The mouse that roared

Load/bearing masonry makes it to the top

Used to be, masonry was a mouse. Weak in tension and shear, fine for the low rise, just not up to high-rise specs. Until somebody started looking for a better way to build a wall, found it in reinforced concrete masonry, and wound up with a better way to build a high-rise. The process is simple.

Start with a little better block . . . more cement in the mortar . . . a few bars of steel . . . and a little grout. The steel adds resilience and toughness to the wall . . . the masonry block stiffens the steel and protects it from fire. Suddenly, you have a new structural animal.

No columns, no beams, no forming . . . when you finish, the walls, the structural system is complete. Firesafe, maintenance free, virtually indestructible, and inexpensive. High rise construction was never better.

Which goes to show why masonry isn't a mouse any more. When you have all of this going for you, it's worth roaring about. For more information, contact Masonry Marketing Manager, General Portland Cement Company.

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Florida & Signal Mountain Cements
General Portland Inc.

Each member having served on another similar jury, commented that the overall quality of design was very high. Aware that some very good projects went without awards.
## Building Codes

<table>
<thead>
<tr>
<th>Code Type</th>
<th>Code</th>
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<td>SBCC</td>
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<tr>
<td>ONE &amp; TWO Family Dwelling Code</td>
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## Mechanical Codes

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## Electrical Code

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<td>Model Sign Control Ordinance</td>
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## Fire Codes

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<tr>
<td>101 Life Safety Code</td>
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<td>Basic Fire Prevention Code</td>
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## Standards

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<td>NBS Index of US Voluntary Engrg. Standards</td>
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<td>ANSI Standards Catalog</td>
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## Miscellaneous

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<td>Fire Protection Handbook</td>
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<tr>
<td>Standard for Mobile Home Parks</td>
<td>NFPA</td>
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</tr>
<tr>
<td>Standard for Mobile Homes</td>
<td>NFPA</td>
<td>2.50</td>
</tr>
</tbody>
</table>

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  - Phone: AC 212-433-4400

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- **ANSI** (American National Standards Institute)
  - Address: 1430 Broadway, New York, NY
  - Phone: AC 212-868-1220

- **ASTM** (American Society for Testing and Materials)
  - Address: 1916 Race Street, Philadelphia, PA
  - Phone: AC 215-569-4200

- **BOCA** (Building Officials & Code Administrators International)
  - Address: 1313 East 60th Street, Chicago, IL
  - Phone: AC 312-786-0790

- **ICBO** (International Conference of Building Officials)
  - Address: 5360 South Workman Mill Road, Whittier, CA
  - Phone: AC 213-699-0541

- **MCSC** (Model Code Standardization Council)
  - Address: This document can be purchased from either Ainsur.A, BOCA, ICBO or SBCC

- **NFPA** (National Fire Protection Association)
  - Address: 60 Batterymarch Street, Boston, MA
  - Phone: AC 617-482-8755

- **NBS** (National Bureau of Standards)
  - Address: Superintendent of Documents, U.S. Printing Offices
  - Phone: Washington, DC
  - Stock Number SD/No. C13.10-329

- **PHCC** (National Association of Plumbing, Heating & Cooling Contractors)
  - Address: 1018 20th Street, NW, Washington, DC
  - Phone: AC 202-331-1875

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  - Address: 3617 – 8th Avenue, Birmingham, AL
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November 1-4, 1973

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James E. Ferguson, Jr., AIA
Vice-President / President Elect
(Florida South Chapter)

Niels M. Schweizer, FAIA
Secretary
(Mid-Florida Chapter)

Arthur A. Frimet, AIA
Treasurer
(Broward County Chapter)

The current Vice President, Frank R. Mudano, AIA will become President of FAAIA at the convention on November 4th.

H. Leslie Walker, AIA, the current national AIA Regional Director continues in this position for an additional two years.
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Negroponte’s description of the program is in the form of questions. Metamorphosis of practice? For the one year salary of a draftsman you can buy a computer and a display. Will this change the practice of architecture? Will this move the small office into frontiers previously manageable by only the largest firms? What do you need beyond a computer and a display.

NICHOLAS NEGRONPONTE

The architect’s concept of himself is influenced by the emotional and physical climate in his work setting: the norms operating in the firm; his social interactions with peers, authority figures and clients; his ability to influence others as well as to be influenced by others.

JOHN H. SUEHR

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WILLIAM HINDS

The entire subject of cost control is probably the most timely, troublesome and controversial problem area in today’s A/E office. There are many people including Mr. Early who are convinced that the future role the Architect will play in the building process is going to depend to a large extent on how effectively the Profession is able to meet the tough cost control challenges found in today’s marketplace.

W. COLE EARLY

WOLF VON ECKARDT is the architecture critic and an editorial writer of The Washington Post.

In 1972, Von Eckardt received the Architecture Critic’s Medal of the American Institute of Architects for “both a high level of architectural expertise and an acute sensitivity for the social needs that our environment must satisfy”.

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TAMPA (813) 933-2821
ST. PETERSBURG (813) 896-7207
# PROGRAM

**THURSDAY, November 1, 1973**

- **7:45 a.m. — 1:00 p.m.**  
  3rd Annual FAA Foundation Architects/Exhibitors Golf Tournament
- **10:00 a.m. — 6:00 p.m.**  
  Registration
- **10:00 a.m. — 3:30 p.m.**  
  Accreditation of Delegates
- **2:15 p.m. — 3:30 p.m.**  
  FAAIA Board of Directors meeting
- **3:45 p.m. — 5:30 p.m.**  
  FAAIA Business Session
- **6:30 p.m.**  
  Official Opening of Building Product Exhibits
- **6:30 p.m. — 8:30 p.m.**  
  Salute to Exhibitors — Festive Cocktail Party

**Evening**

- **On your own**
- **Hospitality Suites will be open**

---

**FRIDAY, November 2, 1973**

- **8:30 a.m. — 5:00 p.m.**  
  Registration
- **8:00 a.m. — 9:30 a.m.**  
  Complimentary Bloody Mary/Coffee & Danish — visit Building Product Exhibits (Convention Center)
- **8:30 a.m. — 3:00 p.m.**  
  Balloting for FAAIA Officers
- **9:45 a.m. — 11:15 a.m.**  
  Seminar A  
  "Changes In Practice" Nicholas Negroponte  
  Seminar B  
  "Changes In Self" John H. Suehr
- **11:30 a.m. — 1:00 p.m.**  
  Seminar A  
  "Changes In Practice" Nicholas Negroponte  
  Seminar B  
  "Changes In Self" John H. Suehr
- **1:00 p.m. — 4:00 p.m.**  
  Exhibitors Buffet Luncheon/Visit Building Product Exhibits
- **4:15 p.m. — 5:30 p.m.**  
  Keynote Speaker — Wolf Von Eckardt
- **6:30 p.m. — 7:30 p.m.**  
  Visit Building Product Exhibits — Complimentary Cocktail Party courtesy of St. Petersburg Hilton Hotel
- **7:30 p.m.**  
  Awards Banquet  
  Hospitality Suites
## PROGRAM

### SATURDAY, November 3, 1973

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>8:30 a.m. – 12:00 noon</td>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Complimentary Bloody Mary/Coffee &amp; Danish — visit Building Product Exhibits (Convention Center)</td>
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<tr>
<td>9:45 a.m. – 11:15 a.m.</td>
<td>Seminar C</td>
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<td>“Changes In Architecture” William C. Hinds</td>
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<td>Seminar D</td>
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<tr>
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<td>“Cost Control During Design” W. Cole Early</td>
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<tr>
<td>11:30 a.m. – 1:00 p.m.</td>
<td>Seminar C</td>
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<td>“Changes In Architecture” William C. Hinds</td>
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<td>Seminar D</td>
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<td>“Cost Control During Design” W. Cole Early</td>
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<tr>
<td>1:00 p.m. – 3:30 p.m.</td>
<td>Exhibitors Buffet Luncheon/Visit Building Product Exhibits</td>
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<tr>
<td>1:00 p.m. – 5:00 p.m.</td>
<td>Ladies Shopping Tour &amp; Fashion Show</td>
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<tr>
<td>3:30 p.m.</td>
<td>Exhibits Close</td>
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<tr>
<td>3:45 p.m. – 5:00 p.m.</td>
<td>Seminar – Development of Regional Impact Report</td>
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<td>6:30 p.m.</td>
<td>Architects’-At-Home Parties</td>
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### SUNDAY, November 4, 1973

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<tr>
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<td>FAAIA Business Section</td>
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<tr>
<td></td>
<td>Board of Directors meeting</td>
</tr>
<tr>
<td></td>
<td>Official Adjournment of 59th Annual Convention</td>
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4220 Bay to Bay Boulevard
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(813) 838-7332
Steel studs and stucco curtain walls, Veneer Plaster

605 Scheffer Studio
1175 N.E. Cleveland
Clearwater, Florida 33515
(305) 442-4296
Architectural Delineation, Photography

403 Standard Dry Wall Products, Inc.
7800 N.W. 38 Street
Miami, Florida 33166
(305) 592-2081
Waterproof finishes for Concrete and Masonry

701 Stesscon International, Inc.
P.O. Box 1480
Hialeah, Florida 33011
(305) 823-8950
Span-Deck Hollow Core Prestressed Concrete Plank

308 Structural Waterproofing Company
744 W. Church Street
Orlando, Florida 32805
(305) 422-3236
Waterproofing materials and applications, Protective Coatings Safety coatings

207 Thompson Door Company, Inc.
3300 N.W. 67 Street
Miami, Florida 33147
(305) 696-5723
Fire Doors, Prefinished Doors and Vacuum Formed Doors

508 Universal Building Specialties, Inc.
P.O. Box 1722
Lakeland, Florida 33802
(813) 689-7111
Laminated wood Wood decking

606 Kurt Waldmann,
Architectural Photography
1905 N.W. 115 Street
Miami, Florida 33187
(305) 685-2898
Architectural Photography

406 VIP Waterroofing System
1923 Ponce de Leon Boulevard
Coral Gables, Florida 33134
(305) 444-2563

Monnah Park Block Company, Inc.
5050 N.W. 74 Avenue
Miami, Florida 33166
(305) 592-3960
VIP Waterroofing System Customized Masonry Prod.

901 Waterproofing Products Inc.
18957 N.E. 5 Avenue
Miami, Florida 33011
(305) 871-2830
"Roof Maker" Sealer & Insulator "Wall Maker" Sealer & Insulator

608 Wellco Carpet Corporation
P.O. Box 281
Calhoun, Georgia 30701
(404) 629-9276
Commercial Carpet

502 Western Waterproofing Company, Inc.
4924 LaSalle
Tampa, Florida 33607
(813) 877-7646
Waterproofing and deck coating
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The new AIA Headquarters Building shares the site of its historical counterpart, The Octagon House, to make a contrasting but complementing architectural statement.

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Architect

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Strong, direct and simple.
Morgan Residence/Atlantic Beach
William Morgan, AIA/Architect

Strong geometric forms.
Excellent relation of building form to site.
Great structural order.
Excellent use of simple materials.
Symmetry without being forced.
Exciting dramatic interior spaces with each having a commanding view of the beach and ocean.

HONOR AWARD
Excellent solution under the restraints of Hud 236 program. Exterior detailing excellent. Scale relates well to neighborhood. Jury applauded the division of the building into three smaller more human scaled elements. Questioned suitability of type of lounge furnishings as related to the elderly. Jury would liked to have seen the interiors of living units.

Florida Christian Home Apartments
Jacksonville
Freedman/Clements/Rumpel Architects

MERIT
AWARD

FLOOR 1
Professional Offices/Jacksonville
William Morgan, AIA/Architect

Handled with restraint, faithful to original structure. Incorporation of existing materials, brick and wood into a contemporary design. Jury impressed by simplicity.
Pristine, bold geometric form. Interplay of solid, void, light and shadow.
Good spatial relationships. Bold concept expression.
Jury liked attached outhouse form on second floor, found it suitable and functional.
Jury questioned exterior material. The similarity between masonry, concrete and/or stucco.
Form indicates material other than wood. Weathering and maintenance questioned.

Engle Residence/Boxborough, Mass.
Robert Whitton, AIA/Architect

MERIT AWARD

FIRST FLOOR
Dale Mabry Campus
Hillsborough Community College
Robert Wielage, AIA &
John J. McKenna, AIA/Architects

Highly flexible solution to a changing program.
Good modular control in planning and resulting forms.
Good expansion capabilities.
Reason for concrete forms is not clear and questionable.
Jury regretted lack of contracting forms from metal to concrete elements.
The interior stairs, form and materials are questionable and inconsistent.

MERIT AWARD
Weld Beach House/Sarasota
Carl Abbott/Zoller-Abbott Architects

Forms relate well to site.
Forms and materials relate well to beach.
Minimum use of materials for maximum unity.
Low maintenance.
A free and easy fun house.

MERIT AWARD

PHOTO: WADE SWICORD
Walter Goodman Residence/Miami
Charles Harrison Pawley, AIA/Architect

Total site, building, landscape well unified.
Good solution of working within the original forms.
Questioned expense of total remodel solution.
Jury thought too busy in exterior detail.
Jury regrets that tree house is not complete.

HONORABLE MENTION
A very successful remodeling project with use of few materials, resulting in strong, unified exterior and interiors. Excellent interior — all well unified. Abundant use of curve linear forms seem somewhat arbitrary. Jury unsure of what was old and new.

**Barnett Bank of Ocala/Ocala**

**Hal T. Reid, AIA/Architect**

**HONORABLE MENTION**

PHOTO: ALEXANDRE GEORGES

GROUND FLOOR PLAN
Gibbs Residence/Key Biscayne
George F. Reed, AIA/Architect

Good tropical feeling in forms and materials.
Well suited for its environment.
Rustic elegance.
Will weather well.
Comfortable and warm.
Jury liked lookout tower.
Jury questioned relationship of 45 degree angled pool to main structure and site.

HONORABLE MENTION
The list of Architects registered by county in Florida published in the July/August issue should have the following corrections made:

<table>
<thead>
<tr>
<th>County</th>
<th>Number of Architects</th>
</tr>
</thead>
<tbody>
<tr>
<td>HILLSBOROUGH</td>
<td>104</td>
</tr>
<tr>
<td>HOLMES</td>
<td>0</td>
</tr>
<tr>
<td>JACKSON</td>
<td>3</td>
</tr>
<tr>
<td>LAFAYETTE</td>
<td>0</td>
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<tr>
<td>OKALOOSA</td>
<td>0</td>
</tr>
<tr>
<td>POLK</td>
<td>25</td>
</tr>
</tbody>
</table>

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16/17

Safe-T-Lawn, Inc.

8

Snead Construction Company

10

Splendid Graphics

30

T-Square of Miami

10

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