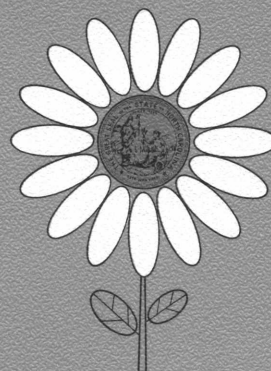


SPECIAL ISSUE

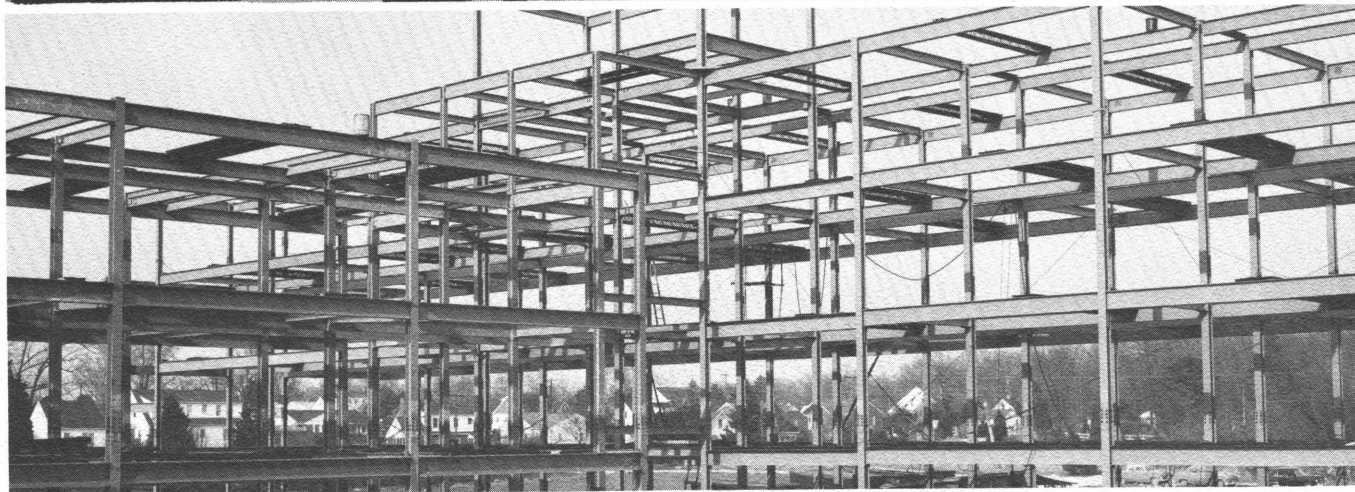


**GOVERNOR'S
CONFERENCE ON
BEAUTIFICATION**

**NORTH CAROLINA
ARCHITECT**



PUBLISHED BY THE NORTH CAROLINA CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS



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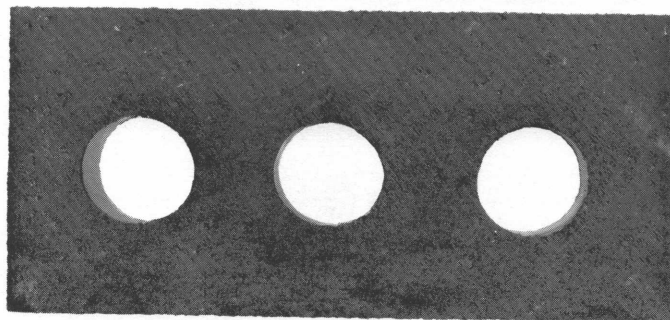
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NORTH CAROLINA ARCHITECT



MAY 1966, VOL. 13, NO. 5

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A SPECIAL ISSUE

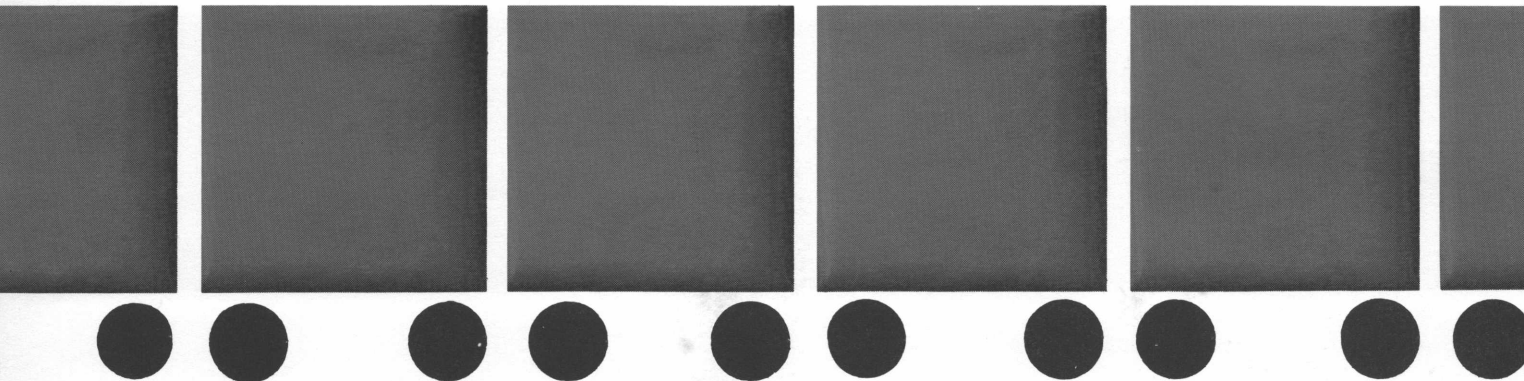
Devoted to a Two-Day
Conference on Beautification
Called by

The Honorable Dan Moore,
Governor of North Carolina

The Conference was held at the Sir Walter Hotel, Raleigh, North Carolina, April 7-8, 1966. Approximately 600 persons from across the State attended.

Special recognition is hereby extended to the Department of Conservation and Development, J. W. York, Chairman, for their superior planning, to Mr. Koy Dawkins, general Chairman of the Conference, and to those contributors who made the Conference possible.

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To Dan Moore,
Governor of North Carolina

In recognition of his inspiration to
the people of our State —

For his leadership in furthering an
improved environment —

For his success in the promotion of
greater awareness and suitable utilization of our State's natural and
human resources —

For his appreciation of need for
beautification in total development —

The North Carolina Chapter of The
American Institute of Architects gratefully dedicates this issue of **North Carolina Architect**.



WELCOMING ADDRESS

MRS. DAN K. MOORE

On behalf of the Governor and at his request, I bid you welcome to the Governor's Conference on Beautification. As you drove to Raleigh this morning and saw the lovely trees and plants in flower you may have asked yourself why a Conference on Beautification is needed in such a beautiful State.

The answer, of course, being that beauty rarely just happens. These flowering trees and plants probably required hours of careful planting, weeding, watering and pruning to achieve the result you saw in a glance.

Anywhere beauty does "just happen" it requires careful protection to see that it is not wantonly or needlessly destroyed.

A wide range of distinguished groups is represented here today:

There are Mayors, City Managers, County Commissioners, Architects, Engineers, and city planners.

Bankers, industrialists and representatives of our utility companies and cooperatives.

State legislators, Department heads and a number of State employees.

There are representatives from many of our State Boards, Authorities and Commissions.

Garden Club and Woman's Club representatives.

Leading citizens are here from most of the historic communities in the State.

Federal officials representing a variety of programs concerned with beautification.

Leaders in soil conservation work and in the travel industry are here.

And last, but by no means least in importance, our friends from many of the State's newspapers, radio and TV stations are present.

The wide variety of groups invited to the Conference represents vividly the variety of tasks that can be undertaken in Beautification. Each of these groups has done many things that illustrate what others can do to beautify our State. But each of us can do more in our own communities, in our area of service and influence.

Later, as you hear the Committee Chairmen present their outline of the problem, do not tell yourself "that job is for someone else." Rather, ask yourself "what can I do to help with that problem?"

State agencies have in their keeping many grounds and facilities that need also to be improved. Among these are the grounds of the Governor's Mansion and Capitol Square, and I will give these my personal concern and attention. Believing as I do that beauty like charity begins at home.



Plans for the Mansion grounds are already on the drawing board.

The Garden Club members may want to consider more projects that are large enough to have a greater impact on the ugliness of our cities. Local government officials may want to undertake street tree planting programs and clean-up campaigns. Utility company representatives may want to work on ways to bring about more use of underground wiring.

Of course, these are merely suggestions — all of us, during the conference, should search our minds for practical solutions to the problem of beautification. And after the Conference, let us all put in the hours of careful weeding, watering and pruning that will be necessary to make the ideas germinated here at this Conference flower across the State.

It is this spirit of concern which you demonstrate by your presence here today, followed by positive and concerted action, which I anticipate, that will make North Carolina realize its full potential of beauty.

And, it is this same concern and action by all North Carolinians which will help the Governor develop his progressive programs for what he so aptly terms, the total development of our beloved Tar Heel State.

Thank you for coming and my best wishes for a fruitful Conference.

PROGRAM OUTLINE

GOVERNOR'S CONFERENCE ON BEAUTIFICATION

Sir Walter Hotel — Raleigh, North Carolina — April 7-8, 1966

INTRODUCTION

Mr. Koy E. Dawkins, Chairman
Governor's Committee on Beautification

WELCOMING ADDRESS

Mrs. Dan K. Moore

COMMITTEE SUBJECTS

Highways and Beautification

Opening Remarks by:
Mr. Joseph M. Hunt, Jr., Chairman
N. C. Highway Commission

Mr. William F. Babcock,
Highway Administrator
N. C. Highway Commission

Comprehensive Planning and Beautification

Opening Remarks by:
Mr. Wayne Corpening, Director
State Planning Task Force

Mr. John Hampton, Coordinator
State Planning Task Force

Natural Resources and Beautification

Opening Remarks by:
Mr. J. W. York, Chairman
N. C. Board of Conservation & Development

Mr. John A. Parris, Jr., Member
N. C. Board of Conservation & Development

SUBCOMMITTEE DISCUSSION GROUPS

Highway Design and Scenic Routes

Chairman: Mr. Roy W. McGowan, Assistant Engineer
for Location, Roadway, and Right of Way, N. C. State
Highway Commission

Zoning for Beautification

Chairman: Mrs. Robert E. Stipe, Assistant Director,
Institute of Government, University of North Carolina,
Chapel Hill

Developing Parks and Open Space

Chairman: Mr. Ralph Andrews, Director, N. C. Recrea-
tion Commission

Overhead Utility Lines Along Highways

Chairman: Mr. Pat D. Huff, Assistant Vice President,
Duke Power Company

Junkyards and Roadside Controls

Chairman: Mr. Harrison Lewis, Deputy Attorney Gen-
eral, N. C. State Highway Commission

Planning for Visual Results in Urban Areas

Chairman: Mr. Leslie N. Boney, Jr., Past President,
N. C. Chapter, American Institute of Architects

Historic Sites

Chairman: Mr. James A. Gray, President, Old Salem,
Inc.

Regional Planning

Chairman: Mr. Pearson H. Stewart, Executive Director,
Research Triangle Regional Planning Commission

Highways in Urban Areas

Chairman: Mr. M. C. Benton, Jr., Mayor, Winston-
Salem, N. C.

Conservation of Water Resources; Conflicts in Water Use

Chairman: General James R. Townsend, Chairman,
N. C. Board of Water Resources

Travel and Tourist Attractions

Chairman: Senator Voit Gilmore, N. C. General
Assembly

Beautifying Town and Country

Chairman: Mrs. Walter B. Jones, Chairman, Landscape
Design, Garden Club of North Carolina, Inc.

The United States has two standards of living. One is a high private standard measured in dollars per capita; the second, a public standard of living measured by the quality of our public environment which does not measure up to the best public environments of many countries of Western Europe or to that of Canada where per capita income is one-half to two-thirds that of the United States.

All of us recognize only too well that we are living in an urban age in which our environment is becoming increasingly synthetic; we cannot count on the gifts of nature for the quality of that environment, rather, if there is to be any quality at all, man will have to create it.

It is quite apparent in the public response to the Governor's Conference on natural beauty that this question is becoming politically significant. It is a matter that concerns people and they are enthusiastic about political support for environmental quality.

The Governors of North Carolina have established a tradition for accomplishing significant tasks in their limited four years of tenure and it is heartening to all that Governor Dan Moore is dedicating his efforts to the achievement of total excellence of the environment of North Carolina.

We are living in a white collar society in which the shift in the labor force is from ordinary manual labor to more sophisticated professional and service work; as a consequence, incomes per capita are higher but so are our demands as citizens — demands for an environment that offers a diversity of amenities.

Our way of life is changing; the young train longer, they not only prepare for careers but their education upgrades their tastes so they become more discriminating consumers and much of what they consume is intangible — from sports and night clubs to symphonies and art museums. The old among us retire sooner and live longer and our environment must respond to their needs, from recreational facilities to complete medicare.

Those in the prime of life work a shorter day, a shorter week, and a shorter year, than formerly and they have time and money to spend for experiences in addition to material goods. Therefore the environment must be a more comprehensive one.

Because of the complicated nature of modern urban life and the wide diversity of tastes, no individual can write an adequate prescription for the public environment. We need an "Observatory of the State" which would be a repository of films, statistics, models and data of all kinds relating to the environment; this observatory would be a place where people could meet for talks, conversations, seminars and conferences with public officials where it would be possible to formulate public policy for the public environment.



Excerpts from
Dinner Address
by
Professor Edward Higbee,
Director, Twentieth Century
Fund's Study of America's
Public Environment and
Member, President Johnson's
Group on Domestic Affairs.

Professor Higbee, Chatting with
NCAIA President Macon Smith and
Executive Secretary Betty Silver.



RECOMMENDATIONS

Highways and Beautification

presented by

Mr. William F. Babcock

Highway Administrator, N. C. Highway Commission

Overhead Utility Lines Along Highways

1. Utilities and electrical manufacturers are encouraged to speed up their efforts toward developing new materials and installation techniques in order to make underground residential and urban distribution feasible for new residential developments and for the rehabilitation of existing facilities.

2. It was concluded that in the planning for the development of new areas such as subdivisions, shopping centers, industrial developments, etc., that utility companies should be brought in at the conception of the planning and that their utilities be made a part of the over-all planning such that the utilities may be more appropriately screened and more appropriately placed in unusable ground to provide for an improved aesthetic quality of the development.

3. Where it is absolutely necessary to have overhead type construction, all efforts possible should be used to improve the appearance of the utilities even though the installation costs may be somewhat greater.

4. Utility companies should continue to explore possible ways of greater coordination as to joint installation of the various utility facilities, where such might be feasible and practical.

Roadside Controls

In connection with the Highway Beautification Act of 1965, the following facts are recognized:

a. The Secretary of Commerce has neither adopted nor proposed definite rules, regulations, standards and criteria for the implementation of the Act.

b. The extent, meaning and effect of the Act will be unknown until definite rules, regulations, criteria and standards are adopted, and there is a possibility that the Act itself may be changed by Congress.

c. It would be unwise to recommend without reservation a commitment to comply with a law before full information is available as to the meaning, extent, and effect of that law.

d. There are serious legal and practical problems involved.

e. North Carolina can do nothing in the field of billboard and junkyard control until, and unless, enabling legislation is enacted by our General Assembly.

However, in view of the seriousness of the problem and the great need for beautification of our highways, in the hope and on the assumption that the practical and legal problems can be resolved and that the Act and regulations finally adopted will be acceptable to the people of North Carolina, and in order that there be no unnecessary delay in this field, it is recommended that:

1. The Attorney General's Office begin at once to draft legislation which would enable North Carolina to comply with this bill.

2. The Rules and Regulations, as finally adopted by the Secretary of Commerce, and any amendments that might be made to the Act itself be studied thoroughly as soon as available by the Attorney General's Office, State Highway Commission, and all other agencies and committees concerned with beautification.

3. This work be completed so that full information may be presented at the earliest feasible time to the Governor, the Advisory Budget Commission, members of the General Assembly, and other agencies and committees involved in the beauty program.

Federal funds are available for the purchase of scenic easements adjacent to the highway for the purpose of preserving areas of natural beauty. At the present time the North Carolina State Highway Commission does not have legal authority to purchase

such scenic easements. It is recommended, therefore, that appropriate legislation be drafted on this matter for consideration by the next General Assembly.

1. Aesthetic quality should be an integral part of modern rural and urban highway design. In order to achieve proper design, it is necessary to have landscape architects, architects, planners, and engineers working as a team.

2. In the design of a highway increased consideration and greater field studies should be made so that rural highways, like the Blue Ridge Parkway, provides the driver with periodic explosive and unusual vistas.

3. Additional emphasis should be given to the use of flat curvilinear roadway alignment in lieu of long tangents joined by horizontal curves. This type of design provides for a better relationship between the highway and adjacent land features.

4. There is a great need to protect our parks, open spaces, scenic, recreational, historical, and cultural features. This need should be given greatly increased weight in highway planning. New techniques should be developed that will give greater weight to these factors as contrasted to the traditional factors of traffic service and initial cost.

5. It is believed that the cosmetic approach of merely planting a few shrubs does not in any great measure add to the natural beauty of the highway; rather the problem is the more adequate and more imaginative design of the new highways.

6. Increased attention must be given to the aesthetics of improving existing highways including acquisition of rights-of-way for buffer zones, the creative regrading and landscaping of the roadside, and the screening or removing from sight of objectionable views. Additional funds should be expended for the planting of many cut and fill embankments which now stand out as sore thumbs of eroded red clay.

7. The Highway Commission should give greater consideration to leaving areas adjacent to highways in their natural state or by selective cutting rather than indiscriminate mowing.

8. Consideration should be given to the redesign of bridge rails in such a way as not to prohibit the traveler from enjoying the many panoramic views of our sounds and rivers.

9. Property owners should be encouraged to develop and maintain their highway frontage in such a manner as to be pleasing to the motorist. Consideration should be given to tax advantages for those citizens and businesses that make extensive investments in beautifying their property adjacent to highways.

10. There are many substandard highways in North Carolina that need to be reconstructed because of increasing traffic volumes. Many such highways as U.S. 64, between Gneiss and Highlands, are dramatic scenic routes. When such facilities are reconstructed, they should be designed on completely new alignments such that the old road can be left as a scenic route for the tourist.

11. North Carolina should develop a complete and designated system of scenic routes for our many visitors. Every effort, even including legislation, should be made to maintain the existing quality of the scenic routes. The Highway Commission, in cooperation with the Department of Conservation and Development, should embark in the near future on the development of such a system of scenic routes.

12. Finally, the one item that causes most of our highways to be unattractive is the litter and debris visible from the roadway. To do a satisfactory job of removing litter could cost the Highway Commission up to five million dollars a year. Every effort should be made for a greatly expanded enforcement program against those that insist upon defacing our highways with litter and trash. A major public education campaign is needed.

1. If the people of North Carolina are to realize the potential

Highway Design and Scenic Routes



Babcock

Highways in Urban Areas



Joseph M. Hunt, Jr.
Chairman, N. C. State
Highway Commission

benefits of our rapidly developing urban environment, State and local policies governing the development of streets and highways must include understanding of the impact that these facilities have on the total urban structure. Too often our present policies are limited to the basic or primary function of "service to the road user" without specific regard to the integration of these facilities into the over-all community or regional environment. There is a need for our legal and fiscal policies to be reexamined and where necessary revisions made in order that sound development practices can become a reality.

2. Highways must always be functional, however, they can be compatible with the urban areas they serve if their construction is appropriately integrated with parking facilities, shops, offices, housing, and other parts of the city. In this connection, more imaginative design must be used in building freeways or elevated structures or at ground level or below, making much more effective use of the space above or below them for private or public development.

3. A systematic looking for and utilization of visual opportunities must be an integral part of urban highway location and design practice. The visual utilization of natural and manmade features will result in many social and economic benefits to the urban area.

4. A thorough study should be made of highway instructional signs to seek improvement of their design quality and to reduce their number.

5. A stronger consideration must be given to the more intangible benefits in the determination of urban highway location and in the justification of expenditure of public funds for specific highway facilities. A highway project that maximizes the direct benefits to the "road user" is not necessarily that project which best serves the over-all public interest.

6. Prior to the approval of specific urban highway projects, agreements should be obtained from local authorities relative to the usage or development of adjacent roadside properties and the necessary local and State regulations should be established to assure the continued compatibility of the highway and the adjacent roadside development.

7. There is a need for more imaginative and creative use of current policies and programs to achieve better aesthetic qualities consistent with overall community objectives. Urban renewal and conservation programs, subdivision and zoning regulations, control of access policies and future street lines are a few examples which provide opportunities that are often overlooked.

8. The parkway concept with the use of appropriate buffer zones has been used extensively on rural highway development. Greater attention should be given to this type of development in and around our urban areas.

9. Open spaces should be preserved between urbanizing areas, careful placement of these buffer zones will prevent fusion and serve to reinforce the identity or personality of individual urban centers.

10. There is a need for broader evaluation of total benefits of constructing urban roadway facilities on new locations rather than widening or improving existing facilities.

11. There is a need for a reanalysis of local and State subdivision policies to require that substandard street development be eliminated in future planning and standard streets with curb and gutter and storm drainage be developed which will enhance the aesthetic qualities of the neighborhood.

12. Finally, city and State officials, and local citizen groups should join together to find ways and means of making the major routes that enter our cities more attractive. Too often the visitors to our State gain their first, and often lasting, impression of the quality of the urban area as they enter it through its least attractive areas.

RECOMMENDATIONS

Comprehensive Planning and Beautification

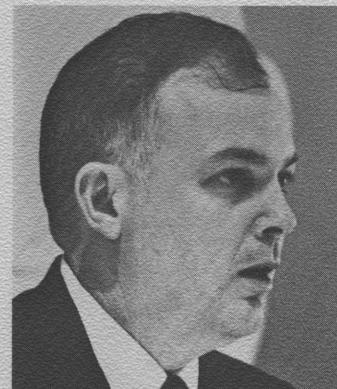
presented by

Mr. John R. Hampton

Coordinator, State Planning Task Force, N. C. Department of Administration

The future well-being of North Carolina is directly tied to the quality of its environment—urban and rural. Second to its people, environment is North Carolina's most precious asset. In order to assure the future of these assets, we propose the following:

1. The establishment of a Governor's Advisory Council on Total Environmental Development.
2. We recommend that local ordinances be passed which would regulate the construction of buildings on land designated as flood plains.
3. We recommend that more positive action be taken in enforcing the laws that already exist regarding blinking and glaring lights along our highways.
4. We recommend that local governments take appropriate action to channel urban development away from prime agricultural and forest lands; that local and State governments act to purchase, or otherwise acquire on a continuing basis, appropriate public land for all open purposes, including recreation, park, water supply control, and scenic preservation; that forestry and agricultural agencies intensify their efforts to promote sound land utilization and management to the end, in part, that agriculture and forestry will continue to be part of the urban region.
5. We recommend legislation which would authorize and encourage cities and counties to appoint official Beautification Commissions, with authority to prepare plans, make studies, carry on voluntary action programs, and to review and make recommendations concerning the design of city, county, and other public projects. Such legislation should authorize local governments to spend money for the beautification of public property, and it should authorize them to receive and spend Federal and State grants (or other types of financial assistance) for such plans and projects.
6. We recommend that the present municipal and county subdivision enabling laws be amended to authorize the dedication of land for parks, recreation areas, and other open spaces (or contributions of cash in lieu of land) as a condition of subdivision plat approval.
7. We recommend legislation that would require municipalities and counties to hold an advertised public hearing prior to the closing, disposition, or conversion to any other use of city or county owned parks or other open space.
8. We recommend legislation which would authorize cities and counties to designate and protect historic areas by regulating the construction and remodelling of buildings in such areas where proposed construction or change would adversely affect the character of such areas.
9. We recommend that appropriate agencies initiate a collaborative effort to collect, analyze, and disseminate the best available information regarding the problems and practices of North Carolina cities and counties pertaining to beautification. State financial support for such a project is also recommended.
10. We recommend that a comprehensive study be made of



Hampton

the property tax system and its implications for improved community design.

11. We recommend that cities and counties preparing comprehensive plans for future development include, as an essential element of those plans, specific plans for the landscaping and beautification of public and private property throughout their jurisdiction.

12. We recommend that municipalities enforce more strictly existing ordinances relating to litter, weeds, and the maintenance of private premises.

13. We recommend that municipalities throughout the State prepare and adopt street tree and landscaping policies and programs.

14. We recommend that the State chapters of the American Institute of Architects, the American Institute of Planners, and the American Society of Landscape Architects establish a continuing, cooperative effort to prepare and recommend to cities and counties specific standards and suggestions in the form of model ordinance provisions and otherwise, for the landscaping and beautification of public facilities and such other uses of property as are normally subject to local zoning ordinances.

15. We recommend that a broad and continuous information program be established to alert the citizens to the imperative need to conserve and develop the natural and beautiful characteristics and features of our State.

16. We recommend that steps be taken to improve the quality of construction of all public works; to encourage the addition of better landscaping and the embellishment of public buildings with works of art.

17. We encourage the establishment or expansion of local, regional, and State planning commissions.

18. We recommend that an inventory be taken of the State's scenic and historical assets.

19. We recommend the establishment of a State-wide program to maintain open space and green areas in, around, and between urban areas in the State and to seek ways to finance such a program of preservation.

20. We encourage the expansion and advancement of education in the arts and humanities.

21. We encourage the training of additional undergraduates in the environmental design professions of architecture, landscape architecture, and city planning.

22. We recommend that regions, communities, organizations, and individuals who make significant contributions to preserving and developing the beauty of North Carolina be appropriately recognized.

23. We recommend that all who have attended this Conference be requested to provide active follow-up support.

It is hoped that the Governor's time will permit a continued, active concern for the values of beauty as an essential ingredient of our environment which can enlarge man's imagination and stimulate his spirit.

The injection of the Governor's personal zeal into the program will inspire the State and create a climate for excellence, into which will be translated all of the planning, programs, and buildings in North Carolina.

"All things excellent are difficult as they are rare." (Spinoza)



The Commission and its staff will also be responsible for working with utility companies and co-ops, and with other private and public groups to encourage their activities in the area of beautification.

Fourth, the Commission and its staff could work through technical assistance. Cities that wish to undertake street tree planting programs, the beautification of highway entrances to the city or a clean-up, paint-up drive should be able to turn to the Commission and its staff for advice and assistance.

Counties which want to enhance some particularly scenic spot, or an area where the vegetation or setting is unique, should be able to turn to the Commission for the help they need.

And individuals undertaking large development projects in our State should be able to request some design review of their proposal from the Commission and its staff.

Finally, I will recommend that the Commission work on beautification through research into new techniques of beautification and their application in North Carolina. It may even want to undertake limited pilot projects as demonstrations of these techniques. But research should not be the major focus of the Commission. Rather, it should concentrate on the practical problems of sound development that we see around us. It should work with all of the agencies, companies, clubs, associations and individuals in our State that want to help in this effort.

It is a hard job that we are asking this Commission to undertake. It is hard because the problem is so complex and open-ended. It is hard because there are many who would parrot the polite phrases of beautification without a sincere desire to contribute to the work.

It is a hard job, on the other hand, that can have tremendous results if handled with tact, talent, and perseverance. With the recommendations you have made at this Conference to get this task started, and with your continued cooperation and encouragement along the way, I look forward to the work and accomplishments of this Commission.

Certainly it is not our desire to see the appointment of this Commission bring to an end the fine beautification work done by many of the groups represented here today. Rather we want this Commission to help you do a more effective job in the months and years ahead.

North Carolina is a beautiful State. It is a diverse State, with almost limitless growth potential. Let us work together to make it a more beautiful State and to bring about its full potential development.



Committee Chairman
Voit Gilmore

Conference Chairman Koy Dawkins
and
NCAIA President Macon Smith



RECOMMENDATIONS

Natural Resources and Beautification

presented by

Mr. John A. Parris, Jr.

Member, N. C. Board of Conservation and Development

Preservation of the Natural Beauty of our State will require whole-hearted cooperation and creativeness among all levels of government and the people they serve.

The Subcommittee members and discussion participants expressed their unanimous approval and strong support of the purpose of Governor Dan K. Moore's Conference on Beautification, and gave similar approval to President Johnson's program on beautification. The Chairman was directed to convey information of this action to Governor Moore, and to President Johnson.

The panels on Parks and Open Spaces, Conservation of Water Resources, Historic Sites, and Tourist and Travel Attractions, respectfully submit the following suggestions and recommendations:

Developing Parks & Open Space

1. The Subcommittee and discussion participants, joined unanimously, urges the North Carolina Legislative Assembly to undertake ways and to provide the means for securing the advantages of Federal funds and other assistance for beautification action in North Carolina. It is further urged that the Governor and the Legislative Assembly of North Carolina enter upon our own State-wide, State financed, comprehensive plan of park and open space acquisition, development and wise use, and to include public, private and commercial recreation.

2. We recommend creation of firm, well planned, State and National policies for land and water acquisition, development and use. We further recommend that these policies be developed and these actions be taken in harmony with all other phases of land and water needs of the State.

3. We recommend the development of a State-wide system of land and water "identification-for-use" as a base upon which the comprehensive, intelligently conceived, realistically planned and practically applied land and water use program be initiated and carried forward with success and with benefit to all North Carolina citizens.

4. We recommend that acreage and quality standards be developed for both State and local parks and open spaces.

5. We further recommend that in the design and development of parks and open spaces all of the purposes of man and all of the elements of nature be considered together, that these actions not compromise nor sacrifice beauty for utility, and that they meet the challenge of our expanding population and our need for recreation areas in this era of leisure.

6. We recommend that all mass communication media and all other means of education and information be used to arouse popular, public, support of the policies and purposes identified by this and other committees of this Governor's Conference on Beautification.

We recommend development of State and local government policies and action to protect parks and open space from encroachment and destruction.

Conservation of Water Resources



Parris

The following suggestions are offered for strengthening the State's efforts to improve water quality and enhance its recreational and scenic values:

1. Provide State funds to supplement Federal grants for municipal waste treatment works, thus encouraging and assisting municipalities to expedite the construction of required treatment facilities.

2. Enact appropriate legislation to control pollution from boats and to prohibit the littering of waterways with solid wastes such as sawdust, cans, bottles, garbage, etc.

3. Encourage proper land treatment practice to prevent excessive erosion of soil from farm lands and from urban, highways, and other construction projects.

4. Establish appropriate beautification measures (clearing, landscaping, planting, etc.) along streams, particularly at points where highways cross streams and other bodies of water.

5. Encourage flood plain zoning and the acquisition of suitable areas along streams for use as parks and other public purposes.

6. Provide storage in impoundments to augment stream flow for the dilution of wastes during dry-weather periods.

7. For the scenic enhancement of North Carolina waterways, it is recommended that the State's waterways be inventoried and classified in terms of scenic quality. This is an effort to insure consideration of

esthetic values in regular water resource development programs and projects. Some funds to initiate this inventory can be obtained from the Federal Land and Water Conservation program and from the new program of State grants under Title XXI of the Water Resources Planning Act of 1965. State, local and private cooperation will be necessary to success of the program.

7a. Accelerate the Topographic Mapping of the State's abundant water resources.

7b. Progress has been made in restoring and retaining North Carolina's 328 miles of coastline. We are wonderfully blessed with a unique and beautiful coastal region. Of particular significance to this Conference is the fact that we have splendid seashore parks. But there is much more that can, and must, be done. If we are to insure the availability of these esthetic values to future generations, the program of park development on the coast must be extended.

8. We recommend the continuation of water research efforts. Our current and future problems require additional scientific, technical and socio-economic information to insure that our choices will be wise and in the long-term interest of the people. Research is not some mysterious activity performed by scientists and engineers in quiet laboratories at some safe distance from the realities of decision-making. It is an essential adjunct to water resources administration without which sound progress cannot be made.

9. We recommend that an effort be made to keep structures out of the flood plains and to devote them to recreation and beautification. Open floodways will be cleaner and can be kept green and attractive while being utilized for the permitted open uses.

1. We recommend the appropriation of additional State funds for the North Carolina Department of Archives and History to:

1a. More fully develop the historic sites and buildings under its jurisdiction and allow it to accept others.

1b. Make a State-wide survey of historic sites and buildings worth preserving and to publish a printed report on same.

1c. Render greater technical assistance at little or no cost to local voluntary groups working in historic preservation.

2. We recommend the appropriation of more funds through the present system of State grant-in-aid to local historic preservation and restoration projects.

3. We recommend State-wide enabling legislation for historic zoning by municipalities and counties in North Carolina.

4. We recommend a study of the possibility of tax reduction and/or other inducements for private property owners to preserve and restore historic buildings and sites.

No segment of the North Carolina economy can profit more from a crusade for beauty than the tourist industry, and this industry's success translates quickly into added tax revenues. Thus, the State has good reason to encourage a new dedication to beauty by the North Carolina travel industry. By the same token, the industry has an obligation to better serve the State and itself through greater emphasis on beauty. By better policing the appearance of its own physical plant and by fuller participation in community improvement programs, the travel industry can be a crucially-needed partner in the crusade for beauty.

1. We recommend the encouragement of good design and landscaping at North Carolina's travel and tourist attractions. It is a matter of self-interest to the travel industry, to utilize tasteful architecture and landscaping in new and remodeled establishments which cater to the traveling public.

2. We recommend that every effort be made to encourage the use of authentic North Carolina themes. This is an opportunity too often missed by our travel industry in architecture and merchandising. Irrelevant, untypical, out-of-place buildings and concessions too frequently clutter Tar Heel highways.

3. We recommend an emphasis on indigenous construction and products. Great opportunities for beauty, as well as cash income, are often missed by the failure to encourage the display and promotion of authentic North Carolina products and handicrafts. Genuine Indian products, woodcarvings, woven goods, foodstuffs, and the like, have great appeal. So has authentic North Carolina cooking.

4. We recommend that chambers of commerce, trade associations or area development bodies be encouraged to greater action in such areas as developing community beauty spots, operating information centers, and zoning for beauty. There is the urgent need for a greater sense of community involvement on the part of local travel industry people.



J. W. York
Chairman, State Board of
Conservation and Development

Historic Sites

Travel and Tourist Attractions

**THE
GOVERNOR'S
CONCLUDING
REMARKS**

I want to thank each of you for being with us the past two days and helping us to consider the problems and possibilities of beautification. And in particular I want to thank the sponsors of the Conference whose generosity has enabled us to convene in such fine style.

Beautification, as I see it, is not just making things look pretty in our cities and rural areas. To me, beautification means the logical and orderly development of all of the resources of our State. It is the creation and preservation of an attractive, healthful environment for any and all human activity. This is an enormous job, a many-sided job, as the diversity of your subcommittees for this Conference indicates.

Beautification—in this broad sense—is very important in North Carolina. Already, in many places, honky-tonk development has blurred the natural beauty of our State. I believe this sort of thing threatens the future of the travel industry, which is so significant to our economy. If all we can hope for in the years ahead is more and more of the same, we can expect to see tourism decline rather than increase in our State.

In the Piedmont area particularly, rapid urbanization is bringing the threat of congestion and suburban sprawl which are the source of so much anguish in metropolitan areas of the nation. It is my hope that the Piedmont Crescent Commission we recently named can help us avoid problems of this nature as the Crescent area continues to grow.

A shrinkage of open space between cities, a lack of green areas within cities, billboards, and overhead wires and signs are other matters demanding attention.

In many of the communities along the coast, I am sure you know, the dunes were leveled and vegetation uprooted to make way for cottages and trailers. Now the local, State, and Federal governments have to go back at tremendous expense and build a dune along the beach to protect buildings from hurricanes and other storms.

These are only a few of the many and complex problems that confront us in the area of beautification.

The problems of beautification, or orderly development, are by no means unique to North Carolina. As Professor Higbee pointed out last night, the battle has been lost before it was begun in some parts of our Nation. Here, in North Carolina, simply because our period of greatest development is yet to come, we have an opportunity that has been missed elsewhere.

We know that North Carolina cities are going to get larger, that roads will be built, and that industries will locate in the State. There is no doubt that we will get this quantity of development in the years ahead. Now let us work together to insure that the quality of the development is something to be proud of. A Highway Commission will not be remembered as the one that built roads. Every Highway Commission does that. A C & D Board will not be remembered as the one that brought industry to the State. Every C & D Board does that. But by giving our people a more beautiful and orderly State, and by setting up the machinery that will continue this work in the years ahead, we will have made an outstanding and lasting contribution.

Beautification is not something that can be left only to the Federal Bureau of Public Roads or to some State agency. It calls for a partnership of goals and action, at the Federal, State, and local government levels. It calls for hard work on the part of garden clubs, private companies, architects, and all of the groups you represent. It calls for the understanding and support of all of the people of our State, if our efforts are not to be wasted. We are not just beginning the concern for beautification in North Carolina. The work that has already been done by the groups you represent gives us a broad base of experience to build upon. Unfortunately, some of this work has been at cross-purposes. It does no good to plant trees along a street, if the city will have to cut them down in a few years to widen the street. It does no good to plant flowers in the shadow of a string of dilapidated buildings. We must be careful to cooperate and coordinate our effort, if it is to have any lasting effect.

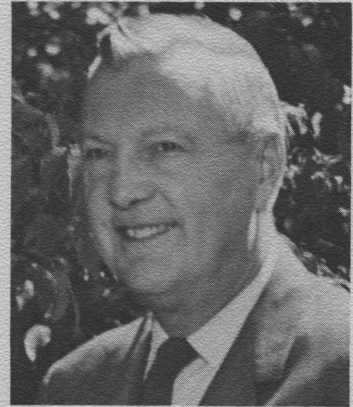
The recommendations you have made here today in the three areas of Natural Resources, Comprehensive Planning, and Highways, are certainly far-reaching. They represent a challenge to all of us. We know now what needs to be done.

In a few days, I will be appointing members to an Advisory Commission on Beautification. I am going to suggest to them that they employ a small, full-time staff, and work on beautification in a number of ways:

First, they will have to recommend to the General Assembly any legislation that may be needed to allow our State and local governments to do a better job of beautification. Many of the recommendations you have made will require legislation or funds to carry them through. The Advisory Commission will take your recommendations, give them careful consideration, and use them as a basis for proposals and requests in the 1967 General Assembly. Along with this will have to go a recommendation for funding of the staff and activities of the Advisory Commission for the 1967-69 biennium.

Second, I will recommend that the Advisory Commission work on beautification through publicity. Meetings can be held with selected groups to discuss the goals and techniques of beautification and to enlist their cooperation in the program. Publications can be prepared for distribution. Annual awards can be given to companies, cities, or individuals who have done the most to promote the orderly development of our State.

Third, the Advisory Commission will be asked to work on beautification through the coordination of the effort of all of our State agencies. I am going to request each State agency to submit to the Commission a list of specific actions that it can undertake to improve the appearance of the State. From this list and with the recommendations of the Commission, a State Beautification Program can be prepared.



Governor Dan Moore

CONFERENCE FOLLOW-UP BEAUTIFICATION MEMBERS NAMED

Governor Dan Moore, calling for a coordinated effort to spruce up North Carolina announced the appointment Sunday, May 15, of 37 North Carolinians to the Governor's Advisory Committee on Beautification.

Mrs. John D. Robinson of Raleigh, Democratic National Committeewoman, will act as chairman of the committee which includes such people as Charlotte Mayor Stan Brookshire, State Senator Lindsay Warren, Jr. of Goldsboro, State Representatives Mary Faye Brumby of Murphy, Joe E. Eagles of Macclesfield, and Architects Wm. Henley Deitrick, FAIA, of Raleigh, A. G. Odell, Jr., FAIA, of Charlotte and Leslie N. Boney, Jr., FAIA, of Wilmington.

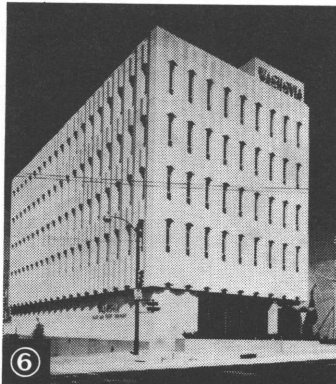
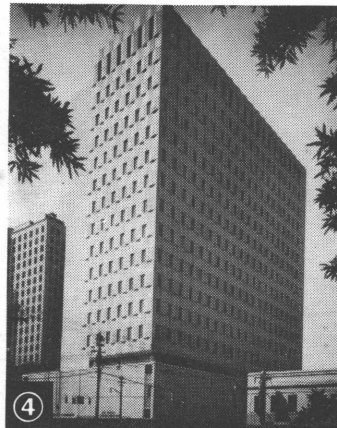
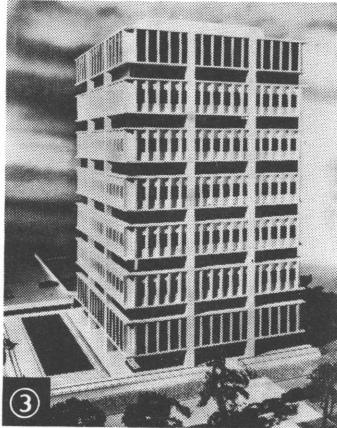
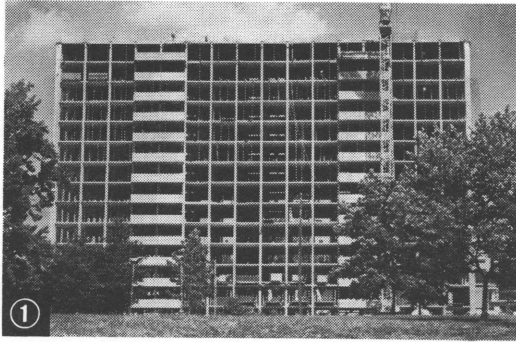
"Beautifying North Carolina," Moore said, "calls for a coordinated, many-sided program carried out by all agencies and organizations, public and private which have been concerned with the problem."

Governor Moore, addressing the North Carolina Board of Conservation and Development at a banquet in High Point, North Carolina, said he thinks the Advisory Committee is "a good start on an effective program" of beautifying North Carolina. Moore said "there is a need for preserving and protecting the natural beauty of our State. There must be full public consciousness of the need — and the necessity — for beautification in its broadest sense."

Other members of the Advisory Committee include: Mrs. Walter B. Jones, Farmville; John V. Townsend, Greensboro; N. K. Dickerson, Monroe; Mrs. Waddell, A. Corbett, Wilmington; Mrs. Edwin S. Pou, Raleigh; John H. Harris, N. C. State University; Dr. Roland McClamrock, Chapel Hill; William Cecil, Asheville; Pat Huff, Charlotte; Mrs. Henry S. Walker, Hillsboro; Morris L. McGough, Asheville; R. E. Jones, Greensboro; Cabell Ramsey, Kinston; Mrs. Anne C. White, Greensboro; Mrs. George Chumbley, Asheville; Mrs. W. C. Landolina, Clemmons; Mrs. Davetta Steed, Raleigh; Mrs. Riley Monds, Hertford; Lindsey E. Cox, Greensboro; Robert E. Stipe, Chapel Hill; James A. Gray, Winston-Salem; Koy Dawkins, Monroe; James B. Godwin, Raleigh; Mrs. J. B. Veach, Asheville; Mrs. Cecil L. Gilliatt, Shelby; John T. Morrissey, Chapel Hill; Mrs. Ed M. Anderson, West Jefferson; Mrs. W. Marion Odom, Ahoskie; Mrs. T. M. Bellman, Elizabeth City; M. T. Benton, Winston-Salem; and Mrs. J. W. Harper, Jr., Southport.

The Advisory Committee grew out of the Governor's Conference on Beautification.





- ① **Greensboro Towers**, apartment building, Greensboro. Builder: Little Construction Co., Charlotte, N.C. Architect: Conrad Taylor, AIA, Charlotte, N.C. Designer: Charles Bates, Charlotte, N.C. Structural Engineer: Carver Hunt, Atlanta, Ga.
- ② **The Kimberlee**, apartment building, Charlotte. Owner-builder: Godley Construction Co., Charlotte, N.C. Architect: Charles Morrison Grier, AIA, Charlotte, N.C.
- ③ **North Carolina Mutual Life Insurance**, Durham. Architects and Engineers: Welton, Becket & Associates, Los Angeles, Calif.
- ④ **Wachovia Bank**, Charlotte. Contractor: J. A. Jones Construction Co., Charlotte, N.C. Architects and Engineers: Harrison & Abramovitz, New York, N.Y. and A. G. Odell, Jr. & Associates, Charlotte, N.C.
- ⑤ **Northwestern Bank**, Asheville. Builder: Little Construction Co., Charlotte, N.C. Architect: Gene Whittington, AIA, Charlotte, N.C. Structural Engineer: Carver Hunt, Atlanta, Ga.
- ⑥ **Wachovia Bank**, Wilmington. Contractor: T. A. Loving & Co., Goldsboro, N.C. Architect: A. G. Odell, Jr. & Associates, Charlotte, N.C. Structural Engineer: Gardner & Associates, Durham, N.C.

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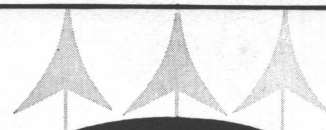


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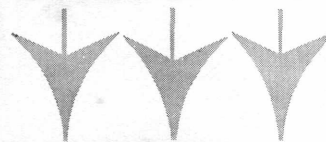
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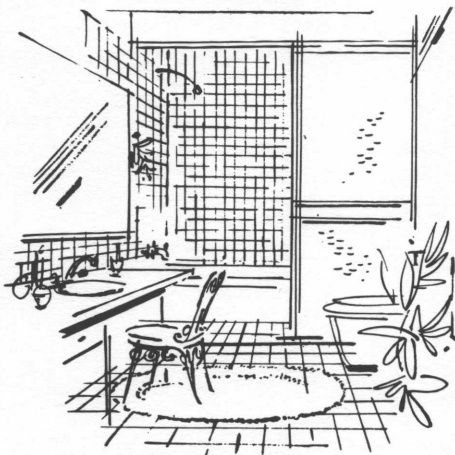
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Calendar of Events

- May 22-June 22: Exhibition of Contemporary French Tapestries, N. C. Art Museum, Morgan Street, Raleigh
- May 28-Oct. 20: Summer Exhibition, Student Work, School of Design, NCSU, Raleigh
- June 1: Charlotte Section, N. C. Chapter AIA, Stork Restaurant, Independence Blvd., 12:30 P.M., Thomas P. Turner, Jr., AIA, President
- June 1, 8, 15, 22: Architects Guild of High Point, Sheraton Hotel, 12:15 P.M., Norman Zimmerman, AIA, President
- June 2: Raleigh Council of Architects, YMCA, Hillsboro Street, 12:15 P.M., C. Frank Branan, AIA, President
- June 3: Eastern North Carolina Council of Architects, Honor Awards Dinner, Blockade Runner Hotel, Wrightsville Beach, Theodore J. Peters, AIA, President
- June 7: Durham Council of Architects, Jack Tar Hotel, Frank DePasquale, AIA, President
- June 16: Greensboro Registered Architects, Dino's Restaurant, 6:30 P.M., Leon McMinn, AIA, President
- June 19-22: Annual Meeting, N. C. Building Inspectors' Association, Holiday Inn, Gastonia, John A. Parham, President
- June 21: Winston-Salem Council of Architects, Twin City Club, 12:00 Noon, Don Hines, AIA, President
- June 26-July 1: National AIA Convention, Denver Hilton Hotel, Denver, Colorado
- July 9-Aug. 21: Exhibition of Masterpieces from Montreal, N. C. Art Museum, Morgan Street, Raleigh
- July 21-23: NCAIA Summer Meeting & Design Seminar, Grove Park Inn, Asheville
- Oct. 27-29: South Atlantic Regional AIA Conference, Queen Charlotte Hotel, Charlotte, B. B. Rothschild, FAIA, Regional Director; Charlotte Section NCAIA, Hosts

Index to Advertisers

Borden Brick & Tile Company	3
Brick & Tile Service, Inc.	27
Carolina Power & Light Co.	24
Clarendon Gardens	24
Delph Hardware & Specialty Co.	24
Franchise Sales	25
McDevitt & Street Company	25
Ezra Meir & Associates	25
Mid-State Tile Company	6
Moland-Drysdale Company	25
Peden Steel Company	2
Portland Cement Association	23
Producers' Council, Inc.	26
Renfrow Distributing Co.	25
Solite Corporation	4
Southern Elevator Company	24
J. D. Wilkins Company	25



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