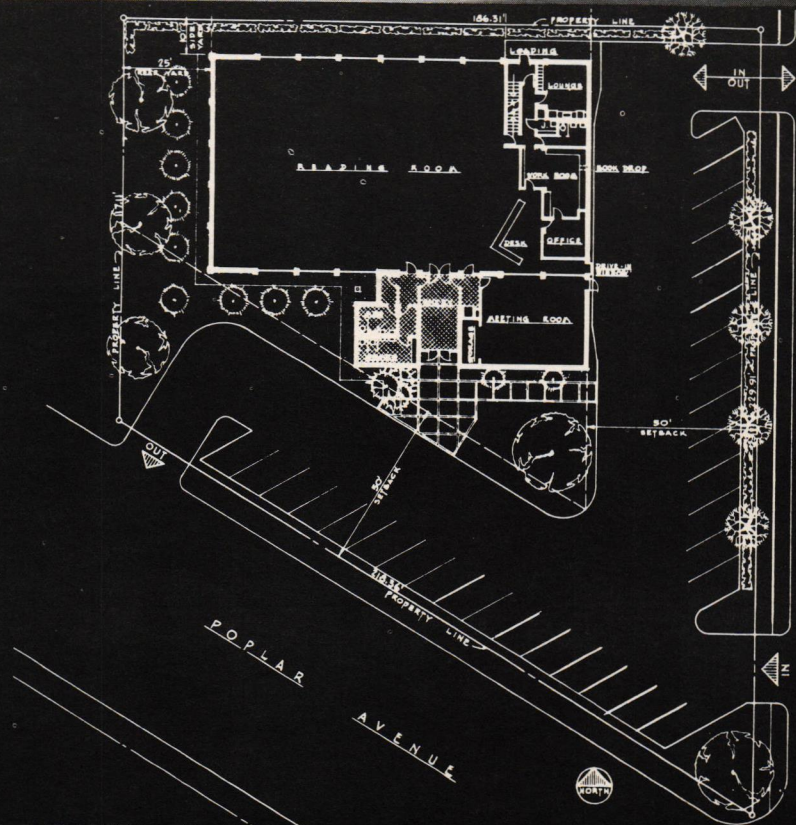
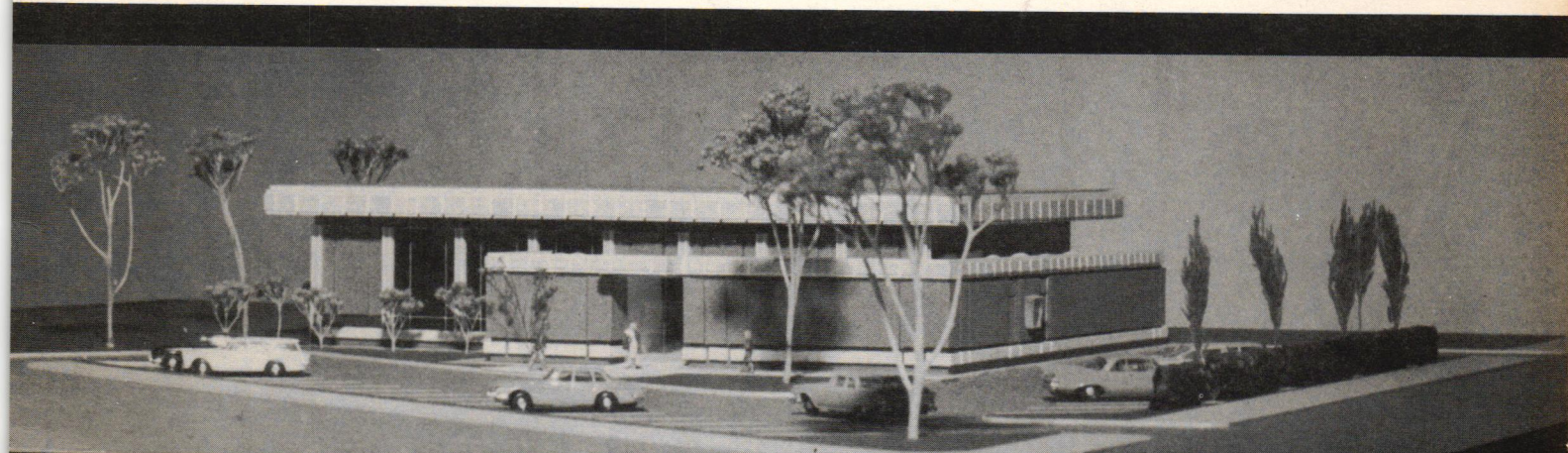
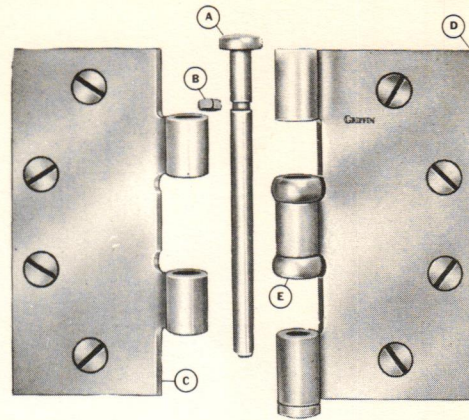
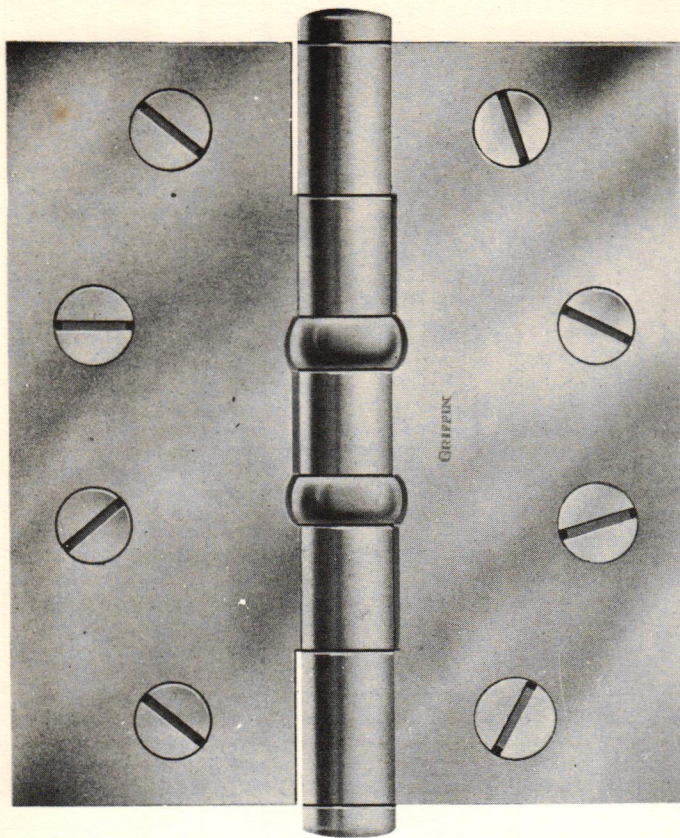


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## UGLINESS IN MEMPHIS

Recognition of ugliness is the first step toward its elimination. Anything that is offensive to the sight or contrary to beauty is ugly. Take that criteria and walk down one of the streets in the heart of Memphis. Stop at most any corner.

What do you see that is actually contrary to beauty? Is the gaudy yellow of the traffic signals pleasing to the eye? What about all those unnecessarily large "no parking," "no left turn," "no" this and "no" that signs?

Then, if you happen to be standing on a slight incline, try to look through the jungle of sign boards at some distant point down the sidewalk. Chances are you won't be able to see anything beyond the next three or four buildings.

Many of the eyesores could not be practically eliminated. It would, for example, cost a fortune to bury those drooping electrical lines. And it would be impractical not to have traffic signs in this motorized age. There are some changes, though, that are not impossible or impractical.

It is not inconceivable that those unattractive signs which dangle overhead could be eliminated voluntarily or by ordinance. The city could definitely relieve the public of exposure to the unsightly bench advertisements that dot the landscape.

By this time you may have shrugged off the traffic signs as a necessary evil. They are necessary, but they need not be an evil. In the modern scheme, with trips to Europe more common than cornbread, travelers notice a trend to simplicity in traffic signs. In some cities a small attractive sign, usually black on white or aluminum background denotes a parking place with one simple letter—P. The "no parking" signs are somewhat more complicated—the letter "P" with a slash across it. Such signs can be placed in a small oval frame atop a neat black post much the same size and shape as parking meters.

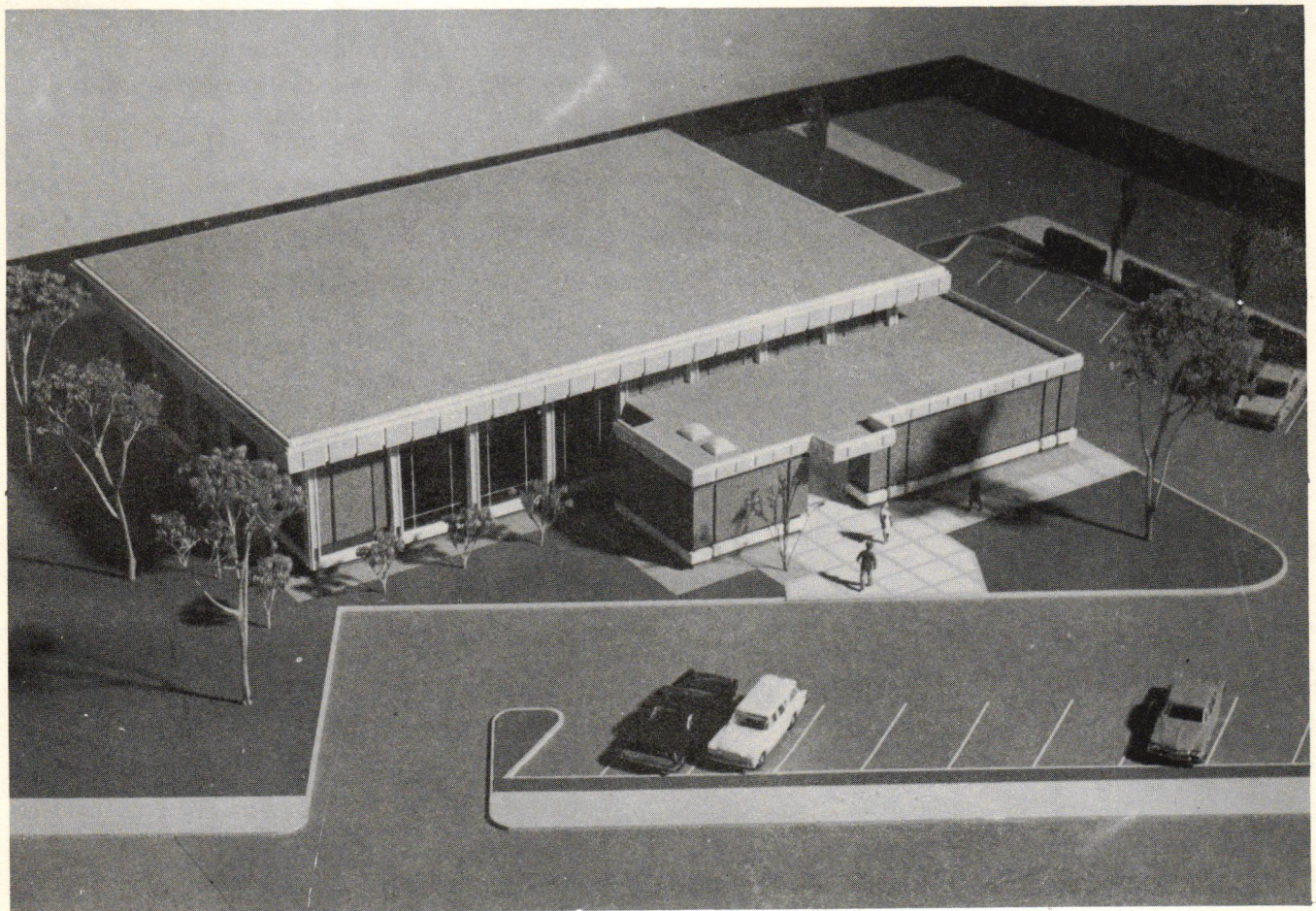
Consideration should be given to the crude road markings currently in vogue before the permanent markings go on the expressways of Memphis.

These are just some examples of what can be done to fight ugliness. Much, much more can and must be done. Every citizen must recognize that the mazes which are today's American cities work on the subconscious. Whether the individual realizes it or not, his temperament is strongly affected by the vast number of visual contacts from which he may not screen one item. Why do you think people gain a feeling of peace when they leave the city to spend a few hours in the country? Why?



EAST BRANCH LIBRARY  
POPLAR AND HARVEY ROAD

ARCHITECTS: MCGEHEE AND NICHOLSON



**M**EMPHIS Public Library has accepted the design of McGehee and Nicholson for its new East Branch that is currently being constructed at Poplar and Harvey Road. The selection appears to have been an appropriate one.

McGehee and Nicholson offered library officials an extremely comprehensive program for the ninth unit of the system. With about 11,000 square feet of space, the area will accommodate approximately 40,000 volumes. Future expansion would handle double the initial amount of books with a future circulation of some 400,000 per year anticipated. A circulation of 400,000 would equal that of the Highland Branch which is the largest volume circulation branch south of New York.

The library director plans to operate the new branch with a maximum of eight full time employees, six students and one janitor.

Because of the relatively small staff planned for the new branch it was necessary for the designers to consider the matter of supervision from one point, which is the charging desk. Among the other major factors influencing the final design were the triangular-shaped corner lot, ratio of adults to children expected to use the facility; anticipated population growth in East Memphis, and the desire for a light and airy interior decor.

Setting the tenor for the interior will be a tufted effect of the ceiling for acoustics and lighting purposes. Lights will run along the lower portions of the "tufts" in a geometric pattern.

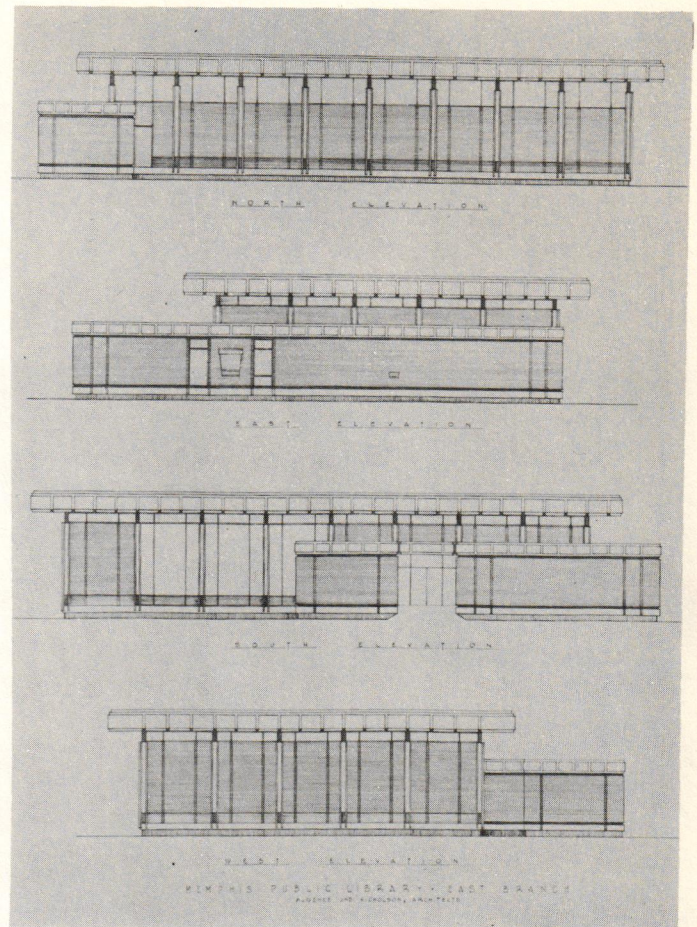
McGehee and Nicholson located both the book drop and the drive-in service window on the Harvey Road side of the structure in close connection with the working area of the building. About 6,000 square feet of the floor space will be occupied by the reading area, book shelves and stacks.

With the drive-in window expected to increase vehicular traffic beyond that of branches without the window, the architects allowed for two entrance drives and one exit on the Harvey side and the main exit at the southwest corner on Poplar. There will be parking spaces for about 30 cars.

The main entrance to the building will be protected by a canopy. It will be flanked on the left by the rest-rooms and on the right by a meeting room that will accommodate about 80 to 100 persons. The meeting room may be closed off from the remainder of the library and will have a separate entrance.

In addition, the meeting room will be used as a quiet study room for adults during periods of heavy influx of children and teenage youths. By placing a glass partition between the charging desk and the meeting room, the room can be observed and utilized at all times. Draperies will be used for privacy and as a sound buffer during meetings.

Once in the reading area the charging desk will be seen just to the right of the main door with the office



and work room immediately behind the desk. Progressing along the east end of the unit the visitor will pass the door that leads to the staff lounge and kitchen and the loading dock on the north side near the east end.

Numerous small refinements will go into the unit. There will be a powder bar in the ladies' room. The custodian will have his own restroom and public restrooms will be accessible to meeting room crowds without disturbing the library operation. Upholstery on furniture will be of a smooth non-fabric type for easy cleaning and wearability.

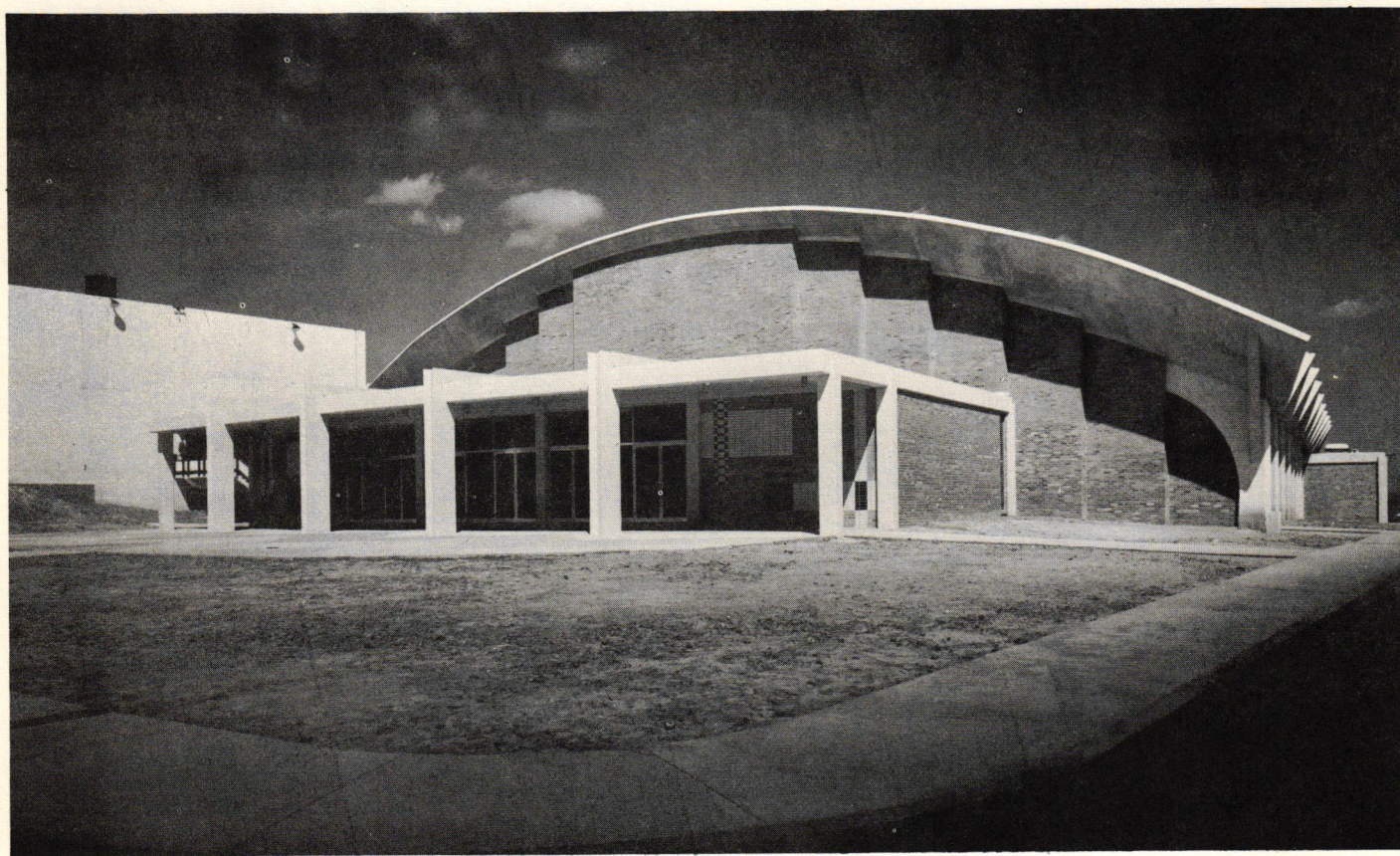
From the exterior view, the building will strike a pleasant balance of glass and brick trimmed by concrete. The glass will be placed strategically to allow passersby to see the activity within. At the same time, the design effort minimizes glare of sunlight. A roof overhang of several feet is one of the most important anti-glare measures.

Future expansion can be accomplished by adding mezzanine stack areas or by additional building space.

McGehee and Nicholson.....Architects  
Fowler & Cash.....Structural Engineers  
Henry C. Donnelly.....Mechanical and Electrical Engineer

## ROOF SOLVED PROBLEMS AUDITORIUM IN FRAYSER

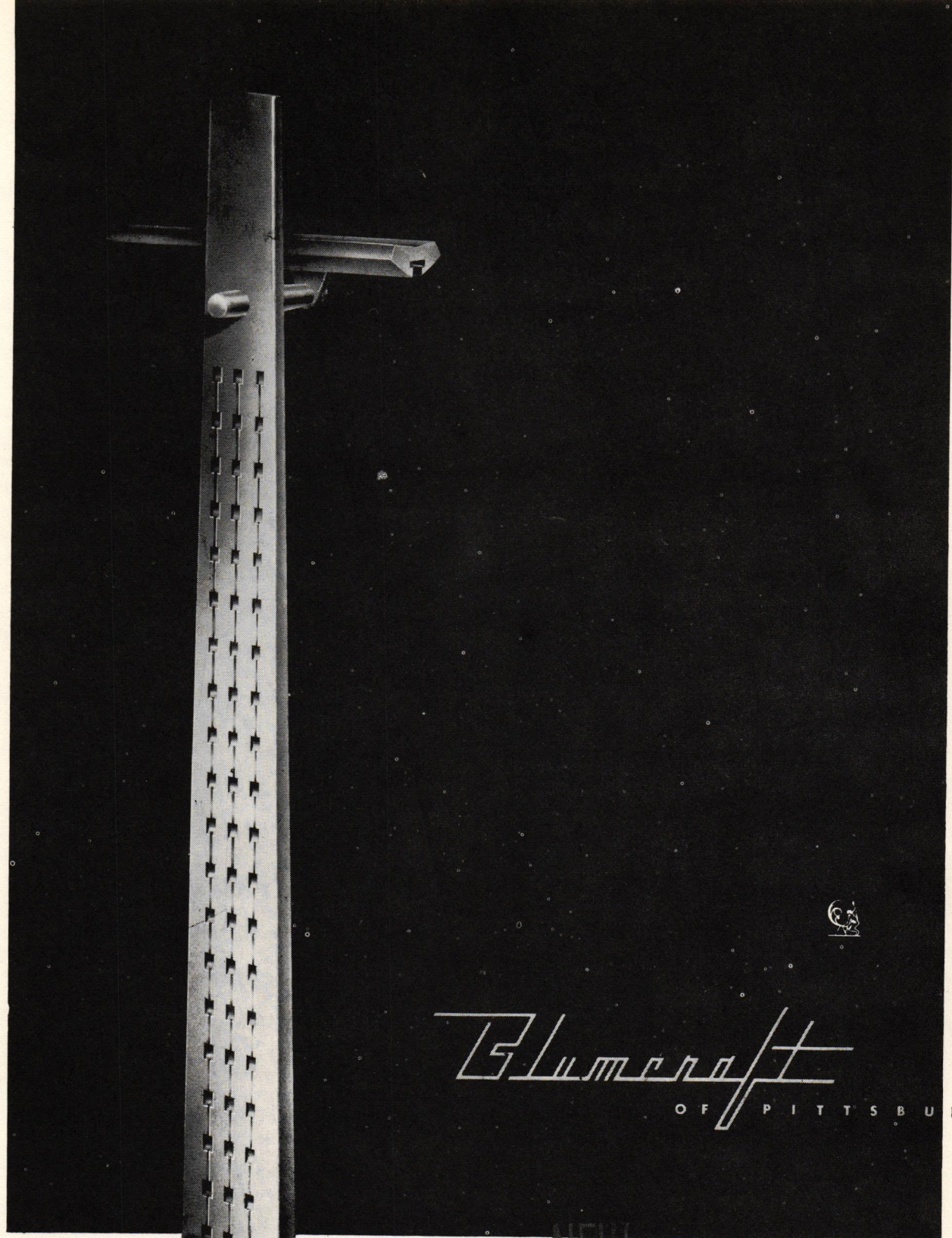
ARCHITECTS: DEAN E. HILL AND ASSOCIATES



**A** VENTURE into a new roof design in 1961 has proven a wise decision by Dean E. Hill and Associates, architects. The problem at that time was concerned with economy, durability, appearance, acoustics and stress. The building—a 1,600-seat auditorium for Frayser High School.

Since the unit has undergone the test of use, the architects report that the building has “worked out

AM  
4



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very well" and has been "very satisfactory" to the school officials.

At the outset of planning the architects felt that the answer to the design lay in development of a logical and economical roof system. The long, unsupported span necessary to house 1,600 persons with support only from the side walls dictated that all possible roof systems be studied.

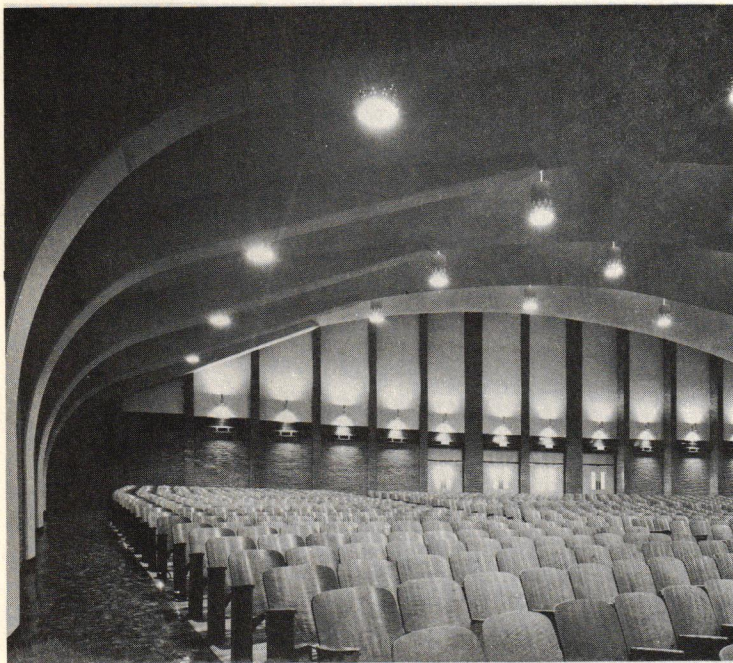
The answer came from a curved folded concrete slab which eliminated all cross beams and at the same time ended the need for a suspended acoustical ceiling. The acoustical ceiling was replaced with an acoustical plaster treatment in which the plaster was sprayed directly to the underside of the exposed concrete. The appropriation for the building did not include funds for acoustical consultants, so the architects had to make their own analysis using all available sources, both text book and manufacturer consultants.

Although a speaker system has since been installed in the auditorium, at the time of completion it was found that a speaker could be easily heard in the rear-most seats without mechanical amplification.

The folded slab ceiling found added acceptance for other reasons. The natural shape of the curved roof, a 110-foot span at maximum width, reduced the necessary height of the side masonry bearing wall. That was a distinct economy factor which contributed heavily to make the construction cost about \$40,000 below that of similar buildings erected in this area.

There are no outside windows in the building proper. Interior and exterior walls are of exposed face brick that will never need painting or covering. Carrying the economy theme farther, Mr. Hill and associates designed the entry through a battery of aluminum doors to a terrazo-floored lobby. Such materials are known for their durability and the small amount of maintenance they require.

First-time visitors to the auditorium receive visual impact from the fan-like shape that rises behind the entry. Added feeling is given by two large brick murals at the front. The abstract murals flanking the entrance are made from bright colored glazed brick on a face brick background. It was the architects' motive to instill "beauty spots" of art as part

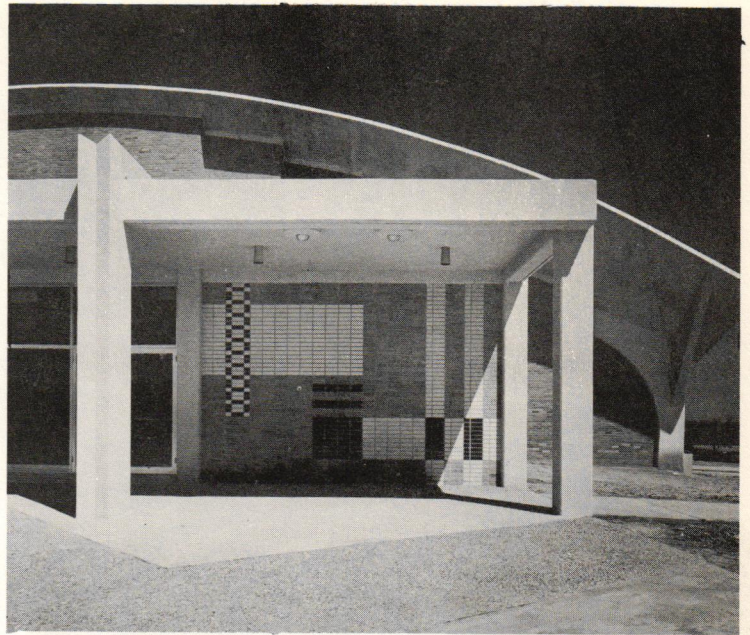




of the construction.

In the main portion of the structure the audience faces a large stage that is sized and lighted for extensive dramatic and musical productions. Adjacent to the stage on each side are the dressing rooms for boys and girls and the storage and mechanical areas.

McNeese Construction Company was the general contractor for the job that also included construction of eight additional classrooms to the main school. Total cost of the entire project was about \$362,165.



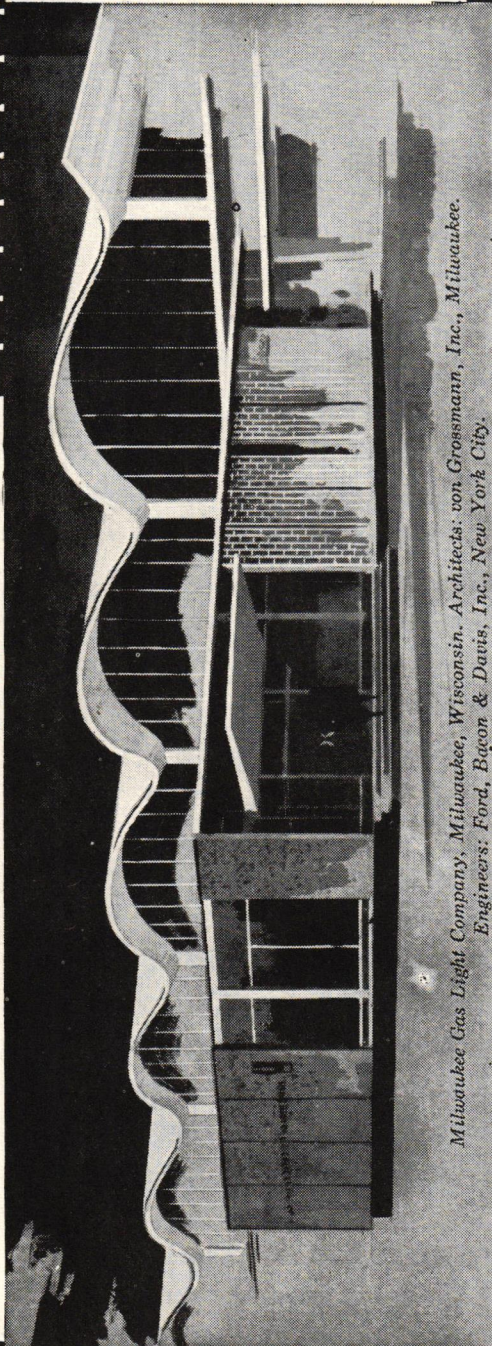
# long barrel shells

a.i.a. file: 4-a

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Clip along dotted line

Intriguing designs and long spans are readily achieved with concrete barrel shells. Long barrel shells are those which have a small chord compared to span. (Short barrels have large chords compared to span.)

To achieve full shell action (a membrane free of bending moments), support is required along the two curved edges as well as along the straight edges, as shown in the diagram below. In practice, however, the straight edges are never fully restrained so that



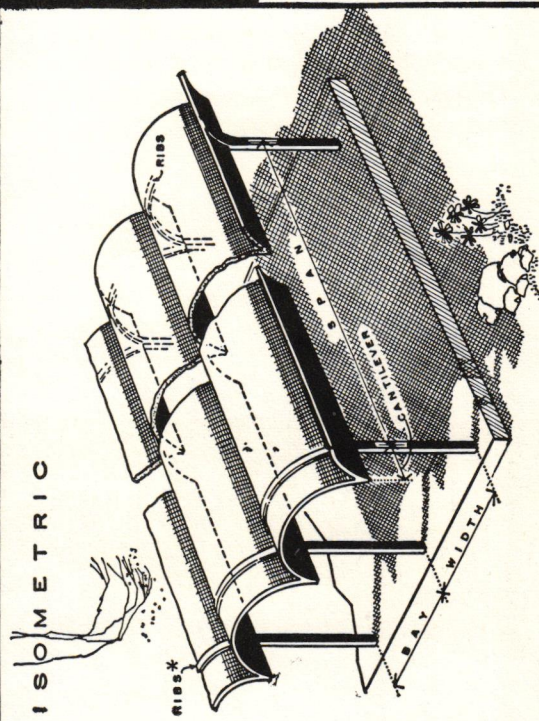
Milwaukee Gas Light Company, Milwaukee, Wisconsin. Architects: von Grossmann, Inc., Milwaukee. Engineers: Ford, Bacon & Davis, Inc., New York City.



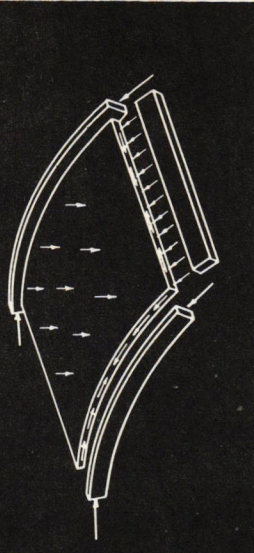
### BARREL SHELLS / SPAN DATA <sup>(1)</sup>

SPAN	BAY WIDTH	a	R	t	reinforcing <sup>(2)</sup>
80'	30'	8'	25'	3"	3.5
100'	30'	10'	30'	3"	4.0
120'	35'	12'	30'	3"	4.5
140'	40'	14'	35'	3"	5.0
160'	45'	16'	35'	3 1/2"	6.5

(1) for long span multiple barrels, the usual span-to-depth ratio varies from 1:10 to 1:15  
(2) pounds per square foot of projected area



\*RIBS, NECESSARY TO STIFFEN THE SHELL AT THE SUPPORTS, MAY BE INCORPORATED ABOVE OR BELOW THE CURVED PLANE. DRAWING ABOVE SHOWS BOTH TYPES.



some small bending moments in the shell must be considered in the design. The stiffeners along the curved edges usually consist of arch-type ribs or diaphragms spanning between the supporting columns. Cantilevers are easily achieved; thus the visible shell edge can be as thin as the basic shell. Write for further free information. (U.S. and Canada only.)

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For architecture, as a noted historian once said, reveals the real nature of people, whether it is original in concept or patterned after the past. Today, as it was in the days of the Egyptian pyramids and the Gothic cathedral, architecture is the visible, enduring expression of civilization.

Architecture not only reflects—it **determines** civilization.

A well-designed, efficient, and beautiful home provides better living for the family that lives in it. A good commercial building improves the business which is conducted in it. The design of a church enhances worship. The planning of schools, hospitals, warehouses, hotels, science laboratories, airports, or supermarkets can help or hinder the activities for which they are intended. Architecture is a house, a school, a bank, a plaza, a vast urban redevelopment project, the face of a nation.

Architecture deals not only with steel and stone, brick and glass. It deals with the movement of people, the flow of traffic—with every civilizational requirement of man. It has the power to protect, to channel, to encourage as well as to permit activity. Sometimes, it has the power to awe.

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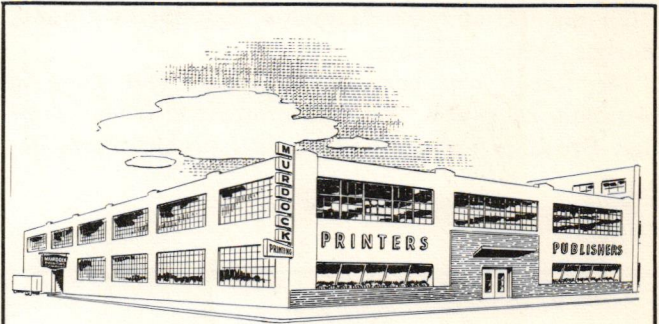
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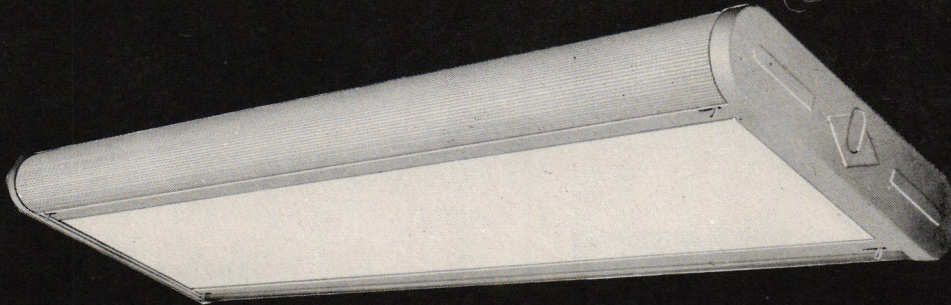


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**RICHARD J. REGAN—MEMBER EMERITUS**

Richard John Regan, member emeritus of Memphis Chapter, American Institute of Architects and one of the city's leading architects for many years, died on September 20 at Carrol Turner Sanatorium. He was 78.

Mr. Regan's architectural works will long remain as monuments to his ability. One of the last buildings he designed was the Claude A. Armour Fire and Police Training Center at Flicker and Avery.

Among his better known projects were the Memphis Catholic Club, the Public Health Service Hospital Surgical Building, Holy Name School and annex, Immaculate Conception Church and School, S. A. Owen Junior College, Booker T. Washington High School, and the Memphis and Shelby County Harbor Office Building.

Mr. Regan was born in Alton, Ill., and came to Memphis as a boy. He was graduated from Christian Brothers College and studied architectural de-

sign and engineering at Columbia University. He returned to CBC for his master's degree in 1912.

His longest architectural association was from 1918 to 1951 with the late John J. Weller, Jr., in the firm of Regan and Weller. Mr. Regan served 25 years as a member of the Memphis and Shelby County Planning Commission and was at one time a member of the Memphis Board of Adjustment. He was a past president of the Catholic Club and held the top office of faithful navigator in Memphis Knights of Columbus. He was a past master of the Knights of Columbus Fourth Degree in Tennessee.


Mr. Regan was a member of the National Council of Architectural Registration Boards and the National

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Association of Retired Civil Employees. He was a communicant of Sacred Heart Catholic Church. Mr. Regan's home was at 1626 Forrest.

**AWARDS ENTRIES ANNOUNCED**

Designs which seven Memphis architectural firms will enter in the Gulf States Regional Conference Honor Awards Program at Dauphin Island have been announced by Memphis Chapter of the A.I.A.

Two of the projects are in the church field. Wadlington & Marshall have submitted their work on Christ Church Episcopal in Whitehaven and George Awsumb & Sons have entered the Episcopal Church Home for Girls.

The Office of Walk Jones, Jr., offers the Madison Heights Office Building; Thorn, Howe, Stratton & Strong have entered the Building for Union Chevrolet, Automobile Showroom and Shop, and Everett Woods has entered the Coca-Cola Bottling Co.

From Gassner, Nathan, Browne comes their design of Zussman Clinic, and from Eason, Anthony, McKinnie & Cox comes the Memphis and Shelby County Red Cross Chapter Building.

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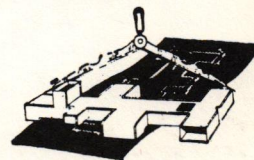
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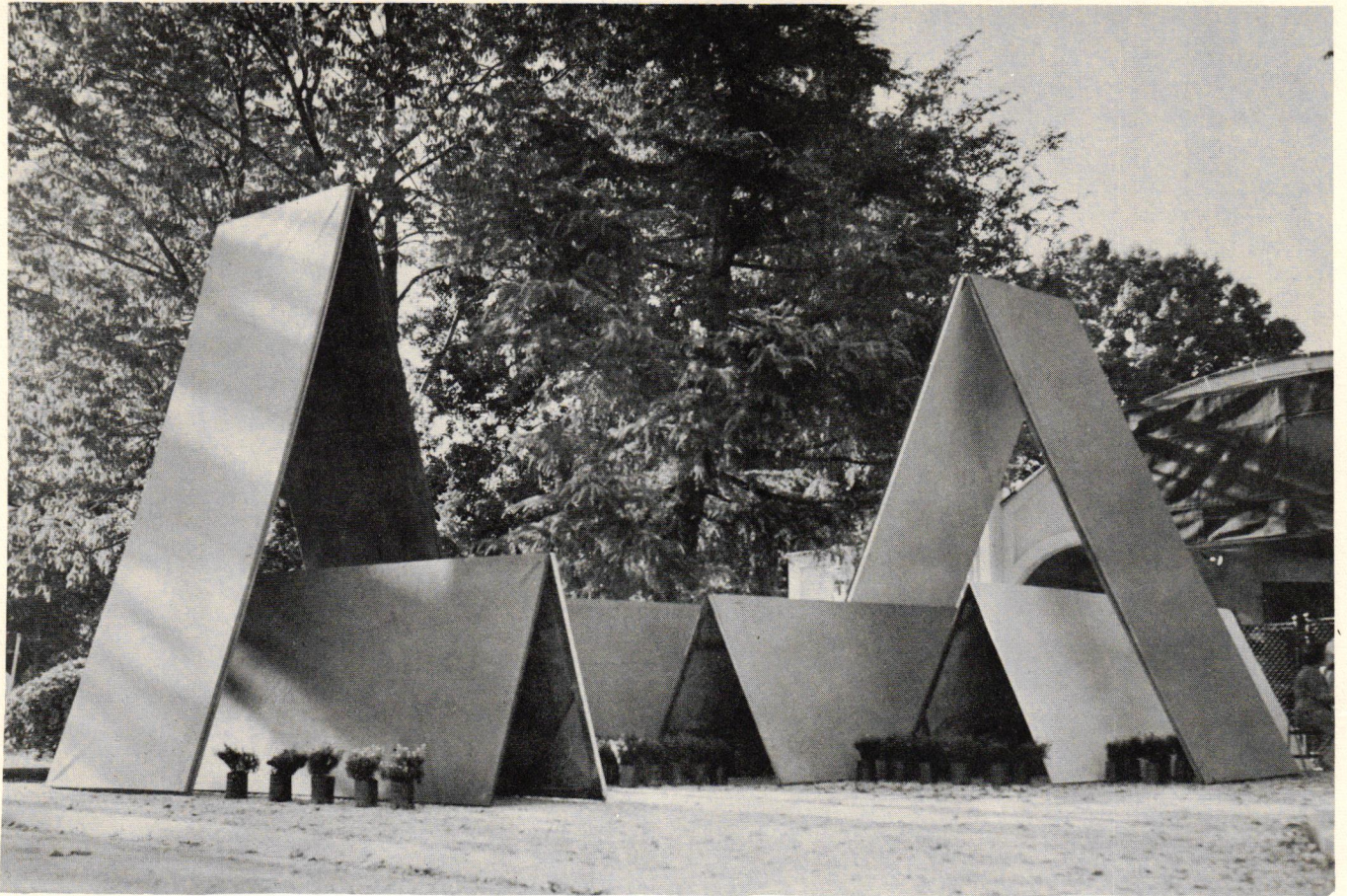
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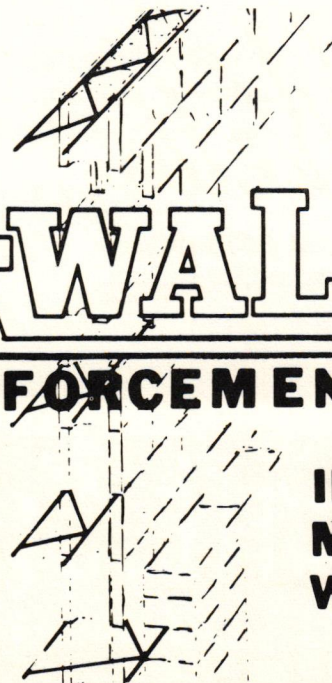
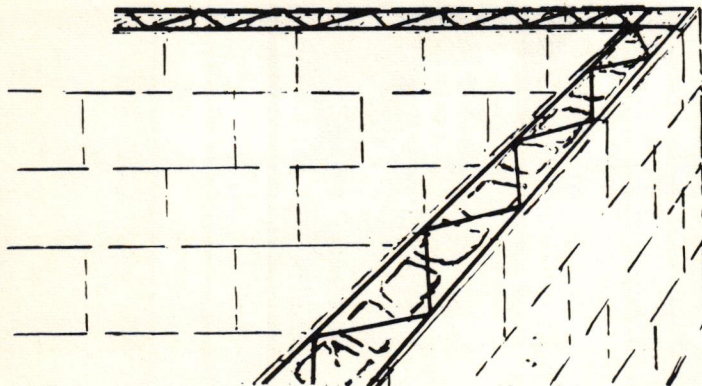
*Memphis Chapter and Auxiliary representatives pooled their talents and efforts to produce this unusual entrance for the annual Arts Festival in Overton Park.*

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12

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## FESTIVAL PROJECT SUCCESSFUL

John Millard and a crew of energetic architects and Auxiliary members gave Memphians a unique, attractive entrance for the annual Arts Festival in Overton Park.

Utilizing flats from the Memphis Open Air Theater, the men and ladies came up with a brightly-hued abstract form entrance that set a festive pace for the program. Most of the group put in three to five days of work on the project.

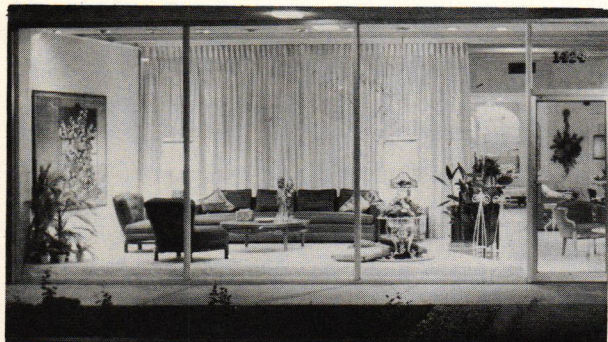
As chairman of the Memphis Chapter Fine Arts Committee, Mr. Millard expressed appreciation to the individuals who contributed to the effort. Among the Auxiliary members who did much of the colorful painting were Mrs. Robert S. Goforth, Mrs. David McGehee, Mrs. Stewart G. Wagner, Mrs. Millard and Mrs. Charles W. Ellis, Jr.

Among the architects who helped build the entrance were William Wage, representing George Awwsumb & Sons; Spencer Armour of Eason, Anthony, McKinnie & Cox; Ed McTyre of Gassner, Nathan, Browne; Marshall Dunn from the office of James B. Adams, and James Murphy from Raymond Martin & Associates.

AM  
13

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# THE PRESS AND THE BUILDING OF CITIES

By **WILLIAM BAILEY**, Reporter  
State Times, Baton Rouge

Baton Rouge, La.—Recently a group of newspapermen, architects, engineers and educators gathered around a table at Columbia University to discuss the role of the news media in modern day building.

Out of this conference has evolved the first top level evaluation of the role of the press in the building of cities.

In studying this 170-page document—keeping in mind that it contains the ideas of top men in their respective fields—one finds this concept hammered home again and again:

“The public today does and should insist on getting the complete story behind the shaping of our towns and cities.”

This demand for information, according to the conferees, has perhaps caught both the architectural and engineering professions and the press somewhat off guard.

Architects more and more find themselves called upon to answer detailed and sometimes highly technical questions about proposed construction.

Take note of the word **proposed** because herein the architect is called upon in many cases to explain and perhaps justify his product while it is still on the drawing board.

The reporter, on the other hand, is in an equally awkward position because in many cases he may not completely understand the question he poses.

Philip Will Jr., past president of the American Institute of Architects, notes that “the typical report on a new building project mentions the names of everyone except the man who created the design.”

This, according to Mr. Will, hurts the profession even worse than negative criticism.

“Today we are accustomed to professional criticism of the arts, painting, sculpture, music, writing, theater, the dance—all the arts except one, architecture,” Mr. Will points out.

He charges the news media with the responsibility of reporting the “reshaping of the face of America” and by inference charges the profession with the responsibility of cooperating to that end.

Grady Clay, real estate editor of the Louisville **Courier-Journal**, called upon his colleagues to use more initiative in reporting these changes before they are changes.

As Mr. Clay put it, “Public hearings, which we cover routinely, have often degenerated into legal formalities at which the reporter and the public learn it’s too late to change decisions already arrived at in private.”

None of us can deny that this situation has occurred in the past.

Mr. Clay refers to as “old dodges” such phrases as “plans are not complete” and “public discussion is premature.”

Mr. Will backs him up. In other words, at the Columbia conference segments of the press and the architectural profession have had a meeting of the minds in heretofore uncharted waters.

Their findings, their theories, their ideas are worthy of serious study by their colleagues everywhere.

Here in Louisiana there is particular need to take cognizance of the report on the Columbia conference. We stand in the heart of the Gulf South which has in recent years established itself as a boom area swelled by influx of industry and the accompanying growth in building and design.

AM  
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## A-M EARNS COMMENT

Once again **Architecture-Memphis** is going to lean heavily on its position as a young publication to give itself a pat on the back. The following letter from one of Memphis' best known ministers, Dr. Charles W. Grant of Christ Methodist Church, is an appreciated addition to a rapidly-growing file:

"Gentlemen:

"The officary of Christ Methodist Church and I want to thank you for the splendid article and attractive picture of our Sanctuary that appeared in a recent issue of **Architecture-Memphis**. We were honored that our new Sanctuary was so effectively displayed.

"This new publication has 'eye appeal.' I find myself thumbing through every issue and enjoying it. Thanks again.

Cordially,  
Charles W. Grant"

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## APPEAL BOARD SOUGHT

Memphis Chapter of the American Institute of Architects has filed a formal resolution with the Shelby County Quarterly Court requesting that a Board of Appeals be established by making additions to the "Southern Standard Building Code—1957-58 Revision."

Architect Robert Lee Hall has carried most of the responsibility in the effort which was expected to be approved by this printing. When the court adopted the building code for the county on July 20, 1959, three sections of the code pertaining to a Board of Appeals were excepted.

Mr. Hall points out that the addition of those sections will promote the general welfare and the rights of citizens to appeal rulings without having to go through the courts. At the same time, the county building official responsible for the rulings and interpretations would be relieved of criticism.

The suggestion from the Chapter is that the Board of Appeals include one architect, one general contractor engineer, a residential contractor and a member-at-large from the building industry.

Appeals of building official rulings or interpretations would have to be made in writing within 90 days after the decision in question, except in cases where a building is deemed unsafe or dangerous. The building official could limit the appeal time in such a case.

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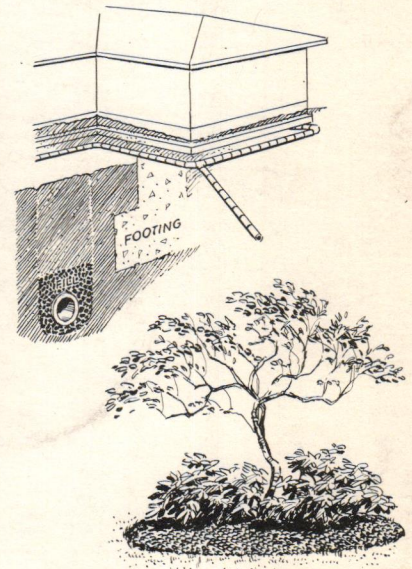
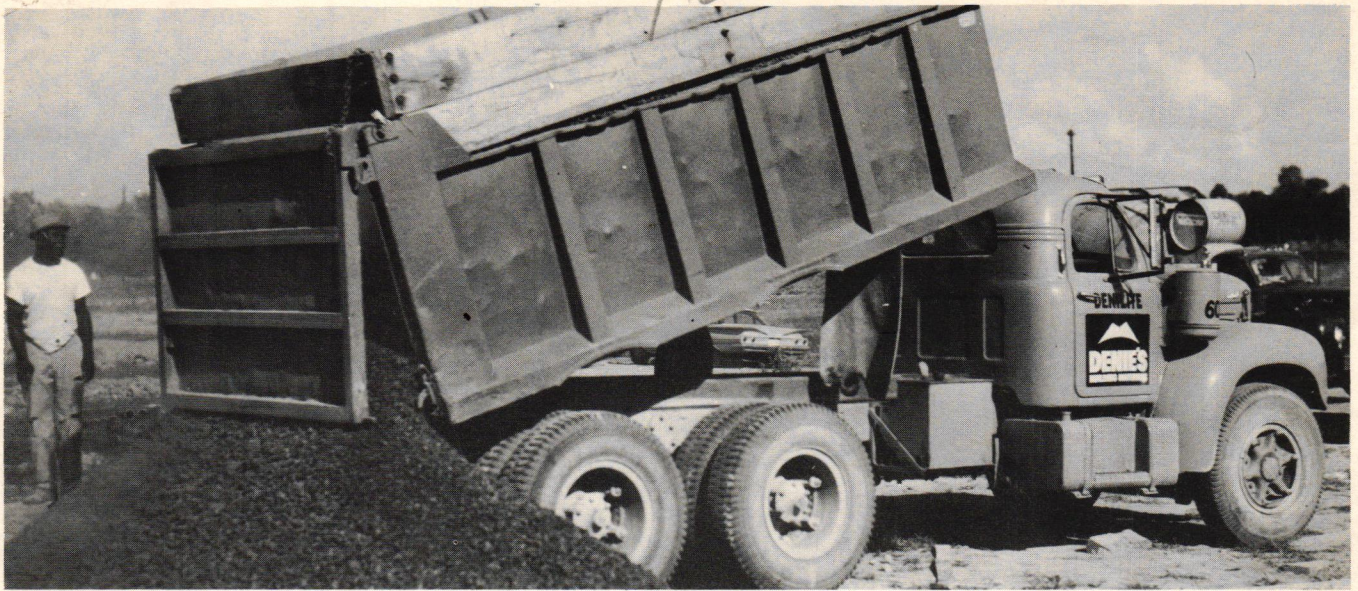
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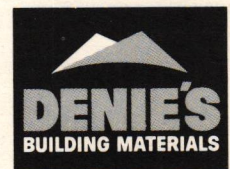
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