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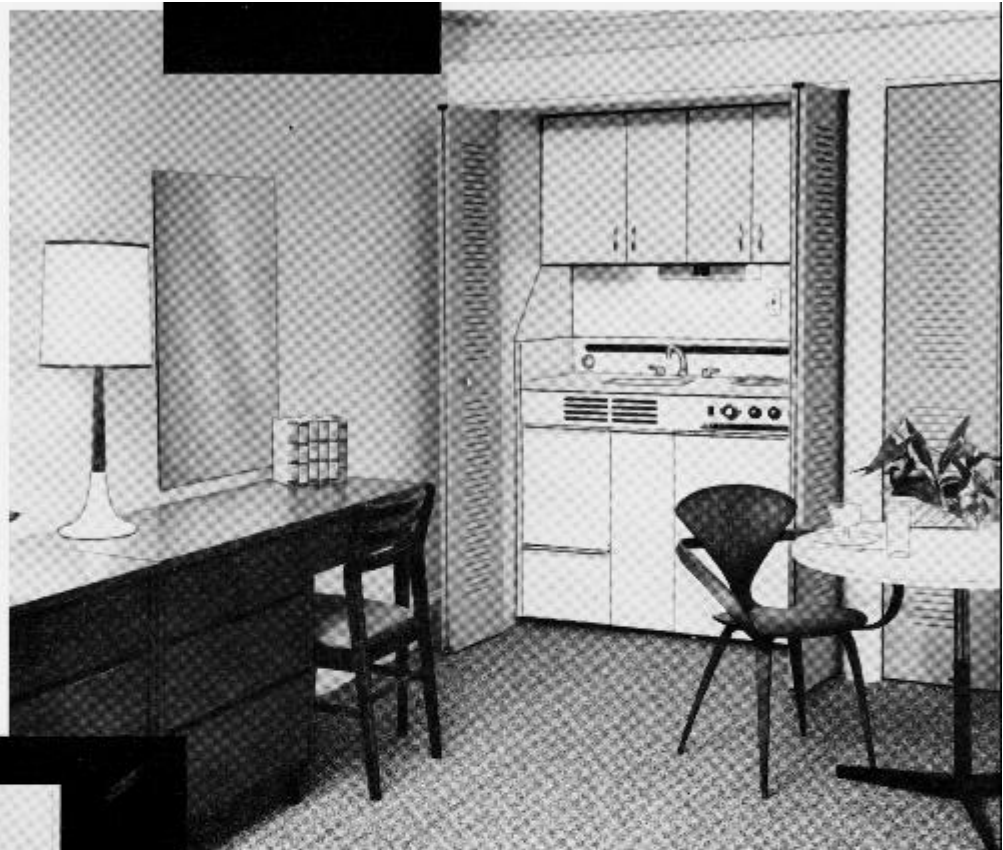
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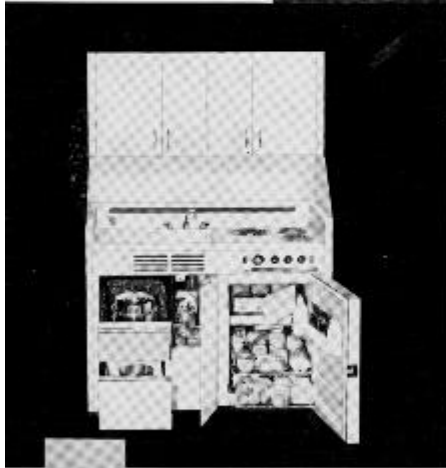


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THE COVER

Following the lead of the November Convention Issue last year, this month's cover design has been developed from the format used on the 1961 Convention letterhead and literature. We are grateful to the Convention Committee for permission to use their design and to Peter Larkin, Fort Lauderdale advertising artist, who created it.

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 Editor-Publisher

VOLUME 10
 NUMBER 11 | 1960

THE FLORIDA ARCHITECT

MABIE-BELL *Mo-Sai* curtain wall and facing

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**DADE COUNTY JAIL AND
PUBLIC SAFETY BUILDING**

The six-story Public Safety Department portion of this new county public building project features white 2½-inch-thick Mo-Sai panels on the end walls, as well as column and beam fascia.

The Y-shaped jail, 10 stories in height, uses easily anchored 6-inch-thick white Mo-Sai panels for the complete wall unit. Exterior of panels has a standard Mo-Sai finish, while inside of panels has a sand-troweled finish, requiring only painting to complete the interior wall. This complete Mo-Sai wall unit provides an especially economical and attractive construction.

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F/A Panorama...

IT MAY BE BETTER TO RENT THAN TO BUY . . .

The cooperative apartment may be on its way out in Florida as a popular capital investment — and as a source of professional activity for architects. In the opinion of at least one professional, well-versed in the financial intricacies of both projects, the rental-unit apartment has a substantial edge on the cooperative on at least three counts . . . First is the matter of financing. Straight rental projects are generally attractive to conservative capital sources on a conventional financing basis — whereas coops are usually financed through loans secured by contingent sales commitments. Second is the time involved in financing. Rentals can be built as soon as a mortgage is arranged. Progress of coops depends primarily on pre-selling the units as a basis for mortgages. Third factor is comparative costs — from the tenants (or owners) point of view. The renter assumes a monthly payment as a single obligation. The coop owner, however, assumes responsibility for a pro-rata share of the mortgage — and in addition is usually assessed a sum monthly for "maintenance". In some cases this has required an owner of a \$40,000 apartment to pay upwards of \$300 monthly in addition to his regular mortgage payments.

URBAN RENEWAL COULD BECOME A LEGISLATIVE ISSUE . . .

Experience in Daytona Beach, Tampa and most recently in Metropolitan Miami could provide a background for decisive legislation action next year toward liberalizing current bans against tie-in with Federal aid by many Florida communities seeking help in developing civic improvement programs. It now seems possible that the Pork-Choppers will do some vote-trading with the big-center counties toward the end of spreading the benefits of no-pain improvements. Watch for re-introduction of planning and zoning bills and a new attempt at a constitutional amendment to permit condemnation of private property for public improvement by private operation.

REGENERATION OF JCC HOPEFULLY SLATED FOR 1961 . . .

It's an open secret that building industry leaders have been concerned with the way the Joint Cooperative Committee — FAA-AGC-FES — has fallen apart at the seams during the past twelve months. Lack of strong leadership, absence of unit coordination, support and initiative, and lackadaisical committee operations are blamed for the present state of JCC affairs and prestige. Officials of most professional and trade groups stress the need for cooperative activity in every segment of Florida's construction industry. But lip-service has this year replaced the action which started the JCC some six years ago . . . Look for a near-future announcement of what could be a vital stimulant to reactivate a much-needed centralized effort.

NO CAUSE HERE FOR SLOW-UP DISCOURAGEMENT . . .

In a very real sense Florida is now feeling her growing pains. Rate of growth has slowed — as confidently expected. Some indices are off — as expected. But the industrial parks in Miami, Tampa, St. Petersburg, Orlando, Jacksonville are on the make. In Tampa, Jacksonville and Miami the traffic problems are being solved, and as one result massive urban redevelopments are underway. This improvement disease is catching. At least 24 other Florida communities are waiting for a chance to emulate the big centers. In the meantime, most Florida economic indices are comparatively on top—in spite of a tight money market and the vicious swish of Donna.

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Letters

Modular or Metric . . .

EDITOR, FA:

Re: "The Dot . . . The Arrow . . . and The Grid" in *The Florida Architect* for October, 1960.

There is, I believe, general agreement in the profession that some system be devised which will simplify and expedite the production of working drawings. However, I would be inclined to cast my vote with the "Nays" regarding the modular method. Perhaps, as the article points out, my objection is partly the result of incomplete knowledge of modular drafting techniques.

It would seem to me that since we are going to have to learn new techniques, and since building material manufacturers are going to have to supply products in new sizes, we would do well to consider the adoption of the metric system. As Mr. F. Ray Leinacker points out in his article "When Will We Adopt the Metric System?" in the August issue of the *AIA Journal*, the metric system accomplishes the same result of simplification as the modular system without the complication of the latter system.

Speaking as one who has had occasion to use both modular and metric systems, I found the metric far easier to grasp and much faster in use. It would be most enlightening to many if this matter could be included in a seminar workshop session.

ROBERT W. WENING, AIA
North Palm Beach, Fla.

NOTE: *Advocacy of the metric system is many years older than that of the modular system, but has met with even stiffer resistance. Reason, probably, is habit; and various authors have pointed to what appears the only practical way to change the feet-and-inches-thinking of the English-speaking countries. This is through education. Begin teaching the metric system in schools now, and in three generations the trick could be done. . . . But it appears that the metric is not a substitute for the module. Metric countries seem to have as many difficulties with variously dimensioned "standards" as do we. Thus, a study by the European Productivity Agency*

on "Modular Coordination in Building" suggests that ". . . designing and construction work should be based as far as possible on a common module of 10 cm. for the countries using the metric system and 4 in. for the foot-inch countries."

The MBSA Viewpoint . . .

EDITOR, FA:

Your October issue has arrived and, needless to say, we are very impressed with the cover and contents.

I was particularly impressed by the factual and unbiased manner in which you presented the modular picture as reflected in practice among Florida architects. The quotes indicating a negative reaction to the use of modular measure are, in effect, contributory, because of the identification of existing attitudes and attendant problems.

We cannot help but believe that the principal reason for the existence of such attitudes has been the complete absence of authoritative information which can serve as a technical guide during the conversion phases of architectural offices and the realization of the inherited efficiencies.

Such efficiencies have been demonstrated to exist as suggested in the summary statement of your article, with the result that the textbook guide to modular dimensioning practices—currently being prepared through a foundation grant—will be assured of becoming a means of demonstrating how design and drafting advancements can accompany the technological progress of our materials producers.

Again, a sincere thanks for your presenting the story of Florida Architects.

BYRON C. BLOOMFIELD, AIA,
Executive Director,
Modular Building Standards
Association

Appreciation . . .

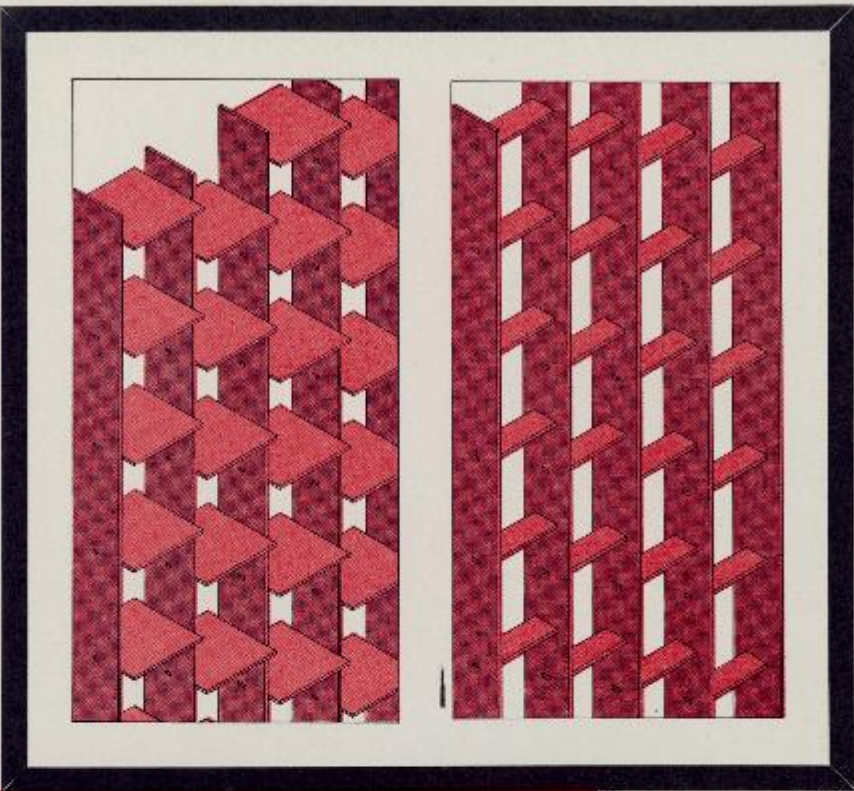
EDITOR, FA:

Just a line to say the article on "Architectural Practice According to Law" (in *The Florida Architect* for October, 1960) is about the best delineation I've seen on the subject. It really sets it forth clearly and concisely.

HAL HARRISS, AIA
Sanford, Fla.

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Purves Resigns As Head of AIA Staff

EDMUND R. PURVES, FAIA, has resigned as Executive Director of the AIA, a post which he has held since 1949. His resignation is effective as of December 31, 1960. His successor as chief of the AIA staff will be WILLIAM H. SCHEICK, AIA, vice president of the Timber Engineering Co., and former Executive Director of the Building Research Institute of the National Academy of Sciences.

Although Mr. Purves' contract with the AIA expires at the end of this year, he has consented to accept a new contract for 1961 as Consulting Director. As such he will advise the new Executive Director, will tour AIA regions to strengthen communication between the Institute's headquarters and its various organizational elements. In addition he is slated to represent the Institute abroad at international professional conferences—an area of activity in which the AIA, according to AIA President PHILIP WILK, JR., FAIA, has been weak.

In announcing the new organizational set up, the AIA president ex-

pressed warm appreciation for the retiring executive's "... record of service and accomplishment which will stand alone in the history of the professional society."

"We look to the Executive Director for the knowledge, leadership and judgment which give us direction and purpose," Mr. Will said. "In Edmund Purves we have found all of these qualities. When he joined the Institute in 1941, we had a membership of 3,000, lacked any form of contact with the Federal Government and enjoyed little or no recognition as a profession with a service of high value to the community.

"Today, we number nearly 14,000 members, have 131 Chapters and 12 State societies, maintain effective and widespread liaison with the government, business community and building industry, and hold a prestige second to no other profession. In large measure we look to Mr. Purves as the source of this strength and vitality."

Born in Philadelphia in 1897, Mr.

(Continued on Page 14)



Edmund R. Purves, FAIA, right Executive Director of the AIA, congratulates his successor, William H. Scheick, AIA, in a meeting at Institute headquarters at which the new executive was introduced to the AIA staff. Mr. Scheick will assume the title of Executive Director of AIA on January 1, 1961.

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RUVIDO MISTO LUCIDO. As above, with aggregate surface ground and highly polished.

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Purves Resigns . . .

(Continued from Page 8)

Purves studied architecture at the University of Pennsylvania, saw active service in World War I, and began architectural practice in Philadelphia in 1927. He became a member of the Institute in 1930, served as President of the Pennsylvania Society of Architects for two years, and from 1936 to 1941—the year he joined the AIA staff as Washington Representative—he was a member of the AIA Board.

Shortly after he returned from a three-year service with the Seventh Air Force in World War II—during which, in 1944, he was named a Fellow of the Institute—he was appointed Director of Public and Professional Relations for the AIA. He assumed the post of AIA Executive Director in 1949.

His successor, William H. Scheick, was born in 1905 at Uniontown, Pa. He studied architecture at Carnegie Tech and the University of Illinois, winning the AIA School Medal and the Warren Prize and becoming a LeBrun Scholar in 1932. He taught architecture at both Oklahoma A & M College and the University of Illinois until he was appointed as the first Executive Director of the Building Research Advisory Board of the National Academy of Sciences in 1949. Two years later he was named Executive Director for the newly-formed Building Research Institute. Since 1958 he has been vice president of the Timber Engineering Co. in charge of research and development.

Mr. Scheick served for five years as director of the Small Homes Council at the University of Illinois and for ten years has acted as a consultant to Parents' Magazine Family Home Department. He was initiator of the Small Homes Council publication series and the publishing programs of the Building Advisory Board and the Building Research Institute. He has served as Secretary to the City Planning Council of Champaign-Urbana, Illinois and the University of Illinois.

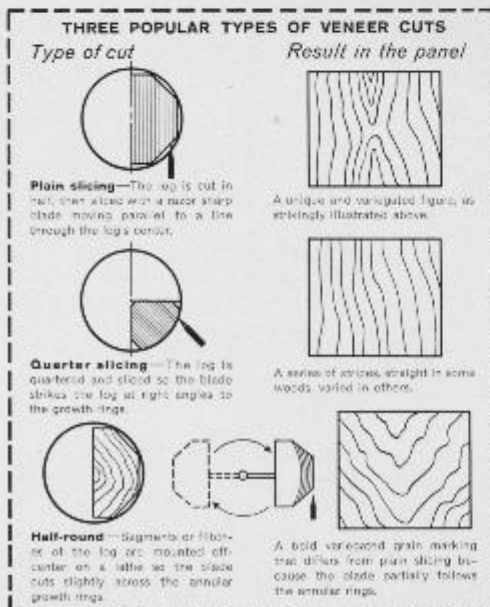
Corporate membership of the AIA's new Executive Director dates from 1945. He is currently a member of the Washington-Metropolitan Chapter. Mr. Scheick is married, the father of three sons and lives at 1214 Highland Drive, Silver Spring, Md.

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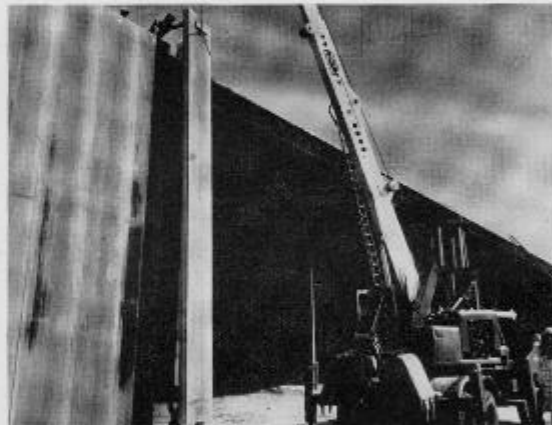
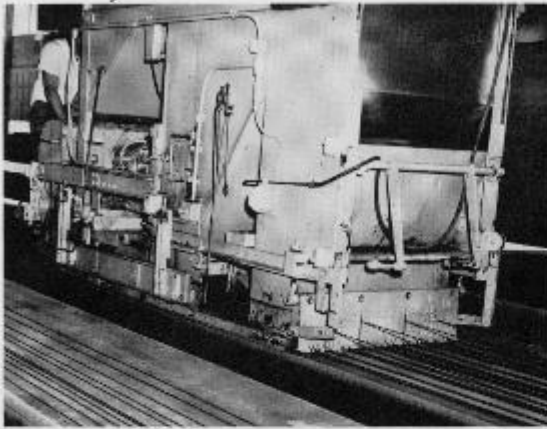
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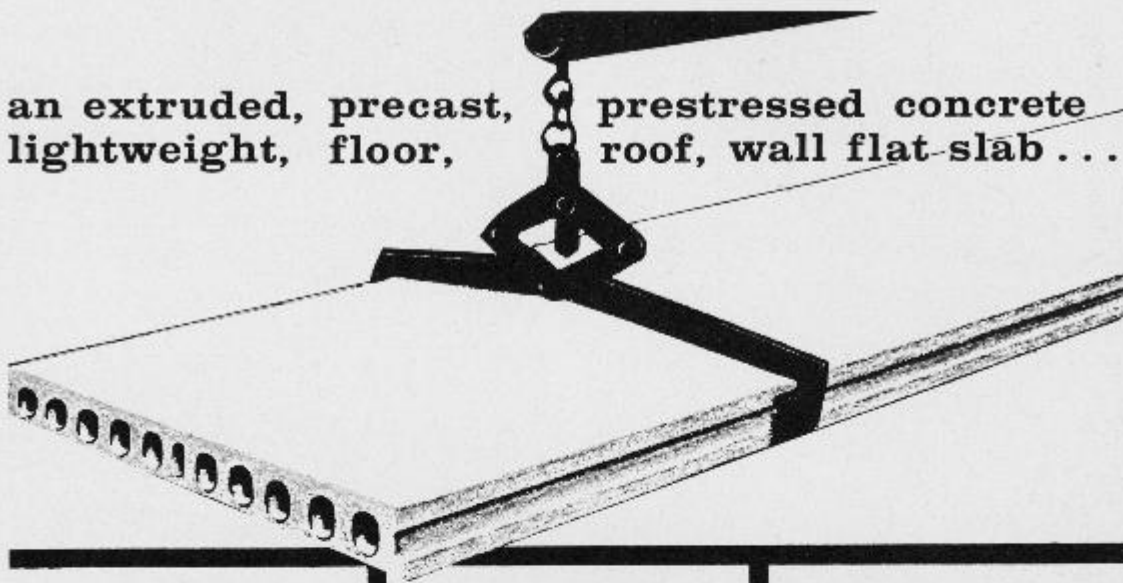
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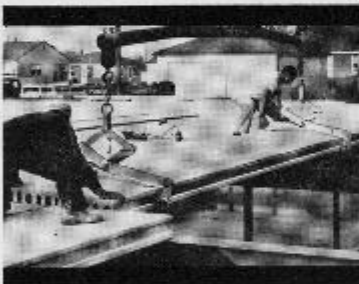
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Downtown Miami — 1985. Air view of the model prepared by the Metro Planning Department and the Florida South Chapter based on a three-stage planning program.

The Community—Today and Tomorrow

By **WILLIAM T. ARNETT, AIA**
Professor of Architecture, U/F

This article was first delivered as a summary of a Roundtable Discussion held during the second quarterly meeting of the Florida Association of Realtors at Clearwater earlier this year. The author, for some years chairman of the FAA community Development Committee, was formerly President of the Planning and Zoning Association. He is an earnest and informed student of the various factors which have shaped the current trends in our communities as well as those which are now forming to create sweeping changes in the future.

Those of us who live in Florida stand on the threshold of a tremendous period of change in our urban environment. Relentless forces are at work in our cities and our state. But there seems to be growing awareness that these forces can be turned to the constructive uses of our communities. The difficulties ahead are enormous; but if the difficulties are enormous, so are the opportunities.

Within the lifetime of many who read this, we will need to rebuild all of our major Florida communities. We will need to double—and in some cases, redouble—all our existing structures to accommodate our rapidly expanding Florida population and replace obsolete and dilapidated structures.

Concerning this period of change, three facts need to be kept in mind. First, Florida's growth in recent years is among the most rapid in the nation. Second, Florida's urban areas are growing faster than the state area as a whole, but their growth is far

from uniform. And third, Florida's population explosion will require, in certain areas of the state, a tremendous expansion of physical facilities and services.

Growth, Urbanization, and Facilities

Florida, with an increase from 2.8 to 4.9 million, has gained 2.1 million people since 1950, probably the fastest growth of any major state in the nation. From 1950 to 1960, the population of the United States increased about 18 per cent, but during the same period, Florida's population increased approximately four times that fast. Most of Florida's gain in population is accounted for by migration from other states rather than by natural increase.

Most of Florida's growth has occurred not in the rural areas but in the urban areas. In 1940, 55 per cent of the population of Florida was urban. (Continued on Page 29)

The Community...

(Continued from Page 19)

ban, in contrast to 33 per cent in Georgia, and 71 per cent in California. By 1950, 65 per cent of our population was urban, as against 45 per cent in Georgia, and 81 per cent in California. Florida's eight predominantly urban counties—Escambia, Duval, Orange, Hillsborough, Pinellas, Palm Beach, Broward, and Dade—accounted for 50 per cent of our population in 1940, 59 per cent in 1950, and probably 65 per cent in 1960. These eight counties have accounted for some 70 per cent of our state gain in recent decades. But Florida's growth is far from uniform, for while 54 of our counties gained population between 1950 and 1960, 13 actually lost population.

The magnitude of the problem of providing physical facilities and services in our exploding urban areas is well illustrated in Dade county. The Miami metropolitan area is the fastest growing and youngest of the major metropolitan areas in the United States, for in 30 years its percentage gain in population has exceeded 500. In 1890, when the Miami area had a population of 961 persons, Atlanta was already a major city of 65,000. Some 900,000 persons now live in the Miami Metropolitan area, in contrast to only about 1,000,000 in the Atlanta metropolitan area.

The population count in the Miami area increases by one person every 10 minutes. According to estimates prepared at the University of Miami, the population of the area will reach 1.0 million by the early 1960's and 2.3 million by 1985. The Miami-Palm Beach metropolitan area is expected to have a population of 4.2 million 25 years from now. And 40 years from now, according to estimates of the Urban Land Institute, its population may reach 6.5 million and constitute one of the 10 "super-cities" in the United States.

PAUL WATT, director of planning of Metropolitan Dade County, has estimated that 1.4 million new residents in the Miami area by 1985 will mean 435,000 new dwelling units, 380 more public schools, 2,100 more policemen, 3,500 more firemen, and 210 million more gallons of water per day. These new residents will need 85 square miles for residences, 40

square miles for streets and highways, 55 square miles for public and private uses, and 30 square miles for industry and commerce. This represents a total of 210 square miles, or 130,400 acres of new development. Urban uses in Dade county now occupy 6 per cent of the area of the county. By 1985, urban uses are expected to occupy 16 per cent of the county, or about half of all the land in the county available for urban development.

What is true of the Miami metropolitan area will undoubtedly be true to a somewhat lesser degree in the Tampa-St. Petersburg metropolitan area, the Jacksonville metropolitan area, and other metropolitan areas in Florida. But while the urbanized areas of Florida continue to grow, it seems likely that the other areas of the state will lose population.

In this connection, it is well to keep before us the fact that Florida's economic base differs widely from the pattern for the total United States, as Dr. JOHN WEAVER, of the University of Florida and others have been pointing out. In Florida, growth seems to result from a combination of the effect of desirable living conditions, climate, and shifts in the national economy resulting in rising per capita income. Thus, we find that employment opportunities develop in trade and service industries without requiring a local foundation of extractive industries, agriculture, or manufacturing.

What is happening to our urban communities; and what problems does their rapid growth bring about?

Some Problems of Urbanization

As citizens and governing bodies of our central cities are becoming increasingly aware, the growth is taking place primarily in suburban and peripheral areas. Decentralization is continuing, especially in the case of residential developments. Commerce, too, is following this trend, with wholesale and retail functions moving to outlying locations. Suburban shopping centers make it possible for the housewife to shop for "downtown" merchandise in outlying areas, and to park free a few feet from the store. Similarly, industry is seeking larger peripheral sites at lower cost and with lower taxes.

This outward growth produces many problems. Central cities struggle to meet the competition of lower-cost peripheral land, and are left with blighted areas, still fantastically expensive to redevelop. Expanding suburban areas often awaken too late to the unregulated development that is taking place. Traffic congestion plagues the core of cities. Costly corrective measures are tried, but seldom have more than incidental effect on the basic problem—the overcrowding of land.

The financial positions of both central city and suburb frequently become precarious. Suburban areas need costly municipal services, while at the same time trying to preserve their low tax rates. Central cities stagger under the necessity of extending municipal services, trying to reduce congestion and attempting to eliminate blight—all in the face of falling tax revenues and soaring municipal costs.

The problems of growth and development are complicated by the fact that communities are built not only through private enterprise, but by public effort as well. The development of approximately 60 per cent of our urban areas proceed parcel by parcel as individuals find opportunity for investment. But 40 per cent of the city is public property—streets, schools, parks, hospitals, and other public facilities. There must be a balance between what citizens do as individuals and what citizens do in mutual cooperation through the agency of government.

Is there no way out of these overwhelming urban problems? More and more people are becoming convinced that an enlightened and continuing program of community planning may be one answer. After all, as many have pointed out, there is a kind of inescapable logic in the observation that if it is desirable for families to plan, for business to plan and for industry to chart its course, then urban areas might stand to gain by the same sort of process.

A recent issue of *The Florida Architect*, official journal of the Florida Association of Architects of the American Institute of Architects, contains an open letter to Florida's next governor. It was written by the editor, ROGER W. SHERMAN, one of the keen observers of the Florida scene. "Please consider," he says to our next gov-

error, "the haphazard, strip-town building now mushrooming throughout the state at an almost runaway pace. It is turning our highways into sign-lined commercial shams, our suburban areas into sprawling, uncontrolled and sub-standard speculations. Lack of a firm, long-range land policy; absence of any planned coordination between cities, counties, regional areas, and state government; and the political power of quick development dollars have combined to produce a state-wide situation which is a mounting threat to the preservation of sound values and an ever-increasing complication to the orderly conservation and enlightened use of the natural beauties and resources which have provided the foundation for our rapid growth.

"This many-sided blight," he continues, "is a kind of creeping decay which is threatening our cities, our suburban areas, our incomparable shore line, even our matchless open country.

"Thus, Governor," he concludes, "I urge upon you the formation of a policy and a program to arrest its progress; and I urge further that you provide the constant and firm leadership necessary to assure the wide acceptance and adequate development of both."

The Opportunities Ahead

In these very difficulties — lack of a firm, long-range land policy; absence of any planned coordination between governmental units; and the political power of quick development dollars — lie tremendous opportunities.

In the matter of control of land use, not many Florida communities seem to have any real understanding of what they are trying to do, and why. Actually as STUART CHAPIN has pointed out in *Urban Land Use Planning*, there are three sets of values involved in the problem. First, profit-making values or values concerned with the urban land market. Second, public-interest values or values concerned with living conditions. Third, socially-rooted values or values concerned with the preservation or advancement of customs, traditions, and beliefs.

On any given issue, these values may lead to the same or to quite different conclusions. That the prob-



One effective means for committing community suicide is to permit development of unregulated construction in areas already harboring the fertile seeds of blight. These crowded housing developments in Miami's colored section are almost new. But they have already showing the characteristics of new slums due to poor land use, inadequate planning and design and high population density. This lack of overall planning, coupled with the absence of regulatory measures to assure adequate buildings, constitutes one of our major community problems.

lem of basic policy behind land use control is difficult, does not lessen the necessity of arriving at a sound and consistent approach, for we are concerned with nothing less than the physical future of our urban communities.

In the matter of governmental cooperation, we are faced with one of the central problems of our day in Florida. At one end of the scale, much of the growth of our cities is taking place in the area beyond the city limits, and beyond the legal boundaries of our municipalities. Yet county government, established primarily to administer state functions, is ill equipped to cope with the problem of providing urban services.

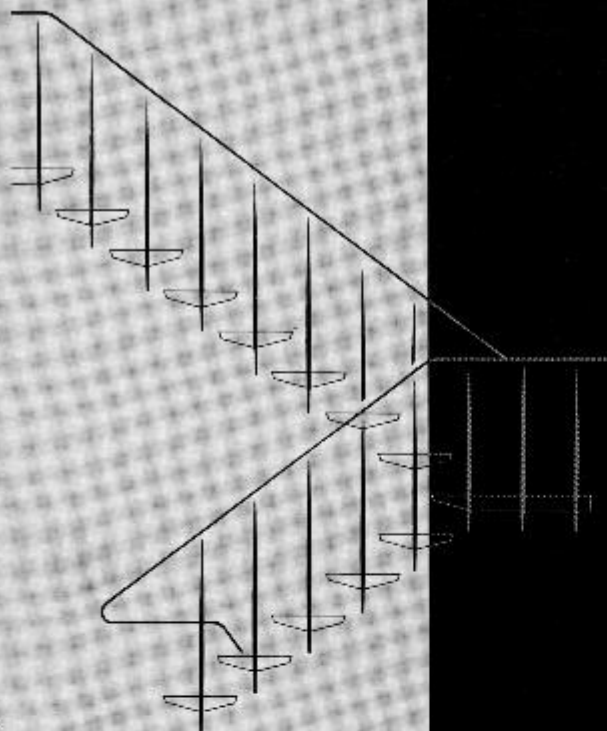
At the other end of the scale, there is little evidence so far that our state government is willing to grant to Florida cities and counties the authority needed to cope with the forces of urbanization. FRED BARR, editor of *Florida Planning and Development*,

rightly points out that in a state as largely urban as Florida, planning, zoning and subdivision regulation for cities, counties, and regions is not a matter for local bill treatment.

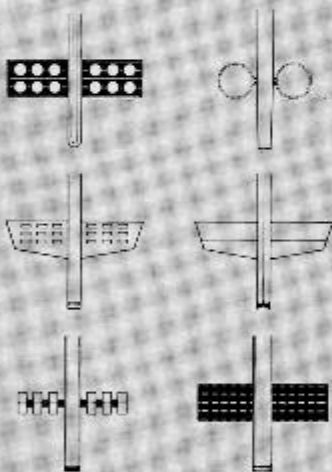
Florida is an urban state, he points out, and it is time the legislature began providing general powers, carefully spelled out according to an urban bill of rights, so that cities and counties can begin dealing intelligently with their problems without running to the legislature for special favors.

Finally, there is the political power of quick development dollars. To milk the public may be an inalienable right. But I submit that it is neither right nor necessary for the public to subsidize the dairy. It is high time we began to take a hard look at the public cost of the "fast buck". It is high time that we understood that stability depends upon the quality of development. It also depends upon

(Continued on Page 51)



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We CAN Get Better Construction

By JOHN STETSON, AIA

President, FAA

Recent developments coupled with a loud outcry from a worried citizenry have teamed together to add impetus to the necessity for state-wide, adequate building and zoning codes, or for some protection for people who are building, or plan to build, within our State. Governor Collins recently appointed a committee to study the effects of Hurricane Donna on building of all types, as well as roads, bridges and the flooding in low-lying developments within the state.

This committee will make recommendations as to the adequacy of existing building codes, effectiveness of enforcement; comment on the results of the lack of codes in some areas and make recommendations to the trustees of the Internal Improvement Fund for a possible state-wide building and zoning code to protect the lives and investments of Florida's citizens and visitors. Every person who has ever experienced a bad hurricane knows how very necessary this study and the adoption of such laws is to us all.

The purpose of this article is to question the present methods of enforcing good design and construction in our state. For the moment let us suppose that the medical profession was forced to carry on under such an antiquated system as is the construction industry. Can you imagine a "Medical Treatment and Surgery Code," enforced by ex-interns and lab technicians, two thousand pages long, covering the do's and don'ts of care and cure? At our present rate of building code revisions, rewrite and composition, we are rapidly approaching a chaotic state of con-

fusion. If our lives can be entrusted to men and women with the college training and experience that doctors possess, why cannot engineers and architects (who have the same experience in years) be given equal freedom to practice in the construction field?

We need codes, zoning and building—not because of a lack of knowledge on the part of participating professional designers, but because too many people are permitted to design and build structures without even a basic knowledge of construction safety or land planning. Our municipal, county and state governments are faced with growing costs of operation and complexity of enforcement within their building departments for codes which too soon become obsolete. Who bears the cost of this protection? Every person who wants to build or add to a building directly pays for this—and the taxpayer indirectly helps to carry the burden. It would seem we have regulated ourselves to death. Perhaps it is time to retreat and regroup.

One solution (which will, no doubt, be unpopular with many so-called designers), would be to make all construction the joint responsibility of the designer and the builder. Plans signed by the author, who would be held responsible for not only the design safety, but also for construction supervision, could be filed with the proper municipal, county or state authority. The building permit would establish the name of the builder. If all designers are properly licensed within their respective profession, and have an occupational license to prac-

tice, then control can be exercised with a minimum cost and effort. A State Licensing Law covering all builders and contractors would provide adequate control for this portion of the process. Under existing laws the responsibilities already exist for architects, but by far the overwhelming bulk of construction bears no architect's name. Who is going to assume the responsibility for the huge losses; the cities, the counties or the state? *Someone must!*

Every person permitted to prepare plans for any addition or construction project should be required by law to attach his name to the plans from which this work is accomplished. He should also be required to certify to the building department that the construction work was accomplished in strict accordance with the plans. This would eliminate over 90 per cent of the present duties and efforts of our building departments, plus placing a full design responsibility where it belongs.

There would be absolutely no additional cost to political subdivisions for this public protection plan. Actually, it can be operated at a considerable savings, plus returning new tax monies through the additional occupational licenses levied against those not now paying a cent for the businesses they are already operating. We have the State Boards (Architectural and Engineering) now in existence, capable of assisting the state, counties and cities in setting up this program.

A great many people are concerned about the protection for trailerites or mobile home dwellers. They should receive very special consideration. As things now exist, less than two per cent of them are safely enough housed to remain at home if winds reach 75 miles per hour in their area. Their losses were fantastic this year. The majority of hurricane shelters were operated for their protection. Most suffering loss or damage could not afford any part of it. Too many destroyed trailers were no longer mobile, but were actually tied to poorly constructed additions, making them

(Continued on Page 25)

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President's Message . . .

(Continued from Page 23)

in effect badly constructed permanent homes.

Very few trailers have ever been constructed that can meet the poorest building code if they are anchored in any way to the lot on which they reside. If we are going to allow these vehicles to remain in the hurricane areas, we should require adequate protection for them and for adjoining properties. While most trailerites are not tax payers in the respect that they own no real estate, still they do pay taxes and do vote—and do deserve the assurance that their homes will not collapse about their ears.

If government control were limited to establishing wind and live load criteria, minimum livable heights above water tables (as to geographical areas), and simple fire and sanitary rules—then make it the responsibility of the designer to work out plans covering not only good design but all features necessary to protect life, limb and the wallet, we might have something. Qualified professionals can easily protect themselves against nuisance suits through professional Errors and Omissions Insurance policies; but what of the unqualified—who will assume their responsibilities? The buying public is demanding—and deserves—complete protection against unnecessary loss.

Then finally, why should the owner of a properly constructed and safely designed building be forced to pay the same insurance premium as a "jerzy-built" owner? It is way past time for a more adequate recognition of good, safe design by insurance appraisers. If the companies now underwriting fire and windstorm insurance would join in this effort and lower premiums for good construction, they would greatly help save lives and place the responsibilities of loss on the guilty. Can the architects and engineers really assume complete design responsibility if by doing so they are assured of protection from the unscrupulous by process of the law? Do the builders and contractors desire to match this with a contractors' licensing and responsibility law? It is something to consider. We actually are responsible, you know, because we are licensed. How about the others? Why shouldn't they be uncovered and controlled?

NOVEMBER, 1960

Committee on Resolutions Guides Convention Business

The following three men have been named as a Resolutions Committee to function as outlined in the Report of the FAA Board of Directors—copies of which have already been mailed to the FAA Membership: Robert H. Levison, Chairman; H. Samuel Kruse and William T. Arnett.

In a preface to the Board's Report, FAA Secretary Francis R. Walton outlined the Convention Rules for resolutions and new business. Since this procedure was only adopted as effective for last year's Convention, some of the FAA members—and possibly also Chapter delegates—may not be wholly familiar with the now-current procedure. Secretary Walton's outline is therefore re-printed here as a matter of helpful information.

Resolutions and new business shall be placed before the Convention and actions shall be taken only in the following manner, and at the following times:

1 . . . All resolutions or discussions concerning matters contained in the Board's Report shall be in order and may be placed before the Convention only if the relevant section has been read and is still under consideration. Resolutions concerned with matter contained in the Board's Report shall not be considered by the Committee on Resolutions.

2 . . . All resolutions offered by the Board will be printed in the Board's Report and action taken thereon at the time the relevant sections are placed before the Convention. Amendments to these resolutions or supplemental resolutions and statements concerning the section under consideration shall be in order only while the relevant section is before the Convention.

3 . . . All resolutions concerning matters not contained in the Board's Report and all matters of new business, shall be presented to the Committee on Resolutions before a time set by the Board and report to the Convention.

The Committee on Resolutions will take one of the following actions and report such action to the Convention on each resolution and item of new business received by it:

1 . . . Deem the resolution a matter dealt with in the Board's Report and return it promptly to its sponsor with advice to present it when the relevant section of the Board's Report is before the Convention. The Committee shall consult with the Secretary as necessary in making the above ruling.

2 . . . Deem the resolution inappropriate to come before the Convention and return it promptly to the sponsor, with notice that it may be placed directly before the Convention at the time the report of the Committee on Resolutions is made, provided the consent of the Convention can be obtained by a two-thirds vote of the delegates present at the sessions.


3 . . . Modify the resolution or combine it with other resolutions, preferably with the consent of its sponsor.

4 . . . Refer the resolution to the Board for consideration with the consent of its sponsor, and so report to the Convention.

5 . . . Report the resolution to the Convention with recommendation to disapprove.

6 . . . Report the resolution to the Convention without recommendation.

7 . . . Report the resolution to the convention with recommendation to approve, and move its adoption.



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46th Annual Convention

OF THE FLORIDA ASSOCIATION OF ARCHITECTS
OF THE AMERICAN INSTITUTE OF ARCHITECTS

The Theme - MAN, CLIMATE and THE ARCHITECT



PHILIP WILL, JR., FAIA
President, AIA

Two meanings are embodied in the theme-phrase for this 46th Annual FAA Convention. Both, perhaps, can best be clarified by questions which the various discussions on the Convention program will analyze and seek to answer at least in part.

The first question is: What are the physical factors which most importantly shape a climate-environment for man. . . . And of these climatic factors, which so decisively affect human well-being and behavior as to require specific channeling or control toward the end of providing man with the best environmental conditions in all types of shelter?

The second question is: In light of man's reaction to these various climatic factors, what are the criteria of tolerance and comfort which generally control the highest development of creative design. . . . And, specifically, what means are, or may be, available to Florida architects toward assuring the inclusion of such comfort criteria as a basic and essential element of building design?

Thus the meaning of the theme — two important questions. Of even more importance, professionally, are answers to them. To formulate such answers is the programmed purpose of this meeting.



WILLIAM F. BIGONEY, JR.
General Co-Chairman



JAMES H. HARTLEY
General Co-Chairman



JOHN M. EVANS
Program

These Experts Know Most of the Answers

The men who will explore the theme of the Convention in terms of both theory and practice represent as authoritative a combination of specialized knowledge and experience as any gathering of architects has been privileged to share. Each of the five guest speakers has achieved significant stature in his field. But the force and value which will develop from their individual contributions to Con-

vention discussions springs from the unique fact that each has studied the relationship of his particular interest to the broad theme of this Convention.

Individually they will report the results of their experience and research. Each has developed a wide range of specific conclusions bearing on the technical interest of the Convention. Each will seek to relate these

conclusions to the overall aspects of the Convention's theme. Collectively these five experts know most of the answers to the questions that the theme implies.

And their contributions will be collective as well as individual. As the Convention Program indicates, they constitute an integrated panel of fact and inspiration from which every convention listener will gain.



DR. MARSTON BATES
Zoologist, Researcher, Author
Ann Arbor, Michigan

● Currently a professor of zoology at the University of Michigan, Dr. Bates has a wide background of investigation in the field of human ecology and the effects of hot climates on man and his activities. He is the author of five books, including the best-selling "Where Winter Never Comes", and has served with distinction as a member of the National Science, the Guggenheim and the Rockefeller Foundations. Climate, he believes, is a natural resource for exploitation by man. . . .



ALADAR OLGAY, AIA
Architect, Teacher, Consultant
Princeton, New Jersey

● The importance of devices to control the effects of climatological elements on man's physical and mental well-being can hardly be over-emphasized. As a member of a talented twin-brother team, Mr. Olgay has not only researched the ways in which people react to such elements. He has been active in perfecting means to assure maintenance of interior comfort conditions, particularly in the field of solar shading devices—a subject of special interest to Florida architects. . . .

DR. PAUL A. SIPLE,
Climatologist, Explorer, Inventor
Washington, D. C.

● A thorough understanding of man's comfort needs is, of course, the basis for any sort of adequacy in building design. But equally important is the technical knowledge necessary to formulate designs that will fully meet environmental requirements. Dr. Siple has been notably active in both technical fields and is thus especially able to discuss the structural ways and means by which the environmental requirements of man can be successfully developed in terms of building design. . . .



DR. CLARENCE A. MILLS
Biochemist, Researcher, Teacher
Cincinnati, Ohio

● Currently the Director of the Laboratory of Experimental Medicine at the University of Cincinnati, Dr. Mills has a distinguished background as a research scientist whose particular interest is the effects of climate on man's physical and mental behavior. Author of "Climate Makes the Man", he will discuss both social and economic relationships between climate and man. Ways by which man can advance by controlling his climatological environment, give a basis for better design. . . .



ROBE B. CARSON
Meteorologist, Author
Miami, Florida

● Wind and water can be as significant factors as can heat and cold relative to the adequacy of building design; and this fact is clearer to Mr. Carson than to most men. A practical "weather man" now supervisor of the Miami Flight and Weather Service, he has seen the effects of many hurricanes and has formulated many methods through which these effects can be minimized. Most relate to the design and structure of buildings which will be the subject of important panel discussions. . . .



fa 1960



CONVENTION COMMITTEE

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MAN ~ CLIMATE ~ AND THE ARCHITECT

Program -

THE FLORIDA ASSOCIATION HOLLYWOOD BRANCH

WEDNESDAY, NOVEMBER 9

- 9:00 A.M. — Installation starts on product exhibit booths, Mayfair Room; and on architectural exhibits, Esquire Room and Reception Areas.
- 11:00 A.M. — Registration opens for Chapter Members, Guests, Students and Exhibit Personnel, West End of Lobby, to continue until 6 P.M. Identifying badges, indicating registration, will be required for admission to all FAA business sessions and other scheduled Convention affairs.
- 2:00 P.M. — Meeting of FAA Board of Directors John Stetson, presiding. Time Room. This meeting will be open to all FAA member wishing to attend.
- 4:00 P.M. — Meeting of the FAA Education Committee, location to be posted.

THURSDAY, NOVEMBER 10

- 8:00 A.M. — Breakfast for Committees or Group Conferences. Committee Chairmen to arrange as needed.
- 9:00 A.M. — Registration continues until 1:00 P.M., West End of Lobby. Opening of Products Exhibit. Officiating at Ribbon-Cutting Ceremony will be John Stetson, Pres., FAA, William F. Bigoney, Jr., Pres., Broward County Chapter, and Hon. William G. Zinkil Mayor of Hollywood. Architectural and Student Exhibits open, Hospitality Area.
- 9:30 A.M. — First FAA business session; John Stetson, Pres., FAA, presiding. South Mayfair Room. Consideration of Board's Report nomination of FAA Officers.
- 12:30 P.M. — Visit Product Exhibit, Mayfair Room.
- 1:00 P.M. — Luncheon. Welcome to Convention and introduction of guests, John Stetson Pres., FAA, presiding. Address by Philip Will, Jr., FAIA, President AIA. Presentation of Awards to Product Exhibitors.
- 2:15 P.M. — First Workshop Session, South Mayfair Room, James T. Lendrum presiding as panel moderator. Address by Dr. Clarence A. Mills, "Climate and The Man." Panel Subject: "Biological Objectives of Climate-Architectural Design."

46th Annual Convention

OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS

HOTEL - HOLLYWOOD - NOVEMBER 10, 11, 12, 1960

Panelists: Dr. Mills, Aladar Olgyay; Dr. Marston Bates; Dr. Paul Siple; Robe B. Carson.

- 5:00 P.M. — Visit Products Exhibit
6:30 P.M. — Cocktail Party — Hotel Garden
7:30 P.M. — Gala Entertainment, Cabana Area
... Hawaiian Luau, with dancing, music and special native features.

FRIDAY, NOVEMBER 11

- 8:00 A.M. — Workshop Breakfast . . . Informal panel composed of Aladar Olgyay, Robe B. Carson and John M. Evans to discuss specific architectural problems of the Florida climate. Windsor Room.
- 9:00 A.M. — Visit Products Exhibit, Mayfair Room
- 9:30 A.M. — Second Workshop Session, South Mayfair Room, John Stetson, Pres. FAA, presiding.
Address by Aladar Olgyay, "The Architect Facing the Facade" — a lecture illustrated by slides.
Discussion panel on design of solar shading devices. Panelists: Aladar Olgyay, Robe M. Carson, John M. Evans. Moderator to be announced prior to the meeting.
- 12:00 Noon — Visit Products Exhibit, Mayfair Room
- 12:45 P.M. — Luncheon, Pageant Room, Verner Johnson, FAA First Vice President, presiding.
Address by Dr. Paul A. Siple.
Presentation of Architectural Exhibit Awards.
- 2:15 P.M. — Second Workshop Session Continued, South Mayfair Room. Moderator, Alfred B. Parker, FAIA. Panelists to be announced prior to the meeting.
- 4:30 P.M. — Address by Dr. Marston Bates, "Cultural Adaptation to Warm Climates," South Mayfair Room.
- 5:00 P.M. — Visit Products Exhibit, Mayfair Room.
- 6:30 P.M. — Cocktails, Ocean Terrace.
- 7:30 P.M. — The Convention Banquet, Pageant Room, William F. Bigoney, Jr., President, Host Chapter, presiding.
Presentation, by Franklin S. Bunch, President, State Board of Architecture, of registration certificates to newly-registered Florida architects.
Introduction of 1961 FAA Officers.
After-dinner dancing, Rendezvous Room.

SATURDAY, NOVEMBER 12

- 8:00 A.M. — Visit Products Exhibit, Mayfair Room. Exhibits will not be dismantled until after 12:00 noon.
- 9:00 A.M. — Second and final FAA Business Session, South Mayfair Room.
- 12:30 P.M. — Luncheon, Coronet Room, G. Clinton Gamble, presiding.
Announcement of Product Exhibit Attendance Awards.
Summary of Workshop Sessions and Panel Discussions by John M. Evans.
- 2:00 P.M. — 46th Annual FAA Convention adjourns.

CONVENTION NOTES:

All FAA members may take part in any Convention discussion, but voting by ballot on all questions calling for Convention action is restricted to those Chapter Delegates who have been properly accredited and registered at the Convention. Delegates will be seated in an area assigned for their use at the front of the meeting area.

Admission to Convention meetings and affairs will be accorded only to those who have previously registered for the Convention. Evidence of registration is a badge, the color of which designates various registration classifications as follows: Corporate Members (and Chapter Delegates), blue; Associate Members, green; Student Members, orange; Exhibitors, yellow; Ladies, white; Guests, gray; Press, purple.

Members of FAA Committees should periodically check the hotel's bulletin board for notices of meetings, particularly at the beginning of the Convention.

Host Chapter members will be wearing striped blazers, their ladies similar identifying headbands. They will be available throughout the Convention to provide information and answer questions.

Ladies of the Convention are cordially invited to attend all sessions of the Convention. Full information on the Convention Ladies' Program may be obtained at the Registration Desk at the West End Lobby. The Newcastle Room will be open for cards all day during both Thursday and Friday.

The Hospitality Area, staffed by Ladies of the Broward County Host Chapter, will be open during Convention hours for coffee and orange juice. It will be located at the Fireplace Lobby. Adjacent to it, the Tatler Bar will be open during Product Exhibit hours for refreshments on a dutch-treat basis. Breakfast will be served daily, beginning Thursday, November 10, on the Ocean Terrace.

Eligibility for Products Exhibit attendance awards must be established by obtaining, in person, stamps on the Products Exhibit Card covering all exhibit booths. Awards will be made in three classifications: Corporate, Associate and Student. Cards must be fully stamped and turned in by 12:00 noon, Saturday, November 12.

Saturday afternoon provides opportunities for individual recreational activities as may be desired. Those interested in tennis, golf, sailing or sight-seeing should contact William A. Gilroy, Entertainment Chairman, or any other member of the Host Chapter.

Florida Home Heating Institute is still spreading the "word" on oil heat economy. It's reaching your clients in ads like this one . . .



THE LADY SAID **NO** to high-cost home heating and she'll say **YES** only to low-cost **OIL** heat!

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Moral: Insist on luxurious *oil* heat and "live economically ever after"!



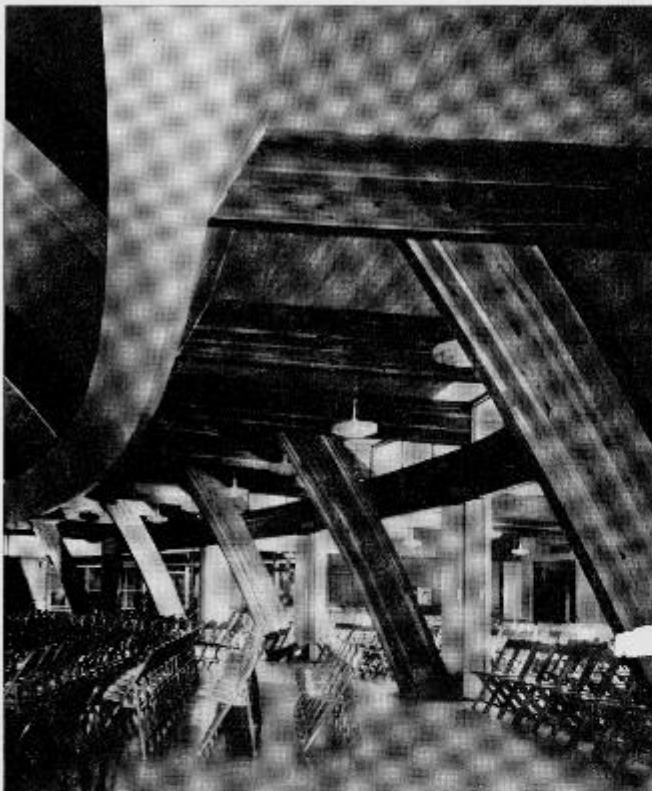
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gives clean, automatic, circulating heat . . . assures peace of mind, maximum comfort for your family . . . by far the best solution of Florida's home heating problem.

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MR. ARCHITECT: By the end of June just about everyone in Florida who reads newspapers, watches TV or listens to radio will be reminded that OIL home heating is **much** more economical, safe, dependable. See our oil heating display at Buildorama, Dupont Plaza Center, Miami.



Sanford Civic Center, Sanford, Fla. Six Rilco radial arches span 84' with radius of 52'; 1 tangent arch spans 34' 2 1/4", with radius of 9' 4"; 1 pitched beam 61' in length; 94 flat beams up to 59' in length.

John A. Burton IV, Architect, Sanford, Fla. Herbert S. Hirshberg, Designer, Titusville, Fla.

"We Glow With Pride"... NEW CIVIC CENTER DESIGN GIVES BEAUTY WITH \$18,000 SAVINGS

"We are extremely pleased with our Civic Center, and glow with pride at the many complimentary comments it has drawn," says City Manager W. E. Knowles, Sanford, Florida. "Rilco laminated wood members are a major portion of the structure, and one of the important reasons why we are so completely satisfied. They add considerably to the attractiveness . . . they are delivered to the job site ready to install, making possible the most efficient utilization of labor and equipment." City officials estimate this type of construction saved \$18,000!

Reports Herbert S. Hirshberg, designer on the project: "Acoustical properties of the auditorium are excellent due to the shape and materials used . . . both are exploited here with notable success."



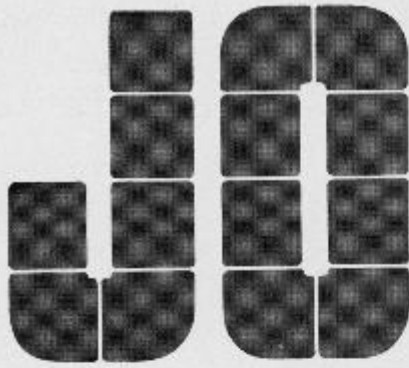
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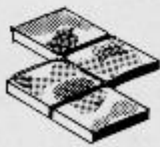
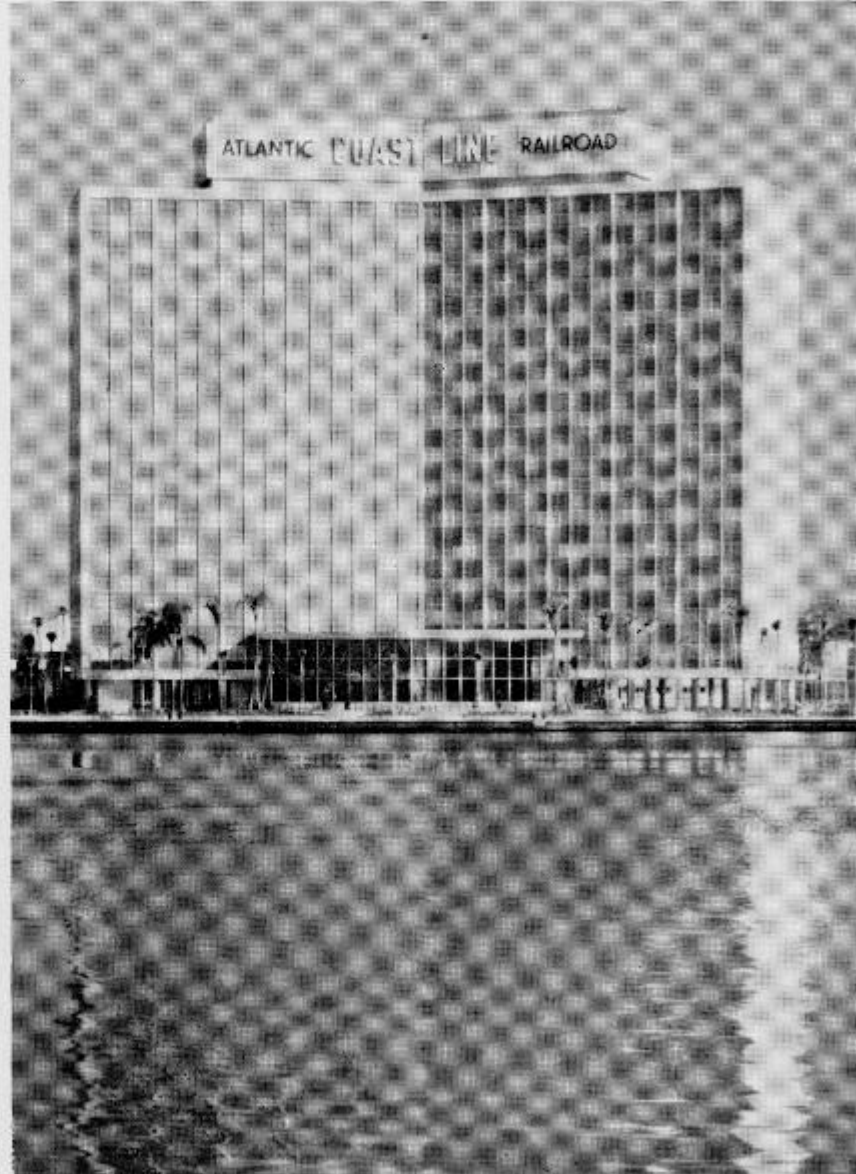
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THE FLORIDA ARCHITECT

What's Happening to Houses...?

By PERRY I. PRENTICE

Publisher, House and Home Magazine

Said Arnel Nutter, Past President of the Society of Residential Appraisers: "The lenders who put up the money and the appraisers who set up the price can do more than anyone else to raise the standard of housing in America." Echoed Harold Boeschstein on a more negative note: "We won't get anywhere selling quality until the appraisers and lenders get into the act and give full credit for the extra cost of quality in their valuations."

But great power like this carries with it great responsibility. To whom much is given, from him much shall be asked. So, as a spokesman for the industry over which appraisers exercise such power, this writer wishes to ask some questions:

1. What is being done to encourage better design, better planning and all the better living the architects are learning to design in today's homes?

Houses are style goods as surely as women's dresses are style goods. A good appraiser can walk down any street of any American town and tell by the style in what decade each house he passes by was built. The turreted neo-gothic houses that were fashionable in the gay '90s were hard to sell in the '20s; the almost windowless Spanish houses that were so popular in the '20s are almost unsaleable in the '60s. So you can be very sure that the kind of houses that were fashionable in the '40s will be hard to sell long before today's new mortgages run out. But how many still make appraisals looking backward?

How many people recognize in the valuations the good and practical reasons why people in 1970 will want houses very different from the houses they planned in 1930 — houses planned for tomorrow's rear living, houses planned for tomorrow's servantless living, houses designed with big overhangs to minimize heat gain and lessen the need of repainting?

This article was presented in the form of an address at the International Appraisal Conference in Washington and appeared first in text in "The Residential Appraiser", official journal of the Society of Residential Appraisers. It is published here in slightly abstracted form by arrangement with that publication.

... The author—founder, editor and publisher of "House and Home" Magazine—has gained valid and wide recognition as an especially competent observer of the residential construction field. Architects will undoubtedly agree with his remarks relative to the residential appraiser's part in establishing house values—as well as the need for improvements to make the values real.

How many, in brief, are helping the architects fit the style of tomorrow's changed way of living and changed costs of living?

2. What is being done to encourage better construction—better construction that will save the home buyer thousands of dollars over the years?

A house without inside plumbing is penalized by deducting from valuation whatever it is thought it will cost to tear up the walls to put in a bathroom. A cold climate house without central heating is penalized by deducting from valuation whatever it is believed it will cost to tear the house apart to put central heating in now.

But what is being done to encourage air-conditioning, without which Housing Administrator Norman Mason and FHA Commissioner Julian Zimmerman both said that most houses built where summers are hot (almost anywhere from Texas to Minnesota) will soon be obsolescent?

How about adequate wiring? Many home buyers have to spend close to \$100 within a few months to provide added electrical service that would have cost only \$10 during construction.

What about adequate insulation, which will save its added cost in just

a few years in cheaper heating bills and save its added cost twice as fast in cheaper cooling bills? What about adequate room sizes — adequate storage?

What about inadequate labor-saving equipment in the kitchen, and the second bath that is fast becoming a must for the three-bedroom houses?

Are all these things being reflected in the valuations?

3. What is being done to encourage the use of quality products throughout the house—quality products that are a bargain because they cost no more to install than the cheapest products that will just get by FHA, quality products that can make the house much more livable for just a few dollars more?

Are the builders right when they say they get the same valuation if they use second line fittings in the bathroom, a cheap and noisy wash-down toilet with a short-lipped bowl, competitive-grade switches and outlets that are bound to make trouble, cheap hardware?

Whether the builders are right or wrong really makes very little difference. So long as so many of them think the added cost of quality will have to come out of their own pocket

(Continued on Page 36)

Houses...

(Continued from Page 35)

ets because they can't count on appraisers to cover its higher cost on the valuations so they can finance it under the mortgage, the results will be the same.

4. What is being done to debunk the biggest and costliest land-price hoax since the Mississippi bubble burst nearly 250 years ago?

Said Professor Mason Caffuey of the University of Missouri: "Today's suburban land prices are predicated on an artificial scarcity, maintained by holding off the market vastly underestimated quantities of land in anticipation of vastly overestimated future demands."

In other words, today's land prices are based on a shortage that does not exist. New roads and faster transportation are making new lands accessible far faster than new families are forming to use these lands; and even close-in more land is available than we can build on in our generation.

We worry about land for a popula-

tion of 200 million. But how many of us realize that a population of 200 million could be housed with no more density than the model village of Winnetka, Ill., in 32 circles, each with a 22-mile radius?

Today's fancy land prices are all very well so long as the illusion of scarcity can be preserved, so long as everyone thinks the land he pays too much for today can be sold for a still higher price tomorrow. But what will happen when the inevitable day comes when prices can go no higher and the speculators rush to cover?

5. What is being done about appraising for tomorrow's market?

Are highest valuations reserved for the kind of houses people are likely to want to live in, in the vastly different world of 1980, when the average family will have a bigger income in constant dollars than junior executives made right after this last war? Or are the highest valuations being given to the kind of houses and the price-class of houses that proved the best mortgage risk in yesterday's market?

Economist Miles Colem has said: "By FHA income-requirement standards the next decade will offer us a potential market for:

"3.3 million more homes priced from \$12,400 to \$14,200 (9.5% of total);

"5.2 million more houses priced from \$14,200 to \$17,500 (17% of total);

"6 million more houses priced from \$17,500 to \$23,600 (25.5% of total);

"9.97 million more houses priced over \$23,600 (45% of total).

"In other words, today's mass market is the quality house. The shelter shortage is over . . ."

6. What is being done to hasten, to encourage, the transformation of home building from an ancient and wasteful handicraft to a modern assembly line of industry?

The waste of labor and the waste of money for on-site fabrication is too great to continue. Anything and everything can be made better and cheaper in a factory. So tomorrow's house will be built with parts instead of pieces — factory-fabricated parts

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sized to standard dimensions so they will fit together and work together with a minimum of wasteful on-site labor. Tomorrow's house will be built with prefabricated wall panels, flooring panels, roof trusses, roofing panels, plumbing assemblies and mechanical cores.

And tomorrow's home will look very different, because so great a change in the way houses are built is bound to bring a corresponding change in their appearance.

At long last the housing industry is entering the industrial revolution, and home building has a chance to become America's biggest growth industry. For two generations the housing industry has "had the pants sold off it" by other industries competing more efficiently, more concertedly, and more aggressively for the consumer dollar. Now industrialization will give home building its chance to catch up.

How soon and how fully home building can seize this opportunity will depend in large measure on whether appraisers help or hinder the transformation of the industry.

Can You Give the Answer...?

Case of the Disappearing Dollar...

Three travelling men arrived simultaneously at a small town containing only one modest country hotel. Each, of course, asked for a single room. But the hotel was so crowded that only one large room and bath was available. The time was late evening. The hotel's clerk had long since gone home and the lone night bellboy was pinch-hitting for him.

"Sorry, gentlemen," he said to the three men. "Only one space is empty, and it's expensive. But I can put in another bed and you can all sleep comfortably for ten dollars each."

The men agreed, paid the aggregate thirty dollars to the bellboy and retired.

The clerk came in early next morning and the bellboy reported to him what he thought was a smart transaction.

"That's all fine," said the clerk.

"But you overcharged them. That room rents for only twenty-five dollars. Take this five dollars and refund it to them."

The bellboy took the money. But on the way upstairs he decided to give each of the men a dollar refund and keep the two remaining from the five for himself. This he did and left the men pleased that the room had cost each only nine dollars.

Then the bellboy began to think and wonder. The men had paid him ten dollars each, thirty dollars in all. He had refunded them a dollar each, thus making the room charge nine dollars each, or a total of twenty-seven dollars. So, he figured, the difference between the two totals came to an even three dollars. But out of the five dollars the clerk had given to him, he now had only two!

What happened to the other dollar?



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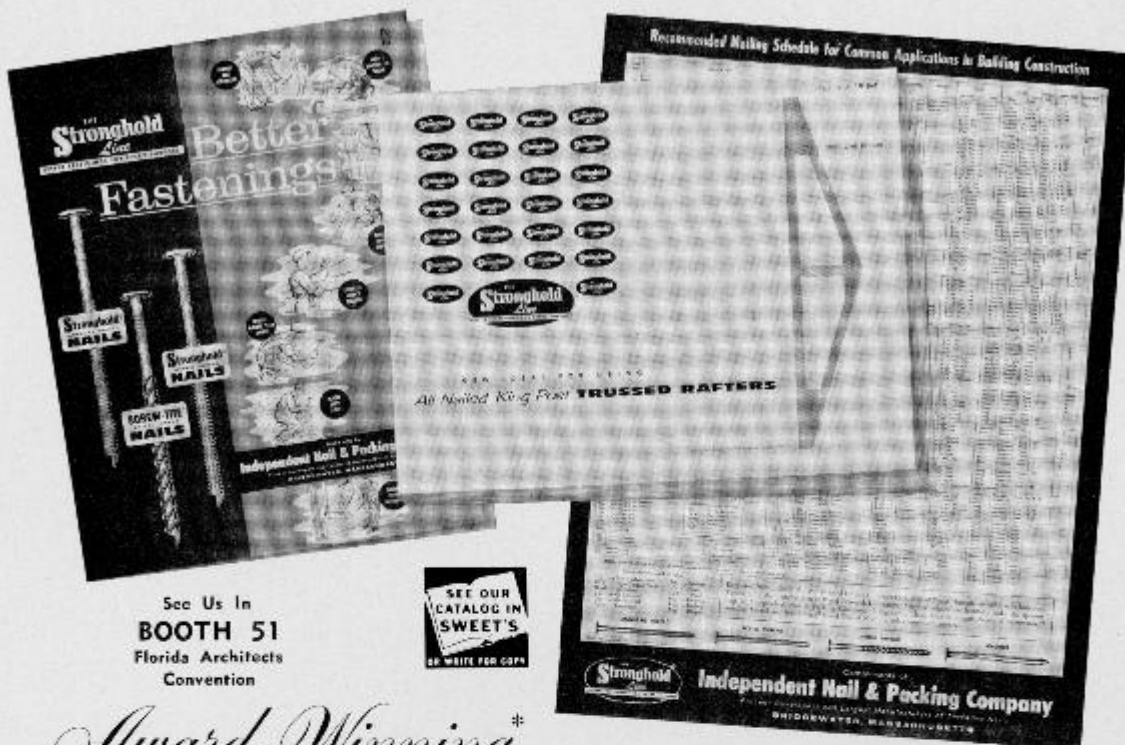
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Governor Names Stetson

To Head Hurricane Committee

A six-man Hurricane Damage Study Committee has been appointed by Governor LEROY COLLINS "... to act in an advisory capacity to the state regarding a proposed hurricane damage study." Named as chairman by the Governor was JOHN STETSON, AIA, of Palm Beach, president of FAA. Others selected were: NORMAN L. BRYAN, of Deland, an engineer and member of the firm of Reynolds, Smith and Hills; LAWRENCE FARRAR, of Jacksonville, specialist in storm, tide and hurricane problems with the U.S. Army Corps of Engineers; WALLER G. STEPHAN, partner of the Miami engineering firm of Stephan and Saffir; M. A. YELVINGTON, City Planning and Building Director of the City of Sanford, and PHILIP H. HISS, builder and superintendent of the Sarasota County Board of Public Instruction.

This group was charged by the Governor with developing a program for surveying "... all of the various aspects of the building procedures and codes followed in the state and how they might be improved so the buildings and structures could better withstand the force and effect of hurricanes." The Governor's statement also directed the committee to "... propose methods of studying and recommending improved procedures regarding land dredging and filling, bulkhead lines, road and bridge building, zoning and building restrictions, as well as related subjects."

It is noteworthy that an architect was selected as chairman to coordinate the work of individual committee members. Of significance also is the fact that two of the committee have had special experience with building codes. Mr. Stephan was formerly a building inspector in Miami and is the author of the new South Florida Building Code for the Dade County League of Municipalities. Mr. Yelvington is president of the Building Officials Association of Florida and a member of the Engineering and Advisory Committee of the Southern Building Code Conference. Named

by Chairman Stetson as a staff assistant was STEPHEN J. GENOCCHIO, AIA, of Palm Beach.

The Committee held its first meeting with the Governor on October 13. The result was an outline of activity that included a first-hand survey of hurricane damage throughout the heavily-hit areas of the state, and the compilation of a comprehensive report of conditions encountered and recommendations covering possible areas of improvement in these fields of interest: 1... Protection of buildings against direct wave action; 2... Flooding of low-lying areas; 3... Protection of bridges and bridge approaches; 4... Roof resign; 5... Hurricane bracing and anchoring; 6... Road elevation and construction; 7... Hurricane shutters, and, 8... Construction and anchorage of mobile homes.

The report will contain technical data, charts and photographs. Present plans are to develop it in a manner

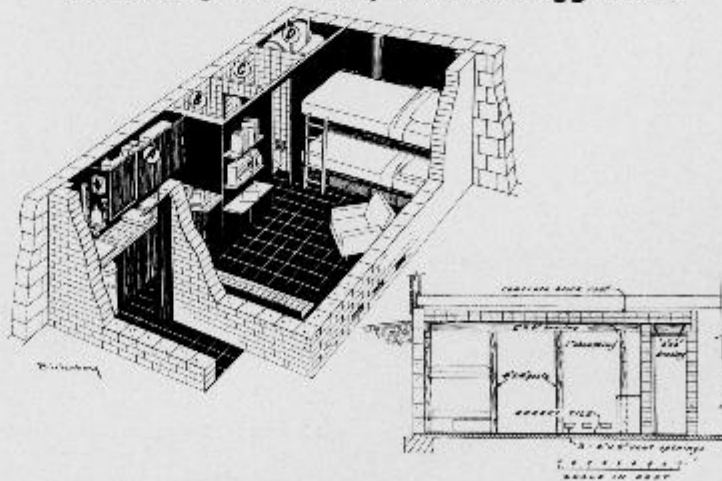


JOHN STETSON, AIA

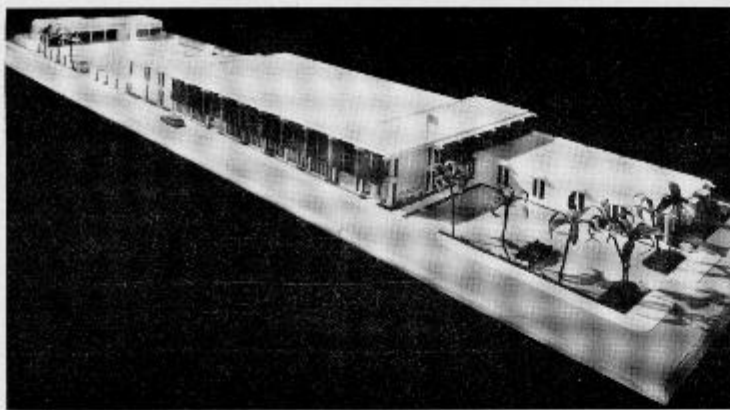
suitable for public distribution in printed form. Among other material planned for inclusion is a map indicating areas throughout the state which are susceptible to heavy damage by hurricane caused flooding and wave action from both the ocean and gulf.

Other important sections of the report will undoubtedly deal with recommendations on code revisions and the assumption of legal responsibility for adequate design and construction on the part of those who plan buildings and other structures.

No Joking . . . A Very Serious Suggestion!



The Tile Council of America, Inc., apparently disturbed by the possibility of an atomic war, has developed this "basement fallout shelter" which, it says, "can be used as a photographic darkroom". Lining one wall is, A, a two-weeks' supply of food and medicines; B, shower; C, chemical toilet; and, D, water tank. For Florida . . . ? Imagine conditions of a basement in our state's flood-susceptible lowlands! And what would you guess to be the proportion of our population who like to develop and print their own pictures?



The new Hollywood Post Office will cover approximately 92,000 square feet, including 38,500 sq. ft. for parking area and vehicle servicing. Present plans call for a one-story building with a portion of the central unit, shown above, designed for a future 18,000 sq. ft. second story addition.

Post Office Department Revises Its Commercial Leasing Program

Pictured above is a model of a new U. S. Post Office, the first to be authorized under the revised procedure recently adopted for the Commercial Leasing Program of the P. O. Department. It is now under construction at Hollywood, Florida, site of the

46th Annual FAA Convention. ROBERT M. LITTLE, FAIA, AIA Florida District Director, and his associates are the architects.

The Commercial Leasing Program is not new with the P.O. Department. It was set up to make possible the

use of financing and construction capacities of private enterprise on local bases, thus avoiding large outlays of public funds and assuring also, that owners of the property will pay local taxes. Under the general terms of the program post offices have been privately owned and leased to the Department.

This is still in effect. The current revision to past procedure involves the relationship of the architect to both the owner and the P.O. Department. Formerly, the building owner was the architect's client—though technical requirements were set by the Department. Neither the Department nor the architect had much to say about the letting of the construction contract; and there have been instances in the past when the owner factor ran rough-shod over both to the effect that neither architect nor the Department could control the job.

Now, however, the architect works directly for the P. O. Department; and when working drawings are completed, the Department advertises for bids with the guidance and advice of the architect. This is as it should be; and is a situation which AIA headquarters has been trying to develop for some time past.

New FAA Insurance Program Ready

At the FAA Board meeting just prior to the 1959 Convention CLIFFORD F. GOULD, C.I.U., was appointed as Insurance Consultant for the FAA—his duties being to survey the insurance needs of FAA members, to recommend types of insurance that could meet the needs indicated by his survey, to develop coverage specifications for such insurance and, finally, to select, on the basis of reliability and rates, insurance organizations which could best meet overall requirements. Since that time a survey questionnaire has been completed and its results analyzed. Mr. Gould reported the results of this survey to the FAA Board at its meeting August 13.

At that time he was authorized to proceed on a three-part insurance program for FAA members. This includes programs for disability insurance, professional liability insurance

and the insurance of valuable papers. These three types of insurance were revealed by the survey as being not only of most interest to FAA members, but also most needed. Of those replying to the survey questionnaire (339 architects employing a total of 1,061 people, 876 male and 187 female) 52.5 percent had no disability income protection; only 23.3 percent were covered by any sort of professional liability insurance, and but 19.2 percent were insured against the loss or damage of valuable papers.

The survey questionnaire also disclosed some statistical facts relative to firms which have adopted some sort of group life insurance program. The FAA insurance consultant recommended that any action on this phase of an insurance program be deferred for the time being. Currently a quirk in a state law makes the development



CLIFFORD F. GOULD, C.I.U.

of group life insurance on an association-wide basis almost prohibitively expensive for firm principals. Plans are now under way to pass an amendment to the Florida statute
(Continued on Page 48)

THE FLORIDA ARCHITECT

Saluting:

Vernon D. Lamp, AIA — Architect
Walter Butler Company — Engineers



For State of Florida Office Building, Miami, Florida



DESIGN: Conservative Contemporary. Flair was deliberately avoided in this building to prevent its becoming 'dated' within a few years.

PRIME CONSIDERATIONS IN DESIGN AND CONSTRUCTION: Economy — Flexibility — Maximum utilization of space.

SQUARE FOOTAGE: 150,000.

APPROXIMATE COST: \$14.60 per square foot.

SPACE UTILIZATION: 75% of floor area is revenue producing.

FLEXIBILITY: Plan permits changes in room arrangements at minimum cost and inconvenience. Wall partitions are not permanently identified with main structure, permitting quick and inexpensive change to any desired configuration.

Ceiling panels arranged to permit access to plumbing, wiring, heating and air conditioning fixtures at minimum cost and inconvenience.

Design permits addition of future second floor over all first floor area to accommodate expansion of agencies.

AIR CONDITIONING AND HEATING: Building is fully air conditioned, with heating by oil-fired boilers.

CONSTRUCTION: Concrete structural frame. Floor slabs are coffered pan, 2-way rib reinforced, carried on flat band beams.

GENERAL CONTRACTOR: William A. Berbusse, Jr., Inc.

OWNER: Board of Commissioners of State Institutions, Tallahassee, Fla.

BETTER FUEL COUNCIL of DADE COUNTY



LITTLE BILL says . . .

*"Electricity-plus-Oil can't be beat,
for lowest cost and maximum heat!"*

*A Better Fuel Council member is ready to assist in solving
your commercial heating problems. Just call FR 1-2447.*

The Psychology of Color

It's more important than most realize. Here are some notes on how color can lift you up—or mow you down!

Color! It's an amazingly important factor in determining how we feel and what we buy.

Right now, are the walls around you painted blue or green? If they are, according to a psychological study made at Johns Hopkins University, then you are probably more calm and relaxed than you would be if the walls were a neutral color such as gray. The room seems larger than it actually is, for things that are blue and green tend to recede into the background, appearing farther away than they actually are.

Warm colors such as red, yellow and orange, on the other hand, tend to stimulate you, according to the Johns Hopkins study, and to seem closer than they really are.

Color preferences tell a lot about a person. Do you favor the stimulating, advancing colors? Then the chances are you're an extrovert—or would like to be. Quiet, restrained folk prefer cool shades of blue and green. And for some unexplained reason, beige, slate blue, ivory and other subtle hues obtained by mixing colors tend to be popular with executives and those of better-than-average educational background.

Equally intriguing are other un-answered hue-don'ts. Why, for instance, should dark blue symbolize steadfastness to those of Western European descent . . . trouble to the Cherokee Indians . . . and death to the Chinese? Why does a blue light make people feel that time is passing



"Brogery isn't a true Beatnik . . . he has a colored telephone."

more quickly . . . yet actually retard the growth of plans?

Regardless of personal color preferences, nearly everyone is a color conservative in the sense of expecting—and sometimes demanding—to see certain colors in certain places. Most people, for example, would tend to shun a doctor who painted his walls

(Continued on Page 55)

the soft, still voice of **QUALITY**



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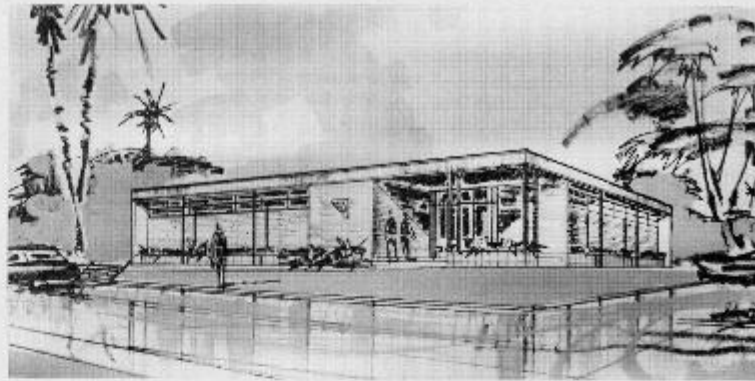
News & Notes

Jax Chapter Scores Again . . .

An informational folder recently issued by the Jacksonville Chapter is undoubtedly in line—or certainly should be—for selection as a Document-of-the-Month by the Chapter Affairs Committee of the AIA. It is a three-fold, three-color, letter-sized pamphlet, expertly designed and written, that outlines the services of an architect and includes one of the most lucid and complete presentations of the various methods of payment for architectural services that has yet been developed.

Even casual study of the pamphlet shows that much study has been put into both the text and the format. Every AIA Chapter—especially Jacksonville's nine sister Chapters of the Florida Region—could profitably study this document. And they could well be pardoned if the character of style and content were basically adopted to serve specific local needs.

The architectural profession in Florida needs more such pieces of informational literature. Members of the Jacksonville Chapter responsible for the information this contains are to be congratulated; and credit is also due to the JOHN E. ROPP Art Studio in Jacksonville which designed the folder.



ENGINEERS TO BUILD HEADQUARTERS . . . This is a preliminary sketch of the State Headquarters Building proposed for the Florida Engineering Society. No . . . an engineer will not "draw the plans". Hendricks and Phelps, of Orlando, have been retained as architects for the project which will be built in Orlando. It will contain approximately 1700 sq. ft. to include administrative offices and meeting rooms and is being designed to permit future additions. The building is being financed through sales of building bonds to FES members.

National Committeemen . . .

Florida architects are now serving as members of thirteen national AIA committees, according to a recent announcement of Florida District Director ROBERT M. LITTLE, FAIA. They are: JOHN STETSON, AIA-ACC Liaison and Pan American Congress; ROBERT M. LITTLE, FAIA, AIA-Producers' Council Liaison; ALFRED B.

PARKER, FAIA, Home Building Industry; ROBERT ABELE, Chapter Affairs; T. TRIPP RUSSELL, Education; WALTER B. SCHULTZ, Hospitals and Health; ROBERT H. LEVISON, Office Practice; BELFORD STROMATH, Preservation of Historic Buildings; EDWARD C. GRAFON, Public Relations; C. ELLIS DUNCAN, Schools and Educational Facilities; G. CLINTON GAMBLE, Structure of the Institute, and JAMES T. LENDRUM, Architectural and Building Information.

The District Director also reported that various changes in the AIA committee organization had resulted in the removal of two other Florida architects as national committeemen. ERNEST T. H. BOWEN, II, had been serving on the Disaster Control Committee which was discharged at the AIA Board's September meeting. The Awards and Scholarship Committee, on which WALT J. SNYDER, FAIA, had been serving, was also discharged. VERNER JOHNSON, who had been serving a three-year term as a member of the AIA-Producers' Council Liaison Committee, was replaced by the District Director. Reason for the change was that the AIA Board wished representation by a Board member on this committee and the appointment would maintain representation for the Florida District.

(Continued on Page 44)

Scheming Up Spectaculars for 1961

In the shadow of Independence Hall, Philadelphia, the symbol of the 1961 AIA Convention, most of the Steering Committee of the Host Chapter are hatching schemes to make the AIA Convention Week in Philly the biggest and best yet for architects. Left to right are: Charles E. Peterson, Beryl Price, Chairman, Herbert H. Swinburne and Harry W. Peschel. Two of the "spectaculars" already planned for are a command performance of the Philadelphia Orchestra and tours of Colonial Philadelphia's historic shrines.



NOVEMBER, 1960

News & Notes

(Continued from Page 43)

Reminder . . .

Nominations for the fifth annual R. S. Reynolds Memorial Award must be submitted to AIA headquarters in Washington, D. C., prior to December 12, 1960. Started in 1957, the Reynolds Award—involving a cash payment of \$25,000 and certificates of honor to both architect and building owner—is conferred annually on an architect whose submission is judged to be most significant as a contribution to the advanced utilization of aluminum in building design.

The award competition is international in scope. Thus far, no building in the United States, nor any of this country's architects have been selected for the Award. In 1957 the jury picked the Visitors and Factory Lounge Center, S. E. A. T. Automobile Factory, Barcelona, Spain. In 1958 the selection was the Transportation Building of the Brussels Worlds Fair in Belgium. In 1959 the honor went to architects of the Sydney Myer Music Bowl at Melbourne, Australia. The

jury's selection this year was the building in Vevey, Switzerland, housing the Nestle International Headquarters.

Information on the Award program and nomination forms may be obtained from AIA headquarters. Data relative to the building and architect nominated must be submitted by February 24, 1961. Judgment of entries will take place March 1-2, 1961. Presentation of the Award has been scheduled for April 22, 1961.

January Deadline Set For Design Award Program

AIA President PHILIP WILL, JR., FAIA, has announced January 27, 1961, as the deadline for entries in sixth annual Homes For Better Living Awards program. This year the program will be expanded to cover all 50 states and will include, in addition to custom-built and merchant-built houses, a third category of garden, or walk-up, apartments not over three stories in height. The apartments may have been built as rental units or for sale as cooperatives. This is the first year that apartments have been in-

cluded in the Program.

The Program is sponsored by the AIA in cooperation with *Life* and *House and Home* magazines. Award winning buildings will be announced during the AIA Convention at Philadelphia during the week of April 23, 1961. They will also be published in *House and Home* and exhibited throughout the country. A selection from winning entries will also appear in a 1961 issue of *Life*.

Entries may be submitted by an owner, architect or builder, but must be postmarked for mailing to AIA headquarters before midnight, February 24, 1961. Full information and entry blanks may be obtained from the AIA headquarters or from *House and Home*, Time-Life Building, New York 20, N. Y.

Award Program Jury . . .

C. HERRICK HAMMOND, FAIA, of Delray Beach, a former past president of the AIA, JAMES T. LENDRUM, AIA, Head, Department of Architecture, College of Architecture and Fine Arts, U/F, and GEN. T. A. WEYHER, Dean of the University of Miami's College

(Continued on Page 47)

NEW INSULATION FOR MASONRY WALLS DOUBLES THERMAL EFFICIENCY

After ten years of research, Zonolite Company has developed a water-repellent, vermiculite insulation for concrete block and cavity walls.

Full scale wall specimens have been thoroughly tested by Penn State University and the Structural Clay Products Research Foundation for: *Heat Transmission; Water Permeability; Vapor Permeability.*

Heat Transmission Test Results . . . Zonolite Masonry Fill Insulation reduces heat transfer through a masonry wall up to 50 percent. This means that smaller heating and air conditioning units can be used. Their cost of operation will also be lower.

Interior surface temperatures stay much closer to room temperature allowing 30 percent less radiant heat exchange with the body. This means greater human comfort.

Water Permeability Test Results . . . A cavity wall with a leaking exterior was tested for six days under simulated wind-driven rains (5½" of water per hour in a wind of 50 mph). There was no water permeation through the Zonolite Water Repellent Masonry Insulation, to the other side of the cavity.

Vapor Permeability Test Results . . . The results of this test, conducted at Penn State, proved that under usual conditions of occupancy and climate, no vapor barrier is required in a cavity wall insulated with Zonolite Water Repellent Masonry Fill.

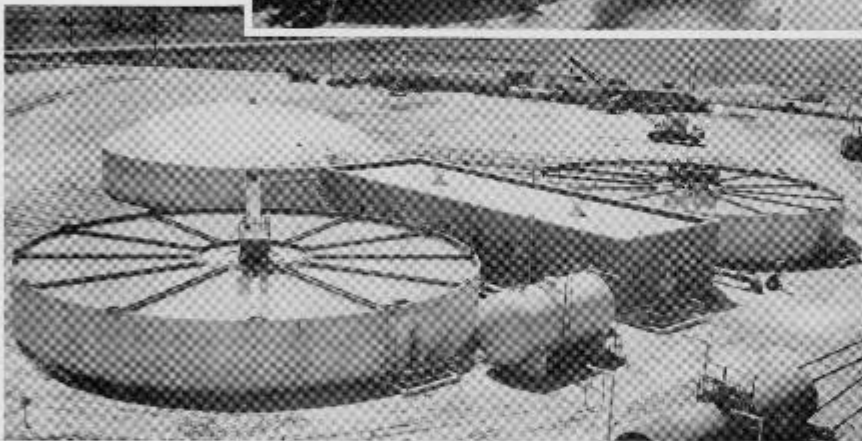
For complete information, send for Zonolite Booklet MF-2 containing test data on heating and air conditioning savings, coverage, and specifications.

Call or write Zonolite Company, 211 E. Robinson St., Orlando, or P. O. Box 211, Boca Raton, Florida.

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(50 YEARS OR MORE)
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CONSTRUCTION

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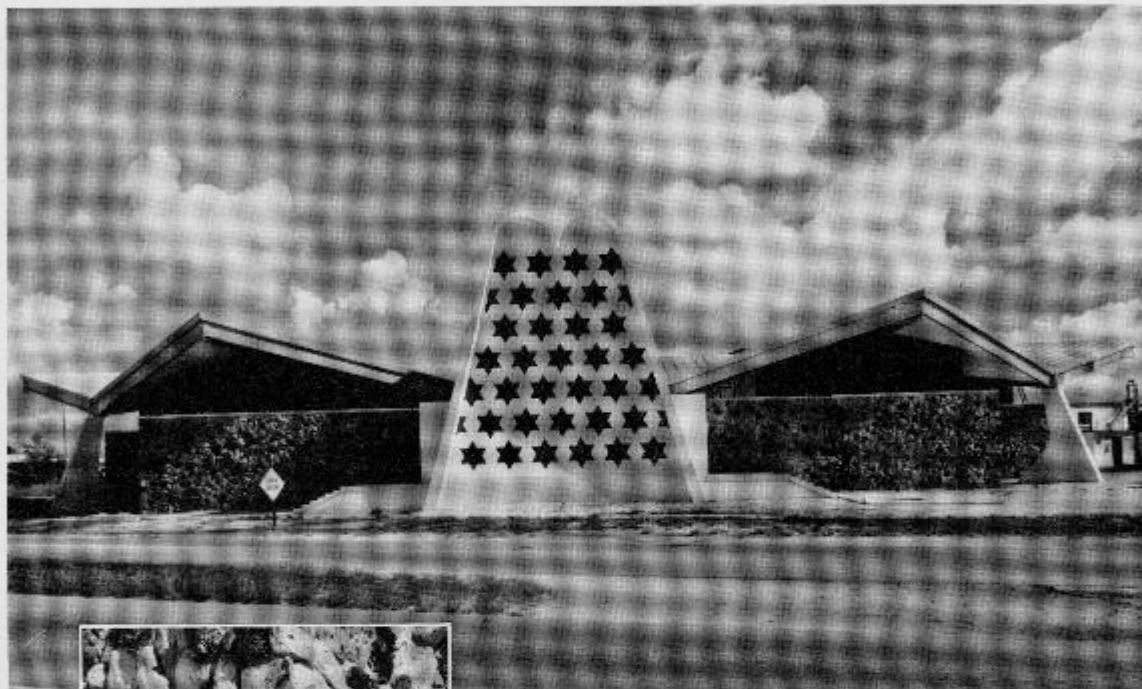
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PENINSULAR DIVISION, JACKSON, MICHIGAN • VICTOR DIVISION, FREDONIA, KANSAS

NOVEMBER, 1960



The Dramatic Strength of Texture, Color and Scale...



Sanctuary and Social Hall for the Beth Torah Congregation, North Miami Beach.
Philip Pearlman, Architect; Stoller Construction Co., General Contractors.



- The bold and imaginative character of this design concept required use of out-of-the-ordinary material for its complete development. In FEATHEROCK the architect found the ideal material to convey the sense of strength and simplicity through texture, color and scale . . . FEATHEROCK'S full color range was used — from charcoal through warm tan to silver gray. Its rugged, crystalline texture provides shade and shadow where needed. And its light weight — only seven pounds per square foot — made handling easy and installation economical. . . .

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featherock, INC. 6331 HOLLYWOOD BOULEVARD • LOS ANGELES 28, CALIFORNIA

News & Notes

(Continued from Page 44)

of Engineering, have been named as a jury in an annual award program for architectural and engineering excellence in Dade County.

The award program is sponsored by the Better Fuel Council of Dade County. Its purpose is to bring public recognition to local architects and engineers for outstanding work on both private and public buildings.

More about Modular . . .

Adoption of the modular measure principle may save the construction industry a billion dollars a year, according to ELMER A. LUNDBERG, AIA, recently-elected president of the Producers' Council. Lundberg made this statement as part of his address at the final session of the Eleventh National Conference on Standards held last month under the sponsorship of the American Standards Association.

Though he admitted that some sections of industry and some architects are opposed to the adoption of the modular system, Lundberg cited num-

erous instances wherein the system was developing dramatically successful results. He quoted one architect as testifying that modular measure could be expected to reduce draftsmen's dimensional errors by a whopping 90 percent and to cut drafting time by 20 percent within the first year of application.

From the constructor's viewpoint, Lundberg asserted that job estimates can be prepared "at least" 33 percent faster from modular drawings. And he mentioned the experience of another builder who was saving 10 to 15 percent of his field labor costs—and as much as six percent of the total contracts—through the consistent use of the modular method. Producers too, said the trade association executive, are recognizing similar values. He cited the experience of one producer who had been able to cut in half his 1,400 sizes and designs of wood windows and 1,700 sizes of sash due to standardization made possible by the modular method.

From headquarters of the Modular Standards Association comes news

that through a grant from the Ford Foundation, a completely delineated text book on modular measure will be made available for architects, contractors and building suppliers in the near future.

Personals . . .

Architects VERNON D. LAMP, AIA, and CHARLES C. BROWARD, JR., AIA, have announced a new firm for the practice of architecture to be known as Lamp-Broward & Associates, with offices at 3434 West Flagler Street, Miami. Lamp formerly conducted his own office, but for the past five years was associated with the Walter Butler Co., engineers. Broward was formerly associated with the architectural and engineering firm of Connell, Pierce, Garland and Friedman.

WILLIAM PARRISH PLUMB announces the opening of his office for the practice of architecture and related design at 3021 N.E. 32nd Avenue, Fort Lauderdale.

RICHARD A. BAKER has opened his own architectural office at 2651 N. Federal Highway, Room 210, Fort Lauderdale.

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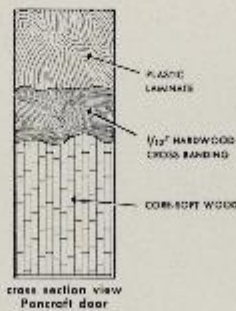
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FAA Insurance...

(Continued from Page 46)

controlling this situation at the 1961 Legislature; but until this has been accomplished, no effort will be expended to develop a group life insurance program for Florida firms under FAA sponsorship.

Of the three-pronged FAA insurance program the matter of professional liability coverage is probably the most important. Of the 339 architects replying to the survey questionnaire, only 79, or less than 24 percent, indicated they were conducting their business under coverage of insurance protection against negligence, errors, mistakes or omissions. Yet all are legally responsible for the competency of their professional work; and the trend of court decisions seems increasingly to extend the architect's professional responsibility beyond the technical competence of his documents into the performance of the building constructed from them.

Thus, the professional man works under the constant threat of having to defend himself from what might well become—to judge from records of past cases—almost ruinous legal action. At the best this could take the form of a nuisance suit based on some trivial error or omission. At the worst it could become a case involving devastating damages—pinned on the architect through his responsibility for supervision, perhaps, though arising actually from some negligence or mistake of a building contractor.

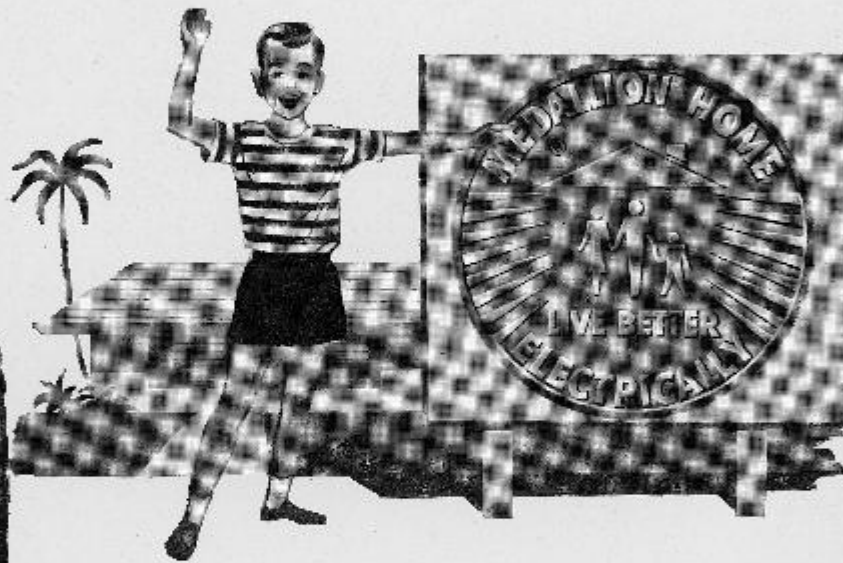
The professional liability insurance program which is now ready for acceptance by Florida architects is very similar to that sponsored by the Institute on a national basis. But, according to the FAA's insurance consultant, it was selected because the coverage embodies certain technical advantages and can be made available, he believes, at a somewhat lower cost. Coverage clauses of four companies writing professional liability insurance were analyzed in detail and embodied in a comparative report to the FAA Board before the policy offered by the Fidelity and Casualty Company of New York was selected.

Literature covering the programs will be available at the 46th Annual FAA Convention—as will Mr. Gould, or a member of his staff, for consultation.



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The Community...

(Continued from Page 21)

the quality of other developments that have preceded and will follow.

It depends, as ARTHUR GALLION has emphasized in *The Urban Pattern*, upon the standards at which a community maintains itself, the maintenance of existing facilities, and the standards it demands for future improvement. These standards determine the difference between degeneration or stability of our urban communities, and upon them rests the difference between speculation and sound urban development.

Those of us who live in Florida stand upon the threshold of a tremendous period of change in our urban way of life. The forces of growth and urbanization in our state are relentless in their action. But almost for the first time, there is growing realization that these forces can be turned to the constructive uses of our communities. But such things do not happen by chance. They happen only when we plan it that way and when we put our plans into action.



*NO TIME OF YEAR FOR TB.
Is there ever a right time? Of course not. But Christmas, more than any other season, should be a time of glowing good spirits, health and happiness. In the fight against TB, it can at least be a time of hope—when millions of Americans help by using Christmas Seals. Answer your Christmas Seal letter today.*

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6th Annual Roll-Call --- 1959 - 1960

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Agency—Long Advertising Agency
815 W. Flagler St., Miami, Fla.

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BAGWELL STEEL PRODUCTS, INCORPORATED

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1217 Biscayne Blvd., Miami, Fla.
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BETTER FUEL COUNCIL OF DADE COUNTY

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Agency—Seery & Ward, Commonwealth Bldg., Louisville, Kentucky

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Agency—Bearden-Thompson-Frankel, Inc. & Eastman-Scott Advertising, 22 8th St. N.E., Atlanta, Georgia

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Lightweight garden and landscape rock
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Architectural terra cotta

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FLORIDA HOME HEATING INSTITUTE

Buildorama, Dupont Plaza Center, Miami, Fla.

Oil and gas heating
Agency—Bevis Associates, Advertising Inghram Building, Miami, Fla.

FLORIDA PORTLAND CEMENT DIV.

General Portland Cement Co., Tampa, Fla.

Portland cement
Agency—R. E. McCarthy & Assoc., Inc. 206 S. Franklin St., Tampa, Fla.

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A NOTE ABOUT THE FLORIDA ARCHITECT'S PUBLISHING POLICY . .

● As the Official Journal of the Florida Association of Architects — which is a State organization of the American Institute of Architects — The Florida Architect is a professional magazine, in the strictest sense of the term. It was developed to serve the overall interests of the architectural profession in Florida. In doing so it also serves the building industry of this state of which the profession is a part.

● So it is more of an educational and inter-industry public relations medium than a commercial publication or trade paper. Because of this character it has come to be regarded as an authoritative source of professional and inter-industry news, a forum of professional opinion and a strong voice that calls constantly for sound professional advancement, for improvement of construction industry practices and for enlightened and progressive community development in all sections of our State.

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Psychology of Color...

(Continued from Page 52)

bright orange. Cool and quiet hues are associated with the calm competence we expect from the medical profession.

But taste for color can also be cultivated. Auto makers proved this in the past decade, to the point where a black car has become almost a rarity in this country.

Maybe even more significantly, the same thing seems to be happening with a basic, near-universal ingredient of the home and office—the telephone. A new telephone survey shows that close to 40 percent of all telephones being installed in homes today are colorful.

Which phone colors are people choosing for their homes? The leader by an overwhelming margin is white. Next come beige and pink. The other shades, roughly in order of preference, are ivory, yellow, green, blue, gray and red.

Market researchers have unearthed some equally colorful findings that help explain why you buy as you do in supermarkets and department stores. Brown will sell coffee, baked beans or tobacco, but it won't do a thing for hardware, which moves fastest against a blue backdrop.

Health as well as wealth is affected by color. Mental hospitals are experimenting with color therapy, soothing hysterical patients with blue, stimulating the depressed with yellow and igniting a spark of life in the extremely withdrawn patient by using red and orange.

One of the oddest aspects of color psychology is the way different nations look at color. White, not black, was the color of mourning in ancient Rome and even in modern China. Red meant heaven to the ancient Chinese, goblins to the neighboring Tibetans. Blue is hated by an Armenian tribe of nomads—their worst curse is "May you die in blue garments!"

The Cherokees symbolized not only qualities but directions with color. Red was east and success; blue, north and trouble; black, west and death; white, south and happiness.

As the southeasternmost state of the U.S. 50, maybe Florida should adopt red and white—success and happiness—as its Official P/R colors.

THE FLORIDA ARCHITECT

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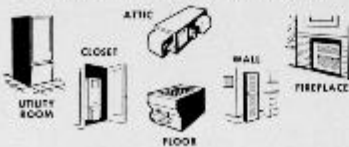
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SEE THE OIL HEATING DISPLAY AT BUILDORAMA, DUPONT PLAZA CENTER, MIAMI

F/A Panorama...

WHO LIKES WHAT COLOR MOST . . . ?

A survey of color preferences released last month by the Color Corporation of America indicated that the family of beige tones is still the national favorite. The firm's color preference report, issued semi-annually, is based on a compilation of 86,000 retail paint sales in which customers requested specific colors or tints. In the South—roughly the region comprising the Florida, South Atlantic and Gulf States districts of the AIA—first preference is for beige in line with national trend. Blue-greens are next. Pinks are less popular now than last year—but mauve and yellow registered an increased acceptance. Blue is less popular here than elsewhere, and southerners are not following the growing preference for peach and oranges shades evidenced in other areas. Most color minded of all US sections is the north east where strong colors—particularly deep shades of blue, blue-green and golden yellow—are top favorites.

FACTS OF FINANCIAL LIFE FOR ARCHITECTS . . .

To forestall political attacks on architectural fees paid for school designs, the Broward County Chapter recently released some facts on where the money goes for the low average fees—about 3½ percent—the county pays for architectural services. Of this 3½ percent, the architect pays out a gross of three-quarters of one percent to the structural engineer, a full one percent to the mechanical engineer and another one percent for draftsmen's salaries and overhead costs. This leaves the architect about three-quarters of one percent for his personal income. . . . On a \$500,000 job, for example, the total fee would be \$17,500—but the architect would actually get only \$3,750 as his personal share. Even this couldn't be construed as all "profit," since the salary and overhead items don't include any regular stipend for the architect himself. . . . The political trick, of course, is to point to the gross total fee as being all-expense-free, personal income to the architect.

PITY THE POOR LAND AND MONEY BROKERS . . .

On this same example deal, money for the school was probably raised through the sale of bonds—in which case the broker may well have taken a full one per cent cut, with the four to five percent interest on the principal going on for some thirty years. Then, too, if the land for the school involved a modest sales price of \$50,000, some poor broker received a commission of from five to seven percent—with all the hardship of doing without the expense of engineers, draftsmen and overhead! In addition, the school budget is further nicked by premiums for insurance. We have heard of one insurance man reputed to enjoy an income of \$40,000—purely as a broker-advisor for a single county's school system.

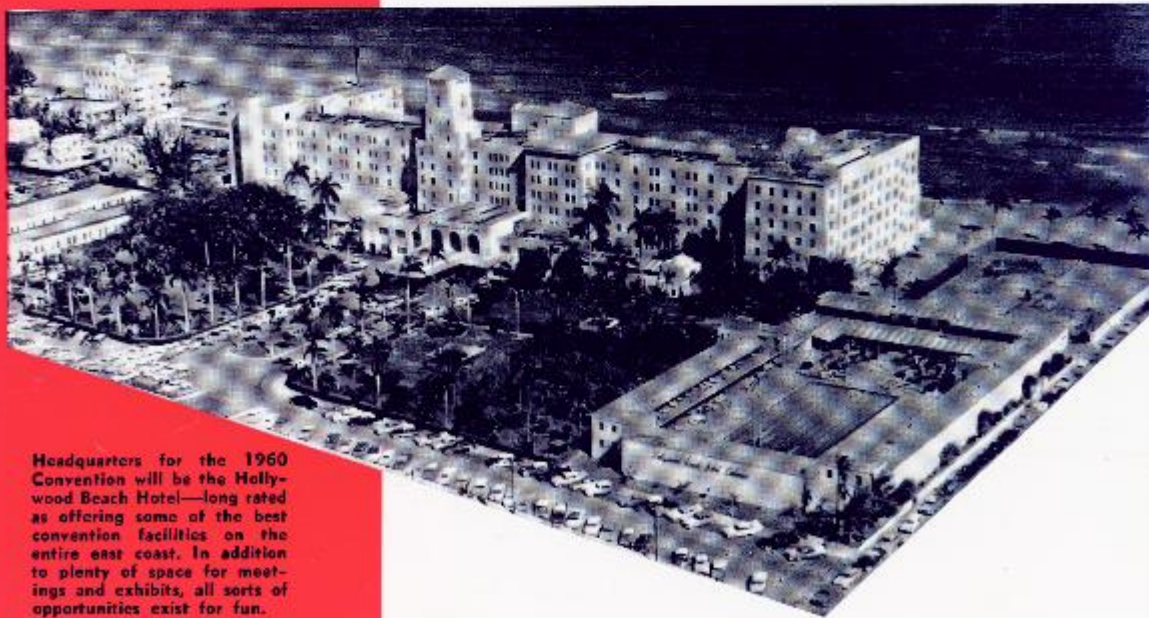
IS THE BLANKET BROAD ENOUGH TO SHARE . . . ?

If architects should seriously consider the heavy undertaking of revising Chapter 467 of the Florida Statutes—the Architects' Law—a careful study of Chapter 473—the Accountants' Law—might be rewarding. For example, Section 473.20 of that statute, dealing with grounds for revocation of certificates, says, ". . . Any certificate to practice . . . may be revoked . . . when it shall appear to the board . . . (7) Because of the commission by the holder of a certificate of any act which renders him unfit to associate with the fair and honorable members of the accounting profession . . ." This seems to be a blanket under which the board acts not only as an agency to administer the statute, but also as an arbiter of fair-practice standards and a guardian of professional ethics.



FAA

... The first Convention of the new decade — which some are already calling "The Sizzling Sixties" — will be at Hollywood in November. The Broward County Chapter will be the host; and members are already at work developing the theme "Man, Climate and The Architect" into a program which promises to be both provocative and unusual. . . . It's not too early to plan for the 1960 FAA Convention right now. There's a good chance you'll be invited to participate as well as to attend . . .



Headquarters for the 1960 Convention will be the Hollywood Beach Hotel—long rated as offering some of the best convention facilities on the entire east coast. In addition to plenty of space for meetings and exhibits, all sorts of opportunities exist for fun.

46th ANNUAL FAA CONVENTION

NOVEMBER 10, 11, 12, 1960 — HOLLYWOOD BEACH HOTEL — HOLLYWOOD