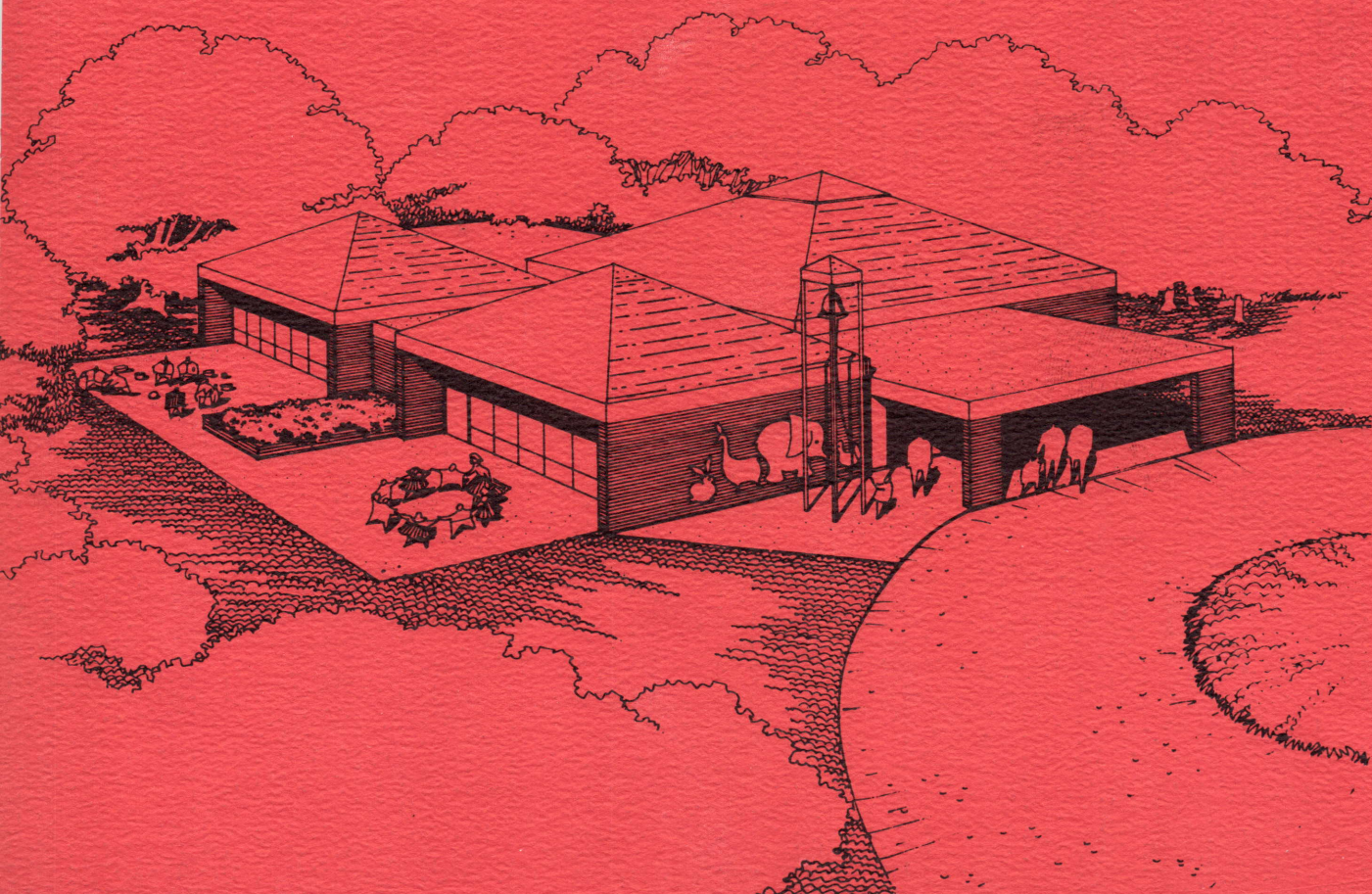


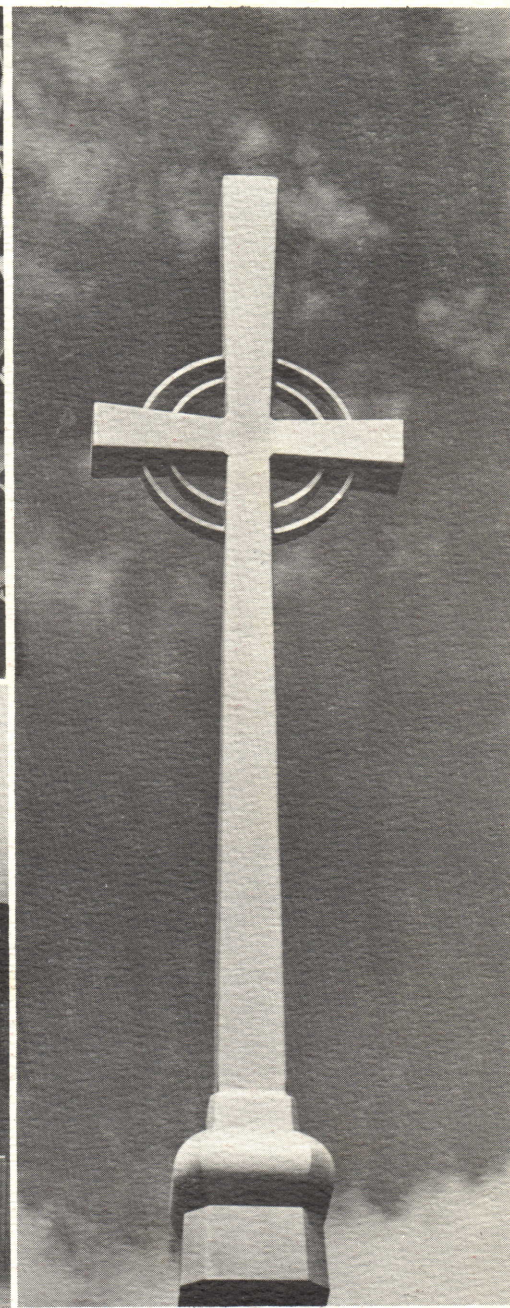
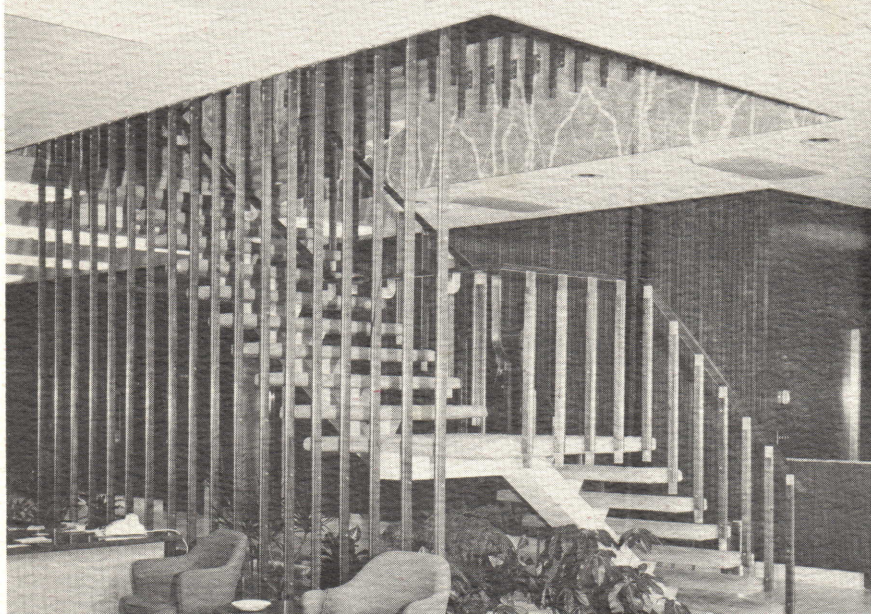
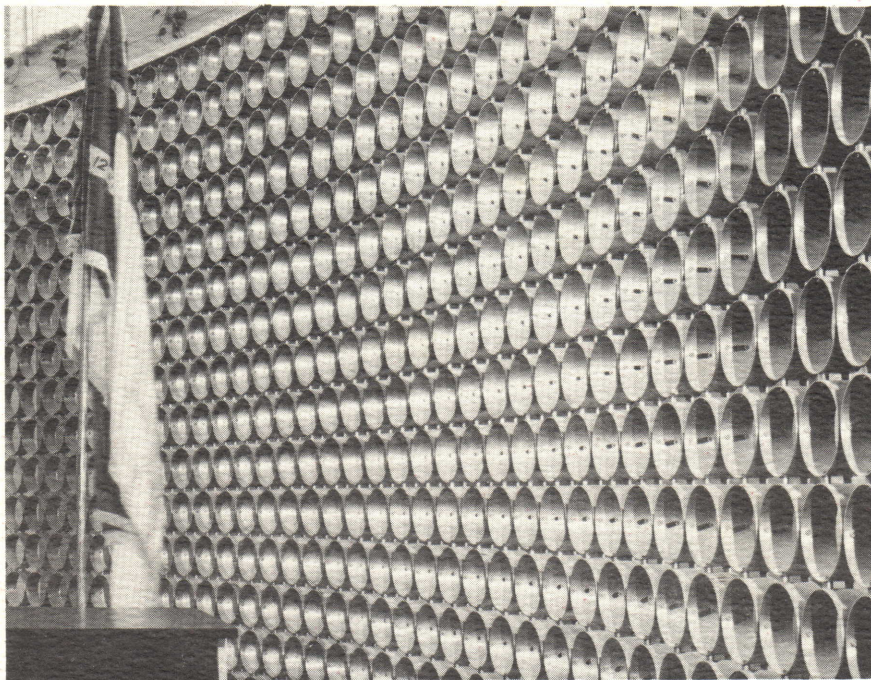
SCAIA

REVIEW OF ARCHITECTURE

1965

4



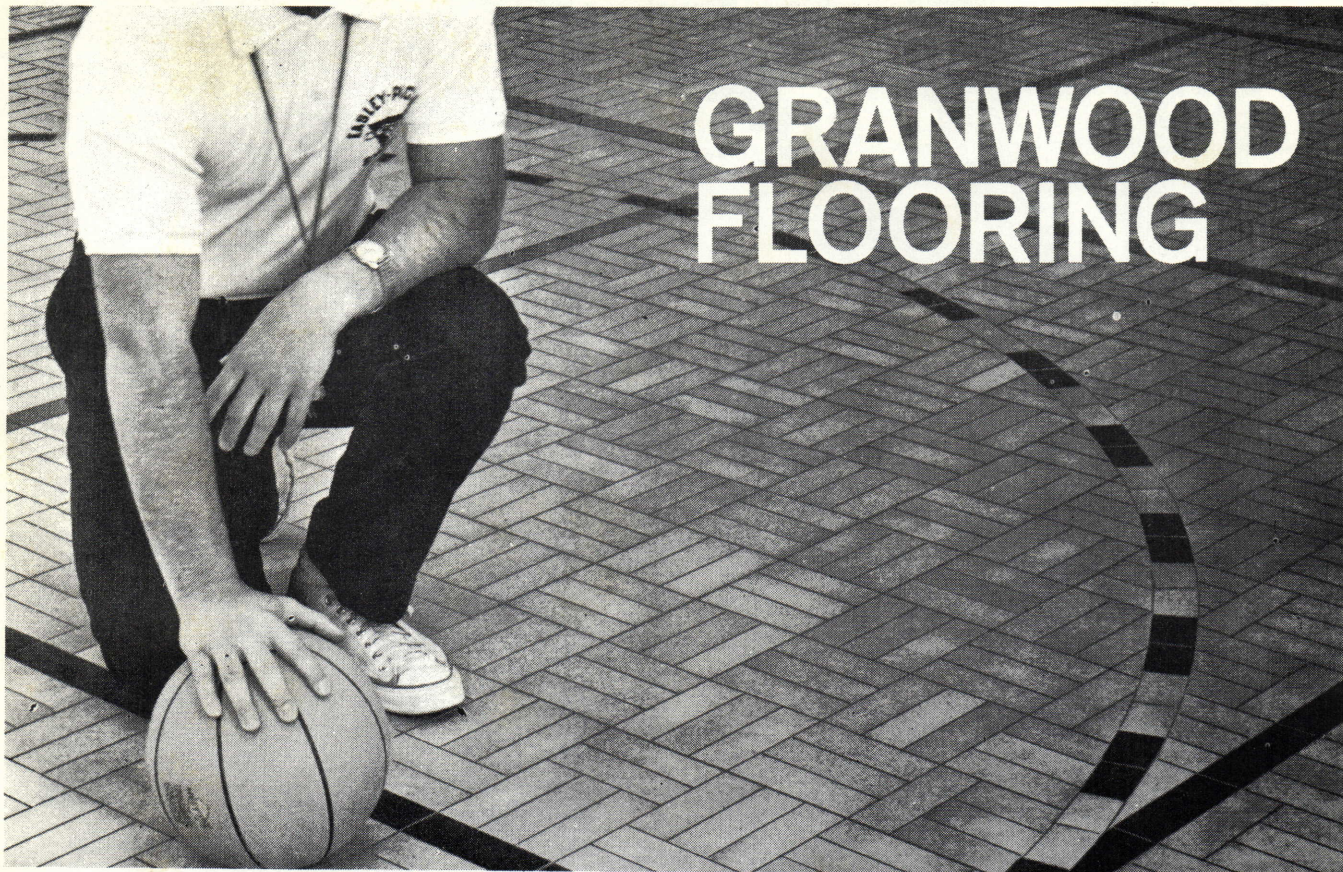


Craftmanship in Metal

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.



GRANWOOD FLOORING

HERE TO STAY!

This Granwood floor is here to stay. Not just the floor, but the playing lines as well . . . they're in-laid to last the life of the floor. The life expectancy of Granwood floors far exceeds that of other floors. Granwood combines the best qualities of wood and tile without the limitations of either. And year-to-year upkeep of Granwood floors is low. Granwood is finding wide acceptance for ballrooms, hotels and motels, and residential family rooms — for any place where beauty and durability really count!

HERE IS A PARTIAL LIST OF GRANWOOD GYMNASIUM INSTALLATIONS IN SOUTH CAROLINA:

- Washington School, Greenville
- George Fish School, Fort Mill
- Lexington High School, Lexington
- Butler High School, Hartsville
- Easley Junior High School, Easley
- Easley Y.M.C.A., Easley
- Andrews High School, Andrews
- Choppee School, Choppee
- Branchville High School, Branchville
- Camden Road School, Holly Hill
- Walterboro High School, Walterboro

DID YOU KNOW?

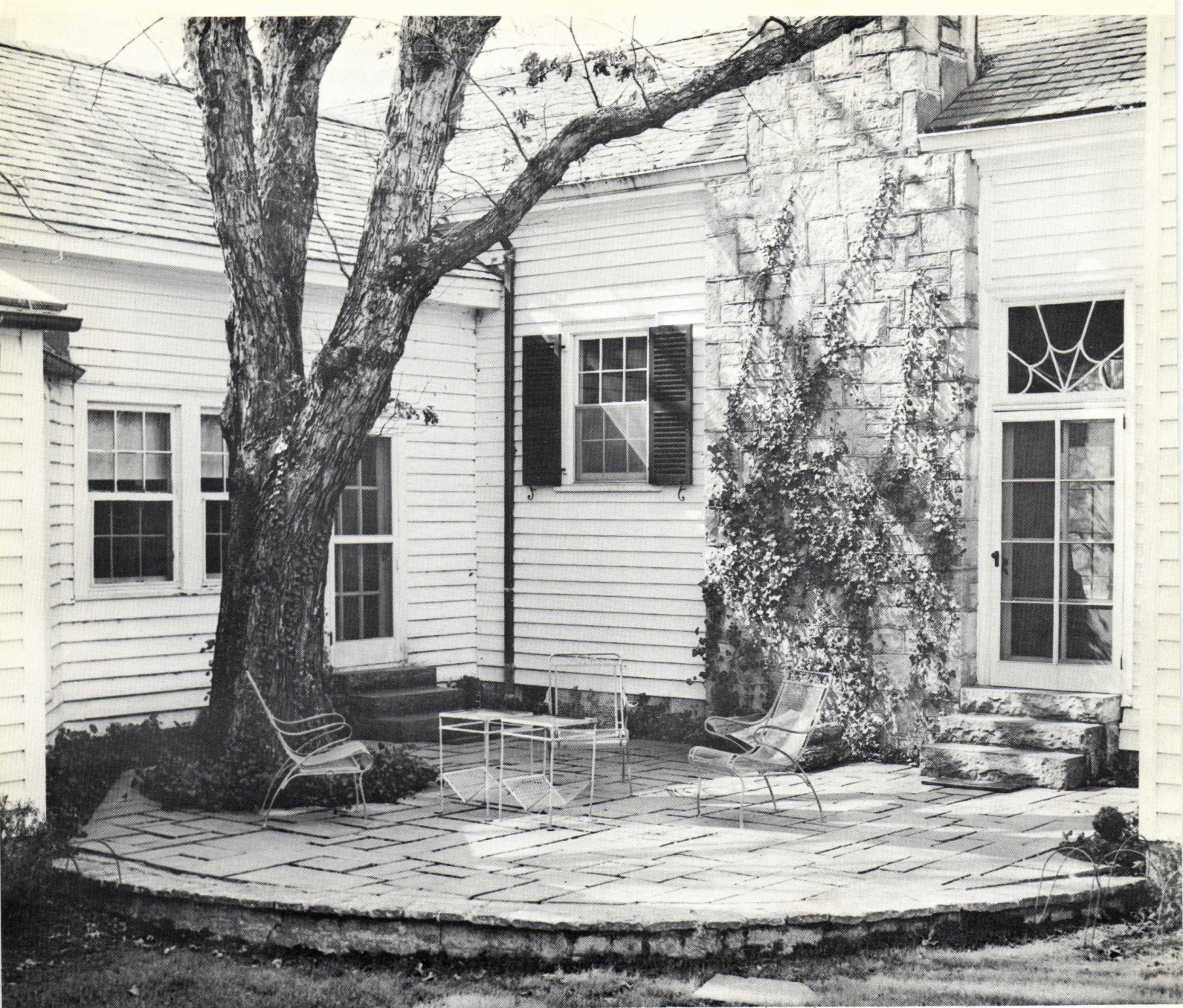
- American Granwood Flooring Company, Inc., offers a complete range of floors and services. We warehouse virtually every quality flooring with exception of terrazzo and hard tiles.
- American Granwood Flooring Company, Inc., is a South Carolina operation with a national market.
- Granwood's "exotic woods" bring distinction and beauty to offices.
- American Granwood Flooring Company, Inc., represents the finest manufacturers of all types of flooring for industrial, commercial, and residential use.

GRANWOOD . . . the gym floor — on grade or below grade — that is unconditionally guaranteed against cupping, buckling, and warping, regardless of climatic conditions.



**AMERICAN GRANWOOD
FLOORING COMPANY, INC.**

TELEPHONE (803) 239-4239
P. O. BOX 6072, STATION B — GREENVILLE, S. C.



Chimney built of rubble masonry; also small wall in foreground; flagging rough sawed.

"The Silk of the Trade"

WINNSBORO GRANITE CORPORATION

RION, S. C.

ARCHITECTS ARE INVITED TO WRITE FOR DETAILS AND FURTHER PARTICULARS

SCAIA

REVIEW OF ARCHITECTURE

1965 4

EDITOR

KEMP MOONEY
BOX 852, COLUMBIA, S. C.

CONTENTS

VOLUME 8/FOUR

REVIEW OF ARCHITECTURE IS PUBLISHED QUARTERLY BY WING PUBLICATIONS, INC., POST OFFICE DRAWER 629, COLUMBIA, SOUTH CAROLINA, 29202, FOR THE SOUTH CAROLINA CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS. ISSUES ARE AVAILABLE FROM THE PUBLISHERS FOR \$1.00 PER COPY; \$3.50 PER YEAR.

OPINIONS EXPRESSED BY CONTRIBUTORS ARE NOT NECESSARILY THOSE OF THE SOUTH CAROLINA CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS.

ADVERTISEMENTS DO NOT CONSTITUTE AN ENDORSEMENT BY THE SOUTH CAROLINA CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS.

MANUSCRIPTS PERTAINING TO ARCHITECTURE AND RELATED FIELDS ARE INVITED, BUT THE PUBLISHERS ARE NOT RESPONSIBLE FOR LOSS OR DAMAGE OF UNSOLICITED MATERIAL.

Eastern Representative: Calvin & Hart, Inc.
25 West 43rd Street
New York, New York 10036

Editor's Notes.....	7
Schools.....	19
Thermal Conditioning Our Public Schools	20
Better Thinking About Better Schools.....	20
Architectural Foundation.....	51
S.C.A.G. Awards Prizes	52
Winning The War On Ugliness.....	57

Cover Drawing by
Robert Kennery

OFFICIAL PUBLICATION OF THE SOUTH CAROLINA CHAPTER OF AMERICAN INSTITUTE OF ARCHITECTS

F. Earle Gaulden, Jr.
Harold J. Riddle
Phelps Bultman
Thomas J. Bissett

President
Vice-President
Secretary-Treasurer
Director

Avery Wood, Jr.
Rufus D. Lewis, Jr.
John W. Weems, Jr.
Mrs. Ann Summer

Director
Director
Past-President
Exec. Secretary

ARCHITECTURE/5

Andrew's Studio



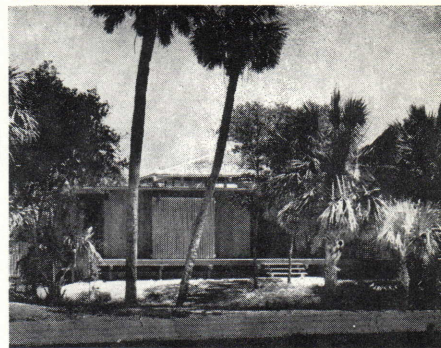
Architects: Corkern & Wiggins

Andrew's Studio



Architect: John Wade

Frank J. Miller



Architects: McGinty & Stanley

Andrew's Studio



Architects: McGinty & Stanley

Frederick C. Baldwin

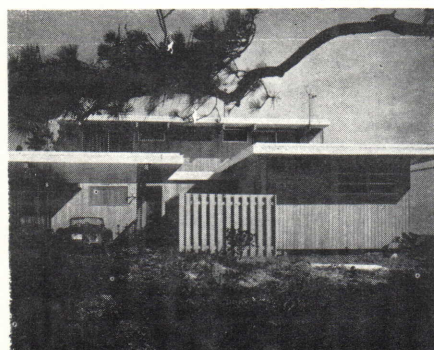


Architects: McGinty & Stanley



Architects: Corkern & Wiggins

Frank J. Miller



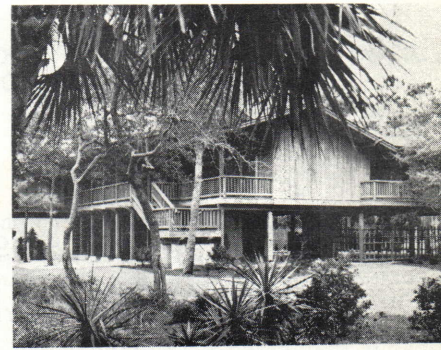
Architect: John Wade

Frank J. Miller



Architect: John Wade

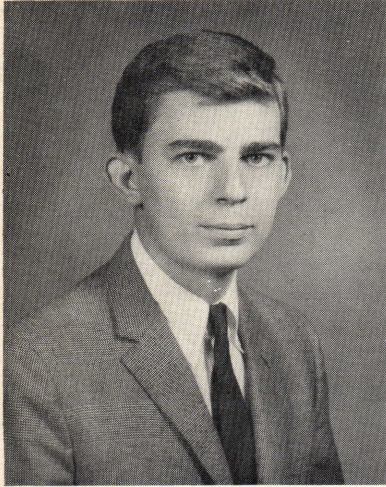
Andrew's Studio



Architects: McGinty & Stanley

Some homes in Sea Pines Plantation, Hilton Head Island, South Carolina. One of the country's finest resort-oriented communities. Sea Pines Plantation and the William Hilton Inn have been pictured and praised in most major national magazines. The careful planning and appearance of our community has prompted such comments as, "Sea Pines is second to none in this country."

For information on The Inn, Home Rentals
or Homesites write:
Sea Pines Plantation/William Hilton Inn
Box 98, Hilton Head Island, South Carolina



EDITOR'S NOTES

Twenty-one schools of various levels are exhibited on the following pages as forecasted in the last issue of **Review of Architecture**. The collection ranges from private kindergartens to public schools to special institutions to collegiate projects. These schools are examples of work in most parts of the state. What value can be obtained from this collection? It is a cross section of what South Carolina members of the AIA are building for their school clients.

There are several questions that could be asked about each of these projects.

1. Is there really an idea or philosophy present?

2. Will the occupants be stimulated by their environment?

3. Are these the best jobs that could have been done?

We must examine our own and each other's work and learn from each structure that is built. Our buildings should be functional, sound and delightful. Have we succeeded?

Louis Kahn made the statement. "Architecture is what nature cannot make. Nature cannot make anything that man makes." Our children in these schools can see around them the success of nature even as it rapidly disappears to be replaced by man's chaos. How many of these same children can see best of what man (architects) can do?

School buildings can be great

teachers in themselves through scale, delight, firmness and environmental stimulation. We must not exhibit limited ideas and vocabulary. How many of the schools in the state succeed at these levels?

If anyone doubts that it is possible let attention be drawn to two schools near Columbia—Irmo High School, Irmo, and Juniper Street School, Columbia. These two schools exhibit strong ideas, delight, strength, scale and function. Certainly they must be successful. These schools, which were unavailable for publication, are the work of Bill Fulmer an architect in Columbia. A visit to each would be very worthwhile.

A reminder:

January 28-29—SCAIA Winter Meeting; Francis Marion Hotel, Charleston; Awards Banquet, interesting speakers. Jack Mitchell, chairman. Film: "War on Ugliness" which was seen at the Fall AIA meeting in Florence, is available for showing to anyone by contacting state headquarters.

Kemp Mooney

Lanford Construction Company

Riverview Drive

239-7167

Greenville, South Carolina

SAM H. COKER, JR.

HEATING & AIR CONDITIONING

Gas & Electric Water Heaters

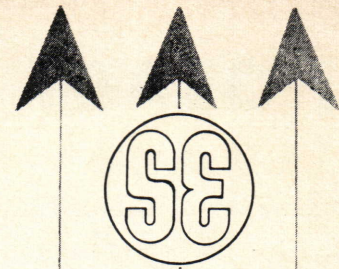
Installed and Serviced

Glass Lined

Quick Recovery Heaters

406 East Georgia St.

Woodruff, South Carolina



SOUTHERN ELEVATOR COMPANY

Manufacturers Of
ELECTRICAL

TRACTION
&
HYDRAULIC

PASSENGER
&
FREIGHT

ELEVATORS

DUMBWAITERS

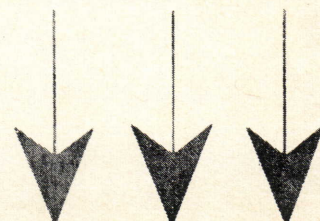
HOME &
INDUSTRIAL
LIFTS

COMPLETE ENGINEERING
AND PLANNING FACILITIES
TO ASSIST YOU
IN YOUR VERTICAL
TRANSPORTATION NEEDS.

Main Office
GREENSBORO, N. C.

Branch Office
CHARLOTTE, N. C.

Agents
HOUSTON, TEXAS
RICHMOND, VA.



HOBART

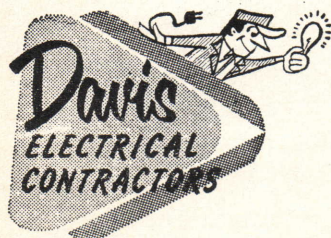
FOOD MACHINES
and
DISHWASHING MACHINES
for
HOTELS, RESTAURANTS,
SCHOOLS, HOSPITALS,
INSTITUTIONS

JIM FLESHMAN
5 Points, Columbia, S. C.

Bagwell Tile And Distributing Co.

Chain Link Fence
Ceramic Tile and Floor Coverings
Pine Street Extension
Dial 582-5429
Spartanburg, South Carolina

HAMER
REFRIGERATION and ELECTRIC
SERVICE
Commercial & Industrial
Wiring - Contracting
Refrigeration and Heating
Sales & Service
TELEPHONE 479-2585
305 MARKET STREET
BENNETTSVILLE, SOUTH CAROLINA



LONNIE DAVIS, Owner

- MAINTENANCE
- INSTALLATION
- CONSTRUCTION

HOT WATER HEATER AND ELECTRIC RANGE REPAIRS

* RESIDENTIAL * COMMERCIAL * INDUSTRIAL

232-5592

ROUTE #8, BOX 100, OLD DUNHAM BRIDGE ROAD
GREENVILLE, SOUTH CAROLINA



"Dutch Boy"
PAINTS
Interior and
exterior finishes
for every purpose

Custom
DRAPERIES &
WALLPAPER

Complete
DECORATING
SERVICE

"We Will Help
You Correlate
Your Color Scheme"

Greenville
Paint & Decorating Center
INC.
232-8169

W. A. DILL and ALLEN M. DAIGLE

12 WADE HAMPTON BLVD.
GREENVILLE, SOUTH CAROLINA

SPECIAL MILLWORK COMPANY

ANY AND ALL TYPES OF MILLWORK

"If it's made out of wood, call us"

- o Schools
- o Churches
- o Cabinets

Phone 787-1216

1313 Ellerbe Street

COLUMBIA, SOUTH CAROLINA



W. D. REYNOLDS
PAINTING CONTRACTOR

Interiors & Exteriors
Homes — Stores — Plants
— Over 30 Years Experience —
SATISFACTION GUARANTEED

Telephone 277-1297
26 Mayo Drive
Greenville, South Carolina

***** SWIMMING POOLS *****

• Any Size • Any Shape
Specially Designed & Custom
Built of Long Lasting Gunite
Reinforced Concrete
A Complete Line Of Equipment &
Supplies

TELEPHONE 878-9195
MODERN CONSTRUCTION CO.
Easley Hwy. — P.O. Box 414
Pickens, South Carolina

JOHNNY B. GOODWIN
PAINTING COMPANY
RESIDENTIAL

COMMERCIAL INDUSTRIAL

Telephone 232-1757
North Garden Building
P. O. Box 5244 Sta. B
Greenville, South Carolina

CONSOLIDATED ELECTRIC COMPANY

ELECTRICAL CONTRACTORS

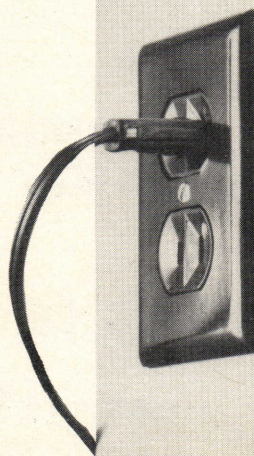
Licensed and Insured

9 ACCABEE RD.
CHARLESTON HEIGHTS, S.C.

CAROLINA DRYWALL INSULATORS

*DRYWALL MATERIAL *INSULATION
*JOHNS-MANVILLE BUILDING MATERIALS
*FOIL FACED FIBER GLASS

782-5300
3011 Belvedere Drive
COLUMBIA, SOUTH CAROLINA



Here's Where WE Come In
To keep Your Holidays Bright

SOUTH CAROLINA ELECTRIC & GAS CO.

ADAMS RUN SERVICE, INC

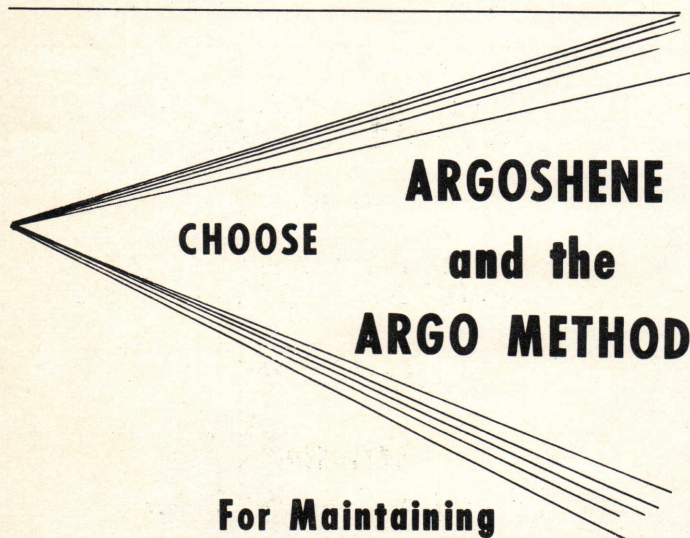
Container Service

- Residential •Commercial •Industrial
- Construction

CHARLESTON'S FIRST AND LARGEST

"NO EXCUSES, JUST SERVICE"

P. O. Box 3507 Dial 556-0710
Charleston, South Carolina



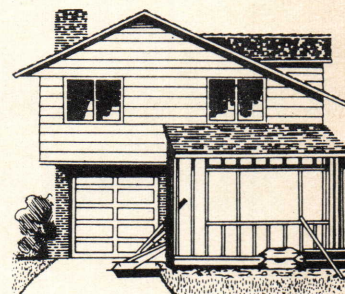
**For Maintaining
Your Fine New Carpets**

ARGO & CO., INC.

**PHONE 583-9450
182 EZELL STREET
SPARTANBURG, SOUTH CAROLINA**

Hatchell Real Estate and Development Company

**HOME BUILDING
SUB-DIVISIONS
CONSTRUCTION**



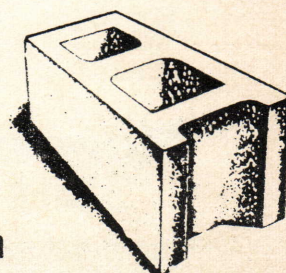
TELEPHONE 423-2974

**P. O. BOX 190
MARION, SOUTH CAROLINA**

BURTON BLOCK COMPANY

**MANUFACTURERS OF
CEMENT PRODUCTS**

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



**CAROLINA HEATING
& PIPE FITTING CO.**

6 Senator Pettus Avenue
Telephone 239-7050
Greenville, South Carolina

**Wilmington
Iron Works, Inc.**

P.O. Box 329
Wilmington, North Carolina

W. F. COX COMPANY

For

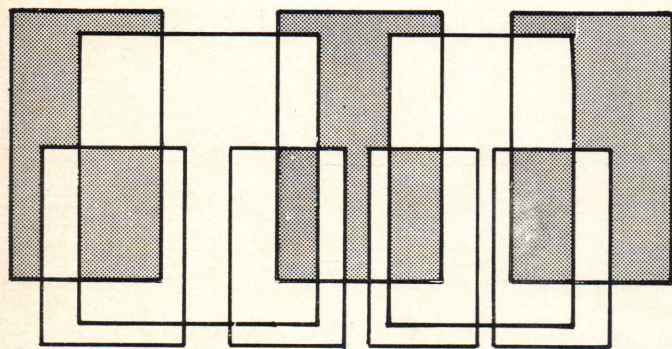
- *Building Materials
 - *Plumbing Supplies
 - *Electric Supplies
 - *Woolsey Paints
- Dial 357-3514
Loris, South Carolina

MOON AND FREEMAN

HEATING & AIR CONDITIONING



**102 Cedar Lane Rd.
Ph. CE2-8162
Greenville, South Carolina**



**QUATTLEBAUM-NAPPIER
BUILDERS**

Serving Aiken and Aiken County with Commercial
And Industrial Building From Two Locations In
The Horse Creek Valley Area Of South Carolina.

Route No. 4 Box 347
Aiken, South Carolina 648-1985
and
726 Edgefield Road 822-2439
North Augusta, South Carolina

**PEE DEE
BUILDING
INDUSTRIES
INC.**

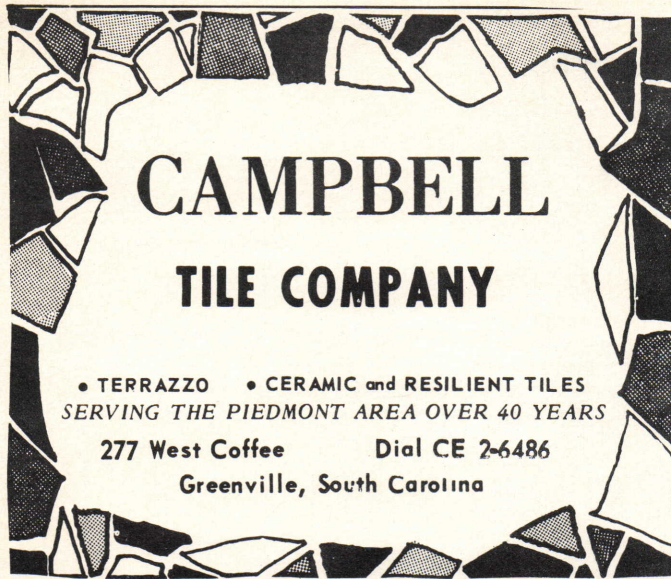
**P.O. BOX 869
MARION, SOUTH CAROLINA**

**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'



**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

**V.D. RAMSEUR
& SONS**

ROOFING - SHEET METAL

**Airport Road
Phone CE 5-1611
GREENVILLE, SOUTH CAROLINA**



**FURMAN BABB
PAINT CONTRACTOR
FREE ESTIMATES**

PHONE GR 2-9460 - BOX 124
INMAN, SOUTH CAROLINA



WEARN LUMBER CO.
BOX 1458
CHARLOTTE, NORTH CAROLINA

ORANGEBURG
Builders Supply Company, Inc.

Building Materials of All Kinds

Bird Roofing Materials

**JE 4-6603 ORANGEBURG, S.C.
410 AMELIA, N.W. Free Estimates**

**O. C. Howard
Electric & Refrigeration**



**Cheraw
Plumbing & Air Conditioning**

**ALL KINDS OF ELECTRICAL WORK
AND CONTRACTING
Phone 537-7534**

140 Second Street

Cheraw, South Carolina

EVERY TYPE OF WALLPAPER
Draperies
Complete Decorating Service
Every Type Of Paint

PIEDMONT
PAINT & WALLPAPER CO.
2 Wade Hampton Blvd.
at Stone Avenue
Telephone 232-2758
Greenville, South Carolina

**SOUTHERN DRY WALL
INCORPORATED**

Dry Wall Applicators

Textured & Designed
Ceilings

Telephone 766-9513
204 St. Andrews Boulevard
Charleston, South Carolina

Erection of Structural Steel
Complete Steel Service
For The Construction Trade

**PORT CITY
STEEL ERECTORS**

Telephone 747-2331
P. O. Box 4593
Charleston Heights, S. C.

**REEVES ALUMINUM
SCREEN WORKS**

CHOICE OF 12 COLORS
CAN BE FINANCED WITH NO MONEY DOWN
AND UP TO 36 MONTHS TO PAY

ALSO

STORM WINDOWS • STORM DOORS • ALUMINUM SCREENS
ALUMINUM SIDING • AWNING WINDOWS - SINGLE HUNG
WINDOWS - AWNINGS MADE TO ORDER
PITTSBURG PAINT

WE SERVICE WHAT WE SELL

WE ARE AS NEAR AS YOUR PHONE CA 5-7387

2410 W. WHITNER ST.

ANDERSON, S. C.

**ANDERSON
CERAMICS COMPANY**

WE ARE DISTRIBUTORS

AND KEEP LARGE INVENTORIES IN:

• DUNCAN PRODUCTS • CERAMICHROME PRODUCTS

• REWARD and FIESTA PRODUCTS • MARX BRUSHES

• KEMPER TOOLS • MOLDS • KILNS

THOUSANDS OF OTHER CERAMIC & TILE ITEMS

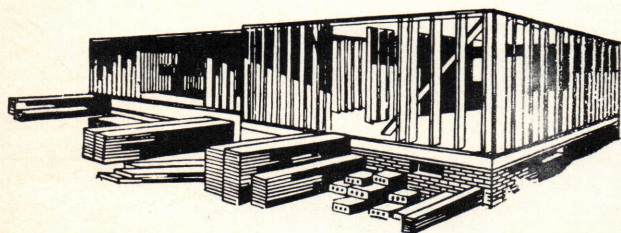
1950 SOUTH McDUFFIE

P. O. BOX 434

TELEPHONE 226-2290

ANDERSON, SOUTH CAROLINA

ARTISTIC BUILDERS



Distinctive Home Building

Homes For YOU With YOU in Mind

LARRY GIBSON, OWNER

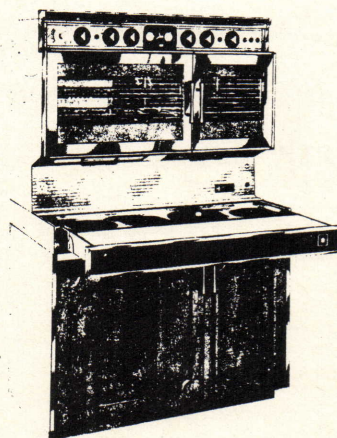
Telephone 859-5374

Route 1

Black Snake Road
Easley, South Carolina

BEFORE YOU BUY BUY SEE

TAPPAN



*Fabulous 400 Electric-Gas Ranges
and Built-In Appliances*

Distributed by

L. STRASBURGERS, INC.

711 Bluff Road
Columbia, South Carolina

COLUMBIA BLUE PRINT CO.

DIXIE BLUE PRINT PAPER
BLUE PRINTS—PHOTO COPY
WHITE PRINTS—DRAWING
MATERIALS — SURVEYING
INSTRUMENTS — OFFSET
PRINTING
MIMEOGRAPHING



Phone AL 6-8914
1225 Lady Street
Columbia, South Carolina

JAMES ROCHESTER COMPANY INC.

CHURCH AND INSTITUTIONAL CARPETING
FURNITURE
AND INTERIOR SUPPLIES
Route #1 - Telephone 232-8188
Greenville, South Carolina

PRICE'S PUMP COMPANY

The Jacuzzi RP Series



Quality Water Systems

195 HIGHWAY #1 SOUTH - TELEPHONE 537-2811
CHERAW, SOUTH CAROLINA

REEVES CABINET SHOP

CUSTOM MADE CABINETS
STORE FIXTURES
CUSTOM MADE FURNITURE AND VANITIES

D. M. Reeves, Mgr.

Telephone 239-4150
GREENVILLE, SOUTH CAROLINA

FOREST DROZE Painting Contractor

Paint...the finishing touch that makes a house
a home.

205 N. LAUREL STREET
TELEPHONE 873-5371
SUMMERVILLE, SOUTH CAROLINA

ANTHONY HARDWARE COMPANY

Residential - Commercial

COMPLETE LINE OF
BUILDERS' HARDWARE

RUSSWIN — STANLEY
And Other Brand Names In Builders' Hardware

E. BAY EXTENTION AT WILLIMAN
TELEPHONE 723-2711
CHARLESTON, SOUTH CAROLINA

Dixie Lumber Company

Lumber & Building Materials
Complete Building Service
420 Greenville Road
UL 9-7521
Easley, South Carolina

EZRA MEIR & ASSOCIATES

709 W. Johnson Street
Raleigh, North Carolina
• Soil Testing • Rock Coring
• Laboratory Analysis
• Undisturbed Samples with
Hollow Stem Auger
• Field Testing and Reports

Weeks & Andrews Construction Company

Post Office Box 1
ASHEBORO
NORTH CAROLINA

CHANEY 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

P. O. BOX 686 TELEPHONE 327-3974
ROCK HILL, SOUTH CAROLINA

M. A. WELCH Contractor

*Building
Contractor!*

RESIDENTIAL
COMMERCIAL
DEVELOPING

MAIL: 706 CREEKSIDE DR.

1306 FT. JOHNSON ROAD
CHARLESTON, SOUTH CAROLINA

Construction Equipment Company

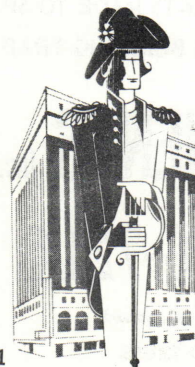
HEADQUARTERS FOR FAMOUS BRAND NAMES

Contractors Equipment - Sales - Rentals - Service
2740 Azalea Drive - Phone 747-7391
CHARLESTON HEIGHTS, SOUTH CAROLINA

WELCOME SCAIA FOR YOUR WINTER MEETING

Jack Tar®

FRANCIS MARION
HOTEL



Prepare to be Pampered

AREA CODE 803
PHONE RA 2-8831
TWX (Teletype) 853-1054

KING STREET - CHARLESTON, SOUTH CAROLINA 29402

NORTH BROS., INC.
CONTRACTORS
Distributors Of
Industrial Insulation for Pipe
Duct - Boilers - Equipment
Cold Storage
CALL ALPine 2-3702
COLUMBIA, SOUTH CAROLINA

**DENMARK
WOOD PRODUCTS CO.**

*"If It Can Be Built,
SALLEY Can Build It"*
Built In Kitchens - Cabinets
Custom Furniture - Room Dividers
Bookcase Walls
CALL 793-3233
Or Come To See Us
Across From Area Trade School Gym
DENMARK, SOUTH CAROLINA

**DURABLE WOOD
PRESERVING INC.**

Box 17637
Charlotte, North Carolina

CHAPMAN'S TREE SERVICE

Tree Experts



Pruning • Cavity Work
Tree
• Topping • Trimming •
• Clearing • Moving •
Line Clearing

WE FEED & SPRAY TREES, TOO.

- FOR FREE ESTIMATES

AND FAST SERVICE -



PHONE 239-1421

ROUTE #3, FISH TRAP ROAD
EASLEY, SOUTH CAROLINA



ROOF TRUSSES

EXTERIOR

Wall Sections

COMPLETE COMPONENTS MADE TO SPECI-
FICATIONS FOR THE BUILDING TRADE

COMPONENTS Inc.

Dial 366-7214

Authorized - Licensed

SANFORD TRUSS

FABRICATORS

Riverview Rd

Rock Hill

**GREENVILLE
ROOFING CO.**

P. O. Box 161 White Horse Rd.
GREENVILLE, SOUTH CAROLINA

**WEST
CARPET CENTER**

Your Carpet Specialty Store
Quality Names and Quality Service
Carpets For
Commercial and Residential Requirements
Consulting Assistance
CALL 233-2653

1615 Augusta Rd.
Greenville, South Carolina

**M. L. GARRETT
CONSTRUCTION COMPANY**

General Contractors



- Residential
- Commercial
- Industrial

COMPLETE
ENGINEERING & CONSTRUCTION
SERVICE

115 S. Georgia Ave.
Greenville, South Carolina

**J. G. LINDSEY & SON
CONTRACTORS**

*"PROUD BUILDER
OF PRESTIGE HOMES"*

Telephone 244-4526
32 Lake Forest Drive
Greenville, South Carolina

RALPH L. QUINN

CONTRACTOR

HIGHWAY 18
P. O. BOX 73
PACOLET, SOUTH CAROLINA

WONDER TUFT

INCORPORATED

"Wonderful Creations In Carpeting"

TELEPHONE 233-5703
NEW EASLEY HIGHWAY - U. S. 123
ROUTE #8, BOX 224-A
GREENVILLE, SOUTH CAROLINA

**ECB
CONSTRUCTION
COMPANY**

**COMMERCIAL & INDUSTRIAL
CONTRACTING AND BUILDING**

DEALERS AND ERECTORS
OF PRE-FAB METAL BUILDINGS

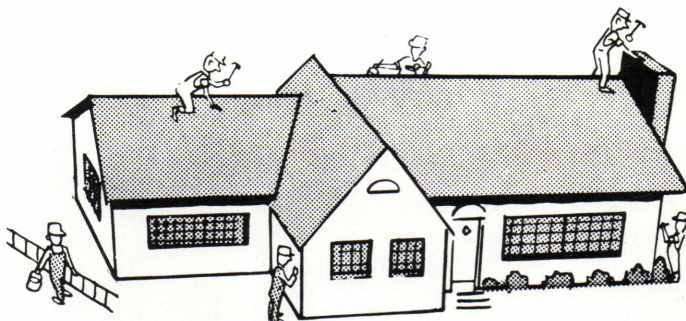
PHONE 773-3347
35 ARTILLERY STREET
SUMTER, SOUTH CAROLINA

**PJ'S PLUMBING
COMPANY**

AMERICAN STANDARD - ELJER FIXTURES

MEMBER OF THE NATIONAL ASSOCIATION
OF MASTER PLUMBERS

TELEPHONE 232-2673 - 305 WEST PARKER ROAD
GREENVILLE, SOUTH CAROLINA



**PETTIT
CONSTRUCTION COMPANY**

•Commercial

•Industrial

Complete Masonry Contractor

Phone 585-3327
Spartanburg, South Carolina

our best salesman

Our best salesman is our product, ceramic tile. Leading architects and contractors have learned that Mid-State's quality is superb. This line is extensive with the needed shapes, sizes, colors and designs. Equally important is Mid-State Tile Company's dependable service. Your order is filled from a planned inventory and on the job site when you need it. To learn more about Mid-State's beautiful, practical, ceramic tile, see our catalog in Sweet's or write for your free copy. Even better, request that our representative come calling with "our best salesman."



**mid-state
tile co.**

Box 627 • LEXINGTON, N. C. • 246-5915

Member of Tile Council of America, Inc.



SHARPE-McMAHAN SUPPLY COMPANY

CONTRACTORS & BUILDERS
SUPPLIES

P.O. Box 517 – Phone 563-3542
St. George, South Carolina

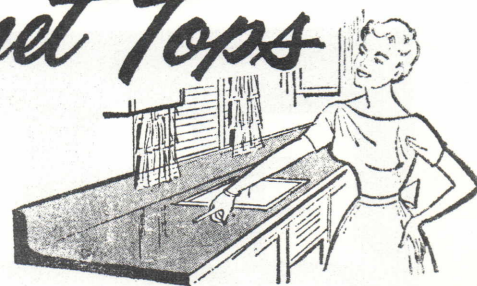
MINERAL WOOL INSULATING CO.



ALL WORK FULLY GUARANTEED

Levi Q. Fellers – Owner
PHONE 635-6070 ROUTE #1, BOX 199
WINNSBORO, SOUTH CAROLINA

Cabinet Tops

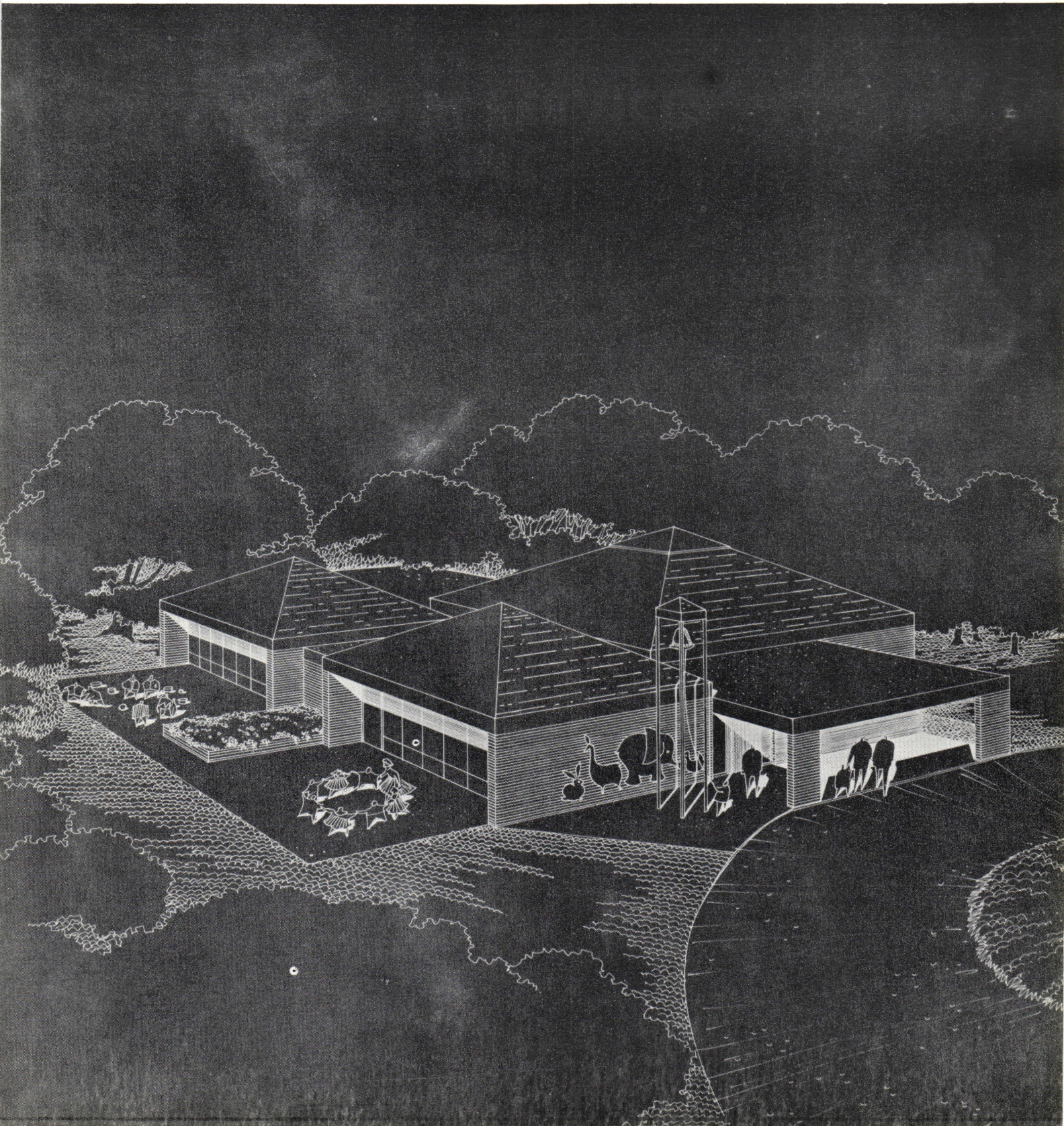


CUSTOM-MADE TOPS
for
CABINET TOPS
TABLE TOPS
Residential – Commercial
Industrial

OLD LAURENS ROAD P. O. BOX 484
MAULDIN, SOUTH CAROLINA



SCHOOLS



THERMAL CONDITIONING OUR PUBLIC SCHOOLS

By W. Powers McElveen
State Supervisor of School Plant Services
S. C. State Educational Finance Commission

Our elementary and secondary educational system has rapidly improved throughout the state in the past few years. There are many facets to these improvements, but our chief concern in the office of School Planning is the physical facility itself. Indications are that such present trends as the following will continue in school construction: carpeting is being used more extensively than ever before; classroom sizes are being enlarged; the various laboratories are better and more fully equipped; library facilities are expanding; and a growing number of school building plans are providing for air conditioning.

It has become increasingly clear that proper thermal environment control is an essential requirement for today's school buildings. To obtain this control we must provide not only adequate heating systems, but cooling systems as well. Research has not established a definite relationship between learning and various thermal conditions, but many authorities imply that one exists. Anyone may observe and experience the debilitating effects that uncomfortable thermal conditions have on both pupils

and teachers. Assuming that our schools are adequately heated, let us concentrate on this idea of cooling.

Air conditioning a building becomes economically feasible only when there is a small amount of glass area on the exterior walls. Therefore, the number of windows should be limited. The explanation for this is quite simple as large window areas act as heat generators in hot weather.

Several architects and superintendents around the state have given us cost information on their air-conditioned schools. The additional expense ranged from \$.50 to \$1.00 per square foot of cooled area. We suggest that a school district interested in converting to this system, yet handicapped by a limited budget, might consider mechanical ventilation for the present and permanent air conditioning at some later date.

School facilities play a vital role in our educational system, and we are continually seeking new ideas for improvement. That is why we encourage a complete environment control system.

Better Thinking About Better Schools - AIA

A few short years ago, the Soviet Union did American education a great favor by launching a new kind of rocket into space. Sputnik woke us up, just as Pearl Harbor had awakened us earlier and more painfully, from a long national nap. The immediate effect of Sputnik was the appropriation of more money for defense programs, but the more valuable result, in the long run, was its impact upon education.

The government, the press, and many of our citizens took immediate steps to beef up the science curriculum in secondary and higher education. If this had been all that happened, we wouldn't have nearly enough to feel grateful about. But the fact is that our national concern filtered into all areas of education. We began to realize that we are living in a time of fantastic change in both technology and social patterns and that the most remarkable thing about this change is the rate of change itself. We began to seek faster and better teaching methods, to take a critical look at obsolete textbooks, and to view the American school building in a new light.

A great deal has happened since that time. It is very encouraging, because it demonstrates that we haven't gotten too fat and lazy to care about our future and the future of our children. But there is still more to do. The ability to look at ourselves honestly, to free our thinking of stale custom and obsolete habit, and to prove that we still have enough pioneer daring to cross into unfamiliar territory—these are the qualities we continue to need in planning better schools for today and tomorrow.

Let me say at this point that I'm not an authority on education and I don't intend to pose as one. I am an architect and, being one, I am therefore interested in seeing that our community and every American community have school buildings that advance as well as contain the learning process. What separates architecture from shelter is its ability to make people respond in positive ways to the special environments it creates. In order for design to work its magic, however, there must

be a clear understanding of what is to be accomplished, and what will be needed to accomplish it. This process can begin only with intelligent self-examination.

Why do we need better schools? Because our children must be better educated than we are to survive and prosper in the world they are inheriting. This seems an unsupportable generalization until you begin to consider the evidence at end. In the year 2000—which is less than forty years away—about one-half of all the people in the world will be Russian and Asian. We will bear somewhat the same relationship to the rest of the world that Switzerland bears today to Western Europe. We may, like the Swiss, appear as a small band of peaceful people who get ahead because of their industry and toughness of character. Second, the children who are being educated right now must absorb a vastly different body of knowledge than you and I did. At the same age that we were reading about Tom Swift and his electric locomotive, they are watching video tape of space shots. Every one of us is exposed to more information in one day than medieval man received in his whole lifetime. Imagine the impact upon our children. They receive information from an incredible proliferation of sources—from a voice on a tape, a shadow from a tube, a diagram in a magazine, a picture on celluloid.

Imagine the impact upon the teacher. A few decades ago, she knew all there was to know about a given subject and no student had the information to challenge her statements. Today, since the student no longer depends on word-of-mouth instruction for his information, and since the nature of that information changes rapidly, the teacher is at an enormous disadvantage. She is, that is, if her school system and school room don't back her up by using the best and latest information, equipment, and design experience to solve her problems and educate her charges.

After inquiring why we need better schools, we might profitably continue our Socratic discourse and ask what our schools

should be. As an architect, I can quickly list a few things a school should **not** be. It should not be just a shelter from the weather. It isn't a penal institution, although we still act as if children were supposed to be incarcerated for a period of years and there's no use expecting anybody to enjoy **that**. It isn't just a box to be built at the lowest possible cost. We habitually complain over school taxes despite the fact that the cost of a suit or a small cocktail party would, more than pay for our share of annual school-building costs. It would make very little difference in our local tax bill if we got our school buildings for nothing.

The typical high school building in America today is a string of box-shaped rooms, about 24 by 36 by nine feet, placed on both sides of a corridor which is studded with lockers. It has pastel green walls and dark brown asphalt tile floors with an acoustical ceiling to catch some of the noise from the floors. We used to build cliches of red brick structures punched full of window holes. Now we're apt to have cliches of shiny curtain walls and glass.

We've only recently remembered that the world has changed and that our old ways aren't good enough. We should also remember that man himself has changed very little. A human being isn't really much bigger or more intelligent than he used to be. Like all matter, he is constantly bombarded by external stimuli, specifically by vibrations and radiations that occur in different wave lengths. In this, we are all very much alike. We are affected by light and sound and by sensations of mass and space.

What comes to mind when you think of a modern airport? The scream of a jet engine, the shiny image of a sleek aircraft alighting on a runway, the feeling of great space around you. These are a common set of impressions. Remember the experience of walking through an alley or cave or some other compressed kind of space and the feeling of surprise and freedom that came over you when you suddenly came out in the open. Frank Lloyd Wright used this experience over and over in his buildings by leading the visitor along a low and narrow corridor which unexpectedly exploded into a wide, lofty space. Consider, any summer day, the pleasant feeling you receive when you turn the corner and come, once again, upon your familiar rose garden.

All of these things—the control of light and sound, the articulation of spaces and masses, the use of color and texture, and the manipulation of scale—are tools of architectural design. They can be used to stimulate and interest and sensitize: they can be used to help children **learn**.

All it takes to get them in our schools is public understanding of the fact that we can't keep pace with teaching needs by sticking with the standards and specifications of yesteryear.

If we find that carpeting on school floors costs no more in the long run than resilient floors and cuts down on distracting noise, then we ought to have the good sense and mental flexibility to try it out. If we find that we need compact structures to house a variety of changing interior spaces and that air-conditioning makes this possible, then we ought to have air-conditioning. We may find, as some have done, that the compact shape will provide savings that will balance out the cost. The main point, however, is that it may help the educational process.

We may accept the fact that children learn in different ways and at different rates, and plan spaces that allow teaching children singly, in round-table discussions, seminar groups, conventional classes, and in many large assemblies. We may profit from the ways that business and industry use to train salesmen and technicians and use tapes and overhead projectors and television and demonstration apparatus in specially-designed classrooms. We can use such equipment far better in rooms which give us control over images and sound and line-of-sight and allow students to see pictures clearly and take notes at the same time.

Bad schools are simply a product of bad thinking—and, too often, the product of very little thinking. If the community doesn't care enough to stay informed, to keep the school board scratching for something new and better, to ask architects to solve harder problems than picking parts out of a catalog, then we'll all get what we deserve—which is sometimes very little.

Thankfully, a number of experiments in school design are being conducted now in various parts of the nation. Some schools are being built as large structures with operable interior walls. Others are being built as clusters of classrooms located around a utility core or kind of educational toolroom. Still others are being built as small campus-type buildings which can be repeated as needs arise and are linked by windowless structures which also have spaces for audio-visual education. The big, expensive spaces such as gymnasiums are sometimes being planned as multi-purpose facilities with removable floors, operable partitions, and flexible lighting to allow virtually any kind of group activity. There are schools with carpets, and there are a growing number of fully air-conditioned schools. There are schools with a great deal of glass and some with none at all in the walls.

Architects in some areas are working to find out just how far we can go in standardizing the components of a school building without stultifying the education that goes on in it. Nearly every State in the Union has learned through hard experience that you can't standardize on stock plans. By the time you work out the individual needs of a given site, the utility connections, the electrical needs, and the problems of orientation and exposure—not to mention the whimsies of the local building codes—all you can stock-plan is a section of wall. And varying educational needs wipe out the feasibility of doing **that**.

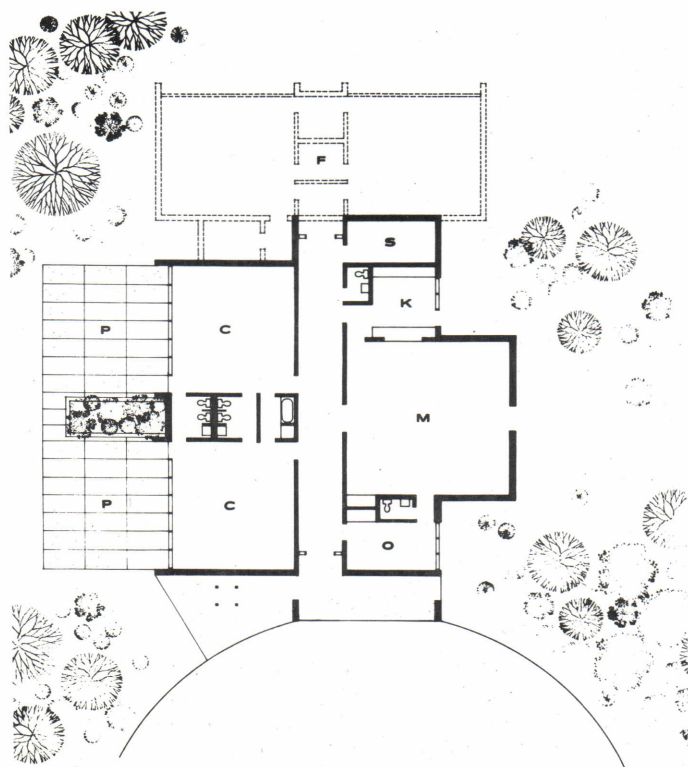
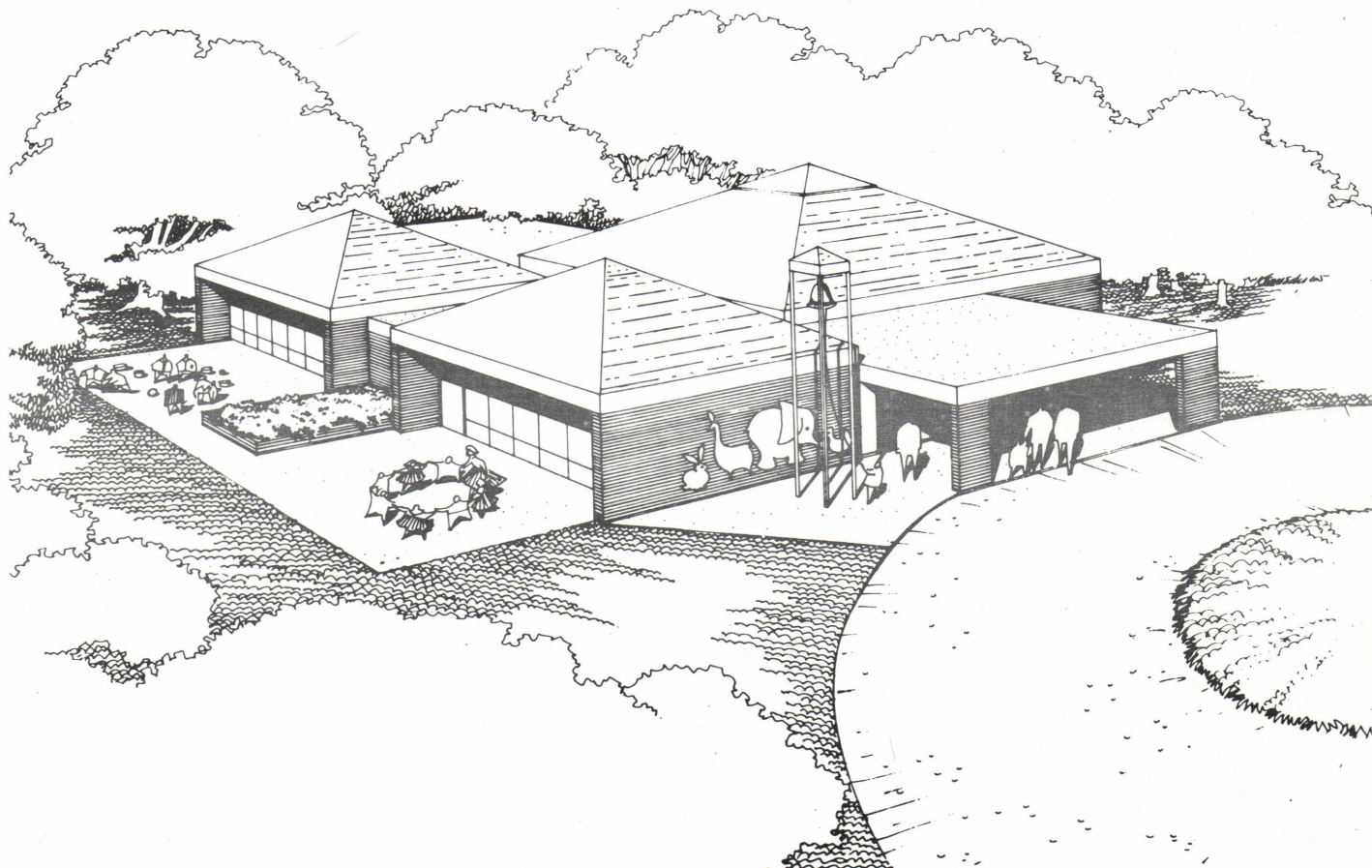
We'll never find out how to do things better if we keep doing things the same way over and over because it seems the safest and cheapest thing to do. Any business that followed that philosophy would go broke in a short time.

Consider the eternal question of acoustics. I mentioned experiments with carpeting a while back, because the idea of using ceiling tile to catch noise from hard floors is about as logical as clapping your hands over your ears after you fire a pistol. This isn't to say that all noise is bad. Studies of the effect of noise on students have been going on for some time. Our profession has found, for example, that it's distracting to be in a quiet room when there's considerable noise in other rooms. We've found that a good deal of nearby talking that blends together and becomes unintelligible is often better than whispers which we can understand. We're finding that we tend to accept some noises if they are to be expected but are bothered by others that aren't a normal part of the environment.

In addition, our individual backgrounds have a good deal to do with how we react to various kinds of sound. An example of this is the possibly apocryphal story of one pianist who lived in an apartment over another pianist. The first pianist's nighttime practicing never bothered the second one. But they had an argument one day and thereafter the first pianist would pull a nasty trick every night on his friend. At the **end** of his practice session—during which his friend was sleeping—he would strike a mighty **minor** chord on his piano. Then he would retire. The pianist downstairs would awake with the reverberations of the minor chord still hanging in the air. He would be unable to get back to sleep until he went to **his** piano and struck a mighty **major** chord.

We can build good schools now and we can find out how to keep improving them. All we have to do is shuck off our mental strait-jackets. Give your architects a more challenging set of demands. An architect may work out as many as half a dozen different schemes for a school building before he creates one that meets the set of educational needs placed before him. He

(Continued on page 57)



HOPE KINDERGARTEN

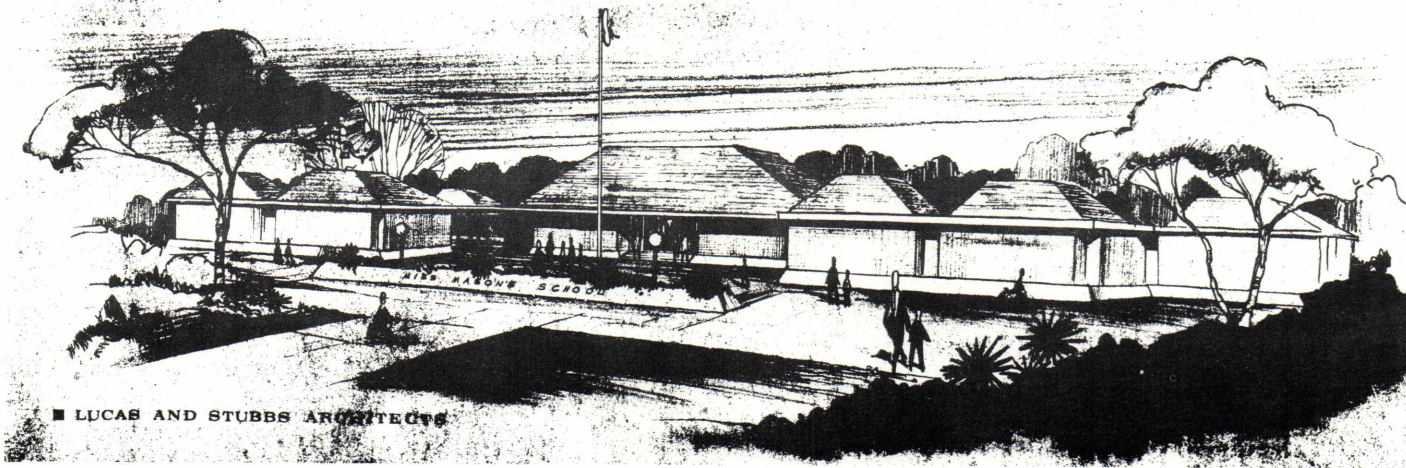
Charleston, South Carolina

Geiger/Califf/Player/Associates/Architects

A school and recreational facility for the care and instruction of mentally retarded children. It will also serve as a meeting place for the owners — Council for the Retarded Child of Charleston County, Inc. The site is covered with live oaks and overlooks a marsh and creek in a residential neighborhood. The project is planned for easy expansion.

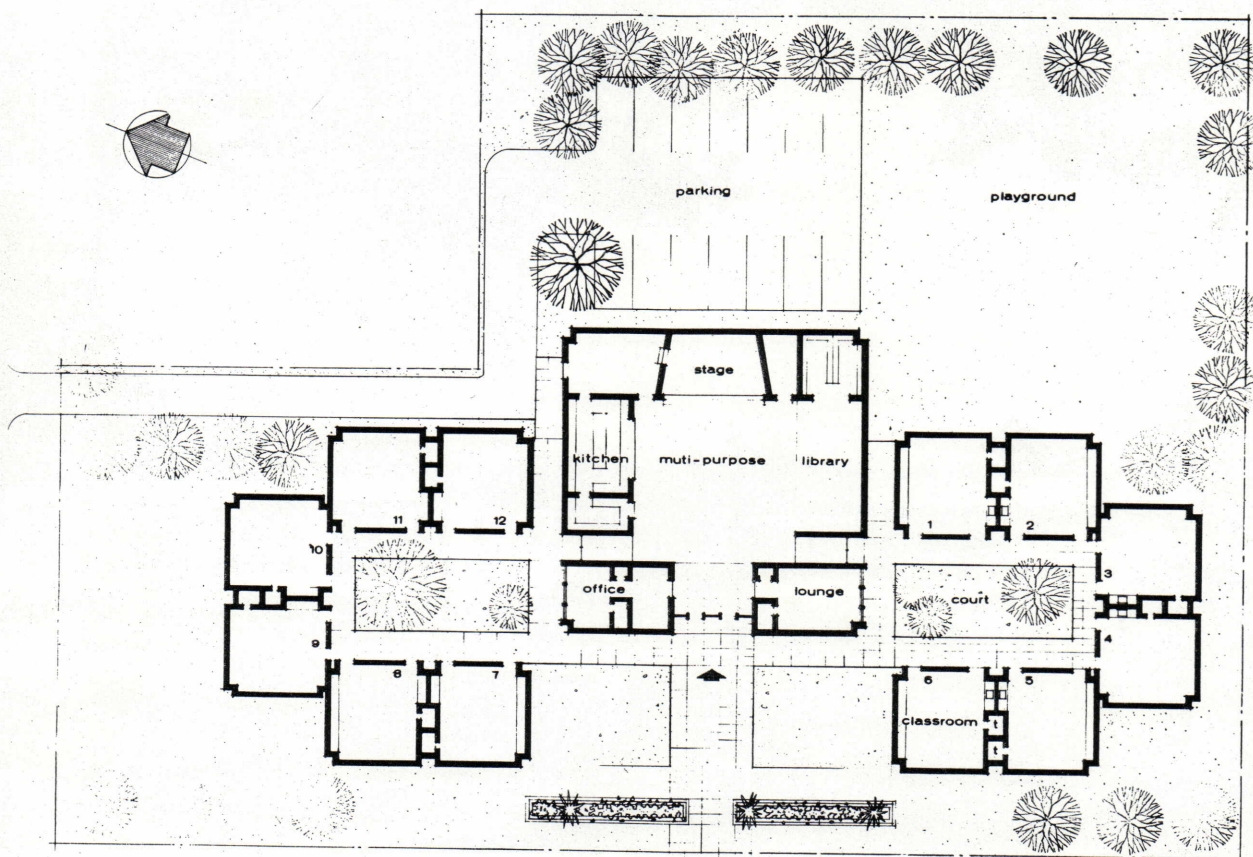
Legend

- C classroom
- F future expansion
- K kitchen
- M multi-purpose
- O office
- P play and outside instruction area
- S storage



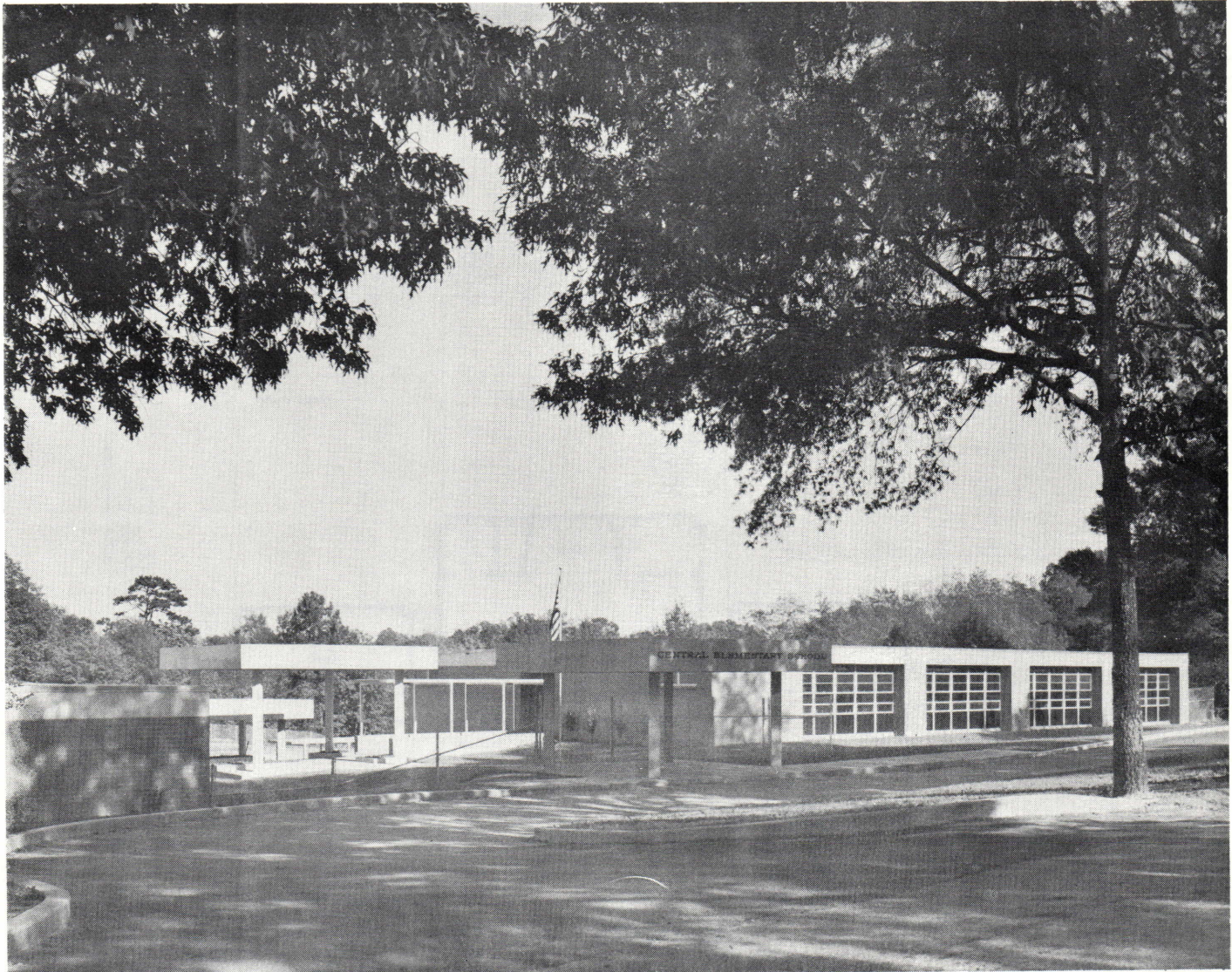
Miss Mason's School, Charleston, South Carolina

Lucas and Stubbs, Architects

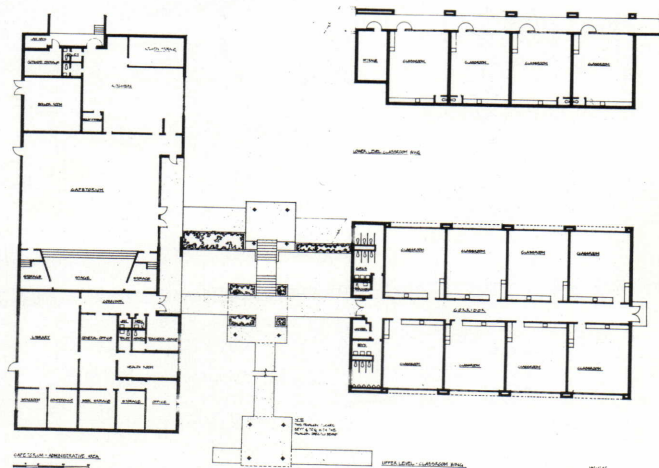
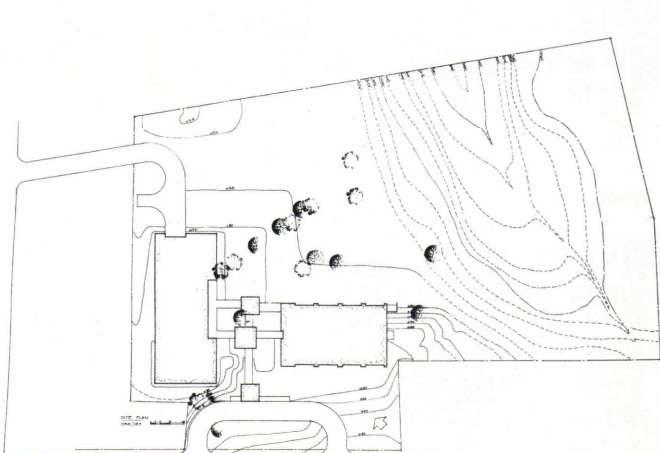
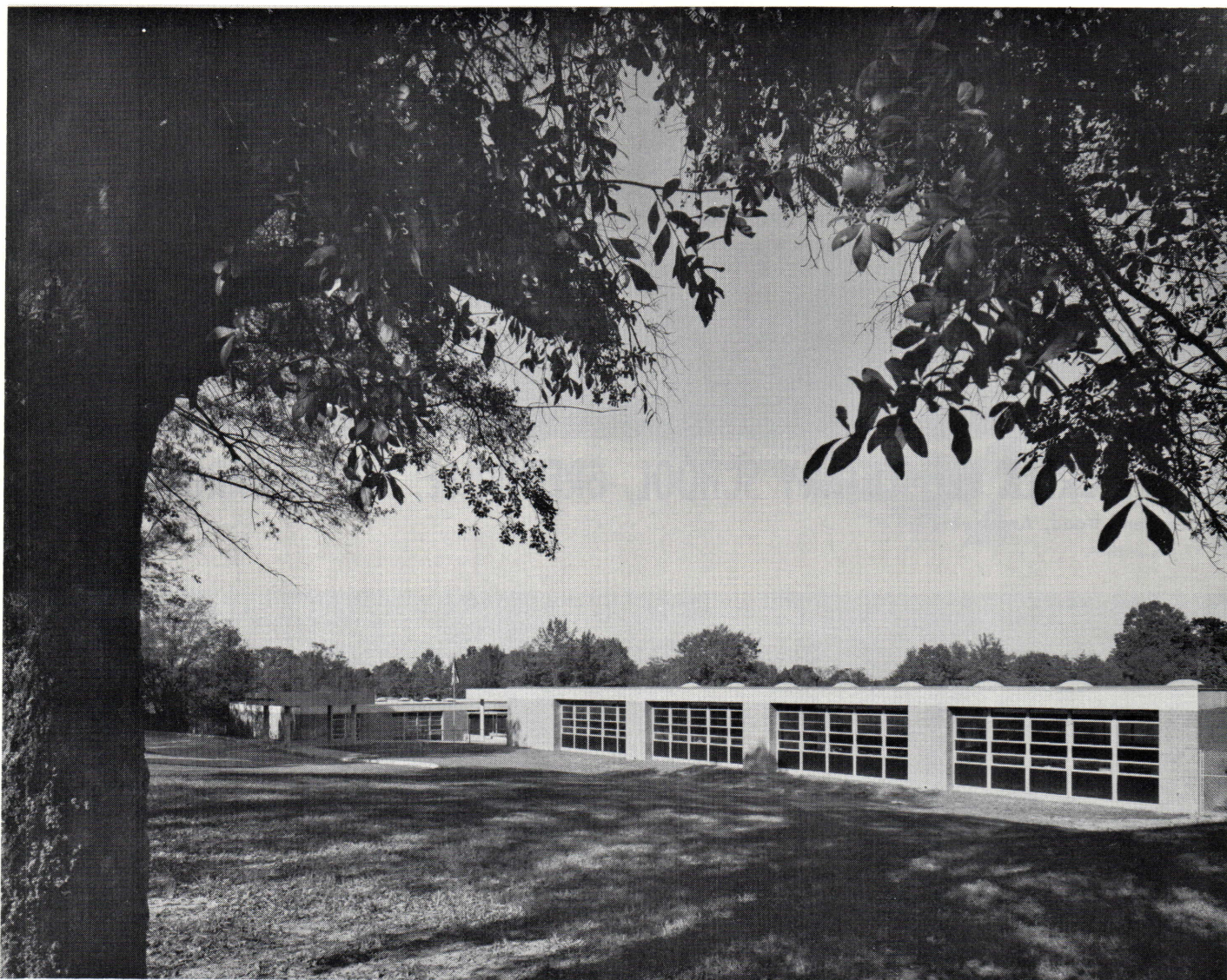


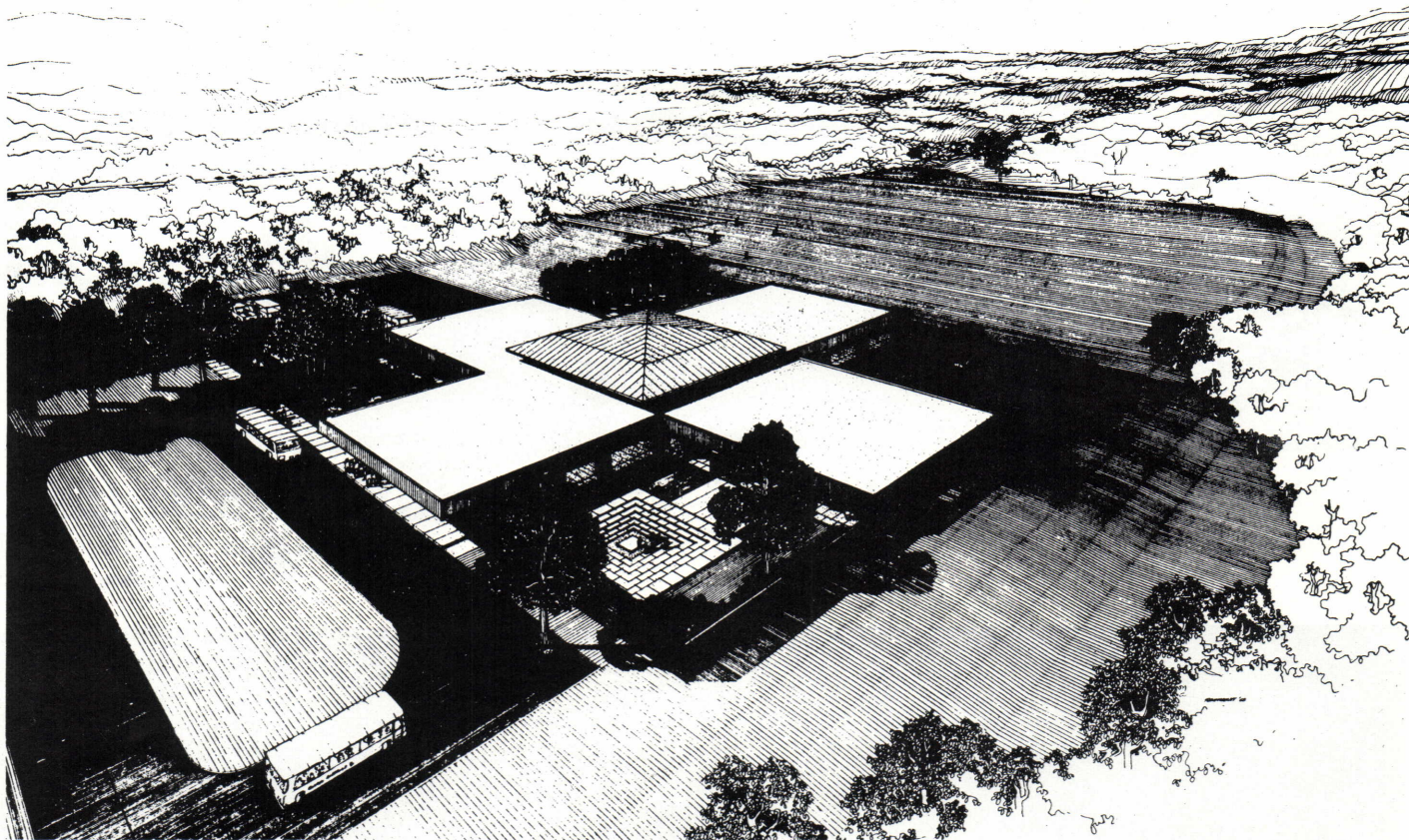
CENTRAL ELEMENTARY SCHOOL, GREENWOOD, SOUTH CAROLINA

Lyles, Bissett, Carlisle & Wolff, Architects-Engineers



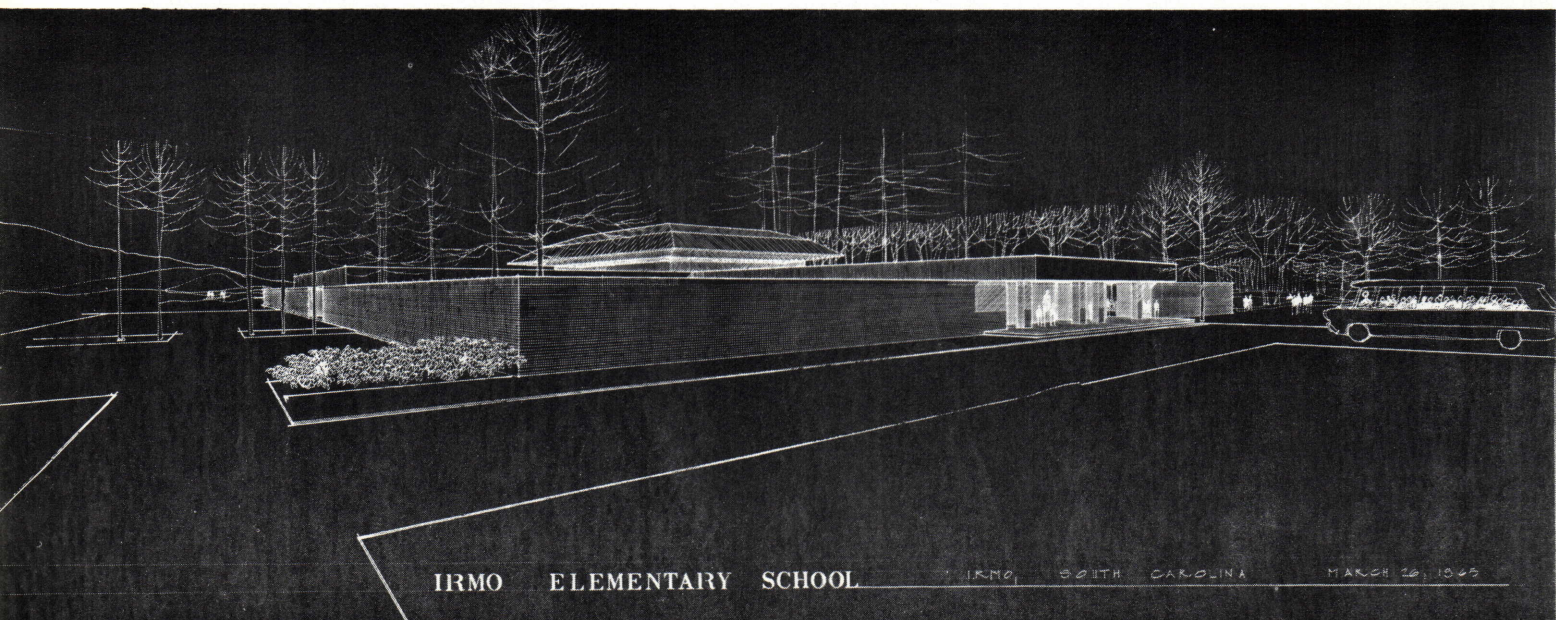
Central Elementary School Entrance. (Photos: Gordon Schenck)





IRMO ELEMENTARY SCHOOL, IRMO, SOUTH CAROLINA

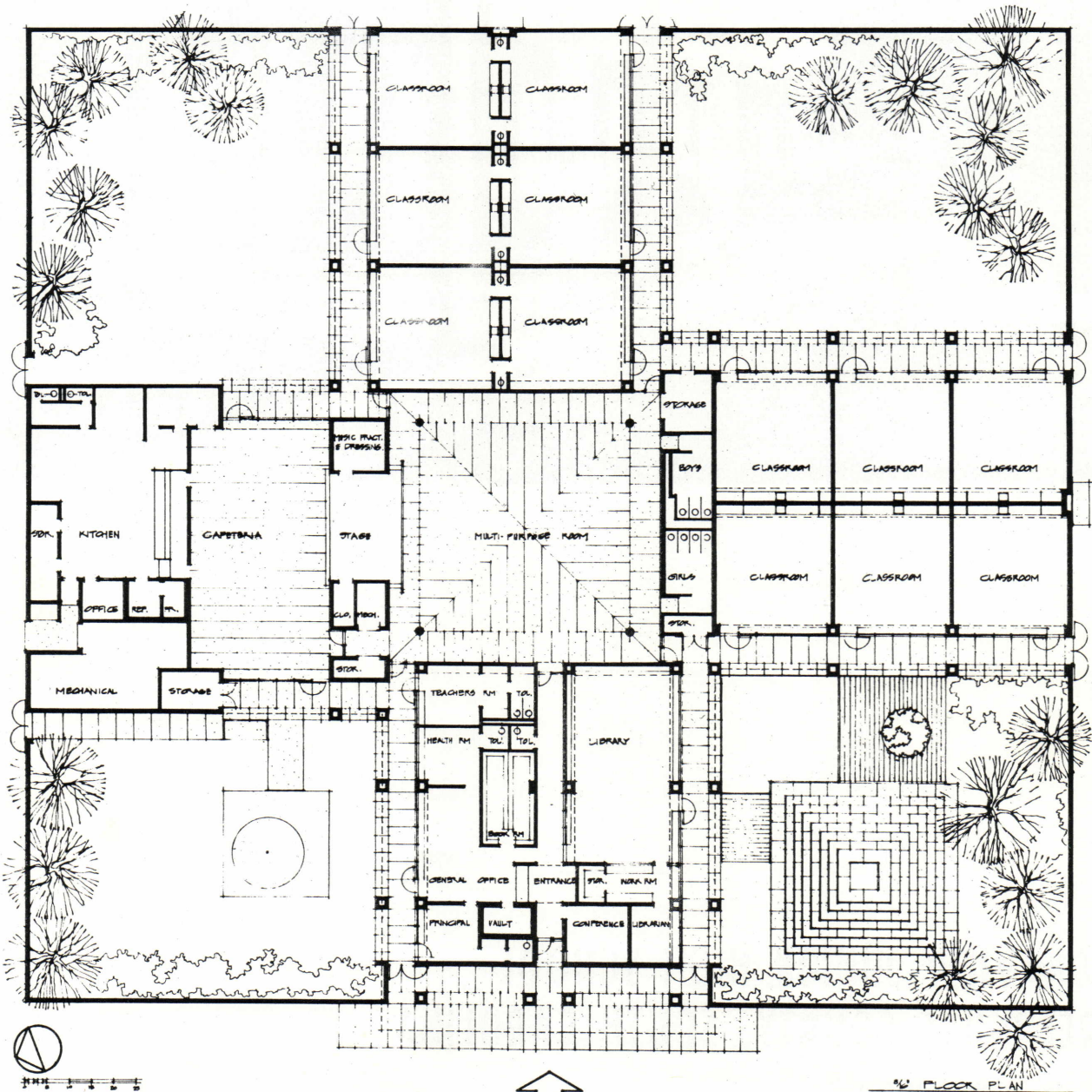
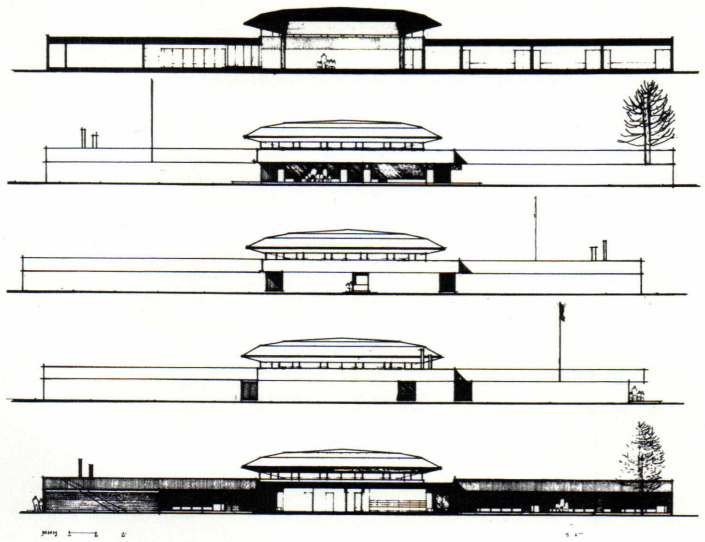
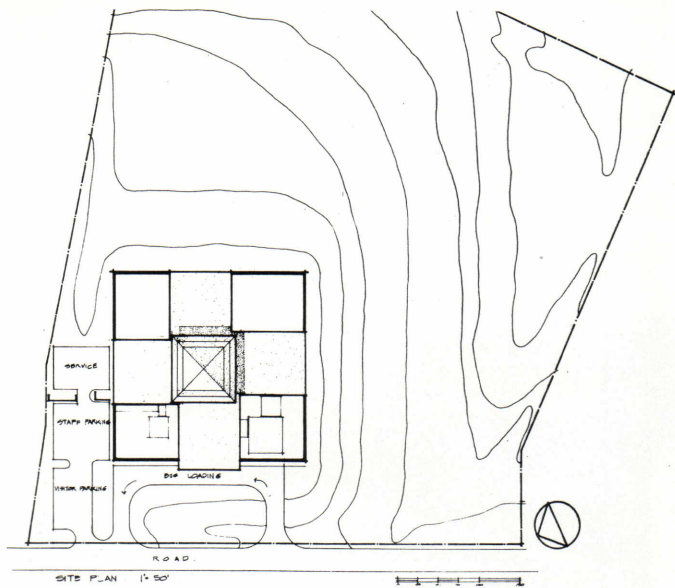
Lyles, Bissett, Carlisle & Wolff, Architects-Engineers

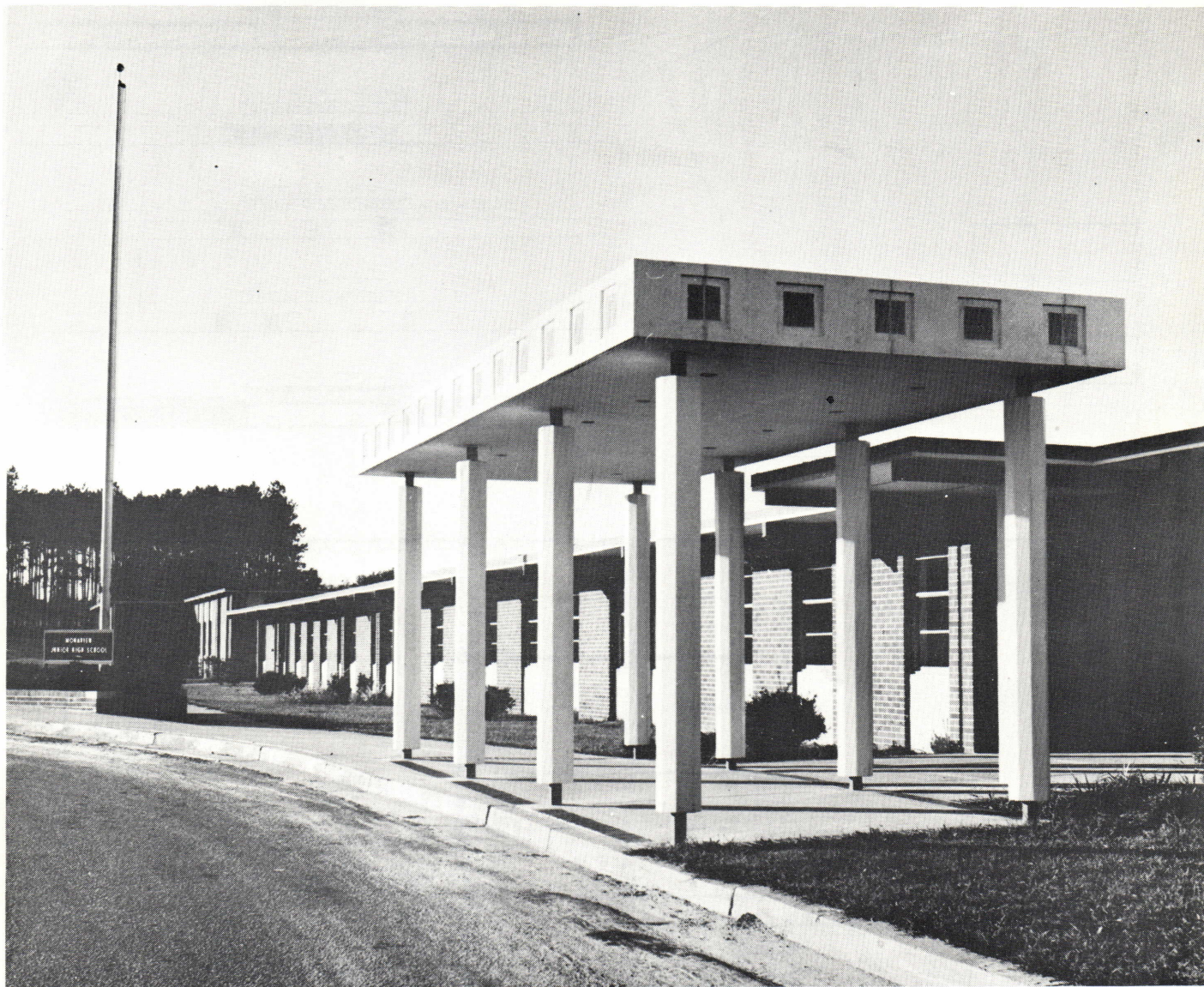


IRMO ELEMENTARY SCHOOL

IRMO, SOUTH CAROLINA

MARCH 26, 1969

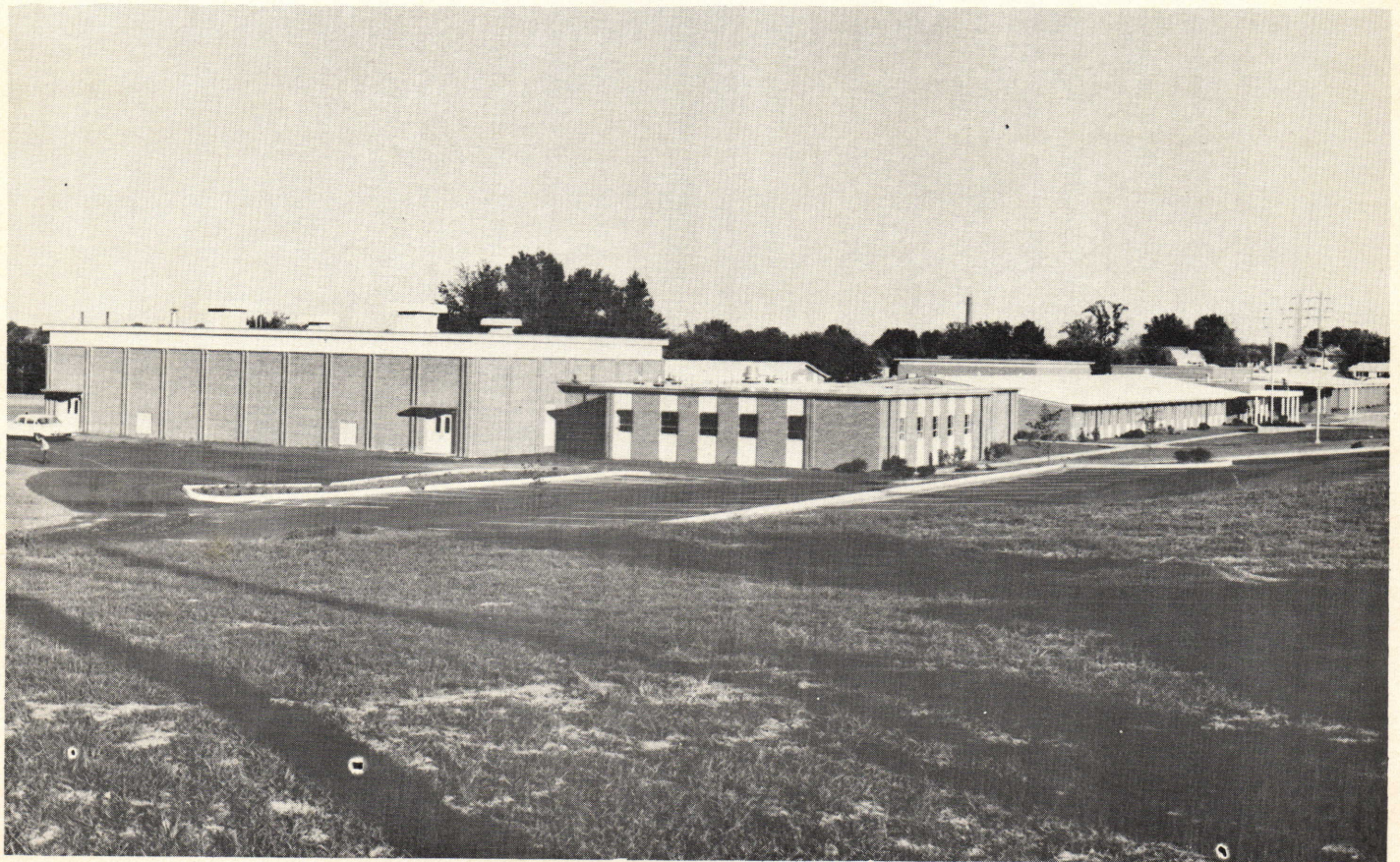
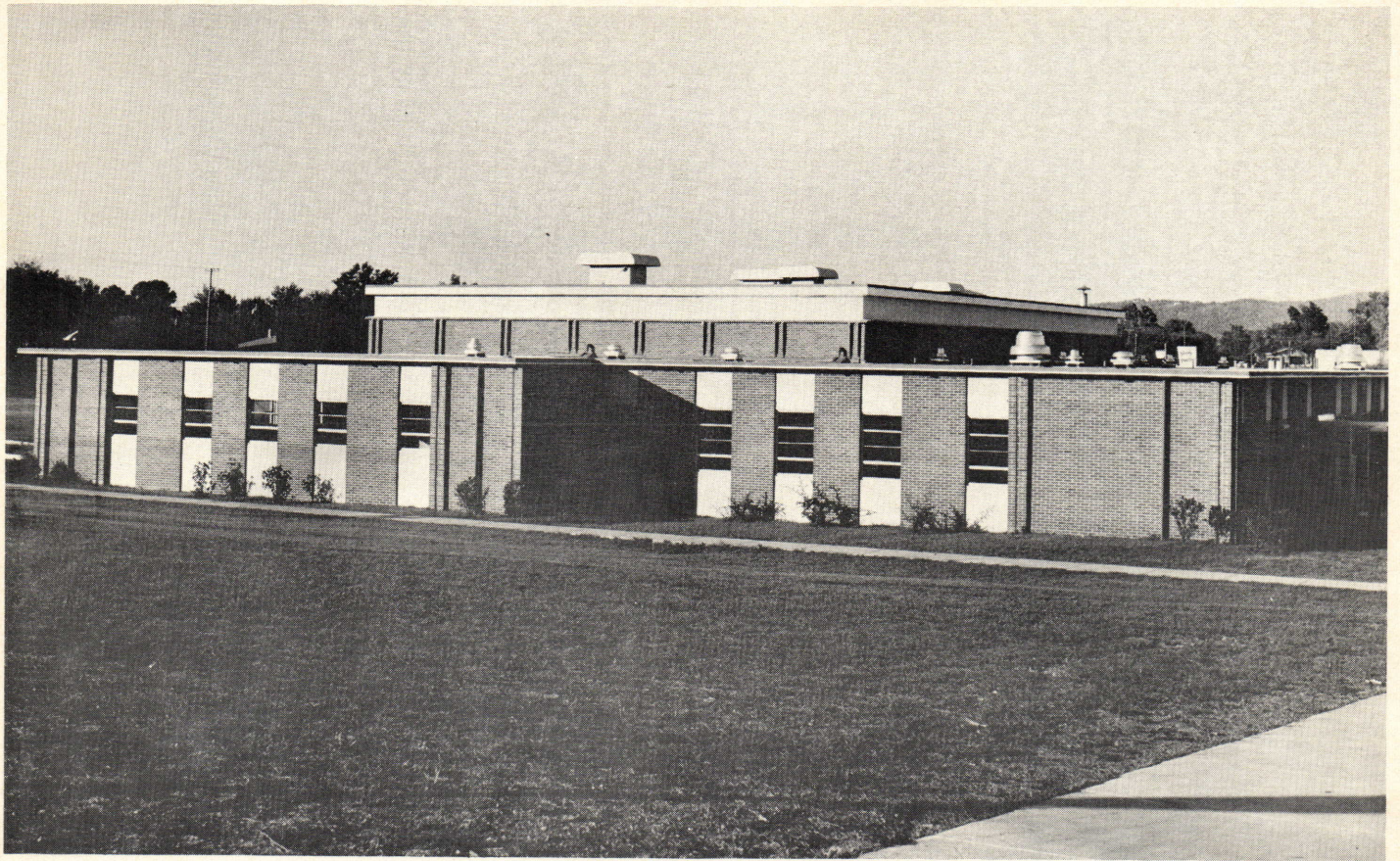


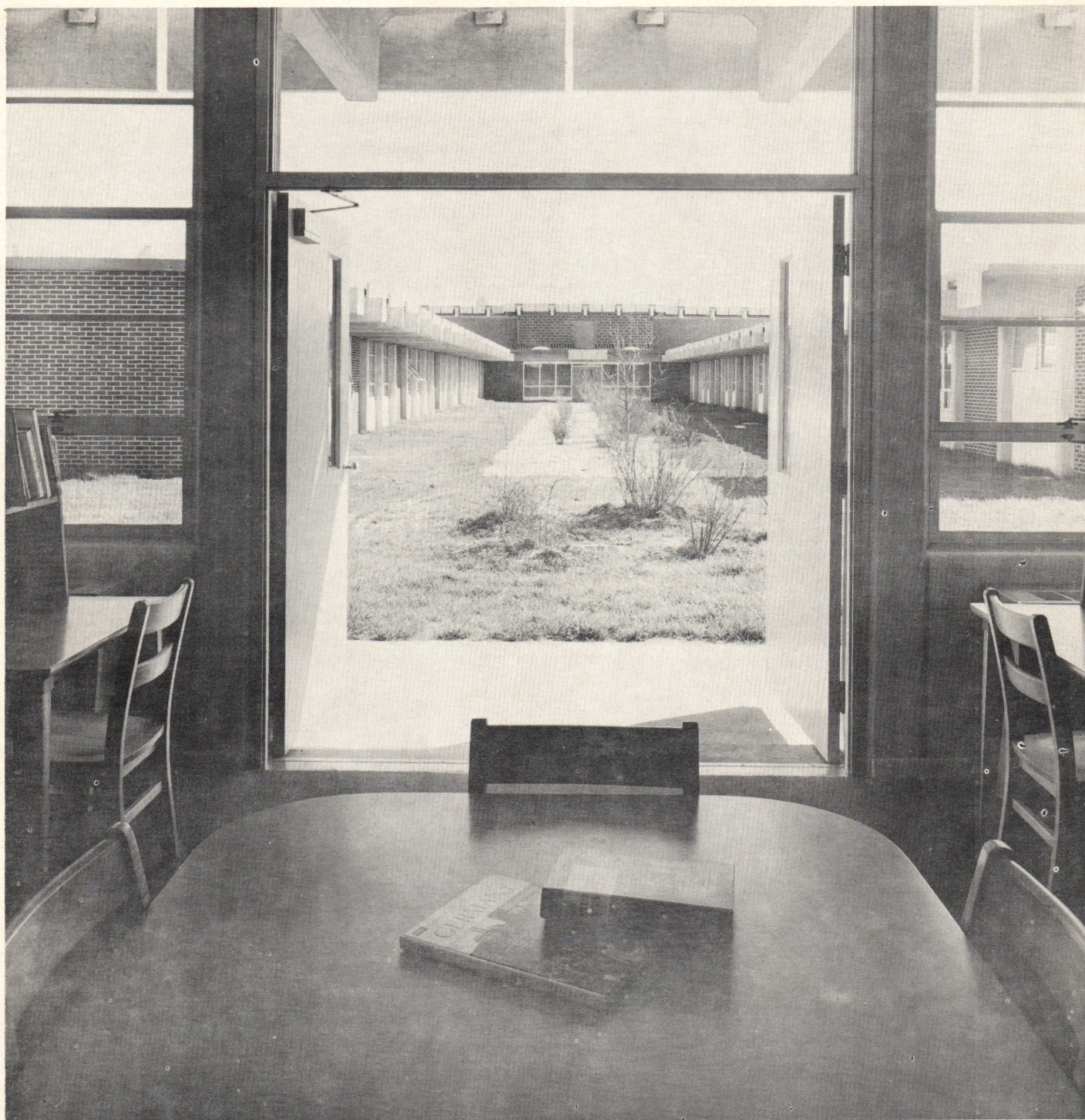


MONAVIEW JUNIOR HIGH SCHOOL GREENVILLE COUNTY, SOUTH CAROLINA

Beacham and Wood Architects

ARCHITECTURE/30





Hillcrest Junior High interior courtyard from library looking toward gymnasium. (Photos: Joe Jordan)

Hillcrest Junior High School, Simpsonville, South Carolina

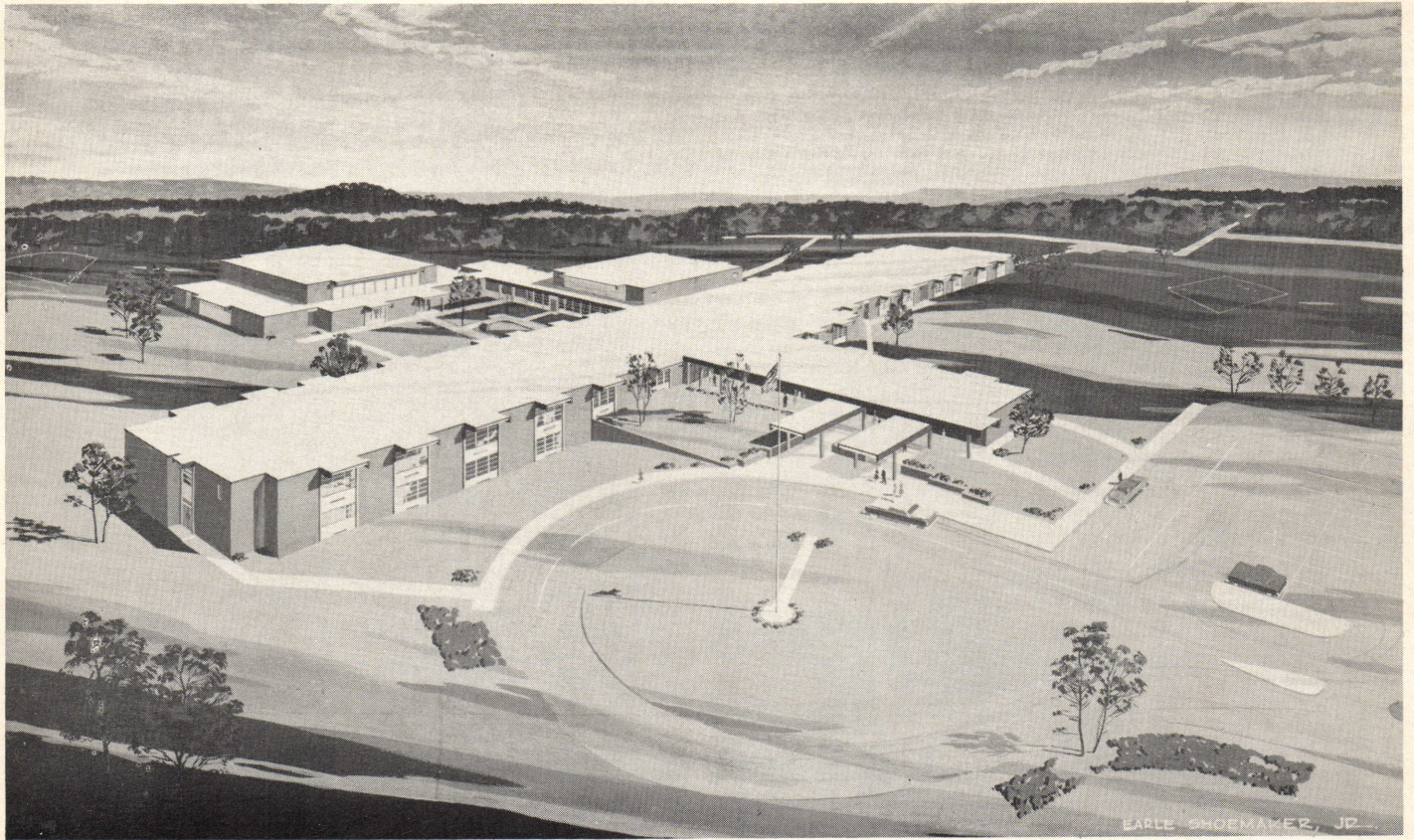
Piedmont Engineers & Architects



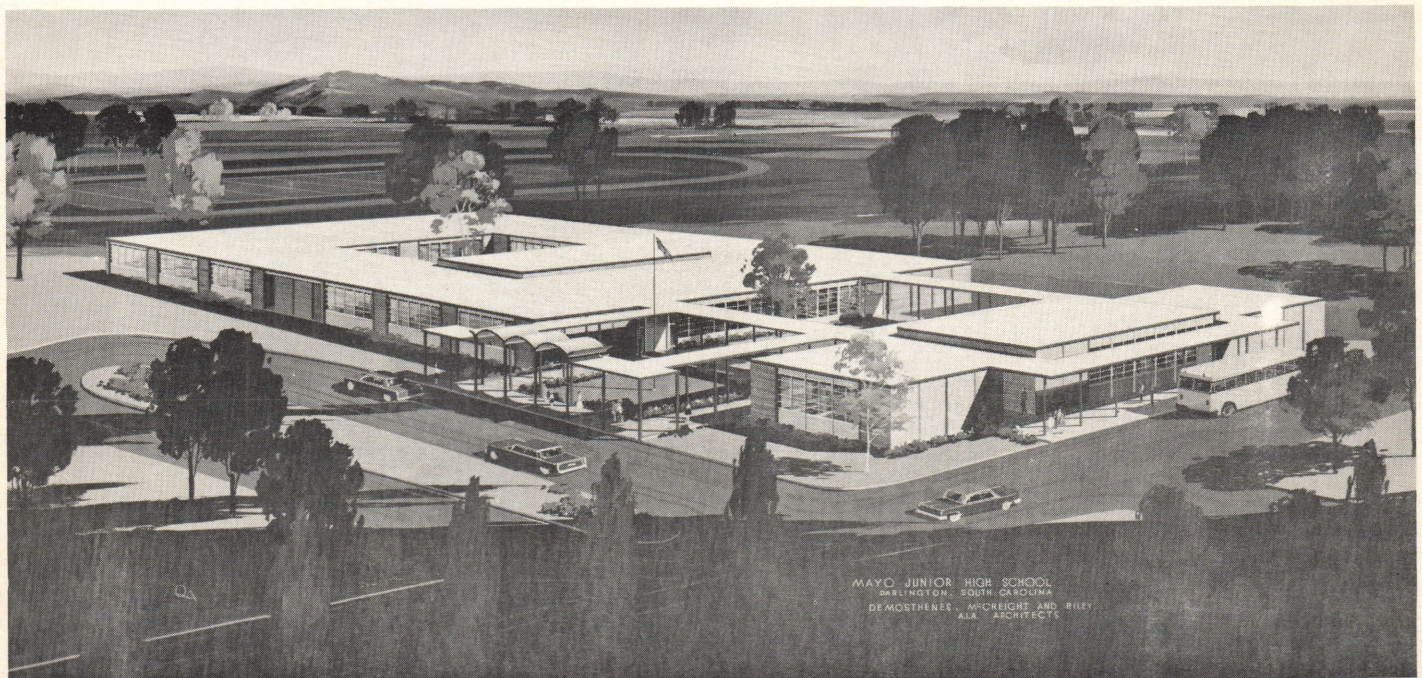
Hillcrest Junior High entrance area.



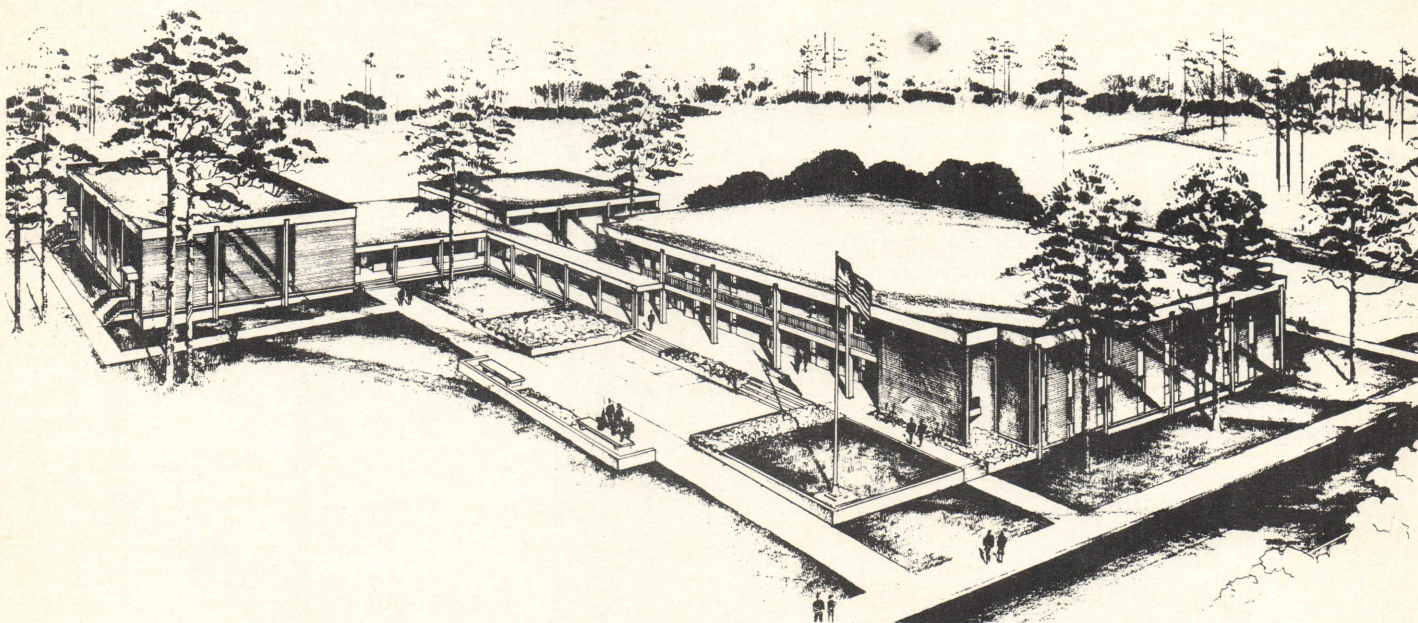
Hillcrest Junior High; cafetorium at left; classroom wing, center; gymnasium and homemaking room at right.



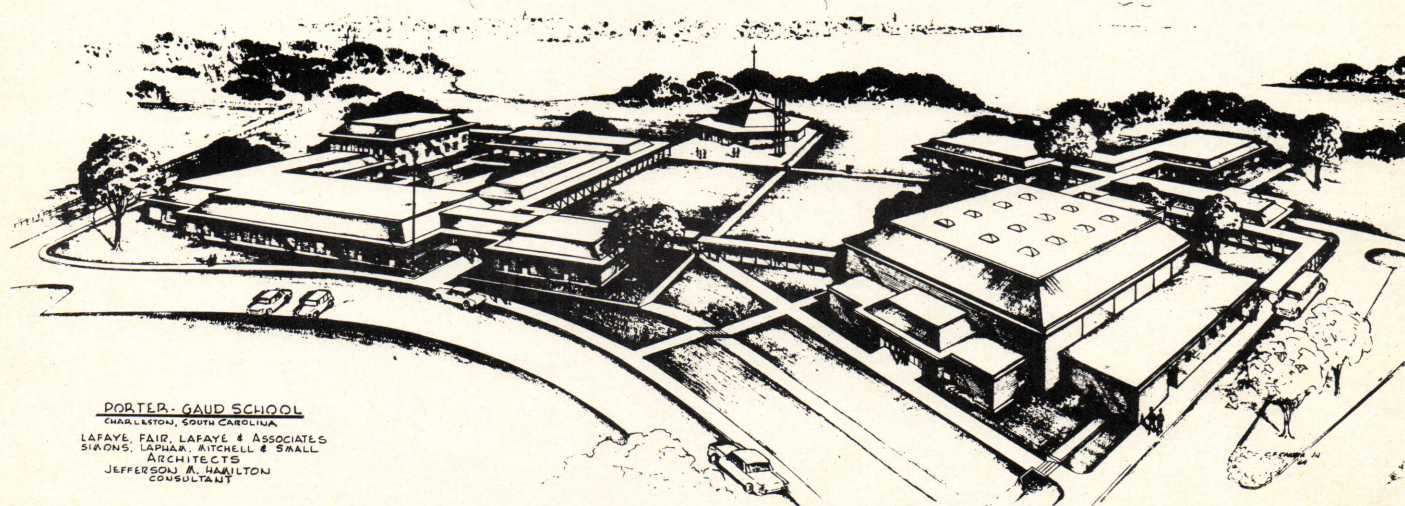
Tanglewood Elementary/Junior High School, Greenville, S. C.
Tarleton/Tankersley/Architects/AIA



Mayo Junior High School, Darlington, S. C. Demosthenes, McCreight & Riley, AIA, Architects

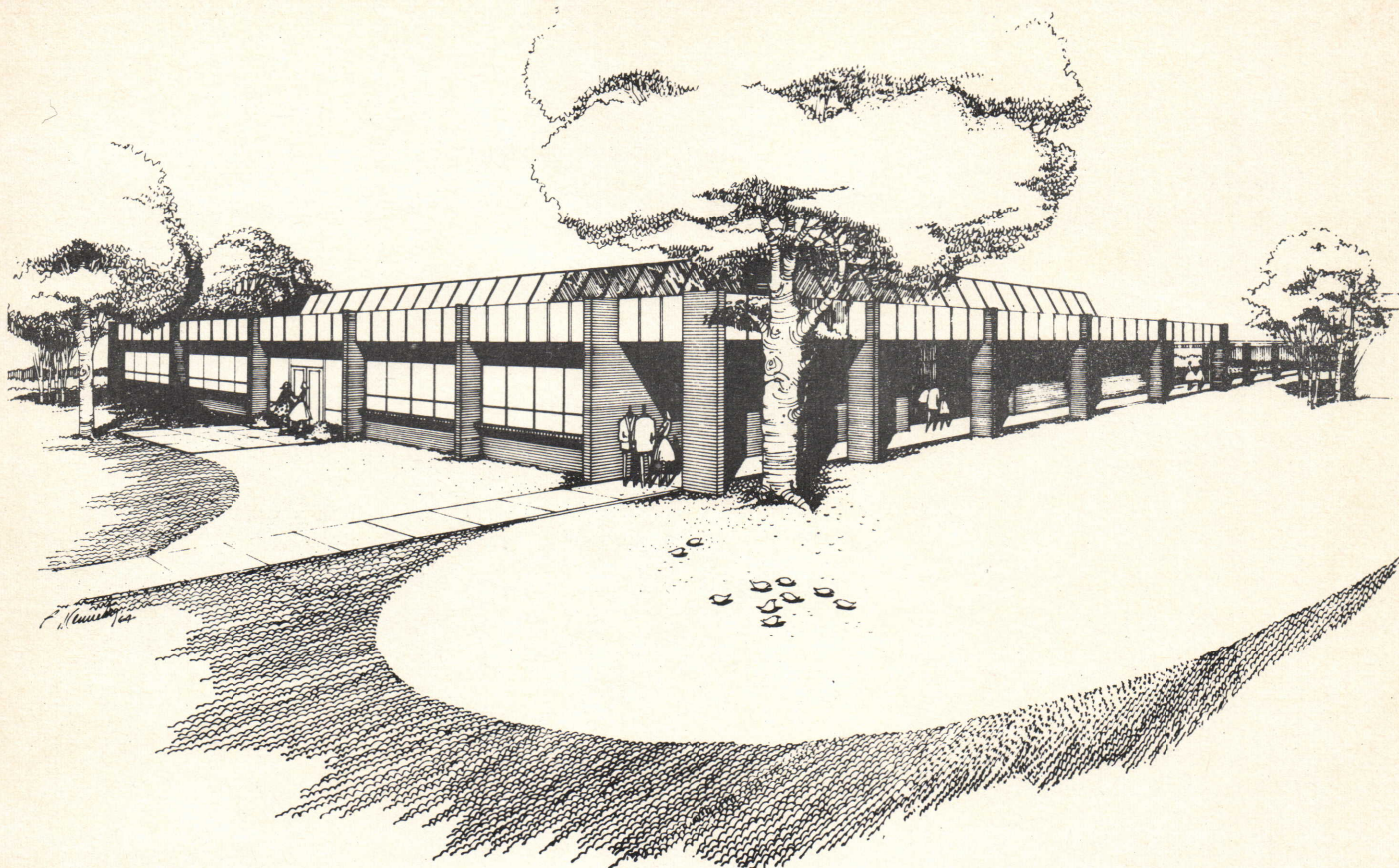


Jackson Junior High School, Camden, S. C. Lafaye, Lafaye & Associates
John G. Richards IV, Architects-Engineers



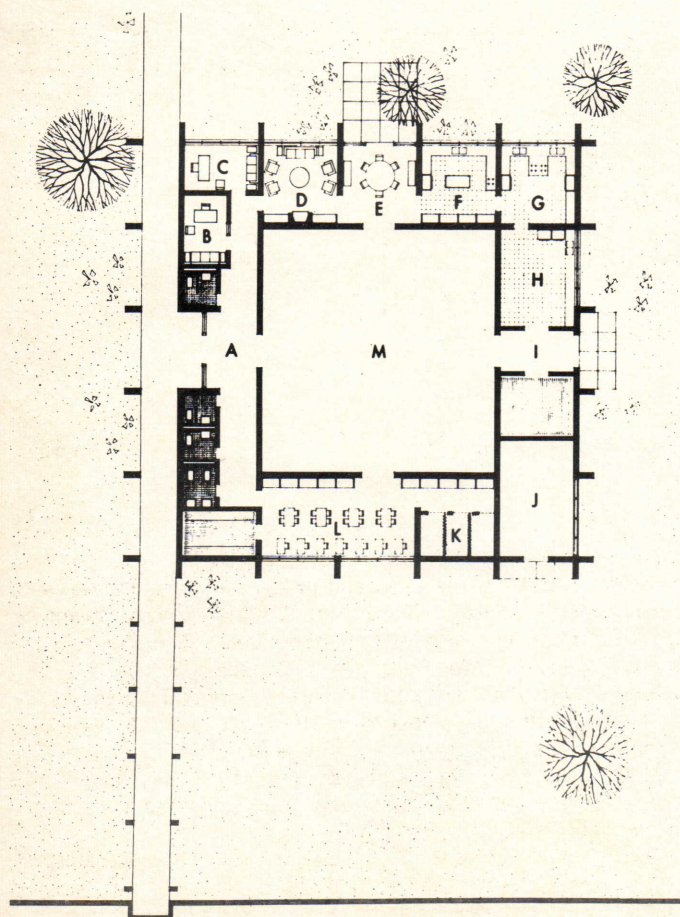
PORTER-GAUD SCHOOL
CHARLESTON, SOUTH CAROLINA
LAFAYE, FAIR, LAFAYE & ASSOCIATES
SIMONS, LAPHAM, MITCHELL & SMALL
ARCHITECTS
JEFFERSON A. HAMILTON
CONSULTANT

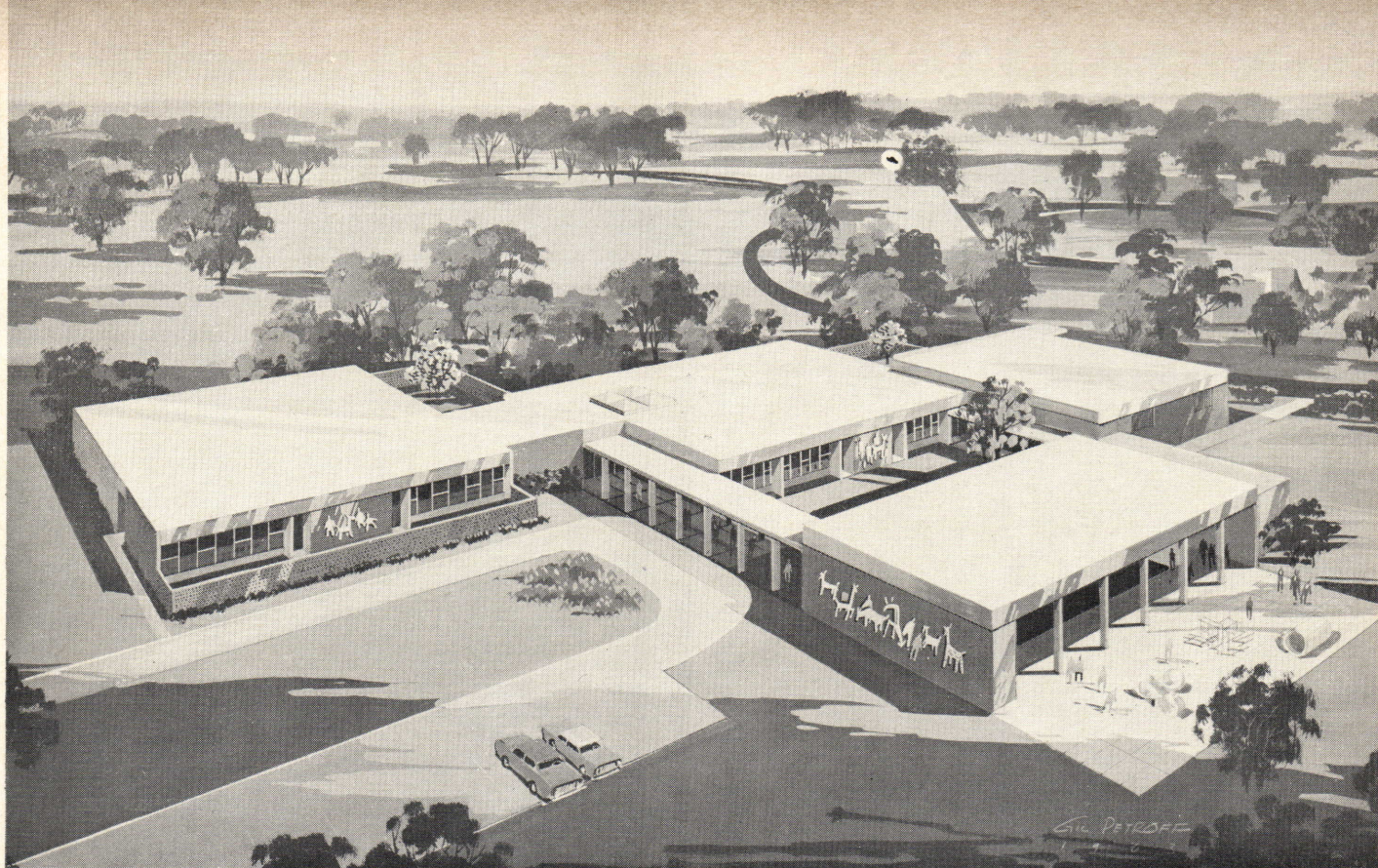
Porter-Gaud School, Charleston, S. C. Lafaye, Lafaye & Associates
Simons, Lapham, Mitchell & Small, Architects



HOME ECONOMICS BUILDING WHITTEN VILLAGE CLINTON, SOUTH CAROLINA

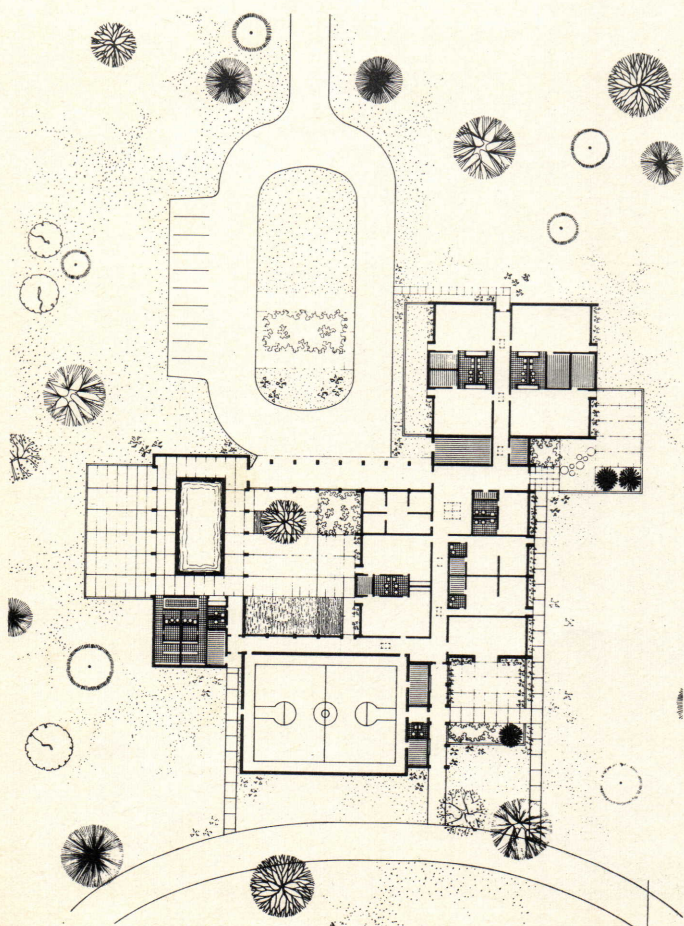
Geiger/Califf/Player/Associates/Architects





RECREATION AND TRAINING CENTER WHITTEN VILLAGE CLINTON, SOUTH CAROLINA

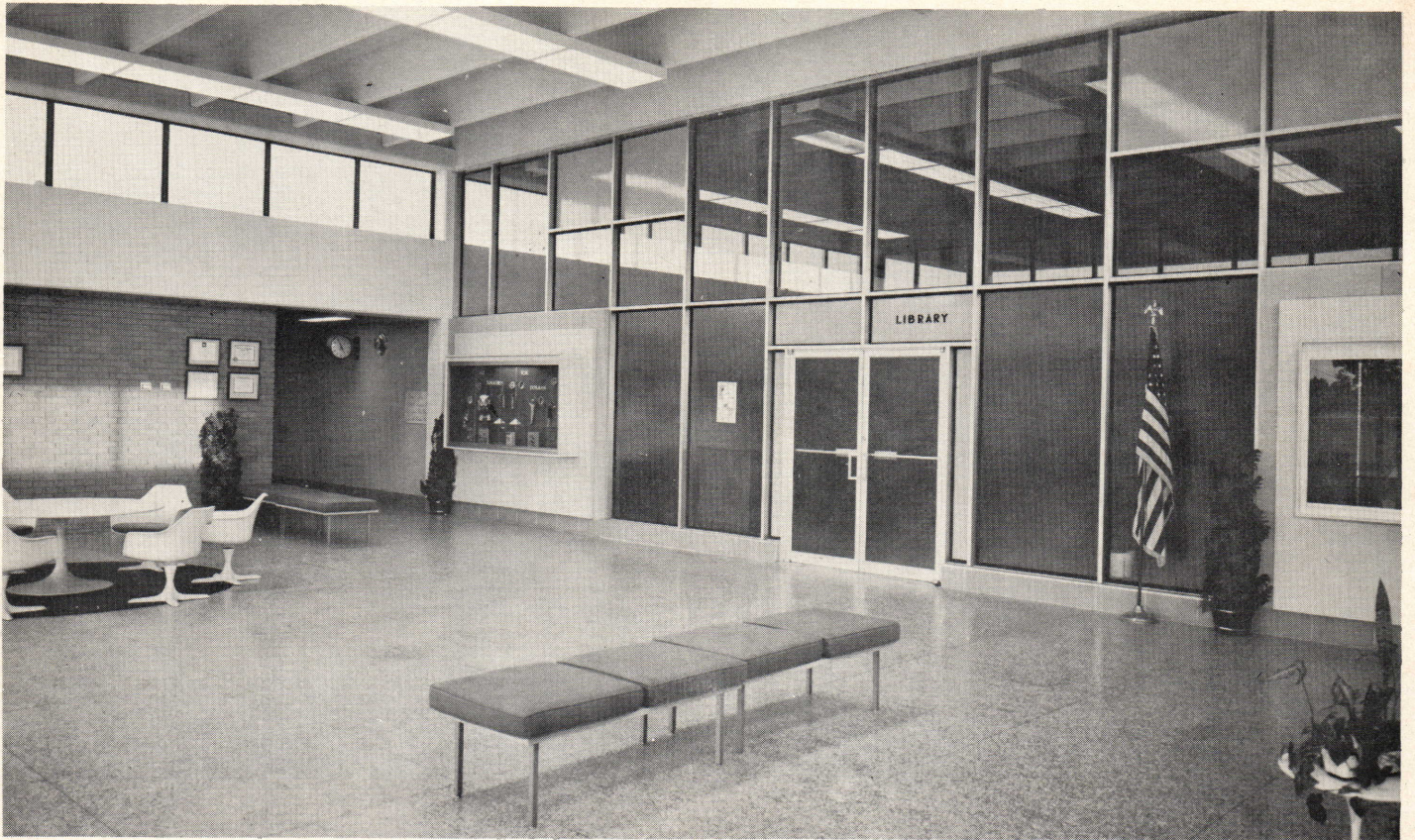
Geiger/Califf/Player/Associates/Architects



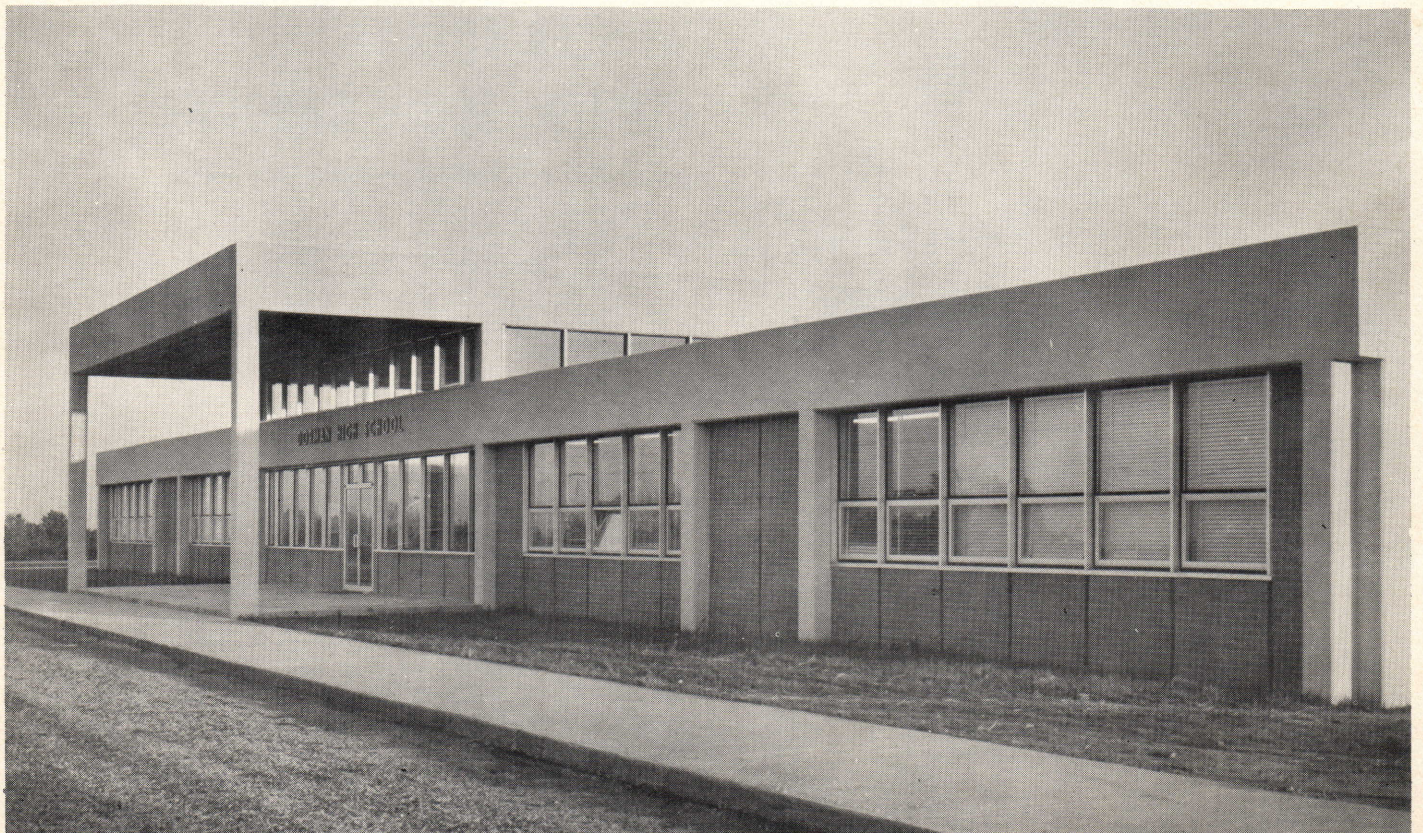
Form, scale and color have been combined to create a pleasant facility which can be used and enjoyed throughout the year by the mentally retarded children of Whitten Village. Maximum utilization has been made of both the interior and the exterior with the all-weather swimming pool and open play courts.

Pierced brick screen walls enable the outside areas adjacent to the instruction rooms to be used with a great degree of privacy from nearby playgrounds. For ease of accessibility the complex has been located close by the dormitories whose occupants it serves and is completely interconnected with corridors or covered walks.

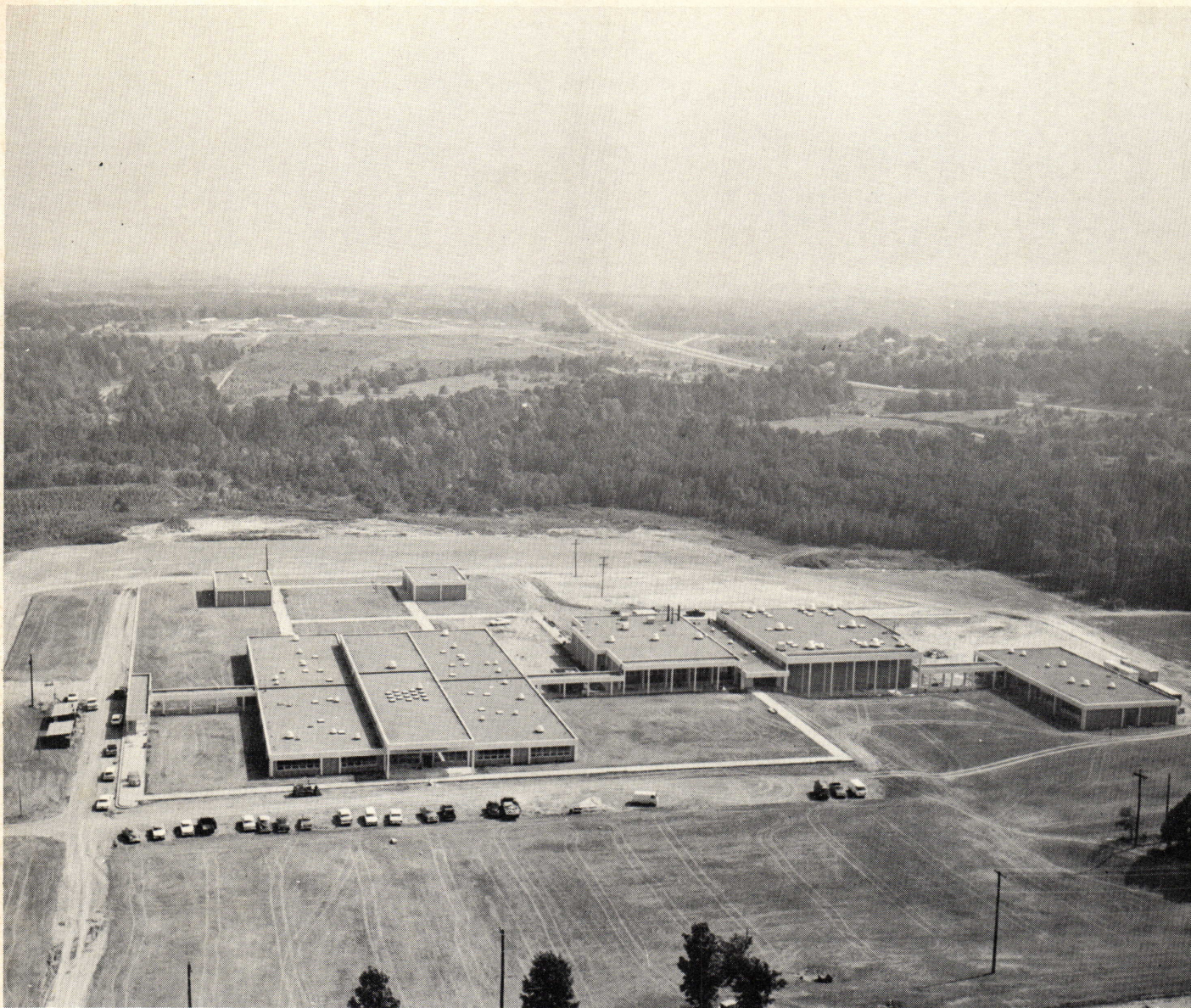
Through the different use of simple, but durable materials and standard building construction the architects have strived to produce an attractive and economical building that will be functional, spacious and easily maintained.



Dorman High School entrance lobby.



Dorman High School entrance area.



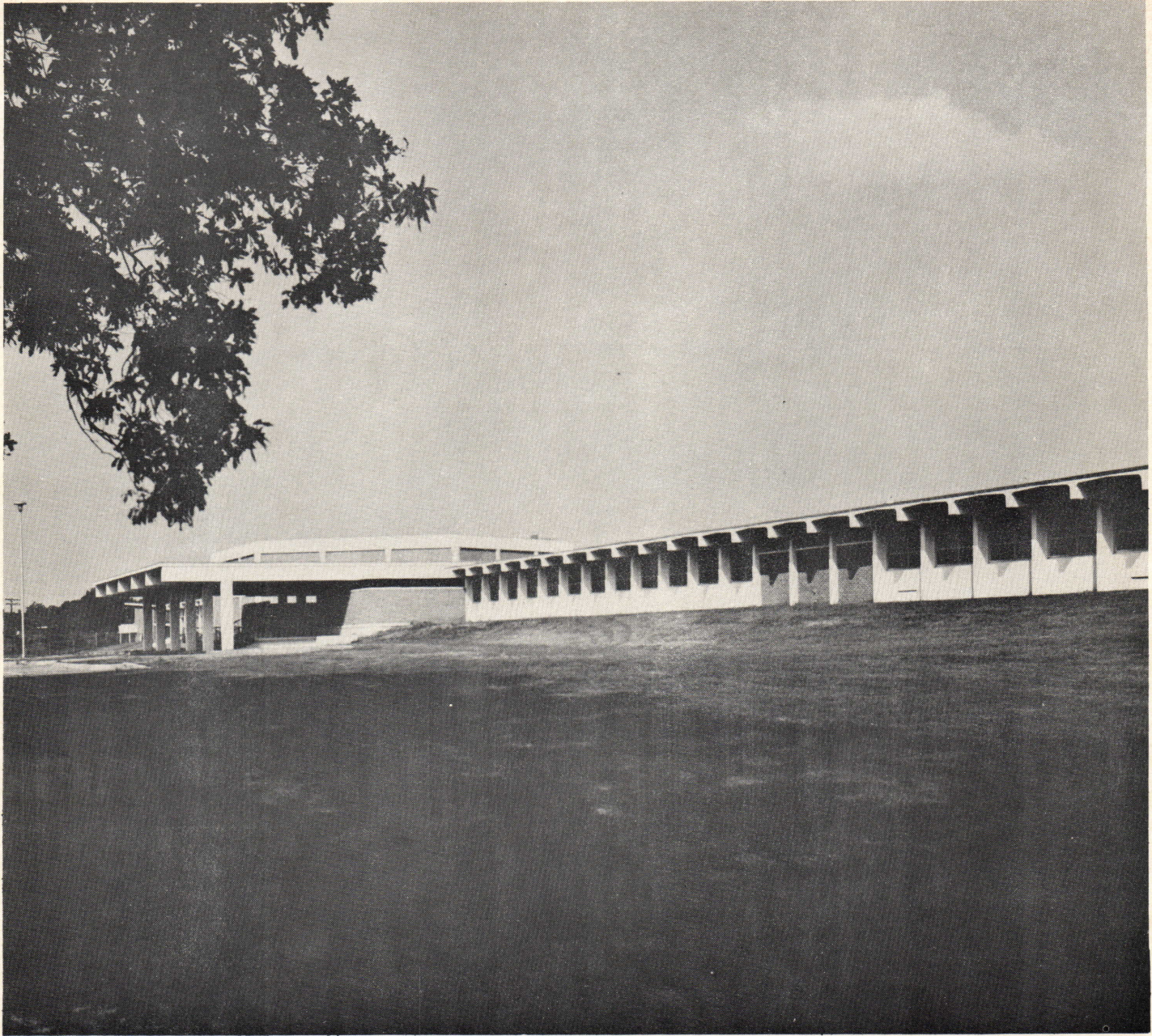
Aerial view.

DORMAN HIGH SCHOOL SPARTANBURG COUNTY, S. C.

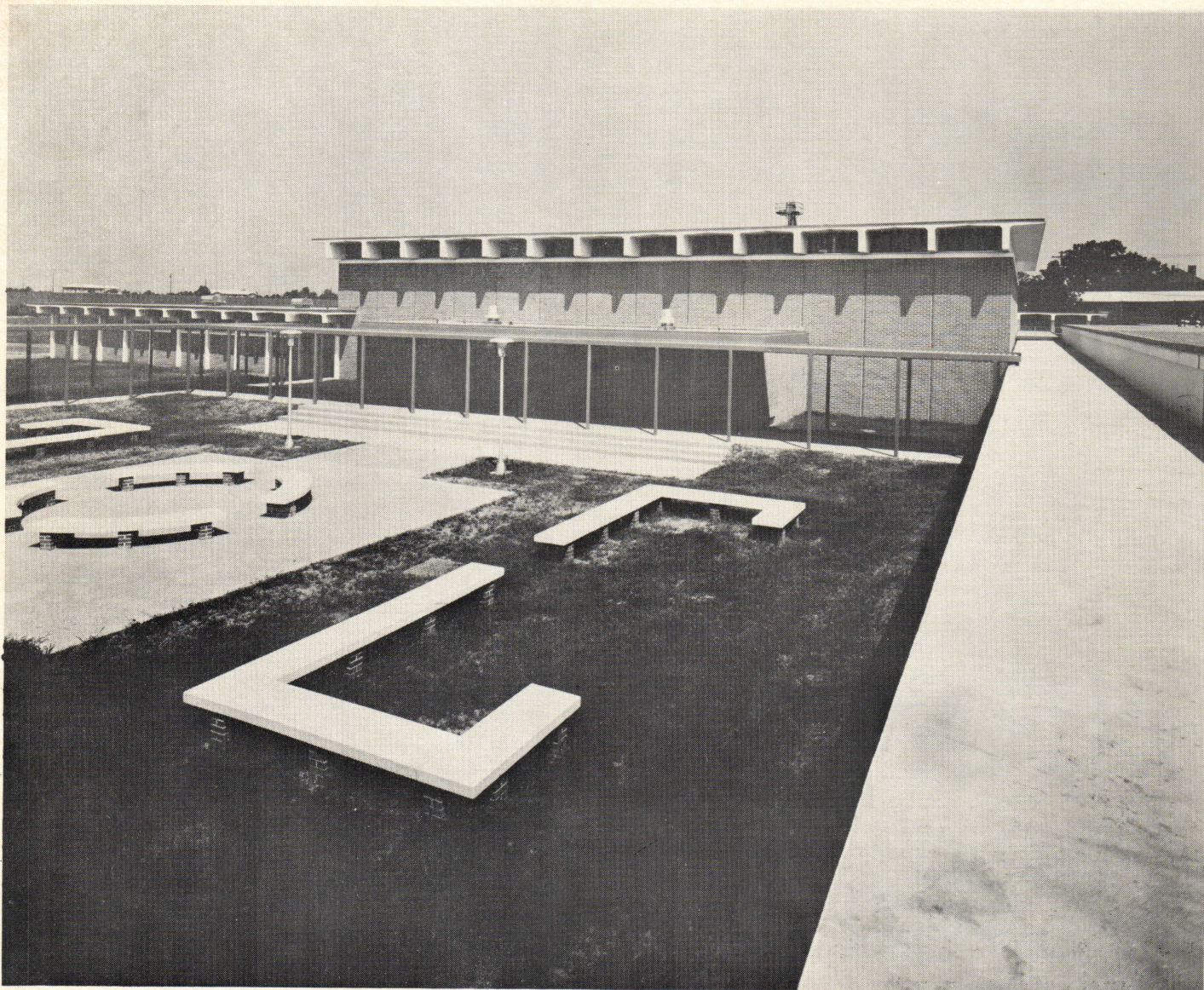
Lockwood Greene Engineers—Architects



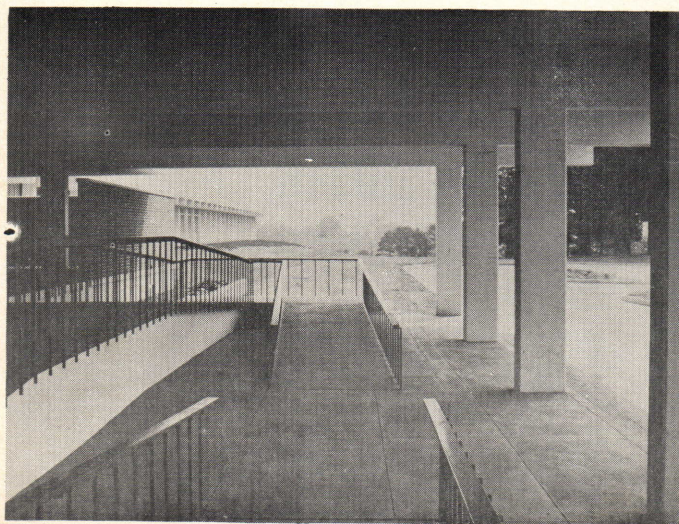
Dorman High Library.



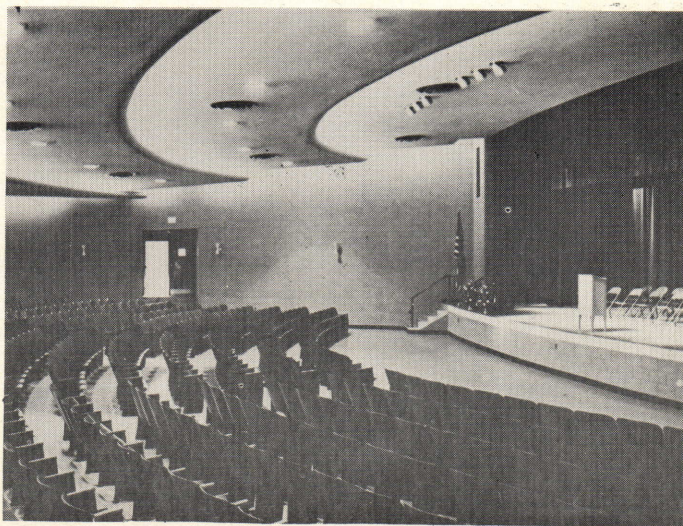
Berea High School completed 1963. Photos: Gordon Schenek)



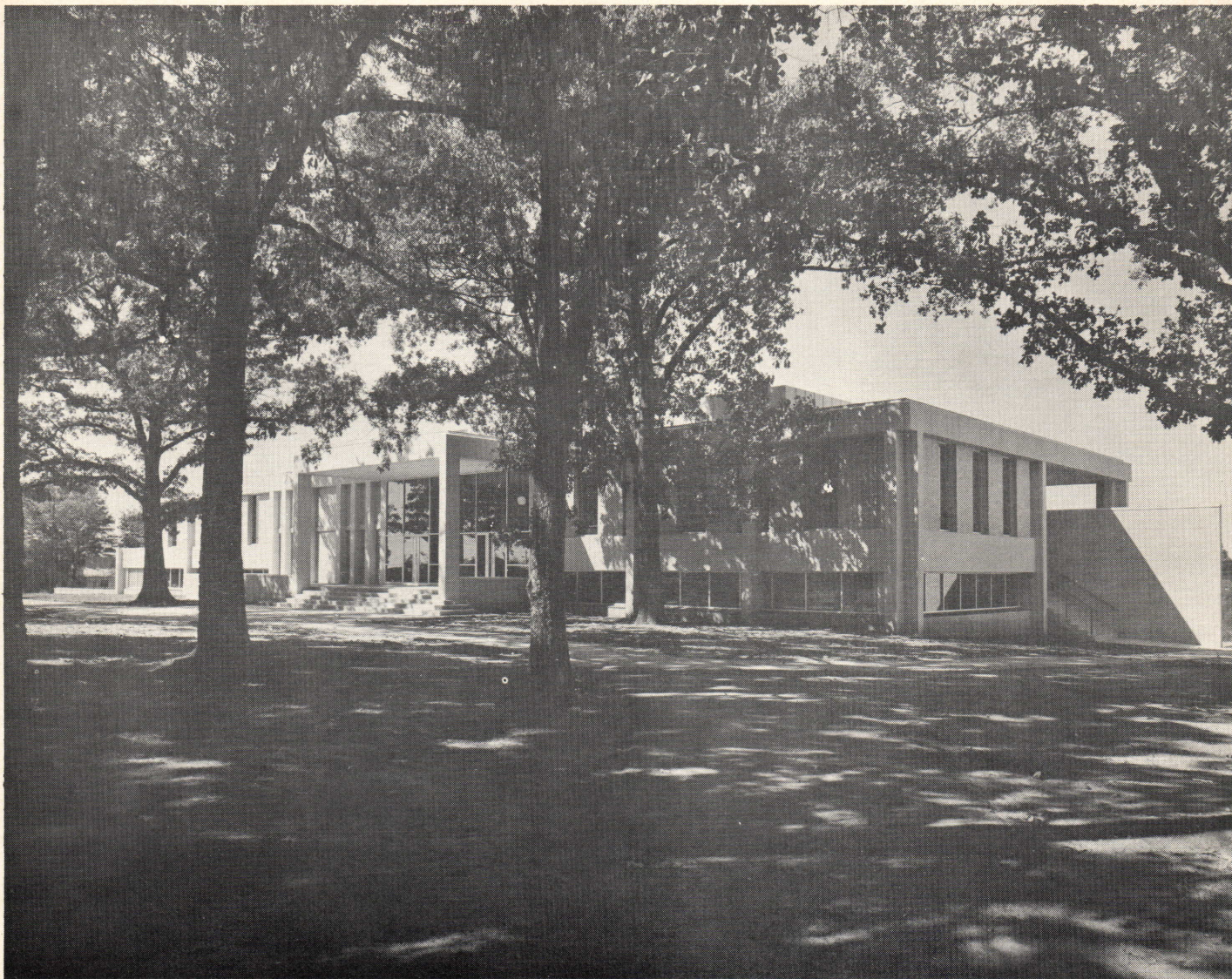
Berea High School: Exterior Courtyard.



Berea High School: Entrance.



Berea High School Auditorium.



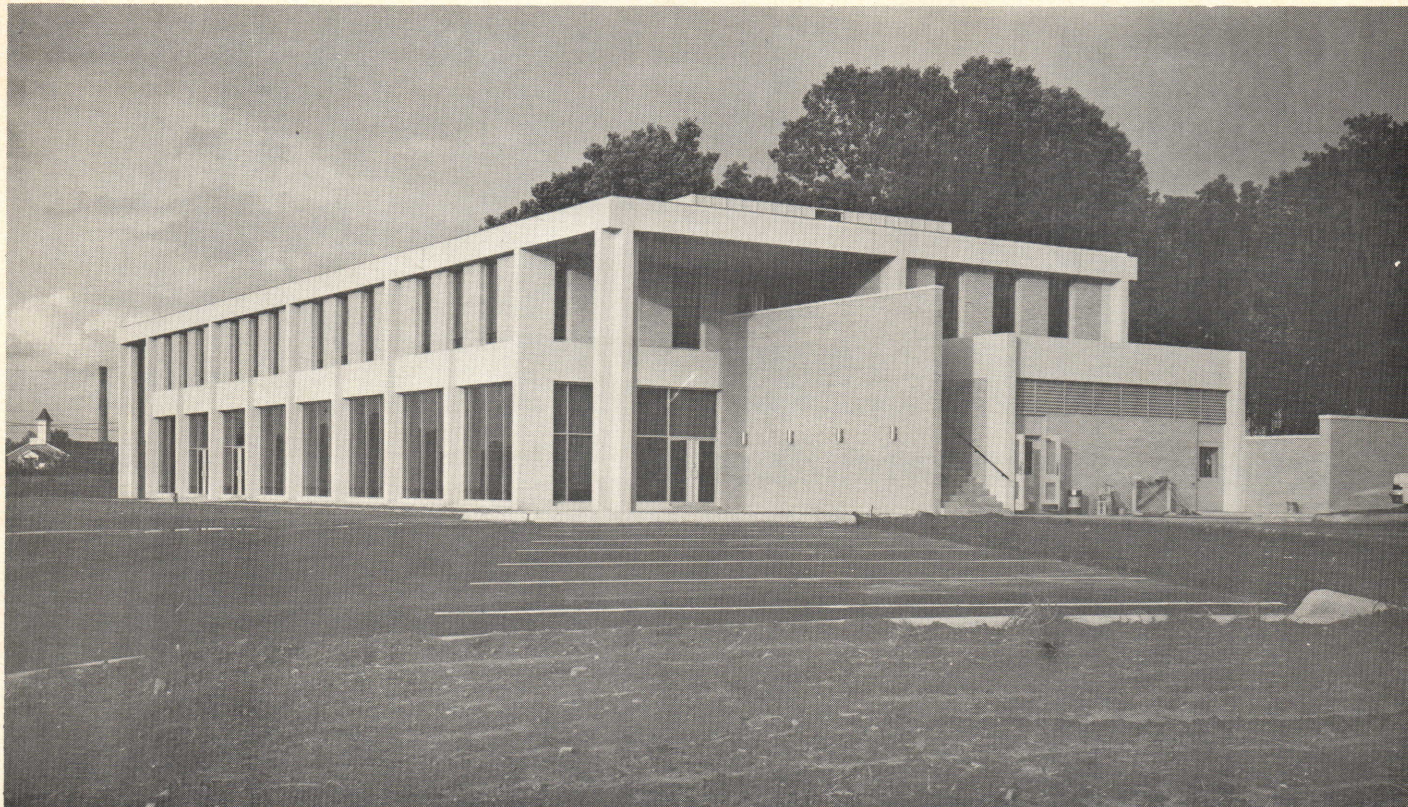
Front Entrance. (Photos: Willis)



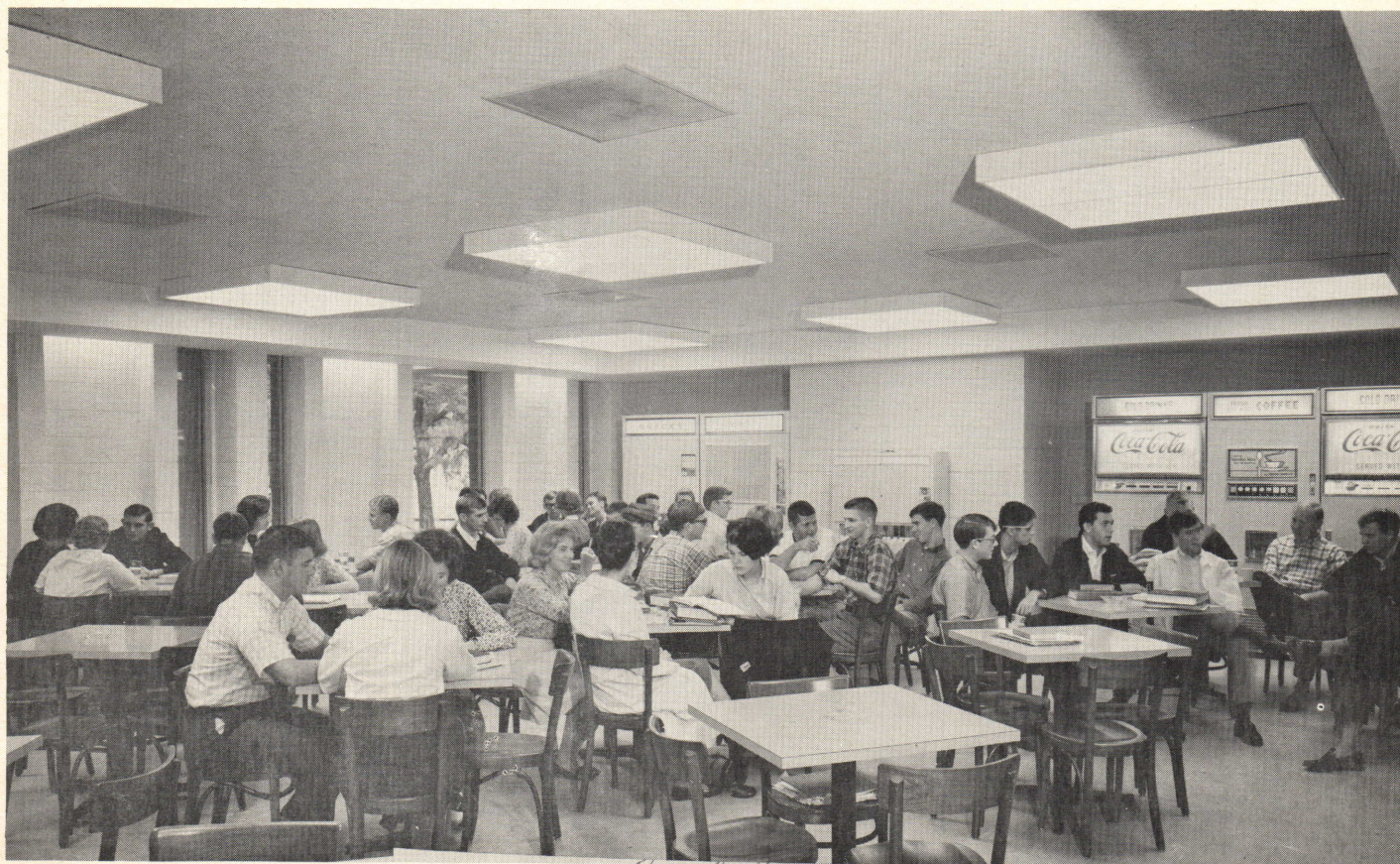
Recreation Room.

SPARTANBURG JUNIOR COLLEGE STUDENT ACTIVITIES BUILDING SPARTANBURG, SOUTH CAROLINA

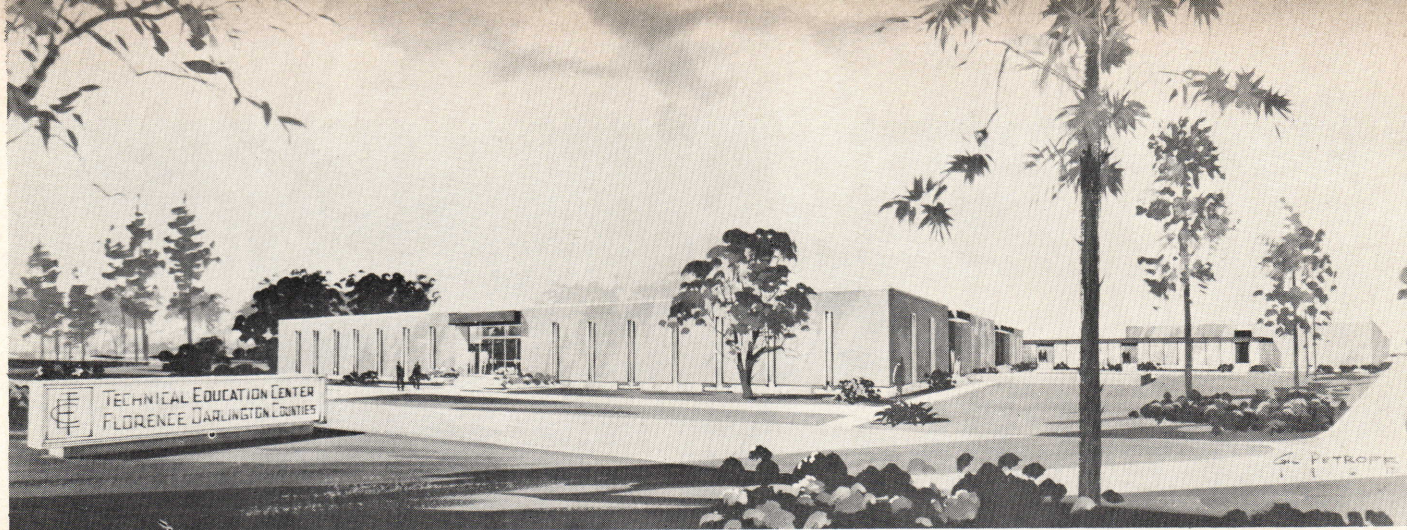
Lockwood Greene Engineers—Architects



Spartanburg Junior College student canteen.



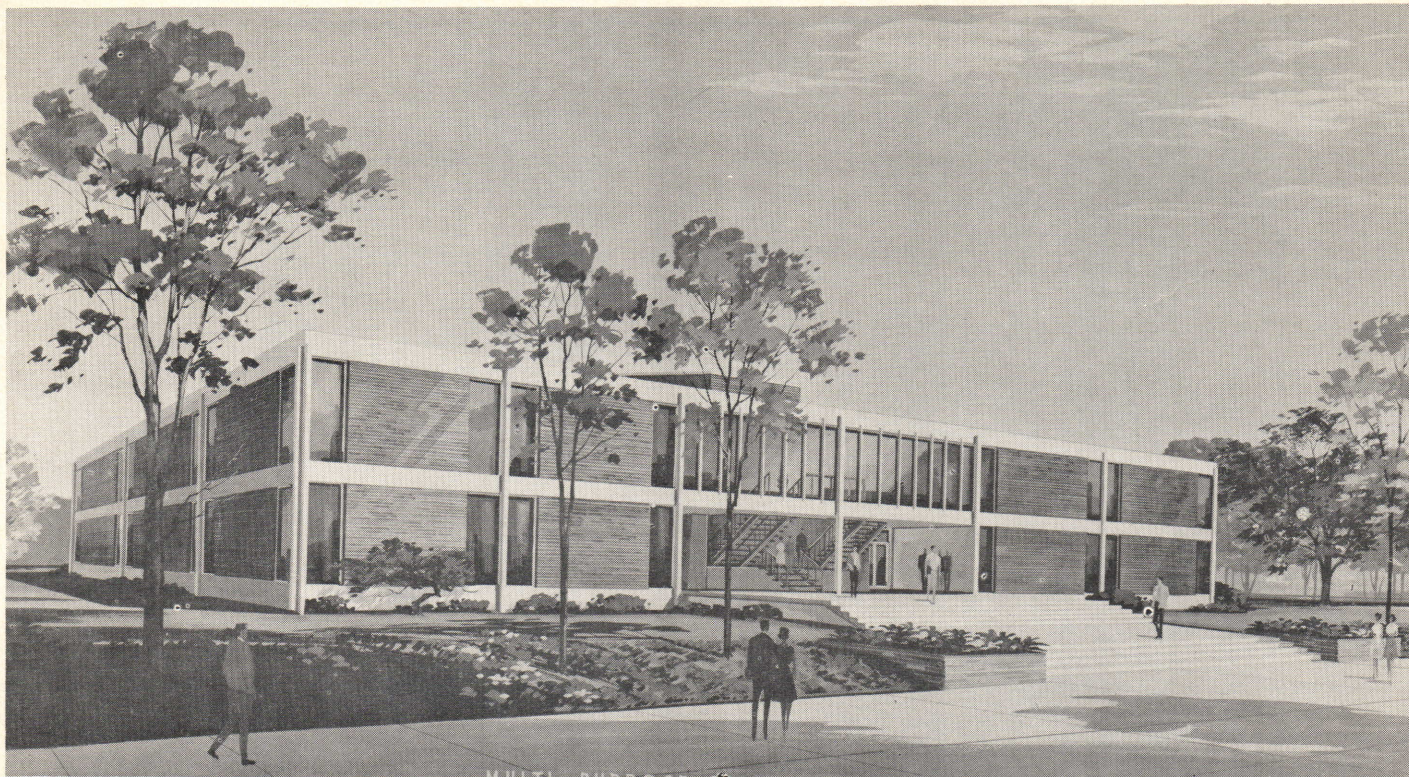
Spartanburg Junior College, rear elevation.



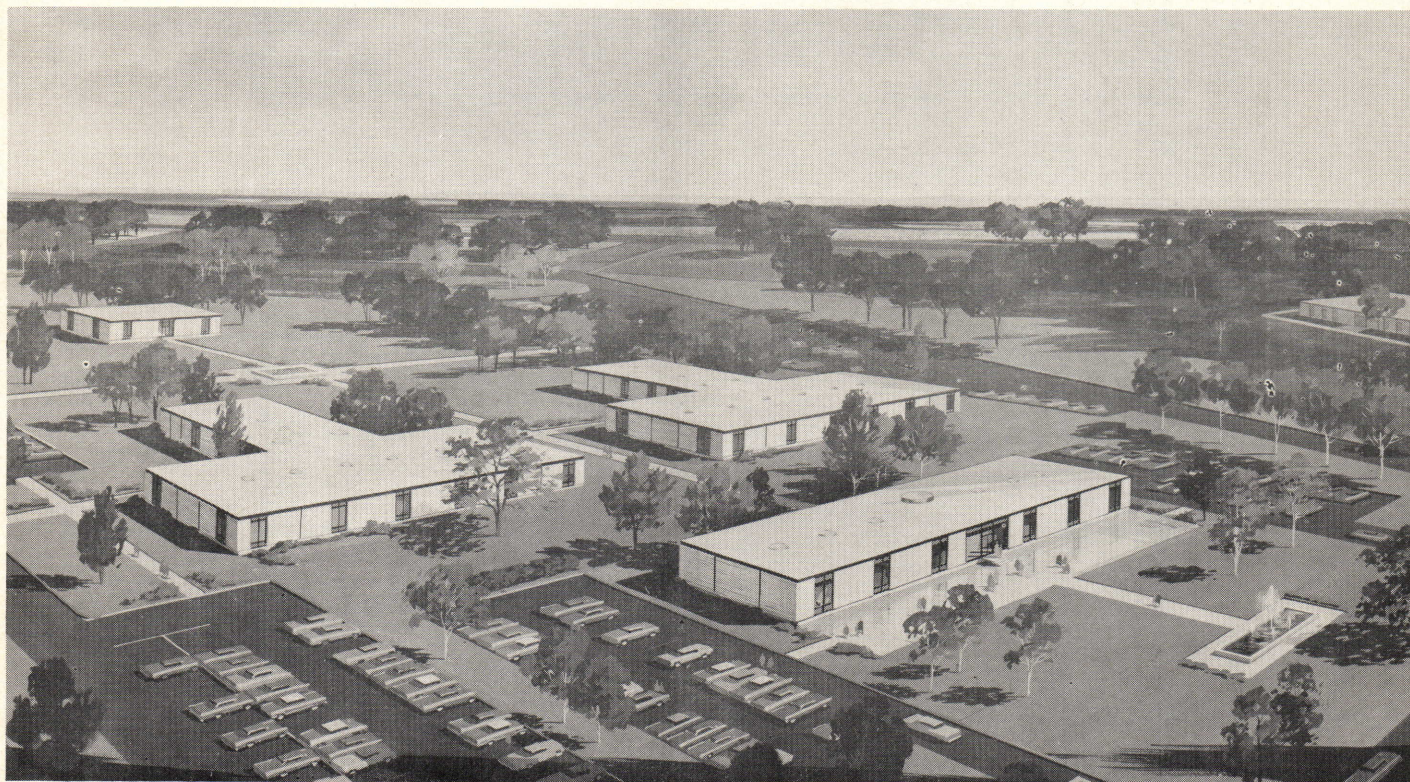
Florence-Darlington Technical Education Center Florence County, South Carolina

Lewis & Dowis and Clark, McCall & Leach Associated Architects

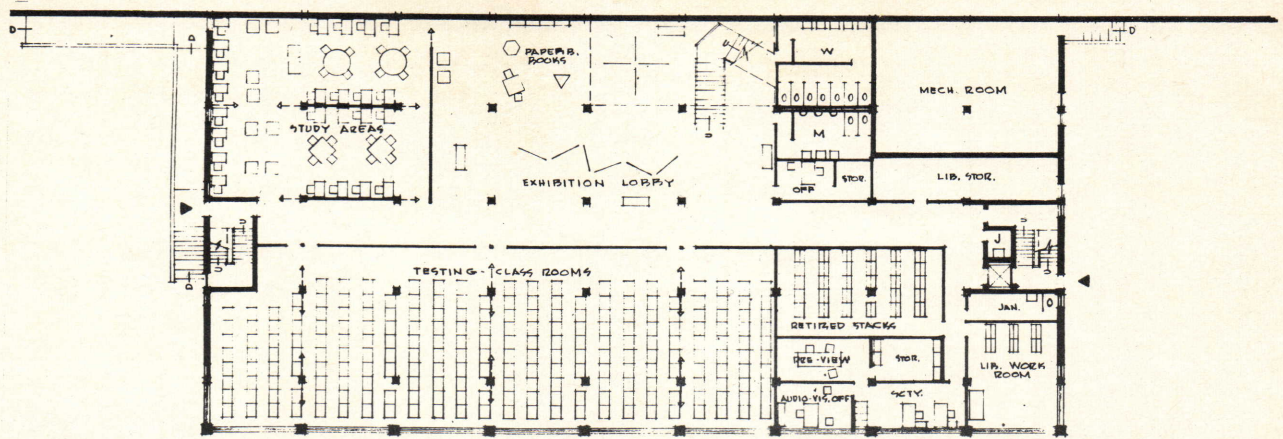




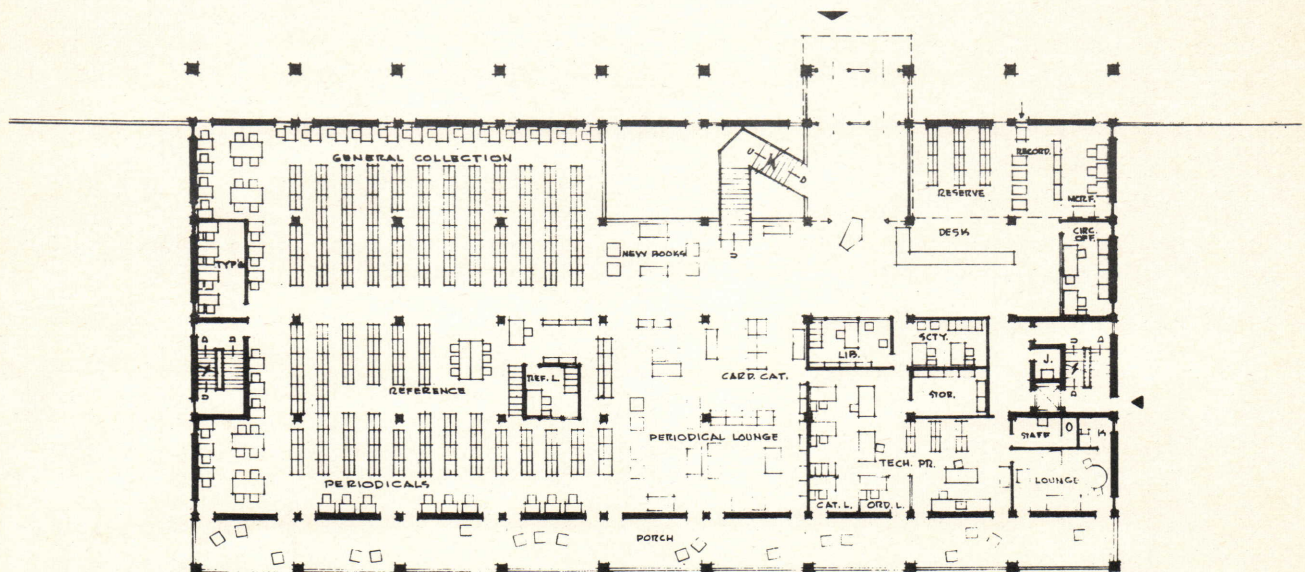
Multi-Purpose Science Building for Morris College, construction expected in early 1966, will house the school science facilities in 40,000 square feet. Demosthenes, McCreight & Riley, AIA, Architects.



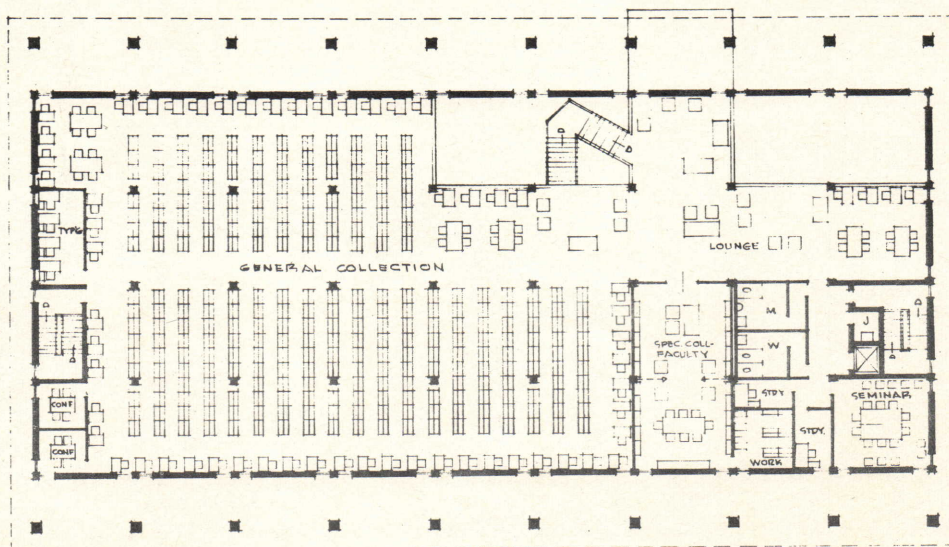
Clemson University will construct these four buildings as the beginning of its Sumter branch. The Administration, Classroom, Science and Library Buildings will total 60,000 square feet; construction should start at the first of the year. Demosthenes, McCreight & Riley, AIA, Architects.



LOWER FLOOR PLAN



MAIN FLOOR PLAN



MEZZANINE FLOOR PLAN

COLUMBIA COLLEGE TO BUILD NEW LIBRARY

The disastrous fire at Columbia College was "an ill wind that blows no good." Despite the great financial loss, the destruction of the original College buildings dating back to the turn of the century, opened up the center of the campus and has allowed the development of a master plan which is superior to anything possible before the fire.

Central to the new master plan is a "core" consisting of a large paved plaza directly in front of the existing dining hall. Across this plaza directly opposite the dining hall is the proposed new library sitting at the center of the entire campus—a most appropriate location.

The exterior of the library is modern in design and monumental with its two-story high columns rising from the plaza and its equal height reading porch on the opposite side which will be seen from the main entrance to the campus. The exposed concrete columns and frame with walls of red brick will echo materials of the other buildings on the campus.

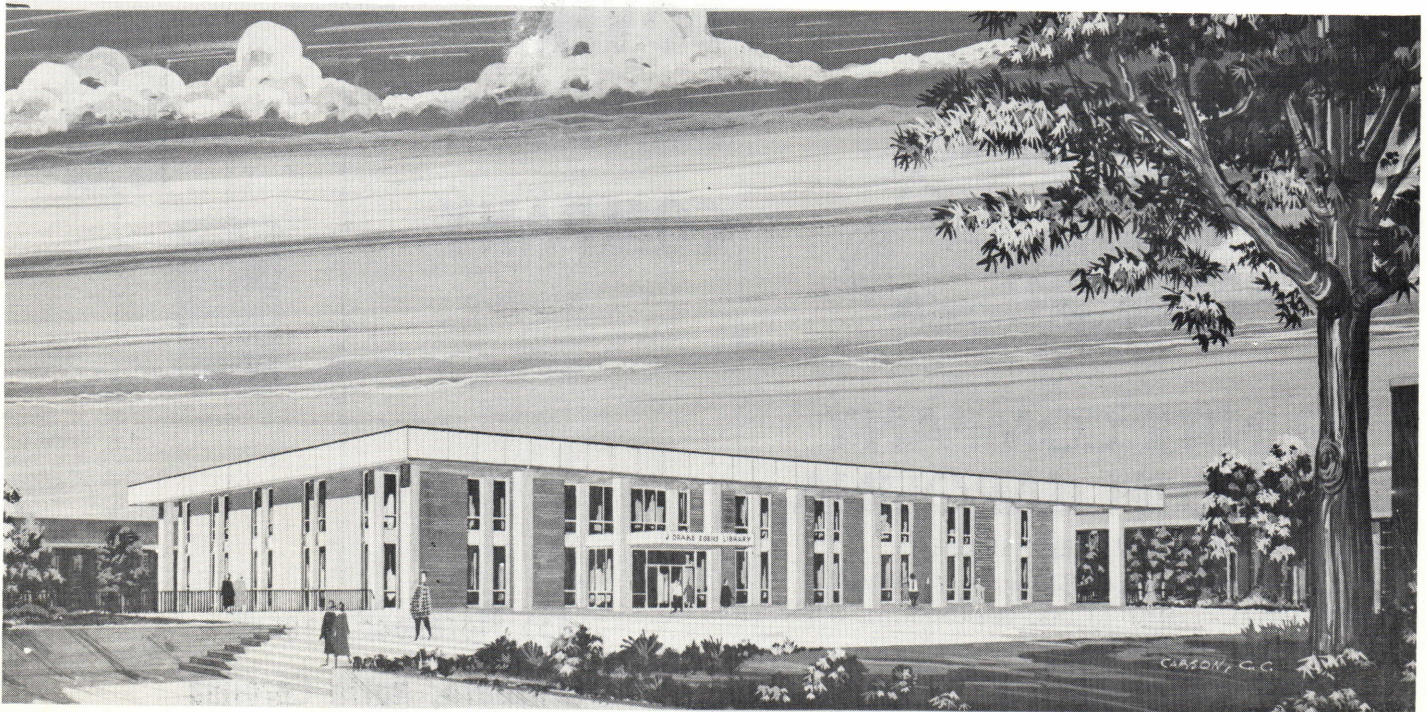
Upshur, Riley and Bultman AIA
Architects — Engineers
Kenneth B. Simmons FASLA
Landscape Architect — Engineer

The library is of the "open-stack" type; i.e., users will have access to all books. Book shelves placed as cores to the main and upper floors are surrounded by lounge and study areas.

The principal entrance to the building is from the plaza into the main floor level. A monumental stair leads from near the entrance to the upper floor and to the lower floor. The main and upper floors house the present collection along with study and lounge areas, necessary work areas, seminar rooms, etc.

The lower floor, half-way below ground will initially contain class rooms, exhibition spaces, informal study areas, etc. These are not direct library activities and, over a period of years, will be displaced by expansion of the collection with surrounding study areas. Only essential interior partitions are immovable; there are as few partitions as possible. Usage of areas may be changed relatively easily by changing furnishings, or more completely by changing light partitions and dividers.

Durlach, O'Neal, Jenkins and Associates
Mechanical Engineers
Holladay, Coleman and Associates
Electrical Engineers



**J. J. PEARSON,
EXTERMINATOR**



1014 Rurnertord Road
Phone 233-6835
Greenville, South Carolina

**C.D. SPANGLER
CONSTRUCTION COMPANY**

Developers of Drexel Lake Hills,
Windsor Estates, Woodfield Park,
Eastway Park
COLUMBIA, SOUTH CAROLINA

**RESTORATION
INCORPORATED**

23 Vendue Range
722-3206
CONSTRUCTION
Charleston, South Carolina

**LESLEY
CONSTRUCTION COMPANY**

Residential - Commercial
Contracting

Greenville Hwy. By Pass
P. O. Box 461 Phone 859-5121
Easley, South Carolina

**NATIONAL
HOME BUILDERS, INC.**

BUILDERS of LIVABLE HOMES
QUALITY CONSTRUCTION

Phone SN 6-7633
1111 St. Andrews Blvd.
Charleston, South Carolina

Don't Look Now, But
Your Blacktop Pavement
Needs Jennite J-16!

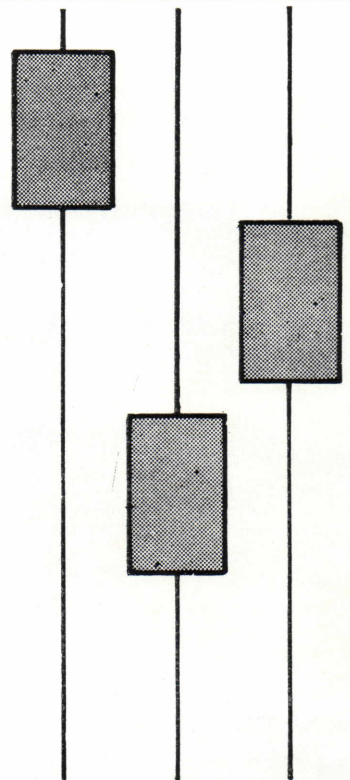


**JENNITE COMPANY
OF SOUTH CAROLINA**

JENNITE PAVEMENT SEALER

"Asphalt Sealer for the Pavement of Today"
RESIDENTIAL-COMMERCIAL-INDUSTRIAL USES
P. O. BOX 1777
SPARTANBURG, SOUTH CAROLINA

**DOVER
ELEVATOR
COMPANY**



435 Morehead Avenue
Greensboro, North Carolina

HENRY C. HARDING COMPANY

Builders

RESIDENTIAL CONSTRUCTION
A BETTER HOME AT A BETTER PRICE

Call 235-1763
2823 White Horse Road
Greenville, South Carolina

SOUTHERN LUMBER AND MILLWORK CO.

*MILLWORK

*LUMBER

*BUILDING SUPPLIES

KING STREET EXTENSION
PHONE SH 4-6281
CHARLESTON, SOUTH CAROLINA

BERRY-HILL BUILDERS, INC.

FINANCING ARRANGED
(FHA-VA Conventional)
TOTAL PACKAGE CONSTRUCTION
WE BUILD A BETTER HOUSE

Call 873-7311
232 Market Street
Cheraw, South Carolina

MODERNAGE TILE & SHEET METAL CO.

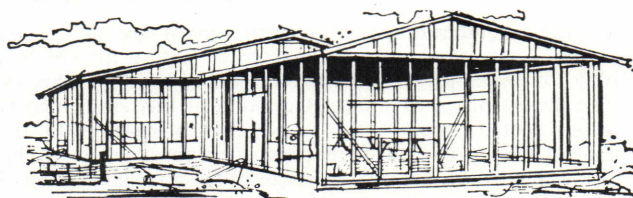
TRANE AIR CONDITIONING & HEATING

415 WASHINGTON STREET
PHONE 459-2540
ABBEVILLE, SOUTH CAROLINA



**BAROSS
GLASS CO.**

Route 2 Pelzer, S. C.
Specializing In Store Fronts



CARNELL CONSTRUCTION COMPANY

2620 Spring Street
FLORENCE, SOUTH CAROLINA
Quality Construction With You In Mind.



NON-COM® WOOD...

keeps them safe for the ride home tonight

Youngsters attending this modern school are in a class by themselves. They have an extra margin of safety in which to learn, to play, to develop. To parents and school officials, this extra protection means peace of mind. Backbone of this assurance is Non-Com fire-protected wood — the wood that provides built-in protection against fire spread through pressure impregnation of fire-retardant mineral salts. Non-Com resists termites and decay, too. The unique advantages and characteristics of Non-Com wood are recognized by major insurance rating bureaus and a host of building codes. This recognition has led to substantial reductions in insurance costs, a welcome savings for any school board. For the architect and builder, Non-Com offers wood's beauty, economy and design freedom — attributes not common to many non-combustible building materials. For safe and sound school construction — with an extra margin of safety — investigate Non-Com fire-protected wood.

*Koppers Trademark



NON-COM® FIRE-PROTECTED LUMBER

—For more information, clip and mail coupon—



To: COX WOOD PRESERVING CO.
P. O. Box 722
Orangeburg, South Carolina

Gentlemen:

I am interested in learning more about Non-Com fire protected wood and how it can provide our schools with an extra margin of safety. Please send me Bulletin W-365 which gives full details.

Name, Title _____
Organization _____
Street _____
City, State _____

N-15

This advertisement appears in the JULY, 1962 ISSUE OF SCHOOL MANAGEMENT
Prepared by Griswold-Eshleman Company

CLEMSON ARCHITECTURAL FOUNDATION SCHEDULES LECTURERS

Thus far, Clemson Architectural Foundation lecturers have included Karel Yasko, FAIA, Washington, D. C. on September 17; Ian McHarg, landscape architect, University of Pennsylvania, October 4; Ernst Brandl, Austrian architect and scholar, who spoke on Adolph Loos, October 25.

Tadeusz Barucki of Warsaw, Poland is scheduled as a lecturer on urban planning and architecture in Poland on January 24. William McGuinness, distinguished author and professor at Pratt Institute, will speak on the integration of mechanical and electrical components in design during the American Institute of Architects winter meeting in Charleston as a CAF lecturer. He will lecture and act as a consulting critic at Clemson. Otto

Konigsberber, head of Department of Tropical Architecture at the AA in London will also be a lecturer at Clemson.

The three other lectures will occur by distinguished persons in the field of technology as related to design. William M. C. Lam of Cambridge, Mass., who is the lighting engineer for Harry Weese, will lecture on illumination of buildings on February 21; Prof. Albert Dietz, Head of Building Construction Department at MIT on new technology in construction March 7; Robert Newman, MIT on acoustics March 21; Fritz Roth, FAIA, partner of Vincent Kling on design April 4; Dean Lawrence Anderson, MIT, on design, visiting critic and Honors Day speaker.

RUDOLPH LEE GALLERY SCHOOL OF ARCHITECTURE - CLEMSON

JANUARY 12-31

THE ARCHITECTURE OF WOOD

This exhibition of photographs, presenting the inventive and expressive ways in which today's Architects are exploring new forms, concentrating on a single material, wood. The work illustrates the trend toward an informal, provincial character with a desire to expose wood in its natural state. The photographs illustrate ecclesiastical and public buildings as well as private residences.

JANUARY 17-FEBRUARY 1

PHOTOGRAPHS BY ROBERT SMELTZER

The creative art of photography is exemplified in work of Robert Smeltzer, staff photographer and writer of the Greenville News Piedmont. His range of subject matter "shot" with several 35 MM cameras are visual essays of moments in time. Seventy black and white photographs will be shown.

FEBRUARY 3-22

THE BREGGER PRINT COLLECTION

Mr. and Mrs. John T. Bregger have over the last thirty years assembled an outstanding collection of contemporary prints. The collection embraces the traditional range of print making media; lithography etching, wood engraving, aquatint, mezzo tint and color lithography and includes work by modern American masters, Thomas Hart Benton, George Bradshaw, Asa Cheffetz, John Stewart Curry, William McLean, Grant Wood, and many others.

Note: The Gallery is open weekdays 9:00 a.m.-5:00 p.m. Sundays 2:00-6:00 p.m.

MARCH 2-18

NINTH ANNUAL HIGH SCHOOL ART EXHIBITION

An exhibit of high school student art work from South Carolina, co-sponsored by the Clemson School of Architecture and The Clemson Architectural Foundation. Awards are given in various areas of the Visual Arts; painting, drawing, sculpture, ceramics, and mechanical drawing.

MARCH 30-APRIL 16

CONTEMPORARY AMERICAN LANDSCAPE ARCHITECTURE

This photographic exhibit of work by prominent American architects in the field of Civic Design, community planning, and commercial and recreational projects, demonstrates how the landscape architect makes use of the original condition of the site and by applying his special knowledge of soil and plants, creates an environment that is both an effective complement to architecture and a pleasant space for human use and enjoyment.

APRIL 25-MAY 30

THESES OF THE FIFTH YEAR ARCHITECTURAL STUDENTS

A display of architectural theses completed in the spring semester of 1966 by graduating students will be shown. Undergraduate student work from the Architectural Design and Visual Arts studios will also be on display. A portion of the display will include student work from the other Architectural Design and Visual Arts studios.



New York State Barn—Polymer—Darell Koons

S.C.A.G. AWARDS PRIZES

Darell Koons of Bob Jones University art faculty recently won top award in the South Carolina Artists Guild Annual juried show held at the Greenville County Museum of Art. The annual museum purchase prize went to J. Bardin of Columbia. These and other award winners are shown here. (All photos: Robert Smeltzer.)

Of further interest to the profession is the newly organized "South Carolina Craftsmen." This group supports all forms of crafts throughout the state. A statewide exhibition of crafts is planned at the Columbia Museum of Art during the spring.

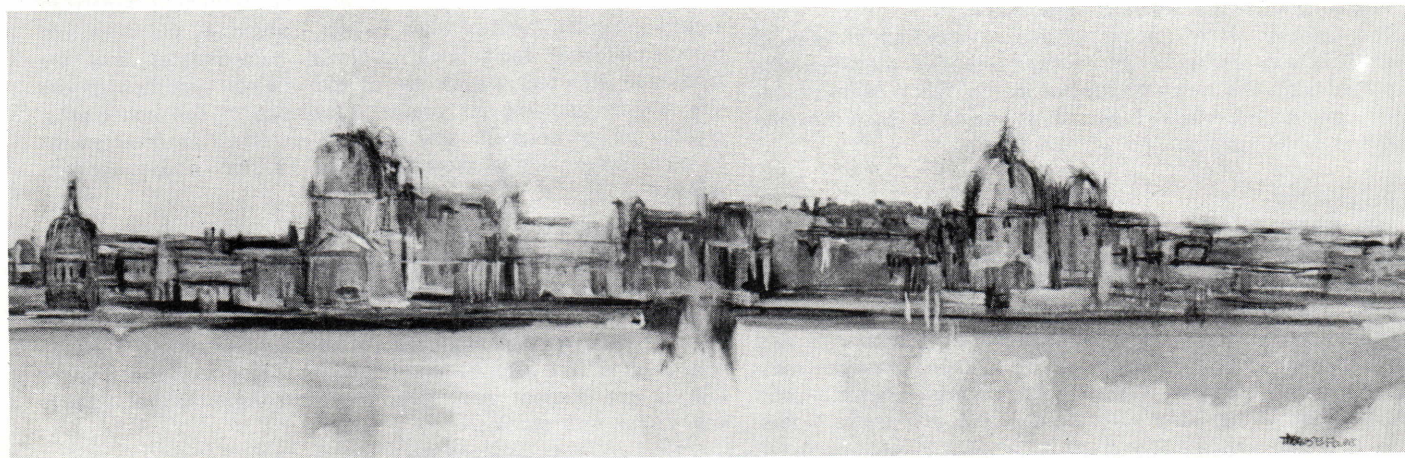


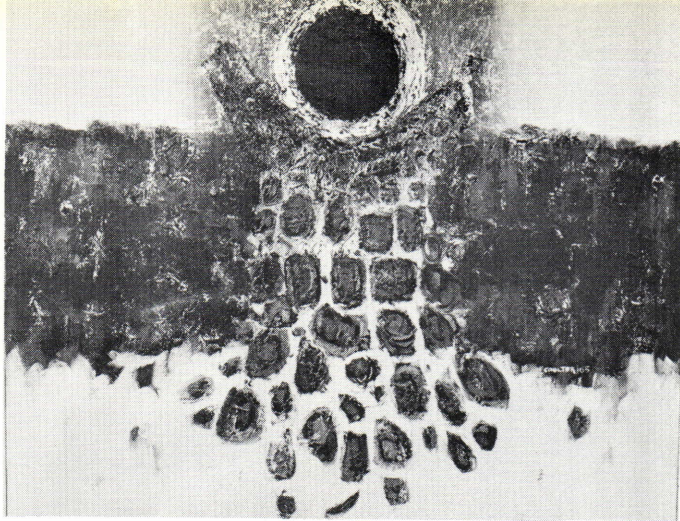
The Search—Oil—Emery Bopp



Harbour Illuminations—Oil—J. Bardin

Venezia—Oil—Thomas Flowers





Earth Song—Oil—Jerry Coulter



Passing People—Oil collage—William Halsey

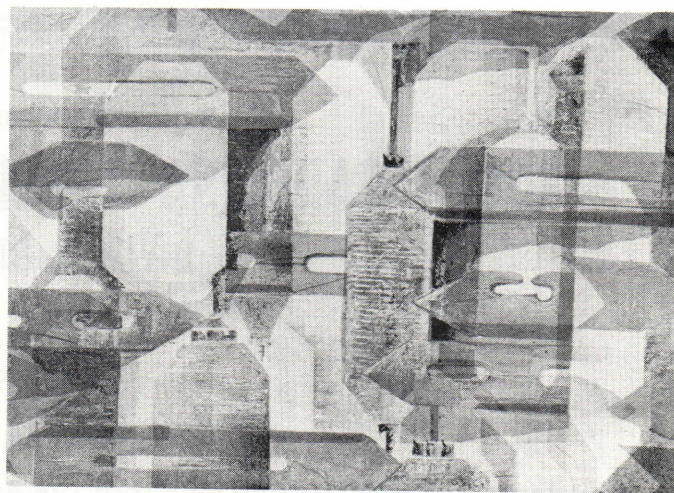
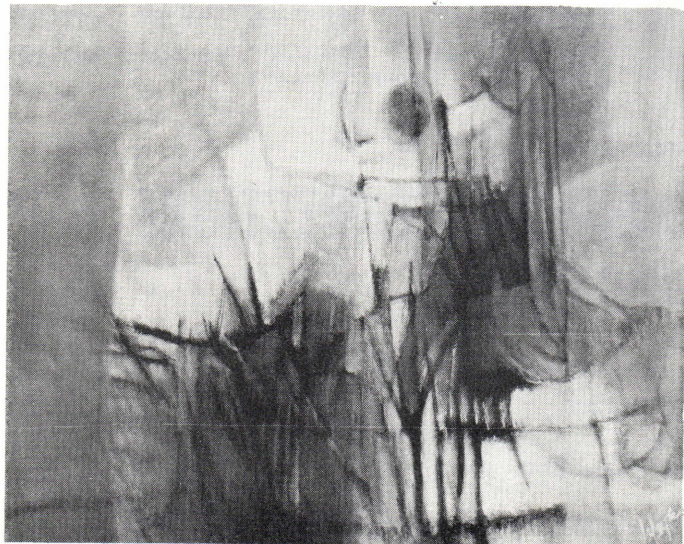


Cuenca—Oil—Corrie McCallum

Chinese Lanterns—Oil—Coralie Lachicotta



Moon Madness #3—Oil—Neil Lafaye



Staccato of Spindles and Shuttles—Collage—Jeanet Dreskin



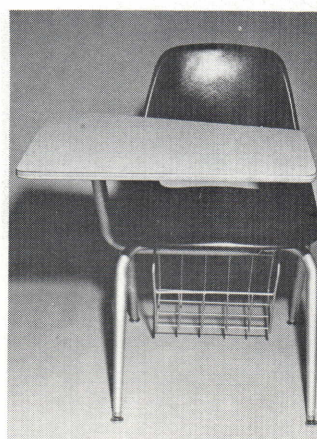
CHAIR, Side-16 ga. tubular steel frame, oven baked enamel finish; nylon floor glides. Fiberglass bucket seat, wall saver design.

Catalog #M-20-A



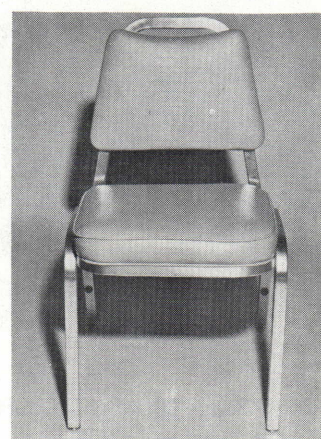
CHAIR/DESK. Student's-13 ga. and 16 ga. tubular steel frame w/oven baked enamel finish; nylon floor glides. Fiberglass bucket seat, wall saver design. Hot pressed plastic laminated, trapezoidal 17" x 12" x 22" tablet arm with backing sheet.

Catalog #M-20-B



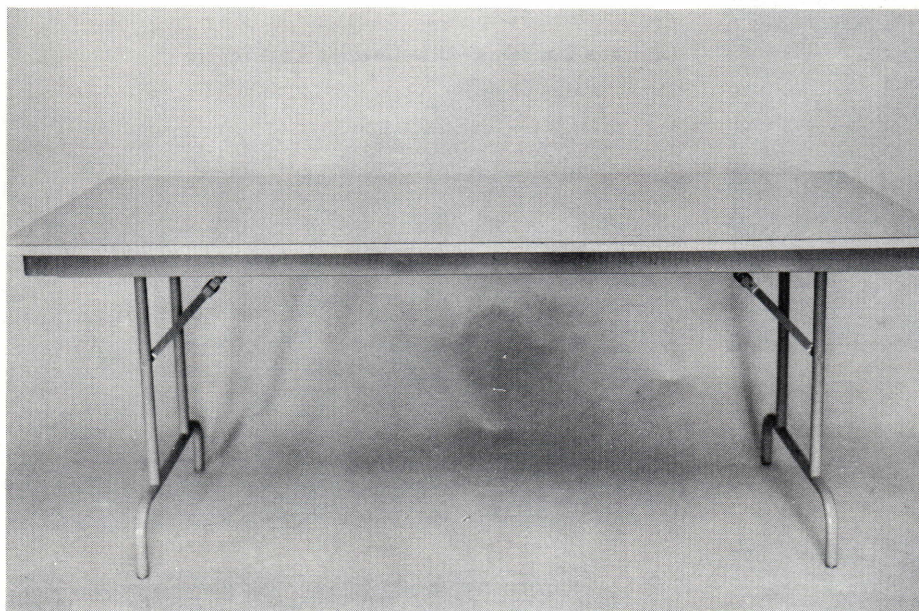
CHAIR/DESK, Student's-Same as M-20-B except under-seat, wire book rack included.

Catalog #M-20-C



CHAIR, side, stacking-sturdy metal side chair of 1" square steel tubing, satin chrome finish. 2" thick foam padded seat, choice of quality vinyl upholstery; wall saver design. Seat width 17½", depth 22".

Catalog #MU-7



TABLE, Folding Banquet-Solid Core top, hot pressed plastic laminate, self-edged. Steel folding legs and skirt w/oven baked enamel finish.

30" x 72" 36" x 72"
30" x 96" 36" x 96"

Economy line available with honeycomb core, hardboard unfinished or plastic coated top. Aluminum edging.

Catalog Numbers:
MW-9 "Micarta" laminate, self edged
MW-10 "Melomine" laminate, aluminum edging
MW-11 "Dekalux" hardboard laminate, aluminum edging.

Products Manufactured By

SOUTH CAROLINA DEPARTMENT OF CORRECTIONS

DIVISION OF INDUSTRIES

Address:

S. C. Department of Corrections
Division of Industries
Box 540
Columbia, South Carolina

PRICES AND INFORMATION ON THESE AND OTHER PRODUCTS FURNISHED UPON REQUEST.

**STENHOUSE
ELECTRIC SERVICE**

Residential & Commercial Wiring
ELECTRIC SERVICE

Telephone 963-4293
106 South Pliny Circle
Simpsonville, South Carolina

**CROOKS & SON
ALUMINUM WORKS**

- Porch Enclosures • Storm Windows
- Patios • Aluminum Siding

TELEPHONE 226-3841
1005 N. MAIN STREET
ANDERSON, SOUTH CAROLINA

**REECE
ARCHITECTURAL METALS**
Serving The Building Industry
And Trades With Metal Stairs
Railings, Metal Building Supplies
Telephone 246-3260
246-1475

9 Borden Circle
Greenville, South Carolina

**THE FRED R. HILLER
COMPANY**

Metal Roof Deck

**Commercial and Industrial Building
Service**

AUGUSTA HIGHWAY
TELEPHONE 359-6193
LEXINGTON, SOUTH CAROLINA

**FLACK-JONES
LUMBER COMPANY**

Building Materials

Complete & Treated For Building

Mil-Brite Treated

Phone 873-7188 P. O. Box 942
SUMMERVILLE, SOUTH CAROLINA

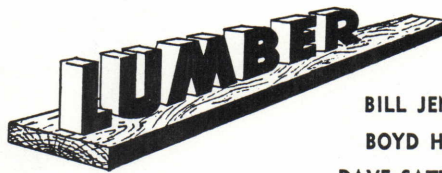
**CELY
CONSTRUCTION & SUPPLY
COMPANY**

RESIDENTIAL - COMMERCIAL - INDUSTRIAL

Equipped to handle the most Demanding Specifications

800 WASHINGTON AVENUE - TELEPHONE 232-3548
GREENVILLE, SOUTH CAROLINA

**WILLIAMS
SALES COMPANY
INCORPORATED**



**LUMBER - PLYWOOD
MILLWORK**

BILL JENNINGS
BOYD HAMMER
DAVE SATTERWHITE
JAKE CROMER
HAROLD TROUTMAN
TOM SAILORS

WE ARE AS NEAR TO YOU—AS YOUR TELEPHONE
CALL THE LUMBER NUMBER . . .

7 7 5 - 1 1 3 1

P. O. Box 845 Fulton St. SUMTER, S. C.

C. W. BLANCHARD

GENERAL CONTRACTOR
722-1661 - P. O. Box 748
Charleston, South Carolina

BUILDING MATERIALS

FARMERS CONCRETE PRODUCTS, INC.

Manufacturers of
Edistone - Blox
BUILDING MATERIALS OF ALL KINDS

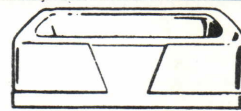
CANNON BRIDGE ROAD
ORANGEBURG, SOUTH CAROLINA

REEVES CONCRETE BLOCK CO.

2 Miles East of Camden
On Highway No. 1
Phone HE 2-2332
Camden, South Carolina

D.H. JORDAN & SON

COMMERCIAL - RESIDENTIAL PLUMBING & HEATING



AMERICAN STANDARD and KOHLER
OF KOHLER PLUMBING FIXTURES

2010 WOODWARD DRIVE
CONWAY, SOUTH CAROLINA

Our Customers said "Look Pretty Please!" So we did with the New Flush Imperial Door



New IMPERIAL Doors are available now in two models—the "Windsor" Series 638, 1 3/4" thick, and the "Barclay" Series 634, 1 3/4" thick. Both feature full flush design, easily adaptable to any glass or louver treatment, integral hinge reinforcement, integral lock reinforcement, and integral fully welded perimeter channel.



MANUFACTURING DIVISION

REPUBLIC STEEL CORPORATION

Youngstown, Ohio 44505



Handsome is as handsome does, and this new-as-this-hour design is flush, smooth—not a seam to be seen. Adaptable to every interior, new IMPERIAL comes with a glass frame section including a snap in glazing bead for easy conversion to any glass treatments. A wide variety of louver treatments are possible. (Means that every IMPERIAL Door in stock can answer many, many requirements.) And, for more savings, IMPERIAL is *reversible*—no "handing." No trouble to hang square, IMPERIAL will *stay* square because it's made of heavy gage steel with a complete perimeter channel fully welded—no sag, bind, warp, or split, ever. Rust-inhibited, all surfaces are five-step phosphatized—and IMPERIAL is preprimed so you're not delayed by paint preparation. We prepackage the doors to protect these surfaces, thus you can be sure every one is ready when you need it. Need doors right now? Ask for IMPERIAL, the finest door made today. We'll deliver immediately, out of complete stocks waiting in our network of warehouses.

■ MANUFACTURING DIVISION
OFFERS THE MOST COMPLETE
SELECTION OF STANDARD DOORS
FOR RESIDENTIAL, COMMERCIAL,
AND PUBLIC BUILDINGS.



Example: Series 50, 1 3/8" Steel Doors and Frames and Series 57, 1 3/4" Steel Doors and Frames, available from warehouse stocks in a full choice of leaf design and glass sizes. Inherently fire resistant Series 57 Doors can be supplied in Underwriters' Labeled quality. Both styles are five-step rust-proofed by phosphatizing and are furnished with a high quality baked-on prime coat. A complete catalog will be sent on request.

WINNING THE WAR ON UGLINESS

By Morris Ketchum, Jr., FAIA, President
The American Institute of Architects

I have been asked: "What makes Mid-America different from the rest of America?" The question assumes that there is a difference, that your region has a different character, different problems, a different architecture, another and a different answer to the task of building a better and more beautiful America. Are these assumptions valid?

An airplane view gives the first answer. Here is a spacious land, a wider horizon and a larger sky than the one which tops the canyons of the Rockies or the cliffs of Manhattan. Here is the horizontal sweep of endless prairie, broken by winding rivers, small lakes and giant reservoirs. The land has been subdivided by man into huge rectilinear tracts, carved by him with sweeping expressways from horizon to horizon—expressways which are themselves architecture in motion.

Scattered across this spacious landscape are cities, large and small. From the air, the small towns are pinned down in space by the white cylindrical shafts of their beautiful grain elevators, set like exclamation points in clusters of anonymous urban buildings. These and the great memorial arch which broods over St. Louis are among the few man-made symbols in scale with the character of the landscape.

At ground level, the picture changes. One hopes to find the vertical grain elevators surrounded with the horizontal prairie architecture of Frank Lloyd Wright; the sprawling cities ennobled with vigorous skyscrapers in the tradition of Louis Sullivan's Wainwright Building. Instead, there is too much domestic architecture by Sears Roebuck and Levitt, too much drab, conventional, eclectic urban architecture, too much congestion and blight at the heart of each city, too much visual squalor along the highways. In short, Mid-America, like all the rest of America, is afflicted with an environment of disorder and ugliness.

To be sure, the architects of Mid-America, more inspired than their forefathers, are creating buildings, neighborhoods, towns and cities in character with the beauty of your vast landscape. Here is promise of a regional architecture and an urban environment worthy of the name.

In spite of that, the time is long overdue for the rescue and renewal of your cities and your countryside. You have the same stake as the rest of our nation in winning the "War on Community Ugliness." It is a war not yet won nor will it be won without your help.

Better Thinking

(Continued from page 21)

will translate these ideas into drawings and then go through a unique mental process that few other people can duplicate. He will visualize the building in three dimensions and walk around it from space to space and room to room, seeing and experiencing a building that as yet exists only in his mind.

Whether he designs a school or church or a laboratory, the architect does or should have the same goal: to raise the quality of the physical environment. You can have better schools if you demand them of him **and of yourself**. But we can have them only if we succeed in treating the past as a beginning and not as an end. We are somewhat in the position of the small boy who was told by his ancestor-minded father: "When Abraham Lincoln was your age, he was earning his own living." To which the boy replied: "When Abraham Lincoln was **your** age, he was President of the United States."

The architects started this war when five years ago at the Plaza Hotel, the New York Chapter of the Institute held an unprecedented conference. It was called the First Conference on Aesthetic Responsibility and the prime topic was "Who is responsible for ugliness?"

A leading businessman got up and asked why he shouldn't utilize a cheaper window treatment in the upper stories of a high rise building because no one from the street would be able to see it. As he said this, an artist who was sitting nearby, tieless and disheveled, groaned and held his head. A noted critic made a scholarly distinction between the ugliness of architectural styles and the social ugliness of billboards and slums. An inarticulate jazz musician got up and, as his contribution, honked atonally on his plastic saxophone.

From that rather wild and unfocused beginning has emerged a great national movement. It is called the Institute's War on Community Ugliness. For the highly experimental and free-wheeling New York conference generated other conferences and concepts which became steadily more sophisticated, meaningful, and specifically directed at the correction of urban decay.

Your Institute in Washington began to hammer away at this theme in public meetings and publicity. A three-day seminar staged by AIA in 1962 at Columbia University for urban newspapers created a whole new group of interested writers on urban ugliness and beauty.

The President of the United States made the physical condition of our cities a plank in his re-election platform. The First Lady launched a beautification program. A White House Conference on Natural Beauty was established. A bill to ban billboards from rural areas of Federally-financed highways was passed. A Department of Housing and Urban Affairs was established.

A closer rapport has developed between architects and government. President Johnson stated the issue directly in his message to the 1965 Convention of the Institute, whose theme was devoted to the cities of the new world. Mr. Johnson said, in part:

"We have learned—too often through the hard lessons of neglect and waste—that if man brutalizes the landscape, he wounds his own spirit; if he raises buildings which are trivial or offensive, he admits the poverty of his imagination; if he creates joyless cities, he imprisons himself. And we have learned that an environment of order and beauty can delight, inspire and liberate men."

Le Corbusier believed just as strongly in this responsibility of the architect. He said: "There can be no new architecture without new city planning—today, it is possible for the city of modern times, the happy city, the radiant city, to be born."

These are ringing challenges to architects, to community leadership, and to the public. The Institute is putting its best efforts into this cause.

Here are some of the things that are happening:

We issued our book—"Urban Design; The Architecture of Towns and Cities." We have stepped up our output and distribution of weapons in what has become a highly professional and unrelenting fight for a more beautiful America. One hundred twenty-five Institute chapters, to date, have snapped up our film. Educators are asking for it in schools. Billboards and utility interests are getting the message and representatives of those industries have made contact with the Institute.

KING TILE COMPANY

BEAUTY
YOU WILL APPRECIATE

Stylon Ceramic Tile

1244 Brookside Drive
747-6029

Hanahan, South Carolina

LUTHI CONSTRUCTION COMPANY

Residential Construction

Apartment Building
Our Specialty

315 North Main Street
Telephone 476-3331

Woodruff, South Carolina

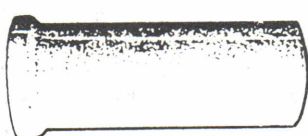
H. O. WATSON

Well Drilling

All Sizes

Septic Tank Service
and Cleaning

Telephone 537-3658
1122 Hwy. #1— South
Cheraw, South Carolina



WALLACE CONCRETE PIPE CO.

Phone Mo 2-2426
Florence, South Carolina
301 Lincoln Street
Columbia, South Carolina

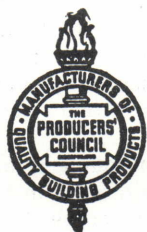
D & M SERVICES INC.

Dealer For

CARRIER

Heating & Air Conditioning Supplies
Contracting and Installations

426 WEST WHITNER STREET
ANDERSON, SOUTH CAROLINA
PHONE 226-6256



CAROLINA'S CHAPTER

THE PRODUCERS' COUNCIL, INC.

Aluminum Company of America
Amarlite Corp.
American Air Filter Corp.
Armstrong Cork Company
Barber-Coleman Company
Caloric Appliance Corp.
Cambridge Tile Manufacturing Co.
C. F. Church—Division
Crawford Door Company
Cupples Products Corp.
Duke Power Co.
Dwyer Products Corp.
Fenestra, Incorporated
Formica Corp.
Georgia-Pacific Corp.
Hough Manufacturing Co.
Inland Steel Products Company
Johns-Manville Sales Corporation
Kawneer Company
Kentile, Incorporated
LCN Closers, Inc.
Libbey-Owens-Ford Glass Company
Mastic Tile Division

John Gill
James R. Carter
Kirk Cousart
Walter Koenig
S. Edward Jordan
Maxson Betts Co.
W. G. "Bill" White
Lawrence E. Irvine
Crawford Door Sales Co., Inc.
Edwin C. Boyette & Son, Inc.
J. G. McCachern
Clarke Distributing Co.
Southern Engineering Company
Faison Kuester
Kermit L. Mann
Andy Turner
Connor B. Stroup
Wm. A. Lee, Jr.
Robt. W. Aiken
Everett H. Bolte
L. E. "Woody" Atkins, Jr.
Robert C. Bainbridge
Van Williams

Michael Flynn Mfg. Co.
Benjamin Moore & Co.
The Mosaic Tile Co.
Natco Corporation
Natco Corp.
National Gypsum Company
New Castle Products, Inc.
North Carolina Concrete Masonry Association
Northrop Architectural Systems
Otis Elevator Company
Owens-Corning Fiberglass Corporation
Piedmont Natural Gas Company
Pittsburgh Plate Glass Company
H. H. Robertson Company
The Ruberoid Company
Sargent and Company
Stanley Hardware
Steelcraft Mfg. Co.
Unistrut Corporation
United States Plywood Corporation
Universal Rundle Corporation
Vermont Marble Company
Zonolite Division

General Specialties, Inc.
Bob Bennett
Mike Galifianakis
James F. Traylor
W. Fred Casey Co.
Acoustics, Inc.
Delph Hardware & Specialty Co.
Andrew L. Clement
H & S Lumber Co.
R. Reagin Warren
Ray L. Loflin
Ted Ballenger
John R. Howard
Perry S. Hudnell
Van Williams
Hal Owen
R. D. Ghezzi
Delph Hardware & Specialty Co.
Mill-Power Supply Co.
Bruce F. Laing
Jack D. Ruhl
David Baldwin
E. G. Vincent

CONSULT AN ARCHITECT

At the same time, a great variety of things are happening in our communities. Let me give you a few bulletins from the front:

Seattle—The city held an Urban Design Week and black-tie reception at the behest of the chapter.

Pittsburgh—A fight was launched against billboard advertising on public vehicles.

San Francisco—An inter-professional committee of twelve persons was informed to work on a master plan for the city.

California—An audio/visual report by the California Council of the Institute is being prepared to dramatize the destruction of the state's natural resources.

Atlanta—The Vice-Mayor of the city has proposed a citizens' Art Advisory Board on matters of civic beauty. He commended the AIA and the AIP for their active interest in the betterment of the city.

Denver—After the fall floods destroyed part of the city's blighted area, the Denver architects persuaded the city to make a long-range master plan for redevelopment of the area instead of simply rebuilding it along the inadequate lines that existed beforehand. A task force of experts was flown into the area by the Institute to aid this effort.

Little Rock, Arkansas and Eugene, Oregon—In both cities, major works of civic design began taking shape as a direct result of arduous and long-term volunteer efforts by the community's architects.

Detroit and Salt Lake City—In these two cities inspired, comprehensive master plans for urban redevelopment came into being as the result of tireless work by architects.

This recital—which covers only a handful of the important events being generated by the members of our profession in their communities—makes two things clear: First, we are moving forward in this fight, making points, penetrating the public consciousness. Second, this fight is taking many forms and leading to many different kinds of results.

Both of these points are important. It is important to be successful and to know it, but it is also important to examine our campaign and assess its results, to make sure we are heading in the right directions.

Are we simply trying to ride a tide which we helped create to enhance our public image? Is our aim limited to making more jobs for architects? Are we trying simply to beautify and cosmetize our cities? Is it our aim to leave the planning of streets and flow of traffic to the engineers while we work to close off some of those streets and plant trees and flowers in them? Are we, after all, just waging a negative and superficial war?

The answer to all of these questions is, flatly, **no**. I would like, if I can, to put this whole campaign into a meaningful perspective and to examine its meaning to the architect and to the community which he serves. The campaign as we have executed it is, of course, enormously useful. But its real purpose is not to plant more flowers or to close off more streets. Its fundamental purpose is to create a condition of visual awareness which has never before existed in this nation. Artists, art teachers, and psychologists lament that, since perhaps 80% of our population has never received any sort of art training or other study aimed at developing visual perception, the rest of us are, in fact, one-eyed men in the land of the blind. Formal studies in visual perception show clearly that the majority of our people are incapable of seeing accurately or in an organized manner what is before them.

More pragmatically, we may consider an interesting incident that happened in Arizona where editor Phil Stitt devoted an issue of the *Arizona Architect* to the "Urban Mess We Live In." There was an immediate civic reaction. The local newspaper praised the architectural magazine for what it said and showed in its photographs urban blight in Phoenix. Merchants became

aroused and began discussing ways to clean up the mess. And then a peculiar thing happened. Some people began writing the editor and accusing him of "fixing" the pictures. In the next issue, he ran the same picture with the cropping marks still on them, to prove that they hadn't been doctored. The point is that the people who moved through that decaying environment every day were unable to recognize it until someone took photographs of it and placed them before their eyes.

The same technique has now been used many times and with equally interesting results. Therefore, let us recognize that this war on ugliness is, in fact, a massive and increasingly successful program of visual awareness for the community. This, of course, is not an end in itself. But it is a necessary, fundamental, and exploitable first step.

The obverse side of the coin is to show the public which lives in a bad environment what the good environment looks like—more important, what it **feels** like as an environment to live in. This is a good deal harder to do, but it is being done. In the past we have had to point to Europe, where the older culture and pedestrian-oriented cities still provide delightful places to live, to show what things can be like. But this was always somewhat unreal to Americans, who believe—sometimes with justification—that things should be different here. Now, finally, we are developing our own native achievements in urban design which stand as oases in America's sea of urban ugliness.

We are now honoring these achievements in environmental architecture through a formal awards program of citations to communities within each region of AIA. The citation in your region is the splendid plan for the redevelopment of Oklahoma City.

This is the essence of our goal—the creation of a new environment; more efficient, humane, and beautiful—the fruit of inspired urban design. This is, and always will be, the direct result of an architect's study and genius. But as former editor Thomas Creighton once said: "The architect in America has a double responsibility. Not only must he design well: he must also work to make his designs possible."

Our program, then, has begun, as it should, with a concentrated campaign aimed at creating visual awareness and, through it, a higher degree of visual perception. This campaign must continue. It is natural that, very often, the remedies for the defects which people begin to see will take superficial and inadequate forms—the removal of wires, the planting of flower beds, etc.

This is not to say, if I need make the point, that wires should not be removed, or that flowers should not be planted. Quite the contrary. These cosmetic steps toward beautification are extremely desirable, but even **with** flowers and **without** wires and billboards, the great majority of our cities would still be repulsively ugly. Only major regeneration through creative urban design will change this. To cope with the problems of our age, urban design must extend to the master plan—not merely the two-dimensional site plan—but the three-dimensional design plan of the city.

Since cities have been formed and destroyed, and economies have been created and broken by transportation systems throughout urban history, urban design must take into account the design of traffic systems. Why do we have such a splendid and well-designed interstate highway system **between** cities and such an incompetent and destructive highway system **inside** our cities? It is because highways do not belong in our cities. Instead, we need both auto and pedestrian **streets** which are an integral part of the city plan.

It is interesting to me that among the 17 regional awards which have been made for achievements in urban design, a pattern is beginning to emerge for dealing with the automobile. **First**, the core of the city is designed as a platform for pedestrians and a shelter for automobiles. **Second**, the downtown area

is ringed with a recreational greenbelt or waterfront and an inner-loop roadway. **Third**, suburbs are designed as separate satellite cities with similar community centers built on natural terrain. **Fourth**, city suburbs and open countryside are connected with an integrated highway network which provides for both private vehicles and public transportation. This pattern may well be the architectural profession's prescription for the American city of tomorrow.

We must continue to create these inspired ideas in our communities, to work for reform in our chapters, to provide an effective umbrella for this effort at the national level. It is all part of an ambitious and excellent pattern. The war on ugliness creates visual awareness and perception; the regional awards program recognizes and publicizes positive and major achievements in urban design. The provision of major films and other tools at the national level through the Institute's public relations program provides a continuing flow of materials to the chapters. Chapter awards to urban minded clients like Frank Stanton of CBS represent action at grassroots level.

Meantime, we hold seminars for the education of the press—both at the regional level for the newspapers and, as we did last June at Arden House, for the mass consumer magazine and broadcasting press. Because time moves swiftly and we have the duty to provide for the future, we are also supplying teaching tools in the secondary schools. We are studying a program of instruction in visual perception and architectural appreciation which may begin at the first grade and extend throughout the entire twelve years of public schooling.

This is, of course, a long-range and ambitious project. But, as we labor at our war and its related campaigns, we can begin to see equally promising opportunities which give us the outlines of a long continuum of activity. For example, it was interesting recently to talk to an important figure in the billboard industry who approached us to tell us of a study his company is financing for the creation of better graphic forms in outdoor advertising.

The billboard company which this gentleman heads owns some 34,000 billboards. Of this number, some 300 will be affected under the terms of the new highway billboard bill. I think this illustrates the dimensions of the problem.

Now we all know that certain forms of billboard advertising can be stimulating and can add gaiety and color to our cities. Nearly any city in the north of Europe illustrates this point. In

New York, what would Times Square be without advertising? Obviously, it is not a matter of advertising versus **no** advertising, but rather **where** the advertising is located and how well it is designed. There is, I believe, a great deal of room for consultation and negotiation in this area. This might be the responsibility of part of an environmental task force created by the Institute. Other members of this group might deal with the ugly by-products of the automobile—the garish, pennant-strewn gas station being one of them. Do gas stations have to scarify the landscape and blight the city? Are there gas stations that do not do this? We should find out. Have we exhausted our resources in improving the design of urban roads and of storage facilities for cars? Obviously, we have not. Can we make further contributions in vertical zoning concepts so that our communities can more expeditiously plan multi-level core areas that effectively separate people and vehicles of all kinds? Obviously, we can.

The future, therefore, is unlimited, but the goal of this effort is clear. We have to win this fight for liveable cities because to lose it would be unthinkable. Failure would rob our profession of its meaning and urban life of its efficiency and delight. Failure would be an admission that, in the twentieth century, the American character, buttressed by wealth, political stability, and mechanical ingenuity, was unequal to the task of creating a decent living environment for its people. It would be an admission that democracy could not, after all, produce an urban architecture worthy of the name.

The City should be our greatest work of art and not an ugly and congested rabbit warren in which we eke out our lives.

But most Americans will never be able to aspire to anything more than our present condition of urban ugliness and suburban desolation unless they are given a vision of something better which is also attainable. It is our clear duty to give them this.

If, after experiencing urban beauty and stimulation, they turn their backs on it and elect instead to make the automobile, the inter-urban freeway and the submarine sandwich the aesthetic symbols of their culture, we can say they got the urban life they deserve. But not until then.

This is the challenge we face and the opportunity so nearly within our grasp. The citizens and architects of Mid-America, and of our total nation, I believe, will meet that challenge and seize that opportunity, now and through the years to come.

***Bit
by
bit...
every litter
bit hurts***

**KEEP AMERICA
BEAUTIFUL**

INDUSTRIAL FIRE BRICK CO.

DISTRIBUTOR OF
HARBISON & WALKER
FIRE BRICK INSTALLATION SERVICE

TELEPHONE 782-2657

**P. O. Box 6228 7835 Edgewater Dr.
Columbia, South Carolina**



Modernwood, a Division of Standard Plywoods Inc., is the World's second largest producer of laminated block flooring. Laminated block is the new look in floors that puts beautiful oak parquet type flooring well within the reach of any home building or home remodeling budget.

Laminated block is the ultimate in long wear, easy care beauty, and Modernwood makes it best. It is specified by more architects used by more builders, and enjoyed by more families every day. We're glad...we like being "trodden" on.



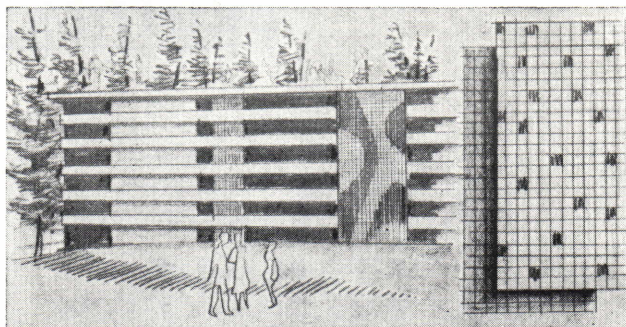
THE MODERNWOOD COMPANY

(A Division of Standard Plywoods)

Post Office Box 360 (803) 833-0450
Clinton, South Carolina

for your question about

CERAMIC TILE



RENFROW HAS THE ANSWER

Complete line of SUNTILE products

- Tile for Floor & Walls Interior & Exterior
 - Solar Walls Panels
 - Epoxy Adhesives & Grouts
 - Suntile Custom Designs
 - New, Exciting Ceratile Patterns
- Suntile Research . . . your guarantee of quality

RENFROW DISTRIBUTING COMPANY

1822 Sunnyside Ave., Charlotte, N. C. Phone ED 4-6811

SANDBLASTERS INC.

We Cover The Southeast

- Sandblasting
- Painting
- Special Coating

Painting and Decorating
Contractors of America

P. O. BOX 4795
CHARLESTON, SOUTH CAROLINA

WILKERSON **BROTHERS**

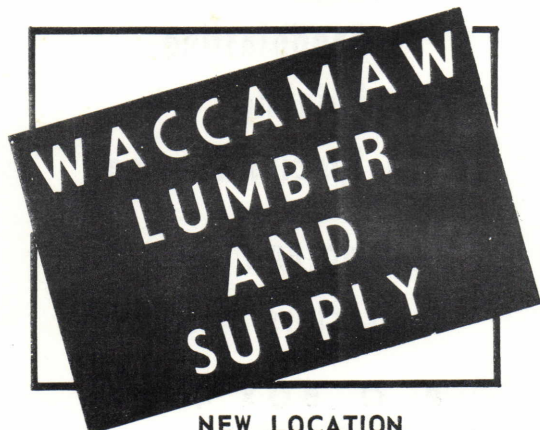
CUSTOM FLOOR LAYING
FORMICA COUNTER TOPS
VINYL ASBESTOS FLOOR TILE

TELEPHONE 588-2447
FOLLY BEACH, SOUTH CAROLINA

P.C. COCHRAN **CONTRACTOR**

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

TREATED LUMBER
USE QUALITY MATERIALS.....IT PAYS
BRICK-CEMENT-ROOFING-SIDING-MILLWORK
TREATED LUMBER-PLYWOOD-PAINT-PANELLING
FREE ESTIMATES CHEERFULLY GIVEN



NEW LOCATION
RED HILL - DIAL 347-3101 - CONWAY, S. C.

EMBLER **DOOR COMPANY**

*Selling Quality & Service
To Jobbers Only*

P. O. BOX 337 PHONE 947-1111
VARNVILLE, SOUTH CAROLINA

FLOWERTOWN **NURSERY**

YOUR HOME DESERVES THE VERY BEST
FOR
LANDSCAPING AND GARDENING
AT ITS BEST
BE SURE TO CALL US AT 873-9728
306 Railroad Avenue
Summerville, South Carolina

R. S. ROGERS PLUMBING **AND HEATING CORP.**

ASSURANCE OF SATISFACTION
COMPETENT PLUMBING INSTALLATION
RESIDENTIAL - COMMERCIAL
INDUSTRIAL

Telephone 744-1405
5718 Allison Avenue
North Charleston, South Carolina

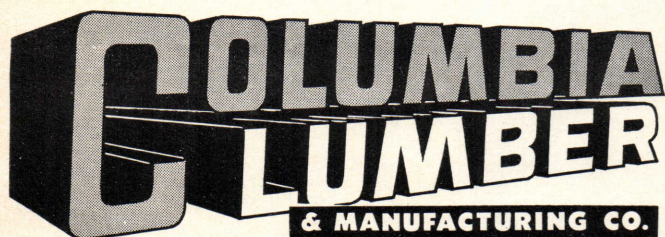
QUALITY MILLWORK for

CLEMSON UNIVERSITY
WOMEN'S
RESIDENCE HALL NO. 2
MEN'S DORMITORY NO. 11

PRESBYTERIAN COLLEGE
WOMEN'S DORMITORY
SCIENCE BUILDING
DINING HALL

GREAT FALLS HIGH SCHOOL

Furnished By



COLUMBIA, S. C.

Since 1898

DIAL AL 4-7621
500 HAMPTON STREET
COLUMBIA, S.C.

ROBERT L. ROSE SUPPLY CORP.

*WATER SUPPLIES
PLUMBING & HEATING MATERIAL*

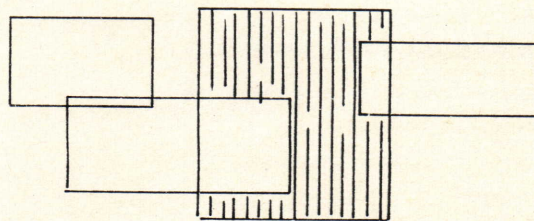
ARTHUR P. PAUL

*WATER HEATERS
&
PLUMBING CONTRACTING*
U.S. HIGHWAY 21 BEAUFORT, S.C.

COVIL COMPANY

129 River Street — CE 4 3-4576
Greenville, South Carolina

EASTERN BRICK AND TILE CO.



EAST COURT ST. - GREENVILLE, S. C.
WEDGEFIELD ROAD - SUMTER, S. C.

WEATHERLY INSULATION COMPANY

ACCOUSTICAL INSTALLATIONS
and CONTRACTORS

COMMERCIAL — RESIDENTIAL — INDUSTRIAL
INSULATION

32 EAST CALHOUN

TELEPHONE 773-3278
SUMTER, SOUTH CAROLINA

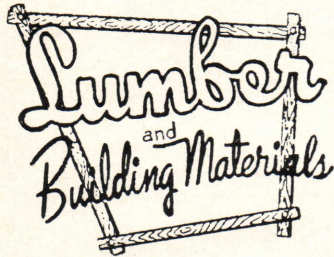
L. T. Shannon Construction Company

•Industrial Facilities •Commercial Projects
•Institutional Buildings

PHONE 782-6000 | COLUMBIA, SOUTH CAROLINA

EASLEY LUMBER COMPANY

COMPLETE BUILDING SERVICE
IS OUR MOTTO



Phone: UL 9-6321
309 E. Main St.
Easley, South Carolina

C. Douglas Wilson & Co.

1928
to
1965

Comfortable Mortgages



Six offices
serve homeowners
throughout South Carolina.

C. Douglas Wilson & Co. is truly a statewide organization. Each branch office serves one of the state's major cities, and every office has either expanded in recent years, or will be expanding soon.

HOME OFFICE: 201 East North Street, Greenville, South Carolina

OTHER OFFICES:

Anderson, South Carolina
124 North Main St.

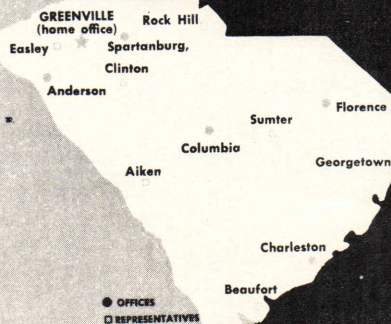
Charleston, South Carolina
8½ Exchange Street

Columbia, South Carolina
Lady & Sumter Streets

Florence, South Carolina
246 West Evans Street

Spartanburg, South Carolina
360 East Main Street

REPRESENTATIVES: Aiken, Beaufort, Clinton, Easley, Georgetown, Rock Hill, Sumter



STATEWIDE SERVICE

Jennings Dill
inc.

MECHANICAL CONTRACTORS

AIR CONDITIONING

REFRIGERATION

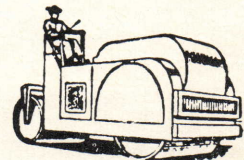
HEATING

COMMERCIAL — INDUSTRIAL

50 GRAND AVENUE
P.O. BOX 6066 B

GREENVILLE,
SOUTH CAROLINA

TOWNE PAVING CO.



PAVING

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 HIGHWAY
MYRTLE BEACH 448-7051
SOUTH CAROLINA

WILSON'S NURSERY



Landscaping - Sodding - Plants & Shrubs
Your Are Invited

To Visit Us For On-The-Spot Selection.

935 W. MAIN STREET - TELEPHONE 327-9727

ROCK HILL, SOUTH CAROLINA

PALMETTO BRICK COMPANY

QUALITY BRICK FOR ANY CONSTRUCTION

Old Bishopville Highway

Telephone 537-3711

CHERAW, SOUTH CAROLINA

COASTAL INSULATORS, INC.

Stark Industrial Park
Phone 744-9012

RESIDENTIAL INSULATION
THERMO-COAT SPRAY ON INSULATION

CHARLESTON HEIGHTS
SOUTH CAROLINA

C. W. O'Neal Plumbing Company

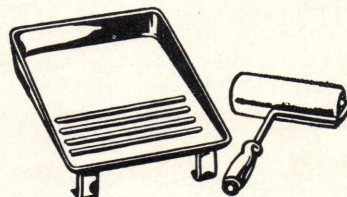
RESIDENTIAL-COMMERCIAL-INDUSTRIAL
Quality Workmanship - Quality Materials

Serving The Midland Area Of South Carolina..

6101 Two Notch Road - Phone 782-0944

Columbia, South Carolina

J.D. STARKEY PAINTING & PAPERING COMPANY



P. O. BOX 234

DURHAM, NORTH CAROLINA

Distinctive Hardwares, Inc.

Wholesale Distributors Of
CONTRACT BUILDERS' HARDWARE

P.O. Box 3643 Park Place Branch

Phone 232-0333

Greenville, South Carolina

BUILDING NEEDS

GREENVILLE PLUMBING AND HEATING CO., INC.

"Where Quality Work Costs No More"

Residential and Commercial
Plumbing and Heating

Member Mechanical Contractors Association
of South Carolina

Route 2 - Woodruff Road - Telephone 239-7693
Greenville, South Carolina

Palmetto Fence Company



"Using Hurricane Material"

Located at Ranch Drive In-U. S. Highway 21
Between Burton and Air Station
Telephone 524-4553
Burton, South Carolina

B & W MECHANICAL CONTRACTORS

COMMERCIAL PLUMBING
PIPING
HEATING & AIR CONDITIONING

396 MEETING STREET
PHONE 723-4871
CHARLESTON, SOUTH CAROLINA

BAXLEY PRECISION WEATHERSTRIPPING COMPANY

Specializing In Interlocking Weatherstripping
Walker Springs Road - Telephone 244-1605

P. O. Box 695

Rutherford Baxley, Owner
19 Years' Experience

TAYLORS, SOUTH CAROLINA

Electrical Construction Since 1924

BRYANT ELECTRIC COMPANY INC.



Telephone 883-1483

Box 1430
High Point, North Carolina

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

Pre-Stress Concrete Company

P.O. BOX 3255
CHARLESTON
SOUTH CAROLINA

MILLER & MOORE CONSTRUCTION COMPANY

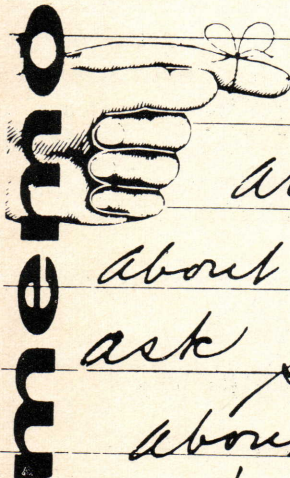
General Contractors
Commercial Construction
121 West Broad Street
Phone 235-3357
Greenville, South Carolina

BUCKLE THAT

SEAT BELT

Western Waterproofing Co.

1708 Baugh Bldg.
CHARLOTTE, NORTH CAROLINA

 Ask
architect
about home plans;
ask Standard
about
Home Loan!



STANDARD

Building & Loan Association
1211 WASHINGTON STREET
BRANCH: TRENHOLM PLAZA
COLUMBIA, SOUTH CAROLINA



GOLDEN ANDERSON VALVE SPECIALTY CO.
JORDAN CONTROLS, INC.
PENN METER COMPANY
BLACK, SIVALLS AND BRYSON - CONTROLS
NUCLEAR RESEARCH COMPANY
NARCO CONTROLS, INC.
VALVE AND PRIMER CORPORATION
SCHMIEG INDUSTRIES

REPRESENTED BY:

**RAY STURGILL
AND ASSOCIATES**

TELEPHONE 399-6962
BOX 10561 CHARLOTTE 1, N. C.

ERVIN HOMES OF CHARLESTON, INC.

BUILDERS

Charleston's
Newest and Finest Homes

Quality Our Only Product

Your Ervin Home
Is Within Your Hands

CALL 723-7831

7 BROAD ST. P.O. BOX 377
CHARLESTON, SOUTH CAROLINA

EXTRUDED ALUMINUM CO.
Wholesale Manufacturers of
Extruded Aluminum
Specializing In
Anodizing Silver and Gold
From The Raw Material
To The Finished Product
P. O. Box 470
Summerville, South Carolina

ROBERTS PAINT COMPANY

Oak Ridge Street-Phone 328-1058
Rock Hill, South Carolina
PAINT-CONTRACTING-PAINTING

**CROMER & SULLIVAN
CONSTRUCTION COMPANY**
Building Contractors
Complete Line Of
Building Supplies
'If You Need It We've Got It'
Telephone 224-6336
508 Fair Street
Anderson, South Carolina

**PAUL PECK
CONTRACTORS, INC.**
BUILDERS OF
LUXURY APARTMENTS
Commercial and Industrial
CONTRACTORS
10 Glenwood Road
P. O. Box 5701 Station B
Telephone 244-6500
Greenville, South Carolina

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

TOLLEY'S PLUMBING SERVICE
'Service Is Our Specialty'
Commercial - Residential
Industrial
Plumbing - Heating - Electrical
Telephone 239-3001
301 Augusta Street
Greenville, South Carolina

ROBERT F. MASTERS & SON
HEATING & PLUMBING
CONTRACTORS
Commercial and Industrial
Telephone 766-7276
20 Charleston Road
Charleston, South Carolina

C O N C R E T E
• DRIVEWAYS • PATIOS • WALLS
• FLOORING • SIDEWALKS
• PORCHES • STEPS
• SWIMMING POOLS
"ASK FOR ESTIMATE"
JOEL E. MATTHEWS
TELEPHONE 239-9969
15 Two Notch Rd. - Greenville, S.C.

**HOME IMPROVEMENT
& SUPPLY COMPANY**
Aluminum Siding - Ornamental Iron
Custom-Made Cabinets
Wrought Iron & Metal Service
Dealers For 'Aluminall Paints'
Cedar Lane Rd. at Berea - Rt. #3
Telephone 246-3631
Greenville, South Carolina

Davis **Electric Company**

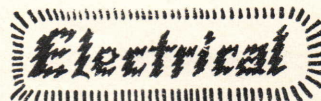
QUALITY ELECTRICAL CONTRACTORS
WE OFFER A COMPLETE SERVICE
COMMERCIAL - RESIDENTIAL

233-4249

BILL DAVIS, Owner
110 LAURENS RD. - P. O. BOX 5457 STA. B
GREENVILLE, SOUTH CAROLINA

WINBURN'S ELECTRIC SERVICE

ELECTRIC HEATING SERVICE



COMMERCIAL WIRING CONTRACTOR

Aaron Winburn - Owner
111 DOGWOOD CIRCLE

TELEPHONES: LE 7-3600
LE 7-7416

CHERAW, SOUTH CAROLINA

J. R. HAMRICK & SON

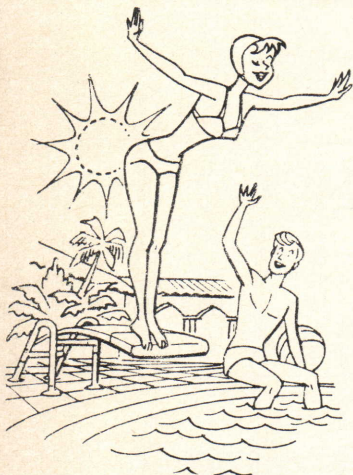
Lumber - Millwork - Roofing - Custom Millwork

BUILDERS SUPPLIES

Complete Line of Benjamin Moore Paints

Chester, South Carolina

GIBSON SWIMMING POOL CO.



BUILT FOR CLUBS
MOTEL - RESIDENCES
AND MUNICIPALITIES

CAN BE BUILT ANY
SHAPE, SIZE OR DESIGN

CEdar 9-7730
Conway Building
291 By-Pass
Greenville, S. C.

T. C. GARRETT
BILLY W. GARRETT
Owners

SERVICE AND REPAIRS
130 E. Kennedy Street

GARRETT & SON

MECHANICAL CONTRACTOR
HEATING — AIR CONDITIONING
PLUMBING — PROCESS PIPING

LONG ESTABLISHED — RELIABLE — WE KNOW OUR WORK

DIAL 583-6705

SPARTANBURG, S. C.

TRI-STATE CONSTRUCTION COMPANY

KITCHEN REPAIR & ALUMINUM SIDING
OUR SPECIALTY

ROOM ADDITIONS - ALUMINUM SIDING
KITCHEN - BATH - STORM DOORS
STORM WINDOWS
GENERAL REPAIRS

1088 Union Street - Dial 585-6444
Spartanburg, South Carolina

For Your Home
For Your Business
For Your Church

CECIL BROWN'S CARPET INSTALLATION

CARPET SERVICE
AND
INSTALLATION

407 Edwards Road - 244-6515
GREENVILLE, SOUTH CAROLINA

COKER Building & Supply Company

FOR
INDUSTRIAL & COMMERCIAL
CONTRACTING
PHONE 349-2671

TURBEVILLE, SOUTH CAROLINA

**ROBERT E. MASON
& COMPANY
INCORPORATED**

Box 1903
Charlotte, North Carolina

**CLEMENT
BROTHERS**

P. O. Box 1628
Hickory, North Carolina

**GENERAL
SPECIALTIES**

Box 1113
Phone 375-1429
Charlotte, North Carolina

VAN-SMITH COMPANY
ALUE SERVICE CO-OPERATION

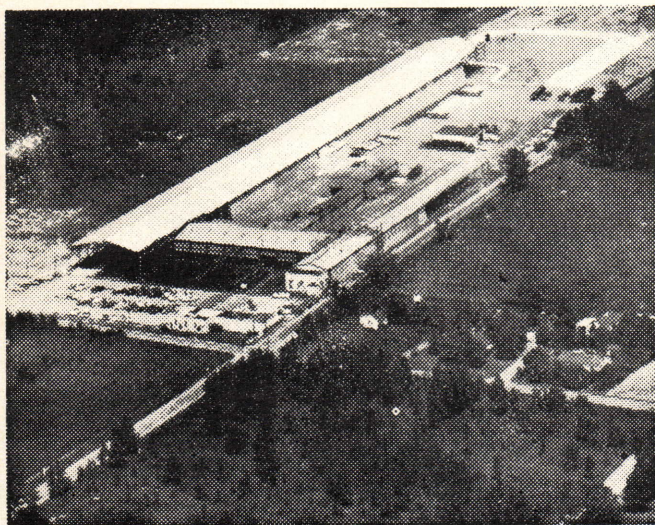
Concrete Ready Mixed

2 PLANTS CONVENIENTLY LOCATED

Plant No. 1 - Located in City
Dial RAYmond 2-8871

Plant No. 2 - Located in Navy Yard Section
Dial SHERwood 4-2640

276 EAST BAY — CHARLESTON, S. C.



FLORENCE, S.C. PLANT



MANUFACTURERS OF OPEN WEB STEEL JOISTS
FLORENCE, S. C. NORFOLK, NEB.

*Engineered Specialties,
Inc.*

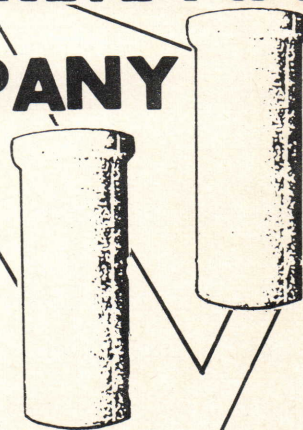
AGENTS

DISTRIBUTORS

107 Wardlaw Street
PHONE 235-7449 P. O. BOX 446

GREENVILLE, SOUTH CAROLINA
BUILDING SPECIALTIES OF ALL TYPES

**GRAY
CONCRETE PIPE
COMPANY**



Thomasville, North Carolina

KAY D. BAUMGARNER

Builder of Fine Homes
and Commercial Building

Telephone 878-9065

P. O. Box 298

Six Mile, South Carolina

L. W. BISHOP & SONS

SAND & CRUSHED STONE

316 RIBAUT - Dial 582-9865

SPARTANBURG, SOUTH CAROLINA

STAFFORD INSULATION CO.

Phone SH 7-1571

Charleston, South Carolina

CHRISTMAS ELECTRIC COMPANY

P. O. Box 507

Conway, South Carolina

FAPCO

Flowertown Aluminum Products
Company

P. O. Box 162

Summerville, South Carolina

WILKINS & McMILLAN



COMPANY

8 Howard Street

Inman, South Carolina

CAROLINA CONCRETE PRODUCTS, INC.

Elgin Blocks

Uniform In Size For Every Need

Route #3

Lancaster, South Carolina

CHERAW LUMBER CO.

*Home Builders Supplies

*Western Lumber

*Plywood - Veneer

*Oak and Hardwood Flooring

Church Street

537-2411

Cheraw, South Carolina

C. E. PARRIS & SON GENERAL CONTRACTORS

Independent Builders

Homes With Quality In Mind

Throughout

1669 Fernwood Road

Phone 585-3270

Spartanburg, South Carolina

PEE DEE WOODCRAFT

Refinishing Furniture
and

Custom Made Cabinets

SATISFACTION GUARANTEED

Route #3

Conway, South Carolina

BLYCO GLASS COMPANY, INC.

4017 Beltline Boulevard

Telephone 256-1506

Columbia, South Carolina

COOK
HEATING & AIR CONDITIONING
SALES & SERVICE
MUELLER

CLIMATROL FURNACES

18 Levi Street

Phone 775-1022

Sumter, South Carolina

R. T. WALSH *Mechanical Contractor*

COMMERCIAL & RESIDENTIAL
Plumbing and Mechanical Contracting

PINE-RIBAUT PARK
BEAUFORT, SOUTH CAROLINA

LOCAL BUILDERS, INC.

Alterations

Cabinet Makers

Roofing & Siding

534-8250

Orangeburg, South Carolina

GORDON'S ALUMINUM SCREEN WORKS

Storm Windows & Doors

Aluminum Screens

Kitchen Cabinets

GL 6-2580

Ware Shoals, South Carolina

GEORGE M. HILL
AIR CONDITIONING
AND
REFRIGERATING COMPANY
Residential, Commercial
Air Conditioning & Heating
320 York St. - Phone 583-7930
Spartanburg, South Carolina

MASURY
IS GOOD PAINT!

PAINTS
FOR HOME & INDUSTRY
NEILD PAINT COMPANY, INC.
Telephone 239-7121
1621 Augusta Rd.
Greenville, South Carolina

Miller & Smyre
Plumbing & Heating Co.

Box 986
Hickory, North Carolina

C. M. WATSON
Custom-Made Aluminum Storm Doors
and Windows
Weatherstripping
Serving the Public
For Over 25 Years
608 Grove Road
Telephone 235-2994
Greenville, South Carolina

W. M. REDDISH & SON

ROUGH AND DRESSED
LUMBER
P. O. Box 41 - Phone 3971
Hardeeville, South Carolina

MEETZE
WOODWORK CO.

P. O. Box 306
Heath Springs, South Carolina

SLOAN'S
WOODWORKING SHOP

Cabinets-Cornices
Counter and Table Tops
Residential - Commercial
2600 Buncombe Road
Telephone 239-4725
Greenville, South Carolina

GAMECOCK
EXTERMINATING CO.

14 Caldwell Street
P. O. Box 1602
Telephone 773-6815
Sumter, South Carolina

J. H. ROBERTS
SUPPLY CO.

The Mark of Value
Kohler of Kohler Distributors
360 Meeting St.
Charleston, South Carolina

A. R. Thompson
Construction
Company

P. O. Box 248
Rutherfordton, North Carolina

Taylors
Lumber Company

LUMBER
AND BUILDING MATERIALS
Telephone CH 4-0651
Taylors, South Carolina

WILLIAM BELLAMY
PAINTING CONTRACTOR

Interior & Exterior Painting
Floor Work
Tile & Sanding
Formica Tops
Free Estimates
Telephone 272-6477
Ocean Drive Beach, South Carolina

D. J. Hardin
Contractor

QUALITY BUILDING
503 East Rutherfordton
Telephone 839-2386
Blacksburg, South Carolina

Cooke Construction
Company

Coastal Carolina's
Quality Contractor
Commercial-Residential
1702 Yeamans Hall Rd.
Phone 747-2471
North Charleston, South Carolina

GILLESPIE
CONSTRUCTION COMPANY

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

GUIDE & DIRECTORY TO SOUTH CAROLINA GOVERNMENT

P. O. BOX 835 - COLUMBIA, SOUTH CAROLINA 29202



SOUTH CAROLINA MAGAZINE GUIDE AND DIRECTORY To South Carolina Government

AN ANNUAL BOOK OF DATA
THAT SHOULD BE ON THE
DESK OF EVERY BUSINESS MAN
AND WOMAN.

SOUTH CAROLINA MAGAZINE GUIDE AND DIRECTORY To South Carolina Government

NO OTHER SOURCE OF
INFORMATION QUITE LIKE IT.
FILLED WITH FACTS
AND INTERESTING READING.



MAIL TO: SOUTH CAROLINA MAGAZINE
GUIDE & DIRECTORY
P. O. Box 835
Columbia, South Carolina 29202

GENTLEMEN, PLEASE RESERVE FOR ME _____ COPIES OF THE
(number)

NEW SOUTH CAROLINA MAGAZINE GUIDE AND DIRECTORY TO
SOUTH CAROLINA GOVERNMENT AT \$2.50 PER COPY. I UNDER-
STAND IT IS PUBLISHED IN JANUARY.

I Am Enclosing Check For \$ _____

Please Bill Me _____

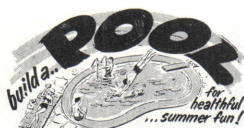
NAME _____

ADDRESS _____

CITY AND STATE _____

ZIP CODE _____

Please!... only you can prevent forest fires



JULIAN H. PRICE CO. INC.

Darlington Highway

Box 1092

Florence, South Carolina

RICE
AIR CONDITIONING
& HEATING CO.

TRANE
SALES & SERVICE
55 Hasell Street
Charleston, South Carolina

GRICE CABINET WORKS

Custom Built Cabinets

Built To Please You

314 Hampton Avenue, N. E.

Phone 649-2051

Aiken, South Carolina

Keep freedom in your future with
U. S. SAVINGS BONDS

JOHN MIDDLETON LANDSCAPING

20 Years Experience

Planting and Transplanting

Lawn Care

Hedges

Dial 846-8273

Burton, South Carolina

JOSEPH SMITH

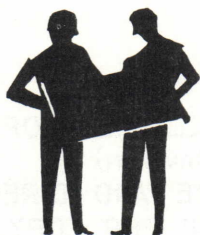
GENERAL CONTRACTOR
Residential

Commercial Contracting
In

Coastal South Carolina
9 South Enston Ave.

Charleston, South Carolina

MOORE CONSTRUCTION CO.



Building Construction At Its Best

P. O. Box 5 Phone 448-5556
Myrtle Beach, South Carolina

Compliments Of

BOMMER SPRINGS HINGE CO., INC.

GENERAL OFFICES AND PLANT
LANDRUM, SOUTH CAROLINA

SALES OFFICE AND WAREHOUSE
263 Classon Avenue
Brooklyn 5, N.Y.
MAIn 2-7600

SALES OFFICE AND WAREHOUSE
180 N. Wacker Drive
Chicago 6, Ill.
STate 2-6668

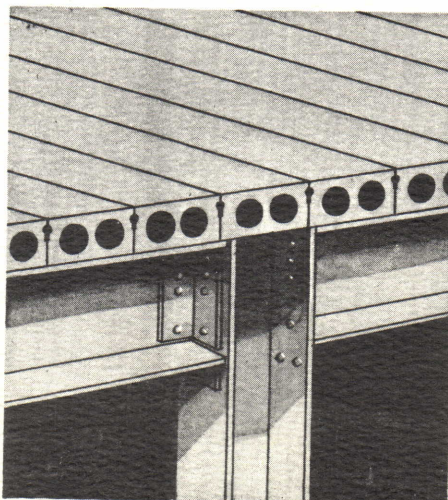




**make
flexicore®
a part
of your
construction
planning**

**the economical, fast,
precast concrete floor and roof system**

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 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.*



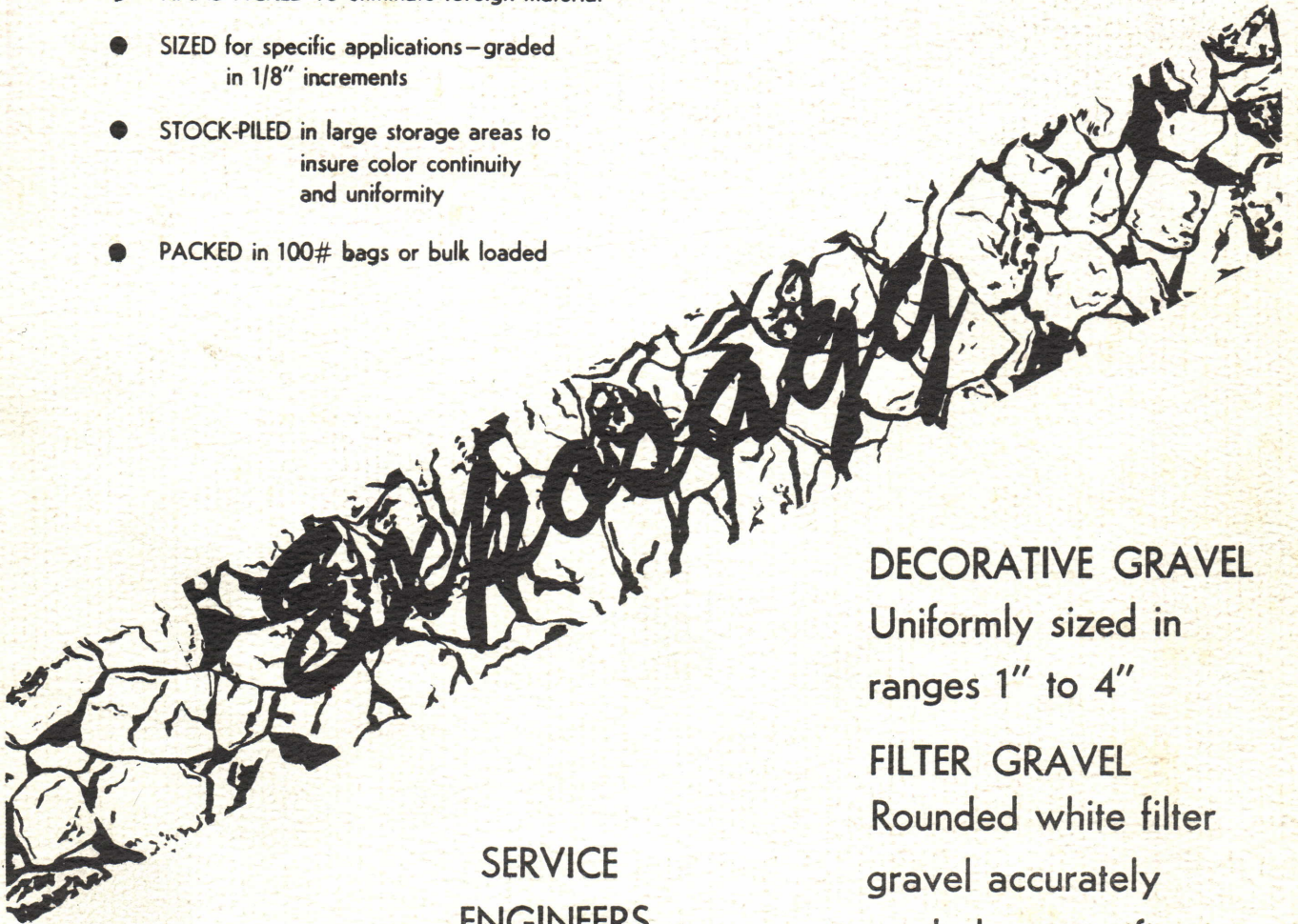
W. R. BONSAI CO., INC.
LILESVILLE, NORTH CAROLINA

Phone: 848-3661, LILESVILLE, N. C. • 787-1532,
RALEIGH, N. C. • 366-1115, CHARLOTTE, N. C. •
252-1194, COLUMBIA, S. C.

HAND TAILORED TO FIT **EXPOSED AGGREGATE** REQUIREMENTS

Bulk Rate
U. S. POSTAGE
PAID
Columbia, S. C.
Permit No. 85

- 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



SERVICE
ENGINEERS
AVAILABLE

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: 479-2855

LARGEST GRAVEL PRODUCERS IN THE SOUTHEAST