The President shall be the administrative head of the Association and shall exercise general supervision of its business and affairs, except such thereof as are placed under the administration and supervision of the Secretary and the Treasurer, respectively, and he shall perform all the duties incidental to his office and those that are required to be performed by him by law, the Charter, these bylaws, and those that are properly delegated to him by the Board.

The President shall preside at all meetings of the Association and the Board and shall be Chairman of the Executive Committee.

These few words do more than express the duties of an officer. They actually provide a discipline for more than an association president. In truth, these words serve to inspire each new administration to not only service the necessary duties and incidental details, but also to strive for goals which are very ambitious. Thus, each day must produce an excellence.

Your Association has presently assembled its goals for 1966. The Commissions are staffed and the Committees are selected. Our committee system makes a significant contribution to the vitality of our Association, and so it is an honor to be selected to serve. This honor also carries with it a heavy responsibility for positive creative production which will accrue to the benefit of all individual members.

The success of this production will depend upon how well each of us services those duties which are required of you. I cannot emphasize strongly enough that INDIVIDUAL efforts dictate our success — and these same individual efforts determine our success in society.

Society has needs and society will be served. And Architecture today is at the threshold of a golden age. No discipline provides a better leadership or communication of order.

It is a certainty that we are products of our own environment . . . the city we work in, the house we sleep in, the space we live in.

We cannot serve our environment with any less than a search and desire for great beauty. For beauty begets beauty — and this is our heritage.

A new year is beginning. Let us fill it with ambitions, goals, dreams, work, cooperation — and achievement.
To your construction site from our Jacksonville terminal, Merry Brick moves constantly to build a finer Florida.

You get quality brick by the bargeload (for economy), delivered by a modern motorized fleet (for speed and efficiency) throughout Northern Florida, or by rail to other Florida points.

Wherever in Florida you may be, serving you is the constant concern of all Merry Brick personnel.

For Reference

To be taken from this issue

HARRY G. MADDEN
District Sales Manager, Florida

ROBERT J. DICKSON
Sales Representative
St. Petersburg

JOHN C. PREBLE
Sales Representative
Jacksonville

Merry Brothers

Brick and Tile Company
Augusta, Georgia

Est. 1858
OFFICERS
James Deen, President, 7500 Red Road, South Miami
Hillard T. Smith, Jr., President Designate-Vice President
1125 Crestwood Blvd., Lake Worth
Forrest R. Coxen, Secretary, 218 Avant Building, Tallahassee
Dana B. Johannes, Treasurer, 410 S. Lincoln Ave., Clearwater

BOARD OF DIRECTORS
Broward County • Charles R. Kerley / George M. Polk
Daytona Beach • Francis R. Walton
Florida Central • J. A. Wohlberg / William J. Webber
                    H. Leslie Walker
Florida Gulf Coast • Earl J. Draeger / Jack West
Florida North • James T. Lendrum / Jack Moore
Florida North Central • Forrest R. Coxen
Florida Northwest • Ellis W. Bullock, Jr.
Florida South • James E. Ferguson, Jr. / Francis E. Telosca
                Earl M. Starnes
Jacksonville • A. Robert Broadfoot, Jr. / Roy M. Pooley, Jr.
                    Harry E. Burns, Jr.
Mid-Florida • John B. Laughey / Joseph M. Shifalo
Palm Beach • Jack Wilson, Jr. / Jefferson N. Powell
               Richard E. Pryor
Director, Florida Region, American Institute of Architects
Robert H. Levison, 425 South Garden Avenue, Clearwater
Executive Director, Florida Association of the American
Institute of Architects
Fotis N. Karousatos, 3730 S.W. 8th Street, Coral Gables

PUBLICATIONS COMMITTEE
Roy M. Pooley, Jr. / Joseph M. Shifalo / Donald Singer

THE FLORIDA ARCHITECT
Fotis N. Karousatos / Editor
Eleanor Miller / Assistant Editor
Ann Krestensen / Art Director
G. Wade Swicord / Architectural Photographer
M. Elaine Mead / Circulation Manager

THE FLORIDA ARCHITECT, Official Journal of the Florida
Association of the American Institute of Architects, Inc., is owned
and published by the Association, a Florida Corporation not for
profit. It is published monthly at the Executive Office of the
Association, 3730 S.W. 8th Street, Coral Gables 34, Florida;
telephone, 448-7454.

Editorial contributions, including plans and photographs of archi-
tects’ work, are welcomed but publication cannot be guaranteed.
Opinions expressed by contributors are not necessarily those of the
Editor or the Florida Association of the AIA. Editorial material
may be freely reprinted by other official AIA publications, pro-
vided full credit is given to the author and to The FLORIDA
ARCHITECT for prior use. . . . Advertisements of products,
materials and services adaptable for use in Florida are welcome,
but mention of names or use of illustrations, of such materials and
products in either editorial or advertising columns does not con-
stitute endorsement by the Florida Association of the AIA. Adver-
tising material must conform to standards of this publication; and
the right is reserved to reject such material because of arrange-
ment, copy or illustrations. . . . Controlled circulation postage paid
at Miami, Florida. Single copies, 50 cents; subscription, $5.00
per year. March Roster Issue, $2.00. . . . Printed by McMurray
Printers.

THE PRESIDENT’S MESSAGE
by James Deen
Inside Front Cover

ARCHITECTURAL EXHIBIT AWARDS
6-9

FUTURE TOWN FORMS
A Matter of Choice
12-13

THE FEBRUARY SEMINAR
14

THE EDITOR COMMENTS
by Fotis N. Karousatos
16

PERSPECTIVE
18

CALENDAR OF EVENTS
19

ADVERTISERS’ INDEX
20

FRONT COVER — This is the 1965 Awards Issue of The Florida Architect, honoring the outstanding architectural exhibits which were selected for special commendation at the 51st Annual Florida Association of Architects Convention.

VOLUME 16 • NUMBER 1 • 1966
Located at the junction of Highways 27 and I-75, the all-new Total Electric Silver Springs Motor Inn is a dazzling addition to Ocala’s hospitality industry. The Motor Inn, built by Sneed Brothers of Memphis, Tenn., includes 100 units with individually-controlled electric heating and air conditioning. Other features are a modern, total-electric kitchen and restaurant; unique Typhoon Cocktail Lounge; Arnold Palmer miniature golf course; and swimming pool.

In the words of Albert W. Jones, vice president of Silver Springs Motor Inn:

*We considered many factors in our decision to go “Total Electric.” Foremost, of course, was low initial cost and economy of operation. This — together with safety, cleanliness, zone temperature control, and maintenance-free operation — made the total electric concept our overwhelming choice.*

Architects, engineers, builders and owners are sold on “Total Electric” commercial construction. For your next commercial building, specify ALL-ELECTRIC.
Citation for Meritorious Service
conferred upon
Florida Association of Architects
in appreciation for exceptional contributions in furthering the employment of the handicapped.

FOR THE GOVERNOR

FOR THE PRESIDENT

November 8, 1965

Chairman

Chairman

four good reasons to specify Muzak sound systems

In the design stages of your next buildings, specify Muzak® sound systems; scientifically programmed background music by Muzak and reliable, quality-engineered equipment. 1. Local service and technical assistance. 2. Tailor-made systems for programmed background music by Muzak and public addressing. 3. Muzak sound systems with music by Muzak become acoustical problem-solvers in open and noisy areas. 4. Thirty years of experience. Music by Muzak is designed to extend a welcome. Muzak equipment assures that it does.

Jacksonville: Florida Wired Music Company, 1646 San Marco Blvd.
Orlando: Florida Music Network, Inc., 3107 Edgewater Drive
Tampa: Tropical Music Service, Inc., Post Office Box 1803
Miami Beach: Melody Inc., 1759 Bay Road
MORE AND MORE INDUSTRIES USING MORE AND MORE NATURAL GAS. In Orange City, Florida, Home Gas is supplying gas for processing milk and dairy products, and for manufacturing ice cream to the big, new Castle Farms Dairy Distributing Center. West Florida Gas is air conditioning (75 tons) the Panama City plant of Glenn Manufacturing Co. (Ladies dresses). Also on the industrial front, Orlando Paving Co. converted their 180-ton asphalt dryer from heavy oil to natural gas, with Florida Gas doing the honors. Result? “Major savings.”

MORE NATURAL GAS ON THE WAY! Florida Gas Transmission Co. started actual construction early in November on 210 miles of 30-inch pipe paralleling segments of the present 24-inch main line, and is adding 30,700 compressor horsepower. This pipeline expansion is expected to be completed by mid-1966, and is a part of a continuing program to maintain a plentiful supply of natural gas for Florida’s future needs.

MIAMI BEACH “CHEF’S SHOW” ANOTHER NATGAS WALKAWAY. Again in their 1965 Pan American Restaurant Exposition, Florida’s leading professional chefs turned overwhelmingly to gas for their on-stage demonstrations. Interesting sidelight: the gas kitchen equipment used in the show was sold to nearby Hollywood Beach Hotel, where Peoples Gas System will be the supplier.

IT’S “ALL GAS” FOR NEWEST SOCIETY SHOWPLACE! Latest deluxe oceanfront “villa” in Palm Beach adds modern touches to traditional elegance: Florida Public Utilities is supplying 103 tons of gas air conditioning (which includes cooling a bowling alley), pool heating (30’ x 70’), a laundry with 4 washers and 4 dryers as well as all-gas kitchen and water heating equipment.

NATURAL GAS STILL WINNING “CONVERTS” FROM OTHER FUELS. Add to the growing number of changeovers: Sunshine Packers of Fort Meade switching from Bunker C oil for its Feedmill Dryer and Juice Plant boiler ... Coca Cola deserting oil for natural gas in its new Marianna plant.

ENGINEERS (WHO SHOULD KNOW) CHOOSE GAS FOR THEIR OWN A/C. Russell & Axon, leading consulting engineers, have installed 30 tons of absorption type air conditioning in their new office building in Daytona Beach district of Florida Gas Company.

NATURAL GAS PRAISED FOR CIVIC VIRTUES. Justly proud of their new Community Building, Eustis citizens are complimenting City Fathers and architect Robert V. Ford on choice of natural gas for heating, cooking and hot water system. In West Palm Beach, new Chamber of Commerce building is cooled with natural gas air conditioning and beautified with entrance gas lighting. And Clearwater’s new City Hall boasts 100-tons of Natgas air conditioning.

MORE ON AIR CONDITIONED SCHOOLS. Following trail blazed by St. Petersburg, which opened state’s first air conditioned public school, Okaloosa County School Board specified natural gas air conditioning for new elementary school at Eglin AFB.

GASLIGHTS PROVIDE BEAUTY ... SAFETY MARGIN IN EMERGENCIES, TOO. Impressive outside lighting for Medical Arts Building in New Smyrna Beach is provided by 22 Gaslights — but management also had So. Florida Natural Gas Co. install standby emergency lights in every room ... just in case. West Florida Natural Gas also reports gaslight boomlet in Panama City area — over 100 recent installations including Cherry Hill, a complete Gaslight Village.

WINTER’S UPON US, BUT NATGAS AIR CONDITIONING STILL ZOOMS! Ramada Inn, Ocala, installing 100-ton gas engine driven chiller with heat recovery as well as gas fired boilers for heating and hot water. West Florida Natural Gas also reports gas absorption cooling for new branch of First Federal, and for new home of Associates Discount Corp., Panama City.

TOTAL ENERGY SYSTEMS “A-OK” WHEN POWER FAILED. While the Northeast gropped through its late lamented blackout, Rochdale Village in Queens, New York, was lit up like a Christmas tree — its natural-gas-fueled total energy system supplying not only lights but heating, cooling and power as well to its 20,000 residents. Two months earlier, Hurricane Betsy didn’t phase the total energy gas turbines of Coral Gables’ David William Apartments, first such installation in Florida.
THE JURY

The three members of the jury are men of outstanding reputation as architectural design experts: Charles Nes, F.A.I.A., chairman, of Baltimore, Maryland... 1st Vice President, President-Designate of the American Institute of Architects; Richard Snibbe, A.I.A., of New York City; and Robert Church, chief designer, Mann & Harrover, architectural firm of Memphis, Tennessee.

FEDERAL OFFICE BUILDING
Tampa, Florida
Robert Wielage, AIA
H. Leslie Walker, AIA
Associated Architects
Tampa, Florida

Photo by Alexandre Georges
"... the building has dignity, quality of human scale."
MIAMI-DADE JUNIOR COLLEGE
South Campus
Dade County, Florida
Pancoast, Ferendino, Grafton & Skeels, AIA
Architects, Miami, Florida

“This complex relationship of many buildings for various functions was handled with care and ingenuity.”

Honor Award

RESIDENCE/OFFICE/APARTMENTS COMBINATION
for Mr. and Mrs. Donald Singer
Fort Lauderdale, Florida
Donald Singer, AIA, Architect
Fort Lauderdale, Florida
“Building is sensitively handled . . . a truly original solution.”

Honor Award

JANUARY, 1966
EDISON JUNIOR COLLEGE
Ft. Myers, Florida
McBride & Frizzell, AIA, Architects
Ft. Myers, Florida
and
Perkins & Will, AIA, Architects
Chicago, Illinois
"A very well organized plan . . . creating well defined exterior spaces."

Merit Award

RESIDENCE FOR MR. & MRS. DAVID RAWLS
Jacksonville, Florida
William Morgan, AIA, Architect
Atlantic Beach, Florida
Photo by Alexandre Georges
". . . House presents a delightful air of distinction and good taste in . . . an accepted classical solution."

THE FLORIDA ARCHITECT
GARDEN FORECOURT for the FIRST FEDERAL SAVINGS & LOAN ASSOCIATION
St. Petersburg, Florida
C. Randolph Wedding, AIA, Architect
St. Petersburg, Florida
Photo by Bob Christmas
"... an attractive oasis in the city... thoughtfully and tastefully done."

PUBLIC BEACH PAVILION
Manatee County, Florida
Louis F. Schneider, AIA, Architect and
J. Arthur Miller, Architect
Bradenton, Florida
"A pleasant and well-defined solution for a shelter in the dunes."
MILGO ELECTRONIC CORPORATION, Miami's No. 1 manufacturer of sophisticated electronic equipment, is another Florida Space Age "success story." A struggling infant 10 years ago, today it employs 450 people and is hip-deep in America's space exploration program.

Milgo-made computation equipment provides the data for the tracking system which links Cape Kennedy, Bermuda and Goddard Space Flight Center. The company has been a part of Thor, Atlas, Discoverer, Saturn, Titan, Mercury, Gemini programs—and is now working on the Apollo man-on-the-moon program.

In the field of electronic commercial devices, Milgo has several products with business application.

This Reddy-sparked industry uses electric power in virtually every phase of its work. All essential working areas in the mammoth plant are air conditioned electrically. It is lighted to the high degree so essential to those who work, through microscopes, on miniaturized circuitry.
Milgo analog computers ready to be shipped out.

Final adjustments being made on an analog computer. Recently Milgo sold its fifth one (priced about $400,000) to the defense and aerospace industry.

Milgo's huge, all-electric Miami plant.
A MATTER OF CHOICE

Future town forms will be what we make them by action or inaction. Physical technology broadens the range of goals to choose from. Social technology strengthens and multiplies means for reaching goals. Rising economic levels make it possible to pay the bill.

Concern over the growing gap between physical and social sciences and arts obscured the rapidity of social advances. For example, we communicate faster with a higher proportion of the population than ever before. We educate, condition, propagate, advertise more effectively, preserving or changing attitudes and values. This could be important in making planning work.

To take another example, government, responding to the growing complexity and interdependence of our time, takes forms far more sophisticated than those of a couple of generations ago, and performs functions new to our generation (sometimes performing them in ways which would have induced widespread grandfather apathy). Education, health, welfare, commerce, and industry, transportation, communication, finance, housing, agriculture, urban affairs, working conditions, income, recreation, the kind, quantity and price of the tools and the drugs we take, and so on and on are controlled by governmental legislation, judicial interpretation, administrative mandate, taxation, the giving or withholding of grants and loans, and a wide variety of other gentle or ungentle persuasions.

In both physical and social fields, we produce tools and techniques faster than we learn to use them wisely. It has always been so. Man burned his hand before he learned to roast other forms of meat, and kings and chiefains governed selfishly before they discovered that survival required a broader view. (A good example of this ismitigation in terms of personal survival, and extended later to include survival of the tribe).

Government has lately bestowed increasing powers on planners. With power comes responsibility to use power wisely, for the benefit of all the governed. And because of the nature and effect of planning, we must use these powers not alone for our time, but also for time to come. Choosing the right goals for neighborhood form, for town form, for the metropolitan and megalopolitan form which grows from neighborhoods and towns and cities, is an appalling responsibility, particularly when we consider the magnitude of urban growth just now beginning.

"As the twig is bent, so is the tree inclined." We deal with twigs. Those who fail to deal with fast-growing trees will be overwhelmed by the growing forest.

We are putting the brakes on population growth, but not in time to make much change in the outlook for 75 million more urban people between 1960 and 1980 (15 million of them are already here, four times that number will be added in the next 15 years). Supposing we hold growth down to another 15 million between 1980 and 2000. That makes 150 million newcomers well within the remaining lifetime of many of us—35 years, about as far ahead as the Depression is behind. That isn't long, certainly.

For scale, we would need 3,000 new cities of 50,000 each to house that many new people. We now have about 390 cities in the U.S. with 50,000 or more. Or we could put them in 150 new cities of a million each. We now have only half a dozen with populations over 2,500,000.

That's for scale, but that isn't the way growth will come. The vast majority of the added population will go to existing urban concentrations, not new ones. To be practical, we must discuss both. What forms should new neighborhoods and towns take, particularly in metropolitan areas? And how can existing towns under tremendous growth stresses, achieve some of the advantages of new towns? Are we headed in the right direction with current development policy? Or are we, as pilots, using our powers and skills to drive our ships forward with matchless swiftness and efficiency on the rocks?

FUTURE TOWN FORMS

Consider three parables and what they teach:

In Virginia, the Powhatan Planning Commission at a meeting in 1610 is concerned about threats to the public welfare including disease, extermination and grave disorders including land speculation. The Commission drafted a plan in accordance with a comprehensive plan. Major emphasis is on preservation of open space and protection of the character of existing neighborhoods. This excellent statement is adopted by the Algonquin Regional Planning Council as a model for emulation throughout its jurisdiction. Jamestown is eliminated in a slim clearing program, and when the Pilgrims arrive they are denied building permits. Where are we now?

The West is an island, no time to become a metropolitan area. A couple of centuries later, the North Manhattan Orange Planning Board views with alarm the disrupting influence of urbanization spreading from New York City, rapidly becoming part of a continuous sprawl between to the unwieldy total of 100,000. Zoning is adopted permitting only agricultural uses from Harlem north, with minimum farm size set at 150 acres. Where now is New York City?

The Florida Architect

These things couldn't have happened, partly because social technology hadn't as yet produced the controls. The controls are here now. The Third Parable reflects what is happening in many towns and metropolitan areas where our future growth must come.

Suburbia Village Planning Commissions adopt policy expressed in language, but with the uniform intent of assuring that the only newcomers to be welcomed will be like persons already there, housed in single-family detached residences like those already there on large lots in subdivisions like the ones already there. No apartments. No town houses. No mobile homes. No housing which doesn't look like present housing, or is likely to appeal to renters, or costs less. No increase in density.

At meetings, there is applause for staff reports on the advantages of planning, particularly as applied to new neighborhoods. It is easy to imagine an infinitesimally small benefit calculated to the last dollar, and planning being given overwhelming support. These forms might be given favorable consideration. Changes required? Well, existing low densities must not be dismantled and perhaps should be raised.

FUTURE TOWN FORMS

The West is an island, no time to become a metropolitan area. A couple of centuries later, the North Manhattan Orange Planning Board views with alarm the disrupting influence of urbanization spreading from New York City, rapidly becoming part of a continuous sprawl between to the unwieldy total of 100,000. Zoning is adopted permitting only agricultural uses from Harlem north, with minimum farm size set at 150 acres. Where now is New York City?

The Florida Architect

These things couldn't have happened, partly because social technology hadn't as yet produced the controls. The controls are here now. The Third Parable reflects what is happening in many towns and metropolitan areas where our future growth must come.

Suburbia Village Planning Commissions adopt policy expressed in language, but with the uniform intent of assuring that the only newcomers to be welcomed will be like persons already there, housed in single-family detached residences like those already there on large lots in subdivisions like the ones already there. No apartments. No town houses. No mobile homes. No housing which doesn't look like present housing, or is likely to appeal to renters, or costs less. No increase in density.

At meetings, there is applause for staff reports on the advantages of planning, particularly as applied to new neighborhoods. It is easy to imagine an infinitesimally small benefit calculated to the last dollar, and planning being given overwhelming support. These forms might be given favorable consideration. Changes required? Well, existing low densities must not be dismantled and perhaps should be raised.

FUTURE TOWN FORMS

The West is an island, no time to become a metropolitan area. A couple of centuries later, the North Manhattan Orange Planning Board views with alarm the disrupting influence of urbanization spreading from New York City, rapidly becoming part of a continuous sprawl between to the unwieldy total of 100,000. Zoning is adopted permitting only agricultural uses from Harlem north, with minimum farm size set at 150 acres. Where now is New York City?

The Florida Architect
The job is to guide change to fit need, not to stop change. The change should be staged and ordered to be as painless as possible, but if general public need demand change, the planner who blocks change betrays his trust.

WHO ARE WE PLANNING FOR?

Before making broad sweeps with pastel crayons, there are some questions to answer. Who are we planning for? Keep it simple and short-range, planning for our retirees, our middle-aged generation, our children and their children. This carries us to the year 2000. What does it mean in numbers in age groups, and in housing demand?

In 2000, the retirement crop will have doubled to about 57 million, assuming retirement then at age 60. A third of these (12 million) will be 75 or over, again doubling present numbers. Most of the older retirees would be glad to find suitable apartments, or small houses, or congenial retirement homes and few will want or be able to maintain the larger residences in which they raised their families. If possible, they would like to stay in their own communities within the circle of old friends.

Stay-at-homes in the newly retired crowd will want to stay at home. A lot of the more venturesome or less labor-loving would like to get into smaller quarters, including apartments and mobile homes. Most of the younger retirees would also prefer to remain in their communities if they can find the right living facilities. If they stay, they are a rich resource for public duties, a powerful force for stability.

The next group, from 30 to retirement age (best prospects for single-family housing) will rise by only half, growing from 75 million now to about 110 million in 2000. These are the relatively settled breadwinners with children from ages where they are starting to school through the leaving of the nest.

In the 20-30 age group are the new family-formers with starry eyes, pre-school children, high mobility and low income. Now there are 24 million of them. In 35 years, their number will about double, rising to over 45 million by 2000. For this group, rented small houses, apartments or mobile homes make a good start. Mobile homes are attractive to young family formers not so much for their mobility as for the fact that housing, furniture and major appliances all come in one payment package at a current price of about $10 per square foot.

(For those who wonder why mobile homes are mentioned as housing possibilities for retirees and for young marrieds, it should be pointed out that mobile homes are now an element in the new housing supply which cannot be ignored. Last year one new dwelling unit in ten was a mobile home. One mobile home was produced for each two and a half new apartment units, and for each five new single family dwellings.)

As to our children's children, the group under 20 in 2000, barring unexpected developments in population control, will number about 100 million, just under three times the 37 million on hand now. This will come as little comfort to those who have been school board members recently, and neither will the word that educational costs are rising rapidly and should continue to rise, or that children are remaining in school longer, a trend which should also continue. To this, too, we are adjusting, particularly in the manner in which we spread the load for school support to county, state and federal levels.

That's who we are planning for between the present and the year 2000 —ourselves and enough newcomers to equal total U.S. population in 1950. Now we have some policy changes to make.

POLICY CHOICES

Do we want communities or compartments? In the long run, segregation by housing creates compartments rather than communities, and one-class housing may mean premature obsolescence and decay. These things are likely to happen to single-family detached Suburbia Villages as time passes:

Retirees, treasurers of tradition, move elsewhere for lack of housing suited to their needs. As children reach adulthood, their loyalties and friendships may attract them to stay, but they too must find housing elsewhere to fit their needs and pocketbooks. Having formed new friendships, they are unlikely to return to take over family-raising homes left vacant as retirees move out.

Since Suburbia Village has driven away replacements who might have come from within its own borders, it must attract outsiders. But in most cases, the old Suburbia Village does not attract the same class of people who settled in when it was new. The new crowd moves to the latest developments to keep up with the current crop of Joneses. Suburbia Village must settle for what it can get, which usually means a filtering down of housing.

Of Suburbia Villages started in the last three or four generations, few retain positions as prestige communities. Most have deteriorated in appearance and spirit. Some have disappeared already under the slum clearance bulldozer. Out ahead, pressures piling up are likely to turn the cycles more rapidly unless communities are built to stay communities.

To help keep communities from becoming deteriorating housing compartments, provide a range of housing encouraging community continuity. This doesn't mean a conglomerate jungle of single-family detached residences, apartments and mobile home parks. It does mean careful planning and intelligent development control.

Higher density or more sprawl? We will have higher densities within present metropolitan borders, and the borders will spread out. The question is how much of each, and how to avoid the liabilities of each.

Urban sprawl is getting a bad name. It increases travel time and raises costs of stable and private activities and services. Temporary advantages of fringe dwellers next to open country disappear as waves of development move beyond them. Since controls don't move as fast as urban fringes, we appear to have built hundreds of square miles of single-family detached slums.

High density has had a bad name for a long time, and is equated in many minds with tenement tenements, sordid apartments, blight, crime, disease, high governmental costs and all the rest of it. Lately it is also equated with footloose renters with no feeling of responsibility to the area in which they live, bad people, strange people who do not want to live like civilized folks and forty year mortgages on homes built to last thirty years (with extensive maintenance).

If we learn to use land efficiently, we can extend our urban areas at far less cost than has been typical recently, and can avoid some of the disappointments which have come to fringe dwellers in the past. If we control high density developments wisely, we can gain rather than lose amenities, particularly in urban open space which is not just a patchwork of fragmented small yards, but is big enough to have real meaning, landscaped enough to provide functional green area.

In choosing policy, most people with a real concern about what lies ahead will vote for communities rather than compartments, higher density if it can be achieved without loss of amenities, efficient use of fringe lands, and minimized private and public costs in providing necessary services and maintaining necessary facilities.

If that is what we vote for, and if we are agreed that population will be coming along in total numbers and age group proportions about as indicated, we have outlined the size of the job in the next 35 years and set some standards on how it is to be done. A few tentative brush strokes are now in order.

(El Part II of “Future Town Forms” in February issue of The Florida Architect)
February Seminar
Set In Gainesville

A one-day seminar, scheduled for February 4th at Gainesville's Ramada Inn, should prove especially interesting to Florida's architects, builders, mortgage bankers, insurance men, contractors, public officials and hotel and motel owners.

The seminar, entitled "Structural Consideration of Multi-Story Buildings," is sponsored by the Florida Association of the American Institute of Architects. The program will be presented by a panel of prominent Structural Engineers including Norman Dignum of Dignum Associates, Coral Gables, and Mr. Jacques L. Clarke of Oboler & Clarke, Miami Beach.

The two-part seminar will cover the structural aspects of multi-story buildings for architectural preliminary design purposes, covering: 

- 1—Foundations, 2—Framing Systems.

(a) Need for a valid soil exploration program
(b) Economics of foundations
(c) Specific foundation requirements dictated by wind-resistant systems and space allocation requirements

The morning session will begin at 9:30 a.m.

The afternoon session will offer information and suggestions regarding statewide study of storm damage and ways to improve building standards.

Main cause of widespread glass breakage by Hurricane Betsy a few months ago, according to glass and aluminum industry spokesmen, was use of low-strength materials in wrong places and faulty glazing and frame installation. The insurance bill for 38,000 damage claims came to $25 million.

At a recent Insurance Information Council demonstration, H. Samuel Kruse, FAIA, blamed mounting public emphasis on quantity rather than quality. He faulted poor workmanship and cost-cutting practices. Kruse also attacked undercutting of specifications by builders. He called for building departments to designate the architect as inspector for his own structure, since the professional architect is tested and registered as competent.

The February seminar in Gainesville will further pursue this vital subject and will be of considerable interest to everyone in the field.

FINANCING IS PART OF THE PLAN...

Let our $300,000,000 worth of experience in FHA Multi-Family Financing help you help your client.

Write or call
C. R. Golder,
Vice President

J. I. KISLAK MORTGAGE CORPORATION OF FLORIDA
1220 BISCAYNE BOULEVARD, MIAMI, FLORIDA
TELEPHONE: 377-3781
OFFICES IN: COCOA BEACH, ORLANDO, ST. PETERSBURG, TAMPA, FORT LAUDERDALE, PENSACOLA & JACKSONVILLE

FOR MORE INFORMATION CONTACT YOUR NATURAL GAS UTILITY

Apopka, Lake Apopka Natural Gas District
Barlow, Central Florida Gas Corp.
Boca Raton, Florida Public Utilities Co.
Boyston Beach, Florida Public Utilities Co.
Bradenton, Southern Gas and Electric Corp.
Buchanan, City of Buchanan
Chipley, City of Chipley
Clearwater, City of Clearwater
Clermont, Lake Apopka Natural Gas District
Cocoa, City Gas Co.
Coral Gables, City Gas Co.
Crestview, City of Crestview City
Cutler Ridge, City Gas Co.
Daytona Beach, Florida Gas Co.
DeLand, Florida Power and Gas Co.
Deerfield Beach, Florida Public Utilities Co.
Eau Gallie, City Gas Co.
East St. Petersburg, Florida Gas Co.
Fort Lauderdale, Peoples Gas System
Fort Meade, City of Fort Meade
Fort Pierce, City of Fort Pierce
Gainesville, Gainesville Gas Co.
Geneva, Alabama, Geneva County Gas District
Haines City, Central Florida Gas Co.
Hialeah, City Gas Co.
Hollywood, Peoples Gas System
Jacksonville, Florida Gas Co.
Jay, Town of Jay
Lake Alfred, Central Florida Gas Corp.
Lake City, City of Lake City
Lake Wales, Central Florida Gas Corp.
Lake Worth, Florida Public Utilities Co.
Lakeland, Florida Gas Co.
Leesburg, City of Leesburg
Live Oak, City of Live Oak
Madison, City of Madison
Marianna, City of Marianna
Melbourne, City Gas Co.
Miami, Florida Gas Co.
Miami Beach, Peoples Gas System
Mount Dora, Florida Gas Co.
New Smyrna Beach, South Florida Natural Gas Co.
North Miami, Peoples Gas System
Ocala, Gulf Natural Gas Corp.
Orange City, City Gas Co.
Orlando, Florida Gas Co.
Palm Beach, Florida Public Utilities
Palm Beach Gardens, City of Palm Beach Gardens
Palm City, Gulf Natural Gas Corp.
Pensacola, City of Pensacola
Perry, City of Perry
Plant City, Plant City Natural Gas Co.
Port St. Joe, St. Joe Natural Gas Company
St. Petersburg, United Gas Co.
Sanford, Florida Public Utilities Co.
Sandpoint, Southern Gas and Electric Corp.
Starke, City of Starke
Tallahassee, City of Tallahassee
Tampa, Peoples Gas System
Tavares, Florida Gas Co.
Titusville, City Gas Co.
Umatilla, Florida Gas Co.
Valparaiso, Okaloosa County Gas District
West Miami, City Gas Co.
West Palm Beach, Florida Public Utilities Co.
Wiltonia, City of Wiltonia
Winter Garden, Lake Apopka Natural Gas District
Winter Haven, Central Florida Gas Corp.
Winter Park, Florida Gas Co.
NEW GAINSVILLE MOTEL COMPLEX SELECTS NATURAL GAS!

“When it comes to heating and cooking, we have found there is no substitute for NATURAL GAS,” says Mr. Alex L. Frank, Jr., General Manager of the new Ramada Inn and Wolfie's Restaurant in Gainesville. “We chose NATURAL GAS as opposed to other methods of heat because it is safe, convenient and very economical. You can't beat it for cooking, either,” Mr. Frank added. “And our gas-heated swimming pool allows our guests to enjoy year-round swimming comfort. We have received superb service from the personnel at Gainesville Gas Company, and have had great pleasure in working with them and NATURAL GAS,” Mr. Frank concluded. Need we say more? Your local NATURAL GAS Utility can give you this same "red carpet" service. Resolve to call him today . . . it could be your most profitable New Year's Resolution of 1966!
THE NEW LOOK

The cover of our October 1965 issue was a beautiful indication of the change that was beginning to take place inside the pages of The Florida Architect. The format of our magazine—and its design—have continued to expand in the subsequent months.

With the December issue, we unveiled even greater changes—the completely new look of your publication that begins with the specially-designed covers and flows through the pages.

Yet this is just the beginning. We intend to continue to upgrade the editorial content of The Florida Architect, and to bring you many guest articles on a variety of subjects of great interest to you and our profession.

The new look has been made possible by the addition of an Assistant Editor and an Art Director. They bring to The Florida Architect their professional 'know-how,' experience and skills.

We hope you like our new look. We certainly invite your comments, criticisms and suggestions.

Fotis N. Karousatos
they left the flooring to us...

TERRAZZO... for beauty, for durability, for low maintenance

MADE WITH Trinity White
PORTLAND CEMENT

GENERAL PORTLAND CEMENT COMPANY

Offices: Chicago, Illinois  •  Chattanooga, Tennessee
  •  Dallas, Texas  •  Fort Worth, Texas  •  Houston, Texas  •  Fredonia, Kansas  •  Fort Wayne, Indiana  •  Jackson, Michigan  •  Kansas City
  •  Tampa, Florida  •  Miami, Florida  •  Los Angeles

JANUARY, 1966
During the second weekend in December, many leading national educators and architects gathered in Sarasota’s Colony Beach Resort to participate in a seminar sponsored by the Florida Association of the American Institute of Architects.

Subject of the seminar was “Continuing Education of Architects,” with the announced goal of developing a program in Florida for the mid-career continuing education of state architects. It is hoped this would help achieve the aim of having these architects assume an increasingly important role in the building of a better physical environment for the citizens of Florida.

Participants in the seminar included: Charles R. Colbert, FAIA, former dean of Columbia University’s School of Architecture; James Deen, AIA, president of the FAAIA; Hilliard T. Smith, Jr., AIA, vice president of the FAAIA; Philip Hiss, president of The Florida Arts Council; Robert L. Geddes, AIA, dean of Princeton’s School of Architecture; Miami Herald editorial writer Fred Sherman; and many more.

* * *

Here are the 1966 AIA Chapter Officers:

**BROWARD COUNTY**
- President: Robert E. Hall
- Vice President: Paul Robin John
- Secretary: Charles McAlpine, Jr.
- Treasurer: Donald H. Moeller

**DAYTONA BEACH**
- President: William R. Gomon
- Vice President: F. Wade Tye
- Secretary: Joseph R. Blais, Jr.
- Treasurer: Walter K. Smith, Jr.

**FLORIDA CENTRAL**
- President: J. Arthur Wohlgem
- Vice President: James J. Jennewein
- Secretary: Jack McCandless
- Treasurer: James R. Dry

**FLORIDA GULF COAST**
- President: Tollyn J. Twitchell
- Vice President: Douglas E. Croll
- Secretary: Frank Folsom Smith
- Treasurer: Joseph E. Blacker

**FLORIDA NORTH**
- President: J. Vance Duncan
- Vice President: Lester N. May
- Secretary: John L. R. Grand
- Treasurer: Dan P. Branch

**FLORIDA NORTH CENTRAL**
- President: Joseph N. Clemons
- Vice President: William H. Guerin
- Secretary: Warren A. Dixon
- Treasurer: LeRoy K. Albert

**FLORIDA NORTHWEST**
- President: Hugh J. Leitch
- Vice President: Richard L. MacNeil
- Secretary: Roger G. Weeks
- Treasurer: William R. Bean

**FLORIDA SOUTH**
- President: Robert J. Boerema
- Vice President: George F. Reed
- Secretary: Walter S. Klements
- Treasurer: Donald H. Forfar

**JACKSONVILLE**
- President: John Pierce Stevens
- Vice President: Walter B. Schultz
- Secretary: Allen D. Frye
- Treasurer: John P. Graves

**MID-FLORIDA**
- President: Harold W. Johnson
- Vice President: Wythe D. Sims
- Secretary: Don Hampton
- Treasurer: Clifford W. Wright, Jr.

**PALM BEACH**
- President: John B. Marion
- Vice President: Richard E. Pryor
- Secretary: Howarth L. Lewis
- Treasurer: Rudolph M. Arsenicos
Calendar of Events

**January 11 - 13**
AIA "Grass Roots" Meeting of State and Chapter Presidents — Octagon, Washington, D.C.

**February 4**

**February 5**
Dedication of the School of Architecture and Fine Arts, University of Florida, Gainesville, Fla.

**February 5**
FAAIA Board of Directors meeting — Ramada Inn, Gainesville, Fla.

**April 2**
Council of Commissions meeting — Jacksonville, Fla.

**April 23**
FAAIA Board of Directors meeting — Robert Myer Hotel, Orlando, Fla.

**May 21**
Council of Commissions meeting — Tampa, Fla.

**June 4**
FAAIA Board of Directors meeting — Sarasota, Fla.

**June 28 - July 1**
AIA National Convention — Denver, Colo.

**July 30**
Council of Commissions meeting — Miami, Fla.

**August 13**
FAAIA Board of Directors meeting — Tallahassee, Fla.

**October 5-8**
52nd Annual Convention, Florida Association of the American Institute of Architects — Deauville Hotel, Miami Beach, Fla.

---

The remarkable CELLON process, recently developed by Koppers Company, Inc., has proven this century's giant step in the advancement of wood preserving techniques. Requiring eight hours of pressure on any lumber or wood product, CELLON treatment uses liquid petroleum gas as the carrier and plants the preservative deeper and into more wood cells than any other process. Following treatment, products emerge dry, odorless, paintable and without variations in dimension or weight. They are free from raised grain, can be made water repellent and may be laminated immediately. No other type treatment can surpass CELLON for providing endurance against rot, decay and insect attack.

**Cellon Treated Alger Products:**

**LONGLEAF LUMBER**
Some of the very finest dense old-growth pine is produced by Alger at its Northwest Florida plant. This means a minimum average count of six annual growth rings per inch and not less than 1/2 summerwood. Although FHA accepts a 1200 "F" rating minimum in the #2 grade yellow pine dimension, Alger consistently supplies its distributors with stock graded at a minimum of 1750 "F" rating or above, by SPIB standards.

**ALGER-DECK**
Edge grain, longleaf yellow pine, electronically laminated from finger-jointed strips, can be formed into most any width for bleacher seats, truck and boxcar decking, loading ramps and flooring planks for auditoriums and stages. Order Alger-Deck with or without CELLON treatment.

**ALGER BOWLING ALLEY FLOORING**
Alger is the world's largest producer of dense, longleaf pine bowling alley flooring as used in Brunswick and other bowling lanes throughout the world. Only the finest longleaf yellow pine is selected and cut to expose the dense edge grain as a wearing surface.

For more information on CELLON or Alger products, write or call collect "Bull" Dzier, (904) 256-3456 in Century, Florida.

---

© CELLON is a registered trademark of Koppers Company, Inc.
F. GRAHAM WILLIAMS CO.
INCORPORATED

"Beautiful and Permanent Building Materials"

ATLANTA GA.

TRINITY 5-0043

FACE BRICK
HANDMADE BRICK
CERAMIC GLAZED BRICK
GRANITE
LIMESTONE
BRIAR HILL STONE
CRAB ORCHARD FLAGSTONE
CRAB ORCHARD RUBBLE STONE
"NOR-CARLA BLUESTONE"

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

PRECAST LIGHTWEIGHT INSULATING ROOF AND WALL SLABS

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

MACK E. PALMER
P. O. Box 5443
Jacksonville, Florida 32207
Telephone: 398-7255

ADVERTISERS' INDEX

Alger-Sullivan Company
19
Dunav Brick Co.
Inside Back Cover
Florida Gas Transmission Co.
14, 15
Florida Investor-Owned
Electric Utilities
10, 11
Florida Municipal Utilities Corp.
3
Florida Natural Gas Association
17
J. I. Kislak Mortgage Corp.
of Florida
14
Merry Brothers Brick & Tile Co.
1
Muzak Corporation
4
Shelton, Ullmann, Smith & Streich
20
Trinity White — General
Portland Cement Co.
5
F. Graham Williams Co.
20

SAVE TIME
AND MONEY

Use and experienced commercial design firm that is accustomed to working with architects.

You can turn to us to answer your client’s questions about color, floor layouts, lighting, wall and floor finishes and furnishings.

Designers
& Furnishers

SHELTON
ULLMANN
SMITH
AND STREICH, INC.

600 S. E. 2nd Court
Ft. Lauderdale, Fla. / 522-4779
Ornamental Barandas

These are the grille tile of hard, fired clay we import from Venezuela. They're somewhat lighter in color and more delicate in scale than those from Panama. But they have the same sort of slight color variations and occasional kiln markings that make for a really beautiful texture in the finished wall.