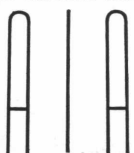


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MARCH 1956



Official Publication
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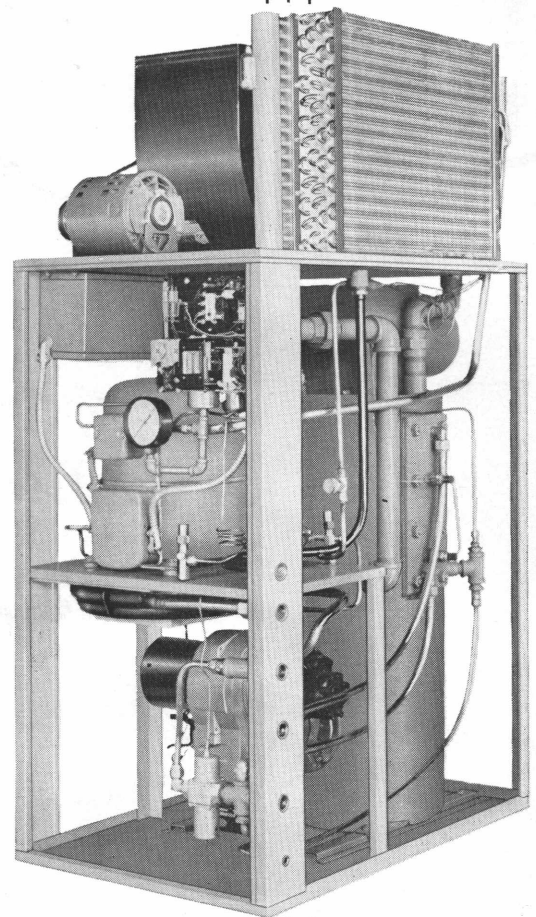
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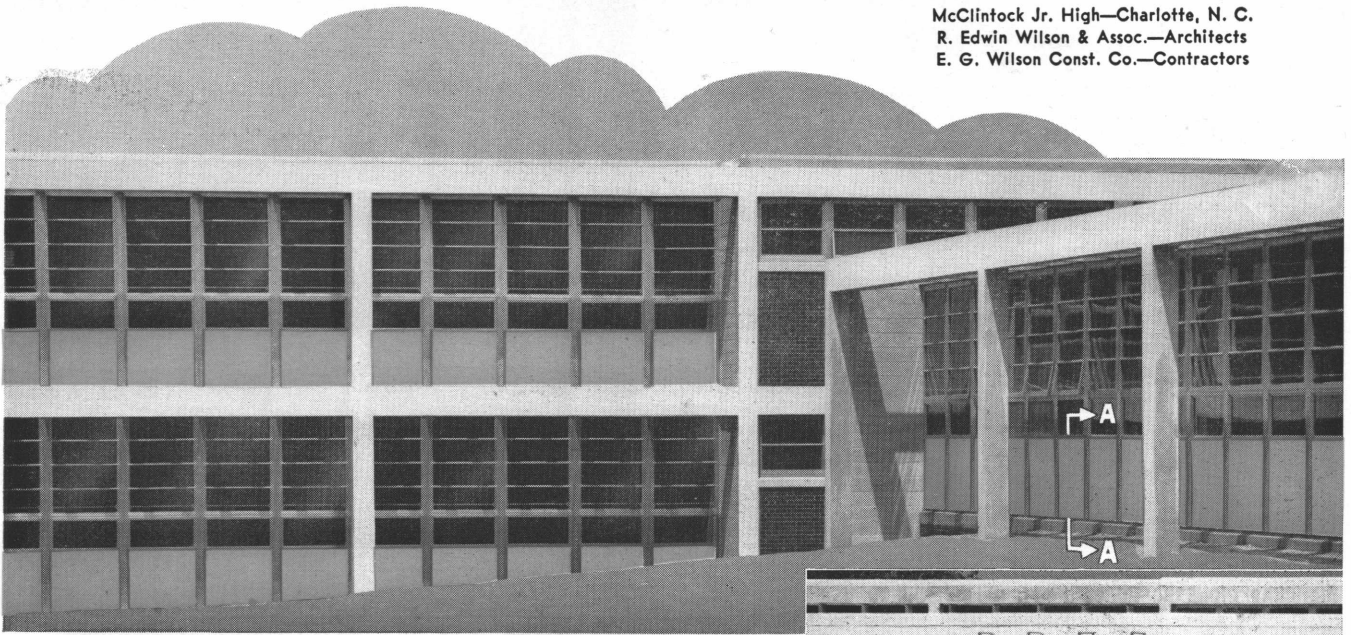
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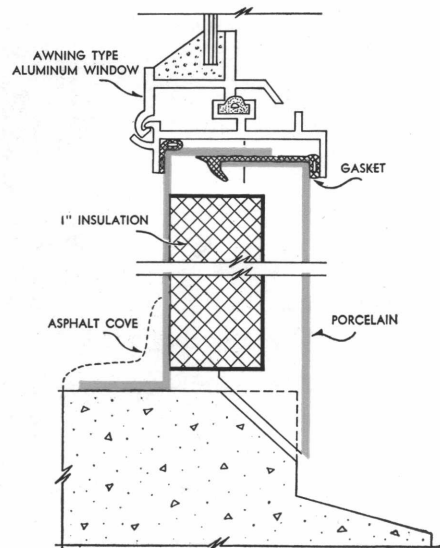
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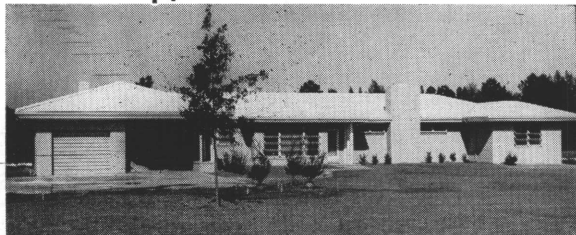
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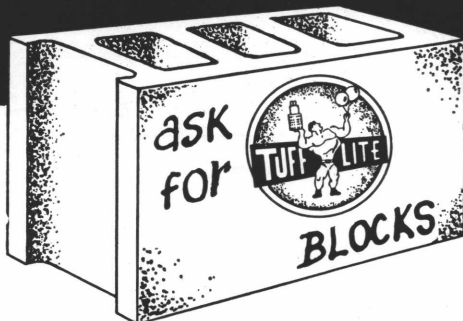
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ARCHITECTURAL CALENDAR

APRIL 3: Winston-Salem Council of Architects. El-Cam-Rey Restaurant, Winston-Salem.

APRIL 4: Charlotte Council of Architects. Thackers Restaurant, Charlotte.

APRIL 5: Raleigh Council of Architects. S & W Cafeteria, Raleigh.

APRIL 6: Guilford Council of Architects. Bliss Restaurant, Greensboro.

APRIL 9-10: National Housing Conference. Statler Hotel, Washington, D. C.

APRIL 12-13-14: South Atlantic District Regional Conference, American Institute of Architects, Washington Duke Hotel, Durham.

APRIL 19: Raleigh Council of Architects. S & W Cafeteria, Raleigh.

APRIL 20: Western North Carolina Council of Architects. Statesville.

APRIL 21-28: Historic Garden Week in Virginia. Headquarters, Jefferson Hotel, Richmond, Va.

APRIL 27: Eastern North Carolina Council of Architects. Benvenue Country Club, Rocky Mount.

MAY 14-17: Design Engineering Show. Convention Hall, Philadelphia, Pa.

MAY 15-18: American Institute of Architects. 88th annual convention. Biltmore Hotel, Los Angeles, Cal.

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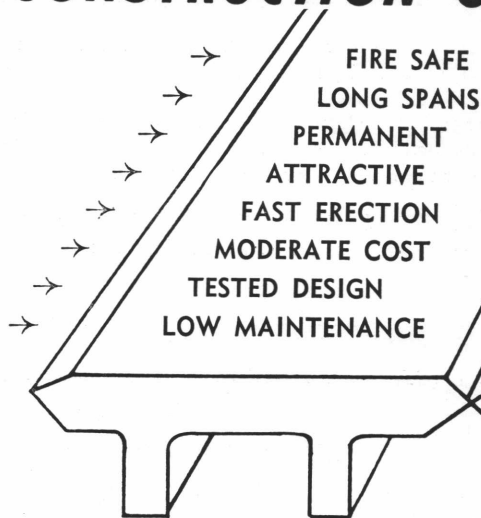


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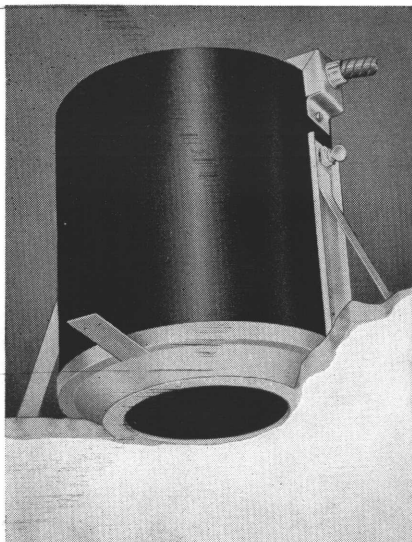
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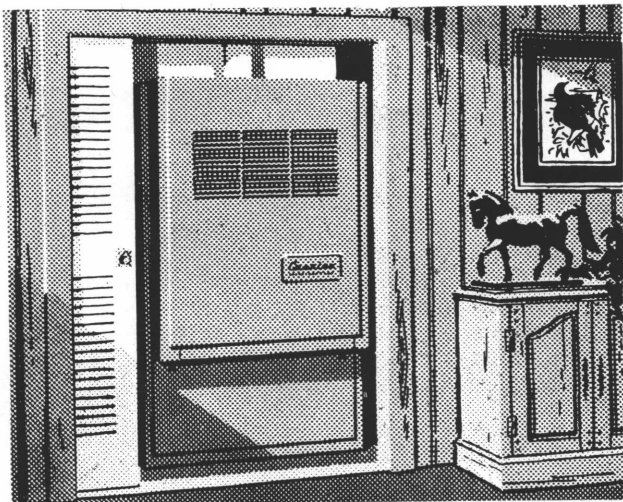
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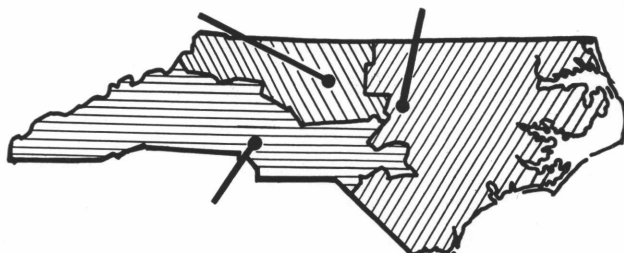
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Southern Architect

Volume 2

March 1956

Number 11

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COVER PHOTO

Sedgefield Junior High School, Charlotte
Sloan and Wheatley, AIA, Charlotte

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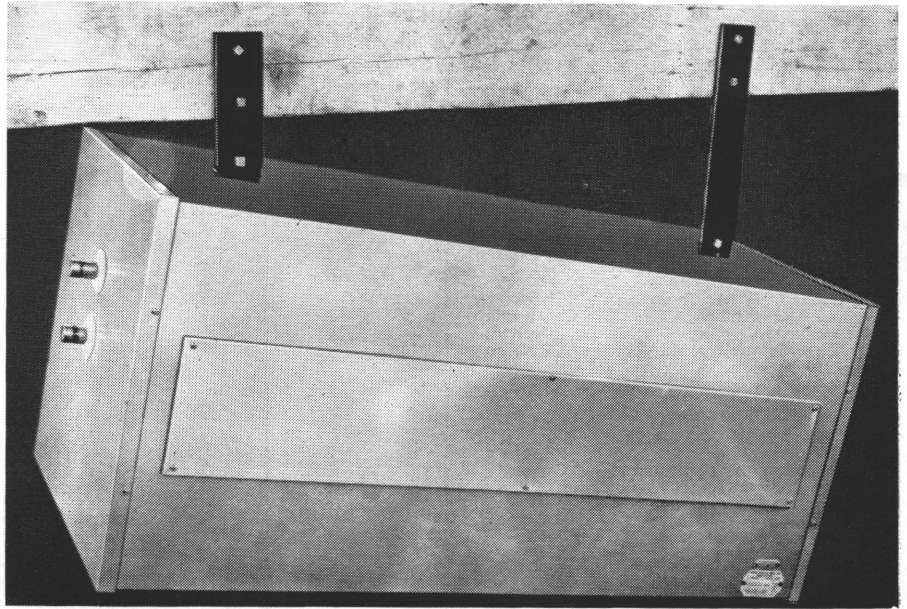
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❖ PRESIDENT'S MESSAGE ❖

This letter is in response to a comment by a new member and is quoted in full.



WILLIAMS

"My dear fellow Architect:

In reply to your question concerning the value of the American Institute of Architects to the small office, may I say to you that it is for us the Institute exists.

The larger competent offices would not seem to feel the need of such an organization. Yet almost without exception they too recognize its contributing value. How much more can it mean to a small office to have this integrating contact with others in the same endeavor.

Most Architects' offices are small. Their practice is a very personal matter. How can an individual best meet the overwhelming scope of competitive life and continue his efforts to improve his service to the public?

The fact that those Architects who are members of the Institute enjoy a little higher average income is established by recent surveys. (See "The Architect at Mid-Century"). Would this not indicate a demand for better service and the acceptance of its cost? The demand for better service requires a corresponding maximum effort at improvement. For the majority in any profession this is accomplished better by sharing knowledge and experience through a cooperative fellowship.

The Institute is our professional "college". It is not compulsory that we attend its opportunities even after we are "enrolled" but they exist for us.

May I invite you, for the North Carolina Chapter, to begin the enjoyment of your privileges at our Regional Conference in Durham-Raleigh-Chapel Hill on April 12-14. Approximately one thousand interested persons will be meeting together, sharing the knowledge and experience of great leaders in architecture and engineering, examining new materials and methods of construction in architecture—all in an atmosphere of fellowship. Let this be your introduction to other similar opportunities.

Although you may be a "Freshman" in the Institute, let me say too that this is one school from which we need never graduate. The nostalgic thrill of new vistas of knowledge in your chosen profession can be yours for all the years ahead. As your competence and contributions increase, so will your compensation—spiritual and otherwise.

The complete life must be accompanied by a feeling of maximum possible achievement. In our profession the American Institute of Architects is a great assistance to that goal. It is not merely a name or the initials "AIA", however, it is an instrument at hand which must be used by you to be of value to you.

Sincerely,
F. Carter Williams, President
N. C. Chapter AIA"

P. S. The Institute will be 100 years old in 1957. The following is quoted from Sec. 2 of the By-Laws:

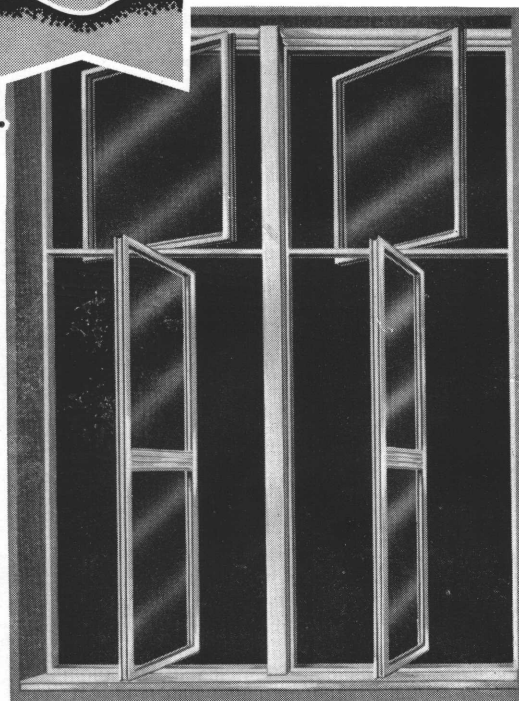
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(Continued on page 28)

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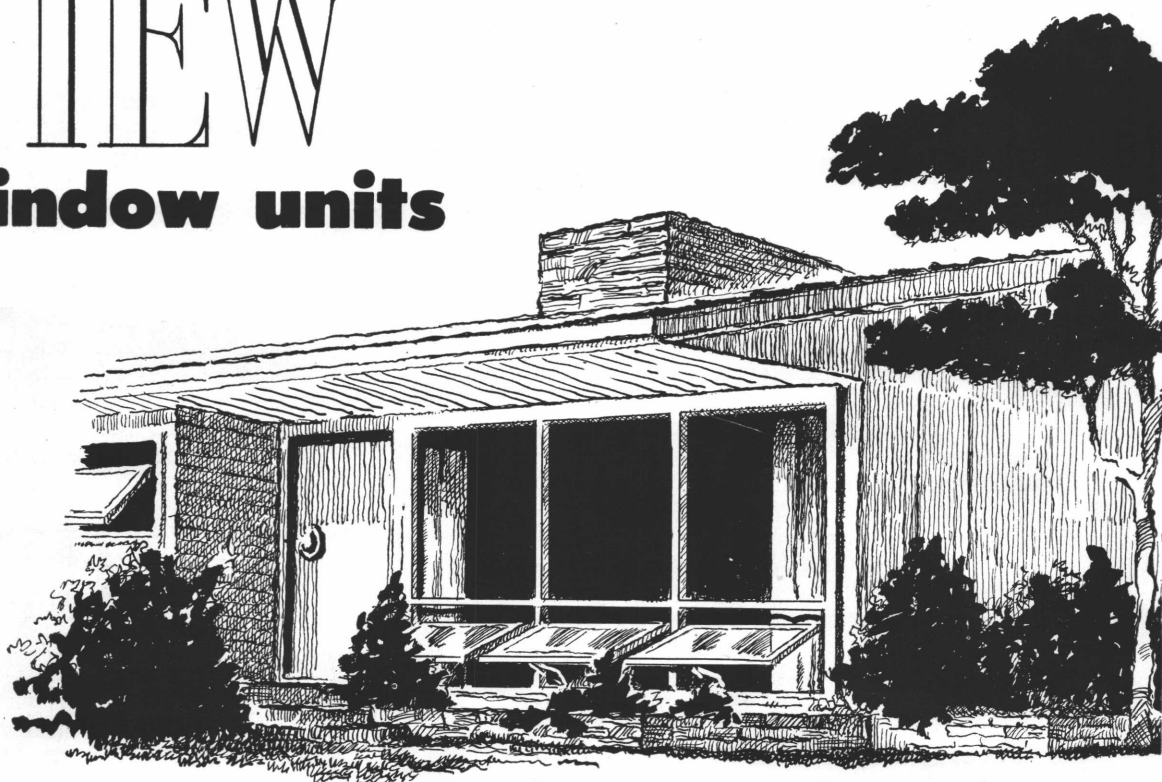
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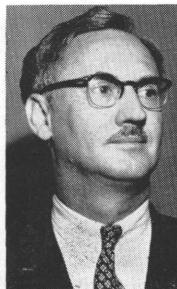
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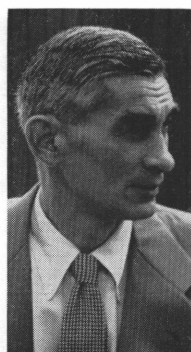
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ANNOUNCE PLANS FOR REGIONAL CONFERENCE

Twenty outstanding speakers in the fields of architecture, engineering, education, and public life will headline the program for the annual South Atlantic District Regional Conference of the American Institute of Architects, which will be held at the Washington Duke Hotel in Durham, April 12-13-14, 1956. In addition, a varied program of entertainment will be presented.

The theme of the regional conference will be "New Materials and Construction in Architecture" and the North Carolina Chapter of the American Institute of Architects will serve as sponsor for the meeting.

Among the speakers to appear on the program will be Jose Luis Sert, Dean of the Graduate School of Design of Harvard University and an

internationally-known city planner and author; George Bain Cummings, FAIA, President of the American Institute of Architects; Pier Luigi Nervi of Rome, Italy, one of the world's top structural engineers; Mario Salvadori, Professor of Civil Engineering at Columbia University and well-known consulting structural engineer; Herbert C. Millkey, AIA, of Atlanta, Ga., Regional Director of AIA; Garrett Eckbo, Professor of Landscape Architecture at the University of Southern California; George Boas, Chairman of the Department of Philosophy The Johns Hopkins University and former President of the American Philosophical Society; Clifton Beckwith of Raleigh, attorney, poet and lecturer; Paul Weidlinger, New York consulting engineer and member of the faculty at MIT; R. T. A. Johnson, Chief of the Division of Physics and

Engineering of the U. S. Forest Products Laboratory; Albert G. H. Deitz, Professor of Building Engineering and Construction of MIT; Alonzo Harriman, AIA, architect, author and lecturer of Auburn, Maine; Walter A. Taylor, AIA, Director the American Institute of Architects; L. Y. Ballentine, Commissioner of Agriculture and former Lieutenant-Governor of North Carolina; John Ekin Dinwiddie, AIA, Dean and Professor of Architectural Design of Tulane University; Charles M. Goodman, AIA, Washington, D. C., practicing architect; Frank G. Lopez, AIA, Senior Editor of Architectural Record; E. J. Evans, Mayor of Durham; Fred B. Wheeler, Mayor of Raleigh, and Oliver K. Cornwell, Mayor of Chapel Hill.

Among the outstanding events will be the dedication of Brooks Hall, new home of the School of Design of North Carolina State College; tours of Duke University and the Duke Gardens; the Duke Engineers Show; a building products exhibit; tour of Raleigh and outstanding Raleigh buildings; tour of Chapel Hill and the University of North Carolina, including a visit to Morehead Planetarium; visit to the Chesterfield and Lucky Strike cigaret factories and the Erwin Cotton Mills; square dancing; a barbecue, and a final ball.

Outstanding architectural work will be selected by a jury composed of Frank G. Lopez, AIA; Dean John Ekin Dinwiddie, AIA; and Charles M. Goodman, AIA. Awards will be announced at the banquet Saturday night.

Committees in charge of the regional conference are as follows: William Henley Deitrick, FAIA, General Chairman; Archie Royal Davis, AIA, Durham Chairman; Henry L. Kamphoefner, AIA, Raleigh Chairman; James M. Webb, AIA, Chapel Hill Chairman; Robert W. Etheredge, Jr., AIA, Secretary; Richard L. Rice, AIA, Treasurer; John C. Knight, AIA, Publicity and Printing; J. McM. Pruden, AIA, and Kenneth Scott, AIA, Registration; Kenneth B. Jennings, AIA, Building Products Exhibit; Louise Hall, AIA, Architectural Exhibit; George Watts Carr, AIA, Hospitality; George F. Hackney, AIA, Transportation; Edward W. R. Waugh, AIA, Speakers; and Macon Smith, AIA, Student Activities.

The South Atlantic District is composed of AIA Chapters as follows: North Carolina, South Carolina, South Georgia, Georgia, Augusta (Ga), Palm Beach (Fla.), Florida South, Florida North Central, Florida North, Florida Central, Daytona Beach (Fla.), and Broward County (Fla.).

Among the outstanding speakers are:

LYNTON YATES BALLENTINE: Born Wake County, North Carolina, 1899. BA, Wake Forest College, 1921. Dairyman, farmer, and businessman. Member, Wake County Board of Commissioners, 1926-34. State senator, 1937-43. Member, State Board of Agriculture, 1941-44. Lieutenant-Governor, 1945-48. Chairman, State Board of Education, 1945-48. State Commissioner of Agriculture 1949 to date. President, Southern Association of Commissioners of Agriculture, 1952. Chairman, Markets Committee of the National Association of Commissioners, Secretaries and

Directors of Agriculture, 1950 to date. Director, North Carolina Agricultural Foundation. Member, Agricultural Department Committee of the Chamber of Commerce of the United States; Agricultural Advisory Committee of the Democratic National Committee; Grange, Farm Bureau, American Legion, Kiwanis, Phi Kappa Phi, Omicron Delta Kappa, and Baptist Church. Named "Man of the Year in Service to North Carolina Agriculture" for 1951 by The Progressive Farmer. Named "Man of the Year" by the North Carolina Farm Bureau Federation 1952. Awarded honorary degree Doctor of Agriculture by North Carolina State College, 1953.

* * *

GEORGE BOAS: Born Providence, Rhode Island, 1891. BA and MA Brown University, 1913. MA Harvard University 1915. Ph.D. University of California, 1917, where he also taught forensics. Joined faculty The Johns Hopkins University 1921 and named Professor of the History of Philosophy in 1933. Doctor of Laws, Washington and Lee University, 1949, and University of New Mexico, 1951. Trustee, Baltimore Museum of Art. Member, American Philosophical Association, American Association for the Advancement of Science, American Society of Aesthetics, and American Philosophical Society. Contributor to Harper's Magazine and the Atlantic Monthly. Author of "Never Go Back", "The Major Traditions of European Philosophy", "Our New Ways of Thinking", "The Happy Beast", "A Primer for Critics", "Wingless Pegasus", "A Critical Analysis of the Philosophy of Emile Meyerson", "Essays on Primitivism and Related Ideas in the Middle Ages" and "Philosophy and Poetry".

* * *

ALBERT G. H. DIETZ: Born Lorain, Ohio, 1908. AB, Miami University (Ohio) 1930. SB, MIT, 1932. Sc.D., MIT, 1941. Currently Professor of Building Engineering and Construction, MIT. Member MIT faculty since 1934. Consultant on leave Forest Products Laboratory, 1942. Field Service Consultant on leave Office of Scientific Research and Development, 1944-45. Member, Solar Energy Committee, MIT. Director, Plastics Research Laboratory, MIT, Impact Program, MIT, and Adhesives Laboratory, MIT. Member, Beta Theta Pi, Phi Beta Kappa, Phi Beta Kappa Associates, Tau Beta Pi, Sigma Xi, Tau Kappa Alpha, Blue Key, American Society for Testing Materials; Committee C-19 on Structural Sandwich Construction, Committee D-20 on Plastics, Committee D-14 on Adhesives, Society of the Plastics Industry, Plastic Films Committee, Committee on Methods of Test, Chairman, Committee on Plastics Education. American Society of Civil Engineers: Committee on Timber Structures, Committee on Mechanics of Materials. Structural Defense Committee of the Commonwealth of Massachusetts. Fellow, American Society for the Advancement of Science. Forest Products Research Society. American Institute of Physics. Boston Society of Civil Engineers. Society for Experimental Stress Analysis. Former National Director, Society of Plastics Engineers. ASME. ASEE. AIMME. Mem-

(Continued on page 29)



SEDFIELD JUNIOR HIGH SCHOOL

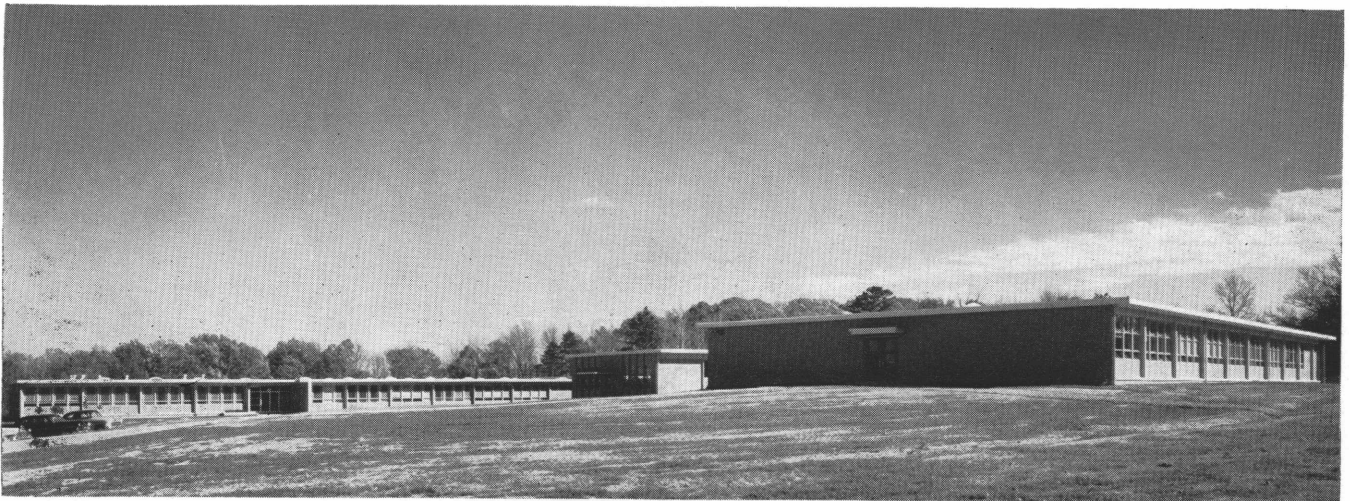
CHARLOTTE

Sloan & Wheatley, AIA

CHARLOTTE

A campus type layout with open corridors, with the various units have different floor elevations solved the problem of a rolling campus site for the Sedgefield Junior High School of the Charlotte City School System.

Designed by Sloan & Wheatley, AIA, of Charlotte, the building's exterior walls are composed of brick, concrete block and porcelain enamel panels in combination with steel double hung sash. The structural system uses precast concrete beams and





COVERED PASSAGEWAY CONNECTING CLASSROOM UNITS

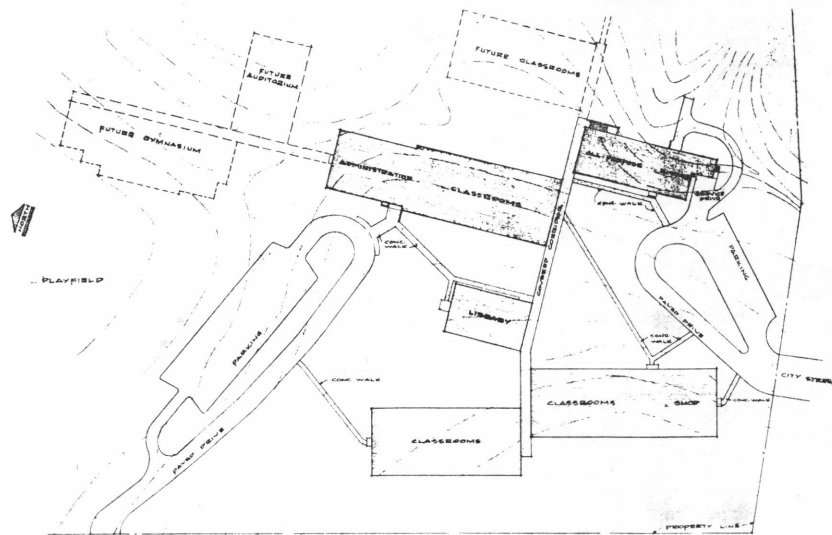
columns. The architects found that this type of construction lends itself to rapid completion of such projects. This particular school was completed in eight months from the letting date.

The interior partitions are painted solite blocks,

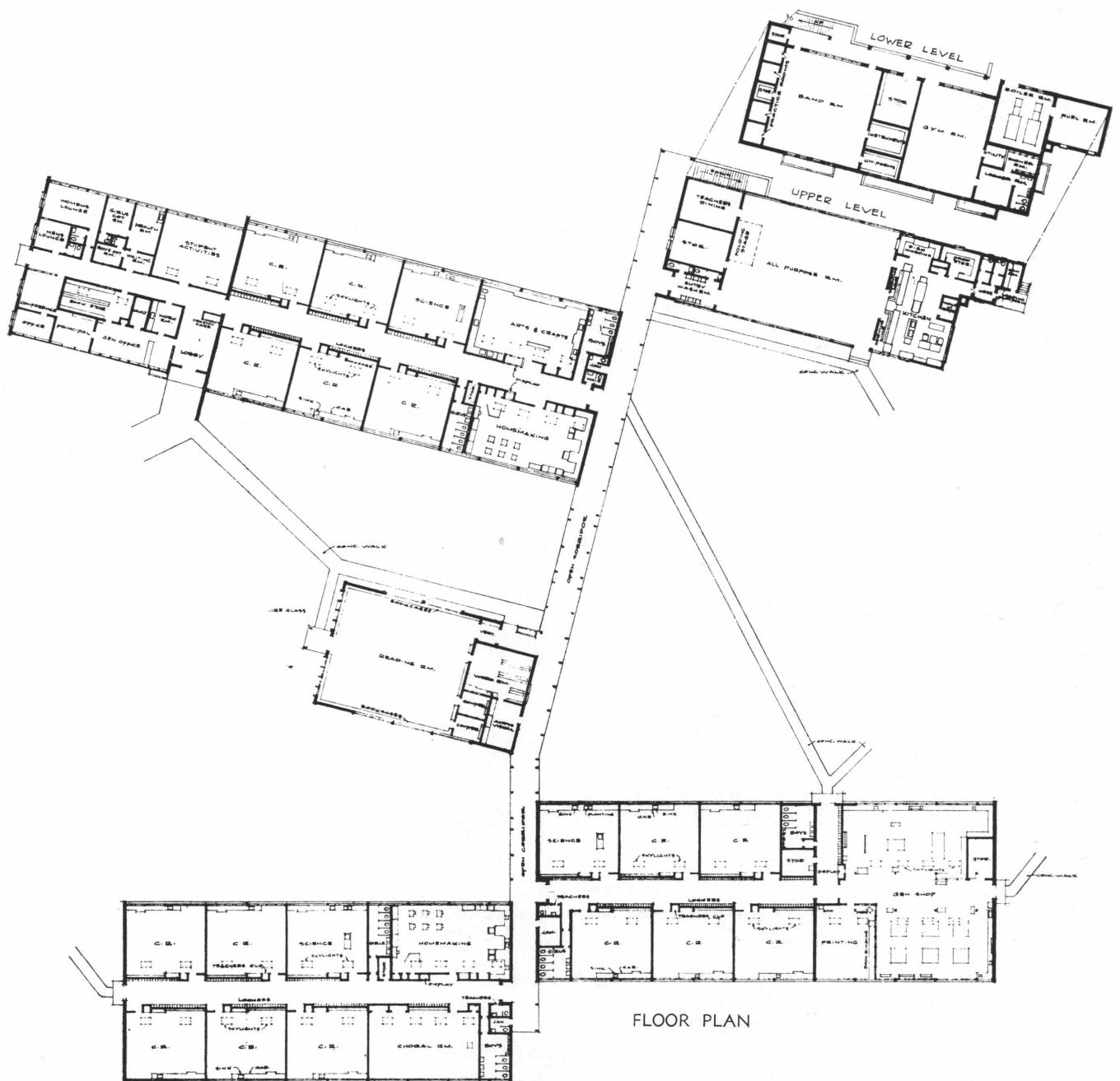
while the floors are asphalt tile on concrete poured on grade. The roof is 20-year tar and gravel on gypsum deck on steel bar joists. The ceiling is finished with acoustical tile.

CLASSROOM

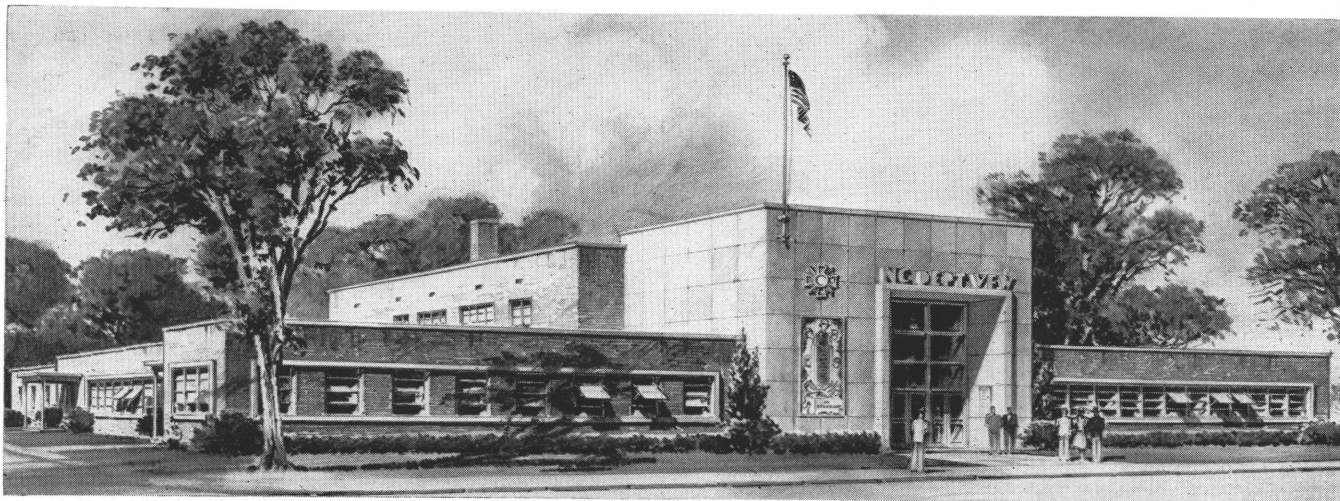




PLOT PLAN



FLOOR PLAN



PROPOSED VFW MEMORIAL BUILDING

HIGH POINT

Coffey & Olson, AIA

LENOIR

A memorial building to serve as headquarters for the North Carolina Department of the Veterans of Foreign Wars will be constructed in High Point in the near future.

The proposed building was designed by Coffey & Olson, AIA, of Lenoir for the North Carolina Department, VFW.

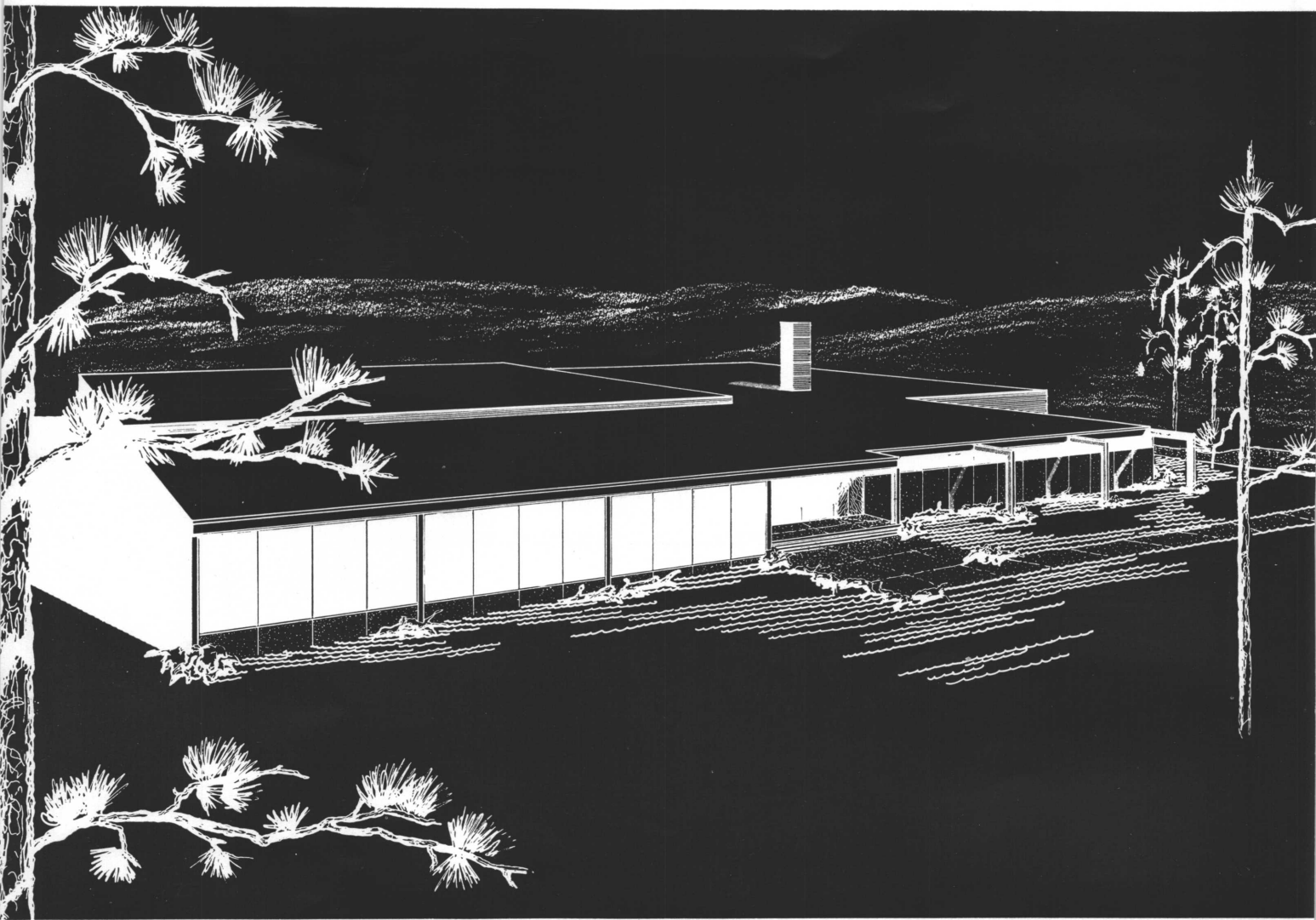
The building will serve as an appropriate memorial to the war dead of North Carolina.

The main entrance foyer will be the central feature of the structure, which will have a limestone exterior. A bronze plaque will be erected to the left of the main entrance, depicting the men

and women who gave their lives in the nation's last four wars. The plaque will be illuminated at night.

The interior of the foyer will have a terrazzo floor, tile wainscot, and plaster wall with lighted translucent ceiling. Life-size photo murals of actual battle scenes will be placed on the walls above the tile wainscot. There will also be a memorial niche in which relatives of any war dead will be able to place a metal plate bearing the name of their departed kin.

Leading from the foyer will be an assembly hall, ladies assembly or banquet hall, kitchen, conference rooms, rest rooms, and administrative offices, all of practical construction.



CAPITAL COCA-COLA COMPANY

RALEIGH

Edwards, McKimmon & Etheredge, AIA

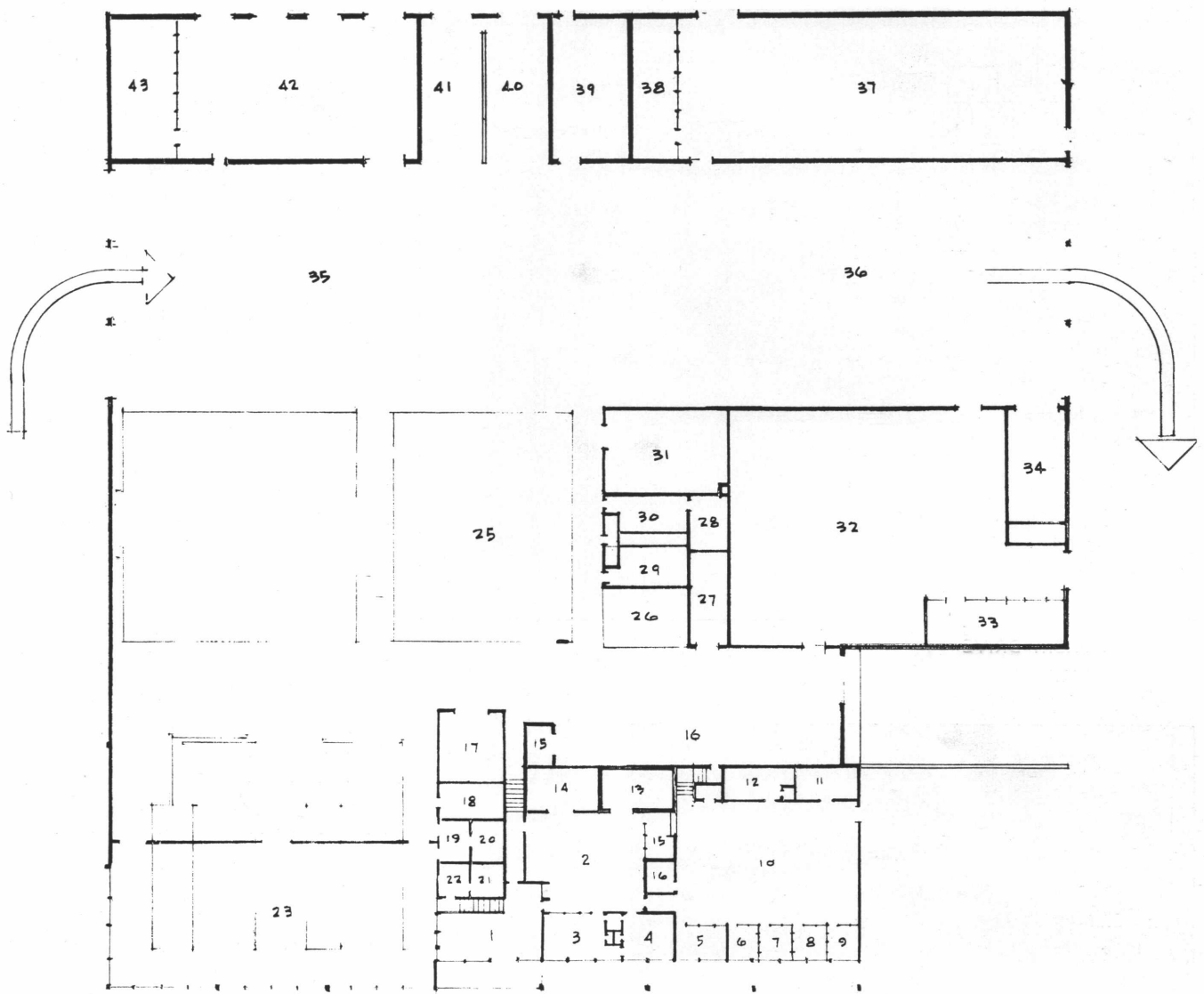
RALEIGH

Covering approximately 55,000 square feet, this new plant for The Capital Coca-Cola Bottling Company, Inc., of Raleigh, is located approximately two miles south of Raleigh on Highway 15-A. The building will contain all the facilities necessary for production, handling, storage, and sales for Raleigh and vicinity.

The architects, Edwards, McKimmon & Etheredge, AIA, of Raleigh, have used basic building materials, expressing the structural steel shapes, and precast concrete panels in conjunction with heat-absorbing glass panel walls, with brick at the sides and rear.

Inside the sales offices plywood panelling is used to add warmth in contrast to the painted concrete walls in the production and storage areas. The entire plant is acoustically treated to reduce production noises. Visitors to the plant will enter a lobby with a stone floor and plywood panel walls, from which they will be able to view the bottling operation six feet below through a glass wall at the south end of the lobby.

Planned with the necessary area that will be needed within the next ten years, storage and repair sections for 64 trucks are provided in the rear portion of the plant with production and air-conditioned offices across the front.



Scale
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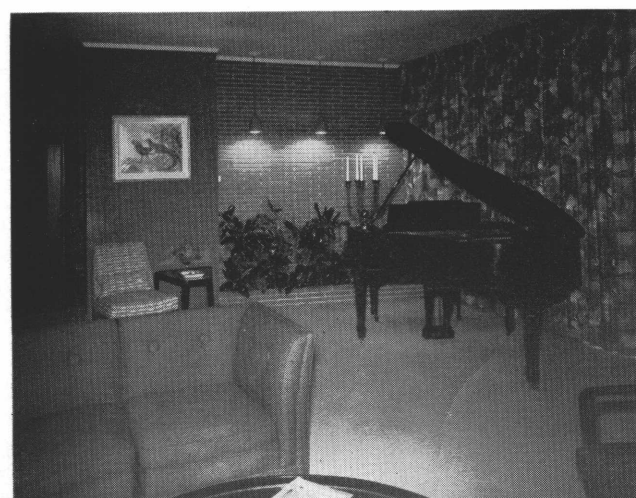
- | | | | |
|-------------------|----------------------|-----------------------|----------------------------|
| 1. Lobby | 12. Toilet | 23. Bottling area | 34. Paint booths |
| 2. General office | 13. Vault | 24. Full storage | 35. Truck loading |
| 3. Office manager | 14. Storage | 25. Empty storage | 36. Truck parking |
| 4. Manager | 15. Pump room | 26. Water treatment | 37. Advertising department |
| 5. Sales manager | 16. Syrup storage | 27. Chemical storage | 38. Advertising parts |
| 6. Office | 17. Pre-mix room | 28. Shower room | 39. Case repairs |
| 7. Office | 18. Machinery repair | 29. Toilet | 40. Truck wash |
| 8. Office | 19. Superintendent | 30. Toilet | 41. Truck wash |
| 9. Office | 20. Laboratory | 31. Boiler room | 42. Truck repair |
| 10. Sales room | 21. Toilet | 32. Cooler department | 43. Repair parts |
| 11. Storage | 22. Vestibule | 33. Cooler parts | |



EXTERIOR FROM DRIVE



LIVING ROOM AND GAME ROOM



LIVING ROOM

RESIDENCE FOR MR. and MRS. H. P. SPRUILL

WINDSOR

Harry J. Harles, AIA

ROCKY MOUNT

Informal outdoor living with a degree of privacy was the principal objective of the owner in the residence designed by Harry J. Harles, AIA, of Rocky Mount for Mr. and Mrs. H. P. Spruill of Windsor.

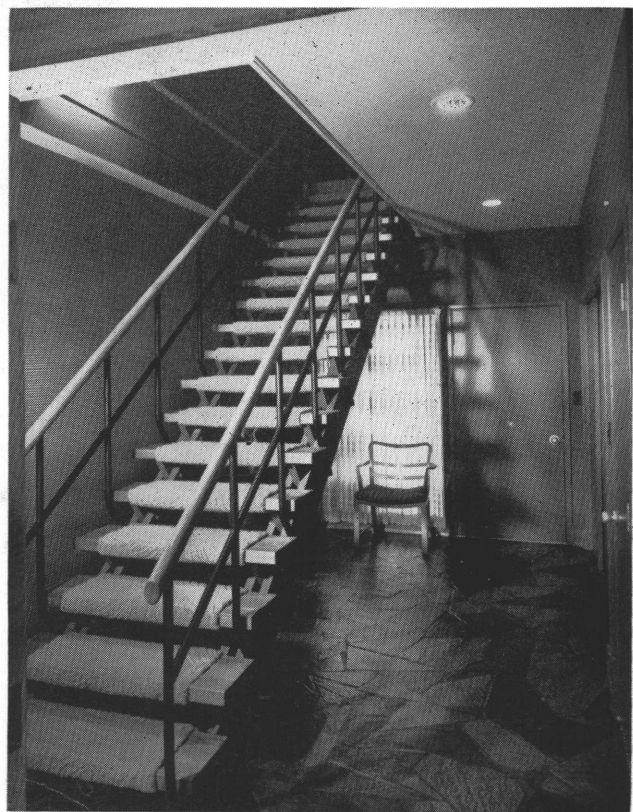
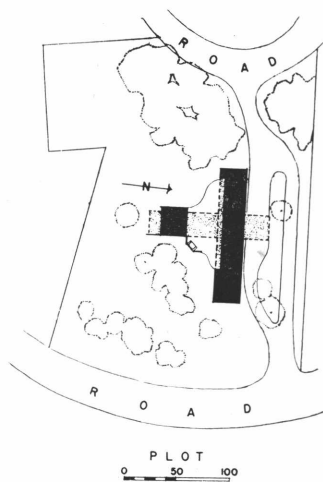
The site was bounded by the main approach street at the front and a secondary approach street at the rear, with existing homes at either end. The property was elevated considerably above the main approach and contained some beautiful trees.

The owner desired privacy from the main approach and the two end views and wished to take advantage of the existing trees where possible, centering the informal living area and the children's play area at the rear of the house.

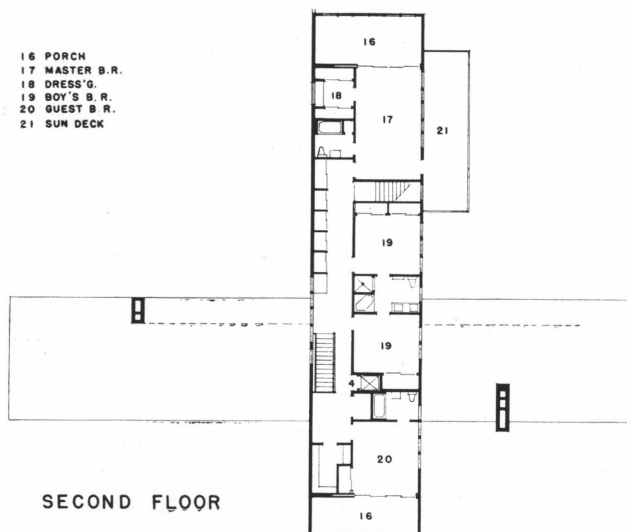
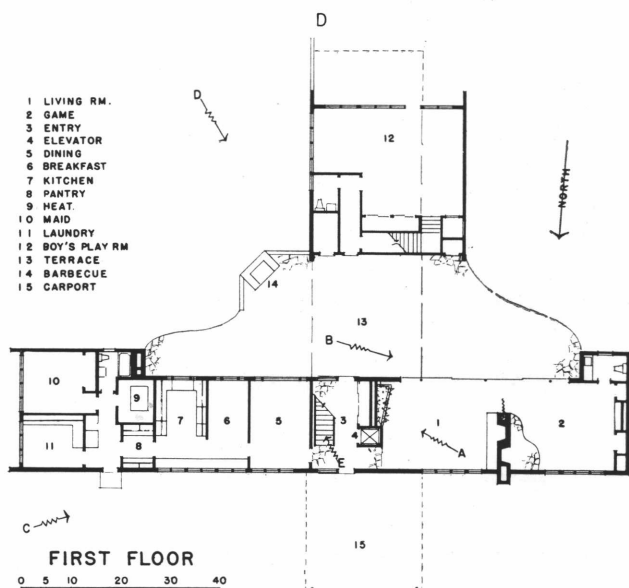
In order to obtain the number of rooms desired, a two-story solution was the most practical solution. A bi-axial plan seemed the best answer to the demands of orientation and privacy in the principal rooms. The recreation room was separated from the main body of the house for noise control and for more adaptable use of indoor and outdoor

space. Porches were placed outside the master bedroom and guest room on the second floor to insure privacy at the ends of the sleeping wing. The living room wall was fitted with sliding glass doors to permit indoor-outdoor entertaining. The terrace was placed adjacent to the living and recreation room area for maximum flexibility of use.

Exterior walls are of roman brick and cypress boards. Floors are resilient tile, flagstone and carpeting. Radiant panel heating is used in the first floor slab, with wall fin radiation for the second floor. Walls and ceiling are plastered, with some use of vertical board paneling and exposed masonry.



FOYER





**SOUTH ATLANTIC DISTRICT
AMERICAN INSTITUTE OF ARCHITECTS**

REGIONAL CONFERENCE

APRIL 12, 13, 14, 1956

HOTEL WASHINGTON DUKE, DURHAM, NORTH CAROLINA

OFFICIAL PROGRAM

THURSDAY, APRIL 12

MORNING

- 8:00 Registration
Registration will continue throughout the morning
Main Lobby Washington Duke Hotel
- 9:00 Exhibits open
Building Products Exhibit
Architectural Exhibit
Hotel Mezzanine and Armory
- 10:00 Opening Meeting of Regional Conference
Wm. Henley Deitrick, FAIA, Chairman, Presiding
- 10:10 Walter A. Taylor, AIA, Message from the Octagon
- 10:30 Alonzo Harriman, AIA, Keynote Speech
- 11:30 Prof. Albert G. H. Dietz, Address, Armory

AFTERNOON

- 12:30 Luncheon, Herbert C. Millkey, Regional Director, AIA, Presiding
- Welcome: Mayor E. J. Evans, Durham
Mayor Fred B. Wheeler, Raleigh
Mayor Oliver K. Cornwell, Chapel Hill
Crystal Ball Room

- 2:00 Meetings of AIA Chapters, Regional Committees, Regional Executive Council and Students
Locations to be posted on hotel calendar
- 2:00 OPTION Dedication Brooks Hall, New School of Design Building, Raleigh
- 3:30 Bus Tour of Duke University and Duke Gardens
Duke Engineers' Show
College of Engineering
- 5:00 Visit Building Products Exhibit
Visit Architectural Exhibit
Hotel Mezzanine and Armory
- 6:00 Cocktails
Wedgewood Room
- 7:00 Dinner—F. Carter Williams, AIA, President, North Carolina Chapter, AIA, Presiding
- Welcome Address—The Honorable Lynton Y. Ballentine, Commissioner of Agriculture of North Carolina
- President's Address—George Bain Cummings, FAIA, President, The American Institute of Architects
Crystal Ball Room
- 9:00 Visit Building Products and Architectural Exhibits

FRIDAY, APRIL 13

MORNING

- 8:00 Registration Continues
- 9:00 Building Products and Architectural Exhibits Open
- 9:30 General Meeting—Archie Royal Davis, AIA, Chairman, Durham Committee, Presiding
R. T. A. Johnson, Speaker
Armory
- 10:45 Visit Building Products and Architectural Exhibits
- 11:45 Busses leave for Raleigh
- 9:20 OPTION Busses leave for Raleigh
- 10:00 Pier Nervi interpreted by Mario Salvadori
N. C. State College, Pullen Hall
- 12:30 Luncheon—Dean Henry L. Kamphoefner, AIA, Chairman, Raleigh Committee, Presiding
Design Festival, N. C. State College School of Design
N. C. State College Union

AFTERNOON

- 1:45 Panel Discussion
Pier Nervi, Jose Luis Sert, Garrett Eckbo, Mario Salvadori, George Boas, Moderator
N. C. State College, Pullen Hall
- 3:45 Tour of Raleigh (leaves from College Union)
Macon Smith, AIA, Chairman, Student Activities Committee
- 6:15 Return to Durham
- 6:45 Visit Building Products and Architectural Exhibits
- 7:15 Busses leave Washington Duke Hotel for Turnage's
- 7:30 Cocktails
- 8:30 Barbecue Supper
Square Dance

SATURDAY, APRIL 14

MORNING

- 9:00 Building Products and Architectural Exhibits Open
- 9:30 General Meeting: E. W. Waugh, AIA, Speakers' Chairman, presiding
Paul Weidlinger
- 11:00 Mario Salvadori
- 11:40 Summary: Alonzo Harriman, AIA
Armory
Visit Building Products and Architectural Exhibits
- 12:00 Leave on Busses for Chapel Hill

AFTERNOON

- 1:00 Luncheon: James Webb, AIA, Chairman, Chapel Hill Committee, presiding
Carolina Inn
- 8:00 Planetarium Show, University of North Carolina
Morehead Planetarium

- 3:00 Tour of Chapel Hill, beginning with exhibit of student and alumni work—10th Anniversary of Department of City and Regional Planning, University of North Carolina
Main Floor Planetarium
- 4:30 Return to Durham
- 5:00 Visit Building Products and Architectural Exhibits
- 6:00 Cocktails
Wedgewood Room
- 7:00 Banquet: F. Carter Williams, AIA, Presiding
Honor Awards Announcement and Recognition
Address: Clifton Beckwith
Crystal Ball Room
- 10:00 Dance
to
- 1:00 Woody Hayes and his Orchestra
Crystal Ball Room

LADIES PROGRAM

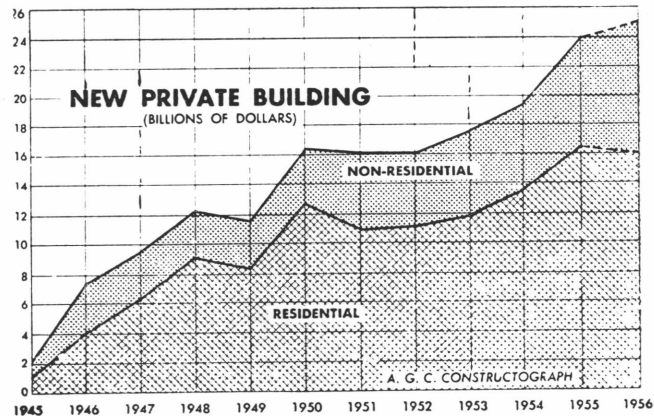
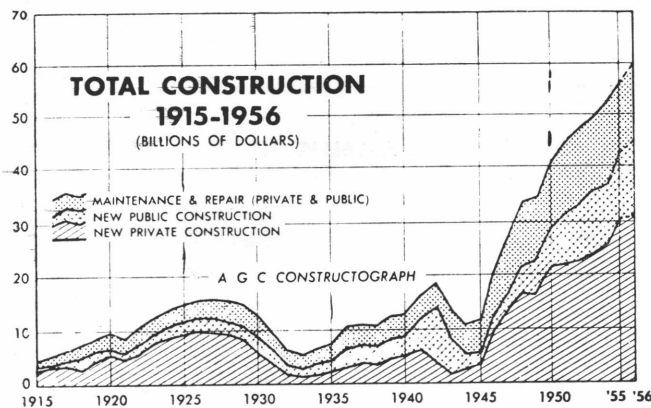
THURSDAY AFTERNOON, APRIL 12

- 2:30 Conducted bus tour of Duke University and visit to Sarah P. Duke Garden of the University

FRIDAY MORNING, APRIL 13, 1956

- 12:00 Option Lunch at Hope Valley Country Club, Durham
Tour of Raleigh (see program)

Ladies are invited to attend all events on the program. The above special activities have been arranged in lieu of some of the regular events.



CONSTRUCTION MAY EXCEED \$60 BILLION IN 1956

The construction industry may exceed \$60 billion in 1956 after smashing all previous records in 1955 for the tenth consecutive year, according to a survey just completed by the Associated General Contractors of America. In 1955, structures put in place were valued at \$57 billions, again making construction the nation's largest post-war production activity.

Far outstripping all predictions in 1955, the gain of \$5 billion over the previous year was the most spectacular since 1951, representing an increase of almost 10 per cent over the tremendous 1954 performance record.

The total, consisting of an estimated \$42.2 billion in new construction and \$15 billion in the maintenance and repair of existing facilities, accounted for about 15 per cent of the gross national product and more than 15 per cent of the country's total employment.

In addition, investment by the federal government in overseas construction—principally in bases for the armed forces and other defense facilities—exceeded \$½ billion in 1955, the AGC estimated.

Basic Assumption for 1956

The association divided its estimate of the 1956

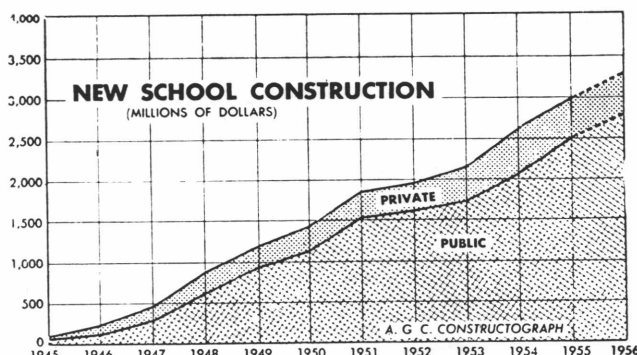
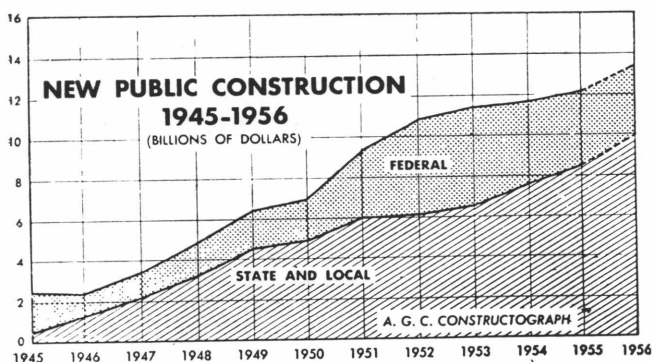
potential into \$44.5 billion for new construction and \$15.5 billion in maintenance and repair work, excluding federal construction overseas. Major factors are anticipations of continuing gains in private non-residential building, more than offsetting a mild decline in housing activity, and of a steadily mounting volume of state and local public works of all kinds.

The \$60 billion potential is predicated on indications of a continued high level of economic activity, an increasing backlog of construction requirements, and continued large numbers of bond issue approvals; and assumptions of the availability of adequate investment funds, increased production of materials to alleviate shortages, a moderate rise in costs, and no major work stoppages or international complications.

The AGC, representing more than 6,500 leading construction firms of all types throughout the United States and Alaska, which perform the majority of the nation's contract construction at home and abroad, based its year-end review and outlook on a study of authoritative private sources and official governmental statistics.

1955 Volume Underestimated

The dramatic increase in construction during



1955 was substantially underestimated in most major forecasts, ranging from \$38.75 billion in new new construction to the most optimistic forecast of \$40 billion by the AGC, which also had estimated total construction at \$56 billion.

The scope of the increase is demonstrated by the fact that construction activity, which had reached boom proportions in 1954 while other major segments of the economy were declining, surged even closer to 15 per cent of the gross national product in 1955 when most segments of the national economy were rising markedly. Thus, more than one dollar out of every seven spent for goods and services in the United States was invested in construction.

Further indicating the importance of this segment of the economy, more than 9.8 million persons, or over 15 per cent of the total average employment for the year, were employed directly and indirectly through construction activity. Direct construction employment totaled about 4,750,000, and the remainder were employed in activities servicing construction in the fields of distribution, transportation and manufacturing.

Major Categories, 1955

The \$42.2 billion volume of new construction in 1955 was more than 12 per cent above the revised figure of \$37.6 billion recorded for 1954, with private work accounting for most of the increase.

Private outlays totaled an unprecedented \$30.1 billion, more than 16 per cent over 1954, paced by a 21 per cent increase in residential expenditures to a total of \$16.3 billion, reflecting continued favorable mortgage opportunities throughout most of the year. More than 1,300,000 private residential units were placed under construction, second only to the peak year of 1950.

Industrial construction, instead of declining as predicted in all forecasts except that of the AGC, climbed 14 per cent to \$2.4 billion under the influence of favorable profit positions and market prospects. Commercial construction, passing the \$3 billion mark, exceeded 1954 outlays by 38 per cent, and construction expenditures by privately-owned public utilities continued in a record-breaking proportions of recent years, climbing slightly to \$4.5 billion.

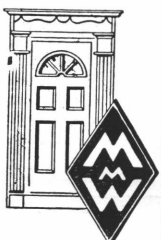
In the lesser private categories, religious construction increased 25 per cent of \$740 million and others with the exception of educational rose steadily, offsetting a 10 per cent decline in farm construction, which has dropped continuously since its peak year in 1952.

Local Public Works Mount

State and local public works increased their dominance in the public construction field, accounting for 70 per cent of the \$12.1 billion public construction total, compared with 65 per cent in



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1954. These categories accounted for the 2.5 per cent public construction increase over last year's volume, more than offsetting a drastic reduction in federal atomic energy facility construction, and a continued decline in conservation and development.

Public education outlays increased 15 per cent to \$2.5 billion, and federal studies indicated 66,300 classrooms would be completed during the current school year, as compared with 60,000 in the 1954-55 period. Highway construction rose 9 per cent to \$4.1 billion, and the provision of sewerage and water facilities increased by 10 per cent, topping \$1 billion for the first time.

1956 Outlook by Types

The high level of construction under way at the end of 1955 provides a strong thrust for a large volume in 1956. While the rate of residential starts has begun tapering off, the outlook is bright for practically all major categories of non-residential construction.

The \$44.5 billion potential of new construction should consist of about \$31.1 billion in private work, an increase of more than 3 per cent, and \$13.4 billion in public construction, a gain of almost 11 per cent over 1955. In the private categories, the commercial and industrial volume outlooks are brightest, while state and local public works are expected to continue their ascent in the public total.

Residential — Private residential expenditures, which rose heavily in 1955 under the influence of new family formations and easy mortgage credit, may fall slightly to around \$16 billion as the result of a general tightening in money supply and steps taken by the government to curb credit. A somewhat similar situation in 1951 resulted in a moderate reduction in the number of dwellings placed under construction from the peak year of 1950. However, any early easings of mortgage opportunities in 1956 could sustain the current high level of residential construction, thereby increasing total construction volume.

Business—Projection of plans for plant and equipment expenditures into the first quarter of 1956 at the record-breaking rate of \$31.5 billion a year strengthens possibilities that industrial construction will increase 17 per cent to about \$2.8 billion, and that commercial construction will approach \$3.8 billion, an increase of about 23 per cent over 1955.

Among factors influencing industrial volume are the mammoth longrange expansion program of the steel industry and other expansion and modernization plans by such groups as cement, chemicals and automobiles.

Booming commercial construction will continue to be influenced heavily by service and shopping needs of mushrooming residential communities in the suburbs. While store remodeling and modernization may level off, the growth in new store con-



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struction should increase. For example, the National Association of Retail Grocers expects its members alone to build at least 10,000 new stores in 1956—about 2,700 more than they constructed in 1955.

Privately-owned public utilities are expected to maintain their large volume of improvement and expansion expenditures of recent years, at the rate of about \$4.5 billion. Within this group, the largest increase is expected in railroads which apparently have planned new improvement programs after a two-year decline.

Other Private—In the lesser categories, religious construction, which increased 25 per cent in 1955, is expected to rise by another 22 per cent to \$900 million. Modest increases may occur in social recreational, hospital and institutional, and miscellaneous private construction. The darkest spot in the private categories is farm construction, which may continue a decline of 8 per cent to \$1.3 billion, based on declining income.

Federal—Further decreases in federal construction expenditures are anticipated by the government, principally as the result of an expected decline of more than 30 per cent in its industrial program, to about \$500 million, due to completion of a large part of its current atomic energy facility program. On the other hand, military and naval construction are expected to continue increasing for the second year, reaching about \$1.5 billion, a gain of 15 per cent. Conservation and development construction, which has been trending downward since 1950, is expected to increase by 13 per cent, to about \$675 million.

State and Local—As the dominant part of public construction, state and local public works, consisting principally of highways, schools and other community facilities, are expected to total more than 70 per cent of public expenditures in 1956, approaching \$10 billion.

Highway construction is expected to rise \$500 million this year to a total of \$4.6 billion, without

consideration of any expanded program that might be approved by the Congress, which would show its effect later.

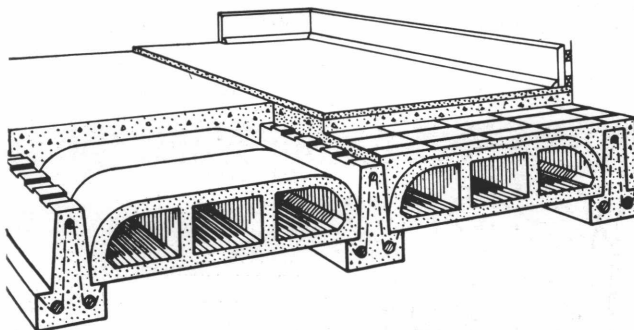
The mounting pressure for new classrooms to accommodate rapidly increasing school enrollments and replace obsolete facilities should push public educational construction some 12 per cent ahead of 1955 activity to about \$2.8 billion, not taking

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into account any new federal aid legislation that may be enacted.

Sewerage and water facilities, based on bond issue approvals, are expected to continue rising at the rate of more than 10 per cent, to about \$1.2 billion, still far below requirements of growing communities and a swelling population.

Influences on Construction

Although construction activity has been dramatic in size in recent years, its volume has seemed more spectacular because its growth has been steady since the end of World War II, when compared with substantial fluctuations in the entire national economy as measured by gross national product, the association noted.

This uniform growth, when unhampered by regulation, thus has served as an effective stabilizer in the economy, as demonstrated particularly in 1954 when other major segments of economic activity were declining or leveling off.

Consisting of about 15 per cent of the gross national product at the present time, construction activity is beginning to occupy the position it had in the national economy during the middle 'twenties when it accounted for more than 15 per cent of the nation's production of goods and services. Considering this position as normal in prosperous times, total construction volume should attain a conservative estimate of \$75 billion annually within

the next decade if economists' predictions of a \$500 billion economy materialize.

A recent study by the Department of Commerce reveals that the 1955 rate of state and local public works construction would need to be more than doubled to meet estimated requirements during the next 10 years. Valued at \$204 billion in 1954 prices, needs by 1965 are listed as: Highways, \$2 billion; public and private schools, \$41.5 billion; hospitals and institutions, \$22 billion; water and sewerage facilities, \$25.3 billion; and miscellaneous public works, \$23 billion.

The surge in state and local public works to attain these needs in some measure is expected to continue for several years.

PRESIDENT'S MESSAGE

(Continued from page 9)

ship the Architects of the United States of America; to combine their efforts so as to promote the aesthetic, scientific, and practical efficiency of the profession; to advance the science and art of planning and building by advancing the standards of architectural education, training, and practice; to coordinate the building industry and the profession of architecture to insure the advancement of the living standards of our people through their improved environment; and to make the profession of ever-increasing service to society."



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REGIONAL CONFERENCE

(Continued from page 12)

ber Engineering Education Mission to Japan, 1951. Desmond Fitzgerald Medal, Boston Society of Civil Engineers. Richard Templin Award, ASTM.

* * *

GARRETT ECKBO: Born Cooperstown, N. Y., 1910. B.S. Landscape Design University of California, 1935. MLA Harvard University, 1938. Member American Society of Landscape Architects and American Institute of Park Executives. Practicing in partnership with Edward Williams and Robert Royston with offices in San Francisco and Los Angeles since 1945. Architectural League of New York Gold Medal of Honor to Eckbo, Royston & Williams 1950. Author of "Landscape for Living" and "The Art of Home Landscaping". Member of the faculty University of Southern California School of Architecture 1946-54.

* * *

MARIO SALVADORI: Born Rome, Italy, 1907. CE D, 1930. Math D. 1933. Member of the staff University of Rome School of Architecture and School of Engineering 1933-38. Currently Professor of Civil Engineering, Columbia University & Associate, Paul Weidlinger, Consulting Engineer, New York, N. Y. Lecturer in architecture, Princeton

University. Visiting lecturer and critic, School of Design, North Carolina State College. Author of three books on engineering mathematics and over 50 papers on structures and mechanics.

* * *

PAUL WEIDLINGER: Graduate of Swiss Polytechnic Institute 1937. After practice in Europe with Le Corbusier, worked in South America as chief engineer of architectural engineering and contracting concern, designing and building about 400 reinforced concrete structures. In 1942, as Chief Engineer of the Bureau of Reclamation of Bolivia, designed the Pilcomayo Dam and water control system. Since 1943, in U. S. A., Chief Civil Engineer of Atlas Aircraft and later division director at National Housing Agency, Washington, D. C. Since 1947, consulting engineer with offices in New York and Washington, D. C. During this period, designed various large structures for private industry and Army and Air Force bases and installations in the U. S. A., and Far East. Published various technical papers and articles, and contributor to Encyclopedia Americana. Lectured at Harvard University, Yale University, Columbia University and University of Illinois. At present time, lecturer on structural design at Massachusetts Institute of Technology and Harvard University. Member: American Society of Civil Engineers, American Concrete Institute, International Associ-

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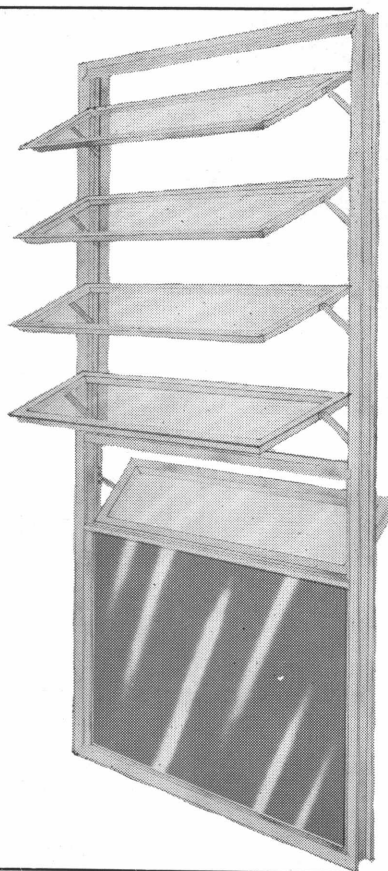
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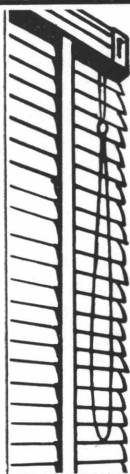
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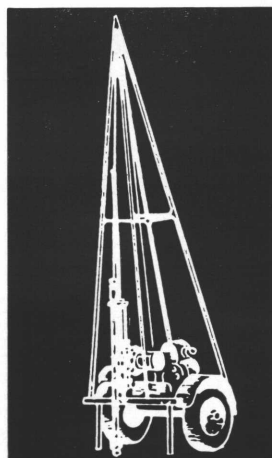
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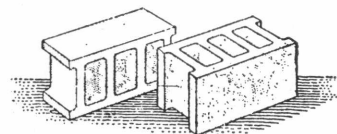
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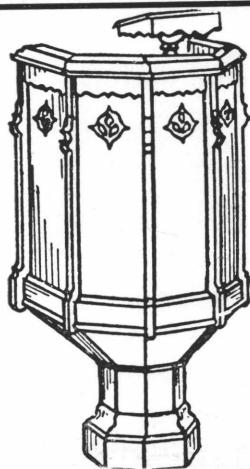
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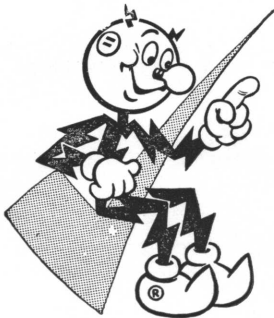
* * *

JOSE LUIS SERT: Born Barcelona, Spain, 1902. M. Arch., Escuela Superior de Arquitectural, Barcelona, 1929. Worked with Le Corbusier and Pierre Jeanneret in Paris, 1929-30. Practicing architect Barcelona 1929-38. Moved to United States 1939. American citizen. Currently Dean of the Faculty of Design and Professor of Architecture in the Graduate School of Design, Harvard University, 1953. MA, Harvard, 1953. President, International Congresses for Modern Architecture. Honorary member, Royal Institute of British Architects, Institute de Urbanismo del Peru, Sociedad Colombiana de Arquitectos. Visiting professor in the School of Architecture in Peru. Professor of City Planning Yale University, 1944-45. Former member of the Board of Directors and the Planning Committee of the Citizens' Housing Council of New York and of the American Society of Planners and Architects. Author of "Can Our Cities Survive?" Co-author with Jaqueline Tyrwhitt and Ernesto Rogers of "The Heart of the City". Currently is designing plans for the United States Embassy in Baghdad, Iraq. Town planning office with Paul Lester Wiener since 1941. Consultant to the National Planning office of the Cuban Government. Has developed with Paul Lester Wiener master plans for Chim-

bote, Peru; Tumaco, Colombia; Medellin, Colombia; Bigota, Colombia; Cali, Colombia; Havana, Cuba; Cidade dos Notores, Rio de Janeiro, Brazil.

* * *

ALONZO J. HARRIMAN: BS, Mech.E., University of Maine, 1920, MA, Arch., Harvard University, 1928. Practicing architect and engineer, Auburn, Me. Member, National Council of Architectural Registration Board, and Maine Architectural Registration Board. Past President, Maine Chapter, American Institute of Architects. Chairman, Auburn, Me., Planning Board. Chairman, Team Project School Building Problems Committee on School Buildings, AIA. Member, Harvard Engineering Society, Illuminating Engineering Society, American Association of School Administrators, AIA Committee on School House Construction, The Newcomen Society in North America, The New England Council, Harvard Graduate School of Design Association, and New York State Department of Education Committee on School Lighting, 1951. Lecturer, State University of New York and School of Design, North Carolina State College. Awards include Honorable Mention 1949 Progressive Architecture Awards Program, blue ribbon (highest award) 1952 Regional Convention American Association of School Administrators. Honorable Mention 1955 Progressive Architecture school competition.



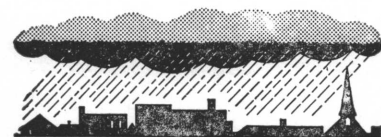
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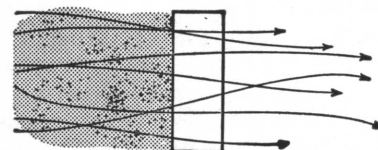
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COCHRAN JOINS STAFF OF BRICK AND TILE SERVICE

Marion R. Cochran, formerly Assistant Public Works Director for the City of High Point, has joined the engineering staff of Brick & Tile Service,



COCHRAN

of Greensboro, according to an announcement by H. B. Foster, General Manager of the Service. Cochran will work throughout North Carolina as a field engineer, specializing in the design and application of reinforced brick masonry.

Foster said, "Cochran is joining our staff because of the tremendous amount of work now being done in the RBM field. In the past two years, many new uses have been found for RBM, especially in the hydraulic engineering and municipal engineering fields. Cochran will provide an additional service to architecture, engineers, and contractors interested in these fields."

Cochran, a native of Newton, is a veteran of World War II and a graduate of North Carolina State College of Civil Engineering. He joined the City of High Point as City Engineer in the summer of 1950 and was promoted to Assistant Public Works Director in 1953. While in High Point, he was a member of the Junior Chamber of Commerce and was elected recently to the Board of Directors of that group. He is married to the former Farish Sizemore of High Point.

DUFF NAMED SECRETARY BY MASONRY ASSOCIATION

William P. Duff, Jr., has been named Executive Secretary of the North Carolina Concrete Masonry Association, with headquarters in Raleigh.



DUFF

Mr. Duff is the son of the late William P. Duff and Mrs. William P. Duff of Raleigh, and was born in Elizabeth City 37 years ago. He attended public school in Elizabeth City and then attended North Carolina State College in Raleigh for four years.

In 1938 and 1939 Bill worked with the North Carolina State Highway Commission as a Junior Resident Engineer on location. In the latter part of 1939 he joined Armco Drainage and Metal Products, Inc., as sales engineer and served in that capacity for approximately 10 years. He spent three years and eight months in the United States Air Force, being released in 1946 with the rank of Major.

In 1949, he joined the staff of the State Board of Education, with the Division of School Planning, which was to supervise and control the newly approved State Bond Issue for school construction. He served as Assistant Director and Engineer for the State Board of Education for six years.

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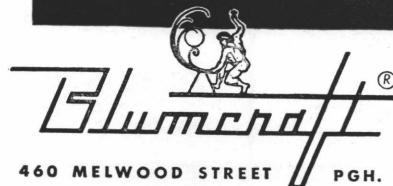
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SCHOOL OF DESIGN PLANS DEDICATION

Brooks Hall, new home of the School of Design at North Carolina State College, will be dedicated in formal rites at the college on Thursday, April 12.

The building is named in honor of the late Dr. Eugene Clyde Brooks, fifth president of North Carolina State College. The dedicatory exercises will include a luncheon on April 12 at 12:30 P. M. and a formal program in the new building at two o'clock.

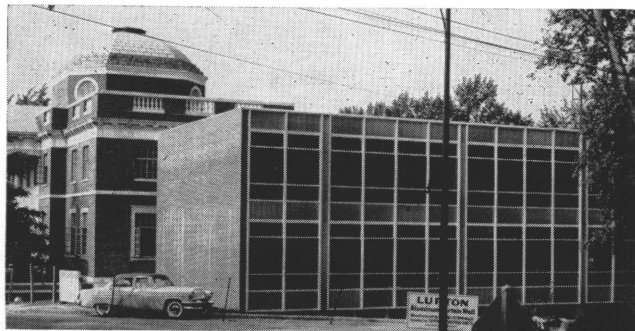
Dr. Carey H. Bostian, Chancellor of State College, will preside. The principal speaker will be Dr. John W. Shirley, Dean of the Faculty of State College, who will use as his topic, "Mind and Machines."

Others participating will be Dr. I. O. Schaub, former Dean of Agriculture at the college, who will speak on the subject, "E. C. Brooks, the Man"; E. C. Brooks, Jr., Durham Lawyer, who will respond for the family; and Dean Henry L. Kamphoefner, AIA, of State College's School of Design, who will introduce special guests.

Governor Luther H. Hodges will give concluding remarks on behalf of the State of North Carolina.

The dedication will be the opening feature of the eighth annual regional conference of the Southeastern Association of Collegiate Schools of Archi-

ecture. Approximately 75 teachers from the eight Southeastern schools of architecture will attend the regional meeting. The association meeting will continue on Friday and Saturday. At 10 o'clock on Friday, April 13, the association delegates will hear a talk by Pier Luigi Nervi of Rome, Italy, regarded



BROOKS HALL

as the world's leading structural engineer and designer of the famed exhibition hall at Turin. He also designed the UNESCO Building in Paris. Nervi's subject will be "Observations on the Relationship Between Architecture and Construction Techniques."

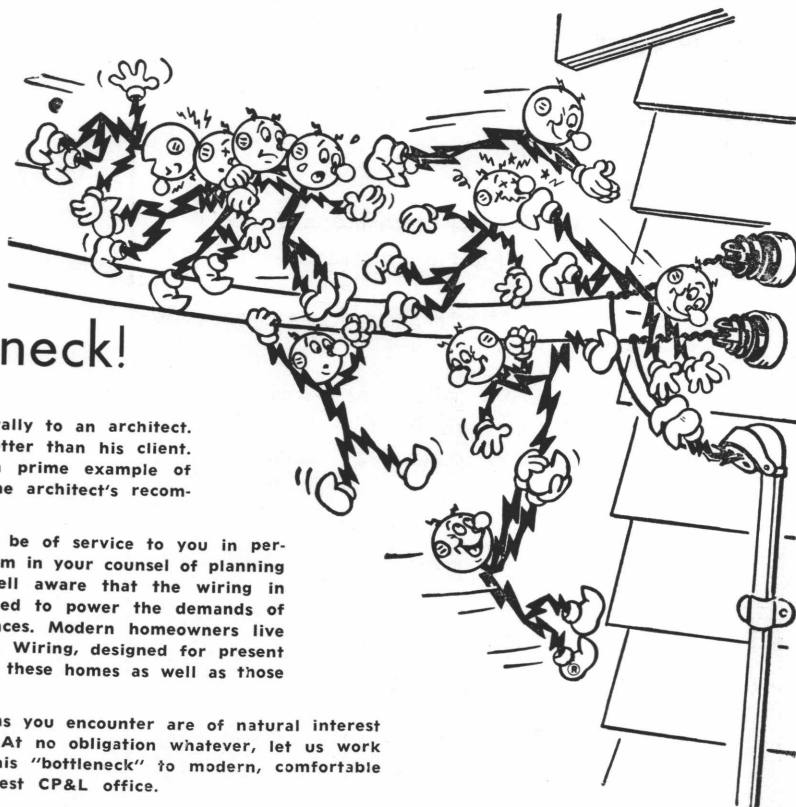
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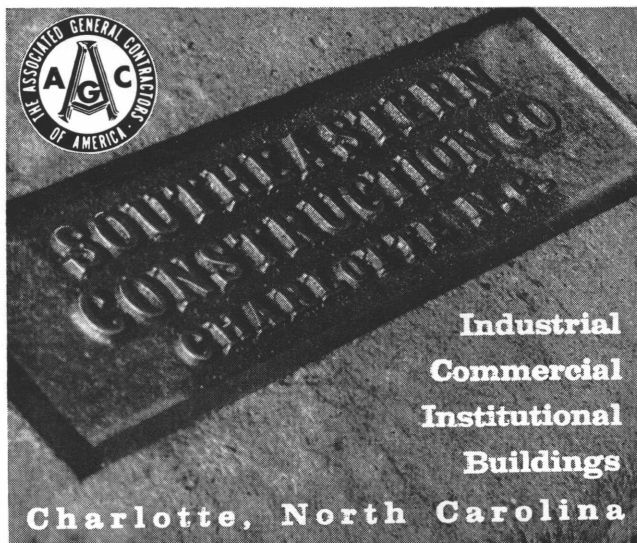
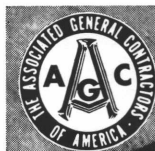
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Nervi will speak in Italian, but his talk will be translated by Mario Salvadori, Professor of Civil Engineering at Columbia University, who is well-known on the North Carolina State College campus, where he served both as a lecturer for the engineering lectures series and as a visiting lecturer for the School of Design. He translated Nervi's latest book.

At noon on Friday, the delegates to the regional association conference will hold a luncheon in the State College Union Building and will be joined at the luncheon by the delegates to the South Atlantic District Regional Conference of the American Institute of Architects, which will be held in Durham. The AIA delegates also will attend Nervi's lecture.

"Present Design Issues" will be the subject of a panel discussion, which will be held Friday afternoon. The moderator will be George Boas, Head of the Department of Philosophy at Johns Hopkins University, former President of the American Philosophical Society and a visiting lecturer for three years in the North Carolina State College School of Design.

Participating in the panel discussion will be Nervi, Salvadori, Garrett Eckbo, noted landscape architect of San Francisco, Calif., and a Professor at the University of Southern California; Jose Sert, architect, author, and Dean of the Graduate School of Design at Harvard University.

Nervi, who will spend 15 days conducting struc-

tural seminars for Prof. Eduardo Catalano's fifth year classes in architecture, is making his first trip to the United States. He will arrive at State College on April 7 and depart April 22.

Dean Kamphoefner arranged Nervi's trip to America as a result of Prof. Catalano's visit to Europe a year ago last summer. Joining North Carolina State in sponsoring Nervi's visit will be MIT, Princeton, and Harvard.

The concluding session of the regional conference of the Southeastern Association of Collegiate Schools of Architecture will be held Saturday morning, April 14 when George Boas will speak on "Tradition and Innovation in Art."

The building includes the renovated D. H. Hill Library Building and the construction of a modern annex to the old library building. The building includes a wide range of teaching facilities, including lecture rooms, studios, drafting rooms, seminar rooms, a library, and exhibit space—all aimed at extending the usefulness of the college's School of Design.

It contains 48,000 square feet of floor space and is valued at \$800,000 including \$400,000 spent on renovation and construction work.

Funds for the renovation and building project were appropriated by the 1953 General Assembly. The architect was F. Carter Williams, AIA, of Raleigh, and the general contractor is Dickerson, Inc., Monroe.

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ARCHITECTS AND BUILDERS IN THE NEWS

GENERAL SALES MANAGER

Harry J. Benton has been appointed General Sales Manager for the Hough-Wylie Company, Inc., of Charlotte. Mr. Benton has been engaged in the appliance business for more than 10 years.

NEW REPRESENTATIVE

The Georgia-Carolina Brick & Tile Company of Augusta, Ga., has announced the appointment of L. W. Howard of Columbia, S. C., as its representative for the eastern and central sections of South Carolina.

NAMED TO BOARD

T. R. Meekin of Cheraw, S. C., has been appointed by Governor George Bell Timmerman to membership on the South Carolina State Licensing Board for Contractors for a term expiring in December, 1960.

ZONE MANAGER

Watson O. Powell has been named Zone Manager at Buffalo, N. Y., for the Otis Elevator Company. Mr. Powell was formerly stationed in Charlotte.

DISTRICT SALES MANAGER

John R. Patton has been named District Sales Manager for National Electric Products Corporation in Atlanta, Ga. Mr. Patton was formerly attached to the Charlotte sales office of the company.

DISTRICT REPRESENTATIVE

Walter E. Barrick, Jr., of Charlotte has been named District Sales Manager for the Tile-Tex Division of the Flintkote Company of Chicago. AIA, & Shields of Rocky Mount. Mr. Shields is an associate member of the North Carolina Chapter, AIA.

NAMED SALES MANAGER

The appointment of Hugh S. Kimball to the position of Sales Manager has been announced by Rufus C. Barkley, President of The Cameron & Barkley Company of Charleston, S. C. Mr. Kimball, a graduate of The Citadel in Charleston, joined Cameron & Barkley in 1941 as salesman.

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The Cameron & Barkley Company of Charleston, S. C., has been appointed stocking distributor for Grinnell pipe hangers and supports.

ACCEPTS POSITION

William R. Wyatt, Jr., of Rocky Mount, an architectural engineering graduate of Virginia Polytechnic Institute, has accepted a position with Thomas, Harles,

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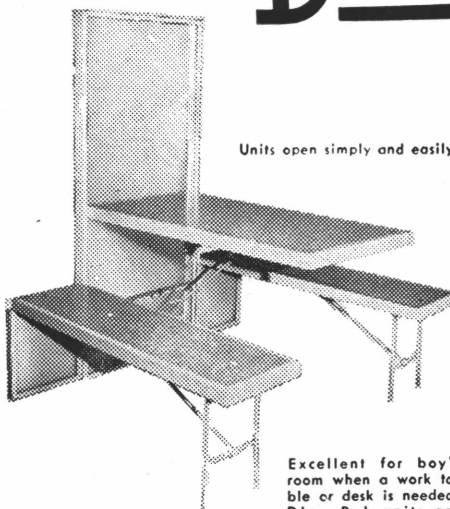
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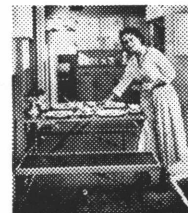
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BRANCH MANAGER

Beaman Engineering Company, Inc., Greensboro, engineers, designers and erectors of Davidson Architectural Porcelain, announces the appointment of Norman M. Torrence as Branch Manager of the firm's Atlanta Office. Announcement was made by Bruce E. Beaman, General Manager.

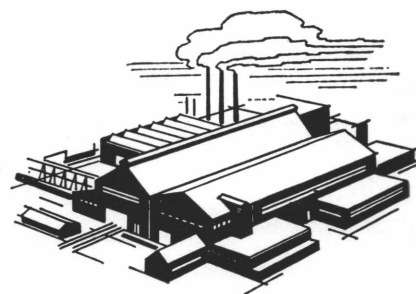
A native of Richmond, Va., Torrence joined the Beaman organization in February, 1955, as a sales engineer. After specialized training in the architectural porcelain field at the factory of the manufacturers in Lima, Ohio, he worked with architects and contractors in North Carolina, South Carolina, and Virginia. As branch manager of Beaman's Atlanta office, he will cover the states of South Carolina, Georgia, Alabama, and Florida. Torrence attended the University of Richmond and served during both World War II and the Korean conflict with the rank of Captain in the Air Force.

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tractor for curtain and window wall construction, specializes in the engineering, design, and erection of architectural porcelain. Beaman serves the entire Southeast from offices in Atlanta, Richmond, Baltimore and Greensboro.

HEADS ASSOCIATION

Gordon L. Goodson of the Seth Lumber Company of Lincolnton was elected President of the Carolina Lumber & Building Supply Association at the annual convention of the group in Charlotte recently. Other officers include Ansel Alewine of Taylors, S. C., First Vice-President; Robert B. McClure of Charlotte, Second Vice-President; M. R. Bagnal, Jr., of Columbia, S. C., Third Vice-President; and E. M. Garner of Charlotte, Executive Secretary. Directors are J. E. Divelbiss, Jr., of Asheville; Jack J. Parks, of Fayetteville; B. E. Wilson of Rural Hall; D. Morrison Campbell of Myrtle Beach, S. C.; and Charles H. Cely of Greenville, S. C.



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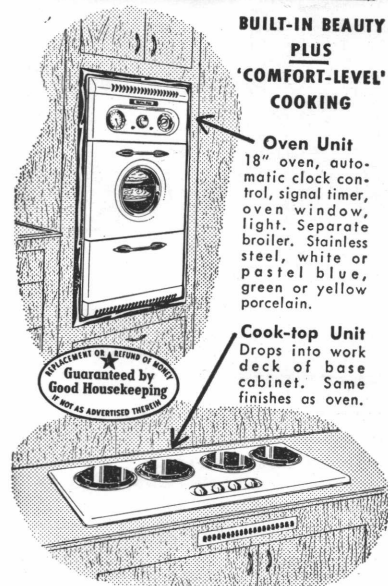
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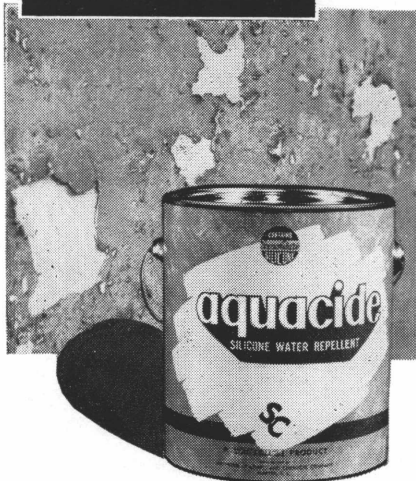
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PARCOLITE is a floor that is mixed and poured at the job site and consists of specially treated hardwood cubes, rubber latex, and color pigment. The actual pouring is preceded by the cementing of plastic divider strips to the structural slab in a design selected by the architect. **PARCOLITE** provides a floor containing the best qualities of a wood floor and a terrazzo floor without the undesirable features of either. It is a wood floor that can be installed over an on-grade concrete slab and not be effected by moisture. It will not swell and buckle during the summer months nor dry out and shrink in winter. It provides a quiet floor underfoot, resilient and easy to walk or stand on. It will not indent under heavy loads and has exceptionally long wearing qualities due to the large percentage of end grain wood in the surface of the floor. Being monolithic, smooth surface and free from joints or cracks, it is easy to maintain. Apton Industries, Inc., Box 9555, Pittsburgh, Pa.

A new value in ceiling fans is now being produced. Model 98 is an 8-inch high velocity fan unit specifically designed for convenient home service. Model 98 economically provides clean, fresh air-transfer for such varied home locations as kitchens, laundry rooms, and rumpus rooms, where such service is highly desirable. It emphasizes long service, coupled with simple installation and maintenance.

This extremely versatile fan adapts readily to conventional or exposed beam interiors, and is ideal for either new or older type constructions. Its patented mounting bracket quickly adjusts the unit to fit ceilings of any thickness, with no time-consuming "framing in."

The handsome anodized aluminum grill has generous flanges for installation over round or square rough openings. The grill fits snugly against the ceiling by means of a chrome plated thumb screw. It contains a built-in grease trap.

No tools whatsoever are needed for maintenance. Its convenient "snap-in" motor mounts permit instant removal of both fan motor and blade. Simpson Com-

pany, 1060 East 11th Street, Oakland 6, Cal.

Two new features have been added to 1956 models of Horizon sliding glass doors according to the manufacturer, Horizon Door Company, Inc., of Glendale, Cal. The new features are a massive, modern, lucite doorpull and an optional all-aluminum, adjustable frame.

Styled in opalescent lucite with black brackets, the new doorpull adds another touch of luxurious beauty to an already striking sales feature which sliding glass doors provide for homes.

The new all-aluminum frame, consisting of jambs and header, is unique in the sliding glass door industry. It has an integral nail-on fin trim and a plaster stop on the inside, and another adjustable nail-on fin trim and an adjustable siding stucco stop on the outside. The new frame with nail-on fin trim permits adjustment to any wall thickness and unusually fast installation. Horizon doors are still available with the standard kiln-dried fir frame with aluminum sill. Horizon Door Company, Inc., Glendale, Cal.

A low cost portable home stairway elevator that can be installed in an hour's time without a mark or scratch on the home is now available.

Installed on a guarantee of complete satisfaction, the **STAIR-GLIDE** simply plugs into any household electrical outlet as simply as a radio or TV.

Workmen who never before saw a home stairway elevator can install **STAIR-GLIDE** with no other equipment than a screwdriver and a vise-grip. The unit consists of a narrow aluminum track (only 12" wide) which simply lays on the edge of the steps. A chair within which is enclosed all electrical and operating mechanism is directed up or down by a push button held in the rider's hand. Stops at top and bottom are automatic.

Operated without a rider, the elevator serves as a handy dumbwaiter for transporting food trays, medicines, laundry, household appliances, etc. For illustrated literature write American Stair-Glide Corporation, 7204 Wyandotte Street, Kansas City 14, Mo.

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Containing complete specifications on all Airtemp summer and winter air conditioning models, a new 12-page catalog is now available. The booklet contains information of interest to architects, consulting engineers, contractors and to homeowners who are planning either to modernize their heating systems or to add air conditioning. Copies (Form L-233) can be obtained by addressing requests to: Airtemp Division, Chrysler Corporation, 1600 Webster Street, Dayton 1, Ohio.

The publication and distribution of the 1956 issue of the **MARCOLITE** skylight catalog featuring the **MARCOLITE** aluminum and fiber glass panel skylight, a modern prefabricated and preassembled skylight unit, was announced recently by The Marco Company.

The **MARCOLITE** skylight combines the greater structural values of heliarc welded extruded aluminum frames with the outstanding light transmission and diffusion qualities of shatterproof fiber glass panels. The unique construction and design assure maximum strength and durability, and result in a skylight unit which is economical and trouble free. The units require no maintenance, painting or parts replacement, and are unbreakable for all practical purposes.

The **MARCOLITE** skylight is available in many different models and in as many as 17 standard sizes in each model. Also **MARCOLITE** skylights can be fabricated in sizes to fit the special requirements of any skylight installation. The Marco Company, 45 Greenwood Ave., East Orange, N. J.

Latest contribution to the never-ending quest for more economical use of working space is the new Arnot **FOLDAWAY** drawing board that tucks away in a center drawer beneath a table or desk and slides out at a moment's notice.

It was designed particularly for executives and supervisory personnel whose duties call for a little drawing or drafting in addition to regular desk duties. The new Arnot **FOLDAWAY** unit consists of the complete drawers, drawing board and parallel rule.

The drawing board-drawer unit can be easily bolted or screwed to any conventional desk or table top. When folded away, the drawing board is completely out of sight and the whole unit appears as a conventional center drawer, leaving the desk or table top completely clear for regular paper work.

The Arnot **FOLDAWAY** drawing board, complete with parallel rule attachment, comes in two sizes. The smaller unit has a 24" x 24" drawer equipped with a 20" x 15" board; the larger one, a 30" x 30" drawer with a 26" x 21" board. Three colors are available—mist green, silver gray and tan-tone. Arnot-Jamestown, 730 Fifth Ave., New York, N. Y.

Up to four feet a minute is the claim for a new completely powered "**SPEED-THRU**" pipe pusher, offered to the trades as a new answer to faster and more accurate underground pipe installation and lowest installation costs.

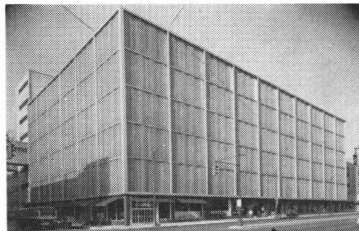
Three models handle 3/4" to 8" diameter pipe. The hydraulic powered "**SPEED-THRU**" operated by one man handling two power controls, features a 21" hydraulic powered movement of pipe that will push or pull pipe at the same speed, without turning the position of the machine, and without altering power or changing speeds.

Performance records assembled during five years of development and perfecting patents, show pushes of 2" pipe as far as 186 feet with less than 8" of deviation, and average pushes of 75 feet under streets and highways in 18 to 20 minutes through hard shale and hard pack road bed.

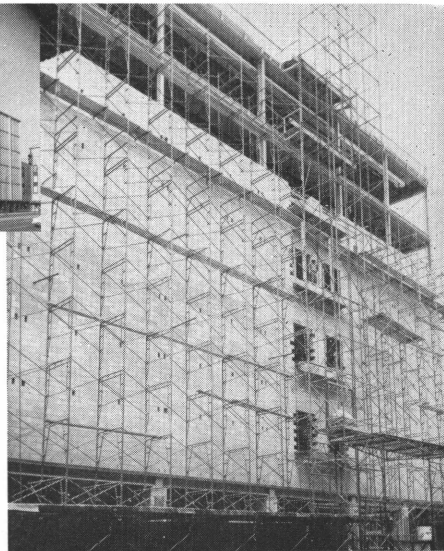
Mercury Hydraulics, Inc., 2440 Blake Street, Denver 5, Col.

A new, heavily illustrated 16-page brochure, covering the subject of architectural porcelain and its uses, is available to architects, engineers, contractors and builders. Many detail drawings are presented, with the several types of panels available shown in color to indicate location and method of fastening. Many large photographs are included to demonstrate the virtually unlimited ways that porcelain panels can be used. Text is specific, with subjects clearly defined to assure easy reference. Detailed specifications are given for each panel cataloged.

Copies of the new brochure may be obtained from Davidson Enamel Products, Inc., 1104 East Kibby Street, Lima, Ohio.



Shown at right, **SOLITE** being used in the recent remodeling and addition to Thalhimers Bros., one of Richmond's largest and finest department stores. Above, Thalhimers as it looks on completion.



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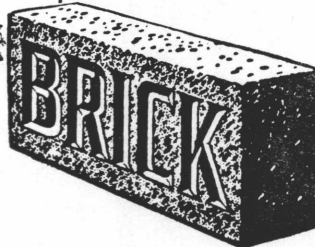
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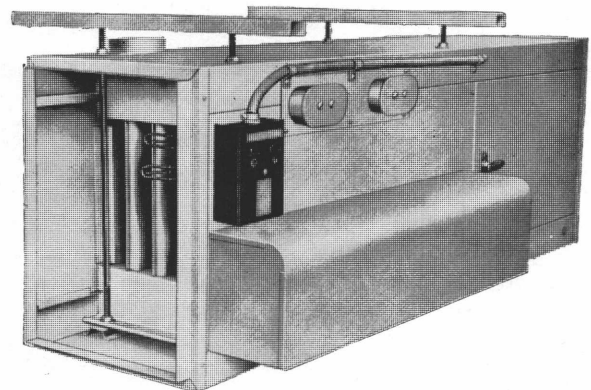
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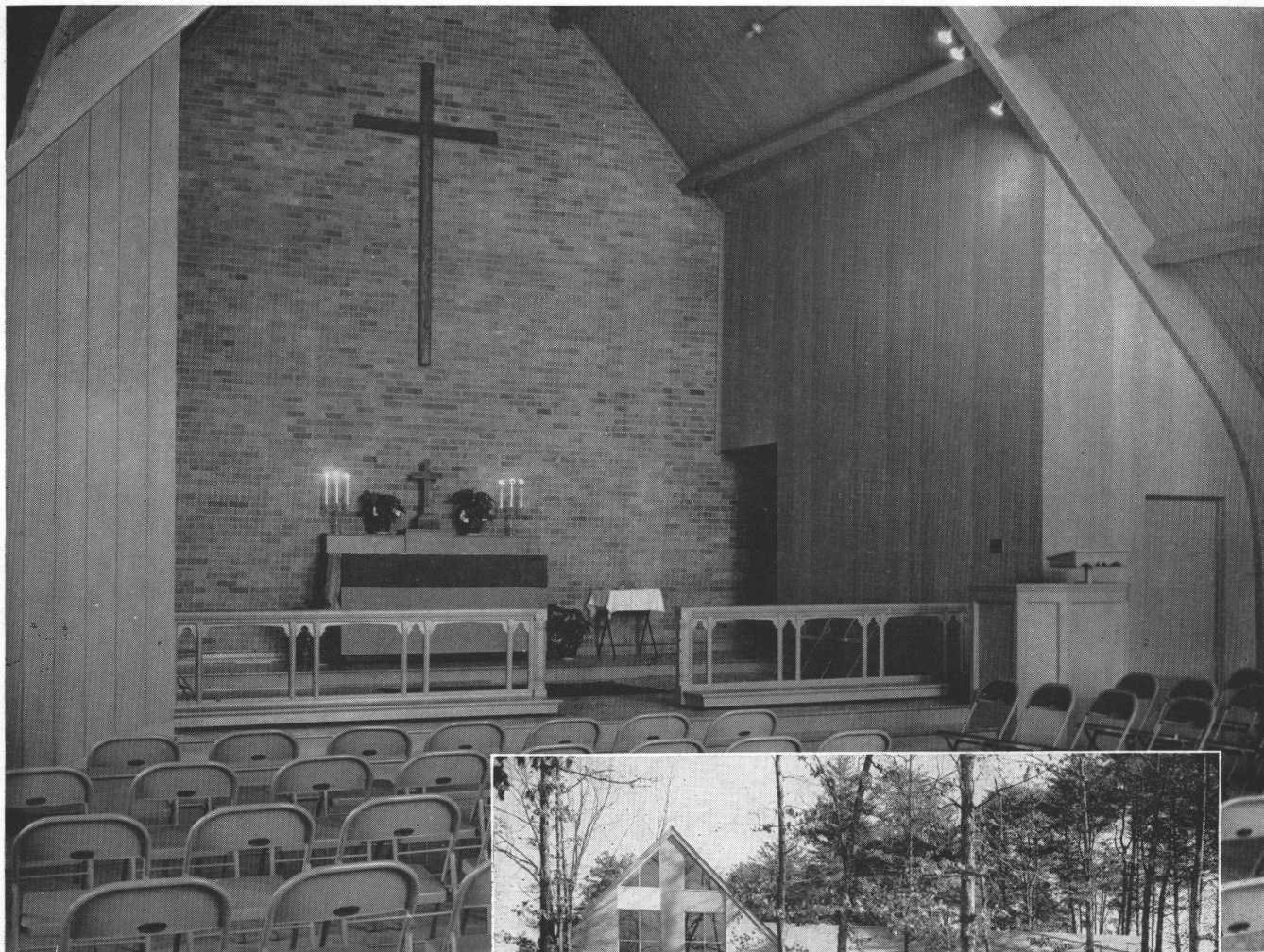
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