

JUNE, 1963

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**florida architect**

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS



# Current Highlights . . .

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- **THE UPSURGE IN BUSINESS WILL GET ITS BIG TEST THIS SUMMER**, when the current fast-moving phase takes a natural breather. That's when the economy will clearly show the extent of its underlying strength . . . whether this is really a solid upturn—or just another false start like those others we've had in the past two years. At the moment, most economists are betting that business will go on expanding through 1963, ending the year on a firm note.

Here's why the third quarter will be a critical period:

. . . **Inventory-building** in steel is certain to come to an end . . . strike or no strike. This will be a drag on factory output.

. . . **Auto plants** will be in the midst of the model changeovers.

. . . **Car sales**—and sales of other durables—may slow down as the high rate of spending relative to income gets back to normal and repayments on installment debt become very heavy.

. . . **The tax structure** will be siphoning off a rising proportion of incomes as the upturn moves along . . . a brake on spending.

But the economy is expected to ride into the fall in fine style. For one thing, business plans to invest in new plant and equipment are being revised upward, almost week by week. This is a powerful expansionary factor and will come along just when steel buying falters. Then, too, consumers may well fool those who doubt their readiness to keep spending.

- **RISING CONFIDENCE IS BECOMING A KEY ELEMENT** in the business outlook. The forecasters are giving more consideration to psychology and its impact. Some feel that the seeds of further upsurge are germinating in folks' minds. Business and consumer confidence has been growing steadily for a half year, ever since the Cuban missile crisis. The better attitude has led to freer spending which helped psychology. And psychology has been aided by the stock market, Kennedy's better attitude to business, and looming tax cuts.

Has confidence become so strong now that it can spark a boom by itself? Some experts can visualize a chain reaction of stepped-up consumer buying . . . higher production for sale and inventory . . . and a big investment boom. Once this surge got rolling, business would move up quickly to a full-employment level, with the upsurge running for two or three years.

This extreme optimism is only a minority view. Most experts still think 1963 will be a year of moderate expansion, but with bigger gains than expected in January. They won't be ready to raise sights again until the summer test is over.

- **ECONOMISTS ARE WATCHING THE PERSONAL SAVINGS FIGURES** closely these days for another clue as to the direction business activity will be taking later this year. For some time now, individuals have been saving nearly 7% of income left after taxes. But in the first quarter of 1963, the figure fell to 6%, as consumers went on that splurge that produced so much bounce.

The question now is, will the figure remain at 6% . . . which would mean that the consumer would continue to contribute his zip? Or will it get back up to 7% . . . meaning a slowing in his buying and a slower rate of rise for the whole economy?

- **THE STEEL PRICE INCREASE WON'T REKINDLE INFLATION** or even make much of a bump on the price indexes—that's clear now that the dust has settled. To be sure, other industries have been tempted to repair profit margins by posting higher prices. But not all are in position to make increases stick. And prices of some items are still falling. Net, the impact will be small.

A bigger threat to price stability lies in the negotiations with steel

*(Continued on 3rd Cover)*



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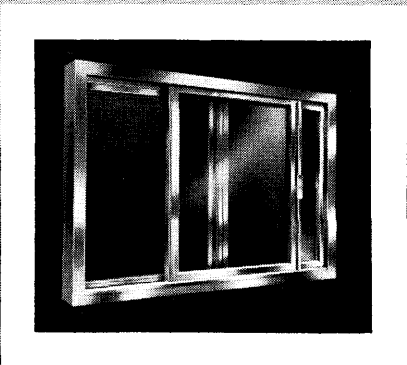


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# The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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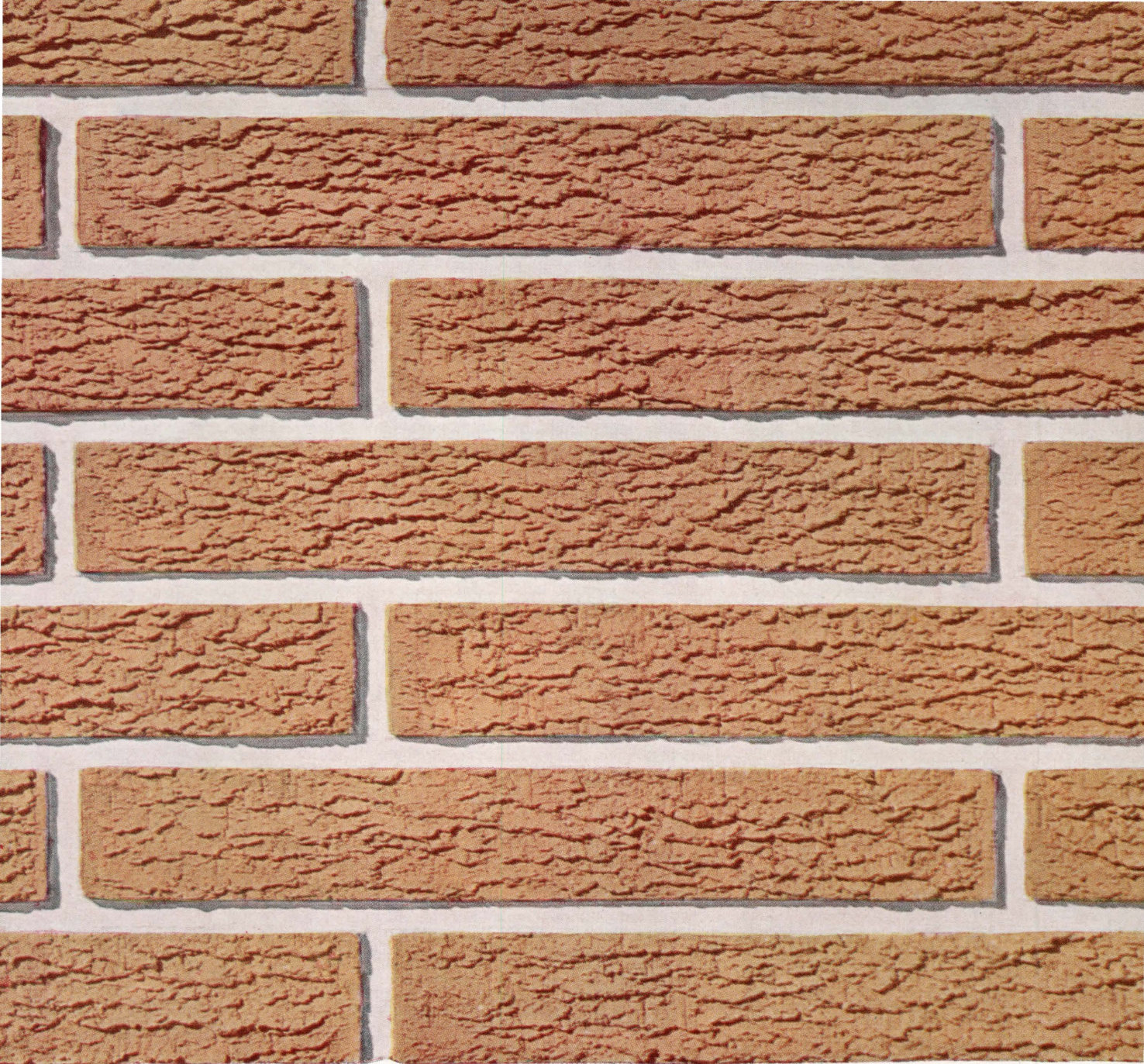
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THE FLORIDA ARCHITECT





# What they say about Jamaica is true of this brick . . .

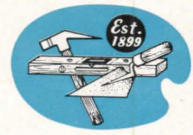
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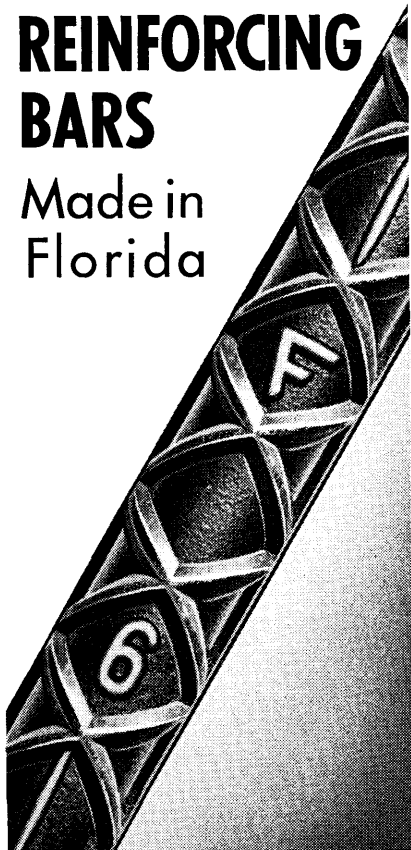




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# It Is Well To Know . . .

By **ARCHIE G. PARISH, FAIA**

President, Florida State Board of Architecture

In view of a number of incidents called to the attention of the Board relating to the use of names under Chapter 467, Florida Statutes, commonly referred to as the Architect's Law, I feel that this is a propitious time to briefly review this phase of our Law.

Chapter 467.08 of the Law states in part — " \* \* \* \* That no certificate shall be issued either with or without an examination to any corporation, partnership, firm or association to practice architecture in this state, but all certificates shall be to individual persons."

The Florida State Board of Architecture has always recognized that on becoming registered to practice architecture, the individual has been actually privileged by the State to use the title "Architect" and with this privilege he assumes grave responsibilities in serving the public under the common laws of the State, as well as those particularly mentioned under the Architect's Law.

Since the architect is registered as an individual, by the same token the responsibilities imposed must of necessity evolve upon him as an individual.

Consequently it would be most appropriate for all currently registered architects and those aspiring for registration to carefully review Rule 7 of the Florida State Board of Architecture, which clearly defines the types of name styles which are approved as well as those name styles which are in conflict and are not approved.

In promulgating Rule 7, most careful and studied consideration was given to insure that name styles would be in conformity with the law in assuring the public that only those who are thoroughly qualified by education, experience and examination, could designate themselves as professional architects. Our basic law and our rules and regulations connote to the public the words: — "This man, who identifies himself as an architect, is truly experienced in his profession

and may be relied upon to adequately protect your interests."

Misleading name styles can only confuse the public and at times result in placing the architectural profession in disrepute. It is illegal to use such name styles as "Milky Way Designers, Your Home of the Future" and the like. The unwary prospective client may be ensnared into believing he in fact is dealing with a group which has the official approval of architectural know-how. When he finds out to the contrary through added expense of correcting slipshod work on his home, his building, his church or other edifice, he lays the blame on the State and the architectural profession for not protecting him. The result, the entire profession suffers.

Other misleading name styles occur and, I am sorry to say, may be compounded by members of the profession. For example we have "John Doe and Associates, Architects." We find that only John Doe is registered, yet a client calling at the office and speaking to Jane Doe, an associate, has every reason to believe that he is discussing his problem with a registered individual. Again, we find name styles such as "Richard Roe Associates, Architects and Engineers," where Richard Roe is not an architect, thereby misleading the public as to the identity of the professional architect.

The above examples can be multiplied many times over in many areas of professional endeavors. They are too numerous to further tabulate.

The many difficulties in this area of "Name Usage" are brought about largely by thoughtless acquiescence of members of our profession to the detriment of those members who cherish their registration and who endeavor at all times to practice within the legal scope of the profession. We should be proud of the fact that we have been found to possess talents which have permitted us to secure our certi-

*(Continued on Page 23)*





*This new Federal Office Building now under construction in Tampa features concrete frame and waffle slab floors complemented by a precast solar skin system with exposed quartz aggregate. Associated Architects are Robert Wielage, AIA, and H. Leslie Walker and Associates with H. Dean Rowe, AIA, as project architect and Dwight R. Abrams as structural engineer.*

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Two views of Terminal Buildings, O'Hare Airport, Chicago. In addition to the vertical terrazzo on columns and spandrels, the floors are also terrazzo.

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# Can Competency Be Defined?

By H. SAMUEL KRUSE, FAIA

**Time has come to think of quality in the performance of public work, the corollary to General Contractor State Registration.**

Under the system of competitive bidding for construction, each contractor invited, or in the case of public works any contractor who wishes to, submits a bid to perform work defined in the bidding documents for a fixed price. This system appears to be without fault: all bidders are given equal opportunity to prepare bids; the system is simple; the owner only needs to accept the lowest price bid to select the contractor for his project. This could be an accurate description of competitive bidding were all bidders of equal responsibility and competency, but unfortunately such is not the case. The best contractor is pitted against the worst so that selection on the basis of low bid alone does not usually buy the best value for the owner. The lowest figure bid receives more scrutiny than the less obvious advantages afforded by the more competent builder whose bid is not the lowest.

In private work the disadvantages of the competitive system can be lessened by refusing to place on the list of bidders any contractor excepting those known to the owner and architect to be most responsible and competent. Since this method eliminates many capable contractors not known to the owner and architect as well as the less competent contractors, it is too "unfair" for public agencies to use.

The public official does not enjoy

the prerogatives of his private counterpart. He permits the indifferent contractor a chance to bid, in the hope the indifferent one will not be low bidder, or in the futile belief that by the strictest exercise of supervision the architect can force an indifferent contractor to become a competent one. His private counterpart can be ruthless in selecting his bidders, the public official must permit all builders fair treatment and equal opportunity to be selected for a contract. If it is not so written in the law, he assumes the requirement by reason of public pressure. Yet governmental agencies at all levels are impatient with the deterioration of quality in construction. Rigid supervision does "break" a few contractors and thus eliminates him from the next bidding list, but this does not produce a satisfactory building and there seems to be an unlimited number of indifferent contractors to "break."

It is becoming increasingly apparent that the law's "lowest responsible bidder" must be defined beyond ability to pay bills. The ability to assemble the meanest of subcontractor's figures combined with the skill to satisfy merely the letter of the contract is not sufficient for obtaining the quality citizens expect of their public buildings. Recent actions by school boards in the State indicate that the public will not sit quietly on the sidelines while indifferent contractors are

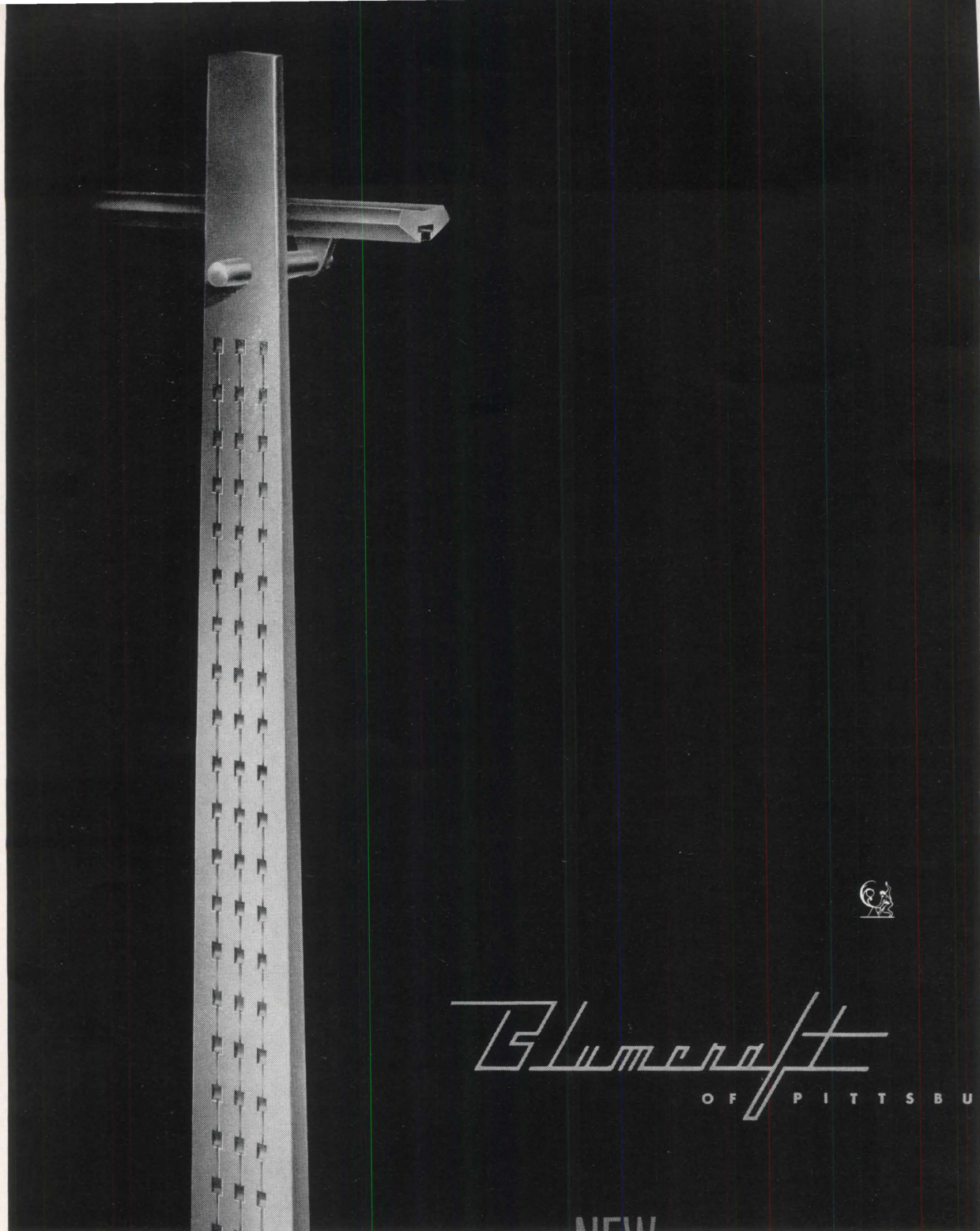
awarded contracts repeatedly. The attempts at finding the more competent contractor other than the lowest bidder, highlights the necessity for revising the method for selecting contractors for public work.

It is doubtful whether the courts will permit or public opinion allow a public agency to award a contract to other than the lowest *bona fide* bidder. If a builder is permitted to bid, it must be ruled, barring exceptional circumstances, that he is qualified to construct the project, should he be the low bidder. It then becomes necessary to permit only those contractors who are competent to bid. Requiring bonds from bidders and contractors to establish financial qualifications has been in use for a long time and is acceptable although many capable, but financially risky, builders are prevented from bidding. To devise a method equally as feasible to establish competency will be difficult. Competency is difficult to define and any criteria established will be harder to enforce.

Several methods can be used: (1) contractor licensing for categories of work; (2) submission of critical data with the bid; (3) pre-bid qualification by boards for classes of work. How shall a contractor be rated and by whom? How can competency be written in the bidding documents so that the requirements have validity

*(Continued on Page 23)*





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# Communications and Legislation

By **ROY M. POOLEY, JR.**

President  
Florida Association of Architects

**In summarizing high points of Legislative activities as they relate to the Profession . . . The President calls for improved communications on all fronts . . .**



Nature has endowed Florida with a unique beauty and salubrious climate which combine to attract millions of visitors annually and ignite a love affair in the hearts of hundreds of thousands who remain to live with our beautiful lady.

In a very literal sense, she is a canvas of rare quality on which we paint with the master artist's pigments of concrete and stone, timber and metal, brick and earth. Our brush strokes are sometimes masterful, often garish and too frequently crude. We have begun a work of creation which will never be completed, but the next few years may well determine whether our canvas is destined to become a masterpiece or merely another exhibit crying petulantly for attention, and withering under the icy judgment of history. We have made an exciting beginning—but most beginnings are exciting.

We stand now before our canvas tormented with the impulse for fresh bold strokes held in check by fear of breaking the mold of conformity, the patterns of habit. Perhaps this is as it should be for the maestro's masterpiece emerges as a carefully disciplined exhibition of his most vibrant dreams. If we are to create a masterpiece of incomparable value, we people of Florida, we have much to learn and must approach our task with intelligence and determination. Success in

this noble venture imposes the responsibility of leadership on the architectural profession and the responsibility of statesmanship on Florida's political fraternity.

A tentative response to these demands provoked our petition to the Florida Legislature this year for improvements in our regulatory law, which is a vital implement. At this time of writing, with two weeks remaining of the regular legislative session, it appears that our petition has been heard, but its import not comprehended. It is not likely that any of the amendments we have requested will be granted.

The reason is obvious. We have not found the means to communicate to our legislature our sense of urgency and importance in the task before us. A true perspective of Florida's destination is clouded and distorted by the frenzied clamor and shriek of the work of the day, by the petty ambitions and short range goals of each of us and an emotional blockade of reason. Even so, there have been positive gains.

A number of important legislators have become more keenly aware of our problems and purpose.

While it now appears our act will not be favorably amended, neither does it seem likely to be amended unfavorably. Successful unfavorable

amendments sponsored by other interests were a distinct possibility at the beginning of the session.

The professional engineer responded to our suggestion and obtained an amendment to the Engineer's Act adopting language similar to the Architect's Act with respect to stamping and sealing drawings not prepared by or under the direct supervision of the engineer. Other changes in the area of corporate practice of Professional Engineering represent improvements. However, an effort to establish reasonable limits of liability failed.

A far from perfect, but significantly improved Lien Law was enacted.

While a bill to increase the level of performance in construction by examination and registration of contractors was defeated, again, additional recognition of this serious problem was obtained.

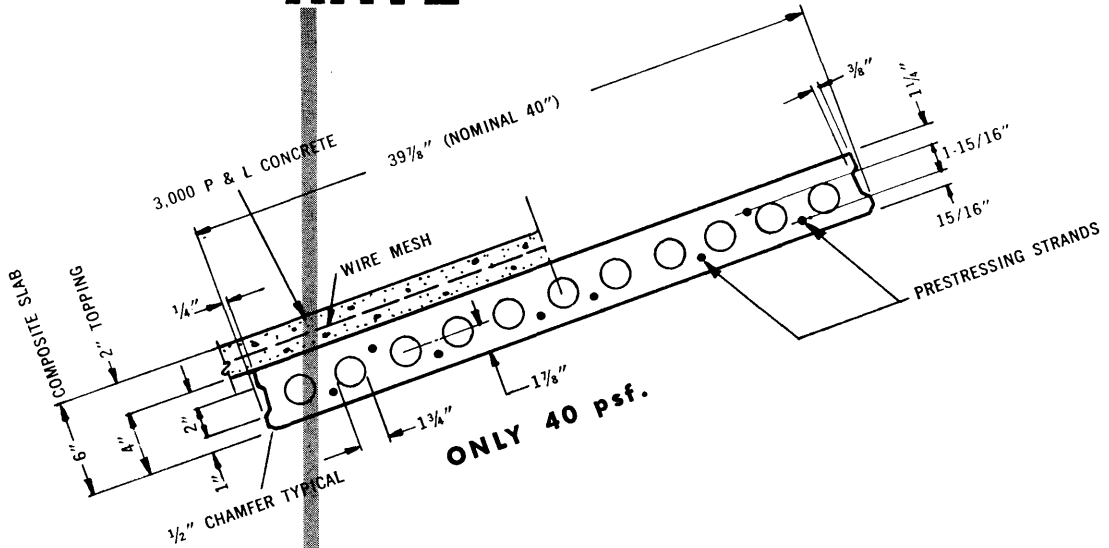
A bill which would have the effect of virtually eliminating required construction standards for a great many hospitals and nursing homes appears to have been killed.

Existence of the Florida Residential Designers Association was exposed. In testimony given before a Committee of the House of Representatives, it was stated this organization has 53 members representing some 300 "Designers"; having been in "private prac-

*(Continued on Page 22)*



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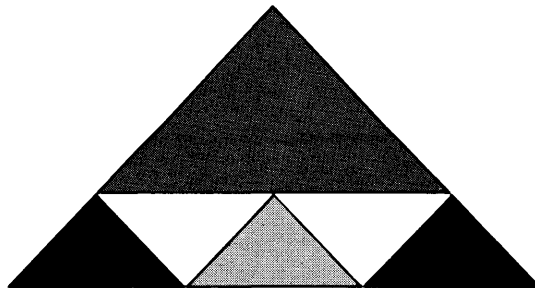
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# The Quest for Quality in Architecture

By JOAN E. GILL

"The Quest for Quality in Architecture: The Role of Architecture as an Art" was the theme of the recent AIA Convention. Within this framework, participants explored the criteria for defining quality, the influences — both internal and external—on architectural quality, and the means through which quality is attained . . . The article by Joan Gill highlights only a small portion of the program moderated by Burnham Kelly, AIA, dean of Cornell University's College of Architecture, in future issues we plan to present additional portions of the program.

Ten articulate panelists composed of prominent architects, critics and scholars explored the ramifications of the 1963 AIA Convention theme: *The Quest for Quality in Architecture: The Role of Architecture as an Art*. Three sessions, moderated by Dean Burnham Kelly of Cornell, included lively discussions designed to examine three related problems: *What is Quality? What (and Who) Influence Quality?* and *The Attainment of Quality*.

In the opening speech by Sir Basil Spence, past president of the Royal Institute of Architects, immediate recognition was given to the subject of quality as an "illusive phenomenon, like an extra dimension." Implying that it was sometimes easier to recognize than define quality, he noted that in any work of art "the measure of quality reveals the depth and fundamental understanding of the designer."

Sir Basil asked the members of the profession to consider the essential quality of *thought* and of *simplicity*, along with the quality of *structure*. The attainment of great architecture, he said, includes considerations concerning the quality of: the material — "the difference between ivory and imitative plastic;" the craftsmanship — not necessarily hand craftsmanship since in America "there are many buildings which are examples of machine craftsmanship at its best;" the scale — "Many architects are seduced by bulk and height . . . but I believe that small size helps quality."

Concluding his remarks, the designer of the Coventry Cathedral quoted Sir Henry Wootton who wrote in 1624, "Well building hath three conditions, Commodity, Firmness and Delight;" then he himself defined the architect who understands quality as

one who "must be very near the renaissance ideal of the complete man, artist, philosopher, and thinker."

The definition of excellence in architecture, according to San Francisco architect S. Robert Anschen included not only commodity and delight but the additional qualities of tension and humanity. Eero Saarinen's Dulles International Airport is a contemporary example of such a total solution and as *architecture incarnate*, by Anschen's standards, stands in contrast to the "glass box, the dreary imitative towers, the forbidding buildings of Public Housing— . . . symbols of the architect's abdication of his responsibilities in America today."

While "society determines what, and the quality of what, we build," Anschen, formerly Technical Director of Housing Authority of the City of Vallejo in California, declared that it behooves the architect "to convince every client with every bit of moral persuasion . . . that in the long run, the impoverishment of spirit engendered by the mean, the ugly, or the merely dull . . . built in the name of expediency and economy are far more costly to the fabric of culture and society."

This Fellow of the Institute specifically condemned the tendency towards "architectural segregation" which isolates the "Lesser houses" (suburbia, factories, warehouses): this, Anschen stated, negates the new opportunities for realizing quality in contemporary buildings of all kinds, and is "a hangover of obsolete planning thinking."

When the chairman of the Yale Department of Architecture spoke, he was strongly of the opinion that "The architect must search for his own way" since there is no universal outlook today, no comprehensive ac-

demy where design can be measured against dictum. "Change is the only constant," said Paul Rudolph, although "the site and symbolism of the particular building set the course."

To achieve excellence in architecture, Rudolph asserts, the creative art must first be embraced, and to realize a great work of art "it is axiomatic that certain problems must be ignored . . . Thus when one stands in front of the Mies Van der Rohe office building in New York City's Park Avenue," he continued, "it seems absolute in its authority although countless considerations are ignored."

Tracing the evolution of modern architecture, the architect-educator pointed out that "There were many who felt the idea of building a flexible, loft-type space, sheathed with curtain walls . . . would make it possible for an vernacular architecture to emerge. Some thought this 'package' architecture required little talent . . . Time has proven these notions to be a complete fallacy."

Deeply concerned over the gap between teaching and action, theory and architectural practice, Rudolph charged the architect with his responsibility to continually view and review his art as a creative process in which he conceives of a "single generating idea, an idea strong enough to bind all parts into a whole." Concerned with the changing landscape, he particularly urges the architects to remember that "a single building must be compatible with its neighbor, plus suggesting that which could come next."

In this same vein, critic George McCue contends that "In our cities we urgently need order and harmony, a sense of orientation, a mediation between the tower scale and the

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# Convention Notes . . .

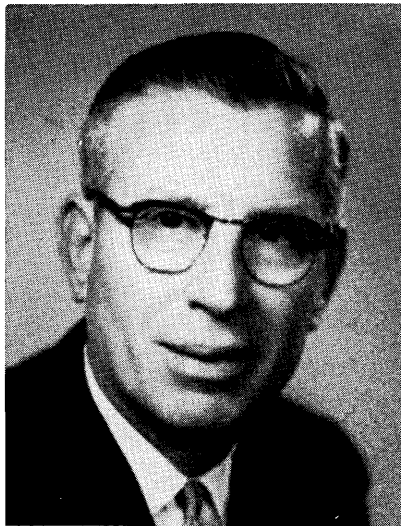
The Institute's 95th Annual Convention at Miami Beach was officially called to order at 2:30 p.m. on Monday, May 6th. Two FAA members were on the program for the opening session—Robert M. Little, FAIA, Director of the Region and Honorary Chairman of the Host Chapter Committee; and H. Samuel Kruse, FAIA, General Chairman of the Host Chapter Committee.

For the President's Reception held Monday evening, following the first Session, on the beautiful Starlight Patio of the Americana; Florida's weather was perfect. Many in attendance remembered the all-too-crowded rooms wherein some previous Receptions, of necessity, were held. This one, given by Henry L. Wright, FAIA, will long be remembered.

At the opening of the first Business Session on Tuesday morning, May 7th, it was noted that 874 delegates were registered from a total of 173 Chapters. First Vice President J. Roy Carroll, Jr., FAIA, presided. All By-Law Changes presented for consideration to the Convention were approved, however, the one relating to "Election of Three Vice Presidents" etc., had the following added to the last line: "to take effect 1964." The most controversial was on the "New Headquarters Building." There were no additional nominations from the floor and at the close of the Session only the Offices of Treasurer and Second Vice President were contested.

At the second session, Second Vice President Arthur G. Odell, Jr., FAIA, presided. Our own Clinton Gamble FAIA, Secretary of the Institute, reviewed the Board's Report and it was acted upon favorably by the Delegates. Other business included Reports of the Committee on Structure and the Resolutions Committee.

At the close of the Professional Program on Thursday morning President Henry L. Wright, FAIA, announced the following were elected to Office for 1963: President, J. ROY Carroll, FAIA; First Vice President (President-Elect) ARTHUR G. ODELL, JR., FAIA; Second Vice President, WAYNE S. HERTZKA, FAIA, and Treasurer, ROBERT F. HASTINGS, FAIA.



ROBERT H. LEVISON



ROBERT M. LITTLE, FAIA

## New Director - Florida Region, AIA

The FAA's Immediate Past President Robert H. Levison became Director of the Region, replacing Robert M. Little, FAIA, who ended a three year term as Director, at the AIA's Miami Beach Convention.

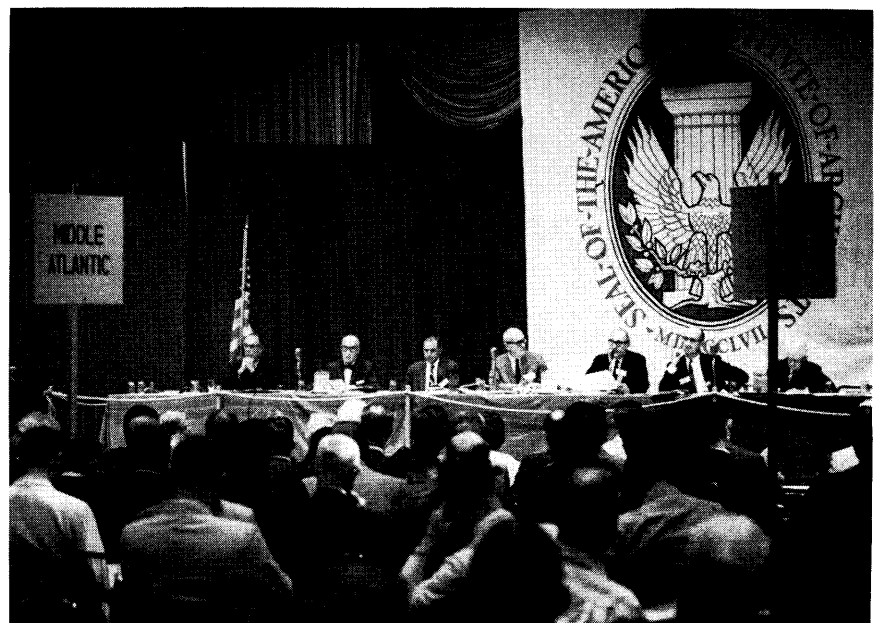
The Region, created in 1958, has had as former Directors the late Sanford W. Goin, FAIA; and Clinton Gamble, FAIA, now serving his second term as Secretary of the Institute.

Levison is well known to all architects of the State, he served as President of the FAA in 1961 and 1962, and was elected at the Annual Meet-

ing held November 1962 to the Directorship he now holds.

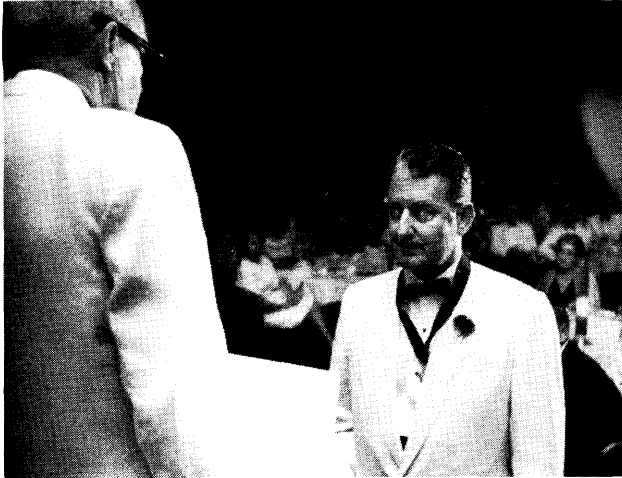
In addition to being active in State Association affairs he has served the Florida Central Chapter as a Director, Vice President and President. He holds a BS in Architecture from the University of Florida and is a Lt. Colonel in the U. S. Army Reserves.

He is a member of the firm of Wakeling, Levison & Williams of Clearwater, and with his charming wife Roberta resides in that City. He is the Father of three children, two Daughters and one Son.



Above Business Session shows, left to right, J. Roy Carroll, FAIA, Henry L. Wright, FAIA, Samuel Spencer, Arthur G. Odell, Jr., Clinton Gamble, FAIA, J. Winfield Rankin and William H. Scheick.

## Two New Fellows . . .



JOHN STETSON, FAIA



FRANK E. WATSON, FAIA

At the Annual Dinner of the Institute, held May 9th in the Grand Ballroom of the Americana Hotel, two members of the FAA were advanced to the rank of Fellows. JOHN STETSON, FAIA, a member of the Palm Beach Chapter and former President of the FAA, received the recognition for SERVICE TO THE INSTITUTE and PUBLIC SERVICE. FRANK E. WATSON, FAIA, a member of the Florida South Chapter received the recognition for achievement in DESIGN.

(Continued from Page 11)

human scale." While McCue propounded the short-comings of the public client who demands "expediency, impulsive solutions for an early show of results," he does not exonerate the architect for his relinquishment of design authority. The profession, he said, must assume design initiative and educate the public: "One good building, and one enlightened piece of development planning, strengthens the possibility of another. It could help quality to come back into style," declares the art critic for the *St. Louis Post-Dispatch* who specializes in architecture and urban planning.

McCue took strong exception to Miami Beach architecture, suggesting that the "frenetic approach to architecture" where "eclectic originality" is confused with novelty and diversion, could be curbed. The means is through the education of the public client, the architect's awareness of his aesthetic responsibility, and McCue added, "There is certainly opportunity for the pursuit of a collaboration . . . between the architect and the sculptor, painter and art craftsman, and there is plenty of occasion for the enrichment of character, as distinguished from the impoverish-

ment of fashion."

When the Assistant Commissioner of Design and Construction for the General Services Administration took the rostrum to discuss *What (and Who) Influences Quality*, he lost no time in declaring that Mr. Architect is Mr. Citizen, "and when we discuss government influence on quality it translates into *your* influence." Equating influence and leadership, Karel Yasko calls on the man of courage to shed his role as the "cost-accountant architect who will not accept the challenge to create design with a shoestring."

In citing the opportunities for members of the profession to become effective and dedicated public servants, he refers to *The Report to the President by the Ad Hoc Committee on Federal Office Space*: "the development of an official style must be avoided and design must flow from the architectural profession to the government and *not visa versa*. Major emphasis should be placed on the choice of designs that embody the finest American architectural thought."

Referring to the government document on *Design in Urban Renewal* on the subject of the "increasingly fruit-

ful collaboration between architecture and the fine arts," Yasko declared this "gives the signal to the architect to design the total environment," and he quoted: "where appropriate, fine arts should be incorporated in the designs, with emphasis on the work of living American artists." Yasko amplified, "Please note the use of the word 'incorporated'—not *applied* as *afterthoughts*. This demands a collaboration and exchange of ideas early in the design stage for a true integration . . . If this can be brought about," he said, "then this is government influence—on the positive side."

Yasko stated that governmental requirements and so-called interferences are not necessarily limitations to creativity. "I am angry because the architects have failed to provide leadership in governmental design quality . . . on the other hand, I am optimistic because I believe the architects will respond to the Guiding Principles—the charter for public architecture and will take as their marching song the quotation from Pericles' evocation to the Athenians . . . 'We do not imitate—for we are a model to others'."





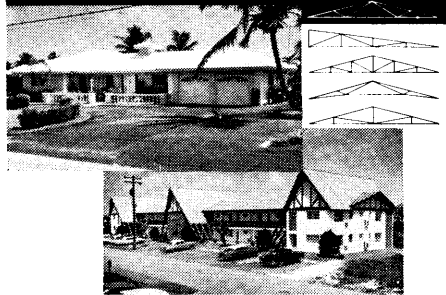
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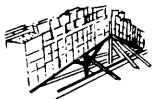


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*University of Florida...*

**Ground Breaking  
Ceremony**

The construction of the long-awaited building complex for the College of Architecture and Fine Arts at the University of Florida started June 1, 1963, with a ground-breaking ceremony. The contract for the first buildings of this complex was awarded to Raymond L. Tassinari, General Contractor of Gainesville, Florida.

The ground-breaking ceremony was held at 10:30 a.m., Saturday, June 1, at the site south of the Administration Building and just off Southwest 13th Street. Officials of the State and the University as well as officers of the Florida Association of Architects, Florida Chapters of the American Institute of Architects, Florida General Contractors Associations, Homebuilders Associations, Music and Art Associations, Kemp, Bunch and Jackson, architects for the buildings, and Forrest Kelley, Architect for the Board of Control attended the ceremony.

Roy M. Pooley, President, FAA, represented officially the architects of Florida and made a brief address. The Florida North Chapter extended a cordial invitation to all architects who arrived in Gainesville on Friday, May 31, to attend the Chapter meeting and social at the Holiday Inn that evening.

and to encourage mortgage lenders to finance such homes.

Shell homes, sold throughout the country under an assortment of brand names consist of frame, roof and walls, roughed-in wiring and some roughed-in plumbing.

Purchasers of such shells finish the interiors themselves or arrange to have it done by someone other than the shell home builder.

Principal investigator for the nationwide survey is William Shenkel, assistant professor of real estate in the University's College of Business Administration, and instructor of the nation's first course in industrial real estate, also at Florida.

Working with him will be J. M. Trimmer, of the College of Architecture and Fine Arts Department of Building Construction.

The specialists will interview some 500 shell homeowners and builders across the country. They will check on how owners feel about buying the shell and arranging finish work on a local basis, if they are happy with the homes, how they feel about the work that was done on their particular house, and costs incurred.

Dr. Shenkel said HHFA is also interested in determining where these homes are located in a community, the types of neighborhoods which surround them.

**Shell Home Study**

The University of Florida has contracted with the Federal Housing and Home Finance Agency to make a study of shell homes throughout the United States. The announcement was made recently by Dr. C. C. Osterbind, director of the University's Bureau of Economic and Business Research.

The study, under a one year grant of \$39,769, would presumably bring into focus the acceptability of such shells to homeowners.

The HHFA needs this information Dr. Osterbind said, to determine the feasibility of insuring mortgages on such homes under the Federal Housing Administration.

Their ultimate objective, he said, is to assist in the satisfactory completion of habitable but incomplete homes,

**RENEWAL NOTICE**

**W. Richard Glavin, Executive Secretary of the State Board of Architecture hereby advises all members that Renewal Fees presently being received will be acknowledged by the appropriate Renewal Certificates promptly after completion of the June 1963 written examinations. Checks forwarded by the members covering renewal fees must, under Comptroller and Audit regulations, be held until July 1, 1963 before deposit is made.**

**WILLIAM MORGAN**  
Architect

**MR. and MRS.**  
**ALVIN D. JAMES**  
Owner

**H. W. KEISTER**  
Structural Engineer

**CHARLES J. PYATT**  
Contractor

**ALEXANDRE GEORGES**  
Photographer



# One of the Twenty Best Houses of 1963

House, shown here, designed by Jacksonville Chapter architect was selected as one of ARCHITECTURAL RECORD'S twenty best houses of 1963.

A two story living room spatially unites the upper sleeping area with the lower living area. From the entry foyer one walks under a low ceiling

bridge and into the 15 foot high living room which opens through sliding glass doors onto the living terrace. A 7'-4" ceiling height is maintained

in the kitchen, dining room and family room to dramatize their contrast with the high central space. An open

*(Continued on Page 16)*



## One of the Twenty Best Houses of 1963

*(Continued from Page 15)*

staircase leads from the foyer to the upper level bridge, connecting the master bedroom and bath on the right with the children's bedrooms and bath on the left. From the bridge and studio balcony one looks down into the living room and fireplace, and catches a glimpse of the Atlantic Ocean through the pine grove to the East. A delicate wood lattice shields the upper glass wall of the living room from sun and glare.

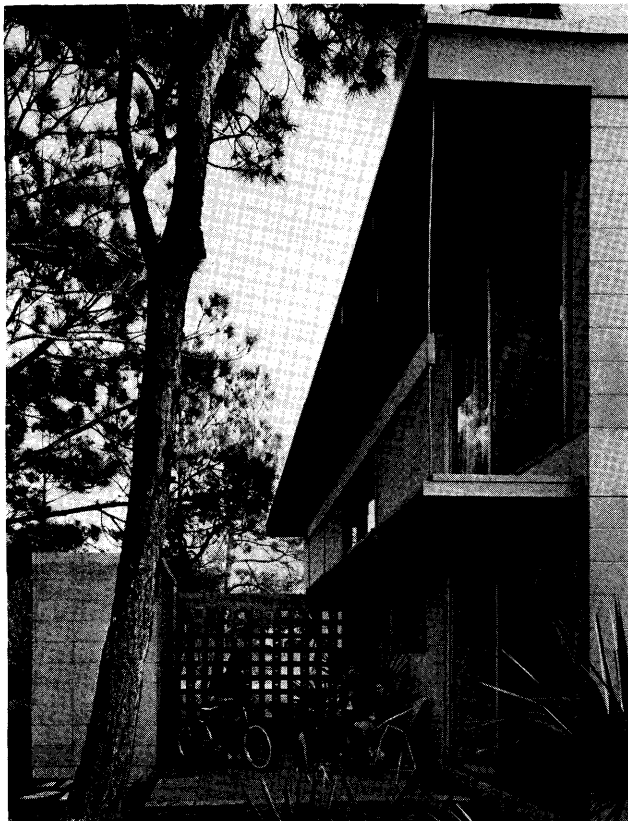
Except for high clerestory lites and narrow ventilating windows the bedrooms are enclosed by unbroken walls, emphasizing privacy and seclusion in contrast with the open glass living areas. The blank North wall assures privacy from neighbors.

Setbacks from all sides limited the building area to 22' by 52'. An oak grove to the west and pines to the east were carefully protected during construction to maintain natural landscaping.

The structure is basically load bearing concrete block walls supporting 4" x 12" roof beams on 5' centers. Two inch tongue and groove wood planks laid flat support rigid insulation and the built up tar and gravel roof.

Finishes are primarily natural: clear silicone waterproofing on concrete blocks preserve the light beige cast of South Carolina riverstone aggregate, driftwood gray wood stain on exposed beams and ceilings maintain the same appearance in interiors and exterior weather surfaces. Wood trim, cabinets, builtins, exterior balconies, and doors are driftwood stained. Ground floors are terrazzo with white cement with Tennessee Red and Georgia white marble chips. The second floor is vinyl asbestos tile, with mosaic tile baths and drywall interior partitions. The air conditioning system consists of a horizontal unit under the carport ceiling from which a single duct runs under the balcony bridge serving all interior spaces.

The cost was \$15,867 including 1550 sq.ft. air conditioned, 240 sq.ft. in garage, storage and laundry areas, and 360 square feet of covered exterior balconies and terraces. The prorated cost per square foot is \$8.62.



Opposite page . . .

Above, dining terrace showing laundry, utility and storage. Sliding glass doors on ground level open into dining room. Window, to left of doors, opens from the kitchen. Sliding glass door on second floor level, off balcony, leads into the master bedroom.

Lower, main living room showing fireplace, glass doors opening onto living terrace with the Atlantic Ocean in background.

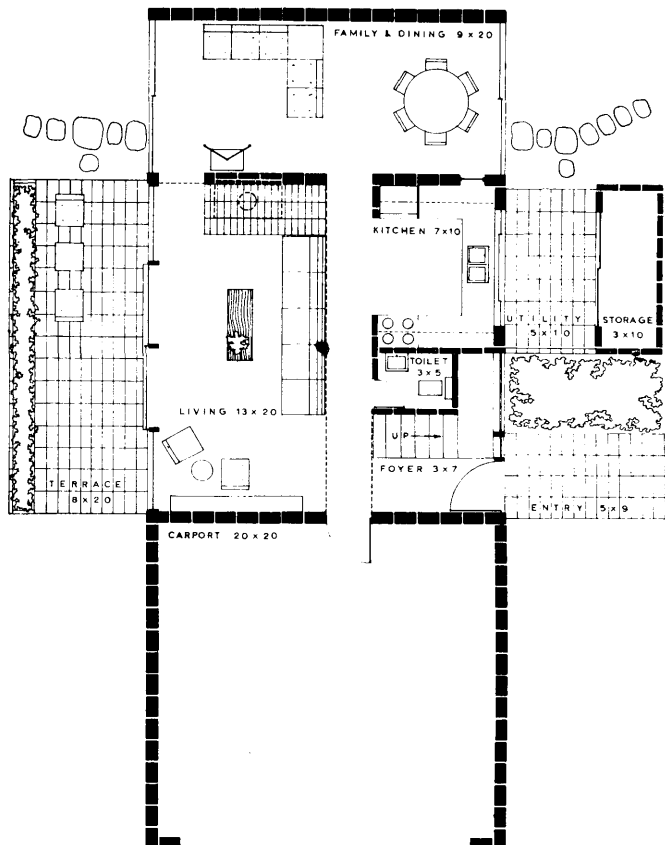
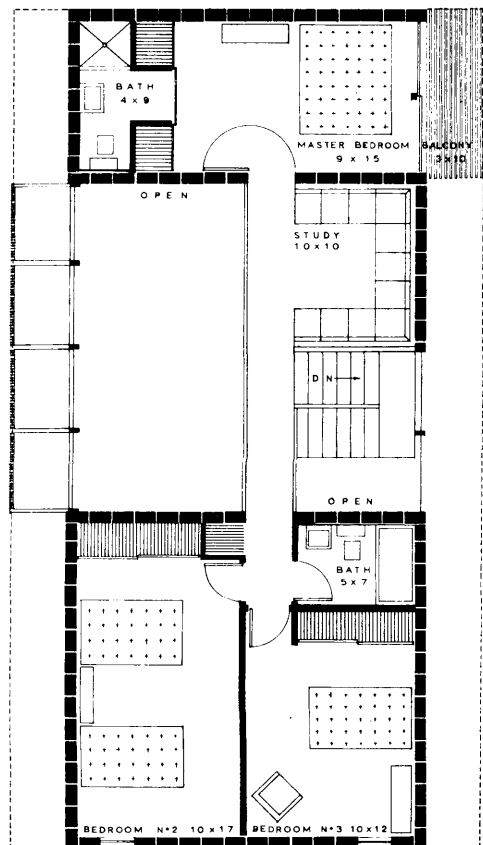
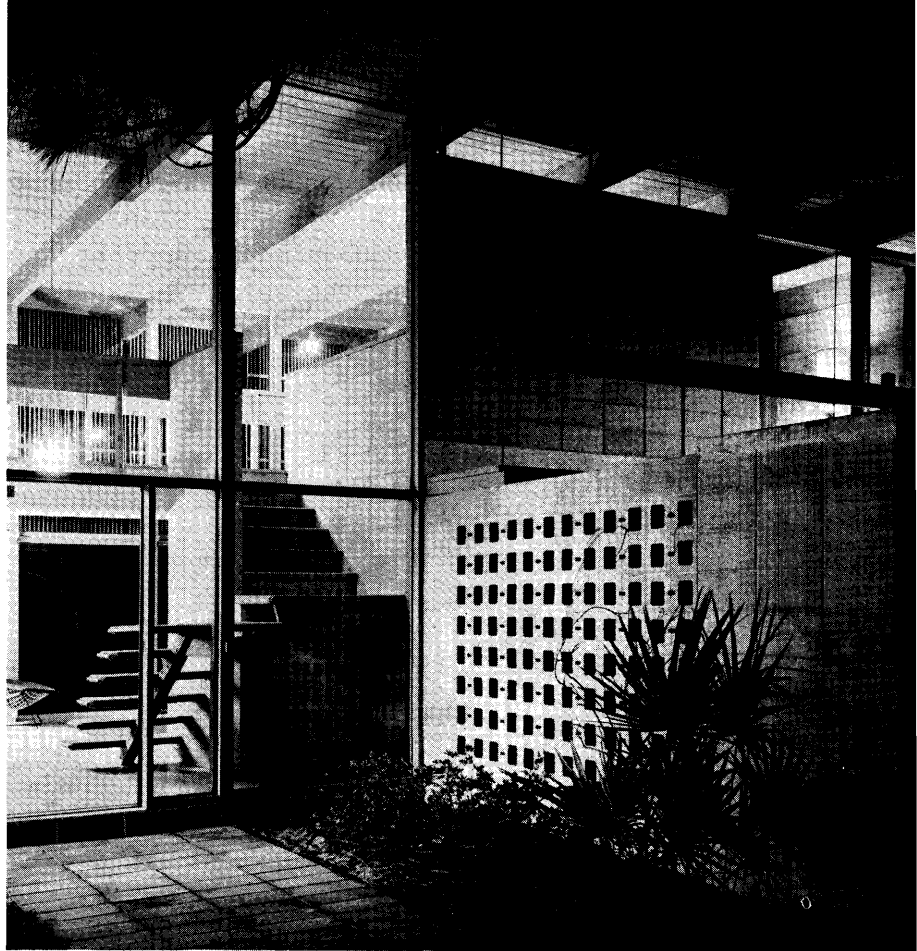
This page . . .

Above, main entrance showing open-riser stairway adjoining main stairway leading to the bridge and studio balcony on second floor.

Lower left, second floor plan. Right, first floor plan.

About the architect . . .

William Morgan, a native born Floridian (Jacksonville) is an Associate member of the Jacksonville A.I.A. Chapter. He is an alumnus of the Harvard Graduate School of Design and a Fulbright Scholar, and has operated his own office for the past two years.





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## JCC Elects Starnes . . .

At the Annual Meeting of the Joint Cooperative Council the FAA's JCC Committee Chairman, Earl M. Starnes (Florida South Chapter) was elected President. The Council's membership includes representatives of the Home Builders Association of Florida. The Florida Building Industries Council and the Association of General Contractors in addition to the FAA.

Work of the Council, has for the past months, been primarily concerned with passage of a State Wide Contractor Licensing Law at the '63 Session of the Legislature. Future work will be concerned with adoption of a State Building Code and research into the area of public bodies within the State tending to design and construct projects of some consequence.

In addition to President Starnes, the Association is represented by J. Vance Duncan (Florida North Chapter) and Joseph T. Romano (Broward County Chapter).

## Design Symposium . . .

In an effort to promote better understanding of the objectives of the Navy's construction program as it affects the design team, Captain J. Henry Etter, CEC, USN, Director, Southeast Division — Bureau of Yards and Docks, sponsored a two day Design Symposium on 23-24 May 1963 at the Francis Marion Hotel, Charleston, South Carolina.

As Director of the Southeast Division, Bureau of Yards and Docks, Captain Etter is in Charge of a Construction program in excess of \$50,000,000 annually in the seven southeastern states of Alabama, Georgia, Florida, Mississippi, North Carolina, South Carolina, and Tennessee; as well as for the Down Range Facilities for the Atlantic Missile Range. The workload is expected to continue to increase as the Navy Shore Establishment's capacity for supporting the Polaris Missile Program reaches maturity.

In stressing the importance of closer and more meaningful liaison between the Navy's Bureau of Yards and Docks

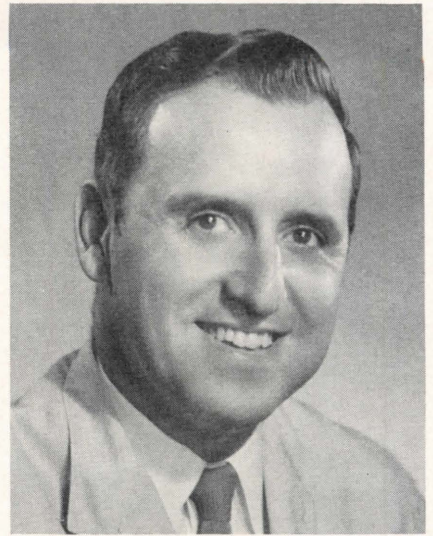
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## Harry E. Burns Appointed To State Board

Late in April Governor Farris Bryant announced the appointment of Harry E. Burns, Jr. (Jacksonville Chapter) to serve for four years as a member of the five man Board of the State Board of Architecture.

Burns, a native of Jacksonville, holds degrees from Tulane University and the University of Florida. He was registered to practice architecture in 1951 and his Institute membership dates from 1952.

He served as Secretary of his AIA Chapter in 1953-1954 (Florida North) and is an active member of the American Society of Planning Officials. Burns is an elected member of the City Council of Neptune Beach and Supervising Architect for the Northeast District of the Florida Hotel and Restaurant Commission. He holds the rank of Lieutenant in the U. S. Navy Reserve and in 1958 was awarded the



**HARRY E. BURNS, JR., A.I.A.**

Jacksonville Jaycee Distinguished Service Award. In addition, he is an Admission-Counselor for Tulane University, N. E. District of Florida.

The new State Board member operates his own office at 1402 Prudential Building, Jacksonville—telephone FLanders 9-2372. He is married and with his wife and four children resides in Neptune Beach.

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(Continued from Page 19)

and the civilian architect-engineer team, so vital in realizing an effective construction program, Captain Etter stated he feels strongly that a symposium of this nature is mutually profitable to both civilian and Navy personnel. Approximately 250 architects and engineers and representatives of other Naval District construction agencies were in attendance.

Included in the topics discussed were "Current U. S. Navy Architect-Engineer Selection Requirements," "Responsibility for Realistic Design Time and Fees," "Navy Aids and Limitations for the Development of Preliminary Engineering Reports and Final Plans and Specifications," "Resident Officer in Charge of Construction / Architect-Engineer Relationships," and "Application of the Critical Path Method of Scheduling to Navy Construction Projects."

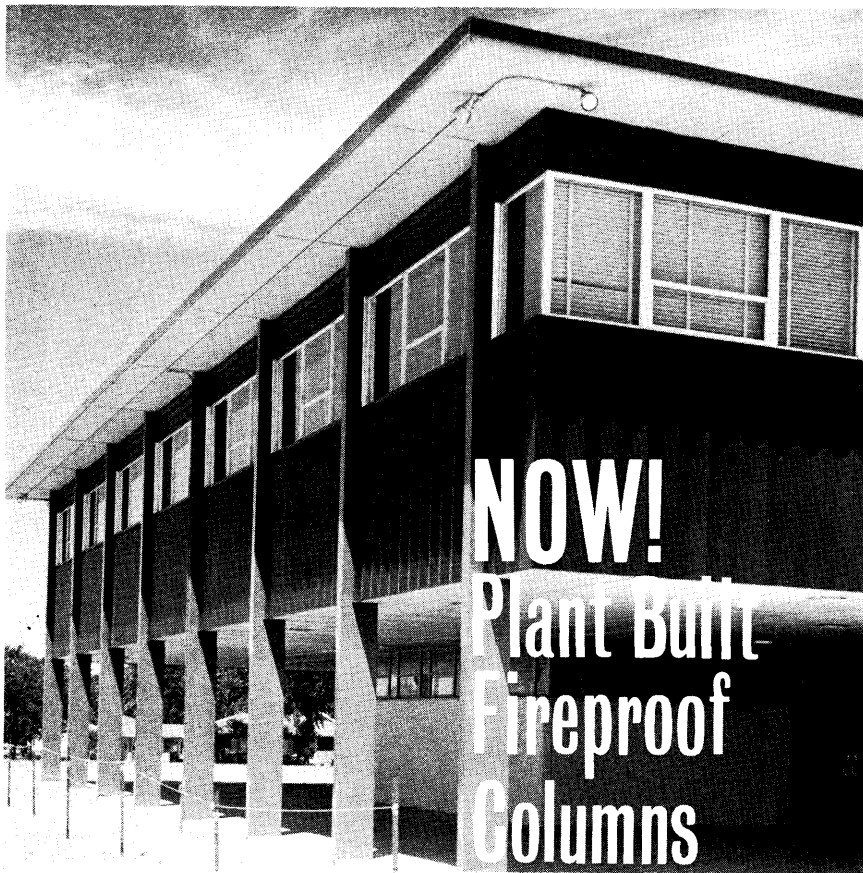
### FAA Special Exhibit . . .

In a report to the Board at the May meeting immediately preceding the AIA Convention, Robert E. Hansen, Chairman of the FAA Special AIA Exhibit Committee stated that a total of one hundred and twenty mounts had been received. Thirty of that number were from the Historical Buildings Survey and the remainder from Chapter members throughout the State. The exhibit was comprised of equal numbers of contemporary and historical and older type buildings in Florida, and about one hundred were in full color.

The exhibit will go on display at the International Design Center, Miami. Any Chapter interested in possible use of it should contact the Chairman or the FAA Executive Office.

### New FAA Office . . .

By the time this magazine reaches your desk the FAA Executive Offices will have moved to the new location announced in the February issue. C. Robert Abele (Florida South Chapter) a member of the Office Space Committee devoted much time and effort to the renovation project. All members are cordially invited to visit the office when they are in the area. The address is 801 E. Ponce Leon Boulevard, Coral Gables 34.



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**Necrology . . .**

The Jacksonville Chapter, recently, lost through death, two long time members of the Institute.

A. EUGENE CELLAR, a member of the Institute and the Association for twenty years, had served as Chapter Secretary in 1956; as President in 1957 and as Chapter Director from 1958 through 1960. He was a Director of the FAA in 1961 and served on many of it's Committees over a period of years.

Mr. Cellar served the Community in many capacities and the results of his efforts will continue to be beneficial to many for years to come. He expended much effort to better the relations between the Architectural Profession and the Construction Industry.

LEE ROY SHEFTALL was a senior member of the Chapter and a pioneer architect in the Jacksonville area. His Institute and Association membership dates back to 1921.

**Office Procedures**

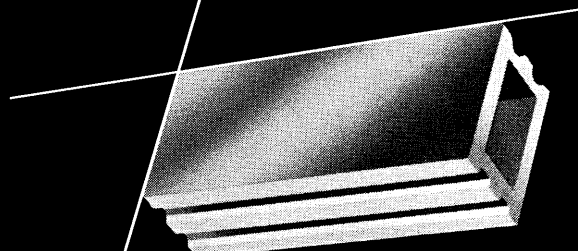
**Seminar . . .**

Earl M. Starnes, Chairman of the FAA Office Procedures Committee and a member of the AIA Committee is planning another Seminar. It will be held September 14 at Palm Beach.

The Seminar subject will be a review of the new and revised "Handbook of Architectural Practice."

The site has not yet been selected therefore will be announced later, however we suggest you plan to attend.

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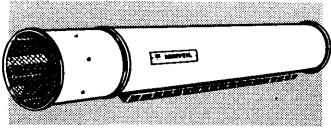
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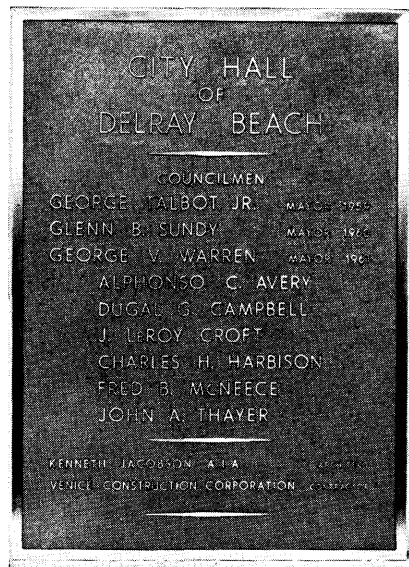
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“... for not less than two years is one requirement for membership; that 85 per cent of all residential plans placed in F. W. Dodge plan rooms in Florida are listed as “private plans”; that an enforced 1500 square foot exemption for residential design and supervision from the Architect’s Act would “put the residential designers out of business”; and that the individual testifying had been practicing architecture in defiance of the present law for eight years. Intention to seek a registration act for residential designers at the 1965 session of the Florida Legislature was announced.

And so, while our efforts in behalf of the future beauty and delight of Florida were not as successful as we might have wished in this 1963 Florida Legislature, they most certainly can not be classified as a failure. If, as I believe to be true, the task before us is a little less obscure and we can consequently undertake its accomplishment with a little greater purposeful determination, then our exertion has been well rewarded.

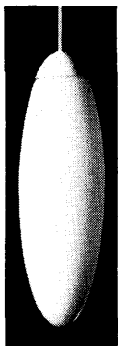
We must seek and find the means of communicating to all our people the spiritual, esthetic and economic values of the environment we are capable of producing, and the shameful waste and great loss which will result inevitably and proportionately to our degree of failure to produce the best of which Florida is capable.

## Custom-Cast Plaques



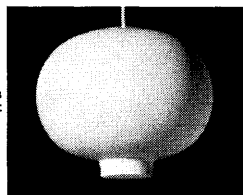
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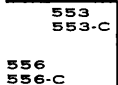


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## Competency...

(Continued from Page 7)

and are enforceable? Unless these questions are answered soon, it is likely that Florida will have a period of agonizing experimentation.

Our State government seeks FAA counsel regarding answers to the above questions. Architects welcome the challenge, for his past efforts to draw blood from turnips has taught him much about the virtues and sins of competitive bidding for public works. Architects can make a significant contribution to government, if a FAA special study group, composed of individuals interested and experienced in public work, will prepare criteria for determining a standard of competency in building and a simple method for enforcing such standards. Although such standards and methods shall be devised primarily for public works, its applicability to private work can be equally beneficial to private owners as to public agencies.

## It Is Well To Know...

(Continued from Page 4)

icates as registered architects. We should insist that proper safeguards to the public be enforced—through our personal actions and professional conduct we can insure that our profession will not be “dragged through the mud of mediocrity.”

We can only continue on our high professional level by constant combined effort. This must be borne in mind in all of our contacts of a personal or professional nature. We need not hide our talents under “catchy” or “flowery” name styles. Within the architectural profession there can be no better identification than “John Doe, Architect.” This name style tells the inquiring public what they need to know. That John Doe has been found by his state to be qualified to practice his desired profession. He needs no “side-show come-ons.”

## Change . . .

The Miami firm of WATSON, DEUTSCHMAN & KRAUSE, architects and engineers announced the relocation of its offices from the Chamber of Commerce Bldg., to 1600 Northwest Le Jeune Road, Miami 44, Florida. The phone is 635-0845.

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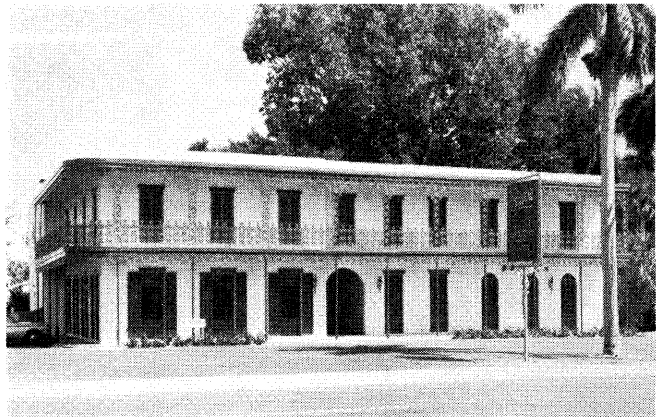
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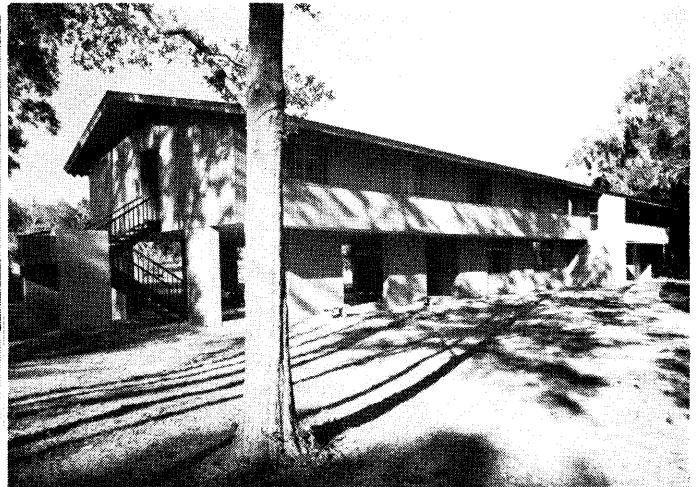


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# Current Highlights . . .

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labor. If the union wins a big package, others will be tempted to try. However, the industry will resist. And President Kennedy will see that a settlement is mild.

- **STATE AND LOCAL TAXES ARE BEING RAISED THIS YEAR** by many government units, to meet the growing costs of education, highways, and other community facilities. Scores of jurisdictions have voted new or increased tobacco, beverage, sales, and income levies, adding perhaps \$1 billion to the total tax burden. The increases in state receipts will offset, at least in part, the savings due this year or next from reductions at the federal level.

Work on **federal** tax cuts continues to progress about on the schedule that Congressional leaders have been predicting. The word still is that there will be a bill involving some substantial cuts in rates but little in the way of "reform."

- **INTERNAL REVENUE MAY EASE UP ON EXPENSE ACCOUNTS** still further, as a result of criticism from business and Congress and possible difficulties in enforcement. The change would kill the requirement that entertainment items in excess of \$25 be fully substantiated with receipts. IRS can make the changes administratively and will get "hints" from Congress to do so.

IRS has already pulled back from a previous ceiling of \$10 and may find the present figure unworkable, too. Tax men point out that an evening's entertainment can be split into several items, each for less than \$25 and needing no receipt.

- **SMALL COMPANIES WILL GET THE RESULTS OF RESEARCH** financed by the U.S. under a plan soon to get under way under the auspices of the Small Business Administration. The aim is to find out if data with commercial application cannot be assembled and processed into a form useful to small enterprises. The pilot model for the program will be a study of the work done on plastics. If successful, the program will then be extended to other industrial lines.

- **A STUDY OF THE GUARANTEES AND WARRANTIES** on items sold to consumers will be begun soon by the Federal Trade Commission. It will be undertaken at the behest of the Consumer Advisory Council which Kennedy set up in '62. Purpose of the study is to see if the claims of dealers and manufacturers of appliances, building materials, etc., are misleading to any great extent.

New legislation that's designed to protect consumers could ultimately emerge from the study if it does turn up evidence that present warranty practices are in need of policing.

- **PROSPECTS FOR A FEDERAL FAIR TRADE LAW ARE LOOKING UP** as a result of intensive efforts on the part of retail groups. It now looks as though the House will pass the Quality Stabilization Act, as the bill is now called, during 1963. Action by the Senate is seen as possible next year. Though the Justice Department is opposed to the measure, it is backed by many small businesses; once it gets to the floor for a vote, it will be hard to stop.

Opponents may try to water down a bill by amending it prior to passage. If this tactic fails, they are counting on the President for a veto. A veto is in fact likely, but some observers recall that President Truman surprised everyone some years back by signing a measure that didn't stand up.

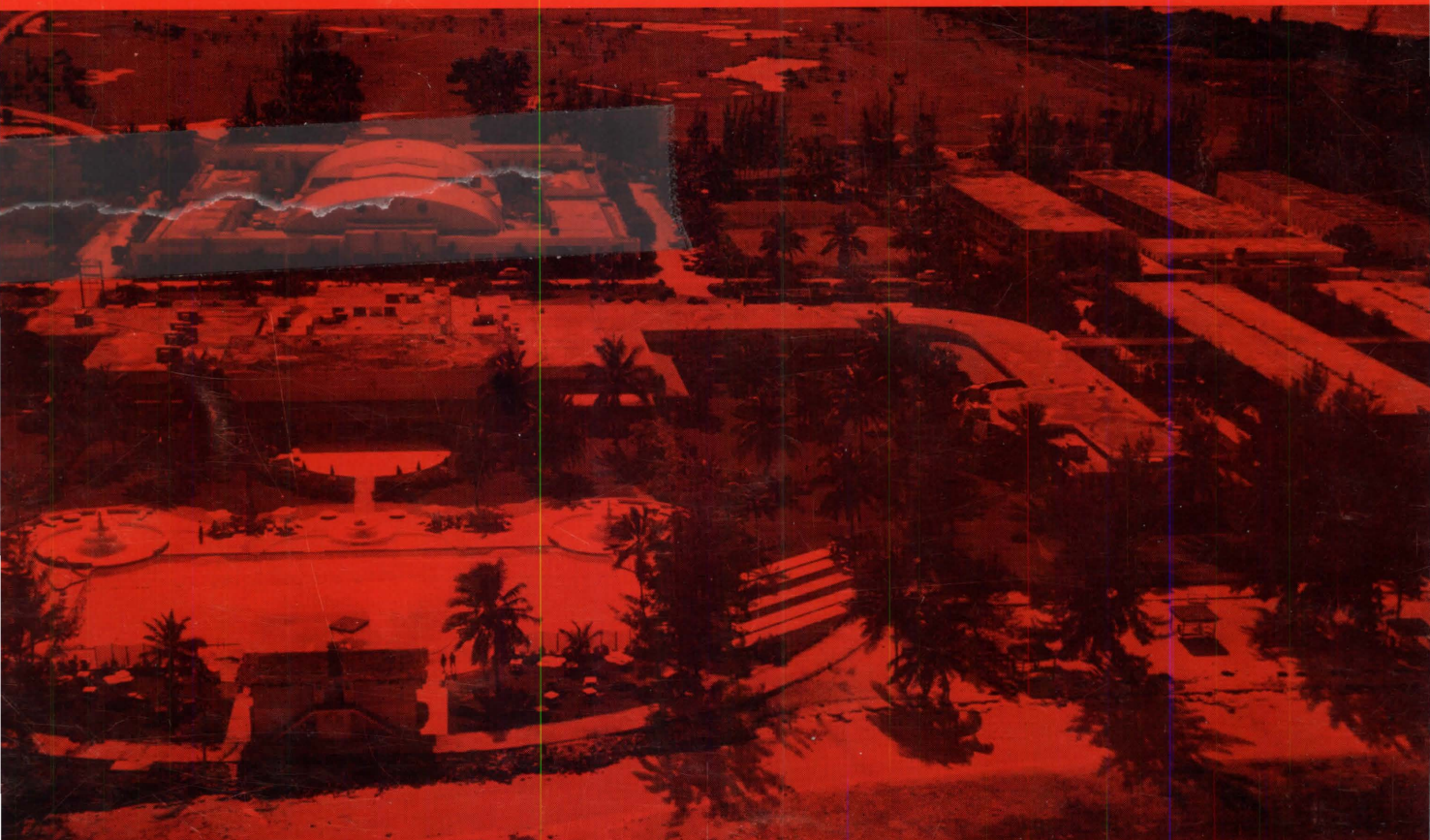
- **KENNEDY IS COUNTING ON BETTER BUSINESS TO RE-ELECT HIM** in 1964. He is operating on the theory that the economy must be on an uptrend if he is to win again. He is concerned, Democrats report, that if unemployment is not shrinking next year, either Goldwater or Rockefeller could defeat him. This goes far to explain Kennedy's continuing stress on programs designed to lift employment and incomes—tax cuts, job retraining, etc.,—even though the economy is currently making welcome though possibly short-lived gains.



# This year... It's Grand Bahama



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At Grand Bahama you'll find fishing, golf, swimming, water skiing, boating, skin-diving, tennis, bowling, trap-shooting—or just plain loafing. And at the international shopping mart you can pick up bargains, duty free, from a host of varied imports . . .

## 49th ANNUAL FAA CONVENTION

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