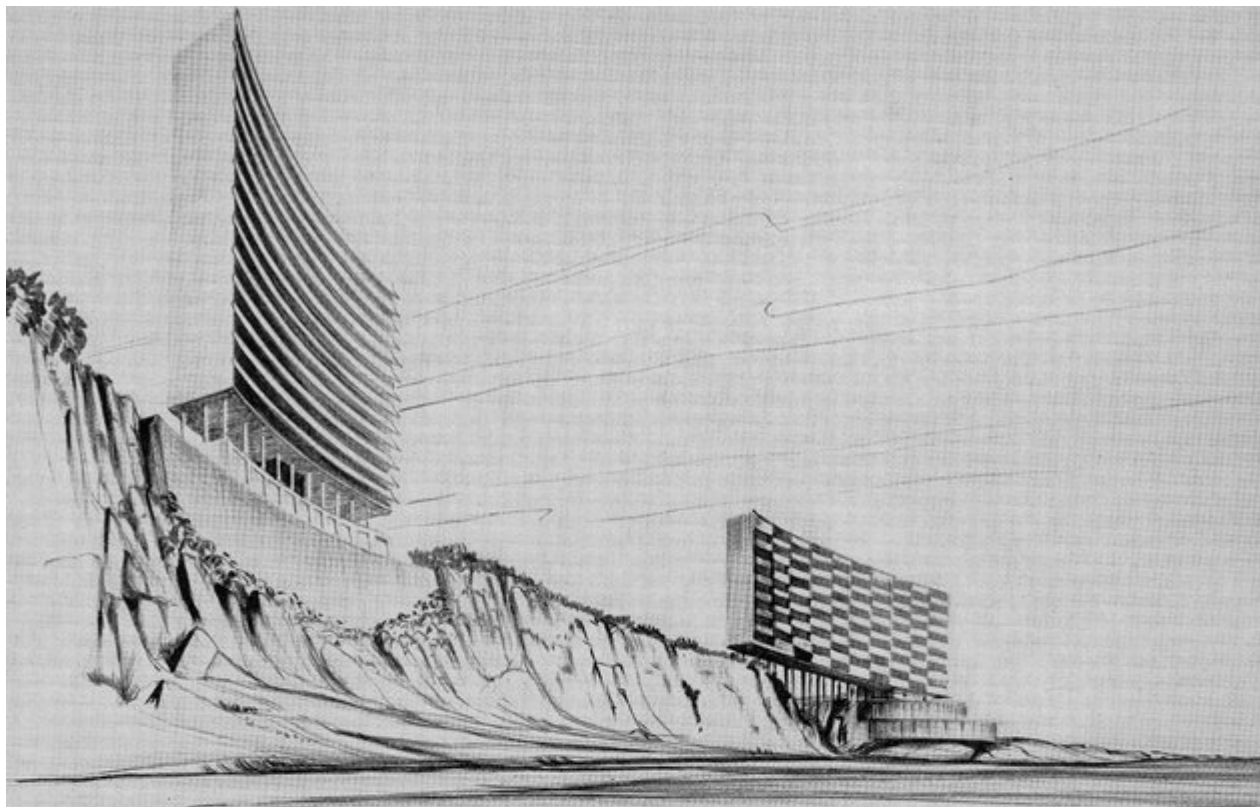
The Conference was held in the Florida Union at the University in Gainesville. The program started at 9:30 Friday morning, April 10, with Dean TURPIN C. BANNISTER, FAIA, presiding over a panel discussion of educators composed of THOMAS D. BAILEY, Superintendent, State Department of Education, DR. WATTENBARGER, DR. B. R. TILLEY, President, St. Johns River Junior College, Palatka, and DR. LEON N. HENDERSON, Head, Department of Secondary Education, U/F. The afternoon was given over to an examination of site and development problems. JAMES E. GARLAND presided at this session; and one of the chief speakers was WIL-

LIAM T. ARNETT, Professor of Architecture, U/F.

At an evening session, State School Architect FORREST R. COXEN, presided at a showing of slide films depicting outstanding examples of junior colleges throughout the country.

At the Saturday morning meeting Dr. CARROLL W. MCGUFFEY presided. The program included a presentation by DR. HENRY L. ASHMORE, president of the Pensacola Junior College, and a panel discussion of planning problems requiring solution. The panel included architects EDGAR S. WORTMAN, Palm Beach, ALBERT R. BROADFOOT, Jacksonville, SIDNEY R. WILKINSON, Bradenton, and HUGH J. LEITCH, Pensacola, all of whom have had recent and intensive experience in this special field.

THE FLORIDA ARCHITECT



Visualization of the two main buildings from the golf course level. Left, the 240-bed hospital, behind which is the research center; and right, the hotel which will contain 200 rooms, 30 suites, a 300-seat theater, shops and swimming pool.

Research and Medical Center--Planned for Isle of Pines

Watson and Deutschman Architects and Engineers

Carlos E. Perez, Associate Architect

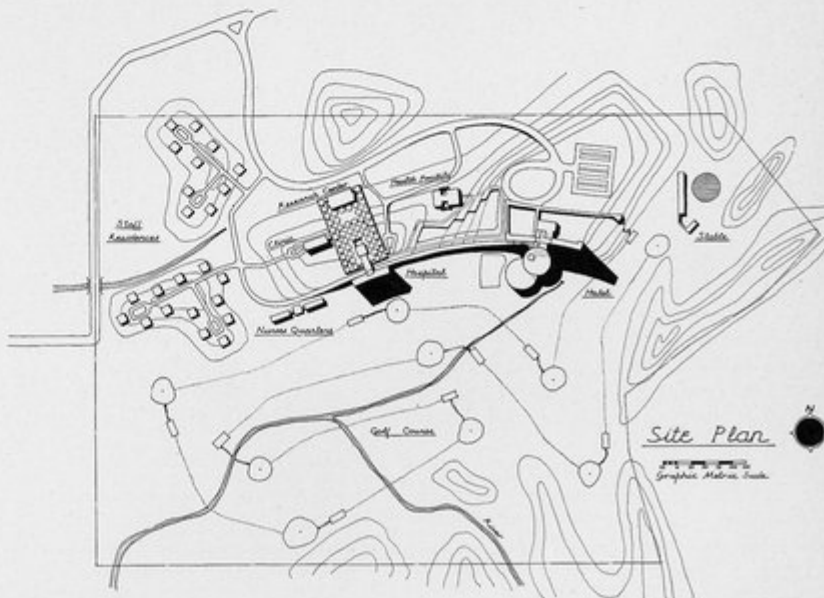
Joseph N. Smith, Delineator

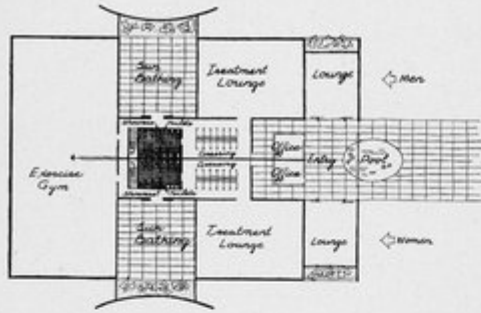
Rudolph T. Wagner, M.D., F.C.C.P., Medical Director

A short crow-flight from where blasting rockets are hurling satellites into orbit at Cape Canaveral lies the site of another activity which future history may say will equal, or even surpass, the importance of Florida's great missile center. On this site—some 300 acres on the Isle of Pines, a wooded, mountainous, ideally-climated island near Cuba—will shortly rise the first units of what has been planned as the most uniquely complete medical research center in the western hemisphere.

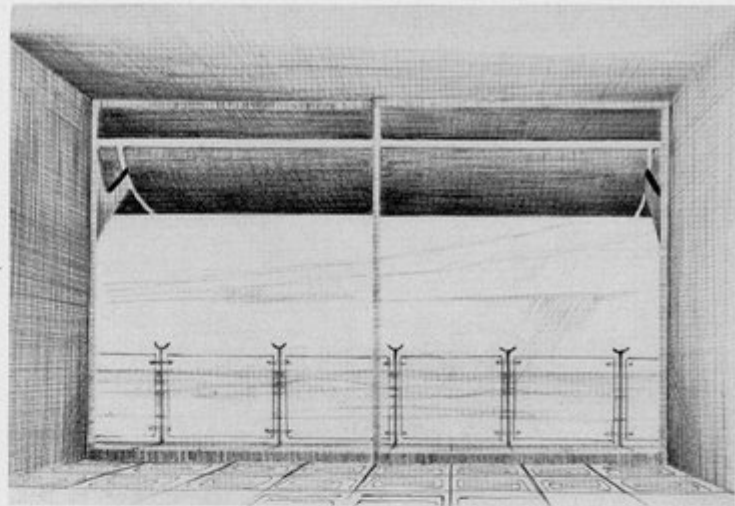
As indicated by the site plan, this \$25-million project will include, in addition to complete and specialized research facilities, a 240-room diagnostic and treatment hospital, a large outpatient clinic, a health center and a 230-room luxury hotel. Part of the beautifully-rolling site will be developed.

(Continued on Page 13)





Health Facility Building
Graphic Scale

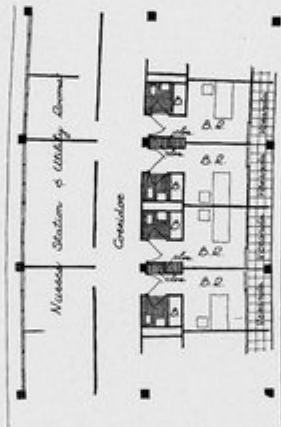


Above, sketch of a typical exterior wall of a bedroom or suite. These all face southeast to the prevailing breeze, will overlook the golf course and will include a sun-screened verandah.

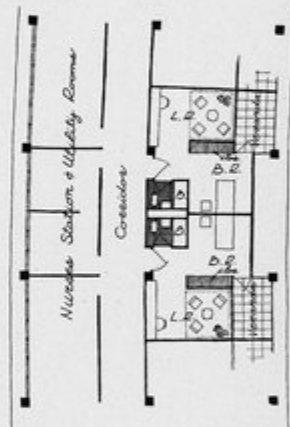
oped as a golf course; and other recreational facilities will include a riding academy, tennis courts and a huge swimming pool in conjunction with the hotel. A village to house administrative and operating personnel of the huge project will become an increasingly important part of the project.

Behind all this is a driving idea. This is the ultimate development of facilities for every type of medical research; for testing the results of this research; and for utilizing the results of these tests for the diagnosis and the treatment of man's ills. It is hoped that these facilities—plus housing under ideal overall conditions, — will attract internationally recognized medical experts to staff the project's research roster. Ultimately a medical school of the most advanced type will become a part of this unique complex. In short, the aim of its inspired sponsors is to develop such a complete array of medical research facilities as to make this Isle of Pines haven a Mecca for the progressive advancement of medical knowledge—a completely-equipped bastion for preserving and prolonging life and one of the world's most effective weapons to fight the diseases and deterioration of mankind.

Development of the 300-acre center was both an architectural and engineering challenge. The area itself is almost mountainous. Every utility had to be provided—water, disposal systems, power. Architectural planning had to go hand-in-hand with engineering; and the successful combination of the two has produced a result



Typical Bedroom



Typical Suite

in plan which promises to prove outstanding when even the first units—those shown in the site plan on page 11—are completed.

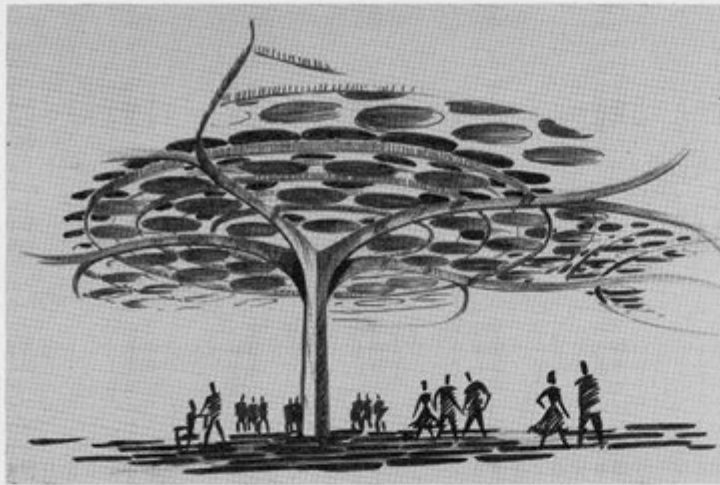
The buildings form a sort of an integrated community on the crest of a deep escarpment to overlook the golf course below to the south. Hospital and research center occupy the center of the group of buildings—with the hotel and recreational areas to the east and the housing, subject to future expansion to the west.

Actually this project, though obviously planned as an architectural unity, will probably operate as two distinctly separate enterprises. The medical center — including the re-

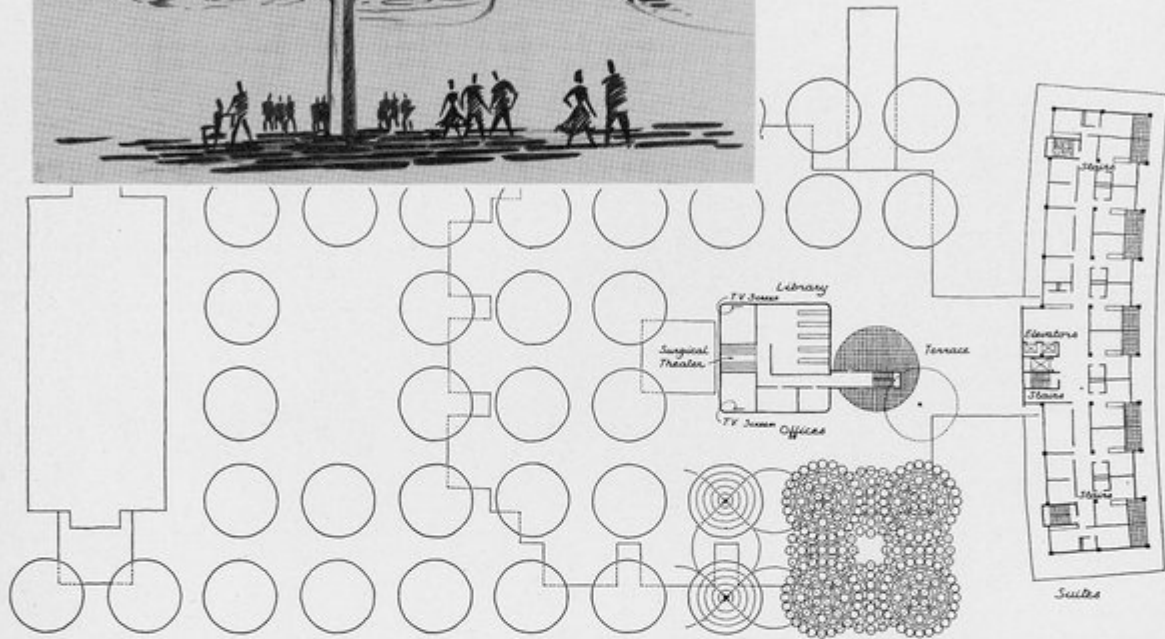
search institute, the out-patient clinic and the hospital—will be one. And it is the one on which the whole development was predicated. The germ of the idea was first confined to the establishment of medical research facilities. This grew to include diagnostic facilities, which in turn grew to encompass full provisions for treatment as well.

The hotel developed naturally from the need for housing accommodations for visiting specialists and families of patients. But the location and character of the site suggested something beyond the minimum; and the end result was what the site plan indicates

(Continued on Page 14)



Here is a preliminary sketch of the reinforced concrete sun-shade "trees," planned to virtually cover the single-story laboratory buildings and therapeutic pavilions as well as the court between the hospital at the southeast and the research institute at the northwest. They have more than a decorative purpose, for they will prove of substantial value as an aid to conditioning interiors and exteriors of the spaces they cover.



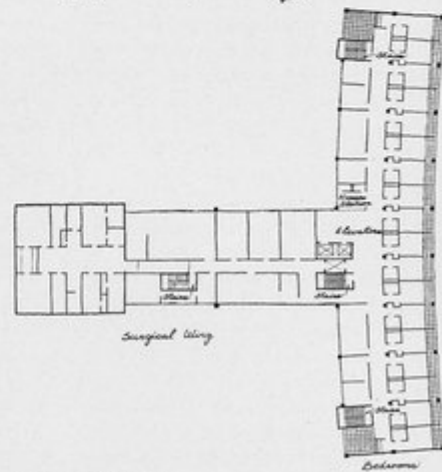
Third Floor Plan

Graphic Metric Scale

— a complete luxury tourist center which includes, in addition to the hotel and swimming pool, the health facility building, the riding academy and all the other provisions for tourist recreation offered by any first-rate modern hotel.

It is too early to say precisely how architectural details will be composed to meet the many and varied technical and esthetic requirements of this dual-purpose scheme. But the architects are fortunately working with a dramatically challenging site and a corporate client wholly in sympathy with all inherent possibilities. The preliminary sketches shown here suggest that a major architectural accomplishment is in the making.

Except for the surgical wing, these plans show layouts typical for both bedroom floors and suite floors. Suites will be confined, according to present plans, to the sixth, tenth and fourteenth floors. . . . Note, on the third floor layout, the provision for closed-circuit television in the surgical theater.



Second Floor Plan

Graphic Metric Scale

Four Ways of Improving Concrete Specs



By WILLARD H. BARROWS, AIA.

Vice President,

The Construction Specification Institute, Inc.

It amazes me no end to learn that so many architects and engineers know so little about architectural and engineering trade specifications, and that so many are so eager to know more.

For example, let us focus attention on "Testing" as part of Concrete Construction Work.

Who is responsible for such testing as may be required? With the advent of structural concrete framed structures, this single facet can cause endless confusion, conflicting responsibilities and additional costs, if not clearly defined.

Repeatedly, in presumably well written specifications, we find that the responsibility for the cost of inspection is not clearly defined, or the type or number of tests are not indicated.

It certainly is not for the owner to have the contractor pay the group that inspects his work or makes the tests. If included in the base bid, the contractor will make every effort to cut the inspection costs as much as possible. Oft times this will materially affect the quality of the work.

It took an addendum from a well-known architect to clarify all the conflicting statements regarding inspection in one case of which I have personal knowledge. Such an important item should be decided upon before it gets to that stage.

If it is decided that the owner is responsible for the costs, advise him as to what he is to expect relative to the total amount of money involved. Frequently this is not mentioned; and when the invoice hits the owner, the contractor and the testing laboratory must justify these costs. Sometimes the owner and architect may decide that the contractor is to include the inspection costs in the base bid. If this is the case, then clearly specify the inspection work involved or set up an allowance for the amounts.

If continuous inspection is required on concrete or on the masonry, make this clear. Frequently the type, kind and number of tests on the reinforcing steel and cement are omitted. All of these omissions lead to total confusion when the reinforcing is all in place and the truck mixers are at the job site ready to pour and no test tags are visible.

Now allow me to quote from one of the specifications on mixing water. It said "Water shall be clean water, free from strong acids, alkalis, oil or organic matter; and suitable for drinking." I would certainly not want to drink water with strong acids in it! Be definite about what you mean to say. Many of our specifications can be cut down in volume by the proper choice of words without duplication. The specification on water could have said "The mixing water must be suitable for drinking" and eleven other words could have been omitted.

Then we have the specification which clearly specifies in detail all about the aggregate, the cement, the water, how to proportion the mix, how long to mix it, how to place it, how to inspect its placement, how to vibrate it, how to finish it, how to cure it—and after a volume of well chosen words on procedures, mix design and methods, it ends with a short little sentence which unquestionably states "that the contractor must remove and replace the concrete if it does not satisfy the architect and/or the engineer."

If you are the type of architect or engineer who only solicits bids from a well-chosen, closed, selected list of bidders, the bulk of our specifications seem superfluous. Good contractors do good work and back up defective work. Our testing laboratories and our major cement companies know more about concrete than most of us will ever

hope to know. Specify a good laboratory and a licensed fabricator for your concrete product and you are well on your way to assuring the owner of a fine job. These men know how to make good concrete; a reliable contractor knows how to place it, and your worries are over.

It is the unreliable material dealers and the incompetent contractors that have made the specifications the volume that it is today

Did you ever wonder why, for instance, seven reliable contractors' bids can vary so greatly? All have to use the same wage scale. Why the big difference in the bid? Well, there are a few reasons and sometimes one of them can be the specifications. A real low bidder can make money with a tough specification if he is allowed to get by easy on the finished product. Or all bids can be relatively high if the architect requires that *unimportant work be finished like a watch*. Removing some of the known contingencies through good specification writing may bring a job in below the budget cost. Keep the addenda and alternates to a minimum. Reliable contractors will give a lot of free pricing service as you design the building.

In reviewing a few points we find first that it is best to deal with reliable contractors and responsible material dealers. Then specify a reputable test laboratory. Be specific in the type of test required and who is to pay for these tests. Cut out the unnecessary words in specs and insert a few that get the work done. A large volume of specifications can frighten the contractor and may lead to the insertion of contingencies for tough inspection or super high quality work. Well written specifications with the minimum words result in better buildings, enjoyable human relations and lower building costs.



The long low canopy of the entrance leads into a deep entrance court, landscaped with random-size, aggregate-surfaced stepping stones and planting. The garden-like setting can be seen through window walls as easily from indoors as from out. Thus it dominates the entire banking area and is the indoor-outdoor element which provides the coordinating key of attractive informality that characterizes this building.

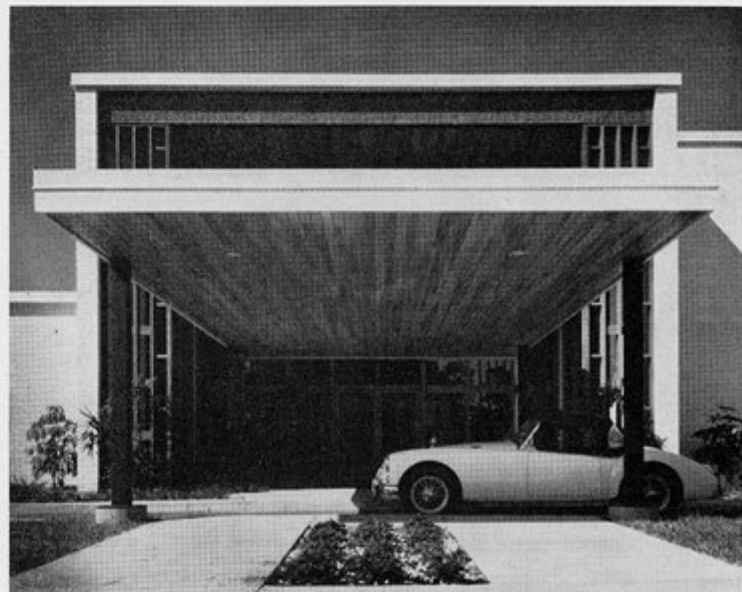
HONOR AWARD

Institutional Category

44th FAA Convention

1958

**PULLARA, BOWEN AND
WATSON**
ARCHITECTS AND ENGINEERS



THE FLORIDA ARCHITECT

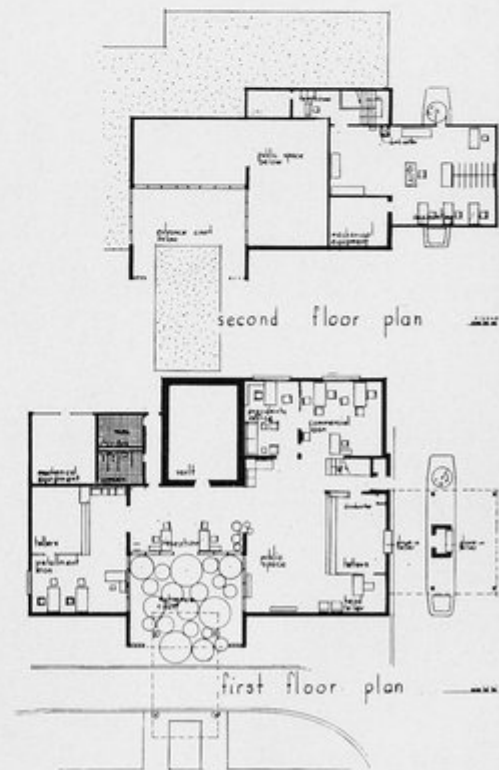


The Northside Bank of Tampa . . .

This is a new commercial banking institution; and since it is operating in a fast growing community near the University of South Florida, an important factor of planning its new building was the probability of future expansion. The building entrance faces east; and enlargement would entail only additional construction to the west and south without unduly interfering with business.

A purposeful effort has been made to provide this building with a warm, informal, character. Thus the scale has been kept intimate rather than monumental; and details are almost residential, rather than coldly institutional. Exterior is faced with light buff limerock brick; and throughout the building wood has been employed for screens, gates and trim to further a sense of inviting informality. Small-scale ceramic tile has been used as facings on the low, flat tellers' counters, to surface the portion of the vault exposed in the public area and at entrance areas. The entire banking area is carpeted. Materials throughout were selected in view of easy, inexpensive maintenance.

Entrances have been so arranged that customers need not go through one department to reach another. The installment loan department, for example, has a separate entrance; and the entire area can be closed to the remainder of the bank by grill doors. This department can be enlarged easily when necessary by merely extending walls on the south side of this wing. The plot now provides for employee parking behind the building (west) and for 20 customer parking spaces in front of the entrance





These interior pictures of the Northside Bank show, left, a corner of the public space, with window walls of the entrance to the right and tellers counters on the north wall at the left. Below, another view of the banking area looking west. The stairs lead to the bookkeeping department on the second floor over the drive-in teller cages. The grill door leads to the president's office which is unusually large and is used also as a conference and directors' room.





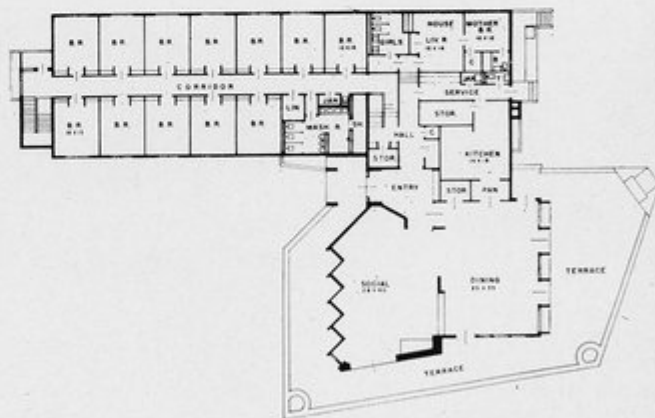
Sigma Phi Epsilon Fraternity House . . .

Gainesville, Florida

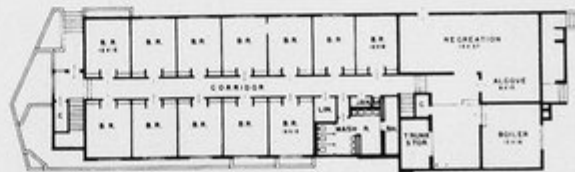
MERIT AWARD
Institutional Category

44th FAA Convention
1958

SMITH AND KORACH
ARCHITECTS



FLOOR PLAN UPPER LEVEL

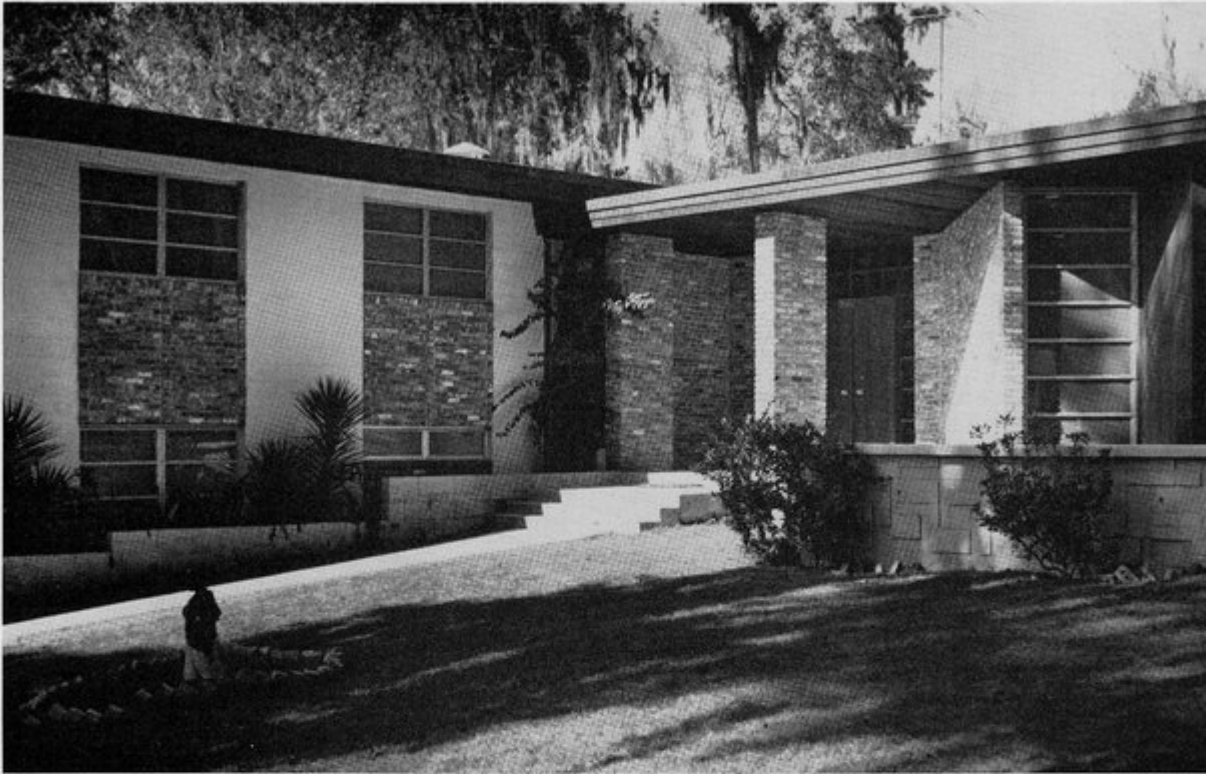


FLOOR PLAN LOWER LEVEL





The social and dining areas, though not actually combined as one large room, have been so designed as to give the illusion of space and openness—without detracting from sense of separation nor from the residential character of each area. Above, view of the social room toward the dining area; left, toward the end wall of the fireplace shown at the extreme right above. Both areas have access to an open terrace which flanks this one-story wing on three sides.



Above, main entrance to the building is through the one-story wing at the intermediate level containing the dining and social areas. Below, detail of stair tower serving the two-story bedroom wing. This entrance gives immediate access to the 24 two-man study-bedrooms and obviates the need for reaching study and sleeping areas through the main entrance above.

The site, a corner lot, pleasantly studded with trees and sloping some 11 feet to the north and west, virtually dictated the disposition of the main elements of the plan and the decision to make the building a split-level construction. Developing the social and dining areas—with the main entry—as a one-story structure on the upper level provided an L-shaped plan, setting the bedroom wing well back from the street and preserving the existing trees. And the existing two-way slope of the land not only made the split-level parti the most practical, but also helped to develop the plan with a residential character unusual in a building of this size and purpose.

The plan is worth study from this point of view. It achieves an economical and well-articulated circulation—but at the same time preserves a segregation of areas. Thus, public spaces

are apart from living-study areas; and the house mothers' suite—with service facilities for guests—is separated from the bedroom wing, but is centrally located so that supervision of both service and social activities is easy.

Construction of this building is textured concrete block, used brick and redwood on a reinforced concrete frame. Concrete block are sandcolored, laid with struck joints and exposed inside. Where used for walls and railings they are textured. Floors in social and dining areas are terrazzo; elsewhere asphalt tile. On the ceiling of the first floor of the bedroom wing, ceilings are acoustic plaster. On the second floor the 4 by 19 rafters of the roof have been exposed; as has been the surface of the insulating structural sheathing of the roof construction. The building is heated with a forced hot water system with base convectors.





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The Architect in This Technical Age

JOHN N. RICHARDS, FAIA,

President,
American Institute of Architects

In the excitement of our new and expanding technologies, architects must remember that their prime responsibility is service to people — the satisfaction of man's craving for harmony and beauty. . . . This was the burden of President Richard's address during the Cruise Conference of the AIA's S.A. Region, a substantive portion of which is reproduced here.

The theme I have been asked to address you upon is: "*The architect in this technical age.*" That's a long subject. My main thought on it is a very simple one: The role of the architect in this technical age is, I believe, to utilize our developing new technology for a new assertion of man's eternal values.

If this sounds too abstract, let me try it in even simpler terms: The role of the architect in this technical age is to use our new technology to create beauty as well as utility.

Now, surely that isn't all. Nor is it simple. Nor is it original. But I feel that this very naive generalization can never be overstressed.

We all tend to get wrapped up in our new technology. We get excited about the great potentialities of space exploration, the atomic age, the chemical age, the push button age, the curtain wall age, the ceramic tile age, the hyperbolic paraboloid age, the reinforced concrete age . . . that we forget the essence of our creations: *man and his craving for harmony and beauty.*

Technology — all architectural philosophy of the past few decades to the contrary — is *not* beautiful. It is *not* harmonious. It may provide comfort but not delight. Industry realized this some time ago. Nobody lets the engineers alone design complex technical products. Manufacturers employ industrial designers and when they want to get very fancy or finny, they get "stylists" for their cars, refrigerators and electric irons. Only important buildings are at times still designed exclusively by technicians.

Now, I am not saying all this to belittle technicians — none of us could do without them — or to dampen enthusiasm for this technical age. I marvel at each new discovery, each new invention, each new product. There is absolutely no question that

our new technology has the potentials of ushering in new, undreamed-of blessings for mankind. We may already be in the beginnings of a new Renaissance.

There are, of course, dangers and they are constantly being pointed out to us by our thinkers and critics. Among these dangers of this technical age is, first of all, man's inability to depart from our quarrelsome habits and settle things peacefully in the world. In short, our entire technological civilization may simply be blown to bits.

Another danger is that we serve technology rather than letting technology serve us. A case in point is the motor car. As Lewis Mumford has said, one is often led to think that for many people the principal purpose of existence has come to be not a better life, but longer cars to move us greater distances at higher speeds. Too many people think that owning and operating automobiles is why we were born, why we are given an education, why people come together in cities. The result, as we all know, is that the car threatens to choke the city to death with its smog and congestion.

A third and even more likely danger of technology is that we delight so much in the creature comforts it is able to provide us that we mistake technical advance for human progress; that we consider lasting values to be obsolescent.

Dean Burchard believes that our new technology and planning skill can assure us a better future. He is, however, not so certain that this future is also within the range of our popular aspirations. He finds it hard to believe that people who listen to the monotonous rhythms of rock-and-roll records while a carhop brings them chicken-in-the-rough and a chocolate malted are not convinced that

they already enjoy an abundant life. But I feel the very fact these dangers are being pointed out to us will help us avoid them. Our captain will confirm the fact that navigation is much easier when he knows just where the shallow and difficult waters are.

I believe that we can steer clear of these dangers and that, as I said, we are in the beginnings of an era comparable to that of the fifteenth and sixteenth centuries in Europe — the Renaissance. You may doubt it, but you can't really argue with me about it. No matter. My point is: What do we chiefly remember about the first Renaissance?

Like ours, it was a period of great technical innovations and inventions which rapidly transformed the world as it was then known. There was the invention of printing . . . of paper . . . of the mariner's compass . . . of gunpowder. There was the discovery of the human anatomy . . . the exploration of continents beyond the ocean . . . the substitution of the Copernican for the Ptolemaic system of astronomy. These were great and vital and revolutionary developments, comparable in importance to the invention of the electronic tube, the airplane, and the harnessing of atomic energy.

But the greatest accomplishment of that period, you will agree, was not gunpowder, but the Sistine Chapel; not the compass, but the Farnese Palace in Rome, the palazzos of Venice and later St. Paul's in London.

The men who enriched humanity beyond measure are not only Gutenberg, Aldus Manutius and Galileo; but Leonardo, Michelangelo, Bernini, and Sir Christopher Wren. The great discovery of the age was not just that saltpeter, sulphur and charcoal can be mixed to produce a loud and deadly explosion, but that the proper study of mankind is man. And while — un-

(Continued on Page 24)

The Architect in This Technical Age . . .

(Continued from Page 23)

fortunately—gunpowder has become quite obsolete as a means of extended diplomacy, the need to place man in the center of creations and aspirations is still as true as ever.

I am neither an historian, nor a prophet. But I am quite sure that the future will rate our exciting new building materials and building technology far less important than what we do with them. What we do with them for *people!* That is one of my points.

The other is that only the invention of printing, of paper, of the compass and all the rest of Renaissance technology made that marvellously cre-

ative age of humanism possible. Our new technology gives us the same chance. It is up to us to use it. This is particularly true of architects. We must be, in a sense, Renaissance men.

This thought, too, has been expressed many times before. It has been said—and I subscribe to it—that to be truly creative the architect must acquire greater general knowledge than ever before in the history of the profession. We are one profession which cannot allow itself to fall into the trap of over-specialization.

We must know, understand, and perhaps even master the latest developments in building technology and engineering—but remain above them. We must know and understand more about people—their sociology and psychology. We must be businessmen.

And planners. Any many other things.

But above all we must remain designers and artists, able and willing to create order and harmony out of the mass of complicated facts and factors of building technology, building sociology and building economics each new edifice presents. Only thus can we create beauty.

There are, perhaps, some of us who have the genius to be all these things in one. Undoubtedly our age, too, will produce real Renaissance men. But they'll be few. The rest of us will have to combine our knowledge, our mental and technical resources—we have to team up and band together in unity and fellowship to meet the challenge of our profession in this difficult but exciting age.

The Regional Cruise Conference . . .

It started at 5 pm April 13 when the SS. *Italia* nosed her way out of Charleston harbor. Aboard were some 150 people—architects, their wives and guests—bound on a three-day, four-night cruise to Nassau and return. Ahead of them was two days full of meetings and speeches and a dawn-to-midnight layover in Nassau.

The ship was hardly more than three hours out when the meetings began. The first was a closed session of the S.A. Regional Council, at which Regional Director CLINTON GAMBLE presided. This was followed by entertainment and dancing till everybody was tired—and the floating Conference was off to a good start.

The first Conference session was called for 9:30 Tuesday morning and opened with an address by AIA President JOHN NOBLE RICHARDS, FAIA, reported in part elsewhere in this issue. He was followed by a discussion of acoustical problems by WILLIAM CAVANAUGH of the Boston engineering firm of BOLT, BERANEK AND NEWMAN. Then KARL A. STALEY, representing the lighting division of the General Electric Co., reported on new developments in illumination, partly through use of excellent slides in full color and partly through a commentary on modern standards of good lighting practice and how they may be obtained in various types of buildings. The final speech of this

forenoon session was given by ALFRED L. JAROS, a New York mechanical engineer, who spoke on "The Climate of Architecture" — or the ways in which air-conditioning can affect the economics of building design.

In the afternoon—starting at 2:00 pm—EMERSON GOBLE, managing editor of *Architectural Record*, held his audience admirably with an informal commentary on the importance of modern technology on architecture—ending it with an optimistic observation that things architectural were destined for even better days ahead, with modern technology a help, and not the overwhelming hindrance that some designers appear to regard it.

Followed a series of reports by Regional Committee Chairman—of which that of EDWARD G. GRAFTON, for the P/R Committee appeared to be outstanding. The session ended with a panel discussion moderated by HARLAN McCLURE, dean of the School of Architecture, Clemson College, and including the three speakers of the morning, Cavanaugh, Staley and Jaros, as participants.

The evening had been planned for fun. There was a cocktail party for all through the courtesy of the U.S. Travel Agency which had arranged the cruise. And there was a floor show during the dinner hour—followed by dancing and a second floor show for benefit of latecomers. When Wed-

nesday breakfast time rolled round, the *Italia* had anchored in Nassau harbor. Unfortunately the ship didn't berth at the Bay Street Dock. The tide apparently was not right; and neither was the weather. It looked squally; and those who took the tender ashore to tour Nassau and to shop on Bay Street had to dodge sprinkles throughout the day. Night-clubbing went generally by the board, for the last tender from shore left at midnight and shortly thereafter the *Italia* pulled anchor for the return trip to Charleston.

To many present the morning session on Thursday was the highlight of the conference. It was a panel discussion on "Continuing Education for the Practicing Architect" led by that veteran moderator HERBERT C. MILLKEY whose AIA Fellowship had but recently been announced. Participants were Dean McCLURE, Dean HENRY KAMPHOFNER, of N.C. State College, Dean PAUL M. HEFFERMAN, of Georgia Tech., and JAMES T. LENDRUM, Head, Department of Architecture, U/F. A recording of the discussion was made and it is hoped that the substance of panelists observations can be published in *The Florida Architect* in the near future.

Karl Staley then recounted the experiences of Mrs. Staley and himself in building a house which FRANK

(Continued on Page 26)

Deferred Tax Bill

Being Studied by

Senate Committee

The Keogh-Simpson bill, known in Washington as HR 10, was recently passed by the House of Representatives and has been referred to the Senate Finance Committee for study. The bill would allow self-employed persons — like architects — to defer taxes on limited amounts of income to be set aside as an annuity or trust for retirement. As such the proposal, if enacted into law, would correct what is now a great inequity in our tax laws. At present, most corporate employees are beneficiaries of some sort of pension or retirement plan. But the self-employed individual does not have tax-deferment advantages of this kind.

Briefly, the measure would permit any self-employed individual to deduct for immediate tax purposes \$2500 or 10 percent of his income, to set this aside for retirement income purposes. Limit on the total of such deductions is \$50,000; and when, after retirement, this money is used, it will be taxed as income.

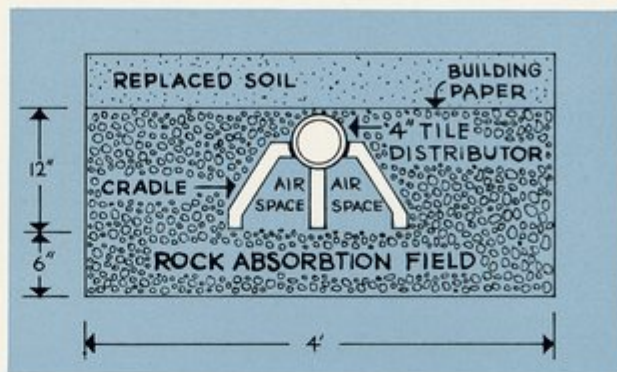
Obviously, this suggests an overall reduction to the Treasury's income — estimated at approximately \$100,000,000. But present tax income losses to the Treasury from tax deductions on account of organization pension and retirement plans amount to 180 times that figure — \$1.8 billion. Since this self-employed tax deferral would affect an estimated 10,000,000 people, the Treasury loss would be an insignificant one to correct what is now a glaring tax inequity — only 2.5 percent, for example, of the \$4-billion now spent for foreign aid.

The AIA is one of scores of professional and trade associations which are supporting passage of the Keogh-Simpson bill through activities of The American Thrift Assembly. The FAA, at its April Board meeting indicated its official support of the measure through communications addressed to Senator HARRY F. BYRD, Chairman of the Senate Finance Committee, and to Senator GEORGE A. SMATHERS, Florida member of the Committee. However, individual expressions would also be helpful. Both men can be reached by letter or postcard at their offices in the Senate Office Building, Washington, D.C.

MAY, 1959

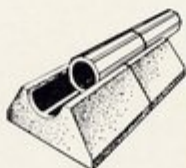
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Cruise Conference

(Continued from Page 24)

LLOYD WRIGHT had designed for them. He also showed his interested audience a series of slides on last year's World's Fair at Brussels.

At the final session of the Conference Director Gamble presided at the presentation of honor awards chosen from a well-organized architectural exhibit by a jury composed of AIA President Richards, Director Gamble and Emerson Goble. Five awards were given: to LYLES, BISSETT, CARLISLE AND WOLF, architects, with EDWARD STONE as associate, for the Undergraduate Library at the University of South Carolina; to WILLIAM A. SPEER, for his own residence at Clemson, S.C.; to Aeck Associates for the Elementary School at Tallulah Falls, Georgia; to Victor A. Lundy for the Joseph Dudley residence at Sarasota and to Alfred Browning Parker for the Dora Ewing residence at Coconut Grove. There was no product exhibit.

The *Italia* reached Charleston harbor early Friday morning. But again complications, in which bad weather was involved prevented her docking. She anchored in the bay near Fort Sumter; and it was not until after noon that a tender took her passengers ashore. But in spite of this and the bad weather which prevailed throughout the cruise, the consensus seemed

PRODUCTS and PRACTICE

Aluminum Grilles

A recent development at Blumcraft, of Pittsburgh, is a series of sculptured extrusions of aluminum which, when used with black-anodized background supports, form grilles that can be variously used as railing panels, sun screens, room dividers or for wall surfacings. Called "Grill-O-Metrics", the grille elements are now being extruded in a dish-d circular pattern and in a rectangular diamond effect. The standard units are susceptible to wide variety of pattern-use as determined by the designer.

New Drain Units

A combination of hollow, V-shaped, top-grooved cast concrete units and 4-inch terra cotta drain tile which rests on the top groove of the concrete unit has been developed by the Cradle Drain Corporation of Miami as a solu-

tion to many sanitary drainage problems. In test-use for the past six years, the new drainage system has been approved by the State Board of Health on the basis of a one to four ratio, thus permitting a 75 percent reduction in the length of the drain field through use of the Cradle Drain units as compared with the ordinary type of field drains. The units have been tested to withstand a 6-ton crushing load.

tion to many sanitary drainage problems. In test-use for the past six years, the new drainage system has been approved by the State Board of Health on the basis of a one to four ratio, thus permitting a 75 percent reduction in the length of the drain field through use of the Cradle Drain units as compared with the ordinary type of field drains. The units have been tested to withstand a 6-ton crushing load.

New Flooring Material

A job-mixed, plastic-type floor surfacing which is said to be completely waterproof and resistant to oil, grease, caustics and most acids has been announced by the Walter Maguire Company of New York. The new material is called "Emiri-Epoxy" to suggest its principle ingredients — a specially graded emery and an epoxy resin, the comparatively recent chemical noted for its unique bonding characteristics and ability to resist wear and chemical damage. The new surfacing material is said to be also highly resistant to abrasion and impact, non-slip because of its emery content, flexible, and non-shrinking. It may be used indoors or out in standard colors of gray, tile red and tile green.

to be that a floating Conference was a good idea worth repeating.

General Chairman of the S.A. AIA Regional Conference was RALPH H. McPHERSON, Greenville, S.C., LOUIS WOLFF, of Columbia, S.C., was in charge of the program arrangements and speakers.

Two Florida South Members Granted AIA Fellowships



Wahl John Snyder, FAIA



Alfred Browning Parker, FAIA

Of the 39 Institute members advanced to Fellowship this year, two were members of the Florida South Chapter. They were WAHL J. SNYDER, who gained FAIA status on the basis of design; and ALFRED B. PARKER whose Fellowship was awarded for both design and public service.

Both of the new Institute Fellows have long been active in Florida South Chapter affairs. Snyder has been a Chapter president and is currently serving as a member of the FAA Board of Directors. Parker has served on numerous Chapter committees and has done much publicly to further the acceptance of good architectural design. Both new Fellows will be inducted during the AIA Convention in June.



“Solved our Problem”, says Mrs. Brown

Mrs. Chester D. Brown, 156 Fiesta Way, Ft. Lauderdale, wanted us to know how much central heating meant to her. So she wrote us:

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2...If you join an AIA Chapter, tell us about it, listing your current address. Busy Chapter secretaries sometimes forget to file changes promptly.

Don't let yourself become an "unknown", a "moved", or a "wrong address".....

News & Notes

Architectural Golf Tournament and Dinner

Thirty-six years ago a building materials dealer named F. GRAHAM WILLIAMS invited some of his architect friends around Atlanta to a golf match and dinner. His object: To promote better fellowship in architectural ranks; let architects get to know one another; and help to eliminate the professional bickering which existed.

But he finally accomplished his object. He accomplished it so well that this year—the 36th anniversary of his first—Atlanta's East Lake Country Club will be the scene of an all-day Golf Tournament for architects and architectural draftsmen from the entire Southeast numbering more than 250. For many years past attendance has ranged between 200 and 275. Only about 50 or 60 of these actually play golf, says Mr. Williams. The others come for the fun of the outing, to meet and talk with professional friends.

This year the Tournament and Dinner will be held Friday, June 19. This year, too, something new has been added. Mr. Williams has secured a color film from *Josiah Wedgewood & Sons, Ltd.*, of England, showing the complete story of the production of this famous and beautiful china.

Florida architects will be most welcome to attend. Reservations can be obtained by writing to Mr. F. Graham Williams, 1690 Monroe Drive, N. E. Atlanta 9, Georgia.

Personnel Changes . . .

HOWARD M. DUNN, AIA, announces a change of office address to Suite 101, 623 Brickell Avenue, Miami. Phone of the new office is FRanklin 7-2189.

...JOSEPH A. WILKES, AIA, for the past seven years a professor of architecture in the College of Architecture and Fine Arts at the U/F, and currently secretary of the Florida North Chapter, AIA, has accepted an appointment as a member of the Building Research Advisory Board of the National Academy of Science in Washington, D.C. The new assignment will start in June of this year. After that time Professor Wilkes can be reached through the National Academy at 2101 Constitution Avenue, Washington, D.C.

Student News

April has brought some glad tidings to several University of Florida students. Ronald Ginn and Dick Paulin were notified that their entry in the Louisville Home Show Design Competition had won first place award, carrying with it a \$600 prize. They will also receive \$500 for doing working drawings for their winning plan.

Don Boone, fifth-year student, won an Honorable Mention in the Indianapolis Home Show Competition for a \$50 award.

Lowell Lotspeich and Don Boone both received honorable mention awards of \$400 each for entries submitted in the Edison Electric Light for Living Home Design Competition.

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Training For City Planning . . .

The author, DONALD G. INGRAM, is a 1955 architectural graduate of the U/F and is now studying planning at Georgia Tech. He writes, "I feel there is a great need for architects to enter the planning field and to be informed about the training and professional services available from qualified city planners".

Rarely do we read a newspaper or professional magazine without running across an article on city planning. The entire southern region is growing rapidly in population and commerce, and Florida is leading. Predictions for the future growth and development of this area are overwhelming. Our state has a unique opportunity to avoid many mistakes of Northern and Western cities in accommodating immense populations, and to take advantage of their successful efforts in dealing with urban problems. Today people are being trained scientifically to predict trends and foresee problems; today it is possible to plan realistically for the future.

In Florida, as elsewhere, planning

is fast becoming an accepted responsibility of local government. Each city or community of any size has a planning or zoning commission; and at least 15 Florida cities have an approved "workable program" to guide their future growth and development. More and more architects are serving as members of urban committees dealing with the problems of planning.

A recent issue of *The Florida Architect* indicated that a number of Florida cities have hired permanent planning directors or have retained services of professional planning consultants. To get the most from the services of a qualified city planner, there should be understanding of

how he is trained and what he offers.

Recognizing the need for qualified city planners in the South, Georgia Institute of Technology and the University of North Carolina have established programs in city planning. The training program at Georgia Tech, described here, is representative of similar programs offered at 24 colleges and universities throughout the country.

The two-year program leading to a Master's Degree in city planning was established at Georgia Tech in the fall of 1952 in the School of Architecture. This graduate program is oriented toward problems of decision-making in city governments. Students are taught methods for determining the best course of action by weighing all information available against a planned program of city development. After all, planning in city government is just as business-like as planning in industry—and just as important to accomplish a purpose.

At Georgia Tech, students receive

(Continued on Page 30)

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City Planning . . .

(Continued from Page 29)

training in all phases of city affairs—legislation and government, transportation and utilities, population and finance, land use and housing. Planning students also study methods of presentation—graphic, oral, and written. In addition they deal with city planning problems, designed to give the student an opportunity to exercise his own imagination, as tempered by the restrictions of facts in a real situation. Emphasis is placed on the practical approach in solving community problems, as the students cooperate with actual cities in the state of Georgia on selected studies and plans.

One element of the training program which is heartily praised by the planning students is the summer internship. During the summer quarter, after a year's academic work, students are required to be employed by a qualified city planning agency. There they gain experience in applying to actual planning situations the methods they have learned.

Because city planning is a broad field, it attracts students from a variety of undergraduate backgrounds—journalism, architecture, engineering, sociology, English, government, law, landscape architecture, economics, geography and psychology. There is a place in city planning for almost any good student because of the diversity of subjects involved. Many students who complete the course in city planning have but one regret—that they did not enter the field sooner.

The image of a city planner as a man filled with dreams of a Utopian society is no longer valid. The city planner today regards the community from an objective point of view and tries to see the relationship of transportation, economics, politics, and human needs to the physical environment of streets and buildings. His job is primarily that of co-ordinator. The specific design of individual parts of the city is not up to him, for planning a city will never be the work of any one man. Design of the individual parts of the city is the responsibility of the architect. His efforts to achieve beauty, along with function, can best be insured when the city grows according to sound, well-conceived planning.

THE FLORIDA ARCHITECT

Legislative Committee...

(Continued from Page 6)

Florida Central: ELLIOTT B. HADLEY, 860 Snell Isle Blvd., St. Petersburg.

Florida North: MYRL J. HANES, 201 N. W. 10th Ave., Gainesville.

Florida North Central: PRENTICE HUDDLESTON, 1934 Thomasville Road, Tallahassee.

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Florida South: JAMES E. GARLAND, 315 N. W. 27th Avenue, Miami.

Jacksonville: ROY M. POOLEY, 233 East Bay Street, Jacksonville.

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Palm Beach: JEFFERSON N. POWELL, 230 So. County Rd., Palm Beach.

These men will have the responsibility of representing their respective Chapter areas relative to legislative matters and the state-wide interests of the FAA's Legislative Committee.

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Frank Lloyd Wright 1870-1959

The contemporary world lost one of its truly great when FRANK LLOYD WRIGHT died at Phoenix, Arizona, April 9, 1959, at the age of 89. As a curious irony of a long and tumultuous life, death came to him in the quiet of a hospital room as the prosaic result of complications from abdominal surgery.

So he may have finally wished it—quietly and with none of the drama and controversy which had swirled about his work and personality for more than half a century. In view of the often-violent background of the man, one might vision his death in a sudden, stabbing cataclysm. One can easily imagine him discussing the matter—and suddenly, with that dry wisps of a smile, announcing his choice to confound the obvious.

That would conform to the pattern of his life. The choice, always, was his. In exercising it he proved himself to be one of the most free and strongest souls that the arts and architecture have ever known.

The strength lay in the convictions of his self-made philosophy. The freedom lay in the independence of thought which searched out and refined the elements of that philosophy and early forged them into a set of diamond-hard principles which triggered his impulses and guided the activities based upon them. One quality fed the other. Long, long before his death FRANK LLOYD WRIGHT was known the world over as a fully-integrated, wholly-independent personality.

Such men as this are those who have shaped—are shaping—the world. There are some few in every field of human interest and action. FRANK LLOYD WRIGHT was not the only leader in the art and progress of architecture. But he was the colossus of the group; and even those who came most vehemently into conflict with his philosophical convictions, or

who were avid in their detraction of his work, recognized the basis for their being and admitted the sincerity of the individual force behind them.

The very broad technical and esthetic influence of this force has long since been admitted generally by architects everywhere. Some day a patient architectural historian will trace, through the tangled threads of origin and development, the full extent of FRANK LLOYD WRIGHT'S influence on building planning, design, construction and equipment and on the wide range of materials and products which are the current working tools of the architectural profession. Even a thumb-nail survey—the Robie house, Broadacres City, the Johnson Wax plant, his own Taliesin and most recently the Guggenheim Museum—will point to an amazingly broad field of concern to which the free and probing brain of FRANK LLOYD WRIGHT brought invention or a new clarity of order and approach.

So architects are still living with him—with his ideas, with the tangible results of his theories, many, in spite of themselves, with some demonstration of his architectural philosophy. Perhaps this is one measure of what people call immortality. Certainly it is, at least, the demonstration of greatness.

Architecture needs greatness more than ever before. It needs the strength and freedom of eager, curious minds. It needs the kindling spark of a new creativeness. And it needs, too, the bulwark of a sound and basic philosophy which can give its practitioners not only an understanding of their purpose in their time, but the courage and conviction to shape their profession toward the ultimate benefit of mankind.

There is a model for this. It lives in the accomplishments of that controversial, benignly intolerant man who died last month in Arizona.

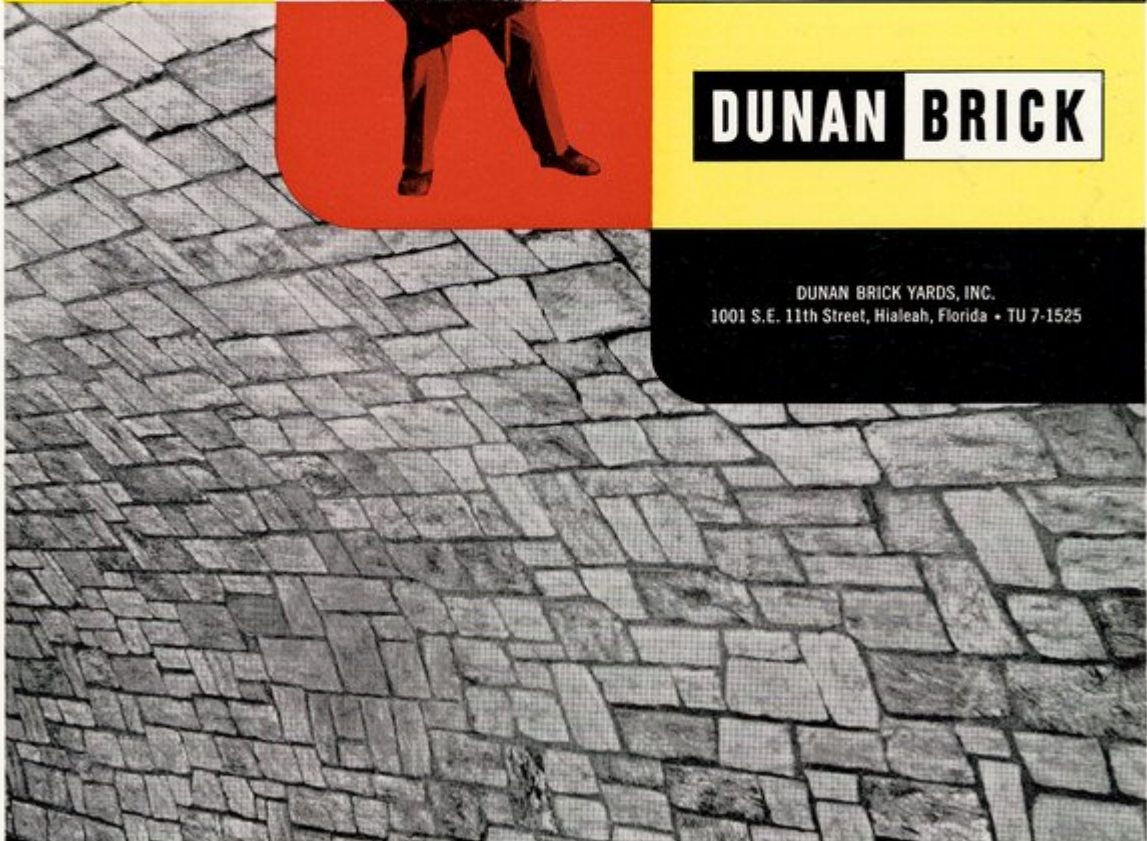
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Unfortunately, that's rarely the case. A curtain wall isn't just a product. It's a system of construction which must be designed and engineered for each specific job. Every detail of its layout, fabrication and erection must be coordinated to solve a host of technical problems involving structural safety, watertightness, material expansion, building tolerances, thermal insulation, low-cost maintenance. Any compromise with quality at any point will affect the performance of the finished installation. And only through guaranteed performance can any architect or owner expect to capitalize the savings inherent in this type of contemporary construction.

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NO. 4 OF A SERIES

These advertisements have been developed as suggestive guides to more economical and efficient contemporary construction. Others deal with specification, design and installation 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.



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