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AND
THE 1964 SOUTH ATLANTIC REGIONAL ARCHITECTS' CONFERENCE

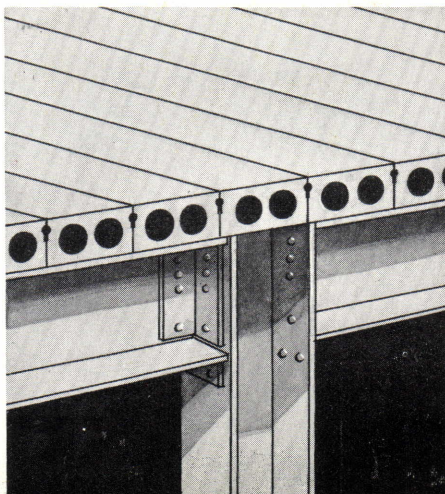
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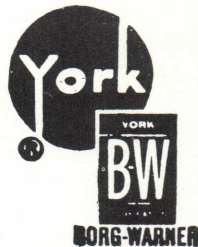
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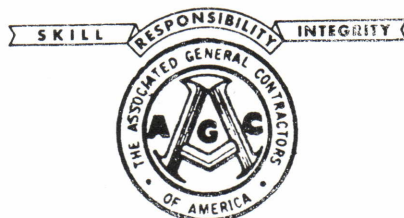
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Your attention is particularly directed to

Section 11 - BIDDING

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Carolinas Branch, AGC will gladly furnish any architect with prevailing wage rate information on any area in North or South Carolina. Just call or write.



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THE REVIEW OF ARCHITECTURE

SALUTES

A. G. ODELL, JR., F.A.I.A.

President Of The American Institute Of Architects

For the first time in its more than 100-year history, The American Institute of Architects has installed a Southerner as President—Arthur Gould Odell, Jr. of Charlotte. Odell took office at the annual convention of the Institute held in St. Louis, Mo., June 14-19.

Mr. Odell came from a family prominent in the textile industry for four generations, but from his early youth he knew that he wanted to be an architect. After attending Duke University, he graduated in architecture from Cornell, studied in Paris, spent some years working in New York and in 1941 established an architectural firm in Charlotte where he maintains his office at 102 West Trade Street.

Since that time a steady stream of handsome buildings bearing the Odell hallmark has appeared throughout the South:

Serving as President of the North Carolina Chapter A.I.A. from 1953 to 1955, as chairman of a number of committees and a member of the Executive Committee, Odell was elected Director of the South Atlantic Region A.I.A. in 1959, which post he ably filled until 1962. Then followed service as Second Vice President of The American Institute of Architects 1962-63, First

Vice President 1963-64 and his present position of President to serve until 1965.

Odell designed buildings dot the landscape and many of these structures have won national, regional and state awards. Among these, the Concordia Evangelical Lutheran Church, Conover, N. C., was awarded a national citation for distinguished architecture by the Copper and Brass Research Association and an Award of Merit from the N. C. Chapter A.I.A. The Double Oaks Elementary School, Charlotte, received awards of merit from the state and national AIA and won the Better Schools Competition conducted by school executives. Among other buildings receiving awards are R. J. Reynolds Tobacco Company's Whitaker Park, Winston-Salem, N. C. and Saint Andrews Presbyterian College, Laurinburg. Odell's firm has recently completed the 12-million dollar Baltimore Civic Center, Baltimore, Maryland.

Two years ago, when twenty two architects representative of the profession in North Carolina were polled on their favorite buildings, modern and traditional, in the State, a Raleigh newspaper pointed out that four of the top ten were designed by Odell's firm. . . .

IN HIS INAUGURAL ADDRESS MR. ODELL SAID:

Our Convention theme, "The City—Visible and Invisible," illumines the visible substance of our physical environment as it may be created by the architect and has reaffirmed that future order and beauty in our surroundings can only be realized through physically invisible forces, such as the leadership of our national and local political officials, our educators, our businessmen and, above all, by an awakened and aroused public opinion of the American people.

Each year our citizens spend millions of dollars to travel and enjoy the visual delights of European cities and countrysides, only to return to our country to wallow with indifference, apathy or blindness in the mire of ugliness which surrounds us in the billboards, the overhanging signs, the automobile graveyards, honky tonks, desecrated river banks, overhead wires, mutilating our trees, the ubiquitous aerialtrapezes of traffic signs and the concrete spaghetti of the cloverleaf in the heart of our living spaces. The effect of a beautiful building can be no better than its surroundings.

In our America there is only one architect for every ten thousand people, and his voice can do little more than point the way toward a better environment.

But to this cause of creating a beautiful America, The American Institute of Architects calls to arms the American people and their political leaders. As architects we point the way to future fulfillment and dedicate our talents, our energy and our love toward the creation of a beautiful land for our children and our children's children. This is our goal and our pledge!

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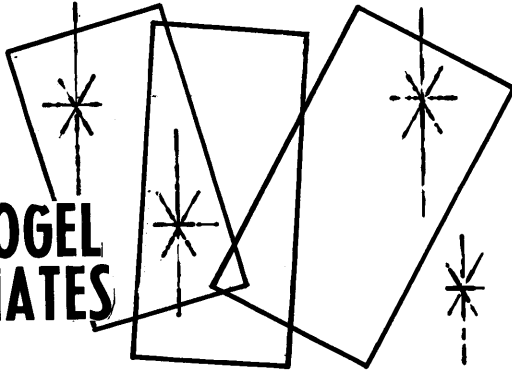


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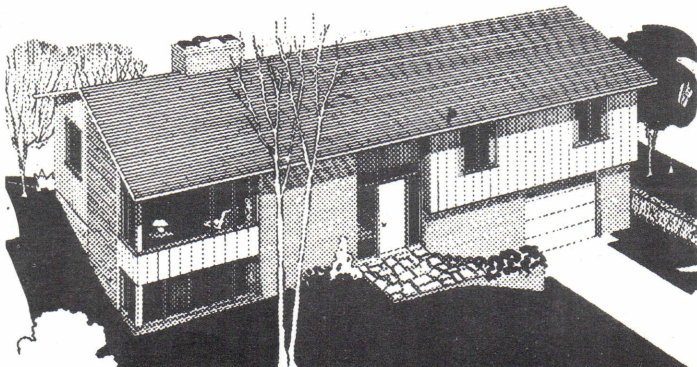
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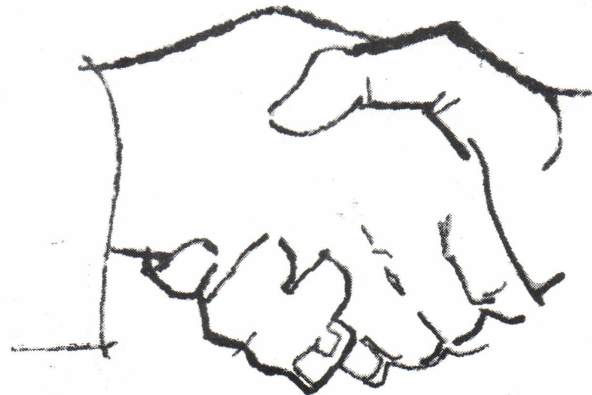
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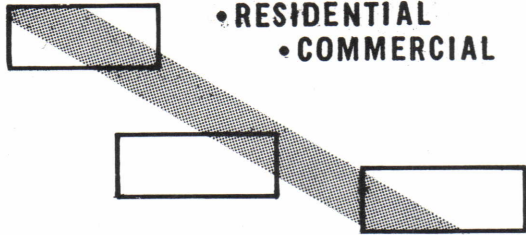
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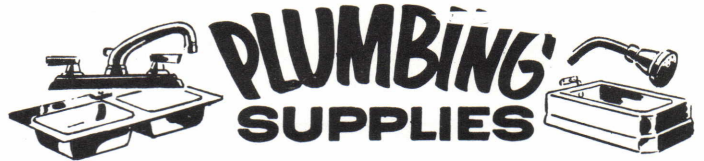
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A healthy development in South Carolina's architectural picture is the recent announcement of two architectural competitions in the State. The first of these, for Charleston architects only, to design a new civic auditorium and exhibit hall for the city, has been won by Sidney W. Stubbs, Jr. and Frank E. Lucas, with the second award going to C. T. Cummings of Cummings and McCrady, Inc., and third award to Read Barnes and Melvin F. Gay.

The second of these competitions, being sponsored by the South Carolina Concrete Masonry Association, is to be given to the architect who has designed the most outstanding concrete masonry structure built in South Carolina within the last three years. This is to be a yearly award given at the annual Winter A.I.A. meeting and will consist of a trip valued at about \$1,000.00 dollars for the architect and his wife. Certainly a worthwhile step toward a better architecture in South Carolina.

A prime program of the American Institute of Architects, and one that was reemphasized by President Odell at the recent national convention, is membership growth — vital in making the Institute more truly representative of the architectural profession in the United States.

This is a real challenge to architects in the Southeast region and especially in South Carolina where only fifty eight percent of all registered architects are members of the American Institute of Architects.

As physicians join the American Medical Association and lawyers become members of the American Bar Association, it would seem that architects, for personal advantage, if nothing more, should become members of the American Institute of Architects. . . .

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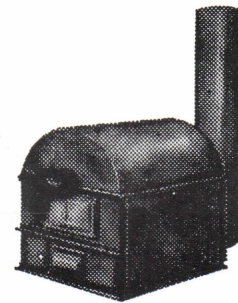
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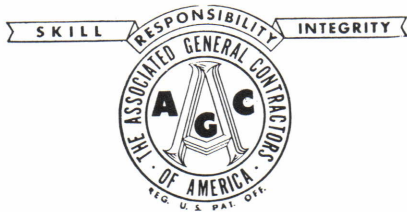
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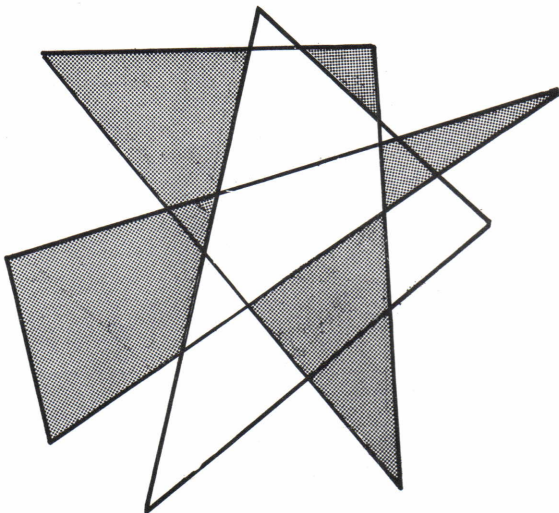
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EDITOR'S NOTES

Without berating the need for study and discussion of new architecture, urban design, fine arts and other popular themes for architect's conferences — themes that unfortunately seem to be quickly forgotten by many in the everyday business of architecture, the Greenville Council of Architects is to be commended on its choice of an "Equation for Excellence" idea to be explored at the Biannual South Atlantic Regional Conference. For, while we can certainly use all of the aesthetic help we can get our hands upon, this "Theme" should certainly be welcomed by all architects, confronted as we are today by more and more business problems. These reviews and discussions of the everyday problems of design and construction, architect-client relations, and the promotion of architectural services should provide a great stimulus for all of us. Since the day-in, day-out successful operation of an architectural office should be uppermost in the minds of the members of the South Atlantic Region, I strongly urge all of you architects, to make certain that you do not miss this conference.

As a result of the recent death of Charles E. Daniel of Greenville, the dynamic head of one of the world's largest construction companies, South Carolina has suffered a great loss. For he was a man who worked incessantly to bring industry and the accompanying benefits of industry to South Carolina and in the entire South. Today the results of his efforts stand out throughout the South and the world, and no architect in the state can help but be grateful for the direct and indirect benefits brought about by the activities of Charlie Daniel. He will certainly be missed.

The editor is indebted to the regional conference leaders and especially to Charles Liles A.I.A. for the tremendous job done gathering the photographs used in the Greenville Architectural Tour. It is regrettable that every building of note in the city could not be included.

The cover for this issue, a variation on the symbol for the Conference, "The Equation For Excellence", is again by Kemp Mooney of Columbia.

Stuart Baesel, Editor

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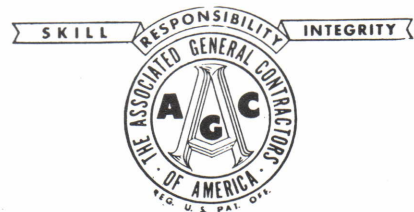
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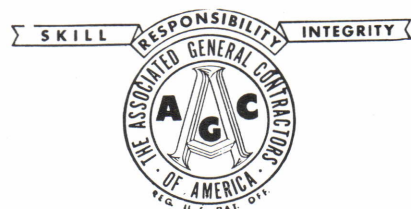
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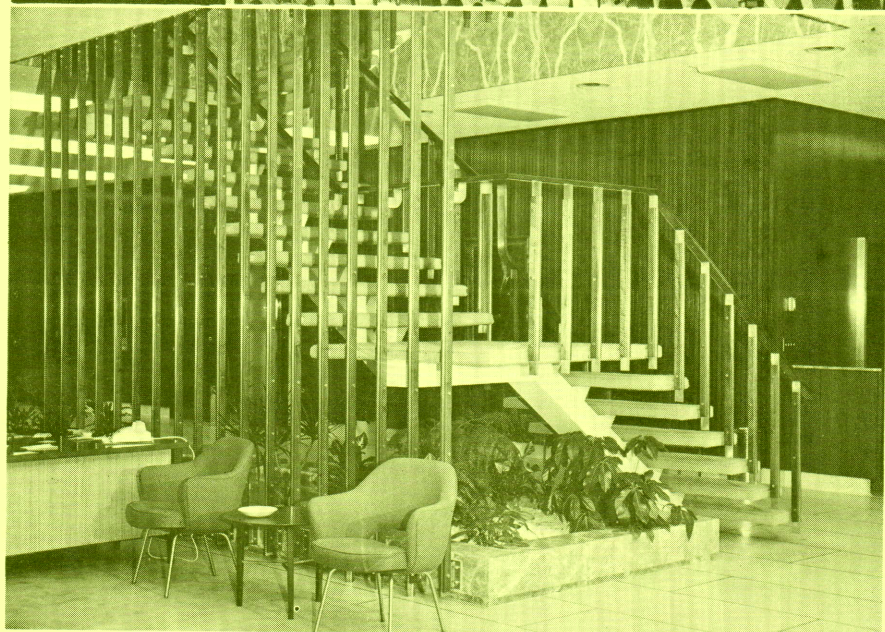
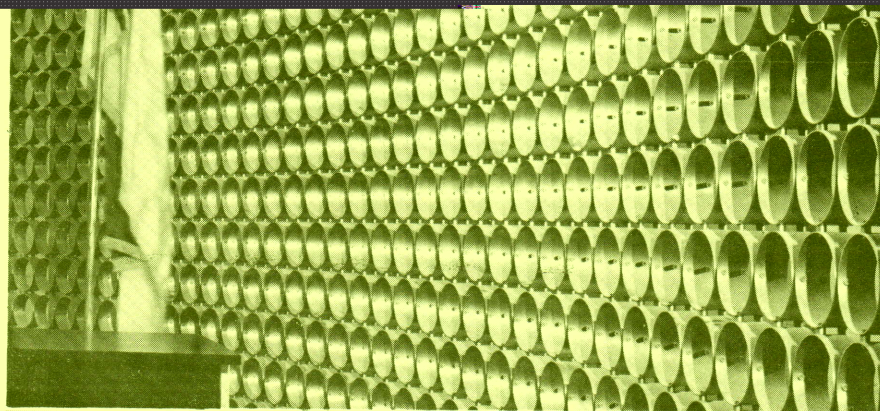
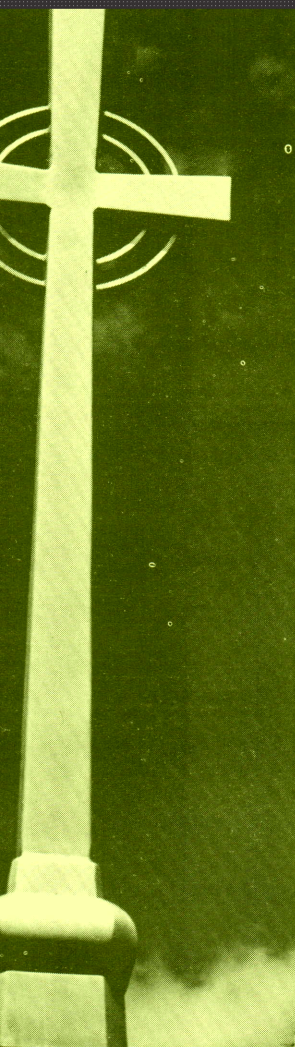


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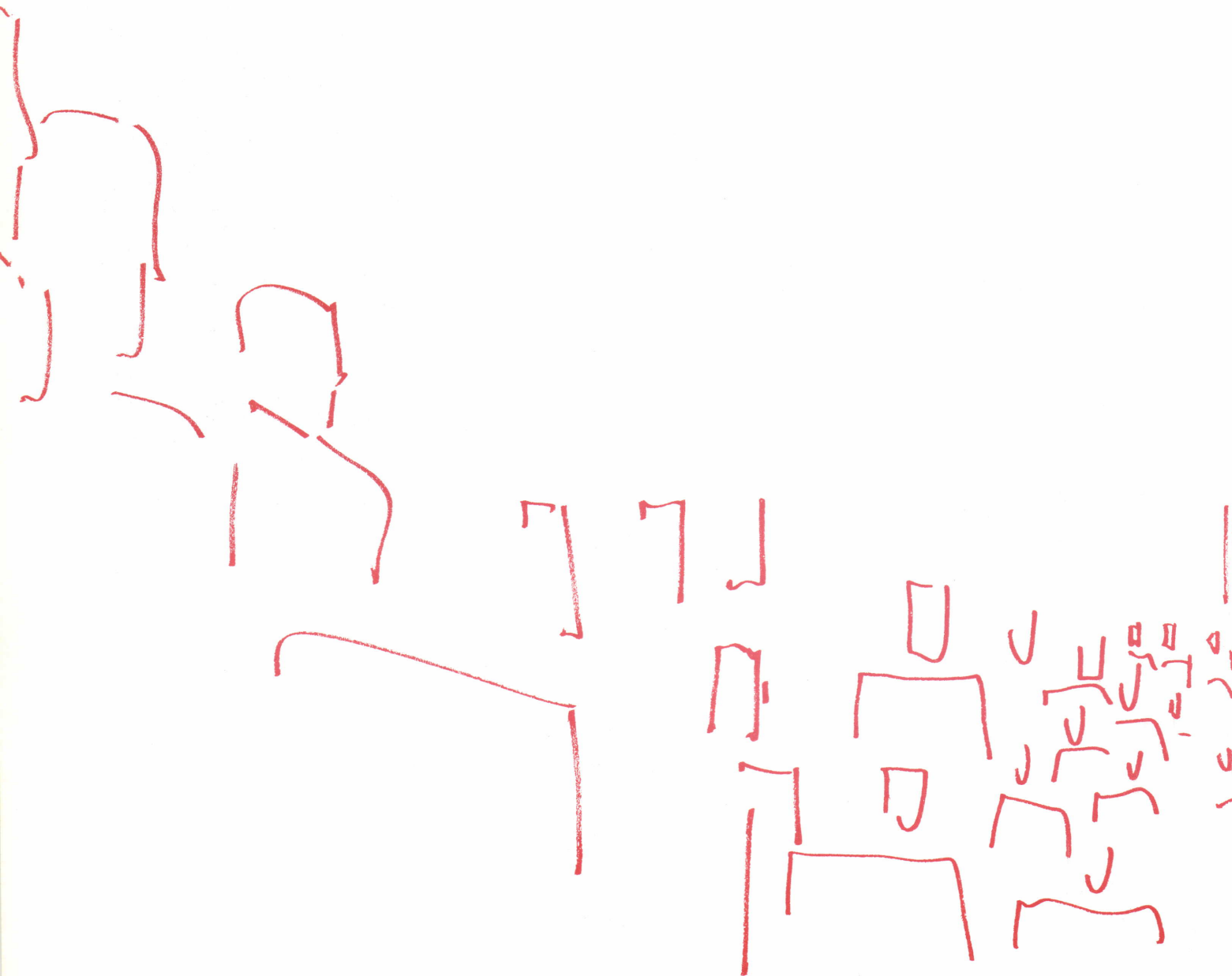
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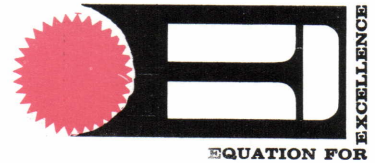
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TO STUDY "EQUATION FOR EXCELLENCE"

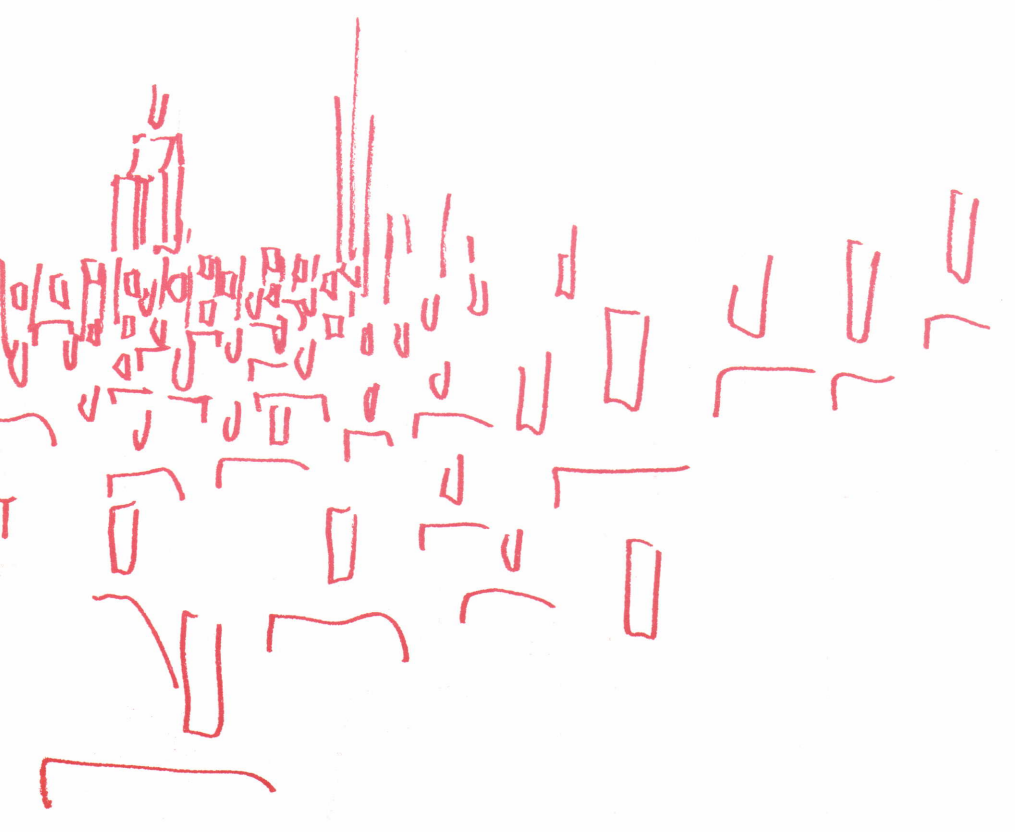
Solving one part of the "Equation for Excellence" in architecture — through the investigation of the "business" of architecture — will be the dominant theme of the Regional Architects' Conference to be held in Greenville on October 29, 30, 31.

Indications are that a great number of architects from North Carolina, South Carolina, and Georgia will be at the Jack Tar Poinsett Hotel for the conference.

The entire hotel has been reserved for this meeting and all of the conferences and architectural and products exhibits will be housed in this one location.

The Greenville Council of Architects, host for the convention, has explained that this will be a down to earth, frank exploration of the "business of architecture" and the Conference Committee has planned the convention as a review and discussion of the every day problems of design, office operations, architect-client relationships, promotion of architectural services and other matters pertinent to the practice of architecture today.

To assist in the development of this "Equation for Excellence", to explain new ideas, new developments and their proven use in other parts of the country, prominent architects, business leaders, management consultants, government leaders and others throughout the United States and Canada have been invited to participate in the conference. These will include architects A. G. Odell, Jr., F.A.I.A., of Charlotte, President of the national A.I.A. organization; Lawrence Perkins, F.A.I.A. of Chicago; Morris Ketchum, F.A.I.A. of New



York; John Parkin, Honorary F.A.I.A. of Toronto; Herbert Swinburne, F.A.I.A. of Philadelphia; Management Consultant D'Orsay Hurst of New York; critical path method authority Glenn White of Raleigh; South Carolina Educational Finance Commission Supervisor Broadus Southerlin, and others.

More than seventy five product's exhibits will be displayed in the hotel as a part of the manufacturers' and suppliers' contribution to this conference. The Conference Committee will award three Certificates of Display Excellence to those exhibits which are deemed the most colorful, imaginative and best designed at the conference.

A special feature will be the Design Awards Program for Outstanding Architecture throughout the three states included in the South Atlantic region. The prize winners, chosen by a special jury, and honor awards entries will be displayed on the mezzanine around the main hotel lobby during the convention.

This year the usual convention social program has been completely overhauled and promises to be one of the finest to date.

Among the highlights of the conference will be a special golf tournament for architects, an evening in the homes of Greenville architects, an evening of jazz with special dancing and entertainment, in addition to the usual awards banquet, dinners and other events.

For the architects' wives, the Ladies Auxiliary of the Greenville Council of Architects is preparing a program with special appeal for women and one which should prove most inviting.

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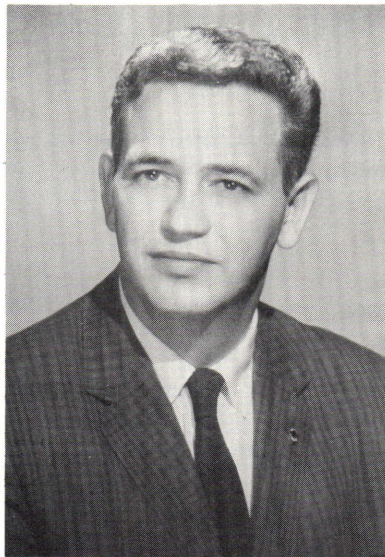
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Ladson D. Tankersley, A. I. A., co-chairman is a partner in the firm of Tartleton & Tankersley, Architects. A native of Greenville, he was educated in local schools and graduated from Clemson University before serving in the U. S. Army for two years. He is a past president and director of the Greenville Council of Architects, and has participated in activities of the Greenville Arts Festival, AAUW Homes Tour, Chamber of Commerce, Greenville Architectural Commission and the Sun Riser Sertoma Club.



Michael McMillan, A.I.A., co-chairman, is a partner in Piedmont Engineers and Architects. Mr. McMillan holds a Bachelor of Science degree in Architecture from Clemson University, and is a veteran of the U. S. Army. He held many offices in the Greenville Council of Architects and is now a director of that organization, as well as a member of the Greenville Sertoma Club.



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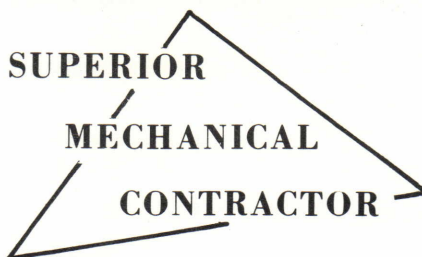
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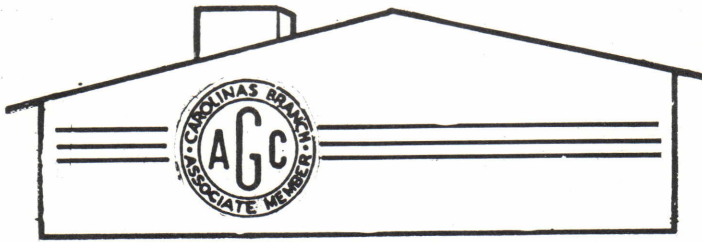


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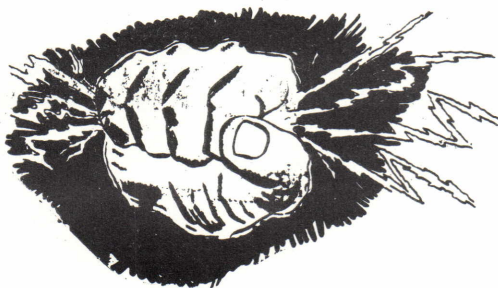
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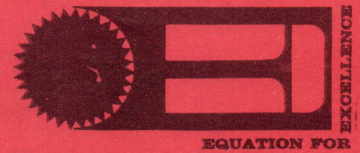
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THE SOUTH ATLANTIC REGIONAL CONFERENCE

A Resumé

The Conference, whose theme is "Equation for Excellence", will address itself to several factors affecting architectural excellence through such panel discussion topics as "The Architect in the Community", "Marketing the Services of Architects", "Office Management and Organization", and "Project Case Studies" which will explore through the "case method" how these several areas of interest discussed earlier have been cemented together to contribute to the success of actual significant architectural projects.

When the conference is convened on the first day, W. E. Freeman, Jr., A.I.A., Regional Director from Greenville, will present a regional report followed by a special report from the South Carolina State Educational Finance Commission, presented by Dr. W. Broadus Southerlin.

As a special event during the first morning, we have been fortunate in securing as a speaker Ulrich Franzen, the noted architect from New York who will show examples of his recent work which has included award winning residences, as well as several larger projects. The luncheon on the first day will feature as speaker The Honorable Robert E. McNair, Lt. Gov., State of South Carolina; and the afternoon will begin with the keynote address by Lawrence B. Perkins, F.A.I.A., who will speak on "Equation for Excellence." Mr. Perkins is with The Perkins and Will Partnership of Chicago and is most widely known for his firm's contribution to school house design.

The subsequent sessions will move from the general to the

particular and the conference moderator, Dean Harlan E. McClure, F.A.I.A., of the Clemson University School of Architecture, will direct the Conference toward this objective. For example, the session entitled "The Architect in the Community" is of a general nature and will deal methods by which the architect can take a more vital and responsible role in community affairs through the promotion of public understanding of such matters as zoning proposals, good design, preservation, urban renewal, and other affairs coming within the professional province of the Architect.

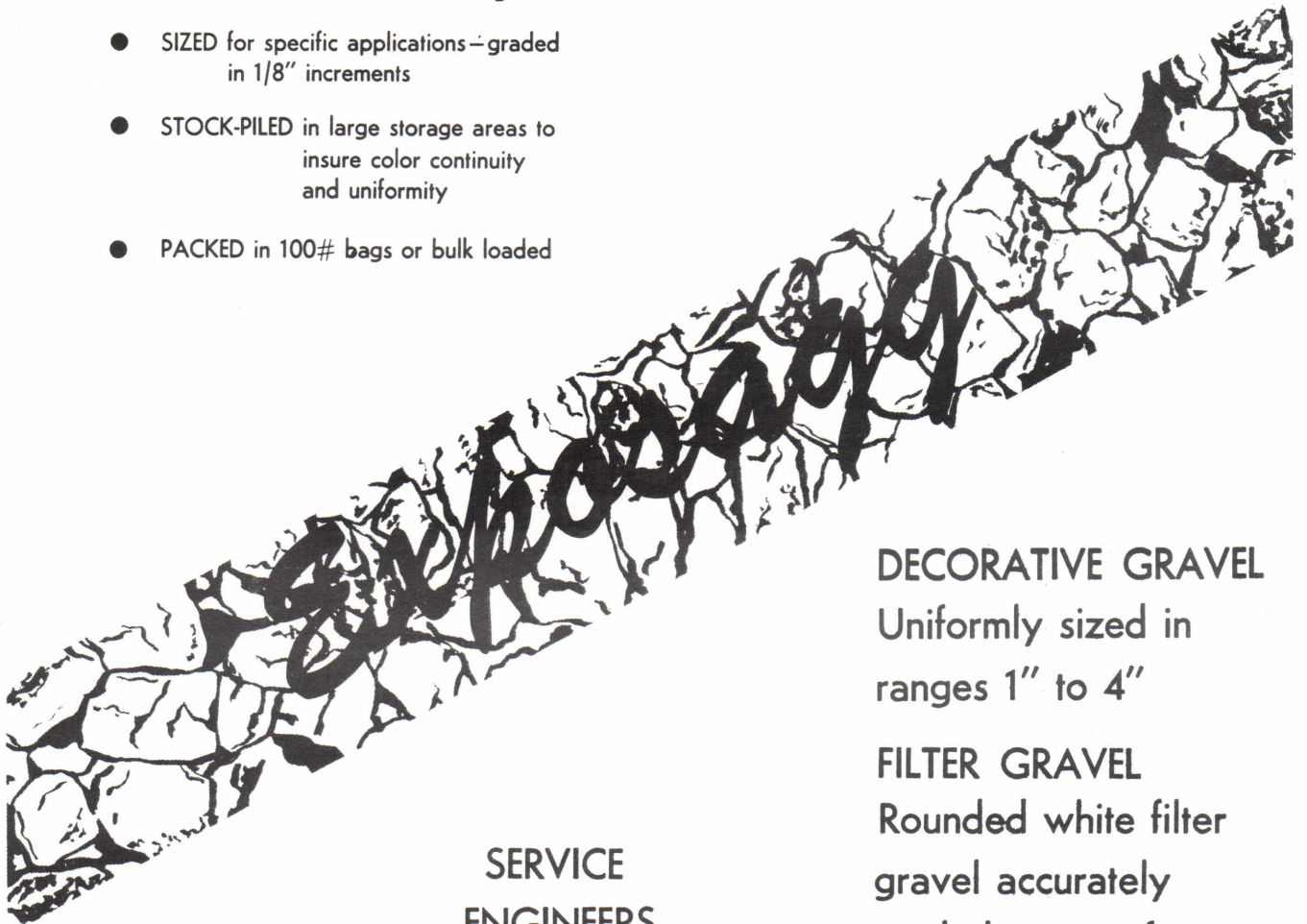
Still of a general nature but somewhat more specific is the session entitled "Marketing the Services of Architects". "Office Management and Organization" will feature three experts (two management consultants and the attorney for the National A.I.A.) who will discuss office procedures and methods for effectively improving quality and production efficiency. An introduction to the Critical Path Method (CPM) will also be presented.

The last session entitled "Project Case Studies" will wrap up much that has been said earlier by showing how particular projects of relatively small scope and in which the full range of conference components played a vital part in producing superior architecture.

Mr. Buford Pickens of the University of Washington at St. Louis will provide a Conference summary at the breakfast on Saturday morning before the social events of the day are begun.

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ROBERT CLEMMER, F.A.I.A.

The American Institute of Architects has announced the election of Robert Lee Clemmer to the College of Fellows for his notable contribution in Service to the Profession. Mr. Clemmer, a practicing architect in Hickory, North Carolina, is a principal in the firm of Clemmer and Horton Associates.

Robert Lee Clemmer was born in Stanley, N. C., attended Stanley High School and is a graduate of Lenoir Rhyne College, Hickory. He is a past director of the N. C. Design Foundation, and is presently Vice President of the North Carolina Architectural Foundation; a past Director of the Hickory Arts Council; member of Western N. C. Council of Architects; a past president of the Hickory Kiwanis Club; member of the Hickory Chamber of Commerce; member of Holy Trinity Lutheran Church where he served on the Church Council for 32 years and as Sunday School Superintendent for 10 years; a Director and President from 1954-57 of the Piedmont Educational Foundation.

As a leading architect in the state, Clemmer has exerted much influence during the past two decades in upgrading the public image of the architectural profession. Un-

der his leadership, local architects banded together to offer their services to the city of Hickory in the area of city planning. The offer met with overwhelming favor, and by 1962 the group had drawn up a tentative plan for downtown redevelopment. Currently this project is approaching full fruition. Mr. Clemmer is a member of the city's Investigating Committee to study and report on the city's needs for an urban redevelopment program.

Clemmer has held the following offices in the North Carolina Chapter, AIA: Treasurer, 1952; Membership Chairman, 1953 through 1956; Director, 1955-56; Vice President, 1957-58; President 1959-60; Director 1961-63. He is presently serving as an elected member of the Regional Judiciary Committee for the South Atlantic Region AIA. He has attended every Chapter meeting since 1951. Clemmer was active in the organization of the Western North Carolina Council of Architects in 1954 and has been a contributing member of this organization since its inception. Four Clemmer designed buildings have received Awards during the ten years of the N.C.A.I.A. Chapter's Honor Awards Program.

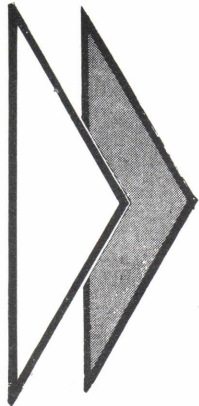
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WILLIAM G. LYLES, F.A.I.A.

The American Institute of Architects has announced the elevation of William G. Lyles of Lyles, Bissett, Carlisle & Wolff, Architects-Engineers, Columbia, S. C. to the College of Fellows. Mr. Lyles has been chosen for his outstanding service to the architectural profession.

Mr. Lyles is a native of Newberry, S. C. and received his architectural degree from Clemson College. After some years of architectural experience he served in the U. S. Army during World War II, and was discharged as a Colonel in 1945.

Since 1946 he has been a member of the South Carolina Chapter, The American Institute of Architects and served as Secretary of the chapter in 1947-48 and as President in 1949-50. Later he served as Chairman of the Organization Committee of the Clemson Architectural Foundation which recommended the reorganization of the State Architectural School and was a member of the committee chosen to select its first Dean. He was elected first President of the Clemson Architectural Foundation.

Mr. Lyles was Chairman of the Office Practice Committee that formulated and published the booklet **Architectural Practice in South Carolina**. He has served on a number of national A.I.A. committees and was chosen as one of two A.I.A. members asked to represent the A.I.A. on the Federal Government

Public Building Service Committee.

In Columbia, he has served as a member of the Board of Directors of the Greater Columbia Chamber of Commerce and also its Executive Committee; and Chairman of the Columbia-Richland County Industrial Development Commission.

He serves presently as a member of the U. S. Chamber of Commerce Construction & Civic Development Committee and is a charter member of the Richland County Historical Preservation Committee.

Mr. Lyles has a keen interest in comprehensive architectural services and has participated in various A.I.A. seminars in the East with other architects to discuss the value of these services. His article on expanded economic services — **Principles of Economic Feasibility for Architectural Projects** appeared in the November 1962 **A.I.A. Journal**.

Lyles, Bissett, Carlisle, & Wolff is composed of approximately seventy persons and maintains offices in Columbia and Washington. Stressing the importance of a complete architectural and building service, the firm employs both architectural and engineering personnel. Mr. Lyles firm is well known for its outstanding architecture. One regional A.I.A. award and four S.C.-A.I.A. awards have been given to buildings designed by Lyles, Bissett, Carlisle & Wolff within the last eight years.

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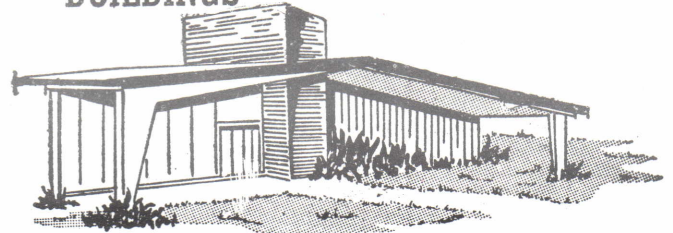
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JOHN RAMSAY, F.A.I.A.

John Erwin Ramsay, practicing architect of Salisbury and member of the North Carolina Chapter AIA, has been elected to membership in the College of Fellows of The American Institute of Architects, for his notable contribution in Service to the Profession.

John Ramsay has been a member of the American Institute of Architects assigned to the North Carolina Chapter since 1947. After serving on many committees he was elected President of the Chapter in 1951 and served as a Director of 1952-54. As President, he launched the first Chapter agreement on Standards of Service and Fees and published a brochure for use and distribution by architects. Subsequently, he initiated an agreement with North Carolina State officials for use of a sliding scale of fees for State Contracts.

John Ramsay has served on the North Carolina Board of Architecture since 1953, retiring from the Board and a five year term as President in the spring of 1964. He initiated the effort to interpret North Carolina State laws relating to architecture and published "Rules, Regulations and Laws of North Carolina" under one binder for the first time. He framed the definitions of "Architect" and "Architecture" which were adopted by a joint AIA and NCARB Committee.

Currently serving as Treasurer for the National Council of Architectural Registration Boards, Ramsay has also served on the following NCARB committees: Committee on Examinations, Committee on Foreign Education, Committee on Collaboration of Design Professions, Committee on Finance and Legal Committee. He was instrumental in having the NCARB office moved to Washington, D. C. and has served as a Director of the organization since 1961.

Mr. Ramsay is a charter member of the Salisbury City Planning Commission. In addition, he is a past President of the Rotary Club; a Ruling Elder of the First Presbyterian Church and past Chairman of the Board of Deacons; Past Director of the N. C. Symphony Society; past President of the Salisbury Chapter of the N. C. Symphony; past President of the Rowan Civic Music; and has been active in Boy Scout work for many years.

Three awards have been presented to Mr. Ramsay in the N.C.A.I.A. Chapter's Honor Awards program and he has received an award for one of three best rural churches in North Carolina from the Bishop's Committee of the Methodist Church. Articles by Ramsay have been published in **Architectural Record**, **Good Housekeeping**, **House and Home** and **Interiors**.

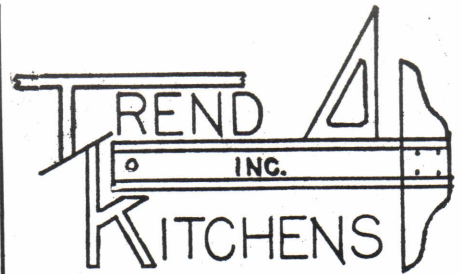
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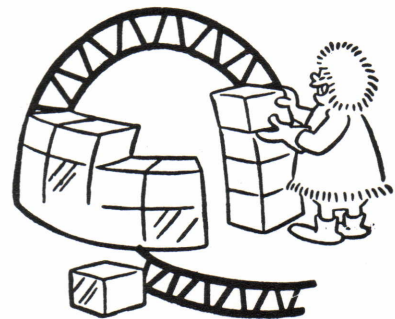
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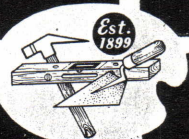
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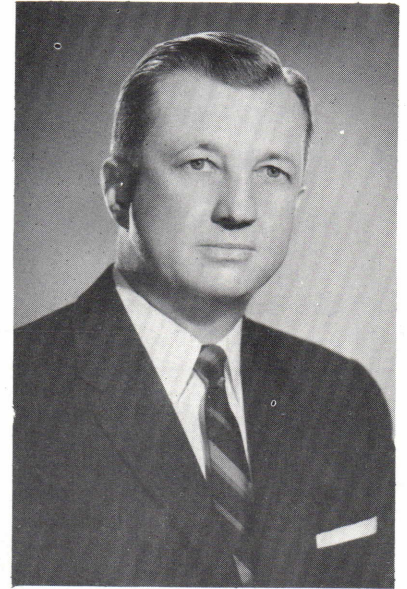
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W. E. "Jack" Freeman was born in Greenwood and graduated from Greenville Senior High School in 1930. He earned his B. S. degree in Architecture from Clemson College in 1934, not knowing that years later, while serving as S.C.A.I.A. president, one of his most important contributions to the profession would be the role he would play in the advancement of architectural education in South Carolina through his activity in the reorganization of the Clemson Department of Architecture, then a part of the School of Engineering.

After graduation and serving his apprenticeship from 1934-38, he obtained his license and subsequently served as Architectural Examiner for the Federal Housing Administration for two years. In 1940 Freeman returned to Green-

ville and opened his office for the independent practice of architecture. He became very active in the S. C. chapter of A.I.A. and since then has served in many capacities within the organization. He was a director of the South Carolina chapter in 1946-48, 1953, and 1959-61; he served as Secretary-Treasurer in 1950 and as President in 1950-51. Freeman served for five years as a member of the State Board of Architectural Examiners. Two years ago he was elected Regional Director of the South Atlantic Region, an office that includes a seat on the National A.I.A. Board of Directors.

He has continually been as active in civic affairs as he is within his profession. Mr. Freeman has served as Director of the National Federal Savings and Loan Association of



Greenville, Director and Vice-President of the Greenville Art Association and Chairman of the Greenville Planning and Zoning Board of Adjustments. He has also been director of the Greenville Chamber of Commerce, and a member of the Advisory Board, School of Engineering, Clemson University.

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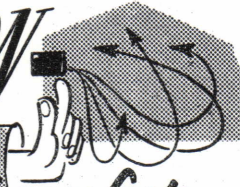
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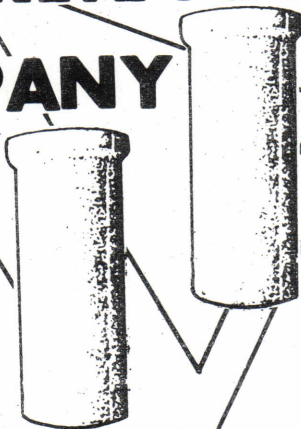
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Mr. Ferebee graduated from North Carolina State College with the degree of Bachelor of Architectural Engineering in June, 1948.

Upon graduation he joined the firm of A. G. Odell, Jr. and Associates, remaining with them until entering private practice in 1953. He is now senior partner in the firm of Ferebee and Walters, Architects with offices at 221 South Church Street in Charlotte.

Mr. Ferebee is President of the North Carolina Chapter of the American Institute of Architects. Prior to his election to the presidency he served at various times as Vice-president and Treasurer of the North Carolina Chapter and as chairman of several of its committees.

He is a member and past Chairman of the Official Board of St. Paul Methodist Church where he serves as a teacher of the Wesley Fellowship Sunday School Class. Other activities include membership in the Charlotte Chamber of Commerce and the Queen City Optimist Club.

He entered service in June, 1942, and served as a paratrooper with the 101st Airborne Division in World War II. He took part in the invasion of Normandy and was wounded in action near Carentan. He has remained active in the Army Reserve and presently holds the rank of Colonel.

Born in Detroit, Michigan, he grew up in Henderson, North Carolina, where he attended the public schools. He is married to the former Mary Elizabeth Cooper of Asbury, New Jersey. They have three children: Scott, III, 12; John, 10; and Caroline, 5.

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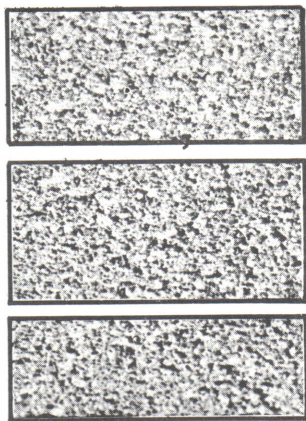
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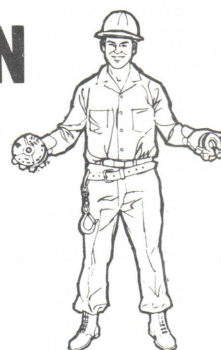


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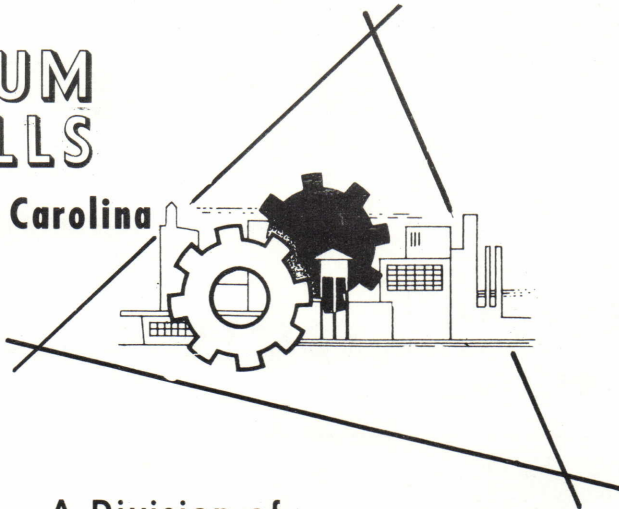
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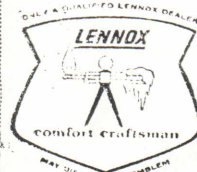
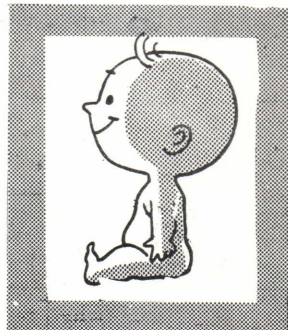
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Mrs. League established her own office in Macon in 1934 after several years of apprenticeship and study at the Beaux Arts Institute of Design in New York and the Fontainebleau School of Fine Arts in France.

Her varied practice has included schools, public housing, hospitals, health buildings, industrial and commercial buildings, a parking garage and residences. She holds N.C.A. R.B. registration and her work has extended to Arizona as well as throughout Georgia. Current projects include the recently completed Scottish Rite Temple in Macon, an area vocational-technical school, and the five million dollar expansion of the Macon Hospital.

Mrs. League's concern with maintaining high standards in the profession has led her to many responsibilities within the A.I.A.

Offices held within the North Georgia Chapter include second vice-president, first vice-president, director from 1947-50 and 1955-58, and chairman of the Committee on Chapter Affairs since 1961. She was presented the Service-To-The Institute Award in 1961.

Since 1957, Mrs. League has been a member of the South Atlantic Regional Council. She served on the national Committee on Chapter Affairs from 1958 to 1960. She was active in establishing the Georgia Council, A.I.A., and has been president since its organization in 1963.

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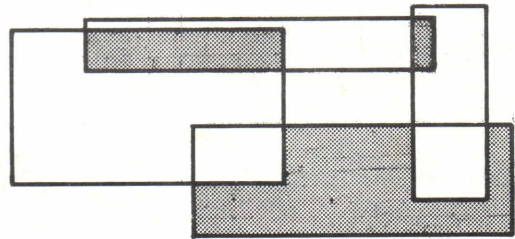
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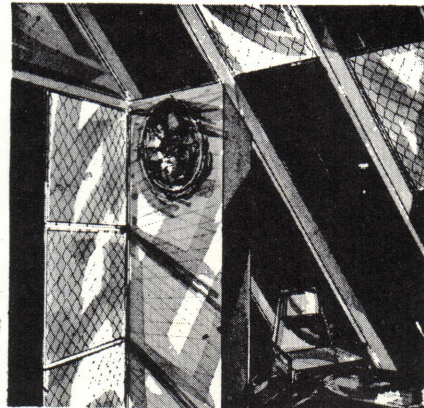
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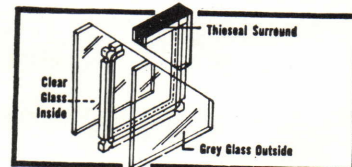


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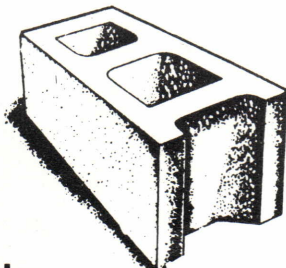
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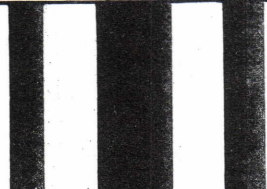
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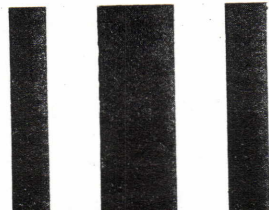
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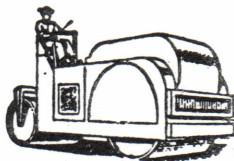
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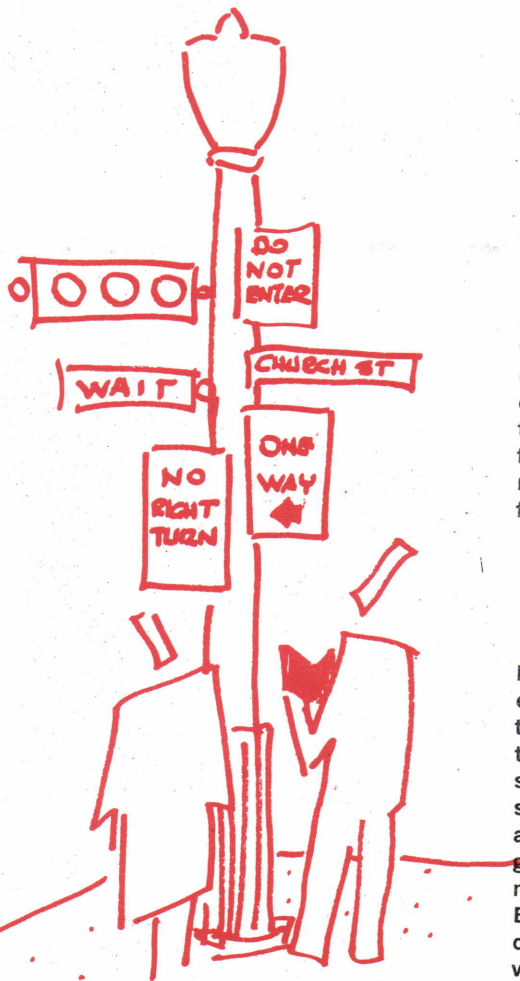
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AN ARCHITECT'S TREK THROUGH GREENVILLE



For those architects and others with strong legs and constitutions we present an architectural tour through Greenville, pointing out those buildings chosen by Greenville architects as important examples of the progress of architecture within the last few years. Two of the better examples, the proposed Daniels Building and the outstanding Greenville-Spartanburg Jetport have been omitted not because of lack of architectural merit but because it is the intent of the publication to feature work of Greenville architects rather than that of out of state firms.

ABOUT GREENVILLE

In the 18th Century, prior to the Revolution, Captain Richard Pearis established himself at the falls of the Reedy River in Cherokee country, and was the first known white settler in the Greenville area. He set up a grist and saw mill and with a quite successful operation was given a tract of about ten square miles of land by King George II of England. This land has now become the site of the City of Greenville.

Captain Pearis sided with the

Tories during the Revolution and soon fled to the West Indies leaving his name only—to Paris Mountain, rising 2,000 feet and serving as a lookout over the countryside.

Greenville County itself was created by the General Assembly in 1788 with Pleasantburg as the county seat. This name was soon changed to Greenville and it was considered quite an up-country resort for those in the Low Country to visit during the hot months.

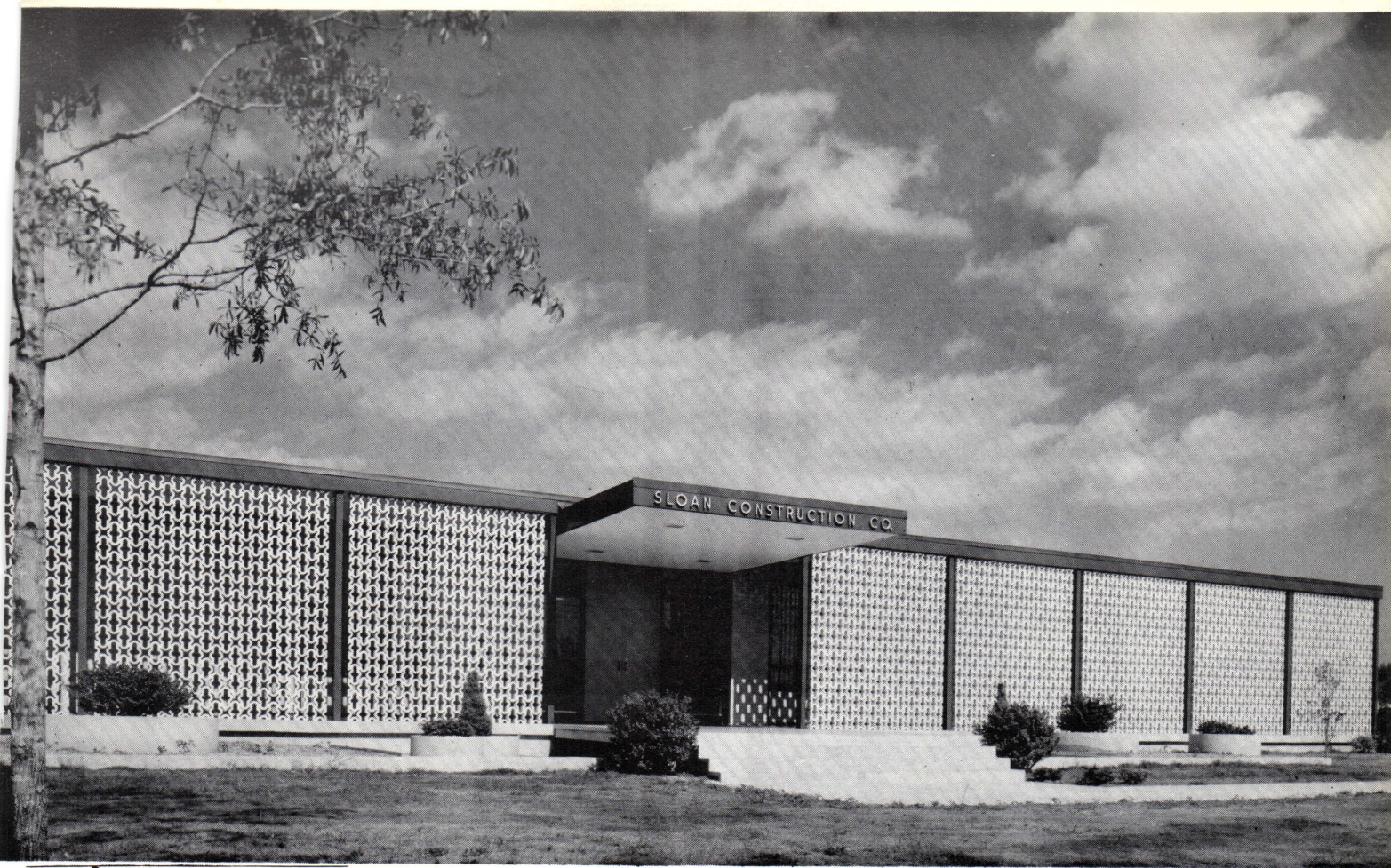
Today, the City of Greenville with a 1963 population estimated at 66,000, is a center of business activity for the textile industry and is the heart of one of the nation's fastest growing industrial complexes. More than 250 industrial plants in Greenville County employ 34,000 workers producing a variety of products, including approximately 19,500 persons engaged in the manufacture and processing of textile mill products.

There are 17 colleges and universities within 50 miles of Greenville. Within the county are Furman University, Bob Jones University, North Greenville Junior College, and Holmes Theological Seminary. Among others close by are Clemson University, Limestone College, Newberry College and Erskine College.

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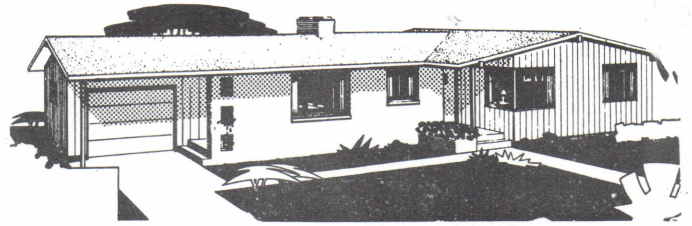
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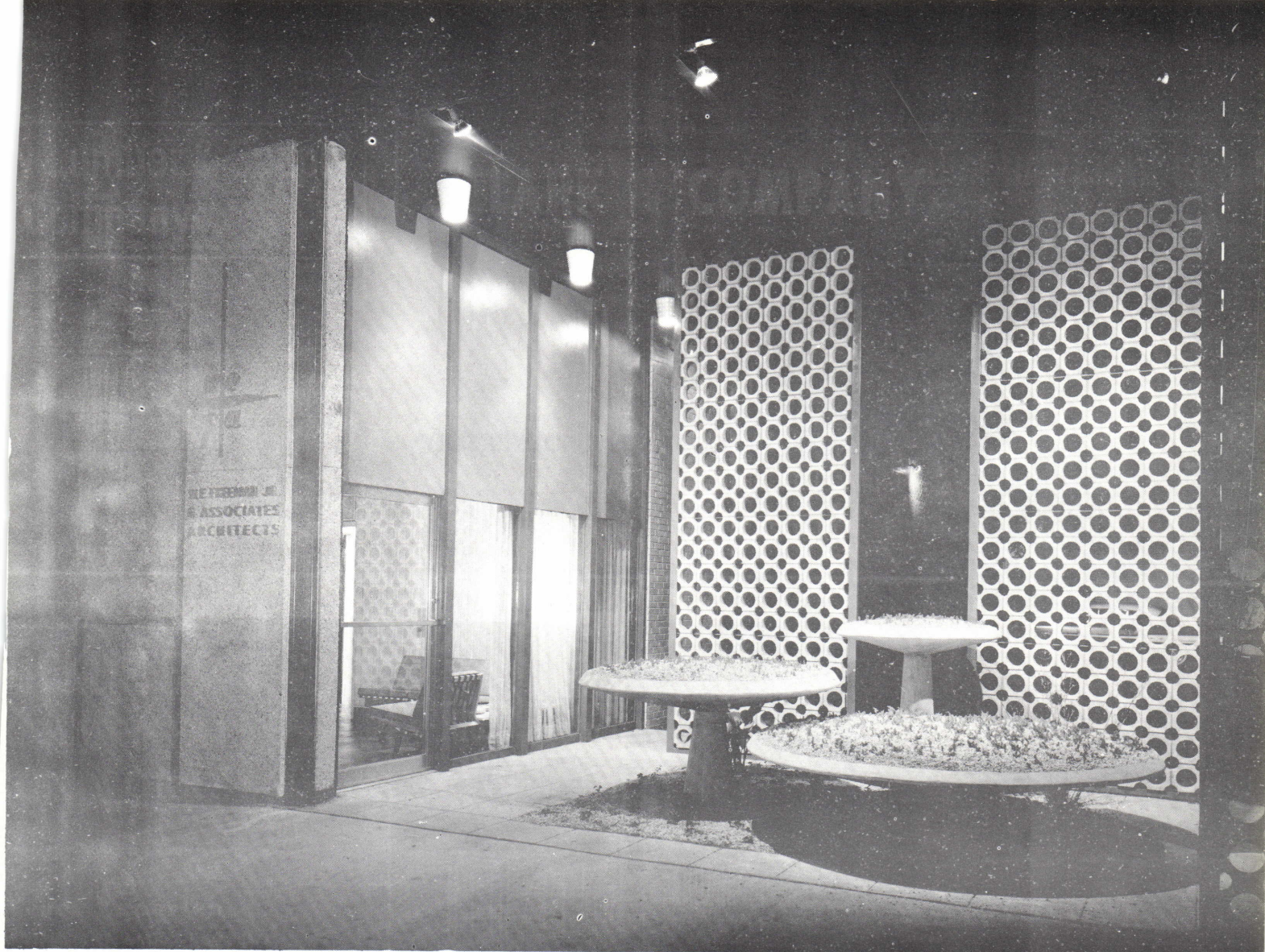
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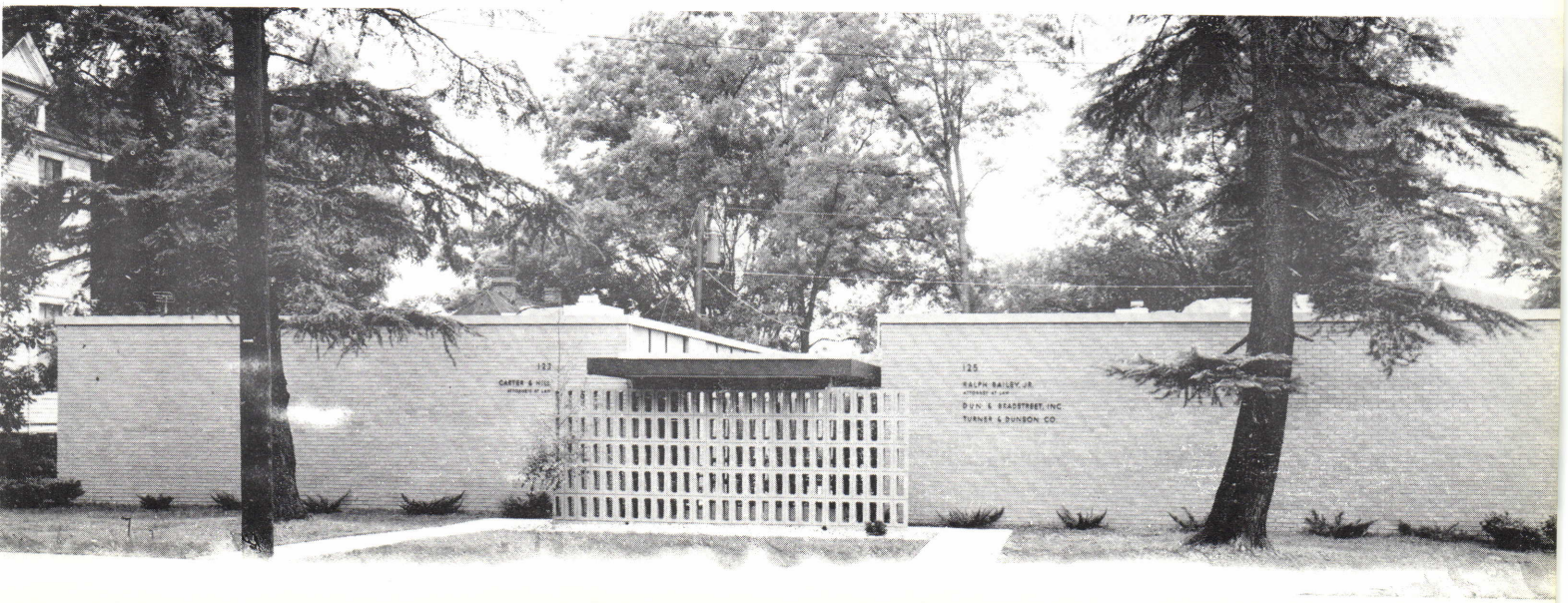
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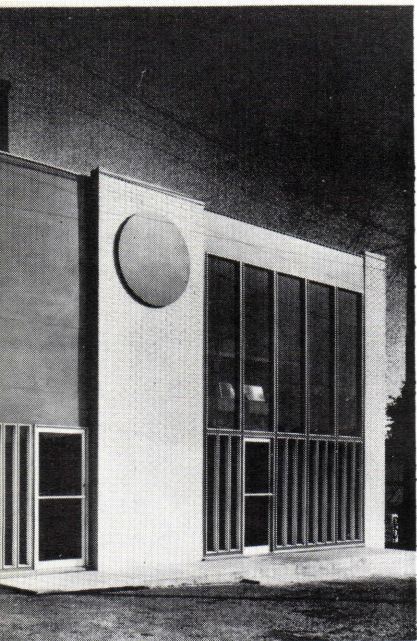
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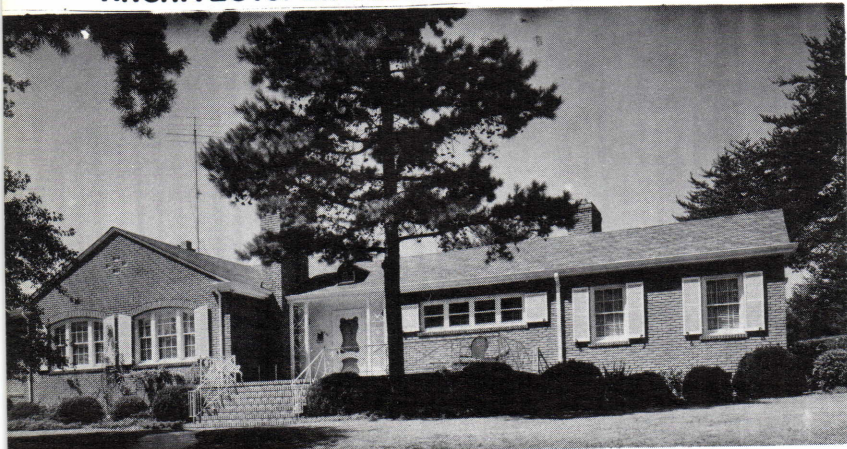


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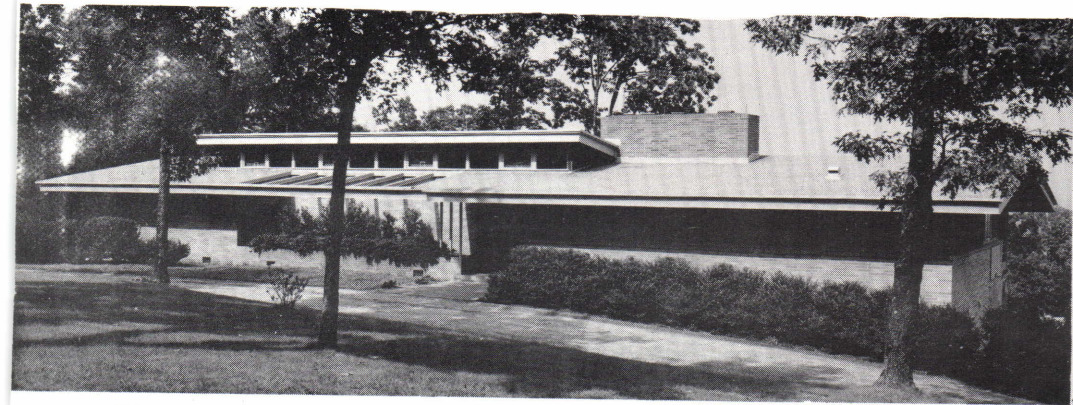
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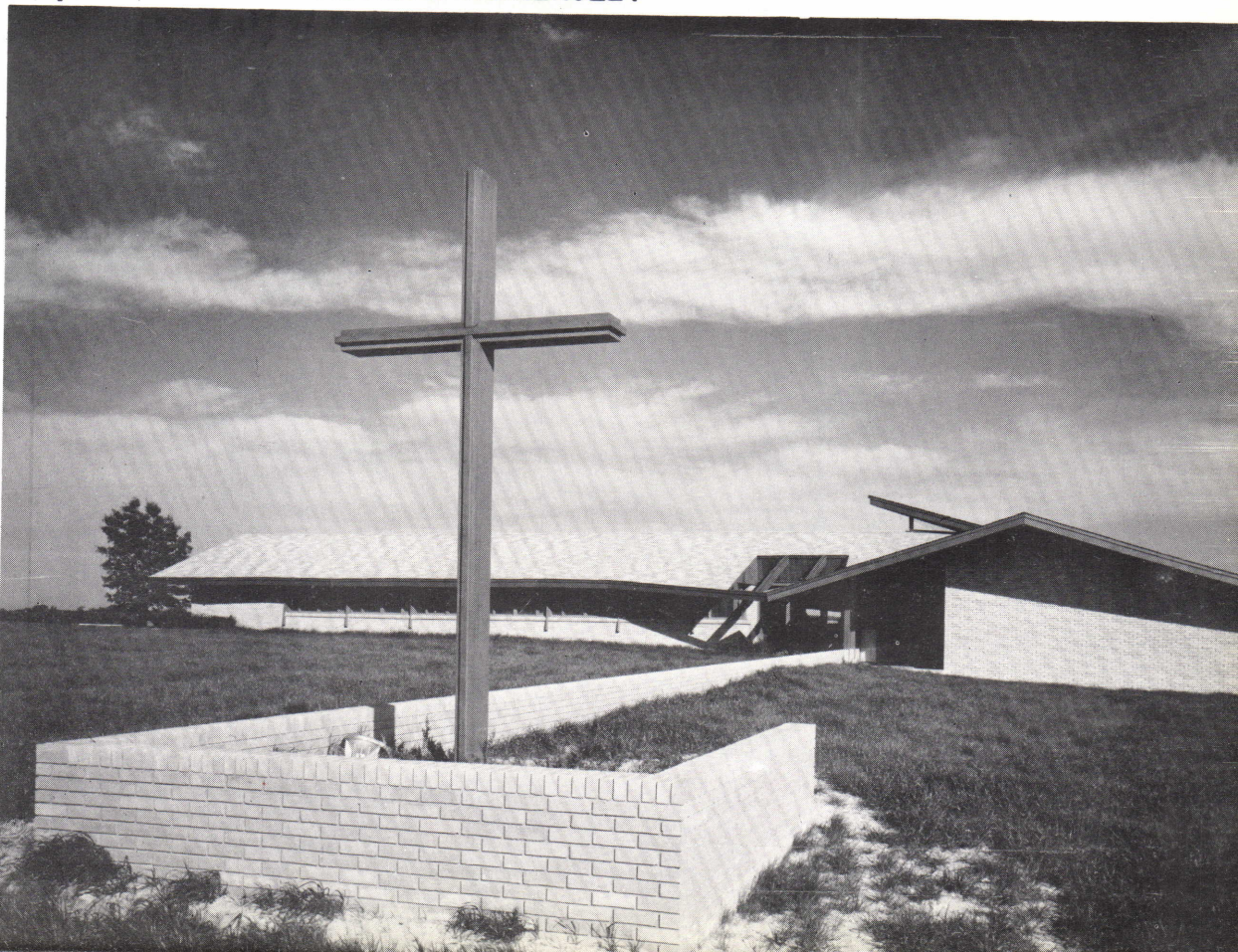


10. ECHOLS RESIDENCE
ARCHITECT: CHARLES H. LILES



11. HUGHES RESIDENCE
ARCHITECT: CHARLES POTTER, JR.

12. LUTHERAN CHURCH OF OUR SAVIOR
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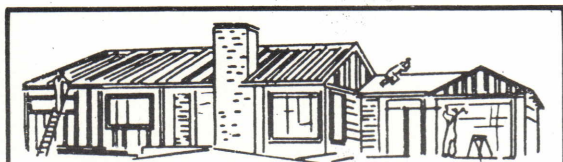
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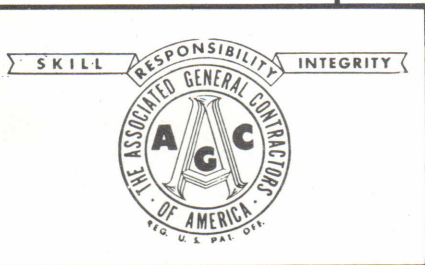
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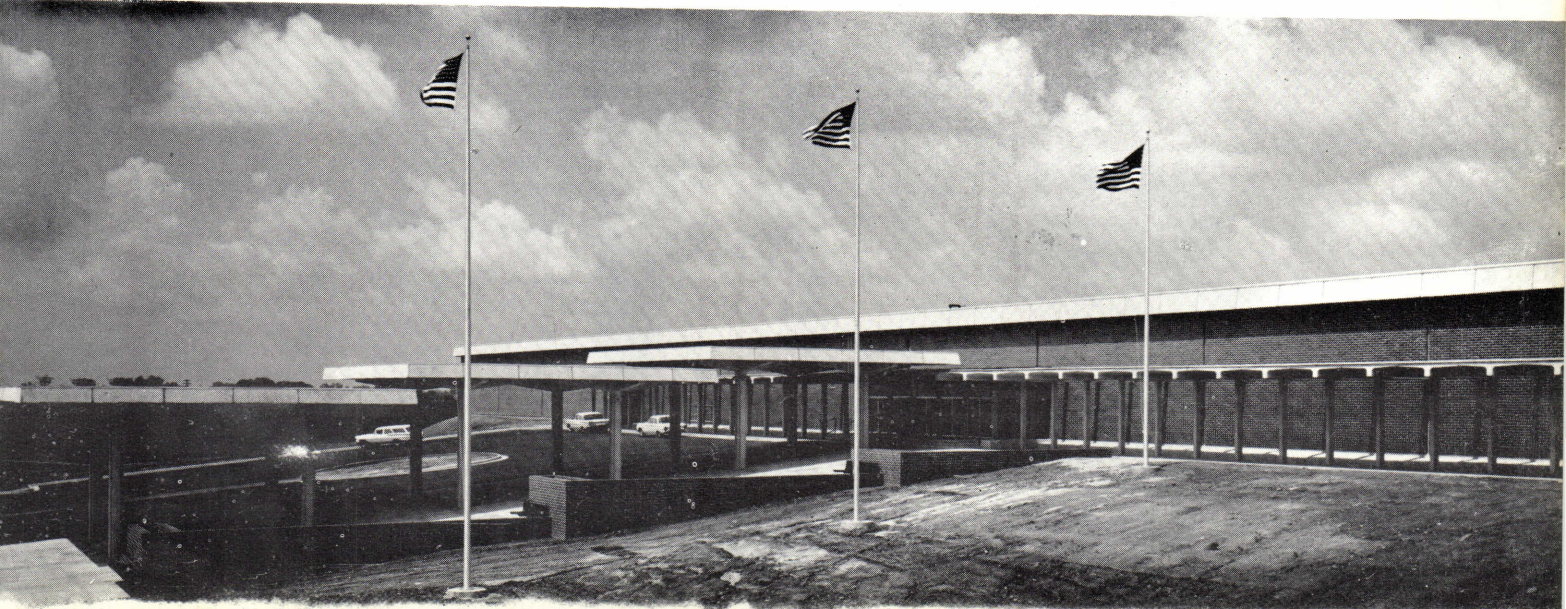
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15. ARCHITECTS STUDIO
ARCHITECTS: TARLETON & TANKERSLEY

16. TEXTILE HALL
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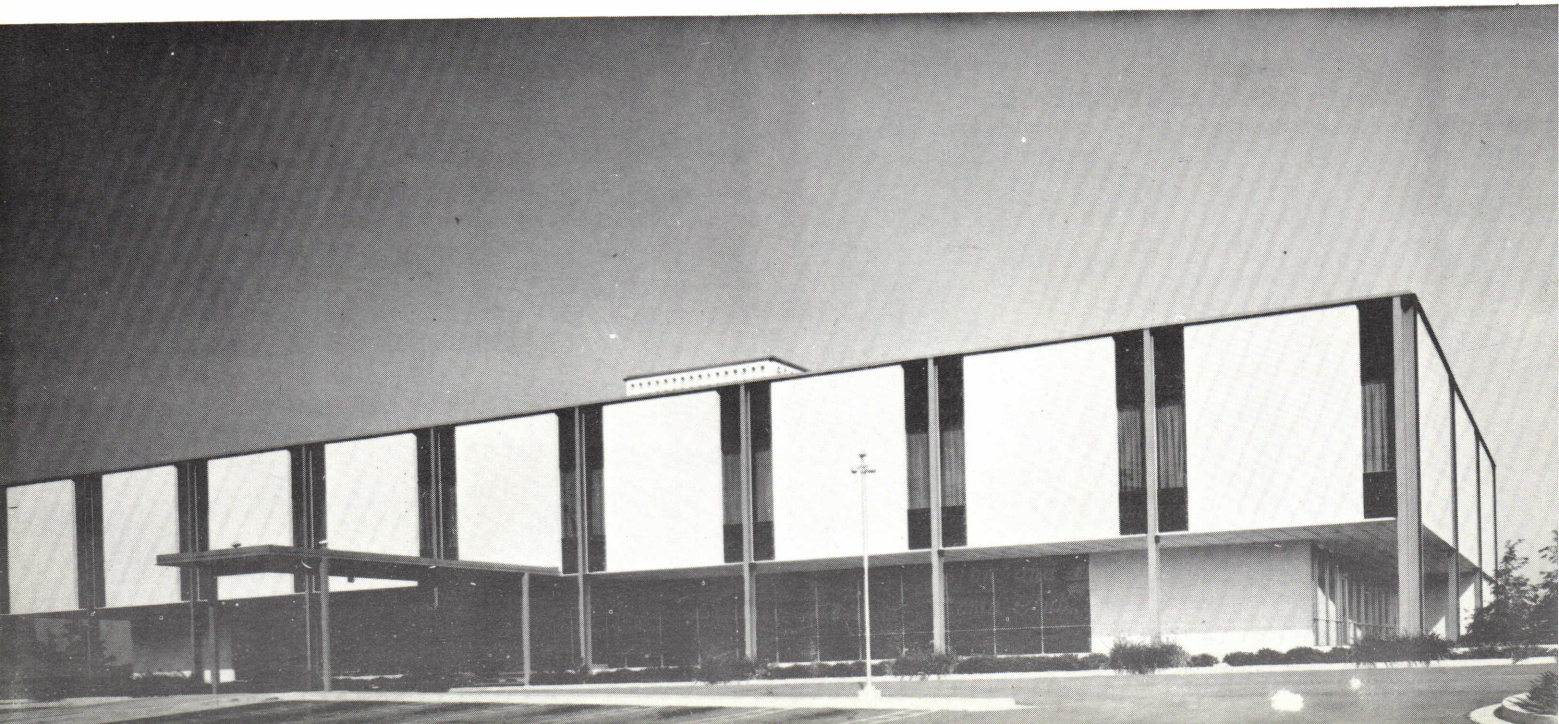


17. OFFICE BUILDING
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18. OFFICE BUILDING
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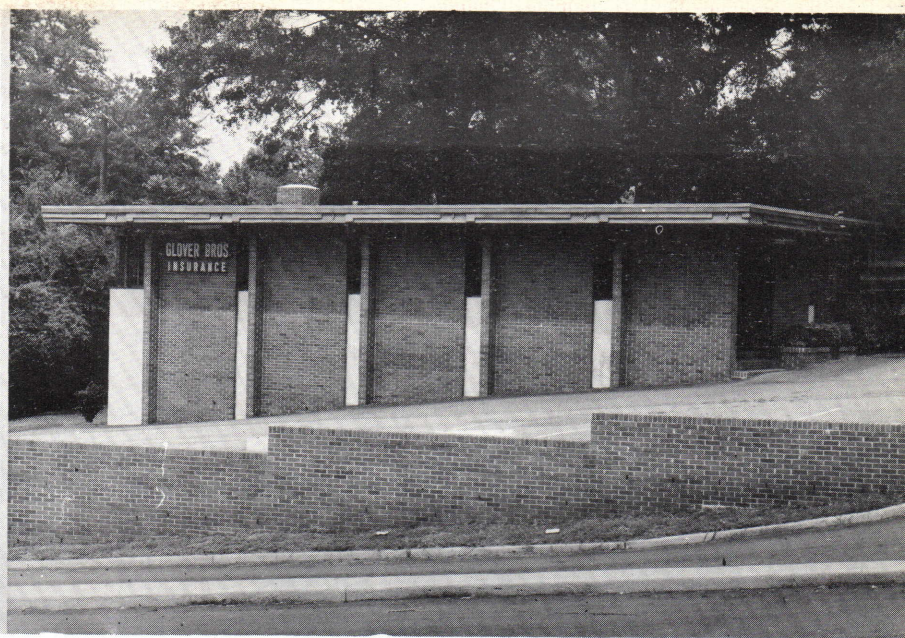




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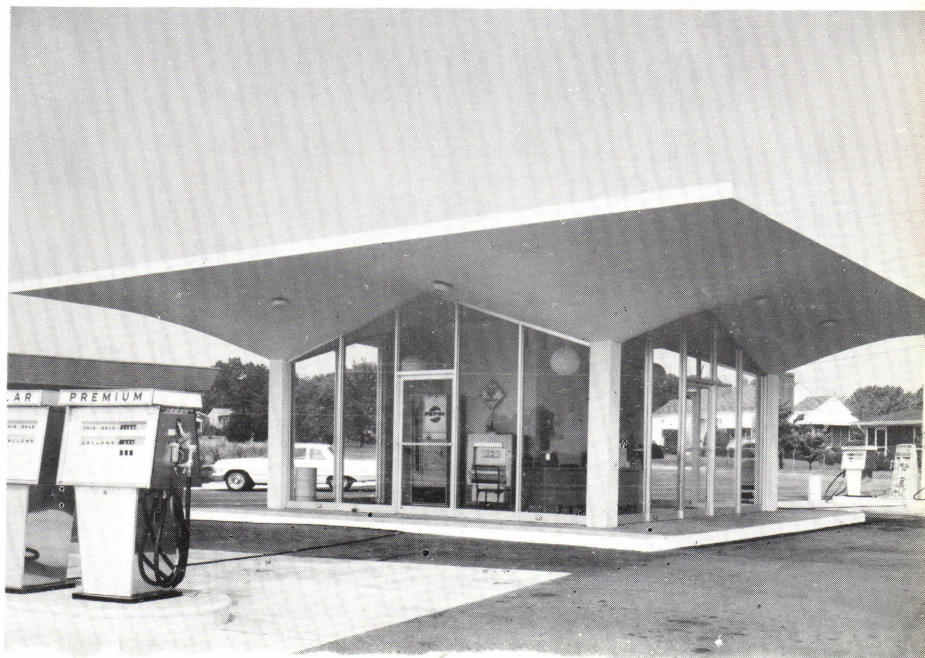


22. GLOVER BROS. INSURANCE CO.
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23. THORNTON RESIDENCE
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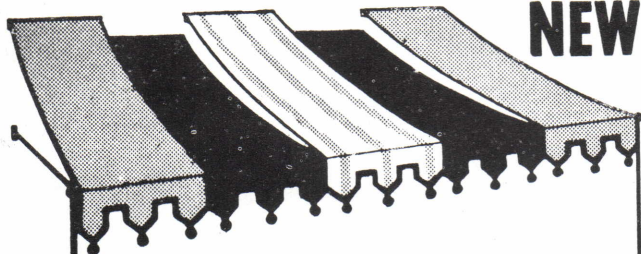
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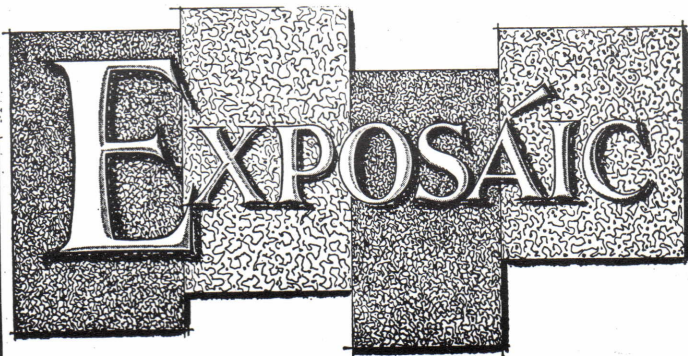
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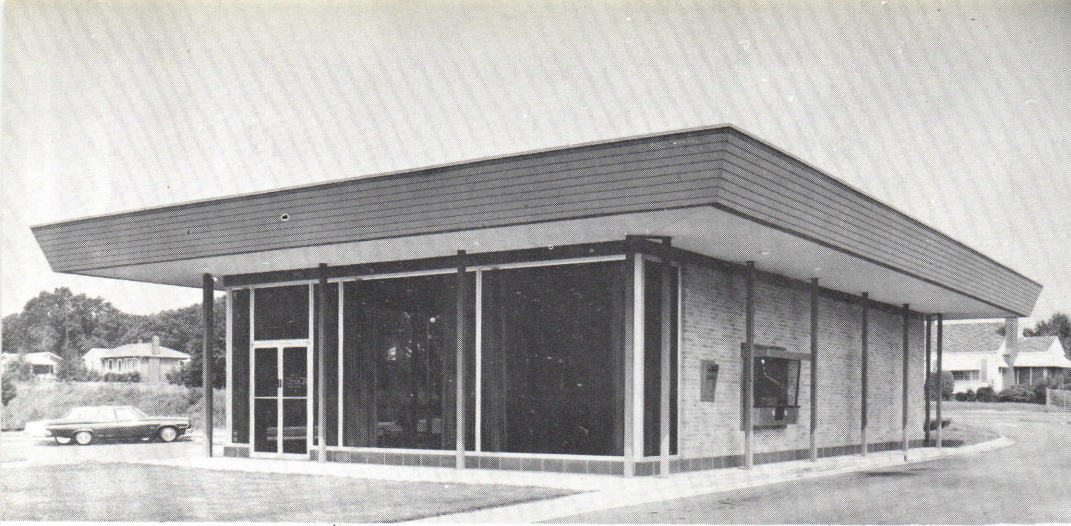
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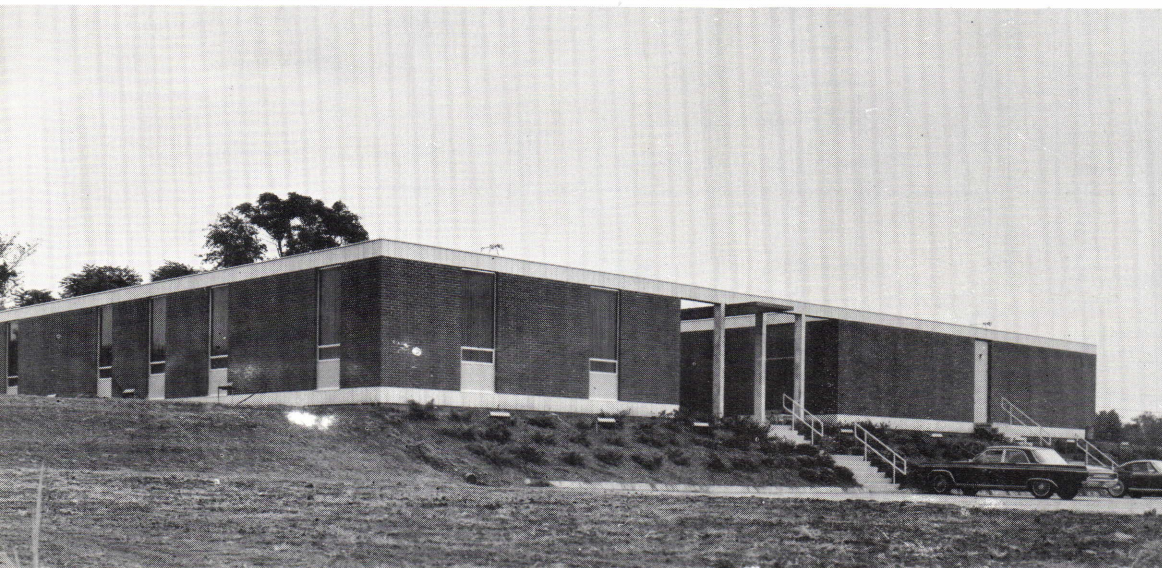


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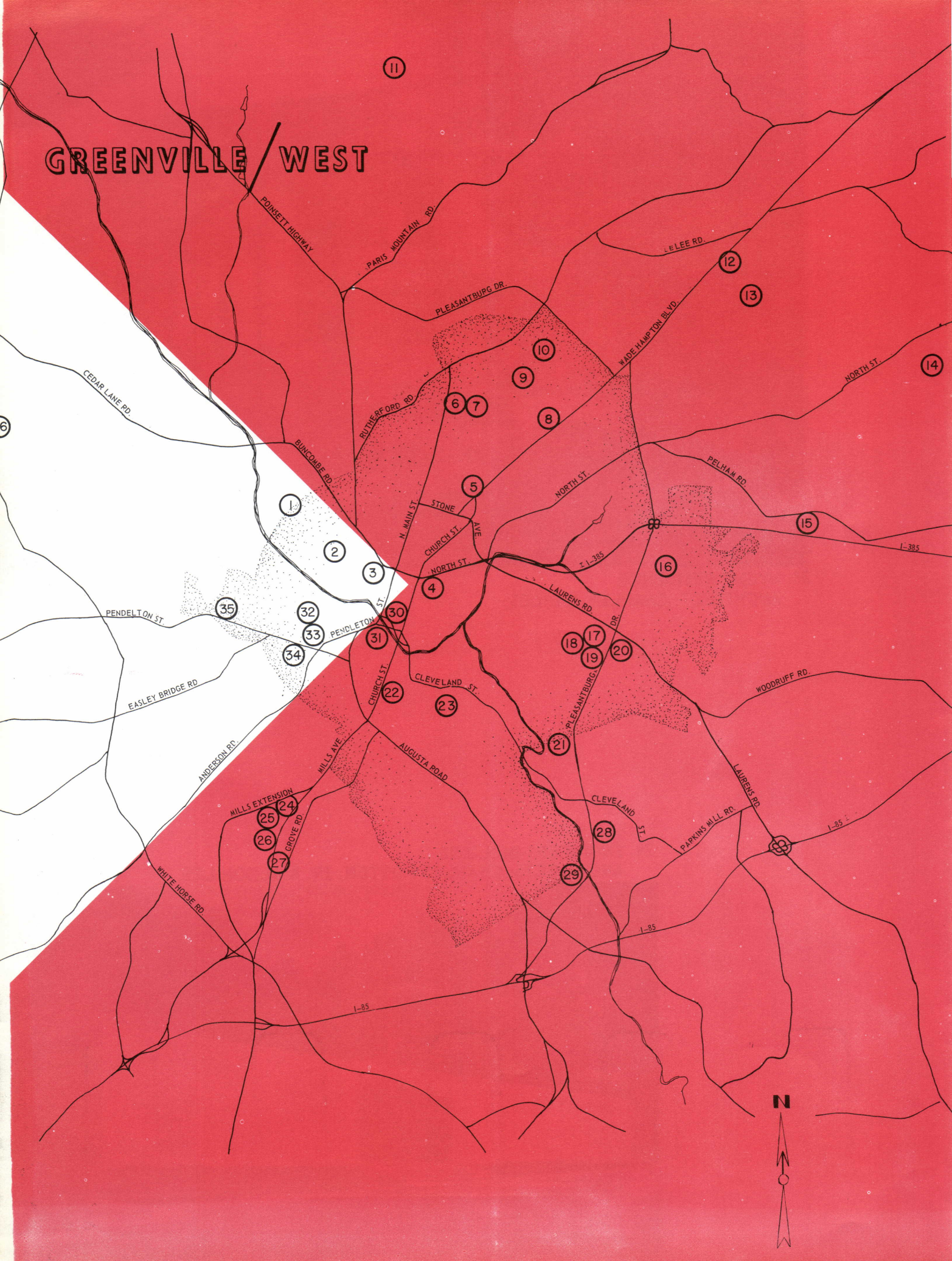


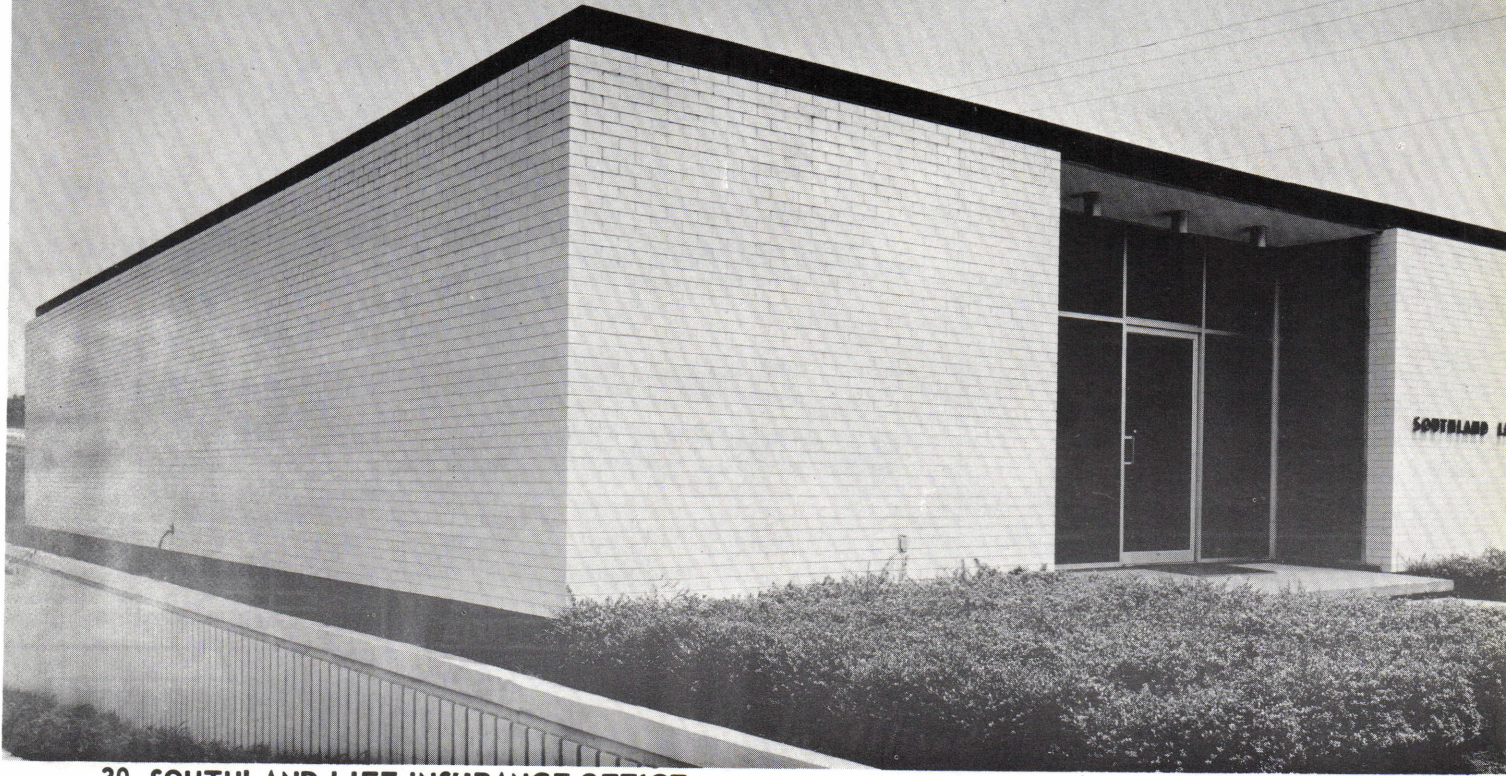
28. WYCHE RESIDENCE
ARCHITECT: CHARLES J. LILES

29. ENGINEERS BUILDING
ARCHITECTS: CHARLES POTTER, JR. & ALISON LEE



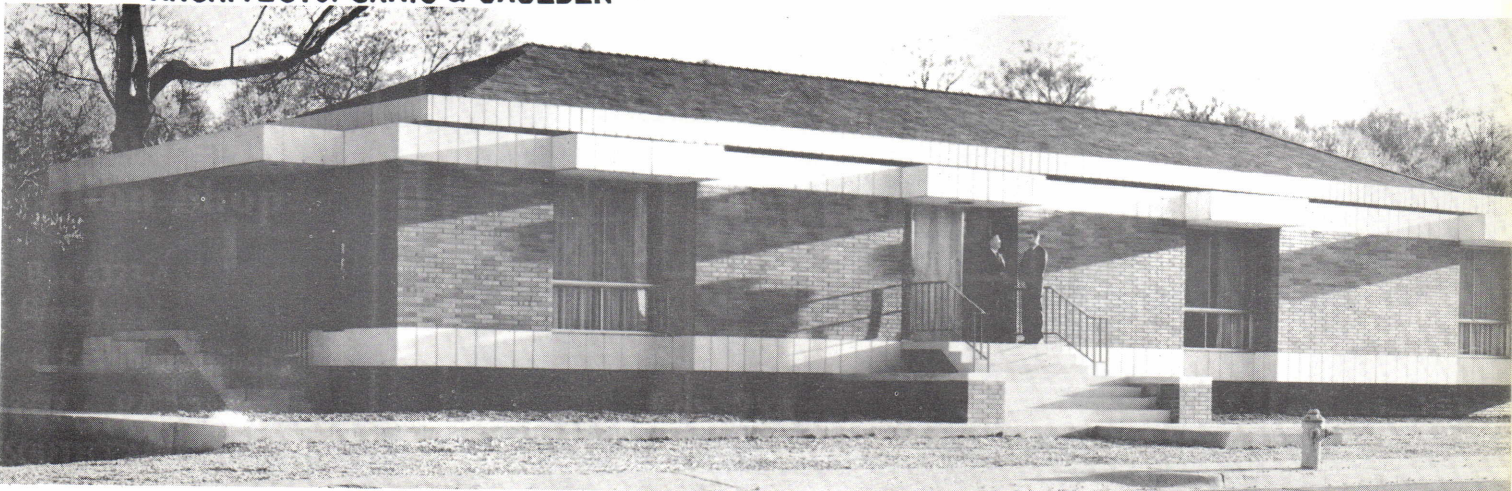
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30. SOUTHLAND LIFE INSURANCE OFFICE
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31. LAWYERS' OFFICES
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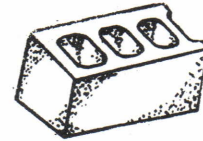
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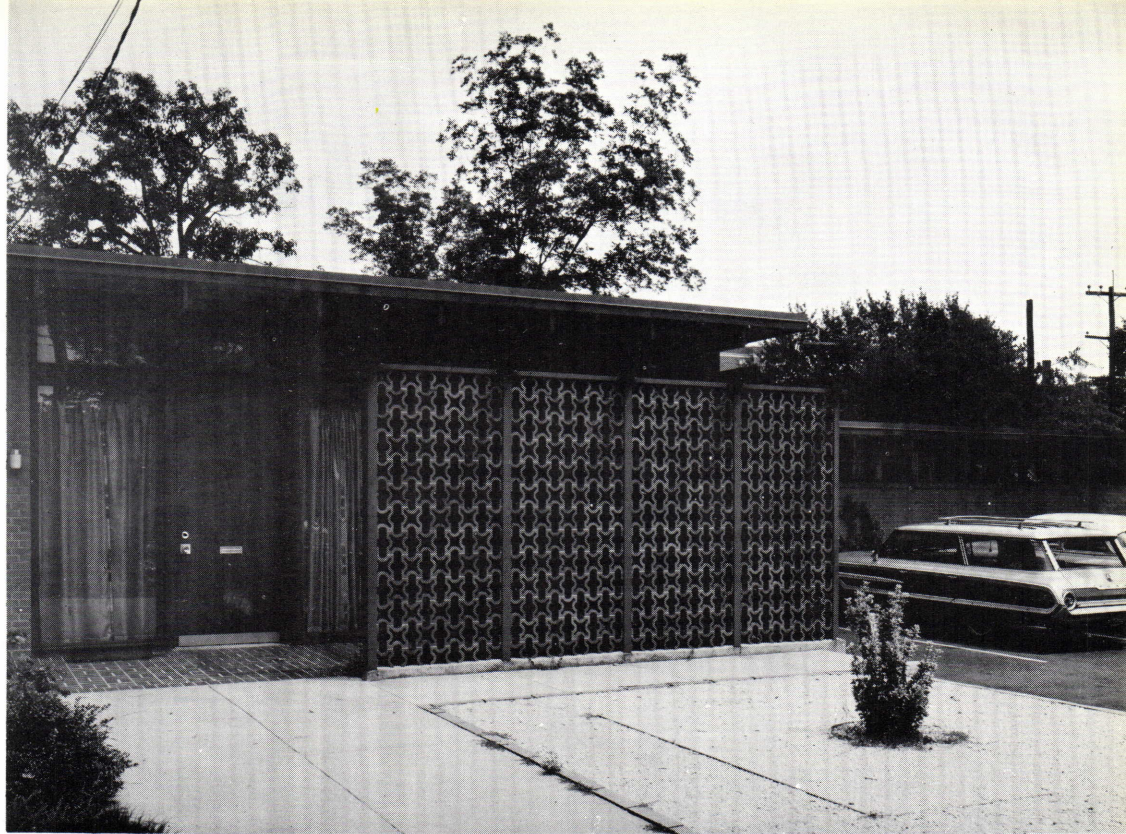
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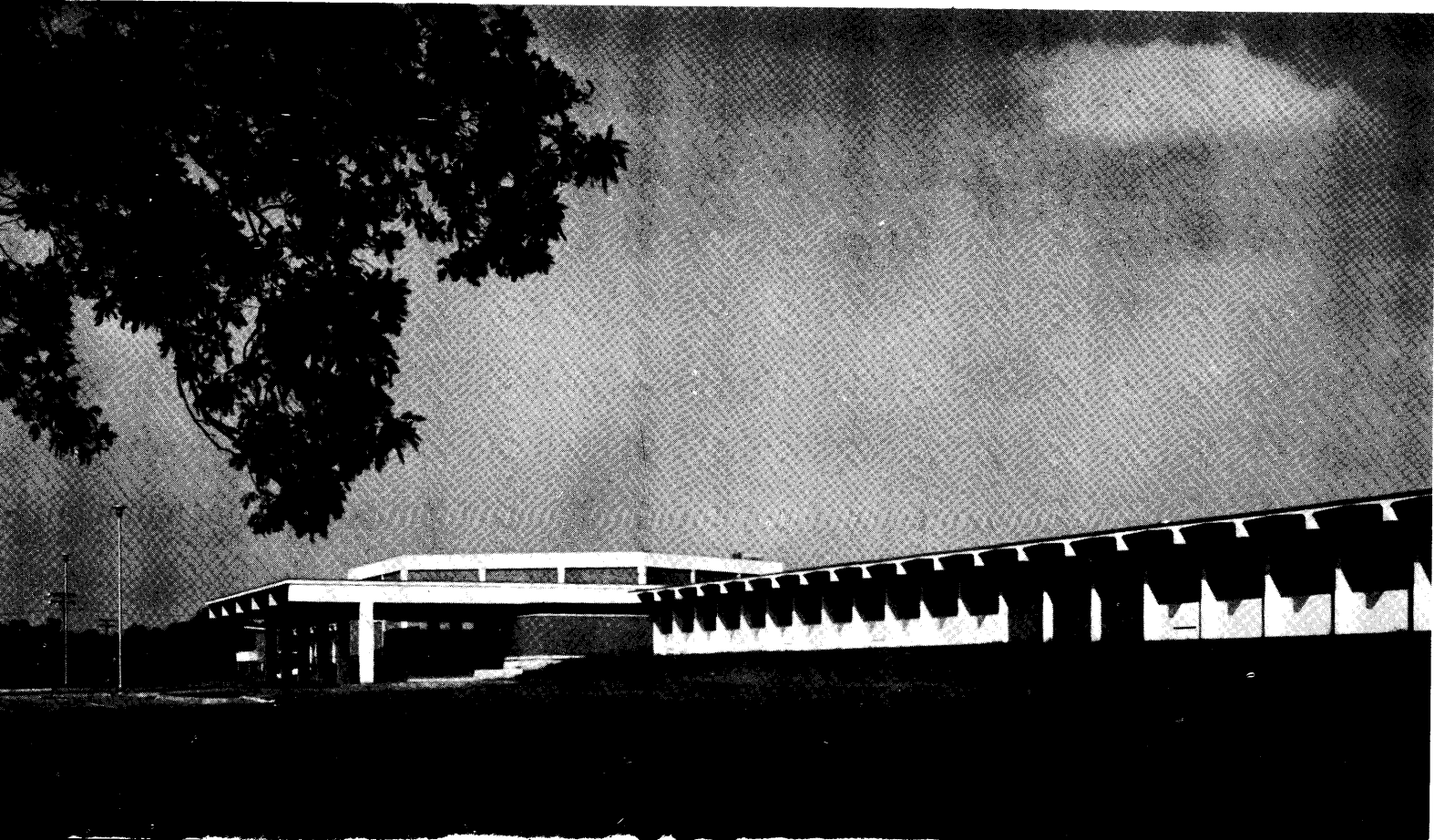
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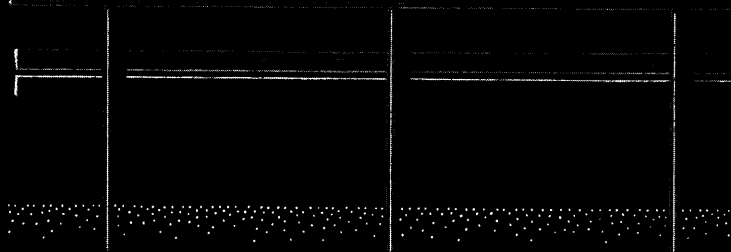
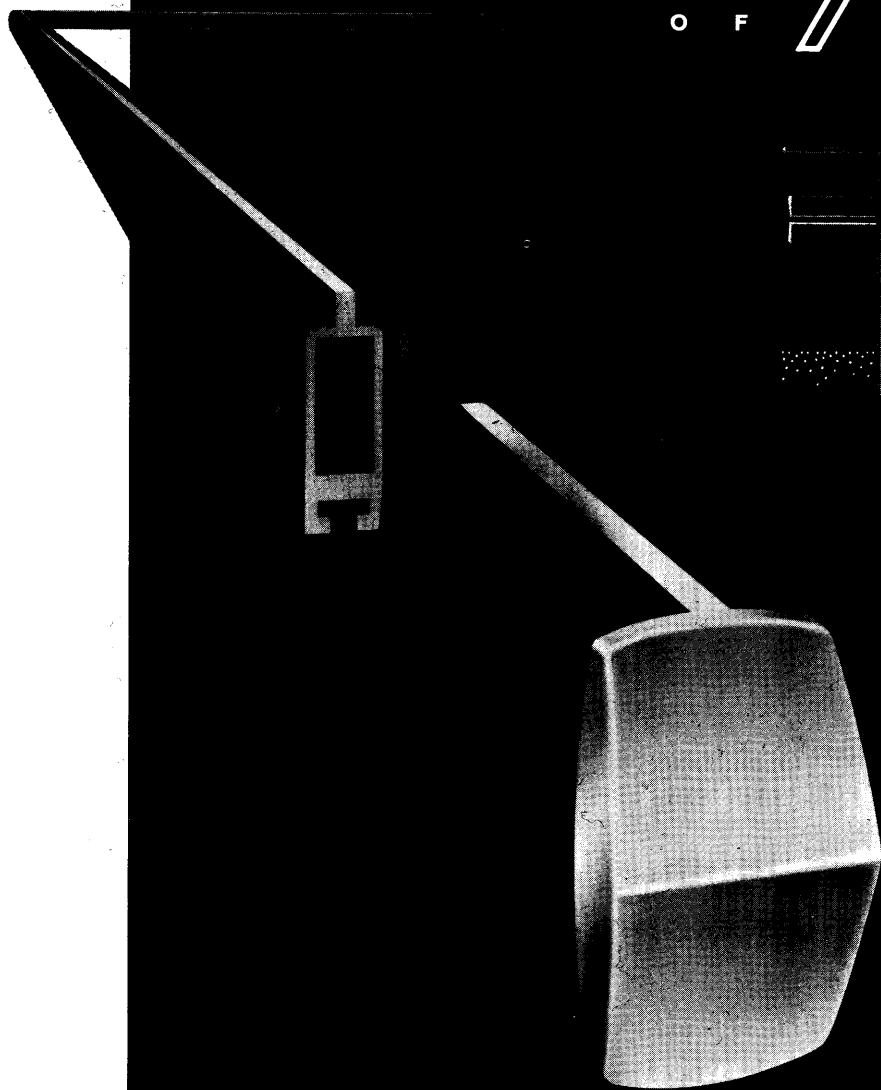
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The following pictures and captions represent some of the more interesting developments in house design in Greenville throughout the last one hundred or more years. These houses, depicting the thinking of the architects and builders of the day and their own personal architectural preferences, are excellent examples of the architectural currents of the various periods. These residences were singled out by the Greenville Council of Architects and photographed by Charles Liles, Greenville architect with a good eye for photography.

GREENVILLE RESIDENCES FROM THE PAST

This house is not only one of the oldest houses in Greenville but is perhaps the most interesting and the best example of early up-country architecture. The setting of the house preserves the restful feeling of the country, with its trees and flowers it is still reasonably well isolated from the traffic and noise of the city. The place still has the air of spaciousness and privacy, although the front walk used to extend all the way to the present Triangle Pharmacy some 3 blocks in front of the house, and the family graveyard of previous owners is almost a mile in the rear of the house in the present American Spinning Company Village. A beautiful garden extends from the rear of the house including areas originally occupied by the detached brick kitchen and the cistern.

The plan is the square room arrangement typical of early South Carolina houses. With its many interesting details, such as very narrow window muntins, thin six-panel doors, hand-made mantels, raised panel dados, china door knobs, black iron latches, and fine old furniture, the Oliphant house represents a fine era in the history of our section of South Carolina and it is wonderful to see it being preserved so well.

OLIPHANT HOUSE - JAMES STREET





“WHITEHALL” - EARLE STREET

“Whitehall” is situated on a wooded knoll, its galleries facing what is now Rutherford Street, with its end toward what is now Earle Street, completely surrounded by its own virgin forest. Today there are nine houses between its galleries and Rutherford Street, but after a century and a half, it still presents its original appearance of aloofness and charm.

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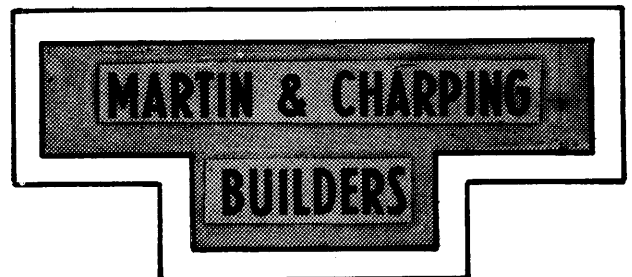
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The house is of heavy masonry construction with high ceilings and elaborate mouldings. Turrets and towers are imposing features of the exterior and provide interesting alcoves inside the corner rooms. The house is in excellent condition and the owners have carefully maintained the original details. Much of the drapery and furniture was installed in 1910. The original site was 60 acres and extended in front to McDaniel Avenue.

Date constructed: Generally thought to be 1876, although a map of the area dated 1873 shows the house.

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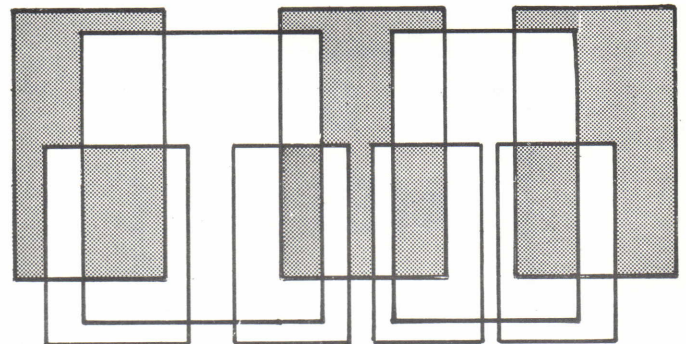
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This house was built in approximately 1885 just after the Civil War, by Mr. Jacob W. Cagle for himself. Mr. Cagle was a meticulous builder, building many industrial plants in and around Greenville.

The "Cagle Home" now stands remodeled and different from its original design.

It is a 2 story house with the vertical accents on the corners of the octagonal ends of the major rooms. With windows in each face, or wall, abundant light enters the house. The masonry is rough textured with open or lapped corners and the fascia is decorated with applied turned discs and double cut notches. The roof is basically a hip roof with smaller gables over the protruding rooms. The octagonal rooms and square roof give an exaggerated impression of the roof overhang at the corners.

The windows use a repeated pattern with colored glass used in some areas. It is believed that originally, all windows used small colored glass in the perimeter of the pattern.

The plan of the house, the octagonal and square room projections, the placement of windows, the double front doors, the decorative eave, the brick texture and pattern, and the complex roof are evidence that a design was created within the freedom of our early architectural development.



LAWRENCE HOUSE – MAIN & EARLE STREET

This large handsome home was designed and built about 1890 by James R. Lawrence for himself and his family upon their settling in Greenville. Previous to his coming to Greenville, Mr. Lawrence had practiced Architecture in Port Huron, Michigan. He came first to design and erect the Old Post Office which is now the City Hall and was so impressed with the area that he moved his family and his practice to Greenville.

The design and construction of his own home gave Mr. Lawrence the opportunity to express strong architectural beliefs shared by relatively few others in the Nineteenth Century. During his years in Michigan, in and around Chicago, Mr. Lawrence became subject to the dynamic influence of the architectural firm of Adler and Sullivan and the so-called "Chicago School."

The house was designed to ex-

press the structure, create a strong horizontal feeling to identify the building with the site on which it is located and to reveal the very nature of the materials used in its construction rather than to disguise and disfigure them.

The house is constructed principally of brick, stone and natural wood trim. The clean, ornamental reliefs are of simple geometric design and are an integrated part of the structure. There is no "applied" ornament. The windows and doors are without ornamental trim and rely solely on excellent proportion and detail for their contribution to the overall effect. The brick is beautifully laid with tight joints in massive planes interrupted occasionally by the stonetrims.

Based on the belief that shelter should be the essential look of any dwelling, there is a low spreading roof with generously projecting

eaves. The fascias as well as the other wood trim, were finished to expose and express the natural beauty of the material.

This house was originally admirably suited to its site and vista, both of which have changed greatly through the years. Due to its excellent design and the fine quality of materials used in its construction, the house has weathered well during the past 70 years.

This house is Greenville's earliest example of a changing mood in architecture, the beginning of a truly American architecture which is so evident in the great works of Frank Lloyd Wright, the Greene Brothers and many, many others. The "contemporary" architecture of today is the continuing effort of the architectural profession toward an American architecture of this time and of this place. ...

MULLIKIN HOME, ARLINGTON AVE.



Date Constructed: 1914

This house is an excellent example of the "California Style" which developed in the decade before the first world war. It has the characteristic features of long overhangs, beam construction and shingle siding nailed in a pattern.

The most influential architects of that time were the Brothers, Green and Green. Educated in the classical style at M. I. T., the brothers left New England for California. They were very much influenced by Japanese Architecture and took those forms and created a style which was suited to the California climate and harmonized with nature.

The "California Style" was reported in many of the building magazines, and the house on Arlington Avenue came from a "California Book of Homes."



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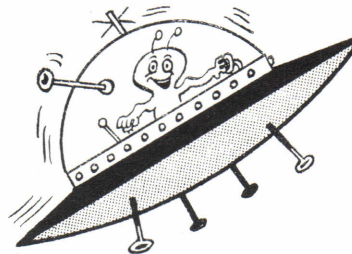
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SLATTERY HOUSE

Architect: Mr. William R. Ward
 Contractor: Mr. L. P. Slattery
 Date Constructed: 1919

MAGARAHAN HOUSE

Architect: Mr. William R. Ward
 Contractor: Mr. L. P. Slattery
 Date Constructed: 1921

Residences at 204 and 206 Butler Avenue

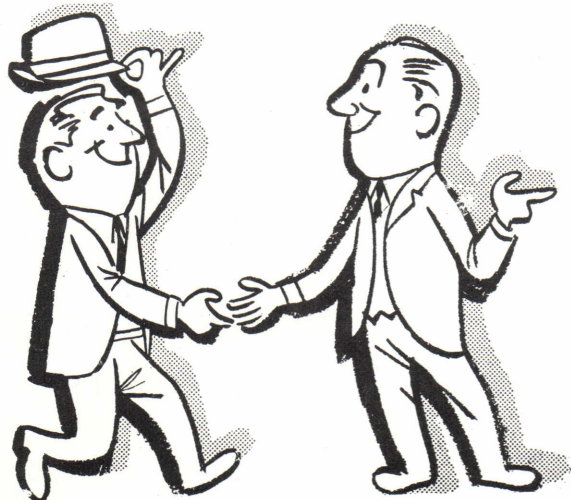
This pair of English style houses have interesting plans. Built on narrow sites, the houses were planned to be deep with a second story and with entrance halls on the side of the houses facing each other. Mr. Ward felt that the English type of architecture better suited the site.

The houses exhibit English features, such as the Tudor half timber and stucco second floor of one, and the beautiful chestnut paneling in the hall and living room of the other. Both houses have exposed beams in the living areas.

Mr. Slattery was a contractor and built the houses for his own family and his mother. The houses and grounds are maintained beautifully.

Mr. Ward, who designed a great number of Greenville's homes, retired in 1958 and is living in Alabama.

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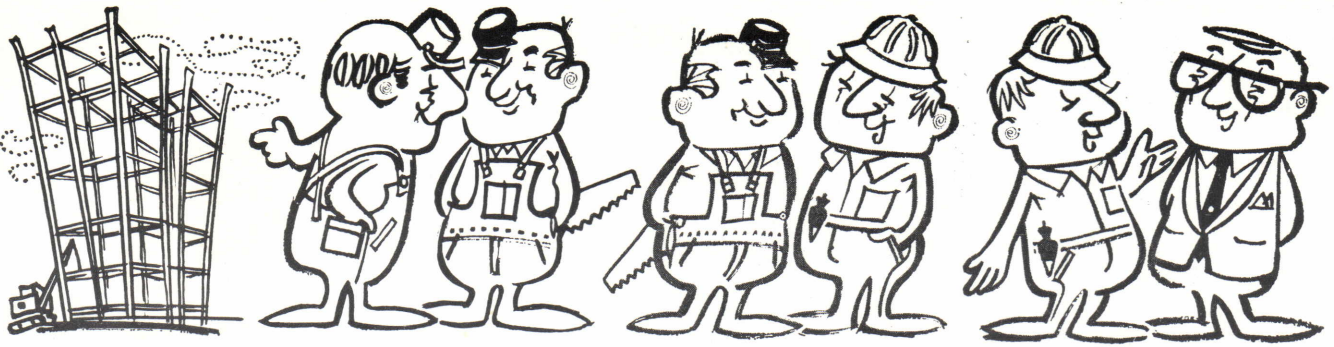
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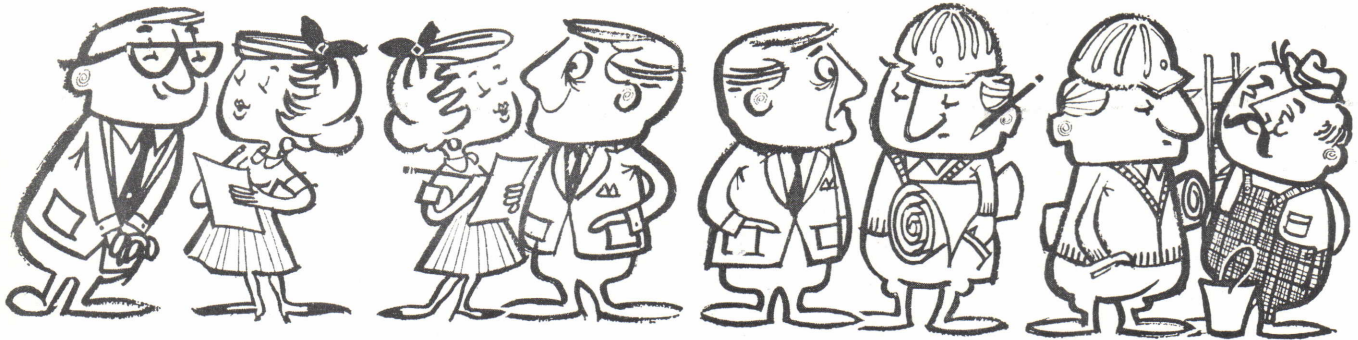
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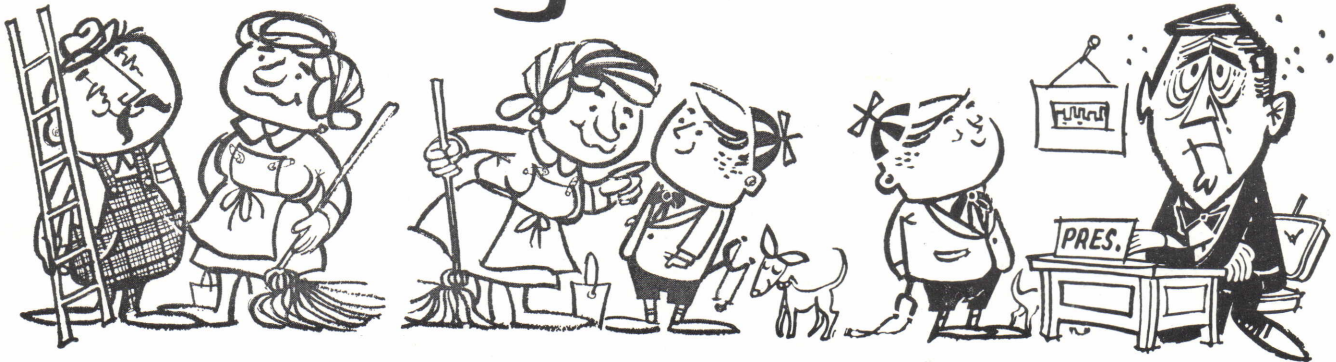
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