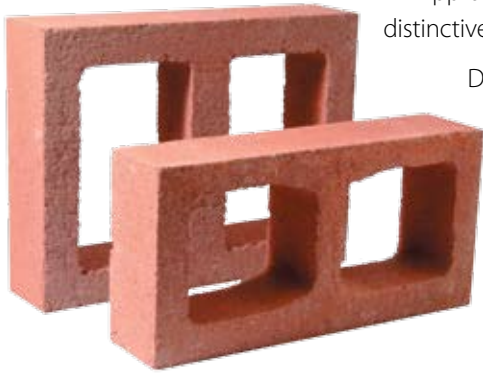


half-high makes huge impact



Approaching the LaJolla Restaurant and Bar in Montgomery, Alabama, you can't help but notice the distinctive building and entryway that greets you.

Designers chose an architectural masonry unit called a half-high to create instant eye-appeal. The scale and color of the half-high works well with other materials used in the restaurant's exterior construction and is an excellent example of how the half-high unit can be used to achieve a distinctive look so important to today's retailers.

The colorful half-highs are a perfect complement to the boulevards and walkways of the Shoppes at East Chase, home to the restaurant. The size and shape of the half-high unit is inviting to the visitor and helps set the mood for a pleasant dining experience.



In a totally different setting, architect Brian Barrett used the half-high when designing a large family worship center for the Church of Brook Hills in Birmingham, Alabama. He says that his firm's design called for a single width wall of enormous scale.

"Ordinary brick would have simply been lost. The half-high gave us great color range and a great looking, strong finished product. It has the look of traditional rectangular brick but costs much less," he says.

The unit's color is integrally mixed in the concrete during production, ensuring that the finished wall maintains its beauty. This factor made building with the half-high an easy choice for Barrett. "Some of the benefits of the half-high concrete units would be the color range that you get. They are unique from brick."

Durable, attractive, and load bearing, the half-high architectural masonry block is fast becoming recognized as the ideal so-

lution for many building projects that benefit from a traditional brick-shaped layout.

Half-highs are available in several sizes and come in standard and custom colors. This design flexibility allows the units to be used as an accent or primary wall unit. That means they work well as a simple veneer; or can become a single width wall that provides structural strength.

Half-high masonry balances structural strength, beauty, design flexibility, price, and long-term cost savings as well as any construction material available in today's marketplace.

When building a school, church, retail shopping center, or commercial center, the half-high is a flexible, functional product that adds beauty and value.



Many retailers at the Shoppes at East Chase in Montgomery, Alabama utilize half-high concrete masonry units.