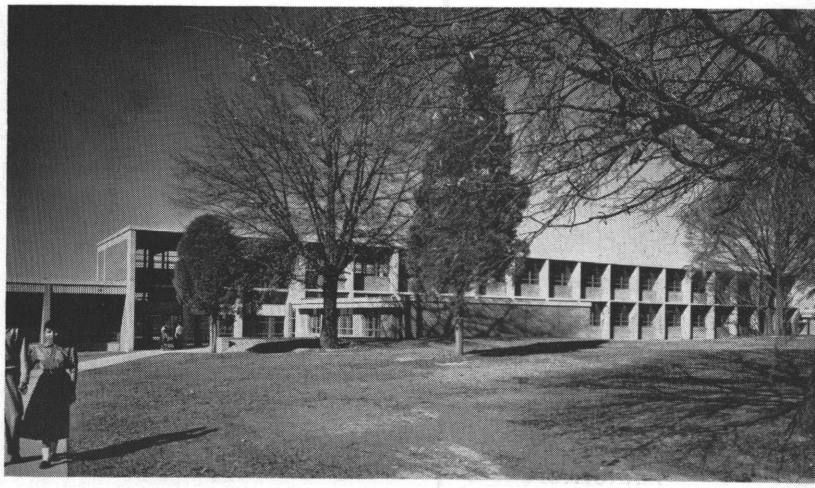
SOUTHERN ARCHITECT

MARCH 1955



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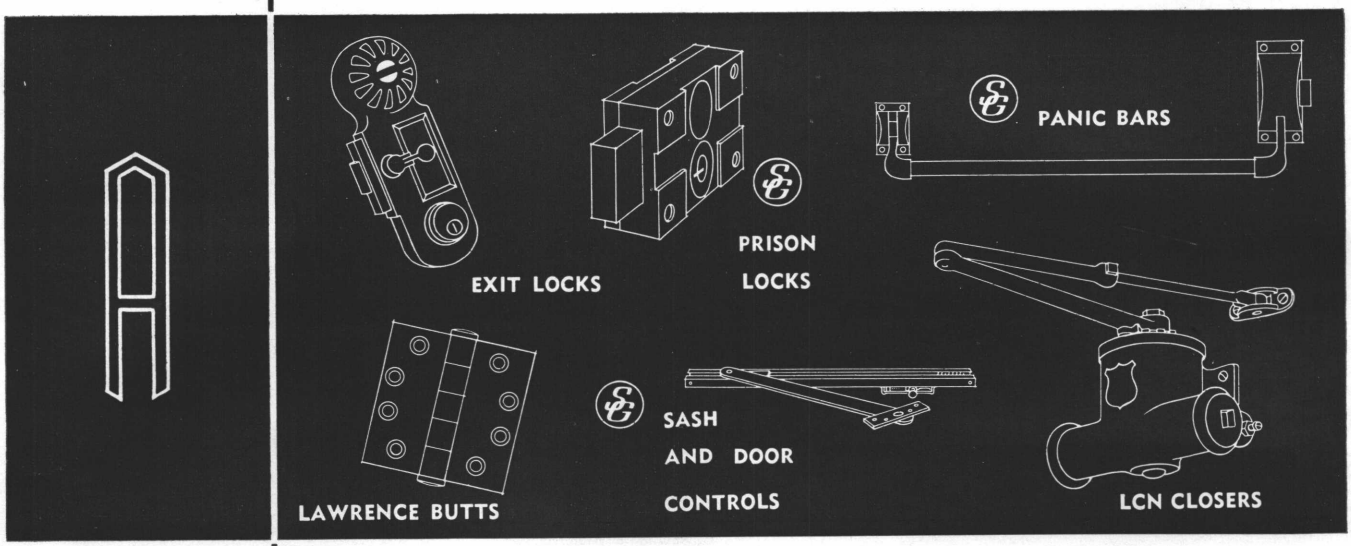

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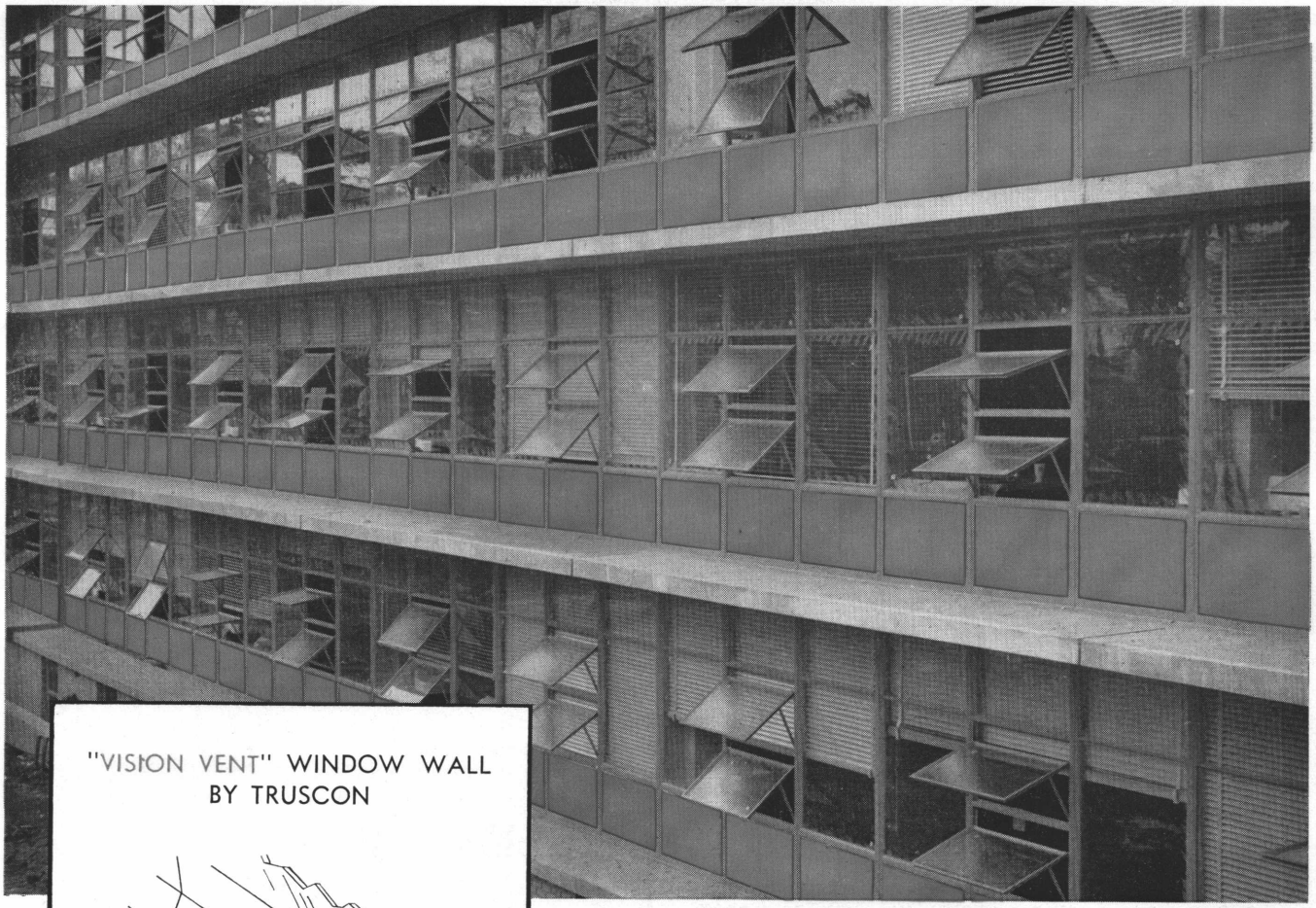

Clemson College Barracks, Clemson, S. C.
Lyles, Bissett, Carlisle & Wolff — Architects
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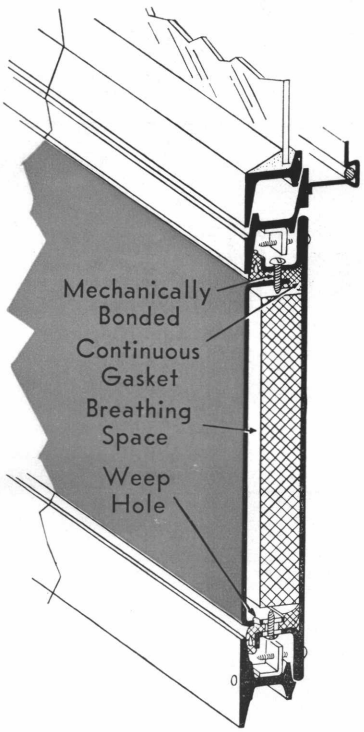
"VISION VENT" WINDOW WALL
BY TRUSCON



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DAVIDSON PORCELAIN ENAMEL

Southern Architect

Volume 1 **March 1955** **Number 11**

CONTENTS

COVER PICTURE

West Charlotte High School, Charlotte
Graves & Toy, AIA

Publisher

Thomas H. Broughton

Advertising

Stuart Lindsay

A KEY PUBLICATION

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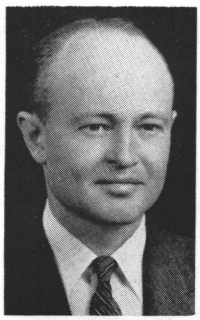
✣ PRESIDENT'S MESSAGE ✣

We are glad to announce the appointment of Dr. Louise Hall, A.I.A., of Duke University, as Archivist for the North Carolina Chapter of the American Institute of Architects. Old records will be deposited in the Manuscript Department of the Duke University Library, where they will be available to all concerned upon approval by the Archivist and the President of the Chapter. Miss Hall has already spent considerable time in research on the history of the Chapter (See September 1954, *Southern Architect*) and it is fortunate for the Chapter that she has graciously consented to serve in this capacity.



WILLIAMS

Of interest to all is House Bill 310 proposing a new Building Code Council and a new North Carolina Building Code. This Bill has been under consideration by House Judiciary Committee No. 1 and we have presented to the Committee our suggestions as indicated in the article on the subject, February issue of the *Southern Architect*. Eccles D. Everhart, AIA, is Chairman of the Building Code Committee concerned with this Bill.

Another Bill in prospect which may be of concern will propose the enlarging of the present Board of Architectural Examination and Registration to include the Registration of Landscape Architects. This proposal is now being studied by the Legal Affairs Committee: S. S. Ferebee, AIA, Chairman. The Executive Committee intends to forward an opinion to the Board of Examination and Registration: Henry I. Gaines, AIA, President.

Your comments are welcome and solicited. The committees wish to speak the opinion of our membership and the chairmen would like to know your desires.

One of the major difficulties many Architects have to overcome is a hesitancy to speak up. Our profession demands a great amount of contemplative thought; and we seem, thereby, to become to some degree inarticulate. Perversely, this produces a critical attitude at times toward those who do speak out, frequently without enough thought.

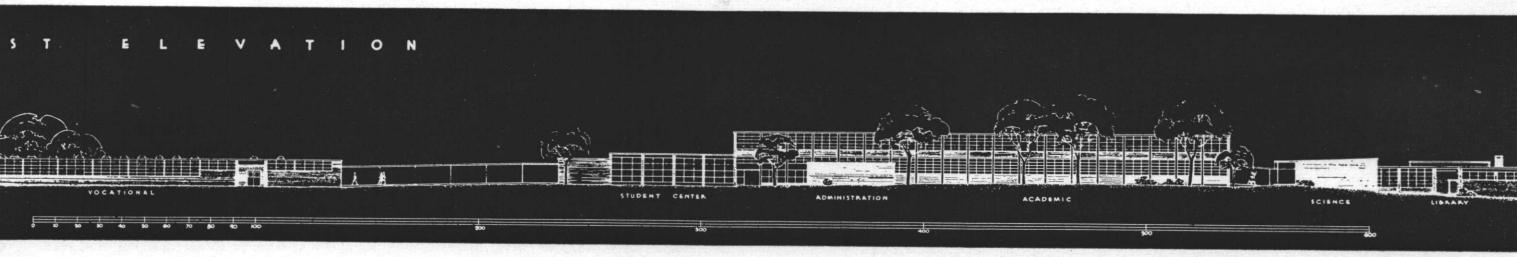
This magazine is your vehicle for the expression of your ideas on the profession. This is one publication where your "letters to the editor" and what you do or think about all matters pertaining to architecture is welcome news received with sympathetic interest. Let us hear from you.

✣ Letters ✣

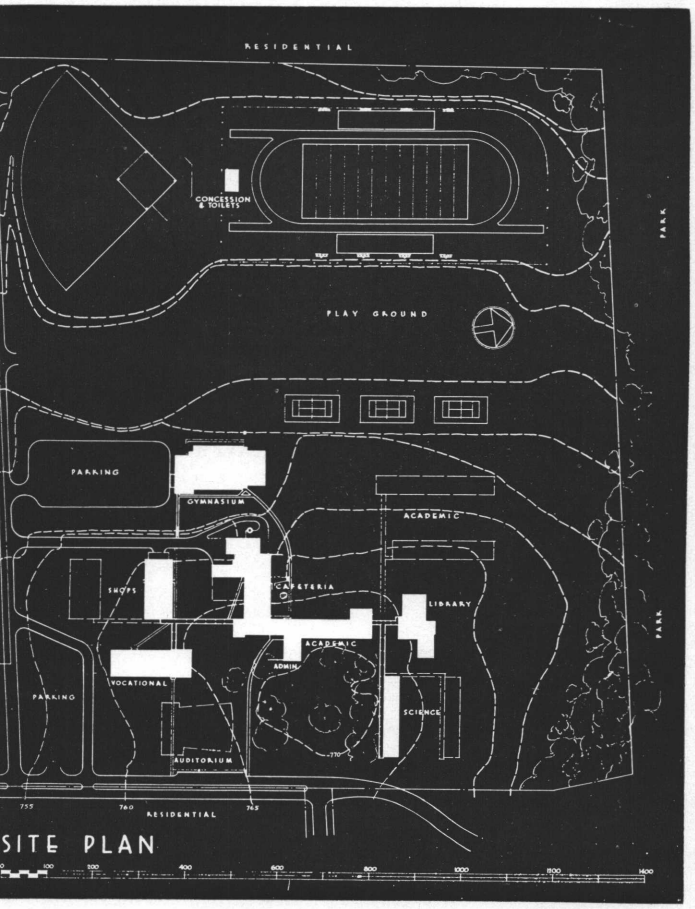
Southern Architect:

I have enjoyed reading the first few issues of your architectural journal. I would like to ask a question. How did the habit of not using capital letters happen to get started among your profession? . . .

Ralph F. W. Brimley, Superintendent
Forsyth County Board of Education



CHARLOTTE SCHOOL PROVIDES MAXIMUM FLEXIBILITY



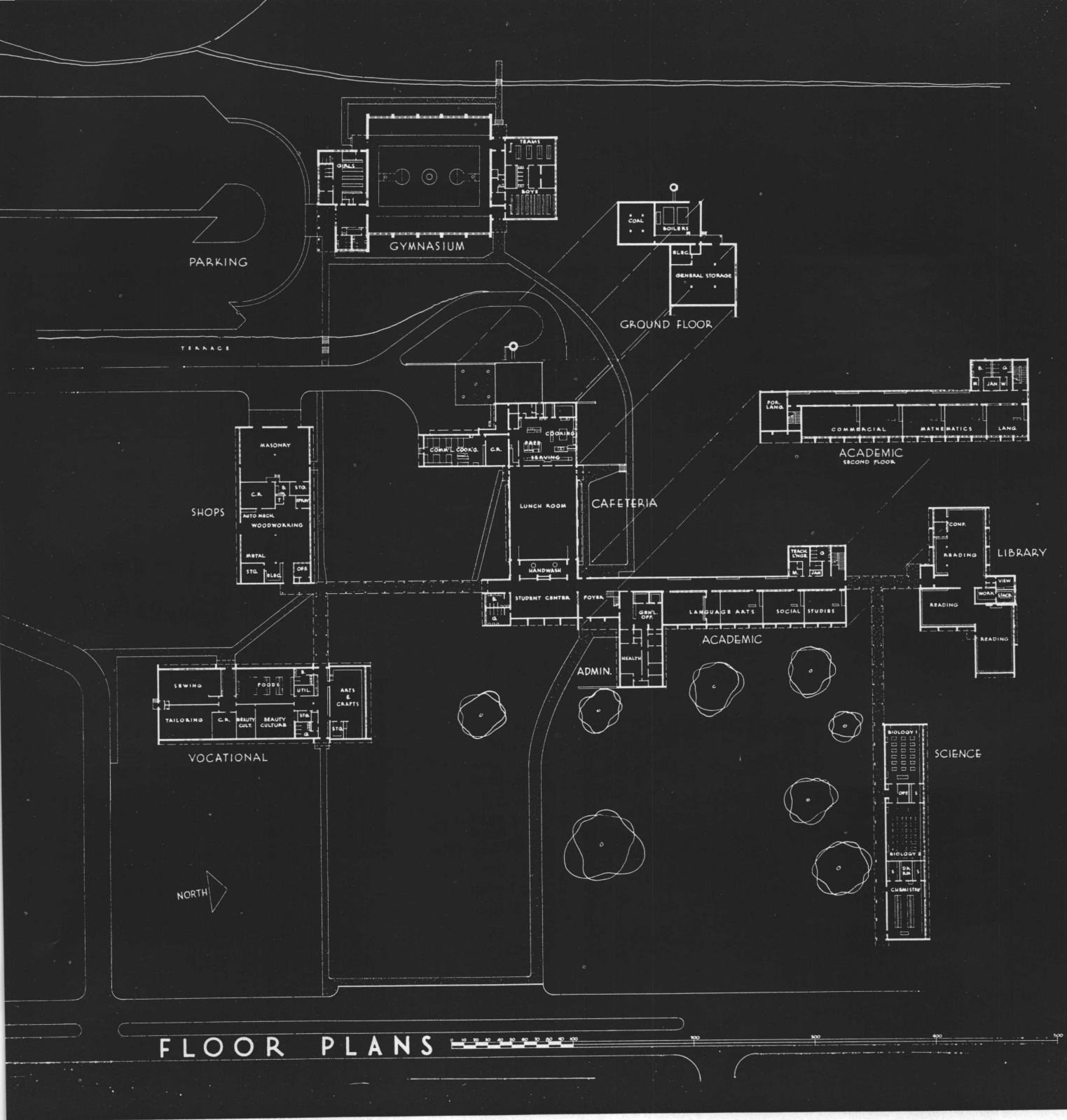
A high school building program planned to provide a relatively compact disposition of departmentalized units, each susceptible of expansion and providing maximum flexibility and variety in growth, is exemplified in the new West Charlotte High School.

The West Charlotte High School has been selected as one of five top winners by the School Executive in its annual competition for the best school design in the nation.

The West Charlotte High School was designed by Graves & Toy, AIA, of Charlotte and submitted in the annual competition, which is sponsored by The School Executive, national professional magazine of American education.

The five outstanding designs are selected annually, with no distinction being made between the five top award winners. Others in the top five were Passaic High School, Passaic, N. J., by Kelly and Grusen, AIA, of New York City and Newark, N. J.; Phillis Wheatley Elementary School, New Orleans, La., by Charles P. Colbert, AIA, of New Orleans, La.; Transportable Four-Classroom Elementary School, Dearborn, Mich., by Eberle M. Smith, AIA, Associates, of Detroit, Mich.; and Hollow Tree Elementary School, Darien, Conn., by Ketchum, Gina, and Sharp, AIA, of New York City. Winning designs will receive bronze plaques.

The West Charlotte High School is a $1,100,000 structure and is Charlotte's newest school. It opened last fall and has an enrollment of 600,



which is expected to increase to 1,500 to 2,000 in the near future.

This is the second honor award for West Charlotte High School, which received an Award of Merit from the North Carolina Chapter of the American Institute of Architects at the annual meeting at Chapel Hill in January.

The Problem

In reviewing the factors involved in the design of the West Charlotte High School, a major factor

was, of course, the pressing need for a senior high school for the western side of the city. The decision of a local developer to build 2,800 family residential units in the area along with a great number of houses being built in the area necessitated long range planning and the immediate initiation of the school building program. It was hoped that the new project would serve as a vital influence in elevating the standards for home construction and maintenance in the area. Accordingly, a 50-acre site, a choice one of high elevation with a large number of fine old oak trees, was secured. Adjacent to the site is another wooded tract which has been set aside for park purposes.

In the beginning, the school was expected to house approximately 600 pupils in grades 10, 11 and 12, but studies showed that an annual increase of 200 pupils could be expected. Therefore, in a few years the school would reach an ultimate maximum enrollment of perhaps 1,500 to 2,000. The building program would thus become a cumulative one. Some of the spaces provided in the beginning are those which will meet the needs of both the present plant and the ultimate projected plant; others will take care of present needs and will either be added to in the future or have new units built.

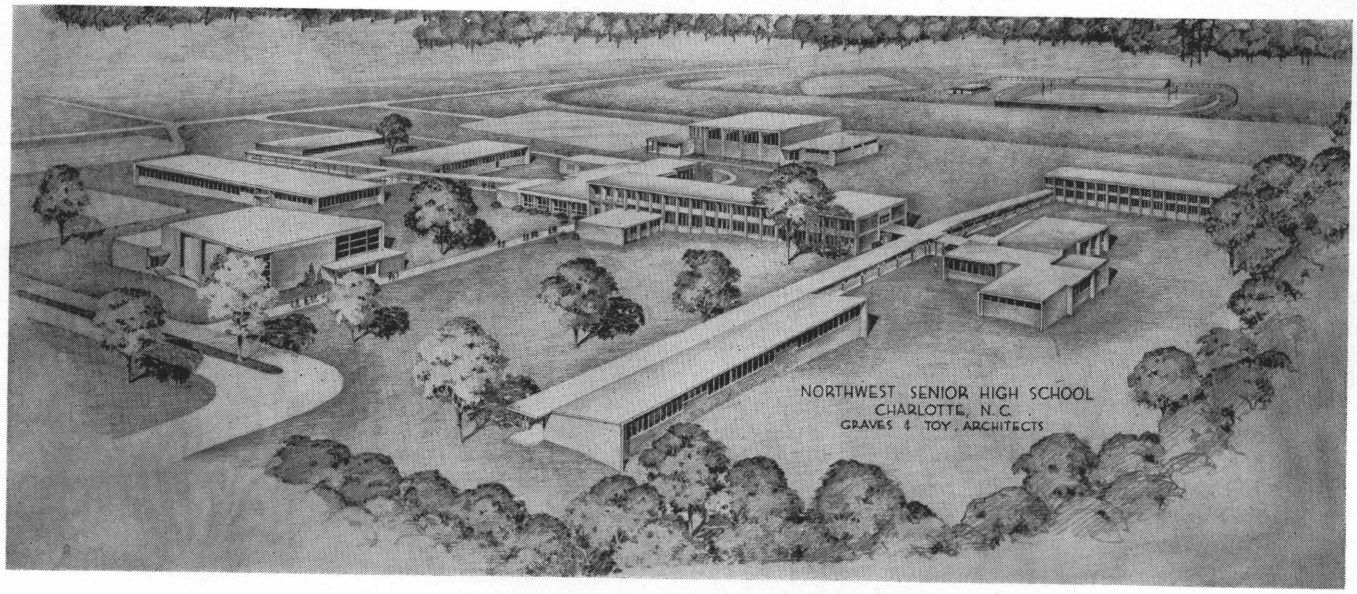
In design the plant was expected to offer a rich program to senior high school students not only in the academic field, but in the vocational and technical as well. It was expected also that the school would serve as a community, cultural, recreational and social center for the northwestern part of Charlotte. An important adult educational program is also planned.

In planning the school, the architects, the consultants and the school officials were attempting to provide an environment in which pupils, parents, teachers and citizens cooperated in bringing out the best within the individual pupil and human resources of the community. Facilities for doing individual research and study for group activities and for guidance were necessarily provided. The school, occupying a large tract of land, being isolated from the noise and dirt of busy streets and factories, provides that quietness and peacefulness that stimulates peacefulness and thought. Centers of interest for various activities are provided by the placement of laboratories, workshops and classrooms. The plans show how these areas are concentrated and their relationship to the library, the student center and other technical and vocational, as well as recreational fields.

The Solution

The solution to these problems took into consideration the fact that the fundamental conception of the project was to provide a relatively compact disposition of departmentalized units, each susceptible of expansion and providing maximum flexibility and variety in growth. Street patterns were coordinated to eliminate roadways or drives through the site. Locating the street center on the property line benefitted the school by halving the cost of the paving, provided more usable school grounds, reduced the amount of service drives and improved the neighborhood appearance by requiring adjacent residences of development to face the school. Vehicular access is from streets on the South and East.

The center position of administration, lunchroom, and student center appear most convenient for these activities. The library, containing three reading rooms, is located in a position of convenience with a pleasant quiet outlook to the park



outlook from the academc (language-arts) building and will serve as a spacious and pleasant area for outdoor study. The widespread use throughout of glazed exterior wall areas and numerous exits facilitate and encourage the use of outdoor areas. Spacious language-arts classrooms receive natural light through windows above lockers on the corridor side. Interior areas of rooms in the vocational building and elsewhere are lighted by translucent skylights. It is believed that a campus of

LOBBY

interested and varied treatment has resulted by area. The science group is similarly situated in respect to isolation and quiet. The shop and vocational areas are located for accessibility from streets and parking areas. The service drive is short and direct.

The existing grove of trees forms an attractive taking good advantage of the features of the side. Buildings are so located on the hillside to secure at most reasonable cost floors at or near the same level. Minor changes in levels are made by comfortable ramps. The gymnasium and shop are expected to be completed about May 1, 1955. Future buildings are indicated on the site plan. Future alteration of the lunchroom only is anticipated. Other expansion will be made by new buildings for which mechanical and electrical services will be provided by planned extensions of existing facilities.

Construction of the two-story academic building is fireproof. The academic building has a reinforced concrete frame with cantilever supporting corridor floor and roof. Bays are made uniform for economy. The gymnasium court roof construction is carried out on post-tensioned precast concrete girders and columns. One-story buildings typically have steel framing with steel joists and poured gypsum deck on exposed fiber form board and bulb tees. Exterior walls are concrete block with brick facing. Floor slabs on grade are concrete. Topping slabs in which radiant heating pipes are embedded are placed over vermiculite concrete insulating fill. Interior partitions are generally concrete block. Ceilings attached to steel joists or suspended, are accoustic plaster. Walls in such rooms as toilets and kitchen are structural facing tile. Finish floors are typically asphalt tile with terrazo in toilets and corridors and quarry tile in kitchen and service rooms.

Electric power is supplied from overhead primary service to three transformer locations. Main service is distributed from panel in the storage room below kitchen as a center for heavy power loads of electric cooking equipment. The heating plant consists of two stoker fired steam boilers with separate unit for hot water heating. Boiler room floor at lower level gives direct access to outside service drive. Classrooms and other similarly suited rooms are heated by radiant floor panels supplied from hot water converters. The systems have zoned pneumatic controls.

The academic building contains 10 classrooms. The shop and vocational buildings contain one classroom each. Six laboratories are provided as follows: biology two, chemistry-physics, sewing, foods and arts and crafts one each. A general shop is housed in the shop building. Six specialized vocational rooms are provided in commercial cooking, tailoring, beauty culture two, masonry and distributive education. The number of teaching stations would thus number 25.

Building costs are summarized as follows:

Academic, cafeteria, vocational, science and library buildings now completed: 77,865 square feet or 874,620 cubic feet at a cost of $665,622.00 or $8.54 per square foot or $0.76 per cubic foot. These costs include approximately 840 feet of water and sewer main to city connections as well as building services on the site.

Gymnasium and shop buildings now under construction: 24,493 square feet or 449,236 cubic feet at a cost of $216,078.00 or $8.82 per square foot or $0.48 per cubic foot. These costs include lockers and outside utilities but no cost of bleachers.

In addition to the above cost items, grading, storm drainage, paving, floodlighting, fencing, 3,000 bleacher seats and concession stand have been provided at a cost of approximately $80,000.00. Kitchen equipment costs were $16,737.00 and science laboratory equipment cost was $25,491.00.

INTERESTING ACTIVITIES ARE PLANNED FOR REGIONAL CONFERENCE IN CHARLESTON, S. C.

Activities for the 1955 South Atlantic District Regional Conference to be held in Charleston, South Carolina, May 5, 6, 7 will include visits to a number of points of architectural interest in Charleston that are not normally open to the public.

Several homes and plantations generally closed to the public will be open for the conference as a result of arrangements developed by the Conference Committee.

The cruise to Fort Sumter and the festivities there have been arranged in cooperation with the National Park Service, marking the first time that this type of event has been permitted.

Walter M. Megronigle of Pittsburgh, Pa., representing the AIA Public Relations Consultant, will lead a public relations workshop as a part of the conference activity, while Cochran Fisher will present the AIA group disability insurance plan.

The Hotel Fort Sumter will serve as headquarters for the conference, and necessary reservations should be made immediately.

LOUISE HALL NAMED NCAIA CHAPTER ARCHIVIST

Dr. Louise Hall, AIA, has been named Archivist for the North Carolina Chapter of the American Institute of Architects, according to an announcement by the NCAIA President F. Carter Williams, AIA.

Hall

Arrangements have been made to deposit old records of the Chapter in the Manuscript Department of the Duke University Library, where they will be available to interested parties upon approval of the Archivist and the President of the Chapter.

Dr. Hall has already completed considerable research on the Chapter's history as a basis for her article in the September, 1955, issue of Southern Architect.

Dr. Hall is currently Associate Professor of Architecture at Duke University. She first came to Duke in 1931 to organize a Department of Fine Arts, which was merged 11 years later into the Department of Aesthetics, Art and Music. Dr. Hall holds a B.A. Degree from Wellesley, an S.B. Architecture from M.I.T., a Brevet d'Art from the Sorbonne, and a Ph.D. in Architecture from Harvard (granted by Radcliffe).

During World War II, Dr. Hall spent 45 months engaged in photogrammetric and other classified work in the USCGS, in an OSRD unit, and taught in the Navy program of the Duke University College of Engineering. A past officer of the Society of Architectural Historians and AIA Langley Scholar in 1950, she is preparing for publication a study entitled "Artificer to Architect in Anglo-America".

ARCHITECTURAL CALENDAR

MARCH 13 - APRIL 8: Eighth annual open house series of Charleston's historic private homes. Details available from Historic Charleston Foundation, 94 Church Street, Charleston, S. C.

MARCH 29: North Carolina Architectural Foundation Day. School of Design, North Carolina State College, Raleigh.

APRIL 4-5: Judgment of AIA 1955 Honor Awards Program. The Octagon, Washington, D. C.

APRIL 6: Charlotte Council of Architects. Thackers Restaurant, Charlotte.

APRIL 7: Raleigh Council of Architects. S & W Cafeteria, Raleigh.

APRIL 8: Guilford Council of Architects. Bliss Restaurant, Greensboro.

APRIL 18-21: Building Officials Conference of America. Annual Meeting, Milwaukee, Wisconsin.

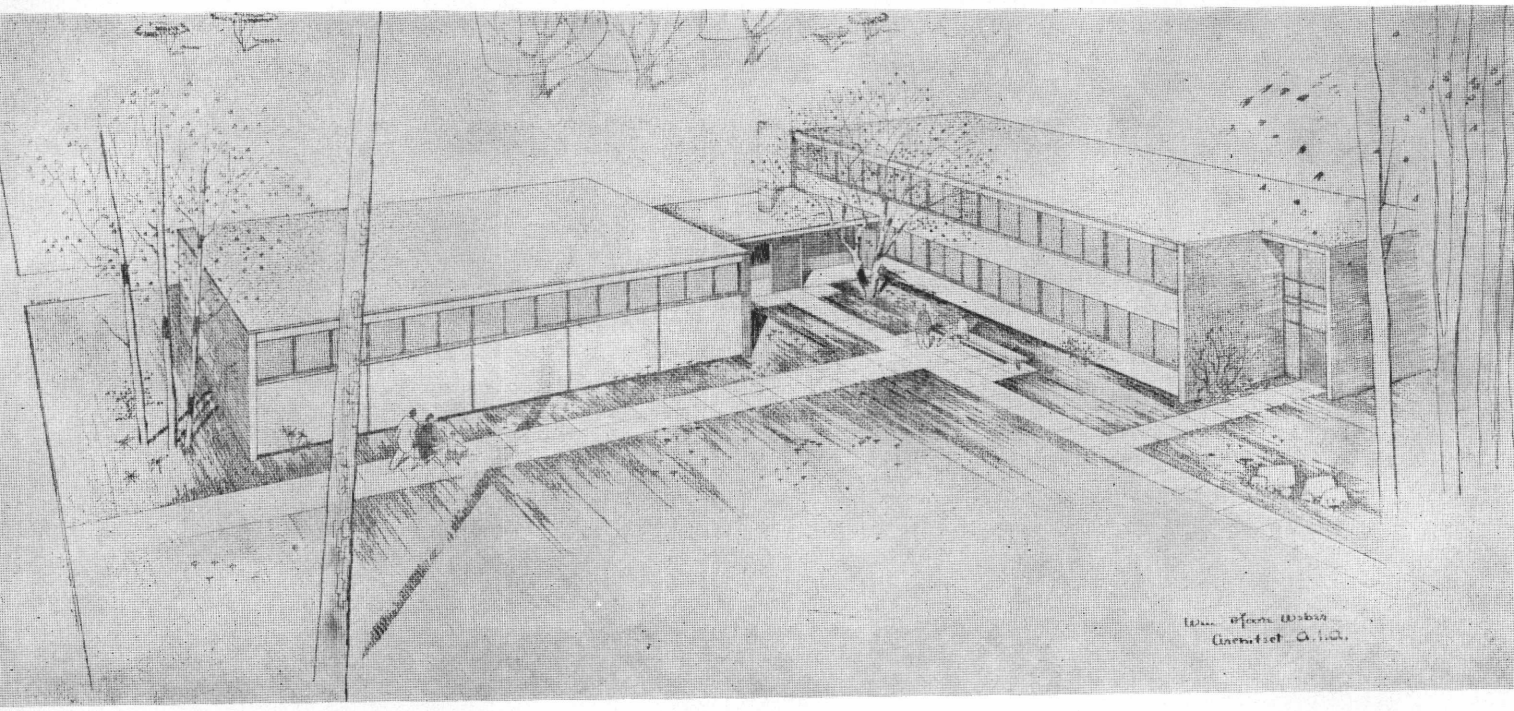
APRIL 21: Raleigh Council of Architects. S & W Cafeteria, Raleigh.

APRIL 22: Guilford Council of Architects. Bliss Restaurant, Greensboro.

MAY 5-6-7: Regional Conference, South Atlantic Region, American Institute of Architects. Hotel Fort Sumter, Charleston, S. C.

JUNE 20-24: 87th Annual Convention, American Institute of Architects. Hotel Radisson, Minneapolis, Minn.

JULY 14-15-16: Summer Meeting. North Carolina Chapter, American Institute of Architects. Grove Park Inn, Asheville.



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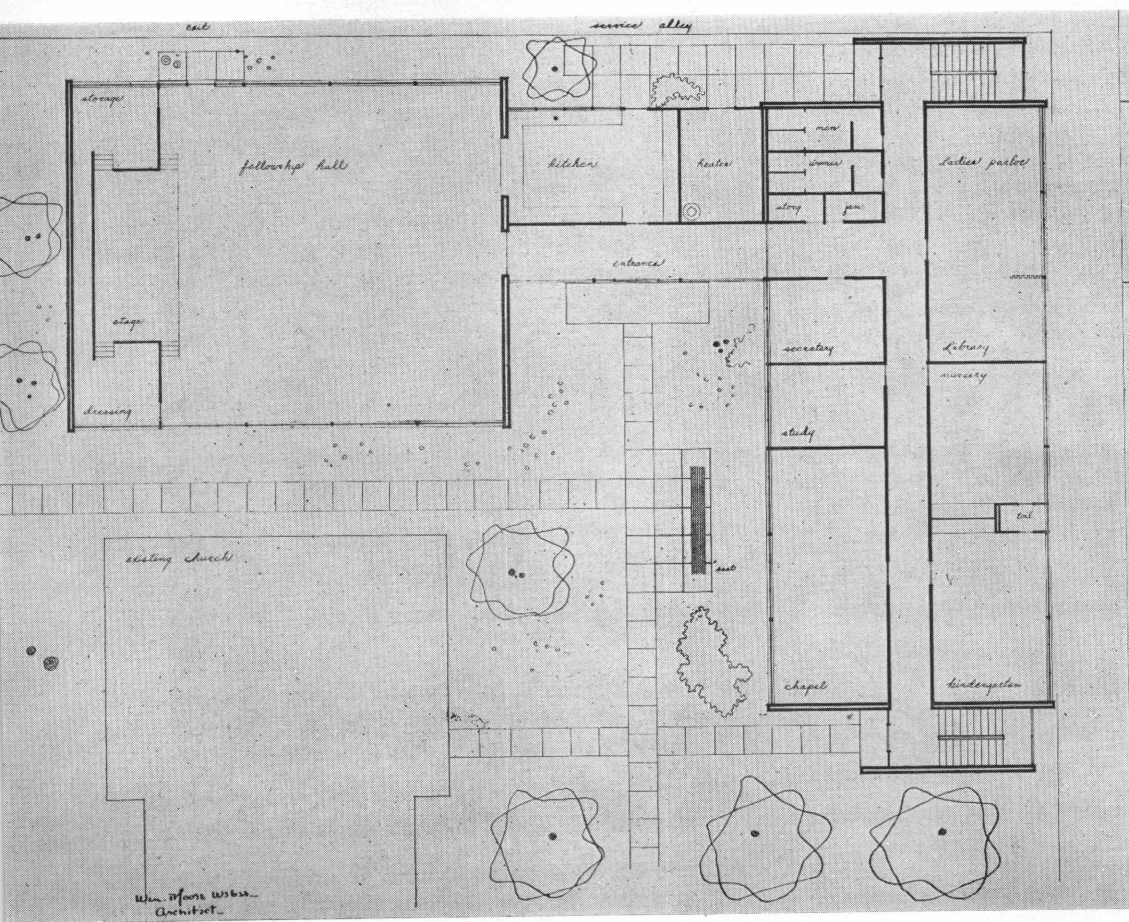
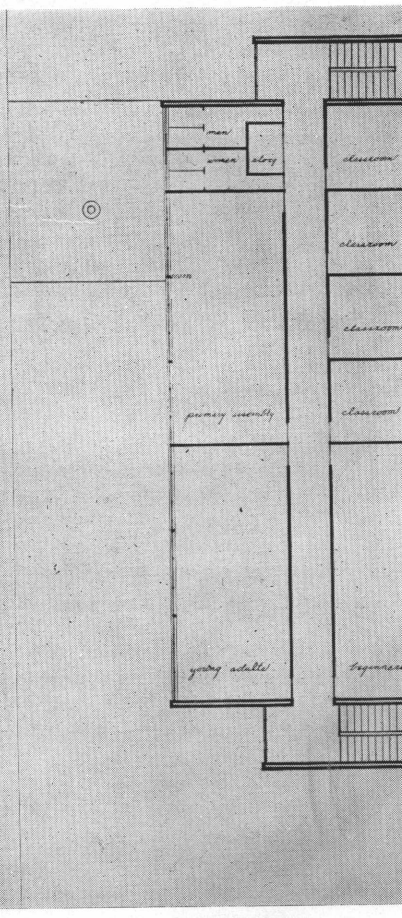


FIRST FLOOR PLAN



SECOND FLOOR PLAN

THE CHURCH EDIFICE MUST EXPRESS THE FAITH OF A PEOPLE

Address by Dr. George D. Heaton, Minister of the Myers Park Baptist Church of Charlotte before the Church Architectural Guild of America and the Council of Churches' Bureau of Architecture February 25, 1955

I'm sure many of us have gone from community to community and have wondered "Who built this church? How did it ever come into being?" And as surely as one begins to ask the question about who was responsible, one inevitably comes to the conclusion that much that has occurred in the past in church architecture, but from which, and I thank God, we are obviously becoming emancipated, was due to the fact that perhaps some architects mistook architecture for archeology and that some ministers felt that the mass production of outmoded cathedrals represented the supreme achievement of the clergy and that some of us became hysterical in our patriotic enthusiasm for the historical.

But these things obviously are being changed and as one who has participated in some way in his own section in some kind of venture that represented a break with tradition, particularly within his own denominational heritage, I think there are some very encouraging things that we can say based upon certain observations about the task. The first observation I would make is this, that increasingly we are recognizing that the church is not to be built in a vacuum, it is fundamentally a part of time and it is not a timeless thing dropped into a time world; it is a part of community and as a part of community it has its same dangers and its same weaknesses as prevail in other institutions; that no longer can we think of the church as being exempt from the weaknesses of corruption and inefficiency which go with hugeness in other institutions; that if decentralization is wise in industry and if there are reasons to believe that the old pattern of centralization must be broken up, these same reasons must prevail for the church, even as they prevail for industry; that if we observe today a reasonable attempt to get away from all of the pressures of urbanization and move out into open free spaces for other institutions, it should be likewise with the church. Today when industry sets up a new plant they move it out into open spaces, knowing that people today have transportation available to them and that to so locate a plant is not to make it inaccessible but to make it more utilitarian, more functional and to bring to it something of beauty and something of loveliness which one would never associate with a strictly urban environment. And if industry is doing it, certainly there are reasons for a church to give consideration to that which is happening among us, for the church is a part of its community.

That's an encouraging observation, particularly as one talks with you men and sees the things you're doing. And then it's an encouraging observation to note that there is the increasing role of the church architect and if you want a job done for the church you must turn to the man who has the skill to do it, the man with a heart, the man with a vision, the man with a flexibility of spirit, the man with experience who will be able to take the dreams of a church and actually bring them into reality. I think it's heartening to know that there is increasing strength in the influence you are exercising. Then I think there is a great awakening among ministers. That minister with his Nero pattern of behavior who would dominate the situation in achievement through construction is rapidly disappearing. The minister is becoming increasingly attached to his people and attached to the great ideal of the church and in his broadening base of understanding and in the sharpening of his insights, he becomes an individual who would like to be associated with some building venture of which he will not be ashamed in decades to come. And it is also heartening to observe a gerater flexibility among people; that no longer are we thinking of a congregation in terms of those who will subscribe the necessary pledges to build a building; no longer are we thinking of a congregation as a number of people to be housed, but increasingly thinking of a congregation as a community of people who are concerned about this building and who will not be as inflexible as they have been in the past to those things that can be incorporated in the church structure that will be most meaningful to them. And so tonight, as a guest minister, I should like to make some contribution to you in terms of the integration of all of these factors in the improvement of our church architecture and to propose that the integration must take place on the same level that it takes place in industry, or for that matter in government or anywhere else, and that is on the level of improved communications.

A church edifice ought to be the honest expression of the faith of a people. Now perhaps there are better definitions than that but surely that much is true—it ought to be the honest expression of the faith of a people. It ought not to be something which is imposed upon the people; it ought not to be something which is handed down and by direction given to them, but instead it ought to represent the communication of people

(Continued on page 16)

THE CHURCH EDIFICE

(Continued from page 15)

with minister, with architect and with all that is true in God and in nature, and I would propose to you what that kind of communication really means, for basically a church building itself is the supreme act of communication. In industry we say that for communication to be meaningful it must perform four functions and this, to me, should be the Bible of church architecture. The first function of communication is this:

1. It must make sense. If something does not make sense to a person he feels insecure in that situation and I do not care what his cultural background may have been, when the architecture of a building makes sense to a man he feels secure in it and the building communicates security to him which is part of all religious faith of any one of us.

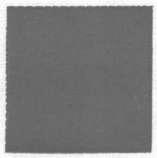
2. It must establish a relationship with others. Any order or instruction that does not establish a relationship fails in the function of communication and when a building is properly created it enables an individual to have a relationship with it, for it is not an inorganic thing, it is an organic creation and when an individual enters into the house of God there should be a relationship between him and that edifice. That's the heart of communication and if it is built in such a way that it is impossible for him to have a relationship with that building, then there is no communication.

3. It must enable others to have relationships with us. It should likewise hold true that the building itself should have a relationship with a man and in that relationship it should speak to that man and he should know that which it says to him.

4. It gives us the means to solve our problems. The building and the man, the building and the people, established in the proper relationship, should thereby be able to solve problems which could not otherwise be solved. The personal problems of anxiety and guilt, the corporate problems of education, recreation and worship—the building and the people should by communication be able to solve the problems.

Now these are the functions of communication and when there is a right relationship in the creation of the edifice, then communication does take place. It was only last night that I watched an Arkansas Baptist being taken through our sanctuary by a South Carolina Baptist who belongs to this North Carolina Baptist Church. Now there are lots of people who look at this North Carolina Baptist Church and they are quite convinced that it is something other than a Baptist Church because to them it doesn't look like a Baptist Church, but that's because of certain distortions which are created in the mind about communications. You see one of the distortions in all communication is that we make the mistake of identifying the label upon something with the thing that is labelled. We likewise distort communications, incidentally, by resisting and preferring to ignore the idea that things and people change, that no human being remains the same and when you say "George Heaton" put a date on him—1955. Then one knows what you mean. But when you say "George Heaton" if you mean 1929, put the date on him, for he changes. The same with a church and the same with the organism which is its architecture; we become distorted in communications because we prefer to resist the whole idea that things and people change. But I watched him taking this person through his sanctuary—the Arkansas Baptist with the South Carolina Baptist in a North Carolina Baptist Church and it would have been a far better address to you than anything that I'm saying for this, in my judgment, is the heart of what it means to build a church. Now this man had learned that a building is supposed to express a thing and when he took his friend into the sanctuary where the central point of attention is a cross upon an altar and not a baptistry he said to his friend and I overheard the conversation: "The reason we did it is because we Baptists believe that the most important thing in our religion is what we know about God in the crucified Christ." Strange talk from a layman whom I know did not so much as go through high school and I listened to his explanation of the divided chancel and it was far more effective than anything I could have said, when he put it in rather blunt words. He said: "You see, no preacher is going to stand between me and my God." Now, this may not be the faith of all people, do not misunderstand me. I'm only saying that here is a building which has a relationship with a man and a man who has a relationship with his building. And then I overheard the Arkansas Baptist say to the South Carolina Baptist: "Where's your baptistry?" and as they walked out of the sanctuary into the chapel that is a part of the sanctuary but leads into it, he said: "You see, we Baptists believe that by baptism one is brought into the fellowship of the church." Here was a building that said something to a man and here was a man who could say something to his building. Here was something that made sense to a man; that was reason for it; he had not been on the building committee; he had had no part save the participation of one who belonged to the congregation and who had learned in the building of this building that it was not to be done by an artisan who asked "Now, what have you got this morning?"; it was not to be done by an artist who said: "I'll do it the way I want to do it." But it was to be done by communication of a people, its ministry and its architect establishing the one creative relationship that a human being knows—the relationship of the "we." I could well recommend, I think, for every church architect the reading of some of the psychological studies of Dr. Fritz Kunkel, for to

(Continued on page 34)



THE NORTH CAROLINA ARCHITECTURAL FOUNDATION

CORDIALLY INVITES

THE ARCHITECTS AND LANDSCAPE ARCHITECTS

OF NORTH CAROLINA

AND

THE OTHER FRIENDS OF THE SCHOOL OF DESIGN

TO ATTEND

ARCHITECTURAL FOUNDATION DAY

AT THE

SCHOOL OF DESIGN

NORTH CAROLINA STATE COLLEGE

PROGRAM

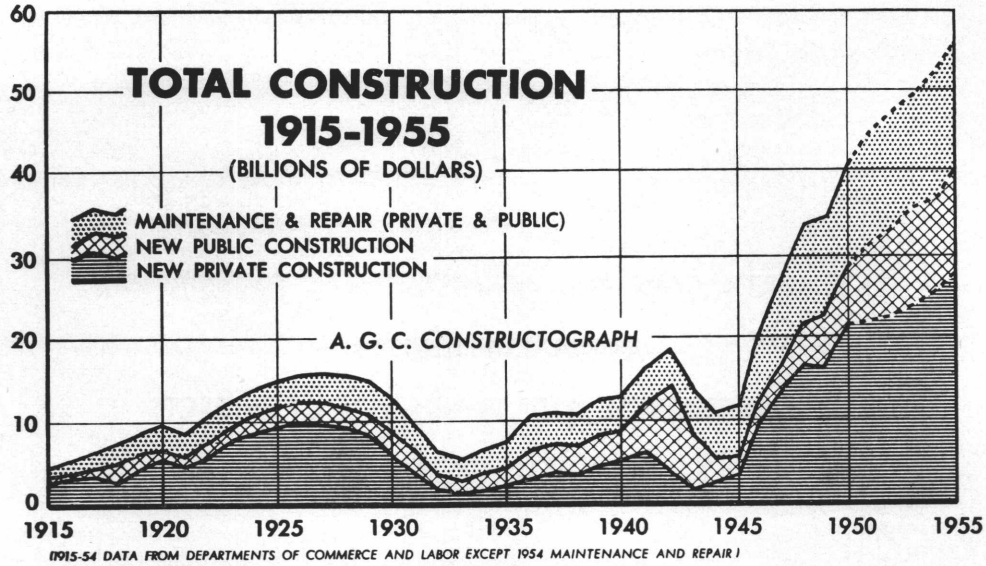
11:30 A. M. Assemble at the College Union Building on the State College Campus to see the Exhibition that was originally prepared for the GOOD DESIGN SHOW at the Merchandise Mart in Chicago and which has just closed a showing at the Museum of Modern Art in New York.

12:30 P. M. Luncheon at the College Union Building as guest of the Brick and Tile Service, Inc.

2:00 P. M. Tour through the School of Design and the School's new building.

4:00 P. M. Seminar in Riddick Engineering Auditorium with MARCEL BREUER, AIA, distinguished New York Architect, on his design for the UNESCO Building in Paris.

TUESDAY, MARCH 29, 1955



CONSTRUCTION REPRESENTS 15% OF GROSS NATIONAL PRODUCT

Continuing its postwar role as the nation's largest single production activity, construction last year represented almost 15 per cent of the gross national product and accounted for more than 17 per cent of the country's gainfully employed.

In 1954, construction volume reached $52 billion, including $37 billion for new facilities and $15 billion in maintenance and repair of existing facilities. For the ninth consecutive year construction volume records were shattered and prospects for 1955 are favorable for a further increase to an estimated $56 billion.

The 1955 potential of $56 billion within the United States, consisting of up to $40 billion in new construction and approximately $16 billion in maintenance and repair, is predicated on indications of a moderate upswing in total economic activity and availability of capital funds at favorable rates, and assumptions of relatively stable construction costs and no major work stoppages or international complications.

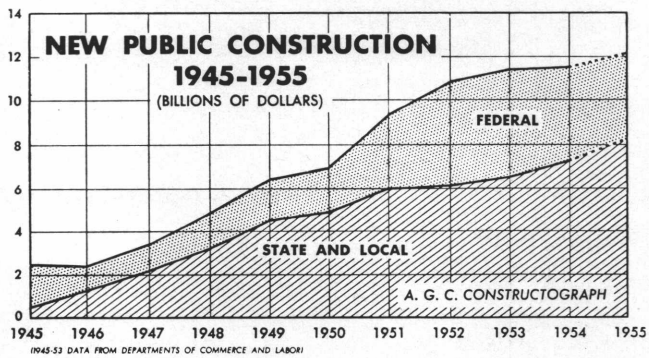
Throughout 1954 the construction industry was recognized as a bulwark of the national economy, bolstering employment and demand for basic materials.

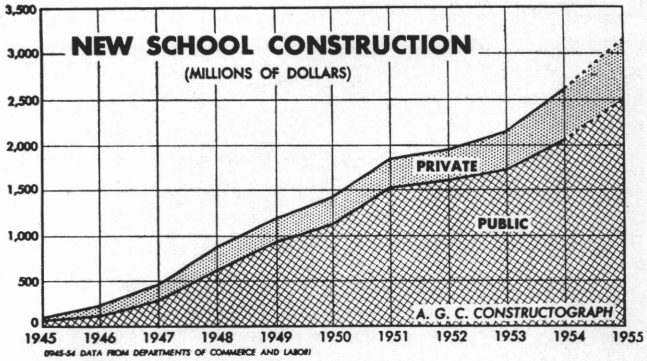
The importance of construction was highlighted by its unfaltering rise under the pressure of continuing demand, contrasted with the leveling off or mild decline in other major segments of economic activity.

The total expenditure of $52 billion in 1954 means that nearly 15 per cent of the gross national product of some $356 billion, or more than one dollar out of every seven spent for goods and services, was spent for construction, compared to one out of every eight in 1953.

Similarly, more than 9.4 million persons, or more than 17 per cent of all full-time equivalent employees, are estimated to have been employed, either directly or indirectly, by construction activity. Direct construction employment is estimated at about 4.6 million. In considering the impact of construction activity on distribution, transportation and manufacturing, it is estimated tha for every 5 workers employed at the site of new construction, 6 are employed in activities servicing it; and that for maintenance and repair, the ratio may be about 7 off-site workers for every 10 workers at the site.

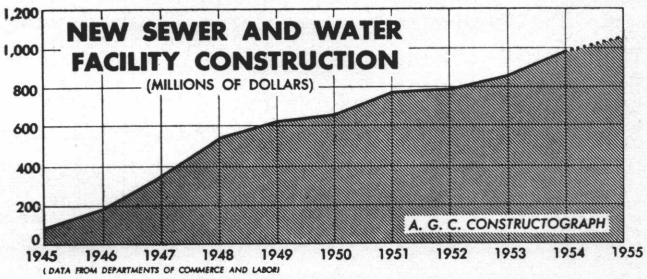
Highlights of public construction were the increasing outlays for highways and other state and local public works, demonstrating a rising dominance over federal products, and more than offsetting a 29 per cent drop in military construction and a 10 per cent decline in industrial building (principally atomic energy construction).





Public school building passed the $2 billion mark for the first time, and highway construction established another new record of $3.6 billion, rising steeply under the influence of new emphasis on federal-aid programs, as well as toll roads.

Sewage and water facilities advanced about 15 per cent to $975 million under pressure of the housing boom, which has far outstripped extensions of city water and sewer mains all over the country, as well as the capacity of treatment plants.

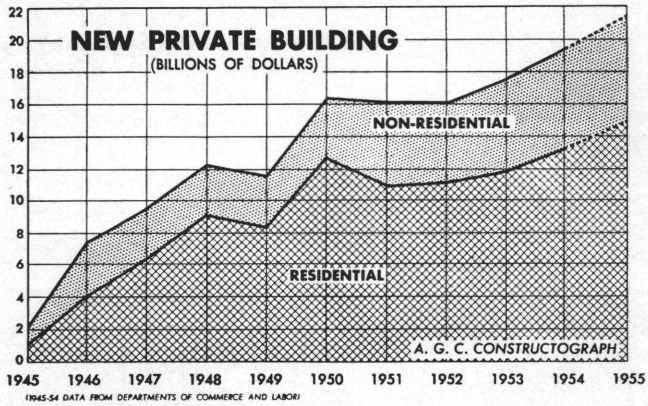


New public construction is expected to reach $12.2 billion despite a substantial drop in atomic energy development, with state and local public works accounting for two-thirds of the total. Large increases are probable in outlays for schools, highways, military construction, and sewer and water facilities.

Private construction dominated the 1954 volume of new work, totaling $25.5 billion. The 12 per cent increase in residential building to $13.3 billion, with an estimated 1,200,000 units placed under construction, was due primarily to eased mortgage opportunities.

New private construction is expected to show the largest increase in 1955, rising to $27.75 billion, paced by larger outlays for residential, commercial, church, educational, and hospital and institutional building. A mild decline is expected in farm construction and industrial building is expected to come close to the high 1954 level under improving business conditions and provisions of the new tax law.

New housing starts are expected to reach 1,300,000 residential units in 1955. Record-breaking religious and educational building is expected to continue, possibly reaching $700 million in each category. Increases are also expected in hospital and institutional building, and social and recreational construction.



Commercial activity, continuing a boom started with the easing of federal controls in 1953, rose 20 per cent to $2.2 billion, reflecting a surge in office buildings and continuing demand for suburban shopping facilities. Private industrial volume declined slightly to $2 billion as basic expansion goals were rounded out and many facilities being constructed under the government's rapid tax amortization program neared completion.

Public utilities, at $4.4 billion, maintained about the same high level of 1953, with increases in construction of electric light and power, pipelines, and telegraph and telephone facilities offsetting declines in railroad, gas and local transit construction. Public utilities are expected to continue their current high outlays in 1955.

The brightest spot in business investment in construction this year will continue to be commercial expansion, which may rise by nearly one-sixth to about $2.5 billion under the influence of the continued trend toward new suburban developments and such factors as major highway construction.

While industrial building has been declining mildly with the completion of expansion goals in major industries and a slowing down of the government's rapid tax amortization program, this category may come close to the $2 billion total of 1954 if business conditions continue on the upgrade. An important factor that may bolster plant expansion in the future is the provision in the 1954 tax legislation which permits faster recovery of capital investment to encourage modernization and expansion.

Highway construction is due to increase sharply as the increased federal-aid authorizations enacted

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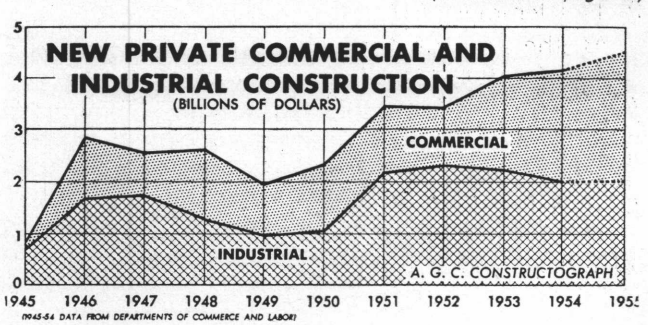


ARCHITECTS' BUILDING PRODUCTS BUREAU PLANNED

An Architects' Bureau of Building Products will be established in Charlotte in the near future to serve the Carolinas and this section of the South, according to an announcement recently by Clinton T. Wetzel of Miami, Fla.

Temporary offices have already been set up at 205 South Church Street in Charlotte by Mr. Wetzel, who is owner and President of the DuPont Plaza Center in Miami.

An advisory board for the new project has been named, with A. G. Odell, Jr., AIA, of Charlotte as Chairman. Other members are T. P. Hawkins, AIA, President of the Charlotte Council of Architects; Walter W. Hook, FAIA, of Charlotte; Louis H. Asbury, Jr., AIA, of Charlotte; Earle Whitton, Charlotte; John Crosland, Charlotte; T. W. Pritchard, Charlotte; W. P. Wells, Charlotte; H. M. Fair, AIA, Columbia, S. C., President of the South Carolina Chapter of the American Institute of Architects; E. M. Spong, Columbia, S. C.; Frank P. Morris, Greenville, S. C.; John Monroe Lambert, Jr., AIA, Anderson, S. C.; A. H. Chapman, Jr., AIA, Spartanburg, S. C.; and F. Carter Williams, AIA, Raleigh, President of the North Carolina Chapter of the American Institute of Architects.

In selecting Charlotte as the site for the third architectural and construction industries center in the nation, Mr. Wetzel said that Charlotte was chosen because he believes it to be the center of one of the most rapidly expanding industrial and building sections in the nation. Other centers are now located at Miami and New York.

Extensive surveys have been made over an extended period of months by Mr. Wetzel and the results of these surveys, he stated, have given him confidence that "while Charlotte has grown rapidly in the last number of years it is going to be surprising what is going to happen here in the next four or five years."

The first architectural and construction center was established in New York City some 40 years ago and Mr. Wetzel's own DuPont Plaza Center in Miami was placed in operation six years ago.

Several sites for the center are being studied. Whether space will be leased or a suitable building constructed has not been decided at this point, Mr. Wetzel stated. Several potential sites are being studied. Approximately 50,000 square feet or more will be required for the center. In the next 30 days a final decision will be made on whether to lease or build a new building to house the center. If a building is erected, it will be four or five stories high.

The center is expected to open in July or August, 1955.

The Architects' Bureau of Building Projects will have three principal sections. One will be for display purposes by manufacturers of building materials, including all types of products used in any way in the entire building industry. These displays will be available at all times for use by architects, engineers, contractors, decorators, manufacturers and the public for study in selecting products to be used in any type building from homes to factories.

A second section will be made up of offices to be leased to architectural firms which may wish to locate there. The third section will be office space for manufacturers' representatives, engineering firms, and other building-industry connected firms.

ANNOUNCE SCHEDULE FOR ARCHITECTURAL EXHIBIT

An exhibition of outstanding architecture in North Carolina is being displayed throughout the state under the sponsorship of the North Carolina Chapter of the American Institute of Architects, Chairman Mangum W. Sloan, AIA, of the NCAIA Committee on Exhibitions announced recently.

The exhibit is currently showing in Charlotte, with Charles W. Wheatley, AIA, in charge. The exhibit opened in Greensboro March 1 through March 15 under the direction of Edward Loewenstein, AIA, and will conclude in Charlotte on March 31.

April 1 the exhibit will open in Hickory, with R. L. Clemmer, AIA, in charge.

At the present time the exhibit is scheduled for continuous showing through June 30, after which dates are open. Architects who would like to have the exhibit scheduled in their communities are asked to contact Chairman Sloan as quickly as possible in order that dates may be scheduled for the last half of 1955.

The exhibit contains 54 projects, all of which were displayed at the annual meeting of the North Carolina Chapter at Chapel Hill in January as a part of the Chapter's honor awards program.

The exhibition's complete schedule through June 1955 is as follows:

March 1-15—Greensboro, Edward Loewenstein, AIA.

March 16-31—Charlotte, Charles H. Wheatley, AIA.

April 1-15—Hickory, R. L. Clemmer, AIA.

April 16-30—Statesville, Andrew L. Pendleton, AIA.

May 4-5-6—Charleston, Regional Conference, South Atlantic Region, AIA.

May 7-15—Salisbury, John Erwin Ramsay, AIA.

May 16-31—Winston-Salem, Fred Butner, AIA.

June 1-15—High Point, Robert Conner.

June 16-30—Asheville, Anthony Lord, AIA.

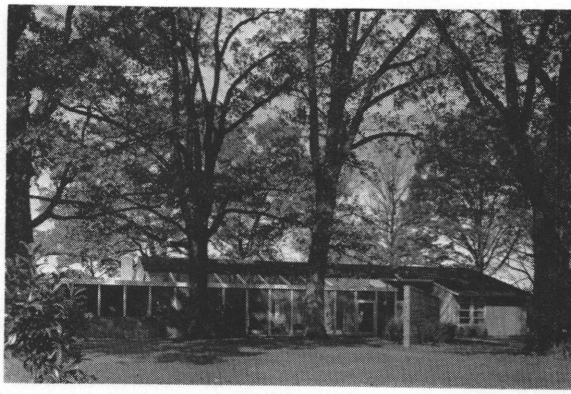
In making plans for the scheduling of the exhibit, Chairman Sloan pointed out that special attention is called to the fact that approximately 100 linear feet of wall space is required.

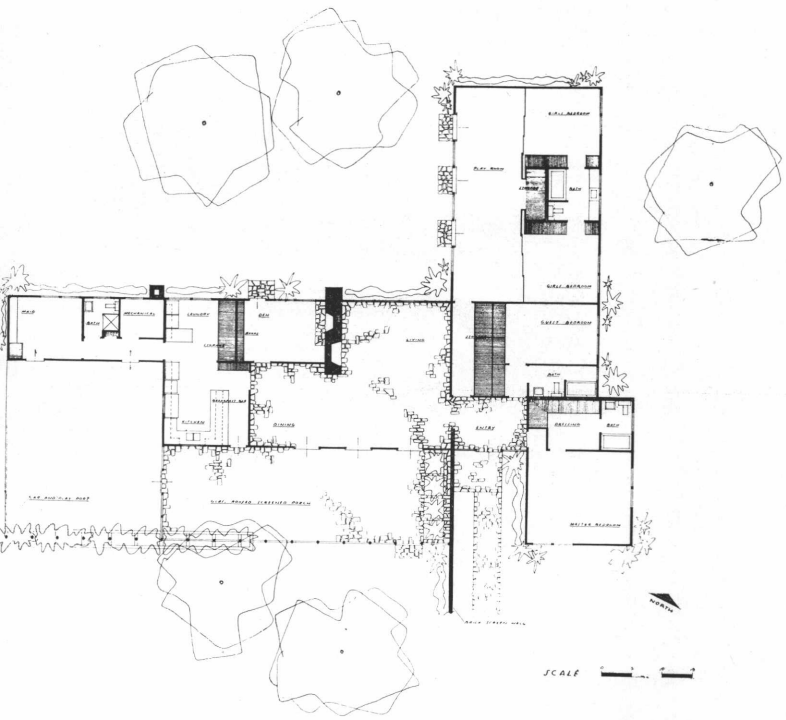
Loewenstein & Atkinson, AIA

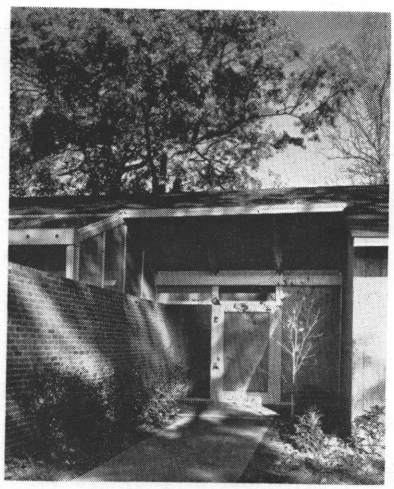
GREENSBORO, N. C.

RESIDENCE FOR MR. AND MRS. W. L. CARTER, JR. • GREENSBORO

1955 NCAIA AWARD OF MERIT WITH SPECIAL COMMENDATION





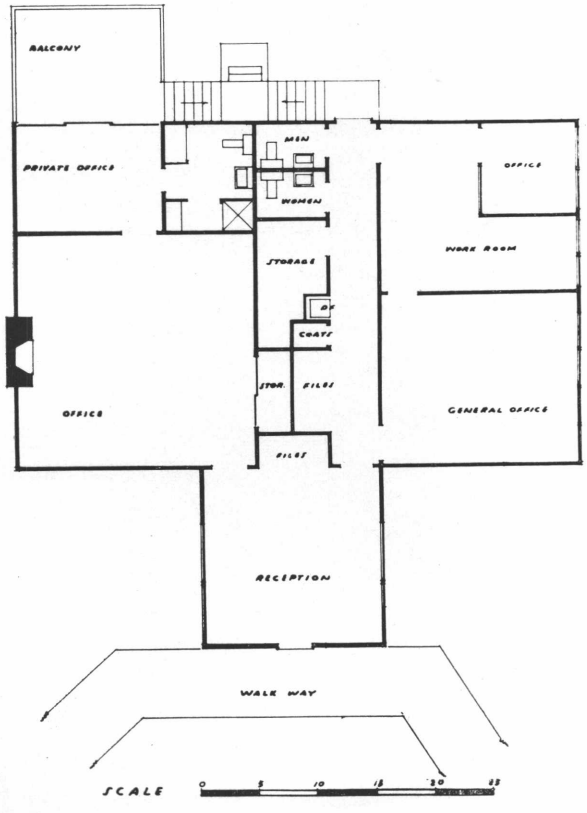


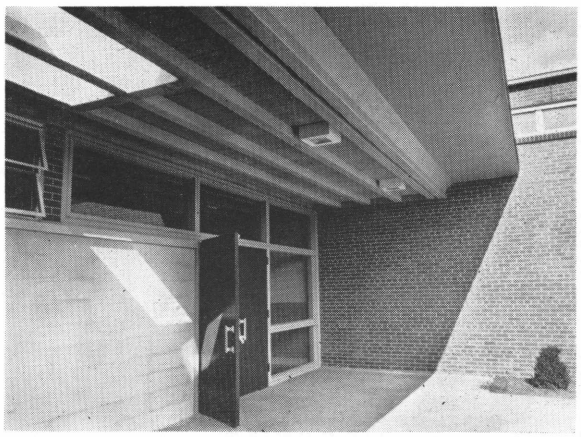
Loewenstein & Atkinson, AIA

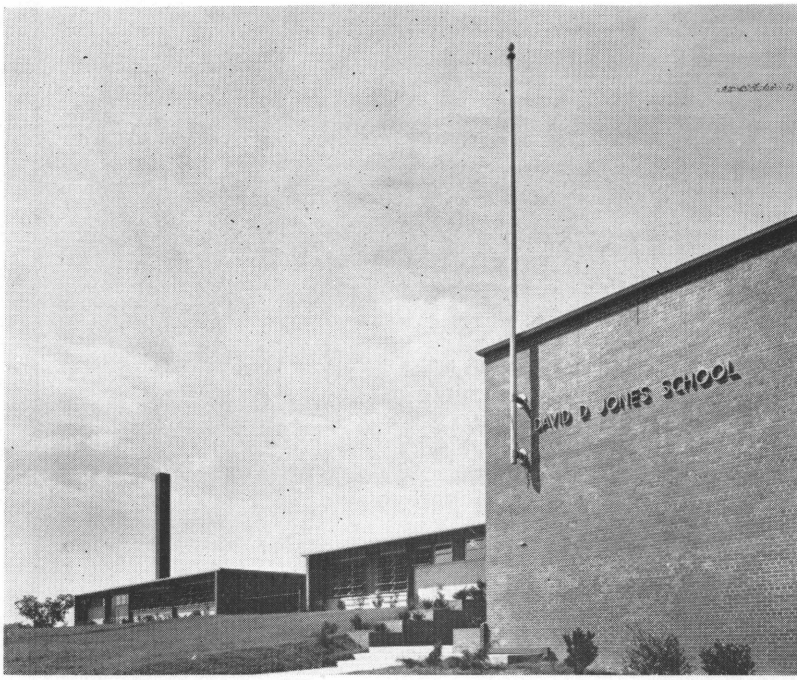
GREENSBORO, N. C.

OFFICE BUILDING • BESSER IMPROVEMENT COMPANY

1955 NCAIA AWARD OF MERIT

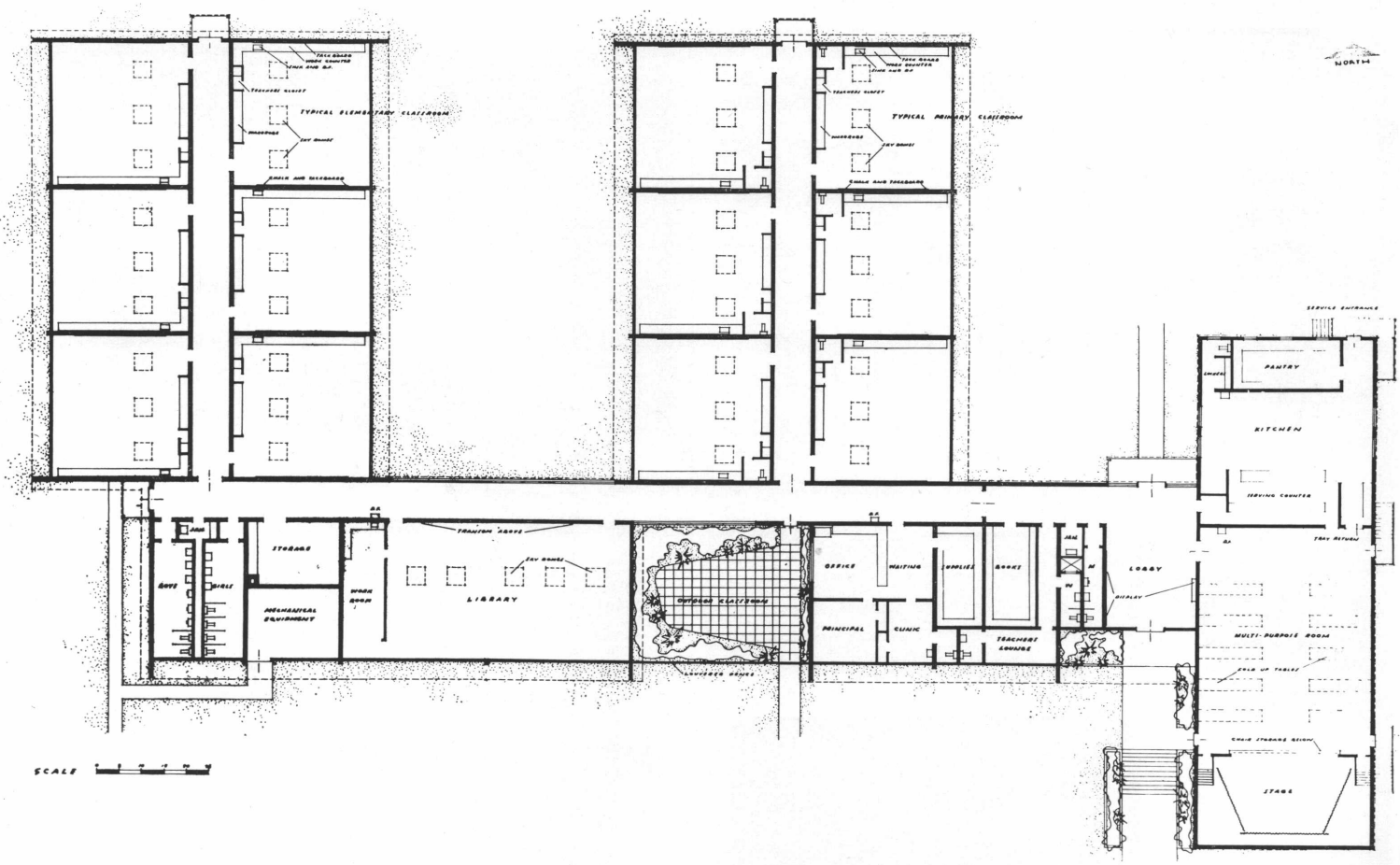






DAVID D. JONES ELEMENTARY SCHOOL • GREENSBORO

1955 NCAIA AWARD OF MERIT WITH SPECIAL COMMENDATION



"DESIGNING FOR THE COMMUNITY"
AIA CONVENTION THEME

"Designing for the Community" will be the theme of the 87th annual convention of The American Institute of Architects, it has been announced by AIA President Clair W. Ditchy. The convention will meet in Minneapolis, Minnesota, June 20-24, 1955, with headquarters at the Hotel Radisson.

Keynote address will be made on Tuesday morning, June 21, by Albert M. Cole, Administrator of the Housing and Home Finance Agency, and the convention theme will be developed further that day—at lunch with James W. Follin, Commissioner of the Urban Renewal Administration as speaker—and at an afternoon seminar "Rebuilding the City." Moderator Richard W. E. Perrin, AIA, Executive Director of the Milwaukee Housing Authority, will be joined on the panel by leading architect-planners who will discuss pertinent phases of the architect's role in development and redevelopment projects.

Later in the week there will be another important seminar, keyed to the overall theme, on "Architecture of Community Expansion," led by Norman J. Schlossman, FAIA, of the Chicago firm of Loebl, Schlossman and Bennett, a former First Vice-President of the Institute.

Other convention seminars are scheduled on Chapter and Reginal Affairs and on Office Practice. The latter will include discussions on cost estimating and modular measure.

Entertainment and education will be pleasantly combined on the Cold Spring Cannonball Trip arranged by the Host Committee and the Cold Spring Granite Company for the opening day of the convention, Monday, June 20. Architects and their wives are to be transported on a special train through scenic lake country to Cold Spring, Minnesota, where they will be guests of the Cold Spring Granite Company. Highlights of the trip will be

(Continued on page 26)

(Continued from page 24)

the visit to a granite quarry and tour through the company's plant, which will present the story of granite production and fabrication in complete continuity from the rough blocks to the finished products.

The President's Reception will be held at the Prudential Insurance Company's new Minneapolis office building, designed by Magney, Tusler and Setter, AIA, which is to be officially opened during the convention week. Special guests of the reception will be Prudential's President Carroll Shanks and other top company officials.

The Gold Medal, highest honor given by the Institute for distinguished service to the profession, will be awarded at the annual banquet on Thursday, June 23. Additional awards, to be given at an awards luncheon, include the Fine Arts Medal, the Craftsmanship Medal and the Edward C. Kemper Award.

Other regular convention features are the Annual Exhibition of Outstanding American Architecture and the display of new building products and equipment.

An 11-day post-convention trip that will take in such outstanding vacation spots as Glacier and Jaspar National Parks, Banff and Lake Louise, is being planned by the U. S. Travel Agency. The tour will start from Minneapolis on Saturday, June 25, the morning after the convention wind-up.

It is estimated that more than 1600 architects and guests will attend.

durham men design improved "t" square

An improved "T" square has been designed and placed on the national market by Robert W. Carr, AIA; John F. Wilson, Jr., Civil Engineer; and Kenneth H. Beebe, draftsman, of Durham. All are members of the architectural firm of George Watts Carr, AIA, of Durham.

The new "T" square has been designed to eliminate all possibility of misalignment. It provides positive parallel alignment, feather-touch movement, snap-on, snap-off mobility in a handsome and attractive appearance.

The new invention has been patented and is being manufactured by Milton Whitfield, foreman of the Duke University physics laboratory. It will be sold under the trade name of Align-O-Matic.

GOOD DESIGN WILL SELL NORTH CAROLINA PRODUCTS

By Cecil Prince in The Charlotte News

In the full tide of a legislative year, members of North Carolina's General Assembly become experts in measuring the spans and cubits of budget requests against the dollars and cents in the public till. As the weeks drag on, the ways of saying no multiply like lemmings. It is already late in the session but we hope legislators do not phrase an automatic no—however grandly expressed—to the Consolidated University of North Carolina's request for a new Department of Products Design at State College.

An appropriation would be more in the nature of an investment than a flat outlay—an investment in the economic future of North Carolina.

The new department would be part of the college's School of Design. Young men and women would be educated there in a comparatively new field—products design—in order to contribute to the appearance and design of Tar Heel industrial products. Specifically, they would be trained to design better furniture, textile, ceramics and hundreds of smaller industrial products manufactured in the state. In addition, they would be trained to design the packaging of North Carolina food and tobacco products.

All over the nation, industry is learning that good design pays off in the market place. Automobile, kitchen equipment, electrical appliance manufacturers are pouring millions of dollars annually into the quest for better design. They are also finding that good design is assisting the engineer in simplifying the process of manufacture—thus lowering the ultimate cost to the consumer.

Unfortunately, top talent in U. S. industrial design is clustered in northern cities. North Carolina's furniture industry, for instance, has found it extremely difficult to find competent help from people who have their roots in Dixie. Manufacturers of food products have had the same difficulty. It is an unpleasant fact that many Tar Heel food producers are not able to reach the national market because of poor design in packaging.

Since there is already a topflight School of Design at State College, an Industrial Design Department can be added at little extra cost. Such a department would be a major contribution to the North Carolina industrial scene.

BROAD SAFETY PROGRAM PROMOTED BY AGC

A broad program of construction safety and accident prevention is being conducted by the Carolinas Branch, Associated General Contractors of America. The program is now in its second year of operation, with 125 general contractor members participating. Outstanding results are being achieved by the cooperating contracting firms.

Twenty-three general contractors in North Carolina and South Carolina won merit awards in the annual national Accident Prevention Program of the Associated General Contractors of America and will be presented certificates at the annual AGC convention in New Orleans this month.

Norman A. Smyth Company of Charlotte won third place in the building division for firms working between 100,000 and 200,000 man hours and along with 22 other firms will receive honor certificates for no lost time accidents during 1954. Other merit award winners include:

W. E. Baker & Son, Whitmire, S. C.; John W. Craig, Charlotte; Crosland-Roof Construction Company, Columbia, S. C.; Elmore Construction Company, Catawba; Ernest Foard, Charlotte; A. H. Guion & Company, Charlotte; C. A. Herrin, Durham; John C. Heslep, Inc., Columbia, S. C.; R. D. McClure Construction Company, Columbia, S. C.; N. C. Monroe Construction Company, Greensboro; Morris Construction Company, Greenville, S. C.; North State Construction Company, Inc., Rocky Mount; Phillips Construction Company, Lancaster, S. C.; T. W. Poe & Sons, Inc., Durham; C. E. Reeves & Sons, Fayetteville; E. F. Taylor Company, Inc., Goldsboro; G. E. Vinroot Construction Company, Charlotte; York Building Company, Raleigh; Carolina Construction Company, Inc., Columbia, S. C.; A. T. Sistare Construction Company, Inc.; Spartanburg, S. C.; J. A. Jones Construction Company, Inc.; Charlotte; and Dean Patterson Construction Company, Burlington.

The J. A. Jones Construction Company, Inc., was fourth nationally in the building division for firms with more than 500,000 man hours, although winning awards are made only to the first three firms in each division.

In addition to the national awards announced above, Carolinas awards were made by the Caro-

(Continued on page 32)

BROAD SAFETY PROGRAM

(Continued from page 30)

linas Branch at the recent convention in White Sulphur Springs, West Virginia, as follows:

Building Division—Over 500,000 man hours—First place—J. A. Jones Construction Company, Inc., Charlotte. Second place—McKoy-Helgerson, Company, Greenville, S. C. Third place—Southeastern Construction Company, Charlotte.

200,000 to 500,000 man hours—First place—C. D. Spangler Construction Company, Charlotte. Second place—M. B. Kahn Construction Company, Columbia, S. C. Third place—L. S. Bradshaw & Sons, Salisbury.

200,000 man hours and under—First place—Norman A. Smyth Company, Charlotte. Second place—A. H. Guion & Company, Charlotte. Third place—Morris Construction Company, Greenville, S. C.

Highway and heavy division—Over 500,000 man hours—First place—W. E. Graham & Sons, Cleveland. Second place — Barrus Construction Company, Kinston. Third place—J. A. Jones Construction Company, Inc., Charlotte.

200,000 to 500,000 man hours—First place—Thompson-Arthur Paving Company, Greensboro. Second place—Ballenger Paving Company, Greenville, S. C. Third place—J. F. Cleckley & Company, Orangeburg, S. C.

200,000 man hours and under—First place—A. T. Sistare Construction Company, Inc., Spartanburg, S. C. Second place—Carolina Contracting Company, Inc., Columbia, S. C. Third place—Dean Patterson Construction Company, Burlington.

Robert Patten of Charlotte is Managing Director of Carolinas Branch, Associated General Contractors of America, while Hubbard L. Sullivan of Charlotte is Manager of the Building Division and director of the accident prevention program.

In North Carolina, the accident prevention committee is composed of. J. L. Zaccagni of Charlotte, Chairman; Richard A. Bradshaw of Salisbury, B. G. Team of Greensboro, John Marshall of Charlotte, and Fitzgerald Hudson of Chapel Hill.

The South Carolina accident prevention committee is composed of: Irwin Kahn of Columbia, Chairman; A. T. Sistare of Spartanburg, Norman C. Hightower of Charleston, and C. Fletcher Carter of Charleston.

In addition to the human factor of lives saved and injuries prevented, member contractors are finding that a sound accident prevention program is good business, Mr. Sullivan declared. Improved safety records bring about reductions in insurance rates. At the same time the reduction in man-hours lost on the job from accidents and injuries, means a substantial savings in labor costs, and enables contractors to complete construction projects much quicker.

THE CHURCH EDIFICE

(Continued from page 16)

me he has set forth in his particular psychological approach the basic problem of the release of the creative self. The thing that holds back the creative self is the "I"—it's the "I" of the architect; it's the "I" of the clergy; it's the "I" of the individual members of the congregation and if anything creative is going to be done, it is going to be done in the sense of "we-ness" where the shell is broken and where a people, the minister and the architect are able to see that the building actually expresses in an honest way the faith of those people. And then we shall have no more of this redundancy from community to community, and then we shall have no more of this imitation, for what could be more real, what could be more unique, what could be more individual than the achievement of a little group of people within the fellowship of a faith as they sought to establish what was true for them in religion and then created in a sense of "we-ness" with an architect that organism that was to be the building of that faith. And as surely as you read a book from the work of Dr. Kunkel, particularly, you will discover that if you're going to achieve that "we-ness" of relationship, you must first of all discover at what point you are particularly touchy. All of us are vulnerable at certain points; all of us hypersensitive at certain places and every congregation of people and every clergyman is sensitive at some point, but when you come to a "we" relationship you recognize where you're apt to be hurt and you come to the capacity of insight into these touchy points where you know that these are the points that build barriers between you and other people. And whenever a church architect has such a touchy spot and he does not recognize it, he builds a barrier between him and his people and that barrier puts an end to creativeness.

On all airplane tickets there is a line which says "Void if detached." And a lot of church architects are "void if detached." And it is so easy for him to become detached if he doesn't understand his touchy points that build barriers between him and the "we-ness" of the congregation. And you'll find the same touchy point in the congregation, but as minister and architect and congregation dedicate themselves to a sense of "we-ness" and a minister says to his people: "What do we believe in more than anything else?" He hears the answer and the architect hears it and there is no longer any doubt about what "we" wish to do.

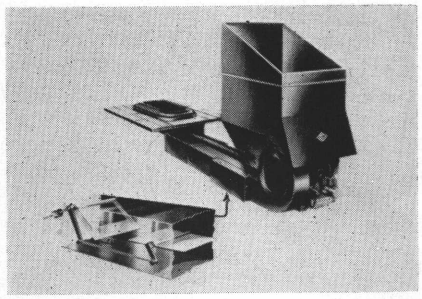
In my humble judgment we must take church architecture off the drafting board; we must take church architecture out of the hands of the artist and the artisan and we must put it in the great creative possibility of the "we-spirit" of a people and an architect, and as surely as we do it we shall discover that then we are free to do things

that are new, for it is the "I" that always resists the new. It is in the corporate endeavor that we are willing to undertake the new, and with a sense of real "we-ness" we are able to explore the good possibilities in every bad situation, we are willing to confront with moral imagination some of the adversities that we face and there becomes surging power released in a people when they understand that this thing that is going to happen is something in which we are participating, which has been a part of our creative activity. One would not reduce himself to secular ideas of money, but I should say this: that when people are emancipated from the idea that they are the ones who must raise the money so that other people can do what they want to do, and elevate it to the idea that these are the creations which we have dreamed of, and which we seek to accomplish, we will discover that there are far more financial resources available in a sense of "we" than in the selfishness of the "I".

We've come to a new day in church architecture. We've come to it because of the courage and I say this honestly, even the heroism, of some of you, but it looked as though we would not make it. I remember when Elbert Conover was beating the trail over this country saying things that people did not want to hear and persuading people to think the things of which they did not wish to think, and I remember the names that he named in the early days, of men who could be counted upon to move into a sense of "We-ness" with the people and it reminded me of the emancipation that failed to come in this story of "The Red Pony." You remember how John Steinback put it in that matchless story? The old grandfather was standing on the West Coast with the blue waters of the Pacific lapping at his feet and he is talking to his grandson Jody and he is telling his grandson Jody about the trek westward, how they spanned the continent, pace by pace, across the rivers, up the plateau, over the mountains. Then he turned to Jody and he said: "We were always a'westering, Jody; we were always a'westering; it was a'westering as big as God himself, and then, Jody, we came to the sea, and the tragedy is, Jody, that westering died out of our hearts, westering is no longer a hunger in our souls." And a few decades ago we had come to the sea, and it looked as though westering had died out of our souls and the only thing we saw was something that had been done decades before to be blindly repeated. And then the waters were dried up, the waters were bridged and through men like you, a new sense of creativeness came to pass and that which will be one of the great contributions of the American Church to the Kingdom of God is well on its way—an architecture which is the creative expression of the faith of a people, honest, forthright, daring, believing above all else that this building has a relationship with its people.

HOW PRONE TO DOUBT,
HOW CAUTIOUS ARE THE WISE.
—Homer

NEW PRODUCT



Heat losses and fuel waste due to incorrect air-fuel mixture can waste as much as 50 per cent or more of the heating potential of every ton of coal used. Unless air supply to the fuel bed is adjusted simultaneously with continuously changing fuel bed condition, the fire becomes either "stuffed" or "starved". Excess air dissipating heat up the chimney and insufficient air results in unburned fuel. This condition is virtually impossible to correct by hand controls, but the problem can be solved by automatic **AIR CONTROLLED STOKERS.** The automatic air control feature is a patented device supplied on Will-Burt hopper and bin-fed stokers. Operation is extremely simple. Self-actuating air control is based on sensitivity to air demands, as dictated by the condition of the fuel bed. Thus, continuously uniform firing efficiency is obtained during both on and off periods. The Will-Burt Company, Box 913, Orrville, Ohio.

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Chalkboard lighting is possible with a fluorescent lighting fixture designed for rapid-start bi-pin or slim-line lamps. The **CHALKBOARDER** is effective also in providing vertical lighting in art galleries and libraries and for display, exhibits and bulletin boards. The reflector may be rotated for proper shielding, and apertures in the top permit a soft uplighting. Smithcraft Lighting Division, Chelsea 50, Mass.

●

A surface-protected wall covering of natural, untinted woods requires no maintenance or special technique to apply. **MICROWOOD** in spruce, limba, cherrywood, beech, ash, elm, maple, okum, walnut and makory is available in rolls two-feet wide by eight-feet long with the grain running the long way, and in rolls of premounted 12-inch and 24-inch squares, parqueted. David Feldman & Associates, 525 Walnut Street, Cincinnati, Ohio.

●

A flexible floor topping for use over damaged wood, concrete or composition floors provides a dustless, non-skid, fire-resistant surface. No primer is needed to install **STONCAP,** which is resistant to oil and grease and is available in maroon, forest green and gunmetal. Stonhard Company, 601 Stonhard Building, Philadelphia 23, Pa.

Color chips embedded in asphalt tile give a terrazzo appearance in low-cost floors. Multicolored pigment chips are random dispersed through asphalt tile like nuts in a cake in a new resilient tile, **POLY-KROME.** The result is a terrazzo-like floor without the accompanying hard concrete surface. Dispersal of the color chips is controlled by mixing and temperature so that the pigment retains identity, instead of the marble veining it would take on with further mixing. All chips are varicolored except those in the black-on-white and white-on-black, and the asphalt has been reinforced with the addition of polystrene. Hachmeister, Inc., 1300 Island Avenue, Pittsburgh, Pa.

●

SINK-LOK frames make corner supports, nailed to the underside of cabinet tops to hold the sink in place while the frame is installed, unnecessary. These use a new corner clip to fasten the frame to any flat-rim sink or lavatory before it is set into the sink-well opening. The frame itself acts as the sink support while the securing lugs are hooked onto the underside of the frame. B. & T. Metals Company, 425 W. Town Street, Columbus 16, Ohio.

●

Time-consuming mortising of door butts and jambs is not required with the **NO-MORTISE FASTINGE,** which substitutes a clever interlocking of both plates for the usual gouging of clearance from the wood. Hammer and chisel are not needed; the only tool required is a screw driver. Hinges are made in a wide selection of sizes and finishes. A patented offset assures automatic self alignment, and the thickness of the metal provides the gap at the joint. The five-knckle protrusion permits a full 180 degree swing of the door. No-Mortise Hinge Corporation, Bound Brook, N. J.

●

Sun heat absorbed through the roof can account for as much as half the load on an air-conditioning system, while a smooth white roof can reflect up to 70 per cent of the sun's rays. A new paint, **PLASTICOOL,** has been designed for application over a shingle, metal, and built-up roofs, and the manufacturer claims that temperatures in the areas beneath the roof can be held within a degree or two of outside air temperatures instead of rising as much as 30 degrees in the enclosed area. **PLASTI-COOL** is a flexible resin with finely ground pigments entrained, thinned with water for either brush or spray application. Coating Laboratories, Inc., 319 South Quincy, Tulsa, Okla.

●

Extra storage space for small objects can be built right into a stud wall with the **TORAT** steel unit that recesses into the wall. The unit can be built into the rough framing or installed after the wall is finished. Breuninger Enterprises, 333 Monument Avenue, Malvern, Pa.

AGC MOVES TO NEW CHARLOTTE OFFICES

The Carolinas Branch of the Associated General Contractors of America has recently moved into new quarters at 222 Builders Building in Charlotte. The new offices have been completely remodelled and now form one of the most beautiful office suites in the Carolinas.

The Carolinas Branch represents member contractors from both North Carolina and South Carolina. Robert Patten of Charlotte is Managing Director of the group.

gillett is heard by producers' council at february meeting

William Gillett of Detroit, President of the Producers' Council and Vice-President of the Detroit Steel Products Company, was the guest speaker at the monthly dinner meeting of the Charlotte Producers' Council February 21 at the Hotel Barringer.

Also appearing on the program for the occasion were Livingston E. "Woody" Atkins, representing LCN Closers, Inc., and Glenn D. Robertson, representing the Glynn Johnson Company.

President Thomas Shull presided over the session, which was attended by nearly 200 architects, contractors and members of the Producers Council.

President Gillett reviewed the national activities of the Producers' Council and announced plans for the 1955 Producers' Council Caravan of building materials, which will visit Charlotte in late 1955.

Mr. Gillett recently succeeded Elliott C. Spratt of the Hillyard Chemical Company as national president of the Producers' Council. The new president has been associated with the construction industry and material production since his graduation from the Case Institute of Technology in 1928.

His first employment was with Holorib, Inc., a company which was later acquired by his present firm. He is a member of the Building Officials Conference of America, the Construction and Civic Development Committee of the United States Chamber of Commerce, and he has held several posts in the Producers' Council. Included among these were the first and second vice-presidencies and the Chairmanship of the important joint committee of the Council and the National Association of Home Builders.

In addition, he is a member of the 14-man Industry Advisory Committee which makes recommendations to the Federal Housing Commissioner on ways to recognize the use of quality materials and good architecture in homes approved for FHA loan guarantees.

Other Council officers assuming office at the same time include Fred M. Hauserman of the E. F. Hauserman Company, First Vice-President; H. Dorn Stewart of the Armstrong Cork Company, Second Vice-President; T. D. Wakefield of the F. W. Wakefield Brass Company, Secretary; and F. J. Close of the Aluminum Company of America, Treasurer.

national group names sullivan

Hubbard L. Sullivan of Charlotte has been notified of his appointment as a member of the Executive Committee of the National Safety Council.

Mr. Sullivan is Manager of the Building Division of the Carolinas Branch of the Associated General Contractors of America and Director of Safety for the contractors' group in the Carolinas.

william bellisle nccma secretary

William A. Bellisle, formerly a construction engineer in Georgia, has been appointed Executive Secretary of the North Carolina Concrete Masonry Association, President T. F. Bradshaw of Wilmington announced recently.

William A. Bellisle

Bellisle already has started his new work in the Association's Raleigh office, succeeding Jerry Stockard, who resigned to accept another position. The Association's 39 member plants produce 90 per cent of the concrete blocks made in North Carolina.

Bellisle is a native of Fort Gaines, Ga. After graduating from the Albany, Ga., high school, he spent a year working with a paving contractor and then entered the Army Corps of Engineers, with which he served two and a half years during the war, including two years in the South Pacific.

He entered Georgia Tech after the war, and in 1950 was graduated with a Bachelor of Civil Engineering degree. He went with the Ray M. Lee Company, general contractors of Atlanta, and was working as engineer and job superintendent in the construction of public and commercial buildings when he left to join the N. C. Concrete Masonry Association.

Bellisle is a member of Chi Epsilon, honorary civil engineering fraternity, and is a junior member of the American Society of Civil Engineers. He is a Baptist.

"We are very pleased to have a man with Mr. Bellisle's training and ability to handle the affairs of our Association", said President Bradshaw.

ARCHITECTS AND BUILDERS IN THE NEWS . . .

JOINS HIGGINS & FEREBEE

Herschel Walters has joined the staff of Higgins & Ferebee, AIA, Charlotte architects. A native of Coral Gables, Fla., for the past 18 months Mr. Walters has been employed by Paul L. Snyder, AIA, of Charlotte. Mr. Walters is a graduate of Virginia Polytechnic Institute, receiving his B.S. in Building Design in 1952 and his M.S. in Architecture in 1953. Mrs. Walters is the former Miss Bertha Ellen Jones of Hendersonville and the Walters have one son, Herschel Gary, age six months.

NAMED REPRESENTATIVE

Livingston E. "Woody" Atkins, Jr., Charlotte hardware manufacturer's representative, has been named to represent the Colonial Bronze Company of Torrington, Conn., in this section of the South. The Colonial Bronze Company manufactures a full line of cabinet pulls and knobs. In addition to the new line, Mr. Atkins also represents LCN Closers, Inc., Sargent & Greenleaf, Inc., Lawrence Brothers, Inc., and The Exit Lock Company.

NAMED VICE-PRESIDENT

James A. Stenhouse, AIA, of Charlotte has been elected Vice-President of the Eastern States Archaeological Federation. Plans are being completed for a meeting of the Federation at the Town Creek Indian Mount at Mount Gilead in April. Five delegates will be selected to represent the North Carolina Archaeological Society at the Federation's Fall meeting at Yale University.

DEALER CONFERENCE

More than 80 dealers of the Mastic Tile Corporation of America from North Carolina, South Carolina, and Virginia attended an advertising conference in Charlotte February 24.

Robert L. Fisher, advertising and merchandising manager of the Mastic Tile Corporation of America, and Walter Lee of the S. R. Leon Advertising Agency, were guest speakers for the meeting.

W. T. Slaughter, President of Southern Tile Distributors, Inc., was host for the conference.

JOINS HICKORY FIRM

Allen J. Bolick is now associated with Beamer Harrell, AIA, of Hickory. Mr. Bolick, who is an associate member of the North Carolina Chapter of the American Institute of Architects, has been with Marsh & Hawkins, AIA, of Charlotte.

NAMED CHAIRMAN

Walter D. Toy, AIA, of Charlotte has been appointed Chairman of the Fine Arts Committee of the Charlotte Chamber of Commerce for 1955. One of the principal duties of the committee is the publication of a fine arts directory for Charlotte and Mecklenburg County.

ATTEND SALES MEETING

Ralph Finlayson, J. A. Gilman, and Boyd Lawing of the Shuman-York Company of Charlotte recently attended a sales engineers conference conducted by the York Corporation in Atlanta. Plans were developed for holding a similar conference in Charlotte.

CONSTRUCTION REPRESENTS

(Continued from page 19)

in 1954 take full effect, and as the toll road boom continues. While government estimates place new 1955 highway construction at $4.2 billion, the tremendous public interest in highway needs now developing may well push the total considerably higher, and result in an even greater rise in 1956.

Educational construction should rise by one-fifth to about $2.5 billion, reflecting the severe needs for new classrooms to accommodate public school enrollments which have been increasing by more than a million pupils per year.

Sewage and water facility outlays should pass the $1 billion mark for the first time, approaching the level needed to keep pace with currently developing requirements, but leaving untouched a vast accumulation of needs which were built up during and immediately following World War II.

While the ascent of construction activity appears to be spectacular during the postwar years, it is just now approaching the place it occupied in the national economy during the 'twenties.

During the middle 'twenties, total construction volume accounted for more than 15 per cent of the gross national product. Since 1929, this country has gone through a succession of economic depression, a brief and partial recovery, a sharp recession, the biggest war in history, postwar reconversion, and years of mobilization for Korea and the cold war. During the war, construction for civilian purposes was virtually stopped altogether, and the postwar reconversion, though permitting resumption of much needed construction, imposed serious handicaps. Shortages of materials and manpower, the pressure of many other needs, and unstable prices plagued the construction industry for much of the time since the end of World War II through the Korean crisis.

The steadily rising volume of construction today results from the pressure of a vast backlog of needs, combined with the tremendous capacity and keen competition of the industry which have resulted in stabilized costs to the owner.

The record level of bond issues approved by voters throughout the country in elections of the past three years is striking evidence of public realization that steps must be taken to meet the tremendous needs for community facilities adequate to serve an expanding population and make possible a higher standard of living. More than $1 billion in construction bonds were approved last November, and special elections are scheduled during the next few months in many localities to consider bond issues for public works.

It has been estimated that, to catch up with accumulated needs in community facilities alone within the next 10 years, about $15 billion a year in new construction would have to be added to the current rate.

This sector of construction is only one of the three long-range factors considered by the A. G. C. as favorable for an increasing volume of construction for years to come: They are:

(1) The need to tremendously expand construction of schools, highways and streets, and other community facilities, merely to catch up with present needs.

(2) The large population growth which is expected to continue at the rate of about 2.7 million annually for several years, underpinning the continual demand for more goods, services, housing, and all the other types of construction required.

(3) The ever-unfolding "new horizons" for industry, such as plastics, chemicals, electronics, and expanding applications of atomic energy and its by-products.

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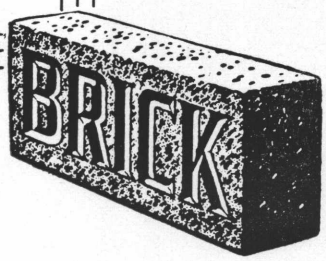

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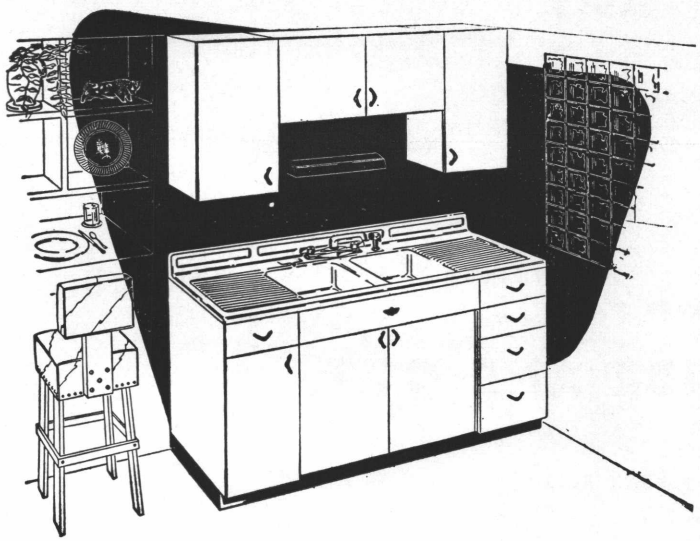

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