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A. Modular surface of each beam quickly fills in floor or roof area. Floor area thus becomes immediate working deck for other tradesmen to use.

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D. Recessed channels at bottom of block provide accurate spacing and positive, safe anchoring of reinforcing rods.

E. Steel reinforcing rods give structural strength.

Built in camber further insures strength of beams.
That Convention Was Planned For You!

Whether or not you attended it, the 40th Convention was Yours. It was Your organization that met to ratify proposals, to set policies. Your representatives spent their own time and money to further the interests of Your profession. It was fun for them — yes. But the work they did — and it was plenty — will reflect itself in benefits to You.

Because of this Convention, Your professional position will be stronger; Your state laws will ultimately afford You better rules for doing business. Your relationships with other professionals of the building industry — engineers with whom You work and the general contractors who build Your designs — will improve as time goes on.

This Convention has developed for You cooperative proposals with other groups, as one means for assuring Yourself of fair professional practices. And it has achieved, for the profession of which You are a part, a leading role in the effort toward making Your profession a vital factor in the future development of this great State in which You live and work.

Because of this Convention, Your professional practice has been made more secure, Your business relationships smoother, Your future prospects brighter.

Not all can attend Conventions. But ALL can support those organizations of busy people who make Conventions necessary. It was the first Roosevelt who said, "Every man owes it to his own stature as a citizen to give some of his time and effort to advancing the business or profession of which he is a part."

Yes — Conventions and the F.A.A. that hold them are constantly working for You. Are You doing all You can for them?

If you couldn’t go to Palm Beach — cheer up! Next year You can plan on Daytona Beach. And, in the meantime You can read what happened in these columns.

Here’s most of the 40th Convention Committee, taken in a relaxed mood in a pleasant Palm Beach courtyard. Standing, left to right, Ames Bennett, Harold Obst, Maurice Holley, Dave Shriver, Belford Shoumate, Seated, Fred Seelman, Convention Chairman Ray Plockelman, Chapter President Edgar S. Wortman, John Stetson. Absent were Gustav Maas, Emily Obst, Hilliard Smith, and George Votaw.
Behind The Charm of Such A Festive Board

CORDIAL YULETIDE GREETINGS FROM
The St. Charles Dealers of Florida

- TOMORROW'S KITCHENS (Division of Hopkins-Smith) The Eola Plaza, 431 East Central Ave., Orlando.
- FLORIDA KITCHEN STYLISTS, 1430 4th Street, South, St. Petersburg.

... Should Be A St. Charles Custom Kitchen
Billed as "a three-day round of fun", the F. A. A.'s Annual Convention chalked up a record of sound accomplishment that may mark the real start of a future solid unity among all factors of Florida's huge and sprawling building industry.

When Igor B. Polevitzky, flanked by Clinton Gamble and Edgar S. Wortman, banged down the gavel at ten minutes to twelve on Saturday, November 20, history took over the 40th Annual Convention of the Florida Association of Architects.

The label of history's niche for this particular Convention might well be written as The Meeting of the Co-operators. For the three-day session against the lush background of a millionaire's playground was indelibly marked by a remarkable unanimity of opinion and a course of action that put several stamps of approval on a number of significant proposals.

Most of these proposals did not, of course, originate at this Convention. Indeed, the entire session appeared to generate little that could be called new business. But in ratifying the measures that came before it, the Convention charted a future course for the F.A.A. that will undoubtedly have far-reaching and permanently beneficial results.

Thus, though its advance billing had been "a three-day round of fun", the 40th Convention recorded a great deal more solid accomplishment than most participants probably anticipated. And, probably, more than most F.A.A. members realize. Bementon Tench, Jr., F.A.A. legal counsel, hit squarely to the point during his comment on the Association's legislative program.

"Never before that I know of," he said, "Has so much real work been done by a group who thought they were going to play? What this Convention has accomplished points to one main fact. The Florida Association of Architects has grown up.

"Proposals accepted here relative to legislation, to active cooperation with general contractors and with engineers prove that fact beyond a shadow of a doubt. The Association has suddenly assumed the adult status of leadership in the building industry of this State. It cannot possibly go back on that responsibility. And it must realize that, in accepting it, there are many obstacles along the road ahead.

"Certainly not all the going will be smooth. But on the basis of your collective attitude as shown by your action during this Convention, I believe the end results will be worth the effort of every individual member needed to achieve them."

Reports of most committee recommendations and their reports on their past year's work fully substantiated Tench's comments. Among the most immediately important were those dealing with legislation and with the cooperative programs proposed between architects and general contractors and between architects and engineers. These reports, with notes on the Convention's action on them, are covered elsewhere in these columns.

Otherwise, here in brief are highlights of Convention business:

Secretary-Treasurer:

During the past year membership has increased 25 per cent; and dues, thanks largely to the new schedule of payments started last year, almost doubled. The Association is in a healthy financial position with anticipated income for the coming year fully able to meet all budgeted expenditures.

Work of the secretary-treasurer's office has so expanded that division is now almost a necessity. Secretarial activities have grown into nearly 100 subject classifications; and this year regular accounting books have been set up to care for the growing complexity of the treasurer's office. For next year, the Convention authorized the Executive Board to appoint an assistant to the combined offices, pending their actual separation and the election of a treasurer as an individual officer of the F.A.A.

Publications:

With a new publishing policy and a complete change in both size and format, the F.A.A. Bulletin became, last July, the official journal of the F.A.A. as The Florida Architect. Since that time it has been issued as a regular monthly professional magazine and has become, in the words of Edmund R. Purves, Executive Di-

DECEMBER, 1954
rector of the A.I.A., "one of the best in a great field of Institute publications."

Plans for its future include expansion of circulation among groups of Florida's building industry whose interests are aligned with those of architects, thus making the publication a medium for professional public relations as well as a journal of professional news and comment. Expansion of its advertising volume will also permit the magazine to become a source of additional income to the Association.

Public Information and Governmental Relations:

Recommendations included wider and more consistent use of standard A.I.A. building signs by F.A.A. members, also possible use of decals for both office and car windows. Offered to the Convention was a case study of an architectural exhibit held in St. Petersburg, details of which will appear as part of the January issue of The Florida Architect.

Possible reprinting — or revision — of the pamphlet Presenting Your Architect was also suggested. A copy is being sent with this issue of The Florida Architect to the magazine's circulation list. You are requested to study it carefully and note your comments regarding it along these lines:

1. Should it be reprinted "as is"?
2. Should it be reissued but with revision in copy and format?
3. If so, what revision do you suggest?

For convenience, send your comments to The Florida Architect, 7225 S. W. 82nd Court, Miami 43, Florida. They will be classified and turned over to the Executive Board for approval and action as indicated by the Committee concerned.

Education and Registration:

Mostly this was a strong recommendation that the F.A.A. support the building program proposed for the College of Architecture and Allied Arts of the University of Florida — on which the Convention voiced approval. The report also indicated that the student loan fund now had total assets of $977.18, with notes receivable of $625. Noted also was the scholarship set up by the Florida North Chapter and first offered in February to students with an average above 3.0.

Membership:

The Convention approved, in principle, recommendations that a concerted drive be instituted by each individual Chapter of the F.A.A. Action must necessarily be at the Chapter level; but help in formation of new Chapters (as a result of redistricting, for example) would come from the Association's membership committee, as would help in timing and coordinating organized expansion activities of Chapters.

Informality and casual good fellowship was the order of the evening during the "Annual Banquet" — a buffet dinner served to over 300 in La Coquille's brand-new meeting hall. Convention Chairman Ray Plockelman opened the festivities, then bravely turned the meeting over to the master-of-ceremony team — Edwin T. Reeder and Roger W. Sherman — who somehow managed to get everybody introduced with their right names.
Redistricting:

Both report and recommendations were essentially the same as material on this subject published on pages 10 and 11 of the October, 1954, issue of The Florida Architect. Since last year's Convention had already approved a redistricting plan in principle, action this year centered about ways of implementing it.

That, in turn, involved important by-law changes and the Convention decided that such changes had already been given via official publication. Accordingly, needed changes were authorized, subject to review and approval by F.A.A.'s legal counsel.

The Convention directed the Executive Board to take steps as may be necessary to implement the plan and thus to permit it to become operative beginning in 1956.

Through its discussion and final unanimity on this action, this Convention took a long and progressive step ahead, according to opinions of F.A.A. leaders. In effect, this redistricting will stimulate expansion of F.A.A. activities throughout the State by permitting possible formation of new Chapters. It will tend to stabilize F.A.A. policies and programs, since members of the Executive Board will undoubtedly be elected by their respective Chapters for staggered terms, thereby assuring a desirable degree of continuity on the Board. It will also set up a more logical representation of F.A.A. membership, since the number of directors will vary, from one to three, according to the size of each Chapter.

Finally, it will divide the State into three general sections, each including a number of Chapters, thus adopting, for the State organization, the same type of regional setup that has proved so valuable as a coordinating factor in the national A.I.A. organization. Each of the three State Sections—North, South and Central—will be headed by an F.A.A. Vice-President, responsible for coordinating F.A.A. affairs and Chapter activities in his section.

A fourth section would be comprised of the U. of F. Student Chapter. This Section will cover the entire State, relative to student activities.

(Continued on Page 14)

DECEMBER, 1954

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NEW F.A.A. PRESIDENT is G. Clinton Gamble, Ft. Lauderdale, principal in the firm of Gamble, Pownall & Gilroy. A member of Broward Chapter, he is closing a 2-year term as F. A.A. Secy-Treas. and has been an A.I.A. member since 1936.

The new president was born in New-ark, N. J., but has been a Florida resident since the age of two. His registration certificate dates from 1936, two years after graduation from Univ. of Miami's architectural school. He worked with Russell T. Pancost and opened his own office in 1946 after returning from Naval service as Lt. Commdr. C.E.C.

In 1950 he was President of the Broward Chapter; has been a member of the F.A.A. Executive Board for the past four years, is Chairman of the joint F.A.A. A.G.C. Committee and a member of Rotary International. He is married and the father of two children, Christopher, 8, and Nancy, 6.

SECRETARY-TREASURER for 1955 is Edgar S. Wortman, Palm Beach Chapter, who was born in Bellefontaine, Ohio, but has headed his own offices in West Palm Beach and Lake Worth since 1937. He studied architecture at Chicago Technical College and Ohio State University, and during World War II served overseas as Lt. Col. in the Army Engineers, returning to professional practice at Lake Worth in 1947. He is married and active in civic affairs. He is now closing a term as Chapter President.
Infinite Possibilities Lie Ahead

A distinguished architect from Havana, one of Cuba's most successful professional men and a member of the Congress for International Architects, addressed the 40th Annual F. A. A. Convention during the Annual Stag Luncheon Meeting. Here is his message.

By NICOLAS ARROYO

An architect is concerned fundamentally with the needs of people. To serve these needs, he must understand the past in order to recognize and evaluate the contemporary social and economic forces that shape his own society. He must sense the changes taking place in the world around him. And, in recognizing the needs of his fellow-man, he must be able to relate his observations to the organization of space to serve these needs.

History proves that truly creative architecture always grows naturally, unconsciously, from man's needs. It must reflect the character of his life, his work and his play in a true expression of his kind of society.

This relation of the architect to his particular society has not changed through the centuries. It has been, and continues to be, a basic measure of the architect's understanding of men and his ability to solve their problems. And, though in solving these problems the emphasis may be placed on the provision of a more challenging environment, it is actually the method by which the problems become solved that is of greatest importance.

That is true because the method of the approach to the problem has remained unchanged through the years. In terms of visual aspects and different uses of space and materials, it may appear that the method has changed. But it is still the same. The age-old method is not one of improvisation, but an orderly process of research and analysis. It is a creative development—the organization of three-dimensional space, conceived simultaneously in terms of economy, structural efficiency and harmony of appearance.

It is through this independent and creative attitude that the architect will arrive at basic solutions—and not by accepting ready-made formulas. For again, method is more important than the adaptation of accumulated facts and figures.

The theme of this discussion—"Architecture Under the Sun"—is too wide for the exact meaning of the words. So, let us limit it to our tropical part of the world. Let us confine the theme to contemporary architecture under the Cuban sun. And to begin it, let us glance back to a few hundred years ago—to the time before good old Christopher Columbus had set foot on what he later called "the most beautiful land that human eyes have seen", thereby qualifying as the first agent of the Cuban Tourist Commission!

Then, Cuba's native population was composed of the poorest Indians in all the Americas. They were primitive, in sharp contrast with the civilization of the relatively near-by Aztecs and Mayans in Central America and Mexico. There existed among them no political unity. They lived in small groups, independent, but pacific. They were not artistic; and their art as we know it was largely confined to clay kitchen utensils and small, crude sculptures of their gods.

Their constructions were of the same degree and quality. They used only two shapes, round and rectangular—the first with conical thatched roofs, all with palm-wood walls with reed, or flexible cane, ties. These were nothing to be proud of really. Some of them were so poor that the roofs sprang right from the floor. Such were called baxareques—the word used today in Cuba to express the lowest sort of a dwelling. Yet they fulfilled the needs of their builders for simple, peaceful living; and showed good use of the simple materials of which they were made.

First years of the Spanish domination saw the transformation of these primitive structures. Clay tile took the place of thatch for roofing; and cedar planks and later stone, were used for walls instead of mud or plain palm-wood boards. By the end of the 17th Century, houses were being plastered, both inside and out, and painted white—a first indication, per-

THE FLORIDA ARCHITECT
haps, of the influence of climate on architecture, for the white paint made the houses cooler. Later, however, color appeared on the exteriors—light yellows and siennas for the walls; with cobalt blue generally on the woodwork and later green too. All this, with the red of the roofing tiles, gave a fine polychrome appearance to this simple architecture.

These early houses are attractive because of their ingenuity and spontaneity. But as Havana grew, new needs appeared. New problems had to be solved—but with economy as always, for the growing colony was still not a rich one. The first real architects appeared; and they approached their problems with the same means and materials ready at their hands.

Houses of two stories were now built. These had balconies along the facade of the upper, or principal, floor, with openings in the entresuelo, or mezzanine, enclosed with typical wooden grilles. In plan, the patio was the keynote of this architecture. It became the most important feature; and it offered an intelligent answer to a number of living needs. It solved the problems of ventilation, of illumination, of privacy. And, as the plaza came to be the core of the social life of the city, so did the patio become the core of domestic life, with all important rooms facing it.

Though Spanish in character, these Cuban houses were not literally transplanted from the mother country. They showed intelligent revision in terms of a new environment and a different climate that was warm, but could be kept cool by a constant breeze blowing through the house and refreshed by the usual patio fountain and the flowers of the canteros. These Cuban homes proved it was possible to design a house complete in itself, and related to its neighborhood.

In Cuba, more than in many countries, independence from Spain meant an absolute break with the forms and structural customs of the Colonial era. Unfortunately, that opened the gates to imported mancrisms. The result was a flood of eclecticism. With total disregard of environment, climate and social tradition, our cities were filled with French, Italian and all sorts of Renaissance—plus our own worst kind of pseudo-Colonialism!

Against this background, new concepts of architecture came gradually into being. New architectural values, aesthetic, philosophic, economic, began to emerge. And with them came a radical liberation from traditional forms, from historical styles, that opened a whole broad new field for truly creative design with new techniques and new materials.

So contemporary architecture under our Cuban sun came into being. It has struggled toward the light for more than 25 years. It followed, too, the same pattern in many other countries, slowly fighting its way through usual difficulties with local authorities—even with neighbors of adjoining properties.

But undoubtedly its improved approach to a sound architecture slowly made it popular. The general public liked its clean-cut appearance, its spacious planning, its correct—or at least better—orientation for climatic conditions. Gradually the younger generation took over the responsibilities of creating our modern living facilities and the shaping of a new building industry.

But, we now face a situation that should make us stop and think—and ask ourselves where we are now heading. It appears now that basic principles are again being discarded in many instances. Many of the new problems we face are being resolved by the uninhibited application of ready-made formulas and clinches, without the basic search for new words in our architectural language. What we now see developing is a new pattern of eclecticism—an approach to architecture that again is substituting dead eclecticism and historical styles for sound reason and living thoughts.

It is, of course, good and important to look back at the masters and to know the history they have made. But we do not look back to copy. We should have no fear that the past will influence our work today—if we are free of prejudice and can benefit from the lessons history can teach.

In our land there has been good and bad architecture through different periods. When buildings expressed the technological situation of their time, when there was a functional integrity of design, when climatic and regional environment was recognized as important, when the highest aspirations and needs of men were met—then good architecture was produced.

Those early Colonial houses sincerely expressed their economic standing. Their simple construction, the uninhibited use of color that blends with the sunny atmosphere and clear skies of our cities, the development of architectural features like the patio—all these contributed to a sound architecture. It was sound in the domestic sense. And in the relation of individual dwellings to the community, it was sound in a civic sense,

(Continued on Page 22)
Joint Committee's Work Is Bearing Fruit

Just prior to the Convention opening, members of the Joint Cooperative Committee, F.A.A.-A.G.C. held their second meeting at the Colony Hotel in Palm Beach. Purpose was to hear progress reports from committees appointed by President Clinton Gamble at the group's organizational meeting last August in Orlando; and to discuss matters relative to further progress and possible expansion.

Most important work of the Committee thus far has been the preparation of a recommendation on bidding procedures that could prove equally acceptable to both architects and contractors and thus serve as a standard of good practice for both groups.

Proposals for establishing scholastic awards and a series of technical reference libraries were also discussed.

Though no decisive action was taken on these last, a document on bidding procedure was submitted, discussed point by point and finally approved by all J.C.C. members as revised by them. Work on this project was done by a sub-committee headed by J. Hildbert Sapp and including James M. Alberts, Jack O'Brien — who, with the chairman formed the Contractors' membership — and architects George J. Votaw, Joseph Shiffalo and Robert G. Jahnke.

The document on these two pages is the result. It has been accepted by the Florida State Council, A.G.C., and, on recommendation of the F.A.A. Executive Committee, was approved by members of the F.A.A. 40th Convention. Thus, it is now morally, if not legally, binding on both groups. And if put to full use, it will undoubtedly serve as a foundation for improved business practices as well as improved relationships.

It has been titled, "Recommended Bidding Procedures — Recommended practice for use in private work when competitive lump-sums are requested. Also applicable in public work so far as requirements of public authorities permit. Designed for building and related construction."

1—Selection of Bidders:
A—They should be selected by the Architect on a basis of established skill, integrity and responsibility and they should be qualified by experience and financial stability to execute the type of work involved.
B—The number of bidders should generally not exceed six, and the contractors recognizing their responsibility in accepting the opportunity to bid should agree to go through with the submission of their bid.

2—Distribution of Bidding Documents Complete with Drawings and Specifications:
A—One complete set of bidding documents should be provided without cost to each General Contractor bidding. It is the Architect's responsibility to determine if it is to the owner's interest to provide additional sets. Where the Architect does not so decide, he should provide extra sets at cost of reproduction to General Contractors when requested.
B—Reasonable deposits may be required by the Architect on bidding documents but should be refunded to those contractors who return the bidding documents within five (5) days after contract is awarded or upon request of the Architect.
C—The Architect should provide adequate sets of bidding documents at accredited plan rooms and at his own office for use by sub-bidders. It is suggested the Architect list in specifications the locations where bidding documents may be found.

3—Time of Estimating:
A—Ample time should be allowed the General Contractor for the preparation of his estimate, and the closing of his bid; and to facilitate this, the following minimum schedule is suggested:

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B—So far as practicable, architects should cooperate to avoid conflict of bidding dates for important projects.

4—Receiving Bids and Awarding Contracts:
A—Bids should be taken at a definite time and place, Tuesday through Friday, between the hours of 11 a.m. and 4 p.m., but not on a legal holiday or the day after.
B—Bids not filed on time should not be considered and only written bids should be accepted. Telegraphic or telephonic bids are not acceptable, although telegraphic cor-
rections of bids will be acceptable if received prior to the time of opening of bids.

C—All bids should be opened and read aloud in the presence of the General Contractor bidders.

D—Action on bids received should be taken within three (3) days excepting in special cases and for good cause and in any event, action should be taken within ten (10) days of receipt of bids.

E—Contract should generally be awarded to the lowest bidder.

F—If time of completion is a factor in determining the selection of the General Contractor, the time of completion required should be set out clearly in the specifications.

G—The Owner has the right to reject all bids for a satisfactory reason, but not as a subterfuge to accept a bidder who did not submit a proposal before the prices of the others were made public or to obtain an estimate of the cost of the work and proceed to award it in segregated contracts or to a bidder definitely selected in advance.

H—It is recognized that unit prices, except on site improvement, such as paving, etc., and similar work, are not desirable. However, where the Architect decides they are necessary, the separate prices asked for should be “additions to” or “deductions from,” or (2) providing an opportunity to

I—Alternates should be requested only where they are believed to be of special importance to the Owner either as a means of (1) insuring a bid within a limited appropriation, or (2) providing an opportunity to

J—Addenda should be issued as quickly as possible during bidding in a clear orderly fashion and no addenda should be issued later than two (2) days before the receipt of bids.

5—Disclosure of Prices:
The General Contractor should not, under any circumstances, be required by the Architect, nor should he under any circumstances himself, disclose to anyone the amounts of sub-bids or quotations prior to the award of the contract, except where the lowest bidder finds it necessary to do so in negotiating the contract.

6—Refiguring Work:
Where original bids are rejected, only the same original bidders should be invited to rebid. There should be either major changes in drawings and specifications, or a period of three (3) months time elapse before asking for rebidding.

7—Standard Form of Contracts:
A—It is recommended a form of proposal be adopted for each job and it be bound in the specifications and additional copies furnished the bidder.

B—It is recommended that a Standard Check List for Specification Titles be used.

C—The Standard Forms of A.I.A. contract “between owner and contractor” and “general conditions” should be used.

8—Reference to Bidding and Award of Specialty Contracts, Section 3 of the Code of Ethical Conduct of the AGC as follows:
The operations of the contractor are made possible through the functioning of those agencies which furnish him with service or products, and in contracting with them he is rightfully obligated by the same principles of honor and fair dealing that he desires should govern the actions toward himself or architect, engineers and client owners.

Ethical conduct with respect to sub-contractors and those who supply material requires that:

A—Proposals should not be invited from anyone who is known to be unqualified to perform the proposed work or to render the proper service.

B—The figures of one competitor shall not be made known to another before the award of the sub-contract, nor should they be used by the contractor to secure a lower proposal from another bidder.

C—The contract should preferably be awarded to the lowest bidder if he is qualified to perform the contract, but if the award is made to another bidder, it should be at the amount of the latter’s bid.

D—In no case should the low bidder be led to believe that a lower bid than his has been received.

E—When the contractor has been paid by the client owner for work or material, he should make payments promptly, and in just proportion, to sub-contractors and others.

F—General Contractors should request bids from the sub-contractor on the Request for Bids form entitled Invitation to Bid as issued by the Associated General Contractors of America.

9—Builders Risk Insurance:
It is recommended that Builders Risk Insurance, both fire and extended coverage, be carried and paid for by the owner.
"Our Profession . . ."

From an address by Edmund R. Purves, F.A.I.A. delivered in his absence by Herbert C. Millkey, A.I.A. Regional Director

An architect combines many characteristics and talents in one person. I do not know who compares to us.

An architect must have artistic talent, an artistic yearning, business acumen, administrative ability, and technical knowledge. We must be salesman, domestic counsellors, philosophers, good friends to all, and guardians of the law. The products of our efforts must stand up, be seen and be of service. They cannot be buried in a maze of court recordings, or under six feet of soil.

As rugged individualists we struggle successfully for private enterprise in the professional design field. As passionate people we support planning and projects from a professional, if less rugged, point of view. We rebel against arbitrary dicta in aesthetics.

Some think we are vulnerable, that we are less protected by law, and more adversely affected by public opinion than are other people. True, we all share certain hazards. There are certain points of similarity between members of different professions, but on the whole architects should not be compared with other professionals or assumed to be like them.

For we definitely are not. We are a peculiar breed, a fascinating breed and considered by some a superior breed. We do not pass unnoticed and unremarked about in the body politic. Those definitions, regulations and restrictions which govern others, sometimes to our envy, cannot be taken over by us. We enjoy a latitude of thought and action which does not lend itself to the rigors of the engineering formula or the hair-splitting of the lawyer.

Architects compose The American Institute of Architects. The Institute is an unusual organization—a unique organization. It bears only a superficial resemblance to any other professional or trade organization. We would be ridiculous and even demeaning were we to pattern ourselves blindly after others. We solve our problems in our way—our ethics are our ethics. Our code counts for what it is and not because it is patterned on the mores of someone else.

We are a pre-eminent and influential profession. We are a learned profession. We are recognized by governmental agencies, by the Congress, by corporations. This recognition of the architect is not predicated upon family heritage or conformance with a code of superficial manners, nor ability to wear clothes of the right cut. It is due to the ability of the members of the profession itself.

This ability is founded upon the calibre of men who are attracted by architecture. We are a people of whom we can be proud. The American Institute of Architects is envied. It has achieved its reputation through your abilities, through the contributions you have made. We have come a very long way in a relatively few years.

A number of us are fully aware of the tremendous change that is taking place in the early training of the architect and of the architect's outlook on life and his profession. The training of my generation was fantastic. We were subjected to a blind devotion to an esoteric cult whose god was the unctuous, well-born mammon, whose ritual was a recital of dates and names, whose symbolism was the classic orders, whose vestment the smock and whose precepts were an incompatible combination of pictorial fantasy and the incredible stupidity of the eclectic approach.

While we devoted ourselves to these pursuits, others were moving forward. Where would engineering be if it had worshipped a past, or if it let the India ink supplant a strict regard for stresses and strains? Our friends in the engineering field have exercised imagination, foresight and often artistic talent in the design of bridges, in the laying out of railroad lines and roads, and driving tunnels and building dams.

Imagination, romance and daring are found in many fields of endeavor. In the medical field imagination leads very decidedly to the progress of medical science. We have had to learn, we have caught up, we are now ahead—thanks in no small measure to The American Institute of Architects. We are fully aware that our country, which at one time took its cues from foreign lands, has now outstripped all others. No longer do we study and follow. We study and lead.

More interesting than where we have been and how we got here, is a look at the direction in which we may be heading. We may be approaching a point were the increasing complexity of the industry and the complexity of the entire economic pattern may force us to plot our course with drastic decision.

The details of coordination are becoming appalling. Coordination is a good thing of itself and only through it will we move forward. The coordination necessary to finance a building, or to float a bond issue, or to win an important law suit, or to administer a hospital or an educational institution is manifold. But coordination is part and parcel of the increasing integration of our civilization brought about primarily by the pressure of population, a factor which is taken all too little into consideration in prognosticating for the future or in attempting to understand and solve current problems.

A threat to our position in the design world may come as much from within as from without. Occasionally there arises a tendency to restrict our fields of endeavor and competence, forgetting that the Ivory Tower is not a bastion, but a cell of solitary confinement.

It is certainly incumbent upon the architect to seek greater responsibility, to reach out for it—even to demand it. On all sides these days we see a shrinking from responsibility, a desire to let other people do the thinking, to let the country and society take care of us.

I am thinking of the socialistic trends that beset us at this time and which have made such progress as of today as to make the prophecies and aspirations of the socialist leaders of the early part of the century seem conservative and self-reliant.

The willingness of our forefathers to accept responsibility has produced this country. Let the willingness of our generation to accept responsibility maintain it.

THE FLORIDA ARCHITECT
Prestressed concrete units offer new structural design possibilities for any building in which low cost and high performance are of special importance. Standard unit designs are made in long casting beds by the pre-tensioning bonded system. Each has been tested, and a wide variety of units is now being made under controlled conditions by the firms listed below. These prestressed concrete members are now available. They can be specified in sizes and shapes to meet a range of span, load and design conditions. Prestressed concrete units have low maintenance, high fire resistance, high uniformity, low cost. Standard designs include flat slabs, double-tee slabs, beams, columns and pilings.

PRESTRESSED CONCRETE INSTITUTE
Charter Members:

R. H. WRIGHT & SON, INC. . . . . . . Ft. Lauderdale
LAKELAND ENGINEERING ASSOCIATES, INC. . . . Lakeland
GORDON BROTHERS CONCRETE CO. . . . Lakeland
FLORIDA PRESTRESSED CONCRETE CO., INC. . . . Tampa
WEST COAST SHELL CORP . . . . . . Sarasota
DURACRETE, INC. . . . . . . Leesburg
HOLLOWAY CONCRETE PRODUCTS CO . . . Winter Park

These firms banded together to establish and supervise Prestressed Concrete standards and procedures are pledged to uphold the production control and specifications set up by the Prestressed Concrete Institute.

DECEMBER, 1954
Planned at first for a single exhibit room like this, the 40th Convention Show filled three large galleries. Special mention went to Philip Jullien's educational exhibit of ink-traced working drawings for hotels at Pittsburgh and Atlantic City, New Jersey.

DELINEATION — For his renderings of the University of Miami Library, shown here, for which Robert M. Little was architect, and the U. S. Post Office and Terminal, Seattle, J. N. Smith won the Award Jury's citation of merit.

COMMERCIAL — William B. Harvard, architect, Blanche Jolly, associate, won a citation for their design of a building for the St. Petersburg Federal Savings and Loan Association. This display formed part of a public showing of architects' work held prior to the Convention at Maas Brothers Store in St. Petersburg.

RESIDENTIAL — members of theU. S. Post Office and Terminal, Seattle, J. N. Smith won the Award Jury's citation of merit.

"Finest Arch." Conventioners who visited the Norton Gallery in West Palm Beach were treated to what many describe as "the finest architectural show ever given." Certainly it was one of the most complete—from sketches to scale models—and one of the largest—filling three large rooms of the Gallery and representing work from 51 different offices from all sections of the State. In addition, work of the Student Chapter was included as was a special exhibit of Cuban architecture from the Colegio Nacional de Arquitectos de Cuba, representing a dozen offices.

The exhibit was excellently hung and well attended, according to Gallery officials. A jury of award—
Architectural Show Ever Given

Composed of Marion Sims Wyeth, A.I.A., chairman, and C. Herrick Ammond, F.A.I.A., Sanford W. Doi, F.A.I.A., Elliot B. Madley, Larry M. Griffin, and John L. R. Rand — selected six categories from the architectural exhibit and four examples of student work for citations of merit.

Shown here are as many as it was possible to reproduce. Absent are all but one of the Student exhibits, the ins for development of the University of Miami — for which Robert Little and Watson & Deutchman won the citation in the Educational category — and the work of urban architects, part of which is seen as a pictorial feature of The Florida Architect in a future issue.

MODELS—One of two scale models in full color that won a citation of merit in this category for Alton C. Woodring, Jr. Architects for the Virginia Key Aquarium, shown here, are Steward and Skinner, Peterson and Shuflin Associates. Woodring had three models in the exhibit.

STUDENT WORK—Typical of student exhibits was this house design for which J. A. Wohlenberg won an award. Other student winners were Edward Camner, for a small house, Malcolm McQuaig, for a toy shop and rendering, and E. Claire Dempsey for design of a residential kitchen and patio.
The President Reports on Business

After two dynamic terms as chief Exective Officer of the Florida Association of Architects, Igor B. Polevitzky will next year join the select group of past-presidents who, having directly contributed to the growth and strength of the F. A. A., are still working hard to make the architectural profession a force for leadership.

Igor B. Polevitzky, retiring F.A.A. president chats with Herbert C. Millkey, A.I.A. Regional Director.

President Igor B. Polevitzky presented a brief, but forceful and much to the point, report to a packed convention hall at the opening business session of the F.A.A., 40th Convention. He recalled the "ambitious and optimistic" program outlined in his address before the 39th Convention at St. Petersburg last year and emphasized the undeniable progress of the F.A.A. by a point-by-point comparison.

He mentioned the close and effective liaison that has been developed between the F.A.A. and the State Board of Architecture. He commented on the great strides made toward establishing a practical cooperation between architects, professional engineers and general contractors—noting in particular the initiation of the Joint Cooperative Committee, F.A.A.-A.G.C., and the willingness of both engineers and architects to join forces in sponsoring a joint legislative program.

"Such movements," said the F.A.A. president, "Will eventually embrace all important phases of the building industry. Our continuing efforts along such cooperative lines will finally, for the first time, provide us with an organized voice, representative of all elements of construction, in all State affairs."

The President expressed his satisfaction with the progress of the new Official Journal of the F.A.A., The Florida Architect. He termed it "an unqualified success," that had already proved itself as a much-needed medium of information and "a cohesive force operating for the advancement of architectural interests in every section of the State."

As to membership, convention delegates learned that it had increased some 25 per cent during the last year. With that increase has come even a greater percentage increase in membership dues, "making it possible for us to launch positive programs in legislative, intra-industry and educational fields." But the F.A.A. president pointed out that the increase was still far from anticipated goals. And he urged full cooperation from all Chapter officers in putting a newly proposed membership drive into immediate effect.

"Our aim," he declared, "is to have, as a member of this organization, every architect in Florida who subscribes to, and abides by, the standards of practice of The American Institute of Architects."

In appraising the overall progress of the Association, the President said, "We have now arrived at a point of development wherein we are beginning to be the vital, positive force, in a position of leadership for public and professional good, which our profession should by rights be.

"But this is no time for smugness and self-satisfaction. We cannot stand still on the threshold of accomplishment. We need greater individual participation in all phases of our work. We need to expand our position of leadership in unifying and strengthening the building industry. We must take a positive stand in the field of architectural education and contribute to its advancement. We must take our rightful place in civic affairs in our capacity as planners."

The President noted with enthusiasm the growing interest in F.A.A. affairs by architects in every section of the State. He spoke particularly of the success of both this year's and last year's Conventions, and saw in them an index of the growing influence of the Association in terms of individual enthusiasm and efforts.

"Let us make no mistake about it," he said, "Progress already made is merely a preliminary for goals that lie ahead of us. The organization and machinery needed to reach those goals is now here. And they are yours. Let us be about our work."

It Made History

(Continued from Page 5)

and will be represented on the Board by a duly elected Student Representative.

By-Laws:

No formal recommendation on by-laws was presented, because the report made clear that by-law changes would depend entirely upon the Convention's action relative to the re-districting matter. Discussion of the subject indicated that needed changes to implement re-districting proposals had already been drafted. Thus it was possible to clear the question of due notice and permit the Convention to authorize Board action on re-districting.

Relations with Construction Industry:

In effect, recommendations were to "keep up the good work!"—the reference being to the establishment of the Joint Committee, F.A.A.-A.G.C., on a state-wide basis, and the similar relationship now being cemented with the engineers. The report stated there was no evidence of labor-management difficulties affecting the building industry and forecast a continuance of this situation for the coming year.
Millkey's Talk Stresses Need of Closer National Contact For F.A.A.

In a brief speech opening the afternoon meeting of the 40th Convention's full-day business session, Herbert C. Millkey, of Atlanta, A.I.A. Director for the South Atlantic Region, commented on state and regional matters relative to the national headquarters of the A.I.A. He praised the attitude of the F.A.A. in working cooperatively with contractors and engineers, noted it as evidence of improving public relations and stated that "this public relations program is one of the most important of the Institute's activities."

"What is being done by the F.A.A. in Florida," said the regional director, "is not only important locally. It is just as significant from the regional point of view; and in addition it indicates how the Institute works.

"A.I.A. progress comes from the bottom of the heap — from the individual Chapter. My job, as regional director, is to help Chapters initiate programs, get them working for the good of the entire membership. I'm anxious to see a good job done. And I'm available to anyone at any time for that purpose."

The speaker mentioned the rapid growth and present size of the National A.I.A. and paid tribute to the energy and vision of its Executive Director.

"Ed Purvis has been in no small measure responsible for the A.I.A.'s present policies," Millkey declared. "But he, as well as every member of the National Board, realizes the need for close liaison between the Octagon and each local Chapter. That close contact via regional offices, is the cornerstone of Institute progress."

He urged more direct use of the national organization by the F.A.A. and each Chapter organization. And he particularly emphasized the desirability of each Chapter's re-organizing its committee set-up to parallel the plan put into effect nationally last year and again publicized at the National Convention in Boston last June.

The new Committee set-up was reported in the July issue of The Florida Architect.

DECEMBER, 1954

What are YOU Waiting for?

You certainly want the guarantee of continued financial security that Group Disability Income Insurance can give you! Won't you feel safer, more confident of the future, when you're protected from loss of vital income due to accident or illness? Then don't procrastinate! Take the sensible step — choose one of the 8 plans offered by the F.A.A. Group Health-Accident Program. It's one of the broadest, most practical insurance programs ever devised. Here are a few reasons why:

- **It's More Flexible** . . . The F.A.A. State Program lets you fit the benefits you want to the budget you can afford — with 8 different monthly income plans from which to chose.
- **It's Continuous** . . . Health-Accident Insurance under the F.A.A. State Program doesn't terminate at age 70 as many others do.
- **It Gives You More** . . . The F.A.A. State Program pays for a sickness disability period 2½ times longer than other plans — and pays several benefits in addition to monthly income.
- **It's Ready For You NOW** . . . Applications may be made and individual policies written any time up to age 65.

You can't tell when disability may suddenly stop your income. But you can protect yourself against the possibility by enrolling now in the F.A.A. State Program . . . Accident or sickness won't wait for you! Why wait for them until it's too late?

The F.A.A. State Program is sponsored by:

- **THE FLORIDA ASSOCIATION OF ARCHITECTS**
  Its Group Disability Insurance underwritten by:
- **THE INTER-OCEAN INSURANCE COMPANY**

Applications should be made to:

- **BEN W. BALAY, Manager, STATE OFFICE**
  1202 Florida Title Bldg., Jacksonville 2, Florida

**DON'T PUT IT OFF - ENROLL NOW!**
Joint Architect-Engineer Committee...

This committee, similar in purpose and character to the F.A.A.-A.G.C. group, held two meetings this year, the first at Miami Beach on May 5th, the second at Palm Beach on November 18th. Major accomplishment of the committee’s efforts this year was the agreement reached by which the engineers agreed to pool resources with the architects in a joint legislative effort at the next session of the Legislature—the idea being to continue the arrangement from now on.

During 1953, the committee agreed to explore the possibilities of establishing a policy to provide a basis on which both architects and engineers might classify as prime professionals for various design projects. This year the engineers drew up an outline of such a policy that was finally approved by the engineers and offered to the Convention for adoption. It had previously been approved by the Joint Architect-Engineer Committee. But certain of its phases provoked discussion to the extent that the Convention voted to table the proposed policy and refer it to the Executive Committee for action at its next meeting, to be held in January of 1955.

It also voted that the policy proposal—printed below—be sent all F.A.A. members via The Florida Architect. Each member is asked to study it carefully, and write his comments, including suggestions for revision, to the Joint Committee chairman—at the earliest possible date.

During the floor discussion of this policy proposal, it was suggested that the word “stadia,” found in paragraph 3, be either further classified, or eliminated from the text.

In addition to this joint policy program, the Committee approved a suggestion that a study be made of a fee schedule covering, first, fees for engineering services when engineers are employed by architects; and, second, a similar schedule covering architects’ fees. The Florida Engineering Society has prepared a fee schedule for the use of architects. This will be submitted to 50 key architects for comment; and architectural members of the Joint Committee will prepare a recommended schedule of architectural fees for approval of the Executive Board and for use by engineers when applicable.

There can be little question that the series of cooperative activities that have been brought to a climax in these proposals can do much to eliminate misunderstandings and friction that have plagued architect-engineer relations in the past. Future close ethical cooperation of the two groups is anticipated by the committee which includes, for the architects, John Stetson, Elliot B. Hadley, Jack Moore, Walter B. Shultz, Vernon D. Lamp, Morton T. Ironmonger, George J. Votaw, and David Leete; and for the Engineers, Theodore Jenson, John Reynolds, J. F. Shiver, and Harold Briley.

PREAMBLE:

By its very nature the rendering of professional services by the design professions must be on a high ethical and professional basis. It is presupposed that the collaborators will perform their services in a cooperative manner with competence and efficiency and in full compliance with the “Code of Ethics” of the various professions.

Professional service, performed singly or in collaboration, entails exhaustive study and research in preparation for the solution of the problem, and careful application of talent to sound planning and design and the highest integrity in guarding the client’s interest.
1 — BASIS

The functions and the responsibilities properly inherent to the practice of architecture and engineering frequently overlap. For that reason it is difficult to establish an arbitrary and precise measure by which to determine whether a particular project should be regarded by the professions as an architectural or as an engineering project. Increasingly, present day projects require the services of both professions. However, the interests of the public and of both of the professions will be advanced if certain policies can be established and adhered to in the relations between the two professions. Suggestions for such policies follow.

2 — ARCHITECTS

Architects should be engaged as the prime professionals for projects such as residences, apartments, hotels, stores, office buildings, churches, schools, hospitals, courthouses, and all other similar private, commercial and public buildings. The engineer should not seek the position of prime professional on such projects.

3 — ENGINEERS

Engineers should be engaged as the prime professional for projects such as roads, bridges, docks, power plants, electrical generation, transmission and distribution, water control, water supply and distribution, sewage collection and disposal, heating and air conditioning when not a part of a major building project, factories with mechanical or electrical equipment an important feature, stadia, and all other similar projects. The architect should not seek the position of prime professional on such projects.

4 — EITHER PROFESSIONAL

There exists a third classification of projects for which the prime professional may properly be either an architect or an engineer. On such projects the construction cost of the portion of the work designed by either the architect or the engineer may represent from 40% to 60% of the construction cost of the entire project. Industrial buildings, warehouses, cold storage, and refrigerated buildings commonly fall within this classification. Either of the two professions may properly be designated prime professional on such projects.

(Continued on Page 22)
F. A. A. Legislative Program

For the first time in the history of Florida's building industry, architects, general contractors and professional engineers will be working in close and active cooperation on legislative matters of importance to many interests and to all sections of the State. Through the agencies of the State-wide Joint Cooperative Committee, F.A.A.-A.G.C., and the Architect-Engineer Relations Committee, general agreement on legislative programs was developed. And these programs, presented by the F.A.A.'s legislative committee, were adopted in virtually complete form by the 40th F.A.A. Convention.

Most of the F.A.A.'s own legislative program centered about changes in the Florida statutes suggested by the State Board of Architecture. These changes are being sought to bring State Board procedures relative to architectural registration in line with the standards adopted this year by the National Council of Architectural Registration Boards.

If, and when, the proposed statute revisions become law, Florida standards for architecturial registration will conform with those of all other states which operate under NCARB standards. State Board members regard it as only a matter of a relatively short time when all State Boards will accept these standards, thus making it relatively easy for Florida architects to obtain licenses to practice elsewhere.

Adoption of the NCARB code by Florida will require that applicants for registration: A, be citizens of the United States; B, be 25 years of age; C, be graduates from an approved curriculum in an accredited architectural school, or the equivalent; and, D, have a minimum of three years diversified practical training in offices of registered practicing architects.

The Convention also voted to endorse the proposed State Enabling Act for Planning, Zoning, Subdivision Regulations and the Regulation of Building in Mapped Streets, as prepared by the Florida Planning and Zoning Commission. And it went on record as backing the appropriation of funds needed by the U. of F. for immediate erection of adequate buildings for the College of Architecture and Allied Arts.

Also endorsed was the legislative program of the Florida State Council of Associated General Contractors — with the exception of a proposed bill to bring employers of two or more employees under the Unemployment Compensation Laws. This program is fairly extensive, some of it concerned with legal technicalities. Among most important proposals are:

1. Measure to enforce arbitration clauses — and thus to cut down court actions until all possibilities of arbitration have been exhausted.

2. Measure repealing 1953 amendment to Mechanics Lien Law. The F.A.A. is already on record, as of their Convention last year, on this point.

3. Permitting counties and cities to establish uniform licensing procedures for contractors. This would allow a contractor to qualify for work in several areas by taking one examination instead of possibly many times that as at present.

4. Measure to permit counties and municipalities therein to adopt uniform building codes. This, designed to encourage uniform code arrangements, is particularly desirable from the architect's point of view;

and adoption would tend to speed the day when a single adequate building code could be adopted on a state-wide basis.

The Legislative Committee's report made clear that the F.A.A. program had also been submitted to the A.G.C. for approval at that body's next meeting on April 22, 1955. As to proposed legislation providing for registration of Landscape Architects, it recommended that further information on the measure be obtained before taking any formal action.

Particularly emphasized at the Convention was the fact that legislation is everybody's business. Though FRANKLIN S. Bunch, as chairman of the Committee, was authorized to act for the Association before the Legislature, all members were urged to meet with and explain to their local legislators the need for, and basic purposes of, the program.

Klber to Lecture

ENGENE HENRY KLBER, F.A.I.A., will conduct a series of three lectures on Housing Design December 7 and 8, at the Walker Auditorium, University of Florida, at Gainesville. The lectures will be given under auspices of the College of Architecture and Allied Arts and are open to the public as well as students. Mr. Klber, a leading authority on housing and town planning, was formerly chief architect for the F.H.A.

The college contingent talks things over at the La Coquille poolside. Left to right, Wm. T. Arnett, Dean, John L. R. Grand, head of the Dept. of Architecture, Jack Wohlberg, pres. of Student Chapter, and Edward M. Fearney, professor of architecture — all U. of F.
PUBLICITY COVERAGE GOOD

Handling an unaccustomed assignment like veterans, Harold and Emily Obst, co-chairmen of the Convention Publicity Committee, press coverage of the 40th Convention was unusually complete. Spot news was released to local papers promptly, even as to photographs of visitors and newly elected officers. In spite of lack of wire-service expense appropriation (an understandable omission!) some out-of-town papers were serviced by the Committee. And various phases of the Convention were reported in both metropolitan Miami newspapers.

Photographic coverage was especially complete. Gordon Potter, Palm Beach photographer, and his associates recorded every important meeting of the Convention and did a special job on Sunday afternoon at the architectural exhibit at the Norton Gallery. His work is especially appreciated and appears throughout this issue.

NEXT STOP--DAYTONA BEACH

As one of the last pieces of new business to come on the Convention floor, David Leete, president-elect of the Daytona Beach Chapter, offered his home town as headquarters for the 41st Convention in 1955 and his Chapter as hosts.

There was some discussion. Mr. Miller, representing a travel service, was introduced to the floor and presented the alluring possibility of a 5-day Carribean cruise on the 300-passenger ship Aleutian now being newly commissioned. The ship would leave, he said, from Miami; and the cruise would cost from $95 to $195 per person, excluding service tips and purchases at foreign ports of call.

But the cruise-convention idea was finally tabled. And, on a final vote, the definite offer of the Daytona Beach Chapter was accepted.

Relative to dates, Sanford Goin rose to offer his perennial motion that the date be not such as to interfere with the opening of the hunting season. But the also-perennial motion to table was passed. So—plan on Daytona Beach in 1955 and watch these columns for the time and details.

DECEMBER, 1954

Dwyer Kitchens
A Florida Standard For 20 Years

Full Kitchen Convenience
In a Minimum Space . . .
For Gold-Coast Apartments
. . . or Cabins on the Keys

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Beyond The Specifications

The kind of Quality that architects demand for Millwork can't be completely specified or covered by detail drawings. It goes beyond these. It comes from the background of a firm with long experience. It means fine plant equipment, skilled craftsmen with a "feel" for woods as well as technical knowledge of them. It means, too, the kind of management that insists on the kind of fine and accurate work he, the architect and the client can all be proud of. For 25 years we’ve been doing that kind of work in the custom manufacture of Sash and Doors, Cabinets, Screens and Screen Doors, Mouldings and Trim. We have done all types of jobs, large ones, small ones. On every one we’ve produced and installed Millwork that has been quality “beyond the specifications.”

Trotter Manufacturing Company

Quality Millwork . . . For 25 Years

636 East Twenty-first Street
Jacksonville 6, Florida

FROM FLORIDA STATE BOARD OF ARCHITECTURE

To All Applicants for Junior Examination:

1. Commencing on January, 1955, Rule No. 6, "Examinations" will be in effect as revised June 12, 1954. This revision will affect the synopsis and Syllabus and Examination Schedule outlined in Circular of Information issued August, 1953. The subject matter of the examination will remain as before, but the sub-division of the subject matter into Examinations will be revised as noted below.

There will be no "Divisions" as used in 1953 Circular.

2. 1953 EQUIVALENTS 1955

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3. Each examination except "E" has a value of 100 points with minimum passing grade of 75 points. Examination "E" has a value of 200 — passing 150 points.

4. Subject to further confirmation, examinations will be conducted as follows:

First Day — Monday — Exam. "F" — 3 hours —
9:00 A.M. to 12:00 Noon
Exam. "G" — 5 hours —
1:00 P.M. to 6:00 P.M.

Second Day — Tuesday — Exam. "H" — 3 hours —
9:00 A.M. to 12:00 Noon
Exam. "I" — 5 hours —
1:00 P.M. to 6:00 P.M.

Third Day — Wednesday — Exam. "C" — 3 hours —
9:00 A.M. to 12:00 Noon
Exam. "D" — 5 hours —
1:00 P.M. to 6:00 P.M.

Fourth Day — Thursday — Exam. "E" — 12 hours —
8:00 A.M. to 8:00 P.M.

5. Reading of Examinations:
Examination A——Academic and Practical Training
Examination B——Personal Audience
Examination C——History and Theory of Architecture
Examination D——Site Planning
Examination E——Architectural Design
Examination F——Building Construction
Examination G——Structural Design
Examination H——Professional Administration
Examination I——Building Equipment

Representation at the Convention of the Student Chapter was highest in proportion to membership of all except the Palm Beach Chapter. Here are some of the 30 students who attended.
IN DESIGN: IT'S THE LITTLE THINGS THAT COUNT.

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The newest and most distinctive in building identification. Unexcelled in quality and durability. Stylized designs to your specifications or stock designs.

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DECEMBER, 1954
Joint Architect-Engineer Committee
(Continued from Page 17)

5 — USE BY EACH
The prime professional for any project shall call in members of the other profession to furnish the services in the field of that profession required by the project. Only registered members of either profession shall be called in, and their work shall bear their signature and their professional seal, subordinate to that of the prime professional.

6 — FEE SCHEDULES
Each profession shall prepare a special schedule of fees that shall be for the sole use of, and that shall be used by, the prime professional in paying for services furnished by the member of the other profession called in.

7 — ADHERANCE
Adherence by the two professions to these considerations will assure the public the service to which it is entitled; it will promote good will between the professions; it will enhance the standing of both professions in public opinion, and it will promote the selection of professionals on the basis of ability to give proper service rather than on the basis of lowest price.

8 — GENERAL
Nothing in the above would mitigate against an architect or an engineer from joining forces for the purpose of designing a building of any type in a manner and under conditions satisfactory to each of them.

Infinite Possibilities
Lie Ahead
(Continued from Page 7)
too. The human aspect was not forgotten. The human scale was present. The feeling for proportion and for propriety was there. And the architecture was good.

But these principles were thrown overboard. Houses were built that had no more relationship to their place or times than a polar bear has in our jungles! Plans were merely copied. And the same temple-looking kinds of structures sheltered the most widely differing kinds of functions. Rebellion against all that was a natural, logical thing.

Let us make sure that such history does not repeat itself.

All who live in this sub-tropic region of ours are fortunate beyond most. Because the weather permits, we can really open up our buildings. Devices that are no more than cliches elsewhere have been developed here to make more use of openness. Use of color is natural in a region where skies are clear and the landscape alive with brilliant blossoms.

Thus it is easy to integrate houses with the landscape. And our problem as architects is now to integrate the landscape with the neighborhood and the neighborhood with the city as a whole. The design of individual buildings is not unimportant. But it is more important that each design be developed relative to the community of which it is to be a part. As the house has the patio, so should the city have the plaza.

Infinite possibilities are ahead for architecture as long as we keep these basic principles in mind. Let us disregard exhibitionism. Let us relate our problems of space to a human scale and the satisfaction of human needs to the requirements of our communities.

Let us remind ourselves that these kids are not alone physical, not entirely economic. The days are gone, I think, when we can aim architecture solely at functionalism. Today we need a more complete vocabulary, a new set of esthetic values. In these we can find a better harmony with nature, a greater freedom of plasticity, a reunion of the plastic arts, a freer use of pattern, texture and color.

Let us satisfy man's emotional and spiritual needs as well as his physical ones. Let us work toward a better collaboration, a more complete unity between painting, sculpture and design — between artist, artisan and architect. We can then continue to produce, along with the normal developments of human life, a dynamic architecture—truly a good architecture under the sun.
GAMBLE IS PRESIDENT, Wortman Secretary-Treasurer for 1955 —
Officers and Directors Get Unanimous Vote

Well on toward the close of the new business session, the Nominating Committee, chairman by Edwin T. Reeder, presented a slate of new officers, and the only significant discussion relative to it centered on the office of secretary-treasurer. One suggestion, which sent several members looking up applicable by-laws, was to split the combined offices at this time and elect a treasurer as a new and separate officer.

But the Nominating Committee had anticipated the idea. It had recommended, as noted elsewhere in this issue, that the Executive Board be empowered to appoint someone to assist the secretary-treasurer’s office as needed, pending the probable separation of the two offices next year. Finally a motion was carried to accept the recommendation; and the new officer slate was elected unanimously.

Those elected were: President, G. Clinton Gamble, Broward County Chapter; Secretary-Treasurer, Edgar S. Wortman, Palm Beach Chapter.

Newly-named Vice-Presidents and Directors — both of which compose the Executive Board of the Florida Association of Architects — are as follows:

Vice-Presidents:
Florida South John F. Watson
Palm Beach John Stetson
Broward Co. Morton Ironmonger
Florida North Franklin S. Bunch
Florida Central, Ralph P. Lovelock
Daytona Beach Joel Sayers
Florida No. Cent’l Albert Woodard

Directors:
Florida South Edward Grafton
Palm Beach Jefferson Powell
Broward County Robert Jahelka
Florida North, Thomas Larrick
Florida Central, L. Alex Hatton
Daytona Beach Wm. Gomon
Florida No. Cent., Ernest Stidolph

Alternate Directors:
Florida South Irving Korach
Palm Beach Harold Obst
Broward Co. C. Cranford Sproul
Florida North Lee Hooper
Florida Central Joseph Shifalo
Daytona Beach W. K. Smith
Florida No. Cent., Robert Maybin
The Convention's Parade of Products

However much professional men of any convention may plan on a round of fun and frolic, the vast majority attend for their own improvement. They go to play their part in establishing or approving policies and programs for the advancement of their profession. And they go also to see what's new in their own technical field.

The doctors do it; the dentists do it. And the architects no less. It has now become a custom for any architectural convention of size and importance to be accompanied by two kinds of exhibits—one of their own professional work; the other of the building materials and products on which they have to depend to bring dreams into reality.

Judged by any standards, the Building Product Exhibit at the 40th Annual Convention was an unqualified success. Not only was it that, but it was a unique exhibit in that it was housed in a huge tent measuring 60 by 100 feet striped alternately dark green and oyster white, and near enough to the meeting rooms of the Convention so that it could be as easily visited by Conventioners as by the passing public.

And it was visited constantly by both—from the time the exhibit opened at 3 pm Thursday afternoon, until it closed at 5 pm. Sunday, more than a full day after the Convention had officially ended. Exhibitors expressed themselves as generally well-pleased with the interest their displays had occasioned and with the steady volume of viewers. Page after page of visitors' registry books had been filled, and all during the Convention you could see architects going to and from with stacks of manufacturers' literature under their arms.

There were 31 exhibit spaces in the tent. All were filled—some companies taking more than one space to bring the total number of exhibitors to 24. Propotionately, this compares more than well with the national Convention exhibit in Boston last year. There were 69 firms represented; but the total Convention registration of over 2000 makes this understandable.

The Convention Exhibit Committee, headed by GEORGE J. VOTAW, did a monumental job of organizing the show and filling the tent with exhibitors and viewers alike. The show was constantly publicized by the Committee from the time it opened. Two-column, four-inch ads were placed in local papers; the radio was employed for almost constant spot announcements; and all during Convention sessions architects were urged to visit the tent as often as possible.

Following is a list, alphabetically arranged, of the 40th Convention exhibitors. To them the F.A.A. says—"Thanks—and let's see what's new in your line next year at Daytona Beach!"

Acousti Engineering of Miami, Ltd., Miami.
Adams Engineering Company, Miami.
Alexander Gordon & Son, Inc., West Palm Beach.
Anderson-Viola Hardware, West Palm Beach.
Blumer & Stanton, (Mutschler Kitchens) West Palm Beach.
Clearview Louver Window Corp., Ft. Lauderdale.
Conditioned Air Corp., Miami.
Electrend Company, Lake Worth.
Engineered Products, Inc., Hialeah.
Gate City Sash & Door Company, Ft. Lauderdale.
Herpel & Blocher, West Palm Beach.
International Business Machines Corp., Miami.
Jeo Italian Ceramic Corp., Coral Gables.
Natural Slate Products Co., Palm Beach.
E. C. Peters, Inc., West Palm Beach.
Sherwin-Williams Company, West Palm Beach.
St. Charles Manufacturing Co., Largo.
The Carlow Co., (Miracle Adhesive) Lake Worth.
Tilt-A-Door Corp., West Palm Beach.

You're looking, from route A1A toward the grounds of La Coquille and the green-and-white striped tent that housed the 31 exhibit spaces designated for displays of building materials and products. Both the type of exhibit housing and the attendance of displays probably set a record that Daytona Beach will find hard to beat.
Greetings of The Season

Many have helped to shape the policies and the program of this magazine. To all these — readers, advertisers, contributors and craftsmen alike — go our warm appreciation and our best wishes for the future. With your continued interest, the year ahead will bring a wider range of useful service on our part, an enlarged and more productive value on yours.

THE PUBLICATIONS COMMITTEE AND EDITORS

of

THE FLORIDA ASSOCIATION OF ARCHITECTS

OBJECTIVES — The objectives of the Florida Association of Architects shall be to unite the architectural profession within the State of Florida to promote and forward the objectives of The American Institute of Architects; to stimulate and encourage continual improvement within the profession; to cooperate with the other professions; to promote and participate in the matters of general public welfare, and represent and act for the architectural profession in the State; and to promote educational and public relations programs for the advancement of the profession.