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F.A.A. OFFICERS — 1959
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DIRECTORS
The new dormitory at East Carolina College is a good example of the latest trends in school and college building. The trim, five story dorm is cleanly modern, yet manages to preserve a solid feeling of tradition in keeping with its surroundings.

In construction, the latest techniques were used. The building features a structural framework of lightweight reinforced concrete. To keep dead load at an absolute minimum, the architect specified lightweight structural concrete for grade beams, columns, and all slabs above ground floor. Solite was the aggregate approved for this concrete.

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Solite—both for lightweight structural concrete and masonry units—is featured increasingly in outstanding building projects. Its many inherent advantages and complete compatibility with all building materials and techniques make it the natural choice.
Robert M. Little, Florida South Chapter, was elected AIA Director for the Florida District at the Jacksonville Convention of the FAA last month. He will succeed Clinton Gamble, Broward County Chapter, who was appointed by the AIA Board to fill the unexpired term of the late Sanford W. Go in, FAIA. He was elected for a three-year term and will assume his formal duties as an AIA Director immediately following the AIA Convention in April.

Though not a native-born Floridian, the new District Director has been an active resident of the State for almost 30 years and has been in independent practice in Miami since 1933. He was born in Uniontown, Pa., and received his architectural training at the Beaux Arts and T-Square Club in Philadelphia and in the office of John T. Windrim. For seven years prior to opening his own office he was associated with the firm of Robert A. Taylor in Miami Beach.

His AIA membership dates from 1942; and almost from that time he has been active in both Chapter and state association affairs. He has served on many committees of both organizations, was elected president of the Florida South Chapter for 1947 and of the FAA for 1950.

Little's nomination occurred as something of a surprise development at the Convention. It had been generally assumed that Clinton Gamble would accept a nomination for a full three-year term. He had been named by the Nominating Committee; but immediately thereafter he asked that his name be omitted from the Committee's list. Pressed for reasons behind his decision, the District Director authorized this statement:

"Some of the reasons controlling my unwillingness to serve a new term as the Florida District Director are purely personal. Beyond these, however, are two which I think are equally important.

"One is that I have no ambitions for any AIA national office. Logically, a three-year director from Florida could well become a candidate for some position of higher responsibility at the national level. I believe our AIA director should serve with the willingness to accept the opportunity for national office when it occurs.

"Another is my sincere wish to devote more of my energies and available time to what can be called 'grass roots' matters. Much needs to be done at our own local state level to improve the standing and performance of our profession. And specifically there exists a fascinating opportunity to improve existing conditions at the University of Florida and so to bring the educational background for architecture in closer alignment with the problems and possibilities of professional practice."
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Consultant Will Survey FAA'S Insurance Needs

At the pre-convention meeting of the Board, November 11, Clifford F. Gould, C.L.U., of Coral Gables, was unanimously appointed as a professional insurance consultant for the FAA. His activity as an advisor on insurance matters does not involve payment of any salary or fee from the FAA's general funds; but the Board voted that the sum of $500 be allocated to defray Mr. Gould's out-of-pocket expenses incident to his work on behalf of FAA members.

The FAA's new insurance consultant's first activity will be to obtain facts relative to insurance situations and needs now current among the membership. This will be done through a survey-questionnaire to be mailed soon to each corporate and associate member. Various types of coverages will then be recommended as may be required from facts uncovered by the questionnaire. Insurance specifications will be drawn up by the consultant; and on the basis of these he will then obtain bids from companies best able to serve the various phases of an overall insurance program.

The survey-questionnaire will not obligate the FAA nor its members. It will be used solely as the factual basis for specific insurance recommendations. Members are urged to complete the questionnaire as fully as possible and to return it promptly after receiving it.

Mr. Gould was presented to the FAA Board by Clinton Gamble, AIA District Director. He is a member of the insurance firm of Gould and Gould, a Chartered Life Underwriter—generally equivalent to a Fellowship in the AIA—and for the past several years has specialized in the field of professional insurance consultation. He is currently a consultant to several national and state associations which, like the FAA, have recognized the desirability of utilizing the experience of an unbiased expert to coordinate their insurance requirements. His success in this field has been based partly on his technique of preparing insurance specifications for group need based on survey information. Partly also it has resulted from the fact that through an association, coverages can be obtained to meet specifications at lower rates but with better service.

Mr. Gould's appointment is for a two-year period. It will then be subject to review at a pre-convention meeting of the FAA Board.

Changes . . .

The office of the Secretary of the State Board of Architecture, Morton T. Ironmonger, has a new address. It was recently moved from 1261 East Las Olas Boulevard, to 235 S. E. 13th Avenue, Fort Lauderdale. The Board's post office address is P. O. Box 2447, Ft. Lauderdale.

Francis E. Teleca, Florida South Chapter, formerly Chief architect with the firm of Rader and Associates, has announced the opening of his own office at 7299 S. W. 79th Court, Miami 43.

The Gainesville partnership of Campbell, O'Kelley and May has been dissolved. Arthur Lee Campbell has announced the opening of his own office at Room 208, Security Building, 1105 W. University Avenue, Gainesville. His former address was 115 South Main Street, Gainesville.
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Revelation, Reason and Action

By SAMUEL T. HURST, AIA,
Dean, School of Architecture and The Arts,
Alabama Polytechnic Institute

No word or word concept today enjoys more use and abuse than the word creativity. With its many derivatives, it is waved about every cause like a banner of virtue, of action and of progress. Who can be against it? Who is not creative? Who in his own mind does not march under that banner toward a better world—be it in architecture, education, business or industry?

The housewife, even, is now being freed of drudgery in the modern kitchen by the modern miracles of kitchen mechanics—freed to engage in "more creative activity." And the Merchants of Madison Avenue allow the "creative man" to do his own thinking—though inevitably he chooses Viceroy!

Why is it that we constantly proclaim what really is a natural, essential quality and force in our lives? Is that force so suppressed and our sense of inadequacy so great that we proclaim creativity as a substitute for practicing it? Are we like the husband who, rising on Monday morning, insists to his wife,

"I love you, I love you, I love you, I love you! Now, damn it, don't ask me again for another week!"

In our architecture, is it that professional schizophrenia has made us lose contact with the direct emotional experience which is the artist's expression in order to cope with the demands of technology and of business? Are we trying to be all things to all men—as well as some things to a few women—and in the process suffering diffusion of identity and responsibility beyond reason and beyond our ability to perform?

I leave the answers to these questions in the capable hands of others. It seems to me sufficient here to undertake some clarification of terms, some statement of what creativity and the creative process is and what corner of the wide creative field the architect has in which to work. From such an analysis and the personal statements of artists, scientists, philosophers and theologians recognized in our time, we might gain understanding, gain insight which will increase the productivity of our already developed intelligence and may serve to increase our loyalty to its demands.

This, I think, is the reason we come here to examine this most elusive of architectural qualifications. In the complex professional role we undertake, we require a reminder that unless the architect is creator, he is not architect. To that essential beginning he may then add all the roles so skillfully depicted by Mr. Ehrlich's cartoons which hang in the next room.*

Today I want to speak of the architect in both the individual and in the corporate sense—as the office, the organization, the team which produces a whole job. It is clear that the quality we term creativity is not common to us all in any constant degree. All of us can, however, recognize that quality and if we care enough insure its preeminence in our corporate work. The alternate is to recognize a class structure within the profession—an aristocracy of creative architects, an aristocracy which, to a marked extent, already exists. In a broader sense, each man must nurture creativity in the search for his own personal significance, for individuality, for an affirmation of his life's purpose—or what the psychologists call an affirmative relation to his work and to his time.

This necessity is powerfully presented in the view of one psychologist, Louis Woy, in a book entitled "Man's Quest for Significance".

The great volume of work today by the group or the corporate architect relies not only on the protection and the utilization of individual creativity

(Continued on Page 10)
within the group, but as well upon a high order of group creativity. A useful story in this regard is told by Walter Gropius concerning a meeting held down in Mexico when he and Frank Lloyd Wright were sitting on the same panel and discussing their personal philosophies. Gropius had a great deal to say about collaboration and the group and team effort. Wright took his position on the panel and said,

"Now, Walter, don't you think you rather overdo this business of collabor­ation and team work? If you wanted to make a baby, you wouldn't go next door and call in your neighbor."

Gropius reflected for a moment. Then he said,

"Well, I might—if she were a woman!"

I think that doing a good building is, in fact, not unlike making a baby. It takes two to conceive—a sensitive architect and a willing client. It takes a long time to deliver; the pain of labor is great; and it always costs more than you expect.

Creativity, we know, is the quality of conception, of new conception, of invention, of productivity, of forming and bringing into existence. It is an active quality of liberation, or aggressiveness. Creativity is affirmative, not negative; constructive, not destructive. By its nature it adds to the existing established order; and while it may challenge, overthrow or supersede the existing order, it cannot erase it.

Let us now try to see the creative process in its three components or stages. Recognizing the wide variability of personal experience, I want to suggest that these three components are revelation, reason and action. The creative act as revelation emanates from our subconscious mind and our pure senses. It is directed then, tested, modified, challenged and judged worth while, or not, by our conscious reason. Then, by action it is executed and put to use.

I like the theologian's term "revelation", for I think it suggests the searching and the yearning which precede creation and the spontaneity and release which accompany it. Swiss theologian Emil Brunner contends that much of modern man's predicament stems from the fact that he always subordinates revelation to reason in theological matters. Observing the current state of our world affairs, might we not concur with Brunner and look for a more creative approach to politics, to peace and prosperity?

In this broad sense creativity is fundamental to man's evolutionary process and indeed is a function necessary for his survival. What I have called revelation—this process of ideation, of giving form to our ideas—is, I think, the result of the inter-action between knowledge and experience stored in our subconscious mind and the gnawing problems we live with and feed into that subconscious.

William Periera, speaking at the New Orleans Convention, spoke of design as "the lonely act of creation—not problem-solving." I like that phrase, but would say that creativity itself is problem-solving on the very highest plane. It is problems which make creativity and creative design urgent. The compulsion for creativity is the insufficiency of the existing known order and form of things. It is now predicted by some that the full store of man's knowledge will double in the next ten years. What a staggering and really frightening challenge to creativity!

From an excellent book on "The Creative Process" by Brewster Ghiselin we may draw the personal testimony of some 30 or 40 recognized creators from all fields. The consensus of their statements as condensed by Ghiselin establishes some fundamentals of creativity. I want to quote a few of them for you here:

One: "The creative order is not an elaboration of the established, but a movement beyond the established—or at least the reorganization of it."

Two: "Vital change goes on despite all opposition and indifference."

Three: "Even when an artist has found his way, the opposition between the new and old persists, for the unrealized continues to draw him. The restlessness of the inventor is unwinding. He has an inordinate appetite for discovery and the ability to satisfy it."

Four: "The faithful formalist has no chance of creating anything. What is needed is control and direction."

(Continued on Page 19)
Post Convention Report

By JOHN STETSON, AIA
President
Florida Association of Architects

The 45th Annual Convention of the Florida Association of Architects will probably set an all time record for length of business sessions. I judge all who attended will have returned home convinced that much was accomplished. This report is being written with a twofold purpose — to consolidate in semi-report form the happenings of the convention for the membership as a whole, and to advise those members not fortunate enough to attend of the actions of the Association in meetings assembled.

F.A.A. Office Space

The convention ratified the action of the Board of Directors in renting to maintain the offices of the Association at their present quarters in the Dupont Plaza Center, Miami, until the lease now held by the Florida South Chapter, A.I.A. expires (February 28, 1963) or until we move our headquarters to another city.

Executive Director

A committee composed of VERNER JOHNSON, chairman, FRANCIS R. WALTON, ROY M. POOLEY, ARTHUR LEE CAMPBELL and JOHN STETSON was elected by the combined Old and New Boards to interview applicants for the position of F.A.A. Executive Director and to report to a meeting of the Board of Directors to be held at Gainesville, December 5th. In the interim, the Convention voted to extend the employment of Verna M. Sherman to continue current administrative duties under existing procedures. This will permit the operation of the F.A.A. office with no interruption.

Magazine Editor

ROGER W. SHERMAN, in submitting his resignation as Executive Director asked permission to submit a proposal to the Board relative to his operating and serving as Editor for The Florida Architect. This proposal was submitted to the Board and to the Convention. A committee composed of your President as temporary chairman, WAHL J. SNYDER, FAIA, ROY M. POOLEY, ROBERT H. LEVISON and FRANCIS R. WALTON was elected to negotiate a contract with Roger W. Sherman and to report to the Board meeting on December 5th. A meeting of the committee was held immediately following the close of the convention and negotiations were begun with Roger on Monday, November 16. On November 17, ROBERT H. LEVISON was appointed by your President to serve as permanent chairman of this committee. It is sincerely hoping that successful negotiations are forthcoming to permit the continuation of the present high standard of publication with no interruption.

Group Insurance

The Convention voted approval to employ Clifford F. Gould, C.L.U., as an insurance consultant to set up a master plan for the Association, offering all the advantages of group insurance to all members.

Legal Counsel

The Board voted, and the Convention concurred, that we retain our present attorney, BEN MONT G. TENCH, JR., on the present job basis until after a new Executive Director is employed. The Board seems divided as to whether a retainer or a job basis is the best method of employing legal counsel.

(Continued on Page 12)

FAA Chooses New Officers for 1960

Here are some of the 1960 officers of the FAA as the cameraman caught them at the Convention's closing session, Saturday morning, November 14. Left to right they are, Francis R. Walton, Daytona Beach Chapter, re-elected as FAA Secretary; John Stetson, Palm Beach Chapter, re-elected as President for 1960; Robert M. Little, Florida South Chapter, chosen as the Florida District's AIA Director, and Roy M. Pooley, Jr., Jacksonville Chapter, next year's Treasurer of the FAA. Also elected (but missing from the photo) was Robert B. Murphy, Mid-Florida Chapter, as the FAA's Third Vice-President from the Central Area.
Post Convention Report...  
(Continued from Page 11)

Charter and By-Laws

The changing over of the State Association to a District of the A.I.A. required certain Charter and By-Laws revisions. In addition it appeared that other minor changes and clarifications were in order. This required a careful analysis and was time-consuming, but accomplished much to simplify the problems of the Board and of legal counsel. One important point concerns membership. Associates are members of the Florida Association of Architects and must pay dues. If a man objects to this (classification or dues) it is suggested that the Chapter change its By-Laws to include a classification of membership to cover this type of individual, eliminating the confusion that would exist if the F.A.A. By-Laws are not followed.

Future Conventions

The F.A.A. Convention in 1960 will be held probably at Hollywood, with the Broward Chapter as hosts. Already they have indicated that the theme "Designing For Our Climate" is being considered. This is an excellent choice and should prove an interesting topic for many discussion periods. In 1961 the Palm Beach Chapter will be hosts to the Convention. Don't forget the A.I.A. Convention in April at San Francisco. Also, in 1963 the A.I.A. Convention will be held at Miami Beach. No doubt we'll be busy.

Program for 1960

A poll of the Board indicated that the following projects are worthy of our consideration:

2. Wider participation by the membership in writing articles for The Florida Architect and other publications.
3. Closer alliance of the F.A.A. Board and the Florida State Board of Architecture.
4. New building for the University of Florida, School of Architecture.
5. Expansion of our Public Relations program.
6. Continuance of seminars (like the Office Practice Workshop of this past summer).
7. Setup of an annual meeting of Chapter Presidents, to be held in conjunction with the annual convention.
8. Long-range legislative goal.
9. A program for the edification of City and other governmental officials of the value of architects serving on boards pertaining to building, zoning, planning, etc.
11. Continued close association with the School of Architecture at Gainesville to offer assistance to both faculty and students.
12. Set up of a long range program to study our obtaining a headquarters building.

Committee Named to Select New FAA Executive Director

A five-man committee was named at the FAA Board's post-convention meeting for the purpose of selecting a new executive director for the FAA and conducting service contract negotiations with him for subsequent ratification by the Board.

Services of such a committee were made evident during the November 11 meeting of the Board when the FAA's present Executive Director stated he would not be a candidate for reappointment after expiration of his service agreement which terminates December 31, 1959. Previously he had communicated his decision to relinquish the Executive Director's post in a letter to President John Stetson. The letter was in the form of a resignation; but since it specified an effective date as the termination of the service agreement in force, the FAA Board was under no necessity of either accepting or rejecting it.

Chief among reasons for his resignation was the Director's opinion that duties with which he was charged had become too great to be discharged competently by a single individual—yet the service agreement tendered to him for next year indicated an increase, rather than a decrease, in both activities and responsibilities.

"During the past two years, particularly, the FAA has expanded rapidly," he said. "As a result, duties specified in the service agreement executed two years ago have become increasingly complex. It is now evident that the FAA needs to re-analyze its administrative needs and re-orient its working organization to care for them more adequately than is possible under the present setup."

For the past four years—the last two as Executive Director—the FAA's administrative officer has been charged with a many-sided responsibility. This has included: One, administering the operation of the FAA office and per-
sonnel; two, acting as liaison between the FAA and various governmental and legislative agencies and representing FAA interests on a resident basis at sessions of the State Legislature; three, acting as the FAA’s liaison with various Chapters of the Association; four, general development and operating supervision of FAA annual conventions. In addition, he has acted as editor-publisher of the FAA’s Official Journal and has been charged with conducting this activity in such a manner as to provide the FAA’s general operating fund with a source of additional income.

In submitting his resignation, the Executive Director indicated a willingness to continue an association with the FAA as editor-publisher of The Florida Architect under a mutually satisfactory working agreement. At press time, no conclusion had been reached relative to the publishing proposal requested by the FAA Board. A Board Committee composed of Robert H. Levinson, chairman, John Stetson, Francis R. Walton, Roy M. Pooley, Jr., and Walt J. Snyder, FAIA, was studying the matter, with a special Board meeting on December 5 slated as the target date for a final decision.

**Five Awards Named from Exhibit of Architects’ Work**

From among some 50 submissions of architects’ work which comprised the outstanding Architectural Exhibit of the FAA’s 45th Annual Convention, a five-man jury selected the following for awards: Honor Awards: St. Paul’s Lutheran Church, Sarasota, Victor A. Lundby, architect; and Bath House for Hugh Matheson, South Miami, PANCOAST, FERENDINO, SKEELS and BURNHAM, architects. Merit Awards: Civic Building for St. Petersburg Beach, William B. Harvard, architect, with B. E. Jolly and Allan Rudolph as associates; and Showroom for Galloway’s Furniture Store, Sarasota, Victor A. Lundby, architect.

In addition, the jury selected for a Merit Award from submissions of student work three abstract compositions by William F. Wedemeyer, III.

Due to shortness of time before a publication deadline for December, most of the awards will not be published until the January issue of The Florida Architect. The award-winning bathhouse appears on pages 14 and 15 of this issue.

The overall quality and scope of this year’s architectural exhibit made selection of award winners unusually difficult, according to Robert C. Broward, host chapter chairman of the convention exhibit. The jury included Paul H. Heffernan, FAIA, chairman, Dean Henry Kampfhoerner, FAIA, Herbert H. Swinburne, AIA, Douglas Haskell, AIA, and Garret Ekbo.

**Between the Business Sessions . . .**

Snapped at the Thursday dinner meeting above were Edwin T. Reeder, Kenneth Jacobson, Herbert C. Millkey, FAIA, Mrs. C. Ellis Duncan, Harold A. Obst, C. Ellis Duncan and Mrs. Jacobson. Convention ladies enjoyed the architectural exhibit as much as anyone, especially this group which included Mrs. Richard Y. Pearson, Jr., Mrs. Robert E. Boardman, Mrs. Norman E. Washer and Mrs. W. Mayberry Lee.

Congressman Charles E. Bennett held an informal post-panel conference on Saturday morning. Pictured here are, left to right, Congressman Bennett, Joseph M. Shifalo, Herbert R. Savage, Frederick W. Kessler, Kenneth Jacobson, Walter A. Taylor, FAIA, Roy M. Pooley, Jr., and (back to camera) Frederick Sherman, Real Estate Editor of the Miami Herald.
FAA Honor Award -- 1959 Convention . . .

Bath House for Hugh Matheson, Jr.,
South Miami, Florida

Pancoast, Ferendino, Skeels & Burnham,
Architects
This design—which may well have established a record as the smallest honor-award-winner—was developed with rough-dressed pressure-treated pine structural members and cemesto-board panels. The structure is actually hung from a middle spine composed of a series of double 2 by 4s bolted to sill members at the center foundations and to the ridge member above. Stability is achieved by strap-anchoring exterior 4 by 4 posts. Framing members and panels have been left in their natural color and finish—except for the panel at the entrance which has been painted white. When landscaping has been completed, the little building will sit in the middle of a white-graveled terrace.
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The report of the Committee on Resolutions was presented at the Convention's Saturday luncheon meeting as the last order of Convention business. Anthony L. Pullara, as chairman, presented six resolutions which had been considered by his committee, which included James L. Deen and Jack Moore.

The following, concerning building codes, was recommended for adoption by the Convention and reference to the FAA Board for action. Convention action was affirmative on the recommendation.

**Building Code for Unincorporated Areas**

*WHEREAS*; The present lack of control for the construction of buildings outside incorporated areas allows the construction of buildings which are many times dangerous to the health, safety and welfare of the general public; and,

*WHEREAS*; It is recognized by many authorities and professions that some measure of control is necessary.

**NOW, THEREFORE, BE IT RESOLVED** by this Convention: That the policy of the Florida Association of Architects now is to proceed with all due dispatch with steps necessary, as seems best, to secure adoption of a building code which will protect the unincorporated areas of the State.

A policy resolution was presented by the Committee without recommendation. However, its adoption by the Convention was moved and seconded from the floor and unanimously voted. It, too, will be referred to the Board for subsequent action relative to implementation of its various phases.

**FAA's Long-term Aims**

*WHEREAS*; The Florida Association of Architects has not stated its long-range goals to fulfill the purpose stated in its Charter and to give direction to current activities or continuing programs, or for the establishment of sound fiscal and operational policies; and,

*WHEREAS*; The statement of its long-range goals will conserve the money, time and efforts expended in current activities by pointing the direction that current and future activities shall take to have accumulative and long-term meanings; and,

*WHEREAS*; The officers and the Board of the Florida Association of Architects must have the expression of the Association's long-range aims if its programs shall have continuity year after year and shall reflect the desires of the membership at large.

**NOW, THEREFORE, BE IT RESOLVED**: That the following goals are the Florida Association of Architects' long-term aims:

1. . . . The FAA shall develop a public understanding of sound community growth and the value of competent architectural service in that growth;

2. . . . The FAA shall be the center for coordinating and rallying the activities of the various elements of Florida's building industry toward improving professional and trade practices;

3. . . . The FAA shall be the agency through which architects will continue their education and improve their services for the mutual benefit of architects and the public; and,

**BE IT FURTHER RESOLVED**: That the Board and Officers of the Florida Association of Architects so direct the programs and activities and establish policies so that the main effort of the Association is channeled for the purpose of attaining the long-term aims of the Association.

The following four resolutions were reported to the Convention with recommendation to approve and their adoption moved by the Resolution Committee Chairman:

**Appreciation to Product Exhibitors**

*WHEREAS*; The exhibition of the various building products at the Annual Convention is of very great interest and educational value to those attending the Convention; and,

*WHEREAS*; Such exhibits not only give the architects the opportunity to keep up to date with the latest building products, but also afford us the opportunity to personally meet those who handle and distribute these products; and,

*WHEREAS*; The exhibits at this 45th Annual Convention of the Florida Association of Architects are outstanding, both from a design viewpoint as well as the educational value;

**NOW, THEREFORE, BE IT RESOLVED**: That this Convention expresses its appreciation to the exhibitors participating in this Convention for the fine part they have played in making it a success.

**Appreciation to Jacksonville Council of The Arts**

*WHEREAS*; The Jacksonville Council of The Arts has contributed much to the success and entertainment of the 45th Annual Convention of the Florida Association of Architects; and,

*WHEREAS*; They have given so generously of their time and talents in making this Convention a success; and,

*WHEREAS*; The Florida Association of Architects is desirous of creating and maintaining better understanding between all the professions encompassing the fine arts;

**NOW, THEREFORE, BE IT RESOLVED**: That this Convention expresses its wholehearted appreciation to the Jacksonville Council of The Arts for the high level of entertainment which they have contributed to this Convention.

**A Bow To The Ladies**

*WHEREAS*; The wives and sweethearts have added beauty, companionship, gaiety and good counsel to the various deliberations of this, the 45th Annual Convention of the Florida Association of Architects; and,

*WHEREAS*; These helpmates of all Florida Association of Architects members have, from behind the scenes, provided inspiration and active help, not only to the executive elements of this Convention, but also to its general character;

**NOW, THEREFORE, BE IT RESOLVED**: That this Convention recognizes . . .

(Continued on Page 27)
MR. HALE DID...

"It is so economical to operate."

Mr. Hale says, "I decided to put in central oil heating for my home owners because it is the most evenly distributed heat you can use. It helps to sell the house also, because it is so economical to operate."

Mr. Architect: Your clients and prospective clients are learning about the superior dependability and economy of oil home heating through ads like this. Your recommendation of oil heating systems will find ready acceptance.

H. E. Hale, President of Hale & Hale, Inc., Daytona Beach builders, inspects an oil heating unit being installed in one of his new homes.
Revelation; Reason and Action . . .

(Continued from Page 10) concerted creative thought and action is greatest in times of crisis. Where our desire is sufficient, I think none of these enemies is invincible.

Many writers have beautifully described the surrender to creativity and the restlessness of the inventive mind. In summation here I'd like to bring you just three. First, from THOMAS MANN introducing his story of Joseph:

"For do I not know the feeling? To me, too, has unrest been ordained; have not I, too, been endowed with a heart which knoweth no repose? The story-teller's star—is it not the moon, lord of the road, the wanderer who moves in his stations one after another freeing himself from each? For the story-teller makes many a station, roving and relating, but pauses only tent-wise awaiting further directions; and soon feels his heart beating high partly with desire, partly, too, from fear and anguish of the flesh, but in any case as a sign that he must take the road toward fresh adventures which are to be painstakingly lived through, down to their remotest details according to the restless spirit's will."

Then, from Victor Hugo I think this particular passage speaks to architects again and again:

"Every man has within him his own Patmos. He is free to go, or not to go, out upon that frightful promontory of thought from which one perceives the shadow. If he goes not, he remains in the common life, with the common conscience, with the common virtue, with the common faith or with the common doubt; and it is well. For inward peace it is evidently the best. If he goes out upon those heights, he is taken captive. The profound waves of the marvelous have appeared to him. No one views with impunity that ocean. Henceforth he will be the thinker dilated, enlarged, but floating; that is to say, the dreamer. He will partake of the poet and the prophet. Henceforth a certain portion of him belongs to the shadow. An element of the boundless enters into his life, into his conscience, into his virtue, into his philosophy."

And, finally, from ADLAI STEVENSON in answer to the question, "What is a Liberal"—an answer we might paraphrase for the creative architect:

"First, he believes in the existence of the future as well as the past—and believes that it can be made a good future. If he is my age, he may often think of the past; and he may think of it with affection and nostalgia. But he rejects the idea that it was better than what we face now. In answer to the conservative's question, 'Whither are we drifting?' the liberal says, 'We cannot drift; we must go.' Although he respects the past, he has no desire to tinker with the clock or to turn it back. He does not try to force it ahead. But he does wind the clock! And so I ask this today: do we care enough to wind the clock; to move with time toward fresh adventures; to venture on to Hugo's "frightful promontory" and there be taken captive? I believe and I hope that we do.

(Fifth of a series)

Painting of treated lumber is not feasible because the surface of treated lumber is coated with oil or chemicals that resist paint.

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DECEMBER 1959 19
# Tabulation of Bids

**Job:**

**Address:**

<table>
<thead>
<tr>
<th>Contractor</th>
<th>Base Bid</th>
<th>Time</th>
<th>Renv. plast - mas/sy</th>
<th>Excv. soil per cy</th>
<th>Mass Conc per cy</th>
<th>Forms per sf</th>
<th>Plast bond per sy</th>
<th>2 coat plast per sy</th>
<th>3 in. tile part/sf</th>
<th>3 coat paint plast/sy</th>
<th>Alternate No. 1</th>
<th>Alternate No. 2</th>
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**Heating and Plumbing Contr.:**

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<tr>
<th>Base Bid</th>
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<tr>
<td>Alternate No. 1P</td>
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<td>Alternate No. 2P</td>
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</tbody>
</table>

**Electrical Wiring Contr.:**

| Base Bid |

**Linoleum Contract**

| Base Bid |

**Library Equipment Contractors**

| Base Bid |
| Alternate No. 1 | deduct | add |
| Alternate No. 2 | deduct | add  |
Students to Compete on FAA Stationery Design

A design sketch problem has been scheduled for students in the U/F College of Architecture and Fine Arts relating to the design of stationery and membership cards for the FAA's administrative office. Dean Turpin C. Bannister has authorized the sketch competition and has invited students of the Advertising Design curriculum as well as those in the Architectural Department to compete. The FAA's office will make two prizes available; $25 for the design placed first for the stationery—letterheads and envelopes—and $15 for that placed first for the membership cards.

The sketch problem has been scheduled for December 4; and judgment will be rendered December 5. It is hoped that winning designs can be shown in The Florida Architect for January. Assistant Professor William Stewart is in charge of the design competition; and all entrants will be briefed on the scope and possibilities of the sketch problem—including suggestions regarding typography—by Roy Craven, in charge of the advertising design curriculum.

Subcontractor Conference
On Retained Percentage

The matter of retained percentage—long a financial thorn in the operating side of general contractors—was the subject of a day-long discussion November 5 between architects, subcontractors and surety bond experts at the AIA headquarters in Washington. Called by the AIA, the meeting included representatives of 12 national subcontractor organizations, building product companies, the Producers' Council, the Association of Casualty and Surety Companies, The Surety Association of America and the National Association of Credit Management. The AIA was represented by six national officers and directors as well as chairmen of national AIA Committees concerned with construction industry problems.

Purpose of the meeting was to acquaint AIA personnel with subcontractors' views on the retained percentage problem. This problem is recognized as a serious one by virtually every segment of the construction industry. And a series of conferences with various groups within the industry has been held during the past few years with little concrete results in the way of an overall policy to show for them. According to AIA Executive Director Edmund R. Purves, FAIA, this most recent meeting "has undoubtedly made an impact on the AIA leadership." Purves said that as a result of the discussion the AIA Board "will most likely" again consider the Institute's policy on the matter of retained percentages.

Economists have figured that the withholding of an unnecessarily high proportion of contract payments results in effectively freezing many

(Continued on Page 22)
millions of dollars annually. In addition, it tends to raise the cost of construction since it often makes necessary additional financing, on an expensive, short-term basis, on the part of contractors who cannot obtain payments for work done and materials furnished until the building has been certified as completed.

Almost a year and a half ago—in June, 1958—the Specialty Contractors Association, at a meeting in Chicago, adopted the resolution that, “Retained percentages of work completed on all construction work shall be 10 percent of all work completed up to 50 percent of the total contract price on either subcontract or general work—the retainer fees not to exceed 5 percent of the total contract when work completed exceeds 50 percent of the total contract.”

Indications are that this resolution reflects the thinking of a large proportion of the construction industry—on both the general and the subcontract levels.

THIS YEAR IT WAS NECKTIES . . . The custom of identifying Host Chapter committee men started at the 1957 Convention in Clearwater by the red coats of the “Clearwater Hunt Club” was continued in Jacksonville this year. Each member of the Jacksonville Convention Committee sported a new necktie in the colors chosen for the styling of the Convention literature and program. Here are some of them—and their badge of office. Left to right, C. Stanley Gordon, Wayne P. Meyers, Lamar Drake, Robert E. Boardman, Taylor Hardwick, Walter B. Schultz, John R. Gravely and Roy M. Pooley, Jr.

AIA Board Calls for Wider Civic Redesign

The AIA Board has called upon architects in every section of the nation to “take the lead in improving our cities by advancing a coordinated approach to planning for community building and re-building.”

In a statement issued immediately after its Portland, Oregon, meeting, the AIA Board summed up the necessity for professional action. In part, (Continued on Page 24)

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“In comparison to other types of drainfields, we do not hesitate to say that it is every bit as good as any we have found available today, and we particularly like the cradle drainfield because a new installation can be made very quickly and, even where large quantities of affluent have to be disposed of, it does not take a great deal of area as compared with some other makes. It is very adaptable to a relay job without a long drawn out messy job.”

1. Cradle Drain has been approved by the Florida State Board of Health on a basis of a 1 to 4 ratio...a 75% reduction in the length of the ordinary drainfield.
2. Cradle Drain is the only drainfield in use today where the distributor is both above the reservoir and above the 12-inch rock-bed absorption area.
3. Cradle Drain has a peak-load storage reservoir above the absorption area holding the air-equivalent of 2½ gallons of water.
4. Cradle Drain has been tested by the Wingerter Laboratories, Inc. of Miami, Florida...and Report 44094 states conclusively that Cradle Drain will withstand a destructive force of 12,000 pounds.
News & Notes
(Continued from Page 22)

the statement said:

“Our first priority in this coming decade must be to make our communities more liveable, efficient and beautiful. By 1975 our total population will increase to around 225 million people, 70 percent of which will live in cities and suburbs. Unless the habitation for this vast population expansion is properly designed and built, our cities and suburbs will continue to generate slums and traffic congestion.”

The AIA Board called for a more continuous and effective attention to solving urban problems than has yet been given.

“The decay of our cities is overtaking our limited on-again, off-again renewal efforts. Our national pride, the continuation of our high standard of living and our leadership of the free world demand sound and continuing redevelopment programs based on proper planning and design.

“We must stop the pollution of land, water and air. We need greater emphasis on beauty in our environment. Effective means must be found to control city and highway blight, billboards, overhead wires and other disruptive outdoor advertising.”

The statement urged architects throughout the nation to follow the example of those groups which have already given leadership in redesigning their communities. The cities of Detroit, Kansas City, Nashville, Memphis, Indianapolis and Toledo were cited as examples of what coordinated architectural activities in redesign and in rallying the support of the public could accomplish toward the progressive improvement of communities.

Craftsmen Of The Year
Honored In Miami

Over 350 members of the Florida South Chapter, A.I.A., and their guests converged on Dupont Plaza Hotel last month (November 10) to celebrate the fifth annual Craftsmen’s Awards Banquet. Edward G. Grafton, president, said the event probably marked one of Miami’s largest meetings of the year to be sponsored by the construction industry.

In the spotlight were eleven craftsmen of the Greater Miami area who were singled out by the Awards Committee for their outstanding skill, interest and exacting precision. Committee Chairman, Alfred Browning Parker, A.I.A., announced that selections were made following personal inspection tours of the work sites nominated, and after many interviews with nominees’ employers and fellow workers.

One of the 1959 winners is Hellmuth Thomas, tile setter, who received his second annual craftsman award from Florida South Chapter President Edward G. Grafton, right. In the background are two other award winners, Frank Henson, lighting fixtures, and Peter Dunau, masonry designer. The Chapter’s excellence award went to eleven of Miami area’s top craftsmen.

Sharing the spotlight for Florida South Chapter was George Nakashima, architect, famous furniture designer, and National A.I.A. Gold Medal award winner in 1952.

Data on Surety Bonds

Construction bonds are today recognized as an essential part of modern construction procedures. But they are, in the words of John Noble Richards, P.A.I.A., president of the A.I.A.

(Continued from Page 26)
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This Medallion certifies that a home meets modern requirements for electrical living. It guarantees that the home is designed to provide many work-saving and comfort features. It’s a “most-wanted” home that turns clients into delighted homeowners. It reflects the architect’s professional pride in up-grading residential standards for modern living... Better Living, Electrically.

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News & Notes
(Continued from Page 24)

"...not well understood, particularly by the less experienced practitioners and by clients, prospective clients and the construction industry..." To provide authoritative information regarding such bonds, The Surety Association of America—which comprises some 80 bonding organizations—has prepared a 44-page booklet entitled "Bonds of Suretyship".

The little volume has been enthusiastically endorsed by the AIA—and, in fact, has been prepared in close association with the Institute staff. In part, it constitutes a reprint from certain portions of the "Handbook of Architectural Practice"; but other portions offer clear definitions of various types of surety bonds. In addition, the booklet contains typical examples of various types of the most commonly utilized bonds.

Extra copies of the booklet, for use by architects with clients or prospective clients, may be obtained by writing to the Surety Association of America, 60 John Street, New York 38, N.Y.

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Resolutions...

(Continued from Page 17)

nize and pay tribute to the distaff side of the membership; and,

Be It Further Resolved: That special notice and appreciation of this Convention is expressed to the ladies of the Auxiliary of the Host Chapter.

In Memoriam

Whereas; God, in His infinite wisdom, has taken from this earth Jack Moscowitz and others; and,

Whereas; These men had of their time and resources given much to the profession; and,

Whereas; We mourn their loss as personal friends as well as fellow practitioners;

Now, Therefore, Be It Resolved: That the Florida Association of Architects does mourn the loss of these members and miss them from among its ranks; and,

Be It Further Resolved: That a copy of this resolution be sent to the surviving members of the families and spread upon the minutes of the Association.

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   Nothing pulls in customers for the business firm, or improves plant working conditions, like cool, comfortable air conditioning during the hot sweltering months of summer, and comfortable safe electric heat during the winter. Electric year-round comfort conditioning means MORE CUSTOMERS, INCREASED OUTPUT!

**MORE INFORMATION?**

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Another Open Letter . . .

To Florida's Next Governor

MY DEAR GOVERNOR:

In a former communication I ventured to call your attention to the need for a policy and program to halt the growth of unregulated, shoddy building which is threatening our cities with blight. I also suggested you concern yourself with legislative measures for improving construction practices as one means for meeting the need outlined.

May I now point out another measure which can have a far-reaching effect in achieving the goals which I am sure we both seek. I refer to the pressing necessity for a new building at the University of Florida to house the educational plant for Florida's construction industry.

As you must surely be aware, construction is now a giant among industries in our State. It is the background for the tremendous industrial expansion which we are now enjoying. It is providing the means for the growth of our tourist industry. It furnishes the tools and know-how for the progressive development of our towns and cities; and thanks to the skill and experience and initiative of those who comprise this industry — architects, contractors, engineering specialists and suppliers of materials and products — Florida has grown and consolidated her growth at an almost phenomenal rate.

But educationally, construction is the step-child of progress in our State. At the University of Florida is the nation's fourth largest College of Architecture and Fine Arts. It offers instruction not only in the arts of building design, but as well in the techniques of building construction. Thus it is organized to serve every facet of the building industry. But it is operating under a handicap of so grave a nature that maintenance of its educational standards constitutes an almost-major miracle.

This College, Governor, is housed in a series of shamefully inadequate, wooden shacks. These were originally built to provide temporary emergency space during World War II. They now constitute a campus slum. They are in poor repair, ill-ventilated, poorly lighted. Some are completely without toilet facilities or even water. They are not only unsanitary, but actually unsafe.

They are in fact, so desperately inadequate and crowded, that the National Architectural Accrediting Board must shortly be forced to withdraw its approval from the University as providing an accredited College for the study of architecture.

For more than ten years constant efforts have been made to obtain an appropriation from the Legislature to provide adequate housing for one of the most important educational activities at Gainesville. Prior to 1957 no appropriation was made. Then a minimum sum was listed in the Appropriations Bill but subsequently withdrawn. In 1959 — in spite of a high priority — this needed construction was again passed over. In the meantime, the make-do and do-without policy under which the College has been forced to operate has witnessed further deterioration in the grossly inefficient structures.

It is logical to assume that the College can hardly continue to operate much longer under present conditions. Thus the 1961 Legislature becomes a critical deadline. If action to provide housing for the College is not forthcoming then, national accreditation will undoubtedly be withdrawn. The able staff — which has kept educational standards high in spite of deplorable instructional conditions — will become too discouraged to fight longer and members will yield to better opportunities elsewhere. If this happens, Florida will have lost an educational center of first importance to the progress and effectiveness of one of her major industrial activities.

To prevent this, Governor, firm and positive leadership toward decisive action is needed. I earnestly urge you to furnish it in full and effective measure.

Cordially,

ROGER W. SHERMAN, AIA
The Florida Association of Architects
Calling From The Campus...

U/F Alumni - Everywhere!

- Your University needs $90,000. That sum is required to provide funds on a matching basis so students at your University can take advantage of the National Defense Loan Fund established by the U.S. Government. For each dollar from the University the NDLF will allocate nine to provide a revolving fund of almost a million dollars to help struggling students complete their education.

- The U/F student body has pledged its help to raise some $20,000 of the sum needed. Students are looking to you alumni for the remaining $70,000. A gift from each of you will reach the goal—and every dollar thus donated is tax deductible.

- There is no better season than this to help your University—and there’s no better reason for helping your University than to make sure that some fine, up-and-coming youngster gets the loan he needs in time to help him over the rough financial spots on the road to a college degree. And who knows—maybe the boy your dollars aid today will be serving your business later with the skill and knowledge you helped make it possible to acquire.

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

WHY THIS MESSAGE:
Because the University of Florida is a State-operated and financed institution, it cannot budget nor borrow funds needed to provide the one-to-nine matching sum necessary to assure an allocation from the National Defense Loan Fund. Thus donations must be relied upon to raise the $90,000 needed to establish a basis for the total revolving fund required for student aid during the next four years. Hence this appeal for alumni help.

MAKE AN XMAS OR NEW YEAR'S PLEDGE
Write a check today to:
University of Florida Endowment Corp.
And send it promptly to:
University Alumni Association; P.O. Box 3535
University Station, Gainesville, Fla.

WELCOME THIS OPPORTUNITY TO HELP