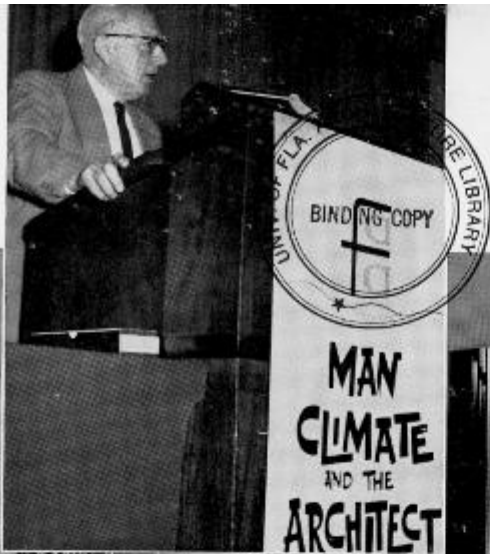


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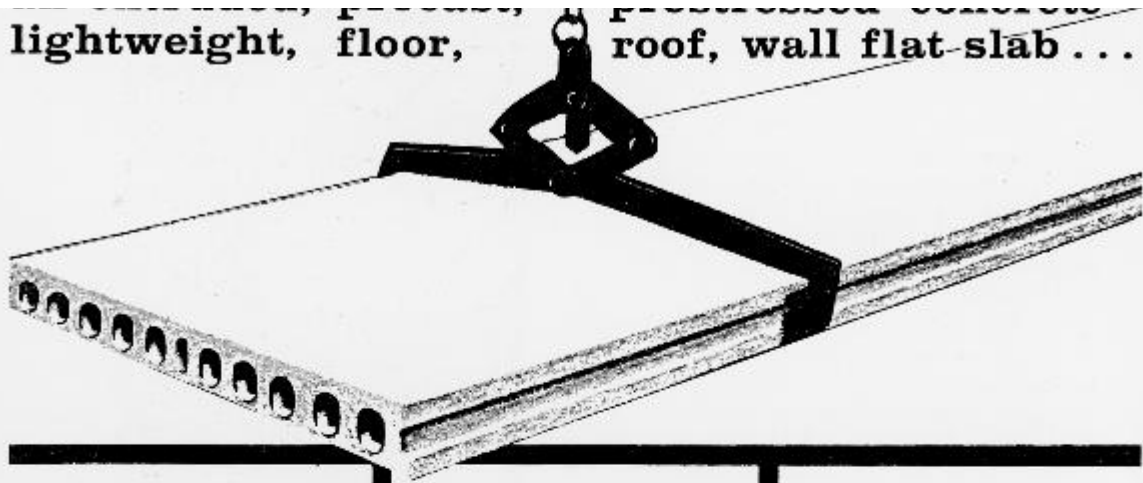
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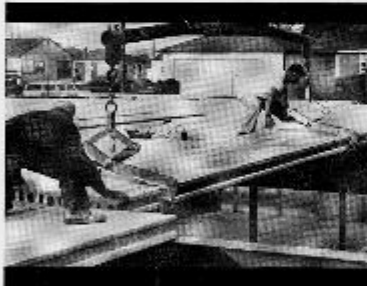
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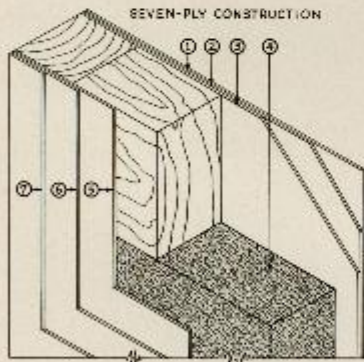
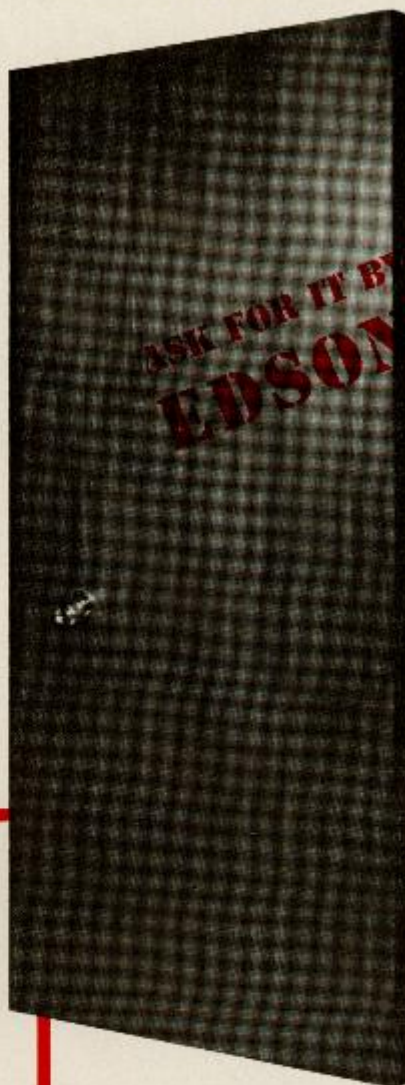
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### THE COVER

The theme of the 46th Annual Convention found expression in many ways during the three-day meeting at the Hollywood Beach Hotel. There were characteristic and colorful posters. There were speeches. And there were exhibits of architectural accomplishments. Suggesting this interlocking expression, this month's cover embodies a picture of Dr. Clarence A. Mills, Convention keynoter, and a view of solar-shading devices used by Mark Hampton, AIA, in his Honor Award design of a house for Albert Weis, in Atlanta, Georgia.

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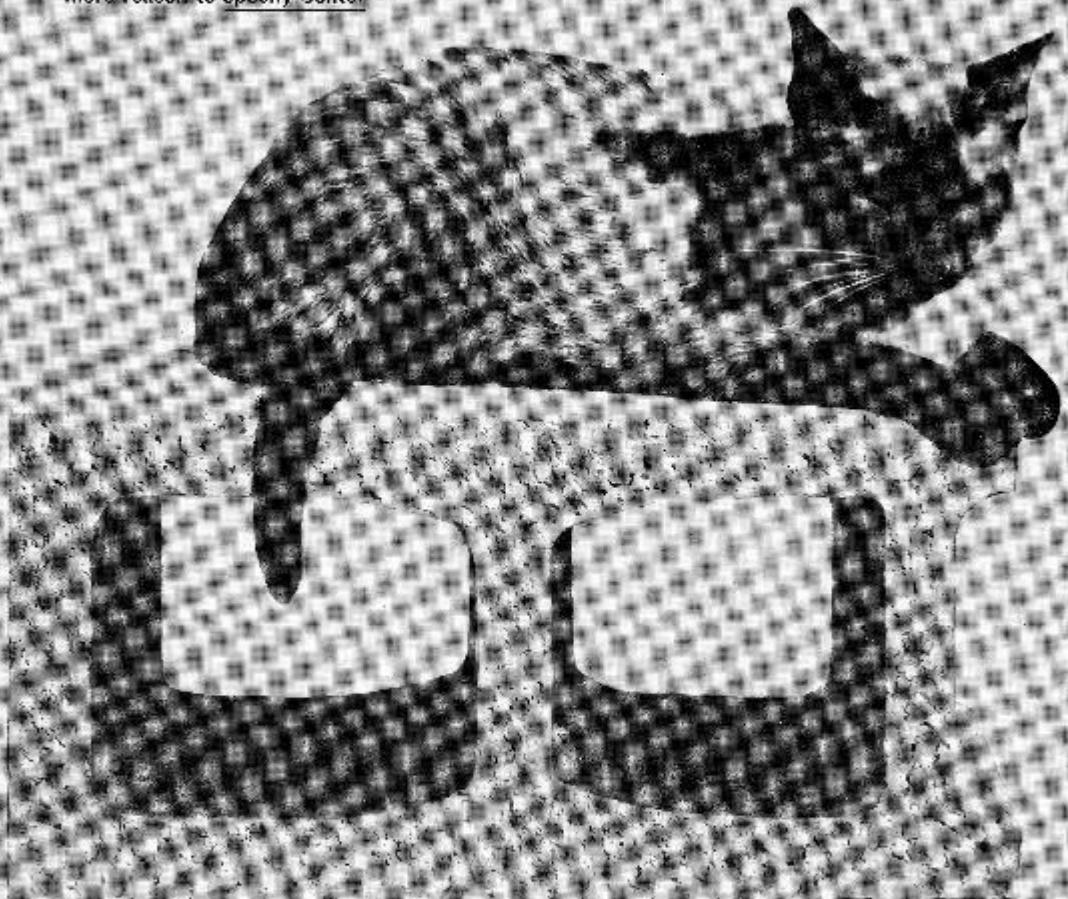
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## **Levison Acclaimed As FAA President for 1961**

With no opposition and without even one dissenting delegate vote, ROBERT H. LEVISON, of the Florida Central Chapter, was elected president of the FAA for 1961. He will assume control of FAA affairs from two-term president JOHN SLEESON on January 1, 1961.

Unanimously elected with Levison was the slate of FAA officers proposed by the Convention's nominating committee. These included: for Secretary, VERNER JOHNSON, Florida South Chapter; for Treasurer, ROY M. POOLEY JR., the incumbent, Jacksonville Chapter; and for Third Vice President, WILLIAM F. BIGONEY, JR., Broward County Chapter.

This is the second time that Levison has been a candidate for election as the FAA's top administrative officer. Last year at the 1959 FAA Convention, he lost the presidency by only one vote. This year, in the judgment of several of the FAA's "elder statesmen," the 1961 FAA President has been accorded a mandate to find solutions to problems of organization, public and inter-industry relations and long-range planning with which the FAA is concerned.



**ROBERT H. LEVISON**  
FAA President-Elect

ROBERT H. LEVISON was born in Toronto, Canada, in 1915, but has lived most of his life in Florida. Presently a principal in the Clearwater firm of Wakeling, Levison and Williams, he holds a BA degree in architecture from the University of Florida. His AIA membership dates from 1945 and during the past ten years he has been increasingly active

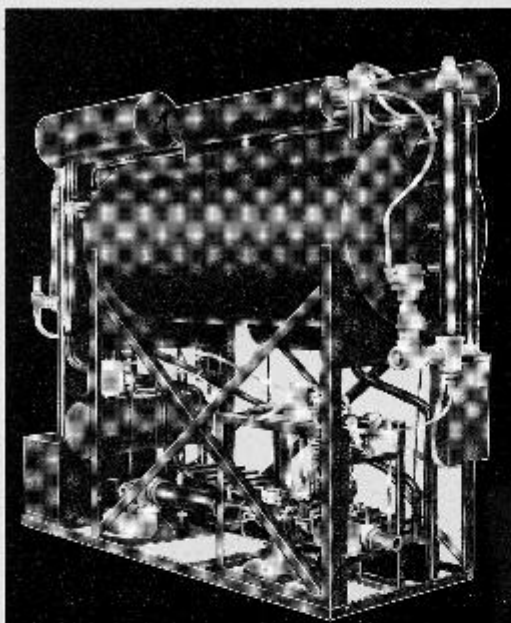
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The FAA's 1961 administrative team includes, left to right, Verner Johnson, Florida South Chapter, Secretary; Roy M. Pooley, Jr., Jacksonville Chapter, re-elected as Treasurer; Robert H. Levison, Florida Central Chapter, President; and William F. Bigoney, Jr., Broward Chapter, Third Vice President.

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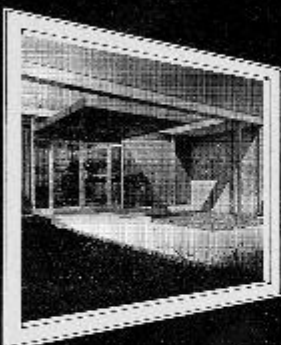
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### Levison Acclaimed . . .

*(Continued from Page 4)*

in AIA affairs at chapter, state and national levels. He has held various chapter offices, including two terms as president and served as chairman of the Florida Central Chapter's Convention Committee in 1957.

The FAA's 1961 president has served several terms as a member of the FAA Board of Directors. For

the past two years he has been also a member of the AIA national committee on Office Practice; and, as chairman of the Florida Regional Committee on Office Practice, has been the administrative force behind the successful program of office practice seminars initiated last year. He is married, the father of three children and, at the present writing, is still basking in the glow of his recently achieved status as a new grandfather.



**FRANKLIN S. BUNCH**  
President, State Board of Architecture

## State Board Inaugurates Certificate Presentation Ceremony

In the first ceremony of its kind in Florida, FRANKLIN S. BUNCH, President of the Florida State Board of Architecture, welcomed Florida's newly registered architects into the ranks of the profession and presented registration certificates to 27 of them. The ceremony was held following the November 11 banquet of the FAA's 46th Annual Convention at its head-

quarters at Hollywood Beach.

Before inviting the newly registered men to receive their certificates, the State Board President outlined briefly the organization and functions of the State Board and then spoke directly to those who had been granted registration since the first of the year. His talk was keyed to the need for overall

*(Continued on Page 29)*



Twenty-seven newly registered architects received their certificates during the presentation ceremonies at the FAA's 46th Annual Convention banquet.

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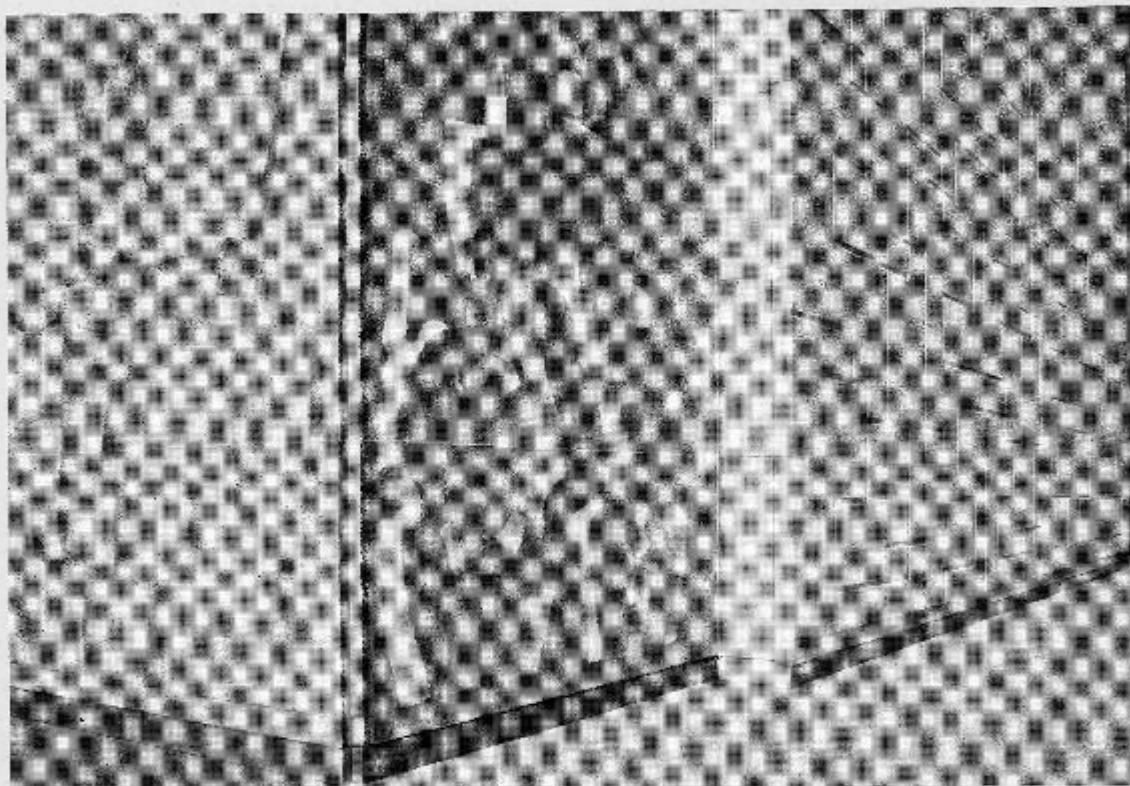


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*(Top) Model of McCormick Place as seen from Lake Michigan. (Above) Close-up of the sculptured concrete panels.*

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# The Future Has Already Begun

By PHILIP WILL, JR., FAIA  
President, American Institute of Architects

At the luncheon meeting of the 46th FAA Convention's opening day, the Institute's top-ranking officer surveyed the current background for professional practice and sketched a broad new pattern of activity for the future.

You have seen fit to elevate me to a high and honored position of leadership within our profession. Now you have a right to expect that I tell you about my view from this, to me, still somewhat dizzy and unaccustomed height.

One way to discharge this obligation is to spread before you a rosy panorama of the future. I could quote any one of many economic forecasts based on the need to rebuild our decaying cities and on the demands of our growing population. Such a talk is not overly original. To an audience of comfortably engaged and complacent architects, it makes pleasant listening.

I propose, instead, to ask some rather uncomfortable questions. Perhaps the answers will raise doubts. Is all for the best in this best of all possible worlds?

In fact, I hope that you, my colleagues, will come to share my deep concern, my growing conviction that the future is already with us—in crisis form. This crisis must be understood and dealt with if architecture is to continue as a vital profession of high stature and satisfying accomplishment.

We say that we are master builders who understand how to respond to human needs in terms of building. We are, we say, responsible citizens who place public welfare and that of our clients above our own. Yet, how well have we done?

We are becoming an overwhelmingly urbanized nation; but, do we know what kind of cities we wish to create . . . and why? Do we understand the city—that organism whose growth through the years reflects all stages, triumphs, defeats and crises of the human spirit? Are our ideals and objectives equal to our capacity to build? For what we build will itself shape the nature of our citizenry.

C. S. Lewis, the British author, is perhaps best known for his book *"The Screwtape Letters."* But some may also remember *"The Great Divorce."* This small book begins with the description of a city:

*"A city of dismal block after block of drab houses. Most have been abandoned by their owners. To this city there is no end and no beginning; for it expands as the expanding universe with the speed of light.*

*"Scraps of paper eddy with each*



*chill gust of wind. Dirty puddles reflect the yellow flicker of the street lamps. For there is no sun. A city without day nor night. All is dull, colorless, grey, dispirited neuter."*

The author has been describing his version of hell . . . and perhaps it is also ours. Yet I submit that the imagination of the author is unequal to the reality of man's ability to foul his own nest!

With allowance for poetic license, what have our modern American cities become? Narrow canyon walls, unrelieved with open space. A jagged wallpaper whose perspective stretches to infinity. Noise re-echoes. Extremes of micro-climate multiply themselves. In chaotic orgy visually screaming signs cannibalize each other. The deadly residue of power sources pollute the air: odor, dust, soot, ashes, smog and lethal gas. The helpless pedestrian, in unequal battle, disputes the right to move with the automobile, that man-guided missile, only a curbstone away. Clutter, ugliness and waste. A battleground of restless, massive forces, the city has grown too fast to heal its own wounds. The sores lie open and festering.

All too often this is a fair description of what our cities now are and a prophecy of what they may increasingly become. For now the great population flood, released by the automobile and channeled by billions of dollars worth of highway, engulfs our precious countryside in oceans of urban sprawl. All becomes grey and formless in deadly continuum. No country, no suburbs, and no real city.

*(Continued on Page 10)*



## The Future...

(Continued from Page 9)

Megalopolis, endless and inhuman. So here we are. For the future has already arrived. The challenge is already upon the nation and upon the profession of architecture.

Sorry though the plight of our cities be, architects need not assume all the blame. We are a numerically small profession. Even so, many of our individual members have led battles for better planning, for the preservation of our heritage, for order and for beauty. Only now are we beginning to make up our collective mind that ours is a broad mission, that ours is the responsibility for designing these second United States, and that the challenge is not just to anyone, but to us: the Profession of Architecture.

How, we now ask ourselves, can we exercise leadership towards a better physical environment... a leadership which, by virtue of our skill and calling, must be ours? Some say that architects lack the status and the prestige to do the job. I doubt that this is true.

Ask anyone at a cocktail party to name you a nationally famous doctor or lawyer and he will be hard put. Most likely, however, he will be able to name three or more famous architects. The reason is that architecture and the men who create it are getting more and more attention in our national mass media. Don't always blame the writers or editors if you don't get your share of this attention. I don't see any reason why architects today should nurture a status complex. On the contrary, the thinking public may be expecting more of us than we are, as yet, able to perform.

True, there was a time when "planning" was a dirty word. To some it smacked of socialism. But times have changed and, as in many other areas, we may have been too busy to notice. We are still on the defensive. Yet while we are timidly rehearsing our apologies in the wings, the curtain is going up and the spotlight is opening upon us.

The audience certainly wants planning and design. Both political parties have adopted strong platforms calling for the intelligent rehabilitation of

our cities. There are more civic organizations and citizens' groups agitating for urban renewal than ever agitated for prohibition or even the repeal thereof. Nor will you find many communities without a planning body and/or urban renewal program; although you'll find quite a few—far too many in fact—without architects on them.

Could it be that the public has a clearer image of what it expects of the architect than has the architect himself? Could it be that our problem is not status or prestige, but the need to live up to the public image and expectation which the word "architect" evokes?

At any rate, the image of the architect as the designer of the total environment, the masterbuilder, cannot be purchased or be created by mirrors or hidden persuaders. It must be earned by the professional conduct, the competence and the vision to deal with the complex problems of a future which is already upon us. Nor can we substitute for this image the mirage of the prophetic designer of a gleaming, antiseptic, push-button world of tomorrow. In the first place, there is no evidence whatever that we will really design this world. In fact, there is quite a bit of evidence to the contrary. Other professions, singly and in efficient combinations, are recognizing the existence of a vacuum and are rapidly moving to fill it.

In the second place, cozy daydreams about future building bonns should not blind us to the nightmare of our present man-made environment. For behind these rosy visions is the cold, harsh fact that even greater technological progress to be absorbed and applied, even faster urban decay to be replaced, even more Americans to be housed, schooled, hospitalized, transported—and in desperate need of space and beauty—only mean even more problems to be solved.

Contemplation of the coming changes in the world around us may give us titillating goose pimples. But a hard look at the magnitude of problems facing us this very minute should give us the shivers. And the one promise the future does not hold is that, by some miracle, we as a profession will be able to solve problems tomorrow which we cannot adequately solve today.

No, it will not help us much, I'm afraid, to keep talking of the challenge of the future. It may be pleasant, because everyone agrees. But it is also dull, because there is no real controversy.

We need discussion. For we should be, as I see it, a very disturbed and very troubled profession. We need, I believe, an earnest and searching reappraisal—yes, an agonizing reappraisal, perhaps—of the state of our profession, its performance, and its responsibilities. The intent of this talk—one in a series of attempts to bring the present problems of our profession into focus—is to stimulate such discussion.

I offer neither exhortations nor solutions. I am no all-wise, white father who can lead you to greener pastures. All I offer is my sincere invitation to you and to all thinking architects to join me, the other members of your Board of Directors, and your able Committees in a re-examination of our professional activities and conduct.

I believe we must take a new direction. A thoughtful study of some of our problems and of the direction we should take was indicated in the "Report on Your Profession" published in the June issue of the AIA Journal. The AIA Board of Directors has adopted this report and is working on the formulation of specific policies it recommends. The objective of these policies is, in brief, to assume for the architectural profession the responsibility and the leadership for the total man-made environment, as the medical profession assumes the responsibility and leadership for public health and the legal profession for the rule of law.

But policies alone cannot bring about the needed change in the direction of a democratic organization such as ours. Declarations that we want to be leaders does not make us leaders. Our policies must be fully supported by the membership. The needed changes in our professional approach and practice must begin with changed attitudes on the part of those who practice, teach and study architecture.

Specifically, I believe, we should explore a new approach in three areas of our professional life:

1...We should, I suggest, search for a more encompassing, more

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comprehensive approach to the design of the total environment, an approach which might be called "architectural statesmanship."

- 2...We should seek ways to broaden the scope of architectural service. And,
- 3...We should recast the entire process of professional development from the guidance and recruitment of talented youth

through education, training and licensing to postgraduate study and research.

Our purpose: to lift the entire profession to new levels of performance consistent with the need of our nation.

Today I will deal briefly only with the second of these suggestions. Those who may wish to share my thought on all three will soon find these papers printed in the AIA Journal.

## The Scope of Architectural Service

Our objectives, as stated in the by-laws of the Institute, culminate in the phrase: "...and to make the profession of ever-increasing service to society." To render this service to an ever-changing society, the nature and method of this service must also change.

The changes in the world around us are plain to see. The "Report on Your Profession" enumerates them clearly: There is more and more broad-scale planning by government on all levels to govern the use of our natural resources, our social pattern, our economy, and its obvious effect on land use, utilities, public transportation, public buildings, and urban renewal. There are enormous advances in building technology and building methods and the danger that ultimately the architect only assembles parts designed and engineered by industrial manufacturers. There are the growing cultural and recreational demands of an affluent society with more leisure in a week than former generations had in a month or even year. There is the replacement of the individual client by the corporate client... the building committee. There is the "package dealer" who relieves the client of the complications of dealing with a multitude of professions and skills, including that of paying for his building.

All of us see these changes. But are all of us also seeing the need to change the method and scope of architectural practice to keep up with them? I doubt it.

There is, today, a tremendous diversity in the kind and scope of

service architects offer. According to the AIA sponsored study of *The Architect at Mid-Century*, published in 1954 (and that is, I believe, the latest complete survey), more than half (52.5 per cent) of all architectural firms maintain offices of from one to four employees. One quarter (26.7 per cent) employ from five to nine persons. About one-eighth (12.7 per cent) employ ten to nineteen; 5.8 per cent employ from twenty to thirty-nine; two per cent pay the wages of from forty to ninety-nine people; and less than one per cent (0.9) employ a hundred or more.

Perhaps these percentage figures on the relative size of architectural firms have changed a little since this survey was made. But these changes have been slow, slower than the changes in our society. And it is safe to say that as a profession we have not sufficiently adjusted the extent of our professional services and our method of business operations to assure our survival in the face of package dealer competition, let alone to meet society's needs and expectations.

Much, too much, of our thinking and our resulting practice is still governed by a nostalgia for the fancied glory of yesterday. Galbraith, in his latest book, *The Liberal Hour*, devotes an entire chapter to this "social nostalgia." It is the longing for the simple things of the past, the historic pursuits and methods we can comprehend. As Galbraith puts it: "The wagon maker is within ready reach of the mind; not so General Motors. The village is comprehensible, but not New York."

Such nostalgia, Galbraith says, "supports our hopeful confidence that all government can be small, that the government governs best by governing least; and that in a highly urbanized society, planning and guidance of growth can somehow be avoided. Nostalgia for earlier arrangements"—I am still quoting Galbraith—"leads regularly to the conclusion that they are better and should, if possible, be reinstated."

In the case of architectural practice the early arrangement of the small, one-to-four employee office has never been abandoned by half the members of our profession. Most of the other half still has a deep nostalgia for it. At heart, far too many of us still see ourselves as a contemporary H. H. Richardson, clad in a monk's robe, wielding a big pencil, and quietly building models and casting shadows.

I readily grant these fellow architects that Richardson (for his day) took a far more comprehensive view of the nature of architectural service to his client than most would-be Richardsons now. But for the needs of today's client and today's society, his concept is as insufficient as the bathrooms he designed. I am not belittling the beauty of their detail or the nobility of their proportions. I merely point out that they no longer meet the sanitary standards to which we have become accustomed.

Perhaps I should have cited Jacques LEMERCIER and MASSART, rather than H. H. Richardson, as my examples of the out-dated architect ideal, as they provide me with the opportunity to read you another delightful quotation from Galbraith's book. The economist points out that our nostalgia is not for the reality, but for an abstraction.

"It is known," he writes, "that the palace of the great Louis at Versailles was notably deficient by any modern standards in its plumbing. Yet persistents in that noble and well-nourished court was normal. And the inevitable expedients led to a horrid stench everywhere about the glittering grounds. When the cesspits were planted it was hoped, alas in vain, that its fragrance would overcome the terrible smell. All this has been lost in the idealization.

(Continued on Page 12)

# A Problem In Churches



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## The Future...

*(Continued from Page 11)*

"Of the court of Louis XIV we know only of the pomp, the wit, and the love. Of features which would have made life there impossible for a fastidious American nothing is remembered. So with social nostalgia."

Again, none of this can detract from the architectural accomplishments of Lemercier or Mausart. Nor do I depreciate the design ability of today's solitary, do-it-yourself architect. Today's Versailles demand plumbing along with splendid facades. And today's Louis XIV will hardly turn to the one-man office to get both.

Today's client is beginning to learn — and all of us agree with him — that the most splendid facade avails him little if it is obscured by a sea of parked cars; if the landscaping consists of a few shrubs dumped down at random by the friendly neighborhood nursery man; if its interior is decorated by the eager company wives' decoration committee; and if the whole is suitably enhanced by the efforts of the ornate sign painter, neon light manufacturer, and so-called art director of his advertising agency. Many will resent and reject the conclusion; but the point is obvious. It is two fold:

1. Let us not depreciate the large architectural office; and
2. Let us recognize that architecture has become a team sport and act accordingly.

Our nostalgia for the familiar and seemingly more manageable has led us all to the charge that bigness is *en ipso* bad. I'll let General Motors or the AFL-CIO speak for themselves. But I do wish to defend the large architectural office against the charge.

The complexities of architectural practice today can no longer be handled by one man or even a handful of men. If we persist in solo performances, we also persist in narrowing our field of activity, control, and eventually interest. Because of this simple logic, the architectural profession has already ceded far too much design control to others. Interiors have been ceded to decorators, if not furniture dealers, and plumbing has been ceded to land developers, if not land speculators. These are but two of many examples. And the

client, bewildered and heavily burdened by the need to deal with so many soloists, is naturally turning to the well-rehearsed orchestra. Deploring the fact that the conductor of that orchestra is not an architect will not change his mind. Let's face it: the client has a right to the package. The only thing wrong is the deal. So let's give him the package without the deal.

This is not to say that there is no longer room for the small office. It is the ideal place for the small client — the man who has enough sense to call in an architect to design a home or minor alteration. Our profession cannot afford to push the small client aside. The man who wants to extend his porch today may sit on the multi-million dollar hospital building committee tomorrow. What's more, that porch is also part of the total environment.

But I do say that we should combine our efforts rather than atomize them. And that's what we are doing when our firms and partnerships keep splitting and when we keep on telling architectural graduates: "Young man go forth and practice on your own."

Young architects, I find, are still imbued with the idea that only independent practice gives them the opportunity to do creative design. This is nonsense. The larger opportunities await them in the larger office where men are constantly and deliberately shifted around to work on different building types and different problems.

Nor is it true that competition within larger offices is so keen that the young man never has a chance. There is competition, to be sure. But no one with talent is a mere spoke in the wheel. He'll be recognized. And he should rest assured that the competition within an architectural organization is very mild, indeed, compared to the competition and pressures a small independent practitioner must face.

Let me state flatly that because of all this the performance of good big offices in this country has upgraded the entire profession, and with it American architecture. Architecture, I repeat, has become a team sport and it is time that we added more men to the team. The alternative is losing the game.

To deliver the package without the

THE FLORIDA ARCHITECT



deal we will have to employ the services not only of engineers and interior designers and landscape architects. We should quite possibly also employ trained construction managers who coordinate construction operations, tax and financial experts, and sociologists. It may well be, as the Report of the AIA Committee on the Profession points out, that the architect must accept as his fellow team-mates, the banker and the realtor and, perhaps, even the builder. Architects team up with contractors in other countries without visible detriment to the quality of the building achieved, to their professional status, or the best interests of the public.

The Report on the Profession recommends that AIA "investigate the changes in and/or extensions of our ethical code and standards of practice to permit such an expanded concept of our professional practice and business procedures—keeping in mind the problems of both the large and the small offices and the fact that the full choice of the extent of the services offered must remain with the office itself." We are doing so now. We are studying our documents for necessary revisions and will prepare additional ones, if needed, to conform with changing concepts and practices.

The changes in office practice and business procedures your Committee on the Profession and your Board of Directors recommends are not just in answer to the growing competition of the package dealer. They are necessary in order to atone architectural practice to the changed needs and demands of our clients, our society, and our own objectives. Nor are they changes that can be effective on paper or in terms of office procedures alone.

We need, as I have said, a new attitude, a new, comprehensive approach in our thinking and our ambition. The architect, your Committee on the Profession has stated, must again assume the role of the master builder. To be master builders, we must first want to be master builders.

To quote Peter Blake's new book *The Master Builders*: "... the alternatives are architecture or Disneyland, civilization or chaos. What makes our dreams so daring? Le Corbusier once said, 'is that they can be realized.'"

DECEMBER, 1960



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## Message from The President. . .

# The Client The Architect and The Builder

By JOHN STETSON, AIA

President  
Florida Association of Architects

This article, my last as President of the Florida Association of Architects, is directed to all men who may read this official publication of the Florida architects. There are quite a few of the three tillists who need give little heed to these words. Unfortunately there are many who would do well to contemplate this message and to, by so doing, gain a feeling of financial and mental contentment. No one man knows all of the answers anymore than he knows all of the problems facing the construction industry, its designers and its buying public. Those who serve in leadership capacities are unfortunately exposed to many complaints from dissatisfied participants in these three categories during any given year. The year 1960 produced "Donna," a building recession, and multitudinous complaints.

"We get just what we pay for" is a very old but tried and true adage. Too often we twist this to read, "We give, in service, just what you are willing to pay for, and not one iota more." The client, thinking only of original costs, drives a hard bargain with the architect and then with the builder. The result—no one gains. The building erected under this "penny conscious, pound foolish" arrangement is lousily planned, sloppily detailed, improperly financed, lacks a thoughtful mortgage and insurance approach and finally, is usually poorly built of short-lived materials. Most of our current buildings do not stand a chance of becoming historically im-

portant, not only because of designs already trite, but because the materials used will not last long enough to survive the life of the mortgage.

We have reached the best possible time to cease and desist, to take stock of our present and future position, and to take the necessary steps to bring a far greater value from the construction dollar. Present slow-downs of building afford us an excellent opportunity to proceed slowly and carefully in the immediate future, commencing with the client—whether he be an individual, a corporation or a political subdivision.

First, the client should seek the very finest available professional service within the framework of his particular desired building type. A cheap designer's fee produces nothing but headaches, for it does not protect the owner in any manner. He merely receives a design of lasting suitability or desirable appearance. He will receive no counsel on financing, insurance, possible future expansion or many of the other allied services to which he is entitled. The resulting inadequately completed plans and specifications produce high bids with their contingency items to cover lack of information, or bids that produce cheap and shoddy work because details were lacking protecting the owner.

The architect has nothing to sell but ideas, experience and integrity. Time is the director of his efforts. Time adequately paid for produces unhurried designs and intelligent de-

isions. Professional fees have been established through many years of experience and rarely can produce a desired result if reduced below known minimums.

Builders who accept inadequate plans and specifications are exposing themselves to future trouble. The client may have been led to expect much more than the building contract provides. The quality of materials used is readily discernable to the trained eye; but too often it takes a year's deterioration to convince the owner that the entire building industry is composed of a bunch of thieves. Builders who try to supplant the architect, or who furnish design services, are cheating the owner of his right to be represented by someone trained in avoiding the mistakes easily encountered in bad planning, lack of bid competition and in poor selections of materials.

It is strange that the following situations are inevitably true and have been throughout recorded history:

A building of excellent design and in a good location holds its economic value while poorly designed buildings soon become economic problems.

A building of excellent design is a good advertisement for its occupant.

A building of excellent design, with thoughtfulness of plan provides for ease of expansion.

A building of excellent design "belongs" in its environment.

A carefully designed building re-

*(Continued on Page 22)*

Work of high quality and the novel arrangement by which it was shown made this year's architectural exhibit one of the best in the F A A's convention history.



## Design Exhibit Awards

More than in any previous year the Architectural Exhibit at the F A A's memorable 46th Annual Convention was closely geared to the Man, Climate and The Architect theme of the Convention. The exhibit was not as large as have been some at former conventions. But what it lacked in quantity—and this particular lack was not evident because of the ingenious and effective manner in which exhibits were displayed—it made up in quality. Comment was general that the 1960 architectural exhibit had set a new standard for excellence and meaning.

Because of this, the jury's traditional report of difficulty in selection had the force of realism. Judgment

this year was not alone on the basis of architectural design. One important basis of selection was the extent in which the displayed designs had accomplished practical solutions to the varied problems of taming the climate toward the end of providing the best possible living conditions. Thus the jury's considerations were also in direct line with the theme of the convention.

The jury was a distinguished one from any viewpoint. It included PHILIP WILL, JR., FAIA, president of the AIA; HENRY L. WRIGHT, FAIA, First Vice President, AIA; HERBERT C. MILLER, AIA; ALAN OTCYAY, AIA; and DR. CLARENCE A. MILLS. As a result of its very delibera-

ate study of the exhibit, six projects were selected for awards. Two of them were designated as Honor Awards; four as Merit Awards. And in the case of one exhibit, the jury designated a special award for the handling of climatic problems in line with the Convention theme. These were the award winners:

*Honor Award:* The Albert Weis Residence, Savannah, Georgia, MARK HAMPTON, AIA, Architect.

*Honor Award:* Office Building for Lehigh Portland Cement Co., Miami, WERNER JOHNSON ASSOCIATES, Architects.

*Award of Merit:* Office and Warehouse for Coppertone, Inc., Miami, WERNER JOHNSON ASSOCIATES, Architects.

*Award of Merit:* Residence Int Nat  
(Continued on Page 18)



Frank E. Watson, of Watson, Deutschman and Kruse, accepts a Merit Award for a hotel project in Guatemala City.



Verner Johnson acts as proxy for Wood-Johnson Associates in accepting awards designated for that firm.



Winning design awards has become almost a habit with Mark Hampton who won honors again this year.





Alexandre Georges

## Exhibit Awards . . .

*(Continued from Page 15)*

Ratner, Miami Beach, ROBERT B. BROWN and RUFUS H. NIMS, Architects.

*Award of Merit:* Hotel Naranjo, Guatemala City, WATSON, DEUTSCHMAN and KRUSE, Architects.

*Award of Merit:* Office Building for D. R. Mead & Company, Miami, PANCOAST, FERENDINO, SKEELS and BURNHAM, Architects. This building

was also given a Special Climatic Award.

As in the past years, a major portion of the 1960 Convention Architectural Exhibit will be scheduled for a travel tour as an exhibit of "Florida Architecture by Florida Architects". The itinerary will be arranged by the FAA office staff.

The exhibit of student work was as noteworthy and as well presented as that of the practicing architects. Award winners were:

FRANK D. LEACH, an Honor Award for a restaurant design; JOHN S. FIDORE, an Honor Award for an import shop design; WILLIAM F. WIDENMEYER, III, an Honor Award for a sports arena design; and GUY M. PARRAS, an Award of Merit for a residential design.

Award certificates were presented by AIA First Vice President Henry L. Wright, FAIA, following luncheon at the mid-day Convention meeting on Friday, November 11, 1960.



In addition to a Merit Award, the Mead Building, for which the Miami firm of Pancoast, Ferendino, Skeels and Burnham were architects, was given a special recognition by the jury in the form of a Climatic Citation. This was based on the character and extensive use of solar shading devices on both street facades. Russell T. Pancoast, FAIA, receives the Merit Award, left; and Edward G. Grafton accepts the Climatic Citation on behalf of his firm, right.

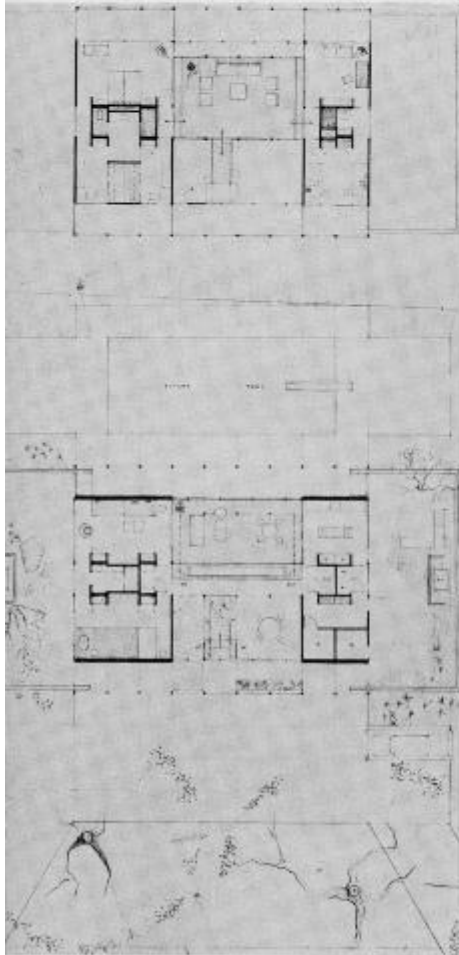


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# Honor Award -1960 FAA Convention...

## House for Albert Weis, Savannah, Ga.

MARK HAMPTON,  
Architect

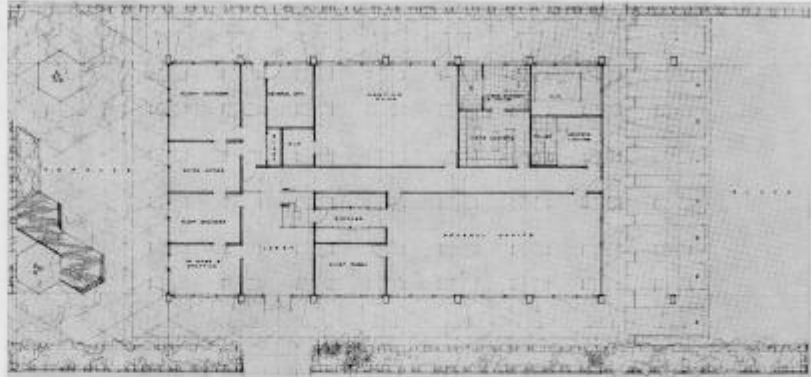


Alexandre Georges

Both the climate and the strong architectural traditions of Savannah affected the design of this house. The two story porticos on the East and West exposures provide protection from the elements. The wood infilling screen panels are made up of various sized pieces of redwood "threaded" onto galvanized pipe alternately with spacer blocks. These screens were used to generally shield the glass from the sun, to decrease the air conditioning loads, to enhance the view from the interior by means of looking through a grill, and for the shadow pattern. Also, through the use of weathered redwood, a feeling of warmth is achieved. . . . Throughout, an attempt was made to relate and integrate contemporary thought and technology to the indigenous character that is Savannah's architectural history.

# Honor Award - 1960 FAA Convention...

Office for Lehigh Portland Cement Co., Miami



WEED-JOHNSON ASSOCIATES  
Architects

# Merit Award - 1960 FAA Convention...

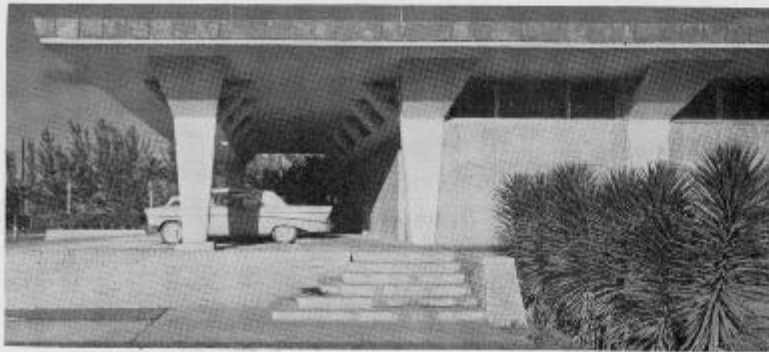
Office and Warehouse for Coppertone, Miami







Black & Baker, photos



DECEMBER, 1960

The design of this Honor Award building is particularly noteworthy for the manner in which the structural scheme has been developed to create an integrated pattern of form and purpose. As might be supposed, the Lehigh building is basically of concrete. Structural members have been smooth-finished; walls surfaced with exposed-aggregate panels.



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For example, back in 1947 the NYCHA took bids for the Lillian Wald 16-building project. \$880,000 in savings with concrete resulted. So a policy decision was made to stay with concrete for future projects.

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More and more builders of all sizes are today demonstrating that when America builds for economy ... it builds with concrete!

*New York's Woodrow Wilson House. Architects: Pomeroy & Brainin, New York, N.Y. Structural Engineer: James Ruderman, New York, N.Y. Contractor: Leon D. DeMalleis Construction Company, Elmont, Long Island, N.Y.*

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# The Business of The 1960 Convention

With a total registration of 541, the FAA's 16th Annual Convention did not set any new attendance record. But it did set new standards along other lines. It was one of the most smoothly-organized meetings ever held by the FAA. Business procedures had been so planned and streamlined that only two business sessions were held in place of the usual three that have marked past Convention programs. Because of this, all of the Convention's second day was devoted to seminar subjects.

This arrangement was, apparently, a welcome one. The program moved ahead remarkably close to its scheduled timetable; and speakers at every seminar addressed audiences which overflowed the meeting room. These seminar programs had been so arranged that featured speakers participated in each of the three "work shop sessions" as members of discussion panels. The result was a far deeper penetration of the Convention theme—*Man, Climate and The Architect*—than would otherwise have been possible. Proceedings of these work shops were tape recorded; and, as now planned, most of them will appear at least in abstracted form in future issues of *The Florida Architect*.

One notable first of this Convention was the change in voting procedure adopted last year. Chapter interests were represented by delegates, rather than by individuals; and although the Convention floor was available to any FAA member for discussion on any question, voting was confined to delegates. Apportionment of chapter delegates was on a proportional basis tied to the number of chapter corporate members "in good standing" at a pre-convention deadline. The qualification refers to members whose dues were paid; and several chapters found their representation less than might otherwise have been possible because of it.

Some chapter officers viewed this qualification as a local stimulus to put chapter affairs in better order relative to delinquent dues. Others saw the

\*\*\*\*\*  
**The Convention's two business sessions were quiet ones, with the sparks of controversy almost completely lacking. But actions taken on committee reports and resolutions could produce some important and far-reaching results in the FAA's future.**  
\*\*\*\*\*

new delegate system as tending to reduce individual attendance at conventions. But, on the basis of the business sessions held at Hollywood last month, the new voting system seems to be practical and efficient, according to FAA officers, who currently view it as an accepted pattern of future meetings.

Neither of the Convention's two FAA business sessions produced any substantial amount of controversy. The agendas stemmed from the report of the FAA Board of Directors that had previously been furnished to all members—a procedure introduced last year with marked success. Prior to deliberations on various items in this report, however, was presentation of the Nominating Committee's report by Chairman RICHARD E. JESSEN. As reported elsewhere in this issue election of the Committee's full slate was acclaimed by delegates, thus making balloting unnecessary. In addition to FAA officers, the Committee proposed JAMES GAMBLE ROGERS II, Mid-Florida Chapter, as a three-year member of the Florida Region's Judiciary Committee, with WALL J. SNYDER, FAIA, as a one-year alternate. These nominations were also carried unanimously.

The chief item of discussion at the Thursday morning (November 10) session related to the report of the Legislative Committee. TAYLOR HANNON, representing the Jacksonville Chapter, proposed a two-part motion in the effect that, one, the FAA retain full-time legislative representation throughout the 1961 Legislative Session; and, two, that a policy statement be issued relative to the FAA's stand on the matters of possible legislative

importance noted in the Legislative Committee's report.

Discussion on the motion related to clarification of these various legislative matters and the availability of additional funds from FAA reserves to meet added costs of the expanded representation called for by the motion. Result was to authorize the Legislative Committee to expend—if required and subject to approval of the Budget and Finance Committee—"up to \$8,000 of additional funds" from FAA reserves to obtain "professional assistance in the Legislature." Similarly, delegates voted to charge the FAA Board with issuing policy statements relative to legislative matters.

Another highlight of the November 10 business session was a report by CLYDE GAVNER, Broward County Chapter, of the progress made by College Building Committee, of which he is chairman. He announced that the new building for the U/F College of Architecture and Fine Arts had been accorded top priority by the Board of Control and the University itself. He pointed out that approval, however, must also come first from the Budget Commission—which is actually the Cabinet—and then from the Appropriations Committees of both legislative houses. He indicated his Committee would urge approval before the Budget Commission. He asked each FAA member to contact individual members of the Legislature known to them—particularly those appointed as members of both Appropriations Committees. Further, he asked that he be kept informed relative to each such contact.

*(Continued on Page 22)*



## Business . . .

(Continued from Page 21)

The latter part of the session was devoted to a fairly detailed report by President JOHN STANSON on the character and extent of hurricane damage throughout the state, but particularly in the Keys. Head of a Governor-appointed committee to study methods of safeguarding lives and property against effects of future storms (see *The Florida Architect* for November, 1960, page 69), the FAA president indicated that a full report would be completed and made public by the first of the year. Results of his committee's study, if accepted by the Governor and his Cabinet, could

have far-reaching and beneficial effects to all phases of the construction industry as well as to the public he indicated.

The business session of Saturday morning, November 12, 1960, was largely devoted to consideration of resolutions presented by ROBERT H. LEVISON as chairman of the Resolutions Committee. The following were of major significance as indicating policy directives of the FAA.

### **1...Re: Building for the College of Architecture and Fine Arts, U/F:**

WHEREAS, at this 46th Convention of the FAA one of the most important matters discussed has been

the great need for a new building for the College of Architecture and Fine Arts at the University of Florida, Gainesville, the following facts are noted:

1...This is the only major college at Gainesville that has never had a permanent building.

2...In 1951 the request for new buildings was first made; and each year since then the need has grown more drastic.

3...There is no question that if another year goes by without action, accreditation of the College and particularly the School of Architecture (and Building Construction) will be lost.

4...The need for this building has been established by the President of the University, the Architect and staff of the Board of Control, and the Board of Control itself since they have all agreed this building has number one priority on the lists of recommended construction.

5...Since the College of Architecture and Fine Arts includes the School of Building Construction as well as Architecture, the entire construction industry of the state is concerned over this matter.

THEREFORE, BE IT RESOLVED that the Florida Association of Architects, in convention assembled, respectfully urges the Budget Commission and the members of the Legislature to give this particular construction project their approval and provide the funds so it may go forward as soon as possible.

The motion for this resolution occasioned no discussion and was passed unanimously.

### **2...Re: FAA Committee Organization:**

WHEREAS, the committees of the FAA, standing, AIA vertical, and special, are essential and are the primary means to accomplish the objectives of the FAA; and

WHEREAS, the committees of the FAA, with membership by chapter and geographical representation, provide essential chapter liaison and proper representation; and,

WHEREAS, the geographical size of the State of Florida and the dispersion throughout the state of the various chapters has made it impracticable, expensive, and time consuming for most committees to hold indi-

## The Convention Coin Had Two Sides



**BUSINESS . . .** Here are some of the Convention's Chapter Delegates during one of the two business sessions. No one could ask for a more earnest concentration on the subject of discussion than that portrayed in this candid camera shot. Included are: Bob Hansen, Bill Kessler, Jeff Powell, Mark Hampton, Don Edge, Jack Moore, Hal Obst, Jack Zimmer and Dick Jessen.



**RELAXATION . . .** Here is an equally candid camera shot typical of the Thursday night Hawaiian luau which crowded the Cabana Club terrace of the Hollywood Beach Hotel. Caught in a holiday mood are Rus Pancoast, Frank Bunch and Clint Gamble, three of the FAA's most stalwart members. In camera range are also Mrs. Robert H. Levison and Dick Jessen (far left), Roy Pooley, Mrs. Franklin S. Bunch (the beautiful girl saying "Hi!") and Otis Dunan (background, far right).

vidual meetings with adequate representation; and,

WHEREAS, many committees have had objectives and charges unattainable except through debate—unless a chairman should assume the committee duties and take actions with written consent of committeemen; and,

WHEREAS, many committees of the FAA have overlapping responsibilities and charges, or are dependent upon actions of other committees; and,

WHEREAS, the Officers and the Board of the FAA should not assume any responsibilities of committees and thus remove from the membership the complete participation in all FAA activities to which it is entitled;

IT IS HEREBY, BE IT RESOLVED:

1...That the President of the FAA revise and put into effect as soon as feasible a reorganization of the committee structure of the FAA, using the following proposal as a guide. All existing committees, as required by the By-Laws of the FAA, or as appointed by the Board, shall remain with committee membership as here-to-for;

2...That these committees shall be

grouped into an *Administrative Division* to include: Budget, Convention, Executive Director, Headquarters Feasibility, Membership; a *Public Affairs Division* including Awards and Scholarships, Public Relations, Publications, Legislative (or Government Relations); FAA Loan Fund; a *Professional Service Division* including Chapter Affairs, Office Practice, AIA Fellowship; a *Liaison Division* including Collaboration with Design professions, Community Development, Education, Home Building, Construction Industry, Preservation of Historic Buildings, and a *Technical Division* including Hospitals and Health, Research, Schools and Educational Facilities;

3...That there be appointed by the President, with the approval of the Board, Division Committees of not less than five, nor more than seven members whose membership shall reside within a 100-mile radius to permit convenient accessibility for meetings; and that at least one member shall be a member of the Board or an Officer of the FAA;

4...That these Division Committees shall meet in duly notified meetings

with a quorum of not less than one-half of the members at least twice each year, not concurrent with Board or annual FAA meetings;

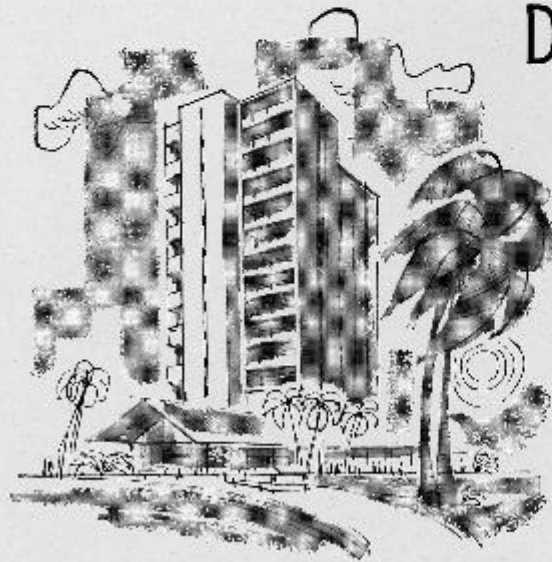
5...That each Division Committee shall debate and take action on all matters of all committees assigned to it with the approval of the Board on all actions, notwithstanding that any FAA committee, by a two-thirds vote, may reject any action or recommendation of the Division Committee if it pertains to an FAA committee;

6...That proper minutes of each Division Committee shall be kept and applicable portions shall be disseminated to the FAA committees for information or action by the FAA Committee;

7...That, at the discretion of the President, certain committees may be exempt from the scope of responsibilities of a Division Committee.

The committee chairman's motion to adopt this resolution resulted in a sharp debate. Proponents of the resolution held it provided the means for "needling" chairmen of currently constituted committees and thus would assure more effective results from

*(Continued on Page 26)*



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THE FLORIDA ARCHITECT



## Business...

(Continued from Page 28)

committee activities. Opponents approved the purpose, but maintained the proposal would prove too complicated to be practical. When finally put to a vote the resolution failed of adoption.

### 3 . . . Re: The Architects' and Engineers' Joint Policy Code:

WHEREAS, the FAA has not repudiated the Joint Architect-Engineer Policy Code adopted in 1955 by the FES and FAA; and the President of the Florida Engineering Society has advised the Florida Association of Architects, through its President, that the Florida Engineering Society, in emergency session on Saturday, November 5, 1960, receded from its adoption of and participation in the Joint Architect-Engineer Policy Code; and,

WHEREAS, since the last convention of the Florida Association of Architects, the Florida Engineering Society has withdrawn from participation in the Joint Cooperative Council and

is not now a member of that Council; and,

WHEREAS, it is the policy of the Florida Association of Architects to perform its work and discharge its obligations to society in harmony with other design professions;

THEREFORE, BE IT RESOLVED by the Florida Association of Architects in convention assembled, that the President, together with the President-elect, appoint a select committee to examine present Architect-Engineer relations and to furnish continuing recommendations to the Board of Directors regarding relations between the profession of architecture and the profession of engineering; and,

BE IT FURTHER RESOLVED that the Convention authorize the Board of Directors to take such action in conjunction with Architect-Engineer relations as to the Board of Directors shall seem wise and proper.

President Stenson previously had read the communication from the FES to which the resolution referred. Though there was some commentary on this from the floor, the resolution as presented was promptly carried without debate.

### 4 . . . Re: The FAA's Stand on Matters of Possible Legislation:

WHEREAS, the year 1961 is the year for the session of the State Legislature; and,

WHEREAS, it will give direction and assistance to the State Legislature and those who effect legislation as well as the members and officers of the Florida Association of Architects, to make known the attitudes and desires of the Florida Association of Architects pertaining to current legislative issues concerned with the profession of architecture and the building industry;

THEREFORE, BE IT RESOLVED that the following are the official expressions of the attitudes and desires of the Florida Association of Architects concerning the issues listed hereinafter:

1 . . . New Building for the College of Architecture and Fine Arts at the University of Florida.—The enactment of legislation for the immediate construction of a new building at the University of Florida suitable and proper for the teaching of archi-

(Continued on Page 29)

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## Business...

(Continued from Page 25)

ture and building construction is the prime concern of the Florida Association of Architects. The Association believes this building is of such importance to the profession and the people of Florida that the full force of our money and influence will be pressed for enactment of this legislation.

2... *Revisions to the Architects' Registration Law.*—The Florida Association of Architects is in agreement with and supports the recommendations of the State Board of Architecture for the improvement of the Architects' Registration Law to National Council of Architectural Registration Boards standards and the enforcement of the law.

3... *Hotel Commission and Architect-Engineer Relations in General.*—The Florida Association of Architects is in favor of any legislation which will clearly define the qualifications, responsibilities, and prerogatives of the various categories of engineers. However, the Association will not accept as an area of com-

petence of engineers, with the possible exception of professional structural engineers, the performance of architecture, whether or not incidental to the construction of engineering projects. The Association abhors, and will make all effort possible to eliminate, the indiscriminate interchange of the words "architect" and "engineer" and the terms "architect and engineer" and "architect and/or engineer" in legislation or governmental rules and regulations.

4... *Relations with Board of Commissioners of State Institutions, State Board of Control, and Similar Government Agencies.*—The Florida Association of Architects understands the need and encourages the use of governmental architectural staffs for assisting governmental agencies in formulating building programs, setting administrative procedures and standards, and selecting practicing architects for governmental building projects. However, the Association will oppose any proposal to use governmental architectural staffs to perform the architectural work for building projects; and shall prove that neither the profession nor the best

interest of the people of Florida is served by such employment of governmental architectural staffs.

5... *Stock Plans.*—The Florida Association of the Architects takes the position no two building projects are identical; as a consequence, one set of contractual documents cannot satisfy any more than one building project without causing confusion, enhancing the opportunity for errors, forcing an inappropriate adaptation of structure to conditions for which it was not intended. The Association will oppose any proposal to develop stock plans for schools or any other permanent buildings.

6... *State Building Code.*—The Florida Association of Architects desires, in the interest of public safety, a single building code for the areas and communities of Florida which do not have a code of building standards. The Association supports the enactment of permissive legislation enabling all unincorporated areas and communities not now having a building code to adopt a set of minimum standards as the first step toward future mandatory legislation.

7... *Mechanics Lien Law.*—The



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Florida Association of Architects recognizes the need for a lien law which will clearly define property owners' privileges and obligations to mechanics, suppliers and professions concerned with property improvement. We do not favor the revision of the present lien law to formulate such a law, but favor the writing of a completely new law. We support legislation which will require the Governor to appoint a commission for the production of such a new lien law, on which commission the Florida Association of Architects shall be represented.

8 . . . *Regulatory Statute for Contractors.*—The Florida Association of Architects will support any legislation which will establish the technical proficiency and financial responsibility of building contractors.

9 . . . *Regional Planning Authority; Subdivision Regulation; Planning and Zoning; Urban Renewal.*—The Florida Association of Architects favors and supports permissive enabling legislation which will permit any area, community, or combination of communities to plan and regulate the orderly and intelligent improvement of their previous environments.

This resolution was adopted quickly without opposition or debate. Also adopted were four additional resolutions of appreciation directed to the Broward County Chapter as Convention Hosts, the various exhibitors of building products, the operating staff of the FAA, and the ladies of the Convention.

The matter of FAA committee operation was again discussed on the floor. As a result a motion was passed in the effect that the FAA's future administrative policy would be to charge each of the three FAA Vice Presidents with responsibility for productive action on the part of those committees assigned to his jurisdiction by the FAA President.

The last action of the Convention was to squash a motion that would have bound the Architect-Engineer Joint Committee set up previously by resolution. In effect the motion sought to instruct the Committee to negotiate with the engineers "within the framework of Florida Statute 467, especially the parts relating to definitions . . ." Opponents pointed out that the Committee should be left free to work as needed.

DECEMBER, 1960

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# News & Notes

## New Cover Program Proposed for 1961 F/A

If Chapter members will follow the suggestion of the FAA Publications Committee, a series of informal design competitions will make available a new series of covers for 1961 issues of *The Florida Architect*. Notices, including mechanical requirements for magazine covers, have already been sent to Chapter Presidents by CLINTON GAMBLE, Committee chairman.

Sketch designs should be sent to the publishing office of the magazine. Selection will be made as early as possible in 1961.

## Community Services . . .

In Miami, EDWARD G. GRAPTON, Florida South Chapter, has been named as 1960-61 president of the United Cerebral Palsy Association of Miami, Inc. As such he will sparkplug activities involving a budget of \$275,000.

In Jacksonville, WILLIAM K. JACKSON heads the planning committee for the Jacksonville Area Chamber of

Commerce. His group has been developing a proposal for the establishment of a permanent metropolitan planning board and is hopeful that Duval County legislators will introduce a bill to provide such a board at the 1961 session. At a recent group meeting it was emphasized that Jacksonville needs a flexible master land-use plan to provide adequately for long-range growth and changing patterns of area development.

## Personal . . .

In Tampa the firm of PULLARA AND WATSON have just moved into their own new office building. The address is 3013 Heratio Street, Tampa 9.

In Miami, R. WILLIAM CLAYTON, JR., has announced formation of his firm for the practice of architecture at 9301 Northeast 6th Avenue, Miami Shores.

In St. Petersburg, JAMES E. THURMAN and W. PINSON WHIDDEN have announced formation of a partnership for architectural practice under the name of Whidden and Thurman, with offices at 26 Beach Drive North.



## CONVENTION COORDINATOR . . .

Shown here intent on checking one of the myriad details of the FAA Convention with Program Chairman John M. Evans, is the FAA's able and busy Administrative Secretary, Verna M. Sherman. One chief reason for the smooth progress of the Convention was her careful coordination of all its details. . . . Shortly after the FAA meeting closed, she attended another Convention at the Diplomat Hotel, Hallandale, in still another official capacity. As a member of the Florida Society of Association Executives, she served as chairman of the Host Chapter at the Society's state-wide meeting.

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## State Board . . .

(Continued from Page 8)

acceptance of responsibility to the public on the part of building professionals.

He especially emphasized the point that architects are legally as well as morally accountable for the work they do.

"In accepting opportunities for architectural practice," he said. "You must also accept full accountability for what you do. Work signed or sealed by you as the architect of record becomes your responsibility. And the law charges you with the obligation that all work signed or sealed by you must have been accomplished—even though actually performed by others—under your direct and supervising control."

## President's Message . . .

(Continued from Page 14)

quires less maintenance.

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There must be a thousand more of these facts. They all can be summed up with one concise statement, "An owner sincerely interested in his investment who selects an able architect, giving him an adequate fee and ample time to produce the building designs, plans and specifications, then by means of properly conducted bidding selects his builder, will not only end up with an outstanding product, but will forevermore be satisfied with his purchase."

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DECEMBER, 1960

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## Products Awards Exhibit

As in the past years, two Honor Awards were presented exhibitors at the Convention's opening luncheon meeting, Thursday, November 10, 1960. One, for Display Excellence, was given to Rileo Laminated Products for the design of Booth No. 48. The other, for Educational Value of Display was won by the Joseph Schmidt Company for the varied display in Booth No. 15.

Presentation of the awards was made by Jack W. Zimmer, of the Host Chapter for the Convention Committee. The plaques embedded a bas relief seal of the AIA in addition to the name plate. Finish was in satin aluminum mounted on rubbed walnut.

Above, flanked by blazer-jacketed members of the Broward County Convention Host Chapter, Honorable William G. Zinkil, Mayor of Hollywood, right, assisted by FAA President John Stetson, cuts the ribbon at the entrance to the Building Products Exhibit at the 1960 FAA Convention. Below, one of the two Honor Award plaques won by the exhibit booths pictured below.



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THE FLORIDA ARCHITECT



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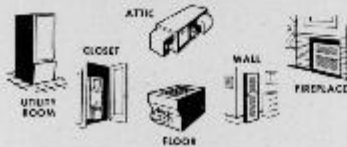
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● Remember your own college days. If you had a rocky financial path to walk—give so others may find the going easier. And if things went smooth and fine for you—give so that others can avoid some of the frustrations and heartbreaks you didn't know existed.

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