March, 1957

After 100 Years...
The Challenge
of The Future...

With the culmination, on February 23, of Architects' Week, proclaimed by Governor Collins and civic administrations throughout the State, the AIA begins its second Hundred Years of Progress. High point of the year’s Centennial Observance in Florida will be the 43rd Annual Convention of the FAA, the theme for which will be The Challenge of The Future...
All The Beauty
but not the Price!

MARLITE MARBLE

These versatile Marlite panels embody all the dignified beauty of true marble and are adaptable to virtually any architectural treatment. Marlite Marble panels are available in sizes up to 4 by 8 feet with graining along the small dimensions.

A. H. RAMSEY AND SONS, INC.
71 N. W. 11th TERRACE, MIAMI - FRanklin 3-0811
Service to Florida's west coast is from our warehouse at Palmetto.
Call Palmetto 2-1011
The Florida Architect

VOLUME 7 MARCH, 1957 NUMBER 3

CONTENTS

1957 Regional Conference ................................................. 2
FAA Directors to Meet in Orlando ....................................... 4
Residential Is Essential .................................................. 7
By Frank E. Watson
The Art of Visualization ..................................................... 11
Renderings by Joseph N. Smith
Chapter Officers and Committees for 1957 ............................... 15
A.I.A. Revises its P/R Program .......................................... 18
Know Your Legislators ................................................... 20
State Senators ............................................................ 21
News and Notes .......................................................... 23
State Board Grants Registrations ........................................ 30
Producers Council Program .............................................. 31
Advertisers' Index ........................................................ 32
Bridge to Understanding ................................................. 32
By James K. Pownall

THE COVER

The AIA's Centennial Celebration seal is by far the best illustration available to suggest how the theme and program of the FAA's coming 43rd Annual Convention at Clearwater has been planned to serve as a climax to this professional anniversary year. The architectural profession undoubtedly has a tremendous future in Florida. Convention time will give an opportunity to define its challenges in practical terms.


The FLORIDA ARCHITECT is the Official Journal of the Florida Association of Architects of the American Institute of Architects. It is owned and operated by the Florida Association of Architects Inc., a Florida Corporation not for profit, and is published monthly by the authority and direction of the F.A.A. Publication Committee at 7225 S. W. 82nd Court, Miami 43, Florida. Telephone MOhawk 7-0421. Correspondence and editorial contributions are welcomed; but publication cannot be guaranteed and all copy is subject to approval by the Publication Committee. Opinions expressed by contributors are not necessarily those of the Publication Committee or the Florida Association of Architects. Editorial contents may be freely reprinted by other official A.I.A. publications, provided credit is accorded the FLORIDA ARCHITECT and the author. Advertisements of products, materials and services adaptable for use in Florida are welcomed; but mention of names, or illustrations of such materials and products, in either editorial or advertising columns does not constitute endorsement by the Publication Committee or the Florida Association of Architects. Address all communications to the Editor, 7225 S. W. 82nd Court, Miami 43, Florida.

EXECUTIVE SECRETARY
Roger W. Sherman
7225 S. W. 82nd Court, Miami 43
Phone: MOhawk 7-0421

MARCH, 1957
1957 Regional Conference

The Place is Atlanta; the Sponsoring Host is the Georgia Chapter, AIA; and the Time is April 4th, 5th and 6th.

Based on the theme “Science, Intuition and Architecture,” the 1957 Conference of the South Atlantic Region, AIA, promises to be one of the most elaborate ever held, according to the program planned by the 12-man committee of the Georgia Chapter, sponsor of the 10-chapter meeting. Planned highlights include two cocktail parties, a hospitality night—open house at the homes of host-chapter architects—a series of sightseeing tours and an 8:30 to 2:00 A.M. wind-up party “in the real tradition of the Beaux Arts ball,” complete with prizes for costumes and a midnight supper.

Headquarters for the Conference is the Atlanta Biltmore Hotel Convention Hall. It will be the scene of a full, three-day conclave starting Thursday morning, April 4, with the opening of the Building Products Exhibit at 8:30. Slated for this opening morning are a meeting of the 15 regional Chapter presidents at 9:00 and a 10:30 meeting of the Regional Council at which AIA Director Herbert C. Millard will preside.

After a luncheon at the Georgia Tech School of Architecture, Beryl Price, Chairman of the AIA Committee on Chapter Affairs, will address a general meeting scheduled for 2:00 P.M. This will be the first of only two regional business meetings on the Conference program and will include reports of the ten regional committees chairman—John L. R. Griswold (Chapter Affairs) the sole Florida representative. Following will be separate meetings for each regional committee.

Thursday night is the open house, including a buffet supper, to be held at homes of host architects. The Conference committee emphasizes this fact: “You must be pre-registered to be assured of an invitation” — which, in view of Georgia’s famed hospitality, should be sufficient incentive for individual action throughout the region.

Friday will be a day overflowing with food for thought. Its scheduled start is at 8:30 A.M. with a keynote address by Walter McQuade of New York, which will be followed by talks on “Color and the Human Eye,” by Howard Ketcham, “Sound,” by Robert Newman, and “Environmental Factors and Thermal Comfort,” by Elmer R. Kaiser. Each talk will be followed by a panel discussion.

At Friday luncheon, to be followed by the second business meeting of the

(Continued on Page 4)

THE FLORIDA ARCHITECT
Throughout this five-acre industrial building for the B & L Farms Co. Hollostone precast units have been used as integral parts of the construction. These include one-and two-story columns, beams, wall panels and floor and roof units.

**Integration...**

Working closely with the architect, our engineers integrate a broad range of Hollostone precast items into durable, fireproof structures of optimum design efficiency. Hollostone erection crews are integrated with production to give coordinated rapid service. Here integration means economy of both time and money to all concerned.
Regional Conference...
(Continued from Page 3)
Conference, AIA President Leon Chatelain, Jr., FAIA, will address the Conference. During the afternoon Dr. Hoyt L. Sherman will conduct a seminar on "Visual Perception," followed by a panel discussion and a summary talk by Walter McQuade. The evening starts with a cocktail party hosted by the Atlanta Chapter of the Producers' Council. It will be followed by a dinner, highlighted by presentation of honor awards by AIA President Chatelain.
Saturday morning will be equally as full, according to the present schedule. The Georgia Chapter will host a "Continental Breakfast" at 7:45; and at 9:00 Walter McQuade will preside at the theme seminar of the Conference. Four speakers will discuss various aspects of "Science, Intuition and Architecture," including Louis Kahn, Philadelphia; I. M. Pei, New York; Psychologist Albert H. Hastoff, and University of Pennsylvania artist-painter Lamar Dodd. What they say will be subject to questions from the floor and discussion by a panel consisting of Howard Ketcham, Robert L. Newman and Dr. Hoyt L. Sherman.
Various sightseeing Atlanta tours will be the afternoon's chief activity. And the gala Beaux Arts Ball will be held Saturday evening at the Progressive Club. It will start at 8:30 P.M. and be co-sponsored by the Conference host Chapter and the Student Chapter of the Georgia Tech School of Architecture, and will feature "a fine orchestra, excellent refreshments and top-flight prices." The first prize will be a trip for two to Mexico City—air transportation and hotel accommodations for a week included.
Registration fee of $5.00 for all AIA corporate and associate members includes admission to all conference sessions and permits purchase of tickets to such events as cocktail parties, luncheons and dinners, the Continental Breakfast and the Beaux Arts Ball. Wives of Conference participants are exempted from payment of registration fees. Hotel reservations presumably should be made directly to the Atlanta Biltmore Hotel. Pre-Conference registration is necessary to assure an invitation to the Host Chapter Hospitality Night—should be made through the Conference Committee. Registration Chairman, John Steinichen, 391 Peeples Street, S. W., Atlanta, Georgia.
Ladies will be invited to attend all programmed events. In addition a special program for them has been planned to include a Thursday afternoon tea at the new galleries of the Atlanta Art Association; and a fashion show, luncheon and theater party on Friday.

FAA Directors Will Meet in Orlando
March 16 will be the date of this year's second meeting of the FAA Board of Directors. Following past custom, the meeting will start with a luncheon at 12:30 and will continue through the afternoon. Location is the San Juan Hotel at Orlando.

President Wortman is anxious that a full roster of FAA Directors attend. As now planned, the FAA Board will hold at least four more meetings this year. After March these are scheduled for: June 8, at the Fort Harrison Hotel, Clearwater; August 10, at Tampa; and again at Clearwater just prior to the 43rd FAA Annual Convention in November.

Georgia Chapter President Cecil A. Alexander, above, has named Joseph Amisano as General Chairman of the 1957 Regional Conference Committee. Amisano heads an two-man getting which has virtually completed plans for making the three-day concourse outstanding from every point of view. Ladies' activities, which will play an important part in the program, are in charge of Mrs. John Edwin Wells, of Atlanta.
You can now specify B & G Window Walls with a Mirawal porcelain face bonded to insulation board up to 2" thickness with a U-factor as low as .16. Face of inside panels can also be porcelain or a variety of other flat-sheet materials such as plywood, formica, asbestos board, galvaneal steel or aluminum.

And the price is about the same, or at most slightly higher than a good paint job.

When your design involves a problem such as concealed supports, provision for heavier wind loadings, integral door frames—or if you want budget estimates or data on a special design condition—please call us.

A representative will be glad to come in, sit down with you and help solve the problem. Chances are that the problem you have today was someone else’s on a previous job—and we probably have a solution for it already worked out.

MIAMI—Ed Henderson
PALM BEACH—Ed Kader
DAYTONA—Bob Gall
TAMPA—Doug Letrayne

MIAMI—Van Akin
PENSACOLA—S. L. Davis

Florida Agent:
GEORGE C. GRIFFIN
P. O. Box 5151 • Jacksonville, Fla.

Factory:
BROWN & GRIST, INC.
Warwick, Virginia
SEE OUR CATALOGS IN SWEET’S FILE

MARCH, 1957
Stylon's Florida Distributors invite you... to see the complete Stylon line... to select just the colors and textures you have in mind... or to get full answers to any question on Stylon specifications, design adaptability, delivery schedules and prices.

The variety of ceramic tile types and the wide range of colors, sizes and textures which Stylon has made available suggest unlimited new areas of design for architects... Wall tile, bright or matt glazed... crystal-glazed floor tile... glazettes for floors, walls and counters... unglazed natural clay and porcelain ceramic floor tile... All these are versatile design tools that can be used with confidence.

STYلون OF MIAMI—1400 N.W. 54th Street, Miami
STYلون OF TAMPA—3813 Grand Central Avenue • STYлон TILES—813 N.W. 8th Avenue, Ft. Lauderdale

THE FLORIDA ARCHITECT
Residential Is Essential

says FRANK E. WATSON

I've always wanted to write an article on Residential Architecture, mainly because I don't do very much of it. Residential Architecture, that is. Come to think of it, I don't write many articles on the subject either. That makes me an expert, including all the usual wisecracks that go with the term. Or an authority. Or at least qualified enough by this background to ramble at length on the subject.

Over a long period of looking at residences — and brother let me tell you there's nothing more deadly — I have reached a number of conclusions, the least important of which is that it's about time that someone, meaning me, took the time to define the terms that are used in describing these gems, so that we, the Architects, will all be operating under the same Code of Eth. . . . Rules. Let's start with that cluttered mess commonly called the Single Family Residence.

A Single Family Residence — A house built for a family having enough money so they don't have to share expenses — or they live far, far away from their in-laws.

A Two-Family Residence — The same as a Single Family Residence, except that the family does not have enough money so they do have to share expenses — or their in-laws live in the same town.

A Duplex — By duplicity and cunning a family manages to build a duplicate of their house, opposite hand — so they can quit work and live off the sucker next door.

An Apartment — A living unit with a maximum number of inside rooms, so arranged that there is no privacy between you and your neighbors.

A Co-op — Same as an Apartment except that it costs more. You are stuck with it longer and you get a nice brochure illustrated in four colors.

A Housing Project — This is a real time saver — Tomorrow's Slum Today.

So much for generalities. To be specific, let's define the Basic Parts of House Architecture, so that ever again will there be confusion on this all-important matter.

Front Entrance — This is usually on the side so that you have a choice when entering the House of going to the Living Area, Dining Area, Kitchen, Bedroom or the Bathroom — just in case you want to live a little, eat a little, sleep a little, etcetera.

The Entrance Hall — The space immediately adjacent to the Front Entrance that you have to go through in case you want to live a little, eat a little, sleep a little, etcetera, etcetera, etcetera.

The Foyer — The same as the Entrance Hall except that it is usually on an upper floor — why I will never know.

A Breezeway — An open space between two wings of a house located so that the prevailing breeze can blow through it so that it will not go through the House. Only if the orientation is right, however.

A Patio — Same as a Breezeway — but the two open sides are enclosed to keep the breeze cut, so that it can go through the house. A house without one of these is just not there that's all!

A Screened Patio — The same as a Patio, except that the sides and top are covered with screening. The purpose? To keep the insects that are already in the house — in!

A Lanai — Same as a Screened Patio, except that the Architect spent the Winter in Hawaii.

A Florida Room — Same as a Lanai, except that the Architect couldn't afford to go to Hawaii.

A Porch — The same as a Florida Room, except that the bids came in too high and the walls had to be omitted.

A Terrace — Same as a Porch, except that we had to cut some more — No Roof!

A Carport — Part of the Terrace. The owner found money in

(Continued on Page 8)
Residential Is Essential...

(Continued from Page 7)

his budget for a canvas awning to cover the car.

A Garage — Same as a Carport except a door and some jalousies have been added so that we can take care of an occasional pest — I mean guest — for the Winter.

A Breezeway — The same as a Garage except that it is an open space to let the breeze blow through so that it will . . . well, well, back to that again! (See above).

To sum it all up we have the Multi-Purpose Room. This is the catch all, a combination of all the foregoing where we all can live a little, relax a little, eat a little, sleep a little, recreate a little, etcetera, etcetera, etcetera.

Now for some culture.

Let us review the Residential Styles of Architecture as Presently Practiced (or is it practiced?).

First and Foremost:

The Formal or Mediterranean — Coral Gables, Florida, is the natural habitat of this one. Its most outstanding characteristics are the barrel-tile roof and the stucco facade — although it has been known to allow a little stone or brick to creep in for accent. This is considered daring, however, and is frowned upon by the Purists.

Modernistic — No less than five roof levels allowed on the true Modernistic House — also all four facades should be entirely different, both in material and intent. This style had its origin back in the doldrums and is prevalent even to this day, especially in resort areas.

The Ski-Jump — This is a long attenuated box-like House with a monopitch roof extending the full length of the structure, designed to completely fool the neighbors so they will not know which is the front or back. Very important to the occupant, strategically. This is a rare specimen.

Examples of this type are hard to come by.

The Bat Wing — A house of parts — two parts — each with a monopitch roof sloping towards the other. A very clever device, I believe, so that all the rain water will collect in one area so that it is easy to locate the leaks.

The Super-droop — This is a residence where the roof overhangs at least three feet. It gives that sense of shelter so necessary in the tropics. The most interesting examples of this type are the ones where the projection is beyond the design strength of the rafters giving that distinctive wavy appearance to the roof line. This must be in great demand, because there are so many droopy ones being built.

The Snub-nose — Similar to the Super-droop except that the roof overhang has been reduced to four inches. This one is cheaper, but it doesn’t have that rakish appearance that we have come to associate with the Super-Droop.

The Bird Cage — This is just one big Screen Patio with all the amenities that we expect from this type of living. This is a house with a minimum of built-in privacy and ideal for a family that wants a sun bath in a hurry.

The Story-and-a-Half, or Split-Level — This is a very popular item and particularly adaptable to a site that has a slope of six inches in the depth of the lot.

The House on Stilts, or Posts, or Pilots — This type is just beginning to catch on in this country, but has been quite popular on the Continent. In this style all habitable areas are placed on an upper level so that the occupants are protected from scorpions, snakes, bill collectors and other friends.

Ranch Type — Any sprawling builder’s house on a fifty-foot lot. Well that clears that up . . .

I hope this lexicon of Residential Architectural Styles and Terms will be received in the same spirit in which it is written. And if it is, I am sure that membership in the I.A.A. (Institute of Architects Anonymous) will be greatly increased.
Transmission in CONCRETE

Concrete — reaches high in the sky!

The new, prestressed concrete poles for the transmission lines of the Florida Power Corporation emphasize dramatically the amazing flexibility of concrete. Carrying the high voltage lines that stretch between the St. John’s River and DeLand, they will still be in service 50 to 100 years from now.

Annual maintenance expense and the high cost of periodical replacement are eliminated — another striking example of the economy of concrete.

FLORIDA PORTLAND CEMENT DIVISION

GENERAL PORTLAND CEMENT COMPANY

FLORIDA DIVISION. TAMPA • SIGNAL MOUNTAIN DIVISION. CHATTANOOGA • TRINITY DIVISION. DALLAS

MARCH, 1957
Design of Edsel Ford High School features distinctive, economical
Concrete Shell Roofs

The first concrete shell roofs constructed in Michigan were used in the Edsel Ford High School in Dearborn. Four shell units were built: two over the boys' gym, one over the girls' gym, and a fourth over an intermediate building housing the swimming pool and locker rooms. All four roofs have spans of 100 ft. and identical arches of 121-ft. radius and a rise of 13 ft.

Concrete shell roof construction was selected because (1) it provided unobstructed interiors, (2) it was adaptable to the architectural design and (3) it was economical to build.

Concrete shell roof construction is gaining rapidly in popularity with architects and engineers for buildings requiring large unobstructed floor areas. Roofs with spans up to 300 ft. and more can be built without interior columns. They are ideal for auditoriums, exhibit halls, hangars, train sheds, repair shops and warehouses.

Concrete shell roofs are economical to build, need little or no maintenance, have long life and low insurance rates. They are true low-annual-cost construction. Write for free illustrated literature. Distributed only in the United States and Canada.

PORTLAND CEMENT ASSOCIATION
227 North Main Street, Orlando, Florida
A national organization to improve and extend the uses of portland cement and concrete... through scientific research and engineering field work

THE FLORIDA ARCHITECT
THE ART OF VISUALIZATION . . . .

From the days of Piranesi, architectural renderings have been a bridge of visual communication between a designer and his patron, an architect and his client. Today, in an area of expanding technology and architectural creativeness, the art of visualization is more than ever an important one.

Last month, at the Georgia Tech School of Architecture, one of that art's acknowledged masters exhibited sixteen examples of his work, seven of which are shown on this and the following two pages. He is JOSEPH NEWTON SMITH, III, of Miami, and the exhibition of his work was part of Georgia Tech's Architectural School program of stimulating students' ability to draw.

It is certain that the Smith exhibition provided both example and inspiration to its viewers. It was created by an architect who has specialized in the pictorial phase of his profession so successfully that in 1954 he was awarded a Special Commendation for Rendering from the FAA—and in the same year was formally recognized as the nation's top architectural delineator through the Birch Burdette Long Memorial Award.
This proposed 1,000,000-volume library for the University of Miami was designed by Watson and Deutschman, architects and engineers, with whom Joseph N. Smith was formerly associated. The original rendering measured 20 by 40 inches.

Measuring 20 by 34 inches in the original, this rendering shows the maintenance hangar for National Airlines as designed with a folded plate concrete structure by Weed, Russell, Johnson, Associates. The building is now in process of construction.

Resort Hotel for the Caribbean, designed by Watson & Deutschman. Proposed for construction on a cliff, this is the ocean view embodying banquet hall, casino and cabanas. The original drawing measured 25 by 36 inches.
Above, U.S. Post Office and Garage facilities proposed for Seattle, Washington, by Watson and Deutschman, architects and engineers. This drawing measured 20 by 40 inches. Right: Twenty-story, ocean-front cooperative apartment building in Ft. Lauderdale designed by Charles F. McKirahan, the original drawing of which measured 30 by 40 inches. The design incorporates extensive underground parking facilities.

This parking garage, designed for a Miami Beach location by Watson and Deutschman is a four-level structure, faced with precast concrete wall panels. The rendering, measuring 20 by 34 inches, is considered by the artist as one of his best and won for him the Birch Burnette Long award.
perfect indoor weather . . . for homes, stores, offices

WEATHERTRON is a full-time weather machine that heats without burning fuel, cools without using water. It operates on electricity and air alone — and through the two-way thermostat, “thinks” for itself to provide completely automatic operation . . . For homes, WEATHERTRON is the answer to safe, clean, dependable and quiet all-weather air conditioning. In stores and offices it improves working conditions, protects products, cuts cleaning, keeps workers healthy.

WEATHERTRON is General Electric's air source heat pump — a fully automatic, all-electric unit that uses a single mechanism for both heating and cooling. It is NOT just another combination of conventional fuel-burning furnace and air conditioner. WEATHERTRON does away with the need for such usual parts of a conventional system as fuel storage tanks, cooling towers, piping. It needs only air ducts, electric wiring and a small drain for condensation — for full-time, all-season operation.

Exclusive Wholesale Distributors in Florida

North, Central and West Florida:
GENERAL ELECTRIC COMPANY
Air Conditioning Division, Sales Dept.,
900 Orange Avenue, Winter Park, Florida
Telephones: 4-7701 and 4-7711

Southeast Florida:
THE FLORIDA GENERAL SUPPLY CORP.,
1310 Flamingo Way,
Hialeah, Florida
Telephone: TUXedo 7-5568

This is the two-way thermostat that practically thinks for itself!

For perfect indoor weather in any type of interior, all you need do is simply set the desired temperature for heating and cooling. The Weathertron “remembers” it . . . and the thermostat turns the unit on and off, automatically, to maintain desired temperature range.

WEATHERTRON
The General Electric All-Electric Heat Pump
Chapter Officers and Committees for '57

Material on this and the following pages lists Committee Chairmen for all standing and special committees of all Florida's ten AIA Chapters. Note that in smaller Chapters, many committee functions are grouped under a single heading. Customarily, work on various phases of such combined committees is assigned to individual committee members.

BROWARD COUNTY CHAPTER

Officers
President: Morton T. Ironmonger
Vice-President: Donald H. Moeller
Secretary: John M. Evans
Treasurer: Joseph T. Romano

Chapter Directors

FAA Directors
John M. Evans, William F. Bigoney

Committee Chairmen
AIA-AGC Joint Cooperative: Robert G. Jalhelka
Annual Architects' Dinner: Robert Todd
Architectural Practice: A. Courtney Stewart
Building Codes: John M. Evans
Centennial Observance: William F. Bigoney
Chapter Affairs: Cedric Start
Collaboration with Design Professions: Joseph Romano
Hospitals & Public Health: W. A. Gilroy
Legislative: James K. Pownall
Preservation of Historic Buildings: B. C. Lukens
Public Relations: Jack W. Zimmer
Rep. to Technical Secretary, A.I.A.: B. C. Lukens
School Buildings: V. W. Knox, Jr.
Education, Awards, Scholarship & Exhibits: Robert E. Hansen

DAYTONA BEACH CHAPTER

Officers
President: William P. Greening
Vice-President: Walter Smith
Secretary: Ralph Spicer
Treasurer: Edwin Snead

FAA Director
Francis Walton

Committee Chairmen
Chapter Activities (includes Chapter Affairs, Program, Membership, Centennial Observance): Joel W. Sayers, Jr.
Community Development (includes Community Development and Preservation of Historic Buildings): Francis Craig
Education and Practice (includes Education, Office Practice, Awards and Scholarships): Ralph Spicer
Industry Relations (includes Home Building, Const. Industry, Collaboration w/Design Professions): Harry Griffin

Public Relations (includes Public Relations and Government Relations): Francis Walton
Special Design (includes Research, School Buildings, Hospitals and Health): Craig Gehlert

FLORIDA CENTRAL CHAPTER

Officers
President: Roland W. Sellew
Vice-President: A. Wynn Howell
Secretary: Sidney R. Wilkinson
Treasurer: Jack McCandless

Chapter Directors
Mark G. Hampton, Richard E. Jessen, Archie G. Parish

FAA Directors
Ernest T. H. Bowen, II, Robert H. Levison

FAA Alternate Directors
Anthony L. Pullara, Thomas V. Talley

Committee Chairmen
Anniversary Meeting: Ernest T. H. Bowen, II, Anthony L. Pullara
Centennial Year Observance, Franklin O. Adams, Jr., FAIA.
Chapter Affairs—Membership: Blanchard E. Jolly
Collaboration with Design Professions: John M. Crowell
Education, Awards and Scholarships: Wm. B. Eaton
Ethics and Professional Practice: Thomas V. Talley
Government & Legislative—Const. Industry Relations: Anthony L. Pullara
Home Building Industry: Howard F. Allender
Hospitals & Health: Martin P. Fishback, Jr.
Preservation of Historic Bldgs.: A. Wynn Howell
Public Relations—Community Development: Elliott B. Hadley
Research: Kenneth W. Dalzell, Sr.
School Buildings: Felix Benton

FLORIDA NORTH CHAPTER

Officers
President: Arthur L. Campbell
Vice-President: McMillan H. Johnson
Secretary: Lester N. May
Treasurer: John B. Marion

Chapter Directors
Robert Crosland, Robert Bittner, William Breidenbach

FAA Directors
Sanford Goin, FAIA, Turpin Bannister, FAIA

FAA Alternate Directors
Gordon Dirkes, David Reaves

(Continued on Page 16)
Committee Chairmen
Chapter Activities: John L. R. Grand
Community Development: Gordon Dirkes
Education and Practice: Wm. Breidenbach
Industry Relations: Myrl Hanes
Public Relations: M. H. Johnson
Special Design: David Reaves

SPECIAL COMMITTEES AND CHAIRMEN
Auditing: Robert Crossland
Program: Neil Webb

FLORIDA NORTH WEST CHAPTER
Officers
President: Hugh J. Leitch
Vice-President: Anker Hansen
Secretary: Roger G. Weeks
Treasurer: James H. Lock

Chapter Directors
Samuel Marshall, Frank Sindelar, Thomas Daniels
FAA Director
William S. Morrison

Committee Chairmen
Chapter Affairs: Roger G. Weeks
Education & Research: R. Daniel Hart
Governmental Relations: William S. Morrison
Historic Buildings: Chandler Yonge
Membership: Samuel Marshall
Program: Ula L. Manning
Public Relations: F. Treadway Edson
Relatives with Construction Industry: Frank J. Sindelar

MID-FLORIDA CHAPTER
Officers
President: Joseph M. Shifallo
Vice-President: J. B. Windham
Secretary: Robert B. Murphy
Treasurer: John T. Hart

Chapter Directors
F. Earl DeLoe, Alex Hatton, Ralph Lovelock
FAA Director
Hill Stiggins

FAA Alternate Director
John Burton

Committee Chairmen
Awards, Scholarships: Laurance W. Hitt
Chapter Affairs: George Spohn
Collaboration with Design Professions: James Windham
Collaboration with Departments of Education & Research: L. Alex Hatton
Community Development: John Thomas Watson
Education & Registration: Richard B. Rogers
Governmental Relations: James Gambie Rogers
Home Building Industry: James Winham
Hospitals & Health: Ralph Lovelock
Membership: Hill Stiggins
Office Practice: F. Earl DeLoe
Preservation of Historic Bldgs.: Henry Whitworth
Public Relations: John T. Hart
Relatives with Construction Industry: Charles Hendrick
Research: Francis Emerson
School Buildings: Robert B. Murphy
Urban Design & Housing: John Burton

JACKSONVILLE CHAPTER
Officers
President: A. Eugene Cellar
Vice-President: Robert C. Broward
Secretary: Albert R. Broadfoot, Jr.
Treasurer: Thomas E. Ewart, Jr.

Chapter Directors
George R. Fisher, James A. Meehan, Walter B. Schultz

FAA Directors
Taylor Hardwick, Ivan H. Smith

Committee Chairmen
Awards, Scholarships & Allied Arts: Norman Freedman
Centennial: Herbert Coons
Chapter Affairs: Willis Stephens
Civic Improvement: Robert C. Broward
Collaboration with Design Professions: Stanley Gordon
Education & Registration: S. Ralph Fetner
Fee Schedule: Taylor Hardwick
Governmental Relations: J. Brooks Haas
Home Building Industry: Cecil B. Burns
Hospitals & Health: Lee Hooper
Membership: H. Lamar Drake
Office Practice: Warren C. Hendry
Preservation of Historic Bldgs.: Robert E. Boardman
Programs: Walter M. Lee
Public Relations: Robert A. Warner
Relatives with Construction Industry: Roy M. Pooley, Jr.
Research: Fred W. Bucky, Jr.
School Buildings: F. Duane Fullerton
Urban Design & Housing: Jefferson D. Powell

FLORIDA SOUTH CHAPTER
Officers
President: Wahl Snyder
Vice-President: Irvin Korach
Secretary: Edward G. Grafton
Treasurer: C. Robert Abele

Chapter Director
T. Trip Russell

FAA Directors
James E. Garland, Irving E. Horsey,
Verner Johnson

FAA Alternate Directors
M. Blair Wright, Jerome Schilling, Thomas Madden

Standing Committee Chairmen
Chapter Affairs: Wahl Snyder
Collaboration w/Design Professions: John A. Tripp
Education: Jerry P. Simmons
Hospitals & Public Health: Emory L. Jackson
Membership: John O. Grimsaw
Office Practice: Theodore Gottfried
Preservation of Historic Bldgs.: Herbert H. Johnson
Public Relations & Competitions: Herbert R. Savage
Relations w/ Construction Industry: Lewis M. Hitt
Research: Verner Johnson
School Buildings: Frank E. Watson
Urban Design and Housing: William A. Russell

Special Committee Chairmen
Citation & Awards: C. Robert Abele
Dining, Refreshments & Attendance:
R. A. Anderson, Jr.
Legislative & Political Action: Andrew J. Ferendino
(Continued on Page 17)
Program: Irvin Korach
Scholarship & Student Loan: Edwin T. Reeder
Special Messages & Gifts: Edward G. Grafton

Committee Chairmen
(Continuing Temporary for Special Purposes)
Centennial Observance: Robert M. Little
Civil Defense: Howard Dunn
Contracts: Frank E. Watson
Compilation of Special Building Regulations of Dade County Municipalities: Wm. H. Guerin
Preparation F.S.C. Membership Roster: Irvin Korach
Preparation of Budget: Verner Johnson
Unified Code: Igor B. Polevitsky

Palm Beach Chapter
Officers
President: Hilliard T. Smith, Jr.
Vice-President: Frederick W. Kessler
Secretary: Kenneth Jacobson
Treasurer: Donald Edge

Executive Committee
Frederick W. Kessler, David S. Shriver, Jefferson N. Powell, John Stetson, Hilliard T. Smith, Jr.

FAA Directors
Charles E. Duncan, Harold A. Obst

Committee Chairman
AGC Committee on Ethics and Bidding Practices:
Frederick W. Kessler and Raymond H. Plockelman
Awards: Byron Simonsen
By-Laws Revision: Raymond H. Plockelman
Fellowships: Robert M. Nevins
Historical Buildings: Belford Shoumate
Legislative: George J. Votaw
Joint Cooperative Committee: Donald Edge
Practice: David Shriver
Program: Frederick W. Kessler
Public Relations and Centennial Observance:
Jefferson N. Powell

Florida North Central
Officers
President: David W. Potter
Vice-President: C. Ernest Daffin
Secretary-Treasurer: Forrest R. Coxen

FAA Director
Forrest R. Coxen

Committee Chairman
Chapter Activities (includes Chapter Affairs, Membership and Education): James A. Stripling
Public Relations (includes Centennial Observance): Albert P. Woodard
Community Development: Prentice Huddleston

Build The Modern Way!

● Laminated Beams
● Unit Deck

Plank and beam construction — using economical Southern Pine laminated members and 3’x5’ UNIT DECK sheathing — is receiving wide acclaim in Florida residential construction. Investigate the many advantages of this modern, versatile method of building.

Sales Office
JOHNSON, ALEXANDER & WALTER
502 Kanuga Drive
West Palm Beach, Florida
Telephone — Temple 2-4956

Unit Structures, Inc.
Southern Division, Office and Plant, Magnolia, Arkansas

March, 1957
The AIA Revises Its P-R Program

Henry J. Kauffman & Associates, the AIA's new P/R counsel, reports on seven P/R “problems” and lists the objectives of a program looking toward their solution...

As of January 1st, the AIA, through its national headquarters, retained the firm of Henry J. Kauffman & Associates, of Washington, D.C., as public relations counsel in place of Ketchum, Inc., the Pittsburgh, Pa., firm which held that position for the last two years. In mid-January the new counsel's account executive, Robert R. Denny, rendered the first report of his firm's work to the steering committee on public relations of the AIA. That report has now been released by AIA Executive Director Edmund L. Purves, accompanied by a statement of the AIA committee.

This committee, headed by John W. Root, of Chicago, reports that it is "extremely pleased and impressed with the activities of counsel to date". Its statement stressed the current importance of the AIA's Centennial Observance program and indicated that the new P/R Counsel's general program would necessarily be deferred until after the AIA's Centennial Convention in May.

However, a careful reading of Mr. Denny's report — even the abridged version released by the AIA — suggests that P/R activities will be generally focussed on attempting to solve a number of problems isolated as conclusions drawn from a 13-city survey by the Kauffman firm. The report lists these problems in two categories — problems of "external" public relations and those involving what is called the "internal field".

In the first category the report named four as presumably the basis for concentrated P/R activity. They are: 1. . . . Threat of the package dealer — notably "certain commercial groups" operating in the field of prefabricated buildings; 2. . . . Professional competence — the unfortunate fact that the public is not generally aware of the function and skills of the architect or "of his merit in terms of economic worth to the community";

3. . . . Government encroachment — the tendency toward establishment of architectural bureaus on the local level; and 4. . . . Limitations of Design — resulting from the policies of such bureaus and from "the caution and reluctance of business interests and investors to place their faith in architectural advice".

P/R counsel's report listed three problems under the heading of the "internal" category: 1. . . . Lack of orientation of the architect, in many cases, with the wants and needs of his community — with a resulting void currently being filled with commercial interests and package dealers; 2. . . . Lack of effective communication between AIA and its members — stated primarily as failure of AIA members to "appreciate the extent of the work performed and accomplishments realized by the AIA committees, officers...

(Continued on Page 28)

A Barrier to Heat, Cold, Vapor and Vermin

That's ALUMISEAL — the special alloy aluminum sheet (not foil) that reflects up to 97 per cent of radiant heat. The ALUMISEAL system of construction saves both space and dollars, is proven and permanent—and can hold inside temperatures down to minus 125° F . . . . ALUMISEAL can provide the solution to many types of low-temperature insulation problems. When you have one call us—for specific facts, engineering details and installation supervision.

Pre-pack room in one of the Florida Food Fair stores—typical of more than 30 such installations we have made for this organization.
Plan for your clients’ comfort

Architects and builders know that circulating warm air heating will greatly increase the livability of any Florida home. Compact circulating warm air Florida-type furnaces are the quickest, cheapest and surest means of providing ever-ready protection against sudden cold snap chills and inconveniences. And the cost is negligible when specified in original construction.

We cordially invite you to take full advantage of our consulting service.

FLORIDA HOME CENTER HEATING INSTITUTE

INCORPORATED
1927 S. W. EIGHTH STREET, MIAMI, FLORIDA

MARCH, 1957
Know Your Legislators

Your State Representatives are your link between home Community and your State Government. This current roster is published in the interests of better mutual acquaintance.

**COUNTY REPRESENTATIVES**

**Alachua**
Ralph D. Turlington, 113 No. Main St., Gainesville
J. Emory Cross, Box 411, Gainesville

**Baker**
John J. Crews, Jr., 1227 Main St., Maccie

**Bay**
Dempsey J. Barron, Box 1241, Panama City
William E. Harris, Box 575, Panama City

**Bradford**
Doyle E. Conner, Drawer 631, Starke

**Brevard**
Richard B. Muldrew, Box 546, Melbourne

**Broward**
Andrew J. Musselman, Jr., 412 N. E. 18th Avenue, Pompano Beach
A. J. Ryan, Jr., 219 S. W. 9th St., Dania

**Calhoun**
Edwin H. Peters, Box 267, Blountstown

**Charlotte**
John M. Hatteaw, Box 638, Punta Gorda

**Citrus**
Allison R. Strickland, Route #1, Inverness

**Clay**
S. D. Saunders, Box 11, Middleburg

**Collier**
James Lorenzo Walker, Naples

**Columbia**
B. D. Williams, 1160 E. Dade St., Lake City

**Dade**
George L. Hollahon, Jr., 7210 Red Road, So. Miami
John B. Orr, Jr., 228 N. E. 2nd Avenue, Miami
W. C. Herrell, 173 N. 1st Avenue, Miami Springs
De Soto
S. C. Smith, Arcadia

**Dixie**
Hal Chairs, Oldtown

**Duval**
John E. Mathews, Jr., 630 Lynch Bldg., Jacksonville

**Escambia**
J. B. Hopkins, 314 So. Baylson St., Pensacola
George Stone, Star Route B, Box 596, Atmore, Alabama

**Flagler**
W. L. Wadsworth, Box 359, Bunnell

**Franklin**
Mrs. Bryant Patton, Apalachicola

**Gadsden**
W. M. Inman, Quincy
C Fred Arrington, Havana

**Gilchrist**
Howell Lancaster, Trenton

**Glades**
Joe H. Peeples, Jr., Moore Haven

**Gulf**
Cecil G. Coslin, Jr., 221 Reid Avenue, Port St. Joe

**Hamilton**
J. L. McAlpin, White Springs

**Hardee**
G. W. Williams, Wauchula

**Hendry**
Elbert L. Stewart, Clewiston

**Hernando**
John L. Ayers, Box 125, Brooksville

**Highlands**
Howard Livingston, Box 246, Sebring

**Hillsborough**
James S. Moody, Plant City
Robert T. Mann, 309 Wallace St. Bldg., Tampa 2
Samuel M. Gibbons, 918 1st Nat'l Bank Bldg., Tampa 2

**Holmes**
Wayne O. Manning, Ponce de Leon

**Indian River**
L. B. Vocelle, Vero Beach

**Jackson**
J. Troy Peacock, 600 No. Green St., Marianna
John S. Shipp, Jr., 525 No. Russ St., Marianna

**Jefferson**
George H. Anderson, Monticello

**Lafayette**
Homer T. Putnal, Mayo

**Lake**
Welborn Daniel, Box 703, Clermont
C. E. Duncan, Tavares

**Lee**
Walter O. Sheppard, 1410 Dean St., Ft. Myers

**Leon**
Mallory E. Horne, Box 725, Tallahassee
Richard O. Mitchell, 107 Midyette-Moor Bldg., Tallahassee

** Levy**
Frank Marshburn, Box 69, Bronson

**Liberty**
J. S. Alexander, Bristol

**Madison**
Otis R. Peavy, Box 204, Madison

**Manatee**
William C. Grimes, Palmetto
J. E. Pratt, 401 12th St., W. Bradenton

**Marion**
William G. O'Neill, Box 253, Ocala
William V. Chappell, Jr., 4 S. Magnolia St., Ocala

**Martin**
Marvin H. Rowlatt, Box 1271, Stuart

**Monroe**
Bernie C. Papy, 1021 Washington St., Key West
J. Y. Porter, 906 Johnson St., Key West

**Nassau**
T. H. Arkans, 5th & Alachua, Fernandina Beach

**Okaloosa**
Charles D. Stewart, Box 643, Ft. Walton Beach
James H. Wise, 302 E. Cedar Ave., Crestview

**Okeechobee**
Nathan Zelmenovitz, Box 98, Okeechobee

**Orange**
Henry W. Land, Apopka
John A. Sutton, 646 Central Avenue, Orlando

THE FLORIDA ARCHITECT
Osceola
J. J. Griffin, Jr.
455 Florida Avenue,
St. Cloud

Palm Beach
RALPH J. BLANE, Jr.
321 Pan-A Bldg.,
West Palm Beach
Emmett St. Roberts,
636 S. E. 2nd St., Belle Glade

Pasco
J. R. A. WILLIAMS,
Dade City

Pinellas
Fred C. Petersen,
3663 Fint Avenue—No.,
St. Petersburg
Thomas M. Canney,
268 Bellair Drive,
Snell Isle, St. Petersburg
B. E. Shaffer,
R # 2, Box 996, Clearwater

Polk
Roy Surles,
Box 1375, Lakeland
Ray M. Cottin
1207 S. 5th St., E., Winter Haven
Ben H. Griffen, Jr.,
Box 368, Frostproof

Putnam
James N. Beck,
1000 Division St., Palatka

St. Johns
F. Charles Usina,
Box 177, St. Augustine

Nathan I. Weinstein,
Box 526, St. Augustine

St. Lucie
Rupert J. Smith,
206 Raulerson Bldg., Ft. Pierce

Santa Rosa
Morrison Kimbrough,
Route #2, Milton

Sarasota
Geo. E. Youngberg, Sr.
Venice
Henry S. Bartholomew,
Box 646, Sarasota

Sebastian
Mack N. Cleveland, Jr.,
Box 220, Sanford
Gordon V. Frederick,
204 No. Palm, Sanford

Sumter
E. C. Rowell,
Webster

Suwannee
Houston W. Roberts,
Live Oak

Taylor
G. W. Jones,
Perry

Union
C. A. Roberts,
Lake Butler

Volusia
Frederick B. Karl,
1510 Crescent Ridge,
Daytona Beach

James H. Sweeney, Jr.,
Box 958, Deland

Wakulla
Bobby Russ,
Rt. #2, Crawfordville

Walton
T. W. B. Beasley,
Box 207, Defuniak Springs

Washington
Samuel Mitchell,
Vernon

STATE SENATORS

District

1 . . . . Newman C. Bracken,
Crestview

2 . . . . Philip D. Beall, Fla.
National Bank Building,
Pensacola

3 . . . . Harvie J. Beasley,
Bonifay

4 . . . . John Rawls, Citizens
State Bank Bldg.,
Marianna

5 . . . . T. D. Drew Branch,
Sumatra

6 . . . . Dewey M. Johnson,
Quincy

7 . . . . Scott Kelly, Box 1651,
Lakeland

(Continued on Page 22)

gas...
HEATS WATER
FASTER...
COSTS LESS
TOO!

THE GAS INSTITUTE OF GREATER MIAMI

MARCH, 1957
Quality Guaranteed...

Fine materials and fine workmanship are the basic guarantees behind every Thompson quality door. In beautifully figured gum, lauan and birch, Thompson flush doors can be specified for both exteriors and interiors in both standard and special sizes.

7-PLY CONSTRUCTION

Lightweight, but sturdy, Thompson flush doors are noted for their rigidity and resistance to warping and twisting. This quality is the result of high manufacturing standards that include: cores of wood ribs spaced 4-inches apart and butted against stiles on alternate sides to provide continuous vent space; stiles of a 1 1/8-inch minimum width; rails of a minimum 2/5-inch width; panels of 3-ply, cross-banded plywood, hardwood faced; and lock-blocks 4-inches wide, 20-inches long centered on both sides. Only non-shrinking, craze-resistant adhesives are used to produce integrated bonding that is highly resistant to both moisture and mildew.

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

DISTRIBUTED IN FLORIDA BY:

- A. M. RAMSEY AND SONS, INC.
  711 W. 11th Terrace
  Miami, Florida
  PL 3-0811

- U. S. PLYWOOD CORP.
  3145 N. W. 71st Street
  Miami, Florida
  NE 5-4541

- MUIRIS SALES & DOOR COMPANY
  1090 N. W. 23rd Street
  Miami, Florida
  NE 4-2661

- A. M. RAMSEY AND SONS, INC.
  901 S. 8th Avenue
  Palmetto, Florida
  3-1011

- KRAUS Bros. LUMBER CORP.
  2nd Avenue & 13th Street
  Tampa, Florida
  4-6119

- JACKSONVILLE SASH & DOOR CO.
  1730 Evergreen Avenue
  Jacksonville, Florida
  EL 3-8468

8. . . . WILSON CARLAWAY, Tallahassee State Bank & Trust Co., Tallahassee
9. . . . JAMES E. CONNOR, Box 5, Brooksville
10. . . . W. T. DAVIS, Madison
11. . . . J. FRANK HOUTON, 401 Florida Theatre Bldg., St. Petersburg
12. . . . MERRILL P. BARES, Box 936, Venice Beach
13. . . . J. EATON, 1125 duPont Bldg., Miami
14. . . . W. E. BISHOP, Box 367, Lake City
15. . . . CHARLES E. JOHNS, Starke
16. . . . HARRY O. STRATTON, Route 1, Callahan
17. . . . H. H. HAIR, Jr., Live Oak
18. . . . FLETCHER MORGAN, 45 W. Bay St., Jacksonville
19. . . . J. B. RODGERS, Jr., 227 No. Main St., Orlando
20. . . . L. K. EDWARDS, Jr., Irvine
21. . . . W. RANDOLPH HODGES, Cedar Key
22. . . . S. D. CLARKE, Monticello
23. . . . J. A. BOYD, Box 901, Leesburg
24. . . . WILLIAM R. NEIBLITT, 415 Francis St., Key West
25. . . . BART KNIGHT, Box 375, Blountstown
26. . . . B. C. PEARCE, Palatka
27. . . . DOYLE E. CARLTON, Jr., Wauchula
28. . . . E. WILLIAM GAUTIER, 1200 Magnolia St., New Smyrna Beach
29. . . . THOMAS ADAMS, Box 215, Orange Park
30. . . . THEODORE CABOT, 309 First Federal Bldg., Ft. Lauderdale
31. . . . VERLE A. POPE, Box 519, St. Augustine
32. . . . W. A. SHANDS, 2401 N. W. 23rd Road, Gainesville
33. . . . IRLO O. BRONSON, Kissimmee
34. . . . PAUL KICKLITER, 501/2 Franklin St., Tampa
35. . . . FRED A. DEICHLER, JR., 3020 Vincent Rd., West Palm Beach
36. . . . JOSEPH W. ROOD, 2322 7th Ave., W. Bradenton
37. . . . DOUGLAS STENSTROM, Sanford
38. . . . J. C. COTTEN, Jr., Bushnell

THE FLORIDA ARCHITECT
Centennial Anniversary Is Observed by Three Chapters

Of Florida's ten AIA Chapters, Palm Beach, Florida North and Florida Central are known to have ceremoniously observed the 100th Anniversary of the AIA, Saturday, February 23. Each Chapter event was marked by substantial gatherings and after-dinner speeches stressing the implications of the AIA's anniversary year theme, "A New Century Begins!"

In Gainesville, nearly 80 people—chapter members, their wives, and local honor guests—filled the dining room of the U/F Student Activities Building at a luncheon to hear Dean Terris C. Bannister, FAIA, sketch the background of architects' professional organizations and comment on the particularly rapid and strong growth of the AIA nationally and in Florida. Chapter President Arthur Lee Campbell presided at the meeting; and William F. Breidenbach introduced Dean Bannister as a former classmate at Columbia University. Among his audience, and seated appropriately as an honored guest at the speaker's table was Mrs. Rudolph Weaver, widow of the man who, in 1925, established a college of architecture at the University of Florida and served as its dean until his death.

The Polo Club at West Palm Beach was the scene of the Palm Beach Chapter Celebration. It was a cocktail and dinner affair attended by more than 80, including many civic notables of the Palm Beach area—among them the architect-mayor of West Palm Beach, Hon. Maurice E. Hovely. The program included a short comment by Chapter president Hilliard T. Smith on the Chapter's plans for remainder of the Centennial year and a brief address by FAA President Edgar S. Wortman on the background and rapid current growth of the FAA. The main speaker was C. Herrick Hammond, FAIA, formerly (1928-30) president of the AIA. Speaking without script, Mr. Ham-

(Continued on Page 24)

Winners of U-F Architectural Student Competition

Awards in two design competitions for U/F architectural students were presented at Gainesville February 12th by officials of the Florida State Conference of the Bricklayers, Masons and Plasterers' International Union, sponsors of the competitions. Left to right: T. D. Harris, secretary-treasurer of the organization, and, left to right, students W. W. Baggesen, J., Miami, first prize; B. G. McIntyre, Jacksonville, second prize; and P. L. Hawes, Miami, third prize. Prizes for the other competition were presented by O. G. DeLono, right. DMPU state conference vice-president. Students are, left to right: G. P. Rice, Treasure Island, third prize; Pat Sanabria, Queens, N. Y., second prize; and P. J. Araneo, Jacksonville, first prize.

MARCH, 1957
Modern INTERCOM

for any need in any type of building

Fine performance is the result of fine equipment, expertly engineered in systems properly laid out and installed. Intercoms by DuKane meet every fine-quality specification. They provide complete flexibility in use. They're designed for high and constant efficiency. They're made for long, dependable and trouble-free service.

Executive intercom networks...private telephone systems...two-way audio-visual installations — these modern communication facilities are adaptable to any design condition. For consultation on their specification, call Bruce Equipment, whose service is backed by ten years of field experience with all types of electronic sound equipment.

Authorized engineering distributors for DuKANE PRODUCTS
Ask for A.I.A. File No. 31-i-51

BRUCE EQUIPMENT CO.
24 N W. 36 St. Miami 37
Telephone FR 3-7496

News & Notes
(Continued from Page 22)

aoud gave his listeners a wealth of reminiscence, tracing his contact with the development of the AIA since the first convention he attended in 1911.

Largest and most elaborate of the three ceremonial conclaves was that of the Florida Central Chapter. It was planned as an all-day, special meeting of the Chapter's Executive Committee and membership and was climaxd by a cocktail party and buffet dinner at the Tampa Terrace Hotel. The dinner was attended by more than 150, including a host of civic notables from Tampa, St. Petersburg, Clearwater and Sarasota. Among the visitors was J. DAVID McVOY of Gainesville, representing Dean TURPIN C. BANSISTER, FAIA, and the faculty of the U/F College of Architecture and Fine Arts.

Special honor guest and main speaker of the evening was THOMAS H. CREIGHTON, editor of Progressive Architecture. His speech was provocative of both personal and professional interest and will be printed in these pages for the benefit of the entire FAA membership.

The Centennial meeting started at 10:00 a.m. when the executive committee met in the newly-completed Tampa Chamber of Commerce building. Luncheon for the Committee was followed by a technical forum on pre-stressed concrete moderated by JOSEPH RUSSO and highlighted by movies.

(Continued on Page 24)

1957 Florida South Chapter officers, above, were; left to right; FAA Director Werner Johnson; Wahl Snyder, president, Irvin Karch, vice-president, and T. Trip Russell, chapter director who was 1956 president.

In Jacksonville, 1957 Chapter officials, right, are; standing, left to right, Thomas E. Ewart, Jr., treasurer, and Albert R. Broadfoot, Jr., secretary. Seated are; Robert C. Broward, vice-president, and A. Eugene Cellar, president.
SPECIFY...

Dutch Cedar

From the Virola tree of Surinam

The King of Cabinet and Paneling PLYWOODS

To give your client unusual beauty at moderate cost, specify Dutch Cedar. He will appreciate its warm, honey-brown coloring and handsome rotary-cut grain. You will like its superior construction and easy workability. Ask your dealer for samples.

PANELING:
Available in 12", 14", or 16" square, 16" x 8" panels, or 4' x 8' random "V" grooved panels. In 3/16", 1/4", 3/8", and 1/2-inch thicknesses. Matching lumber, doors, and trim available.

CABINETS:
We recommend 3/4" 11-ply Dutch Cedar. Stability is guaranteed.

Distributed By
HAMILTON PLYWOOD OF ORLANDO, INC.
924 High Blvd. ORLANDO Ph. 5-6604
HAMILTON PLYWOOD OF ST. PETERSBURG, INC.
2800 32nd Ave. No. ST. PETERSBURG Ph. 5-7727
HAMILTON PLYWOOD OF FT. LAUDERDALE, INC.
1607 E. W. 1st Ave. FT. LAUDERDALE JACAR 3-5415

FITS ALMOST ANY SPACE...

AN ELECTRIC WATER HEATER

For flexibility in planning... specify ELECTRIC water heaters. They tuck away anywhere... need no special flues or vents. They eliminate heat radiation... designed to heat the water, NOT the house. Important, too... electric water heaters are clean, safe, fast and economical.

FLORIDA POWER & LIGHT COMPANY

MARCH, 1957
News & Notes

(Continued from Page 24)

and talks by Lloyd Hill, research engineer of the John A. Roebling & Son Co. and Paul S. Gillan, chief engineer of the Florida Prestressed Concrete company.

The Chapter's business session was held at mid-afternoon. Attendance was about 80; and Chapter rolls were increased by admission of six new corporate members and a large group of associates — among them Elizabeth B. Waters and Cora L. Wells, as the Chapter's first women members.

Among other reports, the P/R committee chairman, Elliot B. Hadley, noted that Chapter plans for a speakers' bureau had been completed and that a roster of 16 (each on a volunteer basis) was now available for speaking engagements in various communities of the chapter area.

The Chapter Auxiliary held its meeting in the afternoon. It was highlighted by a showing of the film "Architecture, USA" and a discussion of plans for active Auxiliary participation in the 43rd FFA Convention.

Following a recently-developed custom, an all-day exhibit had been set up as part of the meeting program. The committee, headed by Mark G. Hampton, had assembled an excellent "Art in Architecture" exhibit to show the work of Florida craft artists in fabrics, wood and ceramics.

Mid-Florida Auxiliary
Meeting at Winter Park

First meeting of 1957 for the Mid-Florida Chapter Auxiliary was held January 24th at the Winter Park Country Club. Mrs. James Gamble Rogers was hostess for the meeting at which Mrs. Robert B. Murphy, president, announced appointments of the following committee heads: Mrs. Alex Hatton, publicity; Mrs. James Gamble Rogers, program; Mrs. George Bagley, historian; and Mrs. Lawrence Anglin, parliamentarian.

The program was in keeping with the current aim of the new auxiliary to educate its membership concerning the AIA. Mrs. Richard Boone Rogers gave a brief report of the FFA 42nd Annual Convention at Miami Beach. Mrs. Robert B. Murphy presented an introductory report on the development and ideas of the AIA; and Mrs. Hugo Brokem by
sketched the history of the Octagon, national AIA headquarters in Washington, D.C., and displayed pictures of that historic structure. Concluding the program, Mrs. Rogers showed a collection of books, brochures and magazines of special interest to women whose husbands are engaged in the professional practice of architecture.

Plans Promise Tip-Top Convention for 1957

This year's FAA Convention, slated for November 7, 8 and 9 as the State organization's 43rd Annual conclave, was the subject of a day-long committee meeting held February 8 in the Fort Harrison Hotel at Clearwater. Purpose, according to Robert H. Levyson of Clearwater — named by Florida Central Chapter president Roland W. Sellew as General Convention Chairman — was to discuss convention policies and to build the framework of a 43rd Annual Convention program which would furnish the basis for what the Florida Central Chapter expects will be "the biggest and best" FAA annual get-together in the organization's history.

Present at the meeting were, besides the chairman, Eugene H. Beach, assistant chairman; William B. Eaton, program; Joseph L. Cogan, publicity; Anthony L. Pullara, awards; Ernest T. H. Bowen, II, who, with Pullara, will head up the important task of seeing that the nearly 60 product exhibit booths are filled, and Jack McCannelless, Chapter treasurer, who has been named also as Convention Treasurer and head of the Convention Registration sub-committee. Also present were William B. Harvard and Mark G. Hampton who will act as co-chairmen in charge of architectural and student exhibits. The meeting was attended also by Chapter president Roland W. Sellew and Roger W. Sherman, FAA Executive Secretary.

Though many details still remain to be settled, the meeting forged the outline of a dynamic Convention program, geared to the fact that it will occur as a virtual windup of the AIA's Centennial Observance year. Theme, as unanimously accepted by the Committee is "After 100 years — The Challenge of the Future". The serious side (Continued on Page 28)
MORE COMFORTABLE HOMES WITH Electrend...

- Clean, economical: easy-to-install
- Convenient, quiet
- Thermostat control in each room
- Requires no floor space

Now, get clean, even, convenient electric heat at far less money than you ever thought possible. See, the revolutionary new electric circulating air heating system — Electrend — today.

Names of Quality —
MODERNFOLD DOORS
SCHLAGE LOCKS
LIGHTOLIER FIXTURES

Farrey’s Wholesale Hardware Co., Inc.
7225 N. W. 7th Ave.
Miami
PL 4-5453

THE WALSH "LOCTOR"

The most expensive Access Panel on today’s market — but there’s a reason
Patented Invisible Hinging Full 180° opening 12 gauge construction

See catalog in Sweet’s

FLORIDA REPRESENTATIVE
Associated Elevator & Supply Company
501 N. W. 54th St.
MIAMI, FLORIDA

News & Notes
(Continued from Page 27)

of the Convention program is being built around this theme; and a series of seminar talks and panel discussions will deal with four general phases of Florida’s architectural future — in design, in construction, in materials and in planning. As now planned the theme will be the keynote at the Convention’s opening day luncheon by a nationally-known speaker. It will be developed in seminars during the two following afternoons; and a brief summation address will highlight the final session at a Saturday luncheon.

The Committee has planned the Clearwater Convention as a full three-day affair, with a ceremonial opening of its Building Products Exhibit at 9:00 A.M. Thursday morning, followed at 10:00 A.M. with the first business session. Business sessions have been planned for each morning of the Convention; but each has been scheduled for only an hour and one-half's duration to give conventioners plenty of opportunity for viewing the building products exhibit. As at the past two conventions, there will be a free hospitality bar in the exhibit area.

P/R Program...

(Continued from Page 18)
and staff”; and, 3 . . . Lack of practical liaison with building industry groups — primarily a problem “at the field level” where “prize evidence of this is seen in the home-building field” and, in addition, a situation wherein “the architect is losing his contact with the masses which, through membership on school boards, church vestries and building committees, exert a substantial influence upon the practice of architecture.”

The report listed three broad objectives toward the end of developing solutions to the problems listed. They are:

1. . . . Create public understanding of the architect as a professional person who is of both aesthetic and economic worth to his community. Impress upon the public that the architect is an intensely practical person who should be consulted, rather than by-passed, when money matters; emphasize that there are important economic advantages in hiring an archi
P/R Program...

(Continued from Page 28)

tec. Only by creating this climate of public opinion can we effectively meet the challenge of the package deed.

"2. . . Maintain and improve professional competence, both as it is demonstrated in individual building design and community development, and as it is engendered in the schools.

"3. . . Improve all lines of communication between the professional society and its members. Make and keep them conscious of what the AIA does and is striving to do for them. Keep all AIA members informed of their society's programs, activities and plans."

Though not specifically stated in either Mr. Denny's report or that of the P/R steering committee, the importance of pursuing these objectives actively in the local area of each AIA Chapter was presumably recognized. Mr. Denny touched briefly on the need for "preparing a flow of materials and aid to the chapter"; and the P/R steering committee noted a decision to continue "regional workshop and appearances by public relations counsel" and stated that "preparations for a broadened series of such seminars will be started immediately."

It is probable that every Chapter president and P/R Committee chairman would agree completely with the new AIA P/R Council's statement of the problems involved and the objectives of a P/R program looking to their solution. But what is necessarily vital to Chapter officials is the mechanics to be employed to make the objectives to them the what of a local P/R program is often as clear as crystal from a local point of view. What they need most is help in working out the how of such a program.

The steering committee's report indicated that some material prepared by the former P/R counsel as aids for local chapter activities may be continued, though subject to possible revision. This refers especially to the P/R Handbook and Speakers' Aids, a full kit of which has been newly prepared for Centennial celebrations. It was also announced that a new film on architecture is now in preparation by Time, Inc., in cooperation with the AIA. When completed, prints will be distributed to Chapters, free of charge.

MARCH, 1957

F. GRAHAM WILLIAMS, Chairman
JOHN F. HALLMAN, President
MARK P. J. WILLIAMS, Vice-Pres.
FRANK D. WILLIAMS, Vice-Pres.

ESTABLISHED 1916
F. GRAHAM WILLIAMS CO. INCORPORATED
"Beautiful and Permanent Building Materials"
ATLANTA GA.
1699 BOULEVARD, N. E.
OFFICES AND YARD

FACE BRICK
HANDMADE BRICK
"VITRICO/TA" PAVERS
GEANITE
LIMESTONE
ALBERENE STONE
SERPENTINE STONE
BEAR HILL STONE
CRAB ORCHARD FLAGSTONE
CRAB ORCHARD RUBBLE STONE
CRAB ORCHARD STONE ROOFING

PENNSYLVANIA WILLIAMSTONE
"NOR-CARA BLUESTONE"
STRUCTURAL CERAMIC
GLAZED TILE
SALT GLAZED TILE
UNGLAZED FACING TILE
HOLLOW TILE

ALUMINUM WINDOWS
ARCHITECTURAL BRONZE
AND ALUMINUM
ARCHITECTURAL TERRA COTTA

BUCKINGHAM AND VERMONT
SLATE FOR ROOFS AND FLOORS
ERIE PORCELAIN ENAMELING

We are prepared to give the fullest cooperation and the best quality and service to the ARCHITECTS, CONTRACTORS and OWNERS on any of the many Beautiful and Permanent Building Materials we handle. Write, wire or telephone us COLLECT for complete information, samples and prices.

Represented in Florida by
LEUDEMAN and TERRY
3709 Harlano Street
Coral Gables, Florida
Telephone No. HI 3-6554
MO 1-5154
**BUILDERS’ ROSTER**

Contracting firms listed below have either been recommended by practicing architects in their locality or are trade association members of recognized standing. AGC—Associated General Contractors; FAEC—Florida Association of Electrical Contractors; ACI—Amer. Concrete Institute; NRMCA—National Ready Mixed Concrete Assoc.; FCPC—Florida Concrete Products Assoc. C—Person to contact.

---

**CHARLOTTE COUNTY**

**GENERAL**

Cleveland Construction Co., Inc.
Harborview Rd., Punta Gorda
Phone: NE 2-5911
C—Roy C. Young, Pres.—AGC

---

**DADE COUNTY**

**GENERAL**

Avant Construction Co., Inc.
360 N.W. 27th Ave., Miami
Phone: NE 5-2409
C—John L. Avant, Pres.—AGC

Edward M. Fleming Construction Co., Inc.
4121 N.W. 25th St., Miami 42
Phone: NE 5-0791
C—Ed. M. Fleming, Pres.—AGC

PAVING, GrADING

T. J. James Construction Co.
1700 N.W. 119th St., Miami
Phone: MU 8-8621
C—Randolph Young, Gen. Mgr.—AGC

---

**DUVAL COUNTY**

**INDUSTRIAL & HEAVY**

Henry G. Dupree Co.
1125 Kings Ave., Jacksonville
Phone: FL 9-6822
C—Henry G. Dupree, Pres.—AGC

---

**Palm Beach COUNTY**

**GENERAL**

Arnold Construction Co.
S’tile, Murray Bldg., Palm Beach
Phone: TE 2-4267
C—W. H. Arnold, Pres.—AGC

Paul & Son, Inc.
921 Ortega Rd., W. Palm Beach
Phone: TE 2-3716
C—P. D. Crickenberger, Pres.

CONCRETE MASONRY

Shirley Brothers, Inc.
N. Canal Pt. Rd., Pahokee
Phone: Pahokee 7189
C—Claude L. Shirley, Pres.—AGC
AGC assoc. NRMCA; FCPCNOMA

PLASTERING

J. A. Tompkins
1102 North A, Lake Worth
Phone: JU 2-6790
C—J. A. Tompkins, Owner—AGC

ELECTRICAL

Arrow Electric Company
501 Palm St., W. Palm Beach
Phone: TE 3-8424
C—V. L. Burkhardt, Pres.—AGC
FAEC

---

**PINELLAS COUNTY**

**GENERAL**

A. P. Hennessy & Sons, Inc.
2300 22d St. N., St. Petersburg
Phone: 7-0380
C—L. J. Hennessy, Pres.—AGC

**VOLUSIA COUNTY**

**CONCRETE MASONRY**

Quillian’s Concrete
3rd St. - F.E.C., Daytona Beach
Phone: CL 3-8113
C—Hugo Quillian, Partner—AGC
Assoc. NRMCA; FSPA; NRMCA; ACI

---

**GEORGIA**—Fulton County

**GENERAL**

Beers Construction Company
70 Ellis St., N.E., Atlanta 3
Phone: AL 0535
C—E. M. Eastman, V. Pres.—AGC

---

**State Board Grants**

**Registrations to 79 Applicants; 26 of Which Are Residents**

Seventy-five licenses (including two reinstatements) to practice architecture have been issued since July 1976, according to the office of the Florida State Board of Architecture. Of these, 49 were granted to out-of-state architects. Distribution of these are:

- New York, 14
- Illinois, 6
- New Jersey, 4
- Georgia, 2
- Ohio, 3
- Alabama, Indiana, Louisiana, Michigan and Pennsylvania, 2 each; and one each from California, Connecticut, Kentucky, Maine, Missouri and Tennessee.

Newly registered Florida residents, total 26 and are:

- Belleair Beach
  John Randal McDonald
- Cocoa
  Edwin C. A. Bullock
- Daytona Beach
  Donald W. McNulty
- Deland
  Arthur F. Deam
- Ft. Lauderdale
  Karl A. Rauscher
  William Henry Peck
- Ft. Myers
  Robert H. Matts
- Gainesville
  Fred. Wm. Schlotterlin
  Dexter N. Webb
- Jacksonville
  Thomas L. Dawsey, Jr.
- Leesburg
  Leand A. Fisher
- Miami
  Stephen M. Davis
  Milton C. Harry
  James W. Junkin, Jr.
  Walter J. Stanton
- Miami Beach
  Abbott Harle
- Orlando
  Theodore G. Andrew
- Sarasota
  William H. Kerfoot
- St. Petersburg
  Richard C. Vogler
- St. Cloud
  Paul Wm. Groth
  Herbert P. Rosmain
- Tampa
  Alfred T. Floyd
  Robert J. Robbins
  Gene Thompson
- Winter Park
  John T. Hart

THE FLORIDA ARCHITECT
Producers' Council Program

The Producers' Council role in the forthcoming Centennial Convention of the AIA will, appropriately enough, be one of the largest on record. As now planned, the Product Exhibition of this 89th Annual Convention will be held in the Exhibition hall of the Sheraton-Park Hotel in Washington, D.C., where 107 booths will present a comprehensive display of new building products. In at least 23 of the exhibits, displays will have an historical character, indicating the progressive developments of the products shown.

The Products Exhibition will be open for four days during the Centennial Celebration, thus providing each visiting architect ample time for informative visits. This year the exhibits will be staffed by technicians rather than salesmen; and it will therefore be possible for visitors to obtain at first hand answers to a wide range of technical questions.

As in the past, this Product Exhibition is co-sponsored by the AIA and the Producers' Council. The two organizations are also joint sponsors of the Building Products Literature Competition, now a well-established part of the exhibit phase of AIA annual conventions. The 1957 Competition is the ninth of its kind and was originally started in an effort to improve the overall usefulness of manufacturers' product-literature. Officials of both AIA and Producers' Council credit the annual program with materially raising the standards of advertising directed to architects through the professional press as well as catalogs of both a reference and current informational character.

One of the chief purposes of the competition is to encourage manufacturers of building materials and equipment to adopt a more technical approach in preparation of building products literature and advertising intended primarily for architectural audiences. For this reason judgement of all submissions is by a five-member panel of architects. Announcement of the panel and the results of its judgement in the four award classifications of the competition is customarily made during the early part of an AIA Convention program. Award winners will be on display throughout the Centennial Celebration.

The March Informational Meeting of the Miami Chapter of the Producers' Council will be held at the Coral Gables Country Club on Tuesday evening, March 26th. Sponsoring host will be The Anderson Company; and the subject of the meeting will be "Wood Windows with Architectural Appeal."

The fixtures illustrated above, and many others too, employ "DieLux" diecastings as an integral part of the unit...for STRENGTH, DURABILITY, APPEARANCE. 1. No. 1015-6715 Recessed. 2. No. A-14 Swivel Unit. 3. No. VB-25 Wall Unit. 4. No. 8585 Hospital Light. Write for your free copies of current PRESSOLITE literature.

*Pressolite* trade name for precision diecast products.

**PRESSOLITE MANUFACTURING CORP.**

**BERKELEY, CALIFORNIA - NESHAMINY, PENNSYLVANIA**

**SERVING FLORIDA ARCHITECTS & BUILDERS**

- REINFORCING STEEL
- BAR JOISTS
- ALUM. & STEEL SASH
- JALOUSIES
- STEEL DOORS & FRAMES
- MISC. IRON AND ALUMINUM
- ORNAMENTAL IRON
- STEEL ROOF DECK
- STEELTEX
- HIGHWAY PRODUCTS
- COMPLETE ENG. & FAB. FACILITIES
- CORRUFORM
- SONOTUBES

---

**FLORIDA STEEL PRODUCTS, INC.**

**TAMPA 8-0451**

**ORLANDO 2-4539**

**JACKSONVILLE 5-1662**

---

**ADVERTISERS' INDEX**

- Aluminum Insulating Co., Inc. 18
- Armor-Flex Products, Inc. 2
- Associated Elevator Supply, Inc. 28
- Bruce Equipment Company 24
- Builders’ Roster 30
- Dunan Brick Yards 3rd Cover
- Electromagnetic Co. 28
- Executors Distributors 18
- Farney’s Wholesale 28
- Florida Foundry & Pattern Works 6
- Florida General Supply Corp. 14
- Florida Home Heating Institute 19
- Florida Portland Cement 9
- Florida Power & Light Co. 25
- Florida Steel Products, Inc. 31
- Gas Institute of Greater Miami 21
- George C. Griffin Co. 5
- Hamilton Plywood 25
- Holostone Co. of Miami 3
- Interstate Marble & Tile Co. 27
- Magic City Shade & Drapery Co. 4
- Miracle Adhesive Sales 30
- Mutschler Kitchens of Florida, Insert 10
- Portland Cement Assn. 10
- Prescolite Mfg. Co. 31
- A. H. Ramsey & Sons, Inc. 2nd Cover
- Sistrunk 26
- Styron of Miami 6
- Thompson Door Company 22
- Unit Structures 17
- F. Graham Williams 29

---

MARCH, 1957
in conference...

Bridge to Understanding

By JAMES K. POWNALL
Chairman, FAA Legislative Committee

I'm going to propose an idea for a program which I hope will find enough favor to be adopted by every one of Florida's ten AIA Chapters. Briefly, it's this: At county and community representatives, our State legislators should know what architectural services can mean to the progressive development of our State. And the best way for them to get that knowledge is to understand what architectural service is through friendly contact with the professional men whose job it is to provide it.

To some that may smack of politicking. Others might dignify it in terms of improving public relations. Depending on the circumstances and the results, it could be both. But to me it signifies just plain helpful common sense. When you make friends with a man, you can talk to him. And when you can talk to him a lot of misunderstandings can be cleared up and a lot of new misunderstandings created as a result of conversational give and take based on mutual respect and sincerity.

Let's face it. When you elect any man to an office, you change him. You make him your emissary, give him new and varied duties, charge him with unfamiliar responsibilities. And not just you alone. Everybody in your community—including the individuals with axes to grind, groups with a public mission, blocs with private interests. It's understandable, indeed necessary, that our State Representatives become wary of proposals, caution about commitments. Public office burdens any man of conscience with the lonesome responsibility for decision. The only basis on which he can discharge his representative obligations to his community is the basis of facts—an understanding of needs and the means for filling them.

I've always felt that understanding was a two-way street. I don't believe you can get any man to take much interest in your affairs and problems unless you're willing to demonstrate an equally sincere interest in his. In common with most professional men, architects have gained a reputation for living pretty much in a world of their own. They haven't been very vocal about matters outside a pretty narrow professional sphere—particularly with respect to many public questions that concern their legislators. So it's easy to understand why legislators haven't appeared too much interested in them.

This situation can be easily changed, I think. But I also think it's up to the architects to make the first move. As a start, therefore, I suggest that each member of every one of Florida's ten AIA Chapters get to know each State representative in his community and county. It would be an excellent idea for each Chapter to hold a legislators' meeting at least twice a year. Let every local representative be made welcome. Plan a program which will include discussion of mutual interests—and be sure to allow time for plenty of informal questions and answers from legislators as well as architects. I'm certain that both groups would be surprised to discover how much solid good would come out of a regular series of such statewide meetings.

One point relative to this suggestion needs emphatic clarification. This should certainly not be a self-seeking program on the part of the architects—not a political effort on the part of the legislators. The sole object is to build a bridge of mutual understanding between people who are importantly instrumental in the physical development of their communities and the people who represent those same communities in the State Legislature.

The common ground on which both architects and legislators must surely meet is the safety and welfare of the public which each group serves. Each can improve his service to the public by better knowledge of what the other does. Together they can do even more. And that fact alone is all the justification needed for the immediate development of a friendly understanding between them.
Marble Mosaic Tiles...

They come from Italy in three sizes and a wide range of color and chip patterns. Three of the five series — “Cottolo”, “Piastrina” and “Scaglione” — may be ordered in the 12”x12” (shown here) and 16”x16” sizes from 31 different color-patterns. Series “G”, large chips, and Series “F”, small chips, include 38 varied styles and are made in the 8”x8” size. Samples of all 69 color-textures are at hand to choose from. But time must be allowed for order-delivery from Italy.

DUNAN BRICK

Specialists In

DECORATIVE MASONRY MATERIALS
FOR WALLS, WALKS and FLOORS

DUNAN BRICK YARDS, INCORPORATED
MIAMI, FLORIDA — Phone TU 7-1515
Worth Looking Forward To--

That’s the 43rd Annual Convention of the FAA! This year it will be held in Clearwater, gem of Florida’s western sun-coast on the beautiful Gulf of Mexico... It will be worth every minute and every penny of your time and money. At this fitting climax to the AIA’s Centennial Anniversary year, you’ll reap a profit from pleasure and a dividend from professional duty... Plan now to attend — sure!

Convention Headquarters in Clearwater will be the Fort Harrison Hotel — comfort, good food, low prices and every facility for fun. Better get your reservation in early...

43rd ANNUAL FAA CONVENTION

NOVEMBER 7, 8, 9, 1957 — FORT HARRISON HOTEL, CLEARWATER