One erection crew can erect, install and properly position up to 15,000 sq. ft. per day.

HOUDAILE-SPLAN has a highly acceptable surface when left exposed, yet can take direct application of paint, plaster or other ceiling or floor materials.

Hollow cores provide raceways for mechanical installations such as wiring, plumbing, heating. Also give added insulation value, reduce weight.

Now! In this area... a proven, low cost, lightweight, high quality prestressed concrete flat slab for improved fire-safe construction. HOUDAILE-SPLAN is a machine-extruded hollow core plank with wide applications for walls, floors and roofs in all types of buildings. Each plank is reinforced with pretensioned high tensile steel strands spaced across the bottom width of the section. In addition, top reinforcement is incorporated to facilitate handling, and also for cantilevers and centner control. Uniformly spaced voids extend the entire length of each plank to reduce dead load to about 60% of poured concrete without sacrificing strength or durability.

HOUDAILE-SPLAN planks are produced automatically in casting beds 60' long and then “saw-cut to length” to meet varying job requirements. These 40” wide slabs are offered in depths of 4”, 6” and 8” depending upon load and span requirements. When you plan your next building, consider the advantages of this versatile and economical roof, wall and floor system which allows so much architectural latitude.

There’s much more to the exciting HOUDAILE-SPLAN story. If you have not as yet received your copy of our illustrated 12-page brochure, call or write for one today. We also have 4-page folder showing load tables and typical construction details which is yours for the asking.

HOUDAILE-SPLAN, INC.

1776 EAST SUNRISE BOULEVARD / FORT LAUDERDALE / FLORIDA / A Unit of Houdaille Industries, Inc.
Edsonite ... a solid-core door that's Guaranteed...

- Guaranteed as to materials ... One homogeneous core of strong, tough, warp-resistant Miratex, edge-sealed to solid white fir stiles and rails and face-bonded on each side to three layers of cross-banded veneers to produce the 7-ply construction for which Thompson doors are famed.
- Guaranteed as to production ... Precision controlled at every step, with every micro-accurate element bonded with plastic resin and fused by special processing into a single unit of quality craftsmanship, unusual durability and stability.
- Guaranteed as to performance ... Edsonite doors stand up under rugged use, indoors or out; have demonstrated twice the resistance to warping or twisting specified in the NWMA door guarantee. Every Edsonite door—in flush panel gum, luan or birch, and in 11 standard sizes—is covered by a written guarantee, backed by the integrity of its manufacturer.

THOMPSON DOOR CO., INC., 5663 N. W. 36th Ave., Miami, Fla.
Distributed in Florida by:
- A. H. Ramsey & Sons, Inc.
  71 N.W. 11th Terr.
  Miami, Florida
  305-0811
- Roodin Company
  313 N.E. 75th St.
  Miami, Florida
  FL 49368
- U.S. Plywood Corp.
  7475 N.W. 42nd St.
  Miami, Florida
  OX 1-3580
- Master Door of Orlando
  1096 N.W. 33rd St.
  Orlando, Florida
  NE 3-6373
- Jacksonville Door & Door Co.
  1730 Evergreen Ave.
  Jacksonville, Florida — EL 3-8458

Edsonite ... WITH THE DIFFERENCE THAT MAKES IT BETTER...
In This Issue ---

Levien Acclaimed as F.A.A President for 1961 .................. 4
State Board Inaugurates Certificate Presentation Ceremony .......... 6
The Future Has Already Begun
Convention Address by Phillip Will, Jr., F.A.A, AIA President ........ 9
The Client, The Architect and The Builder
Message from The President, by John Stetson, AIA .................. 14
Design Exhibit Awards ...................................................... 15
Albert Weis Residence
Honor Award—Mark Egmont, AIA, Architect ....................... 16
Building for Copperline, Inc
Merit Award—Wend Johnson Associates, Architects .............. 18
Building for Lehighton Portland Cement Co.
Honor Award—Wend Johnson Associates, Architects ............. 19
The Business of the 1960 Convention .................................. 21
News and Notes .............................................................. 28
Product Exhibit Awards ...................................................... 30
Advertisers' Index ............................................................ 31

F.A.A. OFFICERS — 1960
John Stetson, President, P. O. Box 2174, Palm Beach
Verner Johnson, First Vice-President, 250 N.E. 18th Street, Miami
Arthur Lee Campbell, Second V. Pres., Room 208, Security Bldg., Gainesville
Robert B. Murphy, Third Vice-President, 1210 Edgewater Drive, Orlando
Frank R. Wilson, Secretary, 142 Bay Street, Daytona Beach
Ray M. Pousey, Jr., Treasurer, Suite 209, 233 E. Bay Street, Jacksonville

DIRECTORS

Vera M. Sherman, Administrative Secretary, 414 Dupont Plaza Center, Miami

THE COVER
The theme of the 45th Annual Convention found expression in many ways during the three-day meeting at the Hollywood Beach Motel. There were characteristic and colorful posters. There were speeches, and there were exhibits of architectural accomplishments. Suggesting this interlocking expression, this month's cover embodies a picture of Dr. Clarence A. Mills, Convention keynoter, and a view of solar-shading devices used by Mark Hampton, AIA, in his Honor Award design of a house for Albert Weis, in Atlanta, Georgia.

VOLUME 10 NUMBER 12 1960 THE FLORIDA ARCHITECT
This one is quiet!

Solite lightweight masonry units have a high acoustical value. They absorb up to 50% of room noise—banish echoes. Quiet. Just one more reason to specify Solite.
Levson Acclaimed As FAA President for 1961

With no opposition and without even one dissenting delegate vote, Robert H. Levson, of the Florida Central Chapter, was elected president of the FAA for 1961. He will assume control of FAA affairs from two-term president John Sleson on January 1, 1961.

Unanimously elected with Levson was the slate of FAA officers proposed by the Convention’s nominating committee. These included, for Secretary, Verne Johnson, Florida South Chapter; for Treasurer, Roy M. Poole Jr., the incumbent, Jacksonville Chapter; and for Third Vice President, William F. Bigley Jr., Broward County Chapter.

This is the second time that Levson has been a candidate for election as the FAA’s top administrative officer. Last year, at the 1959 FAA Convention, he lost the presidency by only one vote. This year, in the judgment of several of the FAA’s “elder statesmen,” the 1961 FAA President has been accorded a mandate to find solutions to problems of organization, public and inter-industry relations and long-range planning with which the FAA is concerned.

ROBERT H. LEVSON
FAA President-Elect

Robert H. Levson was born in Toronto, Canada, in 1913, but has lived most of his life in Florida. Presently a principal in the Clearwater firm of Waskenting, Levson and Williams, he holds a BA degree in architecture from the University of Florida. His AIA membership dates from 1945 and during the past ten years he has been increasingly active (Continued on Page 6)

The FAA’s 1961 administrative team includes, left to right, Verne Johnson, Florida South Chapter, Secretary; Roy M. Poole Jr., Jacksonville Chapter, re-elected as Treasurer; Robert H. Levson, Florida Central Chapter, President; and William F. Bigley Jr., Broward Chapter, Third Vice President.

THE FLORIDA ARCHITECT
TOP PERFORMANCE
OIL- FIRED, STEAM ACTIVATED, ABSORPTION-TYPE

25 TON
Arkla

Servei

MODEL 3000
WATER CHILLER
REFRIGERATION TOTAL CAPACITY
...300,000 BTU PER HOUR

NOW... an economical source of chilled water for comfort air conditioning and dehumidifying... for larger stores, motels and office buildings... and for a wide range of industrial applications

LOW-COST OPERATION. Oil is the cheapest, safest and most dependable fuel for real long-term savings. Steam to operate the chilled water unit is normally obtained from a direct-connected Oil-fired boiler, although waste plant steam, or steam from any other boiler supplied for the purpose can be used as the energy source. This Water Chiller utilizes any steam pressure between 3 and 15 psi.

EASY INSTALLATION. Because of its light floor loading and freedom from vibration, the Arkla-Servei 25-Ton Oil-operated Absorption-type Water Chiller can be installed in single (or multiple) units on any floor. The unit is compact and will pass through most standard commercial doors. Size: 7'6" length; 30" width; 6'6" height.

In addition to the standard workmanship-materials factory-warranty, each unit is actually operated before it leaves the factory, so as to assure full rated capacity.

Plumbing and heating contractors, air conditioning contractors, architects and builders are invited to write for full details.

1217 Biscayne Boulevard, Miami, Florida
Levison Acclaimed...

(Continued from Page 4)

in AIA affairs at chapter, state and national levels. He has held various chapter offices, including two terms as president, and served as chairman of the Florida Central Chapter's Convention Committee in 1957.

The AIA's 1961 president has served several terms as a member of the FAA Board of Directors. For the past two years he has been also a member of the AIA national committee on Office Practice, and, as chairman of the Florida Regional Committee on Office Practice, has been the administrative force behind the successful program of office practice seminar initiated last year. He is married, the father of three children and, at the present writing, is still basked in the glow of his recently achieved status as a new grandfather.

State Board Inaugurates Certificate Presentation Ceremony

In the first ceremony of its kind in Florida, Franklin S. Bunch, President of the Florida State Board of Architecture, welcomed Florida's newly registered architects into the ranks of the profession and presented registration certificates to 27 of them. The ceremony was held following the November 11 banquet of the FAA's 46th Annual Convention at its head quarters at Hollywood Beach.

Before inviting the newly registered men to receive their certificates, the State Board President outlined briefly the organization and functions of the State Board and then spoke directly to those who had been granted registration since the first of the year. His talk was keyed to the need for overall...

(Continued on Page 26)
The CONCRETE CURTAIN WALLS of McCormick Place—new $34,000,000 exposition center on Chicago’s lakefront—were made of Trinity White portland cement and exposed white aggregate.

McCormick Place is one of the largest concrete structures in the world—three blocks long by a block wide and high as a ten-story building... 2,610 curtain wall panels made of Trinity White and white aggregate were used. Sculptured panel designs by Constantine Nivola.

A Product of General Portland Cement Co.
Chicago • Chattanooga • Dallas • Fort Worth
Houston • Fresno • Kansas City • Robinson
Michigan • Tampa • Miami • Los Angeles

DECEMBER, 1960
RENT YOUR COMPLETE HOT WATER NEEDS

FOR AS LITTLE AS $9.00 PER MONTH...

SAVE 3 WAYS!

TAXES — All rental cost completely tax deductible.

INTEREST — Invest the original purchase price and make your money work for you.

MAINTENANCE — You receive guaranteed service with no maintenance cost whatsoever.

The smallest lunch stand or the largest hotel today requires adequate hot water. There is a Ruud Sanimaster Commercial Natural Gas Water Heater designed to meet your every requirement. Here is the most economical way to assure perfect hot water service at the lowest possible cost. You have no investment, only a low per month rental fee.

DESIGNED FOR: Restaurants, apartments, hotels, motels, all commercial buildings.

natural gas

For full details, contact our nearest office.

THE HOUSTON CORPORATION

Miami • Jacksonville • Orlando • Lakeland • Daytona Beach • Eustis

THE FLORIDA ARCHITECT
The Future Has Already Begun

By PHILIP WILL, JR., FAIA
President, American Institute of Architects

At the luncheon meeting of the 46th AIA Convention’s opening day, the Institute’s top-ranking officer surveyed the current background for professional practice and sketched a broad new pattern of activity for the future.

You have seen fit to elevate me to a high and honored position of leadership within our profession. Now you have a right to expect that I will tell you about my view from this, to me, still somewhat dizzy and unaccustomed height.

One way to discharge this obligation is to spread before you a ray of the far future. I could quote any one of many economic forecasters’ predictions of how we will rebuild our crumbling cities and on the demands of our growing population. Such a talk is not overly original. To an audience of comfortably engaged and compliant architects, it is a pleasant listening.

I propose, instead, to ask some rather uncomfortable questions. Perhaps the answers will raise doubts. At least for the best in this host of all possible worlds?

In fact, I hope that you, my colleagues, will come to share my deep concern, my growing conviction that the future is already with us—in Crisis. This crisis must be understood and dealt with if architecture is to continue as a vital profession of high stature and satisfying accomplishment.

We say that we are master builders who understand how to respond to human needs in terms of buildings. We are, we say, responsible citizens who place public welfare above that of our clients above our own. Yet, how well have we done?

We are becoming an overcrowding, urbanized nation. But do we know what kind of cities we wish to create...and why? Do we understand the city—that organism whose growth throughout the years reflects all stages, triumphs, failures and cries of the human spirit? Are our ideals and objectives equal to our expertise? To build better, what will we build that will itself shape the nature of our civilization?

G. S. Laws, the British author, is perhaps best known for his book The Sevenstorey Mountain." But some may also remember The Great Divorce." This small book begins with the description of a city: "A city of almost black after block of dark houses. Most have been abandoned by their owners. In this city there is no end and no beginning; for it expands as the expanding universe with the speed of light.

Scrapes of paper eddy with each chill gust of wind. Dirty puddles reflect the yellow fleck of the street lamp. No leaves are in season. A city without life nor light. All is dull, colorless, grey, dreary, sinister."

The author has been describing his vision of hell...and perhaps it is our own. Yet I submit that the imagination of the author is unequal to the reality of man’s ability to find his own nest.

With allowance for poetic license, what is the vision of our modern American cities becoming? Narrow canyon walls, unlined with open space. A slanted landscape with perspective stretching to infinity. Noise and echoes. Extremes of micro-climate multiply themselves. In chaotic, virtually constricting signs can become for each other. The deadly exhalation of power sources pollutes the air color, dust, smoke, ash, fog, and lethal gases. The helpless pedestrian, in unending battle, disputes the right to move with the automobile, the man-guided missile, only a curbstone away. Glitter, ugliness and waste. A bastardization of cities, massive forces, the city has grown too fast to heal its own wounds. The scars lie open and festering.

All too often this is a fair description of what our cities are now and a prophecy of what they may increasingly become. Now the great population there, released by the automobile and channelled by billions of dollars worth of highways, crowds our precious countryside in oceans of urban sprawl. All become grey and faceless in deadly continuity. No country, no suburbs, and no real city.

(Continued on Page 20)
The Future...
- (Continued from Page 9)

Megalopolis, endless and insurmountable. So here we are. For the future has already arrived. The challenge is to unite our nation and upon the profession of architecture.

Every citizen of our cities, as architects, must assume the blame. We are a numerically small profession. Even so, many of our individual members have led battles for better planning, for the preservation of our heritage, for order and beauty. Only now are we beginning to make up our collective mind that ours is the responsibility for designing those second United States, and that the challenge is not just to anyone, but to us, the Profession of Architecture.

How do we now ask ourselves, can we exercise leadership towards a better physical environment ... a leadership which, by virtue of our skill and calling, must be ours? Some see that architects lack the status and the prestige to do the job. I doubt that this is true.

Ask anyone at a cocktail party to name a nationally famous doctor or lawyer, and he will be hard put. Most likely, however, he will be able to name three or more famous architects. The reason is that architecture and the men who create it are getting more and more attention in our national mass media. Don't blame the writers or editors if you don't get your share of the attention. I don't see any reason why architects today should remain a status complex. On the contrary, the thinking public may be expecting more of us than we are, yet able to perform.

True, there was a time when "planning" was a dirty word. To some it smacked of socialism. But times have changed and, as in many other areas, we may have been too busy to notice. We are still on the defensive, yet while we are intensifying our attacks on the wind, the curtain is going up and the spotlight is opening upon us.

The audience, reading and design. In both play a part. Some politicians have adopted strong platforms calling for the intelligent rehabilitation of our cities. There are more civic organizations and citizens' groups agitating for urban renewal than ever sought for prohibition or even the repeal thereof. So will you find many communities without a planning body and/or urban renewal program; although you'll find quite a few—for too many in fact—without architects on them.

Could it be that the public has a clearer image of what it expects of the architect than has the architect himself? Could it be that our problem is not status or prestige, but the need to live up to the public image and expectation, which the word "architect" evokes?

At any rate, the image of the architect as the designer of the total environment, the master-builder, cannot be purchased or be created by miracles or bombastic parades. It must be earned by the professional conduct, the competence and the vision to deal with the complex problems of a future which is already upon us. Nor can we substitute for this image the vague of the prophetic designs of a planning, artistic, post-industrial world of tomorrow. In the first place, there is no evidence whatever that we will really design it; indeed, there is quite a bit of evidence to the contrary. Other professions, singly and in efficient combinations, are recognizing the existence of a vacuum and are rapidly moving to fill it.

In the second place, any discussion about home building programs should not blind us to the nightmare of our present man-made environment. For behind those new visions is the cold, harsh fact that even greater technological progress to be absorbed and applied, even the most modern urban utopia to be replaced, is now meeting with ever more problems to be solved.

Contemplation of the coming changes in the world around us may well be thwarting basic principles. But a hard look at the magnitude of problems facing us this very minute should give us the direction. And the one promise the future does hold is that, by some miracle, we as a profession will be able to solve problems tomorrow which we cannot adequately solve today.

No, it will not help us much. I'm afraid, to keep talking of the challenge of the future. It may be pleasant, because everyone agrees. But it is also dull, because there is no real controversy.

We need discussion. We should be, as I see it, a very disturbed and very troubled profession. We need. I believe, a earnest and searching approach—yes, an organizing reappraisal, perhaps—of the state of our profession, its responsibilities, and its responsibilities. The intent of this talk—one a series of attempts to bring the present problems of our profession into focus—it to stimulate such discussion.

I offer neither solutions nor solutions, we are all aware, white fathers who can lead you to water, you've got to do the drinking. All I offer is any sincere invitation to you and to all thinking architects to join me, the other members of your Board of Directors, and your able committees in a re-examination of our professional activities and contracts.

I believe we must take a new direction. A thoughtful study of some of our problems and of the direction we should take was indicated in the "Report on Your Profession" published in the June issue of the AIA Journal. The AIA Board of Directors has adopted this report and is working on the formulation of specific policies it recommends. The objective of these policies is, in brief, in essence for the architectural profession the responsibility and the leadership for the total man-made environment, as the medical profession assumes the responsibility and leadership for public health and the legal profession for the rule of law.

But policies alone cannot bring about the needed change in the direction of a democratic organization such as ours. Declarations that we want to do these things do not make us leaders. Our policies must be supported by the membership. The needed changes in our professional approach and practice must begin with changed attitudes on the part of those who practice, teach and study architecture.

Specifically, I believe, we should explore a new approach in three areas of our professional life:

1. We should, I suggest, search for a more encompassing, more
The Scope of Architectural Service

Our objectives, as stated in the by-laws of the Institute, culminate in the phrase: "...and to make the profession of over-increasing service to society." To render this service to an ever-changing society, the nature and method of the service must also change.

The changes in the world around us are plain to see. The "Report on Your Profession" enunciates them clearly: There is more and more broad-scale planning, by government on all levels, to govern the use of our natural resources, our social pattern, our economy, and its obvious effect on land use, utilities, public transportation, public buildings, and urban renewal. There are common advances in building technology and building methods and the danger that ultimately the architect only semantically parts designed and engineered by industrial manufacturers. There are growing cultural and recreational demands of an affluent society with more leisure time than before and former pressures less in a month or even year. There is the replacement of the individual client by the corporate client... the building committee. There are the "package deals" which relieve the client of the complications of dealing with a multitude of professionals and skills, including that of paying for his building.

All of us see these changes. But are all of us also giving the need to change the method and scope of architectural practice to keep up with them? I doubt it.

There is, today, a tremendous diversity in the kind and scope of service architects offer. According to the AIA-sponsored study of The Architect at Mid-Century, published in 1954 (and that is, I believe, the latest complete survey), more than half (52.5 per cent) of all architectural firms maintain offices of one to four employees. One-quarter (25.7 per cent) employ from five to nine persons. About one-eighth (12.7 per cent) employ ten to nineteen; 5.6 per cent employ from twenty to thirty-nine; two per cent pay the wages of forty to ninety-nine people; and less than one per cent (0.9) employ a hundred or more. Perhaps these percentage figures on the relative size of architectural firms have changed a little since this survey was made, but these changes have been slow, slower than the changes in our society. And it is safe to say that as a profession we have not sufficiently adjusted the extent of our professional services and our method of business operations to assure our survival in the face of package dealer competition, but also to meet society's needs and expectations.

MUCH, TOO MUCH, OF OUR THINKING AND OUR BUILDING PRACTICE IS STILL GOVERNED BY A NOSTALGIA FOR THE FACEDideal of yesterday. Gallman, in his latest book, The Labor Hole, devotes an entire chapter to this "weak nostalgia." He is the champion for the simple things of the past, the historic materials and methods we can comprehend. As Gallman puts it: "The reason modern is within easy reach of the mind; not so General Motors. The village is comprehensible, but not New York."

Such nostalgia, Gallman says, "suggests our hopeful confidence that all government can be small, that the government governs best by governing itself, and that in a highly urbanized society, planning and guidance of growth can somehow be avoided. Nostalgia for earlier arrangements"—I am still quoting Gallman—"leads regularly to the conclusion that they are better and should, if possible, be restated."

In the case of architectural practice the early arrangement of the small, one to four, employee office has never been abandoned by half the members of our profession. Most of the other half still has a deep nostalgia for it. As Albert, far too many of us still see ourselves as a minority. H. H. Richardson, clad in a monk's robe, wielding a big pencil, and Queen building models and casting shadows.

I readily grant these fellow architects that Richardson (for his day) took a far more comprehensive view of the nature of architectural service to his client than most would Richardson now. But for the needs of today's client and today's society, his concept is as insufficient as the lanterns he designed. I am not belittling the beauty of their detail or the nobility of their proportions. I merely point out that they no longer meet the starker standards to which we have become accustomed.

Perhaps I should have cited Alexandre Kliber and Mansard, rather than H. H. Richardson, as my examples of the past as well as the present architect, as they provide me with the opportunity to read you another delightful quotation from Gallman's book. The economist points out that our nostalgia is not for the reality, but for an abstraction.

"It is known," he writes, "that the palace of the great Louis of Paris was not built deficient by any modern standards of its plan, or any modern standards of its plan. Yet today in their grandeur and richly decorated court was normal. And the respectable entrepreneur felt it a hard saucen in the midst of the glittering grounds. When the irony was planted it was well, but in vain, that its pageCount would overwhelm the terrible race. All this has been lost in the mediatisation."

(Continued on Page 52)
A Problem In Churches

...how to get needed heat economically

- SOLUTION

1. Specify room-by-room control of heat—safe and clean due to electricity. ELECTREND provides this...

2. Specify efficiency of heating to give positive through-room circulation. ELECTREND provides this...

3. Specify space-saving and economy through in-wall, and two way heat distribution. ELECTREND provides this...

Electrend

ELECTREND DISTRIBUTING COMPANY

Comfort - Convenience - Economy

4550 37th St. No., St. Petersburg

Phone: NElock 6-8420

The Future...

(Continued from Page 11)

"Of the court of Louis XIV we know only of the pump, the well, and the love. Of features which would have made life there impossible for a fashionable American nothing is remembered. So with social nostalgia."

Again, none of this can detract from the architectural accomplishments of Louis or Mansart. Nor do I deplore the design ability of today's solitary, do-it-yourself architect. Today's Versailles demand plumbing and heating up to standard facades. And today's Louis XIV will hardly move to the one-man office to get both.

Today's client is beginning to learn and all of us are with him...that the most splendid facade means him little if it is obscured by a sea of parked cars. If the landscaping consists of a few shrubs dumped down at random by the friendly neighborhood nurseryman, if its interior is marred by the eager company vice-president's decoration committee and if the whole is not subtly enhanced by the efforts of the center stage painter, neon-light manufacturer, and selected art director of his advertising agency, many will reject and reject the new design, but the point is obvious. It is two-fold:

1. Let us not deride the large architectural office, and
2. Let us recognize that architecture has become a team sport and act accordingly.

Our model for the familiar and seemingly more manageable has led as far as the change that bijou is to large. I'll let General Motors or the A.I.A. speak for themselves. But I do wish to defend the large architectural office against the charge.

The complexity of architectural practice today can no longer be handled by one man or even a handful of men. If we persist in solo performances, we also persist in narrowing our field of activity, control, and eventually interest. Because of this simple logic, the architectural profession has already recoiled far too much design control to others. Interiors have been ceded to decorators, and even furniture. Interiors and planning has been ceded to land developers, if not land speculators. These are but two of many examples. And the client, bewildered and heavily burdened by the need to deal with so many variables, is naturally turning to the well-rehearsed orchestra. Deploring the fact that the conductor of that orchestra is not an architect will not change his mind. Let's face it: the client has a right to the package. The only thing wrong is the deal.

Let's give him the package without the deal.

This is not to say that there is no longer room for the small office. It is the ideal place for the small client—the man who has enough sense to call in an architect to design a home or minor alteration. Our profession cannot afford to push the small client aside. The man who wants to extend his porch today may set the multi-million dollar hospital building committee tomorrow. What's more, that porch is also part of the total environment.

But I do say that we should combine our efforts rather than emasculate them. And that's what we are doing when we form and partnerships keep spiraling and when we keep pushing architectural graduates. "Young man, go north and practice on your own!"

Young architects, I find, are still imbued with the idea that only independent practice gives them the opportunity to do creative design. This is nonsense. The larger opportunities await them in the larger offices where men are constantly and deliberately shifted around to work on different building types and different problems.

Nor is it true that competition within large offices is so keen that the smug man never has a chance. There is competition, to be sure. But no one with talent is not a merewhite in the wheel. He'll be recognized. And he should not pretend that the competition within an architectural organization is any mild, indeed, compared to the competition and pressures a small independent practitioner must face.

Let me state flatly that because of all this the performance of good big offices in this country has surpassed the entire profession, and with it American architecture. Architecture, I repeat, has become a team sport and it is time that we added more men to the team. The alternative is losing the game.

To deliver the package without the
that we will have to employ the services not only of engineers and
interior designers and landscape architects. We should of course also
employ trained construction managers who coordinate construction opera-
tions, tax and financial experts, and sociologists. It may well be
that the Report of the AIA Committee on the Profession points out, that the archi-
tect must accept as his fellow team-
mates, the house and the city as well &
perhaps even the builder. Architects
team up with contractors in other
countries without visible detriment to
the quality of the building achieved,
to their professional status, or the
best interests of the public.

The Report on the Profession recommends that AIA "investi-
gate the changes in and/or extension of
our ethical code and standards of
practice to permit such as expanded
concept of our professional practice
and business procedure—keeping in
mind the problems of both the large
and the small offices and the fact
that the full choice of the extent of
the services offered must remain with
the office itself." We are doing so
now. We are studying our documents
for necessary revisions and will pre-
pare additional ones, if needed, to
conform with changing concepts and
practices.

The changes in office practice and
business procedures your Committee
on the Profession and your Board of
Directors recommends are not just in
answer to the growing competition of
the package dealer. They are neces-
sary in order to phrase architectural
practice to the changed needs and
demands of our clients, our society,
and our own objectives. Not are they
changes that can be effective on paper
or in terms of office procedure alone.

We need, as I have said, a new
attitude, a new, comprehensive
approach in our thinking and our
ambition. The architect, your Com-
mittee on the Profession has stated,
must again assume the role of the
master builder. To be master build-
ers, we must first want to be master
builders.

To quote Peter Blake's new book,
_The Master Builders_": "... the alter-
native is architecture or Disneyland,
civilization or chaos. What makes
our dreams so daring. La Conscience
once said, 'is that they can be
realized.'"

**THE BEAUTIFUL DRESDEN DESIGN:**
non-shattering, malleable iron

Blum's ornamental castings bend without breaking. Absence of breakage
in handling, fabrication or from accidental blows assures permanence and
economy. Blum's quality in ornamental metalwork is uncompromising. Look for
the finely-ground detail. Be assured of getting non-shattering quality by buying
Blum's malleable iron castings.

*Over 70 beautiful patterns stocked for immediate shipment. See Catalog No. 8
or Sweet's Architectural File No. 66-66. Offices: Carlstadt, New Jersey,
Chicago 6-1006; Philadelphia, 57-259; New York, OXford 5-2215*

**Fiftieth Years**
1910-1960

DECEMBER, 1960
The Client
The Architect
and The Builder

By JOHN STETSON, AIA

This article, my last as President of the Florida Association of Architects, is offered to all men who may read this official publication of the Florida architects. There are quite a few of the three titlists who need little help to these words. Unfortunately, there are many who would do well to contemplate this message and to, by so doing, gain a feeling of financial and mental contentment. No one man knows all of the answers anymore than he knows all of the problems facing the construction industry, its designers and its buyers, outlets. Those who serve in leadership capacities are unfortunately exposed to many complaints from dissatisfied participants in these three categories during any given year. The year 1960 produced “Donna,” a building recession, and multitudinous complaints.

“We get for what we pay for” is a well-entrenched, well-justified adage. Too often we hear this to read, “We give, in service, just what you are willing to pay for, and not one bit more.” The client, thinking only of original costs, drives a hard bargain with the architect and then with the builder. The result — no one gains. The building erected under this “pay for cost, guard foolish” arrangement is poorly planned, sloppily detailed, improperly financed, lacks a thoughtful mortgage and insurance approach and finally, is usually poorly built of short-lived materials. Most of our current buildings do not stand a chance of becoming historically important, not only because of designs already tried, but because the materials used will not last long enough to survive the life of the mortgage.

We have reached the best possible time to cease and desist, to take stock of our present and future position, and to take the necessary steps to bring a far greater value from the construction dollar. Present slowdowns of building afford us an excellent opportunity to proceed slowly and carefully in the immediate future, commencing with the client — whether he be an individual, a corporation or a political subdivision.

First, the client should seek the very finest available professional service within the framework of his particular desired building type. A cheap designer’s fee produces nothing but headaches for it does not protect the owner in any manner. He rarely receives a design of lasting suitability or desirable appearance. He will receive no counsel on financing, insurance, possible future expansion or many of the other allied services to which he is entitled. The resulting inadequately completed plans and specifications produce high bids with their accompanying items to cover lack of information, or bids that produce cheap and shoddy work because details were “skipping” the owner.

The architect has nothing to sell but ideas, experience, and integrity. Time is the director of his efforts. Time adequately paid for produces enduring designs and intelligent decisions. Professional fees have been established through many years of experience and rarely can produce a desired result if reduced below known minimums.

Builders who accept inadequate plans and specifications are exposing themselves to future trouble. The client may have been led to expect much more than the building contract provides. The quality of materials used is readily discernible to the trained eye; but too often it takes a year’s deterioration to convince the owner that the entire building industry is composed of a bunch of thieves. Builders who try to supplant the architect, or who furnish design services, are cheating the owner of his right to be represented by someone trained in avoiding the mistakes easily committed in bad planning, lack of bid competition and in poor selections of materials.

It is strange that the following situations are inevitably true and have been throughout recorded history: A building of excellent design and in a good location holds its economic value while poorly designed buildings soon become economic problems.

A building of excellent design is a good advertisement for its owner.

A building of excellent design, with thoughtfulness of plan provides for ease of expansion.

A building of excellent design “belongs” in its environment.

A carefully designed building re-
(Continued on Page 25)

THE FLORIDA ARCHITECT
Design Exhibit Awards

More than in any previous year the Architectural Exhibit at the F.A.A.'s memorable 40th Annual Convention was closely geared to the Men, Climate and The Architect theme of the Convention. The exhibit was not so large as have been some at former conventions. But what it lacked in quantity—and this particular lack was not evident because of the ingenious and effective manner in which exhibits were displayed—it made up in quality. Convention was general that the 1960 architectural exhibit had set a new standard for excellence and meaning.

Because of this, the jury's traditional report of difficulty in selection had the force of realism. Judging all the year was not alone on the basis of architectural design. One important basis of selection was the extent in which the displayed designs had accomplished practical solutions to the varied problems of making the climate toward the end of providing the best possible living conditions. Thus, the jury's considerations were also in direct line with the theme of the convention.

The jury was a distinguished one from any viewpoint. It included Philip Will, Jr., AIA, president of the AIA; Harry L. Wight, AIA, First Vice President, AIA; Herbert C. Millikan, AIA, Alhambra, AIA and Dr. Clarence A. Mills. As a result of its very deliberative study of the exhibit, six projects were selected for awards. Two of them were designated as Honor Awards: four as Merit Awards. And in the case of one exhibit, the jury designated a special award for the handling of climate problems in line with the Convention theme. These were the award winners:

Honor Award: "The Albert W. Green Residence, Savannah, Georgia, Mark Hampton, AIA, Architect.


Merit Award: Residence for Nor (Continued on page 30).

Frank E. Watson, of Watson, Dusatman and Kruse, accepts a Merit Award for a hotel project in Guatemala City.

Vernon Johnson acts as proxy for Weed-Johnson Associates in accepting awards designated for that firm.

Winning design awards has become almost a habit with Mark Hampton who won honors again this year.
Exhibit Awards...
(Continued from Page 15)

Ratner, Miami Beach; Robert E. 
Browne and Robert A. Nystrom, 
Architects.
Award of Merit: Hotel Natanjo, 
Guatemala City; Watson, Dretzka, 
Man and Kaiser, Architects.
Award of Merit: Office Building 
for D.K. Meridio Company, Miami, 
Pancost, Fernandino, Skell and 
Burnham, Architects. This building 
was also given a Special Climatic 
Award.
As in the past years, a major por- 
tion of the 1960 Convention Ar- 
chitectural Exhibit will be scheduled 
for a travel tour at an exhibit of 
"Florida Architecture by Florida 
Architects". The itinerary will be ar-
ranged by the FAA office staff.
The exhibit of student work was 
so numerous and so well presented 
as that of the practicing architects. 
Award winners were:

Frank D. Leach, an Honor Award 
for a restaurant design; John S. 
Phillips, an Honor Award for an in- 
terior design; William F. Weidmeyer, 
III, an Honor Award for a sports 
arena design; and Gus M. Perras, an 
Award of Merit for a residential 
design.
Award certificates were presented 
by AIA First Vice President Henry T. 
Wright, AIA, following luncheon at 
the mid-day Convention meeting on 
Friday, November 11, 1960.
Honor Award-1960 FAA Convention...

House for Albert Weis, Savannah, Ga.

MARK HAMPTON,
Architect

Both the climate and the strong architectural traditions of Savannah offered the design of this house. The two story portions on the East and West exposures provide protection from the elements. The wood infilling screen panels are made up of various sized pieces of redwood "threaded" onto galvanized pipe alternately with spacer blocks. These screens were used to generally shield the glass from the sun, to decrease the air conditioning loads, to enhance the view from the interior by means of looking through a grill, and for the shadow pattern. Also, through the use of weathered redwood, a feeling of warmth is achieved. . . . Throughout, an attempt was made to relate and integrate contemporary thought and technology to the indigenous character that is Savannah's architectural history.
Honor Award - 1960 FAA Convention...
Office for Lehigh Portland Cement Co., Miami

WEED-JOHNSON ASSOCIATES
Architects

Merit Award - 1960 FAA Convention...
Office and Warehouse for Coppertone, Miami
The design of this Honor Award building is particularly noteworthy for the manner in which the structural scheme has been developed to create an integrated pattern of form and purpose. As might be supposed, the Lehigh building is basically of concrete. Structural members have been smooth-finished; walls surfaced with exposed-aggregate panels.
Bidding on New York's newest housing project...

every contractor set a lower price for concrete than for steel!

For example, back in 1947 the NYCHA issued bids for the Lilburn Wald 16-building project, $880,000 in savings with concrete resulted. Now a policy decision was made to stay with concrete for future projects.

In the intervening years, no fewer than 84 concrete frame projects were completed, or in partial operation. They provided housing for 95,454 families. And thanks to concrete, we estimated that the Housing Authority saved no less than $60,000,000.

More and more builders of all sizes are today demonstrating that when America builds for economy... it builds with concrete!


PORTLAND CEMENT ASSOCIATION
1612 East Colonial Drive, Orlando, Florida

A national organization to improve and extend the use of concrete

THE FLORIDA ARCHITECT
The Business of The 1960 Convention

With a total registration of 514, the FAA's 16th Annual Convention did not set any new attendance record. But it did set new standards along other lines. It was one of the most smoothly-organized meetings ever held by the FFA. Business procedures had been so planned and streamlined that only two business sessions were held in place of the usual three that have marked past Convention programs. Because of this, all of the Convention's second day was devoted to seminar subjects. This arrangement was, apparently, a welcome one. The program moved ahead remarkably close to its scheduled timetable, and speakers at every seminar addressed audiences which overflowed the meeting rooms. These seminar programs had been so arranged that featured speakers participated in each of the three "workshop sessions" as members of discussion panels. The result was a far deeper penetration of the Convention theme—Man, Climate and The Architect—that would otherwise have been possible. Proceedings of these workshops will have records; and, as now planned, most of them will appear at least in abridged form in future issues of The Florida Architect.

One notable feature of this Convention was the change in voting procedure adopted last year. Chapter interests were represented by delegates, rather than by individuals, and although the Convention floor was available to any FFA member for discussion on any question, voting was confined to delegates. Apportionment of chapter delegacies was on a proportional basis tied to the number of chapter corporate members "in good standing" at a pre-Convention deadline. The qualification refers to members whose dues were paid; and several chapters found their representation less than might otherwise have been possible because of it.

Some chapter officers viewed this qualification as a local stimulus to put chapter affairs in better order relative to delinquent dues. Others saw the new delegate system as tending to reduce individual attendance at conventions. But, on the basis of the business sessions held at Hollywood last month, the new voting system seems to be practical and efficient, according to FFA officers, who currently view it as an accepted pattern of future meetings.

Neither of the Convention's two FFA business sessions produced any substantial amount of controversy. The agenda stemmed from the report of the FFA Board of Directors which had previously been furnished to all members—a procedure introduced last year with marked success. Prior to deliberations on various items in this report, however, was presentation of the Nominating Committee's report by Chairman Arthur E. Jones. As reported elsewhere in this issue, election of the Committee's full slate was achieved by acclamation, thus making balloting unnecessary. In addition to FFA officers, the Committee proposed James Knight, Rogers II, Mico-Florida Chapter, as a three-year member of the Florida Region's Judicial Committee, with W. J. Sams Jr., FFAA, as a one-year alternate. These nominations were also carried unanimously.

The chief item of discussion at the Thursday morning (November 10) session related to the report of the Legislative Committee. Taylor Ham, representing the Jacksonville Chapter, proposed a two-part motion in the effect that, one, the FFA retain full legislative representation throughout the 1961 Legislative Session, and, two, that a policy statement be adopted relative to the FFA's stand on the matter of possible legislative importance noted by the Legislative Committee's report.

Discussion on the motion related to clarification of the vote on legislative matters and the availability of additional funds from FFA reserves to meet added costs of the expanded representation called for by the motion. Result was to authorize the Legislative Committee to expend it if required and subject to approval of the Budget and Finance Committee. "Up to 55.00% of additional funds from FFA reserves to be used for professional assistance in the Legislative Committee." Similarly, delegates voted to charge the FFA Board with issuing policy statements relative to legislative matters.

Another highlight of the November 10 business session was a report by Charles Gawalt, Broward County Chapter of the progress made by College Building Committee, which he is chairman. He announced that the new building for the W. J. College of Architecture and Fine Arts had been awarded top priority by the Board of Control and the University itself. He pointed out that approval, however, must come first from the Budget Commission—which is actually the Cabinet—and then from the Appropriations Committee of both legislative houses. He indicated his Committee would urge approval before the Budget Commission. He asked each FFA member to contact individual members of the Legislative liaison to them—particularly those appointed as members of both Appropriations Committee. Further, he asked that he be kept informed of their contact with such members.

(Continued on Page 25)
The Convention Coin Had Two Sides

BUSINESS... Here are some of the Convention's Chapter Delegates during one of the two business sessions. No one could ask for a more earnest concentration on the subject of discussion than that portrayed in the candid camera shot. Included are: Bob Hansen, Bill Kenley, Jeff Powell, Mark Hampton, Ben Edge, Jack Moore, Hal Obst, Jack Zimmer and Dick Jesson.

RELAXATION... Here is an equally candid camera shot typical of the Thursday night Hawaiian luau which crowded the Cabana Club terrace of the Hollywood Beach Hotel. Caught in a holiday mood are Russ Pancoast, Frank Bunch and Clat Gamble, three of the FAA's most stalwart members. In camera range are also Mrs. Robert H. Levison and Dick Jesson (far left), Roy Pooley, Mrs. Franklin S. Bunch (the beautiful girl saying "Hi!") and Ottie Dungan (background, far right).

The latter part of the session was devoted to a fairly detailed report by President Juan Strauss on the character and extent of hurricane damage throughout the state, but particularly in the Keys. Head of a Governor-appointed committee to study methods of safeguarding lives and property against effects of future storms (see The Florida Architect for November, 1969, page 69), the FAA president indicated that a full report would be completed and made public by the first of the year. Results of his committee's study, if accepted by the Governor and his Cabinet, could have far-reaching and beneficial effects to all phases of the construction industry as well as to the public he indicated.

The business session of Saturday morning, November 12, 1969, was largely devoted to consideration of resolutions presented by Robert H. Levison, chairman of the Resolution Committee. The following were of major significance as including policy directives of the FAA.

1...Re: Building for the College of Architecture and Fine Arts, U/F:

Whereas, at its 40th Convention the FAA was one of the most important matters discussed has been the great need for a new building for the College of Architecture and Fine Arts at the University of Florida, Gainesville, the following facts are noted:

1. This is the only major college at Gainesville that has never had a permanent building.
2. In 1951 the request for new buildings was first made, and each year since then the need has grown more drastic.
3. There is no question that if another year goes by without action, accreditation of the College and particularly the School of Architecture (and Building Construction) will be lost.
4. The need for this building has been established by the President of the University, the Architect and staff of the Board of Control, and the Board of Control itself since they have all agreed this building has number one priority on the list of recommended construction.
5. Since the College of Architecture and Fine Arts includes the School of Building Construction as well as Architecture, the entire construction industry of the state is concerned over this matter.

Therefore, be it Resolved that the Florida Association of Architects, in convention assembled, respectfully urge the Board of Control and the members of the Legislature to give this particular construction project their approval and provide the funds so it may go forward as soon as possible.

The motion for this resolution passed no discussion and was passed unanimously.

2...Re: FAA Committee Organization:

Whereas, the committees of the FAA, standing, AIA working, and special, are essential and are the primary means to accomplish the objectives of the FAA, and

Whereas, the committees of the FAA, with membership by chapter and geographical representation, provide essential chapter liaison and proper representation and,

Whereas, the geographical size of the State of Florida and the dispersion throughout the state of the various chapters have made it impractical, expensive, and time consuming for most committees to hold indi-
Design and Progress

Like most good things, Florida architecture did not just happen — the widely admired commercial, industrial and residential buildings in our state are the result of the work and imagination of highly skilled designers.

Florida architects are nationally recognized as specialists in the design of the functional, the attractive and the comfortable... and in adapting to climate, topography and progress.

Progress also demands skillful design in communications. Southern Bell is proud to offer ever-expanding telephone services for Florida's growth.

You will get the full benefit when the 10% Federal Tax on Telephone Service is removed.

DECEMBER, 1966
MEDALLION HOME AWARDS
BRING PRESTIGE TO ARCHITECTS

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

A MEDALLION HOME must meet these basic requirements:

- **ALL-ELECTRIC KITCHEN-LAUNDRY** that includes at least 4 major electrical appliances...water heater, cooking range, clothes dryer, dishwasher, or other "helpy-servants."

- **FULL HOUSEPOWER** (100-300 amp service) with large enough wire and ample circuits, outlets and switches for maximum convenience and efficiency... now and in the future.

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

FLORIDA POWER & LIGHT CO.
committee activities. Opponents approved the proposal but maintained the proposal would prove too complicated to be practical. When finally put to a vote the resolution failed of adoption.

3 . . . Re: The Architects' and Engineers' Joint Policy Code:

Whereas, the FAA has not repudiated the Joint Architect-Engineer Policy Code adopted in 1958 be the AIA and FAA; and the President of the Florida Engineering Society has renewed the Florida Association of Architects, through its President, that the Florida Engineering Society, in emergency session at Saturday, November 6, 1959, receded from its participation of and participation in the Joint Architect-Engineer Policy Code; and,

Whereas, since the last convention of the Florida Association of Architects, the Florida Engineering Society has withdrawn from participation in the Joint Cooperative Council and is not now a member of that Council;

Whereas, it is the opinion of the Florida Association of Architects to perform its work and discharge its obligations to society in harmony with other design professions;

Therefore, Be It Resolved by the Florida Association of Architects in convention assembled, that the President, together with the President-elect, appoint a select committee to examine present Architect-Engineer relations and to furnish continuing recommendations to the Board of Directors regarding relations between the profession of architecture and the profession of engineering and,

Be It Further Resolved that the Convention authorize the Board of Directors to take such action in connection with Architect-Engineer relations as to the Board of Directors shall seem wise and proper.

President Stenstrom previously had read the communication from the PES to which the resolution referred. Though there was some commentary on this from the floor, the resolution as presented was promptly carried without debate.

4 . . . Re: The FAA's Stand on Matters of Possible Legislation:

Whereas, the year 1961 is the year for the session of the State Legislature; and,

Whereas, it will give direction and assistance to the State Legislature and those who offer legislation as well as the members and officers of the Florida Association of Architects, to make known the attitudes and desires of the Florida Association of Architects pertaining to current legislative issues concerned with the profession of architecture and the building industry;

Therefore, Be It Resolved that the following are the official expressions of the attitudes and desires of the Florida Association of Architects concerning the issues listed hereafter:

1. . . . New Building for the College of Architecture and Fine Arts at the University of Florida. The enactment of legislation for the immediate construction of a new building at the University of Florida suitable and proper for the teaching of architecture.

(Continued on Page 28)
Business...

(Continued from Page 35)

Architecture and building construction is the prime concern of the Florida Association of Architects. The Association believes this building is of such importance to the profession and the people of Florida that the full force of our money and influence will be pressed for enactment of this legislation.

2. Revisions to the Architects' Registration Law.—The Florida Association of Architects is in agreement with and supports the recommendations of the State Board of Architecture for the improvement of the Architects' Registration Law to National Council of Architectural Registration Boards standards and the enforcement of the law.

3. Hotel Commission and Architect-Engineer Relations in General.—The Florida Association of Architects is in favor of any legislation which will clearly define the qualifications, responsibilities, and prerogatives of the various categories of engineers. However, the Association will not accept an area of competition with engineers, with the possible exception of professional structural engineers, the performance of architecture, whether or not incidental to the construction of engineering projects. The Association supports, and will make all effort possible to eliminate, the indiscriminate interchange of the words "architect" and "engineer" and the term "architect and engineer" and "architect and/or engineer" in legislation or governmental rules and regulations.

4. Relations with Board of Commissioners of State Institutions, State Board of Control, and Similar Government Agencies.—The Florida Association of Architects understands the need and encourages the use of governmental architectural staffs for assisting governmental agencies in formulating building programs, setting administrative procedures and standards, and selecting practising architects for governmental building projects. However, the Association will oppose any proposal to use governmental architectural staffs to perform the architectural work for building projects; and shall prove that neither the profession nor the best interest of the people of Florida is served by such employment of governmental architectural staffs.

5. Stock Plans. The Florida Association of the Architects takes the position that two building projects are identical; as a consequence, one set of contractual documents cannot satisfy any more than one building project without causing confusion, eliminating the opportunity for error, forcing an inappropriate adaptation of structure to conditions for which it was not intended. The Association will oppose any proposal to develop stock plans for schools or any other permanent buildings.

6. State Building Code.—The Florida Association of Architects desires, in the interest of public safety, a single building code for the cities and communities of Florida which do not have a code of building standards. The Association supports the enactment of permissive legislation enabling all unincorporated areas and communities not now having a building code to adopt a set of minimum standards as the first step toward future mandatory legislation.

7. Mechanic Lien Law.—The

clients stay happy

- If you specify Titus extruded aluminum grilles, registers and diffusers. THESE GRILLE WON'T RUST . . . have today's most advanced design, give outstanding performance on all types of air conditioning jobs. TODAY'S MOST COMPLETE LINE . . . conventional and linear types. Also inside burners and register assemblies.

See your local Titus representative OR WRITE DIRECT FOR CATALOG FAX 7-59 TO TITUS MFG. CORP., WATERLOO, IOWA.

EXTRUDED ALUMINUM AIR DIFFUSION PRODUCTS

by...TITUS

Now manufactured in the
South in TERRELL, TEXAS
and HIALEAH, FLORIDA

THE FLORIDA ARCHITECT
Our Tradition Is Quality...

- Tradition, says the dictionary, is a long established custom. With us, that long established custom is dependability, solid worth and honest value in every one of the many buildings we handle. This started many years ago as a basic policy of our business. We have never changed it...

Today, as one result of our continuing tradition of quality, an architect can specify with complete confidence any of the fine building products we distribute. He can be sure that in doing so his client is getting the long-term economy and high performance that use of quality materials assure.

For Example...

TRENDWOOD RANDOM PLANK

by Marlite

- Six new wood grain Trendwood finishes, created all the rich, warm coloring of fine hardwoods. In Swedes and American Walnut, English Oak, Swedish and Italian Cherry, Red Birch...

Trendwood are plastics-finished with melamine, long wearing, easy to clean, won't splinter...

Random plank Trendwood is rugged, easily installed or nearly any type of interior surface, saves money, cut upkeep cost.

compare it...

with any prefinished panel

A. H. RAMSEY AND SONS, INC.
21 N. W. 11th TERRACLE, MIAMI...

Service to Florida's west coast is from our warehouse at Palmetto...

Call Palmetto 3-0811

DECEMBER, 1960
News & Notes

New Cover Program Proposed for 1961 F/A

If Chapter members will follow the suggestion of the FAA Publications Committee, a series of informal design competitions will make available a new series of covers for 1961 issues of The Florida Architect. Notices, including mechanical requirements for magazine covers, have already been sent to Chapter Presidents by Clinton Gamble, Committee chairman.

Sketch designs should be sent to the publishing office of the magazine. Selection will be made as early as possible in 1961.

Community Services . . .

In Miami, Edward G. Grafton, Florida South Chapter, has been named as 1960-61 president of the United Cerebral Palsy Association of Miami, Inc. As such he will supervise activities involving a budget of $275,000.

In Jacksonville, William E. Jackson heads the planning committee for the Jacksonville Area Chamber of Commerce. His group has been developing a proposal for the establishment of a permanent metropolitan planning board and is hopeful that Duval County legislators will introduce a bill to provide such a board at the 1961 session. At a recent group meeting it was emphasized that Jacksonville needs a flexible master land-use plan to provide adequately for long-range growth and changing patterns of area development.

Personal . . .

In Tampa the firm of Pollara and Watson have just moved into their own new office building. The address is 5013 Espanola Avenue, Miami Shores.

In Miami, K. William Claxton, Jr., has announced formation of his firm for the practice of architecture at 9301 Northeast 6th Avenue, Miami Shores.

In St. Petersburg, James K. Therpan and W. Pinson Woodson have announced formation of a partnership for architectural practice under the name of Whidden and Therpan, with offices at 26 Beach Drive North.

CONVENTION COORDINATOR . . .

Shown here intent on checking one of the myriad details of the FAA Convention with Program Chairman John M. Evans, is the FAA’s able and busy Administrative Secretary, Vera M. Skeramar. One chief reason for the smooth progress of the Convention was her careful coordination of all its details . . . Shortly after the FAA meeting closed she attended another Convention at the Diplomat Hotel, Hollywood, in still another official capacity. As a member of the Florida Society of Association Executives, she served as chairman of the Host Chapter at the Society’s state-wide meeting.

non-leaching protection

ALWAYS SPECIFY Celcure

Celcure . . . and only Celcure gives you positive non-leaching protection. The chemicals are permanently locked into the wood and there is no danger of Celcure coming out in ground moisture, rain or even running water.

AMERICAN CELCURE WOOD PRESERVING CORP.
JACKSONVILLE, FLORIDA

28

THE FLORIDA ARCHITECT
acceptance of responsibility to the public on the part of building professionals.

He especially emphasized the point that architects are legally as well as morally accountable for the work they do.

"In accepting opportunities for architectural practice," he said, "you must also accept full accountability for what you do. Work signed or sealed by you as the architect of record becomes your responsibility. And the law charges you with the obligation that all work signed or sealed by you must have been accomplished—even though actually performed by others—under your direct and supervising control."

President’s Message...

The building carefully designed with its occupancy, length of service and location carefully studied can reduce fire insurance premiums sufficiently to completely cover the increased cost of construction within twenty years, while providing the important protection in the meantime.

A building carefully designed and properly protected eliminates the need for windstorm insurance.

A building well designed and built with loving care by a thoroughly qualified builder provides few if any problems to the owner in his lifetime.

A building designed with a thorough study of the economics of occupancy will never become a financial burden to the owner.

There must be a thousand more of these facts. They all can be summed up with one concise statement, "An owner sincerely interested in his investment who selects an able architect, giving him an adequate fee and ample time to produce the building designs, plans and specifications, then by means of properly conducted bidding selects his builder, will not only end up with an outstanding product, but will forever more be satisfied with his purchase."

To all men I offer this as our present and future salvation and our only tolerable way of business life.
Custom-Cast Plaques

FLORIDA FOUNDRY & PATTERN WORKS
3721 N. W. 43rd St., Miami

TO SOFTEN WATER TO CONDITION WATER

FILM AIR FORCE BASE INSTALLATION

Above is a hollow, thin-wall, automatic, double-vault softener, designed to supply unimpeached soft water.

One of the many softeners and conditioners designed and manufactured by Southern Water Conditioning, Inc. for further data specifications, write or wire Southern Water Conditioning, Inc., 301 South Avenue South, St. Petersburg, Florida.


Southern Water Conditioning, Inc.
301 S. 15th Avenue South
St. Petersburg, Florida

Products Awards Exhibit

As in the past years, two Honor Awards were presented each at the Convention's opening luncheon meeting, Thursday, November 10, 1960. One, for Display Excellence, was given to Riter Laminated Products for the design of Booth No. 48. The other, for Educational Value of Display was won by the Joseph Schmidt Company for the varied display in Booth No. 15.

Presentation of the awards was made by Jack W. Zimmer, of the Host Chapter, for the Convention Committee. The plaques embodied a relief seal of the AIA in addition to the name plate. Finish was in satin aluminum mounted on rubbed walnut.

Above, flanked by blazer-jacketed members of the Broward County Convention Host Chapter, Honorable William G. Ziskin, Mayor of Hollywood, right, assisted by FAA President John Stetson, cuts the ribbon at the entrance to the Building Products Exhibit at the 1960 FAA Convention. Below, one of the two Honor Award plaques won by the exhibit booths pictured above.

. . . for display excellence
. . . for educational value of display

THE FLORIDA ARCHITECT
A. R. COGSWELL

"SINCE 1921"

THE BEST
in
Architects' Supplies

COMPLETE REPRODUCTION
SERVICE

433 W. Bay St.
Jacksonville, Fla.

F. GRAHAM WILLIAMS CO.
INCORPORATED

"Beautiful and Permanent Building Materials"

ATLANTA
GA.

FACE BRICK
HANDMADE BRICK
CERAMIC GLAZED BRICK
GRANITE
LIMESTONE
BRIAR HILL STONE
CRAB ORCHARD FLAGSTONE
CRAB ORCHARD RUBBLE STONE
CRAB ORCHARD STONE ROOFING
PENNSYLVANIA WILLIAMSTONE
"NOR-CARLA BLUESTONE"
AND ALUMINUM

STRUCTURAL CERAMIC
GLAZED TILE
SALT GLAZED TILE
GLAZED SOLAR SCREENS
UNGLAZED FACING TILE
ARCHITECTURAL TERRA COTTA
RICKHAM AND VERMONT SLATE FOR ROOFS AND FLOORS

PRECAST LIGHTWEIGHT INSULATING ROOF AND WALL PANELS

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

Represented in Florida by
LEUDEMAN and TERRY
3709 Hartman Street
Coral Gables, Florida
Telephone No. 3-6534
NO. 1-5154

ADVERTISER'S INDEX

American Colours . . . 28
Bolton Oil Co. . . . . 7
Julius Bloom & Co. . . . . 13
A. R. Cogswell . . . . 31
Dwyer Products of Florida, Inc. . . . . 29
Electrical Distributing Co. . . . . 17
Florida Foundry & Pattern Works . . . 30
Florida Home Heating Institute . . . . 37
Florida Power & Light Co. . . . . 24
Florida Steel Corp. . . . . 4
General Portland Cement Co. . . . . 7
George C. Griffin Co. . . . . 6
Hamlin Plywood . . . . 25
Housecraft Span . . . . 2nd Cover
Houston Corporation . . . . 8
Portland Cement Association . . . . 20
A. H. Ramsey & Sons, Inc. . . . . 27
Saftey . . . . 3
Southern Bell Telephone . . . . 23
Southern Water Conditioning Co. . . . 30
Sun-Brite Fluorescent Mfg. Co. . . . 25
Thompson Trowel Co. . . . . 1
Titus Manufacturing Co. . . . . 25
R. Graham Williams Co. . . . . 31

DECEMBER, 1920
Let's do something NOW about keeping me warm!

Remember the shivering misery some folks endured the winter of 1957-1958? Let's face it. Inadequate, makeshift home heating methods simply can't keep you warm and healthy in cold snap weather. 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. Why gamble with your family's health?

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

....then

"SET THE THERMOSTAT FOR A WARM WINTER"

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, ensuring maximum comfort — complete peace of mind — lowest cost. Best solution by far to Florida's home heating problems.

NOW AVAILABLE AT YOUR DEALER'S

GENTLE REMINDER TO ARCHITECTS:

Newest models of economical oil home heating equipment
Little or NO CASH DOWN — pay in 36 months or longer!

Floridaians are being "gently reminded" in ads like this of the superior safety, dependability and economy of OIL home heating. You'll find ready agreement among your clients when you recommend OIL heat, proved best all 'round for Florida homes.

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

The Florida Architect
To The Memory and Life’s Purpose of This Man...

The
Sanford W. Goin
Architectural
Scholarship

- Architecture was both a cause and a profession to Sanford W. Goin, FAIA. As a cause he preached it everywhere as the basis for better living and sound development in the state and region he loved. As a profession he practiced it with tolerance, with wisdom, with integrity and with humility.

- He was keenly aware that in the training of young people lay the bright future of the profession he served so well. So he worked with them, counseled them, taught them by giving freely of his interests, energies and experience. . . . The Sanford W. Goin Architectural Scholarship was established for the purpose of continuing, in some measure, the opportunities for training he so constantly offered. Your contribution to it can thus be a tangible share toward realization of those professional ideals for which Sanford W. Goin lived and worked.

The Florida Central Auxiliary has undertaken, as a special project, to raise funds for the Sanford W. Goin Architectural Scholarship. Contributions should be addressed to Mrs. Edward N. MacCollin, President, 240 Bayside Drive, Clearwater Beach, Florida.

WOMEN’S AUXILIARY, FLORIDA CENTRAL CHAPTER, AIA.
U/F Alumni - Everywhere!

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

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

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

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

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

MAKE A FIRM PLEDGE NOW
Write a check today to:
University of Florida Endowment Corp.
And send it promptly to:
University Alumni Association; P.O. Box 3583
University Station, Gainesville, Fla.

WELCOME THIS OPPORTUNITY TO HELP