In This Issue... FAA Honor Award Houses... What's Wrong With Specifications?... Architect's Office in Ft. Lauderdale... FAA Committee Personnel and Assignments
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OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THE COVER

Robert C. Broward, of Jacksonville, received the only award given in the

Merchanl Builder category of the 44th Annual FIA Convention's exhibit of

architects' work. The Honor Award was given for seven houses designed for

the new Laurel Grove development in Orange Park, near Jacksonville. The

Illustration suggests how the project has been planned to provide good resi-

dential design in a setting wherein the natural beauty of the landscape has

been preserved to the greatest possible degree. The story of this development

starts on page 12.

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ROGER W. SHERMAN, AIA — Editor

VERNA M. SHERMAN

FIA Administrative Secretary

VOLUME 9 NUMBER 3 1959

THE FLORIDA ARCHITECT
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Junior College Planning Conference Slated for April 10-11 at Gainesville

April 10 and 11 have been selected as the dates for a two-day conference on Junior College planning to be held in Gainesville. Sponsors of the meeting—officially designated as "Florida Community Junior College Facilities Conference"—are the FAA, the State Department of Education and the U/F College of Architecture and Fine Arts, in cooperation with the Florida Association of Public Junior Colleges, the U/F College of Education and the College of Education of FSU.

The major purpose of the conference is to provide an opportunity for architects and others interested in and concerned with junior college buildings to gain fuller knowledge and understanding of the overall needs of this specialized type of educational facility. Educators as well as architects will be welcome, according to Dr. James L. Wattenburger, Director of the Division of Community Junior Colleges of the State Department of Education. Sponsors of the conference view it as an opportunity for both architects and educators to meet on common ground in discussing some of the technical aspects of junior college planning and in exploring possibilities for the full development of this comparatively new educational facility.

Toward that end a program has been mapped to include three general themes: 1) Responsibilities and Potentialities of Florida's Public Community Junior Colleges; 2) Site Development and Master Campus Planning; 3) Planning Requirements and Problems. Under these headings will be considered such specific subjects as junior college surveys relative to both curricula and buildings; principles of campus planning; cost considerations and data; and space utilization. As now planned, attendance at the Conference will entail a small registration fee which will be used to defray the costs of reporting the various sessions and panel discussions. It is hoped that results of this two-day meeting can be made available to those attending in published form.

The Conference program took form as a result of a day-long meeting in Gainesville January 26 at the U/F College of Architecture and Fine Arts. Attending this meeting were JAMES E. GARLAND, representing the FAA on the Conference Steering Committee, E. ELLIS DUNCAN, chairman of the FAA Committee on School Planning, ROGER W. SHEPHERD, FAA Executive Director, A. EUGENE COLLAR, SIDNEY R. WILKINSON, FREDERICK W. KESSLER, EDGAR S. WORTMAN, also A. ROBERT BROADFOOT, JR., and FORREST R. COXEN, State School Architect. Representing the College of Architecture and Fine Arts were DEAN TURPIN C. BANNISTER and JAMES T. LINDSAY. Persons from the State Department of Education were DR. CARROLL W. McGUFFY, School Plant Administrator, and DR. JAMES L. WATTSBURGER. Other educators attending the meeting included DR. LEON HENDERSON, DR. R. L. JOHNS, DR. EUGENE LAWLER, DR. JOSEPH M. LEPS, DR. B. R. TILLEY and DR. ROBERT L. FAIRING.

A Conference Steering Committee to work out final details for the April meeting was named. Chairman is DR. WATTSBURGER, and members include James E. Garland, Dr. Bannister, Dr. Henderson, Dr. Lawler and Dr. McGuffey.

April Board Meeting to Include P/R Workshop

Attending the Jacksonville FAA Board meeting was LESTER N. MAY. And he left with the assurance that the April meeting of the Florida North Chapter, of which he is president, will become a highlight in annals of the Chapter. As a matter of fact, the affairs of architects will nearly, if not quite, take over Gainesville during the week of April 20. That is the week of the architectural students' Home Show, sponsored and directed by the AIA Student Chapter at the U/F.

(Continued on Page 6)

THE FLORIDA ARCHITECT
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April Board Meeting...

(Continued from Page 4)

In addition, the FAA’s P/R Committee is planning to stage a two-day “Workshop” session on April 23 and 24, just prior to the Board meeting scheduled for the 25th. The workshop idea is the first of a series of such affairs planned to be held in conjunction with Board meetings and was proposed at the Board’s January meeting by Edward G. Grafton, Florida South Chapter president, who is a member of the National AIA P/R Committee. He and Roy Pooley, FAA P/R Chairman, are now working out plans for the program with the AIA’s P/R counsel, Robert H. Denny, in Washington. Denay and Edwin B. Morris, Jr., of the Octagon staff will conduct the workshop session.

Though the two-day meeting will be largely an instructional session for Chapter P/R men, presidents and secretaries will be urged to attend. And President Stetson has stated that any FAA member from any Chapter will be welcomed also. Dean Turpin Bannister has offered full cooperation of his department; and it is likely that the workshop will be held in one of the architectural college buildings. Details will be released later for publication in the April issue of The Florida Architect.

The meeting of the Florida North Chapter will be held Saturday night, April 24. All FAA Board members have been invited to attend.

Decidedly worth quoting is this paragraph from the News of the Georgia Chapter, edited by William E. Willner.

“So far the Public Relations Committee has never suggested a free coffee hour, but they have some other ideas they’d like us to mention. They think you should have an office brochure of jobs done, film slides with a viewer and a scrapbook—all within easy reach. And, of course, a display of your work in your office. These are part of what they mean when they ask, ‘Does your office have adequate tools to explain the Architect’s services to the client?” You are on the right track if you can answer ‘Yes.’”

Site of FAA’s 1959 Convention...

The new Robert Meyer Hotel in Jacksonville will be the site of the FAA’s 45th Annual Convention scheduled for November 12, 13 and 14, 1959. Hosts to the Convention will be the Jacksonville Chapter, and plans now being formulated suggest that the program will be uniquely varied and full of inspirational value. The stated theme is “Architects’ Omnibus”. Walter B. Schultz is the Chapter’s Convention Chairman. His committee will be named shortly.
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THE FLORIDA ARCHITECT
January Board Meeting Set Attendance Record

If numbers and the size of the agenda are indications, the FAA's 1959 Administration is off to a rousing start. All but one of Florida's ten AIA Chapters were represented; and the meeting was also attended by a number of Chapter presidents as well as by several interested members of the Jacksonville Chapter.

The first meeting of the 1959 FAA Board of Directors was held too late in January to report it in the February issue of The Florida Architect. It took place in the Roosevelt Hotel at Jacksonville on January 24, was attended by 43 people and disposed of an agenda containing 26 items to set a new high for both attendance and activity. CLINTON GAMBLE, present as the AIA Regional Director, spotlighted the FAA's rapid growth by commenting that this Board meeting had drawn an attendance greater than that registered for many FAA annual conventions during the last ten years.

The evening before, most Board members had attended a spirited meeting of the Jacksonville Chapter—also well attended by a vigorously vocal membership. In opening the Board's meeting FAA President JOHN STETSON pointed out that a custom had started which he hoped would grow into a firm policy of future FAA administrations. Each Board meeting this year, he said, would be held in conjunction with a Chapter meeting, with the "Host Chapter" membership invited to attend the Board meeting. Before the meeting adjourned, the following itinerary had been approved: April—Chapter meeting April 24; Board meeting April 25, with Gainesville as the meeting site, Florida North Central Chapter; May—Chapter meeting May 16, with Tallahassee as the meeting site, Florida Central Chapter; and the pre-convention meeting in November will again be held in Jacksonville, where the local Chapter will act as hosts for the 45th Annual FAA Convention as well as the FAA Board.

The President reported the resignation as First Vice-President of WILLIAM B. HARVARD, from the FAA's Central District. Nominations to fill this vacancy included ROBERT H. LEVISON, ARCHIE G. PARISH, ERNEST T. H. BOWEN, II, and ROBERT B. MURPHY. In accordance with By-Law procedure, the Board balloted and elected ROBERT H. LEVISON, currently a second-term president of the Florida Central Chapter, to fill the office.

Directors approved the following as named by President Stetson as members of the Board's Executive Committee: H. SAMUEL KRUSE, immediate past president; ROBERT H. LEVISON, first vice-president; VERNER JOHNSON, second vice-president; ARTHUR LEE CAMPBELL, third vice-president; FRANCIS H. WALTON, secretary; JOSPEH M. SHIFALO, treasurer; and CLINTON GAMBLE, AIA Regional Director and a member of the Broward County Chapter.

Also appointed, was a Florida Region Committee to work as a liaison with the Regional Director in coordinating plans and By-Law changes as may be necessary to permit Florida to assume full AIA regional status in June, 1959, as already approved by the AIA Board. Named were, for the Region, IGR B. POLENTZKY, FAIA; and FRANKLIN S. BUNCH, for the FAA H. SAMUEL KRUSE and ANTHONY L. PULLARA. This committee will work directly with the AIA Regional Director and the FAA President.

The President spoke of the FAA's need for long-range planning and State Board liaison for the FAA, and proposed that a Planning Committee be named to meet this. The Board approved the suggestion of ROBERT H. LEVISON that this committee be composed of the presidents of Florida's ten AIA Chapters; and President Stetson immediately appointed him as the new committee's chairman. The Board also approved the President's nomination for committee chairman. A full listing of the committees appears on pages 16 and 17.

Reporting on the subject of regional development, AIA Director GAMBLE expressed the hope and belief that the FAA will shortly become "a direct line" to the AIA national organization. He stated he did not think that Florida's new regional director would have or need "a complete organization administratively under his control". But as a member of both the AIA and FAA Boards, close liaison would be possible at all times, thus making it practical to "let the FAA, in this case, act as the administrative part of the region". He pointed out that this arrangement was working out well in Texas and had been adopted in all essentials by the California Region formed last year.

Considerable discussion was held over ways and means for advancing the professional competency of FAA members through enlarging the scope of the FAA's service facilities to members. The president touched on the possibilities of holding seminars on

(Continued on Page 31)
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Among the outstanding features of the 44th F.A.A. Convention was the exhibit of architects' work, ranged along "Peacock Alley" of the Deauville Hotel which commands a panorama of the hotel's pool and the broad Atlantic beyond. Some 40 mounts had been submitted—this year hung by a hard-working exhibit committee of the Mid-Florida Chapter headed by George Bagley and John Langley. Submissions were divided into five categories—residential, commercial, institutional, remodeling and merchant builder. From them a blue-ribbon AIA top-brass jury picked five Honor Awards and four Awards of Merit.

The jury was composed of AIA President John Noble Richards, FAIA, AIA Past-President Leon Chatelain, Jr., FAIA, and Philip Will, Jr., FAIA, the AIA's first vice president. It selected the following submissions for F.A.A. honors:

Residential — Honor Award to Alfred Browning Parker for the Coconut Grove house of Dora Ewing; and a Merit Award to Starnes and Rentchler, Miami firm, for a residence in Dade County.

Commercial — The Honor Award went to Victor Lundy, Sarasota, for his design of the Warm Mineral Springs Inn, Venice. Two Merit Awards were given in this category: one to Alfred Browning Parker for his Alliance Machine Company building in Miami; the other to Mark Hampton of Tampa for his design for the Davis Medical Building in Tampa.

Institutional — The firm of Pullara, Bowen and Watson won the Honor Award for the Northside Bank of Tampa; and the Merit Award went to the Miami Beach firm of Smith and Korach for the design of the Sigma Phi Epsilon Fraternity in Gainesville.

Remodeling — The jury picked only one award in this category—an Honor Award to the Edwin T. Reeder Associates, Miami, for execution of the Central National Bank in Jacksonville.

Merchant Builder — The single Honor Award went to Robert C. Broward, of Jacksonville, for his design of seven houses in the Laurel Grove project in Jacksonville.

The F.A.A. Annual awards were presented to winning architects by AIA Regional Director Clinton Gamble at the Convention's Awards Luncheon, Thursday, November 20.

This year, unfortunately, no selection was made by the jury for a traveling exhibit as undertaken last year and in 1954 by the Florida Central Chapter. Details of routing and scheduling of these former travelling exhibits have been carried out by the College of Architecture and Fine Arts of the U.F., under direction of John L. R. Grand. This year the College has found it impractical to continue this activity.

**Publication of Award Winners...**

Prior plans had contemplated publication of all award-winning buildings in this issue of The Florida Architect. Lack of space, however, and the necessity of including other important F.A.A. activity reports made this impractical. Therefore, only one of the awards is included in this issue—the houses in the Laurel Grove development at Orange Park, for which Robert C. Broward received an Honor Award in the Master Builder category. Publication of other award winners will appear in forthcoming issues. The exception to this is the Warm Mineral Springs Inn for which Victor Lundy received an Honor Award in the Commercial category. This appeared in the August, 1958, issue.
In This Project People Come First . . .

The award-winning houses at Laurel Grove are proof in themselves that suburban Florida could, if it wished, escape the crawling curse of the project house devoid of understanding, taste or skill. According to its architect Laurel Grove itself is "...an attempt by an enlightened builder and an architect to create a quiet residential neighborhood conceived, designed and constructed according to the technical, aesthetic, social and financial circumstances of the age in which we live".

As developments go, this is a small one. Completed it will contain 48 homes, most of them built according to one of seven standard layouts, but varying widely in three-dimensional treatment and utilization of materials. This, of course, is standard procedure. But where the average project builder mugs plans up in lines along a waffle-grid of streets to squeeze the final advantage from site mass-production, in Laurel Grove the standard plan has become merely one element of design. Others are the land itself, the growth of pine and palm and palmetto which makes the Florida landscape, finally the people themselves who will make Laurel Grove into the kind of neighborhood its developers have envisioned.

Thus standardization is, in itself, a variable here. And the whole tract is a kind of complex, unfolding as it grows according to a master plan, but with utmost flexibility of design to maintain the original intent at every stage.

As concerns planning, lots are a minimum of 15,000 square feet. Each house is planned for freedom, openness and convenience — but each is set relative to others so that privacy is secured. Much glass has been used, as the architect expresses it, "...not because it was the thing to do, but because by planning properly we have saved natural beauties of the land which are worth viewing through
glass”. Where required, fences of natural wood are used as screens; or a wall of masonry will outline an interior court or patio. In practically every case a wall of glass on one lot looks toward a screening wall of masonry or wood on another.

Construction of these houses is the result of studies to determine methods giving greatest design freedom in the choice and detailing of materials. The structural system is based on the maximum span of a 4 by 12 wood beam and the maximum span of 3 by 6 double t-and-g wood decking. In every house ceilings are the exposed surface of the decking. Exteriors are of patterned masonry (both brick and concrete), board and batten and grooved plywood variously combined. Masonry surfaces are left in natural colors, wood is stained gray or painted in muted, neutral tones. Details, such as door and panels are finished in bright and vivid color.
Suburbia’s Hope—“Good Design is a Good Investment”

Another of the “standard” plans which is that for the house shown in two views on this page. Houses are in the $20,000 to $30,000 class and contain up to four bedrooms.
## Personnel and Duties of Vertical Committees for 1959

1. **CHAPTER AFFAIRS**
   - Chairman: John L. R. Grand (Florida North)
   - Duties: To make the chapter absolutely necessary to the profession locally and by the individual practitioners; to plan and carry out a program of meetings, regular chapters, special events, etc., in which the professions can present thoughtfully, take part in the affairs of the profession, and benefit from the other.

2. **EDUCATION**
   - Chairman: Thomas N. Lurieck (Florida North)
   - Duties: To bring the profession closer to higher education and higher education to the professions. To improve the status, quality, and support of professional education and to provide for the planning and conduct of educational programs.

3. **OFFICE PRACTICE**
   - Chairman: Robert H. Levison (Florida Central)
   - Duties: To ensure that all operations are conducted in a manner that is consistent with the objectives and goals of the organization.

4. **AWARDS AND SCHOLARSHIPS**
   - Chairman: Turpin C. Bannister, FAIA (Fla North)
   - Duties: To conduct awards and scholarships for the advancement of the profession.

5. **PUBLIC RELATIONS**
   - Chairman: Roy M. Poole (Jacksonville)
   - Duties: To direct public relations activities and to conduct public relations for the advancement of the profession.

6. **HOME BUILDING—CONSTRUCTION INDUSTRY**
   - Chairman: John E. Stevens (Palm Beach)
   - Duties: To enhance the profession and ensure the highest level of professionalism in the field.

7. **COLLABORATION WITH DESIGN PROFESSIONS**
   - Chairman: Anthony L. Pullen (Florida Central)
   - Duties: To conduct the profession and to ensure the highest level of professionalism in the field.

8. **COMMUNITY DEVELOPMENT**
   - Chairman: William T. Austin (Florida North)
   - Duties: To ensure that the profession is involved in the community development process.

9. **PRESERVATION OF HISTORIC BUILDINGS**
   - Chairman: Turpin C. Bannister, FAIA (Fla North)
   - Duties: To ensure that all operations are conducted in a manner that is consistent with the objectives and goals of the organization.

10. **RESEARCH**
    - Chairman: Ernest T. H. Brown (III, Florida Central)
    - Duties: To conduct research and make recommendations to the board of directors.

11. **SCHOOL BUILDINGS**
    - Chairman: E. C. Durbin (Palm Beach)
    - Duties: To ensure that all operations are conducted in a manner that is consistent with the objectives and goals of the organization.

12. **HOSPITALS AND HEALTH**
    - Chairman: William A. Gilley (Florida Central)
    - Duties: To ensure that all operations are conducted in a manner that is consistent with the objectives and goals of the organization.
FAA Standing Committees for 1959

1. LEGISLATIVE —
Chairman, James K. Pownall (Broward) 1407 E. Las Olas Blvd., Ft. Lauderdale
As of this date, membership of this committee has not been named. All Chapter Presidents have been requested to name one or more men from areas within their Chapter jurisdiction who will be willing and able to work with the Committee Chairman and the FAA's Executive Director in maintaining close contacts with legislative affairs toward the end of providing the architectural profession in Florida with an effective and state-wide representation of its coordinated needs.

Charge: To continue a "watch-dog" policy relative to legislation and to cooperate with the State Board of Architecture in formulating bills to be presented in 1961 clarifying and unifying the profession.

2. MEMBERSHIP —
Chairman, Donald R. Edge (Palm Beach) 230 South County Road, Palm Beach
Membership: Broward: Herbert Johnson; Daytona Beach: Francis R. Walton; Florida Central; Sidney R. Wilkinson; Florida North, Jack Moore; Florida North Central, Ernest J. Stridolph; Florida North West, Ula L. Manning; Florida South, Samuel M. Puder; Jacksonville, Thomas E. Ewart; Mid-Florida, P. Earl Delee; Palm Beach, George J. Yotaw.

3. BUDGET — Personnel to be named at later date.

4. NOMINATING — Personnel to be named at later date.

5. JOINT COOPERATIVE COMMITTEE, FAA-AIA-FES —
Chairman, John Stetson (Palm Beach) P. O. Box 2174, Palm Beach

6. BY-LAWS — Personnel to be named at later date.

7. RESOLUTIONS — Personnel to be named at later date.

8. BOARD OF TRUSTEES, FAA Loan Fund —
Chairman, MacMillan H. Johnson (Florida o'th'rh) 1617 N. W. 12th Road, Gainesville

9. ANNUAL CONVENTION —
Chairman, Walter B. Schultze (Jacksonville) P. O. Box 4117, Jacksonville
Membership: James M. Hartley, Broward County; Ernest T. H. Bowen, II, Florida Central; Vern E. Johnson, Florida South.

10. FLORIDA REGION —
Chairman, Clinton Gamble (Broward County) 1407 E. Las Olas Blvd., Ft. Lauderdale
Membership: John Stetson, Palm Beach; H. Samuel Kruse, Florida South; Anthony L. Pullara, Florida Central; Igor B. Plevitsky, Florida South; Franklin S. Bunch, Jacksonville.

11. FAA EXECUTIVE COMMITTEE —
Chairman, John Stetson (Palm Beach) P. O. Box 2174, Palm Beach
Membership: Clinton Gamble, Broward County; Robert H. Levison, Florida Central; Vern E. Johnson, Florida South; Arthur L. Campbell, Florida North; H. Samuel Kruse, Florida South; Francis R. Walton, Daytona Beach; Joseph M. Shifalo, Mid-Florida; Roger H. Sherman, FAA Exec. Director

12. LIEU LAW REVISION —
Chairman, James K. Pownall (Broward County) 1407 E. Las Olas Blvd., Ft. Lauderdale
Membership: Vern E. Johnson, Florida South; Franklin S. Bunch, Jacksonville; Robert H. Levison, Florida Central; H. Samuel Kruse, Florida South; Charles L. Hendrick, Mid-Florida.

GENERAL CHARGE:
Duties of each of the Committees listed on the foregoing pages shall be as outlined by the AIA in its vertical committee structure. The Chairman, in addition to the charges noted, is requested to make an active effort to have his committee participate, as required by the Institute, in the affairs of the profession from the Chapter through the national level. Commencing in July this year we will become a region of the AIA; and automatically, due to the vertical committee structure, our chairman becomes a member of the like national committee. Let us make Florida the number one region.

GENERAL ASSIGNMENT:
To start committee work immediately, reporting at each successive Board meeting in person the progress of the program to date.

South Atlantic Region Changes
Date for Conference Cruise

Plans for the Cruise-Ship Conference of the AIA's South Atlantic Region have been changed from those reported in The Florida Architect last month. The cruise will not take place May 22-27, which were the dates first announced by the Regional Conference Secretary. It will start April 13 and will continue to April 17.

As now scheduled, the cruise-ship Aruba Sun will sail from Charleston at 5 PM, April 13th, 1959—but all passengers are requested to be on hand by 3 PM at the latest. It will cruise to Nassau where passengers will have shore leave until the ship sails for Charleston again on the night of April 15. Its scheduled arrival at Charleston is 11 AM, April 17.

The business session of the Regional Conference will be held early in the voyage. Thereafter two seminars have been planned, one on the way to Nassau, the other on the way back to Charleston. The first will be of a technical character and will include a panel discussion on such matters as mechanical work, lighting and acoustical treatments.

The other will be a discussion panel by the heads of the architectural colleges of the five educational institutions embodied in the present four-state region. The subject will be "The Continuing Education of the Practicing Architect"—a subject of considerable importance to the firm or individual interested in keeping in touch with current advances.

Good attendance on the part of FAA members is urged by the Regional Director. For those who will not find it possible to attend, the meetings will be tape-recorded. The transcripts will be briefly stated and the substance of the Conference will be published in an early issue of The Florida Architect.

THE FLORIDA ARCHITECT
Message From The President

By JOHN STETSON
President
Florida Association of Architects

The old dilemma, “Which came first, the chicken or the egg?”, seems much easier answered than that facing our profession today. The hue and cry from the membership seems, for the most part, centered mainly with fee cutting and with the inroads being made by other professions into our design field. Perhaps it is time to make a really complete inspection of our own closets. Bilge water rarely gets there except from a leak in the boat’s hull. We may have more leaks in our dixie than we have fingers to plug them with; but now is the time to take active steps before we have to use both hands just to keep our heads above water.

Inadequate Service:

Far too many plans prepared by registered architects today are no more than preliminary sketches, and complete specifications covering these are almost non-existent. This has evolved from fee cutting, lack of knowledge and just plain laziness. The result is chaotic. The profession gets a bad name and the participating practitioner is the loscr, together with the owner and the community. The general contractor will invariably add a contingency to cover items not specifically detailed. He will either shy away from bidding jobs from offices with poor reputations, if he is tops in his field, or he increases his bid to cover the “Architect’s mistakes.” So the owner either pays extra for poor plans and specifications, or the job goes to an unqualified operator who turns out a poorly finished product and ends up in a hassle over extras and mistakes.

Fee Cutting:

A firm that cuts fees admits to its inadequacy. This pertains to all professions. Architects never got rich even on full fees. Now, with construction volume at its highest recorded peak, hundreds of practicing architects are barely existing because they are willing to work for nothing. Certainly they suffer, but in this miserable situation they affect the entire profession. As the sore spreads, the immunity of all is challenged.

My feeling is that here the chicken came first. The start was the inadequate professional who “chickened” into a reduced fee to cover his lack of knowledge. His business boomed, because of bargain seekers, and the fight was on. We are admittedly the world’s lousiest salesmen. All business today operates on salesmanship. To be a successful salesman, first you must sell yourself, not only to others but to you. Then you must have a product. Fee cutting—poor product, poorer salesman.

Plan Stamping:

Thanks to the excellent work of our State Board and its legal counsel, this has taken a marked decline within the profession. Here again, practitioners unable to make a legitimate living otherwise find that the flexing of muscles around an architect’s seal produces an easier living than pushing a pencil. They have absolutely no pride in their work or their profession, yet usually they are among the first to criticize the lack of pride in his job shown by a mechanic.

With the driving underground of these birds within our profession, we’ve flushed a real, king-sized covey from one of our sister design professions. At their present rate of taking over the architectural profession, we’ll all soon be forced to take up real estate selling. How come? A personal check of a dozen of the criminals proves that not one could make a living in his own chosen art, so his stamp is now producing girls from our gist mill. His State Board? They aren’t proud of him, but until we squawk loud enough it appears they won’t admit to his existence.

The Answer:

Solomon himself couldn’t provide all the answers necessary. Certainly our obvious salvation lies in the innate ability to create a more beautiful structure, plan it to achieve the ultimate in satisfactory usage, detail it in the fullest to provide a clear and concise pattern for all trades and see it is built to be the strongest and yet least costly possible.

By so doing we have made a full fee the best buy in the building operation. Anything less is worthless to all. This isn’t so difficult. For the same fee structure that we recommend, a British architect also provides the owner with a quantitative analysis. To produce this, first must come a complete set of drawings. A contractor bids on the labor and on the material takeoff provided by the quantitative analysis. Here a slip-up can be attributed to the architect.

How would you like that kind of responsibility? Is it any wonder that in a country demanding this kind of service fee cutting and plan stamping are unknown? Let us hasten to accept the offered responsibility, do our best and then watch the others necessarily scurry to other scrap piles.

My comments are based on experience gained with the State Joint Cooperative Committee, through an active liaison with the Associated General Contractors and from a firsthand knowledge of the profession as practiced in other countries. It is my desire that our profession will provide the leadership necessary to promote and have passed during the 1961 Legislature a “building industry responsibility law” whereby, starting with the design professions, each participant in a building program will be required to assume full responsibility for his phase of the operation. But before this can come to pass, we have a job of house cleaning and education ahead of us. When do we start?
Workshop for A Professional...

The Office Of

WILLIAM G. CRAWFORD
ARCHITECT

Fort Lauderdale

Designed by The Owner

Photos by Sanie, Schwarm, Sheldon, Inc.

THE FLORIDA ARCHITECT
All professional men, probably, have at some time envisioned an office of their own in terms of what might be considered ideal for their particular needs. Comparatively few, it would seem, actually achieve that ideal. Fewer yet have planned and built their own headquarters as a statement of purpose and conviction and as a tangible reflection of their professional scope and organization. One of these few is William G. Crawford, member of the Broward County Chapter.

His office building, located in a fast-growing new section of north Fort Lauderdale, is noteworthy in a number of respects. It is thoughtfully planned as a self-contained working unit. It reflects a decision to operate with a comparatively small staff of high-caliber talents—though possibilities of some future expansion have been taken into account. It provides unusually good working conditions for the office staff as well as its principle. It employs a novel method of construction. And it was completed at a modest cost of slightly over eight dollars a square foot.

As to plan, the drawing below speaks for itself. Administrative control is easily maintained; and the centrally-located secretarial area provides efficient and constant contact with administration (Mr. Crawford’s private office) with the public (reception and the special Hotel and Restaurant Commission waiting room) and with production (drafting room). The drafting room has been laid out to provide each draftsman with a semi-private cubicle, equipped with table, counters and shelves, high-level lighting and peg-board walls.

The structural system is a rigid, two-span welded steel frame with all beams and columns exposed. The corrugated steel roof deck is exposed indoors and covered with insulating board and built-up roofing. On the west, a stacked concrete wall guards

(Continued on Page 22)
Architect's Own Office...

(Continued from Page 21)

against the afternoon sun; and with surfaces exposed provides an integral decorative pattern. On the east, the wall is made of non-bearing panels, glass with insulating panels below.

Finishes are impressive; where neccesary, but economical and easy to maintain. Exposed concrete is painted, as are exposed steel members and the roof deck. In reception, secretarial and private office areas—and in the coffee room also—walls are surfaced with pre-finished walnut plywood panels. The floor in reception areas is travertine marble; that in the private office is carpeted wall-to-wall. In the drafting room it is surfaced with asphalt tile.

The building is air-conditioned throughout with a reverse-cycle system. Equipment and ducts are on the roof and the drafting room supplied through ceiling grilles. In the private office and reception areas wall grilles are used. A central music and call system have been provided.

This building was the basis for two craftsman awards in the recent Broward Chapter-Builders' Exchange program. One was for work done on the steel work, the other for the craftsmanship displayed in the block wall, particularly for the pierced grille in the exterior wall adjacent to Mr. Crawford's office.
What's Wrong With Specifications ... ?

Finding the answer to that question is one of the chief reasons for the existence of the Construction Specification Institute, the Greater Miami Chapter of which now numbers over 70 interested and active members. At a recent meeting of that Chapter a panel of contractors explored, from their special viewpoint, some suggested approaches to some of the answers.

A recent meeting of the Greater Miami Chapter, CSI, took the form of a panel discussion by four contractors on ways and means of improving architects' specifications. The meeting developed into a plain-speaking session; and from it came a goodly number of practical hints from the practical men who translate construction documents into three dimensions.

The general topic of the meeting was “What Is Wrong With Our Specifications.” Speakers who said what they thought about that topic were, JERRY NAGL of the Witter Construction Co., and W. H. SPARKS of the Sparks Construction Co., for the general contractors; LAWRENCE MARR of the Marr Plumbing Co., and JOHN MEYERS of the LaVigne Electric Co., for the sub-contractors. Here, in part, is what they said.

Mr. Nagle... Most concrete specifications could be shortened. Most of the concrete bought today is ready-mixed, and can be controlled by testing both at the plant and on the job. If owners would pay for inspecting and testing concrete, then the mix could be controlled in strict accordance with specifications — which would then be merely the strength required on a particular job.

Sometimes the architect specifies 3000 lbs. concrete. But one of his engineer’s structural drawings may contain some little note to the effect that concrete in certain columns shall be 5000 lbs. Job superintendents become confused by reading one thing in the specifications and another thing on the plans. It would help greatly if such contradictory points were more carefully checked.

Relative to insurance, specifications lately have contained “hold harmless” clauses which state that the contractor has to be liable for anything that happens on a job. Also, the “hold harmless” clause is put in with the liability paragraph and can be overlooked easily.

One item we would like to see included would save time on the job. That is a contingency allowance which would permit the architect, at his discretion, to approve extras when they are necessary. Expenditures for each extra could be limited if the owner desired. But if this contingency item were $5000 for a job of any size, no doubt that much could be saved in delays to the contractor and additional work for the architect by eliminating the need for going back and forth to the owner with different cost breakdowns.

Painting suggests another way to improvement. Confusion exists relative to field coats for steel. We would like to see this in the painting specifications and not in the structural specifications where architects have been putting it. If it were included in the painting specs, the painting contractor could find it easily and would know just what he had to do — and we could write one purchase order covering his section. Field coat painting is a big item on a large job. Painting structural steel can amount to a great deal of money; and if it is considered necessary to paint steel that is to be encased in concrete, it should be so stated and specified in the painting section.

Some specs are directing that certain trades should install certain items. We do not think specs should state who or what trade will install materials. We have had trouble with unions in regard to this point, especially relative to new acoustical materials.

We would like to see a Miscellaneous Section as a kind of catch-all listing of all the many little items on a plan not called for clearly in the specs. A check-off list of this kind would be of considerable help in accurate bidding. Also, specifications should include a list of items not in the general contract — and also items not furnished by the general contractor, but to be installed by him. In bank work, particularly, this last is important. Such separate listings would also help bidding in that it would do away with the need for a contractor to go through every plan sheet searching for NIGC items.

Finally, we hope to see more standardization of specifications. It would be of tremendous help if all specifications were to follow the same basic outline or index and include the same type of sections covering separately all the various trades and items involved.

Mr. Spark... The effort toward standardizing specifications is one of the biggest steps toward unity in the construction industry which could be taken. The first of my suggestions for helping this along is concerned with the “or equal” clause, which seems to be in almost every specification today, but which is one of the most unfair of all specifications items.

This clause makes it extremely difficult to prepare a bid, because no one can tell just what “or approved equal” might finally turn out to be. In its place are other methods for permitting a final choice. One is to list alternates under the trade or product sections where they are applicable. This would aid greatly in preparing bids.

The writer of the specification should be familiar with the item he is specifying. Frequently we find an (Continued on Page 24)
Specification Panel ... (Continued from Page 23)

item specified that may or may not be available. Often we can't find it unless we call the architect; and then we often discover that many of these items are obsolete and are actually not available—or if they are, do not meet the intent of the architect specifying them. That's especially true relative to fixtures and appliances: many that are specified are not even in manufacture.

Some of this trouble probably comes from the fact that many specifications for one job are written from those developed for another job. They are applicable in general, but in many cases the items called for are not at all suitable for the particular job being bid and built.

Items specified for the sub-contractors should be clearly specified and the listing of them complete. In the mechanical trades particularly we find things left out. A small example is the disconnect switch on air conditioning equipment. Electrical specifications will carry up to it. Air conditioning specifications will pick up from the disconnect switch. But the switch itself is not listed for furnishing by anybody and the prime contractor is generally stuck for it.

All cash allowances should be listed in one place. Often we find that details and specifications do not jibe. Relative to mistakes in general, the paragraph holding the prime contractor responsible for the architect's errors should be omitted from specifications. This reads, in effect, "If the architect is not notified in a certain length of time, the contractor is responsible for these errors." The architect is more familiar with the plans than the contractor can be within the time limit set and so should not be held responsible for errors made by the architect's office.

Bonds are another touchy matter. Specifications should state clearly that a bond, if it is to be furnished, will be paid for by the owner. But too often specifications are written in such a way that the bond reference is subject to interpretation—and in that case the contractor usually ends up paying for it. As to a penalty clause, where this exists there should also be a bonus clause. And to be fair to both owner and contractor there should be stipulated a period of time between the penalty and the bonus.

Mr. Meyer...Speciality trade specifications should be more complete, with a cross reference to other sections which contain items concerning a specialty trade. An electrical contractor, for example, won't read anything in the plumbing, air-conditioning and heating and ventilating sections. So, unless all items are covered and cross indexed, some item usually gets left out—like the disconnect switch already mentioned.

Following the panel discussion a question and answer period developed the following pertinent comments:

Q-What is the attitude of the general contractor toward the requirement of listing by name subcontractors he has used at the time of bidding a project?

A—A general contractor's main objection to that is the time it takes to evaluate which bid is really low. Bids are telephoned in by subcon-
tractors. You never know till the last minute who is low, so it’s difficult to make up an intelligent list of subcontractors to turn in on a bid form. It would be ideal if all the subs’ bids were in and all bidding stopped two to four hours before the bid opening. This would give time to evaluate all bids and you could turn in an intelligent bid and know your subs were in with you correctly.

Q: Do you as a sub-contractor, believe it is unethical on the part of the architect or engineer to require payment for copies of plans and specifications? If all who requested documents were furnished them free, the printing costs for architects would run to $10,000 on a big job and on some projects even double that.

A: We usually buy the mechanical plans and, in some cases, complete plans when we consider them necessary or important to prepare an intelligent bid. When we spend the time and money to prepare a bid that will give the kind of a good and economical job you want, we or the general contractor should not have to pay for these plans.

Q: Penalty clauses are usually written to assure the owner that completion of his project will be done in time to prevent loss to him. It is assumed that work running beyond the contract time will entail additional rent and expense and contracts are let on this basis. If the work is completed ahead of time, it may not shorten the lease nor save other expense. Therefore the owner probably would not be interested in paying a bonus. What is your opinion?

A: There should be a period of time between the bonus clause and the penalty clause depending on the size of the job. If the penalty clause could be a month ahead of the bonus clause, it would give the contractor something to work toward. A contractor can be and has been stalled on bonus clauses with respect to completion due to the architect’s postponement of acceptance.

Q: What is the point of specifying by an association or a manufacturer’s quality name when grading varies and manufacturers’ quality names are not accurate?

A: It is important that the specifier be completely familiar with the product he is specifying.

Q: What do you think of base bid specification—that is, the naming of the product desired as the basis for bidding?

A: That is an ideal way to specify an item wanted. The contractor is then not forced to decide on the quality of some competitive product as when a product is named and “or equal” is added. If two or three different manufacturers of a product were named it would also help the contractor prepare his bid. During a bid period time is not sufficient to get from the architect all needed information on product equality. This lack of information brings up serious trouble after the job is under way.

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News & Notes

Myrl Hanes Wins
New Gainesville Honors

MYRL J. HANES

Myrl J. Hanes, AIA, practicing architect and Mayor-Commissioner of Gainesville, was named Gainesville's Outstanding Young Man of the Year when he was awarded the local Junior Chamber of Commerce's Distinguished Service Award for 1958 at a Jaycee luncheon held late in January. He is the 13th recipient of the coveted award which was presented for the first time in 1941.

The honor is one of several which have marked the 33-year-old University of Florida graduate's rapid rise to the peak of civic leadership in Gainesville. He was successful in his first political venture in 1955 when he was elected to the city commission. Upon his re-election for a three-year term, he was named Mayor-Commissioner by his colleagues after serving on numerous commission committees. Largely as a result of his leadership, major zoning and subdivision ordinances were adopted and a slum-clearance, low-cost housing program started.

He is head of his own architectural firm, Myrl Hanes Associates, in Gainesville and has been a member of the AIA since 1951. Last year he served as a director of the FAA from the Florida North Chapter. He was born in Indianapolis, Indiana, moved to Florida in childhood and graduated from Gainesville High School in 1942. During World War II he served as a naval aviation officer on the USS Boxer and in the Pacific Theater. Hanes has been a member of the Jaycees since 1951; and in addition has been active in service club, charity and civic activities. He is married and the father of two girls.

March 31 Is Deadline for Entry in AIA Program

Architects, builders and home owners from 10 Southern and Gulf States will vie for honors this Spring in the fourth annual "Homes For Better Living Awards" program, sponsored by The American Institute of Architects.

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(Continued on Page 28)

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MARCH, 1959
In the AIA's Third Exhibition of Architectural Photography recently held at the Octagon in Washington, Hank Koch, Miami photographer, won honorable mention with this picture of a house for which Rufus Nims was architect.

Awards will be made in two major categories: (1) Houses designed specifically for an individual owner and, (2) Houses designed for a merchant builder and sold speculatively. Each of the categories will have three sub-classes: custom homes divided according to floor area and builder houses into price groups. Both categories will be judged separately and the jury is empowered to award as many first awards and awards of merit as they see fit.

This year the AIA will have the cooperation of House & Home and McCall's Magazine, as well as twelve leading national organizations in the housing industry, including the National Association of Home Builders, the United States Savings & Loan League, and the National Association of Real Estate Boards.

Entries will be judged by a jury of nationally distinguished architects, builders, publishers and consumer representatives meeting in New York.

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THE FLORIDA ARCHITECT
Announcement of awards and presentation ceremonies will be held at the AIA Convention in New Orleans June 22-26, 1959. Award winners will be exhibited at the AIA’s Octagon in Washington and will be published in House & Home. Deadline for entry notifications will be March 31, and material must be postmarked not later than May 1, 1959.

The program and entry slip can be obtained from the Committee for the House for Better Living Award, American Institute of Architects, 1735 New York Avenue, N.W., Washington 6, D.C.

State Board Grants
59 New Registrations

The Florida State Board of Architecture announces the following officers for the year 1959, as elected by that body in January: President, Franklin S. Benge; Vice President, Richard B. Rogers; Secretary-Treasurer, Morton T. Ironmonger, and Assistant Secretary, Archie G. Farish, FAIA.

Registration by examination was granted by the Board to Chalmus E. Suggs, Philadelphia; Thomas M. Rainey, Cleveland; Emiet J. Langelin, Miami; Harold J. Leopold, Scotch Plains, New Jersey; George B. Hall, Bronxville, New York; Paul H. Elliott, Jacksonville, and Herman R. Lichtman, Miami Beach.

Registrations to holders of NCARB certificates were granted to Edward F. O’Dwyer, Westport, Connecticut; Henry H. Caldwell, Jr., Birmingham, Alabama, and Samuel S, Arlen, New York City.

Reinstatements of registration were issued to Herbert J. Grasell, Milwaukee, Wisconsin, and Coleman H. Sherwood, Scarsdale, New York.

The examining committee of the Board approved registrations for the following persons who passed the written examinations: William B. Holmes, Clearwater; Danny C. Duckham, Charles W. Duemmling, Robert A. DeNysse, Charles R. Kerley and Donald R. Mowry, Fort Lauderdale; William R. Frezzell, Fort Myers; Richard C. Stebbins, Fort Pierce; Constantine L. Klonis, Gainesville; Herbert L. Anson, (Continued on Page 30)
New Registrations...

(Continued from Page 29)

Hollywood: Dan F. Branch, James O. Kemp, Indiana H. Leff and Frank S. Roberts, Jacksonville; Bruce A. Renfroe, Lakeland; John B. Gesbocker, Lantana; Gerald J. Wemmer, Maitland; Ralph W. Clayton, Mrs. Claire D. Giler, Peter A. Jefferson, Sidney L. Kotkin, Sidney M. Walker and Joseph N. Williams, Melvin; Allen B. Berman, Miami Beach; Arthur C. McCree, Orlando; Stephen J. Ginocchio and Robert W. Richardson, Jr., Palm Beach; Walter L. Willard, Panama City; Robert L. Miller, St. Petersburg; Franklyn W. Tye, Sanford; Joseph R. Blais and Earl J. Drexler, Sanford; Autha W. Forehand, Tallahassee; George R. McEly and J. Arthur Wohlgemuth, Tampa; Robert H. Bradio, West Palm Beach. Mrs. Constance L. Zurbur, Columbus, Georgia, and Fred H. Culkin, Valdosta, Georgia, were out-of-state residents in this group.

The total number of registrations issued in January was 50.
technical and professional matters—
now the substance of an experimental
program by the Florida South Chap-
ter—at regular intervals throughout
the year. He also outlined a sug-
gestion for developing “workshop pro-
grams” to be held in conjunction with
FAA Board meetings. The subject was
not concluded, but was referred to the
Board’s Executive Committee for fur-
ther analysis during that Committee’s
February meeting.

Of the few FAA Committee chair-
men present, Roy Pooley, for the
P/R Committee, reported on an inter- 
professional meeting recently held in
Jacksonville and sponsored by the
Florida Medical Association to which
the FAA had been invited to send
representatives. Purpose was to obtain
support for legislation to be intro-
duced at Tallahassee seeking to amend
Florida’s insurance statutes so that
group insurance rates now covering
certain classifications of memberships
might be extended to cover profes-
sional associations. The Board referred
the matter to the Legislative Com-
mittee for action.

The FAA P/R Chairman also put
before the Board a resolution from
the Jacksonville Chapter recommend-
ing that the FAA Legislative Com-
mittee be directed to study and
prepare drafts of new legislation for
presentation at the 1961 Legislature.
This would constitute what was de-
cscribed as a “sound, progressive, strong
architectural statute”. President Ste-
tson received the resolution and stated
that it would become a matter for
discussion at the February meeting
of the Board’s Executive Committee.

There was evidence of much inter-
est in the Board’s consideration and
action on matters before it beyond
official limits of the Board itself.
Except for Daytona Beach Chapter,
all Florida’s Chapters were repre-
sented by either regular directors or
alternates. Five Chapter presidents
attended—from Florida Central, Flor-
da North, Florida Northwest, Florida
South and Jacksonville—and eight
Corporate members and one Associate
from the Jacksonville Chapter. The
FAA Executive Director and Admin-
istrative Secretary were present, as
was Bermond Tench, Jr., attorney,
who attended at the request of Pres-
ident Stetson.
"Vickie and Paula didn’t even know it was cold outside!"

This talkative dog, "Pretty," lives at the Garzo home, 3208 Washington Rd., West Palm Beach. Pretty is talking about Paula Garzo, right, and Vickie Minton, a neighbor, shown as they appeared, warm and happy in the Garzo living room on one of those chilly January evenings. Paula's mother, Mrs. Zonola Garzo, explains: "The determining factor in the purchase of our house two years ago was a built-in fuel-type heating system. We were wonderfully comfortable both winters. The thermostat kept the whole house at a pleasant 72° — the girls could study and play anywhere, even on the floor. And the fuel bills were amazingly low."

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How to Make Certain of High Curtain Wall Performance

Curtain Wall specifications are complicated because of all the elements they must cover. A curtain wall isn’t just a product. It’s a certain type of design, a particular system of construction, a special method of job erection. In design and engineering it involves material characteristics, thermal values, weight factors, expansion tolerances. There are installation matters to consider, too—as types of anchorage, size of units, solution of joint and drainage problems.

Also, projects vary widely. So there’s no single set of “best” standards to write from. With curtain walls, too, the “or equal” clause means nothing—for brilliant performance on one job might mean costly failure on another.

Then what is the answer to this specification problem? It is simply this: First determine performance standards—the various technical values needed to satisfy requirements of a specific project.

Second, see that every detail of the curtain wall design is properly engineered to meet these established standards.

Third, make certain that these details can be integrated with particular job conditions through quality-controlled fabrication, properly serviced delivery schedules and a program of skillful installation.

Yes, it is complicated. And that’s where we come in.

We live with curtain walls. It’s our job to know every technical fact relative to their possibilities—both the pitfalls and the potentials. So, we can aid you in setting up basic performance standards which will be adequate for any specific job. Through engineering we can help solve the many technical problems involved in detailing, fabrication and assembly. And we can assure you of field installation which combines the skill, experience and service needed to guarantee the curtain wall performance which your specification was written to produce.

**REMEMBER:**
Whether you’re specifying Curtain Walls, Awning Windows or Projected Sash, it’s the quality of skill, knowledge and experience behind the product that will be the real measure of its job performance. For any type of building, anywhere—you can’t specify better than Miami Window . . .

**miami window corporation**
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