WHEREAS, the members of the Florida Association of the American Institute of Architects have contributed greatly to the advancement of architecture in its many broad phases, and

WHEREAS, the members of the Florida Association of the American Institute of Architects have strongly encouraged the development of allied arts and expressed the aspirations of our people, bringing into their lives inspiration, beauty, safety and comfort, and

WHEREAS, the members of the Florida Association of the American Institute of Architects are men of the arts, men who design -- then build, men of exacting skill and vital awareness, men who have focused their attention on the pulse of their community -- its urban planning, educational opportunities, and government, and

WHEREAS, during this time of their 52nd Annual Convention, these members of the Florida Association of the American Institute of Architects rededicate themselves to the high ideals and objectives of the profession and pledge themselves anew to continue their work to the improvement of our people's environment and to achieve a happier and better world for all mankind;

NOW, THEREFORE, I, Haydon Burns, by virtue of the authority vested in me as Governor of the State of Florida, do hereby proclaim the week of October 2 - 8, 1966, as FLORIDA ARCHITECTS WEEK and urge all our citizens to honor our architects through appropriate and fitting ceremonies.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Florida to be affixed at Tallahassee, the Capital, this 1st day of August, A. D. 1966.

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FRONT COVER—FLORIDA ARCHITECTS WEEK, as proclaimed by Governor Haydon Burns and scores of mayors throughout the state. Proud recognition for our profession, its accomplishments, and its aims.

VOLUME 16 ■ NUMBER 10 ■ 1966
THE FLORIDA ARCHITECT
Perspective

Rockrise Named HUD Adviser On Design

WASHINGTON, D.C. — George T. Rockrise FAIA, of San Francisco, Calif., nationally recognized architect and planner, has been appointed Adviser on Design to the Secretary of the Department of Housing and Urban Development.

Secretary Robert C. Weaver announced the appointment at a press conference held at The Octagon, headquarters of The American Institute of Architects.

Rockrise’s primary assignment, said Weaver, will be to spearhead the HUD’s drive to raise the quality of design throughout all of its programs. He will strengthen working relationships with such design groups as the AIA and the American Society of Landscape Architects.

The new adviser will also serve as HUD’s liaison with professional associations of builders and developers, and with universities, research and development firms and private groups on matters relating to design and aesthetics.

Rockrise will provide professional and technical design assistance for such specific HUD programs as urban renewal, neighborhood facilities, historic site preservation, urban mass transit and low-cost housing. Rockrise also will also direct the HUD Design Awards program.

MIAMI — Two June recipients of the Bachelor of Architecture degree from the University of Miami have been awarded prizes for their work in the University’s department of architecture.

Melvin B. McCorison of Unity, Maine, has received the American Institute of Architects medal for excellence in architecture. He is the son of Mr. and Mrs. Stanley McCorison of Unity, and is a member of the AIA student chapter at the University.

Thomas F. Rochon of Detroit received the Departmental Award for outstanding leadership, and was awarded second prize in the AIA competition. The son of Mr. and Mrs. Carl F. Rochon of 13052 Corbett, Detroit, Rochon was president of the AIA student chapter.

GAINESVILLE — Two University of Florida students have been selected by the American Institute of Architects (AIA) for 1966 scholarship awards.

Richard Howard Stipe will receive the AIA’s $1,000 Louis Sullivan Fund Award for graduate studies. A senior architecture student, Stipe has also been chosen to take part in an exchange teaching program with the University of Manchester in England where he will study and teach next fall.

John Granville Sims receives a $250 tuition awards from the AIA’s Edward Langley Fund. He is a junior in the Department of Architecture.

CORAL GABLES — Service is the keynote for the Building Products Information Center, second major development at Douglas Village in Coral Gables, according to James Deen, A.I.A., Corporation President.

The Center, under direction of Herbert R. Savage, A.I.A., is planned to be a vast clearing-house for information on products relating to the building industry. In addition, it will house office and desk space areas now available to manufacturers of building materials, their representatives or agents.
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During the past 200 days it has been my privilege to serve as President of the Florida State Board of Architecture—a trust extended to me by the other members of the Board.

In this short length of time, many organizational tenets and traditional doctrines in the operational procedure of the Board have been either changed or abandoned. New guidelines have been delineated.

Believing that results are the gauge of the spirit of a group, I offer for review the Board’s accomplishments:

(1) For the first time in the fifty-one year history of the Board, the June written examinations for registration were held in the drafting rooms of the College of Architecture at the University of Florida in Gainesville. It is planned to continue this procedure.

(2) Last April, also for the first time in its history, the Board met on the campus at the University of Miami with students and faculty of the College of Architecture. After this visit, having observed the excellent teaching facilities and the high quality of student exhibits, the Board recommended to the National Council early accreditation of the Architectural School at that institution.

(3) Last week the Board met with Dr. J. Wayne Reitz, President of the University of Florida, to reiterate its desire to see an architect selected to fill the vacant deanship of the College of Architecture and Fine Arts at that Institution. Comments made by Dr. Reitz were most gratifying. The appointment of an outstanding architect to this post is expected soon.

(4) The Board has met on several occasions recently with members of the Florida State Board of Engineering Examiners to discuss mutual problems involving the professions. Both Boards ratified by resolution a “Guide for Professional Collaboration in Environmental Design”.

(5) The Board, as a charter member in the Southern Conference, vigorously supports the Regional and the National Councils of Architectural Registration Boards. Three Board members hold current appointments on national committees and one member was elected a director on the Regional Council. This year, another first time in the Board’s history, all members attended the annual convention of the National Council.

(6) Plans are now being formulated by the Board and the University faculty to hold the January written examinations for registration at the Architectural College on the University of Miami campus. It is hoped that examinations in the future may be given alternately, at six month intervals, on the University of Miami and University of Florida campuses.

These worthy results have been realized because of the complete cooperation of the present Board member-architects with whom I am pleased to serve. They are: Messrs. Herbert Anson of Ft. Lauderdale, Pearce Barrett of Tallahassee, Archie Parish of St. Petersburg, and William Webber of Tampa. Each is a leader who subordinates human feelings not to his own ambition, but to the necessities of architecture and his duty to the profession.

HARRY E. BURNS, JR., AIA
President
Florida State Board of Architecture
The Florida Association of the American Institute of Architects will convene in Miami Beach and you will be introduced to the new officers, commissioners and committee chairmen. I will turn the post-convention board meeting over to Hilliard Smith, the Association’s President for 1967. His will be the new task of leadership ... and this is the last message I will transcribe as your President.

It is appropriate and fitting that I commend those officers, commissioners, chairmen and directors who have aided me to a fruitful year. The list of names is long and space is too short. But I do extend my personal thanks to each and every one. Our efforts are chronicled in the Board Report. Read it and you will understand my comments. Our record is a good one.

At this change of the tide and this pause in the programs and activities of the Association, I would like to say a few words about the past and a future — to say farewell.

We leave behind many tasks yet to be completed. Some should perhaps be held until we are attuned to the changes. Others must be continued to the eventual benefit of the Association. Leaders of the Association are frustrated in their continuing efforts to implement the demands of the membership. We have members whose interest is only to belong but not to offer participation for usefulness. We have members whose quick criticisms show an unwillingness to comprehend the demands of the organization. These frustrations concern those who, in all sincerity, offer themselves for leadership — through your vote at convention.

The FAAIA has others who accept and dedicate themselves to usefulness. This organization will be beneficial to its members and the professions. New officers, commissioners and committee chairmen will make it so. 1967 needs a full participation by the membership to accomplish these benefits.

We must rededicate our efforts to this task. To offer yourself for leadership and serve is an honor. To help those selected to achieve desired goals is a duty.

Thank you for this honor.
New Ideas for School Construction

A SEMINAR

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- by open discussion between the audience and a panel of building product specialists;
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october, 1966
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Focus: The Architect

When we convene in Miami Beach this month, the spotlight of the state of Florida will be on the Architect! For the past few months, we have initiated a campaign to acquaint and educate the public about our role in the community. The Governor of Florida, Haydon Burns, has issued a proclamation proclaiming the first week in October as FLORIDA ARCHITECTS WEEK. Mayors throughout the state are issuing a similar proclamation — making the people more aware of the architect's work, and also allowing our architects to be in personal contact with their mayors when they collected these proclamations. The Miami Herald will issue a special Architectural Edition to salute our profession and our session. Local, state and national publications will be sending their press representatives to give our assembly in Miami Beach better coverage than any other meeting we've ever had. Associated Press and United Press have already made arrangements to be at our 52nd Annual Convention. The spotlight is really on us — so let's make this the best-attended, most productive convention ever!

Potis Karousatos
Executive Director

An Editorial
NEW ORLANDO EXPANSION GOING WITH GAS! The Martin Company, a division of Martin-Marietta Corp., has chosen natural gas for heating, water heating and employee's cafeteria in its big new four-building complex in Orlando Industrial Park. Other Central Florida headlines: natural gas scored a clean sweep in the area's 3 Holiday Inns for cooking, heating and hot water systems; and Orlando Quality Court liked gas water heating in present 180-room unit so well that new 60-room addition will go same route.


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Workshop on Church Architecture

Sacred Space

An intensive workshop on church architecture will be held November 8-10 at 3000 S. Ocean Boulevard, Boca Raton.

The seminar, which is entitled “Sacred Space: Place and Cult,” is being sponsored by the Palm Beach Chapter of the AIA, the World Center for Liturgical Studies Inc., and the Commission on Church Architecture and Allied Arts of the (Episcopal) Diocese of South Florida.

This workshop, designed primarily for Florida architects, clergy, building committees and interested laity, will have three national speakers:

Patrick J. Quinn, A.R.I.B.A., associate professor of architecture, University of California. Mr. Quinn is an architect, writer and lecturer of international reputation. His work — in the United States, Ireland and Italy — includes churches, schools, hotels, etc.

Reverend Aidan Kavanagh, O.S.B., S.T.D. — a Benedictine monk of St. Meinrad's Archabbey in Indiana, and professor of sacramental theology and liturgy. Fr. Aidan is Vice-President Board of Directors of the World Center for Liturgical Studies in Boca Raton, and is consulting editor of liturgical publications, Benziger Bros., N.Y.

Odele Prather, artist, sculptor and designer. Mrs. Prather, a resident of Pennsylvania, is a noted specialist in the liturgical arts, designing stained glass, slab glass and mosaics for churches. She recently completed all the slab glass windows in the Dwight D. Eisenhower Chapel at Abilene, Kansas.

The workshop, which will allow limited attendance, will convene at 4 p.m. on November 8 and conclude at 3 p.m. on November 10. Fee is $30, inclusive of room and meals.
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**CALENDAR**

**October 5**
Annual Meeting of Board of Directors, Pre-Convention — 10 a.m., Deauville Hotel, Miami Beach, Fla.

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

**October 8**
Meeting of Board of Directors, Post-Convention—10 a.m., Deauville Hotel, Miami Beach, Fla.

**October 12**
Seminar—New Ideas for School Construction—International Inn, Tampa (Crystal Room) — 1:30 p.m. Sponsored by the Producers' Council, West Coast Chapter, and the College of Education, University of South Florida. Cocktails and Dinner following.

**October 20**
Seminar—New Ideas for School Construction — 1:00 P.M., Assembly Room, Dupont Plaza Hotel, Miami. Sponsored by the Producers' Council, South Florida Chapter. Cocktails and Dinner following.

**October 26**
Seminar—New Ideas for School Construction — George Washington Hotel, Jacksonville — 1:00 p.m. Sponsored by the Producers' Council, Jacksonville Chapter. Cocktails and Dinner following.

**November 8 - 10**
Workshop on Church Architecture, 3000 S. Ocean Blvd., Boca Raton. Seminar sponsored by Palm Beach Chapter, AIA; World Center for Liturgical Studies, Inc.; with Commission on Church Architecture and Allied Arts of the Episcopal Diocese of South Florida.

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Agency — Withers & Carson
700 Security Federal Building
Columbus, South Carolina 29201

Muzak Corporation
1646 San Marco Boulevard
Jacksonville, Fla.
1859 Bay Road, Miami Beach, Fla.
3107 Edgewater Drive, Orlando, Fla.
PO Box 1803, Tampa, Fla.

Programmed Background Music
Agency — Marsteller Inc.
800 Second Avenue
New York, New York 10017

Oil Fuel Institute of Florida, Inc.
Oil Heating
Agency — McAllister-Barker, Inc.
PO Box 6966
Orlando, Florida 32803

Panelfold Doors Inc.
1090 East 17 Street
Hialeah, Florida
Wood Folding Partitions

Permaglass, Inc.
215 W. Main Street
Woodville, Ohio 43469
3060 SW Second Avenue
Fort Lauderdale, Fla.

Safeglaze Tempered Safety Glass
Agency — Beeson-Reichert, Inc.
1806 Madison Avenue
Toledo, Ohio

Pittsburgh Plate Glass Company
1 Gateway Center
Pittsburgh, Pennsylvania 15222

Glass — Commercial Market — Glass Conditioning
Agency — Ketchum, MacLeod & Grove, Inc.
4 Gateway Center
Pittsburgh, Pennsylvania 15222

Richard Plumer Business Interiors
155 NE 40 Street
Miami, Florida 33137
Interior Decorators
Agency — Blackwood Advertising
155 NE 40 Street
Miami, Florida 33137

Portland Cement Association
1612 East Colonial Drive
Orlando, Florida 32803

Portland Cement and Products
Agency — J. Walter Thompson
410 N. Michigan Avenue
Chicago, Illinois

Prescolite Manufacturing Corporation
1251 Doolittle Drive
San Leandro, California
Lighting Fixtures
Agency — Lenzen & Newell
248 Battery Street
San Francisco, California 94111

Reflecta Borg-Warner Corporation
1000 W. 120 Street
Chicago, Illinois 60643
Aluminum Foil Building Insulation
Agency — The Biddle Company
108 East Market Street
Bloomington, Illinois 61702

Rheem Manufacturing Company
Rund Commercial Water Heaters
7600 So. Kedzie Avenue
Chicago, Illinois 60652

Commercial Gas Water Heaters
Agency — Bronner & Haas, Inc.
35 E. Wacker Drive
Chicago, Illinois 60601

Robins Manufacturing Company
Tampa and Orlando, Florida
Pressure Treated Lumber
Agency — Louis Benito
507 Morgan Street
Tampa, Florida 33602

Shelton, Ullmann, Smith & Streich, Inc.
600 SE 2 Court
Fort Lauderdale, Florida

Contract and Commercial Interiors
Agency — George Knoerr
2701 E. Oakland Park Blvd.
Fort Lauderdale, Florida

Solite Corporation
Richmond, Virginia

Lightweight Masonry Units
Agency — Cabell Eanes Inc.
509 West Grace Street
Richmond 20, Virginia

Southern Bell Telephone and Telegraph Company
Atlanta, Georgia
Communications
Agency — Tucker Wayne & Associates
423 Tenth Street
Wilmington, Illinois 60091

Stresscon International, Inc.
1000 NW 57 Avenue
Miami, Florida
Precast and Prestressed Products

Trinity White, General Portland Cement Co.
111 West Monroe Street
Chicago, Ill.

Portland Cement
Agency — Alex T. Franz
1 East Wacker Drive
Chicago, Illinois 60601

United States Steel
5 Gateway Center
Pittsburgh, Pennsylvania 15230

Steel Products
Agency — Batten, Barton, Durstine & Osborn, Inc.
1 Gateway Center
Pittsburgh, Pennsylvania 15230

F. Graham Williams Co.
1690 Monroe Drive, NE
Atlanta, Georgia 30324

Masonry Building Materials, Products

Zonolite Division, W. R. Grace & Co.
135 So. LaSalle Street
Chicago, Illinois

Lightweight Insulating Fill
Agency — Fuller & Smith & Ross
410 No. Michigan Avenue
Chicago, Illinois 60611
The Quality Exhibitors at the Galerie of Building Products welcome Members of FAAIA to Dade County and extend an invitation to visit historic Douglas Village, a foremost architectural landmark at Douglas Road & SW 8th Street in Coral Gables.
THE PLATNER COFFEE TABLE
DESIGNED BY WARREN PLATNER, A.I.A.

If any table can be called an architectural achievement, this one can.
To make it, steel rods must be held in place with micrometer accuracy, while hundreds of welds are applied. The slightest error would be exaggerated many times by the optical effect of the rods.
The top comes in either glass, wood or marble. The steel rod base in bright nickel or dark bronze finish.
The Platner collection includes this coffee table, an easy chair with ottoman, lounge chair, arm chair, stool, side tables and a dining table.

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USS ULTIMET Stainless Steel Wall Framing is an entirely new architectural design concept which takes advantage of modern manufacturing methods. ULTIMET components give the architect a completely integrated series of structurally efficient and easily fabricated and erected stainless steel shapes that lend themselves to a great variety of architectural expressions and applications.

All USS ULTIMET shapes are roll-formed, to make the best use of Type 304 stainless steel’s remarkable properties. This permits economic achievements in the structural design, fabrication and erection of stainless steel curtain walls never before possible. Roll-forming also results in closer tolerances than possible with conventional custom manufacturing methods. This is one of the reasons why USS ULTIMET components can be erected more simply and quickly than any previous stainless steel wall framing system.

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USS ULTIMET framing is here now! It is competitive! Components are readily available from inventories maintained by United States Steel.
This mark tells you a product is made of stainless steel.
**USS Ultimet Doors**

Only four roll-formed shapes are required to frame the USS ULTIMET Narrow-Stile Door. A one-piece channel-gasket is fitted around the perimeter of the glass, and the framing members are simply tapped into place. Only one screw in each corner completes the assembly, and a simple adjustment in each corner squares it up. USS ULTIMET Doors accommodate standard locks, hinges and closers and combine maximum visibility with security.

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The USS ULTIMET Horizontally Pivoted Window is attractive and practical. Designed to pivot 360° horizontally for emergency ventilation and ease of cleaning from the interior, it is easy to fabricate and install. Only one basic shape is required for the vent, and the basic grid members provide the frame for the sash. The design presents a flush appearance around its entire perimeter, with neat, narrow sight lines. USS ULTIMET Windows are snug and weather-tight and meet the NAAMM test requirements.

USS ULTIMET components are available now. Send the coupon today for your copy of the book, “USS ULTIMET Stainless Steel Wall Framing,” or contact a USS Architectural Products Representative through your nearest USS Construction Marketing or Sales Office. USS and ULTIMET are trademarks.

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The FLORIDA ARCHITECT

We are honored to headquarter the 52nd Annual Convention and Building Products Exhibit of the FAAIA — October 5-8

DEAUVILLE HOTEL
MIAMI BEACH, FLORIDA

Muzak sound systems are designed for voice and music

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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., 1709 Bay Road

OCTOBER, 1966
CIVIC BUILDING,
Town of Belleair, Florida

Architect: Carl N. Atkinson, AIA, St. Petersburg.
Consulting Engineers: Ebaugh & Goethe, Inc., Gainesville.
Contractor: Richard Deeb, St. Petersburg.

This multi-purpose all-electric building houses all administrative offices, police and fire departments, plus public auditorium. Year-round air conditioning and heating accomplished through electric heat pumps serving six individually controlled zones. Total capacity, 60 tons.

Civic Buildings throughout
(TAXPAYERS PROFIT BY

With civic buildings increasingly becoming centers of year-round community activities, flameless electric cuts costs as the source for all cooling, heating, lighting and power.

The civic buildings shown here typify Florida’s growing trend toward ALL-ELECTRIC . . . signified by the All-Electric Building Award and the Award of Merit for Electrical Excellence.

Cheaper than in combination with flame-type fuels, the total-electric concept lowers construction costs and reduces maintenance expense.

MUNICIPAL BUILDING,
Springfield, Florida

Architect & Contractor: J. T. Barton, Panama City.

This all-electric building serves as City Hall, Police Department, Fire Department, Municipal Court and Jail. Year-round heating and cooling is provided by a compact electric heat pump. The prison kitchen is all-electric and even the jail cells are air conditioned.

Florida’s Electric Companies
Florida are going Total-Electric

(AMELESS ADVANTAGES)

- Learning and redecorating. Architects can effect significant savings and achieve greater flexibility of design.
- Automatic, flameless reverse-cycle electric air conditioning offers greater year-round comforts and eliminates big-expense items like boiler rooms, fuel storage facilities, flues and vents.
- Get the money-saving facts! You and your architect or engineer are invited to consult your electric utility company at any time, without obligation.
THE PRESIDENT'S GREETINGS
to the
FLORIDA REGIONAL CONVENTION
Miami Beach, Florida
October 5 - 8, 1966

I welcome this opportunity to greet the architects of the Florida region and send you my best wishes on the occasion of your annual regional convention.

You will be discussing one of the most pressing and vital areas of concern to our profession: our relationship with the community and the contributions that we can make to its future. The architect, design, and community are, we have only recently begun to discover, interdependent elements in a society in which a full and decent life is possible. Take away any one of them and the others lose meaning and coherence. If architecture and the community are mutually exclusive, as they seem to have been for decades, design will be recognizable chiefly by a few isolated beautiful buildings in an overwhelming mass of mediocrity.

The new revolution of change which is upon us makes it imperative that our profession analyze, restudy and, if necessary, revise many of our traditional methods of practice, education, and design in order to serve today's pressing needs of our major clients, business and government. These needs involve almost exclusively the desperate and growing problems of urban life.

Of even greater importance is the necessity to change our traditional isolation toward community affairs. For unless every architect immerses himself to the best of his ability in the political and social life of the community and places himself in the maximum possible position to influence community sentiment, we will have no opportunity to provide a physical environment in which good design is possible.

Charles M. Nes, Jr., FAIA
The program for the 1966 Convention is certainly one of the most inviting, vital and promising schedules ever offered to the architects of Florida. Every day brings interesting opportunities of great benefit — important seminars, outstanding architects, our own legislative counsel, two leading candidates for Governor of Florida, and so much more! On the next two pages, you’ll find outlined a full schedule of business sessions, luncheons, banquets, and fun-events — check the list carefully and be sure to crowd in as much as possible. A multitude of new ideas, new theories, new solutions — and new people — are waiting to bring new benefits to your architectural practice. It’s all yours for the taking at the 52nd Annual FAAIA Convention.

As you tour through the Building Product Exhibits, keep your eyes open for the constantly-changing location of special Visitation Prize boxes. Drop in the appropriate ticket stubs and you could win one of these excellent prizes: a 19-inch Emerson portable television set . . . an Emerson solid-state Stereo phonograph . . . an SCM portable electric typewriter . . . or a Polaroid 101 Color Camera!
CONVENTION

WEDNESDAY, OCTOBER 5

8:30 A.M.  Move in and set up Building Product Exhibits and Architectural Exhibits (all day—Napoleon Room)

6:00 P.M.

8:30 A.M.  FAAIA Executive Committee Breakfast Meeting—President James Deen presiding (Regency Executive Suite, Lower Lobby)

9:30 A.M.  Registration (Lobby)

to

6:00 P.M.

10:00 A.M.  FAAIA Board of Directors Meeting—President James Deen presiding (Charlemagne Room—Main Lobby)

Noon  to

2:00 P.M.  Board of Directors Luncheon (FAIA Officers, new and old Board members, Chapter Officers, Past Presidents, with wives and other invited guests) (Richelieu Room—Main Lobby)

Noon  to

5:00 P.M.  Ladies Hospitality Room (Normandy Room—Mezzanine)

2:30 P.M.  Past Presidents Advisory Council Meeting (Regency Executive Suite)

2:30 P.M.  FAAIA General Committee Meetings—Resolutions Committee—

2:30 P.M.  Council of Commissioners Meeting—Vice President Hilliard T. Smith presiding

6:30 P.M.  Gala Party—Host: Florida South Chapter, AIA “Belles & Buoys”—Boat departs from Deauville dock

THURSDAY, OCTOBER 6

8:00 A.M.  Registration (Lobby)

9:00 A.M.  to 6:00 P.M.

9:00 A.M.  Business Session I—President James Deen presiding. Welcome by Mayor Elliott Roosevelt (Napoleon Room)

10:00 A.M.  to 2:00 P.M.  Ribbon Cutting Ceremonies officially opening Building Product Exhibits—President James Deen officiating (Entrance to Napoleon Room)

11:15 A.M.  to 12:15 P.M.  Cocktail Party—Building Products Exhibit Hall

12:15 P.M.  Luncheon—Speaker: Miami Mayor Robert King High, Democratic Candidate for Governor—Robert J. Boerema, President, Florida South Chapter, AIA, presiding (Richelieu Room)

2:00 P.M.  Seminar I. ENVIRONMENT THROUGH DESIGN — Seminar Chairman: J. Arthur Wohlberg; Speaker: Richard Hatch; Panel Moderator: Doug Haskell, FAIA (Napoleon Room)

2:30 P.M.  Ladies Shopping Trip (Buses will depart from Deauville Hotel)

3:00 P.M.  to 6:30 P.M.  Visit Building Product Exhibits—Napoleon Room

THE FLORIDA ARCHITECT
7:15 P.M. 'An Evening of Polynesian Paradise' (Luau Restaurant on the 79th Street Causeway) Buses depart from Deauville Hotel

11:30 P.M. Buses depart for Deauville Hotel (as needed)

FRIDAY, OCTOBER 7

8:00 A.M. Registration (Lobby)
8:00 A.M. to 6:00 P.M.

8:30 A.M. Breakfast — Speaker: Claude Kirk, Republican Candidate for Governor

9:00 A.M. Ladies Hospitality Room (Normandy to Room—Mezzanine)

5:00 P.M. Seminar II. ENVIRONMENT THROUGH BUREAUCRACY — Seminar Chairman: Henry Riccio; Speaker: George T. Rockrise, FAIA; Panel Moderator: Doug Haskell, FAIA (Napoleon Room)

11:00 A.M. Visit Building Product Exhibits (Napoleon Room)
11:00 A.M. to 3:00 P.M.

12:00 Noon Buffet Luncheon (free)—Building Products Exhibit Hall

12:00 Noon Ladies Luncheon—LaGorce Country Club — Presentation "Love Life of the Birds" by Mrs. Charles McWethy

3:00 P.M. Seminar III. ENVIRONMENT THROUGH LEARNING — Seminar Chairman: Donald I. Singer; Speaker: Charles Colbert, FAIA; Panel Moderator: Doug Haskell, FAIA (Napoleon Room)

7:15 P.M. President's Reception (Charlemagne Room—Main Lobby)

8:00 P.M. Annual Banquet — President James Deen presiding

8:00 P.M. 3rd Annual Florida Craftsman of the Year Award

8:00 P.M. Architectural Exhibit Awards

8:00 P.M. Building Products Exhibit Awards

8:00 P.M. Anthony L. Pullara Awards

8:00 P.M. Announcement of Newly-elected FAAIA Officers

8:00 P.M. Speaker: Robert L. Durham, FAIA, 1st Vice President of the American Institute of Architects

8:00 P.M. Dancing—Free bar following Banquet Program (Casanova Room)

10:30 P.M. Architectural Students Seminar (Normandy Room—Mezzanine)

SATURDAY, OCTOBER 8

10:00 A.M. Business Session II—Vice President Hilliard T. Smith, Jr. presiding

11:00 A.M. (Charlemagne Room)

11:00 A.M. Post-Convention Board Meeting—President James Deen presiding

12:00 Noon (Charlemagne Room)
These are the outstanding men who are coming from all over the country to speak out at our Miami Beach convention — men of unparalleled reputation and experience, men with vital and sometimes controversial things to say, men who will make this the most exciting FAAIA convention ever! You won’t want to miss the Seminar sessions because they’ll be directly concerned with problems and questions we face every day. Meet our Convention Spokesmen!

DOUGLAS HASKELL, FAIA — Our New York panel moderator is a famed architectural editor and writer since 1925. He was editor of “Architectural Forum” and is author of numerous books. Haskell has fought for all sorts of causes, with various allies, win or lose: for inclusion of Wright in the Chicago 1933 Fair (lost); for recognition of prefab pioneer Robert L. Davison (lost) and Bucky Fuller (he won); against changing the Capitol (lost); for one-story schools (he won); for new types of school plan (initiated with Matthew Novicki’s ‘(proposed FORUM school” won); against Reader’s Digest and all would cut school costs by cutting off architectural creation (won—more or less); for the thesis that architects should participate heavily in urban renewal (he was awfully lonesome the first few years, but this may be considered fairly won now); for recognition of modernism by FHA (won); for better codes (?) for honesty in building departments (?); for cross-industry education (lost, so far); for better training of architects in building economics (beginning to win); against the everlasting one-one-one-one rhythm (winning), and so on. It adds up to one great cause: Better Architecture.

CHARLES COLBERT, FAIA—Currently in private practice in New Orleans as an architect-city planner is Charles Colbert, also a visiting professor at Tulane and Rice Universities. Colbert is also former dean of the School of Architecture, Columbia University, and his works appear in numerous American and European magazines. For three years, Colbert also served as supervising architect and director of the Office of Planning and Construction, Orleans Parish School Board. He holds a Bachelor of Architecture degree, his Master’s, and has taken post-graduate courses in naval architecture.
You'll also have an opportunity to hear the next governor of the State of Florida! We're fortunate to have both leading candidates for the state's highest office. Our Thursday luncheon will feature Miami Mayor ROBERT KING HIGH, Democratic candidate for Governor. Friday morning, our breakfast speaker will be CLAUDE KIRK, Republican nominee.

C. RICHARD HATCH—Conceiver and executive director of the Architects Renewal Committee in Harlem (ARCH), Richard Hatch is 32 years old and worked as an architectural designer in New York City prior to formation of ARCH in October 1964.

Hatch acquired a B.A. at Harvard and an architectural degree from the University of Pennsylvania, then spent four years in Italy. He went to work for Abbott, Merkt on his return to the U.S. in 1963, and pursued his involvement with social action as a volunteer worker for the Student Non-Violent Coordinating Committee. It was the SNCC connection which first brought him into contact with the Harlem community groups whom he advised on renewal problems. This led directly to the AIA meeting last fall, and thus to ARCH.

GEORGE T. ROCKRISE, FAIA—He was named Advisor to the Secretary on Design this year by Secretary Robert C. Weaver, Department of Housing and Urban Development. Rockrise has been a practicing architect, planner, urban designer and landscape architect for more than 20 years. He has been associated since 1960 in the architectural and urban planning firm of Rockrise and Watson. Mr. Rockrise received his academic training at the University of Syracuse School of Architecture, graduating in 1938 with a Bachelor's degree in Architecture. After two years as architectural draftsman and construction field worker, he was awarded a graduate fellowship in architecture at Columbia University where he won the school's IES design competition. He received his M.S. degree in architecture from Columbia in 1941. The new HUD adviser has received numerous awards for design excellence, including two national Awards of Merit from the AIA (1953 and 1959).

He is author of seven books and several articles on architecture and home building. In 1963 he was named a Fellow of the AIA, which he currently serves as a member of the Esthetics Committee.
A Gala Evening To Remember...

The Annual Festive FAAIA Banquet

SPEAKER

Robert L. Durham, FAIA

1st Vice President of the A.I.A.

A wonderful evening of fine food and excellent entertainment will begin with a President's Reception in the Charlemagne Room at 7:15 p.m., on Friday, October 7th. After the cocktail party, we'll adjourn to the Deauville's magnificent Casanova Room for a sumptuous feast — and dancing to the music of Fred Shannon Smith and his orchestra. There will be a free bar during the banquet. Keynote of the evening will be an address by Robert L. Durham, FAIA, which will lead off an award-filled Banquet Program.

- Third Annual Florida Craftsman of the Year Award
- Architectural Exhibit Awards
- Product Exhibit Awards for:
  a) Educational value of display
  b) Display Excellence
- Anthony L. Pullara Award to Outstanding AIA Chapter
- Announcement of Newly-Elected FAAIA Officers
EXCELLENCE

(This is the speech presented by Arthur G. Phillips, associate professor of English and Humanities, and chairman of the Humanities Division, University College, University of Miami. The occasion was the Florida South Chapter Craftsman Dinner; however, the remarks and comments by this award-winning author/professor are so vital and interesting that the editorial staff of "The Florida Architect" felt the speech represented a superb review of craftsmanship in general and our program in particular. For these reasons—and for your enjoyment—we are reprinting Mr. Phillips' presentation in full.)

Of course, I should like to begin by expressing my appreciation of the honor extended to me by your organization in being kind enough to invite me on this important occasion to address you on the subject I am to address you on . . . And if that statement doesn't do justice to exactly how I feel, at least it does demonstrate that I am no slouch when it comes to handling a dependent phrase. The fact of the matter is that I do feel honored—and privileged—because, like all Americans, I suppose, I stand a little in awe of architects. To me, they are like doctors, with the hypodermic needle removed. But, as Falstaff said of Dame Quickly, "A man knows not where to have her." It seems to me that architecture is the most schizophrenic of the professions. I'm not quite sure, for instance, whether an architect is an artist masquerading as an engineer, or an engineer masquerading as an artist. I have even gone to architects themselves for the answer. I have recently read the Italian Gio Ponti on the subject. He said, and I quote, "The architects? Theirs is not a profession but a grace." This is a new and disturbing thought. Needless to say, it does not clarify the matter, for now I must apparently ask: "The architects? Are they artists, engineers, or angels?"

But I have obviously not come here tonight to discuss architects, graceful as they may be, but quite another and equally important matter . . . the question of craftsmanship. I am proud to say that my own father was a craftsman—in, of course, a very modest way. He used to carve wondrous pitchers and rings out of peach stones. I suppose this was not a remarkable talent nor was the product of it much to look upon, but I loved to see him work, to see him transmute a rough, ugly and commonplace peach pit into a little thing of beauty. Even more, I think, I enjoyed the triumphant smile on his face, when after long hours of scraping and digging and polishing, he would place the little pitcher or ring or whatever in my moist and childish hand. This is my first memory of a craftsman at work. It has left an indelible admiration.

I have even tried my hand at the trades myself. It has been, I am sorry to say, a dismal history of botchery. Blocks that somehow refused to stay level, wood joints that never came quite flush, paint that never ran smooth. I remember once years ago I even dared to try to create a model Conestoga wagon. This was only after hours of entreaty on the part of my then five year old boy, now, I am happy to say, grown to young manhood and a considerably more realistic appraisal of his sire's capabilities. I did make it, however—out of a lot of odds and ends I found around the house. And to my joy, somewhat mixed with dismay at my boy's utter lack of taste and good judgment, he found it eminently satisfactory!

The point I am trying to make, I suppose, is that, although I represent a profession as far removed as it is possible to be from the very physical stuff of the crafts, my admiration and, yes, envy of these skills remain unabated.

(Continued on next page)
the doing of anything in the very best way it can be done.

The old saying goes that the Greeks "had a word for it." I find this to be generally true. And they had a word for excellence. They called it arete. To achieve arete became the sole purpose for living. To the ancient Greek, life was an ever-ending challenge, a challenge to seek out and find the ultimate refinement, the ultimate subtlety, the ultimate power, and the ultimate skill. In their early days of course, arete came only to the warrior. They crowned their Achilles and Hectors for their excellence with arms. But as their civilization ripened and at last mellowed, they began to crown their builders — their sculptors and masons and, yes, their architects — honored them for arete, excellence.

The Greeks also had two other curious words that expressed their feelings on this matter. One of them was Poietes from which obviously we derive our word "poet." But to the Greeks the word Poietes meant not a writer of verses but, simply, maker. To them a poet was "one who made." It didn't matter what — a song, a play, a statue, a building or a vase. All were equally important. All demanded skill. All were the testing ground of excellence.

The other word I have in mind was Idiotes, "idiot" in English. To the Greeks it meant simply an ignorant and unprofessional person — the very opposite of arete, the very opposite of excellence. Poietes and idiotes, the poet and the idiot, these were the true opposites of man's struggle for worth.

If I seem to make too much of the Ancient Greeks and what they thought, there is a reason for it. They were our teachers. They taught us to think of a building, not just as a place to crawl out of the rain, but as a thing of beauty and a joy forever. It was their Aristotle who insisted that the duty of every man was to grow more perfect through knowledge and self-discipline. Above all, they taught us the value of caring to be excellent.

The Humanities, of which I am a humble professor, is after all simply a record of man's exercises in excellence. From Homer to Eliot, from Phidias to Picasso, from Donatello to Wright, from Plato to Santayana — in all the arts, including the art of thinking, we are concerned with the men who excelled. I cannot help but smile from inward joy at their pride in achievement. At the humble stone mason of Chartres cathedral who carved his name in the wall so that posterity would remember whose skill it was that had joined those stones together with such loving care. Or the great Michelangelo who chiseled into his beautiful Pieta the words, "Michelangelus Bonarotus Florent Faciebat, "Michelangelo Buonaroti of Florence made this," for fear that someone else would get the credit. Or the boastful pride of a Cellini in the perfection of one of his castings. Or of the poet John Keats who grew impatient with his lack of skill and knowledge, yearning for perfection — and this from one of the most perfect poets of them all. Or of our own century's William Butler Yeats who never really, by his own admission, finished a poem, but was forever working at it, working at it until he had utterly exasperated both his family and his friends. This is the pride in workmanship that marks the great spirits of history. As Matthew Arnold said, "Culture is a study of perfection." It is to them we must return for our faith that in the face of the atomic bomb, LSD, and Rock and Roll, man will yet prevail.

The 19th century novelist, Feodor Dostoevski, in that very remarkable book, Notes from Underground, had his main character say: "... men still are men and not the keys of a piano."

He was, of course, pointing out the follies of his time — primarily that view of man that had rushed into Europe in the wake of the Industrial Revolution, in the wake of the new sciences. Mass production and that fruit of biology and psychology and economics, determinism, threatened to strip man of all that pride in self that had sustained him through the ages. In the eyes of events man had suffered mortal blows to his self-esteem. He could no longer claim to be as Alexander Pope has said it: "Placed on this isthmus of a middle state/ A being darkly wise, and rudely great." Instead he was a blind worm being hurled through space on an obscure clod of dirt cast off from a minor star. He was all belly and mouth. At the best a wondrously complicated electronic device that somehow lived and breathed and had its being. Happiness was simply the avoidance of pain. The goal of civilization was simply to achieve that perfect state wherein all men would be well-
fed, well-clothed, and well-housed. And the end justified
the means. What did it matter how it was done as long
as it was done? And the individual? What did he matter?
A bone to throw into the hungry maw of the future. It
was the Great Society that mattered. The Great Man
drowned in that turbulent river of Progress.

I think we are still suffering from this trauma, this
wound of pride. One way or the other. Either we have
stopped caring for excellence, content merely to get the
job done as quickly and with as little effort as possible, or
we stand by silently suffering, resenting a world that cares
not for us or the gifts we have to offer. There is evidence
enough, heaven knows, of the first. All the standards of
mediocrity that permeate our culture. The social promo­
tions in our schools and the seniority promotions in our
businesses and professions; our carelessness concerning the
men we elect to high office; the poor haircut, the leaky
plumbing, the falling plaster, the bolts left off our new
car, the soap opera, the plagiarized theme, the old lecture
notes, and the TV dinner — all are eloquent testimonies
to our contempt for excellence, for our failure of pride.

And that other side of the coin, our anguish as each
day the machine, the electronic computer, the Great God
Digit seems to rob us of more and more of our manhood.
We yearn for identity, we hunger for dignity, we search
for an outlet for our creativity in an indifferent world.

This is admittedly a gloomy picture. But there are
things that sustain me. There is a stubborn streak in man
that will not let him take defeat. He will still walk home
from his production belt and bake a pot in his backyard
kiln; he will stride from his adding machine to cast a
copper bowl; he will weave a tapestry or graft an orchid,
quilt a rug or make a chair. While the husband assembles
a hi-fi, the wife bakes her homemade bread. And thank
God, there are still those in the trades and the professions
whose conscience, whose sense of self-worth will not let
them do a shoddy job — even when to do it right takes
precious time, precious only, of course, because “time is
money.” I recall some years ago watching an old cabinet
maker working on a table he had made. It seemed to me
to be perfect the way it was but he worked on, touching
and retouching, sanding a little here and a little there. I
finally said, half in exasperation, half in admiration, “Why
are you spending so much time on that. It looks fine as
it is.” He answered without looking up, “Son, I do not
regret the time.” I think this is the spirit I have come here
tonight to celebrate. The spirit of excellence. The spirit
that makes one do his very best even when nobody is
looking.

No, man is not a piano key. He is not a machine either.
He is not a hole punched in a card. He is not, to quote
from Hamlet, merely something that “might stop a hole
to keep the wind away.” Not yet; not by a long shot. He
does not live by bread alone, nor for circuses either. He is
not a statistic, a market quotation, a commodity or a
consumer. He is a Man! The mere fact that I am here
tonight, that all of you are here tonight to honor crafts­
manship, which is the same as to say to honor excellence,
is proof of that.

There is one last thought that comes to me when I
contemplate the prospects of craftsmanship, of excellence,
of the right rate, of the good and right. And this is that, in
the last analysis, it is a moral matter. It has a lot to do with
honesty. It has a lot to do with virtue in its broader sense.
It may even have a lot to do with what we call good
citizenship. I am not at all sure that the state of soul that
characterizes the good craftsman is the only ingredient a
continuing and prospering democracy demands; but I am
quite sure that its absence spells eventual decay and ruin.
I think no society can long endure if it rests on a founda­
tion of slovenliness, carelessness, and botch. Pride in self,
pride in one’s worth is the only enduring quality of both
the individual and the nation. If this is allowed to seep
away, I see nothing for us but Orwell’s 1984, or Huxley’s
Brave New World. World of the ant heap. As William
James put it, “Democracy is on trial, and no one knows
how it will stand the ordeal . . . What its critics now
affirm is that its preferences are inveterately for the in­
ferior. So it was in the beginning, they say, and so it will
be, world without end. Vulgarity enthroned and institu­
tionalized, elbowing everything superior from the highway,
this, they tell us, is our irremediable destiny . . .”

No. It is not an academic matter. Good craftsmanship,
high excellence must prevail — if we are to fulfill our
destiny. We must “hitch our wagon to a star.” We must
listen once more to Ecclesiastes, the teacher, who
from the pages of the Bible speaks out those ringing
words: “Whatsoever thy hand find it to do — do it
with thy might.”

Thank you.
JOHN J. POWERS is Florida's Craftsman of the Year! A plasterer and Florida Central Chapter's nominee for the state award, Mr. Powers was selected for his work on Local #3 building, Plasterers' Union, in Tampa, Florida. General Contractor for the project was Oliver M. Lloyd. Mr. Powers was nominated by the architects for that project: McLane, Ranon, McIntosh and Bernardo. Jury comments on Mr. Powers' craftsmanship included, "... This astonishing example of virtuosity in handling an everyday material in an outstanding way should be an inspiration to all craftsmen ..." The original nominating letter pointed out that "Although traditionally thought of as a finishing material, our entry involves the multi-purpose use of plaster as an acoustical and main-surfaced sculptural shape which provided a challenge to a plasterer's ability." We salute John J. Powers, Florida's Craftsman of the Year!

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<tr>
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<tr>
<td>30 Gallon Oil-Powered</td>
<td>120 Gals. per hr.</td>
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<tr>
<td>30 Gallon Gas</td>
<td>30 Gals. per hr.</td>
</tr>
<tr>
<td>30 Gallon Electric</td>
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<tr>
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<th>Installation</th>
<th>Direction of Heat Flow</th>
<th>R* Value for Vented Type Attic Construction</th>
<th>R* Value for Flat or Low Slope Roof or Cathedral Construction</th>
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<tr>
<td>2F &amp; 2FK</td>
<td>Face Stapled</td>
<td>Down-Heat Gain</td>
<td>11.0</td>
<td>14.0</td>
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<td></td>
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<td>Up-Heat Loss</td>
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<td>7.0</td>
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<tr>
<td>2F &amp; 2FK</td>
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<td>Down-Heat Gain</td>
<td>12.0</td>
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<td>Up-Heat Loss</td>
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<td>10.0</td>
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This Caterpillar D343 Diesel Engine is a dependable employee of the Jaxon Construction Company of Jacksonville. It's on the job early, works long, hard hours, is last to knock off and is almost never sick.

This Cat engine has an important job. It supplies the prime power for the blower in an asphalt mixing plant. Continuous, dependable, prime power is needed to keep the plant running — that's why a Caterpillar engine was selected.

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