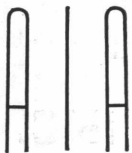


SOUTHERN ARCHITECT

AUGUST 1956



Official Publication
North Carolina Chapter



American Institute
of Architects

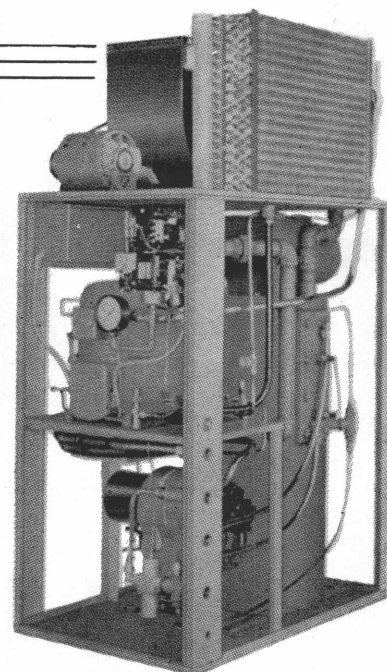


**HEATS—COOLS AND FURNISHES
CONTINUOUS YEAR AROUND HOT WATER!**
... AND IS WITHIN THE PRICE RANGE OF EVERY HOME OWNER

A single compact unit—gas or oil
Comes completely wired and assembled
3 or 5 ton Air Conditioning capacity—air or water cooled

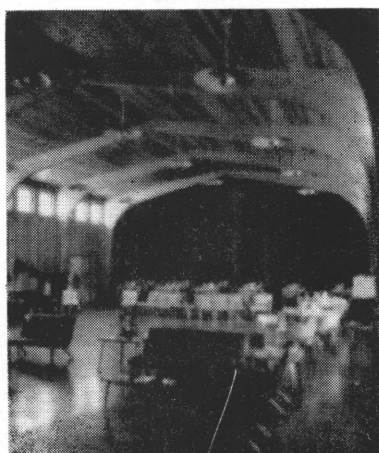
114,000 to 165,000 BTU HEATING OUTPUT

3½ to 4 GPM of Hot Water at 140° or better . . .
or 200 gals/hour
Space Saver for Builders (24" x 36" — 66" high)
zero clearance



EXCLUSIVE DISTRIBUTORS IN THE CAROLINAS

A. F. EPTING APPLIANCE COMPANY
2116 THRIFT ROAD CHARLOTTE, NORTH CAROLINA FRanklin 6-1641



**PILOT LIFE INSURANCE
CLUB HOUSE, Sedgfield, N. C.**

**Architects
McMinn, Norfleet and Wicker, AIA
Greensboro, N. C.**

**Contractor
H. D. Barnes, Greensboro, N. C.**

UNIT DECK

The versatile new sheathing which eliminates Purlins, Bridging, Insulation and Interior Finish. Available in White Fir and Cedar. Ask for detailed catalog.

UNIT STRUCTURES, Inc.

**The Nation's Largest Fabricator of Southern Pine Laminated
Members proudly announce the appointment of**

**A. P. HUBBARD
WHOLESALE LUMBER
Box 881 Greensboro, N. C.
Ph. 5-3545 TWX: GN 341**

**GEORGE ROBERTS LUMBER CO., INC.
221 S. Church St. Box 3133, Station A
Charlotte 1, N. C. Greenville, S. C.
Phone ED 3-7566 Phone 3-4973**

**as district representatives for
GLUED LAMINATED**

ARCHES • BEAMS • TRUSSES

Whatever your requirements may be, you'll find these two conscientious representatives ready and capable of serving you. All Unit laminated members are prefabricated to exacting dimensions to meet your specifications from Southern Pine—Supreme Structural Wood of the World. For complete information on design, quotations and erection, contact your nearest representative. Whatever your roof structure needs, you'll find the answer just as near as your telephone or write—

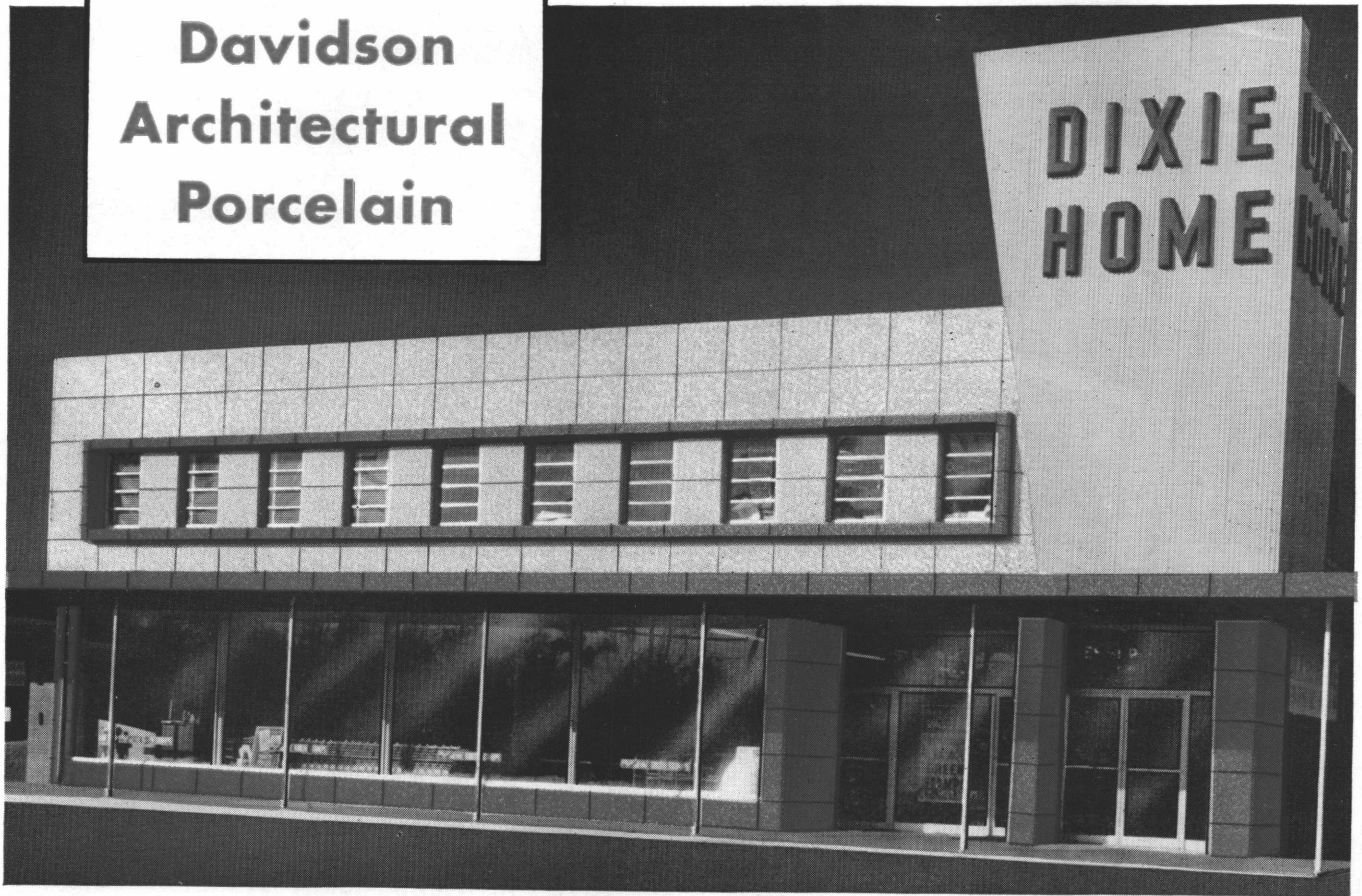


UNIT STRUCTURES, INC.

**General Offices—PESHTIGO, WISCONSIN
Plants at MAGNOLIA, ARKANSAS and PESHTIGO, WISCONSIN**

with
Davidson
Architectural
Porcelain

Jessup Building — Fayetteville, N. C.
Basil G. F. Laslett, AIA, Architect
Jessup Construction Co., Contractor



you get *Shopping Center Utility*

This colorful shopping center store-front will be maintenance free for years and years to come. It will never need painting or cleaning thanks to lifetime Architectural Porcelain. Too, the color is there to stay. Because Architectural Porcelain is a non-porous vitreous coating fused to heavy gauge steel, it can not fade nor crack . . . maintenance is zero.

Design wise, Davidson Architectural Porcelain is one of the most versatile facing materials you can use. It can be fabricated to most any shape or design you specify, and there's a color or texture to please even the most discriminating architect or building owner.

Make sure you check the advantages of Architectural Porcelain before you start designing your next store-front or shopping center.

For full information, fill out and mail the coupon below today.

BEAMAN ENGINEERING COMPANY, INC.
1106-D Battleground Ave. • Greensboro, N. C.

Gentlemen:

Please send me further information on Davidson Architectural Porcelain facings as engineered and erected by BECO.

Name _____

Address _____

City _____

Beaman
ENGINEERING CO., INC.
1106 BATTLEGROUND AVE. GREENSBORO, N. C.
DAVIDSON ARCHITECTURAL PORCELAIN

SALES • ENGINEERING • DESIGN • ERECTION

GREENSBORO ATLANTA **BECO** BALTIMORE RICHMOND



universal SCOTTISH UNIT

The **TRUE ECONOMY** unit
preserving high quality

•

Made with the same frame designs and materials as Universal's fine Premium Units.

Treated Grade-A Ponderosa Pine frames and sash.

Anodized Aluminum Weather-strip.

Flocked Spring Balance . . . adjustable.

•

Write for further details.

UNIVERSAL WINDOW CORP.

3200 SOUTH BOULEVARD, CHARLOTTE, N. C.
69 MANGUM STREET SW, ATLANTA, GA.

ARCHITECTURAL CALENDAR

OCT. 2: Winston-Salem Council of Architects.
El-Cam-Rey Restaurant, Winston-Salem.

OCT. 3: Charlotte Council of Architects.
Thackers Restaurant, Charlotte.

OCT. 4: Raleigh Council of Architects. S.&W.
Cafeteria, Raleigh.

OCT. 5: Guilford Council of Architects. Bliss
Restaurant, Greensboro.

OCT. 11-12: Noise Abatement Symposium.
Sponsored by Illinois Institute of Technology, with study of the control of noise through architectural design. Hotel Sherman, Chicago, Ill.

OCT. 16: Winston-Salem Council of Architects. El-Cam-Rey Restaurant, Winston-Salem.

OCT. 15-19: American Society of Civil Engineers. Fall Convention. William Penn Hotel, Pittsburgh, Pa.

OCT. 19-20: National Trust for Historic Preservation. Annual Meeting. Washington, D. C.

NOV. 12-14: Structural Clay Products Institute. Annual Convention. Boca Raton, Fla.

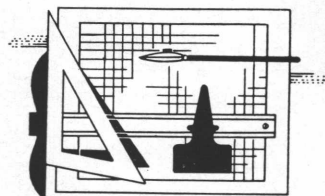
DEC. 9-11: Carolinas Branch, Associated General Contractors of America. Annual Convention. Boca Raton Hotel, Boca Raton, Fla.

APRIL 4-6: South Atlantic Regional Conference. Atlanta, Ga.

PRESTRESSED PRECAST CONCRETE

**SAFETY,
PERMANENCE
and TESTED DESIGN**

are
"Built-in"



on the
**DRAWING
BOARD**

WHEN YOU USE **PRESTRESSED CONCRETE**
THE MODERN, FAST, ECONOMICAL WAY TO THE SAFETY AND
PERMANENCE OF COMPLETE FIREPROOF CONSTRUCTION.

IN THIS WAREHOUSE SCENE YOU CAN SEE THE
DOUBLE "T" UNITS FRAMING INTO THE IN-
VERTED T GIRDERS.



Engineers and architects are ac-
cepting prestressed concrete where
it is available, and finding it doing
the job desired. It is being specified
because of its superior qualities.

The precasting of prestressed
concrete products has become a
great new industry. It has made pos-
sible efficient building prefabrica-
tion such as never seen before. New
techniques are developing monthly.
We will keep you informed.

Also with **PRESTRESSED CONCRETE** you "build-in"

1. Personal Safety
2. Property Protection
3. Lower Insurance rates
4. Lower Fire Protection cost
5. Large Dollar Savings for Investors



For Further
Information
Write or Call:

EDison 3-8671

P. O. BOX 5290
**CHARLOTTE,
NORTH CAROLINA**

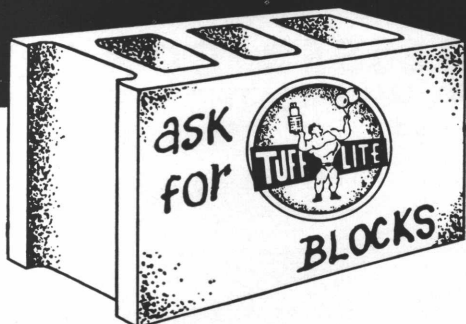
BEAMS • COLUMNS • GIRDERS • DOUBLE "T" UNITS

EXPANDED-CLAY AND SHALE AGGREGATE

USE



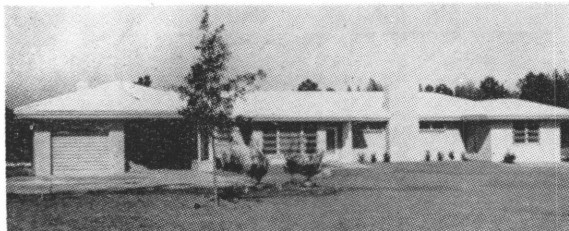
it makes **BETTER LIGHTWEIGHT BLOCKS
AND LIGHTWEIGHT CONCRETE**



For Better Building

CAROLINA TUFF-LITE CORPORATION
P. O. BOX 432 PHONE 188
SALISBURY, N. C.

**CONCRETE
MASONRY IN
NORTH CAROLINA**



The truth about Concrete Masonry is proven by this example in Wilson, N. C. Yes, finer Homes, at lower cost, low upkeep and lasting beauty can't be beat anywhere. Call on the N. C. Masonry Association member in your area.

N. C. CONCRETE MASONRY ASSN.
1411 Insurance Bldg. Phone 3-6357
RALEIGH, NORTH CAROLINA



REDDY WIRING means
Trade Mark
HOUSEPOWER
Trade Mark

You'll be proud of the home you design if it is wired for full HOUSEPOWER, to meet future needs and provide for today's comforts . . . For convenience, for beauty, and for safety—be sure your plans include REDDY WIRING so your clients can live better . . . electrically!

For free copies of "Residential Wiring Handbook" write:
Lighting Dept., Duke Power Company, Charlotte, North Carolina

DUKE POWER COMPANY
Serving the Piedmont Carolinas

L I V E B E T T E R . . . E L E C T R I C A L L Y !

THE AUGUST 1956 SOUTHERN ARCHITECT

Southern Architect

Volume 3

August 1956

Number 4

Publisher

Thomas H. Broughton

Advertising

J. C. Davis

COMMITTEE ON PUBLICATIONS

A. G. Odell, Jr., AIA, Chrm. Charlotte
 James L. Beam, Jr., AIA Cherryville
 Louise Hall, AIA Durham
 Henry L. Kampfoefner, AIA Raleigh
 Edward Loewenstein, AIA Greensboro

PUBLIC RELATIONS COMMITTEE

S. Scott Ferebee, Jr., Chrm. Charlotte
 Robert E. Bush, AIA Hickory
 Fred W. Butner, Jr., AIA Winston-Salem
 R. L. Clemmer, AIA Hickory
 Robert W. Conner High Point
 Eric G. Flannagan, Jr., AIA Henderson
 John C. Higgins, AIA Charlotte
 Arthur McKimmon, AIA Raleigh
 H. R. McLawhorn, Jr., AIA Greensboro
 Andrew L. Pendleton, AIA Statesville
 Robert H. Stephens, AIA Beaufort
 John Scott Thomas, AIA Rocky Mount
 Turner G. Williams, AIA Raleigh

A KEY PUBLICATION

Southern Architect is the official publication of the North Carolina Chapter of the American Institute of Architects and is published monthly by Key Publications, Inc., 117 East Third Street, Charlotte, North Carolina. Telephone EDison 2-7537.

Address all communications to Southern Architect, Post Office Box 517, Charlotte, North Carolina. Advertising rates on request.

Opinions expressed by contributors are not necessarily those of the North Carolina Chapter of the American Institute of Architects or the Publisher. Reproduction of any articles, pictures, or any other material appearing in Southern Architect is forbidden without the specific approval of the Publisher.

Subscription price: One year \$3.00; Two years \$5.00. Single copies 25 cents. Full name and address shall accompany all subscriptions. Kindly notify Southern Architect in the event of change of address.

CONTENTS

● Architectural Calendar	4
● President's Message	8
● Education Building	10
● First Baptist Church	12
● Surgical Clinic	14
● Museum of Art	16
● Residence	18
● Waugh Is Heard By School Group	20
● Book Review	22
● Architects and Builders In The News	24
● New Products	27

COVER PHOTO

Education Building,
 Winston-Salem. Lashmit & James, AIA,
 Architects. Members of the firm of
 Lashmit, James, Brown & Pollock, Winston-Salem.

NORTH CAROLINA CHAPTER • THE AMERICAN INSTITUTE OF ARCHITECTS

F. Carter Williams, AIA President 133 Fayetteville Street, Raleigh	Leslie N. Boney, Jr., AIA Director 120 S. Fifth Street, Wilmington
William R. James, Jr., AIA V.-President 602 Reynolds Bldg., Winston-Salem	Robert L. Clemmer, AIA Director Box 2469, Hickory
James L. Beam, Jr., AIA Treasurer 204 N. Jacob Street, Cherryville	A. G. Odell, Jr., AIA Director 109 West Third Street, Charlotte
Cyrill H. Pfohl, AIA Secretary 324 N. Main Street, Winston-Salem	Louise Hall, AIA Archivist Box 6636, College Station, Durham
R. Mayne Albright Attorney Insurance Building, Raleigh	

modernfold DOORS

In Beautiful Colors

Architects in increasing numbers are finding MODERNFOLD DOORS to be a flexible building product . . . the perfect means for creating more distinctive and colorful interiors.



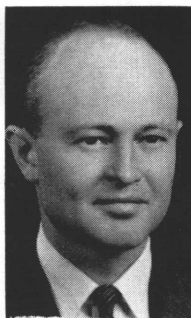
DeLph



HARDWARE AND SPECIALTY CO.
2109 HUTCHISON AVE. - CHARLOTTE, N. C.
RALEIGH - RICHMOND - COLUMBIA

PRESIDENT'S MESSAGE

A church more than any other type building must demonstrate the fourth dimension of architecture which is the quality of spirit. An architect, in addition to designing a structure that is safe, useful for its purpose and beautiful, must transmit the evidence of inspiration for the greater success of a building.



WILLIAMS

Eight hundred years ago, a man little known today, re-built his Chapel using materials and methods of his time but with a progressive spirit. Today we still see the evidence of that spirit in the style known as Gothic. All origins and developments have similar beginnings.

It is traditional to be progressive and modern. Those who feel that a successful building must be in historical style do not sense the continuous forward sweep of all human effort. We are not poised or static in space but always on the move. We build on the past, in the present, for the future.

Our adolescent civilization, like the adolescent individual, does not grow in perfectly maintained balance, but does continually grow. Our architecture is the physical record of a civilization growing.

Today, as in some previous times, we see a great resurgence of church building. We seem to feel the need of a new spiritual accent. It may be that we seek to achieve a balance with our technical progress in the physical world.

Materials and methods of construction change with time, but a progressive spirit is of similar character in all ages. A recognition of this is necessary before we can properly use our heritage of tradition. We do not make lasting contributions nor truly revere the past by adapting for today's needs the evidence of former progressive minds. The use of architectural forms or expressions that may have indicated great spiritual power in times past can never completely meet our own current needs.

Our modern churches today are becoming more human in scale, for we feel the need of a close personal relationship. They are more simple and clean in line and purpose, not over-abundantly decorated. They are again approaching the simplicity of original thought.

The symbols are used as the familiar touch in form or color, but the expression is not spelled out as for a child. Imagination and self-expression is not stimulated by a completeness. Spiritual enlightenment must come from within by individual effort, but it grows and is enhanced by sacred association, liturgy, sacrament and song.

A fresh enunciation of the familiar theme of man with God is a better way to meet our constant and growing need for spiritual expression. Competitive demands are not challenged by old models either commercially or in the religious sense.

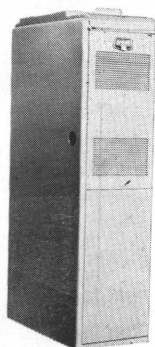
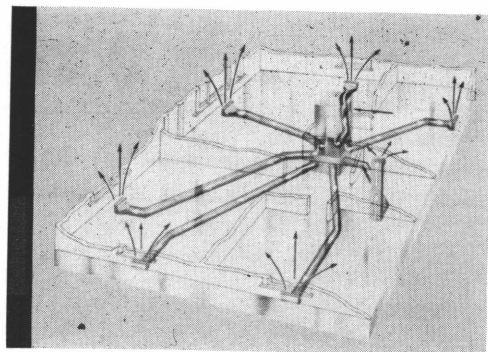
To provide merely for physical shelter, is only partial service and can be rendered by many who build. It is the good privilege of an Architect to provide, in the highest sense of his calling, environment for the renewal and growth of the spirit, whether in the home, a school, a commercial building or a church. This is to satisfy a total need of

(Continued on page 25)



Facts that architects know about Suburban Rulane gas heating

1. Stays sold because it stays serviced.
2. Gas heating is clean.
3. Air conditioning can be installed easily and simply with gas-fired furnaces.
4. Gas furnaces can be installed either up-flow or down-flow. They are compact. They save valuable floor space.
5. The operating cost has been proven to be satisfactory.
6. Suburban Rulane's budget plan makes payment easy.
7. Gas furnaces last longer.

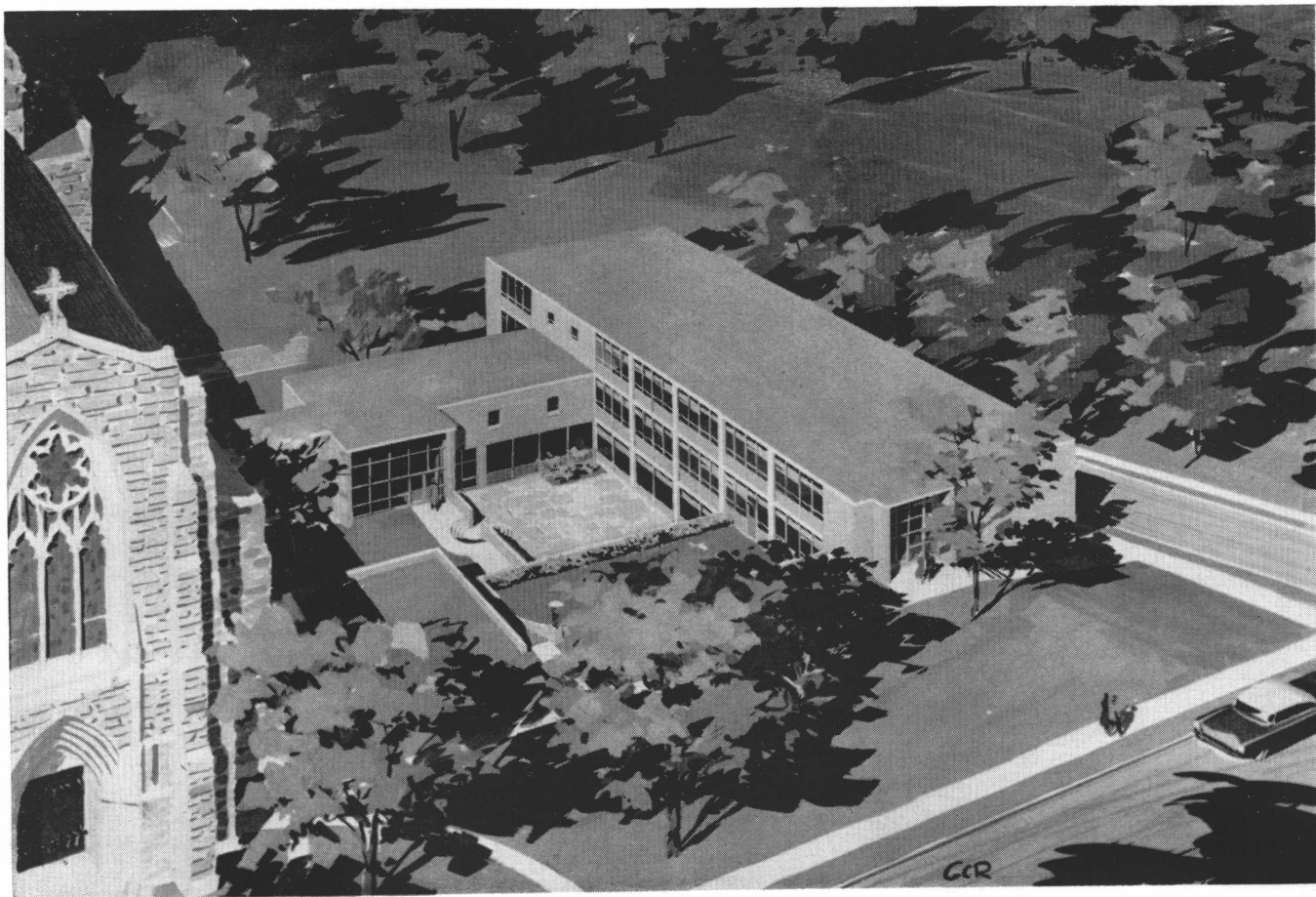


We will send specifications for residential, commercial or industrial gas heating at your request.

Post Office Box 29
Phone FRanklin 5-1721



CHARLOTTE, NORTH CAROLINA



EDUCATION BUILDING

WINSTON-SALEM

Lashmit & James, AIA

Members of the firm of Lashmit, James, Brown & Pollock

WINSTON-SALEM

The Christian education building for St. Paul's Episcopal Church of Winston-Salem represents a break-away from the architecture of the main building which retains its dominance.

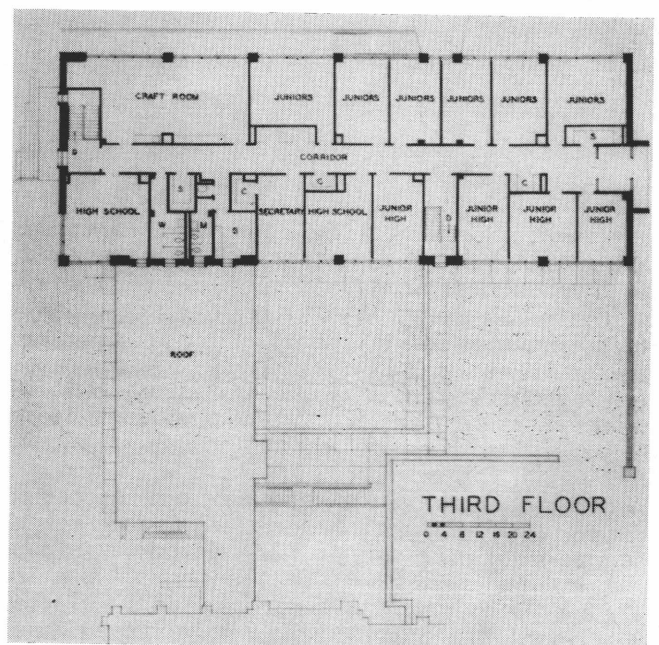
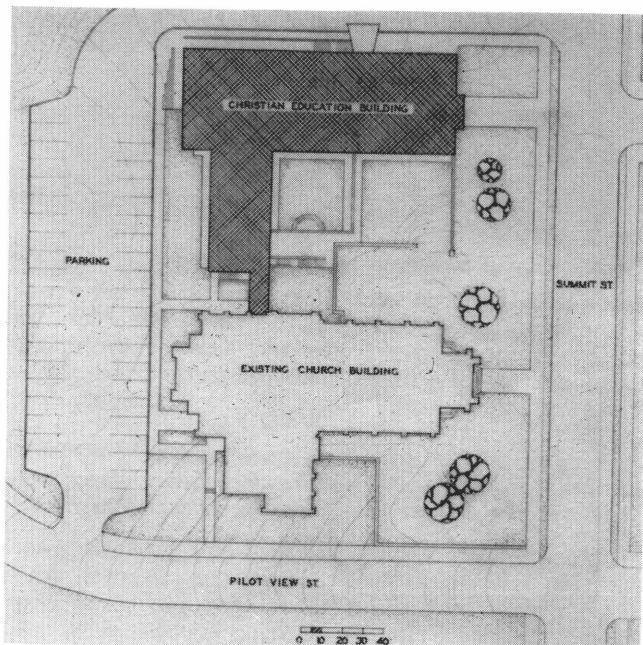
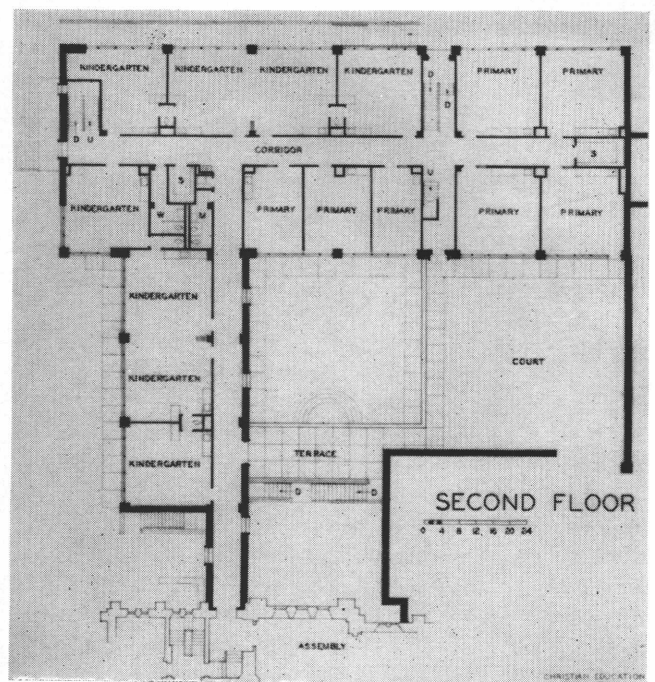
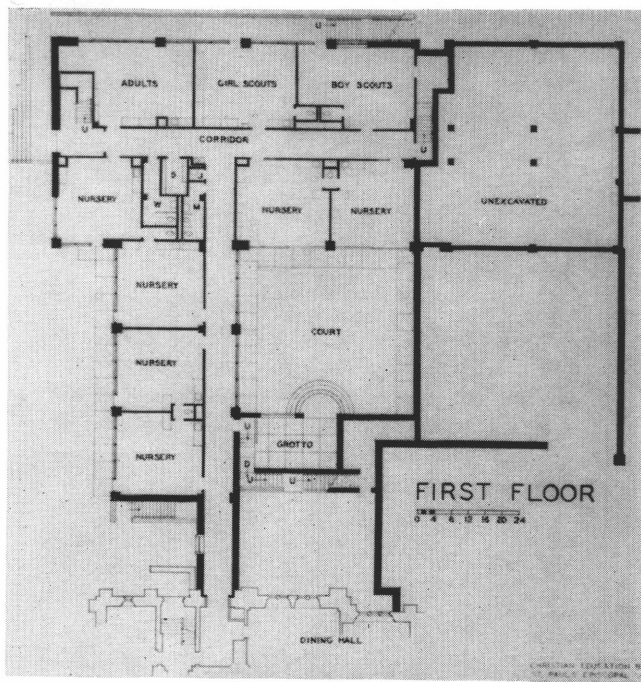
Architects for the project were Luther Lashmit, AIA, and William R. James, Jr., AIA, of the firm of Lashmit, James, Brown & Pollock of Winston-Salem.

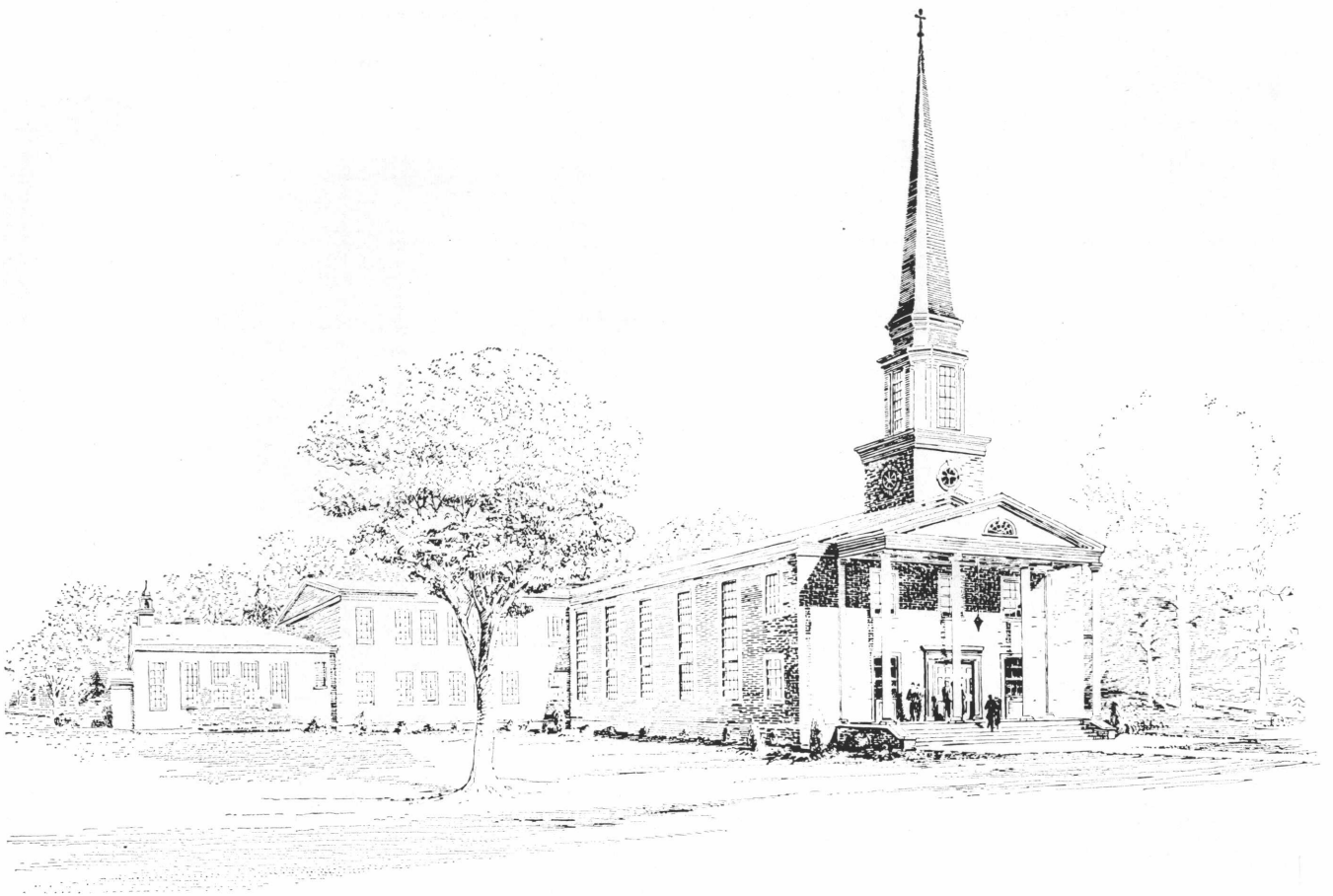
The architects were faced with the necessity to build an adequate Sunday School facility for approximately \$300,000 on a site of extreme slope. It was also desirable that the Ralph Adams Cram original church remain dominant.

The vestry quickly realized that an addition in

the Cram manner was impractical economically and as well from the standpoint of providing cheerful and sun-lit interiors. It was decided to break-away architecturally, since the site made possible an unobtrusive one-story facade at street level and connections into the church at the two levels below the nave, one to the assembly and the other to the dining hall. The Arkansas brick pick up the color of the stone church and maintain the dominant position of the original building.

The building is of steel frame, with reinforced concrete floors, precast concrete roof slabs, steel sash, Arkansas face brick, block interiors and asphalt tile floor coverings.





FIRST BAPTIST CHURCH

TROY

Sloan & Wheatley, AIA

CHARLOTTE

The First Baptist Church of Troy is located on a site which presented the architects, Sloan & Wheatley, AIA, of Charlotte, with the basis for their major design problem.

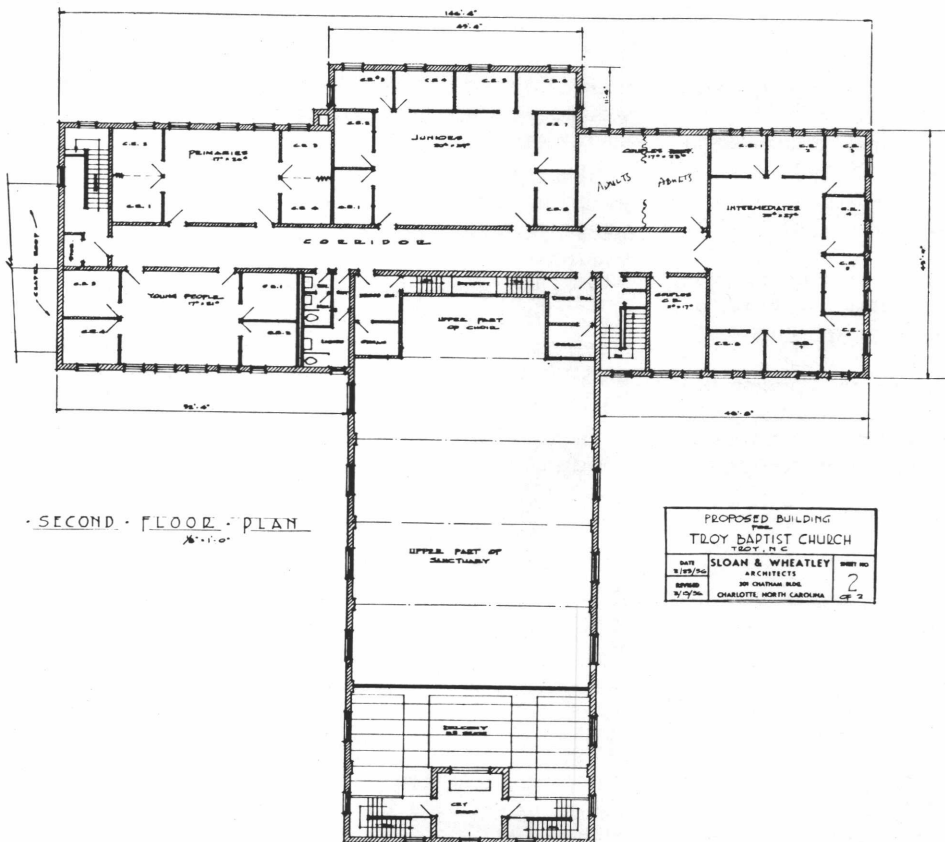
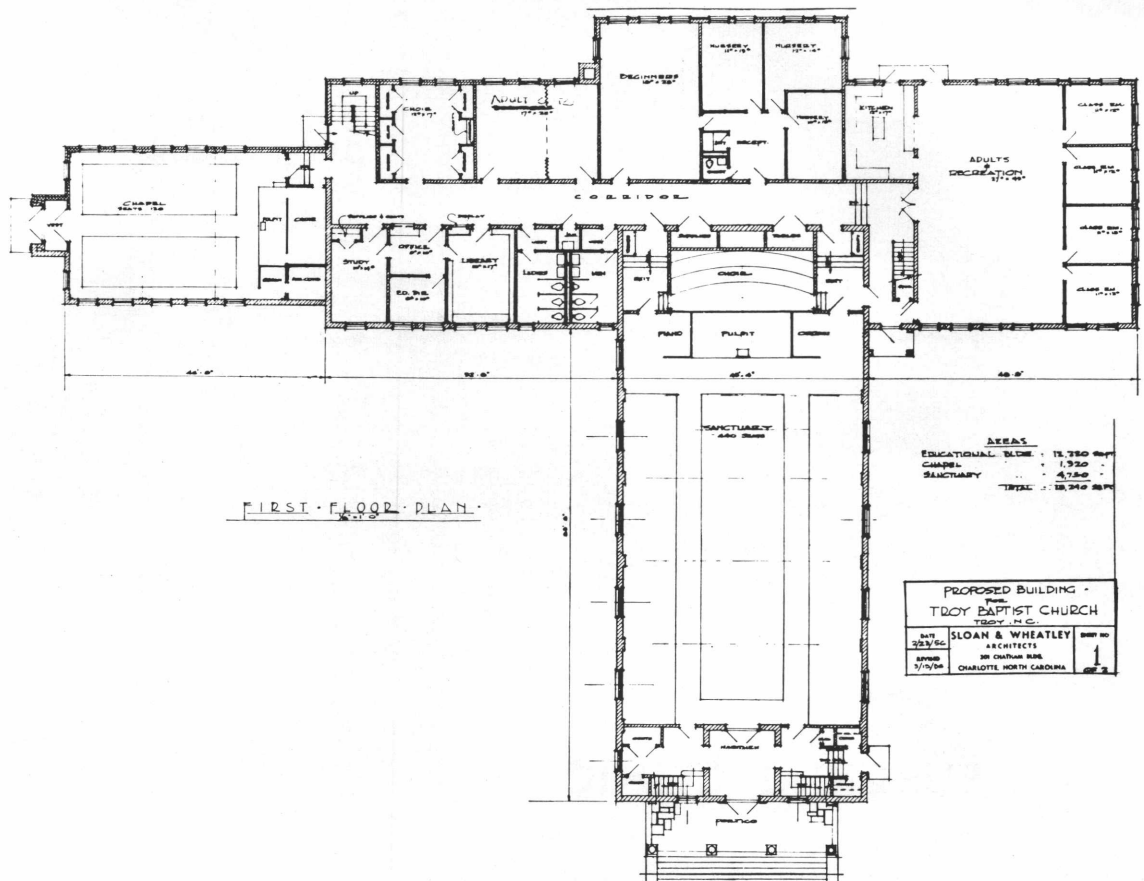
The building program, as submitted to the architects, provided for the construction of a 20,600 square foot structure on a piece of L-shaped property which contains only 48,000 square feet. In addition, there proved to be a nine-foot rise in elevation from front to rear of the site.

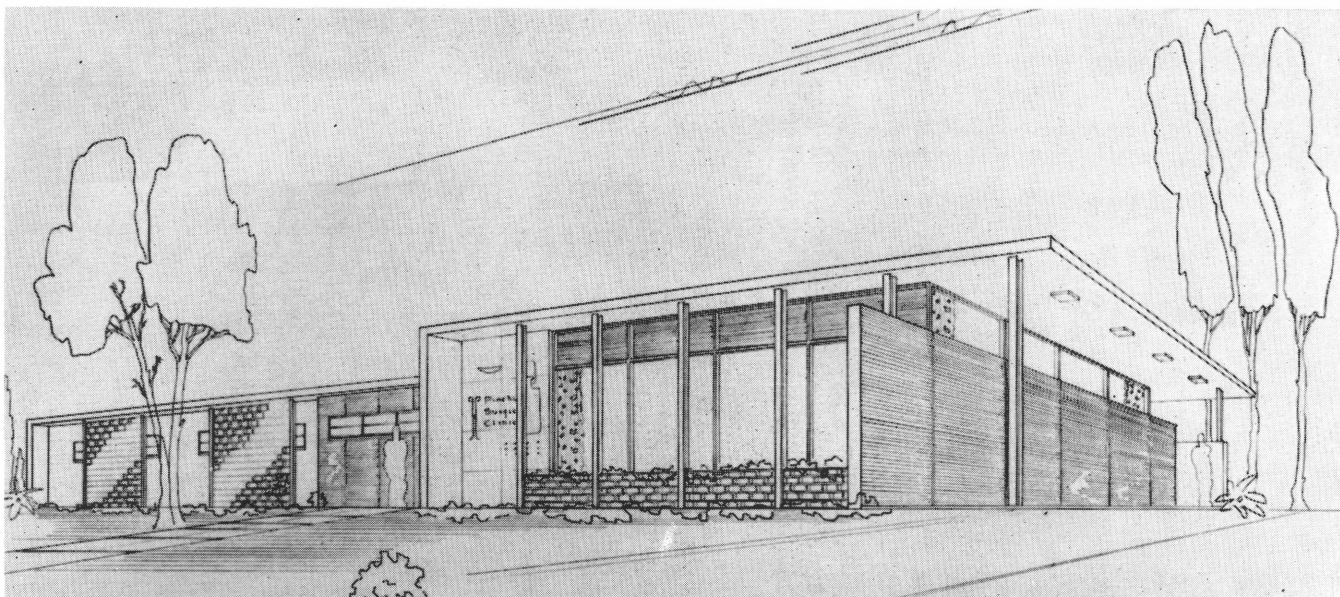
To gain full advantage of the site, it became necessary to attach the sanctuary and chapel to the two-story education building. It was then necessary to utilize the varying floor elevations to permit interior circulation. The sanctuary, with its sloping floor, is on the lowest level of a two-level first floor in the education building, and the chapel

is at an intermediate level between floors of the education building.

The exterior of the building is brick, with block back-up. The first floor is concrete slab on grade, while the second floor is concrete slab on bar joist. Composition shingle and wood sheathing is used over steel trusses. The sanctuary and chapel have plaster walls, ornamental cornices, and acoustical plaster ceilings. The education building has exposed masonry block walls. The first floor ceilings are of plaster, while the second floor ceilings are acoustical tile. Floors are asphalt tile.

Mechanical Engineers, Inc., of Charlotte, were heating and air conditioning consultants, while John Bolen, of Charlotte, was the electrical engineer.





SURGICAL CLINIC

PINEHURST

McDowell & Cooler, AIA

CHARLOTTE

Facilities for two surgeons, one neurologist, two obstetricians, and one eye, ear, nose and throat doctor, an emergency surgery, and examining rooms and other clinical facilities are included in the new building designed for the Pinehurst Surgical Clinic by McDowell & Cooler, AIA, of Charlotte.

The new clinic will be located directly across from the Moore County Hospital and the clinic's surgical facilities will be used for emergencies and when the hospital facilities are not available.

The primary needs of the occupants consist of offices, examination rooms, laboratory rooms, and other small compartmentation requiring continuous corridor servicing. To achieve maximum compart-

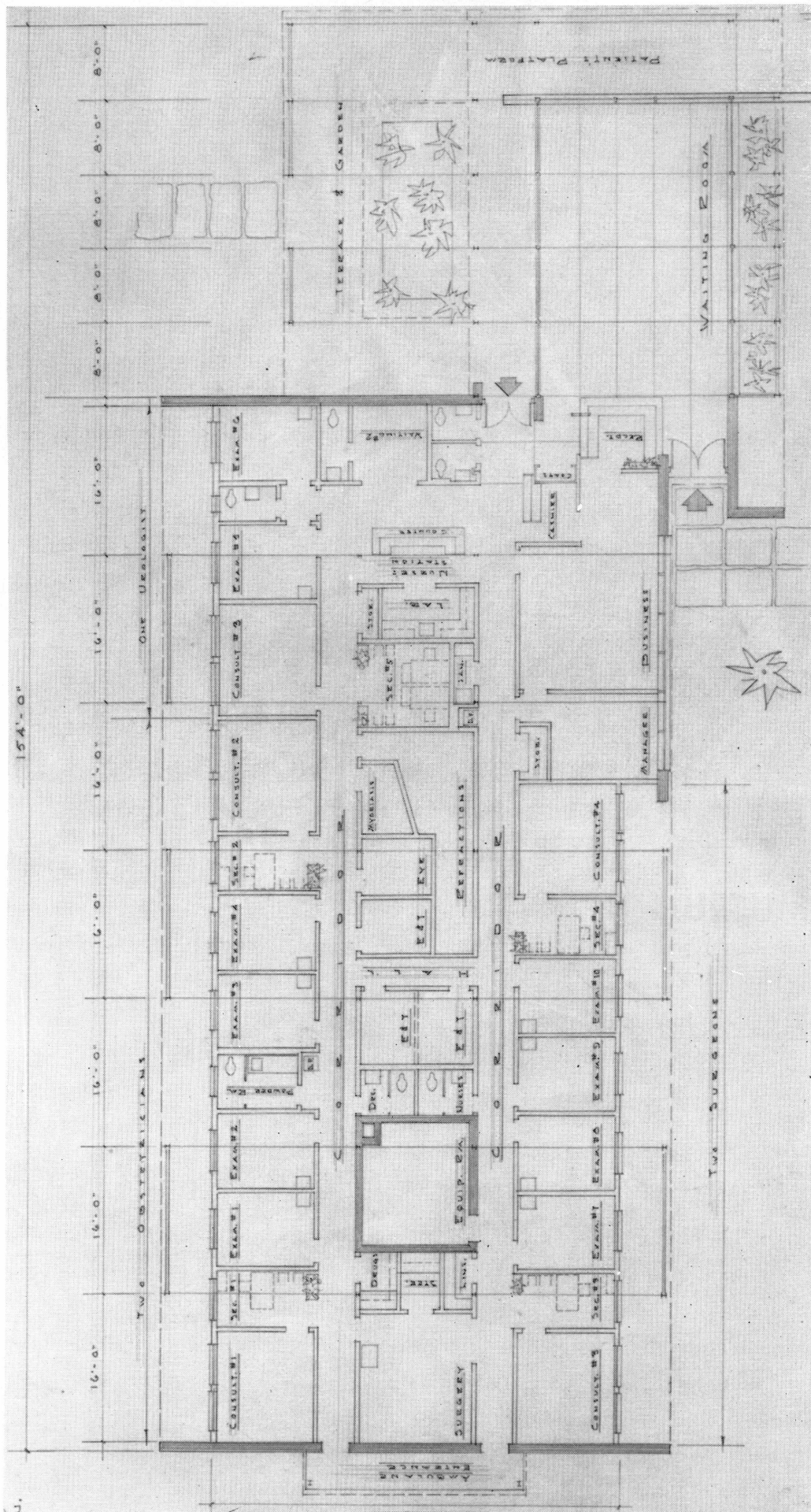
mentation while maintaining continuous corridor service was the chief design problem faced by the architects.

The architects use a double corridor serving two exterior areas, with interior compartmentation where natural light was not desired or absolutely required.

The building will be steel frame modular structure with brick end walls, with fenestra acoustical steel roof panel structure. Steel stud, stucco and plaster curtain and exterior walls will be used. Floors will be slate, vinyl tile and composition tile.

Bryan Associates of Charlotte are heating, air conditioning, and sanitary consultants.

Floor
Plan





First Floor Foyer

MUSEUM OF ART

RALEIGH

Edward W. R. Waugh, AIA

RALEIGH

The Bear Hunt by Peter Paul Rubens. Painted for the King of Spain about 1638.



North Carolina's new Museum of Art is now housed in its own completely remodelled building, which was designed by Edward W. R. Waugh, AIA, of Raleigh.

The four-story structure has been completely renovated, air conditioned, fire-proofed, and made suitable for the housing of fine works of art from all parts of the world from what was once a state office building housing the North Carolina State Highway & Public works Commission.

Opened in April, 1956, the structure houses the first major art collection purchased with state appropriated funds. The gallery contains over 200 paintings, valued in excess of \$2,000,000.00, and including masterpieces by Rubens, Rembrandt, VanDyke, Andrea del Sarto, Frans Hals, and other masters.

The museum features in its entrance lobby a portrait of Sir Walter Raleigh, whose expeditions resulted in the first English settlement in America—the mysterious “Lost Colony” on Roanoke Island, which was established in 1585.

An outstanding collection of Spanish still life paintings of the 17th and 18th centuries, and notable assemblies of the works of 16th century Italian artists and 17th century Dutch and Flemish paintings are other features of the museum.

One of the four floors of the museum is reserved for an additional gift of art from the Kress Foundation, already pledged at a minimum value of \$1,-000,000.

An unprecedented feature of the Museum is that the state legislature, in 1947, set aside \$1,-000,000 for the purchase of works of art to match the Kress Foundation gift. Over the past five years this state fund, together with the Robert F. Phifer and other funds, has been used to acquire a collection of old masters which, with donated art works, place the North Carolina facility in the front rank of art museums.

Paintings and tapestries together with decorative furnishings and sculpture are arranged in chronological sequence according to period and the nationality of the artists.

Donors of works of art include Doris Duke, Mrs. Frank LaForge, Walter Chrysler, Jr., Cornelius Vanderbilt Whitney, John Hay Whitney, Mrs. James Forrestal, Lady Marcia Cunliffe-Owen, Chauncey McCormick, Mr. and Mrs. Jack Linsky, and several Carolinians: Mr. and Mrs. Aubrey Lee Brooks of Greensboro, Dr. and Mrs. Lunsford Long of Warrenton. Three gigantic Flemish tapestries of the Gothic period are the gift of Doris Duke.

The nucleus of reference works for the Museum's art library was purchased with a gift from the North Carolina Federation of Woman's Clubs.

One of the major problems faced by the architect in developing his plans for the remodelled building was providing heat and air conditioning in keeping with the recommendations of the American Association of Museums, which recommends a constant temperature of 76 degrees Fahrenheit, with a relative humidity of 50 per cent. This is considered necessary for the proper preservation of the many fine paintings hanging in the gallery. In order to maintain this condition constantly, the air conditioning system has summer and winter humidity controls. The heating and air conditioning systems are in reality one year-round system. The one air handling unit on each of the four floors contains heating and cooling coils with separate temperature and humidity controls. Warm and cool air are delivered through a common duct system and in some cases through the area of the hung plaster ceilings. The compressor is located in the basement and the cooling tower is on the museum roof.



Second Floor Gallery



First Floor Gallery

Second Floor Galleries





RESIDENCE

DURHAM

James M. Webb, AIA & Associates

CHAPEL HILL

A 30-foot cut and embankment at the street and an additional deep cut for the house on the adjoining lot to the West were important siting problems which faced James H. Webb, AIA, and Associates in designing the Durham residence of Dr. and Mrs. Philip Handler. In addition, it was required that direct driveway access and car parking be provided.



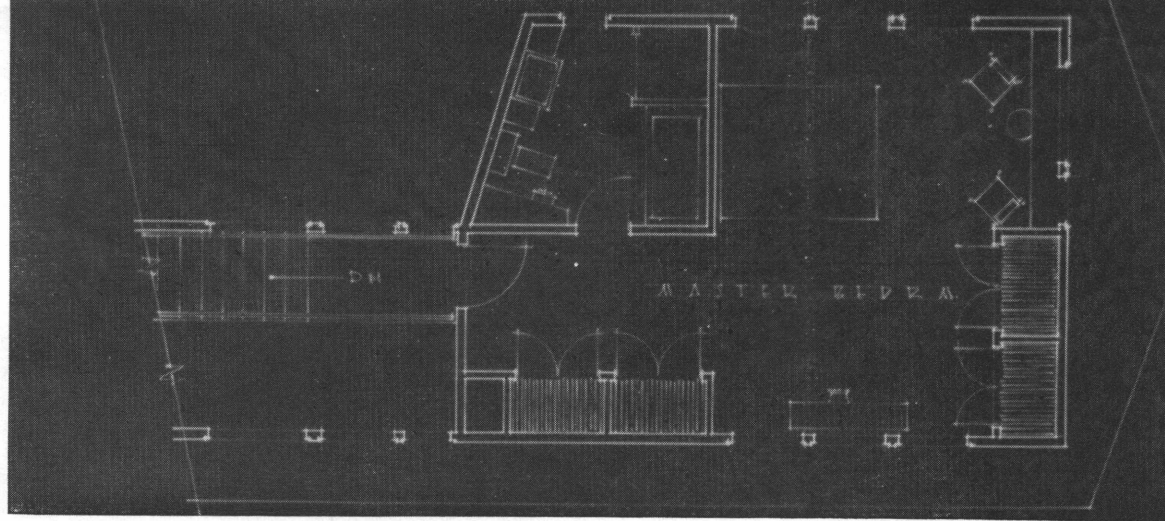
A flexible plan, providing for privacy for the adults and ease of access from the boys' quarters to the main living areas and the outdoors was necessary since the family consists of two lively small boys and their parents, who lead active social and professional lives in addition to their closely-knit family life.

The basic design consists of a central entry stairway element at ground floor level with direct access to the quarters of the boys. A half-flight leads to the main living element—living room and screened porch, dining room, study, and kitchen. The bedroom wing is a two-story element in split level relation to the living room element. Outdoor relations are provided with separate outdoor terraces from the dining room and also the living room. In addition, the living room opens into the screened porch, which carries the living room space out into the center of the rear garden terrace.

The house is wood frame, with exposed structural wood beams and two-inch by six-inch plank ceiling and rigid roof insulation with mineral surfaced asphalt shingles.

The exterior finish is resawn cypress siding with weathering stain, Roman brick masonry, and wood transom type windows. The interior has three-eighths inch birch plywood walls, oak floors, painted trim, and flush wood doors.

Second Floor



First Floor



Waugh Is Heard By School Group

School planning in North Carolina was described to the Sixth Annual School Planning Conference of Stanford University by Edward W. Waugh, AIA, of Raleigh, who spoke before the group at the invitation of Dr. James MacConnell, Assistant Dean of the School of Education and Professor of the School Planning Laboratory of Stanford University.

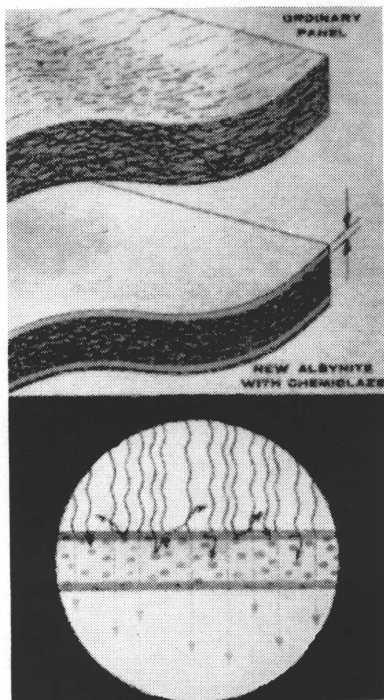
The conference was held at Stanford University July 30 to August 3 for the benefit of school administrators, school board officials, superintendents, and architects interested in school building design. The conference has become an integral part of school planning on the west coast and draws delegates from all parts of the Western United States from as far as Washington to Texas.

In planning the program for this year's conference, Dr. MacConnell felt that western school planners would be interested in hearing about school planning in the Eastern United States and invited the Raleigh architect to participate in the program.

Mr. Waugh briefly described the reorganization of the Division of School House Planning in North Carolina and how it was expanded in 1949 to take care of the new \$50,000,000 school bond issue. He also described how design standards were set up as a guide to architects and school superintendents with the idea that there would not be a rigid code of requirements but rather stimulating suggestions to help develop contemporary design in schools. He also described the two institutes of school planning which were organized with his help at State College and put on under the joint auspices of the State Department of Public Instruction and North Carolina State College School of Design. These conferences were held in 1949 and 1950 and leading architects were brought from all over the country to help stimulate thinking in the design of contemporary schools. Mr. Waugh completed his talk by showing about 100 slides of outstanding schools built in North Carolina in the last seven years.

The people at the California conference seemed to be impressed with the caliber of our North Carolina schools, and Dr. Burch, who until 1955 was director of the Division of School House Planning in California, came up and congratulated him on showing such fine slides. Mr. Waugh praised the architects, school superintendents, and school boards of North Carolina for doing a magnificent job in bringing about untold improvements in school design in the last seven years.

One of the features of the conference was the description of educational specifications which are now becoming standard practice in California. In a school district which is to build a new school or schools, the school board often retains the services of educators well versed in the problems of school planning. These educators work out a complete curriculum and school program suitable to the community in which the school is to be built. These educational specifications de-



What's The Difference? Only GENUINE ALSYNITE Offers You: CHEMIGLAZE AND FILTRON 25

Ordinary translucent fiberglass panels are made with uncontrolled fiberglass mat. As you can see from the blown-up cross-section, the strands run all the way to the surface. Under weathering conditions, these strands will become exposed. But ALSYNITE has perfected an exclusive process — Chemiglaze — that compresses the fiberglass into an extra strong blanket with a full, controlled surface on both sides. This assures far greater resistance to ero-

sion . . . it assures long-lasting beauty. Ordinary translucent fiberglass panels cannot give you the kind of heat control necessary for outdoor overhead uses. But ALSYNITE has perfected an exclusive heat-blocking formula — Filtron 25 — that reflects heat and absorbs heat, transmitting soft, cool, diffused light even on the hottest days. Cuts heat transmission from about 60% with ordinary panels to as low as 10%.

5 YEAR WARRANTY

Distributed By

H & S LUMBER COMPANY

520 Dowd Rd.

Phone EDison 2-5191

Charlotte, N. C.

Only ALSYNITE gives a guarantee against color fading, exposed glass fibers and excessive heat transmission.



scribe the philosophy of education to be applied in the school and describe the type of faculty required to implement the program as well as describing the building requirements and equipment in detail. They even go so far as to describe the amount of space required and the type of circulation between different areas of the school—also some discussion of suitable school sites. These educational specifications are made up for each individual school and in this way the architect, who is finally chosen to design the school, has a wonderful guide to follow in designing a functional school. In talking with several school architects, Mr. Waugh found them to be enthusiastic about the value of good educational specifications.

On Thursday, August 17, Mr. Waugh gave a talk to the Raleigh Council of Architects in which he described his trip to California and emphasized the idea of educational specifications. He suggested that perhaps the council might study further the value of such specifications being considered in North Carolina. Mr. Waugh emphasized that educational specifications should be

prepared by professional educators who are well trained in the problems of schoolhouse planning. In California, such consultants work directly with and for the school board concerned.

Named To Council

C. P. Street of Charlotte, Secretary of the McDevitt & Street Company and a former National President of AGC, has been named to membership on the National Council of the National Planning Association. This organization is a national non-profit organization of 1,000 leaders of business, agriculture, labor and the professions from throughout the United States.

IN HOSPITAL

Roy L. Goode, Charlotte contractor, and Treasurer of the Carolinas Branch of the Associated General Contractors of America, is expected to return to his office in the near future. Mr. Goode has been confined to Presbyterian Hospital in Charlotte for an extended rest.

GOODE

CONSTRUCTION

CORPORATION



General Contractors

200 BUILDERS BUILDING

CHARLOTTE, NORTH CAROLINA

OUR 46th YEAR

F. N. THOMPSON INC.

GENERAL CONTRACTORS



Charlotte, N. C.

Tel. ED 4-4742

Raleigh, N. C.

Tel. TE 2-2687

Largest resort of its kind in the world!

GOLDEN GATE

...plus the finest
convention facilities

650 luxurious, air conditioned Hotel, Motel, Apartment and Villa-accommodations with every fun-facility for your vacation enjoyment!

Private Beach, Pools, Sports, special supervised Children's Playtown... dining rooms, cafeteria, cocktail lounges, entertainment.

FREE PARKING at your door

See your travel agent or write for color brochure and rates.

John M. Duff, Jr., Gen'l Mgr.



ON THE OCEAN AT 194th STREET, MIAMI BEACH

BOOK REVIEW

SUN and SHADOW

By Marcel Breuer
Dodd, Mead & Company
New York, N. Y.
206 pages—\$7.50

By Henry L. Kamphoefner, AIA

SUN AND SHADOW is a simplified three-word statement of the Breuer philosophy of architecture. The term, Sol Y Sombra, is what the Spaniards express so lucidly in the proverb they use for their bull fights; sol y sombra, meaning sun and shadow. Half the seats around the bull ring face the sun and the other half are in shadow. For the Spaniards, their life is expressed by this most spectacular of all the great contrasts of nature. The contrasts of their life of tensions and relaxations, the excitement of a dynamic life, the siesta; the ugly and the beautiful, all are stated in this simple proverb, sol y sombra.

For Marcel Breuer, one of the most distinguished of an increasing number of fine modern architects and designers practicing in the world today, SUN AND SHADOW, or an architecture of contrasts, is the underlying dynamic of his design philosophy.

Breuer has rejected the organic architecture of Frank Lloyd Wright, which he believes imitates nature, for an architecture that contrasts and complements the natural forms of nature and the site. He believes that the real impact of any work of architecture as a work of art depends on the extent

to which it unifies contrasting or opposite points of view. By his architecture he states, unification of contrasting elements between nature and man-made or architectonic forms must be accomplished by contrasts, else compromise is the inevitable result. He thinks the easy method of meeting contrasting problems is compromise, that the inevitable solution for combining black and white is to achieve gray. That is the easy way.

Breuer's architecture as opposed to the organic architecture of Wright is classic in its concept; and because of the influence of the machine on his forms, he can be justly typed as an exponent of the international style. From this position, he has made lasting contributions to the modern movement.

Three major elements of the book are well organized and edited by Peter Blake, Architectural Editor of HOUSE AND HOME Magazine and by the well-known art director, Alexey Brodovitch, who designed the book. The book is primarily Breuer's own statement about his architecture and its philosophy. He states his belief that architecture and philosophy have much in common since both deal with the art of living. There is a brief historical review of the architect's work before 1937, the year he came to America from Europe and a series of essays by Breuer on the dominant principles that guide him. The essays began with taped recordings of a series of conversations between Breuer and Peter Blake. The informal and spontaneous character of the conversations have been consciously preserved. Breuer's statements with critical analysis and comment by Peter Blake and the large assortment of photographs on nearly all of Breuer's major

STEEL

• STRUCTURAL STEEL • CONCRETE REINFORCING BARS • ORNAMENTAL & MISCELLANEOUS IRON
• FENESTRA STEEL WINDOWS, DOORS, ROOF DECK & BUILDING PANELS • FIAT TOILET PARTITIONS
• WILLIAMSBURG CUSTOM HOLLOW METAL DOORS & FRAMES • LUDMAN ALUMINUM AUTO-LOK WINDOWS & JALOUSIES • MOESCHL EDWARDS STEEL ROLLING DOORS.

SOUTHERN ENGINEERING COMPANY

Little Pittsburgh

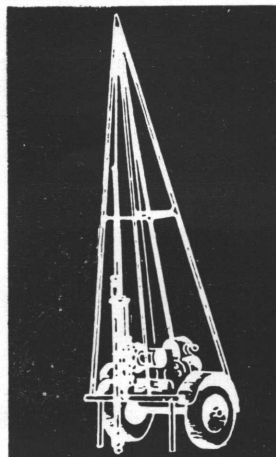
CHARLOTTE, N. C.

Gardner & Meir

- LABORATORY & FIELD SOIL TESTING
- SOIL BORING
- ROCK DRILLING
- REPORTS

Phone: 21636

DURHAM, N. C.



SNOW LUMBER COMPANY

Quality

MILLWORK

Since 1880

HIGH POINT, NORTH CAROLINA

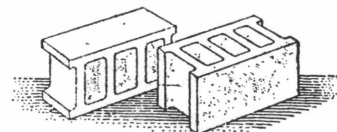
For Quality Block

Contact

Hoke Concrete Works

PHONE 721

RAEFORD, N. C.



MEMBER NORTH CAROLINA CONCRETE MASONRY ASSN.

works are the three well-unified elements of the book. Since Blake's comments appear throughout the book, sometimes between the architect's essays, confusion is eliminated by printing Breuer's words in bold type and the editor's explanatory remarks in light type.

Breuer states in his introduction that the book "is an attempt to divert attention from the generously used slogans, shortcuts, and set dogmas of an established modern architecture and to emphasize rather the philosophical implication underneath." The title of the book is, however, the opening slogan and the personal style of the architect is based on his own personal dogmatism. Breuer does, however, offer no formula or shortcuts. Form is a dominant characteristic of the Breuer architecture, and he sometimes makes major compromises with function in order to achieve greater strength and significance in form.

Two important statements in the introduction can be digested and accepted by all students of modern architecture: "While architecture has very much to do with solutions proved by experience, and while sound construction and economy turn us toward proved solutions, those solutions—we may call them the traditions of building—should constantly be checked against experiments with new developments. We cannot separate the two: Responsibility based on experience and the adventures of progress." An architecture based on such an hypothesis has its roots in the past with its traditions growing and dynamic.

In his comment, "Architecture is not the materialization of a mood. Its objective is general usefulness, including its visual impact. It should not be a self-portrait of the architect or the client, though containing personal elements of both. It should serve generations and while man comes and goes, building and ideas endure," he states the center line, the organic certitude for a fruitful client-architect relationship. Breuer knows, as all good architects know, that a good building is the result of a sympathetic cooperation between an intelligent and understanding client and a talented architect.

The book uses an unusual page-format with four column facings laid horizontally across each page, although the space of the lefthand column is usually left vacant reserved for titles and often a one column photograph. The designer uses this page-format because the major portion of the book is a series of photographs. Since most architectural photographs are horizontal, it seemed reasonable to experiment with the horizontal page-format. The

(Continued on page 25)

QUALITY MATERIALS

CUPPLES PRODUCTS CORP.

Commercial and Residential Aluminum
Double Hung Windows

SECURITY PRODUCTS COMPANY

Psychiatric-Invisigard Windows

H. H. ROBERTSON CO.

Q-Floors, Q-Panels, R.P.M. Roofing and Siding,
Ventilators, Hubbelite Floors and Skylights

AIROLITE COMPANY

Metal Door and Transom Louvers

CHAMBERLIN COMPANY OF AMERICA, INC.

Detention and Protection Screens

EDWIN C. BOYETTE & SON, Inc.

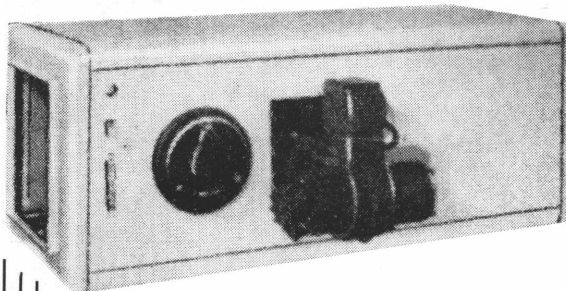
Manufacturers Agents

216 E. Morehead St.
Charlotte, N. C.



America's Finest

AUTOMATIC HEAT



Oil and Gas-Fired

BASEMENT or HORIZONTAL FURNACES

Combination Heating and Cooling Units

For Complete Information Call or Write

PAUL W. BROWN

Distributor

Div. York-Shipley

321 W. 1st St.

Charlotte, N. C.

FR 7-5322



Crawford

MARVEL-LIFT GARAGE DOORS

SALES
SERVICE INSTALLATION



Delco-matic

GARAGE DOOR OPERATORS

DELCO PRODUCTS

DIVISION GENERAL MOTORS CORPORATION

Crawford Door Sales Co.

3024 BANK ST.

CHARLOTTE 3, N. C.

ED 3-0722

LIMITED OFFER TO ARCHITECTS: Write for 82-page architects manual giving detailed specifications on the entire Crawford line.

ARCHITECTS AND BUILDERS IN THE NEWS

Firm Changes Name

Embree-Reed, Inc., is the new name of the Charlotte mechanical contracting firm which formerly operated as Singleton-Embree-Reed. Earl G. Embree remains President and Treasurer of the company, with William H. Reed as Vice-President and Secretary.

Given New Post

J. Stanley Oliver has been appointed engineer in charge of precast prestressed concrete products for the Carolina Concrete Pipe Company of Columbia, S. C. Mr. Oliver will be in charge of the manufacture, engineering and sale of prestressed concrete in South Carolina and surrounding areas for the company. A graduate of the Engineering School of the University of South Carolina, Mr. Oliver has been an engineer with the Portland Cement Association in Atlanta, Ga.

Open Office

William J. G. Lewis, AIA, has opened an office in Gastonia for the practice of architecture. Mr.

Lewis was formerly with James L. Beam, Jr., AIA, of Cherryville.

Elect Officers

The Columbia Chapter of the South Carolina Society of Professional Engineers will be headed by Alton T. Riddick as President during the coming year. Other officers elected included Thomas S. Armour, Jr., Vice-President; Adger Lee Blackstone, Jr., Treasurer; William A. Sherratt, Secretary; and Fred G. Franklin, Harry Lee McDowell, Russell B. Maxey, and Marcus R. Durlach, Jr., members of the Board of Governors.

Named To Board

George W. Carter of Kinston has been reappointed to the Board of Examiners for licensing tile contractors for a term expiring April 12, 1961.

Named Manager

E. A. Stroupe, Jr., of Gastonia, has been appointed Manager of the Trane Company, with offices in Greensboro. Mr. Stroupe succeeds William D. Graham, Jr.,

who has been transferred to the company's home office in La Crosse, Wis. Mr. Stroupe graduated from North Carolina State College in 1950 with a B.S. Degree in Mechanical Engineering.

Completes Training

Scott Ferebee, AIA, a member of the Charlotte architectural firm of Higgins and Ferebee, AIA, recently returned from Fort Jackson, S. C., where he has been taking training with the United States Army Reserve. Mr. Ferebee holds the rank of Major in the Reserve.

In France

Herschel Walters, an associate member of the North Carolina Chapter, AIA, is now stationed near Paris, France, with the United States Air Force. Mr. Walters was formerly with Higgins and Ferebee, AIA, of Charlotte.

Radio Speaker

Thomas H. Broughton of Charlotte, Publisher of Southern Architect, was the guest speaker

HOWARD V. CATON CO.

- HERMAN NELSON DIV., AAF CO.
Unit Ventilators, Propeller Fans,
Centrifugal Fans, Unit Heaters
- MARLO COIL COMPANY
Air-handling Units, Coils,
Cooling Towers
- JENN AIR
Power Roof Ventilators
- DAVIDSON HY-DUTY
Power Roof Ventilators
- J. J. FINNIGAN COMPANY
Hot Water Generators
Storage Tanks
- SPENCER HEATER CO.
Boilers
- UNARCO
Air Conditioning Equipment

230 N. Torrence, Charlotte, N. C.
Phones FR 5-2028 & FR 5-5869



"above all . . . a good roof"

SPECIFY

BUCKINGHAM SLATE

With confidence

BUCKINGHAM-VIRGINIA SLATE CORP.

1102 East Main Street
RICHMOND, VA. PHONE 3-2947

on the first edition of "Pulse," a new program recently inaugurated over Radio Station WIST in Charlotte. Mr. Broughton spoke on architecture in the Charlotte area.

IMPROVING

Louis F. Voorhees, AIA, of High Point is showing remarkable improvement after suffering a stroke several weeks ago. Mr. Voorhees is a member of the High Point architectural firm of Voorhees & Everhart, AIA.

Promoted To Manager

Leonidas C. Mayfield has been promoted to Manager of the Columbia, S. C., branch office of the Crane Company. Mr. Mayfield has been Manager of the heating sales department of the Charlotte branch of the Crane Company for the past year. He has been with the Crane Company since 1946. At Columbia, he will succeed G. W. Stradtman, who has been transferred to Jacksonville, Fla.

BOOK REVIEW

(Continued from page 23)

idea was, at the beginning of the reading, somewhat perplexing, but the hand seemed to manipulate the turning of the pages in general better with this system than with the conventional vertical page. The horizontal page lends itself to a more adroit handling by the reader who likes to do his reading lying down.

The essay of the ART OF SPACE is particularly revealing of Breuer's fundamental beliefs. STRUCTURES IN SPACE gives conclusive evidence that he understands the true relationship between form and structure in architecture, and the essay on COLORS, TEXTURES, MATERIALS emphasizes his fine aesthetic judgment and good taste.

The book's photographs show some of his smaller one-family houses, schools; college, religious and commercial buildings and, finally, the new UNESCO headquarters buildings in Paris, of which he is the American architect collaborating with the young French architect, Bernard Zehr-fuss, and the brilliant structural engineer, Pier Luigi Nervi. This important book should make clear the reasons for Breuer's world-wide reputation as an architect and an artist of rare distinction.

PRESIDENT'S MESSAGE

(Continued from page 8)

human kind, and the real measure of an Architect's success is the peace of mind, the spiritual happiness of those who live in his buildings. A complete building must always partake and give of this fourth dimension.

A church is the most demand-

ing and potent of buildings in this realm of inspiration. It is a hopeful sign to observe the evidence of courageous thinking in some of the recent examples. A new beginning is becoming evident.



1st Federal Savings & Loan Assn.
of Catawba County, Conover, N. C.
Clemmer and Horton, AIA, Architects
Hickory, N. C.
Robert Bush, Electrical Engineer

Modern banking requires modern lighting . . .

Three types of SILVRAY fixtures integrated to provide an over-all pattern of eye-comfort illumination and a very pleasing effect.

Down lighting over tellers cages.
Fluorescent cove lighting to light the ceiling.

Skylikes for general illumination in corrugated metal ceiling.

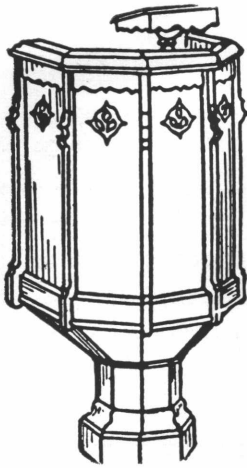
THE Gordon Wells co.

MANUFACTURERS REPRESENTATIVE

2328 Providence Road

P. O. Box 6001

CHARLOTTE, N. C.



ENDURING QUALITY

Fine Workmanship

Chance furnishings and Church pews, designed and manufactured to meet the requirements of all churches

Phone 1665

or

Write for Catalog

Page CHURCH FURNITURE COMPANY

Albemarle, N. C.

MORE AND MORE ARCHITECTS NOW SPECIFY . . .

- High Insulation Efficiency
- Positive Vapor Barrier
- Odorless and Clean



FIRST IN REFLECTIVE INSULATION



BOX 1050, DURHAM, NORTH CAROLINA

Only Way To Protect Investment Is Tested Modern Materials

Newest floors, walls and acoustical sanitary ornamental ceilings.

New vinyl floors, easiest cleaning.

New vinyl wall coverings eliminate painting and papering.

Barwick, Beattie and New Loma Loom Carpets.

Come see 4 types of steel or wood kitchens to make modern decisions.

BOOST BUILDING EQUIPMENT CO.

FLOOR AND ACOUSTICAL CONTRACTORS

912 E. 4th St., Charlotte, N. C. Phone ED 3-0321

DUNCAN PRINTMAKERS, INCORPORATED

Reproduction in All Its Phases

DISTRIBUTOR
FOR
OZALID

Machines — Sensitized Materials

303 W. 4th St.

Charlotte, N. C.





ARCHITECTURAL STONE

THE MABIE-BELL COMPANY

P. O. Box 2909 -- Phone 4-7674 -- Greensboro, N. C.

Salisbury Lumber & Supply Co.

MILLWORK — BUILDING MATERIALS

S. Main St. at City Limits

Phone 2280

Salisbury, N. C.

You Get More With MONARCH ELEVATORS

Monarch is a well established local company with a complete and experienced organization in Elevator Engineering, Manufacturing, Installation and Service. Ask a Monarch owner how 'you get more with Monarch Elevators'.

Phone 2-4563 • Greensboro, N. C.

Phone Edison 4-5971 • Charlotte, N. C.

Offices in Principal Southern Cities

Piedmont Industries

INCORPORATED

MANUFACTURERS OF

all-Flexalum.

VENETIAN BLINDS
AND

METAL AWNINGS

Tel. ED 2-1982

FR 5-1132

Charlotte, N. C.

NEW PRODUCTS

A new solution for removing lime and mortar from brick and other masonry work which can be used as a substitute for muriatic acid has just been developed.

In actual tests made on the job by masonry workmen it has the cleaning qualities of strong liquid acids with the advantage of an extremely low corrosion rate. The PH value is 5.2. It is applied with a brush and then flushed with clear water. The cleaning time is comparable to that of muriatic acid.

It does not harm or discolor stainless steel or aluminum doors or windows, nor copper or nickel trim. It furthermore causes no noticeable discoloration nor other harmful effect on sandstone, limestone, glazed brick, common brick, quarry tile, prepared mortar, or lime cement mortar. No strong fumes are generated with its use.

It is also much safer than muriatic acid in that while it has an acid base its dry powder form will not irritate the skin and is readily removed by washing with water. The strength of the solution can be varied according to the surface condition. A pound to 5 gallons of water is ordinarily recommended.

Being in powder form it is more economical than acid; eliminates spillage; and carboy breakage, deposit and return. Berman Chemical Co., 886 Superior Street, Toledo, Ohio.

A new quart size all metal liquid soap dispenser, No. B6 **LIKWIDURN** is now available. This dispenser, with its king size capacity, cuts excessive maintenance costs by eliminating frequent refilling. Another cost-cutting feature is that each stroke of the valve delivers a measured amount of liquid soap sufficient for a satisfactory hand washing—a continuous flow is impossible. In addition, the dispenser cannot waste soap by leaking or dripping because the stainless steel valve is above the liquid level and pumps soap from the bottom.

The gleaming chromium plated globe always retains its like new appearance by simply wiping with a damp cloth. The large filler-opening of the globe curtails mishaps in pouring soap when re-filling. A separate wall plate provides secure and easy installation with screw heads concealed. American Dispenser Co., Inc., 115 East 23rd Street, New York 10, N. Y.

A 22-lb. jockey boy Hitching Post in cast aluminum has been added to the line of decorative metal products by Tennessee Fabricating Company.

The 37"-tall figure comes hollow—could be filled with concrete for more permanent lawn installation. The hitching post also can be converted to a yard lamp by hanging an electric lantern on the extended hand of the boy. It comes already wired for customers who desire this. It is available unpainted or painted: white trousers and blouse, red

vest and tie, red and white cap, square base pedestal being finished black. The classically-shaped pedestal itself measures 14½" tall, 10" on each side. Tennessee Fabricating Company, 1490 Grimes, Memphis, Tenn.

"RCA Church Sound Systems" is the title of a new booklet just issued by Commercial Electronic Products, Radio Corporation of America, Camden, New Jersey.

This eight-page, attractively designed booklet illustrates and briefly describes the sound systems at Immaculate Conception Cathedral, Kansas City, Mo.; Temple Emanu-El, New York City; and Kirkwood Baptist Church, Atlanta, Georgia. Text material describes the importance of sound systems for church services and for church social activities. It also explains in simple terms why a sound system should be engineered or planned to meet specific functional needs. Radio Corporation of America, Sound Equipment, Camden, New Jersey.

The traditional charm and elegance of fine wood finishes are featured in the new Claridge, Clarendon and Canterbury door chimes recently announced by the Edwards Company, Inc. of Norwalk, Connecticut.

Fine wood finishing is provided through the use of hand picked wood laminates for the Claridge and the Clar-

On the World's Most Famous Beach

UNEXCELLED CONVENTION FACILITIES



For Your Next Meeting

A luxurious, gracious resort hotel specializing in conventions... Every facility for hardworking but relaxing group meetings... swimming pool... tropical gardens... 18 hole putting green... two golf courses nearby... supervised sport and social activity. Write us for more detailed information.

J. E. Leonard — General Manager

Daytona Plaza

DAYTONA BEACH, FLORIDA

Florida's 'Year Around Resort'



P. O. BOX 363

NORWOOD, N. C.

BOREN

CLAY PRODUCTS COMPANY

Manufacturers of

BRICK

and STRUCTURAL TILE

Phone Greensboro 4-6353

Offices

PLEASANT GARDEN, N. C.

Colonial
Antique
Tapestry
Special Shapes

Roman
Norman
Common
Jumbo

ETOWAH BRICK

IN

- Red Face
- Buff Face
- Colonial Sand Finish Red
- Colonial Sand Finish Peach Blossom

THE MOLAND-DRYSDALE CORP.

HENDERSONVILLE, N. C.

TEL. 6561

McDevitt & Street Company

GENERAL CONTRACTORS

505 Builders Building
Charlotte, North Carolina



*Over 35 Years Continuous Experience in
General Construction in the Southeast.*

The advertisement features a background image of a brick wall. Overlaid on the wall is the text:

BORDEN
BRICK & TILE COMPANY
GOLDSBORO—SANFORD—DURHAM
NORTH CAROLINA

Manufacturers of

**FACE BRICK
HOLLOW TILE
COMMON BRICK
STRUCTURAL TILE**

BUILD WITH BRICK



E. P. MITCHEM, President

ATLANTIC BUILDING COMPANY, INC.

GENERAL CONTRACTORS

P. O. Box 3345

Telephone ED 4-7287

2401 W. Morehead St.

CHARLOTTE, NORTH CAROLINA

ISENHOUR BRICK & TILE CO., INC.

Complete Lines
Buff, Red Brick &
Tile Products

SUBSIDIARY

TAYLOR CLAY PRODUCTS

SALISBURY, N. C.

Central LUMBER CO.

ARCHITECTURAL WOODWORK
TO DETAIL IN SOFTWOODS
AND HARDWOODS

H. H. BAXTER - J. T. LAND - C. L. KISER

Tel. ED 3-1194
300 South Brevard Street
Charlotte, N. C.

enden chimes to assure quality and balanced construction. American black walnut and limed oak veneers are used on the inner and outer surfaces to prevent warping, and the five plys are cross-banded. Honduras mahogany is used for Canterbury chimes.

The deep rich finish of these Chimes is unusually durable. During finishing the wood is carefully stained and filled. Two coats of sealer are applied and rubbed to assure perfect finish. Final steps include the applications of two coats of protective clear lacquer.

Clocks supplied with Claridge, Clarenden and Canterbury door chimes are equipped with Telechron motors. Imported numerals, bezels, faces and hands are used to provide distinctive, authentic styling to harmonize with modern home decor. Edwards Company, Inc., Norwalk, Conn.

A new and revolutionary swimming pool filter—so modest in cost and easy to operate that owners of the smallest pools can enjoy its advantages—is now being marketed by the Fabro Equipment Corporation, New Brunswick, New Jersey.

Modern in design, the Fabro filter features several innovation which make it unlike any other swimming pool filter on the market. Its unique underdrain eliminates the need for layers of gravel, making it possible to use only sand in the filter—and no sand can ever wash into the pool. Other features of this filter are its oversized leaf strainer, rust

proof filter vessels, pre-assembled valves and fittings, and chlorinator.

The Fabro filter can be assembled in less than an hour. Pool owners have proved, in actual operation experience, that it saves hours of drudgery and keeps a pool far healthier than make-shift cleaning methods. Designed by experts in pool maintenance, chemistry and sanitation, the Fabro filter provides scientifically controlled chlorine content and assures pool owners of pure and sparkling water.

Fabro filters are available in six sizes for pools ranging up to 150,000 gallons in capacity. Fabro Equipment Corporation, 21 Goodale Circle, New Brunswick, N. J.

Plan Hold Division of Air Comfort Company, South Gate, California, manufacturers of the popular friction-type 'Plan Hold,' have developed and are now in production of a unique Wall Rack.

Brackets pivoted within a wall plate, support 'Plan Holds' which are equipped with special slide-over clips.

Brackets swing back and forth so reference is readily available to either side of plans.

This construction allows for easy filing of skirted plans.

A rolling steel stand with built-in wall plate is also available, providing a more convenient support for the brackets and 'Plan Holds.' Air Comfort Company, South Gate, Cal.

FIRST CHOICE—LAST COST

It's real clay

Suntile



When you choose Suntile for your home you put an end to costly upkeep and maintenance—practically forever. This durable, real clay tile resists marring, chipping or cracking—is so easy to clean—never needs any painting or redecorating. Year after year it will reduce your household expense.

Suntile's Color-Balanced beauty and exclusive quality are built-in. Let us help you select the right colors for your bathroom, laundry or kitchen.

Let us show you why it's long term economy to select real clay Suntile.

Renfrow Distributing Co., Inc.

1820 Sunnyside Avenue

Telephone ED 4-6811

CHARLOTTE, N. C.

Sterling

IS TO SILVER!
AS

SOLITE

LIGHTWEIGHT
MASONRY
UNITS

ARE TO THE BUILDING INDUSTRY

PLANTS:

AQUADALE, N. C.

BREMO BLUFF, VA.

OFFICES:

P. O. BOX 205

RICHMOND, VA.

P. O. BOX 1843

CHARLOTTE, N. C.

FOR BETTER BUILDING—consult your architect or engineer. No matter what type of construction you are interested in, their professional advice can save you time and money!

ACOUSTI ENGINEERING CO. OF THE CAROLINAS, INC.

*ACOUSTICAL ENGINEERS
AND CONTRACTORS*



2501 South Boulevard
Charlotte 3, N. C.
Phone FR 6-3518

PINE HALL BRICK of distinction



PHONE
4-8331



Lightweight Insulating Products

Save Labor and Structural Steel

PLASTER AGGREGATE: for fireproofing, heat and sound reduction.

FINISH PLASTER AGGREGATE: for slick trowel finish at low cost.

STABILIZED CONCRETE AGGREGATE: for insulating, lightweight roof decks and floors.

ACOUSTICAL PLASTIC: for the lowest cost fireproof acoustical ceilings, old or new construction, .65 sound reduction at half inch thickness.

HOME INSULATION: for attics and walls; harmless, efficient.

ZONATILE: a short-span, concrete roof tile for lightweight, economical construction.

ZONOLITE COMPANY

PLANTS AT
HIGH POINT, N. C. AND WASHINGTON, D. C.

DEWEY BROS., INC.

- Structural Steel
- Ornamental Iron
- Bar & Longspan Joists
- Miscellaneous Iron
- Metal Windows, Doors
- Building Specialties

DEWEY BROS., INC.

Goldsboro, N. C.

*Grey Iron Construction Castings
Since 1885*

PINK AND GOLD ANTIQUE

Furnished on
JOHN CROSLAND
HOME

FOUR "SHOW HOMES" ON THE CHARLOTTE
PARADE OF HOMES FEATURE
KENDRICK BRICK!

Kendrick Brick & Tile Co., Inc.

SUNSET BLEND

Furnished on
FRED WIGGINS
HOME

RUG FACE MINGLED SHADE

Furnished on
MARSH REALTY CO.
HOME



PLANTATION FACE

Furnished on
HARRY BAKER
HOME

FRANKLIN 6-8465
3225 S. Boulevard—Charlotte, N. C.

Plant No. 1
Mt. Holly, N. C.
Plant No. 2-3-4
Monroe, N. C.



OIL AND GAS FIRED HORIZONTAL FURNACES ... AT LOW COST

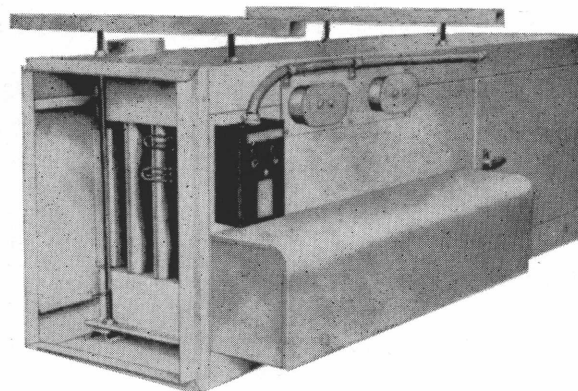
The World's Most Versatile Furnace
Styled for Modern Living

FOR INSTALLATION

- ... IN THE ATTIC
- ... IN THE UTILITY ROOM
- ... UNDER THE FLOOR

FOR HEALTHFUL LIVING:

- FULLY AUTOMATIC
- ... ECONOMICAL
- ... CLEAN
- ... UNIFORM HEAT
- ... SAFE



The HORIZONTAL FURNACE represents warm air heating reduced to the smallest dimension. The small overall length dimensions give sufficient space to connect ducts and elbow out of the smallest of utility rooms.

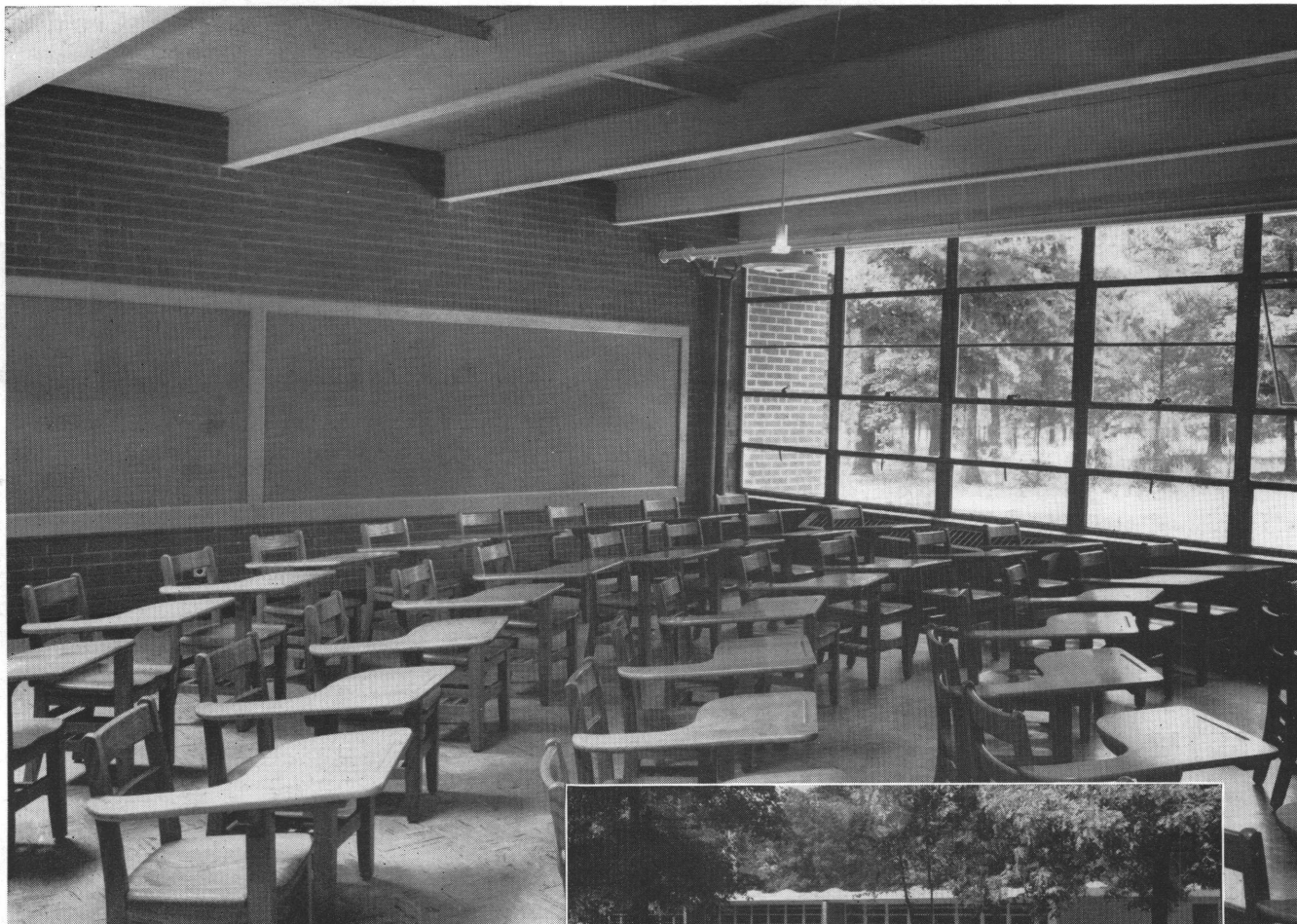
A. F. EPTING APPLIANCE COMPANY

FRanklin 6-1641

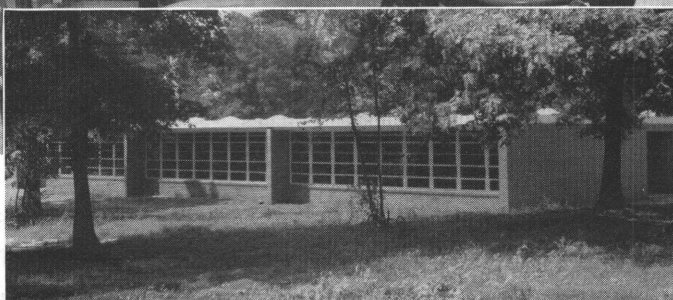
2116 THRIFT ROAD

CHARLOTTE, N. C.

FRanklin 6-1641



Race Street Elementary School, Statesville, N. C.
Design Associates, Andrew L. Pendleton, AIA, Architect



Beauty

INSIDE AND OUT FOR \$6.44 PER SQUARE FOOT!

Brick loadbearing partitions combine interior beauty, low maintenance and positive sound control (61 decibel drop) in this new North Carolina school.

And the cost shows how quality can be built into a structure economically . . . by putting good masonry to work in the right manner. Two other schools using the same "honest"

structural system by the same designer give further proof: One in 1954 at \$5.96 *per square foot*, one now under construction for \$6.59. (All costs complete, including mechanical and architect's fee.)

You can't beat loadbearing brick construction for quality *and* economy here in the Brick Capital of the Nation!

BRICK & TILE SERVICE, INC.

A Service of North Carolina's Clay Products Manufacturers
Greensboro, North Carolina