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the florida architect

december 1965

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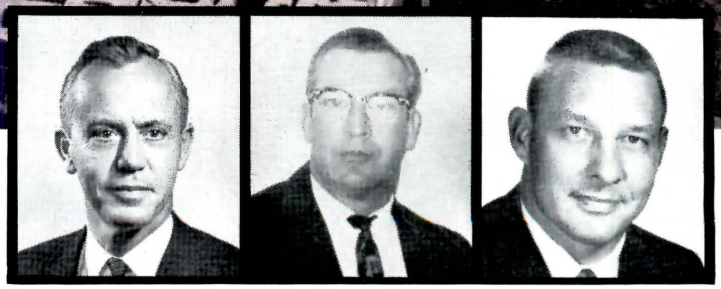
A CHALLENGE . . .

For Governor Haydon Burns to call a state-wide conference on beautification — for state and local government officials, including mayors from every corner of our state, and for men who are responsible for design and engineering of our communities . . . For every mayor to form a Beautification Committee to combat the ugliness which has made great inroads over the years . . . For every architect to become responsible and demonstrate leadership in improving the architecture within our state . . . For investors to become responsible and think of *quality* architecture and *quality* materials which make up our structures. Recently, we have heard much about Road Beautification and the need to beautify the portals which lead into our state, cities and towns. This is a problem, true, but only a part of the larger, over-all problem. We cannot afford to have the Road Beautification Program overwhelm the problems of our ugly cities. The ugliness of these cities and the ugliness of the environment are problems requiring just as much attention as our roads. Let's have responsible citizens take the bull by the horns and initiate immediate action.!

FOTIS N. KAROUSATOS

Brick

by the Bargeload... For a Finer Florida!



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official journal of the florida association of the american institute of architects

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MERRY CHRISTMAS TO ALL!
Back Cover

FRONT COVER — The NEW LOOK — and a new magazine "symbol" for The Florida Architect. Our joyful cover group has gathered here to salute the just-completed Clearwater Convention — and to wish you the MERRIEST HOLIDAYS EVER!

PERSPECTIVE...

The Architects-Engineers Liaison Commission approved jointly-developed documents on professional collaboration and arbitration at its meeting on October 2. The A/E Commission represents the American Institute of Architects, Consulting Engineers Council and the National Society of Professional Engineers.

Representatives of the American Society of Landscape Architects, American Society of Civil Engineers and the American Institute of Planners participated in editing collaboration of the document originally drafted by the A/E Liaison Commisison. The Task Force which edited the statement was appointed by the Interprofessional Commission for Environmental Design. As approved, the statement covers the relationships of Architects, Engineers, Landscape Architects and Planners.

The statement on "Professional Collaboration in Environmental Design," which will be presented to the governing boards in each organization for official approval, is intended to provide principles for collaboration and cooperation of the design professions. Among the principles stated in the document: It is impractical to delineate the various design functions and areas of practice precisely, as they may overlap to a degree; collaboration and teamwork throughout the planning and design cycle is supported wholeheartedly by the environmental design professionals in the interests of their clients; close collaboration among the design professionals should begin at the very earliest stages of research, analysis and design and at that time the responsibilities of the collaborating professionals should be clarified and established; ordinarily the client's interests are best served by a single contract with a prime professional who is responsible for direction of the work and for providing through collaboration the specialized services that may be needed.

* * *

The American Institute of Architects has entered into formal affiliation with a second organization, the Guild for Religious Architecture.

Prior to this affiliantion which was approved by directors of both associations this month, the AIA was affiliated only with the Producers Council. Institute officials regard the new affiliation is an implementation of AIA's policy to broaden the base of effective Institute activities and services into collateral fields through affiliation and interchange of kindred concerns with closely related organizations.

Milton L. Griggs FAIA, member of the Institute's Committee on Religious Arcihtecture and immediate past president of the Guild, explained, "This affiliation with the Guild for Religious Architecture reflects the Institute's interest in the broadest sharing of specialized resources with its entire membership."

* * *

The AIA has contracted with Princeton University for a study of educational programs that will better prepare the architectural profession for its expanding national role in design of the total physical environment. The Board has appropriated $100,000 for the initial 18-month phase which will involve testing of new educational approaches by a cross-section of the professional schools of architecture.

Directors of the study will be Robert L. Geddes, dean of Princeton's School of Architecture, and Bernard P. Spring, senior research architect at Princeton.

The new programs will be developed in the participating schools and will be reviewed by leaders in architecture, education, engineering and behavioral sciences.

The project will also study the relationship between education, architecture, and related fields devoted to creation of the human environment; methods of professional internship, and continuing education for practitioners. Recommended by AIA's Commission on Education and Research, the project is endorsed by the Association of Collegiate Schools of Architecture.

* * *

Representatives of the American Institute of Architects and the Associated General Contractors of America met recently in Washington, D. C. to discuss matters concerning design and construction, and particularly the relationship of the two associations.

The members of this cooperative committee, formerly referred to as the AIA-AGC Liaison Commtitee, agreed on a change of name for this affiliation. The new official title will be the AIA-AGC Liaison Commission.

The national Commission will study and make recommendation concerning the relationship between architects and building contractors; to seek equity and uniformity in building construction procedures and documents; to promote cooperation and understanding between respective associations and their membership.

The Commission will continue as before to be represented by five members each from the AGC and AIA with selected alternates. AIA co-chairman is John Stetson FAIA, Palm Beach, Florida, and AGC co-chairman is James W. Cawdrey, Seattle, Washington. The AIA also appointed George E. Kassabaum FAIA, St. Louis, Missouri, a vice president of the Institute, as a member of the Commission. It is anticipated that officers of the respected associations will meet periodically to gauge the progress and actions of the Commission as well as to advise and recommend future goals and objectives. The next meeting of the Commission is scheduled for February 11, 1966, in ashington, D. C.

* * *

The appointment of five prominent architects to serve as the jury for its 1966 Honor Awards was announced today by The American Institute of Architects. The Awards are the nation's highest professional recognition for architectural merit.

The jury comprises David N. Yerkes FAIA of Washington, D. C., chairman; O'Neil Ford FAIA of San Antonio, Robert G. Cerny FAIA of Minneapolis, George T. Rockrise FAIA of San Francisco, and Benjamin Thompson AIA of Cambridge, Mass. Willis N. Mills FAIA of Stamford, Conn., chairman of the 1965 jury, will serve as adviser.

Now in its 18th year, the AIA Honor Awards Program was established "to encourage excellence in architecture and to afford recognition of exceptional merit in recently completed buildings."

Judging will be done March 3-5 at the Institute headquarters here, and awards will be announced during the AIA's 98th annual convention to be held June 26-July 1, 1966, in Denver.

TWO LEADERS BID ADIEU

Robert H. Levison • All too few years ago, you, my colleagues, did me the great honor of electing me your director. Believe me, the great pride in our region I express each time the opportunity presents itself is justified and most certainly the fruits of YOUR labors.

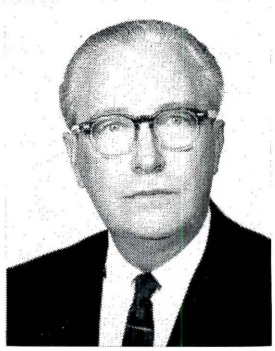
It is an easy task to represent a region so full of the willingness to give of itself to others.

We have made great strides within our professional society — yet more needs to be done, and I know you will do it. We must educate, we must research, we must become public servants, and we must help each other.

One of my colleagues on the board, a distinguished Texan, has said that we need to become statesmen, decision makers and be "Invited to the party". To this I must say, "Amen". But — in addition, we should become RESPONSIBLE statesmen and decision makers —

Responsible for the education of our profession
Responsible to the public
Responsible for our design
Responsible to government

So now let us rededicate ourselves to this premise — hopfully making our profession a heard, admired and virile one for all who must in the future continue to build a great and beautiful America!



EXPLORING THE FUTURE

By William T. Arnett, AIA
President, Florida Association of Architects

Another year draws to a close. Another group of officers, another group of commissioners and committee chairmen, will assume responsibility for leadership at the end of December.

For a professional society like the Florida Association of Architects, of the AIA, it is an appropriate time to explore the future.

For that reason, I have asked our Vice President — President Designate to bring you this message. No organization ever had a more able, dedicated, and loyal officer, and I welcome this opportunity to present to you your incoming President, James Deen of Miami.

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JAMES DEEN

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James Deen, AIA, is a red haired, quick to smile, many faceted architect with knowledge and concern of his profession. He was born in Miami in 1927, attended Ponce de Leon High School in Coral Gables and graduated from the University of Florida in 1950 with highest honors and a Bachelor of Architecture degree.

James Deen lives in Coconut Grove beside the bay, with his wife, Patricia, and young daughter, Amy Lynne. His home is an early Florida Spanish residence recently purchased for conversion to his contemporary environment.

His activities in social, civic, and professional life have been varied:

former member Kiwanis Club / former member Jaycees / former member Housing Code Committee Coral Gables / co-chairman Coral Gables Planning Board / Architectural Advisory Board for Cape Florida / former director Florida Association of Architects / former director Florida South Chapter American Institute of Architects / former design instructor at University of Miami / treasurer Florida Association of Architects 1963 and 1964 / instructor adult education University of Miami / vice president — president designate Florida Association of Architects

In 1953 James Deen received his registration in Florida as an architect and opened his office for practice in Miami the same year. Early commissions were augmented by teaching in the Architectural School at the University of Miami.

His major achitectural commissions:

Life Science Building, University of Florida / International Design Centre / First Ponce ZA Insurance Building / Red Road Corporation Office Building / Town House Apartments / Grove Hill Apartments / Governor's Lodge / Key Islander / Chateau Riviera / Kendall House Apartments / Robert Graham residence / George Coury residence

His interests are also varied. Business ventures have led him to expansions of architecture. Apartment, office, and various other real estate investments keep him abreast of client problems. He has been a guest lecturer at the University of Miami.

His concern of historical landmarks found him leading the movement to preserve the Douglas Entrance Building in Coral Gables. James Deen now serves as the president of the corporation renovating this building in order to retain its cultural influence on the community.

He is a collector of local and European art and painting. His travels have recently taken him throughout the United States and into Canada and Mexico. A camera is his constant companion searching for his record.

He considers his philosophy to be traditional. Traditional in the respect of the heritage given him by experience in beauty. He believes beauty comes from beauty. To create beauty you must experience beauty.

"A Golden Age of Beauty and Power of which this noon is the beginning of the hour."

" A TIME FOR BEAUTY" . . . President Arnett, of the Association; Vice President Nes, of the Institute; fellow architects from Florida; ladies and guests — I would hope my words will have the strength to express my intense emotion of pride in rising to the honorable office of president of the Florida Association of the American Institute of Architects. For many years this office has been served by men who have given unselfishly of themselves to the cause of greatness of this assembly. It is this legacy that I accept — this inheritance of successes.

In preparing these words for you this evening, I have researched this legacy of previous presidents. Each year our magazine, *The Florida Architect*, has published each new president's goal for the association. These men and their goals have served us well. I will not tell you of their success. These are our greatness. Each man, however, faced similar thoughts in providing continuity. Perhaps you remember these words through the programs for the year; 1955 Clint Gamble called for a year of consolidation / 1957 Edgar Wortman called for a year of action / 1958 Sam Kruse called for a year of destiny / 1960 John Stetson called for service for success / 1961 Robert Levison called for making things happen / 1963 Roy Pooley called for a new venture / 1965 Bill Arnett called for ever-increasing service to society.

These programs have given us the base for a strong Florida association. We must continue to put the public interest ahead of the immediate self interest of the members of the profession. We must seek to develop in each member an attitude of mind and an approach which will place the greatest emphasis on excellence of service in meeting the needs and requirements of his client and the public. Service and Action.

But what for 1966 — I challenge you to a "A Time For Beauty". The challenge set for us at this convention. The most important single action and service of architects. The association must aspire to excellence and project for each architect a stimulus to excell. Similar to a building of good function and good structure, our association must have good function and good structure — not forgetting the third quality of beauty. We are in the midst of the war on ugliness with the tools for victory, but let us not lose the peace or our efforts will be in vain.

To win the peace we need to reconfirm the quality of beauty in our structure and function of the association. To do this we must delineate the association. Our colors must be established. I will ask the board in January to approve an inquiry and evaluation of the association so that we may examine our purpose and objectives. We must resolve a philosophy. This scrutiny and appraisal will establish our path for the greatest strength of function.

Our structure has recently been re-established into a commission system. We need to relate this to ourselves. A strong and expanded membership can only be accomplished by relationship.

The individual, the chapter, the association must have a continuing vitality.

Finally I re-issue the challenge of our age. Truly a time for beauty. Robert Frost did not finish his poem for late president J. F. Kennedy at his inauguration but this is perhaps now appropriate — *A golden age of beauty and power*
of which this noon
is the beginning of the hour".

JAMES DEEN

RESOLUTIONS ADOPTED BY THE FLORIDA ASSOCIATION OF ARCHITECTS IN CLEARWATER, FLORIDA, NOVEMBER 19, 1965.

WHEREAS, the American Institute of Architects is conducting a War on Community Ugliness which is a concerted effort towards creating an aesthetic environment in our communities; and,

WHEREAS, planning for logical growth and economical development must be a collaborative effort of business, government and the design professionals; and,

WHEREAS, constructive proposals are needed to effect a change in order to create an atmosphere in which quality of aesthetics is possible; and,

WHEREAS, the State of Florida will double in population and its building construction in the next decade; therefore be it

RESOLVED that the Florida Association of Architects direct and implement the following recognition on state and community levels:

1) that a *citizens' committee* dedicated to a development of better environment *be established* to coordinate our future growth;

2) that the *architectural profession* be directed *to participate* in the *endeavors of governmental* and private agencies encompassing the planning of all phases of our environment;

3) that the *architectural profession* promote an awareness of our environment in the *present framework of our educational system*, which will thus promulgate an awareness in our future generations.

WHEREAS, the Florida Association of Architects regularly assembled in its Fifty-First Annual Convention in Clearwater, Florida; and,

WHEREAS, Aesthetic and Quality have become major objectives in national policy; and,

WHEREAS, it is the concern of the architectural profession to alert, challenge and stimulate the "War on Community Ugliness"; and,

WHEREAS, this purpose can best be accomplished through seminars bringing together people of concern who have public responsibility; and,

WHEREAS, the panelists, guest and architects assembled here have set forth our Aesthetic Responsibilties and have aroused a public awareness of Quality over Mediocrity; therefore, be it RESOLVED that this Convention *express its sincere thanks* and appreciation to Matt M. Jetton, Norman Davis, Eve Proctor, R. D. Hill, Jack L. Mullin, Haley Sofge, Harrison Covington, Philip Hiss, Robert F. Cochrane and Bernard Shiell, the panelists, Richard W. Snibbe, moderator, and the individual participating guests who have given of their time so freely, thus showing their concern and thereby contributing to the success of this seminar.

OFFICERS

WHEREAS, the Florida Association of Architects has made tremendous progress in its organizational structure and has enjoyed a productive and successful year; and,

WHEREAS, this success has come about through the diligent leadership of its officers and commission chairmen; and,

WHEREAS, each Officer and Commissioner has given of his time, talent and energy in an unselfish manner, now therefore, be it

RESOLVED, that this Convention expresses its appreciation and sincere gratitude to these men for their outstanding leadership and active interest in the affairs of the Association.

WHEREAS, The Annual Meeting of The Florida Association of Architects is for the purpose of governing the affairs of the members, establishing policy and selecting officers to represent the members; and,

WHEREAS, the annual meeting is also for the purpose of educational growth through discussion and programs; and,

WHEREAS the fellowship of the members assembled is of benefit to all attending; and,

WHEREAS the Bylaws of the Association contained in Article III Section 1 c. is not clear as to the extent of Participation of all members; now, therefore, be it

RESOLVED that this convention herein assembled establishes the policy that all members in good standing are encouraged to *participate in the discussions* of business before the convention and that this policy does not change the bylaws as to voting; and further, be it

RESOLVED that the committee on rules prepare a bylaws change for the next annual meeting to incorporate the intent of this resolution into the bylaws of the Association.

EXECUTIVE DIRECTOR

WHEREAS, the affairs of the Florida Association of Architects as conducted by its Officers and Board of Directors, have been executed and implemented in a capable, diligent and efficient manner; and,

WHEREAS, the graphic presentation of the Association's affairs has been excellent; and,

WHEREAS, The Florida Architect has had a successful year; and,

WHEREAS, Fotis N. Karousatos has served as Executive Director for the Florida Association of Architects diligently and above the call of duty and with a cooperative and sincere attitude, now, therefore, be it

RESOLVED, that this Convention representing all members of the Association expresses its deep appreciation to Fotis N. Karousatos and his staff, Thanks.

HOST

WHEREAS, the Florida Association of Architects has held its Fifty-first Annual Convention in Clearwater, Florida; and,

WHEREAS, the Association has made strides forward through the work of this Convention; and,

WHEREAS, the members and guests have enjoyed the activities and have benefitted greatly from its program; and,

WHEREAS, the Florida Central Committee has acted as Host of this Convention in grand style and expended long hours of hard labor to make this Convention the tremendous success, now, therefore, be it

RESOLVED, that the members herein assembled express to the Florida Central Chapter our heartfelt appreciation for a job well done.

PRODUCT EXHIBITORS

WHEREAS, The Florida Association of Architects has held one of its most successful Conventions; and,

WHEREAS, one of the objectives of this Convention is to gain knowledge of new products, techniques and materials; and,

WHEREAS, the Product Exhibitors at this Convention with well-planned displays and informative literature, have accomplished this purpose; and

WHEREAS, these Exhibitors have contributed greatly to the social spirit and fellowship of this Convention, now, therefore, be it

RESOLVED, that this Convention here assembled express its sincere appreciation to each Exhibitor and Sponsor.

HOTEL

WHEREAS, the Florida Association of Architects has held its Fifty-first Annual Convention in the beautiful city of Clearwater; and,

WHEREAS, the Jack Tar Harrison Hotel, through its management and staff, has contributed to this Convention with its facilities and services creating a most successful assembly, now, therefore, be it

RESOLVED, by the members herein assembled, that the Florida Association of Architects express its appreciation for the effort and courtesy extended to them by the management and staff.

WHEREAS, The Supreme Architect —has seen fit to call from earthly labors the several members of the Florida Association, this year, who have well served their fellow beings and their chosen profession with diligence, honor and skill, let it be known that the Florida Association of Architects expresses and ercords its sincere loss and feeling of sorrow at the pasisng of our valued members, and be it,

RESOLVED that the convention herein assembled expresses to the associates and families of these architects its sincere and heartfelt sympathy.

WHEREAS, The Florida Association of Architects is in convention in Clearwater, Florida this 20th Day of November 1965; and,

WHEREAS, *Robert H. Levison* has faithfully and diligently served his chapter as its President; as chairman of many committees; and in the lesser, more menial, but important routine tasks of daily chapter obligation in all levels of committee structure; and,

WHEREAS, Robert H. Levison has effectively conducted the affairs of this association as its president in 1960-61, Demonstrating effective leadership; and,

WHEREAS, Robert H. Levison for the past three years has served as director of the Florida Region on the Board of Directors of The American Institute of Architects; and,

WHEREAS, the dynamic personality, effective leadership and hard work through long hours, have endeared Bob to all our hearts; and,

WHEREAS his contribution by example, by deed and good will, has contributed greatly to our profession; and,

WHEREAS, the tireless efforts, constructive programs and endless contributions to the profession by Robert H. Levison have been recognized by leaders in our State and Nation; and,

WHEREAS, a job well done as Regional Director is recognized by the Institute; and,

WHEREAS, the eleven chapters of the Florida Region have endorsed the nomination of Robert H. Levison for Vice President of The American Institute of Architects; now therefore, be it

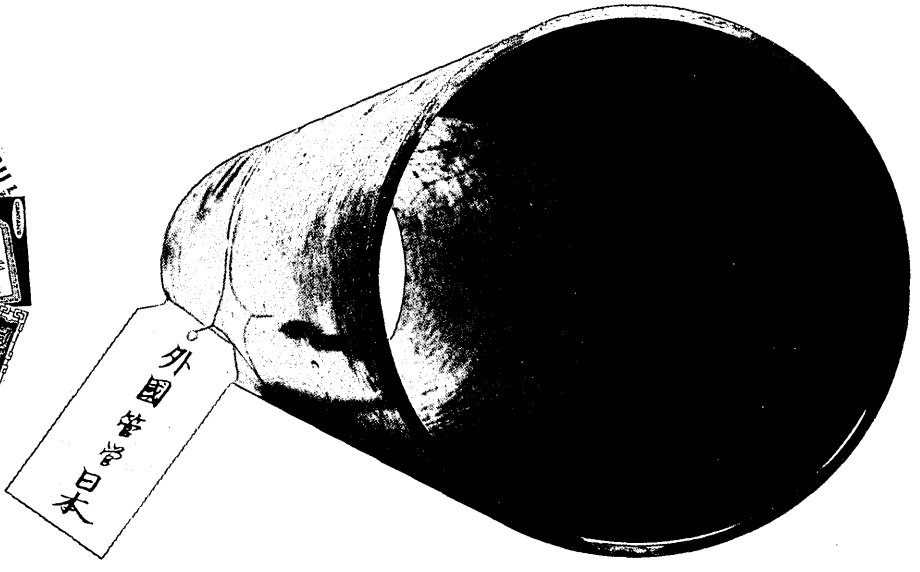
RESOLVED, that the Florida Association *of Architects urges* all members to actively support Robert H. Levison's candidacy for Vice President of The American Institute of Architects.

STEEL'S SYMBOL OF VALUE, SERVICE AND DEPENDABILITY.

Your competition:

Foreign vacations

Our competition:

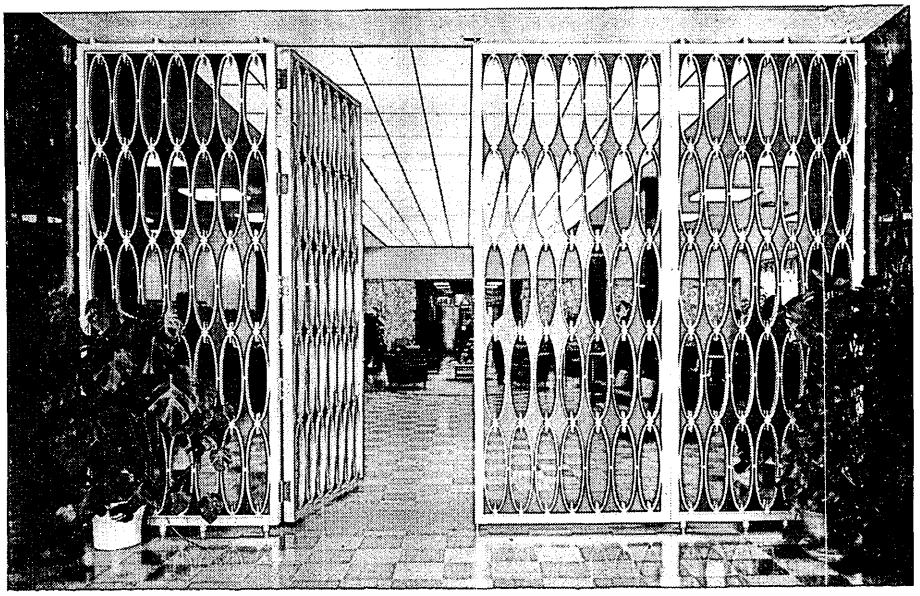


Foreign pipe

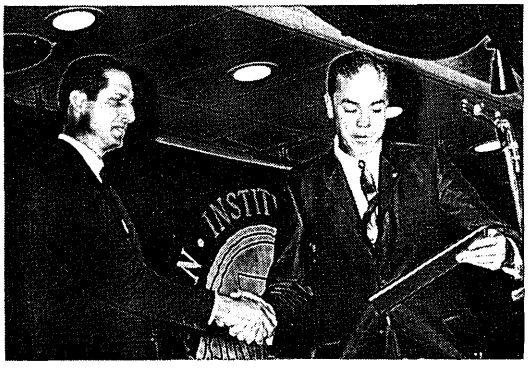
But in fact, both competitors hurt both of us. And all Americans. ☐ Florida industry loses heavily when foreign travel promoters lure American tourists overseas. Fewer Florida vacationers mean fewer new hotels and motels; less renovating and expansion of those already built. And, American steel producers and workers get hurt when imported pipe tries to price-cut its way into this country, finding some people happy to "save a few bucks". ☐ But hard logic says that these small, short-term gains aren't worth a big, long-term loss. Especially when, as in steel and tourism, *important American money flows overseas* at an ever-increasing rate. This hurts all of us, directly and personally; it's no abstract, remote theory! It explains Washington's recent efforts to curb foreign travel enthusiasm among Americans. ☐ There's another point to be made, too. The reliability, flexibility, service and high uniform quality provided by American firms doesn't always cross the ocean with foreign imports. ☐ Come to think of it, foreign tourists don't make the trip too often, either! ☐ Jones & Laughlin Steel Corporation manufactures America's finest steel pipe, used in some of Florida's finest new buildings. For more information, contact your J&L distributor in Florida or write direct. **Jones & Laughlin Steel Corporation** 3 Gateway Center, Pittsburgh, Pennsylvania 15230

STEEL

THE FAA'S CRAFTSMAN OF THE YEAR!



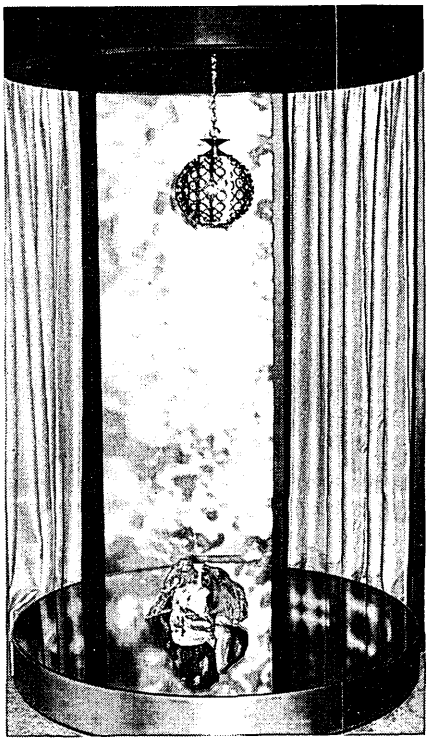
ALBERT LANG



BUILDING PRODUCT EXHIBITS WINNERS!

PITTSBURGH PLATE GLASS
Best Exhibit for "Educational Value of Display"

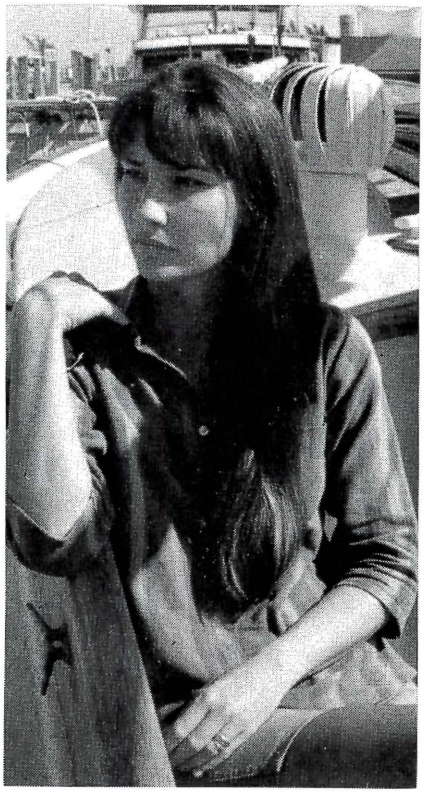
UNITED STATES STEEL
Best Exhibit for "Display Excellence"



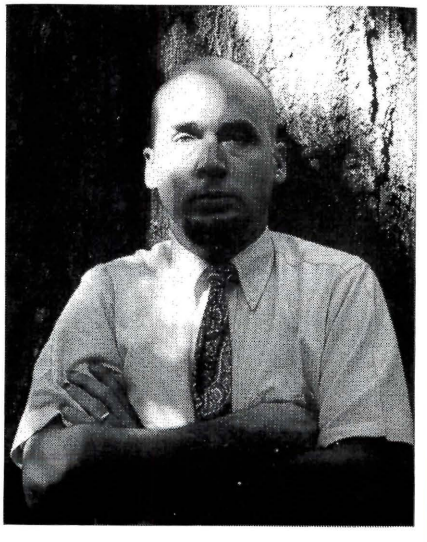
Editor's Note: Architectural Exhibits will be pictured and reported in The Florida Architect's January Honors Issue.

ANN KRESTENSEN

If creativity and artistry are inheritable qualities, then our Art Director, Ann Krestensen comes by her outstanding talent quite naturally. Born in Maryland 26 years ago, Ann was destined for the arts. Her mother is an artist and jeweler. Her father is a writer and newspaper reporter. Ann was graduated from the Maryland Institute of Art in 1960 — already recognized as a great talent in the graphics. Her work took her to top studios in Washington and the Virgin Islands. She accumulated many honors for her varied artistic endeavors — some creative painting, printmaking, graphic designs. She exhibited and won awards at several Baltimore Art Directors Club shows . . . the New York Type Directors show . . . the C.A. Spectra show . . . the Miami Art Directors competition. She won a memorial award from the Baltimore Museum of art, and her work is currently on display in a Miami gallery. In just the past year, Ann has moved to Miami and gained much recognition for her work here. She is a new bride — and she and her husband Kris Krestensen call a sailboat at Dinner Key "home." A special project now is the remodeling of a houseboat. So much of The Florida Architect's "New Look" is an Ann Krestensen creation — the delightful front cover of this issue, our interior layout designs, the new Association signature, the distinctive programs that graced our 51st Annual Convention. And this is just the beginning! Our new Art Director has become a most important and integral part of The Florida Architect's "New Look Team" — and the fruits of these labors can be harvested in the pages herein.

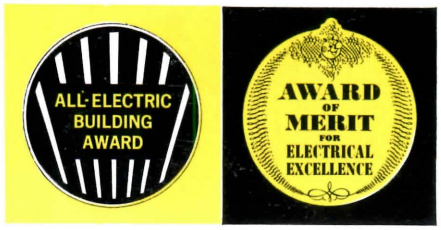


INTRODUCING



G. WADE SWICORD

This self-portrait also explains how G. Wade Swicord first entered the field of architectural photography — through his great interest in light and shadow. Mr. Swicord, a well-known photographer who has combined a creative eye and rare technical skill, was educated at the University of Florida. He credits much of his interest — and success — in photography to Dr. Guy Miles and the books of Ansel Adams. What essentially is an architectural photographer? Mr. Swicord himself explains thusly . . . "a technically good photographer who has a feeling for light and shadow, mass and form, and some understanding of the structure and function of the three-dimensional work which he is to interpret in a two-dimensional media." An unusually good description of G. Wade Swicord.



All-electric buildings

ARE CLEAN, EFFICIENT, ECONOMICAL

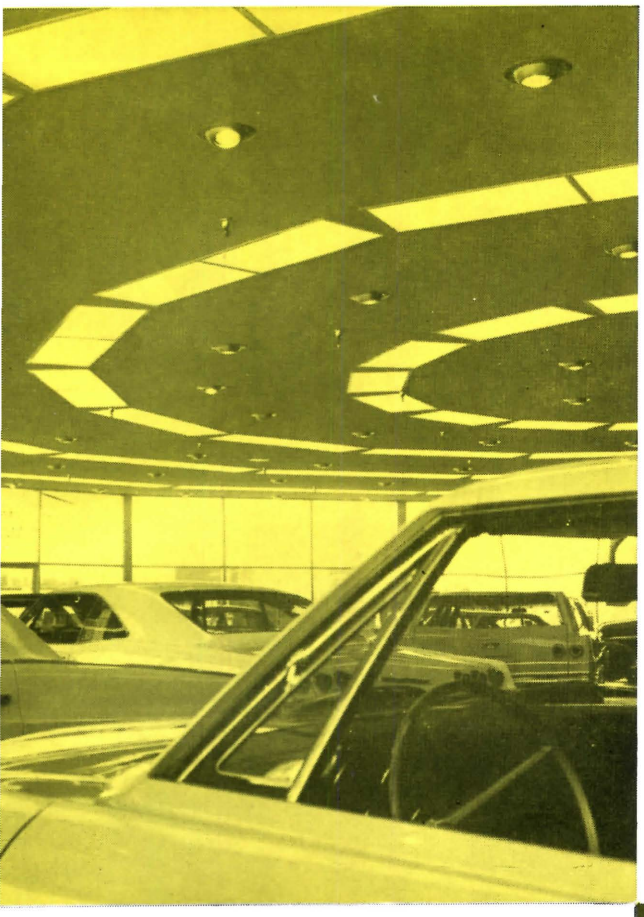
ROSS CHEVROLET of ST. PETERSBURG, FLORIDA. A 10-acre multi-building complex that combines all its sales and service facilities. It meets the highest standards of electrical design . . . in year-round air conditioning for cooling and heating, high quality lighting, flameless water heating, and full capacity wiring.

- **ONE ENERGY SOURCE...Electricity!** It means savings because it's cheaper to go ALL electric than to use it in combination with flame-type fuels.
- **ECONOMY!** All-Electric design results in lower initial investment and reduced maintenance expenses. Upkeep is simplified. MORE SAVINGS!
- **ADAPTABILITY!** An electric combination cooling/heating system eliminates the need for boiler rooms, fuel tanks, flues and costly pipes. Easily adaptable, too, for future expansion. ADDITIONAL SAVINGS!
- **CLEANLINESS!** With no flames, or fumes, or combustion by-products, buildings stay new-looking longer. Redecorating costs are cut. STILL MORE SAVINGS!

In accepting the All-Electric Building A from W. B. Shenk (left), Florida Power C ration vice president in charge of sales, M Ross (right), president of Ross Chevrolet,

"We decided to make our new headqua for Ross Chevrolet all-electric because we that an all-electric building is a hallmar excellence and prestige . . . of modern fort and efficiency. In meeting the quali tions for the All-Electric Building Award are assured that our Chevrolet dealership truly progressive place of business...equi for lasting economical operation with imum adaptability for future expansion.

FLORIDA POWER & LIGHT COMPANY • GULF POWER COMPAN



A geometric pattern of incandescent and fluorescent lamps is used for showroom lighting, with spotlights for dramatic effects.

Salesmen's private booths at rear of showroom. The general lighting level in the showroom is in excess of 80 footcandles, with over 100 footcandles of light on the automobiles.

Pictured on top of roof are the four central system electric reverse-cycle cooling/heating units that serve the main building. In other parts of the complex, individual room units provide year-round comfort.

Electric Paint-drying Oven with 144 heat lamps, timer-controlled. It moves on rails the length of a car and has an automatic return switch.

Florida's Electric Companies... Taxpaying, Investor-Owned

FLORIDA POWER CORPORATION • TAMPA ELECTRIC COMPANY

music is only half the benefit of Muzak sound systems

When you want to add flexible communications systems to your buildings, specify Muzak sound systems. Quality-engineered for heavy-duty voice paging, public addressing, signalling, and emergency warning. And Muzak's programmed background music masks noise and complements design. You benefit. So does your client. Four Florida franchisers can provide expert assistance and detailed specifications for complete Muzak sound systems. Call today.

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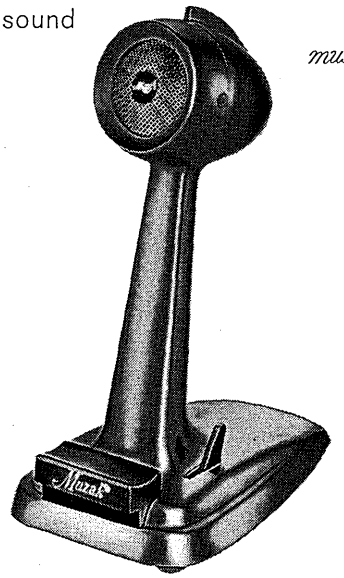
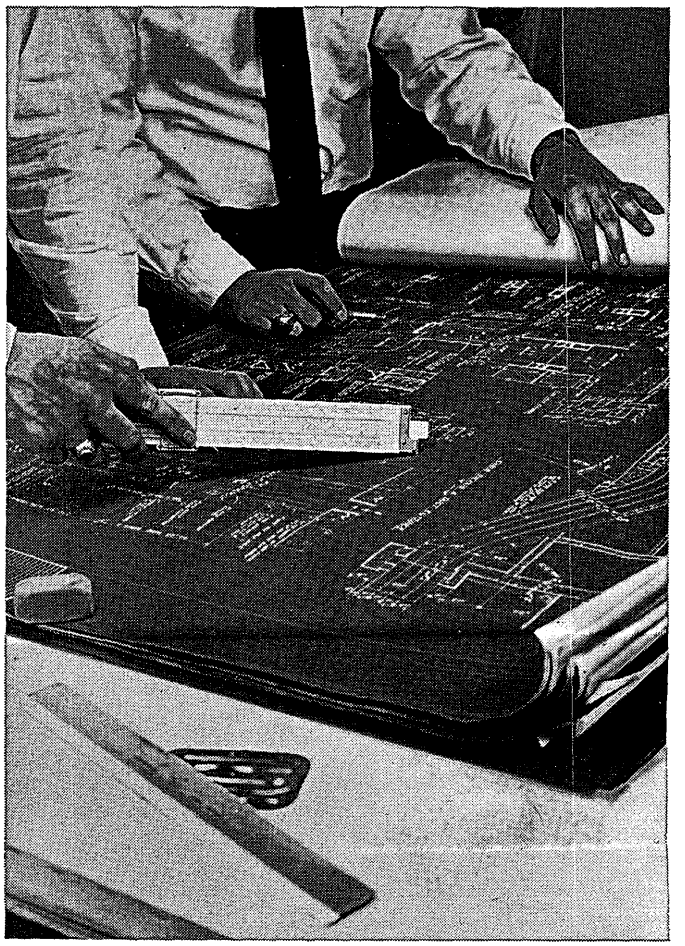


Jacksonville: Florida Wired Music Company, 1646 San Marco Blvd.
Orlando: Florida Music Network, Inc., 3107 Edgewater Drive
Tampa: Tropical Music Service, Inc., Post Office Box 1803
Miami Beach: Melody Inc., 1759 Bay Road

No matter how you look at it,
phone wiring still looks best
when you can't see it.
So plan ahead
for plenty of telephone outlets
and enough public phones.
Call our Architects'
and Builders' Representative
while you're still in
the blueprint stage.

BELL SYSTEM **Southern Bell**



THE PROFESSION IN FLORIDA - 1964

A WHOPPING $2.07 billion construction volume was reflected by plans from the drafting boards of architects in Florida in 1964. And the $103.5 millions which flowed through their offices in salaries, expenses and earnings gave Florida's economy a $725 million boost, since each dollar spent can be traced through at least seven transactions within the state, according to authoritative economists.

These are highlights of this report.

Early in 1964 the FAA Board of Directors authorized an economic survey of the Architectural Profession in Florida. It was apparent no conclusive data on the profession's financial health existed – nor its importance to Florida's economy. Hopefully, the survey would delineate the answers to these broad questions in some depth.

Questionnaires were developed, studied and redesigned. Arrangements were made for computer programming and analysis. Testing techniques were reviewed.

Late in the year it was decided to delay the survey until early 1965 in order to examine the more current year, 1964, rather than 1963 as originally planned.

Finally, in February, 1965, the questionnaires were distributed with a reply deadline of March 31st. Response was exceptional. Replies were received from 50.5% of Florida's resident registered architects.

It must be admitted that two basic errors crept into the questionnaire forms. A typographical error resulted in omission of a critical income bracket, and a gremlin made its presence known when the tabulated gross construction values for firms stopped at 3 million per year. Adjustments have been made based on limited resampling and a very cautious application of knowledgeable judgment.

Based on the exceptionally broad sampling and meticulously checked and cross-checked analysis of the returns, this report offers the most conclusive statistical data currently available on the design segment of Florida's gigantic construction industry.

It is commended to your thoughtful consideration.

SURVEY OF THE ARCHITECTURAL PROFESSION FOR YEAR 1964

CLASSIFICATION OF RESPONSES: REGISTERED ARCHITECTS/36.4% ■ GRADUATE NON-REGISTERED ARCHITECTS/7.9% ■ SENIOR DRAFTSMEN/19.7% ■ JUNIOR DRAFTSMEN/14.2% ■ ENGINEERS/12.4% ■ SECRETARIES/7.2% ■ OTHERS/2.2%

STATISTICAL DATA ON INDIVIDUALS RESPONDING TO SURVEY

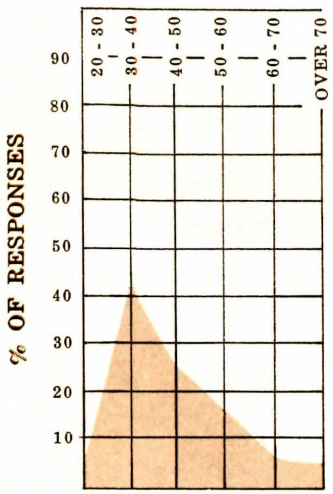
NUMBER RESPONSES	POSITIONS	AGE % YRS.							EMPLOYMENT STATUS %							INCOME %										$
		20 - 30	30 - 40	40 - 50	50 - 60	60 - 70	OVER 70	AVERAGE	EMPLOYEE	ASSOCIATE OF FIRM	PARTNER	SOLE PROP.	TEACHING	PUBLIC AGENCY	RETIRED SEMI-RET.	UNDER 3M	3 - 5M	5 - 7.5M	7.5 - 10M	10 - 15M	15 - 20M	20 - 25M	25 - 35M	35 - 50M	OVER 50M	AVERAGE ANNUAL
127	Secretaries	33.8	23.6	30.8	7.1	4.7	–	37	100.	–	–	–	–	–	–	26.0	67.7	6.3	–	–	–	–	–	–	–	4,220
250	Jr. Draftsmen	60.4	22.4	12.8	3.6	.4	.4	31	98.4	.4	–	–	.4	–	.8	13.2	51.2	35.2	.4	–	–	–	–	–	–	4,925
348	Sr. Draftsmen	20.9	31.0	29.9	12.4	5.5	.3	40	94.3	2.0	.8	.3	–	2.6	–	.6	5.5	56.5	34.9	1.1	1.4	–	–	–	–	7,240
143	Grad. Architects	31.5	48.9	11.2	7.0	1.4	–	35	88.9	4.9	3.4	–	.7	2.1	–	–	6.3	52.5	38.4	1.4	.7	–	.7	–	–	7,450
647	Reg. Architects	6.8	42.8	26.9	13.3	7.0	3.2	38	26.0	8.4	22.7	35.6	1.7	3.7	1.9	1.9	3.9	12.6	41.6	12.9	18.0	5.1	2.5	.4	1.1	12,020
220	Engineers	5.0	27.2	37.6	19.4	9.5	1.3	45	75.0	8.4	14.3	.5	–	.9	.9	.9	2.3	17.4	43.7	16.8	14.6	.5	1.8	.5	1.3	11,460
39	Other	12.8	30.8	30.8	17.9	7.7	–	43	95.0	2.5	2.5	–	–	–	–	10.3	35.9	30.8	–	–	–	–	–	2.5	–	6,725
1,774	TOTALS							38																		8,940

Note: Income level 10 - 15M was not listed on questionnaire. Above chart reflects responses received. Profile is adjusted.

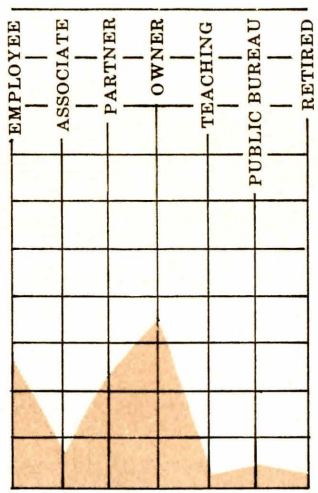
DATA ON ARCHITECTURAL FIRMS
(As Reported Without Projection)

Total Firms Responding	374	
Sole Proprietorships	265	71%
Multiple Principals (2 to 9)	109	29%
Total Principals In Above – Architects, Engineers, Accountants	307	
Incorporated Firms	13	3.5%
Partnerships	97	26%
Architect - Engineer	74	19.7%
General Practice	340	91%
Residential	13	3.5%
Commercial	14	3.79%
Public	3	.89%
Institutional	2	.5%
Religious	2	.5%
Total Employees Reported	2,723	7.3/F
Architects	522	
Engineers	259	
Sr. Draftsmen	501	
Jr. Draftsmen	368	
Secretaries	357	
Accountants	74	
Specification Writers	70	

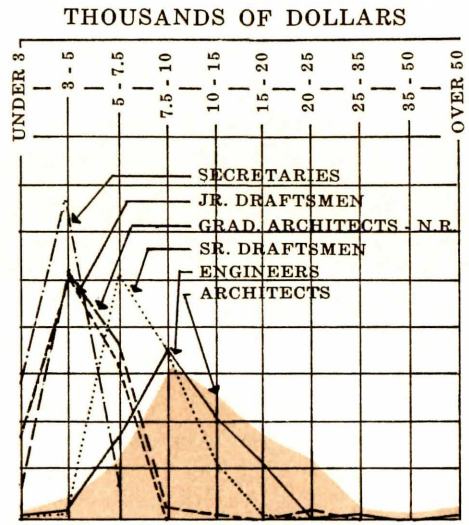
PROFILES OF INDIVIDUALS (FROM CARD NO. 1)



AGE OF ARCHITECTS

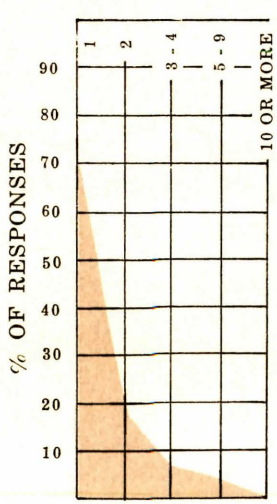


EMPLOYMENT STATUS
ARCHITECTS

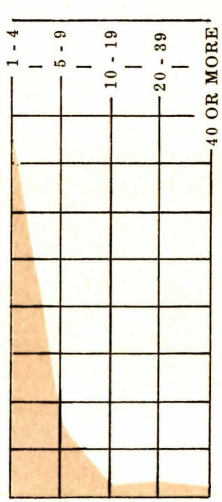


INCOME

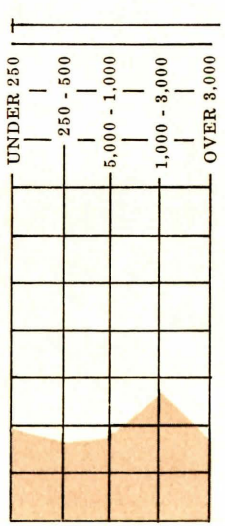
PROFILES OF FIRMS (FROM CARD NO. 2)



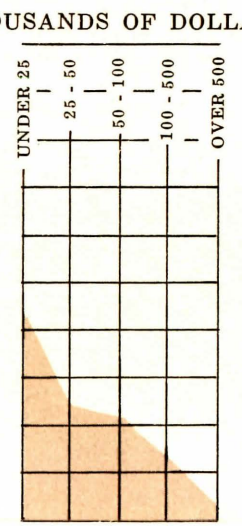
PRINCIPALS
PER FIRM



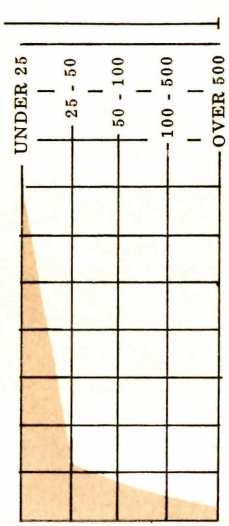
EMPLOYEES
PER FIRM



CONSTRUCTION
VOLUME



GROSS FEES IN
STATE WORK



GROSS FEES
OUT OF STATE

HIGHLIGHTS & SIDELIGHTS

SURVEY SAMPLING AND RETURN

Two questionnaire cards were utilized. They were distributed to a roster of 1280 resident Florida registered architects. Of 7100 cards for individuals, 1775 were returned (25%). Of 1093 cards for architectural firms, 374 were returned (34%). A response was received from 647 of the 1280 architects (50.5%). 784 architects were FAA members. 496 were not. Florida registered, out-of-state architects were not included.

CONSTRUCTION VALUES INDICATED

A projection based on percentage of responses received from Registered Architects residing in Florida indicates a total construction volume of $2.07 billion.

This represents $1.6 million per architect.

FLORIDA ARCHITECTURE EXPORTED

Of the total construction volume, nearly $200 million represents construction outside Florida.

The survey was not designed to reveal construction volume in Florida designed by out-of-state architects. It is felt the balance is favorable to Florida Architects.

ECONOMIC VALUE TO THE STATE

In terms of fees earned and spent in Florida's economy, activity of architectural firms accounted for approximately $103.5 million.

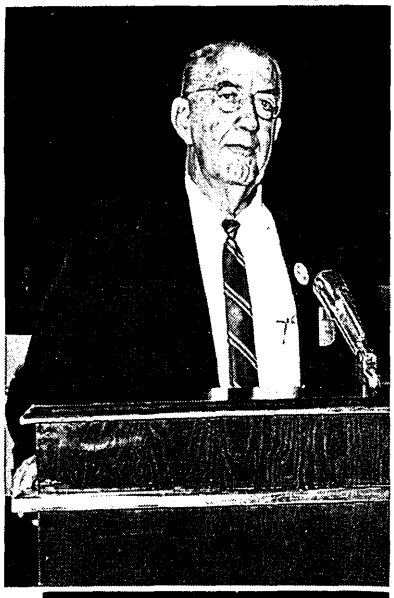
The average firm was a pretty good neighbor. It brought professional competence to the design and construction of some $2.76 million in buildings. It was owned by 1.56 professionals and also directly supported 7.3 professional and clerical employees in addition to its technical consultants. Of its $138,000 earned fees, $79,000 went to salaries and profits while the remaining $59,000 was paid to consultants and for operating expenses.

PROFESSIONAL SOCIETY AFFILIATION

Florida Architects apparently take their professional society obligations seriously. In view of the very substantial percentage who are not in private practice, the following tabulation is remarkable: (% of responses)

American Institute of Architects, 73.55%; Society of American Registered Architects, 1.55%; Other or none, 24.90%.

Copyright, The Florida Association of Architects of the American Institute of Architects, 1965



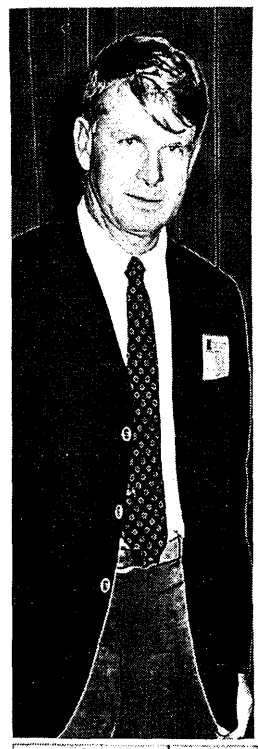
QUALITY NOT MEDIOCRITY!

This was the answer resoundingly heard at the 51st Annual Convention of the Florida Association of Architects. As Governor Haydon Burns so aptly said, "We must make a choice. We can either be content with Mediocrity or strive for Quality . . . You can only attain success as an architect if you insist on Quality. Very frankly, the competition between you and your colleagues will allow you to settle for nothing less. And this is the way it should be."

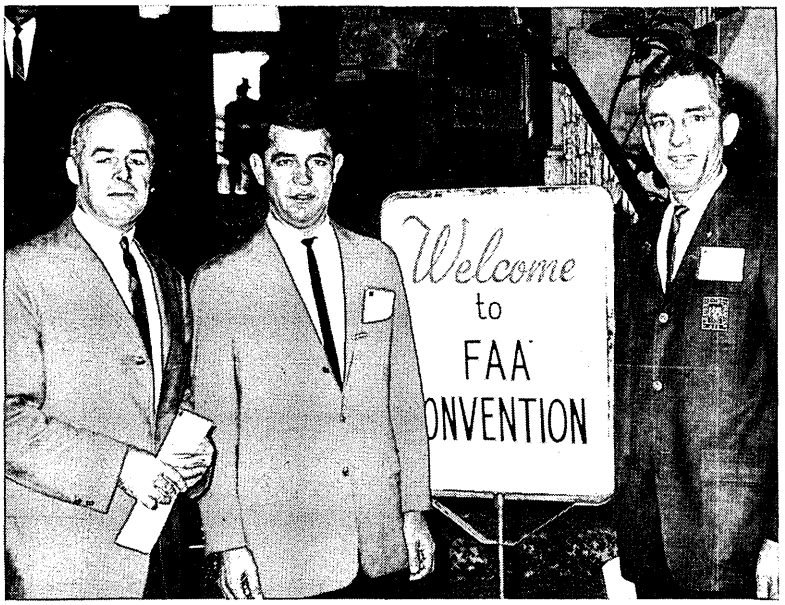
A Convention highlight was the Seminar Program, which thoroughly delved into the question of Aesthetic Responsibility. From every corner of our State and from every walk of life came a group of experts on Quality—a superb group of doers. Architect, builder, advertising man, mortgage banker, educator, civic leader, newspaperman — ALL deeply concerned and all deeply engaged in our "War Against Community Ugliness."

We salute Seminar moderator Richard W. Snibbe and his panelists: Matt M. Jetton / Norman Davis /Eve Proctor / R. D. Hill / Jack L. Mullin / Haley Sofge / Harrison Covington / Phillip Hiss / Robert E. Cochrane / Bernard Shiell.

(EDITOR'S NOTE: A specially-prepared Seminar Report, covering the Program theme and speeches, will soon be in your hands.)



RIGHT: A salute to the women of the Clearwater Convention Bureau who efficiently handled registration of over 1000 people!
BELOW: An official welcome to the Convention from co-chairmen William Webber, Mark Hampton and Jack Wohlberg.
BOTTOM LEFT: President William T. Arnett chatting with the ever-gracious Mrs. Charles Nes.



ABOVE: Our Executive Director Fotis Karousatos happily sharing receiving line duties with his lovely wife at the opening night's Presidents Reception.

LEFT: Our State Board of Architecture executives: Harry Burns, president; William Webber, vice, president; and W. Richard Glavin, executive secretary of the Board.

BELOW: Star-studded head-table at Florida Craftsman of the Year Award Dinner, including Governor Haydon Burns and Clearwater Mayor Joe Turner.

BOTTOM LEFT: Mayor Turner officially welcomes the FAA Convention to his fair city. BOTTOM RIGHT: real belle of the Convention was ever-smiling Amy Deen, who brought along her father and mother for the festivities.

RIGHT: One of the lighter moments as Bill Arnett clowns with statuesque lady of the United States Steel's exhibit. BELOW: Roy Pooley narrated "Florida The Beautiful" post-film presentation of AIA Citation for Excellence in Community Architecture to City of Jacksonville. BOTTOM LEFT: FAA Regional Director Robert Levison looks on as 3 men share the Jacksonville award — W. O. Mattox, Governor Burns and Jax Mayor Louis Ritter.

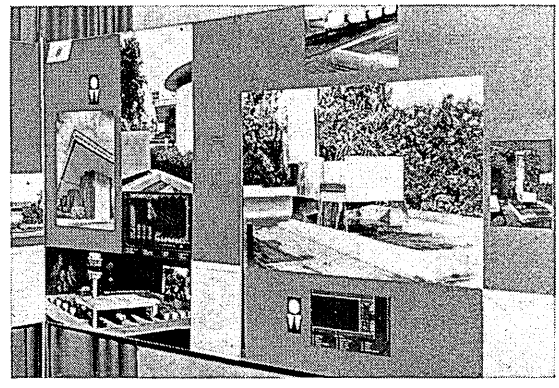
BELOW: Craftsmen awards were presented to each of the 7 nominees by the chapter president of their area. Here, Hilliard Smith hands certificate to Palm Beach's happy choice, Charles A. Parker. BOTTOM RIGHT: Greek Dance party was just one of many gatherings planned for the women by Mrs. Joan Jennewein.

ANTHONY L. PULLARA AWARDS

Honored for service to the profession and the Institute by an individual in the Florida Central Chapter — James Jennewein.

Honored for service to the profession and the Institute by an individual within the Florida region — Ivan Smith.

Honored for the most vital program of a Chapter — Gulf Coast Chapter.



TOP CENTER: Handsome display booth belonging to Becker Sand & Gravel Co., and there were 76 more exhibits like this! Just below is one of the prize-winning architectural exhibits. BOTTOM LEFT: Another exuberant and talented Greek dancer.

BELOW: Handsome lineup of our new leaders, including President James Deen, H. Samuel Kruse, Hilliard T. Smith, Forest Coxen, Dana Johannes, and Walter Schultz. BOTTOM CENTER: Florida South chapter president Don Boerema presenting Outstanding Citizens award to Haley Sofge. BOTTOM RIGHT: Winners of the Solite Archtectural Sudent awards, presented by James Lendrum at left, are James Anstis, David Gleason and R. H. Stipe — all of the University of Florida.

BELOW: Dance floor was most popular spot during closing evening's banquet soiree. The Jack Golly Orchestra provided great listening and dancing tunes.

AN APOLOGY

. . . to G. Wade Swicord. In the mass of details involved in publishing the November Convention Issue of The Florida Architect, we neglected to include a credit line for the superb pictures of our 7 Outstanding Craftsmen Nominees. These photographs, which so graphically captured the quality of the work created by our Craftsmen, were taken by G. Wade Swicord.

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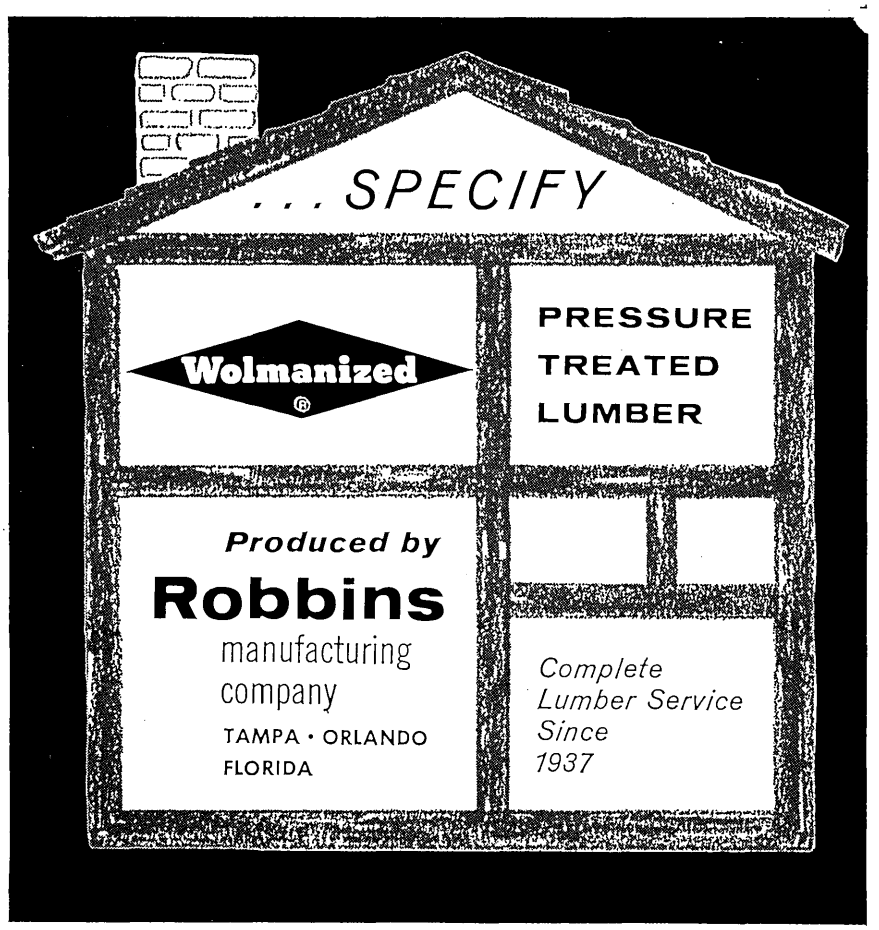

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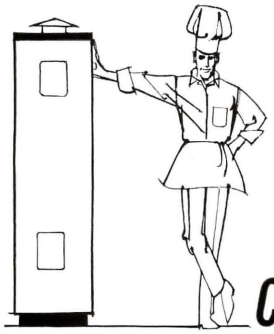
Geneva, Alabama, Geneva County Gas District
Haines City, Central Florida as Corp.
Hialeah, City Gas Co.
Hollywood, Peoples Gas System
Jacksonville, Florida Gas Co.
Jay, Town of Jay
Lake Alfred, Central Florida Gas Corp.
Lake City, City of Lake City
Lake Wales, Central Florida Gas Corp.
Lake Worth, Florida Public Utilities Co.
Lakeland, Florida Gas Co.
Leesburg, City of Leesburg
Live Oak, City of Live Oak
Madison, City of Madison
Marianna, City of Marianna
Melbourne, City Gas Co.
Miami, Florida Gas Co.
Miami Beach, Peoples Gas System
Mount Dora, Florida Gas Co.
New Smyrna Beach, South Florida Natural Gas Co.
North Miami, Peoples Gas System
Ocala, Gulf Natural Gas Corp.
Opa Locka, City Gas Co.
Orlando, Florida Gas Co.
Palatka, Palatka Gas Authority
Palm Beach, Florida Public Utilities
Palm Beach Gardens, City of Palm Beach Gardens
Panama City, Gulf Natural Gas Corp.
Pensacola, City of Pensacola
Perry, City of Perry
Plant City, Plant City Natural Gas Co.
Port St. Joe, St. Joe Natural Gas Company
St. Petersburg, United Gas Co.
Sanford, Florida Public Utilities Co.
Sarasota, Southern Gas and Electric Corp.
Starke, City of Starke
Tallahassee, City of Tallahassee
Tampa, Peoples Gas System
Tavares, Florida Gas Co.
Titusville, City Gas Co.
Umatilla, Florida Gas Co.
Valparaiso, Okaloosa County Gas District
West Miami, City Gas Co.
West Palm Beach, Florida Public Utilities Co.
Williston, City of Williston
Winter Garden, Lake Apopka Natural Gas District
Winter Haven, Central Florida Gas Corp.
Winter Park, Florida Gas Co.

exciting ideas begin with GAS



Chateau Madrid Selects Ruud GAS Water Heaters!

Immediately popular with discriminating diners in the Ft. Lauderdale area is the excitingly new Chateau Madrid Restaurant, located on the eighth floor of the new Kenann Building overlooking the glittering "Goldcoast."

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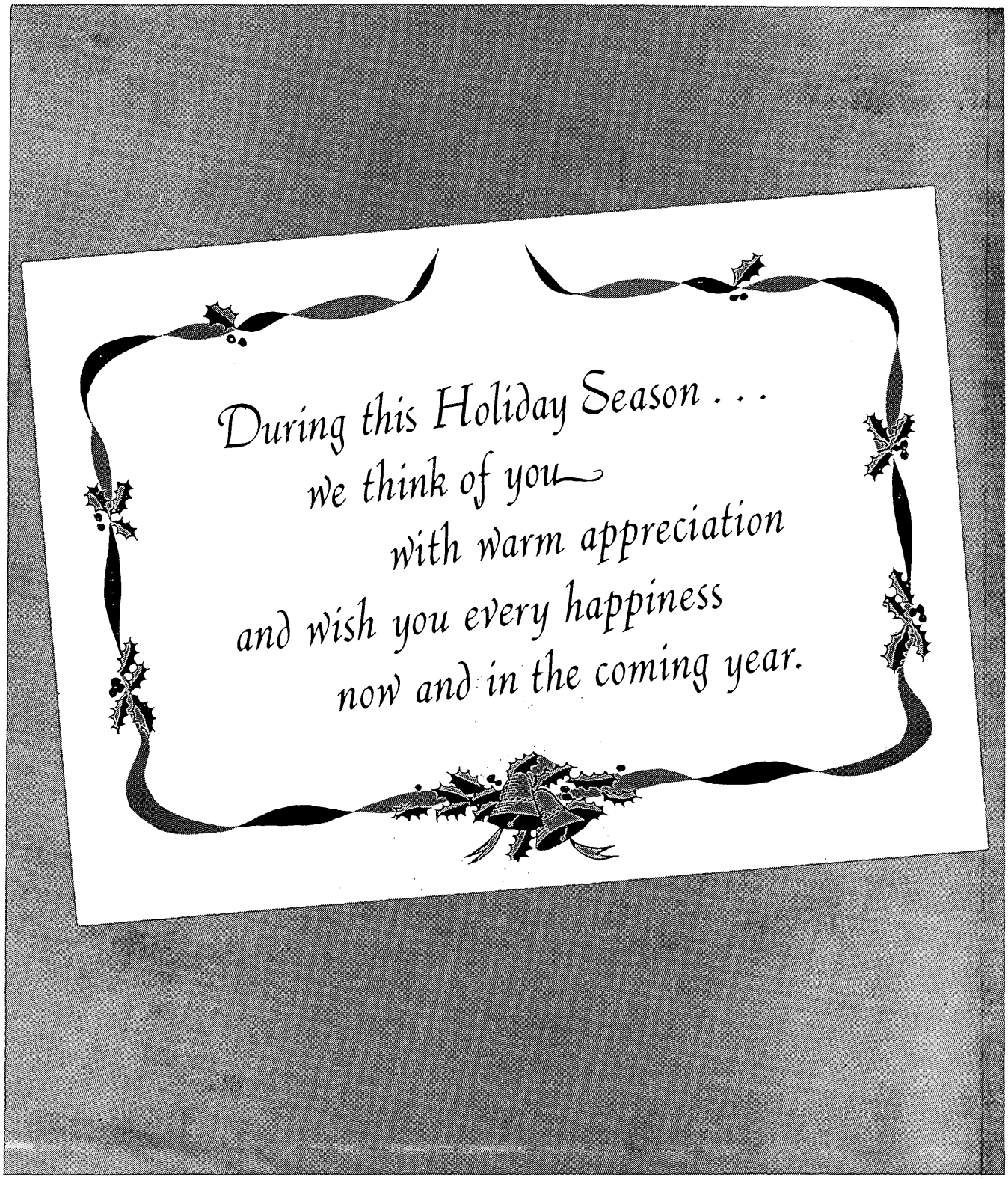

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