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THE COVER
Following the lead of the November Convention Issue last year, this month’s cover design has been developed from the format used on the 1961 Convention letterhead and literature. We are grateful to the Convention Committee for permission to use their design and to Peter Larkin, Fort Lauderdale advertising artist, who created it.

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ROGER W. SHEPHARD, AIA
Editor-Publisher

VOLUME 10
NUMBER 11 1960
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The six-story Public Safety Department portion of this new county public building project features white 2½-inch-thick Mo-Sai panels on the end walls, as well as column and beam fascia. The Y-shaped jail, 10 stories in height, uses easily anchored 6-inch-thick white Mo-Sai panels for the complete wall unit. Exterior of panels has a standard Mo-Sai finish, while inside of panels has a sand-blasted finish, requiring only painting to complete the interior wall. This complete Mo-Sai wall unit provides an especially economical and attractive construction.

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Photo: Code Center Laboratory, BORDE County
Public Safety Dept.

NOVEMBER, 1960
IT MAY BE BETTER TO RENT THAN TO BUY...

The cooperative apartment may be on its way out in Florida as a popular capital investment — and as a source of professional activity for architects. In the opinion of at least one professional, well-versed in the financial intricacies of both projects, the rental-unit apartment has a substantial edge on the cooperative on at least three counts... First is the matter of financing. Straight rental projects are generally attractive to conservative capital sources on a conventional financing basis — whereas coops are usually financed through loans secured by contingent sales commitments. Second is the time involved in financing. Rents can be built as soon as a mortgage is arranged. Progress of coops depends primarily on pre-selling the units as a basis for mortgages. Third factor is comparative costs — from the tenants (or owners) point of view. The renter assumes a monthly payment as a single obligation. The coop owner, however, assumes responsibility for a pro-rata share of the mortgage — and in addition is usually assessed a sum monthly for “maintenance”. In some cases it may be necessary for an owner of a $40,000 apartment to pay upwards of $300 monthly in addition to his regular mortgage payments.

URBAN RENEWAL COULD BECOME A LEGISLATIVE ISSUE...

Experience in Daytona Beach, Tampa, and most recently in Metropolitan Miami, could provide a background for decisive legislation action next year toward liberalizing current bans against tie-in with Federal aid by many Florida communities seeking help in developing civic improvement programs. It now seems possible that the Pork-Choppers will do some vote-trading with the big-center counties toward the end of spreading the benefits of no-pain improvements. Watch for re-introduction of planning and zoning bills and a new attempt at a constitutional amendment to permit condemnation of private property for public improvement by private operation.

REGENERATION OF JCC HOPEFULLY SLATED FOR 1961...

It's an open secret that building industry leaders have been concerned with the way the Joint Cooperative Committee — FAA-AGC-FES — has fallen apart at the seams during the past twelve months. Lack of strong leadership, absence of unit coordination, support and initiative, and lackadasical committee operations are blamed for the present state of JCC affairs and prestige. Officials of most professional and trade groups stress the need for cooperative activity in every segment of Florida's construction industry. But lip-service has this year replaced the action which started the JCC some six years ago... Look for a near-future announcement of what could be a vital stimulant to reactivate a much-needed centralized effort.

NO CAUSE HERE FOR SLOW-UP DISCOURAGEMENT...

In a very real sense Florida is now feeling her growing pains. Rate of growth has slowed — as confidently expected. Some indices are off — as expected. But the industrial parks in Miami, Tampa, St. Petersburg, Orlando, Jacksonville are on the marks. In Tampa, Jacksonville and Miami the traffic problems are being solved; and as one result massive urban redevelopments are underway. This improvement disease is catching. At least 24 other Florida communities are waiting for a chance to emulate the big centers. In the meantime, most Florida economic indices are comparatively on top — in spite of a tight money market and the vicious swish of Donna.
A Problem
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Letters

Modular or Metric...

EDITOR, FA:
Re: “The Dot... The Arrow...”
and “The Grid” in The Florida Archi-
tect for October, 1960.

There is, I believe, general agree-
ment in the profession that some
system be devised which will simplify
and expedite the production of work-
ing drawings. However, I would be
inclined to cast my vote with the
“Nays” regarding the modular meth-
ods. Perhaps, as the article points out,
my objection is partly the result of
incomplete knowledge of modular
drafting techniques.

It would seem to me that since
we are going to have to learn new
techniques, and since building
material manufacturers are going to have
to supply products in new sizes, we
would do well to consider the adoption
of the metric system. As Mr. F.
May Lehnkelder points out in his
article “When Will We Adopt the
Metric System?” in the August issue
of the AIA Journal, the metric system
accomplishes the same result of sim-
plication as the modular system
without the complication of the latter
system.

Speaking as one who has had occa-
sion to use both modular and metric
systems, I found the metric far easier
to grasp and much faster to use.

Robert W. Wensing, AIA
North Palm Beach, Fla.

Note: Advocacy of the metric sys-
tem is many years older than that
of the modular system, but has met
with even stiffer resistance. Reason,
probably, is habit, and various authors
have pointed out what appears to be
the only practical way to change the feet-and-
inches-thinking of the English-speaking
country. The is through education.

The Florida Architect

Appreciation...

EDITOR, FA:
Just a line to say the article on
“Astronomical Practice According to
Law” (in The Florida Architect for
October, 1960) is about the best de-
linition I've seen on the subject. It
really sets forth clearly and con-
cisely.

Har. Harris, AIA
Sanford, Fla.

THE FLORIDA ARCHITECT

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Purves Resigns As Head of AIA Staff

Edmund R. Purves, FAIA, has resigned as Executive Director of the AIA, a post which he has held since 1949. His resignation is effective as of December 31, 1960. His successor as chief of the AIA staff will be William H. Schieck, AIA, vice president of the Timber Engineering Co., and former Executive Director at the Building Research Institute of the National Academy of Sciences.

Although Mr. Purves’ contract with the AIA expires at the end of this year, he has consented to accept a new contract for 1961 as Consulting Director. As such he will advise the new Executive Director, will tour AIA regions to strengthen communication between the Institute’s headquarters and its various organizational elements. In addition he is slated to represent the Institute abroad at international professional conferences—an area of activity in which the AIA, according to AIA President Paul Weitz, Jr., FAIA has been weak.

In announcing the new organizational set up, the AIA president expressed warm appreciation for the retiring executive’s “strenuous efforts and accomplishment which will stand alone in the history of the professional society.”

“We look to the Executive Director for the knowledge, leadership and judgment which give us direction and purpose,” Mr. Will said. “In Edmund Purves we have found all of these qualities. When he joined the Institute in 1941, we had a membership of 3,000, lacked any form of contact with the Federal Government and enjoyed little or no recognition as a profession with a service of high value to the community.”

“Today, we number nearly 14,000 members, have 151 chapters and 12 State societies, maintain effective and widespread liaison with the government, business community and building industry, and hold a prestige second to no other profession. In large measure we look to Mr. Purves as the source of this strength and vitality.”

Born in Philadelphia in 1897, Mr. Purves... (Continued on page 11)

Edmund R. Purves, FAIA, right Executive Director of the AIA, congratulates his successor, William H. Schieck, AIA, in a meeting at Institute headquarters at which the new executive was introduced to the AIA staff. Mr. Schieck will assume the title of Executive Director of AIA on January 1, 1961.
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Purves Resigns...
(Continued from Page 8)

Purves studied architecture at the University of Pennsylvania, saw active service in World War I, and began architectural practice in Philadelphia in 1927. He became a member of the Institute in 1938, served as President of the Pennsylvania Society of Architects for two years, and from 1938 to 1941—the year he joined the AIA staff as Washington Representative—he was a member of the AIA Board.

Shortly after he returned from a three-year service with the Seventh Air Force in World War II—during which, in 1944, he was named a Fellow of the Institute—he was appointed Director of Public and Professional Relations for the AIA. He assumed the post of AIA Executive Director in 1949.

His successor, William H. Schickle, was born in 1905 at Uniontown, Pa. He studied architecture at Carnegie Tech and the University of Illinois, winning the AIA School Medal and the Warren Prize and becoming a LeBrun Scholar in 1932. He taught architecture at both Oklahoma A & M College and the University of Illinois until he was appointed as the first Executive Director of the Building Research Advisory Board of the National Academy of Sciences in 1949.

Two years later he was named Executive Director for the newly-formed Building Research Institute. Since 1958 he has been vice president of the Timber Engineering Co. in charge of research and development.

Mr. Schickle served for five years as director of the Small Homes Council at the University of Illinois and for ten years has acted as a consultant to Parents’ Magazine Family Home Department. He was editor of the Small Homes Council publication series and the publishing programs of the Building Advisory Board and the Building Research Institute. He has served as Secretary to the City Planning Council of Champaign-Urbana, Illinois and the University of Illinois.

Corporate membership of the AIA's new Executive Director dates from 1945. He is currently a member of the Washington-Metropolitan Chapter. Mr. Schickle is married, the father of three sons and lives at 1214 Highland Drive, Silver Spring, Md.

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The Community—Today and Tomorrow

By WILLIAM T. ARNETT, AIA
Professor of Architecture, U/F

This article was first delivered as a summary of a Roundtable Discussion held during the second quarterly meeting of the Florida Association of Realtors at Clearwater earlier this year. The author, for some years chairman of the FAA Community Development Committee, was formerly President of the Planning and Zoning Association. He is an earnest and informed student of the various factors which have shaped the current trends in our communities as well as those which are now forming to create sweeping changes in the future.

Those of us who live in Florida stand on the threshold of a tremendous period of change in our urban environment. Relentless forces are at work in our cities and our state. But there seems to be growing awareness that these forces can be turned to the constructive uses of our communities. The difficulties ahead are enormous; but if the difficulties are enormous, so are the opportunities.

Within the lifetime of many who read this, we will need to rebuild all of our major Florida communities. We will need to double—and in some cases, redouble—all our existing structures to accommodate our rapidly expanding Florida population and replace obsolete and dilapidated structures.

Concerning this period of change, three facts need to be kept in mind. First, Florida’s growth in recent years is among the most rapid in the nation. Second, Florida’s urban areas are growing faster than the state area as a whole, but their growth is far from uniform. And third, Florida’s population explosion will require, in certain areas of the state, a tremendous expansion of physical facilities and services.

Growth, Urbanization, and Facilities

Florida, with an increase from 2.8 to 4.9 million, has gained 2.1 million people since 1950, probably the fastest growth of any major state in the nation. From 1950 to 1960, the population of the United States increased about 18 per cent, but during the same period, Florida’s population increased approximately four times that fast. Most of Florida’s gain in population is accounted for by migration from other states rather than by natural increase.

Most of Florida’s growth has occurred not in the rural areas but in the urban areas. In 1940, 55 per cent of the population of Florida was urban.

(Continued on Page 20)
The Community...

(Continued from Page 19)

been, in contrast to 33 per cent in Georgia, and 71 per cent in California. By 1950, 65 per cent of our population was urban, as against 45 per cent in Georgia, and 81 per cent in California. Florida's eight predominantly urban counties—Escambia, Duval, Orange, Hillsborough, Pinellas, Palm Beach, Broward, and Dade—accounted for 59 per cent of our population in 1940, 79.5 in 1950, and probably 65 per cent in 1960. These eight counties have accounted for some 69 per cent of our state gain in recent decades. But Florida's growth is far from uniform, for while 54 of our counties gained population between 1950 and 1960, 33 actually lost population.

The magnitude of the problem of providing physical facilities and services in our expanding urban areas is well illustrated in Dade County. The Miami metropolitan area is the fastest growing and youngest of the major metropolitan areas in the United States, for in 30 years its percentage gain in population has exceeded 1%. In 1900, when the Miami area had a population of 961 persons, Athens was already a major city of 65,000. Some 900,000 persons now live in the Miami Metropolitan area, in contrast to only 1,000,000 in the Atlanta metropolitan area.

The population count in the Miami area increases by one person every 10 minutes. According to estimates prepared at the University of Miami, the population of the area will reach 1.6 million by the early 1960's and 2.3 million by 1983. The Miami-Dade Beach metropolitan area is expected to have a population of 4.2 million 25 years from now. And 40 years from now, according to estimates of the Urban Land Institute, its population may reach 6.5 million and constitute one of the 10 "super-cities" in the United States.

Paul Warr, director of planning of Metropolitan Dade County, has estimated that 1.4 million new residents in the Miami area by 1983 will mean 35,000 new dwelling units, 380 more public schools, 2,100 more policemen, 3,500 more firemen, and 210 million more gallons of water per day. These new residents will need 85 square miles for residences, 40 square miles for streets and highways, 55 square miles for public and private uses, and 30 square miles for industry and commerce. This represents a total of 210 square miles, or 150,000 acres of new development. Urban areas in Dade County now occupy 6 per cent of the acres of the county. By 1981, urban uses are expected to occupy 16 per cent of the county, or about half of all the land in the county available for urban development.

What is true of the Miami metropolitan area will undoubtedly be true to a somewhat lesser degree in the Tampa-St. Petersburg metropolitan area, the Jacksonville metropolitan area, and other metropolitan areas in Florida. But while the urbanized areas of Florida continue to grow, it seems likely that the other areas of the state will lose population.

In the construction, it is well to keep before us the fact that Florida's economic base differs widely from the pattern for the total United States, as Dr. Jerry Wray, of the University of Florida and others have been pointing out. In Florida, growth seems to result from a combination of the effect of desirable living conditions, climate, and shifts in the national economy resulting in rising per capita income. Thus, we find that employment opportunities develop in trade and service industries without requiring a local formation of extractive industries, agriculture, or manufacturing.

What is happening to our urban communities; and what problems does their rapid growth bring about?

Some Problems of Urbanization

As citizens and governing bodies of our central cities are becoming increasingly aware, the growth is taking place primarily in suburban and peripheral areas. Decentralization is continuing, especially in the case of residential developments. Commerce, too, is following this trend, with wholesale and retail functions moving to outlying locations. Suburban shopping centers make it possible for the housewife to shop for "downtown" merchandise in outlying areas, and to park free a few feet from the store. Similarly, industry is seeking larger peripheral sites at lower cost and with lower taxes.

This outward growth produces many problems. Central cities struggle to meet the competition of lower-cost peripheral land, and are left with blighted areas, still fantastically expensive to redevelop. Expanding suburban areas often awaken too late to the unplanned development that is taking place. Traffic congestion plagues the core of cities. Costly corrective measures are tried, but seldom have more than incidental effect on the basic problem—the overcrowding of land.

The financial positions of both central city and suburb frequently become precarious. Suburban areas need costly municipal services, while at the same time trying to preserve their low tax rates. Central cities stagger under the necessity of extending municipal services, trying to reduce congestion and attempting to eliminate blight—all in the face of falling tax revenues and soaring municipal costs.

The problems of growth and development are complicated by the fact that communities are built not only through private enterprise, but by public effort as well. The development of approximately 60 per cent of our urban areas proceed parcel by parcel as individuals find opportunity for investment. But 40 per cent of the city is public property—streets, schools, parks, hospitals, and other public facilities. There must be a balance between what citizens do as individuals and what citizens do in mutual cooperation through the agency of government.

Is there no way out of these overwhelming urban problems? More and more people are becoming convinced that an enlightened and continuing program of community planning may be one answer. After all, as many have pointed out, there is a kind of inescapable logic in the observation that if it is desirable for families to plan, for businesses to plan and for industry to chart its course, then urban areas might stand to gain by the same sort of process.

A recent issue of The Florida Architect, official journal of the Florida Association of Architects of the American Institute of Architects, contains an open letter to Florida's next governor. It was written by the editor, Roger W. Sallman, one of the keen observers of the Florida scene. "Please consider," he says to our next gov-

THE FLORIDA ARCHITECT
The Opportunities Ahead

In these very difficulties — lack of a firm, long-range land policy; absence of any planned coordination between governmental units; and the political power of quick development dollars — lie tremendous opportunities.

In the matter of control of land use, not many Florida communities seem to have any real understanding of what they are trying to do, and why. Actually, as Stuart Gaffin has pointed out in Urban Land Use Planning, there are three sets of values involved in the problem. First, profit-making values or values concerned with the urban land market. Second, public-interest values or values concerned with living conditions. Third, socially-rooted values or values concerned with the preservation or advancement of customs, traditions, and beliefs.

On any given issue, these values may lead to the same or to quite different conclusions. That the problem of basic policy behind land use control is difficult, does not lessen the necessity of arriving at a sound and consistent approach, for we are concerned with nothing less than the physical future of our urban communities.

In the matter of governmental cooperation, we are faced with one of the central problems of our day in Florida. At one end of the scale, much of the growth of our cities is taking place in the area beyond the city limits, and beyond the legal boundaries of our municipalities. Yet county government, established primarily to administer state functions, is ill equipped to cope with the problem of providing urban services.

At the other end of the scale, there is little evidence so far that our state government is willing to grant to Florida cities and counties the authority needed to cope with the forces of urbanization. Fred Bank, editor of Florida Planning and Development, rightly points out that in a state as largely urban as Florida, planning, zoning and subdivision regulation for cities, counties, and regions is not a matter for local bill treatment.

Florida is an urban state, he points out, and it is time the legislature began providing general power, carefully spelled out according to an urban bill of rights, so that cities and counties can begin dealing intelligently with their problems without running to the legislature for special favors.

Finally, there is the political power of quick development dollars. To milk the public may be an inhumane right. But I submit that it is neither right nor necessary for the public to subsidize the dummy. It is high time we began to take a hard look at the public cost of the `four buck'. It is high time that we understood that stability depends upon the quality of development. It also depends upon

(Continued on Page 51)
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Message from The President...

We CAN Get Better Construction

By JOHN STETSON, AIA
President, FAA

Recent developments coupled with a load of outcry from a worried citizenry have leaned together to add impetus to the necessity for state-wide, adequate building and zoning codes, or for some protection for people who are building, or plan to build, within our state. Governor Collins recently appointed a committee to study the effects of Hurricane Donna on building of all types, as well as roads, bridges and the flooding in low-lying developments within the state.

This committee will make recommendations as to the adequacy of existing building codes, effectiveness of enforcement; comment on the results of the lack of codes in some areas and make recommendations to the trustees of the Internal Improvement Fund for a possible state-wide building and zoning code to protect the lives and investments of Florida's citizens and visitors. Every person who has ever experienced a bad hurricane knows how very necessary this study and the adoption of such laws is to us all.

The purpose of this article is to question the present methods of enforcing good design and construction in our state. For the moment let us suppose that the medical profession was forced to carry on under such an antiquated system as is the construction industry. Can you imagine a "Medical Treatment and Surgery Code," enforced by ex-interns and lab technicians, two thousand pages long, covering the do's and don'ts of care and cure? At our present rate of building code revisions, rewrite and composition, we are rapidly approaching a chaotic state of confusion. If our lives can be entrusted to men and women with the college training and experience that doctors possess, why cannot engineers and architects (who have the same experience in years) be given equal freedom to practice in the construction field?

We need codes, zoning and building—not because of a lack of knowledge on the part of participating professional designers, but because too many people are permitted to design and build structures without even a basic knowledge of construction safety or land planning. Our municipal, county and state governments are faced with growing costs of operation and complexity of enforcement within their building departments for codes which used to become obsolete. Who bears the cost of this protection? Every person who wants to build or adds to a building directly pays for this—and the taxpayer indirectly helps to carry the burden. It would seem we have regulated ourselves to death. Perhaps it is time to retreat and regroup.

One solution (which will no doubt, be unpopular with many so-called designers), would be to make all construction the joint responsibility of the designer and the builder. Thus signed by the author, who would be held responsible for not only the design safety, but also for construction supervision, could be filed with the proper municipal, county or state authority. The building permit would establish the name of the builder. If all designers are properly licensed within their respective profession, and have an occupational license to practice, then control can be exercised with a minimum cost and effort. A State Licensing Law covering all builders and contractors would provide adequate control for this portion of the process. Under existing laws, the responsibilities already exist for architects, but by far the overwhelming bulk of construction bears an architect's name. Who is going to assume the responsibility for the huge losses; the cities, the counties or the state? Someone must!

Every person permitted to prepare plans for any addition or construction project should be required by law to attach his name to the plans from which this work is accomplished. He should also be required to the building department that the construction work was accomplished in strict accordance with the plans. This would eliminate over 90 per cent of the present duties and efforts of our building departments, plus placing a full design responsibility where it belongs.

There would be absolutely an additional cost to political subdivisions for this public protection plan. Actually, it can be operated at a considerable savings, plus returning new tax monies through the additional occupational licenses levied against those not now paying a cost for the businesses they are already operating. We have the State Boards (Architectural and Engineering) now in existence, capable of assisting the state, counties and cities in setting up this program.

A great many people are concerned about the protection for trailerites or mobile home dwellers. They should receive very special consideration. As things now exist, less than two per cent of them are safely enough housed to remain at home if winds reach 75 miles per hour in their area. Their losses were fantastic this year. The majority of hurricane shelters were operated for their protection. Most suffering loss or damage could not afford a part of it. Too many destroyed trailers were no longer mobile, but were actually tied to poorly constructed additions, making them...

(Continued on Page 25)
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THE FLORIDA ARCHITECT
President’s Message...

(Continued from Page 24)

in effect badly constructed permanent homes.

Very few dealers have ever been constructed that can meet the poorest
building code if they are anchored in any way to the lot on which they
reside. If we are going to allow these
vehicles to remain in the hurricane
areas, we should require adequate pro-
tection for them and for adjoining
properties. While most dealers are
not tax payers in the respect that they
own no real estate, still, they do pay
taxes and do vote—and do deserve
the assurance that their homes will
not collapse about their cars.

If government control were limited to
establishing wind and live load en-
terata, minimum livable heights
above water tables (as to geographi-
cal areas), and simple fire and san-
itary rules—then make it the respon-
sibility of the designer to work out plans
covering not only good design but all
features necessary to protect life,
health, and the wallet, we might have
something. Qualified professionals can
easily protect themselves against un-
necessary suits through professional
Errors and Omissions Insurance pol-
ices; but what of the unqualified—
who will assume their responsibilities?
The buying public is demanding—
and deserves—complete protection
against unnecessary loss.

Then, finally, why should the owner
of a properly constructed and
safely designed building be forced to
pay the same insurance premium as
a “jerry-built” owner? It is way past
time for a more adequate recognition
of good, safe design by insurance ap-
raisers. If the companies now under-
writing fire and windstorm insurance
would join in this effort and lower
premium for good construction, they
would greatly help save lives and
place the responsibilities of loss on
the guilty. Can the architect and
engineers really assume complete de-
sign responsibility if by doing so they
are assured of protection from the
unscrupulous by process of the law?
Do the builders and contractors de-
sire to match this with a contractors’
licensing and responsibility law? It
is something to consider. We actually
are responsible, you know, because we
are licensed. How about the others?
Why shouldn’t they be uncovered and
controlled?

Committee on Resolutions
Guides Convention Business

The following three men have been named to a Resolutions
Committee to function as outlined in the Report of the FAA
Board of Directors—copies of which have already been mailed
to the FAA Membership: Robert H. Levison, Chairman, H. Sam-
uel Kruse and William T. Arnett.

In a preface to the Board’s Report, FAA Secretary Francis R.
Walton outlined the Convention Rules for resolutions and new
business. Since this procedure was only adopted as effective
for last year’s Convention, some of the FAA members—and
possibly also Chapter delegates—may not be wholly familiar
with the new-current procedure. Secretary Walton’s outline is
therefore reprinted here as a matter of helpful information.

Resolutions and new business shall be placed before the
Convention and actions shall be taken only in the following
manner, and at the following times:

1. All resolutions or discussions concerning matters con-
tained in the Board’s Report shall be in order and may be
placed before the Convention only if the relevant section
has been read and is still under consideration. Resolutions
concerning matters contained in the Board’s Report shall
not be considered by the Committee on Resolutions.

2. All resolutions offered by the Board will be printed
in the Board’s Report and action taken thereon at the time
the relevant sections are placed before the Convention.
Amendments to these resolutions or supplemental resolutions
and statements concerning the section under consideration
shall be in order only while the relevant section is before
the Convention.

3. All resolutions concerning matters not contained in
the Board’s Report and all matters of new business, shall be
presented to the Committee on Resolutions before a time set
by the Board and report to the Convention.

The Committee on Resolutions will take one of the following
actions and report such action to the Convention on each reso-
lution and item of new business received by it:

1.... Deem the resolution a matter dealt with in the
Board’s Report and return it promptly to its sponsor with
advice to present it when the relevant section of the Board’s
Report is before the Convention. The Committee shall con-
sult with the Secretary as necessary in making the above
ruling.

2. Deem the resolution inappropriate to come before
the Convention and return it promptly to the sponsor, with
notice that it may be placed directly before the Convention
at the time the report of the Committee on Resolutions is
made, provided the consent of the Convention can be obtained
by a two-thirds vote of the delegates present at the sessions.

3. Modify the resolution or combine it with other
resolutions, preferably with the consent of its sponsor.

4. Refer the resolution to the Board for consideration
with the consent of its sponsor, and so report to the Con-
vention.

5. Report the resolution to the Convention with recom-
   mendation to disapprove.

6. Report the resolution to the Convention without rec-
   ommendation.

7. Report the resolution to the Convention with recom-
   mendation to approve, and move its adoption.

NOVEMBER, 1960
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The Theme - MAN, CLIMATE and THE ARCHITECT

Two meanings are embodied in the theme-phrase for this 46th Annual FAA Convention. Both, perhaps, can best be clarified by questions which the various discussions on the Convention program will analyze and seek to answer at least in part.

The first question is: What are the physical factors which most importantly shape a climate environment for man? And of these climatic factors, which so decisively affect human well-being and behavior as to require specific channeling or control toward the end of providing man with the best environmental conditions in all types of housing?

The second question is: In light of man’s reaction to these various climatic factors, what are the criteria of tolerance and comfort which generally control the highest development of creative design? And, specifically, what means are, or may be, available to Florida architects toward assuring the inclusion of such comfort criteria as a basic and essential element of building design?

Thus the meaning of the theme—two important questions. Of even more importance, professionally, are answers to them. To formulate such answers is the programmed purpose of this meeting.
These Experts Know Most of the Answers

The men who will explore the theme of the Convention in terms of both theory and practice represent as authoritative a combination of specialized knowledge and experience as any gathering of architects has been privileged to share. Each of the five guest speakers has achieved significant stature in his field. But the force and value which will develop from their individual contributions to Convention discussions springs from the unique fact that each has studied the relationship of his particular interest to the broad theme of this Convention.

Individually they will report the results of their experience and research. Each has developed a wide range of specific conclusions bearing on the technical interest of the Convention. Each will seek to relate these conclusions to the overall aspects of the Convention’s theme. Collectively these five experts know most of the answers to the questions that the theme implies.

And their contributions will be collective as well as individual. As the Convention Program indicates, they constitute an integrated panel of fact and inspiration from which every Convention listener will gain.

DR. MARSTON BATES
Zoologist, Researcher, Author
Ann Arbor, Michigan

- Currently a professor of zoology at the University of Michigan, Dr. Bates has a wide background of investigation in the field of human ecology and the effects of hot climates on man and his activities. He is the author of five books, including the best-selling ‘Where Winter Never Comes’, and has served with distinction as a member of the National Science, the Guggenheim and the Rockefeller Foundations. Climate, he believes, is a natural resource for exploitation by man.

ALADAR OLGAY, AIA
Architect, Teacher, Consultant
Princeton, New Jersey

- The importance of devices to control the effects of climatological elements on man’s physical and mental well-being can hardly be over-emphasized. As a member of a talented twin-brother team, Mr. Olgyay has not only researched the ways in which people react to such elements. He has been active in perfecting means to assure maintenance of interior comfort conditions, particularly in the field of solar shading devices—a subject of special interest to Florida architects.
DR. PAUL A. SIPLE
Climatologist, Explorer, Inventor
Washington, D. C.

- A thorough understanding of man's comfort needs is, of course, the basis for any sort of adequacy in building design. But equally important is the technical knowledge necessary to formulate designs that will fully meet environmental requirements. Dr. Siple has been notably active in both technical fields and is thus especially able to discuss the structural ways and means by which the environmental requirements of man can be successfully developed in terms of building design.

---

DR. CLARENCE A. MILLS
Biochemist, Researcher, Teacher
Cincinnati, Ohio

- Currently the Director of the Laboratory of Experimental Medicine at the University of Cincinnati, Dr. Mills has a distinguished background as a research scientist whose particular interest is the effects of climate on man's physical and mental behavior. Author of "Climate Makes the Man", he will discuss both social and economic relationships between climate and man. Ways by which man can advance by controlling his climatological environment, give a basis for better design.

---

ROBE B. CARSON
Meteorologist, Author
Miami, Florida

- Wind and water can be as significant factors as can heat and cold relative to the adequacy of building design; and this fact is clearer to Mr. Carson than to most men. A practical "weather man" now supervisor of the Miami Flight and Weather Service, he has seen the effects of many hurricanes and has formulated many methods through which these effects can be minimized. Most relate to the design and structure of buildings which will be the subject of important panel discussions.
CONVENTION COMMITTEE

General Co-Chairmen
James M. Hartley
William F. Bigoney

Architectural Exhibits
Paul R. John

Arrangements
G. Clinton Gamble

Awards
Joseph Phillips, Jr.

Entertainment
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Hospitality
Robert E. Hansen

Ladies
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Products Exhibit
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Program
John M. Evans

Publicity
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Registration Co-Chairmen
George W.粉色, Jr.
Robert E. Todd

Student
Thor Amicic

MAN
CLIMATE
AND THE
ARCHITECT

THURSDAY, NOVEMBER 10

8:00 A.M. — Breakfast for Committees or Groups. Committee Chairmen to arrive as needed.


12:30 P.M. — Visit Product Exhibit, Mayfair Room.

1:00 P.M. — Luncheon. Welcome to Convention and introduction of guests, John Stetson, Pres., FAA, presiding. Address by Philip Will, Jr., FAIA, President AIA. Presentation of Awards to Product Exhibitors.

6th Annual Convention

OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS

HOTEL – HOLLYWOOD – NOVEMBER 10, 11, 12, 1960

Panelists: Dr. Mills, Aladar Olgay, Dr. Marston Bates, Dr. Paul Siple, Robe B. Carson.

5:00 P.M. — Visit Products Exhibit
6:30 P.M. — Cocktail Party — Hotel Garden
7:30 P.M. — Gala Entertainment, Cabana Area Hawaiian Luau, with dancing, music and special native features.

FRIDAY, NOVEMBER 11

8:00 A.M. — Workshop Breakfast. Informal panel composed of Aladar Olgay, Robe B. Carson and John M. Evans to discuss specific architectural problems of the Florida climate. Windsor Room.

9:00 A.M. — Visit Products Exhibit, Mayfair Room.


Discussion panel on design of solar shading devices. Panelists: Aladar Olgay, Robe M. Carson, John M. Evans. Moderator to be announced prior to the meeting.

12:00 Noon — Visit Products Exhibit, Mayfair Room.

12:45 P.M. — Luncheon, Pageant Room, Vernon Johnson, FAA First Vice President, presiding. Address by Dr. Paul A. Siple.

Presentation of Architectural Exhibit Awards.

2:15 P.M. — Second Workshop Session Continued, South Mayfair Room, Moderator, Alfred B. Parker, FAA. Panelists to be announced prior to the meeting.

4:30 P.M. — Address by Dr. Marston Bates, “Cultural Adaptation to Warm Climates,” South Mayfair Room.

5:00 P.M. — Visit Products Exhibit, Mayfair Room.

6:30 P.M. — Cocktails, Ocean Terrace.

7:30 P.M. — The Convention Banquet, Pageant Room, William F. Bigoney, Jr., President, Host Chapter, presiding. Presentation, by Franklin S. Bunch, President, State Board of Architecture, of registration certificates to newly registered Florida architects.


After-dinner dancing, Rendezvous Room.

SATURDAY, NOVEMBER 12

8:00 A.M. — Visit Products Exhibit, Mayfair Room. Exhibits will not be dismantled until after 12:00 noon.

9:00 A.M. — Second and final FAA Business Session, South Mayfair Room.

12:30 P.M. — Luncheon, Coronet Room, G. Clinton Gamble, presiding.

Announcement of Product Exhibit Attendance Awards.

Summary of Workshop Sessions and Panel Discussions by John M. Evans.

2:00 P.M. — 6th Annual FAA Convention adjourns.

CONVENTION NOTES:

All FAA members may take part in any Convention discussion, but voting by ballot on all questions calling for Convention action is restricted to those Chapter Delegates who have been properly accredited and registered at the Convention. Delegates will be seated in an area assigned for their use at the front of the meeting area.

Admission to Convention meetings and affairs will be accorded only to those who have previously registered for the Convention. Evidence of registration is a badge, the color of which designates various registration classifications as follows: Corporate Members (and Chapter Delegates) blue; Associate Members, green; Student Members, orange; Exhibitors, yellow; Ladies, white; Guests, gray; Press, purple.

Members of the FAA Committee should periodically check the hotel’s bulletin board for notices of meetings, particularly at the beginning of the Convention.

Host Chapter members will be wearing striped blazers, their bosom similar identifying headbands. They will be available throughout the Convention to provide information and answer questions.

Ladies of the Convention are cordially invited to attend all sessions of the Convention. Full information on the Convention Ladies Program may be obtained at the Registration Desk at the West End Lobby. The Newcastle Room will be open for cards all day during both Thursday and Friday.

The Hospitality Area, staffed by Ladies of the Broward County Host Chapter, will be open during Convention hours for coffee and orange juice. It will be located at the Fireplace Lobby. Adjacent to it, the Tatters Bar will be open during Product Exhibit hours for refreshments on a Dutch-Treat basis. Breakfast will be served daily, beginning Thursday, November 10, on the Ocean Terrace.

Eligibility for Products Exhibit attendance awards must be established by obtaining, in person, stamps on the Products Exhibit Card covering all exhibit booths. Awards will be made in three classifications: Corporate, Associate and Student. Cards must be fully stamped and turned in by 12:00 noon, Saturday, November 12.

Saturday afternoon provides opportunities for individual recreational activities as may be desired. Those interested in tennis, golf, fishing or sight-seeing should contact William A. Grinney, Entertainment Chairman, or any other member of the Host Chapter.
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The Florida Architect
What's Happening to Houses...

By PERRY I. PRENTICE
Publisher, House and Home Magazine

Said Arnel Nutter, Past President of the Society of Residential Appraisers: "The lenders who put up the money and the appraisers who set up the price can do more than anyone else to raise the standard of housing in America."

Heard Harold Rootenschtein on a more negative note: "We won't get anywhere selling quality unless the appraisers get into the act and give full credit for the extra cost of quality in their valuations."

But great power like this carries with it great responsibility. To whom much is given, from him much shall be asked. So, as a spokesman for the industry over which appraisers exercise such power, this writer wishes to ask some questions:

1. What is being done to encourage better design, better planning and all the better living the architects are learning to design in today's homes?

Houses are still goods as surely as women's dresses are style goods. A good appraiser can walk down any street of any American town and tell by the style in which each house was built. The bungalow, the Tudor and the Greek revival, they are all fashionable in the 20's, the 30's; they are all unsaleable in the 40's. So you can be very sure that the kind of houses that were fashionable in the 20's will be hard to sell long before today's new mortgages run out. But how many still make appraisals looking backward?

How many people recognize in the valuations the good and practical reasons why people in 1970 will want houses very different from the houses they planned in 1930? Houses planned for tomorrow's ever-living, houses designed with big overhangs to minimize heat gain and lessen the need of repainting.

How many, in brief, are helping the architects fit the style of tomorrow's changed way of living and changing costs of living?

2. What is being done to encourage better construction—better construction that will save the home buyer thousands of dollars over the years?

A house without inside plumbing is penalized by deducting from valuation whatever it is thought it will cost to tear up the walls to put in a bathroom. A cold climate house without central heating is penalized by deducting from valuation whatever it is believed it will cost to tear the house apart to put central heating in now.

But what is being done to encourage air-conditioning, without which Housing Administrator Norman Massey and FHA Commissioner Julian Zimmerman both said that most houses built where summers are hot (almost anywhere from Texas to Minnesota) will soon be obsolete?

How about adequate wiring? Many home buyers have to spend close to $100 within a few months to provide added electrical service that would have cost only $10 during construction.

What about adequate insulation, which will save its added cost in just a few years in cheaper heating bills and save its added cost twice as fast in cheaper cooling bills? What about adequate room sizes—adequate storage?

What about inadequate labor-saving equipment in the kitchen, and the second bath that is fast becoming a must for the three-bedroom house?

Are all these things being reflected in the valuations?

3. What is being done to encourage the use of quality products throughout the house—quality products that are a bargain because they cost no more to install than the cheapest products that will just get by FHA, quality products that can make the house much more livable for just a few dollars more?

Are the builders right when they say they get the same valuation if they use second line fittings in the bathroom, a cheap and noisy wash-down toilet with a short-lipped bowl, competitive grade switches and outlets that are bound to make trouble, cheap hardware?

Whether the builders are right or wrong really makes very little difference. So long as so many of them think the added cost of quality will have to come out of their own pocket.
4. What is being done to debunk the biggest and costliest land-price hoax since the Mississippi bubble burst nearly 250 years ago?

Said Professor Mason Gaffney of the University of Missouri: "Today's suburban land prices are predicated on an artificial scarcity, maintained by holding off the market vastly overestimated quantities of land in anticipation of vastly overestimated future demands."

In other words, today's land prices are based on a shortage that does not exist. New roads and faster transportation are making new lands accessible far faster than new families are forming to use these lands, and even closer in more land is available than we can build on in our generation. We worry about land for a population of 200 million. But how many of us realize that a population of 200 million could be housed with no more density than the model village of Winnetka, Ill., in 32 circles, each with a 22-mile radius?

Today's fancy land prices are all very well so long as the illusion of scarcity can be preserved, so long as everyone thinks the land he pays too much for today can be sold for a still higher price tomorrow. But what will happen when the inevitable day comes when prices can go no higher and the speculators rush to cover?

5. What is being done about appraising for tomorrow's market?

Are highest valuations reserved for the kind of homes people are likely to want to live in, in the vastly different world of 1980, when the average family will have a bigger income in constant dollars than junior executives made right after this last war? Or are the highest valuations being given to the kind of houses and the price-class of houses that proved the best mortgage risk in yesterday's market?

Economist Miles Colegan has said: "By FHA income-requirement standards the next decade will offer us a potential market for:

- 3.5 million more homes priced from $12,400 to $14,200 (9.9% of total);
- 5.2 million more homes priced from $14,200 to $17,500 (17% of total);
- 7.5 million more homes priced from $17,500 to $23,600 (25.5% of total);
- 9.9 million more homes priced over $23,600 (45% of total).

In other words, today's mass market is the quality house. The shelter shortage is over . . ."

6. What is being done to hasten, to encourage, the transformation of home building from an ancient and wasteful handicraft to a modern assembly line of industry?

The waste of labor and the waste of money for on-site fabrication is too great to continue. Anything and everything can be made better and cheaper in a factory. So tomorrow's home will be built with parts instead of pieces — factory-fabricated parts.
Can You Give the Answer...?

Case of the Disappearing Dollar...

Three travelling men arrived simultaneously at a small town containing only one modest country hotel. Each, of course, asked for a single room. But the hotel was so crowded that only one large room and bath was available. The time was late evening. The hotel's clerk had long since gone home and the lone night bellboy was pinch-hitting for him.

"Sorry, gentlemen," he said to the three men. "Only one space is empty, and it's expensive. But I can put in another bed and you can all sleep comfortably for ten dollars each."

The men agreed, paid the aggregate thirty dollars to the bellboy and retired.

The clerk came in early next morning and the bellboy reported to him what he thought was a smart transaction.

"That's all fine," said the clerk. "But you overcharged them. That room rents for only twenty-five dollars. Take this five dollars and refund it to them."

The bellboy took the money. But on the way upstairs he decided to give each of the men a dollar refund and keep the two remaining from the five for himself. This he did and left the men pleased that the room had cost each only nine dollars.

Then the bellboy began to think and wonder. The men had paid him ten dollars each, thirty dollars in all. He had refunded them a dollar each, thus making the room charge nine dollars each, or a total of twenty-seven dollars. So, he figured, the difference between the two totals came to an even three dollars. But out of the five dollars the clerk had given to him, he now had only two!

What happened to the other dollar?

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Governor Names Stetson

To Head Hurricane Committee

A six-man Hurricane Damage Study Committee has been appointed by Governor Leroy Collins "...to act in an advisory capacity to the state regarding a proposed hurricane damage study." Named as chairman by the Governor was John Stetson, AIA, of Palm Beach, president of FAA. Others selected were Norman L. Bryant, of Deland, an engineer and member of the firm of Reynolds, Smith and Hills; Lawrence Farrow, of Jacksonville, specialist in storm, tide and hurricane problems with the U.S. Army Corps of Engineers; Walter C. Stephon, partner of the Miami engineering firm of Stephon and Bice; M. A. Yelvington, City Planning and Building Director of the City of Sanford, and Phillip H. Hess, builder and superintendent of the Sarasota County Board of Public Instruction.

This group was charged by the Governor with developing a program for surveying, "...all of the various aspects of the building procedures and codes followed in the state and how they might be improved so the buildings and structures could better withstand the force and effect of hurricanes." The Governor's statement also directed the committee to "...propose methods of studying and recommending improved procedures regarding land dredging and sifting, bulkhead lines, road and bridge building, zoning and building restrictions, as well as related subjects."

It is noteworthy that an architect was selected as chairman to coordinate the work of individual committee members. Of significance also is the fact that two of the committee have had special experience with building codes. Mr. Stephon was formerly a building inspector in Miami and is the author of the new South Florida Building Code for the Dade County League of Municipalities. Mr. Yelvington is president of the Building Officials Association of Florida and a member of the Engineering and Advisory Committee of the Southern Building Code Conference. Named by Chairman Stetson as a staff assistant was Stephen J. Gnojerho, AIA, of Palm Beach.

The Committee held its first meeting with the Governor on October 13. The result was an outline of activity that included a first-hand survey of hurricane damage throughout the heavily-hit area of the state, and the compilation of a comprehensive report of conditions encountered and recommendations covering possible areas of improvement in these fields of interest: 1...Protection of buildings against direct wave action; 2... Flooding of low-lying areas; 3...Protection of bridges and bridge approaches; 4...Road design; 5...Hurricane proofing and anchoring; 6...Road elevation and construction; 7...Hurricane shutters, and, 8...Construction and anchorage of mobile homes.

The report will contain technical data, charts and photographs. Present plans are to develop it in a manner suitable for public distribution in printed form. Among other material planned for inclusion is a map indicating areas throughout the state which are susceptible to heavy damage by hurricane-caused flooding and wave action from both the ocean and gulf.

Other important sections of the report will undoubtedly deal with recommendations on code revisions and the assumption of legal responsibility for adequate design and construction on the part of those who plan buildings and other structures.

No Joking ... A Very Serious Suggestion!

The Tile Council of America, Inc., apparently disturbed by the possibility of an atomic war, has developed this "basement fallout shelter" which, it says, "can be used in a photographic darkroom". Lining one wall is, A, a two-weeks' supply of food and medicines; B, shower; C, chemical toilet; and, D, water tank. For Florida . . . Imagine conditions of a basement in our state's flood-susceptible lowlands! And what would you guess to be the proportion of our population who like to develop and print their own pictures?
The new Hollywood Post Office will cover approximately 92,000 square feet, including 38,500 sq. ft. for parking area and vehicle servicing. Present plans call for a one-story building with a portion of the control unit, shown above, designed for a future 18,000 sq. ft. second story addition.

Post Office Department Revises
Its Commercial Leasing Program

Pictured above is a model of a new U.S. Post Office, the first to be authorized under the revised procedure recently adopted by the Commercial Leasing Program of the P.O. Department. It is now under construction at Hollywood, Florida, site of the 46th Annual PAA Convention. Robert M. Litter, FAIA, AIA Florida District Director, and his associates are the architects.

The Commercial Leasing Program is not new with the P.O. Department. It was set up to make possible the use of financing and construction capacities of private enterprise on local bases, thus avoiding large outlays of public funds and assuring also, that owners of the property will pay local taxes. Under the general terms of the program post offices have been privately owned and leased to the Department.

This is still in effect. The current revision to post procedure involves the relationship of the architect to both the owner and the P.O. Department. Formally, the building owner was the architect’s client—though technical requirements were set by the Department. Neither the Department nor the architect had much to say about the letting of the construction contract; and there have been instances in the past when the owner factor ran rough-shod over both to the effect that neither architect nor the Department could control the job.

Now, however, the architect works directly for the P.O. Department; and when working drawings are completed, the Department advertises for bids with the guidance and advice of the architect. This is as it should be, and is a situation which AIA headquarters has been trying to develop for some time past.

New FAA Insurance Program Ready

At the FAA Board meeting just prior to the 1959 Convention Clifford R. Contro, C.I.U., was appointed as Insurance Consultant for the FAA—his duties being to survey the insurance needs of FAA members, to recommend types of insurance that could meet the needs indicated by his survey, to develop coverage specifications for such insurance and, finally, to select, on the basis of reliability and rates, insurance organizations which could best meet overall requirements.

Since that time a survey questionnaire has been completed and its results analyzed. Mr. Gould reported the results of this survey to the FAA Board at its meeting August 13.

At that time he was authorized to proceed on a three-part insurance program for FAA members. This includes programs for disability insurance, professional liability insurance and the insurance of valuable papers. These three types of insurance were revealed by the survey as being not only of most interest to FAA members, but also most needed. Of those replying to the survey questionnaire (373 architects employing a total of 1,861 people, 576 male and 187 female), 52.5 percent had no disability income protection; only 23.3 percent were covered by any sort of professional liability insurance, and but 19.2 percent were insured against the loss or damage of valuable papers.

The survey questionnaire also disclosed some statistical facts relative to firms which have adopted some sort of group life insurance program. The FAA insurance consultant recommended that any action on this phase of an insurance program be deferred for the time being. Currently a quirk in a state law makes the development of group life insurance on an association-wide basis almost prohibitively expensive for firm principals. Plans are now under way to pass an amendment to the Florida statute.

(Continued on Page 48)

CLIFFORD F. GOULD, C.I.U.

THE FLORIDA ARCHITECT
Saluting:

Vernon D. Lamp, AIA — Architect
Walter Butler Company — Engineers
For State of Florida Office Building, Miami, Florida

DESIGN: Conservative Contemporary. Flair was deliberately avoided in this building to prevent its becoming 'dated' within a few years.

PRIME CONSIDERATIONS IN DESIGN AND CONSTRUCTION: Economy — Flexibility — Maximum utilization of space.

SQUARE FOOTAGE: 150,000.
APPROXIMATE COST: $14.60 per square foot.

SPACE UTILIZATION: 75% of floor area is revenue producing.

FLEXIBILITY: Plan permits changes in room arrangements at minimum cost and inconvenience. Wall partitions are not permanently identified with main structure, permitting quick and inexpensive change to any desired configuration.

Ceiling panels arranged to permit access to plumbing, wiring, heating and air conditioning fixtures at minimum cost and inconvenience.

Design permits addition of future second floor over all first floor area to accommodate expansion of agencies.

AIR CONDITIONING AND HEATING: Building is fully air conditioned, with heating by oil fired boilers.

CONSTRUCTION: Concrete structural frame. Floor slabs are coffered pan, 2-way rib reinforced, carried on flat beam beams.

GENERAL CONTRACTOR: William A. Berbusse, Jr., Inc.

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The Psychology of Color

It's more important than most realize. Here are some notes on how color can lift you up—or mow you down!

Color! It's an amazingly important factor in determining how we feel and what we buy.

Right now, are the walls around you painted blue or green? If they are, according to a psychological study made at Johns Hopkins University, then you are probably more calm and relaxed than you would be if the walls were a neutral color such as gray. The room seems larger than it actually is, for things that are blue and green tend to recede into the background, appearing farther away than they actually are.

Warm colors such as red, yellow and orange, on the other hand, tend to stimulate you, according to the Johns Hopkins study, and to seem closer than they really are.

Color preferences tell a lot about a person. Do you favor the stimulating, advancing colors? Then the chances are you're an extrovert—or would like to be. Quiet, restrained folk prefer cool shades of blue and green. And for some unexplained reason, beige, slate blue, ivory and other subtle tones obtained by mixing colors tend to be popular with executives and those of better-than-average educational background.

Equally intriguing are other unexplained hues—dences. Why, for instance, should dark blue symbolize steadfastness to those of Western European descent... trouble to the Cherokee Indians... and death to the Chinese? Why does a blue light make people feel that time is passing more quickly... yet actually retard the growth of plants?

Regardless of personal color preferences, nearly everyone is a color conservative in the sense of expecting—and sometimes demanding—to see certain colors in certain places. Most people, for example, would tend to shun a doctor who painted his walls

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News & Notes

Jax Chapter Scores Again...

An informational folder recently issued by the Jacksonville Chapter is undoubtedly in line—or certainly should be—for selection as a Document-of-the-Month by the Chapter Affairs Committee of the AIA. It is a three-fold, three-color, letter-sized pamphlet, expertly designed and written, that outlines the services of an architect and includes one of the most lucid and complete presentations of the various methods of payment for architectural services that has yet been developed.

Even casual study of the pamphlet shows that much study has been put into both the text and the format. Every AIA Chapter—especially Jacksonville’s nine sister Chapters of the Florida Region—could probably study this document. And they could well be persuaded if the character of style and content were basically adapted to serve specific local needs.

The architectural profession in Florida needs more such pieces of informational literature. Members of the Jacksonville Chapter responsible for the information this contains are to be congratulated; and credit is also due to the June E. Roof Art Studio in Jacksonville which designed the folder.

National Committeemen...

Florida architects are now serving as members of thirteen national AIA committees, according to a recent announcement of Florida District Director Robert M. Little, FAIA. They are: John Stetson, AIA-AGC Liaison and Pan American Congress; Robert M. Little, FAIA, AIA-Producers’ Council Liaison; Alfred B. Parker, FAIA, Home Building Industry; Robert Adale, Chapter Affairs; T. Truxtun Marshall, Education; Walter B. Schultz, Hospitals and Health; Robert H. Lyfson, Office Practices; Belford Shaw, Preservation of Historic Buildings; Edward C. Griffin, Public Relations; C. Ellis Dungan, Schools and Educational Facilities; G. Clinton Gamber, Structure of the Institute; and James T. Lembom, Architectural and Building Information.

The District Director also reported that various changes in the AIA committee organization had resulted in the removal of two other Florida architects as national committeemen. Bernard E. Newsom, II, had been serving on the Diesel Control Committee which was discharged at the AIA Board’s September meeting. The Awards and Scholarship Committee, on which Walt J. Snyder, FAIA, had been serving, was also discharged. Verne Johnson, who had been serving a three-year term as a member of the AIA-Producers’ Council Liaison Committee, was replaced by the District Director. Reason for the change was that the AIA Board wished representation by a Board member on this committee and the appointment would maintain representation for the Florida District.

Scheming Up Spectaculars for 1961

In the shadow of Independence Hall, Philadelphia, the symbol of the 1961 AIA Convention, most of the Scheming Committee of the Host Chapter are hatching schemes to make the AIA Convention Week in Philly the biggest and best yet for architects. Left to right are: Charles E. Peterson, Beryl Price, Chairman, Herbert H. Swinburne and Harry W. Puschel. Two of the “spectaculars” already planned are a command performance of the Philadelphia Orchestra and tours of Colonial Philadelphia’s historic homes.

NOVEMBER, 1960
Reminder...

Nominations for the fifth annual R. S. Reynolds Memorial Award must be submitted to AIA headquarters in Washington, D.C., prior to December 12, 1960. Started in 1957, the Reynolds Award—involving a cash payment of $25,000 and certificates of honor to both architect and building owner—is conferred annually on an architect whose submission is judged to be most significant as a contribution to the advancement of aluminum in building design.

The award competition is international in scope. Thus far, no building in the United States, nor any of this country's architects have been selected for the Award. In 1957 the jury picked the Visitors and Factors Lounge Center, S.E.A.T. Automobile Factory, Barcelona, Spain. In 1958 the selection was the Transportation Building of the Brussels World's Fair in Belgium. In 1959 the honor went to architects of the Sydney Myer Music Bowl at Melbourne, Australia. The jury's selection this year was the building in Vevey, Switzerland, housing the Notre International Headquarters.

Information on the Award program and nomination forms may be obtained from AIA headquarters. Data relative to the building and architect nominated must be submitted by February 24, 1961. Judgment of entries will take place March 1-2, 1961. Presentation of the Award has been scheduled for April 22, 1961.

January Deadline Set For Design Award Program

AIA President Phillip Will, Jr., FAIA, has announced January 27, 1961, as the deadline for entries in the sixth annual AIA Honors For Better Living Awards program. This year the program will be expanded to cover all 50 states and will include, in addition to custom-built and merchant-built houses, a third category of garden or walk-up apartments not over three stories in height. The apartments may have been built as rental units or for sale as cooperatives. This is the first year that apartments have been included in the Program.

The Program is sponsored by the AIA in cooperation with Life and House and Home magazines. Award winning buildings will be announced during the AIA Convention at Philadelphia during the week of April 17, 1961. They will also be published in House and Home and exhibited throughout the country. A selection from winning entries will also appear in a 1961 issue of Life.

Entries may be submitted by an owner, architect or builder, but must be postmarked for mailing to AIA headquarters before midnight, February 24, 1961. Full information and entry blanks may be obtained from the AIA headquarters or from House and Home, Time-Life Building, New York 20, N.Y.

Award Program Jury...

C. Herrick Eames, FAIA, of Delray Beach, a former past president of the AIA, James T. Lendaris, AIA, Head, Department of Architecture, College of Architecture and Fine Arts, U/T, and Gen. T. A. Weyr, Dean of the University of Miami's College of Architecture.

(Continued on Page 17)

NEW INSULATION FOR MASONRY WALLS
DOUBLES THERMAL EFFICIENCY

After ten years of research, Zonolite Company has developed a water-repellent, vermiculite insulation for concrete block and cavity walls.

Full scale wall specimens have been thoroughly tested by Penn State University and the Structural Clay Products Research Foundation for: Heat Transmission, Water Permeability, Vapor Permeability.

Heat Transmission Test Results... Zonolite Masonry Fill Insulation reduces heat transfer through a masonry wall up to 50 percent. This means that smaller heating and air conditioning units can be used. Their cost of operation will also be lower.

Interior surface temperatures stay much closer to room temperature allowing 50 percent less radiant heat exchange with the body. This means greater human comfort.

Water Permeability Test Results... A cavity wall with a leaking exterior was tested for six days under simulated wind-driven rains (5/8" of water per hour in a wind of 50 mph). There was no water penetration through the Zonolite Water Repellent Masonry Insulation, to the other side of the cavity.

Vapor Permeability Test Results... The results of this test, conducted at Penn State, proved that under usual conditions of occupancy and climate, no vapor barrier is required in a cavity wall insulated with Zonolite Water Repellent Masonry Fill.

For complete information, send for Zonolite Booklet MF-2 containing test data on heating and air conditioning savings, coverage, and specifications.

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Clarifier and reservoir with dome, each having capacity of 1,000,000 gallons — Foley, Florida

Two Graver clarifiers and 1,000,000 gallon clearwell — Tuscaloosa, Alabama.

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- Prestressed concrete tanks—for water, sewage, fuel and a variety of industrial uses—offer all of the important advantages listed above. In addition, the shoterete surfaces provide extra resistance to salt water, acids and alkalis.

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The dramatic strength of texture, color and scale...

• The bold and imaginative character of this design concept required use of out-of-the-ordinary material for its complete development. In FEATHEROCK the architect found the ideal material to convey the sense of strength and simplicity through texture, color and scale. . . . FEATHEROCK’S full color range was used—from charcoal through warm tan to silver gray. Its rugged, crystalline texture provides shade and shadow where needed. And its light weight—only seven pounds per square foot—made handling easy and installation economical. . . .

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News & Notes

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of Engineering, have been named as a jury in an annual award program for architectural and engineering excellence in Dade County.

The award program is sponsored by the Better Fuel Council of Dade County. Its purpose is to bring public recognition to local architects and engineers for outstanding work on both private and public buildings.

More about Modular...

Adoption of the modular measure principle may save the construction industry a billion dollars a year, according to STAMPA LUNDBERG, AIA, recently-elected president of the Producers' Council. Lundberg made this statement as part of his address at the final session of the Eleventh National Conference on Standards held last month under the sponsorship of the American Standards Association.

Though he admitted that some sections of industry and some architects are opposed to the adoption of the modular system, Lundberg cited numerous instances wherein the system was developing dramatically successful results. He quoted one architect as testifying that modular measure could be expected to reduce drafter's dimensional errors by as much as 20 percent within the first year of application.

From the contractor's viewpoint, Lundberg asserted that job estimates can be prepared at least 33 percent faster from modular drawings. And he mentioned the experience of another builder who was saving 10 to 15 percent of his field labor costs—and as much as six percent of the total contracts—through the consistent use of the modular method. Producers too, said the trade association executive, are recognizing similar values. He cited the experience of one producer who had been able to cut in half his 1,480 sizes and designs of wood windows and 1,700 sizes of each due to standardization made possible by the modular method.

From headquarters of the Modular Standards Association comes news that through a grant from the Ford Foundation, a completely delineated text book on modular measure will be made available for architects, contractors and building suppliers in the near future.

Personals...

Architects VERNON D. LAMP, AIA, and CHARLES C. BROWARD, JR., AIA, have announced a new firm for the practice of architecture to be known as Lamp-Broward & Associates, with offices at 3434 West Flagler Street, Miami. Lamp formerly conducted his own office; but for the past five years was associated with the Walter Butler Co., engineers. Broward was formerly associated with the architectural and engineering firm of Council, Pierce, Garland and Friedman.

WILLIAM PARISH PLUMB announces the opening of his office for the practice of architecture and related design at 3021 N.E. 32nd Avenue, Fort Lauderdale.

RICHARD A. BAKER has opened his own architectural office at 2651 N. Federal Highway, Room 210, Fort Lauderdale.

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NOVEMBER, 1960 47
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**PONTIAC MILLWORK COMPANY**

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**FAA Insurance...**

(Continued from Page 46)

controlling this situation at the 1961 Legislature; but until this has been accomplished, no effort will be expended to develop a group life insurance program for Florida firms under FAA sponsorship.

Of the three-pronged FAA insurance program the matter of professional liability coverage is probably the most important. Of the 799 architects replying to the survey questionnaire, only 79, or less than 24 percent, indicated they were conducting their business under coverage of insurance protection against negligence, errors, mistakes or omissions. Yet all are legally responsible for the competency of their professional work and the trend of court decisions seems increas- ingly to extend the architect's professional responsibility beyond the technical competence of his documents into the performance of the building constructed from them.

Thus, the professional man works under the constant threat of having to defend himself from suits which might well become—judging from records of past cases—almost vicious legal action. At the best this could take the form of an nuisance suit based on some trivial error or omission. At the worst it could become a case involving devastating damages—placed on the architect through his responsibility for supervision, perhaps, through existing actually from some negligence or mistake of a building contractor.

The professional liability insurance program which is now ready for acceptance by Florida architects is very similar to that sponsored by the Institute of a national basis. But, according to the FAA's insurance consultant, it was selected because the coverage embodies certain technical advantages and can be made available, he believes, at a somewhat lower cost. Coverage clauses of four companies writing professional liability insurance were analyzed in detail and embodied in a comparative report to the FAA Board before the policy offered by the Fidelity and Casualty Company of New York was selected.

Literature covering the programs will be available at the 4th Annual FAA Convention—as will Mr. Gould, or a member of his staff, for consultation.
Design for modern Living - ELECTRICALLY

Good homes start with good planning. And basic to good planning and better living are the comforts and conveniences embodied in Medallion Homes—the hallmark of electrical excellence. People do want FULL HOUSEPOWER with plenty of outlets for today's and tomorrow's electrical appliances. People do want LIGHT-for-LIVING for comfort, atmosphere and beauty. People do want all-electric kitchens and laundry . . . for cleaner, cooler Florida living. There's professional pride in designing award-winning Medallion Homes that up-grade the standards for modern living—electrically.

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

FLORIDA POWER & LIGHT CO.
Helping Build Florida
colors for our climate

We endorse and heartily applaud the theme of the 46th F A A Annual Convention — "Architecture for Our Climate".

The concept of controlling climatological environment through imaginative use of lighter and brighter colors is one we have been proclaiming for many years.

Researchers may forecast, shelter magazines editorialize on national color trends. But Floridians do not follow these patterns. For them, we have developed interior and exterior finishes in shades, tones and hues that may be truly called "Colors for Our Climate".

By the same token, Harris pioneered "Paints for Our Climate" in odorless, quick drying, alkali and mildew resistant paints for Florida homes — synthetic, vinyl and epoxy finishes for industrial and commercial use.

Modern equipment, continuous research, quality control, have built the Harris reputation. The Harris Standard Paint Company, Florida's largest paint manufacturer, stands ready to serve you, the Florida architect, with "Paints and Colors for Our Climate".

TWO HEADS — are often better than one. Rapid advances in paint technology sometimes create a problem for the architect who seeks to specify the newest and best product. Harris Paint technicians are available for immediate consultation. Call collect. Specifications Catalogs, Color Charts, available upon request.

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HARRIS STANDARD PAINT CO.
1026 North 19th St.
Tampa, Florida 4-4921
The Community...
(Continued from Page 31)

the quality of other developments that have preceded and will follow.

It depends, as Arthur Gallion has emphasized in The Urban Pattern, upon the standards at which a community maintains itself, the maintenance of existing facilities, and the standards it demands for future improvement. These standards determine the difference between degeneration or stability of our urban communities, and upon them rests the difference between speculation and sound urban development.

Those of us who live in Florida stand upon the threshold of a tremendous period of change in our urban way of life. The forces of growth and urbanization in our state are relentless in their action. But almost for the first time, there is growing realization that these forces can be turned to the constructive uses of our communities. But such things do not happen by chance. They happen only when we plan it that way and when we put our plans into action.

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in Florida
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It's edited solely for these men whose work controls the spending in Florida's huge building business. They've been called "the brains of building"—for through drawings and specifications they tell the great body of construction what to use, and where, to develop the final form of the building designs they constantly create . . .

Architects' specifications control your sales. To help them specify the product or service you offer, tell them about it where they'll see it regularly — HERE . . .

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6th Annual Roll-Call --- 1959-1960

Listed here are firms which have helped this Official Journal of the FAA grow during the past year. All services, materials and products which they make or sell are of a quality to merit specification. They seek your approval.

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Lupton curtain walls and windows
Agency—Guthrie Associates, St.
James Bldg., Jacksonville, Fla.

AIR CONDITIONING, REFRIGERATION, HEATING & PIPING ASSOCIATION, INC.
1901 N. W. Aved St., Miami, Fla.
Air-conditioning, refrigeration, heating and piping installations, sales and servicing
Agency—Long Advertising Agency
815 W. Flagler St., Miami, Fla.

AMERICAN CÉLÉCURE WOOD PRESERVING CORP.
1701 E. 8th St., Jacksonville, Fla.
Wood preservation process

BAGWELL STEEL PRODUCTS, INCORPORATED
GO 10 N. W. 9th Ave., Ft. Lauderdale, Fla.
Tank and steel plate fabrication
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Ark-Serv oil-fired air conditioners
Agency—Biologic/Green/Forest, Inc.
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Oil heating
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Agency—Louie & Wardi, Common-wealth Bldg., Louisville, Kentucky

BLUESCRAFT INC.
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BOIARDI TILE MANUFACTURING CORP.
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Agency—Carpenter Advertising Co., 1220 Huron Rd., Cleveland, Ohio

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Building products displays
Agency—Harriett & Company Advertising, Inc., Dupont Plaza Center, Miami, Fla.

A. D. COOGWELL
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Agency—Aegy Associates, Inc., 1451 NW Bayshore Dr., Miami, Fla.

DUNAN BRICK YARDS, INC.
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Agency—Juhl Advertising Agency
2nd and Harrison, Elkhart, Indiana

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Agency—Sierra Advertisers, 6531 Hollywood Blvd., Los Angeles, California

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Agency—Pierpont Advertising, Inc.
122 E. 42nd St., New York, N.Y.

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General Portland Cement Co., Tampa, Fla.
Portland cement
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206 S. Franklin St., Tampa, Fla.

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FLORIDA POWER & LIGHT CO.
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A NOTE ABOUT THE FLORIDA ARCHITECT'S PUBLISHING POLICY...

- As the Official Journal of the Florida Association of Architects—which is a State organization of the American Institute of Architects—The Florida Architect is a professional magazine, in the strictest sense of the term. It was developed to serve the overall interests of the architectural profession in Florida. In doing so it also serves the building industry of this state of which the profession is a part.
- So it is more of an educational and inter-industry public relations medium than a commercial publication or trade paper. Because of this character it has come to be regarded as an authoritative source of professional and inter-industry news, a forum of professional opinion and a strong voice that calls constantly for sound professional advancement, for improvement of construction industry practices and for enlightened and progressive community development in all sections of our State.
Man, Climate, The Architect... and INSULATED CURTAIN WALL PANELS with the new core material

URETHANE foamed in place between two facing sheets — K Value as low as .12
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Psychology of Color...

(Continued from Page 58)

bright orange. Cool and quiet hues are associated with the calm competence we expect from the medical profession.

But taste for color can also be cultivated. Auto makers proved this in the past decade, to the point where a black car has become almost a rarity in this country.

Maybe even more significantly, the same thing seems to be happening with a basic, near-universal ingredient of the home and office—the telephone. A new telephone survey shows that close to 100 percent of all telephones being installed in homes today are colorful.

Which phone colors are people choosing for their homes? The leading by an overwhelming margin is white. Next come beige and pink. The other shades, roughly in order of preference, are ivory, yellow, green, blue, gray and red.

Market researchers have unearthed some equally colorful findings that help explain why you buy as you do in supermarkets and department stores. Brown will sell coffee, baked beans or tobacco, but it won't do a thing for hardware, which moves fastest against a blue backdrop.

Health as well as wealth is affected by color. Mental hospitals are experimenting with color therapy, soothing hysterical patients with blue, stimulating the depressed with yellow and igniting a spark of life in the extremely withdrawn patient by using red and orange.

One of the oldest aspects of color psychology is the way different nations look at color. White, not black, was the color of mourning in ancient Rome and even in modern China. Red meant heaven to the ancient Chinese, goblins to the neighboring Tibetans. Blue is hated by an Armenian tribe of nomads—"their worst curse is 'May you die in blue garments'!"

The Cherokees symbolized not only qualities but directions with color. Red was east and success; blue, north and trouble; black, west and death; white, south and happiness.

As the southeasternmost state of the U.S. 30, maybe Florida should adopt red and white—success and happiness—as its Official P/R colors.

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NOVEMBER, 1960
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Cold snaps are coming. Maybe bone-chillers like we had in 1957-1958. Only folks with central heating in their homes escaped misery and suffering. U. S. Weather Bureau records show that even South Florida homes require dependable heating an average of 42 days a year when temperatures drop into the 50's or lower.

NOW'S THE TIME TO INSTALL ECONOMICAL CENTRAL OIL HOME HEATING!

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Oil heat averages about HALF the cost of home heating with other fuels! No premium price to pay when fuel oil is used only for home heating. Supplies are always dependable. Much safer—no fumes. Clean, circulating, automatic heat, assuring maximum comfort—complete peace of mind—lowest cost. Here solution by far to Florida's home heating problem.

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FLORIDA HOME HEATING INSTITUTE

SEE THE OIL HEATING DISPLAY AT BUIDORAMA, DUPONT PLAZA CENTER, MIAMI

56
WHO LIKES WHAT COLOR MOST...?

A survey of color preferences released last month by the Color Corporation of America indicated that the family of beige tones is still the national favorite. The firm's color preference report, issued semi-annually, is based on a compilation of 86,000 retail paint sales in which customers requested specific colors or tints. In the South—roughly the region comprising the Florida, South Atlantic and Gulf States districts of the AIA—first preference is for beige in line with national trend. Blue-greens are next. Pinks are less popular now than last year—but mauve and yellow registered an increased acceptance. Blue is less popular here than elsewhere, and southerners are not following the growing preference for peach and oranges shades evidenced in other areas. Most color-minded of all US regions is the north east where strong colors—particularly deep shades of blue, blue-green and golden yellow—are top favorites.

FACTS OF FINANCIAL LIFE FOR ARCHITECTS...

To forestall political attacks on architectural fees paid for school designs, the Broward County Chapter recently released some facts on where the money goes for the low average fees—about 3 ½ percent—the county pays for architectural services. Of this 3 ½ percent, the architect pays out a gross of three-quarters of one percent to the structural engineer, a full one percent to the mechanical engineer and another one percent for draftsmen's salaries and overhead costs. This leaves the architect about three-quarters of one percent for his personal income. . . . On a $500,000 job, for example, the total fee would be $17,500—but the architect would actually get only $3,750 as his personal share. Even this couldn't be construed as all 'profit,' since the salary and overhead items don't include any regular stipend for the architect himself. . . . The political trick, of course, is to point to the gross total fee as being all-expense-free, personal income to the architect.

PITY THE POOR LAND AND MONEY BROKERS...

On this same example deal, money for the school was probably raised though the sale of bonds—in which case the broker may well have taken a full one per cent cut, with the four to five percent interest on the principal going on for some thirty years. Then, too, if the land for the school involved a modest sales price of $50,000, some poor broker received a commission of from five to seven percent—with all the hardship of doing without the expense of engineers, draftsmen and overhead! In addition, the school budget is further nicked by premiums for insurance. We have heard of one insurance man reputed to enjoy an income of $40,000—purely as a broker-advisor for a single county's school system.

IS THE BLANKET BROAD ENOUGH TO SHARE...?

If architects should seriously consider the heavy undertaking of revising Chapter 467 of the Florida Statutes—the Architects' Law—a careful study of Chapter 473—the Accountants' Law—might be rewarding. For example, Section 473.20 of that statute, dealing with grounds for revocation of certificates, says, "...Any certificate to practice . . . may be revoked . . . when it shall appear to the board . . . (7) Because of the commission by the holder of a certificate of any act which renders him unfit to associate with the fair and honorable members of the accounting profession . . . " This seems to be a blanket under which the board acts not only as an agency to administer the statute, but also as an arbiter of fair-practice standards and a guardian of professional ethics.
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 “Man, Climate and The Architect” 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