Cement: Concrete = Sunshine: Florida

Yes, just as this simple ratio states ... cement is to concrete as sunshine is to Florida. We all know the important role Florida's delightful, year-round climate has played in the state's tremendous growth over the past twenty years.

Even more significant is what an adequate amount of cement means to concrete. It is portland cement that makes concrete the number one construction material ... be it patios or high-rise buildings, highways or seawalls.

Basic concrete mix formulas are designed to use only enough cement to insure maximum strength, durability, stability, watertightness and other characteristics of quality concrete.

A significant reduction in cement content in a mix cuts the concrete quality in one way or another ... be it the use of too much water, or replacing cement with so-called "extenders" or "additives."

Unfortunately, the undesirable effects of such cutting may not show up until long after the concrete is in use. Strength readings alone don't tell everything, especially about durability.

The fact is there's no substitute for portland cement in concrete. It is with good reason that there should be absolute insistence on accurate and adequate cement content.

If you have any questions on the proper design of concrete mixes or any other phase of design and construction, the Portland Cement Association has a staff of trained specialists ready to assist you. Feel free to call on them at any time.

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OCTOBER, 1967

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The River House Apartments at Deerfield Beach, Florida, make a dramatic architectural statement in a state where progressive architecture is the rule.

Designed in a V-shape with flaring wings, the 50-foot deep building has a frontage of 600 feet, 1000 running feet of interior—and only two expansion joints.

The 6-story building is of reinforced concrete frame construction, using Solite lightweight structural concrete for floors and exterior walls. The use of Solite substantially reduced dead load, thereby reducing column size and the number of piles needed for foundation.

Dramatic and beautiful, River House is another outstanding example of the interplay between gifted architect and modern, versatile building materials.
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DEPARTMENTS
PERSPECTIVE ............ 8
FEATURES
A.I.A. PRESIDENT’S MESSAGE .... 10
CONVENTION SCHEDULE ....... 11
CONVENTION SPEAKERS ....... 12
CONVENTION EXHIBITORS ....... 18
CRAFTSMANSHIP AWARDS ....... 22
ADVERTISERS’ HONOR ROLL ....... 24
ADVERTISERS’ INDEX ....... 26

FRONT COVER: 53rd Annual FAAIA Convention, October 4-8, Diplomat Hotel, Hollywood. Philosophy, Design, Life. Be There!

VOLUME 17 | NUMBER 10 | OCTOBER 1967
A collection of 25 works from the permanent collection, dating from the 17th through the 19th centuries, will go on display Thursday, Sept. 21, at the University of Miami's Joe and Emily Lowe Art Gallery.

Titled “Selections from The Permanent Collection,” the exhibition is composed of works pictured in “A Handbook of the Collections,” published last spring by the Friends of Art of the Lowe Gallery, in conjunction with the gallery’s 15th anniversary.

The selection includes works by Domenico Feti, Washington Allston, Jan Van Goyen, Everett Shinn, Rembrandt Peale, and Claude Monet, all donated to the gallery over the years by community leaders.

Their appearance in an exhibit that will continue throughout the year reflects the wish of Dr. August L. Freundlich, director of the Lowe Gallery, to show the UM students and the community more of the Lowe’s art treasures.

“It is the role of the professional museum staff to present as wide a range of the highest quality objects of art as possible, so that a rich and broad experience may be offered the viewer,” said Dr. Freundlich.

“My hopes are for the eventual expansion of the gallery so that the Virgil Barker Memorial Collection of American Art and our vast group of Far Eastern works may be placed on permanent display.”

Exhibits scheduled for later in the year include a collection of the original prints of Florida birds by John James Audubon; a review of the work of renowned satirist-artist, William Gropper; a selection of paintings by nationally known artist-couples; and a display of photographs by Richard Merrick, showing styles of Mexican architecture.

The Alfred I. Barton Wing of Primitive Art, including the American Indian Collection, is being refurbished and will open in November.

In addition to the “Selections from The Permanent Collection,” the Kress Collection of Masters of the 14th-18th Centuries in the Kress Wing will be open to the public throughout the year.

The Lowe Gallery is open 10 a.m. to 5 p.m. Tuesday through Saturday, 2 to 5 p.m. Sunday and 8 to 10 p.m. Wednesday. Admission is free.
that distances between buildings had been reduced from the
early concepts which fell by the wayside as decisions were made
to create smaller court-like spaces between buildings.

Mr. Candela started the afternoon session, after Mr. Hill
and Mr. Swilley led the Seminar on a tour of the campus, with
a resume of all the shortcomings he had observed during the
tour. The distances between buildings were out of scale with
people, and cars were better served than people. There were no
environmental opportunities for the student to teach himself by
meditation or social exchange between classes. Buildings were
generally good, but their placement as related to commons and
other buildings was not the best. Around and between build­
ing there were no amenities for people. There was monotony
in spite of the excitement of a good many buildings because
there were no dominant elements as counterpoints to the uni­
form height of buildings. The water tower and the blue smoke
stacks of the power plant came closest to dominant elements
which bear very little resemblance to the original requirements.

Mr. Smith followed Candela and explained some of the
early concepts which fell by the wayside as decisions were made
by non-planners and the reduction of budget. He explained
the proposed use of bulk landscaping as a foil to building mass
and to save money.

Mr. Smith followed Candela and explained some of the
transitional phase as a result of changing policies and demands
which bear very little resemblance to the original requirements.
He reminded the group that at that time there was no planning
team in the state which was skilled and experienced in campus
planning. He thought that the USF campus had been accom­
plished as well as could be expected in the trial-and-error
procedure as compared with some of the later campuses which
were done with a more orderly planning procedure and with
many consultants, and that the wide spaces around existing
buildings will be closed as those buildings are enlarged and
new buildings erected between them. It was suggested that the
campus would look good and be in scale when it developed
toward the ultimate configuration.

SUMMARY OF AUDIENCE DISCUSSION
An education specification prepared by the disciplines
related to the education process is the functional program for
the campus plan, but it isn't the only specification for the
design. Administrative and maintenance considerations play
their part in shaping the solution as well as philosophical and
aesthetic parameters.

Buildings must be related functionally, philosophically and
physically, for no single building comprises the university—
only the sum total of all buildings and activities.

The functional commons should also be the unmistakable
visual commons which student, faculty or visitor can sense as
well as see as the facilities for all.

The campus should be a pleasant, aesthetic entity at all
stages of development. More concern should be given to the
expansion of buildings instead of erecting separate buildings
for each department or function.

The master plan for an institution is not ideally a picture,
but should be an "environmental specification" recommending,
describing and illustrating all the things the environment is
expected to provide for a long period of time.

There must be great flexibility built into a master plan
because programs and techniques change drastically with the
passage of time.

Master planning is a serious affair. It should not be done
just to get an architectural commission for one of the buildings.

AIA NATIONAL SCHOLARSHIP PROGRAM
The American Institute of Architects has announced the opening of the 47th
annual scholarship program of the AIA and the AIA Foundation for students and
professional architects. By November 1, application forms for students will be
available from the deans of all accredited schools of architecture. Interns and pro­
fessionals may apply directly to the AIA scholarship secretary at AIA headquar­
ters in Washington.

The scholarships, ranging from $200 to $2,000 for students, $1,000 to
$3,000 for post-graduates, totaled approximately $37,000 for 58 awardees in
the 1967-68 program. In addition to AIA endowments, donors include Blum­
craft of Pittsburg, Desco International Association, Eaton Yale & Towne Inc.,
Pittsburgh Plate Glass Foundation, and Syska and Hennessy, Inc. of New York.

Deadline for all submissions is No­

vember 30. The AIA scholarship com­
mitee meets in January, and awards —

based on scholarship and need — will be

announced in the spring.
When talking with a visiting Swedish architect about the lack of art in the American church, he startled me by saying in essence, "Look bub! Wait until you grow up! Your forefathers landed here without a penny in their pockets. Give yourself time. Be patient. You're not going to see art in the church until you have art in your homes. So far I haven't seen much!"

Now that we have two cars in most carports perhaps we should be less patient. Philosophy must come first however, and this is the very reason that The Institute has established a Task Force on Primary and Secondary Education. Some of the work which your members have done in Florida has contributed generously to the information gathered so far. It seems pretty obvious that we are not going to have design-oriented clients until we graduate design-oriented students. This then becomes a major goal.

Philosophy — Design — Life! Which comes first? No doubt we must conclude that life comes first but we are uneasy when we assume that warm bodies, reasonably well fed and out of the rain, indicate the "abundant life".

This then becomes our search — to discover a philosophy so fundamental that it leads to a design-enriched life. The fellowship of architects made possible through Institute service forms one bridge allowing us to pool our discoveries and assist each other up the path. As we reach out to each other, and to the public we serve, the pattern will form until the design becomes clear.

We have it within our power to inspire our country to produce cities in which design reflects the underlying philosophy — A philosophy rich in culture available to all. Who knows, we might even end up with art on our living room walls.

ROBERT L. DURHAM, FAIA
President, of The American Institute of Architects
**CONVENTION SCHEDULE**

**WEDNESDAY—OCTOBER 4, 1967**

<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 AM</td>
<td>Installation of Building Products and Architectural Operations</td>
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<tr>
<td>9:00 AM</td>
<td>Registration (Convention Hall)</td>
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<tr>
<td>9:30 AM</td>
<td>Building Product Exhibits to Arena (Convention Hall)</td>
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<tr>
<td>10:00 AM</td>
<td>Registration (Convention Hall)</td>
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<tr>
<td>11:00 PM</td>
<td>Delegate Accreditation (FAIA Service Center — Convention Hall)</td>
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<tr>
<td>11:00 AM</td>
<td>FAAIA Executive Committee Meeting — President Hilliard T. Smith, Jr.</td>
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<tr>
<td>1:00 PM</td>
<td>Lunch, Beer Luncheon</td>
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<td>3:00 PM</td>
<td>Building Product Exhibits to Arena (Convention Hall)</td>
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**THURSDAY—OCTOBER 5, 1967**

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<tr>
<td>9:30 AM</td>
<td>Ribbon-cutting Ceremony officially opening Building Products Exhibits</td>
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<tr>
<td>9:30 AM</td>
<td>Building Product Exhibits to Arena (Convention Hall)</td>
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<td>10:00 AM</td>
<td>Registration (Convention Hall)</td>
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<td>10:00 AM</td>
<td>Delegate Accreditation (FAIA Service Center — Convention Hall)</td>
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<td>11:00 AM</td>
<td>Lunch, Beer Luncheon</td>
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<td>Lunch, Beer Luncheon</td>
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**FRIDAY—OCTOBER 6, 1967**

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<td>Lunch, Beer Luncheon</td>
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<td>2:00 PM</td>
<td>Building Product Exhibits to Arena (Convention Hall)</td>
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<td>2:00 PM</td>
<td>Refreshments / Entertainment — Building Products</td>
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**SATURDAY—OCTOBER 7, 1967**

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<td>Building Product Exhibits to Arena (Convention Hall)</td>
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**SUNDAY—OCTOBER 8, 1967**

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<td>1:30 PM</td>
<td>Lunch, Beer Luncheon</td>
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**Evening Hours — Hospitality Suites**
GEORGE E. KASSABAUM, FAIA

George is President-Elect of the American Institute of Architects. He has been awarded a Fellowship for service to the profession. George served two years as Vice-President of the Institute, and during that period he was Chairman of the Council of Commissioners. His other duties as a Vice-President included chairmanships of the Government Liaison Committee, the National Capital Planning Committee, and various liaison activities with other organizations. He will attend the convention to represent the institute and to speak at the awards luncheon.

George is 46 years old, and he and Marjory have three children. After his graduation from Washington State University in 1947, he taught architectural design for three years, leaving the University to join the St. Louis office of Hellmuth, Obata & Kassabaum where he is responsible for the production and construction services.

Many of his firm's projects have been published, and they represent a wide variety of building types such as the Priory Church and McDonnell Planetarium in St. Louis; Southern Illinois University at Edwardsville; The National Air and Space Museum in Washington, D.C. (to be built); Federal Office Buildings in Washington, D.C. and Denver, Colorado; the I.B.M. Research Laboratory at Los Gatos, California; the United States Embassy in San Salvador; and the University of the West Indies in Trinidad.

D'ORSEY HURST

D'Orsey Hurst, a 1932 graduate of Yale College and The Yale Law School, is the President of D'Orsey Hurst & Company, Inc. This is the leading management consulting firm specializing in work for Professional and Business Service Firms. He will address the office practice seminar on Saturday morning.

Mr. Hurst's business experience includes investment banking, sales planning and training with The Sales Analysis Institute, and sales and executive positions with Time Incorporated for over 15 years. Returning to consulting, he was Vice President and General Manager of the international management consulting firm of Bruce Payne & Associates and, in 1959, founded his present Firm.

Clients of his Firm include Engineers, Architects, Engineer-Contractors, Publishers, Banks, Management Consultants, and other companies in the "Services" sector of our economy.

Mr. Hurst was the first Chairman of the American Management Association Seminars on "Managing the Professional Service Firm for Profit and Growth" and has continued to chair these annually since 1960.

Mr. Hurst's articles and papers on management and profitable growth of Professional Firms have appeared in various publications, including the Journal of the American Institute of Architects, American Engineer, Engineering News-Record, Inland Architect, and Architectural & Engineering News.

He is a member of the American Economic Association, the American Marketing Association, the American Statistical Association, the American Sociological Association, the American Association for Public Opinion Research, the American Management Association, and the American Society for Public Administration.

LARRY KING

Larry King is a name familiar to all South Floridians who pay any heed to the communications media. As a regular member of the television and radio scene, Larry has interviewed the personalities who make up our world today... and he hasn't missed many.

His nightly talk show on Miami radio... WIOD... is a byword to South Florida.

He joins us at our convention as the moderator of our seminar sessions. Those attending can expect the speaker to be questioned by an inquisitive mind that leaves no stone unturned.

THE FLORIDA ARCHITECT
LOUIS I. KAHN, FAIA

Louis I. Kahn, FAIA, was born in 1901 on the Isle of Osel, Estonia. He attended school in Philadelphia, Pa., and has kept that city as a home during a career of more than 40 years that has taken him many times around the world, brought more honors than could possibly be mentioned here, and won the esteem of his colleagues as one of the great architects of this, or any other time.

He will speak to the convention on the application of a sense of order to architectural design. His background as Chief Critic of Architectural Design at Yale University, Resident Architect at the American Academy in Rome, Professor of Architecture at the School of Architecture and Planning at the Massachusetts Institute of Technology, and Professor of Architecture at the University of Pennsylvania (current) more than qualifies him for this task.

ALBERT GOLDMAN

Albert Goldman is currently Assistant Professor of English and Comparative Literature at Columbia University in New York City. He is also a regular book reviewer for Vogue magazine, host and writer of The Wednesday Review, a one hour cultural review which appears on Channel 13 in New York City, and the Editor in Chief of Cultural Affairs, a quarterly published by the Associated Councils of the Arts.

Dr. Goldman will address the convention on the need for order in our lives in a time of cultural hysteria. We hope to discuss the matter of if in fact a sense of order — both spiritual and material — affect our mental well being.

HUMPHRY OSMOND

Dr. Humphry Osmond was born and educated in England. In 1963, he came to the Bureau of Research in Neurology and Psychiatry of the New Jersey Neuro-Psychiatric Institute as Director of Research.

In addition to his research studies, Dr. Osmond has lectured extensively in Canada, the United States, Britain and Europe upon schizophrenia research. He is or has been a consultant in psychiatric architecture to the governments of Saskatchewan, the states of New Jersey, New York and Pennsylvania, the universities of Utah, Princeton, Rice, the Maudesley Hospital, England, the APA, and the Federal Government of the United States.
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Miami, Florida 33147
DOORS AND PANELS, FLUSH ALUMINUM, PORCELANIZED STEEL, AND VINYL FACINGS; ALUMINUM FRAMES AND CURTAIN WALLS
Representatives:
Arthur A. Kimmel
John H. Mathis
Alan E. Jones
Jesse A. Kimmel
Jack E. Wiley
Jack Clayton

#32 FEDERAL SEABOARD TERRACOTTA CORP.
2 Catherine Street
Perth Amboy, New Jersey 08862
Represented by:
DUNAN BRICK YARDS INC.
1001 SE 11 Street
Hialeah, Florida 33010
CERAMIC VENEER
Representatives:
Joseph Maffei
Barney Riveira
Bruce Richmond
Otis Dunan

#16 FLORIDA INVESTOR-OWNED ELECTRIC 17 UTILITY COMPANIES
18 1213 - 16 Street North
St. Petersburg, Florida 33705
FLORIDA POWER & LIGHT CO.
FLORIDA POWER CORPORATION
GULF POWER CO.
TAMPA ELECTRIC CO.
ELECTRIC SERVICES
Representatives:
C. W. Martin
John Ray
Jim Shirley
Irving Nettles
Clark Cook
Bill Davis

#8 FLORIDA SOLITE COMPANY
1114 Atlantic Coast Line Building
Jacksonville, Florida 32201
LIGHTWEIGHT AGGREGATE
Representatives:
Charles B. Laws
Jim McLeroy
Ken Newton

#34 GEM ALUMINUM PRODUCTS, INC.
P. O. Box 1259
Lake Worth, Florida 33460
PRIME ALUMINUM EXTERIOR DOORS & FRAMES
Representative:
James Henry
### New Ideas to Our Convention

AND REPRESENTATIVES’ NAMES.

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<tr>
<th>#64</th>
<th>GEORGIA-PACIFIC CORPORATION</th>
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<td>BRASILIA PREFINISHED PANELING</td>
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<td>Representatives:</td>
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<tr>
<td>William M. Dilley</td>
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<td>E. C. Moore</td>
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<td>Ben B. Harper</td>
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<td>Ben Kleemann</td>
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<td>Ron Kees</td>
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<td>Representatives:</td>
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<td>Frank Gory</td>
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<th>GOTHAM EDUCATIONAL EQUIPMENT CO., INC.</th>
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<td>Representatives:</td>
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<td>Morris Miller</td>
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<td>A. DeAngelis</td>
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<td>PAINTS</td>
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<tr>
<td>Representative:</td>
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<td>Ed Thompson</td>
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<td>POWER ASSISTED TOOLS FOR FASTENING A WIDE VARIETY OF MATERIALS TO CONCRETE AND STRUCTURAL STEEL</td>
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<tr>
<td>Representatives:</td>
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<tr>
<td>Tom Cassidy</td>
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<td>John Deem</td>
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<td>Martin Pierce</td>
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<td>Herbert Hildenbrand</td>
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<td>Tom Cravey</td>
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<th>HOUGH MANUFACTURING CORP.</th>
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<td>MOVEABLE PARTITIONS WITH INTERCHANGEABLE FACE PANELS; SCHOOL CONSTRUCTION SYSTEM DEVELOPMENT INFORMATION</td>
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<tr>
<td>Representatives:</td>
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<tr>
<td>Drew Harris</td>
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<td>Allen Morgan</td>
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<td>Ray Misseghers</td>
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<td>A. D. Gory</td>
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<td>D. Perry</td>
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<td>Representatives:</td>
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<td>J. Carlyle Hammer</td>
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<td>John A. McDivit</td>
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<td>Norman H. Leathers</td>
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<td>ARCHITECTURAL &amp; PROTECTIVE COATINGS, BONDING AGENTS, CAULKING COMPOUNDS &amp; SEALANTS, CONCRETE FLOOR TREATMENTS, CONCRETE &amp; MORTAR ADMIXTURES, CONCRETE &amp; MORTAR COLORANTS, CURING COMPOUNDS, FORM COATINGS, GROUTING COMPOUNDS, WATER-PROOFING &amp; DAMPPROOFING COATINGS, WOOD FINISHES</td>
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<tr>
<td>W. A. Joyner</td>
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<tr>
<td>J. W. Greene, Jr.</td>
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<tr>
<td>Fred J. LaPointe</td>
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<tr>
<td>Richard Kammerling</td>
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</tbody>
</table>
# 41 THE MILLER COMPANY
99 Center Street
Meriden, Connecticut 06450

SELECTED NEW ITEMS OF COMMERCIAL FLUORESCENT LIGHTING EQUIPMENT

Representative:
R. L. Kirchner

# 24 THE MOSAIC TILE COMPANY
55 Public Square
Cleveland, Ohio 44113

GLAZED AND UNGLAZED CERAMIC MOSAICS, GLAZED WALL TILE, QUARRY TILE

Representatives:
Allen Kern Miquel Molina

# 39 PALM BEACH CLAY TILE COMPANY
P. O. Box 10282
Riviera Beach, Florida 33404

CLAY ROOF TILE, CLAY FLOOR TILE AND CLAY DECORATIVE SCREEN BLOCKS

Representatives:
Rafael L. Comprés Joseph M. Schmidt

# 45 THE CHARLES PARKER COMPANY
50 Hanover Street
Meriden, Connecticut 06450

WASHROOM EQUIPMENT, ACCESSORIES, HEAVY DUTY GRAB BARS, FRAMED MIRRORS, CABINETS

Representatives:
H. C. Wolf John W. Holian, Sr.
L. L. Ellis John C. Roth
John Holian Charles Berenger

# 54 PHOTRONIX INC.
111 S. Meramec Avenue
St. Louis, Missouri 63105

SCAN PROJECTION TABLE

Representatives:
L. P. Rinehart Leonard J. Rusciani

# 1 PITTSBURGH PLATE GLASS COMPANY
Gateway No. 1
Pittsburgh, Pennsylvania 15222

GLASS, CURTAINWALL CONSTRUCTION

Representatives:
J. V. Lamb
N. P. Owen D. C. Hegnes

# 38 PLASTILINE, INC.
1251 NE 48 Street
Pompano Beach, Florida 33061

PLASTIC PIPE FITTINGS; PVC SCHEDULE 40 DRAIN, WASTE, AND VENT; STYRENE SEWER AND DRAIN; PVC SOCKET AND THREADED PRESSURE FITTINGS; HI MAX AND NYLON FITTINGS FOR FLEXIBLE PIPE

Representative:
E. C. Schneider

# 7 PORTLAND CEMENT ASSOCIATION
1612 E. Colonial Drive
Orlando, Florida 32803

CEMENT AND CONCRETE

Representatives:
R. S. Gordon R. J. McCormack
J. C. Bennett, Jr. Pat Nash
W. N. Holiman L. R. Robertson

# 29 SCHLAGE LOCK COMPANY
2401 Bayshore Boulevard
San Francisco, California 94119

DOOR LOCKS

Representatives:
Gilbert A. Viola W. J. Williamson

# 26 SOUTHERN BRICK AND TILE MANUFACTURERS ASSOCIATION
230 Spring Street, NW
Atlanta, Georgia 30303

THE CONTEMPORARY BRICK BEARING WALL

Representative:
Z. A. Snipes, Jr.

# 25 U. S. PLYWOOD CORPORATION
3675 NW 62 Street
Miami, Florida 33147

ARCHITECTURAL WELDWOOD DOORS AND FINISHES

Representatives:
Tom Attaway A. R. Banks G. M. Lehman

# 65 VENETIAN MARBLE PRODUCTS, INC.
P. O. Box 727
Deerfield Beach, Florida 33441

VENETIAN MARBLE PRODUCTS FOR THE HOME

Representative:
J. L. Cole, Jr.

# 10 WESTINGHOUSE ELECTRIC CORPORATION
1299 Northside Drive, NW
Atlanta, Georgia 30302

WESTINGHOUSE WATER COOLERS CONSISTING OF FLOOR TYPE, WALL MOUNT AND SEMI-RECESSED

Representatives:
Thomas F. Seabridge Lloyd W. Roberts, Jr.
John S. Ryan Carl J. Harshbarger

# 43 RALPH WILSON PLASTICS CO.
311 W. 21 Street
Hialeah, Florida 33010

WILSON - ART LAMINATED PLASTICS

Representatives:
Jack Wetzel Ralph Fernandez
Bob Kessler Don Marquess

# 31 ZONOLITE DIVISION, W. R. GRACE & CO.
1555 NW 1 Avenue
Boca Raton, Florida 33432

ZONOLITE ROOF DECK SYSTEMS, MONO-KOTE STEEL & CONCRETE FIREPROOFING, DYFOAM POLYSTYRENE INSULATION, MASONRY INSULATION, PLASTER AGGREGATES

Representatives:
C. S. Breslauer "Red" Mitchell
THE FLORIDA ARCHITECT
Independent ready-mixed concrete and concrete products producers have plants located in cities and towns throughout the state. These local businesses contribute millions of dollars annually to Florida's economy through plant investments, payrolls, taxes, operating expenditures and material purchases.

Florida Portland Cement, with plants in Tampa and Miami, is proud to be part of this industry by manufacturing for its use uniformly high quality Florida Cements and Trinity White Cements.

Support your Florida industries. Money spent on Florida-made products helps keep Florida's economy growing and benefits the state, your community and you!

SPECIFY AND USE FLORIDA CEMENTS, MANUFACTURED IN FLORIDA FOR FORTY YEARS

FLORIDA PORTLAND CEMENT DIVISION

General Portland Cement Company

PLANTS AND OFFICES IN TAMPA AND MIAMI

OCTOBER, 1967
CRAFTSMAN AWARDS - 1967

CRAFTSMAN OF THE YEAR AWARD
WILLARD C. HUNDALL

This award is given to an individual craftsman in the state of Florida who has exemplified interest, ingenuity, and performed outstanding workmanship in the pursuance of his craft or trade.

This year the winner of this award is Mr. Willard C. Hundall, 1410 Georgia Avenue, West Palm Beach. Mr. Hundall is a mason, and was employed by the Mclaren Construction Company to construct seven elliptical brick arches at the 721 Center at 721 Northlake Blvd., West Palm Beach.

The structural arches are sprung from a Norman soldier course with two radii in the ellipse. The craftsmanship awards committee was impressed with the uniformity of the coursing and the joint work on a job that was obviously difficult. Architect for the 721 Center was Eugene Lawrence AIA, West Palm Beach.
CRAFTSMANSHIP AWARD
JOHN DEC

This award is given to a company or firm in the state of Florida which has exemplified a sincere and genuine interest in encouraging and effecting outstanding craftsmanship and workmanship in the performance of its work on a specific project.

The winner of this initial award is John Dec, General Contractor, 2261SW 28th Way, Fort Lauderdale, Florida. Mr. Dec was nominated by the Broward Chapter for his work on the Frank Buck residence at 2218 NE 15th Court, Fort Lauderdale, Dan Duckham, Architect. This house, built of and finished in wood, is an excellent example of the high quality of craftsmanship practiced by the Dec firm at a consistent level over the seven years it has operated in the Fort Lauderdale area.

It was obvious to the craftsmanship award committee from the photographs submitted, that this house was built with a special understanding, talent, and interest.
Listed here are the firms which have aided in the

Alger-Sullivan Company
Century, Florida
WOOD PRESERVATIVE PROCESS
Agency — Dodson, Craddock and
Born Advertising, Inc.
P. O. Drawer A
Pensacola, Florida 32502

Belcher Oil Company
P. O. Box 1751
Miami, Florida 33101
OIL AND OIL-POWERED
EQUIPMENT; ASPHALT
Agency — Agey Advertising, Inc.
35 NE 17 Street
Miami, Florida 33132

Dantzler Lumber & Export Co., Inc.
P. O. Box 6340
Jacksonville, Florida 32205
WOOD WHOLESALE AND EXPORTERS
Agency — The Griswold-Eshleman
Company
Grant Building
Pittsburgh, Pa. 15219

Diplomat Hotel
Hollywood-by-the-Sea, Florida
SITE OF THE 1967 FAAIA
CONVENTION

Dunah Brick Yards, Inc.
1001 SE 11 Street
Hialeah, Florida
DECORATIVE MASONRY
MATERIALS

Endure-A-Lifetime Products, Inc.
2375 NW 75 Street
Miami, Florida 33147
MANUFACTURERS OF HIGH
QUALITY ALUMINUM BUILDING
SPECIALTIES
Agency — Advertising Directors
1 Lincoln Road Building
Miami Beach, Florida 33139

Florida Caterpillar Dealers
Jos. L. Rozier Machinery Co., Orlando-Tampa
Kelly Tractor Company, Miami-West Palm Beach-Clewiston
Ring Power Corporation, Jacksonville-
Tallahassee-Ocala
PACKAGED ELECTRICITY FOR
PRIME AND STANDBY POWER
Agency — Fry/Hammond/Barr, Inc.
600 E Washington
Orlando, Florida 32801

Florida Foundry & Pattern Works
3737 NW 43 Street
Miami, Florida 33142
CUSTOM-CAST PLAQUES

Florida Gas Transmission Company
Orlando and Orange Avenues
Winter Park, Florida 32790
GAS — COOKING AND HEATING
Agency — Shattuck-Raether, Adv.
22 Lake Beauty Drive
Orlando, Florida 32806

Florida Investor-Owned Electric Utilities
Florida Power & Light Company
Gulf Power Company
Florida Power Corporation
Tampa Electric Company
ELECTRIC UTILITIES
Agency — Bishopric/Green/Fielden,
Inc.
3361 SW 3 Avenue
Miami, Florida 33145

Florida Municipal Utilities Association
P. O. Box 2402
Lakeland, Florida 33803
STATEWIDE MUNICIPAL
ELECTRIC UTILITIES
Agency—Walter H. Mitchell
229-B Pasadena Place
Orlando, Florida 32803

Florida Natural Gas Association
1500 E. Highway #50
Winter Garden, Florida
GAS—COOKING AND HEATING
Agency—Palmer Tyler and Co.
3000 Biscayne Bvd.
Miami, Florida 33137

Florida Portland Cement Division
General Portland Cement Company
P. O. Box 1528
Tampa, Florida 33601
PORTLAND CEMENT
Agency—Bill Reed & Associates, Inc.
223 Fort Harrison South
Clearwater, Florida 33751

Georgia-Pacific Corporation
P. O. Box 311
Portland, Oregon 97207
Jacksonville-Miami-Orlando-Tampa
PLYWOOD AND PANELING

Gory Roofing Tile Manufacturing, Inc.
1773 NE 205 Street
North Miami, Florida
CONCRETE ROOFING TILES

Houdaille-Duval-Wright Company
A Division of Houdaille Industries
100 Riverside Avenue
Jacksonville, Florida
CONCRETE STRUCTURAL
PRODUCTS AND SERVICES
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<tr>
<th>Name of Company</th>
<th>Address</th>
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<td>Orlando, Florida 32803</td>
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<td>Agency — J. Walter Thompson</td>
<td>410 N. Michigan Avenue</td>
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<td>Agency — The Biddle Company</td>
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<td>Trinity White—General Portland Cement Co.</td>
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<td>Chicago, Illinois 60601</td>
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<td>Agency — Alex T. Franz</td>
<td>1 East Wacker Drive</td>
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<td>U. S. Plywood Corporation</td>
<td>77 Third Avenue</td>
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<td>Agency — Fuller &amp; Smith &amp; Ross</td>
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<td>Oil Fuel Institute of Florida, Inc.</td>
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<td>ENGINEERING SUPPLIES &amp; EQUIPMENT</td>
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<td>Painters Plumber Supply Co., Inc.</td>
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<td>INTERIOR DESIGNERS</td>
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<td>Agency — Blackwood Advertising</td>
<td>155 NE 40 Street</td>
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<td>Pittsburgh Plate Glass Company</td>
<td>1 Gateway Center</td>
<td>Pittsburgh, Pennsylvania 15222</td>
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<td>GLASS—COMMERCIAL MARKET—GLASS CONDITIONING</td>
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<td>Agency — Ketchum, MacLeod &amp; Grove, Inc.</td>
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</tbody>
</table>
ADVERTISERS' INDEX

PETER BROMER, ARCHITECTURAL PHOTOGRAPHY .......................... p. 3
DANTZLER LUMBER & EXPORT CO, INC. ........................................ p. 4
DIPLOMAT HOTEL ................................................................. p. 1
FLORIDA CATERPILLAR DEALERS .............................................. INSIDE BACK COVER
FLORIDA FOUNDRY & PATTERN WORKS ..................................... p. 26
FLORIDA GAS TRANSMISSION COMPANY ..................................... p. 17
FLORIDA INVESTOR-OWNED ELECTRIC UTILITIES .................... p. 14-15
FLORIDA PORTLAND CEMENT DIVISION ................................... p. 21
GEORGIA-PACIFIC CORPORATION ............................................. p. 5 - 6
LAMBERT CORPORATION OF FLORIDA ..................................... p. 16
OIL FUEL INSTITUTE OF FLORIDA ............................................ p. 1
PORTLAND CEMENT ASSOCIATION .......................................... INSIDE FRONT COVER
SOLITE CORPORATION .......................................................... p. 2

THE FLORIDA ARCHITECT
When a monster hurricane hit Jacksonville with winds up to 100 miles per hour, three years ago, almost the entire area was thrown into total darkness for days... including a Holiday Inn.

Business had to go on. The Holiday Inn was booked solid and they couldn’t turn people away. The city utility department couldn’t promise power for a week.

The motel manager turned to his local Florida Caterpillar dealer for help. In four hours, a Caterpillar Diesel Electric Set had been put on a trailer, delivered and connected. All-electric power was then supplied to the 66-unit motel and restaurant, including the entire air-conditioning load. The engine and generator ran continuously until municipal power was restored — eight days later.

In a hurricane or during an untimely electrical outage — keep your business going with Caterpillar power. No matter what your requirements, your Florida Caterpillar dealer can engineer the job to fit your needs.

**YOUR FLORIDA CATERPILLAR® DEALERS**

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