



BRICE

SCAIA

1968/1

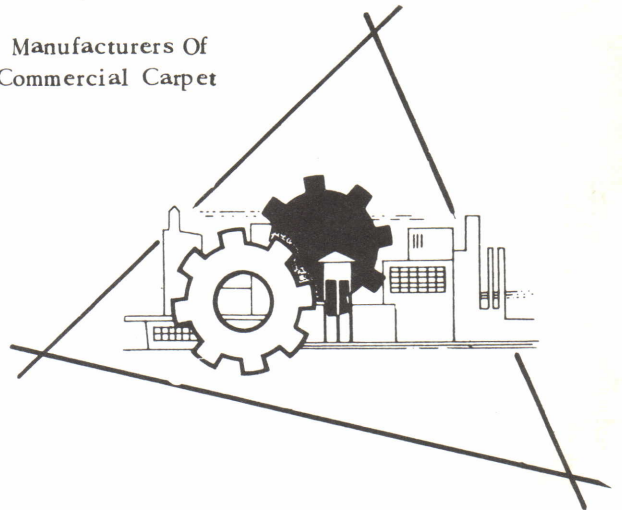
REVIEW OF ARCHITECTURE



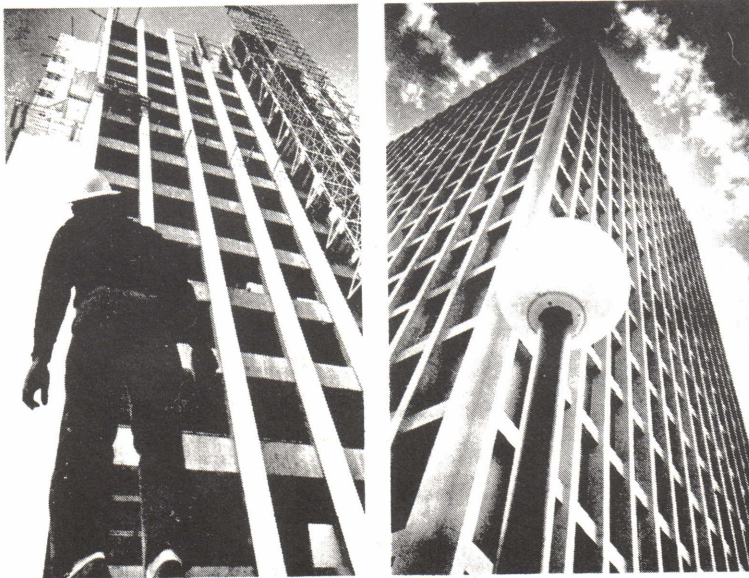
LANDRUM MILLS

Landrum, South Carolina

Manufacturers Of
Commercial Carpet



A Division of
Bigelow-Sanford, Inc.



paving the way for progress

Your South Carolina Electric and Gas Company is responsible for supplying energy not only for today's needs but for tomorrow's growth. One indication of that tremendous growth is that our customers use 37% more electricity than the national average! During the next seven years SCEGCO will spend more than \$300 million — just to keep ahead of the energy needs for an expanding South Carolina economy.

SOUTH CAROLINA ELECTRIC & GAS CO.



1968/1

COVER

The facade of the Columbia Regional Postal Facility, winner of the 1968 SCAIA Honor Award.

EDITORS

JOHN CALIFF
ROBERT KENNEDY

SCAIA OFFICERS

PRESIDENT

LADSON D. TANKERSLEY

VICE PRESIDENT

T. J. BISSETT

SECRETARY - TREASURER

FRANK E. LUCAS

DIRECTORS

FRANK D. HEMPHILL
RICHARD A. MCGINTY
A. L. OTT III
JAMES L. THOMAS
JOSEPH L. YOUNG

PAST PRESIDENT

PHELPS BULTMAN

EXECUTIVE SECRETARY

ANN GLEN SUMMER

EDITORIAL OFFICE

1208 BULL STREET
COLUMBIA, SOUTH CAROLINA

OFFICIAL PUBLICATION

SCAIA

REVIEW OF ARCHITECTURE

ENVIRONMENT USA

"We must explicitly assert the claim beauty against those of indifference at the same time in our history. But business in America has never been more savagely competitive or more conscious of its social responsibilities. It is filling the central cities with some of the finest architecture of the age and the suburbs with some of the most vulgar monstrosities in the long sad story of commercial construction."

JAMES RESTON
COLUMNIST
THE NEW YORK TIMES

"Our private enterprise system has proven that it can build more powerful spaceships and longer cigarettes. It has shown us how to pollute air and water for profit. It has given us bubble gum, Batman, and unsafe cars. But it has yet to demonstrate that it is capable of creating a superior living environment for people."

FRED FLAXMAN
EX PUBLIC RELATIONS DIRECTOR
RESTON, VIRGINIA

"We must explicitly assert the claim of beauty against those of economics. That something is cheaper, more convenient or more efficient is no longer decisively in its favor."

JOHN KENNETH GALBRAITH
PROFESSOR OF ECONOMICS
HARVARD UNIVERSITY

"Our culture is not interested enough in environmental values to dedicate energy and wealth to architecture. Let no one say it is a financial problem. We have the money."

PHILIP JOHNSON
ARCHITECT
NEW YORK CITY

CONTENTS

News	5
Previews	8
1968 SCAIA Awards Programs	13
Architectural Mailboxes	30

SOUTH CAROLINA CHAPTER AMERICAN INSTITUTE OF ARCHITECTS

REVIEW OF ARCHITECTURE IS PUBLISHED QUARTERLY BY WING PUBLICATIONS, INC., POST OFFICE DRAWER 3, 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.

Rosewood Furniture Co.

Complete Home Furnishings
Open Stock Groupings
Decorator Service At No Extra Cost
Phone 253-4016 - 253-4017
2728 Rosewood Drive
Columbia, South Carolina

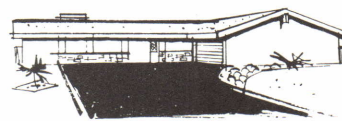
THE ORNAMENTAL WINDOW COMPANY

Route #4
Greenville, S.C. 29605
● Metal Doors & Frames
● Hollow-Metal
● Steel Windows
● Stained & Lead Glass

CUSTOM FABRICATED
TO YOUR SPECIFICATIONS

Phone 277-3502

V.D RAMSEUR & SONS



Commercial Contractors
Phone 235-1611
P.O. Box 5006 Sta. B
Greenville, South Carolina

ROTO-ROOTER

CLEANS SEWERS
WHERE OTHERS FAIL



SEWER SERVICE

A NATIONAL SERVICE
AVAILABLE LOCALLY

24
HOUR SERVICE

Roto-Rooter Sewer Service
1226 Head
Telephone 782-5000
Columbia, S. C.

Adams Run Service, Inc.
Telephone 556-0710
Charleston, S. C.

Southern Brick Company

Manufacturers of . . .
Face - Common - Norman - Jumbo
AlsoSTRUCTURAL TILE



Main Office: Ninety Six, South Carolina
Sales & Display Office: 27 Mohawk Drive
Greenville, South Carolina
Phone 543-3211 in Ninety Six
Phone 233-0624 in Greenville

CHERAW BRICK WORKS

P. O. Box 207
CHERAW, SOUTH CAROLINA

ERVIN HOMES OF CHARLESTON, INC. BUILDERS

Charleston Newest & Finest Homes
Quality Our Only Product
Your Irvin Home Is Within Your Hands
Phone 553-3260

P.O. Box 377 - 7 Broad Street
Charleston, South Carolina



MIDWAY CABINET COMPANY

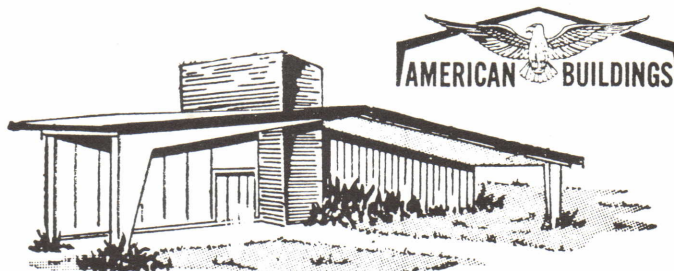
Custom Built Cabinets
We Install & Replace Formica Tops
Home Improvements
Phone 787-7100 - 253-1766
1718 Malcolm Drive - P.O. Box 4341
Columbia, South Carolina



Roebuck Buildings

CO., INC.

RIGID-FRAME BUILDINGS



PENN METAL FRAMING & METAL PRODUCTS
P.O. Box 128 - Roebuck, S. C.