On Tampa Bay...

It's St. Petersburg in 1962 ... and the Convention's Host will be the Florida Central Chapter — whose red-coated hospitality in 1957 sparked a memorable meeting and established an attractive and unique new FAA tradition ... 

FAA

Headquarters of the FAA's 1962 Convention will be the Soreno Hotel, one of the largest and finest of Florida's west coast. It's convenient to all downtown St. Petersburg's facilities. It is also near the yacht harbor and commands a beautiful view of Tampa Bay. Best of all, it's roomy, comfortable and inexpensive!

48th ANNUAL FAA CONVENTION

NOVEMBER 8, 9, 10, 1962 — SORENO HOTEL — ST. PETERSBURG
A SINGLE SOURCE FOR SPECIFYING ALL FENESTRATION NEEDS

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THE COVER...
During 1962 we hope to carry cover designs developed by FAA members. But if these are not forthcoming, we'll try to incorporate some striking photographic illustration—typified by this month's cover. This photo, taken by Hank Koch, is from a series illustrating the Reef Motel at Sanibel Island, for which Starnes and Rentscher were architects. More details of the building will appear in next month's issue.
A sharp reduction in deadload . . . substantial savings in steel and foundations . . . resultant savings in time, labor and money. These are the results obtained from SOLITE LIGHTWEIGHT STRUCTURAL CONCRETE — here used in reinforced concrete frame construction.

REMEMBER: The actual advantage of Solite’s lightness amounts to 1000 pounds per cubic yard, or 50 tons deadload savings for every 100 cubic yards of lightweight structural concrete placed.
AIA—An Obligation
As Well As Privilege

Membership in the AIA is not something to be taken lightly. Certain definite procedures govern it; and though it entails prestige, it also involves responsibilities. Here the Secretary of the FAA clarifies the series of rules and regulations that relate to the “good standing” of a member—as well as those relating to members who have slipped from that expected status.

By VERNER JOHNSON
Secretary, FAA

“John Doe, AIA”—What does that mean?

Every architect who proudly places after his name these initials, “AIA,” signifies to the public that he belongs to a great organization devoted to the highest principles of professional skill, integrity and conduct. Far more than a license, he voluntarily signifies to all that laws alone cannot suffice in this world, but that morals and ethics, written and unwritten, are essential ingredients of the best professional practice to serve the needs of a growing society.

But belonging to the AIA and subscribing to the standards of the AIA bears obligations, too. Any member’s obligations extend from the national organization, or the “Institute” as we call it, to his state and region and his chapter. None is more, or less, important to him, for each serves him according to his needs and the scope of endeavor delegated to each.

Often some members raise these questions: “Why must I belong to this local chapter or to this state organization? I’m only interested in the national AIA.” Or, “I’m not interested in the Institute nationally, or even in the State organization. Why can’t I just belong to my local chapter where I know everyone and can do some good?” The best way to answer such questions is first to review the steps taken to join the AIA.

1...An architect applies for membership on AIA Form S-1 (revised) with five references, three of whom are corporate members of the AIA.

2...The local chapter (and no one else) must act on the application and forward to the Institute its recommendations on Form S-2 or S-3.

3...The Institute’s Secretary refers a favorable application to the Membership Committee of the Institute. This committee’s report is studied by the Institute’s Board of Directors which votes on admission of the applicant to membership in the Institute. The Board then assigns the new member to the chapter of his choice—usually where he resides or practices—and to the state organization serving the chosen chapter.

From the above it is obvious that the chapter is the only door to admission to AIA—and that the Institute specifies that a member be a part of a chapter and a state organization as well as the national AIA organization. In reality, a member belongs only to AIA; and, for his own good and for the good of AIA, he automatically belongs to each component part—a chapter and state organization.

Chapter and state components are autonomous within approved Institute limits and policies. This autonomy allows these components to establish dues and to collect them for purposes which the membership defines—just as the Institute requires dues to carry out its purposes. Therefore, having joined the Institute and thereby having automatically become a member of the assigned chapter and state component, it follows that financial responsibility is inclusive. A member cannot continue a member of the AIA if he meets only part of his obligation; he must meet his whole obligation at national, state, and chapter levels.

However, since admission to AIA—and thus to each component—is granted by the national AIA Board, then “only the Institute has the power to take action affecting Institute, Chapter, or State Organization membership. If a chapter or state organization wishes a membership to be suspended for nonpayment of dues or for cause, it must forward its recommendation to the Secretary of the Institute who will follow through under prescribed procedures.

“Every Corporate member of The Institute ipso facto must also be and remain a member of the chapter and state organization to which he is assigned, or reassigned through transfer, until his Institute membership is terminated, and he shall pay the annual dues of such chapter and state organization as fixed by them as well as the annual dues of the Institute.”

Should a member decide to forego his obligation entirely or in part by not paying dues during the fiscal year (which may be the calendar year), then he is in default through nonpayment of his dues.

“A corporate member who is in default for his Institute dues at the close of the fiscal year for which they are due will have his membership suspended by The Institute until the default is corrected. A member in default to his chapter or state organization will be suspended by The Institute upon recommendation by such component organization. A member may also be suspended by The Institute.

(Continued on Page 6)
Enduring Beauty
Lasting Economy

Merry JUMBO Brick, now available in distinctive light colors, is a money-saver that keeps on saving year after year. Merry JUMBO Brick goes up faster, cuts labor cost for contractors. And check these savings that owners enjoy:

Merry eight-inch JUMBO Bricks are designed to permit use of waterproof insulation in the voids, resulting in walls with low U-factor. The four-inch unit can be used where cavity wall construction and insulation are desired.

Light colors reflect heat, reduce air-conditioning costs.

Low maintenance cost! Merry JUMBO Brick walls don't require continual waterproofing and painting.

Merry JUMBO Brick buildings command higher resale prices than those of other building materials.

Built-in fire safety results in favorable insurance rates. Merry JUMBO Brick, already fired at 2,100 degrees, won't disintegrate like other materials. Jumbo units (except the largest) qualify for insurance purposes as "solid clay masonry wall."

The comfort of a solid clay masonry building means happier, more productive employees.

Merry's ability to control color range sets its JUMBO Brick apart in the industry. Available in three pastel shades and mild texture as well as the usual red ranges, Merry JUMBO Brick is manufactured with minimum tolerances, second to none in the industry. Units are made in these sizes:

- Eight-Inch Jumbo: $\frac{3}{4} \times 7\frac{1}{2} \times 11\frac{1}{2}$
- Six-Inch Jumbo: $\frac{3}{4} \times 5\frac{1}{2} \times 11\frac{1}{2}$
- Four-Inch Jumbo: $\frac{3}{4} \times 3\frac{1}{2} \times 11\frac{1}{2}$
- Closure Unit: $\frac{3}{4} \times 3\frac{1}{2} \times 7\frac{1}{2}$

Telephone or write for more information, or ask the Merry representative who calls on you.

Merry Brothers
Brick and Tile Company
Augusta, Georgia
AIA . . .

(Continued from Page 4) 

stitute if found guilty of unprofes­

sional conduct. A member suspended

for default of dues may restore his

membership to good standing by pay­

ment of the sum in default within

the period of one year following the
date of suspension. 1

When such a condition of default
exists, serious consequences arise, for
such a member is not in “good
standing” in either The Institute,
state organization or chapter—even
even though he may have paid dues to one
of the three.

“A corporate member is not in

good standing in The Institute or in

any of its components if he is under

suspension. Immediately upon sus­

pension of a corporate member, his

rights in The Institute and in any

of its chapters or state organizations
shall be withdrawn until he is re­

stored to good standing.” 2

The AIA adopted these rules with
respect to corporate members who
are under suspension:

“1—They shall not use the initials
‘AIA’.

“2—They shall not hold them­
selves out to the public as members
of The Institute.

“3—The Institute shall not classify
them as members.

“4—They shall be removed from
the mailing list of The Institute for
the period of their suspension.

“5—they will be required to pay
dues.

“6—they shall not be allowed to

attend meetings or to participate in
any way in Institute activities.” 2

The above are certainly dire con­
sequences; and, surely, no one who
aspires to the aims and ideals of the
AIA should even wish to be deprived
of any participation.

Termination of membership can
only be done by the Institute Board
or upon request to the Institute’s
Secretary. Further, “he may not re­
sign from his assigned chapter and
retain Institute membership.” 3 From
this, certainly, a member who is in
default is virtually terminated—
though actual termination will only
take place after serious considera­
tion by both the Institute Board and the
member.

On June 9, 1961, the FAA Board
adopted the following procedure rela­
tive to members whose dues are in
default:

“On or about the 10th day of
January each year, the Secretary shall
notify each chapter secretary of FAA
dues remaining unpaid on the last
day of the preceding year and request
suspension or termination of mem­
bership as a consequence of default
of dues and payments; copies to be
sent to the Institute’s Secretary and
members of the FAA Executive Com­
mittee.” 3

The FAA, “. . . a state organiza­
tion chartered by The Institute is
an organization member of The In­
stitute.” 4 Since this is so, let’s not
let the few dollars for FAA—or any
other level of The Institute—deprive
any one of the rights and benefits
of the only organization devoted
solely to our mutual interest, the
profession of architecture.

1—AIA Organization Manual, Vol. 1,
Sec. 4. 2—Letter from AIA Secretary, The
Florida Architect, Vol. 11, No. 6, June,
1961. 3—FAA Board Minutes, 68-B-6-61.

Tampa Electric Chooses Typhoon
Air-to-Water Heat Pumps for New Building

It will pay you to get acquainted
with the Typhoon line.
Experience has proven there is
a size and type of heat pump
best suited for each application.
We offer America’s most
complete, most versatile
heat pump line.

AIR CONDITIONING
MADE IN FLORIDA
FOR FLORIDA

DIVISION OF THE HUPP CORPORATION
TAMPA, FLORIDA

2-20 ton 20 HP Air-to-Water
Heat Pumps at Tampa Electric
Office Plant City, Florida

THE FLORIDA ARCHITECT
Sunlight playing on the alternating design of splayed Mo-Sai rectangles, window frame units, and flat spandrels creates everchanging patterns of light and shadow across the face of the building. Horizontal floor lines were broken up by staggering the window frame units and splayed rectangles. For sun control, each window is recessed 16 inches in its Mo-Sai window frame. Mexican glass mosaic tile inlaid in the Mo-Sai adds a bright color accent to the grey Mo-Sai precast curtain wall panels.
Traditionally, architecture has been regarded by the public and even by most of its practitioners as a technical art. Like the engineer, we are supposed to deal with the structural enclosure of space logically allocated in the service of human purposes. Under the police power of the State the law holds us responsible for health, welfare and safety. So also does it hold the engineer.

Unlike the engineer, however, we are concerned with esthetics, with beauty, with human emotional response to those elements of design which comprise the architect’s basic palette: space, form, light, color, texture, odor and sound. To the logic of engineering necessity we have added art as the special province of the architect.

The late, great architect, Dwight Hald Perkins (my partner’s father) once said: “Sticks and stones are the materials of building; ideas and ideas are the materials of architecture.”

Such a definition suggests a total re-orientation and reappraisal of the practice of architecture.

If ideas and ideals are the materials of architecture, then architecture becomes a social art. If architecture is a social art, we must accept a commensurate expansion of our professional goals and responsibilities. The techniques of planning, engineering and esthetic design remain important skills but become tributary to the highest over-riding skill of all: the determination of social purpose.

Here lies the great frontier for the architectural profession. New frontier? Yes, yet also partly old.

Certainly an understanding of the needs of people in terms of their physical environment has always been a fundamental goal of architects. With the achievement of such understanding we must ask ourselves to what purpose should we apply it? What are the boundaries of our concern or, in stronger language, of our responsibility?

If, as I believe, architecture is a social art, then it follows that we must be concerned with the purposes toward which our technical skills are directed.

Who is our client? The one who pays for our services or the voiceless public which also suffers or benefits from what we do?

The answer, of course, is both. Without responsibility to both, architecture ceases to be a profession. For without moral responsibility a profession becomes no more than a learned trade of little consequence or status. Conversely, as a profession assumes responsibility for that aspect of public welfare for which it qualifies by reason of education, training and commitment, it wins honor, respect and the rewards of accomplishment for its practitioner.

What is the responsibility of architecture?

I hold that the mission of the profession of architecture is to assume responsibility for nothing less than a nation’s man-made physical environment, an environment in harmony with the aspirations of man.

And the time is now.

(Continued on Page 11)
new F/A Roofing
by Armstrong
made for today's imaginative
free form shapes

Armstrong F/A Roofing provides a colorful,
protective membrane for this soaring entrance canopy.
Willow Grove Bowling Lanes, Willow Grove, Pa.
ARCHITECT: Powers, Daly & DeRosa, Long Beach, Calif.
The photograph shows application of F/A Roofing to the Willow Grove Bowling Lanes entrance canopy. It's a simple two-man operation.

ARMSTRONG F/A ROOFING IS EASILY APPLIED

The deck is first primed with a cut-back solution of F/A 400. (Although the Willow Grove Bowling Lanes entrance canopy shown above has a deck of plywood, the process described remains the same with concrete decks.) Open joints are then sealed with Armstrong Deck Sealer. Once joints are sealed, Armstrong Flashing Tape is applied where necessary as a reinforcing membrane.

F/A 400 is then applied in two layers—each of a different color to insure full coverage. Application by hand or pressure-fed roller is recommended. Two applications of F/A 600 complete the installation and add the desired color.

NEW ARMSTRONG F/A ROOFING IS:  

**Durable** The elastomers (neoprene and Hypalon) employed in the F/A Roofing system are noted for their resistance to physical deterioration and weathering. That's why F/A Roofing can withstand prolonged exposure to the elements. Actual installations indicate that F/A Roofing will offer many years of satisfactory protection.

**Flexible** Due to its elastic nature, F/A Roofing has outstanding flexibility, allowing it to expand or contract with the surface beneath it. Hairline cracks in the decking material won't cause the protective film to tear. In addition to its flexibility, F/A Roofing is extremely light, with a weight of less than 20 pounds per hundred square feet.

**Weatherproof** F/A Roofing is resistant to all kinds of weather. Unlike thermoplastics and mastics, F/A Roofing doesn't become brittle in winter or will it soften, even in severely hot weather. There are no unstable components in F/A Roofing to be drawn out by sunlight and weather, so it cannot change properties. Moreover, F/A Roofing provides excellent protection against moisture because it cures to form a permanent, water-tight bond with the roof structure.

**Versatile** Since free-form construction often completely exposes the roof, modern roofing materials must meet aesthetic—as well as functional—requirements. Armstrong F/A Roofing is particularly well suited to buildings that frequently employ these imaginative designs—such as recreational, religious, commercial, and civic structures. It actually enhances the over-all design of the free-form structure by curing into an integral surface of the roof—providing a monolithic protective membrane. In addition, F/A Roofing is ideally suited for canopies, marquees, sunshades, and similar structural trim.

**Colorful** The Hypalon base of F/A 600 Roofing enables it to be manufactured with a variety of stable pigments. The bright shades and pastels available in F/A Roofing provide a high degree of flexibility for the architect in color-coordinating a building exterior. F/A Roofing maintains the reflective qualities of light colors and pastels indefinitely, thereby reducing a building's interior temperature and lightening the load on air-conditioning equipment.

**Easily maintained** With F/A Roofing, areas of local damage may be easily renewed. A simple repair procedure again results in a water-tight surface. In addition, no hot-melt equipment is required for its application. Where reinforced with special glass fiber tape, F/A Roofing is self-flashing. Gravel stops are not required, and metal edging and fascia can be eliminated.

NEW ARMSTRONG F/A ROOFING IS EASILY APPLIED

**The deck is first primed with a cut-back solution of F/A 400.** (Although the Willow Grove Bowling Lanes entrance canopy shown above has a deck of plywood, the process described remains the same with concrete decks.) Open joints are then sealed with Armstrong Deck Sealer. Once joints are sealed, Armstrong Flashing Tape is applied where necessary as a reinforcing membrane.

**F/A 400 is then applied in two layers—each of a different color to insure full coverage. Application by hand or pressure-fed roller is recommended. Two applications of F/A 600 complete the installation and add the desired color.**
Ahead Lies A New Frontier...

(Continued from Page 8)

Our country is only now beginning to realize the enormous problems of urban growth with which we must contend. Two-thirds of our nation is now concentrated in less than 200 metropolitan areas. Population is growing at a rate of 3-4 million per year and rural land is being gobbled up by our cities at the rate of a million acres a year.

The great metropolitan explosion keeps tearing up woods and green spaces, polluting air and water and spoiling human habitation in general. We foul our own nests and spawn new slums faster than we tear down old ones.

It is revealing that until the Housing Act of 1961 our federal government spent more money on fish breeding and wild life sanctuaries than on conserving human beings through slum clearance.

I wish I could say that we know what we are going to do about it. Steps are being taken both nationally and locally. But I fear it is the simple truth to say that we have yet to decide how we would like to live. There is no consensus on what kind of communities or cities we should build. Yet we have already lost our lead time. With little purpose, other than quantity, we are forced to build now.

I recognize, of course, that in a free society economic necessity will force answers. The needed building will be accomplished. The question before us is, therefore, not whether, but how.

Are the traditional relations between the design professions, the producers, the builders, the sources of money, the brokers of land and government geared to the need in scope and in time?

Are we architects educated, oriented and organized to design, build, re-build, preserve and restore whole communities, cities and regions?

And if we are not, are others?

I know of no law which says that our traditional ways must be followed; that private architects must survive; that private combines of vast capital resources cannot hire the salaried hands and package the entire job; or that government cannot create more bureaus to provide whatever services an impatient public may demand.

Of course, I don’t think the profession will expire even if it fails to adopt to a changing world.

Those of you who keep informed on what your professional organization is doing already are aware of the directions of our thinking. You know, for example, of our belief that architects must expand rather than contract the areas of their services.

Already substantial fields of practice have been lost not only to competing design professions but to wholly unprofessional enterprises. There are few building types in which we have not suffered substantial losses to package dealers. Regretably we now find ourselves all too frequently in battle with our professional brethren, the engineers. Both the Landscape Architects and Planners are working on state licensing laws. And so it goes. While we are not doing battle with all, the practice of architecture is none the less suffering encroachment from all directions.

I do not and, in fact can not, claim that, in a world of increasingly complex technology, architects are fully competent in all design disciplines. I do claim, however, that as professional services become more splintered, the package deal becomes increasingly appealing to the bewildered public.

The fact that a typical package dealer works for a profit and is un-restrained by codified professional ethics is of little interest to the buyer whose confidence has been won. In a free enterprise economy it is of no interest whatever to legislators or the courts.

Q.E.D.; architects must meet the challenge with their own resources. How this challenge will be met is a major concern of the Institute, one of several top priorities. It is this that has been under study by the Committee on the Profession for many months and on which you may soon expect further reports which we expect will have a major impact on architectural practice.

In substance you may expect a recommendation that architects expand their services into many areas not heretofore considered normal. If we are to compete successfully with the package dealer, we must render similar services and accomplish equal or better results but with an important difference. We will render our services on a professional basis. Call it, if you like, the package without the deal.

The effect on the mandatory rules is already under study and it appears that little substantive change is necessary. Be assured that the Institute is not about to recommend to the membership that we win a battle and lose a war. The moral responsibility embedded in a code of ethics is still an essential prerequisite to the status of any who would be recognized by society as practicing a learned profession.

Acceptance by the profession of the concept of packaged services, however, is only the beginning to the re-establishment of architecture as the dominant and responsible design profession. There is more to be done; much more.

If, in addition to normal architectural services, the package includes the selection and acquisition of land, the arrangement of financing and the management of construction, each architect must determine for himself where these special skills can be found or how developed. What can he do himself or with converted staff? What specialized manpower must be added to his staff or what services can most economically be rendered through consultants retained as circumstances require? What about feasibility studies, economic analyses, process engineering, cost control? What is a proper basis for professional compensation?

The questions to be asked are legion. While the Institute Board, Staff and committees are concerned with finding generalized answers, specific answers alternately must be found by individual practitioners in terms of their own circumstances and abilities.

So far the emerging patterns of practice are not too difficult to visualize. In fact, some large offices are already leading the way.

However, what happens when individual firms begin to reach for the higher responsibilities of larger scale planning involving whole chunks of cities and town? What added disciplines are needed? And how will they be organized and led?

(Continued from Page 24)
There are two heads I’d like to bash —
One is THEY, the other CASH!

This jingle has been running through my head this past year and I just had to say it! All over our State I’ve heard my colleagues say, “Why don’t THEY do this and that?” Have we ever stopped to think who THEY are? THEY arc YOU; and YOU are THEY! So now that that’s settled, let’s see what THEY can do in ’62.

First, let us become service conscious — extend to the City, County and State government the hands with talent to assist in their programs for progress. Advisory Boards of all types await the man who will but serve — and architects are needed for these Boards in ever-increasing numbers. So serve! Soon we will start our program of listing all of the services by the State Architects to indicate where we are strong or weak. Please give this your help and attention. Such information will assist our government relations efforts at all levels.

Now is the time to examine your office with a view of expanding the services of the architect. Our posture as designers only, must change to meet the increasing demands. The Institute has taken a position in this matter and all would do well to re-examine the services rendered to the Client in view of these fascinating challenges.

And lastly, what can we do to help ourselves? For many years, our State and Chapter Committees have been appointed — and died. Within any given year all of us have had the opportunity to serve on Committees to accomplish what should be done in all areas of the profession to better it. But, either we are not interested — and this I do not believe — or we are not doing our duty.

Committees sound bulky and not important. But let’s take a long look at what they do — and can continue to do! Committees accomplished the State Convention, the Office Practice Seminar, the Public Relations Program, the actions at State Legislative level, the School Programs and a myriad other seemingly small, unimportant tasks. Yet all these placed together represented you at over fifty meetings and ably spoke for all architects in their spheres of influence. Still, this is one of our weakest links. Many have said we’re too bulky, others have said we’re not aggressive enough.

Your Association this year will endeavor to work a Committee structure that will work.

Remember the old story about two buckets in a well? One complained that no matter how full it was when it came up to the surface, it always went down empty. The other rejoiced because no matter how empty it was when it descended, it always came up full of sparkling water.

So then, let’s concentrate on:
1. Our Government Affairs Relationship
2. Our Own Internal Organization
3. Our Public Service
These three jobs well done will make ’62 a year for YOU!

The FAA Presidents Look To 1962...

Sixty-Two and YOU...

By ROBERT H. LEVISON
President
The Florida Association of Architects

FAA Committees for Sixty-Two...

Much earnest thought has been given to the problem of strengthening — and at the same time simplifying — the FAA’s Committee structure and organization. Most FAA committees are “standing” and conform generally to the structure of those recommended by The Institute for operation at regional and chapter levels. Others are necessarily “special” in that they are concerned with matters particularly relative to state and regional activities. A program for more efficient committee organization, operation and supervision is now being developed by the FAA’s three area vice presidents. It will be presented to the FAA Board at its meeting January 20, 1962. As in past the years, the full roster of FAA Committees will appear in the March, 1962, issue.
It is my humble privilege to be a working part of this very active Chapter through another professional year, and I hope, with the faithful assistance of all the members, to experience a very fruitful year for every practitioner.

The Broward Chapter expects a busy, productive year and one of which all of us will be proud. The year has promise of many opportunities for our members to be of service to the community. This area has experienced such rapid growth and development that many community problems have need of the sound reasoning, the technical knowledge, the keen analysis of the professional mind.

Our newly elected directors are eager to attend the quarterly meetings throughout the state and lend their careful attention to all matters, reporting back to the Chapter decisions and analyses given to important matters at the State level.

Our members stand ready to serve with local civic committees active in zoning, code requirements, hurricane damage adjustment, industry site zoning changes, etc. Our Aim is to aid industry to locate in the area and assist the national missile program in any manner that will benefit all concerned.

We are just beginning to realize the far reaching effect that this great project in our state has on all of our own people. It is our hope that our participation in some of the many facets will result in eventual benefits to the entire world. We feel that much of the closely paralleled industry moving from the North can fit into our economy and not conflict with the great tourist interest; and our technical know-how might form a great aid to this community in this tremendous hand-in-hand step.

The whole Chapter will continue in the future as we have in the past with a very close co-operation with all building groups, whether it be City or County, to further good working relations with the professional office and the much needed "clean" industry.

This year, with even a closer co-operation with our city planning department, we hope to show more evidence of our present Urban Renewal effort. This has reaped rich rewards.
and many of our areas can benefit by a hard working committee in this field.

A very interesting program by the Producers’ Council in Miami, for a technical seminar lasting one day, for the very near future, will give our members a closer working knowledge in the field of Air Conditioning. This seminar will familiarize each member with the very latest concept of practice, technique, and design, and show the results of very recent research in this field. Several other agencies are hoping to develop a similar program.

This year, in Public Relations, we hope to bring the Architect’s individual thinking and treatment of our every day problems into the public thinking by extending a program started last year—which proved to be very effective—and continue it throughout the coming year. This program had weekly articles in the local newspaper, written by each Chapter member and appearing in the Building and Real estate section of the paper. We want to stress more, in these articles, the importance of our professional service to all categories of building and planning activities.

We encourage our Chapter to have its members participate in community activity, provide willing manpower where it will benefit the largest number in the community.

Our attendance at the monthly meetings has been maintained at a very high number during the past year. But we’ll try to improve this record to a hundred percent if possible. At present, our chapter has 74 members. During the past year we accepted 2 Corporate and 3 Associate members; and we are going to try to express a warm, friendly relationship with all practitioners in Broward County, showing greater membership acceptance by the finish of this coming year.

As President of the Daytona Beach Chapter for 1962, I hope to accomplish several things this year.

Since our Chapter is small and nearly every registered architect within our jurisdiction is already a member of the Chapter, our attention will be directed to increasing the other classifications of memberships. To go along with attracting more memberships, the quality of our programs must improve to the point where all members will be anxious and eager to attend meetings. This means that the program must be informative to all or at least controversial enough to engender interest between factions.

I would also like to get each member to voice his opinion on each and every subject brought up for action at every meeting. Too many members sit passively, while a few members conduct all business. So many times the motions made and passed do not reflect accurately the feelings of the majority. It is true that at times the majority does not always make the correct decisions, but at least they should voice, and stand behind their opinions at the meetings and not in the Cocktail Lounge after the meeting is over.

As our By-Laws are several years old, they should be studied and brought up to date with amendments to conform to today’s thoughts and actions.

As many Chapter Presidents do, I also hope to devote enough time to this responsible office to warrant the confidence placed in me by my fellow members.

The Exhibits Committee has plans for the Chapter for a very interesting exhibition in the Ft. Lauderdale Art Center during March. We will display two thousand feet of architectural photos, renderings, and scale models; and this will be very rewarding for the public.

This exhibition, which will continue on display for 30 days, will be moved to several Beach hotels at the end of this time, in an extended effort to reach the Public. All of this program will receive considerable newspaper publicity. Our committee will check the public reaction very closely hoping to repeat a similar display again next year during the height of the tourist season.

Each new year will bring increasing responsibility. I’m sure 1962 will present its share of problems. But with the whole hearted support of all the members, Broward Chapter will share its portion of the State’s activity.
It is well known that a person or organization cannot be static. One either moves forward or regresses, never stands still. As much as has been contributed to our professional organization, the American Institute of Architects, our community, state and nation, much more can be done. And this should be done for their protection and advancement.

Drive and competence will lead in any instance. I believe that the American Institute of Architects has the organization and competence from its national organization down to its local chapters. Yet its drive could be improved. One way to make this improvement is by more individual members taking a greater active part in their local organization — say twice the number than is now taking an active part.

The Florida South Chapter at this time has selected and approved its officers, committee chairmen, and committee members, and is ready to continue their work.

The Florida South Chapter has projects that need fulfillment; namely, aid to education, collaboration with allied organizations, stronger policing within the architectural profession, preparation for 1963 State Legislation, strong public relations, and preparation for hosting the Institute's 1963 National Convention.

We are conscious of the honor of having been selected as the Host Chapter for the National Convention. There is much work to be done, and it is desirable that all chapter members take an active part in the preparations, since this is a particularly important project for the chapter during this year.

H. Samuel Kruse is chairman of the Host Chapter Committee, and the members are as named on Page 17, December, 1961, issue of The Florida Architect. These members have been working diligently during 1961, and will continue to do so to live up to the expectations of the National Organization. It has been many years since the Institute has had a convention in Miami; and we naturally wish to play our part in making it successful.

I am proud to be a member of the American Institute of Architects, and I am honored to serve as President of the Florida South Chapter during 1962.

As the Jacksonville Chapter takes stock of its accomplishments during the past year and makes its plans for the year ahead, one fact is paramount. Our accomplishments fell short of our potential — not because we lacked determination or ability, but because too few of us were interested in meeting the challenges with which we were confronted. During the coming year it is our goal to rekindle interest among our veteran members who have been sitting on the sidelines and to find and use the hidden talents of all of our members.

When we consider the many problems and opportunities which we face as architects in our complex society, there is literally no end to the work ahead of us. If we can enlist the active interest and support of more of our members, the Jacksonville Chapter will surely be able to meet its objective in 1962.

Cooperation is the key word in our list of objectives:

1 . . . Cooperation with the Duval County Board of Public Instruction in continuing its school building program.

2 . . . Cooperation with the Area Planning Committee of the Chamber of Commerce in implementing the Legislative act creating the Jacksonville-Duval Area Planning Board.

3 . . . Cooperation with the Parking, Traffic and Public Transportation Committee of the Downtown Council in its search for solutions to our urban traffic and parking problems.

4 . . . Cooperation with the State Board of Architecture in its efforts to enforce state registration rules and regulations.

5 . . . Cooperation with the Associated General Contractors in their efforts to improve competitive bidding conditions and to establish a building construction industry headquarters building in Jacksonville.

6 . . . Cooperation with our fellow professionals — the engineers — in an effort to create a climate for mutual understanding of each other's problems.

7 . . . Cooperation with the FAA by encouraging attendance and participation by our directors at Board meetings.
If there is one thing these times are most noted for, it is change. An alert profession can take best advantage of, and cope with, changing values if it endeavors to analyze the change and the factor which bring it about. Change sometimes means progress.

The "complete package" is becoming more attractive and saleable to a public who is less knowledgeable of the virtues and values of a professional service. The "Stock Plan" becomes a logical instrument to a mass builder-developer and also to a school superintendent who recognizes that his architect is repeating himself without improvement.

We should study closely the factors which affect our profession and use these findings to its best benefit. We shall either correct our faults and improve our service to the community, or we shall be faced with a decreasing demand for our abilities and talents.

The A.I.A. has undertaken the program of self-analysis and is attempting to bring forth answers which, if correct and if properly carried out, will keep the profession useful to society. The smallest unit of this broad organization has a vital responsibility in helping to find the avenues of approach. This is the aim of the Northwest Florida Chapter. It is an aim which must be perpetuated in order to be realized.

Our isolation prohibits the close personal contacts which would give a feeling of unity in the FAA. We will either overcome this disadvantage of distance or become more independent and estranged. I hope that we will be able to more closely assimilate ourselves in the State organization, for only through the FAA can any really broad effort be made to improve ourselves. We individually have not the strength of numbers nor the forces and prestige to bring about needed legislative changes in the laws which govern the practice of architecture. We individually have not the wealth to sponsor the educational programs which can increase our abilities and to acquire the public relations guidance which would better enable us to sell the architect to our citizenry. Yet, these things must be done.

Our program is simple and familiar. It is composed of elements of self-study, self-improvement, broader services, service to the community and better mutual regard. I hope to encourage more vigorous participation of the membership to make the thing work and put our aim within the realm of possibility.

The Executive Committee of the Florida North Chapter at the present time has not had an organizational meeting to appoint committee members and to formulate a program for the operation of the Chapter for the year 1962. A meeting for this purpose will be held in January.

During the past fifteen years the Florida North Chapter has been the parent chapter of four other chapters, and it is now in the position of being a small chapter with a scattered membership of practicing architects in small offices, and architectural faculty, who compose approximately 50 per cent of the membership. Due to the fact that the membership represents those from small offices and those on fixed incomes, the high dues structure above that of the Chapter level has caused the Chapter to lose practicing members, as well as faculty members, faster than new members can be added. It is hoped that the FAA will recognize the plight of the small chapter. We are not able to do things in the grand manner of the larger chapters.

Because of the reduced membership, a revision of Chapter By-Laws and Committee structure is needed to tailor them to the activities of a small chapter.

The Chapter membership represents a group of individuals who are highly dedicated to their special interest fields. The officers of the Florida North Chapter hope that during (Continued on Page 18)
the medallion that has a magnetic pull!

The MEDALLION HOME program helps sell more homes faster!
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Florida North...

(Continued from Page 16)

the year 1962 they can inspire more active participation by its members and channel their special interests into constructive programs that will reap the best possible results and give each member a sense of more importance in the organization.

The Florida North Chapter will continue in the coming year: (1) Cooperation with local communities to further better public relations by continuing projects such as the planning studies of the area that are in progress under the leadership of Professor W. T. Arnett; (2) The work of the Preservation of Historical Buildings as has been so ably carried on by Professors F. B. Reeves and Henry Edwards; (3) Participation in the Awards and Scholarships program as directed by Professor M. H. Johnson; (4) Cooperation with the Student Chapter in the presentation of awards and participation in the educational programs; and (5) The research which has been developed both for the practical and theoretical aspects of architecture such as that being done by Professor Walter Raymond in his research in Theory of Architecture.

(Continued on Page 21)
As usual there is something excitingly new in the use of concrete in architecture... precast white concrete structural members.

Here, for example, are giant precast concrete crosses made with Trinity White portland cement and white quartz aggregate. More than 250 of these crosses form the exterior structural frame on all four sides of this seven-story building. They are decorative in appearance and functional both as sun shades and structural support.

The crosses are temporarily braced in position and become integrated into the structure as the concrete floors are poured, which operation fills a groove in the spandrel beam of the cross.
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**REMEMBER:** 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!
Lakeview...  

(Continued from Page 18)  

made only to those individuals who have expressed a desire to work. Social functions will be planned every four months. Programs will be planned in an interesting and informative way. Our professional seminars will be expanded to include special subjects for the benefit of practising Architects wishing to review or broaden their knowledge. Everything possible will be done to make our Associate members feel effective or broaden their knowledge. Every¬thing possible will be done to make our Office Practice Committee be assigned the task of seeking higher levels of

service from every member firm. We will assist and support the work of the State Board and the FAA. Our public relations program will be spearheaded by Chapter consideration of all major public issues after which the full weight of our influence will be brought to bear in vigorous opposition or support by every communication media at our disposal.

The Central Florida area is rapidly becoming one of the major population and industrial centers of the State. The Mid-Florida Chapter must advance in voice and stature, providing public spirited leadership that will assure orderly growth and a physical environment that will reflect the highest aspirations in the hearts of men.

The Mid-Florida Chapter must advance in voice and stature, providing public spirited leadership that will assure orderly growth and a physical environment that will reflect the highest aspirations in the hearts of men.

THE FLORIDA ARCHITECT

H. LESLIE WALKER
President

The year 1962 should be a very active year in the Florida Central Chapter. We have already begun planning the FAA Convention which will be held in St. Petersburg in November. Committees have been formed and much of the groundwork has been laid; yet much work is yet to be done. We shall need the efforts of each member of our Chapter if we are to have a successful convention.

More announcements will follow from time-to-time in The Florida Architect.

This year will mark the beginning of our annual Anthony L. Pullara Memorial Awards. These awards, in three categories, will be given as follows: To the member of the Florida Chapter for outstanding services to the Chapter; to the member of the FAA for outstanding services to the profession; and to a State Chapter for its outstanding work. No officers of any Chapter will be eligible for the individual awards. Information concerning nominations for the awards will appear in an early issue of The Florida Architect. Selections will be under the supervision of our Committee on Awards, Scholarships & Allied Arts, headed by Mark HAM­pton and assisted by Bill Harvard, Gene Smith and John Steele.

Our meetings for the coming year will be held on the following dates and places: February 10 at Fort Myers; April 14 at Bradenton; June 9 at Tampa; August 11 at Winter Haven; October 15 at Clearwater; and December 8 at Sarasota. An invitation is extended to members of the FAA to attend our meetings which will be planned with a business session followed by a program of professional interest to the membership. A social hour will follow—where we join our ladies. The day’s activities will be concluded with a dinner, entertainment and dancing.

Our Ladies’ Auxiliary has elected Mrs. I. Blount Wagner as president for 1962. Other officers are Mrs. GARY BOYLE, Vice President, Mrs. DON McIntosh, Secretary; and Mrs. FRANK MIDANO, Treasurer. Meetings are held at the same time as our business meetings are in session and they then join with us for the scheduled social activities.

Letters

Editor, F/A:

Enclosed is page 20, The Florida Architect, November, 1961, Wericher's ad featuring the Sanford Civic Center, John A. Burton, IV, Archi­tect, Herbert S. Hirshberg, Designer, Titusville, Florida. Mr. Hirshberg is also quoted in the ad as designer.

Such an ad might be questioned, and hereby is, as being incorrect for an FAA journal. The term “designer” is not recognized by the State Board to my knowledge. Either Mr. Hirsch­berg is an Associate Architect with Mr. Burton, or he is an employee of Mr. Burton, unregistered and not responsible for the project. Mr. Hirshberg is not on the latest Florida roster. I hope this doesn’t sound like carping, because it is! Yours for FAA.

RHODERIC F. TAYLOR, AIA, Melbourne, Florida

We saw nothing either incorrect or improper in this advertisement. Credit for the building had properly been ascribed to the architect of record; and the addition of Mr. Hirshberg’s name as designer appeared to be only a gesture of appreciation on the architect’s part to a key employee. We did not think the ad implied any other responsibility on the part of the designer, or suggest any unlawful representation on the designer’s part. Incidentally, Mr. Hirshberg’s name and address appears on page 10 of State Board’s “Roster of Registered Architects in Good Standing as of July 31, 1961.” His registration number is 2500.—Editor
CSI Chapter Completes Seven New Check Lists

The Greater Miami Chapter of the Construction Specifications Institute has completed seven new Specification Check-Lists. They are: Section 3—Site Work; Section 4—Foundations; Section 5—Concrete; Section 8A—Steel, Structural; Section 8B—Steel Joists; Section 8C—Steel Cellular Decks; and Section 16A—Caulking and Sealants.

The new check lists have been published in convenient mimeographed form and are available to architects at a cost of ten cents (10c) per section. They may be purchased on application to Everett M. Eigus, Secretary, Greater Miami Chapter, CSI, 1114 Dupont Plaza Center, Miami 32.

Court Backs Up Architect's Specifications

A recent decision by the Circuit Court in Collier County will undoubtedly serve to strengthen architects' positions relative to acceptance of products other than, or not equal to, those specified. This was a taxpayer's suit to enjoin the Collier County Commissioners from entering into a contract for jail equipment.

The architects had prepared plans and specs for the jail equipment. These were approved and three bids obtained. Two followed substantially the plans and specs. The third—the low bidder—submitted supplemental plans and specs in substantial variance with those of the architect.

The Court held that the low bidder had so altered the architect's scheme for the equipment that, in essence, it constituted equipment other than that called for. Thus, the low bid had not been based on the type of equipment approved by the Board of Commissioners and therefore could not be accepted by the County, even though the Commissioners wished to save the County money.

Florida Central...
(Continued from Page 21)

We plan to stimulate attendance at our meetings by announcing well in advance the program for the business meeting and the type of entertainment that will be provided at dinner. At the organizational meeting of our Executive Committee held in October, all of our standing committees were selected and they have now all accepted their assignments. In our committee work there are some continuing programs and there are others yet to be initiated.

Our Government Relations Committee is a continuing program, headed this year by Dick Jesse. Last year it performed an outstanding job assisting the FAA with its work in the legislature. Part of this year's assignment will be to lay the groundwork for the legislative session of 1963.

Our Public Relations program is beginning to roll now. This year's chairman, Frank McLane, Jr. announced some of its plans at our December meeting and promised more activity. We note with interest the number of architects in our Chapter that have been appointed to various civic and governmental boards; and it is our hope that this trend will grow during the coming year. Manatee County has taken the lead by placing architects on seven such boards and committees.

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During the past year, our Chapter membership has increased by 12 Corporates, 2 Associates and 2 Junior Associates—which brings our membership totals to 2 Fellows, 112 Corporates, 43 Associates, and 27 Junior Associates for a grand total of 184 members.

Our new officers, consisting of DANA JOHANNES, Vice President and Chairman of the Steering Committee; JACK McCANDLESS, Treasurer; JACK WEST, Secretary; and Directors ARCHIE PARISH, GENE THOMPSON, and SIDNEY WILKINSON pledge themselves to service to the Chapter. We shall need the cooperation and assistance of all our members if we are to have a successful year; therefore the final effort will be up to membership at large.

North Central

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President

As an interior feature wall, this vertically patterned redwood plywood adds dramatic vigor and beauty to any room.

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The Program of our Chapter for 1962 is as follows:
We of the Florida North Central Chapter, AIA, during the year 1962 shall seek more fully to promote and forward the objects of the American Institute of Architects—The Drive for Excellence!
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A New Frontier...
(Continued from Page 11)

Now we are shaping for years to come the way of life of thousands, yes, millions, of people. The interrelationships of people and their reactions to the environment we create are complex and sensitive. It lies within the power of the planner to create communities conducive to human safety and the fulfillment of human aspirations. Or, as has already
been demonstrated, we can build an environment of dullness and despair ruled by the laws of the jungle. We have tried the Garden City, Corbusier's Radiant City and superblock project housing. City planning text books to the contrary notwithstanding, few have generated the life they were intended to create and are loved only by their planners, who have stayed around just long enough for the publicity photographs to be taken.

What I am saying is that we tamper with the life of cities only at great peril. We have much to learn directly and from the contributed knowledge of others. Large scale planning in general and urban renewal in particular must be approached by planning teams including many new members heretofore rarely, if ever, consulted by architects. Many could be listed, but the key members may well be from the behavioral sciences. Unhappily adequate research on human behavior applicable to planning has yet to be done and the definitive text is yet to be written.

Nonetheless the needs generated by obsolescence and a surging population growth are with us now, and a beginning must be made now.

Let me quote a few words by August Eckshier, writing for the Architectural Record in September of 1959:

"The architect today should find it impossible to miss the significance of his position. He stands at the center of almost every great development in our society. The changes which are acting most powerfully upon the American people, and which will run dramatically through the 1960's, are within the field of his immediate concern.

"He will shape some of them; his career will be influenced by them all."

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THE FLORIDA ARCHITECT
“For what affects us most deeply today are not, as I see it, questions which might be called political: the organization and forms of government; the division of powers, the distribution of economic gains. There are, of course, difficult problems in this realm; and the supreme issue of war and peace overarches them all.

“But more alive than the strictly political questions are those which might be called social. These determine how people live together, what they do with their years, what kind of a moral and material landscape they call their own.

“The nature of family life is changing. The nature of our cities is changing. The abundance of leisure time and the abundance of material wealth are giving the people new, and sometimes rather frightening, options. In these various areas, the architect must, whether he chooses to or not, play a major role.

“He provides the setting of family life, and the visible substance of cities. By his art he opens before the public new choices as to how they shall spend their dollars and their leisure. In the deepest sense he lays out the paths which will determine, also, how they spend their lives.

“My point is a larger one: that because of the nature of his trade and the dramatic and dominating character of building in America today, he stands as a prototype, and indeed almost as a prophet. Others may have their share in bringing matter under the control of spirit; but unless the architect succeeds in doing it, the cause is lost. It is the same with the shaping of the environment, the organization of space and the establishing of a balance between old and new forces in the social order. Whether he likes it or not the architect succeeds in doing it, the cause is lost. It is the same with the shaping of the environment, the organization of space and the establishing of a balance between old and new forces in the social order.

“It is my exhortation that architects recognize the vacuum which exists. If we move now, seize leadership and act with the wisdom of statesmanship, we can re-create a nation. The respect of the country is waiting to be won. If we are successful, the remaining decades of the century could well be known as the Age of the Architect.”

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SAFETY! What form of energy used in homes, businesses and industries is the safest? The question arises by reason of the constant harping of our friends in the electric business about "flameless" appliances and equipment. To get the facts, members of The Florida Natural Gas Association have been quietly examining records of fire departments in Florida municipalities. And beginning with this Gasgram we shall make public our findings.

Official records of the City of Jacksonville Fire Department show that in the FIVE-YEAR period from January 1, 1956 through December 1, 1960, 995 FIRES were attributed to FUEL OIL --- 529 to ELECTRICITY --- and only 37 to GAS, including natural, manufactured and bottled gas.

Official records of the City of Live Oak Fire Department show that in the period from January 1, 1961 to October 31, 1961, 30 FIRES were attributed to FUEL OIL --- 10 to ELECTRICITY --- and NO fires attributed to GAS.

These facts, based on official records, show that GAS is the SAFEST of the energies used in homes, businesses and industries in both metropolitan areas and smaller communities.

MORE FACTS based on official records. In the first nine months of 1961, 58.6% of the ranges sold in the United States were GAS RANGES. This is an increase of almost 5% over the number of gas ranges sold during all of 1960.

Gas cooking scored a clean sweep in this year's Holiday Magazine AWARDS to Florida eating establishments for DINING DISTINCTION. Nine Florida restaurants won this national recognition and ALL NINE cook with gas. They include Mai Kai, Ft. Lauderdale; Buccaneer Inn, Sarasota; Maxim's, Fontainbleau Hotel, Americana Hotel, Joe's Stone Crabs and Le Parisien, Miami Beach; Columbia Restaurant, Tampa and Petite Marmite, Palm Beach.

Perfect CLIMATE CONTROL has been achieved in the newly opened West Volusia Memorial Hospital at DeLand with natural gas --- 260 tons of gas air conditioning and gas heat.

MORE EVIDENCE of big savings by use of natural gas for water heating is supplied by 54-unit Merriam Apartments, 1866 N. Bayshore Drive, Miami. Mr. Felix G. Rice, co-owner, reports fuel oil bill was $1,109.46 for last 12 months oil was used. Natural gas water heater installed in May, 1960. Cost of natural gas during next 12 months --- $608.10 --- $501.36 LESS than the previous oil bill. This is a saving on water heating fuel of 45%.

Miami voters recently approved a new 30-year franchise for Florida Gas Utilities by a majority of more than two-to-one.

The Houston Corporation has been authorized to increase capacity of its natural gas pipeline serving Florida by approximately 100-million cubic feet of gas a day. Expansion will cost approximately $23-million.

International Paper Company's plant in Dade County has been converted from oil to natural gas by Peoples Gas System. Equipment now fired by gas includes 150-ton absorption air conditioning system, hot water boiler, ink drying process.
We have been appointed distributors for a product which we believe offers very wide possibilities for creative new design. It is called VitriNeer — an architectural ceramic veneer manufactured by The Robinson Brick and Tile Company of Denver, Colorado.

VitriNeer units are made of dense, high-fired ceramic clay, face-glazed in fourteen matt-surface, non-fading colors. Units measure 12 by 16 inches, with a uniform thickness of three-eighths of an inch. They are light in weight, strong, permanent and easy to install.

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