Many construction problems are solved when you include Flexicore in your planning. Flexicore saves time! This modern precast concrete floor and roof system speeds erection of building and eliminates the need for plaster. Flexicore is ready to paint as soon as it’s installed. Saves building height, too. Flexicore has utility ducts and is adaptable to radiant heating. Flexicore is durable — termite proof and firesafe. For additional information on Flexicore, send for our catalog. Free Estimates. We Deliver/Erect.

W. R. BONSAL CO., INC.
LILESVILLE, NORTH CAROLINA
Phone: 848-3661, LILESVILLE, N. C. • 787-1532, RALEIGH, N. C. • 366-1115, CHARLOTTE, N. C. • 252-1194, COLUMBIA, S. C.
ELEVATORS — DUMBWAITERS

PARK MANUFACTURING COMPANY

“Since 1898”
Oldest Elevator Contractor
In The Southeast

P. O. Box 3097
CHARLOTTE, NORTH CAROLINA

SUPER SUPPLY COMPANY

YORK AIR CONDITIONING
HEATING & REFRIGERATION

Telephone 235-2518
50 Grand Avenue
GREENVILLE, SOUTH CAROLINA

Little Construction Company, Inc.

Box 1053
Charlotte, North Carolina

SOUTHEASTERN WELL CORPORATION

WELLS DRILLED BY ONE OF THE WORLD’S
MOST MODERN AND FASTEST ROTARY METHODS

- Free Estimates
- All Work Guaranteed

Shelby, North Carolina

ARCHITECTURE/3

THREE - 64 SOUTH CAROLINA
CAROLINAS BRANCH
THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA, INC.

Urges All Architects To:


Your attention is particularly directed to Section 11 - BIDDING. Although this document is being mailed to its members by the American Institute of Architects, a limited number of copies are available upon request in the Columbia and Charlotte offices of Carolinas Branch, AGC.

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.

YOU CAN'T KEEP ALL THE DIRT OUT OF YOUR HOUSE

This kind of dirt will grow up and you'll miss it. Other kinds you can do without...like the dirt generated by inefficient or inadequate heating systems. Modern electric heating systems are amazingly clean, quiet and dependable. Low installation costs, coupled with SCE&G's new heating rate give you a great bargain in comfort and cleanliness.

Call the Electric Heat Department in your nearest SCE&G office for details.
Youngblood and Company
CONTRACTORS AND ENGINEERS
518 Wappoo Drive
Phone SN 6-4321
Charleston, South Carolina

WRIGHT HOUSE MOVERS
Dobbins Bridge Road
Route No. 4
Phone CA 6-2864
Anderson, South Carolina

DAVID HALLMAN
GENERAL CONTRACTOR
Telephone 892-2627
RESIDENTIAL - COMMERCIAL
Gilbert, South Carolina

JOHN G. BECKWITH
CONTRACTOR
805 N. MAIN STREET
ABBEVILLE, SOUTH CAROLINA

Delph
HARDWARE & SPECIALTY CO.

HARDWARE & MATERIALS

FIRE DOORS—LOCKERS—MODERNFOLD DOORS—
FINISHING HARDWARE—HOLLOW METAL DOORS—
HOLLOW METAL FRAMES—MEDICINE CABINETS—
KALAMEIN DOORS—OVERHEAD DOORS—
ROLLING STEEL DOORS—STEEL SASH—
ALUMINUM WINDOWS—KALAMEIN FRAMES—
CHILDERS WALKWAY COVERS—CHEMCLAD DOORS—
METAL TOILET PARTITIONS—METAL TRIM

COLUMBIA, S. C.  CHARLOTTE, N. C.
GREENVILLE, S. C.  RALEIGH, N. C.

HOWARD
HEATING & AIR CONDITIONING

2708 MONROE ROAD
CHARLOTTE, NORTH CAROLINA

Dorchester
CERAMICS, INC.
SUMMERVILLE BROWN,
RED AND BUFF BRICK

Dial 873-9784
P. O. Box 690
Summerville, South Carolina
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 tonsks, 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 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!
AVERY
LUMBER COMPANY
Building Materials
General Contractors
201 South Harvin Street
Sumter, South Carolina

J. J. PEARSON,
EXTERMINATOR
AMERICAN
1014 Rutherford Road
Phone 233-6835
Greenville, South Carolina

D. J. HARDIN,
CONTRACTOR
Quality Building
503 East Rutherfordton
Blacksburg, South Carolina
Telephone 839-2386

ROS VOGEL
ASSOCIATES
Interior Decorators – Distinctive Interiors
362 East Main Street – Telephone 585-2481
SPARTANBURG, SOUTH CAROLINA

JAMES W. BROWN
& SON
STONE MASON AND CONTRACTOR
Route 4 - Box 716
GREENSBORO, NORTH CAROLINA

TEAM UP WITH

CAPITAL ELECTRIC
SUPPLY CO.

2015 Marion St.
Columbia, South Carolina

JAMES W. BROWN
& SON
STONE MASON AND CONTRACTOR
Route 4 - Box 716
GREENSBORO, NORTH CAROLINA

TEAM UP WITH

DEWEY BROS., INC.

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

2015 Marion St.
Columbia, South Carolina
R. H. WIGGINS COMPANY
3323 WHITEHALL DRIVE
CHARLOTTE, NORTH CAROLINA

Paul Lumpkin Company
Manufacturers’ Agent
Construction Materials
702 Builders Building
Charlotte, North Carolina

"For Friendly and Courteous Service"
Bryant Roofing Company
Residential Commercial Industrial
Large or Small We Do Them All
1006 Mimosa Dr. – Ph. MO 2-3184
Florence, South Carolina

J. G. MAYNARD CO.
Commercial Building and Lumber Supplies
Phone 3411 N. Main St. Extension
Society Hill, South Carolina

CENTRAL ELECTRIC COMPANY
712 Bultman Dr. – Ph. 773-7940
Sumter, South Carolina

GILLESPIE CONSTRUCTION COMPANY
Contractors
Commercial, Public Utilities
104 Concord Road
Box 1628 – Station A
Telephone CA 6-3425
Anderson, South Carolina

C. W. Cartee & Sons
General Painting Contractors
We Paint Anything, Anywhere, Anytime
Sub Contract Work For Contractors
Phone 244-5338 – 113 Belvue Rd.
Greenville, South Carolina

GRUBBS JANITOR SERVICE
505 Franklin St. – Ph. 662-6331
“Specialists in Cleaning”
Offices, Homes, Churches, Stores
Industrial
Florence, South Carolina

WEST ELECTRIC SERVICE
Route 1
Newberry
South Carolina

COOKE CONSTRUCTION COMPANY
"Coastal Carolina’s Quality Contractor"
Commercial – Residential
1702 Yeamans Hall Rd.
Phone 747-2471
North Charleston, South Carolina

Triangle Electric Co., Inc.
P. O. Box 889
New Bern, North Carolina

Meaders Company, Inc.
Grove Road – CE 2-3982
Greenville, South Carolina
Plumbing, Air Conditioning, Electrical Appliances
Your Hotpoint Dealer

Waterproofing
Drywall Contracting

Duncan P. Morrow
Route 1 – Phone 461-7624
Chesnee, South Carolina
We Move Anything Anywhere
Heavy Hauling
Sellers House Moving Company
Furman Hall Road
Telephone CE 2-3631
Greenville, South Carolina

ARCHITECTURE/11
FAIRFOREST NURSERY COMPANY

TREES  PLANTS
SHRUBS  BULBS

Landscaping & Scenic Decorating
Telephone  583-7851
P.O. Box 284
FAIRFOREST, SOUTH CAROLINA

GREETINGS FROM
WATTERSON COMPANY INCORPORATED

P.O. Drawer B
WELLFORD, SOUTH CAROLINA

Southern Brick Company
Manufacturers of . . .

FACE  NORMAN  COMMON  JUMBO
Also . . . . STRUCTURAL TILE
Main Office: Ninety Six, South Carolina
Sales & Display Office: 27 Mohawk Drive
Greenville, South Carolina
Phone GA 2-3621 in Ninety-Six
Phone CE 3-0624 in Greenville

CAMPBELL TILE COMPANY

• TERRAZZO  • CERAMIC and RESILIENT TILES
SERVING THE PIEDMONT AREA OVER 40 YEARS
277 West Coffee     Dial CE 2-6486
Greenville, South Carolina

PLATT & SON GENERAL CONTRACTORS

Residential - Commercial Remodeling & Repairs
"Builder of Better Homes"
Main Street - Dial 272-5554
OCEAN DRIVE, SOUTH CAROLINA

Engineered Specialties, Inc.

AGENTS    DISTRIBUTORS

107 Wardlaw Street       P. O. BOX 446
GREENVILLE, SOUTH CAROLINA
BUILDING SPECIALTIES OF ALL TYPES
CUDD SHEET METAL COMPANY
Sheet Metal Heating and Air Conditioning Installations and Service Route No. 4 Phone HA 7-3340 Union, South Carolina

Richard Ruhle Refrigeration Co.
Commercial, Residential Telephone CA 5-7441 207 West Church Street Anderson, South Carolina

T. L. HOLT General Contractor
Commercial, Residential Construction of Quality Highway 905 – Phone 248-2817 Conway, South Carolina

GREENVILLE Wood Preserving Company
Wolmanized PRESSURE-TREATED LUMBER
Airport Road – Telephone CE 2-8873 GREENVILLE, SOUTH CAROLINA

COASTAL CONTRACTORS, INC.

ATLAS SUPPLY COMPANY
Box 3060 Winston-Salem, North Carolina

KINCAID ENGINEERING COMPANY

Post Office Drawer 832 Beaufort, South Carolina
Post Office Box 507 Gastonia, North Carolina
MARION B. ULRICK  
Quality Construction  
Residential  Light Commercial  
FREE ESTIMATES  
702 East McBee Ave.  
GREENVILLE, SOUTH CAROLINA

We don't know what Code of Ethics your builder has...  
We do know that builders who display the Home Builder's Seal subscribe to this Code of Ethics. Look For This Seal!

Home Builders Association  
Of Spartanburg

FOR
INDUSTRIAL & COMMERCIAL  
CONTRACTING  
PHONE 349-2671

TURBEVILLE, SOUTH CAROLINA
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.

---

**HAMILTON HOUSE**
510 North Main Street  Phone CA 5-7261
Anderson, South Carolina

*Interior Decorating*
*Draperies*
*Carpets*
*Fabrics*

**MR. GEORGE BAILES**
MEMBER A I A D

---

**BRYANT ELECTRIC COMPANY, INC.**
Box 1430
High Point, North Carolina

---

**NORTH STATE PYROPHYLITE CO.**
P. O. BOX 7247  PHONE 299-1441
GREENSBORO, N. C.

---

**INDUSTRIAL BOILER FURNACES AND INCINERATORS**

*SALES & INSTALLATION*
MONROE MECHANICAL CONTRACTORS

Commercial & Industrial Heating & Air Conditioning

BOX 492 — MONROE, NORTH CAROLINA

HOWARD and HENDERSON

HEATING AND AIR CONDITIONING

2708 MONROE ROAD — CHARLOTTE, N. C.

VAN-SMITH COMPANY
VALUE - SERVICE - CO-OPERATION

Concrete Ready Mixed

Two Plants
Conveniently Located

Plant No. 1 — Located in City — Phone RA 2-8874
Plant No. 2 — Located in Navy Yard Section
Phone SH 4-2640

276 EAST BAY CHARLESTON, S. C.

SOUTHEASTERN STEEL COMPANY

Steel Warehouses And Fabrication Shop

Write P. O. Box 6373-A
Myers Branch
Steel Warehouses and Fabrication Shop
Telephone RA 2-8877 or RA 2-8876
CHARLESTON, SOUTH CAROLINA

J. D. Starkey

PAINTING & PAPERING

Box 234
DURHAM, NORTH CAROLINA
TURNER ELECTRIC COMPANY
Route 1
La Grange
North Carolina

ROY K. MASON
General Contractor
Featuring Finer Home Building
Route 1 – Inman, South Carolina

SPARTAN EQUIPMENT COMPANY
Charlotte Columbia
Greensboro Greenville

Scotland Concrete Company Inc.
Box 178
Laurinburg, North Carolina

R.H. BOWLING INCORPORATED
Post Office Box 10158
Charlotte, North Carolina

CALVIN C. QUINTON CONTRACTOR
Building Fine Homes for the Finer Folk
119 Tanglewyld Drive
Phone 582-4422
Spartanburg, South Carolina

YOUR Hotpoint
Dealer for Barnwell HIERs ELECTRICAL SERVICE
1106 Jackson Street
Barnwell, South Carolina

McCLURE LUMBER COMPANY
Lumber Masters
Ask Your Neighbor
6000 Mt. Holly Road
Charlotte, North Carolina

DIXON AND WAYNICK INC.
Greensboro, North Carolina

GOFFORTH BROS. INCORPORATED
Route 6
Shelby, North Carolina

WADE MOORE CONSTRUCTION CO.
Route 1
Louisburg
North Carolina

Wilmington Iron Works, Inc.
P.O. Box 329
Wilmington, North Carolina

FLOYD S. PIKE Electrical Contractor Inc.
We Do Anything Electrical
Mount Airy, North Carolina

G.S. Saine PLUMBING, INC.
130 East Sycamore
Lincolnton, North Carolina

SCOTTLAND CONCRETE COMPANY INC.
PORTER-BELK LUMBER COMPANY

Let us furnish your needs in building materials &
SHERWIN-WILLIAMS PAINT

510 South Main Street
Phone 283-8466
Lancaster, South Carolina

PARKER'S CABINET SHOP

Expert Cabinet Makers
CHURCH MILLWORK
OUR SPECIALTY
501 West 3rd Avenue
Easley, South Carolina

ANTHONY'S

Plumbing, Heating &
Electrical Contractors
RESIDENTIAL-COMMERCIAL
306 N. Limestone Street
Gaffney, South Carolina

CLECKLEY & MCGEE INC.
General Contractors

Box 374  Phone JE 4-5580
ORANGEBURG, S. C.

Clayton Tile Distributing Company
American
Shower and Bathtub enclosures

Telephone 239-3925
3-A Parkins Mill Road
GREENVILLE, S. C.

Mill-Power Supply Company

Charlotte, North Carolina

ADAMS ELECTRIC COMPANY

129 E. Morehead St.
Reidsville
North Carolina
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 upper-most 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 Baessel, Editor
GENERAL SUPPLIES
Your Every Need In Building
And Construction Supplies

Quality and Service

PHONE 583-8417
439 Union St. Spartanburg, S. C.

Northside HEATING & SERVICE CO.
SALES SERVICE INSTALLATION
We Repair All Styles And Sizes

CE 9-5867 - 17 Windsor Drive
GREENVILLE, SOUTH CAROLINA

JOHNSON CONSTRUCTION COMPANY INC.
SKILL RESPONSIBILITY INTEGRITY
Box 350
MONROE, NORTH CAROLINA

COMMERCIAL
Janitor Service & Supplies Inc.
Bonded and Insured Complete Janitor Service

1804 N. Pleasantburg Drive
GREENVILLE, SOUTH CAROLINA

JANITORS CLEANING SERVICE
Greenville’s Oldest Complete Janitor Service

*Residential *Commercial *Industrial
P. O. Box 3843 Park Place Branch
GREENVILLE, SOUTH CAROLINA

J. L. COE CONSTRUCTION COMPANY
SKILL RESPONSIBILITY INTEGRITY
P.O. Box 1881
Charlotte, North Carolina
Craftsmanship in Metal

Whether an aluminum cross for a church—a stairway of stainless steel for a savings and loan—a gold anodized aluminum screen for the North Carolina State Legislative Building—there is dignity and splendor in these and countless other custom made products of architectural metal by Wilkins' craftsmen for more than half a century.

J. D. Wilkins Co.

1200 W. Lee Street • Greensboro, N.C.
ARCHITECTS TO GATHER AT CONFERENCE
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.
Ladson D. Tankersley, A.I.A., co-chairman is a partner in the firm of Tarleton & 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.
Builders In and Of the South

DANIEL CONSTRUCTION COMPANY, INC.

GREENVILLE, SOUTH CAROLINA
ATLANTA • BIRMINGHAM • GREENSBORO • JACKSONVILLE • KINGSPORT • RICHMOND
NEW YORK (Sales Office)

CAROLINAS' CHAPTER
THE PRODUCERS' COUNCIL, INC.

Aluminum Co. of America
Amarlite-Division
American Air Filter Co.
Armstrong Cork Co.
Barber-Colman Co.
Caloric
C. F. Church-Division
Crawford Door Co.
Cupples Product Corp.
Duke Power Co.
Dwyer Products Corp.
Formica Corp.
Georgia Pacific Corp.
Hough Mfg. Corp.
Inland Steel Products Co.
Johns-Manville
Kawneer Company
LCN Closers
Libby-Owens-Ford Glass Co.
Michael Flynn Mfg. Co.
John M. Gill
James R. Carter
Kirk Causart
Ron Parkinson
S. Edward Jordan
E. W. Maxson
W. C. White
Lawrence E. Irvine
Lowell B. Bailey
Edwin C. Boyette
J. C. McCaheem
W. R. Mills
Keith Middleton
Faison S. Kuester
Kermit L. Mann
Andy Turner
Connor B. Stroup
William A. Lee, Jr.
R. W. Aiken
L. E. "Woody" Atkins, Jr.
Robert C. Bainbridge, Jr.
Edwin H. Smith
Benjamin Moore & Co.
The Mosaic Tile Co.
Natco Corp.
Natco Corp.
National Gypsum Co.
New Castle Products
National Concrete Masonry Assn.
Northrop Architectural Systems
Oris Elevator Co.
Owens-Coming Fiberglas Corp.
Piedmont Natural Gas
Pittsburg Plate Glass Co.
H. H. Robertson Co.
The Ruberoid Co.
Sargent and Co.
Stanley Hardware
Unistrut Corp.
United States Plywood Corp.
U. S. Ceramic Tile Co.
Vermont Marble Co.
Zonolite-Division
Universal Rundle Corp.
William Wilson Brown
Mike Galifianakis
James F. Troway
Edgar L. Jones, Jr.
Floyd Montgomery
J. J. Wingard, Jr.
Andrew L. Clement
Tilden C. Walsh
R. Reagion Warren
Ray L. Loflin
Ted Ballenger
John R. Howard
Perry S. Hudnall
Van Williams
Hal Owens
R. D. Ghezzi
B. Merritt
Bruce F. Loing
A. Frank Dillard
David D. Baldwin
E. G. Vincent
Jack D. Ruhl

ARCHITECTURE/26

CONSULT AN ARCHITECT
C. B. ASKINS

GENERAL CONTRACTOR
P.O. Box 959 - Telephone 7011
LAKE CITY, SOUTH CAROLINA

MOON & FREEMAN

HEATING & AIR CONDITIONING
CE 2-8162 - 102 Cedar Lane Road
GREENVILLE, SOUTH CAROLINA

FLAHERTY

HEATING & AIR CONDITIONING CO.
423 Ammons Road - Phone 583-6192
SPARTANBURG, SOUTH CAROLINA

FOWLER BROTHERS ELECTRIC CO.

ELECTRICAL CONTRACTOR
P.O. Box 49
GAFFNEY, SOUTH CAROLINA

SANDERS GLASS COMPANY

South Carolina's Only Leaded Glass Company
*Maintenance  *Fabrication  *Repair
SERVING THE ENTIRE STATE
Phone 773-8033 - 13-15 Hampton Ave.
SUMTER, SOUTH CAROLINA

ELECTRICAL SUPPLIES—WHOLESALE

M and H ELECTRIC Supply, Inc.

COMPLETE LINE OF ELECTRICAL SUPPLIES
Westinghouse Lamps - Cutler Hammer Switch
And Motor Controls
Binkley Metal Framing - Appleton Unilets
A H & H Wiring Devices - Okonite Cords & Cable
Fluorescent Lighting Fixtures
Smithcraft - Southeast
Sylvania
705 W. Main - Spartanburg, S. C.

CHERAW BRICK WORKS

P.O. Box 207
CHERAW, SOUTH CAROLINA
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 Harlon 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 with 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.
HAND TAILORED TO FIT
EXPOSED AGGREGATE
REQUIREMENTS

- COLOR  A wide range of colors available from eight Carolina plants and other locations
- CRUSHED or naturally rounded material
- HAND-PICKED To eliminate foreign material
- SIZED for specific applications—graded in 1/8" increments
- STOCK-PILED in large storage areas to insure color continuity and uniformity
- PACKED in 100# bags or bulk loaded

DECORATIVE GRAVEL
Uniformly sized in ranges 1" to 4"
FILTER GRAVEL
Rounded white filter gravel accurately graded to specifications

Becker County Sand & Gravel Co.
SPECIALTY PRODUCTS DIVISION

OFFICE: CHERAW, S. C.  BOX 848  TEL: 537-7883
PLANT: BENNETTSVILLE, S. C.  BOX 596  TEL: 479-2431
LARGEST GRAVEL PRODUCERS IN THE SOUTHEAST
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. Under 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.
V.D. RAMSEUR & SONS
ROOFING - SHEET METAL

Airport Road
Phone CE 5-1611
GREENVILLE, SOUTH CAROLINA

KATHRYN'S
DRAPERIES & UPHOLSTERY

3511 WHITE HORSE ROAD
GREENVILLE, SOUTH CAROLINA

WILLIS CONSTRUCTION COMPANY

Road Work
Grading & Building Contractors

104 TEDDER ST. DARLINGTON, S.C.

RAMSEUR INSULATING & ROOFING, INC.

"Our Customers Are Our Coziest Friends"

INSULATE NOW AND SAVE

Telephone CE 9-2502 or CE 3-8730
795 Washington Avenue
GREENVILLE, SOUTH CAROLINA

TROJAN STEEL CORPORATION

- FABRICATION
- DESIGN
- ERECTION

800 Block of Green St.
COLUMBIA, SOUTH CAROLINA
WILLIAM G. LYNES, 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.
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.
Dave Parton
Contractor
Electrical, Commercial, Residential
Industrial Contracting
1408 Mill Street
Phone 432-4370
Camden, South Carolina

Vaughn & Company
Construction
Industrial Supplies & Equipment
Fasting Devices-Concrete Cutting
Drilling Equipment
271 Eisenhower Drive
232-6448
Greenville, South Carolina

Trend Inc.
Kitchens
Box 5451 Station B
Greenville, South Carolina

Wade Hampton
Nursery & Garden Center
Complete Landscaping Service
Ornamental Shrubs & Trees
Complete Line of Garden Supplies
Wade Hampton Blvd.
Greenville, South Carolina

E. L. Thompson
Contractor
15 North Main Street Phone GR 2-2401
Residential Construction
Inman, South Carolina

Vulcraft Joists
Architecturally Adaptable

There’s a Merry Brick just right for your need.

Merry Brothers
Brick & Tile Company
Augusta, Georgia

Vulcraft Corporation
Florence, South Carolina
Manufacturers of Open Web Steel Joists
Member - Steel Joist Institute
A Division of Nuclear Corporation of America

Combining efficient structural function with architectural convenience and utility, Vulcraft Steel Joists can be used with any roofing or flooring material, in any style of building.
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 Greenville 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.

W. E. FREEMAN, Jr. – REGIONAL DIRECTOR

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.
PALMER AND MALONE
Civil Engineers and Surveyors
6½ Law Range – Sumter, S.C.
811 Bay Street – Beaufort, S.C.

L.C. CARSON
CONTRACTOR
GENERAL BUILDING
CONTRACTING
Post Office Box 115
Orangeburg, South Carolina

RAMSEY & SON
INC.
BOX 1249
SHELBY, NORTH CAROLINA

AIR CONDITION
your home... for cool comfort...
INGOLD CO., INC.
Roofing, Sheet Metal, Plumbing, Heating,
Air Conditioning
Box 1870
HICKORY, NORTH CAROLINA

ALEXANDER
TANK & EQUIPMENT
COMPANY
P.O. Box 64
CHARLOTTE, NORTH CAROLINA

GRAY
CONCRETE PIPE
COMPANY
Thomasville, North Carolina

JACK THOMAS CO.
MECHANICAL CONTRACTOR
- Commercial
- Industrial
- Residential
HEATING & AIR CONDITIONING
108 Grove Rd. Phone 233-7022
GREENVILLE, SOUTH CAROLINA
FRANK E. BALDWIN, JR.
CONTRACTOR
ROADS – HIGHWAYS
GRADING CONTRACTOR
Box 124 – Phone 726-3308
Ridgeland, South Carolina

E. D. ROGERS,
CONTRACTOR
Specializing in Home Building
and Farm Buildings
Route 3 – Phone 328-1559
Rock Hill, South Carolina

MALCOLM D. TURNER,
CONTRACTOR
QUALITY
CONSTRUCTION
BY
EXPERIENCE
313 Lakeforest Dr. – Ph. 583-1123
Spartanburg, South Carolina

DAVID
THOMPSON
Electrical Service – Electric Heat
Wiring and Fixtures
Route #2
Spartanburg, South Carolina

WELCOME AIA
Drive Through BOTANY WOODS
While You Are Here
BOTANY WOODS
BUILDING AND SALES CO.
INC.
Edwards Road – Ph. 244-1989
Greenville, South Carolina

S. SCOTT FEREbee
PRESIDENT N.C.A.I.A.

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 Asso-
ciates, 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 A-
merican Institute of Architects.
Prior to his election to the presi-
dency he served at various times
as Vice-president and Treasurer of
the North Carolina Chapter and as
chairman of several of its commit-
tees.
He is a member and past Chair-
man of the Official Board of St. Paul
Methodist Church where he serves
as a teacher of the Wesley Fellow-
ship 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 re-
mained active in the Army Reserve
and presently holds the rank of
Colonel.
Born in Detroit, Michigan, he
 grew up in Henderson, North Caro-
lina, where he attended the public
schools. He is married to the for-
mer Mary Elizabeth Cooper of As-
bury, New Jersey. They have three
children: Scott, III, 12; John, 10;
and Caroline, 5.
QUALITY CONCRETE PRODUCTS INC.

Pre-Stressed and Pre-Cast Concrete Products

Box 7165 Branwood Station South Florida Avenue
GREENVILLE, SOUTH CAROLINA

ALEXANDER’S AWNING & IRON CO. INC.
Custom Made Aluminum Awnings
Patio Covers Carports
DISTRIBUTORS FOR SUNCREST MARQUEE
1304 Woodside Avenue CE 5-6582
Greenville, South Carolina

richtex brick
All Shades All Colors
All Sizes All Textures

richland shale products co.

Phone AL 4-7209

P.O. Box 3138
Columbia, South Carolina

P.C. COCHRAN CONTRACTOR
Roads - Paving - Grading - Earth Moving
INDUSTRIAL - COMMERCIAL
P.O. Box 445 - Phone 464-4542
YORK, SOUTH CAROLINA

BEN M. SPANN & COMPANY
MANUFACTURERS REPRESENTATIVES
HEATING, VENTILATING & AIR-CONDITIONING EQUIPMENT

P. O. Box 8265 A Phone CEdar 2-3873
Greenville, South Carolina

BRADLEY PLUMBING & HEATING CO.
127 Williamsburg St. S.E. Aiken, S.C.
Phone: MI 9-2155

Plumbing for Medical Office Bldg.
AND
Heating and Plumbing for Aiken, S.C.
LANDRUM MILLS
Landrum, South Carolina

A Division of Bigelow-Sanford, Inc.

May Your Fall Convention Be Most Successful

ditrau, inc.
Complete Home Furnishings
203 South Main Street - Telephone 862-3841
Fountain Inn, South Carolina

DURHAM'S PUMPS & MOTORS
24-Hour Service
Well Pumps - Sales & Service
Dealer for Flint & Walling, Meyers & Georgia Pacific
Phone 845-7223 - 12 King Street - Piedmont, South Carolina

ELLAMAE E. LEAGUE
PRESIDENT, GA. COUNCIL

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 $5 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.

ARCHITECTURE/41
MULLINS FLOOR SERVICE & SUPPLIES
Complete Selection of Floor Coverings
We Feature All Types Of Armstrong Tile & Floor Coverings
Ceramic Tile-Door Locks-Windows
716 Holmes St. - 489-2813
Gaffney, South Carolina

ALLISON HEATING COMPANY
Air Conditioning Installations
Heating Service & Installation
'Armstrong' Heating Systems
P.O. Box 499
Phone IV 9-8603
River Drive
Gaffney, South Carolina

J. L. WYNN & CO., INC.
1406 Lowdnes Hill Road
Phone CE 9-9096
Mechanical Contractors
The Very Best In Air Conditioning Installation,
And Service
Greenville, South Carolina

PEE DEE BUILDING
INDUSTRIES INC.
Marion
South Carolina

Custom Picture Framing
To Suit Your Taste

COASTAL GLASS COMPANY
410 West Broadway
Myrtle Beach, South Carolina

RALPH LEE CONSTRUCTION CORPORATION
15 Manley Street
Phone 232-9730
GREENVILLE, SOUTH CAROLINA
All Types Construction
CHURCHES
CHAPELS OUR SPECIALTY

The Very Finest
In Fine Home Building
'In Business Since 1948'
NEW, from Binning’s
GREY INSUL-GLASS WITH ENCLOSED
DECORATIVE DESIGNS

Between the two pieces of glass that form Insul-Glass, Binning’s can now enclose decorative designs. Choose from gold anodized designs in stock or specify designs of your choice. Possibilities are unlimited for creating interesting and unique windows, window walls, and dividers. Clients will also benefit from these outstanding features of Grey INSUL-GLASS.

- Solar radiation and heat transfer reduced by 50%.
- Air conditioning installation and operating costs reduced up to 50%.
- Withstand hurricane winds — approximately 200% stronger than regular glazing.
- Glare virtually eliminated, easy to see out.
- Beautiful grey luster enhances appearance.
- Provides privacy — three times as difficult to see in from outside.
- Fading of draperies and rugs reduced.
- Original cost returned in savings.

Binning’s is your only source for Insul-Glass in awning windows. This revolutionary new insulation is also available in single hung windows and patio doors. For more information and a sample with enclosed design, contact Binning’s today. Telephone 246-5131.

YOUR LEADING SOURCE
FOR ALUMINUM BUILDING PRODUCTS

ARCHITECTURE/51
save on heat bills this winter!

**INSULATE NOW**

**STANDARD INSULATION COMPANY OF NORTH CAROLINA, INC.**
P. O. BOX 2103
RALEIGH, N. C.

**HEATER WELL COMPANY INCORPORATED**
Box 535
Cary, North Carolina

**BURTON BLOCK COMPANY**
MANUFACTURERS OF CEMENT PRODUCTS

Phone 524-3177
P. O. Box B
Burton, South Carolina

**McCoy WATERPROOFING COMPANY**
Residential Commercial Industrial
18 Years Experience and Service in Greenville County
31 Augusta Street – Telephone CE 5-6413
GREENVILLE, SOUTH CAROLINA

**McEWEN ENTERPRISES**
507 East Trade Street
CHARLOTTE, NORTH CAROLINA

**J. KEN WILLIAMS CONSTRUCTION COMPANY**
1804 NORLAND ROAD
CHARLOTTE, NORTH CAROLINA
ANDCO
INDUSTRIES CORPORATION

P.O. Box 3383
Greensboro, North Carolina

CONDITIONED AIR
INCORPORATED

Industrial & Commercial
Air Conditioning

Box 934
Greensboro, North Carolina

BROWN & MORRISON
POWER & PROCESS EQUIPMENT

1900 East Seventh Street
CHARLOTTE, NORTH CAROLINA

GRAHAM
CONSTRUCTION
COMPANY

P.O. Box 1767 – High Point, North Carolina

HANOVER
& COMPANY, INC.

SKINNER & RUDDOCK,
INC.

Heavy Equipment Rentals

Post Office Box 1101
Wilmington, North Carolina

King Street Extension
Phone RA 2-8847
Charleston, South Carolina
EASTERN BRICK & TILE CO.

East Court Street
Greenville, South Carolina
and
Wedgefield Road
Sumter, South Carolina

Suppliers
For The Brick & Tile
In Construction Of

THE LAWYERS BUILDING IN GREENVILLE

CLARK'S NURSERY

Route #7
Box 679 – K
Charlotte, North Carolina

WELDON'S PLUMBING & ELECTRIC CO.
694 Mechanic Street
Phone 646-3284
Residential & Commercial Contracting
Pendleton, South Carolina

SAM A. SLOAN CONSTRUCTION CO.
Route #1 Box 318
General Contractors
Phone 795-3250
Charleston, South Carolina

TOWNE PAVING CO.

WE BUILD STREETS
Driveways, Parking Lots, Etc.
Asphalt — Stone — Sand and Clay Base
Tractors, Graders, Rollers
Dump Trucks, etc.

Red Hill 347-3555
Myrtle Beach Hwy.
Myrtle Beach — 448-7501

W. F. COX COMPANY
For
*Building Materials
*Plumbing Supplies
*Electric Supplies
*Woolsey Paints
Dial 357-3514
Loris, South Carolina

OWENS CONSTRUCTION CO.
Commercial – Residential Construction
HE 2 -2201
914 DeKalb St.
Camden, South Carolina

FRANK JONES CONSTRUCTION COMPANY
General Contractors
Commercial Building
Telephone GL 6-7695
Hodges, South Carolina

RESIDENTIAL * COMMERCIAL
Siding-Roofing-Insulation
Pound
Roofing Co., Inc.
533 Edgefield Road
Belvedere, South Carolina

SWYGERT'S PLUMBING & HEATING
Box 55
Telephone 364-2317
Residential & Commercial
Prosperity, South Carolina

ARCHITECTURE/54
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.

ARCHITECTURE/55
1. SLOAN CONSTRUCTION COMPANY
ARCHITECTS: W. E. FREEMAN, JR. & ASSOCIATES

2. UNITED STATES POST OFFICE
ARCHITECTS: J. E. SIRRINE CO.
GREENVILLE METALCRAFT CORPORATION

Manufacturers of
- WARM AIR FITTINGS
- ELBOWS
- ANGLES
- ROUND PIPE
- GUTTERING

Highway 29 Phone 277-2803
Greenville, South Carolina

INDUSTRIAL MAINTENENCE & MECHANICAL SERVICE INCORPORATED

METAL FABRICATION PROCESS CHANGES
INSULATION MILLWRIGHT WORK
PROCESS PIPING

P. O. Box 61 – Phone CE 9-5481 – Greenville, S. C.

CHANLEY GLASS COMPANY

Glass for Commercial and Home Use

- Auto Glass Installed
- Plate Glass
- Window Glass
- Mirrors
- Store Fronts
- Desk Tops
- Furniture Tops
- Estimates Cheerfully Given

Telephone 327-3974
ROCKHILL, SOUTH CAROLINA

HARRINGTON CONSTRUCTION COMPANY

Commercial – Residential Construction

400 Longstreet Street
KINGSTREE, SOUTH CAROLINA

B & F ROOFING COMPANY INC.

- CAREY BUILDING MATERIALS

PHONE: CE 2-7623
212 E. McBEE AVE. GREENVILLE, S. C.

Westinghouse

MICARTA DIVISIONS

Hampton, S. C.
'Engineering in Laminated & Molded Plastics For Home & Industry'
3. OFFICE BUILDING
ARCHITECTS: W. E. FREEMAN, JR. & ASSOCIATES

4. LAWYERS BUILDING
ARCHITECT: J. HAROLD MACK
5. PACKAGE STORE
ARCHITECTS: TARLETON & TANKERSLEY

7. NORTHSIDE METHODIST CHURCH
ARCHITECTS: TARLETON & TANKERSLEY

6. SCARBOROUGH RESIDENCE
ARCHITECTS: LINEBERGER & ASSOCIATES
9. DRESKIN RESIDENCE
ARCHITECTS: CHAS. POTTER JR. AND ALISON LEE

8. WADE HAMPTON OFFICE, FIRST FEDERAL SAVINGS & LOAN ASSOCIATION
ARCHITECTS: W. E. FREEMAN, JR. & ASSOCIATES
RION ASPHALT COLD-MIX

"The All Granite Asphalt Mix"

RION CRUSH STONE CORPORATION
DELIVERED ANYWHERE IN STATE
Crushed Granite Rip Rap Screenings
RION, SOUTH CAROLINA

Beautiful "MICARTA" Counter Tops
Custom-Made Counter Tops Furnished and Installed by

J.B. STRIBLING CABINET SHOP

Telephone 583-4747
ROUTE 1 - ROEBUCK, SOUTH CAROLINA

PAUL S. OLIVER, INC.
Sandblasting and Corrosion Specialist
1129 WESTRIDGE GREENSBORO, N. C.

WILMINGTON ELECTRIC SUPPLY COMPANY
Box 906
Wilmington, North Carolina

OLNEY'S WALLCOVERING DIVISION
Distributors of Quality Wall Coverings
WALL-TEX, SATINESQUE, & GUARD VINYL WALLCOVERINGS
also WALLPAPERS & SCENICS
Greensboro, N. C.

OLNEY PAINT COMPANY
Distributors - Gilman Quality Paints
"YOU GET THE BEST OF IT IN GILMANN PAINTS"
Spartanburg, S. C.

ARCHITECTURE/62
10. ECHOLS RESIDENCE
ARCHITECT: CHARLES H. LILES

11. HUGHES RESIDENCE
ARCHITECT: CHARLES POTTER, JR.

12. LUTHERAN CHURCH OF OUR SAVIOR
ARCHITECTS: TARLETON & TANKERSLEY
13. PETER SASSO RESIDENCE
ARCHITECTS: TARLETON & TANKERSLEY

14. MACFIE RESIDENCE
ARCHITECTS: TARLETON & TANKERSLEY
<table>
<thead>
<tr>
<th>Thompson Electric Co.</th>
<th>Thompson Electric Co.</th>
</tr>
</thead>
<tbody>
<tr>
<td>330 W. Broadway – Ph. 448-7042</td>
<td></td>
</tr>
<tr>
<td>Myrtle Beach, South Carolina</td>
<td></td>
</tr>
<tr>
<td>Thompson Electric Co.</td>
<td>Thompson Electric Co.</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>330 W. Broadway – Ph. 448-7042</td>
<td></td>
</tr>
<tr>
<td>Myrtle Beach, South Carolina</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FRED COATS CONTRACTOR</th>
<th>FRED COATS CONTRACTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Building – General Contracting</td>
<td></td>
</tr>
<tr>
<td>“Finer Homes by Fred”</td>
<td></td>
</tr>
<tr>
<td>159 Stribling Circle – Phone 585-1060.</td>
<td></td>
</tr>
<tr>
<td>SPARTANBURG, SOUTH CAROLINA</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FISKE-CARTER Construction Company</th>
<th>FISKE-CARTER Construction Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Contractor</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>G. M. COX HOUSE MOVING</th>
<th>G. M. COX HOUSE MOVING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed by the Public Service Commission</td>
<td></td>
</tr>
<tr>
<td>P. O. Box 168 – Ph. 582-8814</td>
<td></td>
</tr>
<tr>
<td>Fairforest</td>
<td></td>
</tr>
<tr>
<td>Spartanburg, South Carolina</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>New floor covering Designs</th>
<th>New floor covering Designs</th>
</tr>
</thead>
<tbody>
<tr>
<td>CECIL BROWN’S CARPET INSTALLATION</td>
<td></td>
</tr>
<tr>
<td>CARPET SERVICE AND INSTALLATION</td>
<td></td>
</tr>
<tr>
<td>407 Edwards Road – 244-6515</td>
<td></td>
</tr>
<tr>
<td>GREENVILLE, SOUTH CAROLINA</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FISKE-CARTER Construction Company</th>
<th>FISKE-CARTER Construction Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Contractor</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PINE STREET EXT.</th>
<th>MASONIC TEMPLE BLDG.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHONE</td>
<td>PHONE</td>
</tr>
<tr>
<td>582-6706</td>
<td>CE 2-1574</td>
</tr>
<tr>
<td>SPARTANBURG, S. C.</td>
<td>GREENVILLE, S. C.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD Building &amp; Loan Association</th>
<th>STANDARD Building &amp; Loan Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>1211 WASHINGTON STREET</td>
<td></td>
</tr>
<tr>
<td>BRANCH: TRENHOLM PLAZA</td>
<td></td>
</tr>
<tr>
<td>COLUMBIA, SOUTH CAROLINA</td>
<td></td>
</tr>
</tbody>
</table>
15. ARCHITECTS STUDIO
ARCHITECTS: TARLETON & TANKERSLEY

16. TEXTILE HALL
ARCHITECTS: J. E. SIRRINE CO.
17. OFFICE BUILDING
ARCHITECTS: W. E. FREEMAN, JR. & ASSOCIATES

18. OFFICE BUILDING
ARCHITECTS: W. E. FREEMAN, JR. & ASSOCIATES

19. OFFICE BUILDING
ARCHITECTS: J. E. SIRRINE CO.
20. SOUTH CAROLINA NATIONAL BANK; PLEASANTBURG BRANCH
ARCHITECTS: J. E. SIRRINE CO.

21. GREENVILLE TECHNICAL EDUCATION CENTER
ARCHITECTS: J. E. SIRRINE CO.
22. GLOVER BROS. INSURANCE CO.
ARCHITECTS: TARLETON & TANKERSLEY

23. THORNTON RESIDENCE
ARCHITECTS: LINEBERGER & ASSOCIATES

24. BAY SERVICE STATION
ARCHITECTS: W. E. FREEMAN JR., & ASSOCIATES
<table>
<thead>
<tr>
<th>M. Fillmore Shuler</th>
<th>W. R. Outz</th>
<th>Shade Rogers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contractor</td>
<td>Plumbing Center</td>
<td>Contractor</td>
</tr>
<tr>
<td>Residential - Commercial Construction</td>
<td>Commercial-Industrial Residential Plumbing &amp; Heating</td>
<td>Modern Residential Construction</td>
</tr>
<tr>
<td>Telephone 897-6111</td>
<td>P.O. Box 162</td>
<td>P.O. Box 262</td>
</tr>
<tr>
<td>Santee, South Carolina</td>
<td>582-6343</td>
<td>537-3353</td>
</tr>
<tr>
<td></td>
<td>Roebuck, South Carolina</td>
<td>Cheraw, South Carolina</td>
</tr>
</tbody>
</table>

---

**Efrid's Exterminating Company**

Exclusive Antimite Licensee Termite Control

S. C.'s Largest Independent Pest Control Company

1311 Asheville Highway - Spartanburg, S. C.

949 N. Pleasantburg Drive - Greenville, S. C.

---

**Greenville Nursery & Garden Center**

Complete Landscaping Service

420 Mills Avenue - Telephone 232-2873

GREENVILLE, SOUTH CAROLINA

---

**Specify**

**Exposaic**

Precast Exposed Aggregate Panels, Walls, Window Units

DIXIE EXPOSAIC, INC.

Mount Airy, North Carolina

P. O. Box 926 Phone 786-8338

---

**Canvas to Compliment Fine Architecture**

Canvas has more than doubled its life due to modern chemicals and manufacturing. Call or come by for new design ideas and free estimate.

---

**New Canvas Sunshades**

Canvas has more than doubled its life due to modern chemicals and manufacturing. Call or come by for new design ideas and free estimate.

---

**89 Exciting Ideas for Decorating and Shading With Canvas**

Columbia Tent and Awning Company

PHONE 252-9523 - 1314 ROSEWOOD DR. - COLUMBIA, S. C.

---

**FREE!**

Full-color, 24-page booklet is packed with design ideas, color combinations. Call or come by for your free copy.

---

**Architecture/72**
25. PEOPLES NATIONAL BANK, K-MART PLAZA BRANCH
ARCHITECTS: W. E. FREEMAN JR. & ASSOCIATES

26. K-MART DISCOUNT DEPARTMENT STORE
ARCHITECTS: W. E. FREEMAN JR. & ASSOCIATES

27. ADAMS, INC. OFFICE & MANUFACTURING PLANT
ARCHITECTS: W. E. FREEMAN JR. & ASSOCIATES
28. WYCHE RESIDENCE
ARCHITECT: CHARLES J. LILES

29. ENGINEERS BUILDING
ARCHITECTS: CHARLES POTTER, JR. & ALISON LEE
30. SOUTHLAND LIFE INSURANCE OFFICE
ARCHITECTS: W. E. FREEMAN, JR. & ASSOCIATES

31. LAWYERS’ OFFICES
ARCHITECTS: CRAIG & GAULDEN
BAGWELL TILE COMPANY
Ceramic Tile
Chain Link Fence
Pine Street Extension
Phone 582-1431
Spartanburg, South Carolina

HOME PLUMBING COMPANY
Install – Repair – Remodel
GUARANTEED SERVICE
Dial 327-7557
McConnells Highway
Rock Hill, South Carolina

GEORGE PETERSON
General Contractor
Residential & Commercial
Telephone 834-9966
405 North Poinsett Highway
Travelers Rest, South Carolina

C. W. BLANCHARD
General Contractor
722-1661 – P. O. Box 748
Charleston, South Carolina

Burgin’s General Paint Contractors
23 Years Experience
All Work Guaranteed
Fully Insured
700 Poinsett Highway
Greenville, South Carolina

Seawright Plumbing & Heating Company
Residential & Commercial Contracting
403 East Orr Street
Telephone CA 6-1181
Anderson, South Carolina

SHELBY CONCRETE PRODUCTS
Box 112
Shelby, North Carolina

F. T. Zeman Electric & Refrigeration Co.
815 North Main St. Phone 242
Mechanical Contractors
Marion, South Carolina

DEWITT DAVIS General Contractor
1335 Goodman Avenue
Charlotte, North Carolina

E. B. TOWLES CONSTRUCTION COMPANY
BOX 1617
WILMINGTON, N. C.

WIGGINS & SON
Ready-Mix Concrete
Concrete Building Blocks
Hardware and Building Supplies
625-4481

ROBERT L. GRAVES CONSTRUCTION CO.
Residential Construction With Good Living Our Goal
Small Commercial Building
Telephone 785-8402
Hilton Head Island, South Carolina

Beam Construction Company, Inc.
Post Office Box 128
Cherryville, North Carolina

Womack Electric Supply Company
Box 1288
Goldsboro, North Carolina
32. DOCTORS' OFFICES
ARCHITECTS: CHARLES POTTER JR., & ALISON LEE

33. PENDLETON ST. BAPTIST CHURCH
ARCHITECTS: W. E. FREEMAN JR. & ASSOCIATES

34. PEOPLES NATIONAL BANK
ARCHITECTS: TARLETON & TANKERSLEY
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>YVONNE TILE COMPANY</td>
<td>Highway 74 East Terrazzo Ceramic Tile Lumberton, North Carolina</td>
</tr>
<tr>
<td>WICKER SALES COMPANY</td>
<td>3703 Madison Avenue Greensboro, North Carolina</td>
</tr>
<tr>
<td>Air Conditioning Corporation</td>
<td>Box 6225 Greensboro, North Carolina</td>
</tr>
<tr>
<td>J. B. ELLIS &amp; COMPANY</td>
<td>406 Pender Street Wilson, North Carolina</td>
</tr>
<tr>
<td>Atlantic Glass Co., Inc.</td>
<td>Post Office Box 818 Wilmington, North Carolina</td>
</tr>
<tr>
<td>J.L. DARS &amp; SONS</td>
<td>General Contractors P.O. Box 1905 High Point, North Carolina</td>
</tr>
<tr>
<td>BURLINGTON ROOFING CONTRACTOR</td>
<td>P. O. Box 1097 Burlington, North Carolina</td>
</tr>
<tr>
<td>BOYD &amp; GOFORTH INCORPORATED</td>
<td>General Contractor Charlotte, North Carolina</td>
</tr>
<tr>
<td>BOYD &amp; GOFORTH INCORPORATED</td>
<td>Box 2306 Sanford, North Carolina</td>
</tr>
<tr>
<td>L. D. COX COMPANY</td>
<td>Box 2306 Sanford, North Carolina</td>
</tr>
<tr>
<td>T. R. Burrough's Construction Company</td>
<td>4732 Old Pineville Road Charlotte, North Carolina</td>
</tr>
<tr>
<td>HENDRICKS PLUMBING, HEATING &amp; Wiring</td>
<td>Commercial, Industrial Residential Electrical Contracting</td>
</tr>
<tr>
<td>ASHEBORO NORTH CAROLINA</td>
<td>204 W. Main Street Phone 859-9564 Easley, South Carolina</td>
</tr>
</tbody>
</table>
35. POE HARDWARE & SUPPLY COMPANY
ARCHITECTS: J. E. SIRRINE CO.

36. BEREA HIGH SCHOOL
ARCHITECTS: J. E. SIRRINE CO.
NEW WOOD HANDRAILS with an aluminum core substructure are furnished as a complete unit by Blumcraft. The solid walnut wood, with a natural hand-rubbed oil finish, is bonded to the aluminum at Blumcraft's factory. This new railing concept combining wood and metal is trademarked RAILWOOD®.
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.
"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.
This house, designed in the grand Victorian manner, has been the residence of important Greenville families since its construction shortly after the Civil War. It was built by a Frenchman, Charles H. Lanneau, who made a fortune during the war trading with the Confederates and the Federals. It was Lanneau who built two textiles mills and first introduced the industry to the city.

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.

FUNDERBURK HOME, BELMONT AVENUE
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 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 express 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 stone trim.

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. **•••**
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."
H.R. ROBERTSON
CONSTRUCTION CO.
Commercial - Residential
Industrial
Contracting
Smoaks, South Carolina

TILGHMAN
LUMBER COMPANY

Sellers, S. C.
752-5341
Fine Cypress & Hardwood Lumber
Manufacturers of
Hercules Roof Trusses

Electrical Contractors
WIGGINS
ELECTRIC COMPANY

110 Jackson Street
P.O. Box 6094 - Ph. 824-8826
North Augusta, South Carolina

Suburban
Construction Company
Residential and Commercial
Construction
524 Maybank Highway
Phone SN 6-4826
Charleston, South Carolina

MURRELL BROTHERS
SAND & STONE
COMPANY
SAND, STONE, GRAVEL
For Every Purpose
Grove Road
Phone 239-4027
Greenville, South Carolina

JOHN N. OWENS
CONTRACTOR
Better Built Homes To Your
Specifications
Route 6, Ph 585-3025
Spartanburg, South Carolina

INDUSTRIAL &
TEXTILE PIPING
INC.

Post Office Box 5044
Charlotte, North Carolina

C. F. Evans &
Company

GENERAL CONTRACTORS
Commercial - Residential
Industrial
Telephone 823-3321
Cameron, South Carolina

CROSBY
CONSTRUCTION, INC.

Water Works, Sewers
Bridges
P.O. Box 282
Union, South Carolina

JIM FINCH,
BUILDER

Finer Homes
For The Fine People Of
Spartanburg County
111 Briarwood Road
Phone 585-3937
Spartanburg, South Carolina

JOE D. SMITH
Contractor
Residential & Commercial
Construction
136 S. Main St. Ph 222-9098
Clover, South Carolina

HICKS & INGLE
COMPANY

Post Office Box 3323
Charlotte, North Carolina

RAMEY
CABINET SHOP

"Expert Repairs
On Your Present Kitchen"
CALL FOR ESTIMATES
202 Crane Avenue
Greenville, South Carolina

City Builder's Service
Inc.

"Builders
Service And Quality
Supplies"
Box 2708
Cherry Road Station
Rock Hill, South Carolina

PICKENS BROTHERS
ROOFERS

Composition Roofs
COMMERCIAL-RESIDENTIAL
INDUSTRIAL
103 Southway Street
EASLEY, SOUTH CAROLINA
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.
...eliminate the message bearers!

If the memories of the last structure you designed and built and the elevator problems you faced still haunt you, your best bet is to talk to Southern Elevator Company. There's no need to design a building around an elevator; Southern designs, builds and installs the elevators to fit the structure. You don't work with a company representative...you deal directly with the man who will do the designing, supervise the elevator building and direct the installation. It's nice to eliminate the frustration of a chain of message bearers...we find things get done this way.

You can rely on Southern's personal service for design, construction, installation and maintenance throughout the Southeast. Invite us to come by and blow our horn!

SOUTHERN ELEVATOR CO.

Main Offices and Plant: Greensboro, N. C.. Branch Office: Charlotte, N. C.
Ceramic tile by Mid-State is a basic consideration. Mid-State's colorful line allows you unlimited design possibilities, and the convenient Lexington plant and Charlotte warehouse mean fast, dependable service. Tile is ready for shipment and on the job site when you need it. This service and quality has made Mid-State one of the South's largest producers of ceramic tile. See our catalog in Sweets or write for your free copy today.