The current movement to contemporary architecture has without doubt been established. Few clients are asking for reproductions of antiquities. Financial institutions, educational facilities, buildings for public assembly, shopping centers—all are expressions of the architect's concept for serving today's problems. Single-family residential remains the only large class of building type that retains a large portion of its character in a traditional feeling. Beaux arts, vignola and other influences of the past are being forgotten.

This new architecture is the product of the design influences of Wright, Corbu, Mies, Gropius. These are the traditions of the fifties and sixties. This new architecture is also the product of a variety of new professionals. Land planners shape cities which shape buildings. Landscape architects shade exterior circulations and foliage masses which shape buildings. Engineers of all sorts shape the physical organs of a building. From the bones to the heart, surely this shapes the buildings. The interior designer shapes furnishings which shape buildings. Look closely because it is becoming increasingly difficult to recognize the architect as we know him.

The architect as educated in the forties or fifties has a difficult time relating to the new architecture. He has felt that he was all things to all people, but the task has been too large.

A new architect is being developed to design the new environment. The new total architecture demands new techniques and philosophies. Architects have a deep social responsibility toward the character of the environment. He is questioning the validity of the client to arbitrarily conceive ugly buildings and place them on view. To serve the client will gain new meanings. If we are to build beautiful cities, the total responsibility must be maintained by the professional trained to beauty.

Architects are becoming clients. Architects are becoming the client's representative to the design architect. Architects are becoming a review and advisory profession for government, corporations and developers to assure good buildings.

A new architect is being educated for the new environment. The Institute is studying the concepts now. Architectural specialization will occur. Extended academic schooling beyond five years will mature the profession. Architectural technicians will be trained. Recurrent education will keep the architect abreast of today's technological concepts. A new system of cost control and proven administration will solve our most severe problem... getting the work out in a reasonable time and within the budget. Emerging techniques studies are being reviewed for a changing practice.

A new architect will take a responsible role in government. As cities reshape themselves, the new architect will be responsible for developing the rules and regulations for guidance. Renewal and redevelopment programs by governments must by concept involve the new architect. Proper government responsibility to citizens in the form of buildings, parks, and road systems are the concern of those responsible for the environment. Active participation in all forms of government will be a service. A total responsibility of the design profession is mandatory.

Would you like to meet the new architect? Would you like to see the new architect? The Florida Association of the American Institute of Architects' annual convention on Miami Beach in October will examine each of the above topics as they relate—Design, Education, Government. If we are to exist as the profession responsible for the new environment, we must create the new architect. If we don't take this responsibility, someone else will!
ARCHITECTURAL ALUMINUM DOORS

Cline
aluminum products
112 - 32nd Avenue West • Bradenton, Florida
Cline Aluminum Products is devoted exclusively to the manufacturing of quality engineered and designed ALUMINUM PRIME DOORS, swinging and sliding for commercial, residential and government use.

Cline Aluminum Doors cannot rot, check or warp. They require little or no maintenance, and assure quick, easy installation without trimming or fitting.

Architect and Builder are offered the largest variety of types and sizes of Aluminum Doors.

Precision Craftsmanship
All Non-Corrosive Materials
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Wool Pile Weather Stripping
Hardware - Will Prepare for Any Make or Type

Help Specify or Select
Detailed Door Hardware Drawings and Specifications
Field Representative Service
Engineering Services for Special Door Application
Fast Delivery

INDEX

DOORS:

100 BE - 5-ply Flush, Bevel Edge - Commercial
Meets all government specifications, superior weather resistance, aesthetics with anodized aluminum finish, heavy gage material, full mortise for hardware, excellent torque stability, high surface impact resistance, designed for high frequency use.

100 SE - 5-ply Flush, Square Edge - Commercial
Pre-finished baked enamel, excellent weather resistance, low maintenance, high surface impact resistance, good torque stability.

300 SE - 3-ply Flush, Square Edge - Residential
Low maintenance, excellent weather resistance, pre-finished baked enamel.

500 - 5" Tube - Extra Heavy Duty - Commercial
Meets government specifications, extra heavy duty, can be prepared for all type hardware, .125" wall thickness tube, 204R1 anodize finish.

450 - 4-1/2" Tube - Heavy Duty - Commercial
Heavy duty, can be prepared for mortise lock and exit device, .093" wall thickness tube, 201R1 anodize finish.

360 - 3-5/8" Tube Panel - Light Commercial and Residential
Medium duty, prepared for light duty hardware only, .093" wall thickness tube, 201-R1 anodize finish.

Cut-out Details for Flush Doors

200 - Naro-Stile - Store Front

600 - Jalousie - Residential

2500 - Sliding - Aluminum Flush - Industrial

3000

4000

FRAMES:

Commercial
Residential

THRESHOLDS

LOUVERS

HARDWARE

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5-PLY ALUMINUM FLUSH DOOR - COMMERCIAL

SERIES 100 BE

1st. Ply - .032" Anodize Skin
2nd. Ply - Tempered Hardboard
3rd. Ply - Honey-Comb Core
4th. Ply - Tempered Hardboard
5th. Ply - .032" Anodize Skin

BEVELED EDGE

CONSTRUCTION: An exterior flush aluminum door shall be normally 1-3/4" thick. The core shall be of honey-comb material 99 lb. per 3000 sq. ft. ream, 20% phenolic resin, 7/16" cell size, or polyurethane foam poured-in-place. Door shall be constructed of one piece .032" 3003-H14 stretcher leveled aluminum alloy facing. Fed. Specifications QQ-A-250/26, vertically ribbed embossed No. 10 pattern laminated to .125" tempered hardboard. Entire perimeter of door shall be furnished with special beveled edge design aluminum extrusion 6063-T5 alloys to receive aluminum skin and hardboard the full width of door.

FINISH: Door shall be anodized in accordance with ALUMILITE FINISH 204-R1 with a minimum coating of 0.4 mils thick and minimum coating weight of 17 mgm per square inch. The anodic coating shall be sealed and shall be a type that will maintain the natural color of aluminum.

PROTECTIVE COATING: After cleaning and finishing and prior to shipment, two coats of a clear colorless methacrylate lacquer shall be applied to all surfaces of the aluminum.

SPECIFICATIONS
SPECIFICATIONS

CONSTRUCTION: An exterior flush aluminum door shall be normally 1-3/4" thick. The core shall be of honey-comb material, 99 lb. per 3000 sq. ft. ream, 20% phenolic resin, 7/16" cell size. Door shall be constructed of one piece .025" 3003-H14 stretcher leveled aluminum alloy facing. Fed. Specifications QQ-A-250/26, stucco embossed pattern with baked on white enamel laminated to .125" tempered hardboard. Entire perimeter of door shall be furnished with special edge design aluminum extrusion 6063-T5 alloys to receive aluminum skin and hardboard the full width of door.
CONSTRUCTION: An exterior flush aluminum door shall be normally 1-3/4" thick. The core shall be beaded styrene. Door shall be of one piece aluminum alloy stretcher leveled facing, stucco embossed pattern with baked on white enamel. Entire perimeter of door shall be furnished with special design extrusion to receive aluminum skin and core the full width of door. This door takes surface mounted hinges only.
SPECIFICATIONS

CONSTRUCTION: Tubular doors shall be extruded tube 1-3/4" x 5" with a typical .125" wall thickness 6063-T5 aluminum alloy. Doors shall be fabricated with through bolts in top and bottom rails. Clearance shall be not more than 3/32" at jambs and heads and 3/16" at bottom. Planted edges at stiles shall be beveled 1/8" in two inches for doors 1-3/4" thick and thicker with wool pile seals. Doors shall be mortised, reinforced, drilled and tapped to receive template hinges, locks and flush bolts. Doors to receive surface applied hardware, except push plates, kick and mop plates shall be provided with reinforcing only. Drilling and tapping shall be done in the field.

FINISH: Doors, louvers and trim shall be anodized in accordance with ALUMILITE FINISH 204-R1 with a minimum coating of 0.4 mils thick and minimum coating weight of 17 mgm per square inch. The anodic coating shall be sealed and shall be a type that will maintain the natural color of aluminum.

PROTECTIVE COATING: After cleaning and finishing and prior to shipment, two coats of a clear colorless methacrylate lacquer shall be applied to all surfaces of aluminum.
DOOR DETAILS

DOOR SWINGS . . . ▲ DENOTES KEY or CYLINDER SIDE

RH        LH

RHRB      LHRB
Pair: RH ACTIVE
Pair: LHRB ACTIVE

ACTIVE DOOR
INACTIVE DOOR

LEFT HAND DOOR
RIGHT HAND DOOR

OUT

PAIR DETAIL - JALOUSIE DETAIL

LOUVERS AND FRAMES
GALVANIZED STEEL (.050") THICK

REMOVABLE SCREENS
FEDERAL SPECIFICATION
RR-S-141A AND AM-2
NARO-STILE ALUMINUM DOOR

SERIES 200

DOOR OPENING HEIGHT 7'-0"

DOOR OPENING WIDTH 3'-0"

CONSTRUCTION: Doors shall be extruded tube with a typical .125" wall thickness 6063-T5 alumi­num alloy and fabricated with through bolts in the top and bottom rails and have aluminum extruded snap-in glass stops. Vinyl glazing bead shall be provided for puttyless glazing.

FINISH: Exposed surfaces shall be anodized 204-R1.

PANEL WALL UNIT

Aluminum extrusions for motels, apartments, small fronts and show windows. Motel shapes open new frontiers in motel, apartment and residential design. Just 4 basic shapes combine to form complete front wall unit—door jambs, mullions and munits for single or double glazing or panels.

MAXIMUM PANEL SIZE FOR 40LB. WIND LOAD 3/0 x 8/0
SAFETY FACTOR AT 40LB. WINDLOAD 1.168
MOMENT OF INERTIA THRU SECTION - 3  I  .608
SECTION MODULUS THRU SECTION - 3  Z  .561
CONSTRUCTION — Door shall have picture frame mitered corners heliarc welded with a one-piece tempered hard-board interior forming an inter-locking self supporting hollow core filled with a foam in place urethane insulating plastic. Weather stripping along header shall be vinyl. Weather stripping along jambs and hanging frames shall be aluminum backed wool pile silicone treated and manufactured by the Standard Products Co., Cleveland, Ohio. Glass clips shall be close fitting and of .051" thick 5052-H34 aluminum alloy. They shall be of one piece construction with 3/16" glass overlap. Clips shall be riveted to door jambs with a tapered aluminum shoulder, rivet giving clip free movement around stationary rivet.

FINISH — The picture door frame shall have a satin finish No. 201-R1 anodized. The interior shall have an attractive pre-sealed prime coat tempered hardboard.

Also Available with Anodize Aluminum Interior.
SLIDING ALUMINUM FLUSH DOOR

**SERIES 2500**

Hollow core aluminum sliding door shall be normally 2-1/4" thick and the outer rim will be a total 2-1/2" thick. The door shall be constructed of specially designed T-shape aluminum extrusion 6063 T-6 alloy that snaps together with self, forming a series of 2-1/4" x 3" tube the full height of door. The wall thickness shall be a minimum .080 and shall have outward appearance of vertical V-grooves every 3".

**SERIES 3000**

Hollow core aluminum sliding door shall be normally 2-3/4" thick and the outer rim will be a total 3" thick. The door shall be constructed of special designed tube shape aluminum extrusion 6063 T-5 alloy that forms a series of 2-3/4" x 3-3/4" tubes milled together with 2-3/4" l mull the full height of doors. The wall thickness shall be aluminum .080" and shall have outward appearance of vertical V-grooves 1-1/4" apart every 4"

**SERIES 4000**

Hollow core aluminum sliding door shall be normally 3-3/4" thick and the outer rim will be a total of 4" thick. The door shall be constructed of special designed tub shape aluminum extrusion 6063 T-5 alloy that forms a series of 3-3/4" x 2-3/4" tubes milled together with 3-3/4" l mull the full height of doors. The wall thickness shall be a minimum .080" and shall have outward appearance of vertical V-grooves 1-1/4" apart every 3"

Entire perimeter of door shall be furnished with aluminum channel extrusion 6063 T-5 alloy, to receive the aforementioned aluminum core on all sides. The channel shape section having a minimum wall thickness of .125"

**FINISH:**

Doors and frames shall have finish in accordance with MIL-A 8625A (Alcoa, Anodized 204-R1)
ALUMINUM DOOR FRAMES - COMMERCIAL

5"-SF 5-OB 5-T

4"-SF 4-OB 4-T 4-OBF 4-TF

3-1/4"-SF 3-1/4-OB

3" S.S. SCREW ON STOP

G.S. GLASS STOPS

2"-SF 2-OB 2-T 2-P
4" ALUMINUM LOUVERS

SPECIFICATIONS

CONSTRUCTION: Frame shall be .125" and blades .061" thick, 6063-T5 alloy - screwed together with 18-8 stainless steel screws. FINISH: Louvers shall be anodized in accordance with ALUMILIT FINISH 204-R1.
ARCHITECTURAL ALUMINUM DOORS

- Church
- School
- Residential
- Utilities
- Hospital
- Post Office
- Office
- Industrial
- Restaurant
- Store
- Motel
- Warehouse
- Service Station
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SEPTEMBER, 1966

PRESIDENT'S MESSAGE
Inside Front Cover

THE EXECUTIVE DIRECTOR SAYS . . .

OFFICIAL NOTICE—FAAIA CONVENTION

THE CONVENTION STORY

COMMITTEE ON RESOLUTIONS

BY-LAWS
Recommended Revisions

NOMINATIONS FOR 1966 OFFICERS

OUTSTANDING FLORIDA CRAFTSMEN

JOINT ANNOUNCEMENT BY ARCHITECTS & ENGINEERS

DRAB STORES
Reprinted from Women's Wear Daily

ADVERTISERS' INDEX

CALENDAR OF EVENTS

FAAIA 52nd ANNUAL CONVENTION
Back Cover

FRONT COVER—Hurricanes—subject of an interesting report by State Treasurer Broward Williams in coordination with the Insurance Information Council. See Editorial, page 19. (Photo courtesy Jay Spencer, Miami News)
Imagination and concrete turned into 24 classrooms

$10.58* per sq. ft. (including air conditioning)

Williams Elementary School, Tampa, dramatizes the ability of Florida architects to create schools of both design individuality and low cost.

Here, the architect capitalized handsomely on the versatility of concrete. The design, embodying a concrete frame, prestressed roof and concrete masonry walls, features an unusual high-accessibility arrangement of air-conditioning and mechanical systems.

Each classroom complex stands as two structural frames, divided by a floor-to-roof mechanical chase through the center of the building, providing ready access from both ends.

Absence of beams at the chase top permits the air-conditioning feeder duct to fit snugly against the stem of the prestressed double tee. Chase walls in the classrooms are utilized for recessed bookcases, storage and duct outlets and returns.

Increasingly, architects as well as school boards are looking to concrete—not for its design potential alone, but its fire safety, insulating and acoustic values and life-long economy.

*Calculated per A.I.A. document D-101
An Editorial

All persons connected with the construction industry in Florida, local county officials and our legislature should obtain a copy of the recently-released “Florida Hurricane Survey Report 1965.” These people—architects, engineers, contractors, builders, manufacturers of building materials, building officials, county officials, legislators, and banking institutions—should read this excellent report with an open mind and a vow to take action in support of the report’s findings and recommendations.

We all recognize the potency of hurricanes, the damage that can be inflicted to property and loss of lives, but this recognition and the urgency to do something seem to dissipate after the hurricane season passes. This is evidenced by the lack of action since the previously-published report.

Is this apathy to continue? We hope not—and to this end, the Florida Association of the AIA pledges its leadership and resources to our State Government for the fulfillment of the 1965 Report recommendations.

If there is anyone in this state who is naive enough to think that hurricanes are a menace only to South Florida, then let us pray their thinking will change. All Florida at one time or another is susceptible to property damage and loss of Floridians by the enormous destructive energies contained within this tropical storm.

Why is it then that the persons most responsible are so complacent on the matter of a minimum standard State Building Code that would insure the welfare of all Floridians? Why is it that our State permits the wishes of so-called responsible people in the construction industry to lower the requirement of design responsibility by professionals who are certified by the State for the health, safety and welfare of our population? Why is it that many builders were dead-set against the efforts of our contractors to have a licensing law for contractors enacted in the last Legislature? Was it because of fear of responsibility—the desire of builders to reap profits but shirk responsibility?

Well, it’s high time responsible persons and their organizations unite in a joint effort to raise the standards of construction; to have the skilled professional design ALL buildings; to extend their leadership to our State for enactment of a proper building code for Florida.

The latest “Florida Hurricane Survey Report” was born of the fury of Hurricane Betsy, when Broward Williams met in Dade County with the Insurance Information Council, local builders and contractors. They wanted to see what could be done to reduce hurricane losses. This report offers some sound suggestions. Let’s pay attention this time.

We compliment State Treasurer and Insurance Commissioner Broward Williams, his office, and the Insurance Information Council for their efforts to bring the facts once again before the people of Florida.

Fotis Karousatos
Executive Director

...OF HURRICANES AND APATHY!
"The all-electric commercial building is one of today's brightest prospects for increased profits to engineers, architects, builders and owners!"

The secret of the all-electric concept can be stated very briefly: with an all-electric building you get more usable space. This means added income if your structure is an office building, shopping center, motel or hotel; added capacity for hospitals, nursing homes, medical centers or dormitories; more classrooms for schools.

All-electric buildings are returning daily proof that they are better investments than those restricted to the limitations of conventional systems. The integration of lighting, heating, cooling and ventilating into a combined electrical space conditioning system means that each component is utilized to its maximum potential. Much of the area required for conventional mechanical equipment can be returned to the investor as added revenue-producing space.

All-electric construction has already proven itself in the commercial market. For your next project specify ALL-ELECTRIC.
NOTICE OF FAAIA ANNUAL MEETING

Notice of regular Annual meeting of the Florida Association of the American Institute of Architects, Inc., and of proposed amendments to the Bylaws to be presented.

Members and associate members of the Florida Association of the American Institute of Architects, Inc., a corporation not for profit, organized and existing under the laws of the State of Florida, are hereby notified that:

1. The regular annual meeting of the Florida Association of the American Institute of Architects, Inc., will be held 5, 6, 7, and 8, October 1966 at the Deauville Hotel, Miami Beach, Florida.

2. At said regular meeting, proposed amendments to the Bylaws, as published elsewhere in this issue, will be presented for action thereupon by members of the corporation. A concurring vote of not less than two-thirds (2/3) of the total number of delegate votes present at the meeting, together with approval by the American Institute of Architects, is necessary for the effective adoption of the amendments.

Represented in Florida by

RICHARD C. ROYSUM
10247 Colonial Court North
Jacksonville, Florida 32211
Telephone: (904) 724-7958
On behalf of the Florida South Chapter, hosts for the 1966 FAAIA Convention, I would like to extend a personal welcome to each architect and associate of the profession who will attend the Convention at the Deauville Hotel, Miami Beach, October 5-8.

The Convention Committee has endeavored to expand the theme, *Focus: Community*, to the fullest degree. Stimulating speakers have been engaged. Subjects include 1) the architect’s place in urban planning 2) the government and urban programs 3) the architect and politics.

Seminar topics will include: Environment through Design through Learning through Bureaucracy.

Miami Mayor Robert King High will speak at a luncheon entitled “The State Government and You”.

There will be exhibits . . . Building Products, Architectural; the Craftsman of the Year Award Program; election of officers.

On the social side of the agenda, an array of activities . . . a moonlit cruise to dinner on a tropical island, complete with dancing and entertainment . . . a luau, amid the enchantment of a Polynesian setting . . . cocktail parties . . . a shopping spree and a country club luncheon for the ladies.

The Florida South Chapter looks forward to welcoming you October 5-8.

Robert J. Boerema
President
Florida South Chapter

CONVENTION COMMITTEE MEMBERS have been hard at work to make this the best convention ever! Seated are Phil Pearlman, FAAIA Executive Director Fotis Karousatos, and Stan Glasgow. Standing: Carson Wright, convention co-chairmen Henry Riccio and Bob Boerema.
Let's Chart Our Legislative Course!

For the first time in a number of years, we’re charting a course of action in governmental policies — and holding a forum for all our delegates and members to be able to hear our plans and make their own invaluable suggestions.

At the first business session of the 52nd Annual Convention, Thursday morning, October 6, Jack Peeples, legislative counsel for the Florida Association of the AIA, will outline our Association’s program. This proposed program is the result of several meetings between Mr. Peeples, our executive committee and the board of directors. This is your opportunity to have a voice in a positive program of action designed to enhance our profession, our communities, our nation’s environment!

Committee on Resolutions Guides Convention Business

The following three men have been named as a Resolutions Committee: Thomas H. Daniels, AIA, Chairman; Richard E. Pryor, AIA, and H. Samuel Krusc, FAIA.

As a matter of helpful information, we are reprinting here the Convention Rules for resolutions and new business.

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

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

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

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

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

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

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

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

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

5. . . . Report the resolution to the Convention with recommendation to disapprove.

6. . . . Report the resolution to the Convention without recommendation.

7. . . . Report the resolution to the Convention with recommendation to approve, and move its adoption.
Check the advantages of **Insulation** specially designed for Florida climatic conditions

New Borg-Warner Alfol provides the thermal insulation needed to combat the radiant heat from the Florida sun. Insures year-round comfort. Reduces air conditioning and heating costs. Increases home resale value. Alfol snaps into place to form multiple layers of aluminum foil with air space in between. Check the chart below. See how these new Alfol products deliver top R Value for lowest dollar investment. Available now at your Borg-Warner Alfol Distributor. Consult him now.

### INSTALLED THERMAL RESISTANCE FOR NEW ALFOL TYPES—CEILINGS

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<th>Type</th>
<th>Installation</th>
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$R^*$ equals the thermal resistance provided by the ALFOL Insulation only.

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SUBSIDIARY OF BORG-WARNER CORPORATION
BY LAWS

FOR THE FLORIDA ASSOCIATION
OF THE AMERICAN INSTITUTE OF ARCHITECTS, INC.

Pursuant to a charge by the FAAIA Board of Directors, the Committee On Rules and Regulations has organized and rewritten the FAAIA Bylaws that have been current since their adoption, as revised, at the FAAIA's 1965 Convention. As published here, new Bylaws as proposed for adoption are printed in italics. Present Bylaws which will remain the same are printed in Roman type.

THE COMMITTEE ON RULES AND REGULATIONS
H. Samuel Kruse, FAIA, Chairman
Russell T. Pancoast, FAIA • Jefferson N. Powell

ARTICLE III. MEETINGS OF THE ASSOCIATION
Section 1. Annual.
  a. There shall be an annual Meeting, herein referred to as the Convention, which shall be the annual meeting of the Association and the Florida Region of the Institute.
  b. Time and place of the annual Convention shall be fixed by the Board if not fixed by the preceding Convention.
  c. Business of the Convention shall be conducted by the Officers of the Association and the Chapter Delegates. (To encourage membership participation, to fully develop friendship, and responsibility to the profession, the Committee suggests this revise:) "c. All members in good standing shall discuss the business and debate the issues brought before the Convention. The voting necessary to enact the business before the Convention shall be done by the Chapter Delegates, and the President of the Association in case of a tie vote. The Officers of the Association shall conduct the business of the Convention.”
  d. Delegates to the Convention shall be selected by each Chapter.

(1) An Alternate Director, one for each Director, shall be elected by each Chapter at its annual meeting to function for the Director when the Director cannot attend Board meetings to serve as a Director.

(2) The number of Directors from each Chapter shall be based on the Institute membership in the various Chapters as determined by the current membership roster of the Institute as follows:

<table>
<thead>
<tr>
<th>No. of Members in Chapter</th>
<th>No. of Directors</th>
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<td>1 to 19</td>
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<td>20 to 59</td>
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<td>60 or more</td>
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(To improve FAAIA Board and Chapter communications and exploit the advantages of personal relationship between State and Chapter administrations... the Committee proposes... )

“(2) The number of Directors from each Chapter shall be based on The Institute membership in the various Chapters as determined by the current membership roster of The Institute as follows:

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</table>

ARTICLE VII. ADMINISTRATIVE AND EXECUTIVE DEPARTMENT

(In order to organize the executive experience of past presidents of the Association, we propose addition of the following new section... )

"Section 5. Council of Past Presidents
  a. There shall be a Council of Past Presidents consisting of all past presidents of the Association.
  b. The Council of Past Presidents shall meet when called by the President.
  c. The Council shall give advice and counsel to the President and shall perform such peculiar duties related to the Association or the Profession best done by a prestigious group as the President requests and the Council agrees to perform.”

SEPTEMBER, 1966
What's happening outside? 

When this question crowds the mind of a school child, there isn't room for much else. 
Like what happened at Appomattox in April 1865. 
Or who wrote Silas Marner. 
Concentration on studies really suffers. 
That's why windowless schools are out. 
And lots of windows are in. 
They're a sight more thoughtful.

Libbey·Owens·Ford Glass Co.
 Toledo, Ohio

THE FLORIDA ARCHITECT
This ancient Chinese water heater still works after three thousand years. Light a fire under it and the water bubbles right up—fresh, clear and pure. Have a cup of tea courtesy of the Shang Dynasty.

There’s only one reason this water heater has staved off rust and corrosion for more than thirty centuries. It’s made of copper—the talented metal that water can’t rust or corrode. And copper is the only metal touched by water in a Ruud Copper Sanimaster commercial gas water heater.

You’ll be glad to hear Ruud Sanimasters come in all sorts of sizes. Something for every apartment, motel, factory, laundromat, restaurant—something for every place where large volumes of hot water are needed. They’re compact enough to install easily near the point of use. If you need more hot water than our biggest unit supplies (300 gallons per hour), Ruud Copper Sanimasters link together with manifolds. Special Ruud sizing guides make sure you get the right water heater whatever your hot water requirements. Some neat accessories are available, too. Like the Duo-Temp mixing valve that delivers 180 degree water and general purpose hot water at the same time. And there’s a circulator that holds the temperature constant at hot water outlets.

And as far as trouble free performance and long life are concerned, our honorable Chinese ancestor is still working after more than 3000 years. We’re not implying that the Ruud Copper Sanimaster will last that long...but then again...it just might.

For money saving facts, call...
PENINSULAR SUPPLY CO. Ft. Lauderdale • Miami West Palm Beach • Ft. Myers HUGHES SUPPLY, INC. Orlando • Lakeland • St. Petersburg Clearwater • Sarasota • Bradenton Ft. Myers • Ft. Pierce
MEMORANDUM TO: President James Dean
FROM: Nominating Committee:
Thomas H. Daniels, AIA,
Jack Willson, Jr., AIA,
James O. Kemp, AIA,
Dana B. Johannes, AIA,
Earl M. Starnes, AIA, Chairman.

SUBJECT: Nominations for 1967

August 11, 1966

The first action of the Committee was to determine the number of nominees for each vacant office. This was unanimously decided in favor of two nominees. The promulgation of a healthy competitive spirit at the convention and the interest created by the election prompted this thinking along with the further consideration for the wealth of leadership in the Florida Association of the American Institute of Architects and the chance to offer these men an opportunity to be honored by nomination and service if elected.

The Committee without equivocation has nominated men we feel are best qualified for these posts and we believe that any of them will render a great service to the Association and continue the active, intelligent leadership image we present for the architects in this state.

The Committee feels that this is a vital year in view of the fact that we will be dealing with a new legislature composed of urban oriented representatives, a legislature that should be responsive to professionalism and should be responsive to the aesthetic and developmental programs that the architects in this state have historically supported. Our state is rapidly beginning to be a system of urban areas and it is the Association’s duty to serve these areas at the broadest levels of planning and over-all development; and continue to sponsor the specific development of well-conceived and well-designed architectural projects consistent with long range planning and sound growth. We have, thusly, selected men who represent experienced practitioners, men who are and continue to be active in their communities at all levels and men who have significant backgrounds in legislative experience locally and state-wide. They are also men with great depth in terms of service to the Institute in the State of Florida.

August 24, 1966

Due to the withdrawal of two candidates, one for the office of Vice President/President Designate and one for Treasurer, the committee after two conference calls decided to present a one-man slate of nominees. This was contrary to our previous decision, but the exigencies of time and the communications capability of the committee with the membership caused our reversal.

We feel and recommend that a study of the methods of the committee is in order. Perhaps appointment should be the first order of business for the new president each year. It could observe the membership for potential leadership and receive suggestions regarding potential nominees from members.

Our revised nominations follow:
For President Designate — Vice President

HERBERT SAVAGE, Miami, Florida — Chairman of the Commission on Public Affairs, he also serves on the Florida Development Commission. Was chairman of the FAAIA Public Relations committee, has served 6 years as Director of the FAAIA, is a former vice president of the Association and past president of the Florida South Chapter.

For Secretary

MYRL HANES, Gainesville, Florida — Has had own architectural office since 1950. Past president Florida North Chapter, AIA; served on various chapter and state committees; member and past president Gainesville Exchange Club; member Gainesville City Commission 1955-60; presently member Board of Directors Gainesville Area Chamber of Commerce. In 1954, received Outstanding Design Award, Southeastern District Convention of AIA. In 1959, received “Young Man of the Year” award from Gainesville Junior Chamber of Commerce.

For Treasurer

H. LESLIE WALKER, Tampa, Florida — Since 1960, he has served at various times as President of the Greater Tampa Association of Architects; secretary and president of Florida Central Chapter of the AIA; secretary of the FAAIA. He is a member of the Greater Tampa Chamber of Commerce, Exchange Club of Tampa, Commerce Club of Tampa, and the Timuquanian Society. Has had own firm since 1960 in Tampa, Florida. Is affiliated with the Construction Specifications Institute.

For Regional Judiciary Committee

ROBERT B. MURPHY, Orlando, Florida — Registered to practice architecture in the state of Florida since 1947. He is a former president of the Mid-Florida Chapter of the FAAIA and served as vice-president of the Association from 1959 to 1962.
Now...

Florida's big ones
are cutting costs by going
TOTAL ELECTRIC

(IT'S CHEAPER THAN WHEN COMBINED WITH FLAME-TYPE FUELS)

The department stores and supermarket shown here typify the growing trend toward ALL-ELECTRIC... signified by the All-Electric Building Award and the Award of Merit for Electrical Excellence.

All-electric design, with flameless electric air conditioning and heating for year-round shopping comfort, can hold down construction costs by eliminating such items as boiler rooms, fuel storage, flues or vents.

Flameless electric is the cleanest fuel of all—this reduces soiled merchandise and the expense of cleaning, maintenance and redecorating.

Find out how Total-Electric buildings can save you money. Your electric utility company will be happy to give you the facts, without obligation.
JEFFERSON STORES
SOUTH MIAMI, FLORIDA

Architect: Melvin Grossman, AIA, Miami
Engineer: Sasnett Engineering, Inc., Miami
General Contractor: Robert L. Turchin, Inc., Miami
Electrical Contractor: Hamilton Electric Co., Miami
Air Cond. Contractor: Dublin Air Conditioning Co., Miami

This department store, one of a progressively expanding chain, includes electric air conditioning and heating for year-round comfort... an electrically equipped snack bar... and a well-designed lighting system for exterior and in-store illumination.

MAAS BROTHERS
ST. PETERSBURG, FLORIDA

Architects: M. Leo Elliot, Tampa; Eliot C. Fletcher, Tampa
Associates: E. M. Conboy, Tampa; George Ely, Tampa

This modern department store now features an all-electric operation, including air conditioning system for cooling and heating. Its 278,000 square feet of floor space makes it the largest of the Maas Brothers stores in the Allied Stores Corporation organization.

SUPER X DRUGS
and FOOD FAIR STORE
TAMPA, FLORIDA

Architects: D. J. Athan, Tampa; Don Reiff, Miami Beach

This all-electric supermarket and drug store complex contains more than 30,000 square feet of floor space. Requires approximately 91 tons of electric air conditioning. The building is served by underground electric service.

K-MART DEPARTMENT STORE
PENSACOLA, FLORIDA

Architect & Contractor:
Holmberg Construction Co., Jacksonville, Florida
Engineers: Billen Air Conditioning Co., New York

The new 111,000 square foot total-electric K-Mart complex occupies nearly 2½ acres of ground (under roof). It is comfort conditioned the year-round by approximately 260 tons of electric cooling system and 745 kilowatts of clean, flameless electric heating. Excellent lighting marks the interior as well as the 800-car parking area.
For the third consecutive year, the Florida Association of the AIA will choose one craftsman from among its Chapter nominees to be Florida Craftsman of the Year! Eight chapters participated in the program this year and their craftsmen's work is displayed on the following three pages. We were especially delighted to learn that outstanding craftsmanship does run in the family — Jacksonville Chapter's nominee is James Alonzo Young Jr., whose father was the chapter's choice in 1965!

The Florida Craftsman of the Year will be announced at our 52nd Annual Convention in Miami Beach, October 5-8. This program has proven to be most popular and successful, and it is certain to be one of the most interesting highlights of our entire meeting.

Last year's winner was Albert Lang, whose hand-crafted aluminum work had won him the Mid-Florida Chapter award and nomination. This year, he will be succeeded by one of the following highly-talented professionals of the allied building arts. We of the architectural profession salute these skilled men — and all the superior craftsmen they represent.

(Editor's Note: In addition to the chapters listed, the Daytona Beach Chapter also held a Craftsman's Awards competition. However, information and photographs could not be received by publication time. Daytona Beach's craftsman will be included in consideration for the Craftsman of the Year award.)

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**NORMAN LORD**
Carpenter

Nominated by the
Broward County Chapter

Project: Richard Reed Residence
Pompano Beach, Florida

Contractor: John Dec
Architect: Dan C. Duckham

---

**JOHN J. POWERS**
Plasterer

Nominated by the
Florida Central Chapter

Project: Office building for Local No. 3
Tampa, Florida

Contractor: Oliver M. Lloyd
Architect: McLane, Rañon, McIntosh and Bernardo
WILEY J. TILLMAN, AIA
Sculptor, copper

Nominated by the
Florida North Chapter

Project: Repousse copper sculptured door panels
First Lutheran Church of Gainesville
Gainesville, Florida

Architect: William C. Grobe, AIA

MARY GRABILL
Potter

Nominated by
Florida South Chapter

Project: Variety of pottery projects

Architect: Charles Lonsdale, AIA

JAMES ALONZO YOUNG, JR.
Marble-setter

Nominated by the
Jacksonville Chapter

Project: Roman-Travertine facing on fireplaces
Tway-Fulton residence
Jacksonville, Florida

Contractor: R. E. Bethune
Sub-Contractor: Steward-Mellon Co.

Architect: William K. Jackson, AIA
Associate Architect: Robert D. Lee, AIA
JOHN MILLER
Carpenter
Nominated by
Palm Beach Chapter
Project: Finish carpentry
M. Rubezanin Residence
Delray Beach, Florida
Contractor: Floyd J. Griffin, Inc.
Architect: Roy M. Simon, AIA

CHARLES WHITMORE
Masonry, brick
Nominated by
Mid-Florida Chapter
Project: Masonry
Security Federal Savings & Loan
Winter Park, Florida
Contractor: Robert Rumpf
Architect: Lyle P. Fugleberg, AIA

Which of these outstanding AIA Chapter Nominees do you think will receive the coveted "Florida Craftsman of the Year Award"?
Now there are two

New GRAHAM M. DRESSLER HALL is in the foreground. It will house 342 students and has a penthouse meeting hall. GEORGE PEARCE HALL in background was completed in 1964 and houses 440 students. The pastel green of the new dormitory provides a pleasing color contrast with the light brown walls of the previous structure.

Another circular dormitory uses Lehigh Cements throughout

The second circular dormitory at Eastern Washington State College is now ready for occupancy. It features 180 precast, exposed aggregate wall panels. Each panel, 14' x 9' x 4"., was made with Lehigh Type III Cement, white sand and green marble chips and marble dust. The central utility core was made of regular weight concrete erected by the slip form method. Floors of the main structure are cast-in-place lightweight concrete. The lounge floor is composed of 18 prestressed, tapered “T” beams and the roof is formed by 23 precast, tapered folded plate beams. Here, as in other important construction through the U.S., Lehigh Cements contributed materially to the success of the project—just as they did to the success of its earlier counterpart. Lehigh Portland Cement Company, Allentown, Pa. District Sales Offices: Jacksonville, Fla. 32216.
RESOLUTION

WHEREAS the professions of architecture and engineering are learned professions and are legally recognized in the State of Florida in order to safeguard the life, health, property and public welfare of her citizens and;

WHEREAS it is incumbent upon these professions to conduct their practice with such fidelity to their clients and to the public as to warrant unquestioned confidence and;

WHEREAS the fields of architecture and engineering overlap in many respects and;

WHEREAS by its very nature the rendering of professional services by these professions must be conducted in accordance with the highest ethical and moral standards:

NOW THEREFORE BE IT RESOLVED by the Florida State Board of Architecture and the Florida State Board of Engineer Examiners that the attached statement on “Professional Collaboration in Environmental Design” recently promulgated and endorsed by representative national organizations of the architectural and engineering professions be considered to be a proper and sound statement of interprofessional practice applicable to the professions of architecture and engineering.

BE IT FURTHER RESOLVED THAT these two boards will maintain a continuing study of interprofessional needs in order to promote improved professional relationships in their dealings with one another and with the public.

SIGNED this 29th day of April 1966.

Florida State Board of Architecture
HARRY E. BURNS, JR.
President

WILLIAM WEBBER
Vice President

Florida State Board of Engineer Examiners
JAMES F. SHIVLER, JR.
President

WILLIAM A. WATSON
Vice President
Preface

In the interest of promoting the public health, safety and general welfare, national organizations representing members of the design professions who deal with research, planning, design and construction of man’s living environment have jointly prepared this guide to professional collaboration in environmental design.

There is a continuing need for a better understanding of the services offered by those professions concerned with the conception, analysis and design of planning and construction projects. Uncertainty often exists in the minds of both the public and the design professions as to the functions performed and the areas of service provided by these professions. All of them entail exhaustive study and research, demonstrated talent in planning and design, and devotion and integrity in guarding the public welfare and the client’s interest. To delineate the various design functions and areas of practice precisely is impractical, as they may overlap to a degree.

However, with the complexity and magnitude of present-day buildings and man’s living environment, the merging of design services through collaboration among all environmental design professionals is required to meet advancing environmental standards, to solve the complicated design problems of contemporary projects, and to produce unified and harmonious results. Such collaboration and teamwork throughout the planning and design cycle are supported wholeheartedly by environmental design professionals in the interest of their clients and the public.

It should be noted that, since registration is not presently required of all design professionals in all states, the references to professional licensing, registration, registration laws or legal qualifications made in this statement are applicable to professionals whose registration is required in state laws.

Tenets of the Collaborating Design Professions

The environmental design professions include Architects, Engineers, Landscape Architects and Planners. Members of these professions adhere to the following tenets:

1) They uphold the dignity and advance the progress of other design professions by exchanging information and experience.
2) They familiarize themselves with the registration laws of the other design professions and adhere to the spirit as well as the letter of those laws.
3) They recognize, whenever a project involves skills practiced by several professions, that close collaboration is desirable and should begin at the very earliest stage of research, analysis and design, and at that time responsibilities of the collaborating professions should be clarified and established.
4) They perform their services in accordance with the standards of conduct and code of ethics of their individual professions, and each respects the standards and codes of the other professions.
5) They respect the professional reputation, prospects or business of all their colleagues in the design professions.
6) They do not supplant another design professional after definite steps have been taken toward his employment whether as principal or as collaborator.
7) They do not engage in competitive bidding with another design professional on the basis of professional charges.
8) They do not accept a commission on a contingency basis as a device for obtaining work.
9) They will not accept a commission on which another design professional has been engaged, unless his connection with the work has been terminated.
10) They do not offer the services of another professional as a collaborator without his consent.
11) They do not review the work of another design professional except with his knowledge.
12) They do not alter or copy reports, drawings or specifications prepared and identified by another design professional, whether or not bearing his seal, without his knowledge and consent.

13) They give due public recognition to the work performed by collaborating design professionals.

**Collaborative Service Contracts**

The combined talents of collaborating design professionals and their coordination are required on many projects.

Ordinarily the client's interests are best served in the research, analysis and design of a project when the client has a single contract with a prime professional who is responsible for the direction of the work and for providing through collaboration the specialized services that may be needed. This makes available to the client all the advantages of specialization and at the same time centralizes responsibility. It is then up to the prime professional to see that collaboration is initiated at the earliest possible stage and carried on throughout the project.

It is recognized that some long-range planning projects requiring continuity and some projects with a prolonged construction period may be better handled by separate contracts between the client and individual professionals under the general guidance of a coordinating professional.

**Selection of Prime Professional**

It is the responsibility of the client to select and designate the prime professional and to approve the selection of the collaborating professionals for his project. When the major portion of a project is in the recognized category of a particular design profession, a member of that profession should be the prime professional. The prime professional's design ability, professional reputation, demonstrated competence, practical efficiency, business capacity and integrity, good judgment and ability to obtain the cooperation of those involved in a project will be the primary considerations in his appointment.

**Coordination of the Work**

The prime professional is responsible for the design of the project. He will be the project coordinator and will have the responsibility for selecting the collaborators with the consent of the client.

The education, experience and registration (as prescribed by state law) of each of the collaborators qualify him for design services of particular type and scope. Each design professional is cognizant of the training and experience required for competency in the design professions, and does not render his services in those areas in which his qualifications are not established.

**Contractual Responsibilities**

The allocation of professional responsibilities is determined in joint conference between the prime professional and the collaborating professionals prior to the design work to insure proper consideration of all elements.

When the collaborative design services are performed under a single contract, the areas of responsibility and the division of the fee between the collaborators are determined by negotiation between the prime professional and the various collaborators, and are agreed upon prior to the start of design work.

When separate contracts between the client and the various collaborators are executed, all such contracts should include a clear statement of areas of responsibility and work, should state which of the parties is to be the project coordinator and define his authority.

**Professional Firms**

Many firms will include in their organizations more than one of the usual specializations of the environmental design professions. Such firms may perform more than one function, or may perform all design for an entire project, to the extent they are legally qualified.

Two or more professionals or professional firms may form a "joint venture" for the purpose of rendering a complete design service.

---

**Selection and Compensation of Environmental Design Professionals**

**Selection Basis**

Environmental design professionals furnish the creative talent necessary to bring into realization the client's projects. The environmental design professions are learned professions, requiring of their members sound technical training, broad experience, personal ability, honesty and integrity. The selection of design professionals by an evaluation of these qualities is the basis for comparison of their services.

Many projects require the teamwork of several collaborators. The design team provides management, research, planning, design, drafting, technical and nonprofessional personnel and the facilities needed. It is essential that the client understand that design professionals have expenses considerably greater than direct salaries. Adequate compensation is necessary to provide the scope and quality of services that the client desires and has a right to expect.

Members of the design professions will not solicit or submit proposals for professional services, including supporting services, on the basis of competitive bidding. Such competition by design professionals for employment on the basis of professional fees or charges is defined as: the formal or informal submission, or receipt, of verbal or written estimates of cost or proposals in terms of dollars, man-days of work required, percentage of construction cost.
or any other measures of compensation whereby the prospective client may compare services on a price basis prior to the time that one individual, firm or organization has been selected for negotiation.

Selection Policies

The responsible member of the professional firm being considered by the client for a particular project, having established competency to perform the necessary services, must be legally qualified to practice as prescribed in the state in which the services are required, and must have adequate recent experience in responsible charge of the professional disciplines involved. The client is referred to the appropriate professional society for a definition of "responsible charge" if he is not familiar with the requirements.

Every firm being considered should be requested to provide complete information on its qualifications. This information should include the personal qualifications of principals and key personnel, current work load and a record of recent projects. Similar information should be supplied for the collaborators.

Selection Procedures

In selecting the prime professional, the client should proceed as follows:

1) Prepare a description of the proposed project, the purpose to be served and any other pertinent factors for transmission to design professionals.

2) Request data on the qualifications of a reasonable number of professionals (and their proposed major collaborators) who appear capable of meeting the requirements of the project, and review their qualifications and experience.

3) Arrange personal interviews, preferably in the office of each professional, to assure mutual understanding of the contemplated project and the capabilities of the firm.

4) Investigate each professional's work, if desired, by requesting a visit to one or more of his projects, or an interview with the owners and possibly others associated with the projects. Where appropriate, this procedure may be extended to some or all of the major collaborators.

5) Select the preferred prime professional and reach an agreement on mutually satisfactory contract terms, including compensation based on the value of the services to be performed.

6) If a satisfactory agreement cannot be concluded with the preferred prime professional, the client terminates the negotiation and repeats the process of review and negotiation with the next party of his choice.

Compensation

Compensation for professional services may be established by a variety of methods. Professional societies have issued manuals describing these methods, and the client may wish to refer to these manuals for guidance. Among the more common methods, or combinations thereof, are the following:

1) Percentage of construction cost
2) Lump sum
3) Cost plus a fixed amount or percentage
4) Salary cost times a factor
5) Per diem
6) Retainer fee

The type and size of the project, the scope of the professional services required, the area in which the design professional is located, and the area in which the work is to be performed, all have a bearing on the cost of professional services. Quality is the only true measure of the services offered by the professional.

Functions of the Coordinator

Where professional services are performed under a single contract between client and prime professional, the prime professional acts as a coordinator. In addition to his usual services as a design professional, it is his duty and responsibility to:

1) Negotiate the scope of professional services, compensation and terms of payment with each independent collaborator.

2) Prepare a time schedule based upon the client's program for the project in agreement with the client and collaborators.

3) Obtain from the client, and furnish as needed to the collaborators, all surveys, subsurface and soil mechanics investigations and reports and other necessary data.

4) Arrange for all project conferences between the client and design collaborators, and maintain liaison continuity with them on all project matters.

5) Coordinate and transmit all recommendations received from and made to the client.

6) Assume final responsibility for all decisions required by the agreement with the client for the services to be rendered.

7) Establish and coordinate design standards with concurrence of the collaborators and, where pertinent, coordinate design standards with probable construction costs prepared by them.

8) Where construction is involved, it is also the duty and responsibility of the coordinator to:

a) Coordinate the general administration of the construction contracts among the collaborators.

b) Coordinate the preparation and arrange for the printing, publication and distribution of the construction contract documents.

c) Advise the client of the construction contract procedure, and with the advice of appropriate collaborators, assist in compiling a list of bidders or aid in negotiations with selected contractors.

d) Coordinate the analysis of bidders and submit to the client recommendations as to award.

e) Prepare a completion report with the assistance of the collaborators and recommend as to acceptance of the work.
DRAB STORES BEGIN AT ARCHITECTS' DOOR

(Reprinted from Women's Wear Daily, August 2, 1966)

LOS ANGELES—Department store design is becoming stereotyped, contends Dan Morganelli, partner in the architectural/design firm of Morganelli-Heumann & Rudd.

Much of the blame, he feels, is due to overstuffed architectural houses that tend to repeat themselves, and where the principals find themselves more administrators than designers.

"Imageless cliches" is the phrase partner Werner Heumann describes the stores thus being turned out.

Large architectural firms often disparage the department stores' own in-store design staffs and ride rough shod over their recommendations.

There may have been a time once when in-store people didn't have the knowledge and would refer to a National Retail Dry Goods manual for information on square footage," Mr. Morganelli concedes. "But now they've become sophisticated and know their needs better than anyone else. When they say they need 12,800 square feet for an intimate apparel department, they know what they're doing."

Mr. Morganelli says he thinks the eventual trend may be for in-store people to block out basic store design, then turn to small outside firms for the artistic, finishing touches.

Morganelli-Heumann & Rudd, not surprisingly, is just such a firm. It was founded in February, 1965, and its principals are all former executives at Welton Beckett & Associates.

The principle, Mr. Morganelli stresses, is to keep down the firm's size and number of clients (Saks is its major retail account now), to cut down on basic costs and still leave enough "fat" for the design department.

Richard Beaudet, formerly vice-president and director of store planning for Victor Gruen & Associates, recently joined the company as head of its store-planning division. He has completed a book called "Retail Planning Standards" which may well prove helpful to merchants contemplating expansion.

Basically, the book is a catalog of typical store fixtures, enabling a merchant to choose his own with a minimum of fuss. Previously, Mr. Beaudet explains, merchants would vaguely describe to architects the dimensions of such desired fixtures, which would then be custom-designed at high cost, sometimes with "every little screw hole" detailed.

Mr. Morganelli, in an interview several years ago when he was still with Beckett, indicated the ideal shape for a store was round with a circular perimeter of wall to allow maximum exposure and a minimum of 100,000 square feet per floor to make it work. He hopes Ohrbach's, his choice for the ideal round store, will someday go round with him.

Another Morganelli pet theory is that merchants shouldn't ask for special architectural effects in a store without providing space for them. If a store requests a certain number of feet, he's found, the merchandise managers generally have planned on using all the space for selling area.

When a special architectural effect was requested for a Strawbridge & Clothier branch, Mr. Morganelli took management aback by asking for an extra 1,000 feet per floor. This was granted, and a pleasing stairwell area was created.

Extra artistic area is not wasted space, he points out. It creates an atmosphere necessary for impulse buying.

Lighting is another area in which some store people fall into money-saving traps. A contractor will call, promise more lumens for less money, and then the store management will tell the architect not to bother about designing the lighting—"We've got it all sewed up." Afterwards they'll wonder why the store just doesn't look right and blame the architect.

"They don't realize that one area of a store might require 100 lumens, another less than 20. Raymond Dexter, Bullock's vice-president in charge of design, is someone who understands this and is a great believer in romantic lighting." Mr. Morganelli has harsh words for department store people who still lack confidence and insist on erecting "big barns" with flexible interior walls.
RUUD GAS WATER HEATERS MAKE HONOR ROLE IN STUDENT COMFORT

The 700 students at Ft. Lauderdale’s exclusive Pine Crest School can use a lot of hot water. No problem. The architect who designed the school’s beautiful Early American buildings specified long lasting, fast recovery Ruud water heaters and dependable, modern Natural Gas—a first class combination for student comfort. Ruud and Natural Gas rate an A-Plus in keeping up with hot water demands all around the campus...in the boys and girls dormitories, the locker rooms and in the kitchen. Natural Gas makes a big difference, too, in clean, fast cooking to satisfy student appetites... and in providing healthful fresh air warmth for those rare days when Ft. Lauderdale’s balmy weather turns a wee bit nippy.

HOW ABOUT YOU? Want the best for less? Call your local Natural Gas Utility today. They’re specialists in smart new ideas that can solve problems and mean greater profits for you.

Ft. Lauderdale’s attractively modern Pine Crest School campus is served by Peoples Gas System.

Florida’s Pipeline to the Future... serving 35 Natural Gas Distribution Companies in over 100 communities throughout the state.
music is only half the benefit of Muzak sound systems

When you want to add flexible communications systems to your buildings, specify Muzak sound systems. Quality-engineered for heavy-duty voice paging, public addressing, signalling, and emergency warning. And Muzak’s programmed background music masks noise and complements design. You benefit. So does your client. Four Florida franchisers can provide expert assistance and detailed specifications for complete Muzak sound systems. Call today.

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

GORY ROOFS ARE COLORFAST!

That’s because the materials we use in our concrete tiles are moisture and soil resistant, and because the colors are impregnated into the tile so they will retain their original brilliance. Our exclusive Poly-Glaze finish even protects against the harsh Florida elements... heavy rains, blistering sun, and fungus. You’ll meet your perfect match in our rainbow of glamorous colors, every color guaranteed to last and last and last. Gory Roofing Tiles are consistently strong and durable, too, produced under the strictest laboratory conditions. Next time, think first of long-lasting, colorfast Gory Roofing Tiles.

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WHEN AN OWNER ASKS, "What kind of floors...?" The best answer is terrazzo.

Terrazzo is the one floor that actually improves with age. Regular traffic combined with simple maintenance mellows it, polishes it, makes it look better as the years pass. Terrazzo adds beauty... beauty adds value.

Terrazzo costs less to maintain. The little bit extra it costs originally will be recovered many times over in the years to come.

Add up the advantages and you will see why the architects chose terrazzo for 120,000 square feet of floors at the Memphis Metropolitan Airport in Memphis, Tennessee. And you'll see why it should be your choice for your next building.
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The FLORIDA ARCHITECT

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The J. I. Kislak Mortgage Corporation of Florida is proud to announce that on or about Sept. 1, 1966, its main offices will occupy new quarters at 1101 BRICKELL AVENUE, MIAMI, FLORIDA 33131. Telephone is 371-7431.

To our many Builders, Brokers, Mortgagors and other friends who have made our growth and expansion possible, we extend our sincere thanks and invite you to visit us at any time.

JAY I. KISLAK
Chairman of the Board

R. W. JOHNSON
President
This is an angle photograph of an actual panel 17' wide.

It began over 500 million years ago . . . in a quarry outside Mineral Bluff, Georgia. Through the ages, it adapted to a multitude of earth changes. Today, it is a fine-grained mica schist that has remained remarkably adaptable. It breaks into slabs of any desired thickness (stocked only in 1/2" thickness) . . . or cut and saw it to any shape. Variety is infinite. No two slabs show the same color shades . . . they range from greens and bluish-greens through yellows, browns and chocolate tones. Blend them to produce striking, artistic effects. This unusual stone is ideal for veneering . . . future uses are unlimited. It took over 500 million years for Zyrian Stone to reach such perfection of beauty and facility. It was worth the wait.