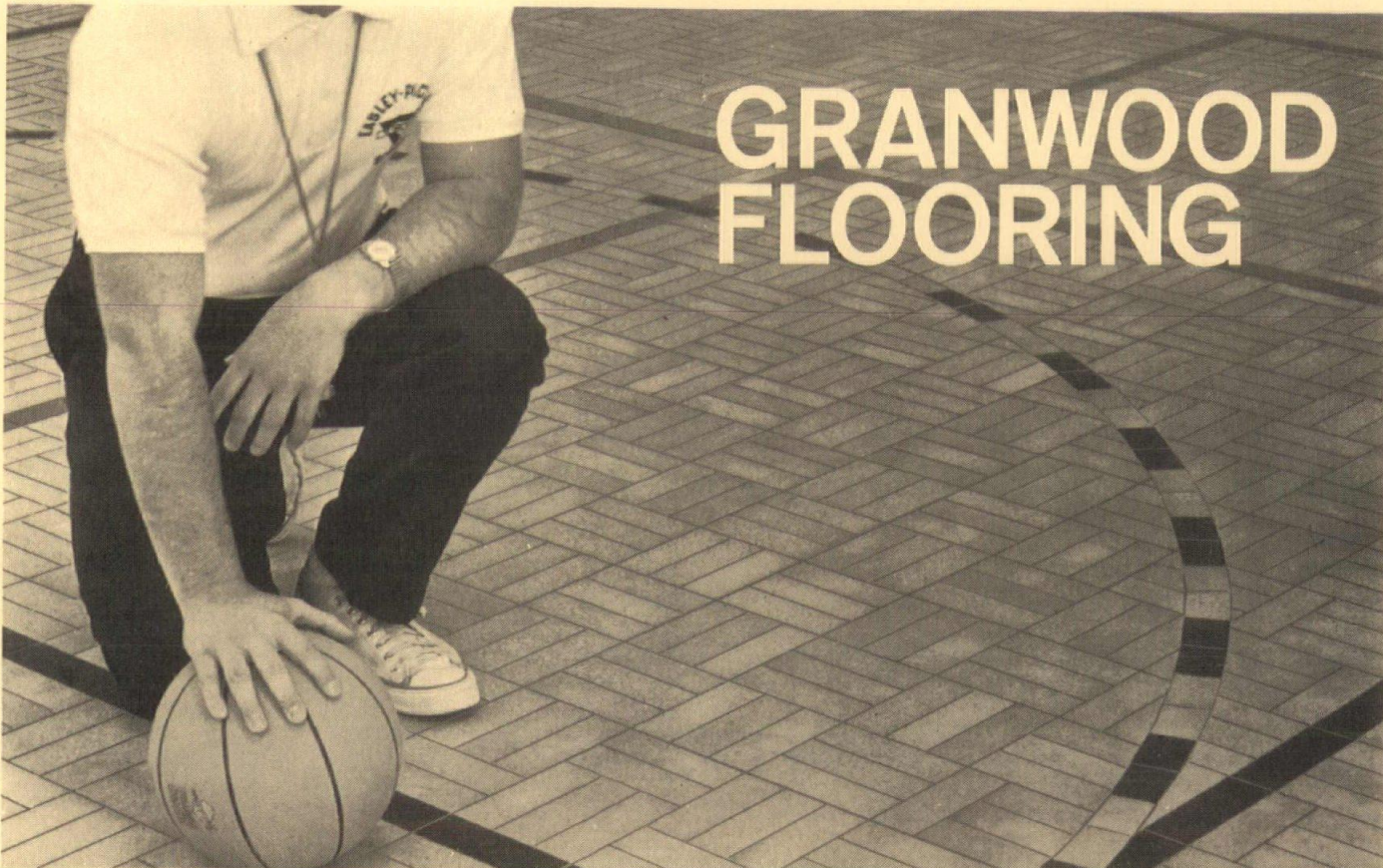


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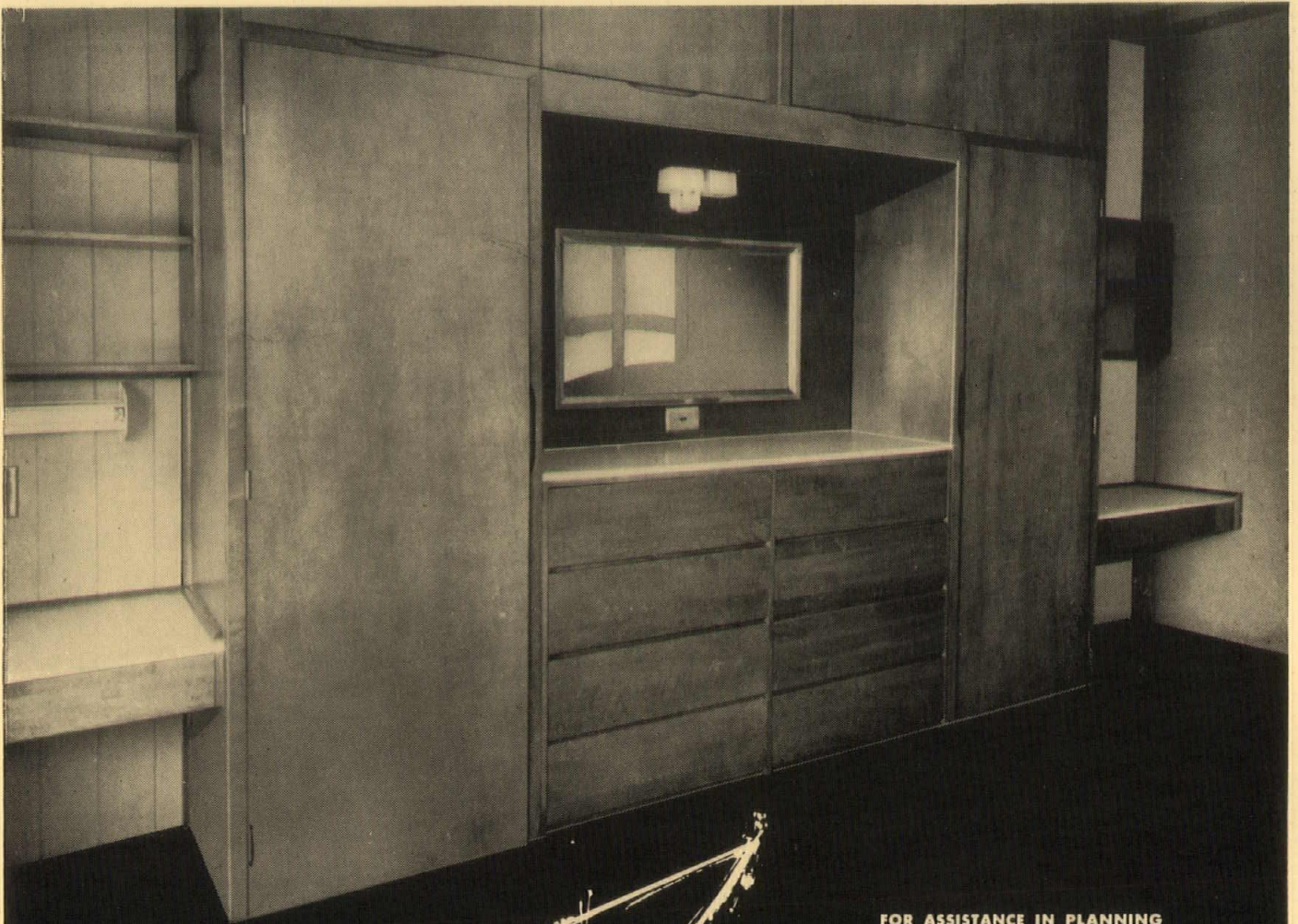
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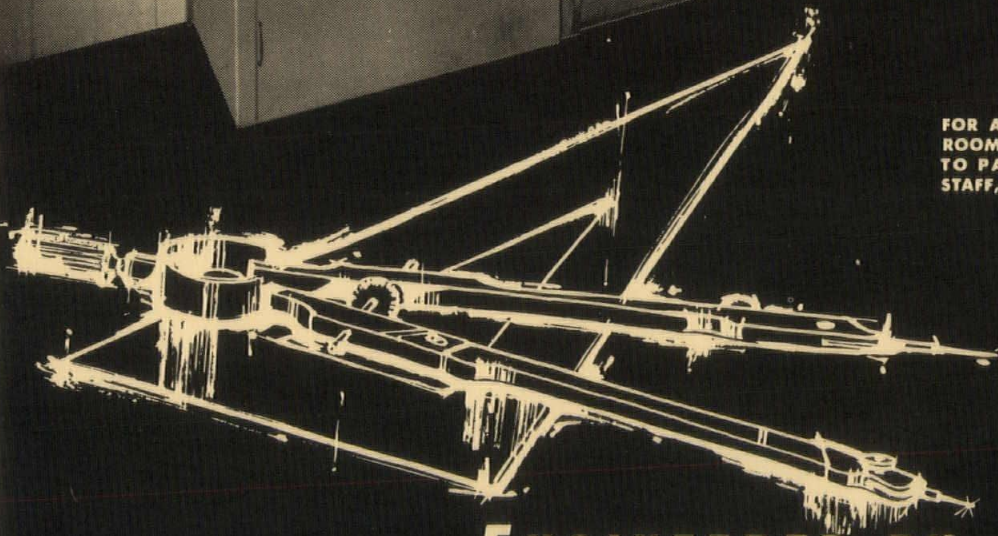
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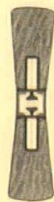


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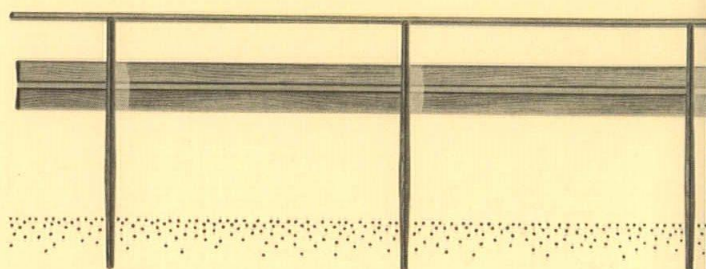
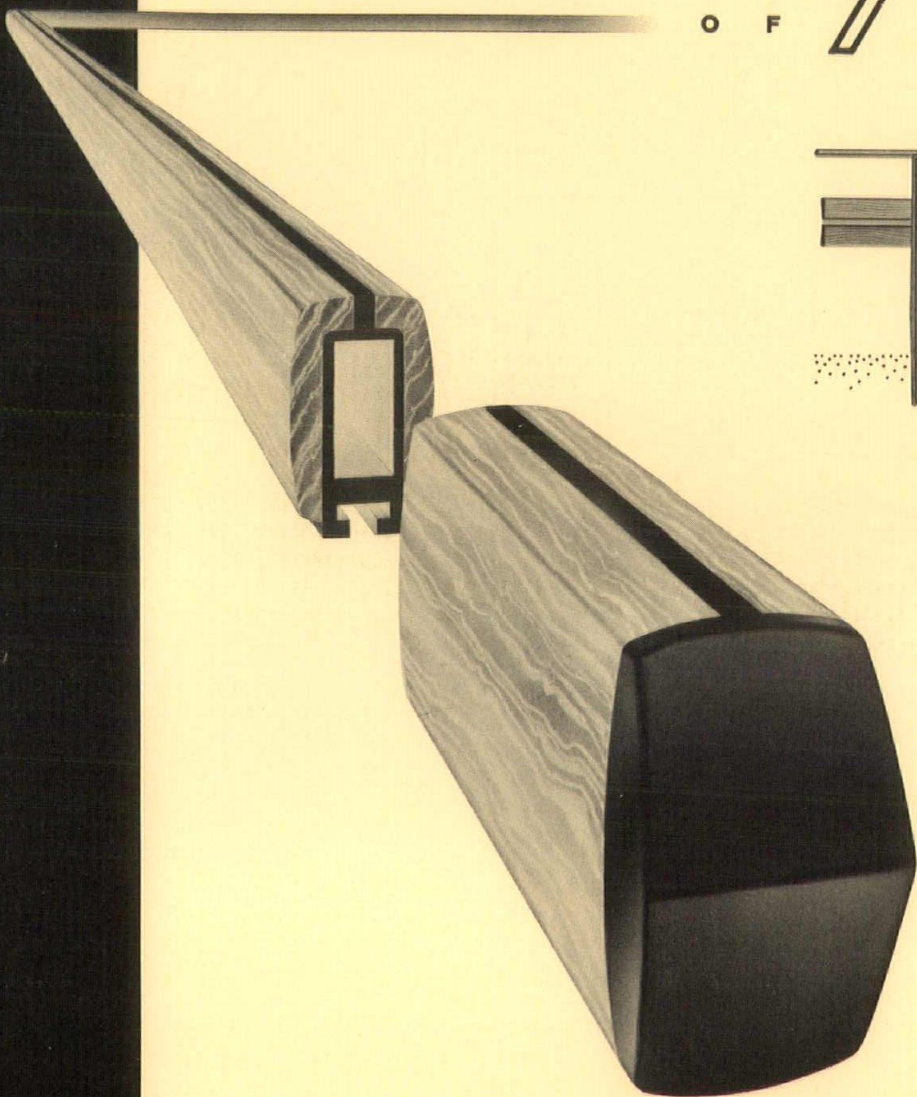
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Shown with W. J. Keenan Junior High School exhibit are James L. Tupper, left, and John G. Richards IV, associates with Lafaye, Fair, Lafaye and Associates.

COLUMBIA JUNIOR HIGH SCHOOL WINS RECOGNITION

Architects: Lafaye, Fair, Lafaye and Associates

Columbia's new W. J. Keenan Junior High School has received a special citation for its design by the American Association of School Administrators.

An exhibit of the building was shown at the AASA's annual convention in Atlantic City, N. J. The School Building Architectural Exhibit was sponsored by AASA and the American Institute of Architects.

The school and the architectural firm which designed it, Lafaye, Fair, Lafaye and Associates of Columbia, were particularly cited for "an excellent solution to a difficult site problem." The awards jury also praised "the cafetorium with stage, facilities for music instruction and provisions for seating in the outdoor court."

Engelhardt, Engelhardt and Leggett of New York were educational consultants for the school.

Keenan will be among 25 buildings included in the AASA's 1964 School Building Filmstrip.

The school, which opened this past September, is located on a

16 acre site on Pine Belt Road. Constructed as a 900 pupil school, it is designed for expansion to accommodate a possible future growth to 1350 or 1800 students. It is the only air-conditioned school in the system.

The school utilizes the "little school" plan with each "little school" having its own academic classrooms, guidance center, conference rooms and activity areas. Art, homemaking and industrial arts facilities are in a separate building which serves all "little schools."

Use of educational television, other audio-visual aids and modified forms of team teaching were all considered in planning the school. Space for observation and experimentation was provided in science areas, where there are growing beds, animal cages, display and storage space.

The library for the junior high is the focal point for the entire school plant. The cafetorium for PTA and community meetings and an assembly area. The stage is

located near music and band rooms.

A lack of funds prohibited the construction of a gymnasium in the original building program, but health rooms, locker and shower rooms are in the building and both paved and unpaved play areas are provided on the school grounds.

The school site, irregular in shape, has a 50-foot drop in elevation, making a challenging design problem. The buildings at the school are compactly grouped around a central court on the most level portion of the site and are connected by covered walks. The classroom unit is two stories and other buildings are one story.

The brick and concrete-block buildings have vinyl asbestos floors, painted masonry interior walls, acoustic tile ceilings and custom-designed cabinets, counters and shelving. Fluorescent lighting was used throughout the project and a complete sound system is included in the electrical design.

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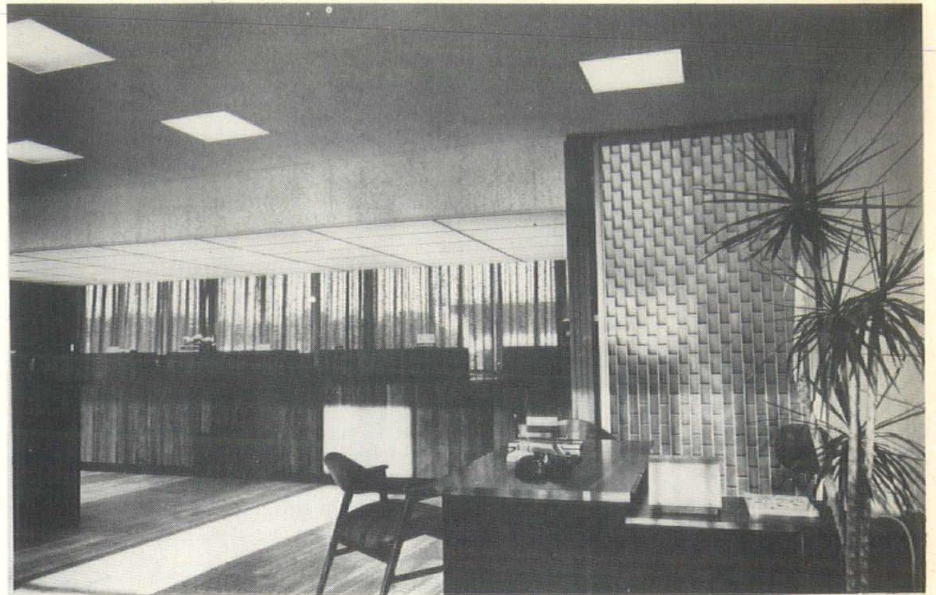
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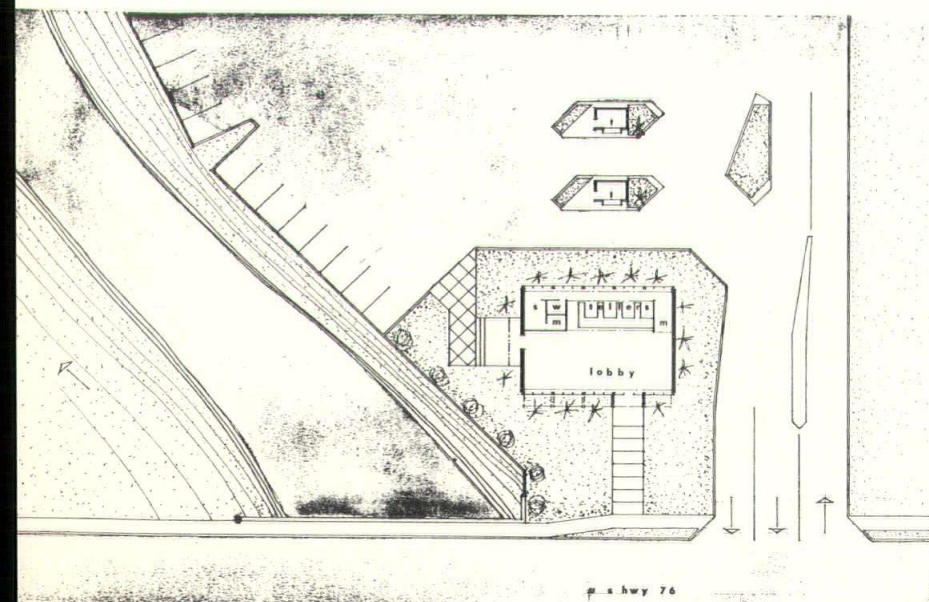
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site plan

SCN, LOWER RICHLAND BRANCH COLUMBIA, S. C.

ARCHITECT: MAYNARD PEARLSTINE

General Contractor: McCrory Construction Co.

Program Requirements:

This branch bank, built on the site of the K-Mart Shopping Center in Columbia, was to be designed to look equally well from the shopping center and from the nearby highway, U. S. 76.

Design Solution:

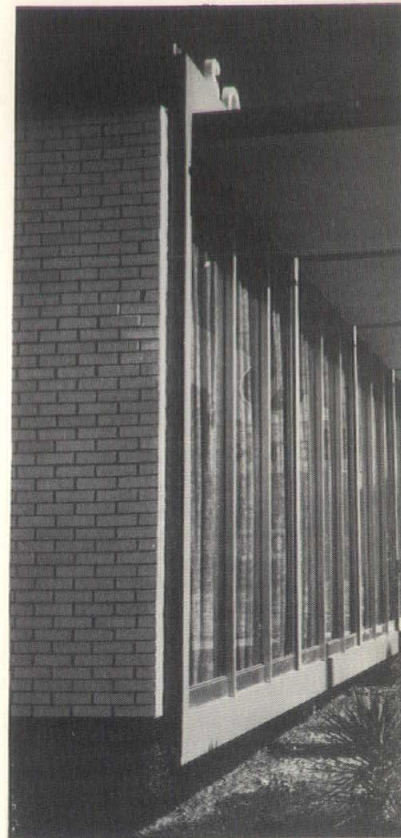
Since the site is below the level of the highway the small rectangular building was set up on a recessed foundation pedestal to give it a light floating effect and more height and importance.

Construction Materials:

The elevation facing the highway, which is toward the south, is glazed with glare and heat reducing bronze glass and shielded from the summer sun with canopies.

The north elevation facing the shopping center is similarly glazed, but the canopies are omitted.

An off-white brick gives interesting contrast to the bronze glass and its supporting charcoal brown steel frame.



corner detail

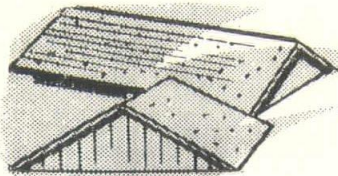


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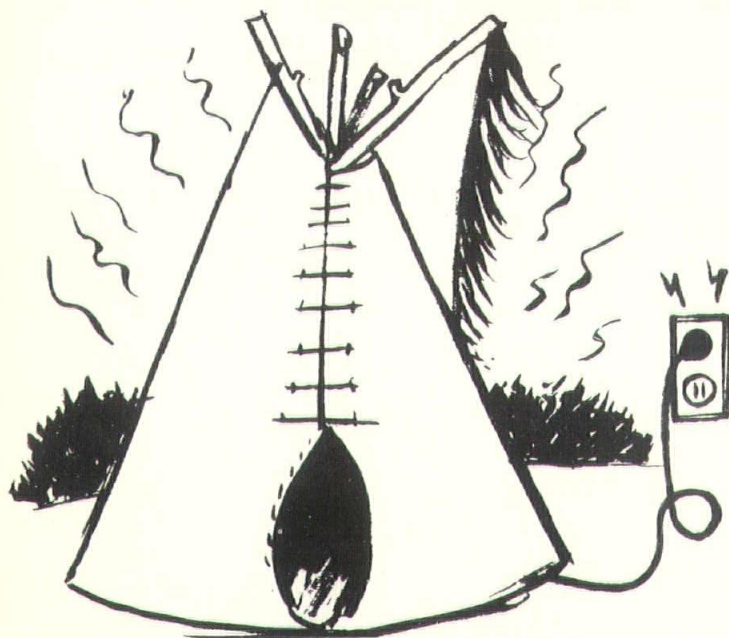
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ARCHITECTS : LYLES, BISSETT, CARLISLE AND WOLFF

General Contractor: M. B. Kahn Construction Co.

Program Requirements:

This project involved designing a facility to educate high school graduates for jobs requiring special technical skills. It was desired that the building be a showplace for South Carolina industrial development prospects, and offer an attractive environment for the student.

The location was a site which dropped 35 feet from front to rear. A budget of less than \$10.00 per square foot was available.

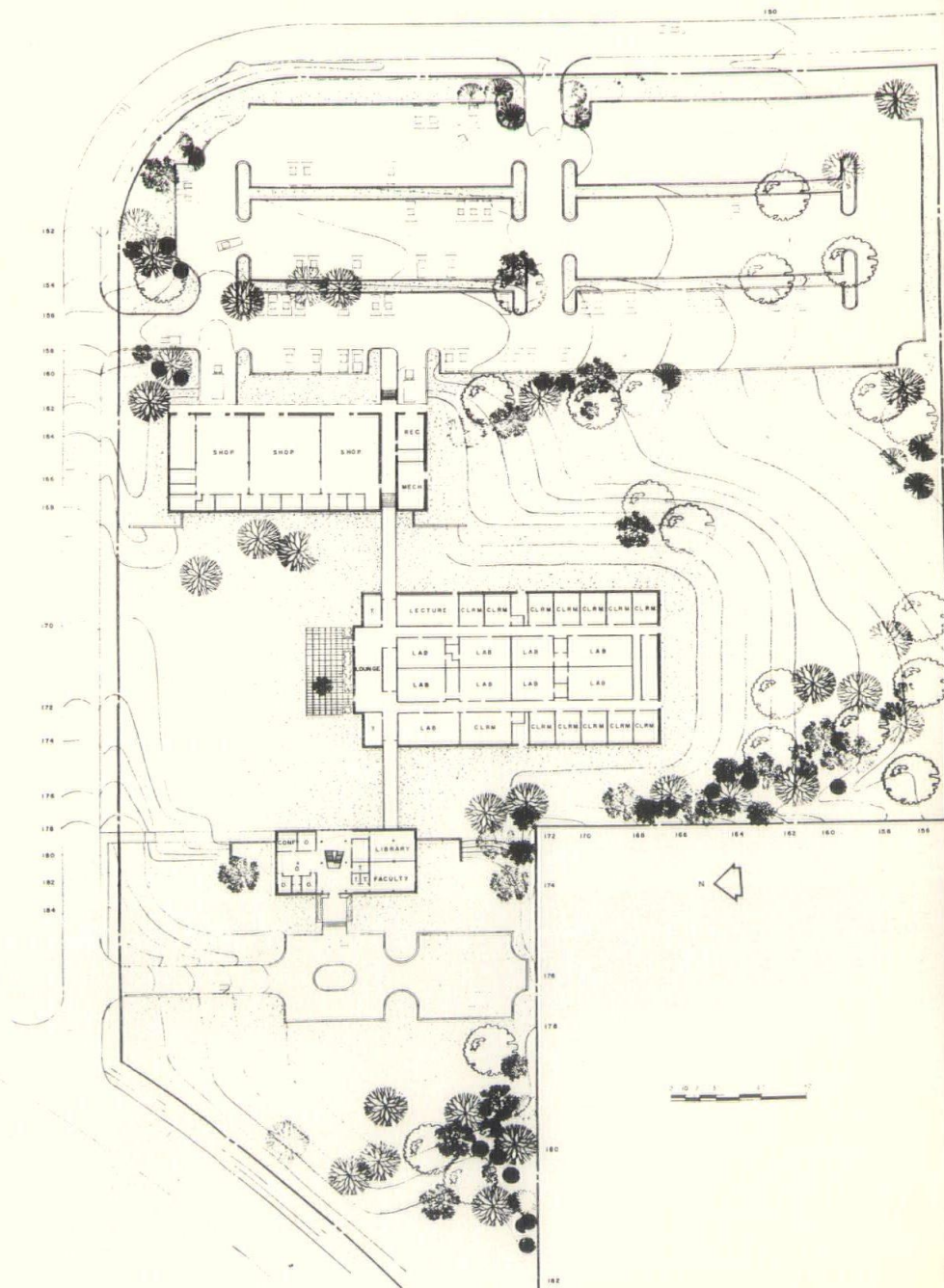
Design Solution:

Three separate buildings house the major functions: administrative, shopwork, and classroom and laboratory instruction. These were designed to take advantage of the sloping site and to provide a campus-like atmosphere for the students.

The Administration Building contains office spaces, library, faculty office and lounge space, and overlooks the remainder of the campus. A covered walk links it to the classroom and laboratory building which is the center of student activity with its snack bar and glassed in lounge. All classrooms and laboratories are completely air-conditioned and contain no windows. The third structure is the Shop Building, not air-conditioned, with openings for service facing away from the other buildings and toward the student parking area.

Construction Materials:

The Administration Building is of prefabricated, insulated panels and glass panels set in an exposed steel frame; this structure was designed to contrast with the Classroom-Laboratory Buildings which are of bearing wall construction with exposed steel roof structure. The exterior is made of off-white utility brick with black painted steel fascias.



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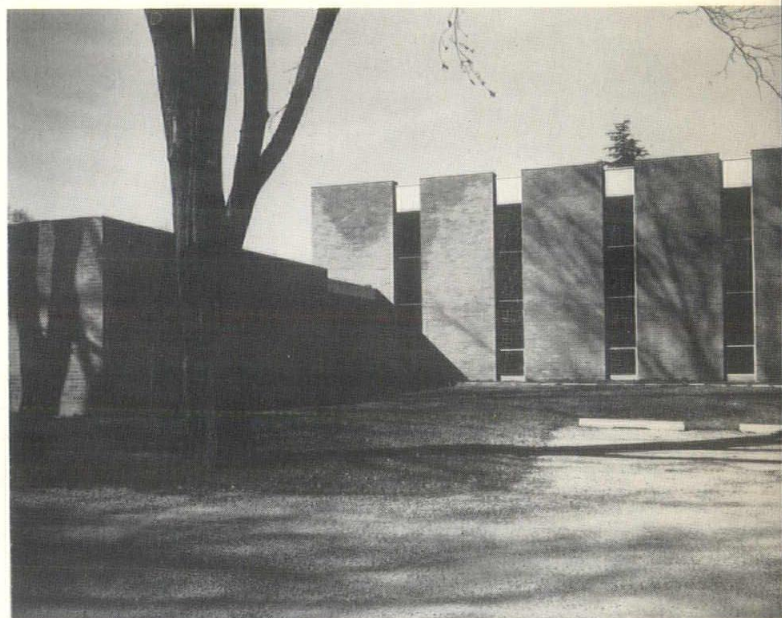
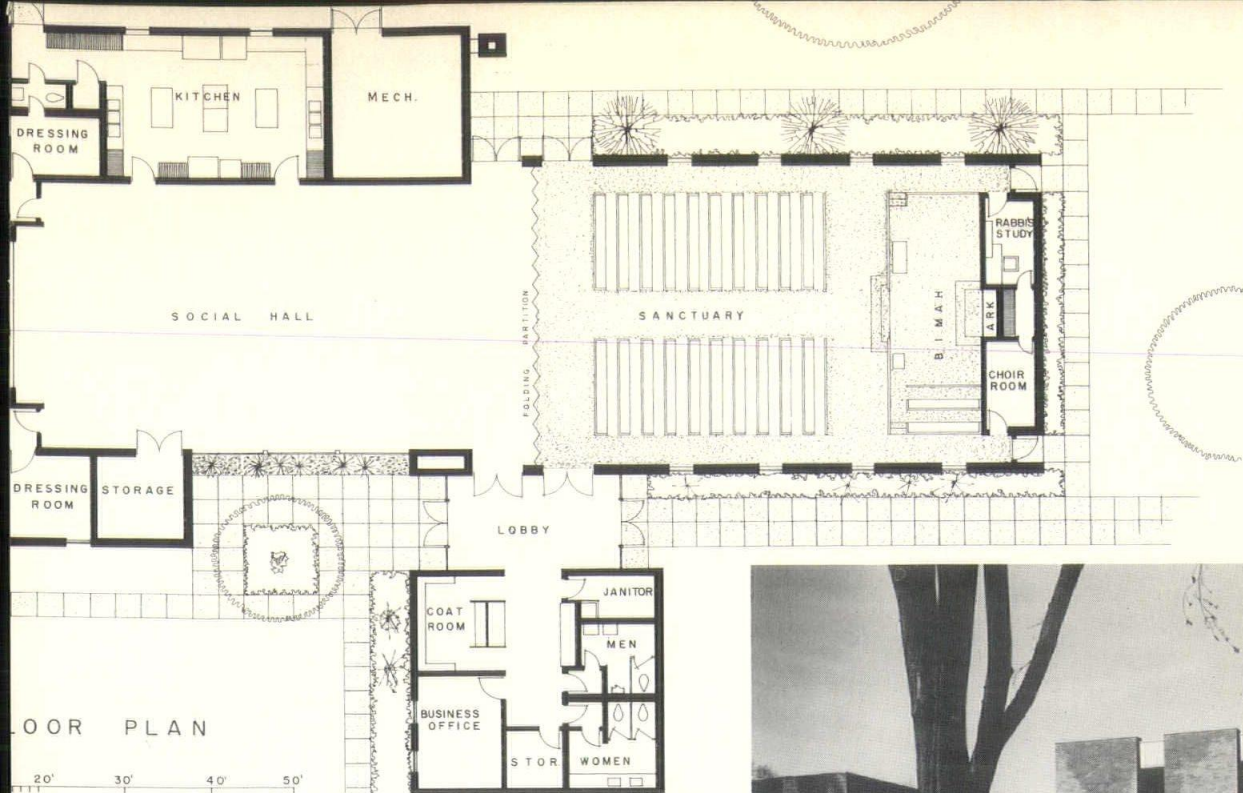
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TEMPLE B' NAI ISRAEL
continued



TEMPLE B' NAI ISRAEL SPARTANBURG

ARCHITECTS :
LILLARD, WESTMORELAND & McGARITY

General Contractor: Fiske-Carter Construction Co.

Program Requirements:

The architects were asked to develop a Master Plan to allow the orderly construction of a Synagogue, Chapel, Educational Building, Youth Activities Building, Swimming Pool and Bathhouse.

The Temple has a male membership of approximately 100 members divided among the three branches of Judaism: Reform, Conservative, and Orthodox. It was necessary that the buildings satisfy all the requirements of the Orthodox faith, and be constructed on an irregularly shaped site which slopes away in three directions. It was important that as many of the oak trees existing on the site as possible be preserved.

Design Solution:

The Temple proper, built as the

first unit of the project, contains a sanctuary seating 160, a social hall seating 225 for dinners, a kosher Kitchen, a stage, offices, etc. A walnut folding partition between the sanctuary and social hall allows for larger numbers of people attending services during the Jewish High Holy Days. Off the entrance lobby are a coatroom, bookshelves for prayer books, and a display case for artifacts and symbols of the religion.

Construction Materials:

All areas have exposed lightweight concrete block walls with the exception of the sanctuary, the walls of which are exposed brick.

The structure has a poured lightweight concrete roof deck with steel bar joist structure.



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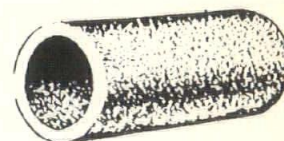
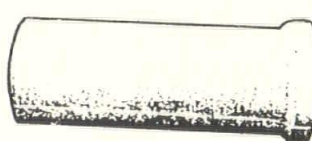


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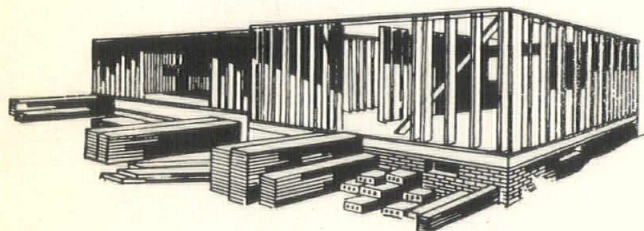
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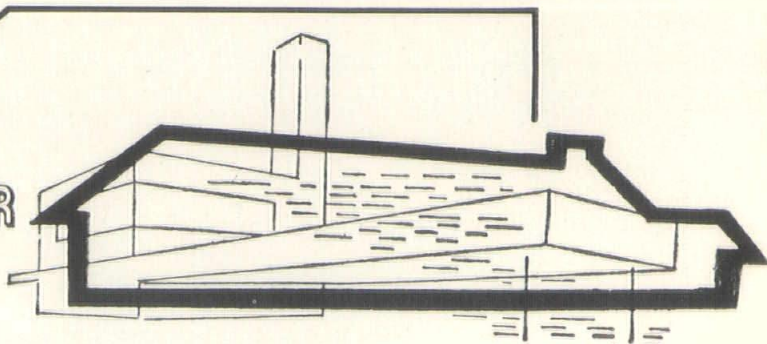
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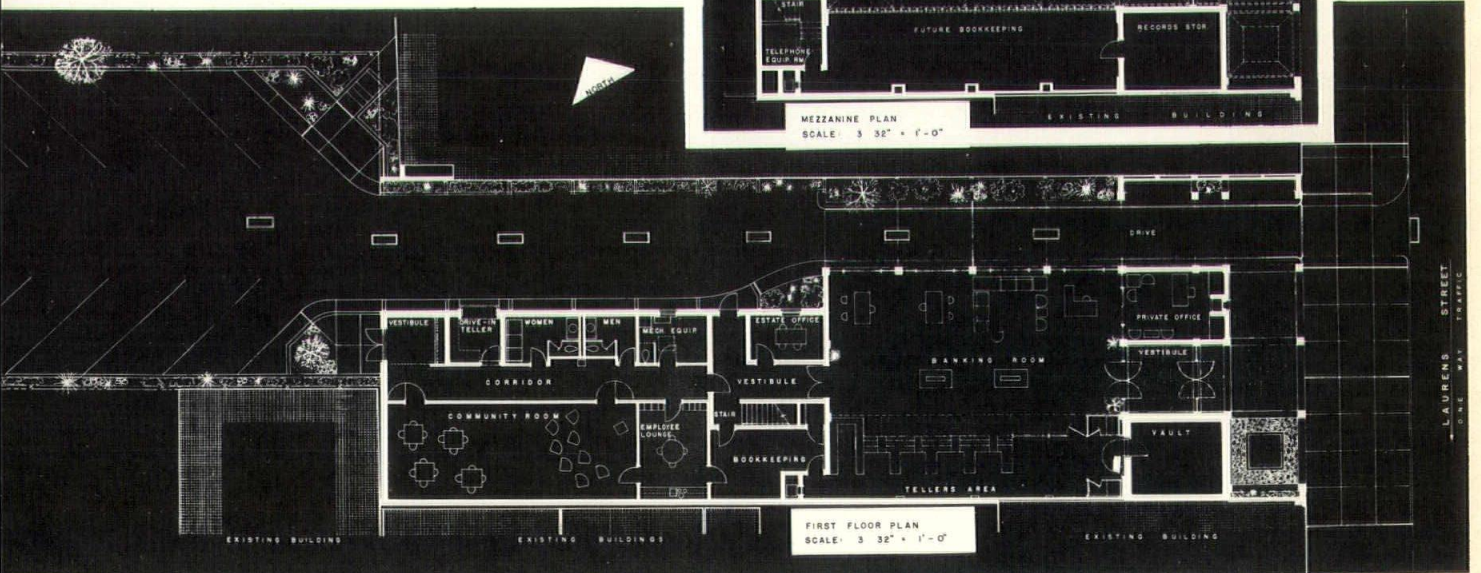
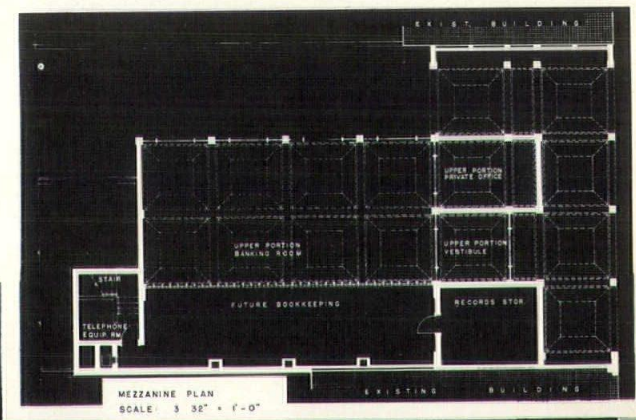
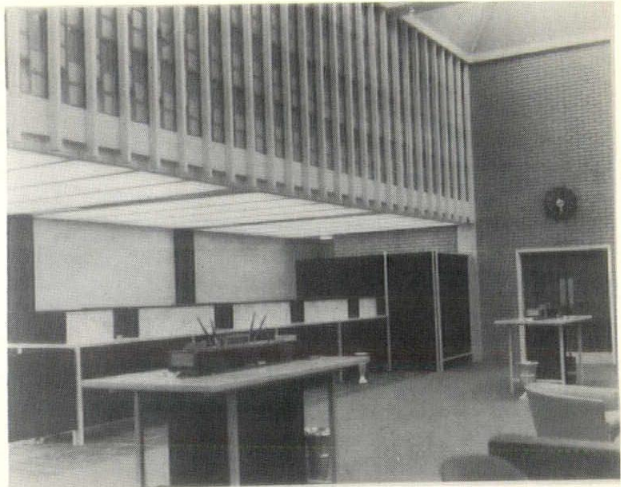
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SCN BANK BRANCH, AIKEN, S. C.

ARCHITECTS : HALLMAN AND WEEMS

General Contractors: Ergle - Reid Builders, Inc.

Program Requirements:

This branch bank, flanked by two story buildings, is located in the middle of a block in the main business district and extends through the block to the next street. The height of the adjacent buildings called for a two story street elevation in order to give the building necessary emphasis as a bank structure.

Design Solution:

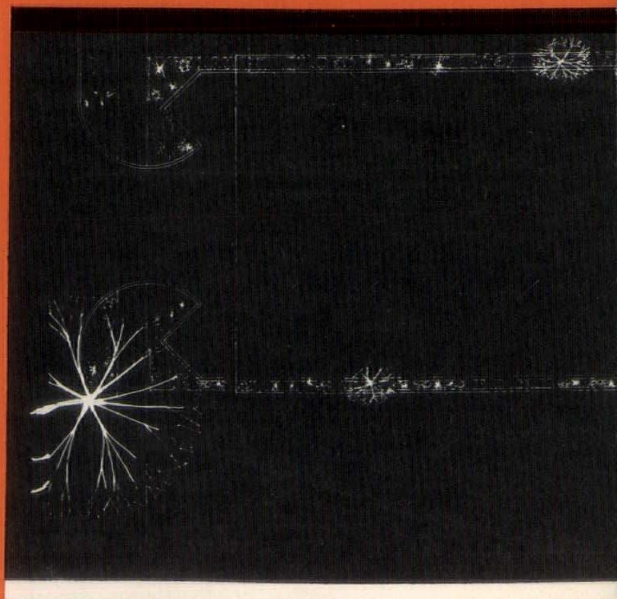
A two story high colonnade frames the entrance and also provides a vehicle approach to the drive-in teller window and parking area to the side and rear.

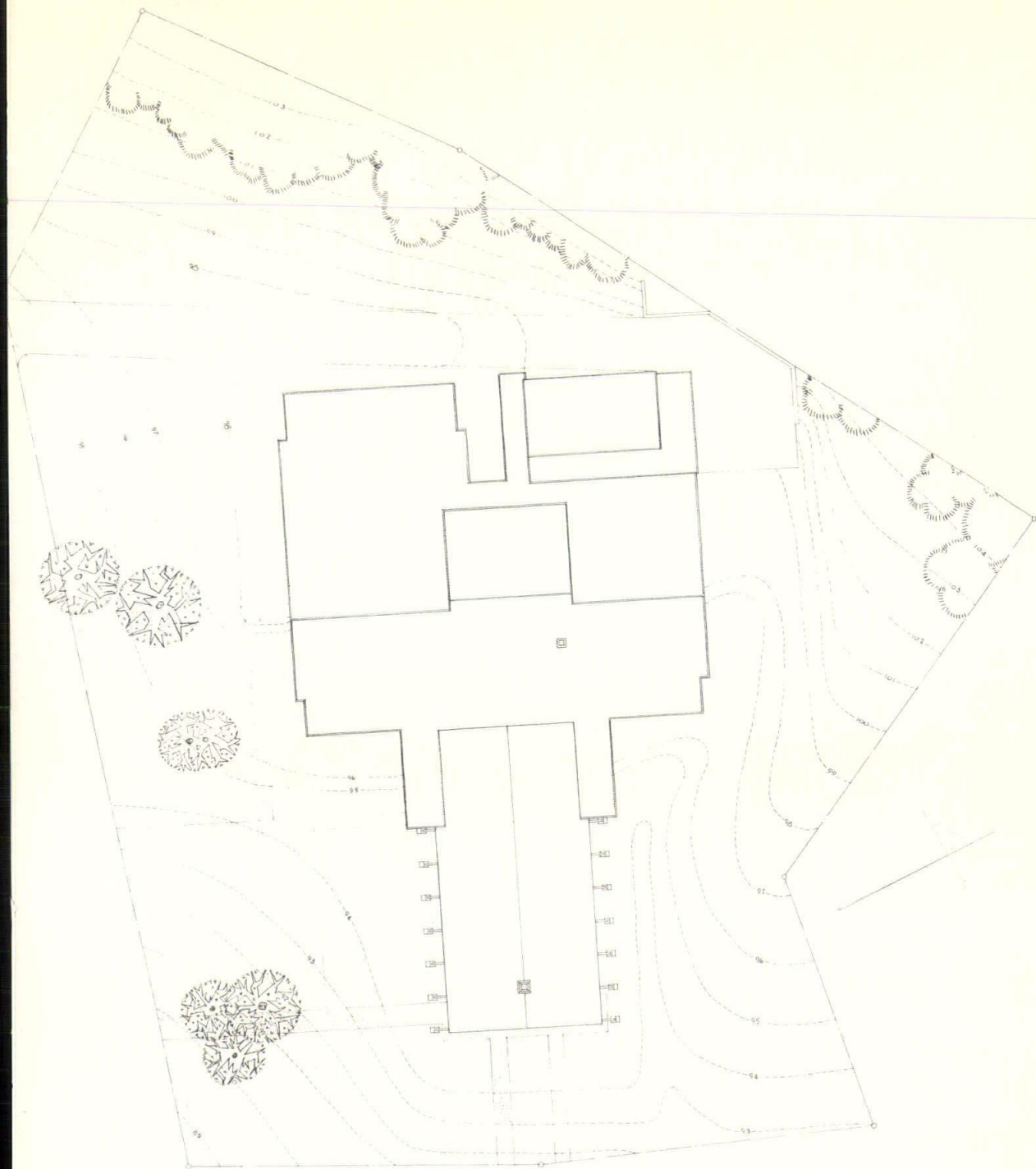
The ceiling above the teller's area is suspended to provide a mezzanine level above and there is a luminous ceiling over the entire teller area.

A rear access, for customers using the parking area, will also serve as entrance to a future Installment Loan Department.

Construction Materials:

Exterior columns and panels are of precast exposed aggregate and form a contrast with the medium grey-tan brick and grey glare reducing glass. Slate flagging on the entrance walking surface has been used to add to the dignified atmosphere of the building. The same materials are repeated in the vestibule, banking room and private office areas. Other interior areas were finished with vinyl asbestos tile flooring, vinyl base, plaster walls and acoustical ceilings.





Site plan

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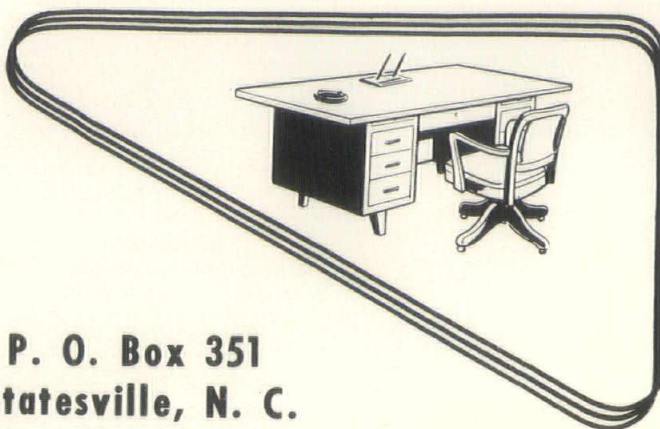
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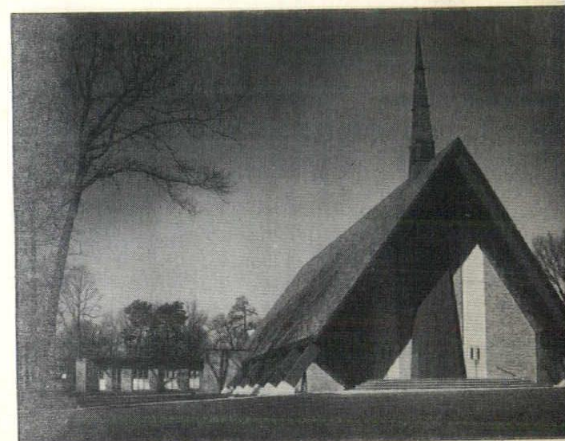
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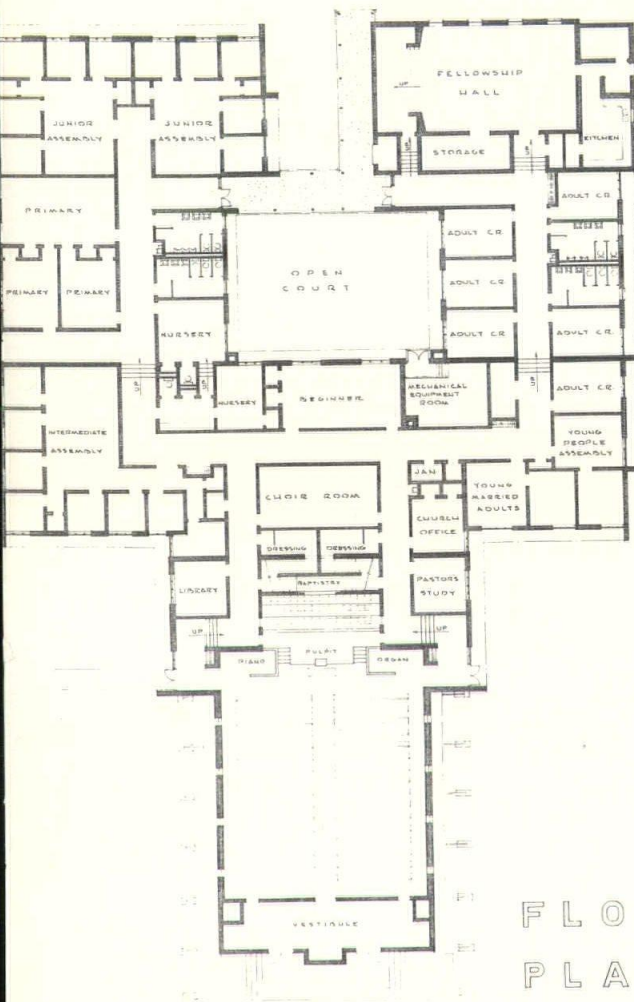


FIRST BAPTIST CHURCH, ARCADIA, S. C.

**ARCHITECT:
A. H. CHAPMAN, JR.**

General Contractor: T. C. Brittain

FLOOR PLAN



PROGRAM REQUIREMENTS:

To provide complete church and church school facilities on a limited site with parking to be located beyond the limits of the property.

DESIGN SOLUTION:

A symmetrical layout, with the sanctuary at the front and classrooms at the rear placed around an attractive interior court yard, was chosen because it offered an ideal solution for keeping all departments and all activities in close proximity.

The building is divided into three levels to take advantage of the sloping site.

CONSTRUCTION MATERIALS:

The sanctuary roof has been framed with laminated wood beams combined with exposed brick infilling panels at the base and at the front and rear of the church. The Sunday School rooms and support areas are of brick bearing wall construction with flat roof.

...

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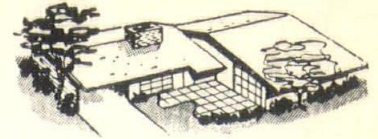
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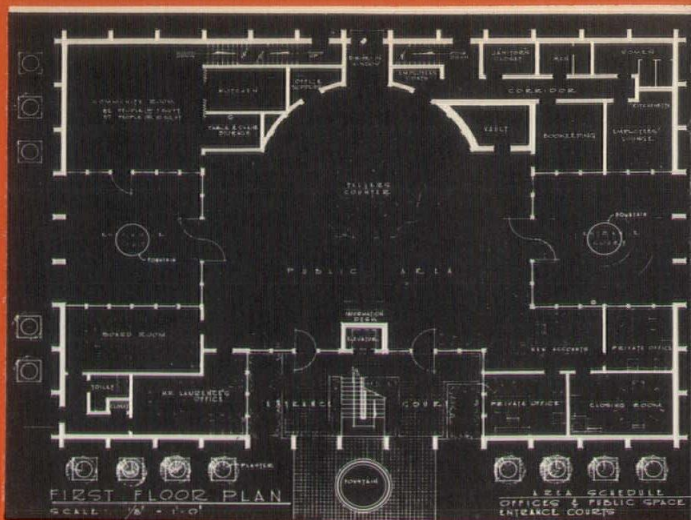
1211 WASHINGTON STREET
BRANCH: TRENHOLM PLAZA
COLUMBIA, SOUTH CAROLINA



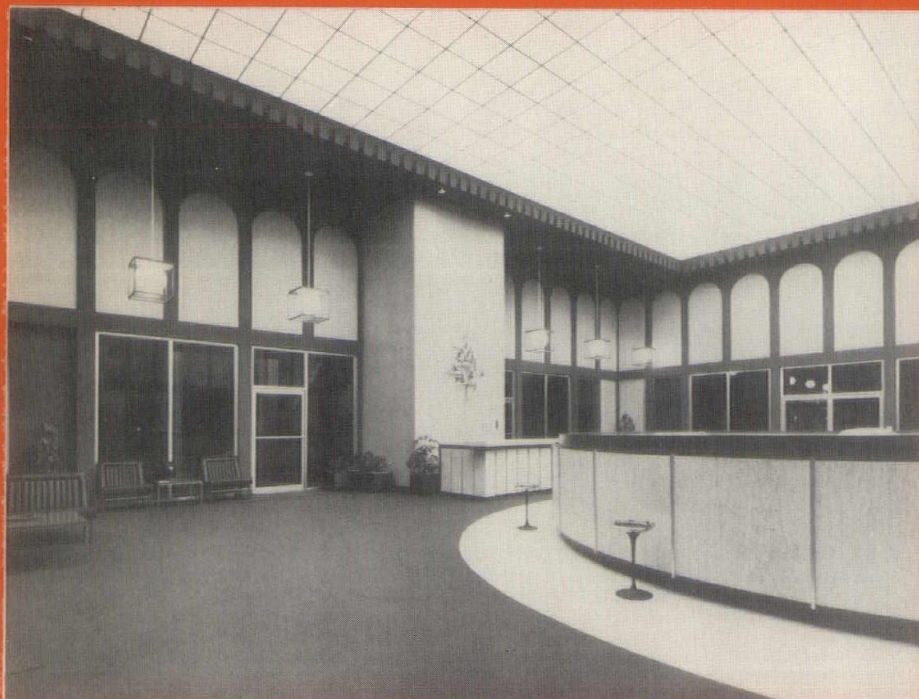
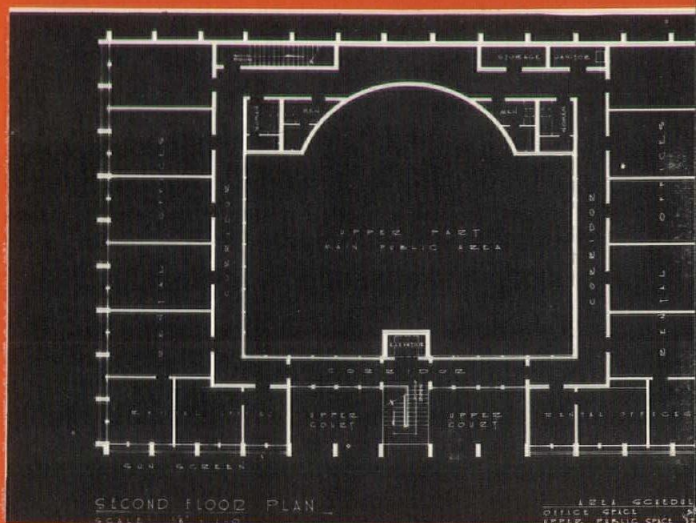
GREENWOOD SAVINGS AND LOAN ASSOCIATION

continued

first floor plan



second floor plan



circular teller's counter

GREENWOOD SAVINGS AND LOAN ASSOCIATION GREENWOOD, S. C.

ARCHITECT: W. E. FREEMAN, JR., & ASSOCIATES

General Contractor: C. Y. Thomason Co.

Program Requirements:

The architect was asked to erect a building which would be outstanding and symbolic of Greenwood's progress in the services rendered the public by savings and loan institutions.

Design Solution:

A quietly elegant design was decided upon with arches and Byzantine patterned walls that are reminiscent of Eastern architecture. There are three entrance courts, each of which will be landscaped by the architect.

The ground floor consists of the two story high main business area with adjacent private and semi-private offices. The outstanding feature of the main business area is the circular teller's counter, with

six teller stations. The ceiling is of luminous plastic, imparting a skylight or open sky effect.

The second floor level consists entirely of leasable office space, and a Community Room with fully equipped kitchen and accommodations for sixty persons has been added for the use of clubs and organizations in the Greenwood area.

Construction Materials:

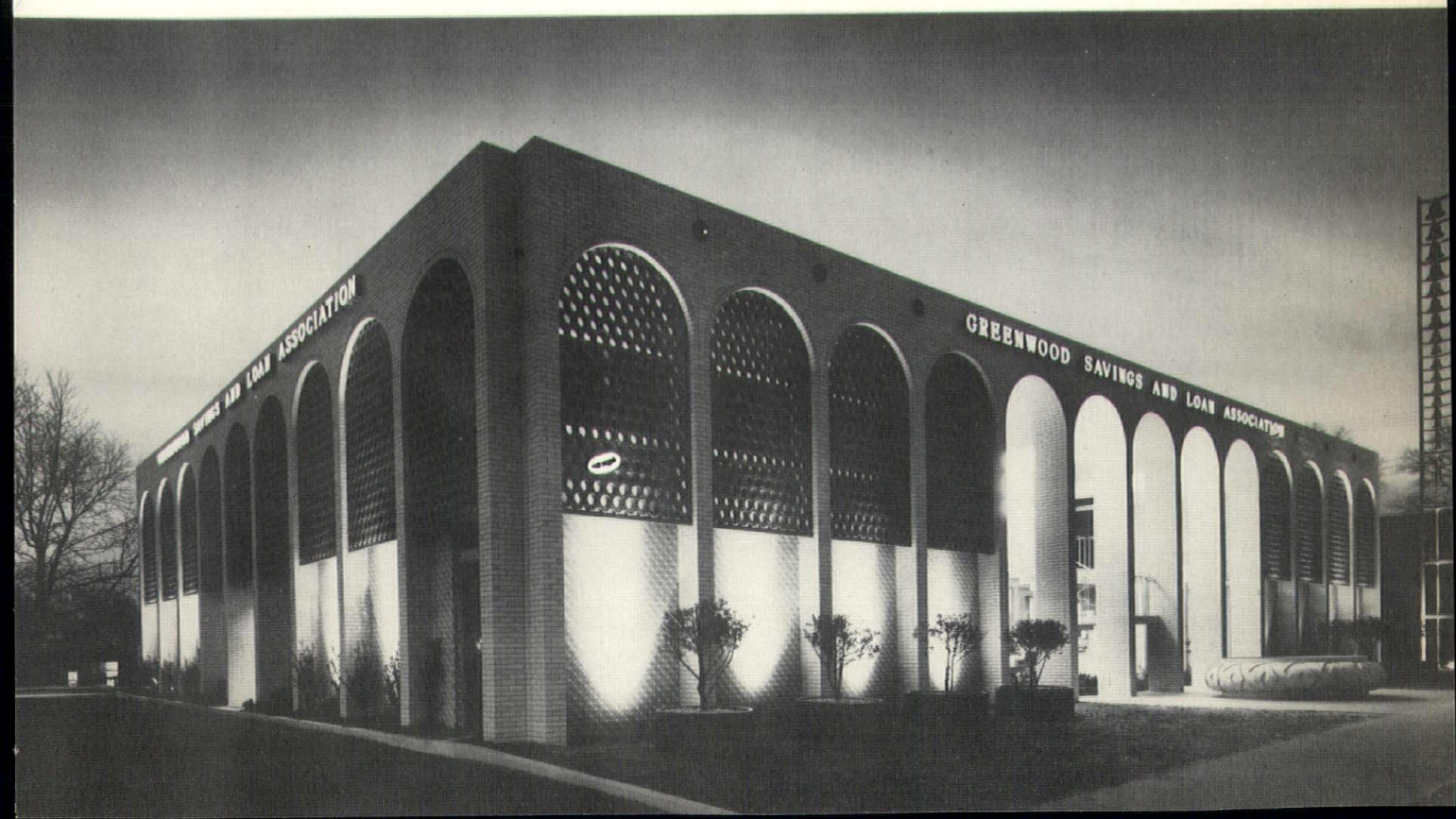
The completely air-conditioned building is constructed of brick, masonry, concrete and steel. The exterior walls consist of brick columns and arches. The area between arches at the first floor level is of masonry surfaced with ceramic tile. The area between arches at the second floor level is filled with aluminum windows behind a sun

screen of hexagonal ceramic units.

All partitions on the first floor level and lower level are of masonry plastered and covered with vinyl wall coverings, rosewood paneling or paint. All partitioning at the second floor level is prefabricated and moveable, thereby permitting relocation at will to suit the needs of any tenant. Floors are of concrete covered with resilient tile, ceramic tile, terrazzo or carpeting.

Oriented to the corner of the building proper is a fifteen bell carillon tower which can be played manually or electronically. Special sculpture for the building was designed and executed by Jim Bowie of New York.

...



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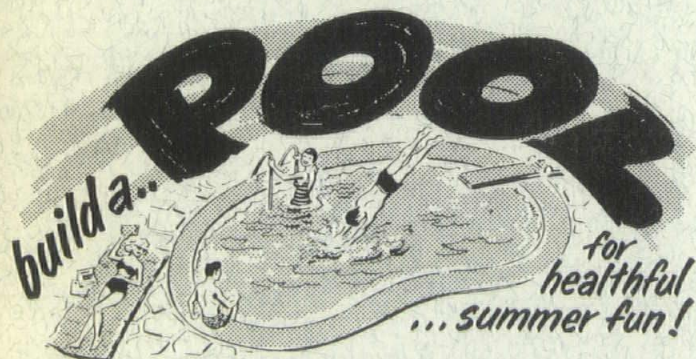
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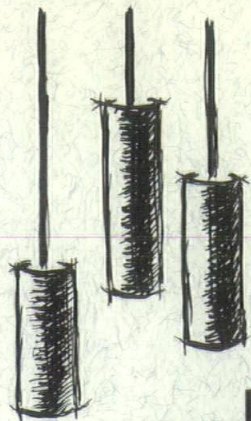
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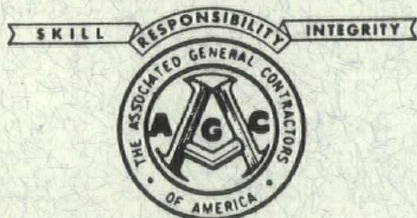


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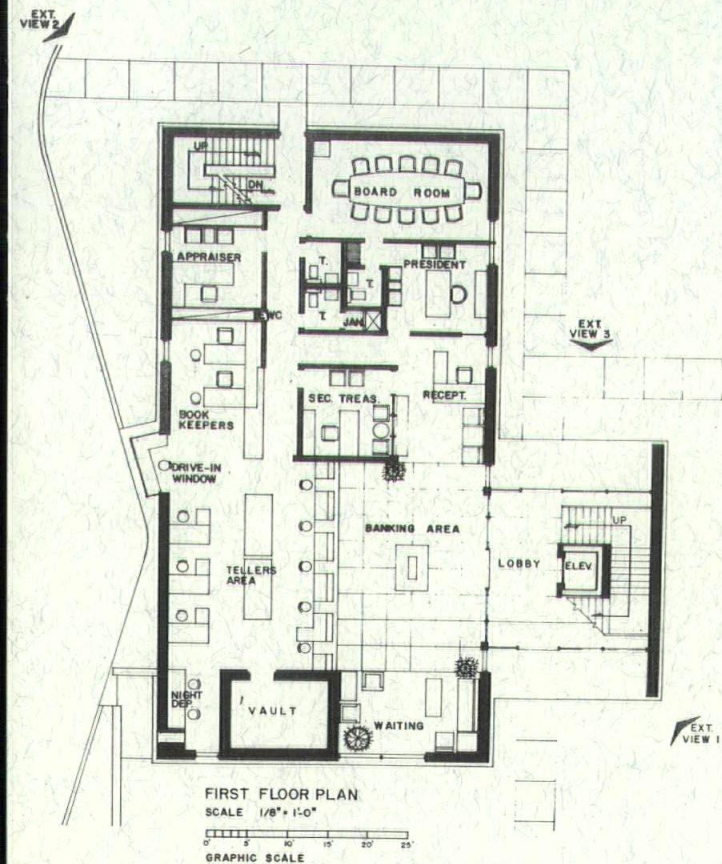
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SPARTANBURG, S. C.

rtanburg, South Carolina



Greer Federal Savings & Loan



profile /

LILLARD, WESTMORELAND, MCGARITY, ARCHITECTS

Science Building, N. Greenville Jr. College



The Spartanburg partnership of Lillard, Westmoreland, McGarity, Architects was organized in January of 1959. Lillard and McGarity studied architecture at Clemson University. Westmoreland received a B.A. degree from Wofford College before studying architecture at Yale University. The three partners of the firm are corporate members of the American Institute of Architects and are members of the Spartanburg Council of Architects.

Ray A. Lillard, Jr., a veteran of seventeen years experience in his field, is a member of the Board of Directors of the Piedmont Area Girl Scout Council and a member of the Urban Renewal Commission for the City of Spartanburg.

Also active in civic affairs, Marion Carlisle McGarity, Jr. is President-elect of the Piedmont Sertoma Club. McGarity holds an NCARB certificate.

James B. Westmoreland, who now has sixteen years experience in architecture, was registered as an architect in North and South Carolina in 1959. He served as an Infantry Captain in World War II.

Of the outstanding structures which have come from the office of Lillard, Westmoreland, McGarity, shown on these pages are the Greer Federal Savings & Loan Building and the North Greenville Junior College Science Building.



profile /

HENRY D. BOYKIN, II, Camden, S. C.

One of South Carolina's youngest architectural firms is that of Henry D. Boykin II, whose nine month old office is located in Camden, South Carolina.

A native of Boykin, S. C., Henry Boykin received his B. S. in Architecture in 1952 from Clemson University, and served in the Army Corp of Engineers for the next two years.

Under the supervision of Boykin, the Price Building, which dates before 1830, was restored for the City of Camden. Most of the work was done by the city maintenance force on a small budget. The building, in a condition near collapse,

was donated to the city to be restored for historical purposes. It was donated in April, 1964.

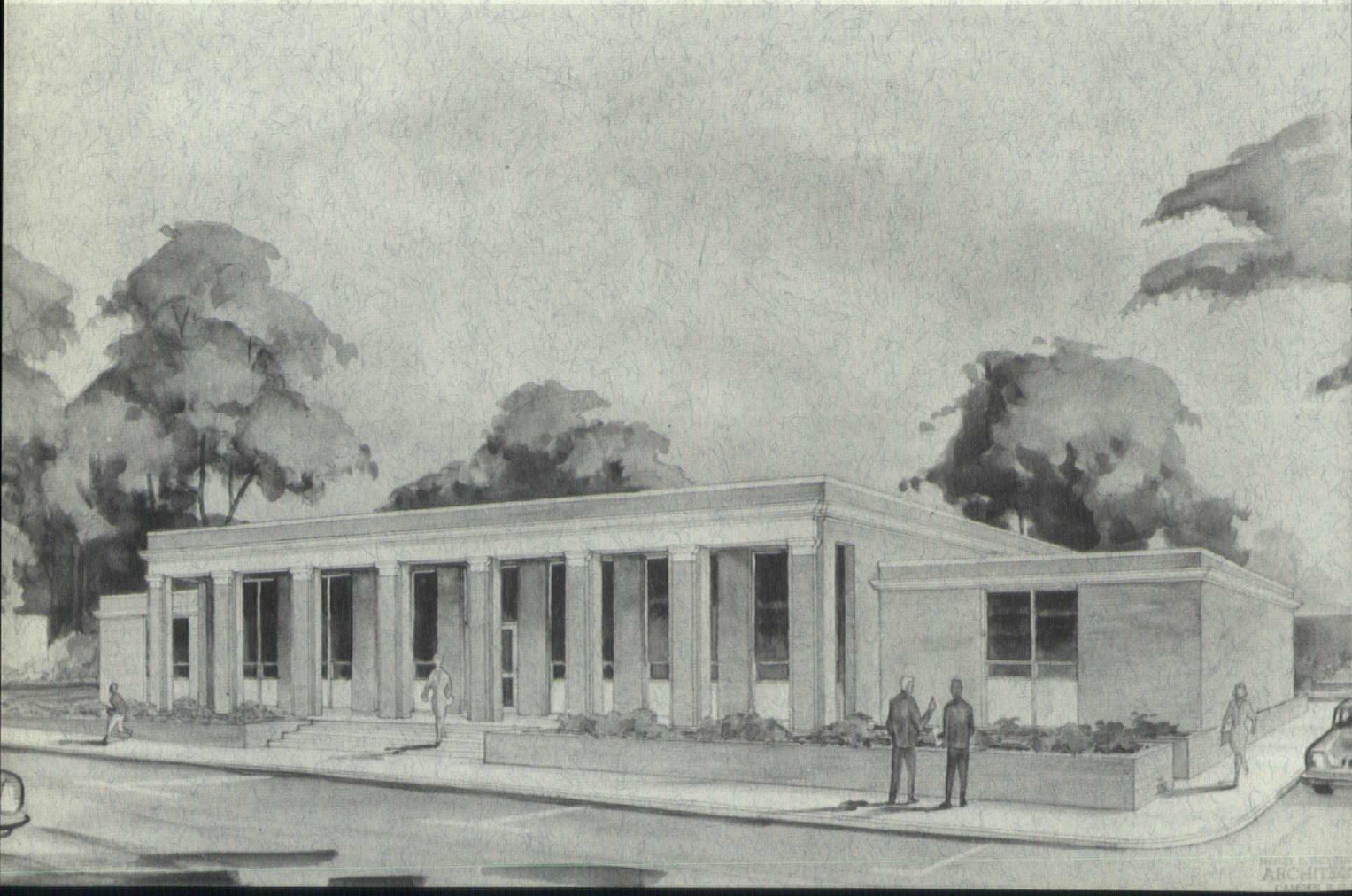
Another of Boykin's projects is Camden's "Bank in a Garden", a Citizens and Southern National Bank drive-in branch with notable landscaping. This is the building which houses the famous Carolina Cup Trophy.

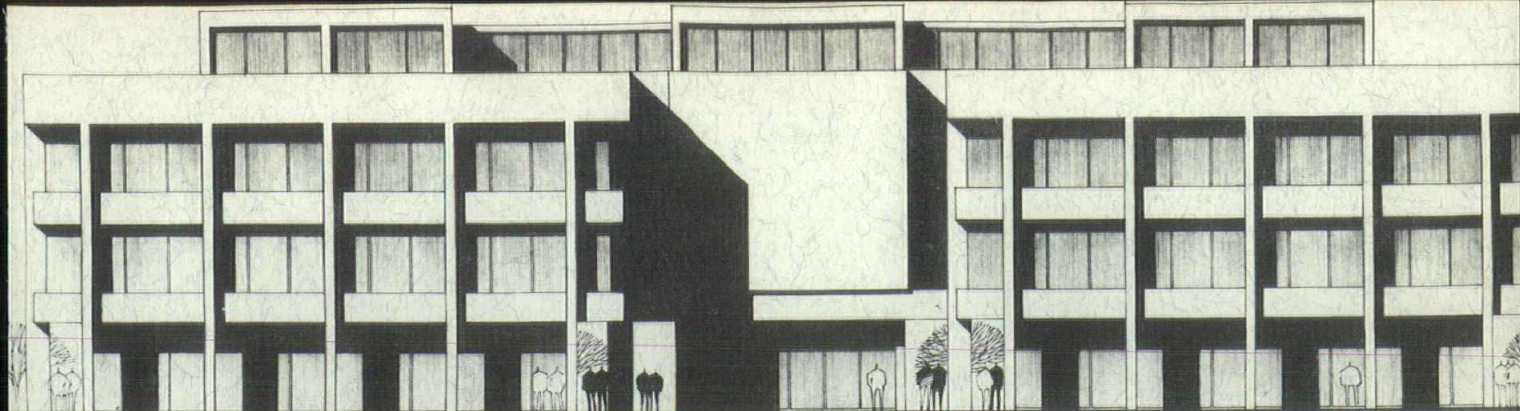
Boykin has also designed a proposed new Kershaw County Public Library for the city of Camden. It is a simple building of traditional flavor to suit both the needs and tastes of a city which is mindful of its heritage and active in restoration.



Citizens and Southern National Bank, Camden, S. C.

Proposed Kershaw County Library, Camden.





Proposed Office Building, Columbia

In a short time the practice has had great variety as illustrated most vividly by the first two jobs—Bethel Methodist Church and The Purple Onion, a sophisticated and avant-garde (for Columbia) night spot. Also completed are a group of resort cottages at Lake Murray and the usual remodeling work associated with new offices.

Drawings have been completed for several residences, a recreation and training center at Whitten Village, a maintenance center at the University of South Carolina and a priory for Saint Martin de Porres Catholic Mission in Columbia.

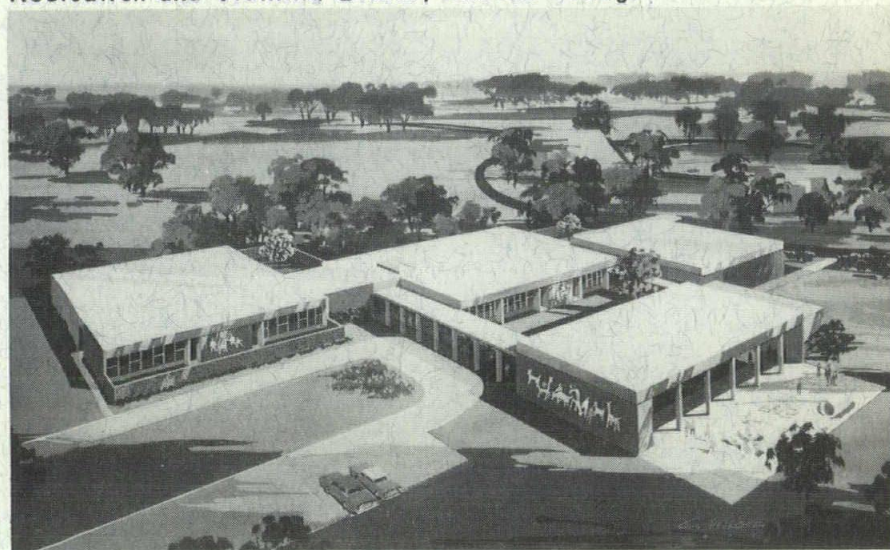
Work in the preliminary stage includes a physical education center at Columbia College, a motor pool shop building at Clemson College, an expansion program at the John G. Richards Industrial School, major renovation of the Williams Building the State Hospital, a 100 unit apartment project in Charleston, and an office building and another church in Columbia.

As is the case in most architectural offices in South Carolina, all four men are graduates of the School of Architecture at Clemson. With the exception of Geiger they had previously worked together in the Lyles, Bissett, Carlisle and Wolff office as have many South Carolina architects during the past fifteen years.

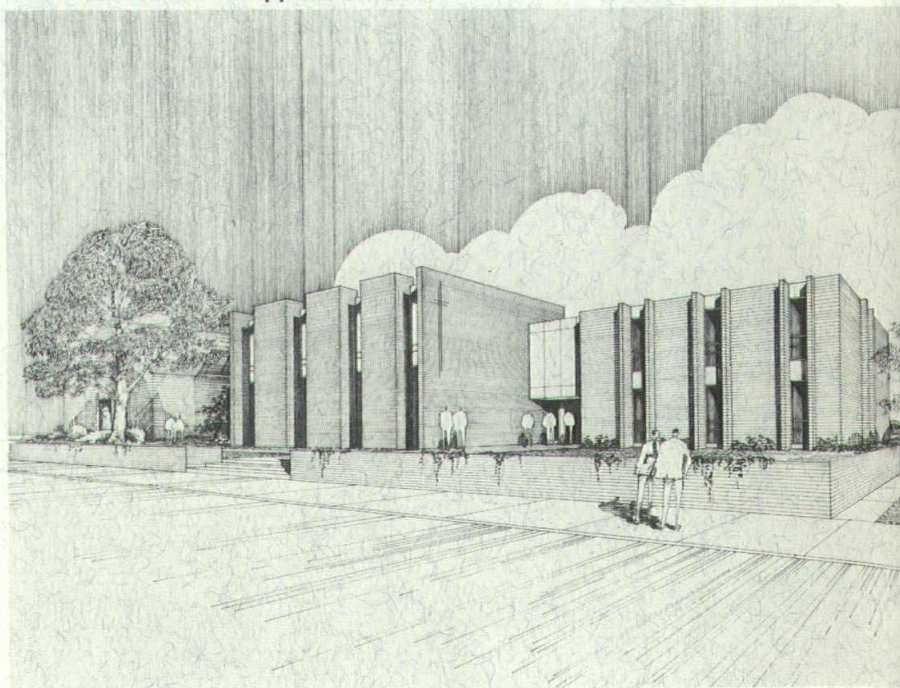
A pertinent, contemporary solution is sought for each building with a strong sense of continuity running through all of them. The office atmosphere is relaxed with much coffee, conversation and background music on records to suit each job, if possible; i.e., an album of Gregorian chants by Trappist monks for Saint Martin's Priory.

The results so far have been gratifying to those involved as steps in that search for the ultimate solution to architectural practice.

Recreation and Training Center, Whitten Village



Saint Martin's Priory, Columbia



profile /

Price

Kennedy



Geiger

Califf

From The Office Of **WILLIAM GEIGER & JOHN CALIFF, Associated Architects**

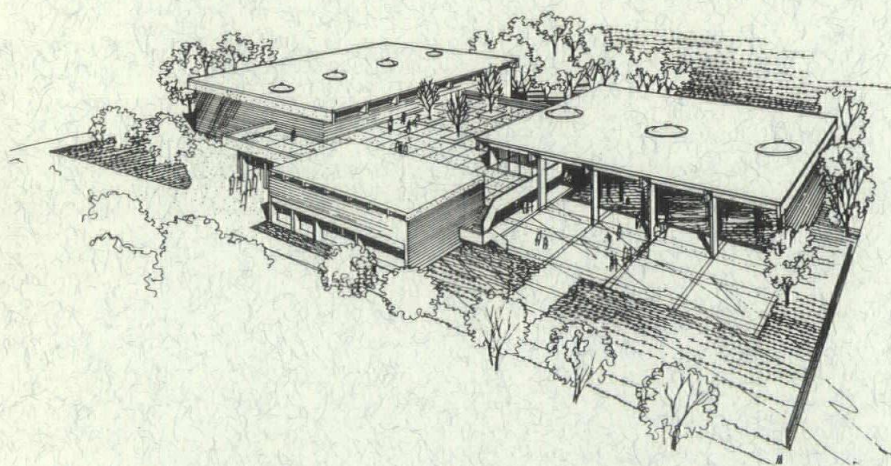
It all began on a cold, blustery day in November, 1962, when John Califf, armed with a lonely commission for a church, set up a drafting board in a little upstairs room. After a few more commissions and several months of day-time designing and night-time drafting it became obvious that a one-man office was not the ultimate solution to the practice of architecture.

The search for another kindred spirit, daring enough to accept the odds involved, led all the way to the West Coast and Robert Kennedy, a native Columbian, who was working in a Seattle office and tiring of the damp surroundings.

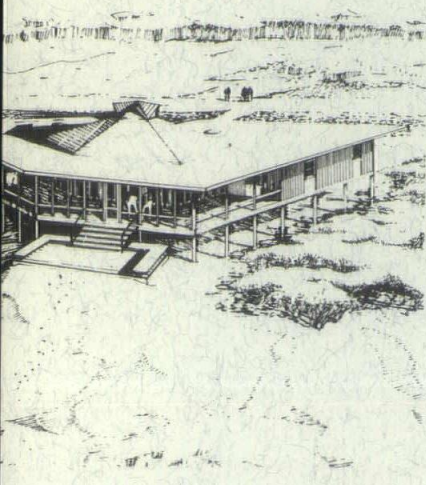
In late summer of 1963, came Bill Geiger from six years as assistant to the chief engineer of the State Budget and Control Board with several prospective jobs. A working arrangement was formed and soon Ray Price, a veteran of a half a dozen or so Columbia offices, came in to take over the working drawings.

This combination for major jobs of Geiger-contacts, specifications and supervision; Califf-design; Price-production; and Kennedy-delineation and back-up for design and production, has worked well. On smaller jobs individuals have carried through on several or all of these phases.

Physical Education Center, Columbia College

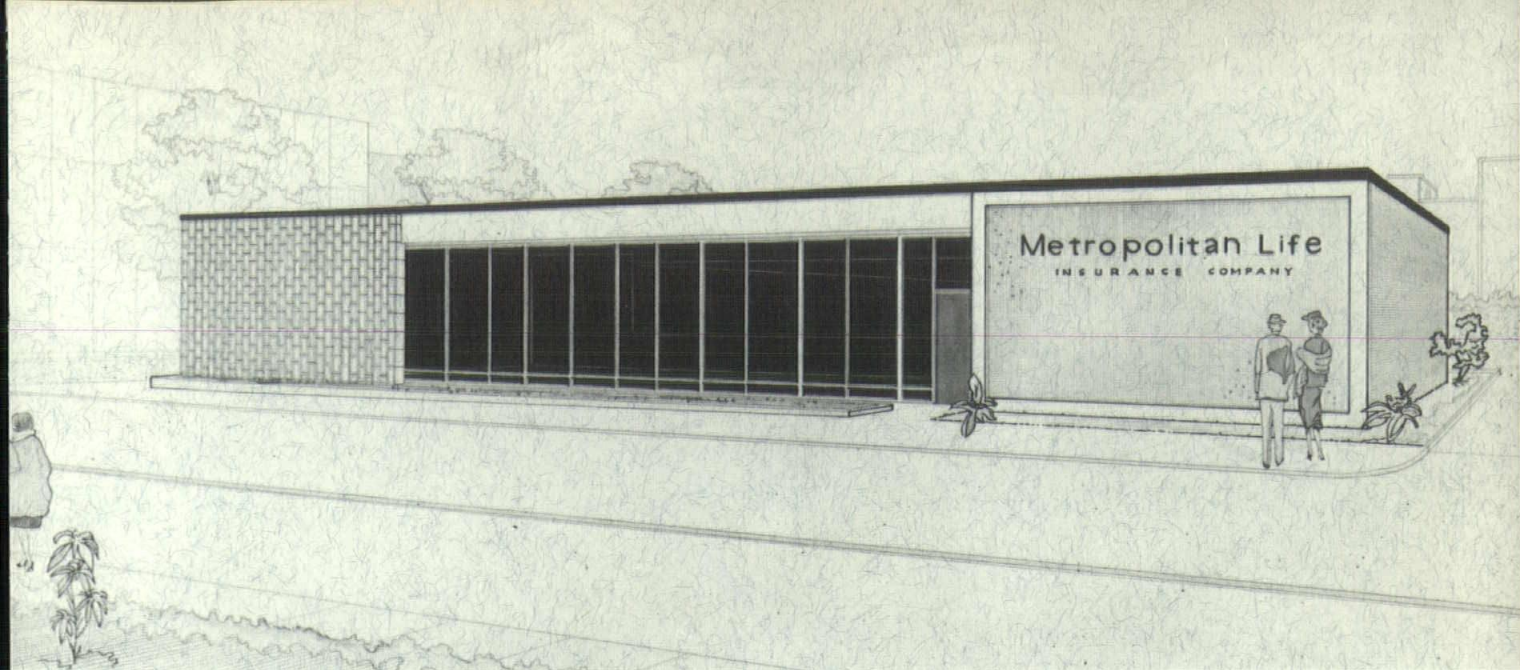


Morris House, Fripp Island



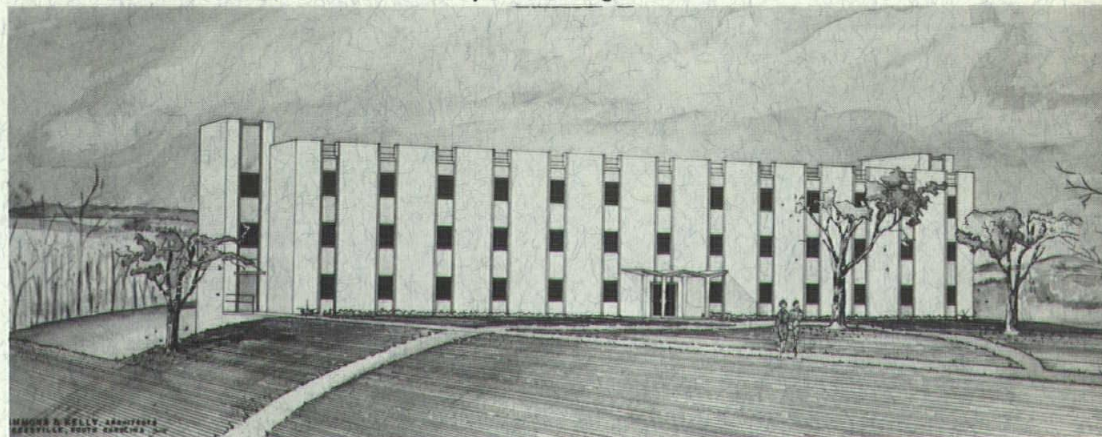
Bethel Methodist Church, Columbia



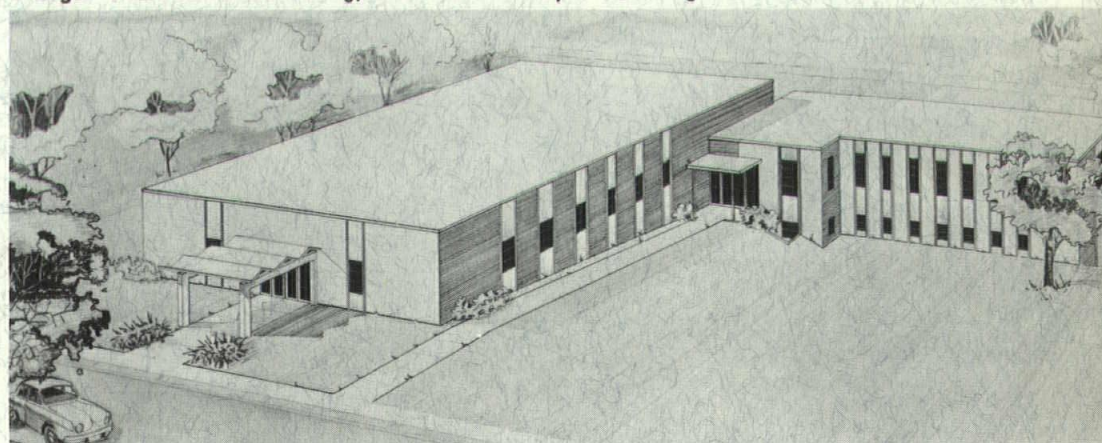


Office Building for Metropolitan Life Insurance Co.

Stuart-Bennett Hall, Central Wesleyan College



Folger Fine Arts Building, Central Wesleyan College





profile /

AMMONS & KELLY,

Greenville, S. C.

The partnership of Ammons and Kelly with offices located in Greenville, recently celebrated its second anniversary. John Kelly, A.I.A., born in Central, South Carolina, and Roy Ammons, A.I.A., of Spartanburg, joined forces in May 1962 after varied experience in other offices in the area.

Kelly has had previous experience with The McPherson Company, Architects-Engineers, of Greenville, and The Six Associates, Architects-Engineers, in Asheville, North Carolina. He graduated from Clemson University with a B.S. in Architecture.

Roy Ammons, after attending Furman University, and serving as

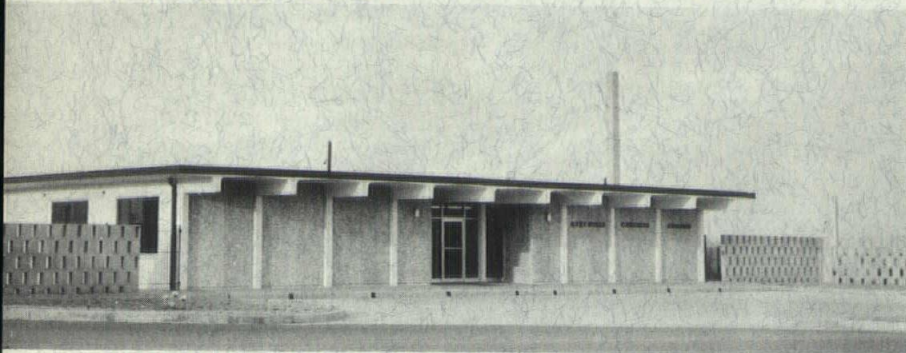
a Chief Draftsman, Project Inspector, and Estimator in the Air Force, was successively a draftsman for W. Paul Williams, Architect, in Spartanburg, draftsman for The McPherson Company in Greenville, and Chief Draftsman for the Greenville Concrete Company.

Ammons and Kelly, now working together, combined their skills to design the Women's Dormitory and the Fine Arts Building for Wesleyan College in Central, South Carolina. The Dormitory contains fifty rooms, houses one hundred students, and has kitchen, dining and infirmary facilities. The Fine Arts Building, with its auditorium seating 520, also has classrooms, practice rooms,

and office accommodations.

Other projects completed in the firm's busy two year history include the Metropolitan Life Insurance Company District Office in Greenville; the Greenville Concrete Company's office building; Ruth Originals Corporation's \$175,000, twenty thousand square foot manufacturing plant; manufacturing space and offices for Brevard Manufacturing Company in Brevard, North Carolina; the Physical Education and Administration Building for Central Wesleyan College; and the new maintenance building for Youngblood Trucking Co. in Greer, S. C.

Greenville Concrete Co.



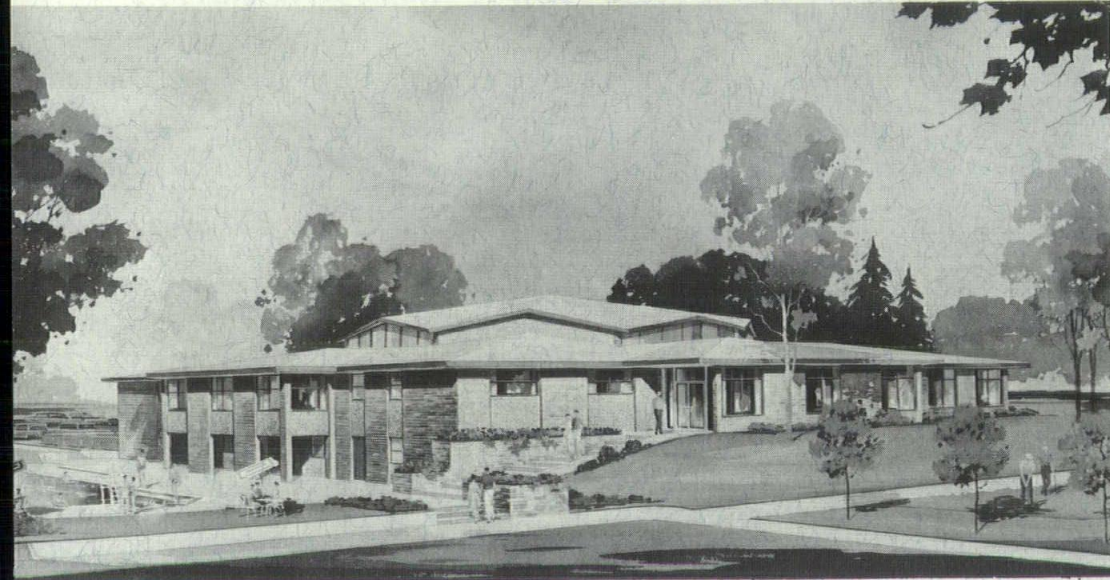
Greenville Residence



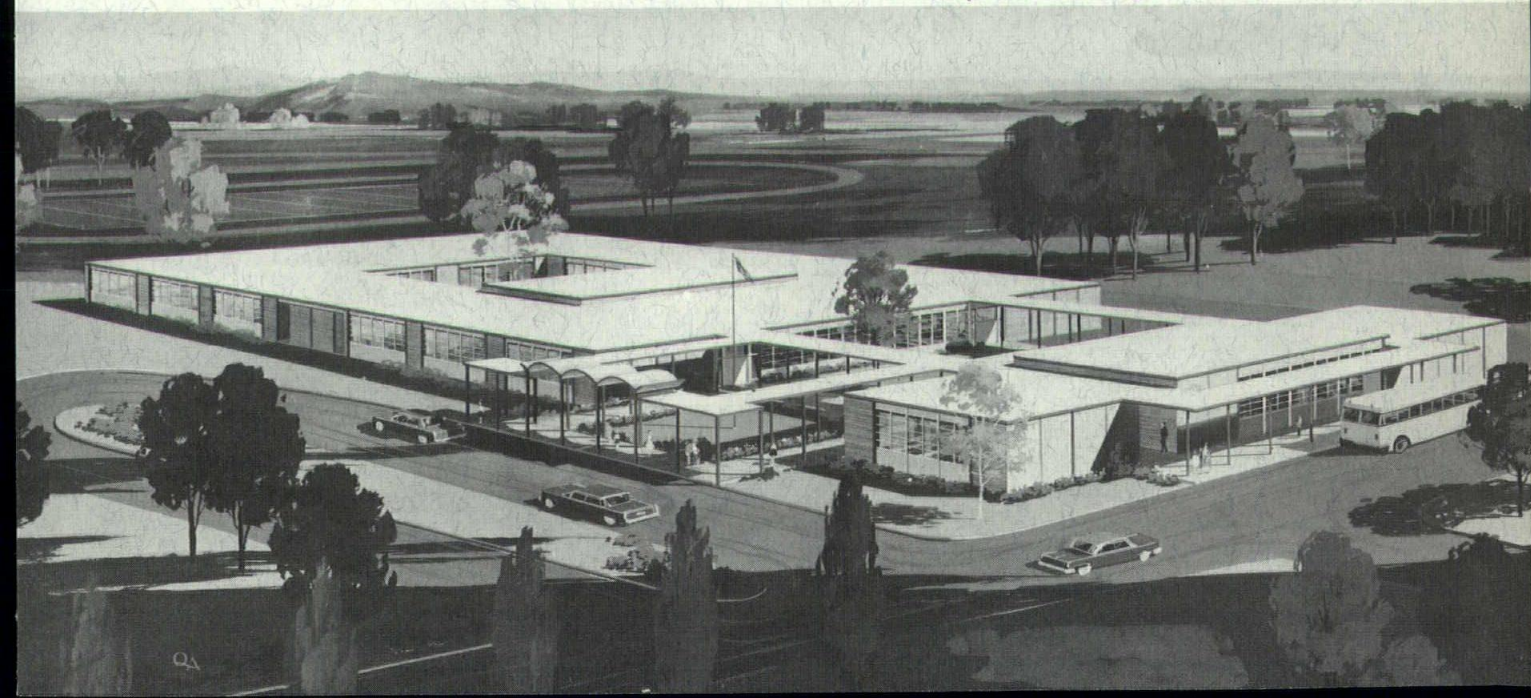


Darlington Elementary School, Darlington, S. C.

Proposed Sunset Country Club, Sumter, S. C.



Mayo Junior High School, Darlington, S. C.



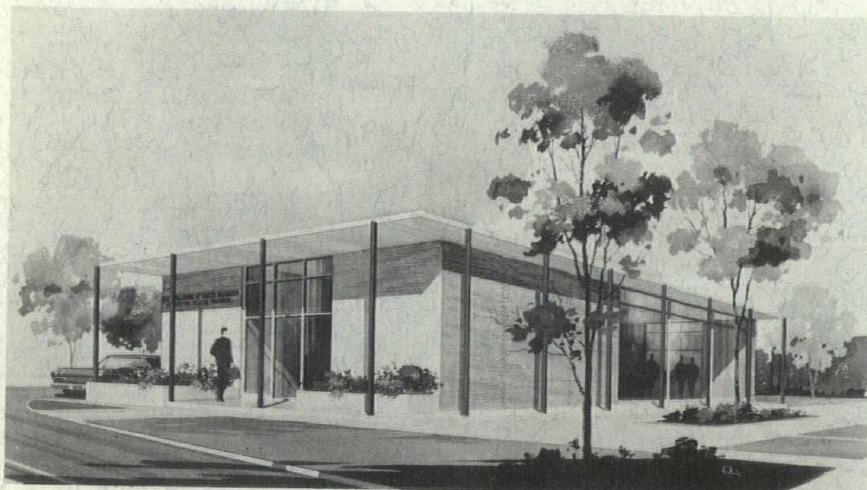


Sumter Technical Education Center

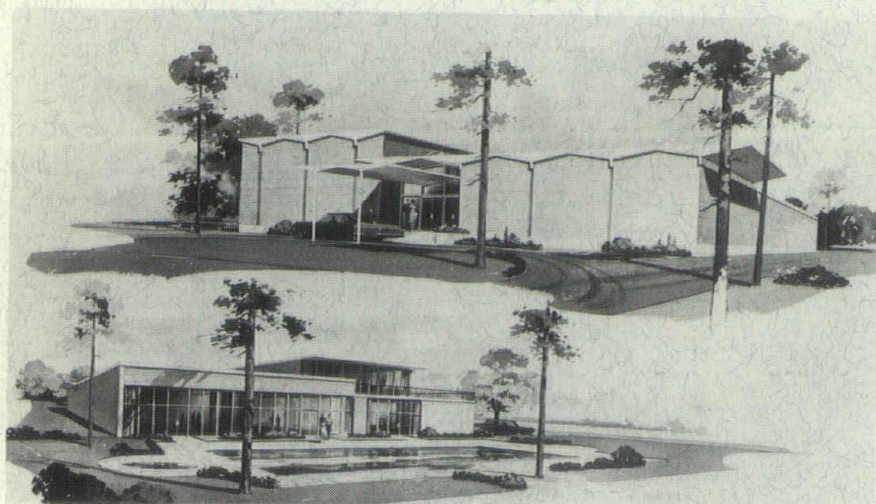
profile /

DEMOSTHENES, McCREIGHT & RILEY,

Sumter



National Bank of S. C., Palmetto Plaza Branch



Proposed Sumter Elks Lodge

The principals of the firm of Demosthenes, McCreight, & Riley, A.I.A. crossed paths often in the years prior to the establishment of their own firm, now in its fifth year.

Harry Demosthenes, Charles R. McCreight, and Onan Riley are all graduates of Clemson University, Demosthenes and McCreight in the class of '52 and Riley in the class of 1946.

Demosthenes gained experience at Parris Island, S. C., and had two years with CAA in Los Angeles, California. He and Riley were with the firm of J. Whitney Cunningham for several years.

Charles McCreight had brief experience with Lyles, Bissett, Carlisle, & Wolff of Columbia, and he and Riley were also with James & Durant of Sumter for several years, three years of which they were Associates with the firm.

The renderings which are reproduced on these pages represent some of the work done by Demosthenes, McCreight & Riley during their five years as partners in their own young, progressive firm.

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The week in architects' offices is usually 44 hours, 5 eight hour days and 4 hours on Saturday. Most of the public holidays are allowed and in some offices there is a two weeks' vacation on pay and a week's sick allowance. Some offices allow overtime at the regular rates, while others expect it in emergencies without extra pay.

In order to practice architecture in South Carolina and in many other states it is necessary to stand an examination and thus secure registration, as in medicine, the law and the tonsorial art. To be eligible for this examination one must be 21 years old, of good moral character, a high school graduate and must have had 3 years' experience in an architect's office, but graduation from an accredited school of architecture is accepted as equivalent to two years' experience.

The examination is comprehensive and searching and requires four days of intensive work. It covers the economic, functional and structural analysis of a building project; the art and science of planning, the art of design, draughtsmanship and the history of architecture; specification writing and estimating; the legal and business phases and ethics of practice, and the English language; the science of construction in masonry, reinforced concrete, steel and wood; mechanical equipment, plumbing, heating, ventilation, refrigeration, illumination and power. To pass this examination one must make an average grade of 75 and not less than 67 on any subject.

However well qualified one may be to practice architecture, he must be able to sell his services to the public, and the public is not only hardboiled but dense. It is accomplished with varying degrees of success by family and financial pull, by social contacts, by church

influence, by secret societies, by golf, by playing politics, by direct and above board personal appeal. Very little work comes to the architect on his record or attainment. To most people architectural service is architectural service with little discrimination as to adequacy or quality; it is often bought like pig iron on a strictly price basis.

Under the law of supply and demand there is no need for more architects in South Carolina, or in the United States, except to recruit the ranks as we die off, and it will require several more epidemics of malnutrition to create a real shortage. There is, however, a potential demand as yet undeveloped in the small house field. The magazine "Fortune" in its January number discusses this question strikingly, and I quote a few sentences:

"They say the last frontier is gone.

"They say the age of expansion is over.

"It may be so. But there are other frontiers than the Rockies and other expansions than those across the plains.

"Mr. Ford discovered a whole empire westward of the \$1,000 car.

"The frontiers today are frontiers of technology and price. And nowhere are they less advanced than in the building trades. If the building industry could build a good house to sell for \$4,800.00 it would add 60% to its small house sales in the present market. If the building industry could build a good house to sell for \$3,600.00 it would cross the present frontier and double its post-war output."

If you think you can learn to build more economical, more efficient, more livable, more durable, more beautiful small houses and that you can convince the people, here is a real public need, a real opportunity for service and for profit.

That need will undoubtedly be met, but without new blood in the ranks, it will be by others than architects. We are inevitably headed for mass production, for the factory built house — not the ready cut and bundled house that we have known for many years, and now sold on the installment plan all over the United States by a great mail order department store, but a house built and completely finished in the factory and shipped out in prejointed sections

as large as can be transported and requiring for erection neither trowel nor saw nor axe. House factories will be built in every state if not indeed in every county, thus minimizing the difficulties of long distance bulk transportation.

Brick and wood will largely disappear as home building materials, supplanted by light steel framing, precast concrete slabs covered with linoleum for floors; non-corrosive metals insulated for walls; compressed fiber panels for partitions; metal plates insulated and covered with a wearing surface for roofs; plumbing pipes and fixtures built into complete bath rooms and kitchens in the shop; electric heat, light and power shop equipped. Such a house can be set up and connected to the public utilities in a week's time, and its total cost should be little more than half that of our present bungling, piece by piece method.

But who will want to live in such a cramped packing box? It need not be cramped; the sectional method may be made quite as flexible and quite as expansive as the present small unit method. The deadly monotony! A real danger, but one which may be avoided. We are not now oppressed with any monotony in automobiles and none can fail to be impressed with their progressive improvement in beauty.

If the movement has proper architectural direction, it can develop a greater variety and a vastly better variety than is now offered by the sickening display of wretched bungalows and row houses by which every town and city, even the great cities, are now disfigured. Whether we like it or not, it is coming and it behooves us to give it thought.

From what has been said it must be evident that South Carolina does not need to educate more architects, but rather the better education of those of us with whom she is now afflicted. What she does need more than all else in this field is popular education in the appreciation of architecture; courses of architecture in all the schools as a purely cultural study. For after all it is the people who really make architecture, who pay for it and who must endure it. South Carolina will not again have a worthy architecture until she develops better taste and exercises more discrimination than she has shown in the past 70 years.

The article below was taken from a lecture given young college students at the University of South Carolina in the early 1930's by Charles Coker Wilson. It is interesting to note the relative building costs and wages of thirty years ago, but more interesting to see that the problems that face the young architect of today have not changed in these three decades.

The young architects profiled on the following pages would certainly agree with Mr. Wilson's observations.

ARCHITECTURE AS A VOCATION

by Charles Coker Wilson, FAIA, 1864-1933

I take it that I am expected to speak with entire frankness on the condition of architectural practice and cannot, therefore, advise you to take up the study of architecture as a vocation if you are expecting an eager demand for your services or easy money. In normal times competition is keen and it requires constant vigilance and constant struggle to maintain a self-supporting practice; in depressions such as now prevails, architects are the first to suffer and the last to recover, and their suffering is not a 25% salary cut, but a reduction of 50% and even 100% in earnings.

The normal volume of building in the United States is something more than \$6,000,000,000, or roughly about \$50.00 per capita. A large part of this is industrial work such as factories, warehouses and power plants, in which architects do not participate; an even larger part is in small residences costing less than \$10,000, which are handled by speculative builders, mail order houses, published plans and no plans.

That architects have little to do with building the homes of the masses is plainly evidenced from the commonplace and even shoddy appearance of most of the residential districts in all of our cities and towns.

The estimate that architects handle 60% of all building work or \$3,600,000,000 is more than liberal. There are about 12,000 architects in the country and this would mean an average of \$300,000 of work for each, but a few eminent architects in the large cities command volumes of many millions and it is very doubtful if the average architect in the smaller cities and towns and the great majority in the large cities have an average

practice of \$200,000.

Architects are generally paid a percentage on the cost of the buildings they handle. A very few, who have succeeded in making themselves the fashion, but not in South Carolina, charge 10%, 15% and even 20%; many others, and unfortunately they are not unknown in South Carolina, properly rate the value of their services very low and work for what they can get, sometimes as little as 3%. The American Institute of Architects advises 6% as a fair charge, and at this rate the architect with an average share of the work, or \$200,000, will have a gross income of \$12,000.

If the \$200,000 is on one, not too complicated building, and the client will allow time enough, the architect might do all his own draughting and specification work in one year and his supervision the next and thus make a gross of \$6,000 a year, out of which he must pay for rent, typing, printing and office supplies amounting to about \$1,200 a year and leaving him a net income of \$4,800. But if his work consists of ten buildings averaging \$20,000 and the clients demand prompt action, as they always do, he will need to employ three draughtsmen at a cost of \$6,000 and his office expenses will increase to \$2,000, leaving him a net of \$4,000, provided there is no traveling expense.

An architect handling \$1,000,000 of the average run of buildings will have his whole time consumed in executive duties and in the supervision and coordination of the work of others, and will need to employ six or more draughtsmen besides inspectors, a specification writer and two or more engineering specialists, and only by the best business management can he hope to

make out of his \$60,000 fees a net of \$10,000.

The normal annual building in South Carolina is estimated at about \$30,000,000, and about \$18,000,000 is handled by architects. There are 44 registered architects in the state and 45 registered from other states, who get much of the cream of the work. As many of these non-resident architects are from New York City, with the prestige and financial influence which that carries and most of the others from the border cities of Savannah, Augusta, Asheville and Charlotte, they share the work of the state almost, if not quite, equally with the resident architects. It may be assumed, therefore, that 44 South Carolina architects handle about \$9,000,000, or slightly more than \$200,000 each.

In the old days, even down to 50 years ago, architecture was a comparatively simple work, involving as now, the fine art of design and sound construction in masonry and in wood, all of which could be mastered by one mind. Since the introduction of steel and reinforced concrete, with the consequent high and complicated buildings and the invention of hundreds of mechanical and electrical devices with which the modern building is equipped, it has become very complex and technical work of a very wide range, quite beyond the grasp of any one man. It now requires the work of several specialists, with whom commissions must be divided or who must be carried on the architect's staff, and in any event adding heavily to the burden of expense. It is true that manufacturers offer this technical service free and many architects accept it, but it is interested service of doubt-

(Continued on page 24)

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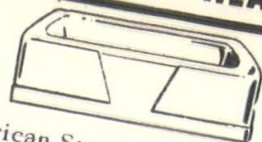
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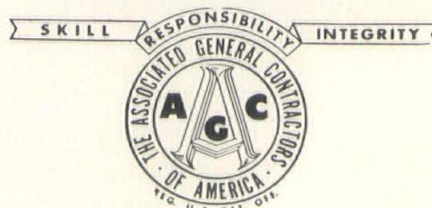
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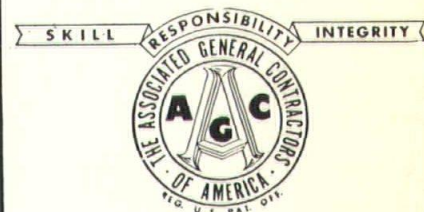
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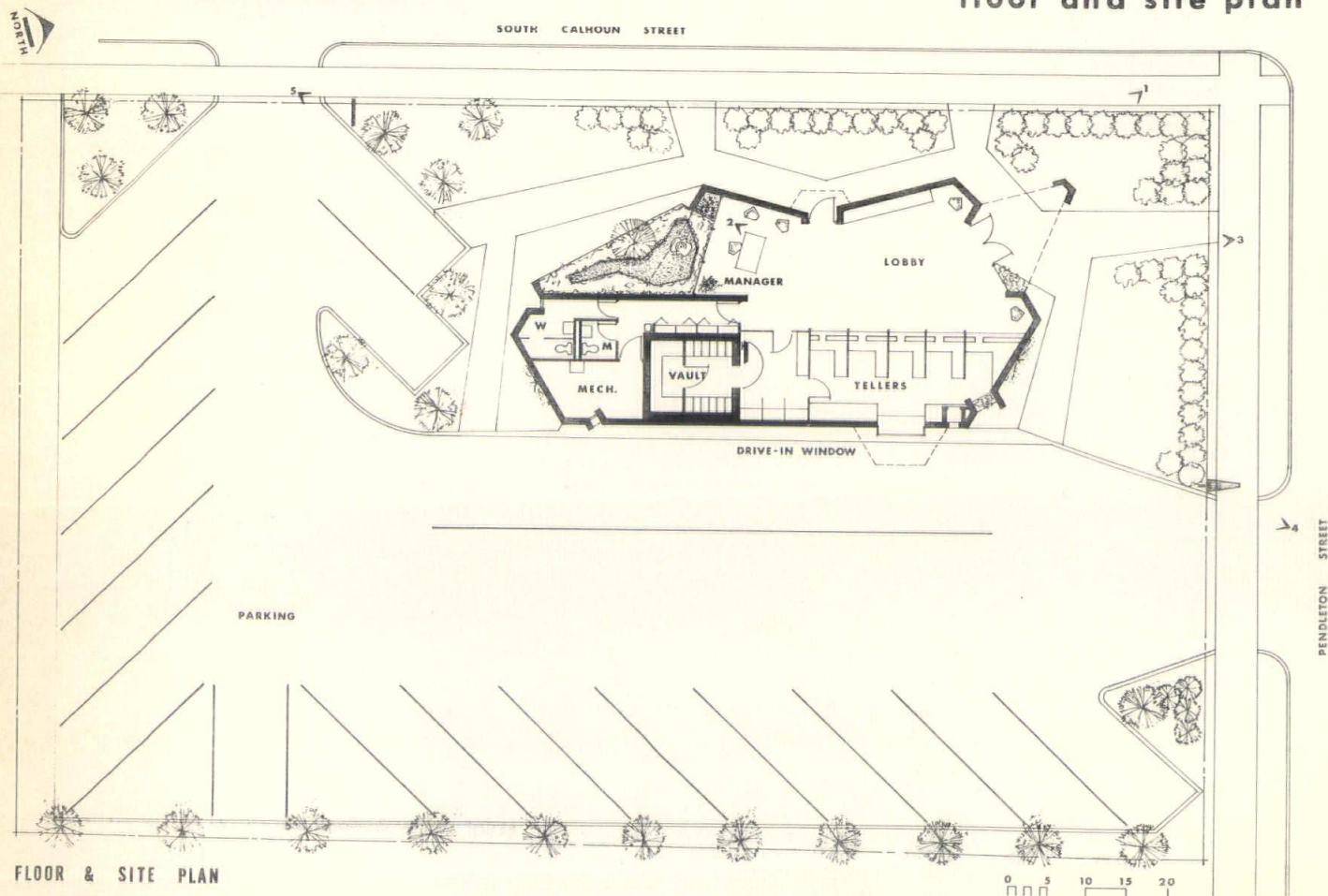
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continued



floor and site plan



THE PEOPLES NATIONAL BANK GREENVILLE, S. C.

ARCHITECTS: TARLETON, HILLER AND TANKERSLEY

General Contractor: Fiske-Carter Construction Co.

Program Requirements:

It was the desire of the owner to erect a small drive-in branch office with maximum parking plus facilities for walk-in depositors. A total of \$31,000 excluding fixtures such as the vault door, drive-in window, and safety deposit boxes, was available.

Design Solution:

A strong masonry look was desired. This was accomplished by free standing brick walls, each appearing as a separate entity, connected only by roof and glass panels. The walls are entirely of brick, inside and out, to accentuate the masonry mass of each wall; the roof appears only as a horizontal plane hovering between walls. The structure contains 1,500 square feet and a future island for a drive-up teller is planned.

Construction Materials:

Ceilings are of suspended ventilating acoustical tile; recessed incandescent and surface fluorescent accent lighting was used on the interior, and incandescent and yard landscape lighting complete the exterior floodlighting.

Roof structure is bar joists with corrugated metal decking, insulating concrete fill and 5-ply built up roof. The vault is of 12" reinforced concrete with 1x6 square groove walnut paneling around the vault door.



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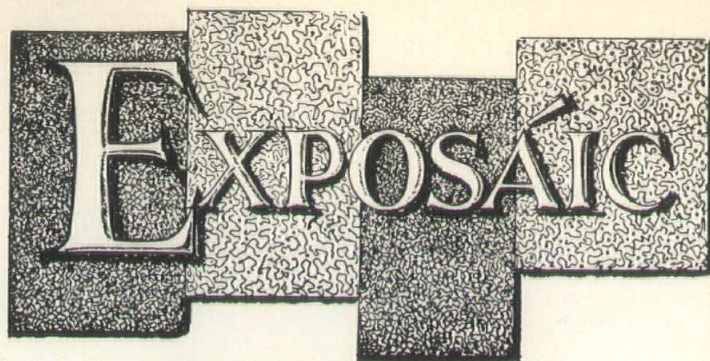
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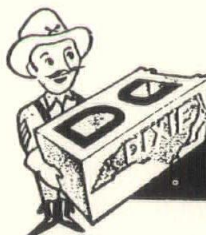
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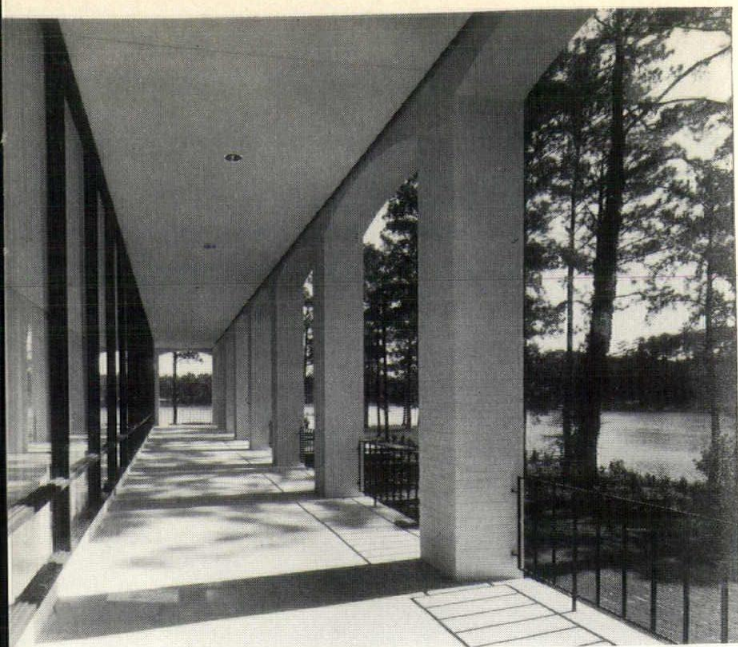
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colonnaded porch is reminiscent
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setting for club building



elegance is achieved with traditional
furnishings against a simple background

HONOR AWARD: FOREST LAKE CLUB

ARCHITECTS : LYLES, BISSETT, CARLISLE AND WOLFF

General Contractor: Lafaye-Tarrant Construction Co.

Program Requirements:

This structure, built on a limited budget of about \$250,000, replaces the wood frame dining-room, ball-room and cocktail room areas of the existing club with permanent club facilities, and has been planned to take full advantage of the site, a pine covered peninsula on a large lake with beautiful views in all directions.

It was deemed necessary that the building have dignity, elegance, and serve as a handsome background for antique and other traditional furnishings that were available and desired.

Design Solution:

The new building was designed in a manner reminiscent of the

ante-bellum plantation houses of the South and has been reoriented to the entrance drive and the lake with floor to ceiling glass walls behind a white arched brick colonnaded porch.

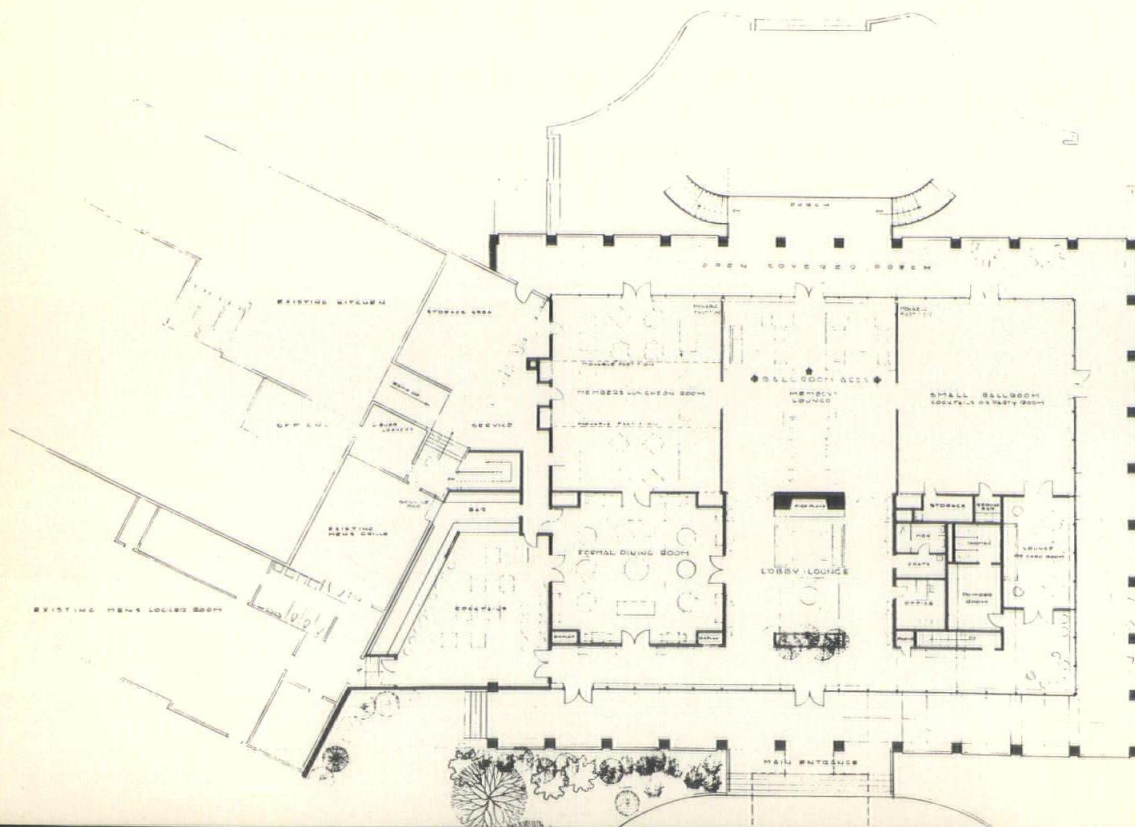
The interior has been planned as a simple background for traditional and antique furnishings. Existing men's locker room and kitchen tie into the new structure at one end and it is anticipated that these facilities will be replaced by a new wing in the future.

A clear span roof from exterior column to column will permit a complete reworking of interior spaces if necessary upon replacement of kitchen and locker room facilities.

The main level contains a ball-room, lounge, formal dining room, card room, cocktail lounge, toilets and office space; the ground floor contains youth facilities and snack bar off the pool area, a ladies' locker room, and storage space.

Construction and Materials:

The exterior is of glass set twelve feet behind the painted brick colonnade forming a porch around three sides of the building at both levels. The main floor is of reinforced concrete and the roof structure is made of steel trusses spanning 108 feet which contain major air handling equipment for the public spaces.





WOMEN'S RESIDENCE HALL,

continued



bedroom study area



lounge area

EMSON UNIVERSITY



HONOR AWARD :

WOMEN'S RESIDENCE HALL NUMBER ONE

ARCHITECTS : HALLMAN & WEEMS

General Contractor: Roberson Construction Co.

Program Requirements:

Women's Residence Hall No. 1 is the first of seven similar buildings planned for a new women's residential campus at Clemson University. Each building is designed to provide dormitory and social facilities for 144 girls and one resident counselor.

Design Solution:

This residence hall is a four story building, the first floor of which is allocated to social, service and mechanical facilities. Each of the upper three floors is devoted to suites of bedroom and living facilities and at roof level there is a sun bathing deck and pent-house enclosure for air conditioning equipment; cooling will be installed in the future.

Construction Materials:

The building's first floor structure is reinforced concrete. Upper floors are steel framed with bar joists. Exterior walls are of brick and concrete block. Interior walls are plaster on steel studs and ceilings are acoustical plaster. First floor vestibule and service areas have quartzite flagging or concrete paving; upper floors are ceramic tile. All other floors are carpeted for quietness and reduced maintenance.

Window sashes are doublehung aluminum and all windows have KoolShade sunscreens for sun control and privacy. In addition to the fire stairs there is one automatic elevator.



SCAIA Presents Awards For Excellence In Design

Honor awards for buildings completed in 1963 in South Carolina have been given by SCAIA to two firms. Lyles, Bissett, Carlisle and Wolff of Columbia won for their design of the Forest Lake Club in Columbia and Hallman and Weems of Aiken won for the design of the first women's residence hall at Clemson University.

The awards were made at the recent architects' meeting in Columbia. The presentations were made by James H. Finch, of Atlanta, president of the North Georgia AIA chapter and chairman of the judging committee which included Scott Ferebee of Charlotte, president of the North Carolina AIA chapter and Caleb Hornbostel of New York, architectural author and expert in collegiate design competition.

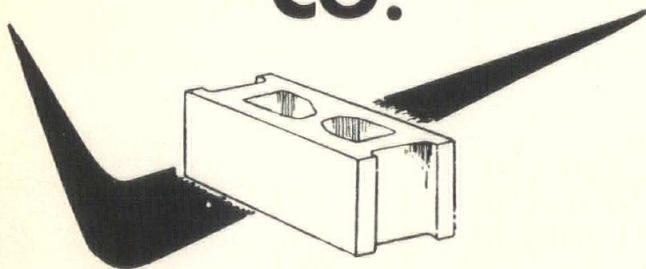
Featured in this issue are the winners and other entries in this competition.

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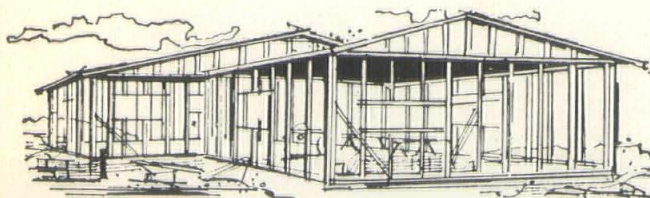
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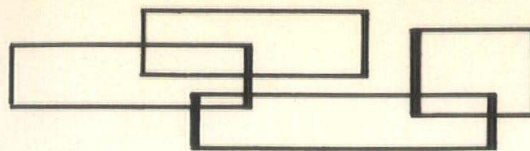


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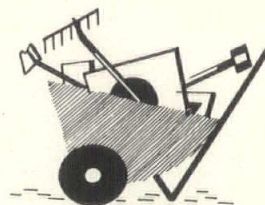
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EDITORS NOTES

The sudden death of Herndon Fair of Columbia comes as a real shock to his fellow architects throughout the state. As one friend put it, "If there ever was a 'jolly' architect it was Herdie, and he will certainly be missed."

An identifying note on last issue's cover artist was inadvertently omitted from the issue. Now a double debt of gratitude is owed to Kemp Mooney for his work on that cover and for the present cover. Kemp has recently received a graduate degree in architecture from Yale University following his undergraduate work at Clemson, and more recently has returned from some months in Scandinavia. He is presently with Lyles, Bissett, Carlisle and Wolff in Columbia.

For information to tired eyes, this cover is a semi abstraction taken from a photograph of one corner of the new prize winning Clemson Women's Residence Hall by architects Hallman and Weems of Aiken.

The profile space this issue features not one but five young architects and architectural firms. They do not qualify as young architects by age but by length of practice as independent firms—less than five years. By and large they seem to be doing a creditable job.

A well deserved honor was bestowed upon Edward Durell Stone, FAIA, architect from New York City at the recent University of South Carolina commencement exercises. Mr. Stone was awarded an honorary degree at the university for his distinguished architectural work throughout the world. His work includes the United States Embassy in New Delhi, India, the United States Pavillion at the Brussel's Worlds Fair, The Huntington Hartford Museum of Contemporary Art in New York City, various hospitals, schools, and public buildings throughout the country including at U.S.C. the four honeycomb men's residence halls in collaboration with Columbia architects Harmon and Keenan, and the Undergraduate Library in collaboration with architects Lyles, Bissett, Carlisle, and Wolff of Columbia.

Not to be outdone, Clemson awarded an honorary degree to R. Buckminster Fuller, not an architect but one of the most brilliant and, indirectly, one of the most influential figures in the building industry today. His research into new ways of covering great areas with the geodesic dome and the space frame rank among his most important contributions.



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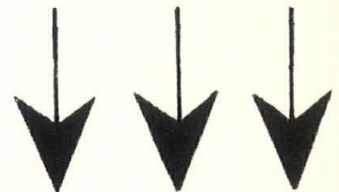
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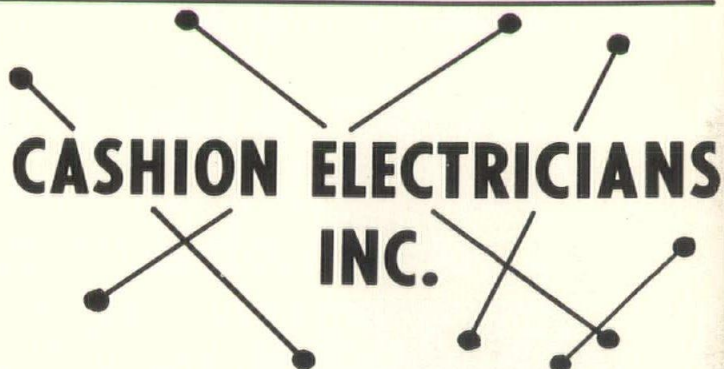
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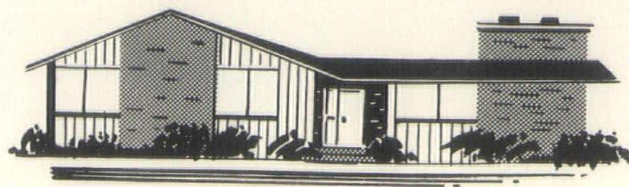
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A stimulating group of speakers will be on hand for the Regional Architects' Convention to be held in October in Greenville, S. C. These include architects I. M. Pei, F.A.I.A., of New York; John B. Perkin, Honorary F.A.I.A., of Toronto, Canada; Herbert Swinburne, F.A.I.A., Philadelphia; Lawrence B. Perkins, F.A.I.A., Chicago; Buford Pickens, Dean, School of Architecture, Washington University, St. Louis; A. G. Odell, Jr., F.A.I.A. of Charlotte, National President of the A.I.A.; and Morris Ketchum, Jr., F.A.I.A., 1st Vice President of the A.I.A. In addition, Glenn White of Raleigh, an authority on the critical path method; D'Orsey Hurst of New York, Management Consultant; and S. C. Educational Finance Commission Supervisor for School Plant Services, Broadus Southerlin.

Built around the theme of an "Equation For Excellence", the convention will investigate the organizational, management and marketing techniques in architect's offices today and offer suggestions for improvement of these techniques. In addition there will be an Honor Awards program and A.I.A. members are urged to make plans to submit as many entries as possible.

An announcement has been received, as this issue goes to press, of the appointment of Bill Lyles of Columbia as a Fellow in the American Institute of Architects. Lyles joins Tom Harmon of Columbia, Albert Simons and Samuel Lapham of Charleston, and Harlan McClure of Clemson as those architects in the state nationally recognized for their outstanding contributions to the architectural profession.

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CONTENTS

VOLUME 7 / TWO

FOR ARCHITECTS ONLY	5
EDITOR'S NOTES	7
SCAIA PRESENTS AWARDS FOR EXCELLENCE IN DESIGN	9
ARCHITECTURE AS A VOCATION by Charles Coker Wilson	23
profiles/YOUNG ARCHITECTS	26
COLUMBIA JUNIOR HIGH SCHOOL WINS RECOGNITION	57

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