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STATE
Public Relations in Action...

Profession is Honored
As Clearwater Observes
Architects' Week

In at least one active community of the Sunshine State public relations is a pleasure instead of a problem to architects who live and work there. This is the city of Clearwater which enthusiastic residents call “The Gem of The Suncoast.” Here architects have become recognized and accepted as the top-ranking professionals they really are—and to such a degree that February was observed at the Florida Gulf Coast Art Center, Clearwater, as “Architects’ Month” with a continuing round of special exhibits, lectures, panel discussions and entertainment planned as tangible tokens of recognition.

Architects’ Month was officially launched January 31 at the Center with the opening of the FAA 1959 Convention Awards exhibit. The following Tuesday John Randall McDonald spoke on “The Integration of Architecture as a Fine Art”; and the Sunday following another exhibit was opened in the library gallery of the Art Center—this a showing of recent work by members of Architects’ League of Clearwater. Both exhibits were opened to the public during the entire month. Suncoast newspapers reported a constant flow of interested observers—not only artists and architects, but home-builders and buyers, interior designers and other business and professional men.

A talk by F. A. Breunig, a leading authority on color, was given in the Art Center’s main gallery on February 9. On February 14, under the joint sponsorship of the Architects’ League and the Clearwater Junior Woman’s Club, the public was invited on a city-wide tour of outstanding houses designed by six architect-members of the Florida Central Chapter, AIA.

Other outstanding events of Architects’ Week—all open to the general public—included, on February 16, a panel discussion on “The Architect’s Role in Modern Society,” moderated by Dr. James C. Borden, formerly dean of art at New York’s Pratt Institute. Participants included architects Eugene H. Becht, Dana B. Johannes, Robert H. Levison and John Randall McDonald. And on February 17 (Continued on Page 6)

Ancient History
Fin a New Home

Visitors to the Octagon Gallery in Washington can now muse over man’s transience compared to the durability of the materials he has fashioned. On display there is a 5000-year-old brick from the ancient Mesopotamian city of Ur. It bears the royal stamp of King Shulgi, of the Third Dynasty of Ur, and was presented to AIA President John Noble Richards on behalf of the Institute by Paul J. Belden, Jr., president of the Structural Clay Products Institute. Presentation ceremonies were held January 28; but announcement of the gift was made last November to mark the 25th Anniversary of the SCPI.
Heart of Richmond Motel, Richmond, Va.
BUDINA AND FREEMAN, A.I.A., Architects
HENRY W. ROBERTS, Structural Engineer
THORINGTON CONSTRUCTION CO., INC., General Contractors
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A Changing Heart...

Located in the heart of downtown Richmond is the Heart of Richmond Motel—a example of the new urban emphasis on informality and convenience. Utilizing a downtown lot for this 4-story project called for ingenuity—both in design and construction techniques.

Construction was by lift slab, using 4 L-shaped Solite lightweight structural concrete slabs. Here Solite saved 700 tons of deadweight. It meant substantial savings in steel columns; reduced footing size; afforded minimum floor to floor height. Ceilings only needed painting. And fire resistant Solite assures a completely fire rated building.

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This is another example of the happy compatibility of modern building materials—and modern construction skills.

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WHATEVER YOU BUILD—The professional advice of an architect or engineer can save you time and money—and provide the integrity of design that means lasting satisfaction.
Architects' Week...  
(Continued from Page 6)

25 actor Vincent Price offered a commentary during a showing of a color film "An Adventure in Art."
Highlight of Architects' Week in Clearwater was the Benefit Ball held February 13 at the Gulf Coast Art Center in honor of the architectural profession — at which architects and their wives were invited guests. The first annual Benefit Ball was scheduled for the evening following the Florida Central Chapter's monthly meeting at the Fort Harrison Hotel in Clearwater. Cold and windy weather did not prevent attendance at the formal party by over thirty Chapter members with their wives.

During the Chapter meeting which preceded the Benefit Ball, President A. Wynn Howell named these members as delegates to the AIA Convention in San Francisco: Everett T. H. Bowen, Ill., Horace H. Hamlin, Jr., A. Wynn Howell, Robert H. Levinson, Winfield Lott, Jack McCandless and Anthony L. Pullara.

Local and area newspapers provided excellent reporting service on the various affairs highlighting Architects' Week. Included in the overall publicity coverage was a 15-minute radio interview with Dana B. Johannes on the subject "The Architect in Clearwater." Johannes, president of the Architects' League of Clearwater, was formerly a director of the Washington, D.C., Metropolitan Chapter and also served as the Potomac Valley Chapter's first president. He became an AIA member and active in Florida Central Chapter affairs immediately upon moving to Florida in 1958.

International Competition for Dublin College Library

Trinity College, in Dublin, Ireland, last month announced plans for an architectural design competition of international scope and interest. The competition, open to architects throughout the world, is for the design of a $1,400,000 extension to the existing 18th Century library building on its campus in the center of Dublin.

The competition will be held under the rules of the Federation Internationale des Architectes in Paris. It is to be in one stage only; and competitors will be asked to design one complete building capable of being completed for library use in successive stages. First prize — including the award sum and architectural fee — will be worth $65,000 to the winner — plus a very considerable amount of honor and prestige. Three competitive awards will be made in the pound sterling equivalents of $4,200, $2,100 and $1,400. Judgement will be in November of this year.

The design problem covered by the competition should be of challenging interest to every architect. It is the development of a building that will be in harmony with the examples of Georgian and Victorian architecture that now exist on the campus. But far from demanding that the new structure be of neo-Georgian design, the College is asking that it be of contemporary character which will express the mid-twentieth century as faithfully as the present library — begun in 1712 — expresses its own period in history. In addition, of course, there exists the problem of meeting the highly specialized requirements of a modern library plant — no simple task in itself.

The following men will serve as judges under the general chairmanship of Lord Rossie, Vice Chancellor of Dublin University: Keynes DeWitt Metcalf, Director of Harvard University Library; Sir Iocac Casson, Professor of Interior Design, Royal College of Art, London; Sir Franco Albini, Professor of Architecture at Venice; and Raymond McGrath, Principal Architect of the Office of Public Works, Dublin.

Details regarding submission of entries will be available in April. Information may be obtained from the American Council for Trinity College, Dublin, at 53 East 95th Street, New York 28, N.Y.
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* Architect—Robert Wielage, A.I.A. of Wielage & Eaton, Architects Tampa, Florida

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The Florida Architect
Urban Renewal Gets The Green Light

By H. SAMUEL KRUSE

Florida South Chapter

On February 9, 1960, the Metropolitan Dade County Commission passed an urban renewal ordinance over mild opposition from a surprising source.

Formerly, opposition to enabling legislation for the redevelopment of our urban areas has come from entrenched landowners who strongly believe in the divine rights of proprietorship over public welfare. This time the champions of urban renewal opposed the legislation. And it is because of this surprising development that it seems appropriate to review the urban renewal legislation situation in Florida in order to more wisely evaluate proposed legislation in the field so vital to the well-being of the Florida community.

This review starts with the confusion created in 1952 by the Florida Supreme Court decision in the case of Adams v. The Housing Authority of Daytona Beach. It will be recalled that the Daytona Beach Housing Authority proposed a project in which 6½ acres of slums were to be acquired, the displaced residents of these slums relocated and the acquired property sold to private investors for commercial, warehousing and light industrial purposes.

Henceforward slums were cleared from acquired land for the purpose of erecting low-rent housing for residents displaced by the land acquisition and others in the low income bracket. This was found legally acceptable under the constitution. But, when the Housing Authority of Daytona Beach proposed to acquire land to be sold to private individuals, associations and corporations for private enterprise and for commercial and industrial purposes for private gain and profit, it was challenged and found unconstitutional. Not only was the Daytona Beach Redevelopment Project found unconstitutional. The Supreme Court found the whole act unconstitutional.

Whether clearance of the acquired land was for low-cost housing or not.

All through the remainder of the Fifties, renewal projects were shelved to gather dust, while some wailed and others groaned for ways and means to get the show back on the road constitutionally. Tampa, Jacksonville, Orlando, Lakeland, Panama City, as well as Daytona Beach, were cities with renewal plans in advanced stages of completion at the time of the Adams case—and these spearheaded moves to get new legislation enacted during the 1952 to 1957 period. That our State legislators identify themselves with those who believe the privilege of owning slums transcends the disproportionate expenditure of public funds to preserve public health and prevent crime, fire, accidents and moral decay should be apparent after the failure of the 1953-55-57 and 59 legislatures to enact general legislation granting urban renewal powers to Florida cities.

In the 1957 Session, the Legislature passed a special act—The Urban Renewal Law of the City of Tampa—a law similar to the act declared unconstitutional by the Adams case decision. To date, this single law and the Court's decision upholding its constitutionality are the bright spots in Florida's bleak urban renewal picture.

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Urban Renewal...

(Continued from Page 8)

is proposed, there are those who believe their individual rights are aggrieved if the status quo is upset. The City of Tampa, with powers granted by the Urban Renewal Law of the City of Tampa, was challenged in the courts in the case of Phillipa Gribble vs. Urban Renewal Agency of the City of Tampa. This case culminated in the Florida Supreme Court opinion, dated November 18, 1959. This opinion demonstrates the importance of semantics in law and the necessity for proponents of urban renewal to learn in detail the powers permissible to governmental action under the law so as to proceed cautiously as far as current law permits — and no further — until the political climate makes possible a broader framework of authority within which to act.

Under the Urban Renewal Law, the City of Tampa approved a plan for the clearance and redevelopment of 40 acres of slum area within the City. The redevelopment contemplates the replatting of the entire area including an entirely new street plan. The area will be returned primarily to residential use, consistent with the residential areas adjoining the project, and the remainder devoted to neighborhood commercial use necessary to serve the residents and also to general commercial uses on two bordering main streets and light industrial uses along the bordering railroad.

In studying the opinion of the Tampa case, one discovers that although there seems to be only superficial differences between the redevelopment plans of the Daytona Beach Housing Authority in the Adams case and those of the Urban Renewal Agency in the Tampa case, the Court found considerable differences between the exhibits and evidence presented the Courts in the two cases. Since the plaintiff in the Tampa case plead that the Tampa redevelopment is for a private rather than a public use, and therefore unconstitutional by reason of the decision in the Adams case, the opinion in the Tampa case includes a discussion of the Adams decision.

A study of the opinion will help to understand the Court's reasons for upholding Tampa after denying the Daytona Beach similar project. The opinion quickly upholds the Tampa claim that the area for redevelopment is a slum, the conditions of which cannot be corrected except by drastic governmental action, since the diversity of ownership, the pattern of existing streets and the unprofitable nature of the necessary action — if undertaken by private enterprise — make it a public task. Since the action necessary involves clearance of the whole slum area in order to establish new patterns of town planning for the area, the opinion considers the situation of a single building within the area cannot be reason to defeat the purpose of the project. Following this, the opinion tackles the problem of the use of the power of eminent domain for the purpose proposed by the City of Tampa.

The right of the City to acquire land for slum clearance is validated by law "... by the previous decisions of this court under the Housing Authorities Law (Ch. 421, Fla. Stat.)... reads the opinion, "that the power of eminent domain may be exercised in aid of the policy power to clear slum areas and construct low-rental houses therein... the primary... purpose of the provisions of the Urban Renewal law with which we are concerned here is exactly the same: the clearance of slum areas and the redevelopment thereof to avoid a recurrence of the slum condition... In the one case the redevelopment is in the form of low-cost housing for low-income groups; in the other it is in the form of private development. But the public purpose sought to be achieved is, in principal, identical..."

The decision under the Housing Authority Laws did not make a distinction between "public purpose" and "public use" as justification for the exercise of the power of eminent domain. In the Tampa case, the Court found no difference between the "public purpose" of the Urban Renewal Law and "public use" of the Housing Authority Laws as these terms pertained to the ultimate use of the property under the two Acts. Neither did it find any difference between the two Acts as to the retained title and rent-subsidized houses to private persons, and the transfer of title to purchasers for private persons, and the transfer of title to purchasers for development according to plans and specifications (Continued on Page 28)

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THE FLORIDA ARCHITECT
A Background for Improvement

By JOHN MARTIN EVANS
Broward County Chapter,
1960 FAA Convention Program Chairman

In a charming Georgian square in Bloomsbury the School of Tropical Architecture fills the third floor of a converted Georgian house. It is the graduate school of Architectural Association, an undergraduate architectural school, and is the only school of its kind in the world. For three months I attended its courses and did its programs along with 20 practicing architects from 15 countries of the world. From the spice islands of the Pacific, from the Philippines, Vietnam, Iraq, Jamaica, architects having the common profession of designing buildings for warm climates assembled to learn new techniques of construction and design. It was a UN of architecture. . . .

Quito is the capital of Ecuador and the University section of London. Just a few blocks away, Soho, with its foreign restaurants and private jazz clubs, lives its own life.

When the fog and mist do not obscure it, the high tower of London University dominates the early 19th century architecture of Bloomsbury. Clustered around are the various colleges of London University, the London School of Hygiene and Tropical Medicine, Birbeck College, the British Museum and hundreds of bookstores and publishing houses. Its denizens are the professors and students from the world, with the emphasis on the commonwealth nations. The common meeting ground is the ubiquitous espresso coffee houses scattered about the area. No beatniks to these coffee houses though—a few young men perhaps protesting against the “establishment,” but no beats. Unlike St. Germain des Prés there are few painters about. I suppose Chelsea or Hampstead has claimed them all. London is not Bohemian and the students seemed very serious as they hurried to their classes dressed in the ducal coat and bright scarves.

The school was on Bedford Square, a few minutes walk from the Tottenham Court tube station; and if you managed to avoid being hit by the awful traffic at the corner of Charing Cross and Tottenham Court, you would emerge on the square, a quiet oasis in the bustling West End.

It is much easier to set the scene of the school then it is to describe the architects that attended the course with me. Shall we start with Mr. Do Ba Vinh, from Viet-Nam? Do Ba is in his late thirties and is short and plump, an oriental Mr. Pickwick. He works for the government of Viet-Nam and his home is in Saigon. Mr. Vinh speaks French much better than English and he is the favorite of all of us. Mr. Ruiz is from Manilla—one of three Philippine architects that are in the school. He worked on the U.N. building as the architect of the Philippines and is a graduate of the Yale Architectural School. He is attending classes in London under a Colombo Plan grant. This grant is similar to a Fulbright Scholarship in the countries of south-east Asia.

The only woman in the class is Miss Wannl, from Thailand. On her spike heels she barely reaches four feet nine inches. Miss Wannl is very tiny and feminine and when she speaks I am reminded of a tropical bird. She does not really speak English fluently but nobody cares. The architects from India are very serious, all but Mr. Pawar. They take page after page of notes in classes and are very quiet. Mr. Pawar has an elegant beard, a Bond Street tailor and numerous pairs of bright red socks. We see him at irregular intervals. Mr. Manuel is from Nagpur, in central India. He is a wise, experienced architect. He is clean-shaven, smooth-complexioned and short. We spent hours discussing architectural practice in our respective countries.

The director of the school is Dr. O. H. Kolwitz. Dr. "K" as we called him has a brilliant background of research for the UN on building techniques in tropical countries. He has practiced in India for many years designing the new towns for the Government of India. The faculty is composed of architects, physiologists, public health officers, quantity surveyors, physicists, building researchers and other specialists that the syllabus required. The lectures were extremely good and were scheduled three or four times a week. In addition to the lec-

(Continued on Page 32)
Background...

(Continued from Page 11)

ture specific problems were assigned to us.

The students, like their countries seemed to be divided into the “Hat-
humids” and “Hot-drys.” There is a vast difference between these two
basic climatic divisions; and while we discussed both types of climates, the
majority of the architects came from areas that had “Florida-like” climates.

The question session at the end of each lecture was a fruitful source of
information. Frequently the language barrier brought a bit of humor into
the lecture hall, but I remained quite sober remembering my many goods
with the French language while a student in Paris. The lectures were fin-
ished by seven in the evening. London in December is dark by four o’clock;
and walking home in the chilly Lon-
don drizzle I’m sure that more than
one architect’s mind turned toward
blue skies and palm trees thousands
of miles away.

The aim of the school was to ex-
amine all techniques of hot climate
architecture and to tailor a curricu-
um to bring the practicing architect up
to date with the latest research on these
problems. Specifically of interest are
those aspects of the problem that
differ from the usual western Euro-
pean or American approach. The tropi-
cal school has an informal association
with the research departments of the
British Universities and with the fam-
ous Building Research Station of the
British Government.

In this atmosphere of precise
Georgian formality the emphasis is
on the technical—not at the expense
doing, but to integrate the two
into a final product that will have
both beauty and utility. In the past
the tradition of industrialization has
occurred in temperate climates. Build-
ing products, heating systems, plan-
ning and design philosophies were
precluded on the premise that keep-
ing warm in the winter was the greater
problem than keeping cool in the
summer.

And so it was. Unfortunately, when
this thinking was used in hot climates
during the post war development of
tropical countries the end product was
frequently not up to par.

I’m sure the architect just ar-
rived from the north in Florida has
noted these problems in our own
state. The intense solar radiation, fre-
quen shower and high humidity har-
asses us. We notice the chalking
paint, warping and checking and rot-
ing of exposed wood. Our own state
has been described by Earle D. Noor
as having the highest deterioration
rate in the nation. Such has been the
case with much of the post-war con-
struction in tropical climates.

The young countries of the world—
and I use the word “young” as in ex-
pression of their industrialized youth
—invariably attempt to copy the
building techniques of larger and more
industrialized lands. From cameldung
bricks to curtain walls has sometimes
taken only a generation. This transi-
tion can be painful. Even in Florida,
with the products of our industrialized
nation at our fingertips, we have not
yet related our climate to our ar-
chitecture. Thus we can understand why
the problem of hot climate architec-
ture exists in these countries of the
world that contain the majority of the
world’s population.

In addition to the never solved
problem of building in hot climates,
the economic end of the problem is
causing problems that directly relate
to construction. An increase in the
standard of living—a most sought
after thing—sometimes prices highly
skilled native carpenters and tech-
niques out of the market. Most hot
countries had perfectly satisfactory so-
lutions to their living problems for
hundreds, if not thousands, of years.
Based on highly skilled craftsmanship,
they frequently will not work in mass
housing where speed and efficiency in
completing the project are essential.
Yet with all of this the new housing
must be of high quality to last the
long amortization period of 30 to 40
years.

We were fortunate to have a lec-
turer, Dr. Thomas Bedford, one of
the world’s authorities on environ-
mental man. Dr. Bedford has been
researching this problem since the war
and both he and his associates had
the hard job of distilling their knowl-
edge into edible bits for the archi-
tects at the school. Man was the
starting point in the course; and we
were given a short course in environ-
mental physiology early in October
when the course began.

Some of the lectures on heat stress
were in the London School of Hygiene
and Tropical Medicine. In its labs we
watched experiments on this subject
with specific instruction to determine
corrected effective temperatures by a
rather complicated method. This is an
objective evaluation of a comfort fac-

tor in any habitable area.

We found that heat stress is
based on norms that are much the
same for all races in the world. The
unacclimatized White, Asian and Af-
rican all felt heat stress in much the
same way. Similarly, when acclima-
tized either in hot box experiments
or in actual site conditions in Singap-
ure, the subject, whether White, Af-
rican or Asian, reacted on the same
curve. The skin color of Africans give
only a slight increase in resistance to
ultra violet rays. In sweat glands and
pores all races of the world showed
similar characteristics. I think the
myth that the hot climates are not
for white people is finally scientifically
debunked. The human body is re-
markably adaptable for the climatic
variations found on this planet.

I would like to make three points
at the conclusion of this first article
to try to fit our state of Florida into
the world of 1960. We in Florida
have a unique role to play in devel-
oping our own hot climate architec-
ture. First of all we have no traditions
that would hamper our development
of an architecture that fits our climate.
Secondly we have all the advantages
of our highly industrialized economy
of America to back up our design. We
have skilled labor forces to execute our
work. This is not the case in other
regions.

Lastly we have the opportunity to
lead this march of progress in tropical
countries by contributing the know-
how that we obtained in Florida since
the war. We must assemble this data
and make it available to the other
countries with which we share a com-
mon climate. In London I found an
acute interest in what we were doing
in Florida. ‘The question was always—
what are you designing? or how are
you solving this problem?’ There was
a strong sense of identification by
them with us in the Peninsula. I don’t
think we want to disappoint them. I
think we have too many good things
in Florida to keep them to ourselves.
Let us sow our ideas to the world—
for we are much more clever, enter-
prising and imaginative than our cri-
tics give us credit for.

THE FLORIDA ARCHITECT
In no other field has institutional policy done a more complete about-face than in banking. The barred windows, the forbidding facade, the eared-in tellers' spaces — these have gone the way of the dodo and the anti-mascara. Today, invitation, openness, convenience are the role. What were once the inner sanctums of financial fortresses have become tastefully furnished areas where the public as well as the personnel can be comfortable. The institutional attitude has gone and the personal touch has replaced it to such an extent that today a well-designed bank is more than anything else an inviting home for the business of its customers... This is enlightened self-interest on the part of the bankers — which is another name for good public relations. It is also good salesmanship. In going all-out for this new policy, bankers are more and more recognizing that in their business, particularly, good salesmanship is inextricably linked with good architecture. They have discovered that the character of their buildings has a direct influence on the nature of their balance sheets. They have realized, too, that an architect is a bank's best salesman — as suggested by the three recently completed buildings shown here.
The Pinellas Central Bank recently finished a virtually complete remodelling operation to enlarge and modernise facilities along the trend line of more convenient and personalised service. The bank's "Near and Neighbourly" slogan is the key to the character and scale of the exterior design and the almost-residential atmosphere of the interiors.
WEST PALM BEACH FEDERAL SAVINGS AND LOAN ASSN.

EDWIN T. REEDER ASSOCIATES,
Architects and Engineers

Particularly notable here is the scale and detailing of both exterior and interior to produce an overall impression of inviting informality and a complete absence of any institutional character as an unpretentious background for the friendly conduct of personalized financial business. Business is good when clients feel "at home".
CURTISS
NATIONAL
BANK
Miami
EDWIN T. REEDER
ASSOCIATES,
Architects and Engineers

This bank is located in the vicinity of Miami's busy International Airport and offers a variety of financial services to the increasing number of commercial and industrial businesses which have become established in the area to meet needs of the airlines. As such it is more of a "commercial" bank than the two shown on foregoing pages; and in keeping with this, the design is more broadly scaled and of a crisp, somewhat more impersonal character than the others. But it, too, exemplifies the new architectural trend in banking in the lightness and freedom of its design concept and detailing, indoors and in.
Concrete panels made with Trinity White—the whitest white cement

The white decorative panels were made with 100% Trinity White portland cement. The darker panels were made by combining 50% Trinity White with 50% standard gray cement.
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   - **Duties:** Report and make recommendations to the Board on the status of Loan Fund.

2. **COLLABORATION WITH DESIGN PROFESSIONS**
   - **Chairman:** Anthony L. Pullara
     - **Address:** 2910 Grand Central Avenue, Tampa
   - **Duties:** To actively cooperate with the Florida Fine Arts Council and to assist in solving the problems jointly encountered by the groups contained herein.

3. **COMMUNITY DEVELOPMENT**
   - **Chairman:** William T. Arnett
     - **College:** Architecture and Fine Arts
     - **University:** Florida, Gainesville
   - **Duties:** To assist the Florida Planning & Zoning Commission, to aid in planning the necessary legislation to enable Florida to cope under the Urban Development Program of the Federal Government, and to offer full assistance of the profession to all local and State bodies interested in beautification and organized development.

4. **CONVENTION**
   - **Chairman:** Verner Johnsrud
     - **Address:** 250 N. E. 18th Street, Miami
   - **Duties:** To direct all elements of Annual Convention Activity.

5. **HOME BUILDING — CONSTRUCTION INDUSTRY**
   - **Chairman:** Anthony L. Pullara
     - **Address:** 2910 Grand Central Avenue, Tampa
   - **Duties:** To work with the construction industry in the State, to work out inter-professional problems with the Joint Cooperative Council, to help obtain a new lien law, to help obtain a contractor's licensing law and to help obtain a construction industry responsibility law.

6. **LEGISLATIVE**
   - **Chairman:** William S. Morrison
     - **Address:** 404 Box 46, Pensacola
   - **Duties:** Maintain activity with legislative affairs to forward providing the architectural profession in Florida with effective statewide representation of its coordinated needs.

7. **MEMBERSHIP**
   - **Chairman:** Donald E. Edge
     - **Address:** 800 E. Atlantic Dr., Lantana
   - **Duties:** Continue study started in 1959 relative to all matters pertaining to membership.

8. **PUBLICATION**
   - **Chairman:** G. Clinton Gamble
     - **Address:** 1407 E. Las Olas Blvd., R. Lauderdale
   - **Duties:** To maintain a permanent office of the FIA Board relative to publication of The Florida Architect.

**SPECIAL COMMITTEES FOR 1960**

1. **EXECUTIVE DIRECTOR**
   - **Chairman:** Verner Johnsrud
     - **Address:** 250 N. E. 18th Street, Miami
   - **Duties:** To study all phases relative to appointment of an Executive Director for the FIA.

2. **HEADQUARTERS FEASIBILITY STUDY**
   - **Chairman:** Arthur Lee Campbell
     - **Address:** 1105 West University Avenue, Gainesville
   - **Duties:** To continue studying the feasibility of a new headquarters for the Association.
Material published here is an up-dated revision of that first compiled from the AIA "Agenda for Architects," 1947 edition, for use as test material in the author's course, Professional Administration. Since then it has proved so helpful as a checklist of architectural practice that Professor Larrick has graciously made it generally available in the revised form presented here . . . All references not specifically noted are to the 1958 edition of the AIA "Handbook of Architectural Practice" . . . Space limitations have made it necessary to publish the Memoranda of Procedure in two parts. Part II will appear in the April issue of The Florida Architect.

Section 1
PRELIMINARY CONSIDERATIONS

Registration — See Book I, Art. 3.02, "Registration." Check and meet state registration and local licensing requirements before offering to practice.

Partnership — See Book II, Art. 1.02, "Partnerships"; Appendix, pp. A-5.01 through 5.04, "Normal Partnership Agreement" and "Senior/Junior Partnership Agreement"; and Book I, Art. 3.06, "Contracts." Do not enter any type of a partnership agreement without legal counsel.


Legal Responsibility — See Book I, Arts. 3.03 "Legal Responsibility," 3.04, "Reasonable Care and Skill," and 5.05 "Legal Protection."


Section 2
AGREEMENT BETWEEN OWNER AND ARCHITECT

Discussion with Client — For general information pertaining to this agreement and the services rendered, see Book I, Chapter 4, "Owner-Architect Agreements," pp. 1-4.01 through 4.07; A.I.A. Document No. B-501, "Schedule of Architectural Services"; and Appendix, pp. A-2.10 through 2.12, "Notes on the Basic Service of the Architect." Explain your services to client.

Form of Agreement — Agreement should be prepared on one of the Standard Forms, A.I.A. Documents No. B-101, B-121, B-131, B-211, or B-321, pp. A-4.01 through 4.25. For notes on dates, names or titles of the contracting parties, signatures, witnesses, and seals, see Book I, Art. 3.06, "Contracts" and Chapter 2, "The Law of Contracts," Engineering Contracts and Specifications by Robert W. Abbott.

Execution of Agreement — Record date; and also record date of delivery to owner. Retain a signed record copy in a place of safety. Make an Office Copy for ready reference.

(Continued on Page 22)
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Section 3
PRELIMINARY SERVICES


Conferences — needed to determine problems of project. Make a record of any interviews with, or instructions received, from Owner, and proposed dates for submission of preliminary studies. This record should contain everything of importance, suggested by Owner or Architect, agreed on, postponed or disapproved, including matters of design and construction as well as cost. A copy of this record should be furnished Owner for verification as soon as possible after each interview.

Owner's Survey — Request Owner as writing to furnish, or direct Architect to obtain at Owner's expense, as per his agreement, a complete and accurate survey of building site, giving grades and lines of streets, pavements, and adjoining properties, rights, restrictions, cemeteries, boundaries, and contours of building site, and full information as to sewer, water, gas and electrical service. Impress upon Owner the importance of accuracy and completeness in this matter. See Appendix, pp. A.12.01 and 12.02, "Instruction to Surveyor and Check List."

Detailed information on survey regarding utilities should include:
1. Water Main—location, size, depth, and pressure.
2. Sewer—location, size, depth, and whether sanitary or storm, or a combination of both.
3. Electric Current—location, DC or AC, cycles, voltage, phase, and number of lines.
4. Telephone—location and under or above ground.
5. Gas Main—location, size, depth, and natural or manufactured.

Architect's Survey — If the work consists of alterations or additions see Book III, Art. 2.02, "Investigation."

Building Laws — See Book I, Art. 3.01, "The Architect and the Law." Whom in doubt about intent of or compliance with codes, regulations, or laws check with the proper authorities. Also check with Owner to avoid premature disclosure of his intention to build. It is the duty of the Architect to design his building in compliance with both state and local laws and building codes.

Time for Preparation — See that Owner is informed of the importance of sufficient time for Preliminary Services. Record any proposed dates for Delivery and Acceptance of Preliminary Studies.

Schematic Drawings — Show recommended solutions until an agreement is reached. See Book III, Arts. 2.01, "Project Program," 2.02, "Investigation," and 2.03, "Schematics." Give each set of sketches a title, number, and date for proper identification. Keep copies and/or tracings of all sketches sent to Owner. Show area or room sizes, square footage, and/or volume of the building on each set as may be required. Keep a record of all presentations, estimates, revisions, and Owner's approval of schematic design drawings.

Models — Consider advisability of making a model. See Book III, Art. 2.07, "Presentation of the Design."

Estimates — See Book III, Chapter 3, "Estimating," pp. III.3.01 through 3.04. Make approximate estimates by square foot, cubic foot, in place cost, or semi-detailed method as may be required. Keep a record and date of all estimates and any statements made to Owner as to probable cost of the work.


Bill for Services — Send a statement of services for that part of Architect's fee due upon completion of preliminary studies and for any reimbursements due under the Agreement. Note that the time for sending statements of services will depend on the article regarding payments to Architect in Owner-Architect Agreement for each commission.

Section 4
WORKING DRAWINGS AND SPECIFICATIONS

Date of Ordering — Working drawings and specifications. (Record date)

Time for Preparation — If Owner, by insistence or undue haste in the preparation of drawings and specifications, is impairing their thoroughness, it is the Architect's duty to impress upon him the importance of sufficient time.

Production Schedule — Set up a proposed schedule for development of the construction documents with a date for recording proposed and actual beginning and completion dates. Keep Owner advised on the progress of his job.

Survey — If Owner has not furnished the survey and information required by Agreement between Owner and Architect, urge him again to furnish it. If Architect has to pay for the survey, charge Owner for cost. See "Instructions to Surveyor and Check List," pp. A.12.01 and 12.02.

Borings and Test-Pits — If borings or test pits are needed but have not been made, ask Owner's authority to have them in accordance with Agreement between Owner and Architect.

Engineers — If contract with Owner is on basis of A.I.A. Document No. B-101 or B-211 select the Engineers. If necessary, notify Owner of their names and of their terms of payment and secure Owner's approval before making appointments. If contract with Owner is on basis of A.I.A. Document No. B-121 or B-131, select such Engineers as may be necessary. Enter names of Engineers in a "Directory" of those connected with the work. See p. III.10.08.

Methods of Letting Contracts — Confer with Owner as to methods. See Book III, Arts. 7.01, "The Architect's Part," 7.02, "Contractor's Billings," 7.03, "Cost-Plus-Fee Contracts," and 7.05, "Legal Requirements."

Number of Contracts to be Let — See Book III, Art. 7.04, "Separate Contract System." Ascertain legal requirements regarding separate contracts on public work. Consider whether Owner's interests will be better served by letting the work under a single or separate contract system. Advise Owner on this subject and obtain his instructions.

(Continued on Page 24)
Use of Standard Forms — See Book III, Art. 8.01 “Contracting for the Work.”


See that lien clause is in accordance with the law of the place of building, and that it gives Owner all protection afforded by law. See Book I, Art. 3.08, “The Owner and the Law.”

See that all provisions for arbitration are in accordance with the law of the place of building. See Book I, Art. 3.09, “Arbitration”; pp. III.6.21 and 6.22, Comment on Art. 40 of the General Conditions; and A.I.A. Document No. M-201, “Standard Form of Arbitration Procedure.”

If any laws or ordinances relating to such subjects as alien labor, length of day’s work, or minimum wages should be revised, add them in a supplement to the General Conditions.

Note that Supplementary General Conditions will generally be required to cover such subjects named in the list given in Book III, Art. 6.02, “Supplementary General Conditions.”

Bind a copy of the General Conditions and Supplementary General Conditions into each set of Specifications.

Specifications — See Book III, Chapter 5, “Specifications,” and Architect’s Specifications — How to Write Them, by Goldwin Goldsmith. See that title of Specifications is identical with that of the Drawings and General Conditions.

See that all cash allowances are clearly stated and, by cross reference, covered by Art. 41 of General Conditions.

Note many subjects named in the list given in Book III, Art. 6.02, may, if needed, be covered in Supplementary General Conditions or in the trade section to which they naturally belong.

Constantly bear in mind the laws and regulations controlling planning and construction at the place of the building.

Working Drawings — See that drawings bear titles as described in Book III, Art. 4.07, “Title Block.”

See that a record of drawings and of the distribution of prints is kept.

See Book III, Art. 4.05 “Standards,” and pp. A-14.01 through 14.05 of “Working Drawings References.” See that indications of materials, equipment, and work is in accordance with standard symbols, and that schedules of standard symbols are given on the drawings.

Job Expense Record — See Book III, Art. 6.04 “Architects’ Project Cost Analysis,” and Standardized Accounting for Architects, by A.I.A. Keep a record of all time, salaries, fees, and any other expenses that may be directly chargeable to the cost of producing working drawings and specifications.

Extra Services and Special Cases — As the work proceeds, note cost of any changes in working drawings and specifications, ordered by Owner, that come under heading of “Extra Services and Special Cases” of Agreement between Owner and Architect.

Date of Completion of Working Drawings and Specifications — (Record date)

Section 5

COMPLETION OF DRAWINGS & SPECS.
Submission to Owner — Send a complete set of working drawings, general conditions, supplementary general conditions, and specifications to Owner. Urge him to give thorough consideration to these documents and offer to explain any part of them that he may not understand.

Notify the Owner — is writing of anything needed for completion of the work, but not covered by the contract. The record of such notification may be a very present help in time of need.

Date of Owner’s Approval — of working drawings and specifications. (Record Date)

Charge Owner’s Account with Services to Date.
Bill for Services — Send Owner a bill for payment due at this time for fees, reimbursements, and extra services if any, unless it is deemed wiser to await receipt of proposals before rendering the bill.

Submission to Building Inspector — If legal authorities in control of building operations will, at this stage, give an approval or tentative approval to the plans and specifications, it is well to submit a complete set to them. Such submission, since it permits any necessary changes to be made before or during bidding, may avoid tension resulting from an insistence upon changes after proposals are received.

Date of Approval — by such authorities. (Record Date.)
Ascertain following items: (Also advise Owner regarding items as necessary):
1. Whether the form of Agreement and the General Conditions are to be submitted to Owner’s counsel. If so, secure his approval before asking for bids.
2. Whether advertisement for bids is necessary. If so, assist in development of advertisement and have it inserted by Owner or Owner’s counsel.
3. Whether the law requires or Owner desires a Bond of Suretyship. See Book III, Art. 3.05, “Bonds of Suretyship.”
4. Whether a public opening of bids is necessary or advisable.
5. Whether Owner requires the bids to be addressed to himself and insists on opening them or whether he desires them to be addressed to and opened by Architect.
6. Whether, if public advertisement for bids is not necessary, Owner leaves list of bidders to Architect. Offer suggestions and secure Owner’s approval of a list of bidders. See Book III, Art. 7.02, “Competitive Bidding.”


List of Bidders — Make a record for job files of the list approved by Owner.

Prepare and obtain approval as following:
1. Instructions to Bidders. See “Instructions to Bidders,” p. III.7.06.
2. Advertisement for Bids or an Invitation to Bid as needed. See form of Invitation to Submit a Proposal, p. III.7.06.
3. Form of Proposal. See Form of Proposal, pp. III.7.06 through 7.08.
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MARCH, 1960
Message from The President...

Come On... Join Us!

By JOHN STETSON, AIA
President
Florida Association of Architects

This message is directed to those architects residing in Florida who are not presently members of the Florida Association of Architects. We, the officers and members of the Association, would like to extend an invitation to you to join us in promoting the profession and the lot of the individual member.

Ours, the world's oldest honored profession, is too often unheralded and misunderstood. For this we can blame no one but ourselves. In this day of automation and speed communication, both the individual and the group must be continuously alert just to maintain the status quo. If this status doesn't happen to be quite as high as we'd like, then we must redouble our efforts to improve our situation.

You, the non-members, hold the key to the profession's future success in the nation's fastest growing state. The Association, with your help, can set forth to achieve the goals now unattainable because we don't presently represent the entire membership. Some professions require membership in their association as a prerequisite to practicing that particular profession within the state. This may or may not be the best solution. One thing clearly indicated is the fact that an association speaking for the entire profession stands a far better chance at the legislative and public relations levels than does a group with less than 100 percent membership.

We, the officers and members of the Association, are more than proud of the achievements of the Association these past few years. About ten years ago less than 25 members turned out at an annual convention. Now we expect an attendance of over 500—counting associates, junior associates, wives, guests and exhibitors. Ten years ago one exhibitor set up a display in the hotel lobby—that representing our entire manufacturers' exhibit. Today the character of our convention exhibits rivals those of the AIA national conventions.

Less than ten years ago we had no publication as such. Today our magazine THE FLORIDA ARCHITECT is considered the finest of the state architectural publications—and by some one of the finest anywhere. Your president and the editor continually receive letters from architects and non-architects commending the Association on our publication and on the efforts of the Association.

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Of all this we are justly proud. Of this we would like you to be also proud through your individual membership and efforts for the good of the profession.

Those who only criticize the Association and dwell on the failure of the profession probably forget that it is up to someone—or several someones—to carry the burden of many. In spite of the longevity of the profession, we are poorly organized in comparison to some of the trades and associations representing men with far less invested in education, experience and office overhead. This coming decade can be architecture's greatest era. Construction is at an all-time high. New ideas and materials offer challenge beyond comprehension. To successfully meet the competition offered by plan services, unlicensed draftsmen and some of the other professions and trades, we must be ever vigilant, ever before the buying public in the correct light and united in the proposition that architecture is the world's most honored profession.

The Association is currently doing everything possible to assure a new building for the College of Architecture and Fine Arts at the University of Florida. The present temporary structures are a disgrace to the State and to the profession. This drive is of utmost importance to every practicing architect and should not be the responsibility of a few. We'll do everything we can—but you can help by pointing out the facts to your legislator. Visit our school and acquaint yourself with what exists. In addition, we are assisting in every way possible, through the Student Chapter and the University, to properly indoctrinate the aspiring young architect in the proper manner.

Annually we set aside a portion of our budget to cover the expenses incurred each legislative session. We sincerely hope to clarify the present overlapping registration laws of the architects and the engineers at the next session. This, together with our annual appropriations and efforts in the field of public relations, is most necessary to maintain our present position and to attempt wherever possible to improve the lot of the practicing architect in our State.

Another of our programs deals with active participation in cooperative enterprises with the construction industry and with the other design professions. It has proven most heartwarming to observe the many joint programs that have been successfully put into effect. Our Joint Cooperative Council, uniting the component organizations of the building industry, already has helped us all and shows every indication of obtaining, in the near future, goals heretofore seemingly unattainable.

We can help each other in many ways. The Association can be of tremendous assistance to you—but only if you are available to help and be helped. Join with your Chapter in making your community a better place to live and to practice. Find out when the next meeting of your nearest Chapter will be held, and try not just attending, but actively participating in the meeting. If you can't attend a meeting, look up an officer of the Chapter or the Florida Association and discuss the whole matter with him. You hold a much more important position than you may realize.
Urban Renewal...

(Continued from Page 19)

required under the redevelopment plan.

If the above is valid, why was the Daytona Beach project invalid? This question is answered in the Tampa decision in the following way:

"A use to be public must be fixed and definite. It must be one in which the public, as such, has an interest; and the terms and manner of its enjoyment must be within the control of the State, independent of the rights of the private owner of the property appropriated to the use. The use of the property cannot be said to be public if it can be gained, denied, or withdrawn by the owner..." If the main object for which the land is taken is a public use, it obviously matters not that incidental benefit will accrue to private individuals.

"Manifestly, incidental benefits will inure to private individuals or corporations under the Housing Authorities Law and the Urban Renewal Law. But in both, the use to be made of the condemned property is fixed and definite and control of such use is retained by the condemning authority..." Thus, under both laws, the plan of slum clearance and redevelopment may be said to be for a 'public use' under the definition quoted above.

"The definition of 'slum' and 'slum areas' of the two Acts are found in agreement: "On the other hand, the statute involved and struck down in the Adams case, Ch. 23077, Acts of 1945, authorized the clearance and redevelopment of 'blighted areas,' the definition of which included, among others, areas which by reason of excessive land coverage, deleterious land use, or obsolete layout, or any combination of these or other factors, are detrimental to the safety, health, morals or welfare of the community."

"It is not clear to us how the quoted factors, singly or in combination, could have any direct relation to the health, safety, or welfare. They seem to reflect the idea that an area could be condemned and taken from the owners merely because the condemning authority was of the opinion that the area was not being used in the most efficient or economical manner, or was improperly or inartistically laid out, and sold to another so that it could be developed more efficiently. And for all that appears in the record of the Adams case, it was solely to apply the area in question to what was thought to be a more efficient use, or that the Project plan there considered was developed.

"Reference to the record reveals that there was not one scintilla of evidence that the area was a breeding place for crime or disease, or that the condition of the area was such that it constituted a real hindrance to the redevelopment of the city and could not be eliminated or improved without resort to the power of eminent domain; or that the condition menaced in any way the public health, safety, morals, or welfare.

"It can thus be seen that the real distinction between the statute and the Project plan involved in the Adams case and those involved in the instant case lies in the purpose sought to be achieved thereby. There can be no doubt that the provisions of the Urban Renewal Law here in question

(Continued on Page 31)
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Florida Home Heating Institute

The Florida Architect
Urban Renewal...

(Continued from Page 25)

have for a primary purpose the elimination of a slum condition and prevention of the recurrence thereof. Nor can it be doubted that these purposes and the use contemplated by the Urban Renewal provisions are a public purpose and use. But statute involved in the Adams case authorized condemnation for a purpose which might be beneficial to the public, but which fell far short of being such a public purpose as to justify the exercise of the power of eminent domain. This court is committed to the rule that 'public benefit' is not synonymous with 'public purpose'.

"If the point had been raised this court might have saved some portions of the Acts stricken down in the Adams case, since it was necessary only to strike down the Project plan itself. The point was not raised, however."

"Instead, however, as the Adams decision may be in conflict with the opinion herein expressed, it is hereby modified to the extent of such conflict."

In light of the study of the Tampa opinion, one can understand why the proponents of the Metropolitan Dade County Urban Renewal Ordinances avoided the task of pioneering a new law. Excepting for the obvious changes in County name, authority, and clearer distinction of "boards" scattered throughout the body of the law, and the provision for overlapping terms for members of the Urban Renewal Agency, the Metro ordinance is a verbatim copy of the Tampa Act. By passing such an ordinance, the Metro government has brought precious time for actually getting urban renewal projects started—time which certainly would have had to be spent in courts defending a completely new law or one using new language. There comes a time when debating and legal huffing must give way to the necessity for action.

For this reason it is surprising to find some of the Dade County lay leaders in the urban renewal program decriing the enactment of the Metro ordinance. Their cry that the ordinance "reads badly" and "doesn't go far enough" seems very inopportune considering the present climate.

With the passage of the Metro ordinance, all the cities that can have urban renewal powers before the next session of the Legislature will have them. They are Tampa, by special act; and the cities of Dade County, by the Metro ordinance. By looking at the list of Florida cities with Workable Programs filed with HHFA (Chattahoochee, Chipley, Cocoa, Cut-off, Delray Beach, Lake Butler, Milton, New Smyrna Beach to name a few), indications are that the large urban areas are not alone in desiring to do something to improve their communities.

These cities must wait for the next Legislature for the necessary urban renewal powers, either by getting their local acts passed (as did Tampa and seems the procedure most likely to succeed), or getting a general act passed (which will take more promoting than has been done in the past three sessions). Many are preparing legislation and projects now, for another crack at the Legislature.

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MARCH, 1960
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- LIGHT-FOR-LIVING properly planned for every part of the house and outdoors, for decorative beauty and utility.

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News & Notes

Dates to Remember...

- The School Fire Safety and Insurance Rating Conference, March 17 and 18 at the Roosevelt Hotel, Jacksonville. This will be conducted by the State Department of Education; and all architects are invited to attend. C. Ellis Duncan, chairman of the FAA Committee on Schools and Educational Facilities, has asked A. Robert Bredifoot, Jr., John Gravely and Roy M. Poole Jr., all of the Jacksonville Chapter, to represent the FAA at the conference. FAA President John Stetson will act as panel moderator.

- The Architectural Exhibit at the 1960 Conference on Church Architecture to be held in Minneapolis, Minn., Mar 3, 4 and 5. Entries for the exhibit must be received not later than April 15. For information and entry blanks write to Walter J. Wezel, Js., 17405 Scottsdale Blvd., Shaker Heights 20, Ohio.

NEW OFFICERS — Here are the 1960 officers of the Florida South Chapter, photographed after their installation at the Inaugural Ball, January 23rd at the La Gorce Country Club, Miami Beach. Seated are C. Robert Abbo, president, and Mrs. Betty Skala, executive secretary. Behind them, left to right, Howard M. Dunn, treasurer, John O. Grimm, vice president, and Theodore Gottfried, secretary.

Two Florida Architects Win AIA Merit Awards

Again this year Florida architects have made "... an outstanding contribution to the cause of good architecture..." to quote from the AIA Honor Awards Jury's commentary. No Florida architect was selected for a First Honor Award in the AIA's 1960 Honor Awards Program. But among recipients of the Awards for Merit was Victor A. Lundy, Sarasota — who is now well along to becoming a perennial winner — and Weed Johnson Associates, Miami.

The Sarasota winner was selected for his design of St. Paul's Lutheran Church Fellowship Hall in Sarasota. The National Airlines Nose Hangar, Miami, won the award for Weed Johnson Associates. It is hoped that both buildings can be presented in pages of the April Florida Architect.

FEATHEROCK Veneer in FLORIDA

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F. Graham Williams Co., Atlanta

featherock, INC. 6331 HOLLYWOOD BOULEVARD • LOS ANGELES 28, CALIFORNIA

MARCH, 1960
News & Notes

(Mrs. Edmond N. MacCollin, President, FCC-AIA Auxiliary

Central Chapter Auxiliary

Wives of AIA members in the Florida Central Chapter locality are proud of the fact that theirs was the first AIA Women’s Auxiliary to be formed in Florida. Since its formation some seven years ago, the FCC Auxiliary has rendered much helpful service. The group has acted as “hostess chapter” to the FAA convention in 1957 and also to members and wives of the AIA Board of Directors during its 1958 meeting at Clearwater.

Plans for this year include a program to assist in raising funds for the Sanford W. Goins Memorial Architectural Scholarship. The group holds meetings coinciding with those of the Central Chapter, and each features a program. At the February 13 meeting the speaker was Hunter Field, famed as both architect and artist.

State Board Grants

80 New Registrations

Action taken by the Florida State Board of Architecture during its week-long meeting in January, this year, resulted in the granting of 80 new registrations to practice architecture in Florida. Of this number, only 25 were registered on the basis of successfully passing the prescribed junior examination. The remaining 55 included 24 registrations granted on the basis of NCARB certificates and 31 by exception. The following successfully passed the written examinations:

Clearwater — Roy M. Henderson, John Richard Howey, Joe L. McClung.

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THE FLORIDA ARCHITECT
APPRECIATION — At the Florida South Chapter Inaugural Ball, Clinton Gamble presented Russell T. Pancost, FAIA, right, with a token of the Chapter’s appreciation for his 13 years of service to the architectural profession as a member of the Florida State Board of Architecture. The token was a small boat anchor, containing a suitably inscribed plate. To the recipient it will probably have a double significance. Particularly it will keep fresh his memory of the fishing trip during which he (an ardent fisherman and able sailor) threw the anchor over—but without a line bent to it!

Coral Gables—Stanley N. Glassgow.
   Ft. Pierce—Jack Hanner Scott.
   Leesburg—Robert V. Ford.
   Miami—Gordon M. Albright, Jr., Jacob L. Gottfried, Jack D. Raderstorf, George J. Root, Jr.
   Miami Beach—Stanley H. Green, Donald J. Seidler.
   Orlando—Arthur E. Allen, Jr., L. Montague Hanson, Charles II. Parsons.
   St. Petersburg—James R. Barnes.
   Tampa—Lee De Frances, Gordon T. Johnson, Richard C. Rosenfeld.
   Winter Park—Lytle P. Fugleberg.

During the annual meeting the Board also selected officers for 1960: Franklin S. Finch, Jacksonville, was re-elected president and Morton T. Ironmonger, Ft. Lauderdale, was continued as the Board’s secretary-treasurer. Elected as vice president was Richard Boone Rogers, Orlando. Archibald G. Parish, FAIA, St. Petersburg, was elected as assistant secretary.

MARCH, 1960
This Opportunity

Has Knocked Twice

The Supreme Court of Florida has again proved the old adage that there's more than one way to skin a cat. This particular cat is Urban Redevelopment; and in upholding the constitutionality of Tampa's new Urban Renewal Law, the Court ripped the restrictive hide off a matter of first importance to the progressive well-being of every community in our State.

In some legal quarters there may be argument as to whether the Court was wise in wording the distinction between the Tampa law and the Daytona Beach ordinance found unconstitutional some years ago — or was cagily indulging in semantics to justify what appears to be a reversal of opinion. No matter. The fact is what is important. And the fact here is that the way has now been cleared for Florida communities to revitalize themselves in a fashion heretofore legally impossible.

Big and little cities throughout the State can now realistically grasp a series of bright new opportunities. They can plan for their future in terms of improving their past. They can do whatever seems practically desirable to wipe out their slums areas. They can tackle the knotty problem of salvaging the virtues of Downtown with more than a fair prospect of success. What is even more, they now have at hand a practical method for controlling their new destinies — thus assuring present and future citizens full values in terms of the social and economic gains which urban redevelopment projects are designed primarily to produce.

The basic means for doing all these things is founded on an age-old concept — the right of eminent domain. Practically, this provides a controlling authority with power to utilize private properties for public purpose. Thus, cities can now condemn slum and other blighted areas, acquire ownership of them and then turn them over to an operating organization — public or private — for redevelopment. This sequence, says the Supreme Court in essence, is now constitutional.

This sequence, however, necessarily involves controls. Basic among these is a workable plan for redevelopment — a plan which not only concerns the physical aspects of an area, but as well relates these to the community's overall needs for social and economic improvement.

This is certainly a new and tremendous step toward the bright civic goals many city planners have visualized. But it is a step which requires all that is now available of objective understanding, subjective skill, demonstrated technical experience and the over-riding ability to adjust, coordinate and administer. In a word, the core of all the urban renewal projects which Florida communities may now legally undertake is architectural.

Architects measure up most completely to the ability-standards requisite for the successful execution of community redevelopment programs. For a half-century past architects have proclaimed their interest in civic planning problems and their abilities to help solve them. Now is their chance in our State. In the last decade, particularly, the architectural profession has toned its position as the coordinating leader of the construction industry. In Florida there now exists a new opportunity to prove the contention.

The degree to which the architectural profession in Florida — individually and collectively — accepts the responsibilities of this new challenge will be the measure of the profession's service-value to its community. The Supreme Court’s Tampa law decision opened the door. But architects themselves must cross the threshold of a new opportunity if they are to capture the bright future that lies beyond. — RODER W. SHERMAN, AIA.
Concrete, Imagination, Know-How...

These three ingredients have produced many forms and textures which architects have used in the design of big and little buildings of many types... They have been employed with particularly striking effect by Wahl J. Snyder, FAIA, in his design of the J. Neville MacArthur Engineering Building, recently completed at the University of Miami...
The first Convention of the new decade — which some are already calling "The Sizzling Sixties" — will be at Hollywood in November. The Broward County Chapter will be the host; and members are already at work developing the theme "Architecture for Our Climate" into a program which promises to be both provocative and unusual. . . . It's not too early to plan for the 1960 FAA Convention right now. There's a good chance you'll be invited to participate as well as to attend . . .

Headquarters for the 1960 Convention will be the Hollywood Beach Hotel — long rated as offering some of the best convention facilities on the entire east coast. In addition to plenty of space for meetings and exhibits, all sorts of opportunities exist for fun.

46th ANNUAL FAA CONVENTION
NOVEMBER 10, 11, 12, 1960 — HOLLYWOOD BEACH HOTEL — HOLLYWOOD