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.

PORTLAND CEMENT ASSOCIATION
1612 East Colonial Drive, Orlando, Florida 32803
AND HEAT IT!
THE WAY TOP BUILDERS DO!

The overwhelming acceptance of Climate Master cooling and heating systems surprises some people. They're the ones who haven't seen what this water-to-air heat pump can do. For example: Climate Master cuts operating costs by as much as 50%. Costs less to install. Provides far greater design flexibility. Has no ugly outside projections. Creates no corrosion problems. Allows for better financing terms. And most important, does a quietly perfect heating and cooling job 365 days a year.

HERE ARE COMMENTS FROM A RANDOM SAMPLING OF TOP DEVELOPERS:

Coral Ridge Towers East (Ft. Lauderdale--Galt Ocean Mile): Lew Mullins, Vice President: "...we specified individual central air conditioning units because...buyers of good apartments were becoming too sophisticated to purchase window units any more...we investigated and found Climate Master among the quietest of all approved air conditioners..."

Beachcomber Lodge & Villas (Pompano Beach): Benjamin Kilpatrick, Owner: "We investigated...and found Climate Master best. Guests like the individual controls so they can regulate their own room temperatures. Compared to wall units...these are unobtrusive, much quieter and cost considerably less to operate."

James Stuart Family Residence (Joe Ranch Lakes): James Sturt; "...we wanted every detail...to be of the finest, trouble-free quality. Because of its established record of dependable, economical operation and the fact that it is built to cope with Florida's specific heat, humidity and cold problems, we selected Climate Master."

Climate Master systems achieve sophistication through simplicity. One unit both heats and cools, using water as the transfer agent. Water dispels and absorbs heat more rapidly than air to carry heat in and out of your building. This is the finest application of the heat pump principle ever developed.

COMPLETE INFORMATION AND PERFORMANCE DATA ON REQUEST.

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930 N.W. 13th STREET
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NOVEMBER, 1967
Ever notice how homes with gas lights in front seem to attract a little larger crowd of prospective home buyers? It's like having an extra salesman to sell your houses.

But gas equipment does more than catch the eye. It offers you many ways to help close the sale. For example, nothing makes a housewife happier than cooking on a gas range. Growing families appreciate the economy of modern gas heating, air conditioning and water heating. And a gas grill in the backyard will please any weekend chef.

Modern gas equipment goes a long way to help sell your potential buyers. Incidentally, the money you’ll save installing gas equipment should make you happy, too. For all the facts and figures, talk to your local Natural Gas Utility representative today. Check the Yellow Pages.
THE FLORIDA ARCHITECT
OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF THE AMERICAN INSTITUTE OF ARCHITECTS

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OFFICERS
Herbert Rosser Savage, President
P. O. Box 280, Miami, Fla. 33145
H. Leslie Walker, Vice President/President Designate
706 Franklin St., Suite 1218, Tampa, Fla. 33602
Harry E. Burns, Jr., Secretary
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THE FLORIDA ARCHITECT
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The FAAIA 53rd Annual Convention—PHILOSOPHY • DESIGN • LIFE—is a tale that's told for all who attended its sessions; herein is a brief recount of that tale.

LIFE: DR. HUMPHRY OSMOND DISCUSSED HOW ARCHITECTS DESIGN TO AFFECT LIFE.

Mental hospitals of 100 years ago were better than those of today. Perhaps a shocking statement to bring forth is the realization that architects of today do not always solve a primary building function, design of an environment to enhance life for the people using that building. Yet, only within recent times has the architect's purpose been so closely related to human functions.

Dr. Osmond traced history from times when architects built on an impersonal scale for the importance of place, through times when the architect designed buildings for one man's own personal glorification, to the present day of personal client-to-architect relationship. Perhaps because of this history, or because of the very nature of the architect, there is not much common language between architect and client. The architect does not find out what the client wants in his building. On the other hand, there are examples of very good client-architect communication producing buildings which become a human disaster.

A study of mental hospitals, the major realm of Dr. Osmond's experience, is interesting because these buildings are a microcosm of all the things which affect architects, clients and the human space. A place designed for the mentally ill should work equally for the well. After all, the mentally ill are only us, except with minds which are unable to cut off and control the constant flow of information which is life. The mentally ill need an environment which is simple. They do not have the perception to know people, and crowds destroy. Their environment must be one of small units in which they can interact in groups of four or less. The mentally ill need space which means something, space which they can call their own and which is under their control. This is knowledge which was known in 1860 and applied to the design of the great pioneering mental hospitals of that day. But it is knowledge which has been largely lost or ignored in the intervening years.

People are very spatial animals. Territory, which must be readily identifiable, is vitally important. A person feels bigger on his own territory. We are not really intimately social. How many architects began living in old houses while designing open plans for their clients? Modern technology, far from producing a stamped-out world of conformity, must be put to the task of producing differences.

We know from experiments that man is sensitive to space. If his normal perception to space and time is altered, he becomes sick. Verticality at first brings a feeling of awe, then discomfort. Space, time, color and sound, properly used, mold man. The architect must know these factors. We must find out what effects hardware (buildings) have on software (people).

PHILOSOPHY: CULTURAL DISORDER OF OUR TIMES

DR. ALBERT GOLDMAN

We live in an age when most of the old values have not only fallen into question but have mostly fallen, period. It is not monetary. We do not yet know the remedies for this age. It is a time when no one seems able to answer the question, "What do we really want?"

Youth is searching. Dr. Goldman spoke of one avenue of that search — the hippie culture. These people, the hippies, do not believe in order. They suspect it and deliberately create disorder. They live by the law of anarchy. Everybody ought to know what his "thing" is, do it, and the only sin is to
ably faceless people. Everything is done in groups. Individual identities are submerged. They look for meaning within.

The discovery of LSD was the greatest creator of this new culture. But the drug is not an answer, only a means for which the hippies must find a sequel. Dr. Goldman asks, "Where is the fruit of this mental release?" Their culture only cuts from the past and restructures it. Society becomes only protection and they revert to the social organization of tribalism.

Religion, a revival of the spirit of primitive religion, is the one area of greatest promise. But so far a final crystallization and revelation is lacking.

Dr. Goldman termed the hippie phenomenon a remarkable institution of mass cultural regression. He states that if it continues, and thus far it seems to be doing so, our society will be brought to its knees. This is the spirit of this age. It is real. It has power.

The roots of this phenomenon go back to the 20th century. The price of civilization was discontent. We have developed an obsession with all that which is ancient. The culmination might have come sooner except for intervention by both the depression and the second world war.

What was the trigger that began this movement? Dr. Goldman places the time in the mid-fifties when there occurred a shift on the level of our mid-culture. The negro culture stopped trying to be white; stopped striving for white values and put on a "black" face. The negro suddenly realized he was about to lose his identity. He began to revert to his tribal primatism, in music especially, where rock music has a sound of authority—truth. And youth picked up the frequency.

Today we begin to reap the consequences. Doors have opened on a devastating emptiness. New values become boredom and play. We have lost our cultural memories.

Dr. Goldman sets two avenues opening up. The first is a peaceful anarchy as our whole society, like the hippies, slowly grinds to a halt. This could take place in a very short time. The second, and more grim, is that when we start dictating culture to primitive elements, we may revert to the dangerous level represented by the Nazis and similar groups.

Only when one person speaks to another can new thoughts be generated. With three people, it becomes acting. One can't reach a group individually.

Our reason for living is to express, and to express well. The architect is fortunate in that he can constantly express himself. The inspiration to live—to question—serves the will to express. The will is in man to make that which nature cannot. Man can react to nature; nature cannot react. The inspiration to express brings about the institutions of man.

Kahn was once asked, "What is tradition?" He replied that he did, and did not know. He said that nothing which has happened can ever be repeated in detail. What exists is within the vision of the mind. That which is made as an expression cannot die. History must be measured by the plan of the battle, not the results. That which one is doing when planning well is being traditional.

Architecture today ought to look primitive since architecture is just beginning. We are in a cultural time of white light and black light. We don't have the inspiration of what to be. But there is a feeling of new beginnings. There is a sense of the coming of new institutions. The question is, how to make present institutions come up to our time.

Mr. Kahn said we are in a very restless period, both culturally and architecturally. It is not a great period because there is no wonder—no call—no promises. As soon as wonder enters, a leader will enter. There is no leader. We will then find some semblance of new institutions appearing. These institutions will need the mind of a great statesman. We have no genie, only new lamps for old without a genie.

Art is the language of man, not science. Science feeds art. Art gets us in touch with how we were made. A building must convey to a client the spirit and wonder of architecture. Kahn feels that in general, we're building pretty bland things today, not inspiring, not spatial, but dumb and inexpensive. This is not so much a criticism of architects, as a reflection of the times. Architecture does not know personalities, only the essence of spirit architecture.

EDITORIAL COMMENTS:
Each speaker had a few individual comments, which taken for themselves, had significance to architects as random bits of information to be filed away for future use. Viewed as a whole, these speakers were concerned with the very nature of an architect's work: Life, and an involvement in it. Our society and world of today is so fast-moving, in such a flux of change, that the architect must have knowledge and understanding of events around him. Such was the purpose of Dr. Goldman's speech. The architect must keep open the perspective of history so as not to lose the knowledge gained from past processes and to gain an understanding of events which preceded the forces of today. Such was Dr. Osmond's purpose. And finally, in relating to the masters and thinkers of his own profession, such as Louis Kahn, the architect can retain an inspired image of the scope and purpose of his work.

DESIGN: LOUIS KAHN—THOUGHTS FROM A MASTER OF ARCHITECTURE

Mr. Kahn spoke of his random thoughts on living and architecture. He stated that nothing new would be said which he had not said before.
EDITORIAL

An occasional review of the objectives of THE FLORIDA ARCHITECT is necessary in order for our readers to be properly informed.

The intent of the publication is threefold: To serve as a public relations vehicle for the Association and the architectural profession; to provide educational material for individuals of the profession and for those persons in related and non-related fields; and to inform the profession of specific FAAIA affairs and programs which require larger distribution than our newsletter, CONTACT.

The circulation includes all registered architects in Florida, consulting engineers, contractors and builders, architectural students, public officials on local and state levels, financial institutions, all libraries in Florida, manufacturers of building products, others who have specifically requested to receive the publication and, of course, advertising agencies and newspapers.

There has never been any intent in the 17 years of our publication to supplant the AIA JOURNAL, ARCHITECTURAL RECORD, FORUM, or other national publications. Our scope is statewide. Occasionally there may be a need to reprint an article appearing in a national publication, since everyone receives a multitude of periodicals and surely every important article isn't read by everyone.

Therefore, it is important to understand that every item appearing in THE FLORIDA ARCHITECT may not be of interest to everyone, since specific material may be directed to a certain segment of our readership. We hope most of the editorial content will be such that you will enjoy the reading.

THE FLORIDA ARCHITECT is our means of monthly contact with public officials such as legislators, the Cabinet, agencies and local officials. Our publication will begin to feature material on architectural services, the role of the architect and related data so the non-architect segment may be better informed on our profession. We would not expect our architects to read this material; perhaps a general browse through will suffice, since architects know their role and services. At the same time, our architects should not jump to criticizing these features as unnecessary and waste of space, since THE FLORIDA ARCHITECT, as mentioned previously, is not intended only for the architects. And if you do not realize it, you should know the public is generally not aware of architecture and its significance to our society.

For the architectural and related professions other material of educational value will be introduced for your reading interest. We desperately hope our FAAIA Committee structure will produce material for publication as additional content to what is planned. Besides the Committees, we urge the interest of architects to support their publication with ideas that the editorial staff can investigate and follow through; with written articles on architectural matters which may pertain to research in your own office, or a new method use in the construction of a building. This type of support certainly has been lacking.

We are seeking the services of an additional person for the editorial staff. When this person will be found cannot be determined. In the meantime, THE FLORIDA ARCHITECT will carry on with the intent for which it was established.

EDITOR

FAAAIA's Highest Award the Gold MedaI was received by H. Samuel Kruse, FAIA for his service to the profession above and beyond that expected in any official capacity. President Smith made the presentation at the Annual Banquet.

CONVENTION PHOTOS

ABOVE: "Award of Merit" received by Rep. Robert Graham who by his interest, activity and concern with the profession of architecture, has advanced the cause of good planning and design. H. Samuel Kruse, FAIA, left, presented the Award.

ABOVE: "Award of Honor" was received by Alfred Browning Parker, FAIA, for his continual high quality and originality of his work over an extended period of time. Award was presented by Vice President Savage.
NEWSNOTES

FAAIA LEADERSHIP ASSUMED BY SAVAGE

Herbert Rosser Savage, AIA, of Miami, assumed the Presidency of the Association from retiring President Hilliard T. Smith, Jr., at the recent annual state convention. Savage is chief architect of the Mackle Bros. Division, Deltona Corporation, and has been a member of the Florida Development Commission since 1964.

ADAMS NAMES SMITH AND ARNETT TO STATE GROUP

Secretary of State Tom Adams has announced the appointment of architects Hilliard T. Smith, Jr., AIA, of Lake Worth, and William T. Arnett, AIA, of Gainesville, to the seven-man Planning and Architectural Advisory Council to the State Capitol Center Planning Committee. These appointments were made with the recommendations of the FAAIA.

The Capitol Center Planning Committee is a legislative committee responsible for developing and guiding a comprehensive and long-range plan for the state capitol in Tallahassee.

The Planning and Architectural Advisory Committee will act as consultants to the Capitol Center Planning Committee. Other appointed members of the Council are Milo Smith of Tampa, who is a Planner; Lane L. Marshall of Sarasota, Landscape Architect; Fred Sherman, a MIAMI HERALD Editor; and F. Blair Reeves, AIA, a faculty member of the Department of Architecture, University of Florida, Gainesville.

BRASILIA TO BE FEATURED BY SOUTH FLORIDA PC COUNCIL

The story of Brasilia, a city of the future carved out of a wilderness will be the program sponsored by the South Florida Chapter of Producers’ Council on November 28, 1967.

Robert Alton Peterson, traveler, lecturer, linguist, writer and photographer, will make the presentation. In his lecture Mr. Peterson will describe how an ultra modern city planned for 500,000 people was built in the wild uninhabited interior of Brazil over 400 miles from the nearest city. The architecture is outstanding and has had widespread coverage by all design publications.

He will discuss how, in a 4 year crash program virtually everything from bricks to doorknobs had to be brought in by air and then in the dark days following the official opening how people deserted the new city faster than new inhabitants arrived.

Mr. Peterson has lived and traveled extensively through South and Central America, Europe and the Far East.

The meeting is to be held at the new Sheraton Four Ambassadors on Brickell Avenue beginning at 6:30 p.m. and all architects are invited.

WINTER PARK ARCHITECT ELECTED VP OF GRA

Nils Schweizer, AIA, was recently elected Vice President of the Guild for Religious Architecture, national organization devoted to common problems of religious leaders, architects and artists. The election took place at New York City during the International Congress on Religious Architecture and Visual Arts.

CALENDAR

November 18
FAAIA Board of Directors meeting at 9:30 a.m., Robert Meyer Motor Inn, Orlando.

November 19 - 22
AIA Student Forum, Octagon, Washington, D. C.

November 28
South Florida Chapter of The Producers’ Council meeting, with BRASILIA to be featured program, at 6:30 p.m. Four Ambassadors (Brickell Avenue), Miami. Architects of Palm Beach, Broward County and Florida South Chapters, AIA, invited.

November 30
FAAIA/Building Product Manufacturers’ meeting, 10 a.m., Robert Meyer Motor Inn, Orlando. Purpose: Meeting of present, past exhibitors, and manufacturers who are interested to participate in future state conventions, for discussion of 1968 convention planning, etc.

December 1
FAAIA/AIA Chapter and Section Presidents’ meeting at 1 p.m., Daytona Plaza Hotel, Daytona Beach. Meeting will recess at 5:30 p.m., and reconvene at 9:30 a.m., Saturday, December 2.

December 2
FAAIA Council of Commissioners’ meeting, 8 a.m. Breakfast meeting, Daytona Plaza Hotel, Daytona Beach.

December 2
Reconvening of AIA Chapter and Section Presidents’ meeting, 9:30 a.m.

December 8 - 9 - 10
Legislative Weekend — Miami.

January 11 - 12 - 13, 1968
AIA Chapter and Section Presidents’ “Grassroots” meeting, Shoreham Hotel, Washington, D. C.

54th Annual Convention and Building Products Exhibit of the FAAIA, Daytona Plaza Hotel, Daytona Beach.
SMOOTH SELLING
BY GEORGE N. KAHN, MARKETING CONSULTANT
© 1967 George N. Kahn

THE SALESMAN IS A V. I. P.

There is a foolish idea in some circles that selling is not dignified. For this attitude we shower blame on the colleges, the professors, and anyone else within range. Rarely does anyone put the blame where it really belongs — on the salesman himself.

Selling will never achieve its rightful status in the business world until salesmen start thinking of themselves as Very Important People. The salesman's image in the public's mind will improve only when he starts giving himself a higher rating. You can't convince prospects of the value of your product or your company unless you can first convince them of your own value.

Rate Yourself High

The salesman who speaks apologetically of his vocation or derides his colleagues is simply cutting his own throat. When the salesman gloats of "pulling a fast deal," he is doing great harm to himself and his profession. In short, if you talk and act like a sidewalk pitchman, that's the way you'll be treated.

Management is much quicker to recognize the salesman's importance than he is himself. Businessmen know that creation of demand is a vital factor in their profit and loss statements. These days all top executives and even technical engineers are sales oriented. Engineers must think like salesmen to design products that appeal to consumers. Even the production department must gear its effort to a sales campaign.

Salesmen Are First Class Citizens

The salesman is the key person without whom there would not be any business. But many salesmen behave like second class citizens — and too often that's the kind of reception they get in a prospect's office.

I remember running into an old friend, Jack Creswell, whom I hadn't seen in years. I asked him what he was doing. Jack smiled depreciatingly and said he was "on the road" for a flooring company, adding:

"Of course, this is just until I can find something better."

He made his job sound as if he were washing dishes in a cheap hash house.

"Jack," I said, "there is probably nothing wrong with the job except yourself. Before you move to what you think are greener pastures, why not give this job your best. If you think of yourself as a failure in selling you'll wind up as one. But if you see this as an opportunity to push ahead to success, your future is assured."

I think the advice took, because Jack stayed in selling with the flooring company and became a top producer with a loyal following of customers. Years later he told me: "You hit pretty hard that day, George, but you opened my eyes to what I was and what I could become."

No Room For Amateurs

In today's competitive market there is no room for amateurs and dabbler in selling. For those who really want to make selling a career, there is a rich reward. But you must be willing to work for it.

Selling has its problems, heartaches and frustrations. It's a lonely job. But these very factors are what separate the men from the boys.

Millions of people are embedded in dull, prosaic jobs that afford them little or no excitement, drama or challenge. The salesman can look forward to steady growth and can enjoy a stimulating, lively life on the way. His future is limited only by the strength of his desire to succeed.

Frontier of Selling

The trouble with many uninspired salesmen is that they don't understand the dynamics involved in selling. They are really clerks at heart whose horizons are limited.

The earnest, imaginative salesman can write his own ticket to wherever he wants to go. With faith in himself, drive and the right tools, he can make big money and climb high in his firm.

But he must feel and act important to accomplish this goal. He must think of himself as one of the world's key people — a man who rates high in the scheme of things.

Act Like A V. I. P.

Do you stride boldly into a prospect's office or do you sidle in, glancing back at the door as if it were an escape hatch? Do you apologize for taking up a buyer's time? Do you feel like an intruder in his office?

If the answers are yes you are letting yourself, your family and your company down. To be a V.I.P. you must act like one. That's the only way to command respect and sell merchandise. Only then will you earn what you are dreaming of earning.

The head of the sales training program of a big paper manufacturer once said to me:

"About the fifth day of the program my instructors can usually spot those who will be top salesmen. There's something about their attitude, they handle themselves in a certain way. They act like they are proud to be here. It's almost like getting a successful salesman ready made."

That man put his finger right on the heart of the matter. Pride. Are you proud to be salesman? If not, something is wrong. If you're not proud of your work, chances are you are not acting like a Very Important Person.

EDITOR'S COMMENTS:

We are pleased to announce a new and provocative series of Sales Training articles by George H. Kahn designed to motivate, inspire and train you to do a better job in a highly critical area of our economy — namely, salesmanship.

One does not have to be engaged in selling a certain product to be known as a salesman. The professions of architecture and engineering are basically service-oriented professions providing basic services to clients, which services ultimately bring about an end product — a building or other type of facility for public or private use.

As we speak of public relations and the fact that every architect, each day of the year, is a better P/R weapon than paid counsel can bring about, we must recognize salesmanship is an important role of the architect and his conduct of office practice.

These 12 articles are "must" reading, not only for representatives of building product manufacturers, but for architects, engineers, contractors, bankers, public officials . . . all of whom receive our publication.
If they stop, look and listen, they'll lease!

(G-P has put beauty, sound and fire control into one wall.)

G-P Gold Crest paneling makes any prospective tenant stop and look. He'll like the way he can customize his own decor by accenting the one-half inch vertical channels with colored tape, fabric or tiles to match any decor. Cost? This 8' x 12' wall is less than $90.00. And, when they listen, they'll notice something else . . . no noise! G-P Bestwall® Sound Deadening Board insures them a quiet place to work. And, it's all backed up with G-P Bestwall Firestop . . . earning you the best fire rating. How's that for a beautiful way to lick sound and fire control problems.

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And we've been flying there for years.
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NORTHWEST ORIENT
THE FAN-JET AIRLINE

We fly to the Orient from more U.S. cities than any other airline. Choose from 23 flights a week.
CIVIC BUILDING,
Town of Belleair, Florida

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 Florida (TAXPAYERS PROFIT BY Y)

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.

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Get the money-saving facts! You and your architect or engineer are invited to consult your electric utility company at any time, without obligation.

Miami Beach Auditorium, Miami Beach, Florida

City Engineer: Morris N. Lipp
Contractors: L & H Miller Co.; Zanet Construction Corp.

This spacious all-electric auditorium is the home of the Jackie Gleason Show, the Miss Universe International Beauty Contest, big-time sport events, etc. Its electric air conditioning system is of 415-ton capacity. Hot water needs are supplied by two 500-gallon electric water heaters. Interior lighting is ample and decorative.
JURY COMMENTS

This entry set a high standard of excellence in its clean detailing of rail and sun shade. These features with variations in scales unified this building that houses a variety of functions. The crisp consistency of design was admired by the jury.

OWNER
Board of Regents, State of Florida

ARCHITECTS
Barrett, Daffin & Bishop / Tallahassee
Moore and May / Gainesville

ENGINEERS
Wellman-Lord Engineering, Inc., Structural / Lakeland
Ebaugh & Goethe, Inc., Mechanical / Gainesville

Bolt Beranek and Newman Inc., Acoustical / Cambridge, Massachusetts

INTERIORS
Atrium, Inc. / Jacksonville

CONTRACTOR
H. L. Coble Construction Company / Greensboro, North Carolina

PHOTOGRAPHY
G. Swade Swicord / Gainesville

STATISTICS
Area of Building ______ 249,080 sq. ft.
Construction Cost ______ $4,481,600.00
Cost-Square Foot ______ $17.91
In the design of the new J. Wayne Reitz Florida Union, circulation of people into and through the building established itself as a primary consideration in the early stages of planning. The site for the new Union was selected because of its central location on the major pedestrian mall, midway between the men's and women's residence areas and central to the academic areas, thus reinforcing its role as "community center." Estimates indicated that the new Union would, at times, contain 4,000 to 5,000 people attending various and unrelated events. Inviting and easy access into and through the building had to be provided.

Some of the design problems are described below.

- Irregular site, with approximately 25'-0" elevation change and a large pond near its center.
- Circulation for hotel guests, students and theatregoers and access for service functions.
- The assimilation of large volume spaces (ballroom, cafeteria, theater, games area, student activity center and auditions) into a union of elements that will relate to each other in purpose and will be pleasing in their relationship to other smaller elements.
- Food service facilities of many types, including cafeteria, snack bar, formal dining and catering for groups of 10 to 2,000 people.
- The problem of fitting large volume areas on the proper floor into a desired relationship with other elements—all within a simplified framing system.
- To provide a subtle exposure to the arts for all who use the building.
- The creation of a space suitable for groups of 20 to 2,000 persons for meetings, banquets, dances, exhibits, films, etc.
- A theater for the performance and teaching of drama, designed as an integral part of the Union complex.
- A recreation area with a central control desk, enabling supervision over several hundred students from a central location.

The challenge to the architects was for a solution that would amalgamate all these varied activities and functions into a building that would create a feeling that cultural activities and the arts can be pleasant adjuncts to other activities and interests.

The Honor Awards Program thanks all the architects who participated. The exhibits were a very interesting part of the program. The entrants ranged from residences to a college campus plan. There were more large scale projects this year. The wide variety of projects and their architectural solutions once again emphasize the vast architectural talent we have in our architectural association.

GEORGE KASSABAUM/CARL DECKER/GEORGE POLK
The Student Union Building was designed as a joint venture between two architectural firms. Because such an arrangement offers possibilities of small firms combining to offer services for large projects, we present here an outline of how this system was organized for this project.

A joint venture agreement was drawn up and signed by partners of both firms. Major provisions of this agreement were:

- The Barrett, Daffin and Coloney office in Tallahassee was established as the office for client contact and business. Joint venture records and books were kept at this office. A joint venture checking account was set up in a Tallahassee bank; checks could be drawn by a partner of either firm. Each firm contributed equal shares to this account monthly.
- The member firms were to contribute approximately equal to the production of services, had equal status and responsibility, and were to share equally in the profits and losses.
- Mr. Pearce Barrett acted as chairman of the joint venture committee and Mr. Jack Moore as vice-chairman. All decisions were made by unanimous agreement between these two persons.
- Each firm kept a monthly accounting of "direct project costs" and were paid from the joint venture funds.
- Each firm developed early design studies with the party of the Barrett, Daffin, Coloney firm being selected as the basic design solution. Preliminary drawings were then developed in that office.
- The production of working drawings was handled in the offices of Moore and May in Gainesville, with a representative from Barrett, Daffin & Coloney in charge of design development.
JURY COMMENTS

This residence, built on Key Biscayne, has a true tropical flavor accented by the elevation of the house to capture the breeze and also to escape any hurricane water. The intriguing solution separates functions of the house but groups them around a central pool and interconnects these units with elevated walkways.

ARCHITECT
George F. Reed, AIA / Coconut Grove
OSMAN CONTINUED:

The site is located on Key Biscayne, overlooking a natural harbor that opens on one end to the bay. Prevailing breeze is from the water. Site will probably flood to a depth of four feet during severe hurricanes.

The solution is three separate wood houses placed atop wood umns at varying heights and positions to provide protection against high water while permitting light and air passage thru and around them, opening and framing views, and offering privacy for the individuals. A long pool for active swimming is crossed by a foot bridge between the Family House and the Master Bedroom. Children have their own spaces for sleep and study. Shingled roofs shelter from sun and rain. Wood jalousie slats open to breezes and filter the bright sunlight on a tropical house.

This all wood house depends on the material in many different ways. Because the weight of the wood structure is lighter than masonry it made possible the elimination of expensive pile foundations. Further, the height above ground with a joist floor system on wood columns and beams made possible a dryer structure both during high water as well as during the normal rainy season. The structural framing, Fir, provides a certain flexibility during wind storms. Cedar roof shingles were selected for appearance and long life. Cypress is used for exterior and interior wall paneling, as well as for all casework. Redwood is found in the many wood jalousies and fixed glass framing. Narrow strips of Red Oak are used in the wood flooring. Even the furniture is of wood, made of great slabs of English Walnut and American Black Walnut.

This all wood house is dry and cool in the summer; yet, warm and comfortable in the winter months. And more, the wood expresses the love of the craftsmen that worked, shaped, stained and fitted it. In this way wood becomes a very personal and expressive material, offering friendly shelter to all.
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NECROLOGY

DONALD G. SMITH, AIA, senior partner of Smith, Korach & Associates, architectural firm in Miami, died October 13 in Washington, DC.

A resident of Miami for 32 years, Mr. Smith was a Fellow of the CSI, a Corporate member of the AIA, and a member of the American Hospital Association.

He studied architecture at Western Reserve University, John Huntington Polytechnic Institute, and the Beaux Arts Institute of Design, all in Cleveland.

MAURICE H. CONNELL, P.E., senior partner of the architectural and engineering firm, Connell Pierce, Garland and Friedman, passed away on October 19 in Hendersonville, N.C.

A graduate of the University of Pennsylvania, he was formerly an instructor at Yale University and University of Miami.

Mr. Connell was a member of many professional organizations, including Fellow of the Florida Engineering Society.

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The experience of a fine Japanese inn is never forgotten. Although much of the tour is carefully scheduled, there will also be times for rest or exploration by the individual. For those who feel the pull of nearby Hong Kong, the five final days of the tour may be passed there; those who remain in Japan will visit a feudal castle, an ancient city, and remarkable folk arts museum.

Tour advisor will be Miami architect Lester Pancoast, who studied Japanese architecture with the help of Kyoto University in 1957. Lorraine Travel Bureau and Northwest Orient Airlines are making arrangements, and requests for itinerary and particulars should be addressed to Lorraine Travel Bureau, 179 Giralda Ave., Coral Gables, Fla. 33134, phone 445-8853.

POST CONVENTION ORIENT TOUR
JUNE 27 - JULY 14, 1968

How many of us have had an opportunity to study the Japanese way with spaces, materials, nature and symbolism? Our warm climate causes an immediate identity with open-to-nature architecture. Many of our recent technical and design concepts are ancient Japanese habits. The frustrated creative person who deals with rampant western individuality can bathe in an atmosphere of exalted aesthetics and the profound quiet of harmonious tranquility. Japan is also an excellent place to begin introspection of ones western self.

Dovetailing neatly with the finish of the AIA Convention in Portland and Honolulu next July will be a special tour of Japan open to anyone interested in architecture or the allied arts. Two intensive weeks have been planned with the object of opening the eye and the mind to the best of ancient and modern Japanese art and architecture.

Members of the tour will experience shrines, temples and tea houses, meetings with Japanese architects, the visually beautiful Japanese cuisine, man's most refined and expressive use of organic materials, modern and traditional handcrafts, festivals and ceremonies, dry and wet water moss, gravel and rock gardens, the world's most advanced modern rapid rail transit, midnight noodle vendors, kabuki, noh, and bunraku theater, ancient and contemporary pottery, painting, printing and flower arranging, an extraordinary sense of materials and how to honor them, the calculated illusions of great space achieved in small areas, strong tradition, adaptive ingenuity and originality; and to conclude a random list, the extraordinary rural scenery and urban phenomenon of Japan.

Tour advisor will be Miami architect Lester Pancoast, who studied Japanese architecture with the help of Kyoto University in 1957. Lorraine Travel Bureau and Northwest Orient Airlines are making arrangements, and requests for itinerary and particulars should be addressed to Lorraine Travel Bureau, 179 Giralda Ave., Coral Gables, Fla. 33134, phone 445-8853.

THE FLORIDA ARCHITECT
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- Talk presented by George E. Kassabaum, FAIA, at Awards Luncheon of FAAIA Convention — Subject: Change/Frustration/Jealousy
- "Are You A Salesman?"
- Architectural Services

COMING UP
- Louis Kahn’s talk at FAAIA Convention Seminar
- Proceedings of Office Practice Seminar by D’Orsey Hurst
- How the "Turn Key" Method Works a New Approach to Public Housing.