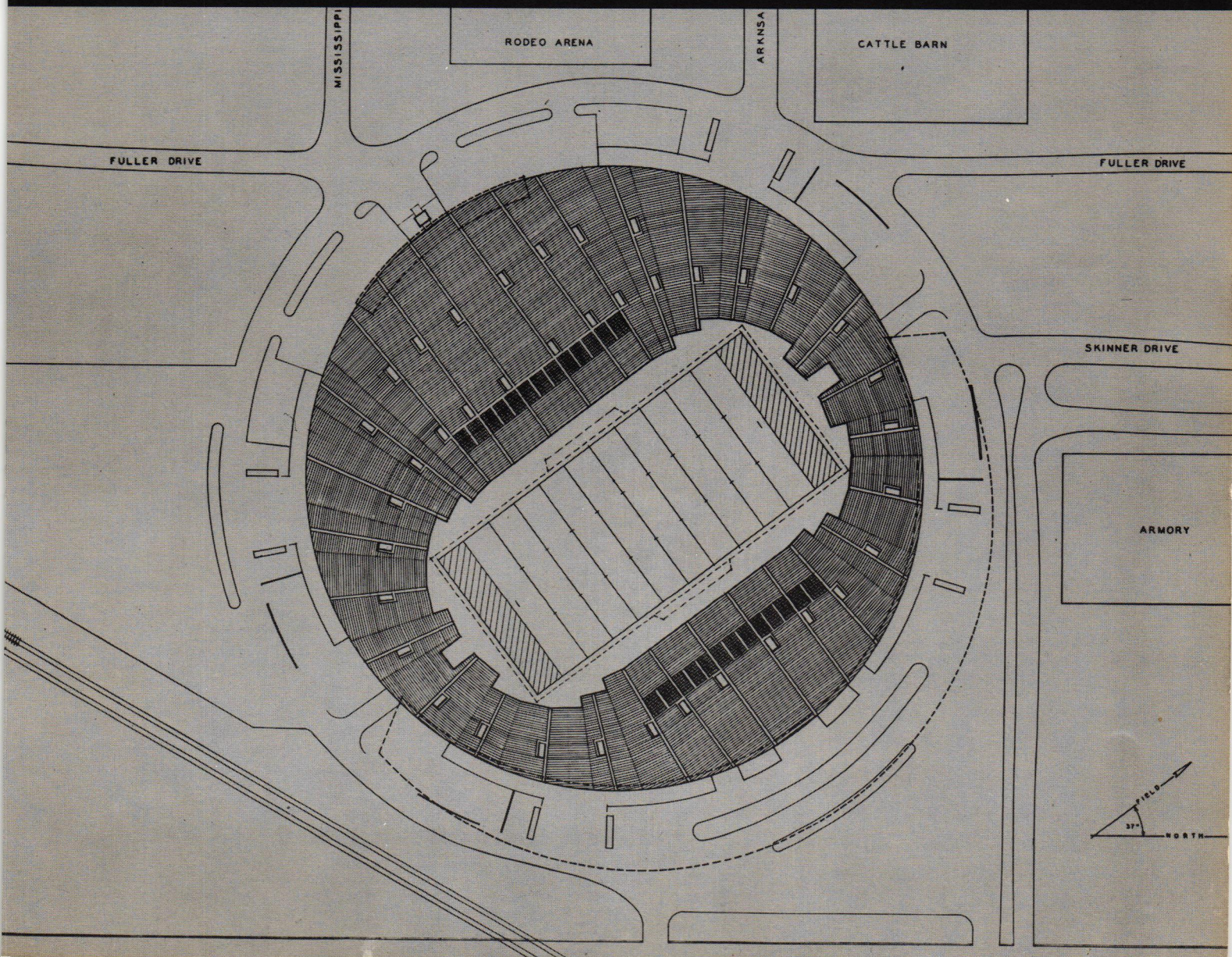
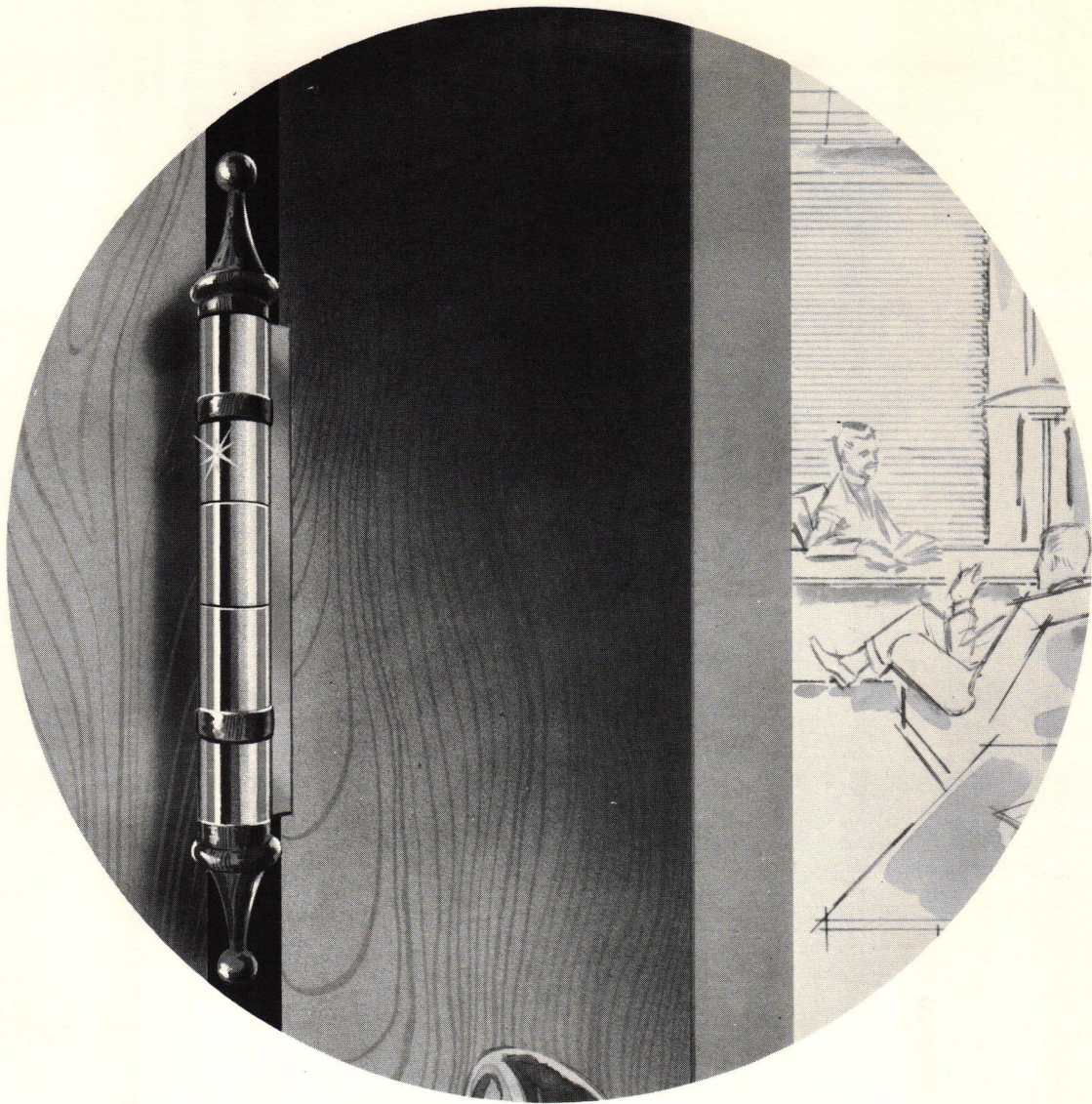


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BAD BUILDING . . . PRODUCT OF THE MONEY MEN?

(Reprinted with express permission of Industrial Publications, Inc., of Chicago from the November, 1963, edition of Building Construction.)

A well known author recently stated that the world's great cities no longer have the desire to erect great public buildings, and that if they did, they could probably not find the talent to do the job. But, most of our great cities—and lesser ones as well—are cursed with monumental buildings dedicated to Mammon, and there seems to be no end to the talent available to deliver these monstrosities at cut-rate prices. Of course, there has been a great flood of commentary on the offensiveness of these structures in esthetic terms, but no one in the building industry itself has really yelled loudly about the fact that they are technically inadequate and often jerry-built. The fact that the money lenders might bear some of the responsibility for this is also discussed, if at all, in muted tones.

But, the fat went into the fire last June when Toronto's **Daily Commercial News** published a lengthy letter on the subject of mortgage companies' responsibility for incompetent construction. Consulting Structural Engineer A. A. Goldes pulled no punches when he said:

"I am amazed that hard-headed investors of mortgage funds can sanction the expenditure of vast sums on building projects for which the amount spent on design and its implementation is so trifling compared to the over-all cost."

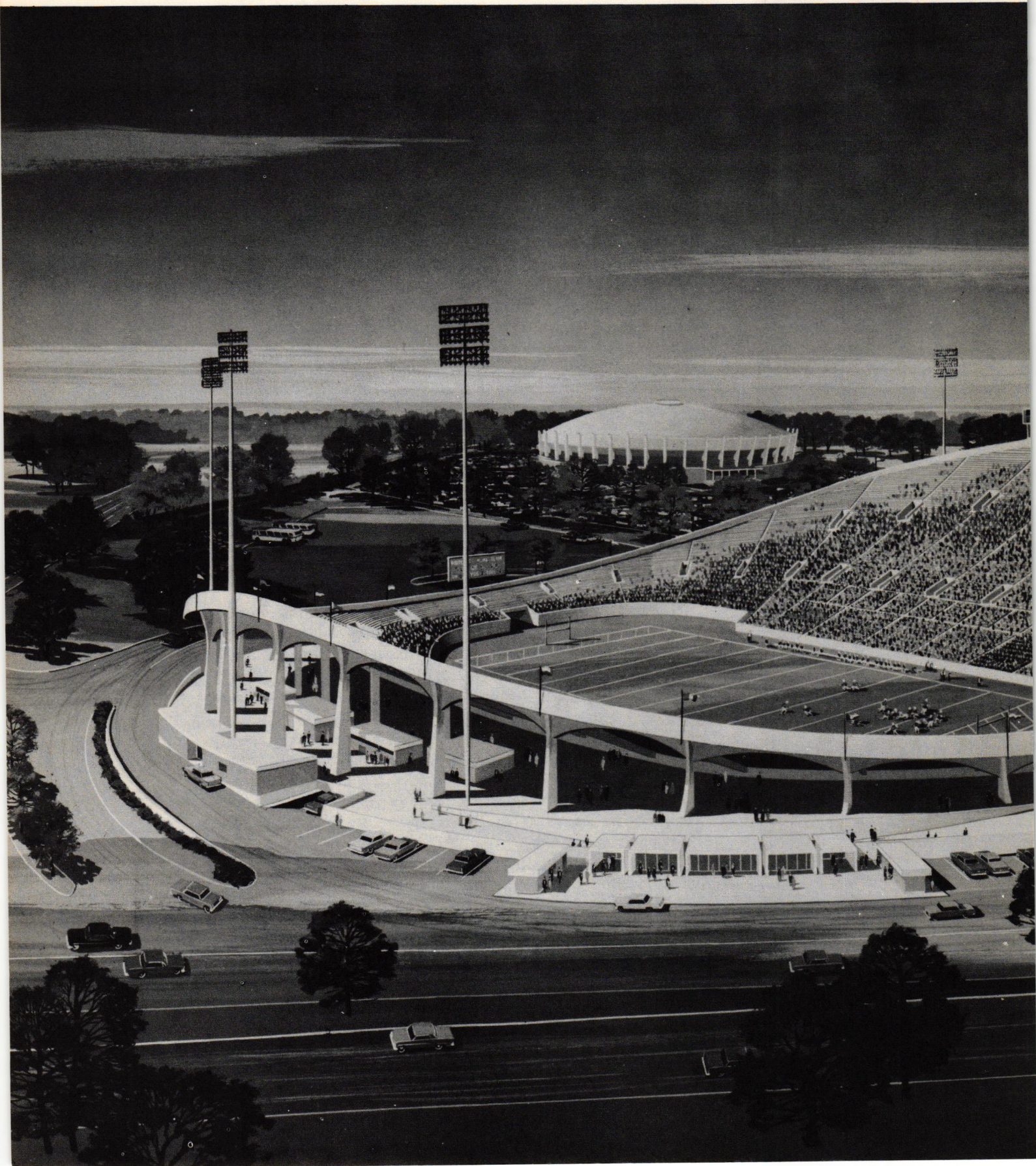
He was seconded a few months later by the president of the North Carolina Chapter of A.I.A., Arthur C. Jenkins, Jr., who said: "Insurance companies, banks, savings and loan companies and building inspectors . . . can do much to remedy a bad situation that is getting progressively worse, by refusing to lend money for or approving plans for constructing sub-standard buildings."

Of course, these same criticisms can be leveled at clients themselves but, since their contact with the building construction industry is sporadic at best, they can hardly be expected to display the expertise of the money men who specialize in building loans. Thus, we are inclined to agree with Mr. Goldes and Mr. Jenkins.

Simply stating the fact that money men must assume a good deal of responsibility for bad building is, however, not enough. It takes a little leverage to discourage profitable lending operations, even when they are not in the public interest. The answer, then, is to publicize bad building in the popular press.

Currently, the popular press is getting a good deal of attention from the A.I.A. This is all to the good, but we fear that there is a little too much emphasis on esthetics. There are no hard and fast rules governing artistic taste, but a fire trap is always a fire trap; a non-functioning air conditioning system is no air conditioning at all; and window glare is an abiding aid to the optometrist. This is what the popular press needs to look for and comment on, for this affects the public health, welfare, and safety—and the future role of the architect, the consulting engineer, and the contractor in the building construction industry.





LOGIC EQUALS BEAUTY MEMPHIS MUNICIPAL STADIUM

ARCHITECTS: YEATES AND GASKILL

THERE WILL BE no gaping holes created by unfinished end zone seating areas in the new Memphis Municipal Stadium. The initial design by Zeno Yeates and William Gaskill will be one of few in the country that presents a finished appearance, yet provides for expansion as the need arises.

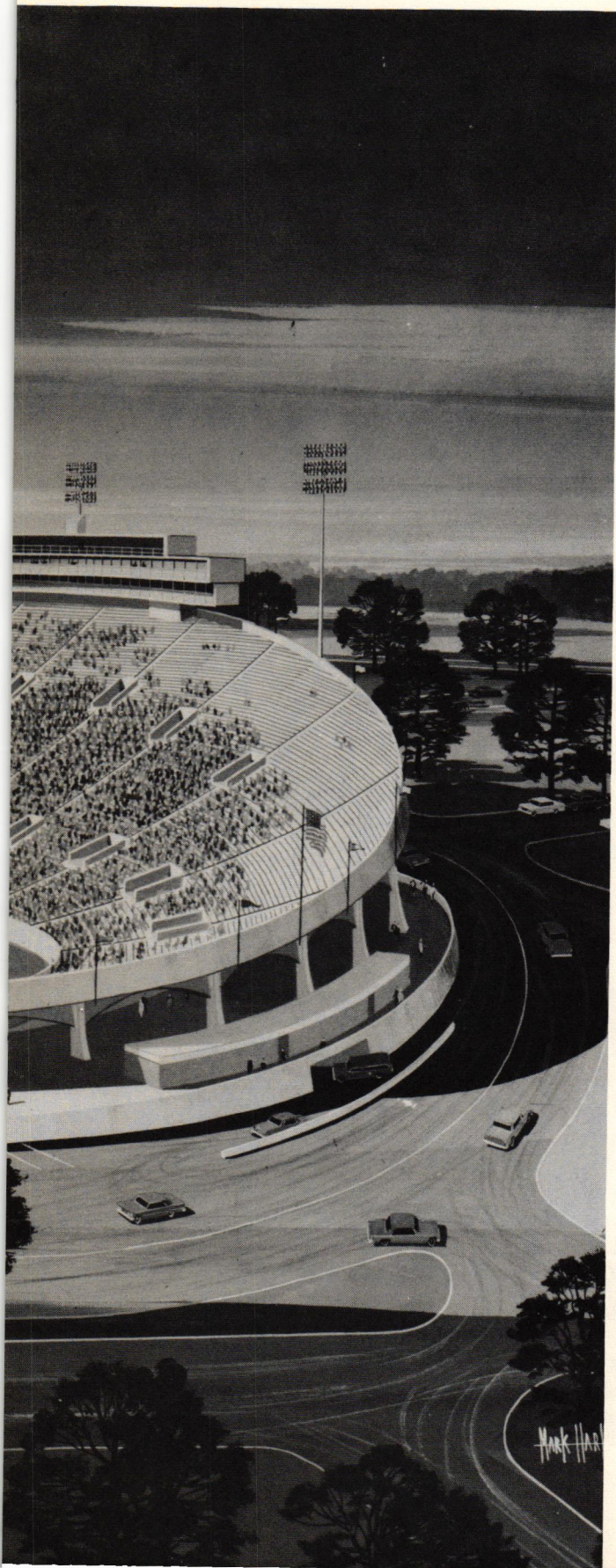
Memphis' new football stadium that is currently being constructed on a 10-acre site adjoining the Fairgrounds represents a tremendous break in the traditions of design for such facilities. It shows a distinct effort to create a logical solution to the design demands and at the same time retains esthetic qualities. What has evolved is a relaxed, almost lazy, atmosphere not unlike the slow roll of surf on a quiet day.

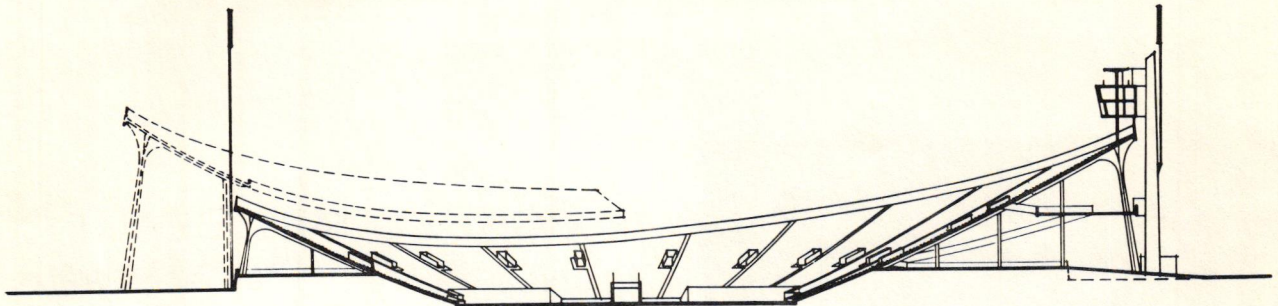
The need for an expandable structure exerted strong influence on the ultimate design by Yeates and Gaskill. The first phase will contain 50,000 seats and can be increased to 70,000 when the need demands. The architects determined early in planning that the basic stadium must not present an unfinished appearance.

Since expansion is limited by any press box location, the architects decided that the press side of the stadium should have maximum seating capacity at the outset. At the same time, they gave considerable thought to keeping the end zone seats at a minimum. The seating ratio before expansion will be 23,000 on the home team sideline, 14,000 on the visitors' side and 6,500 in each end zone.

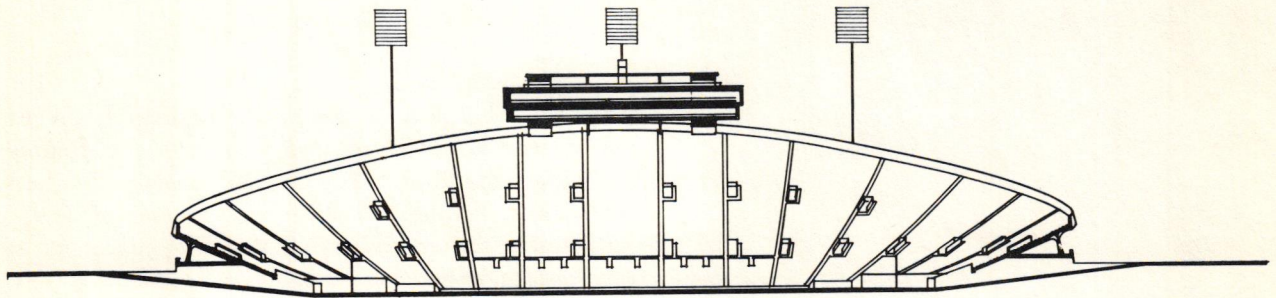
Rather than plan on utilizing the end zones for future expansion, a floating tier of seats will be added above the visitors' seating, resulting in a preponderance of sideline seating preferred by most fans.

After visiting stadia and conferring with stadium officials and coaches throughout the country, the designers arrived at some conclusions that will be

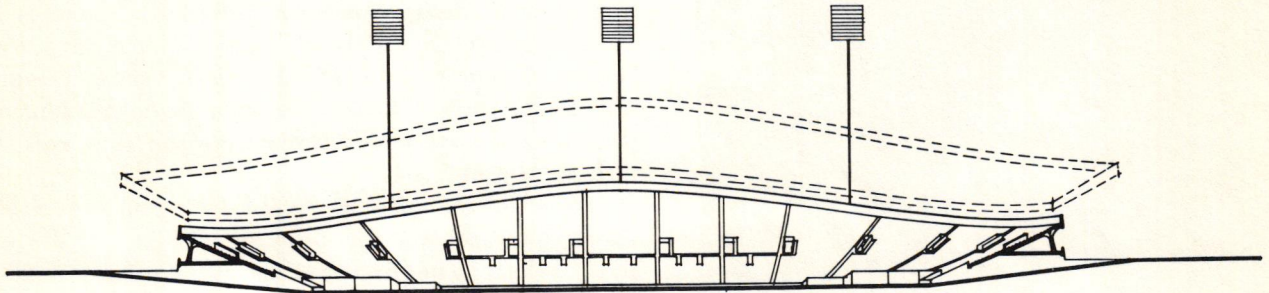




TRANSVERSE SECTION



LONGITUDINAL SECTION



LONGITUDINAL SECTION

important to the participants, spectators and news media. A prime example is the decision to place the playing field in a bowl that is 20 feet below the grade level of the surrounding area. The excavation, which is nearing completion, enabled the architects to place entrances at the level of the twenty-fifth row of seats.

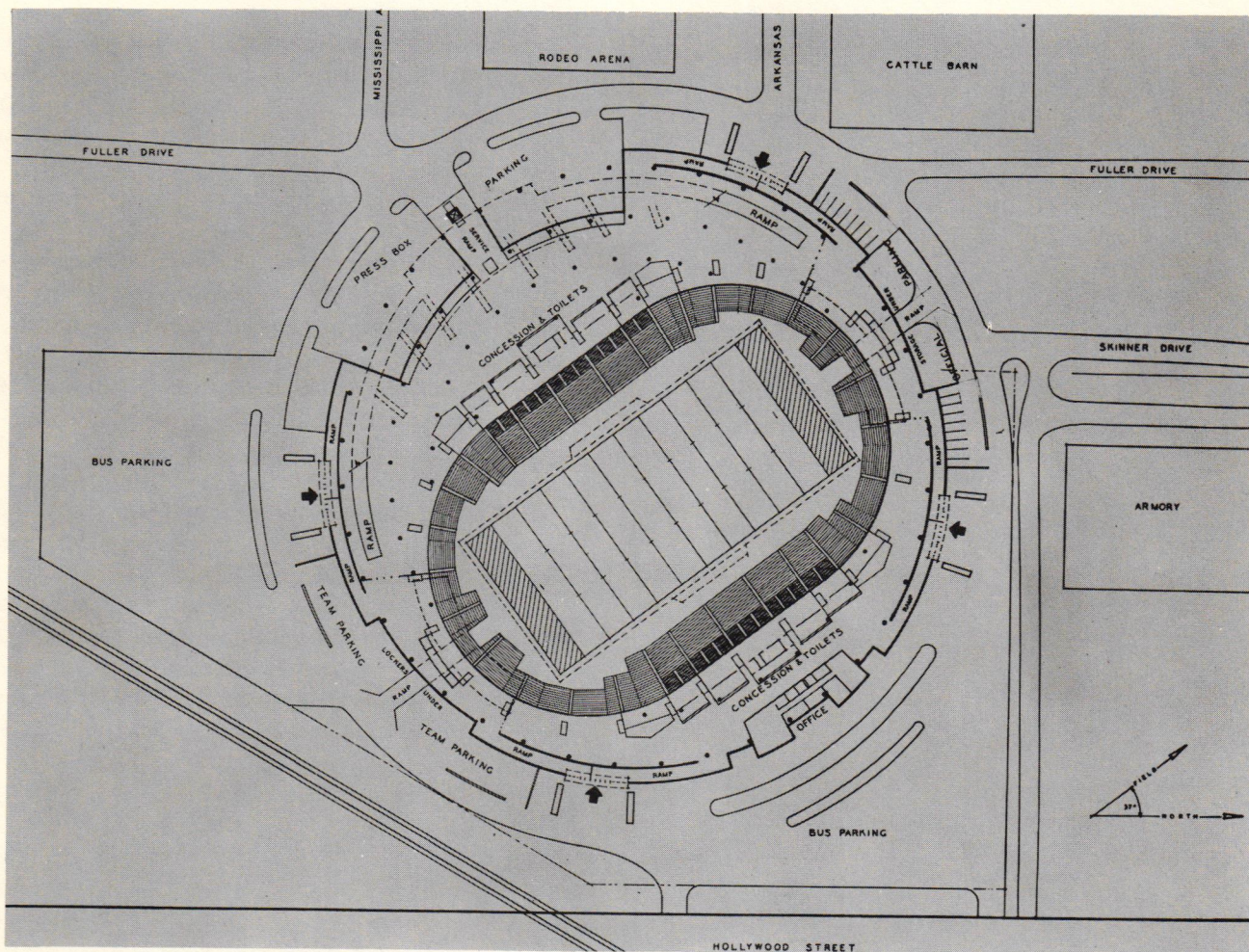
The excavation move also, by going no deeper than 20 feet, was an economy factor. All drainage will be by gravity since the critical depth for this was not exceeded.

From a safety standpoint and with consideration for handicapped persons, the stadium was designed without steps in the access pattern. All movement of people to and from seating areas will be by a series of ramps, with exception of those who use the press box. An elevator will be provided for the

news media and the shaft is expected to rise on the skyline in the next few weeks. Workers will use the 13-story elevator structure for conveying materials during construction. The press box itself will add to the attractiveness of the stadium as it follows the contour of the upper rim.

As an additional consideration for handicapped persons, there will be specially-designed toilet facilities. They will be easily accessible and will have extra wide doors.

Officials of Memphis State University received particular attention from the architects. As a result of those conferences, the new stadium will solve many problems that have arisen at Crump Stadium. The boundary lines on the sides of the playing field will be 30 feet from the first obstruction, the wall around the front row of seats.



Another problem that has plagued players at Crump Stadium since it was built is the direct sunlight brought on by the east-west alignment of the playing field. Yeates and Gaskill made scientific computations to combat the sun problem. The orientation of the field was determined on the basis of time of day and time of year that games will be played at longitude and latitude.

As a result, the playing field is neither true north-south nor true east-west in bearing. The field sits at an angle which will place the afternoon sun somewhat behind the high side of the stands. During the period from 1:30 p.m. to 4:30 p.m., the sun will travel in relation from about one 20-yard marker to the other.

It was pointed out by the architects that while the players will not encounter the direct glare of the sun, the fans on the high side will have a similar advantage. At the same time, the higher portion will afford some shading or diffusion for spectators

on the visitors' side of the field.

Field maintenance crews and bands will find easy access to the stadium. Ramps large enough for vehicular traffic are planned at each end of the playing field. Competing teams will use the south ramp to the field, but will take separate entrances to their dressing rooms immediately after they pass into the area beneath the stadium.

Four large ticket entrances will afford easy spectator access and yet maintain control of the crowds. Concessions and toilet facilities will be located around the playing field and equidistant between the ticket entrances. There will be special parking near the end ramps for officials and the team buses and news representatives will park near the service entrance under the press box.

Lighting for night games will be provided on three poles to each side of the stadium. Each of the poles

(Continued on Page 13)

TRANSITION TO SUBURB LA BELLE PLACE BAPTIST CHURCH

ARCHITECT: THOMAS E. ALBIN

STRIKING a medium on religious ornamentation in a contemporary church design has been accomplished by Thomas E. Albin in his work on the new LaBelle Place Baptist Church.

The pastor of the church, Dr. Charles Skutt, contends that many religious institutions, particularly in his own denomination are leaving out too much of the ornamentation in new buildings. It was the architect's problem to utilize ornamental appointments in his design without creating an overly formal atmosphere.

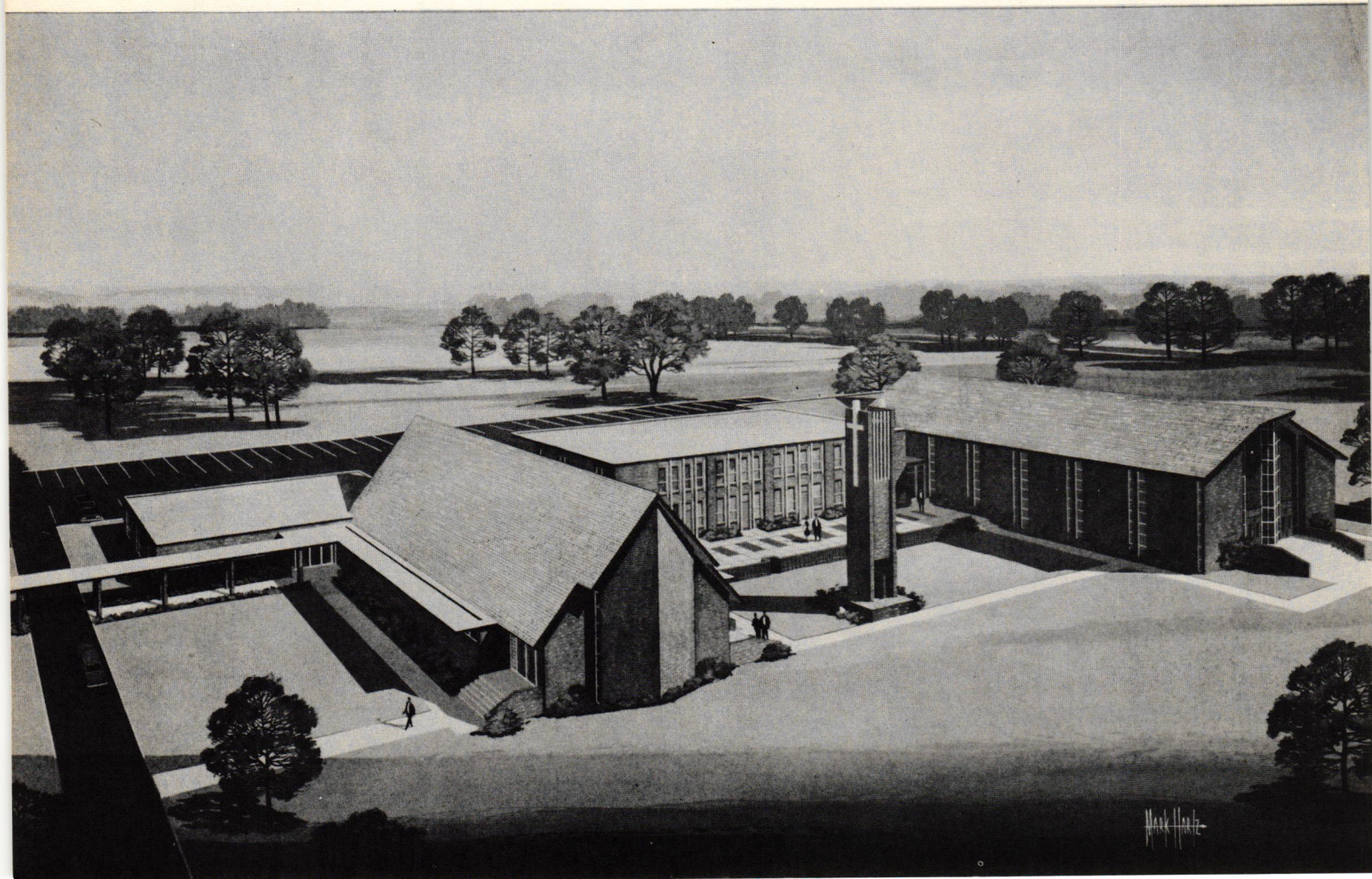
First phase, representing a \$275,000 construction outlay, is scheduled for completion February 15, 1964. The initial phase will include a chapel, social hall, bell tower and a two-story area for classrooms. Planned for construction at a later time will be the main sanctuary.

When the entire project is completed, it will form a "U" with the bell tower standing alone near the center of the open space between the chapel and the sanctuary. Connecting the two units at the rear will be the classroom facilities.

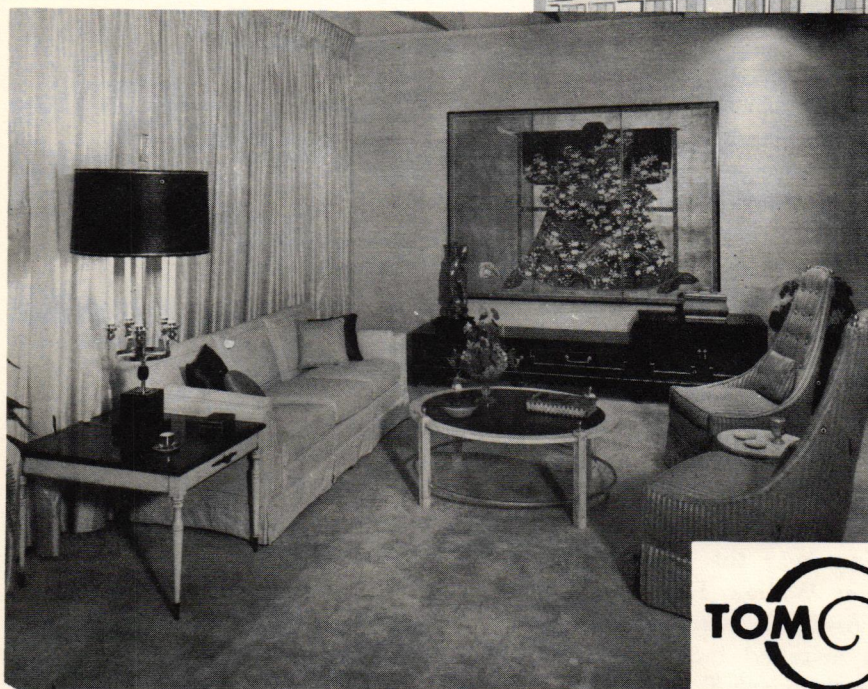
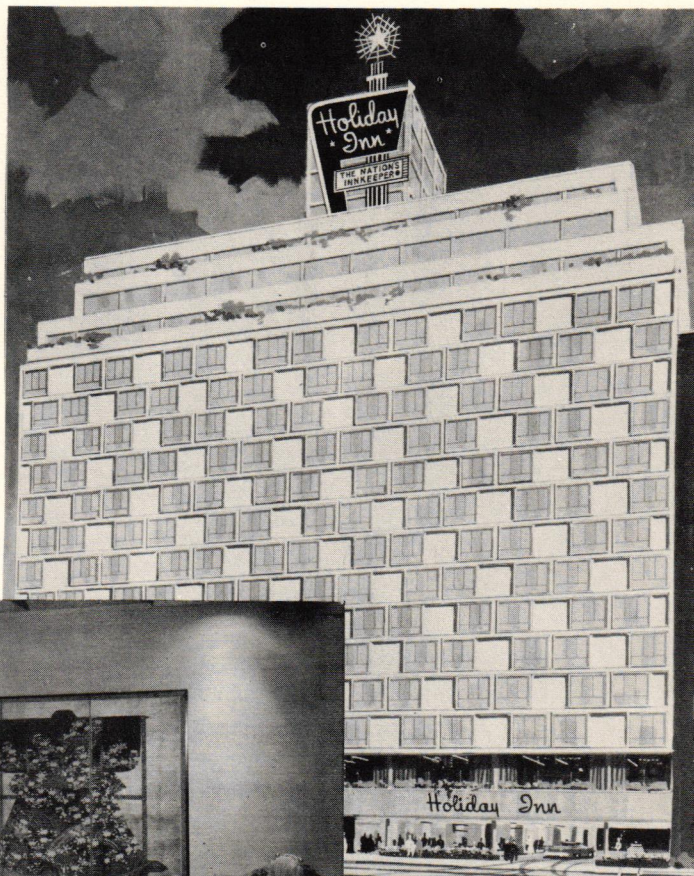
The new buildings will be on a nine-acre plot at 4225 Airways, less than a mile from Memphis Metropolitan Airport. LaBelle Place Church, at one time the second largest Baptist Church in Memphis, will move from its present location at 1098 South Well-

(Continued on Page 12)

AM
6



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MORE than 100 persons, architects and their wives and guests, braved the chilling December 10 down-pour to attend the Memphis A.I.A. Chapter's annual Christmas Party and Installation Dinner at the University Club.

The formal event actually served as more than a holiday festivity and installation. It gave the Chapter an opportunity to look back at 50 years of activity and honor two charter members, George Mahan, Jr., and Walk Jones, Jr. Mr. Mahan and Mr. Jones, who was unable to attend, were accorded special attention and gifts.

Both the charter members of the Architects' League that was a forerunner of the current organization had a variety of their early works displayed in a general review of Chapter history.

Taking over the presiding office for the coming year was William H. Gaskill. Mr. Gaskill succeeds Wells Awsumb, who becomes an ex-officio director. Others installed included David H. McGehee, vice president; Joseph T. Barnett, secretary; Lee A. Nicholson, treasurer, and Francis M. Bosak and James B. Adams, directors.

Mr. McGehee received additional recognition when his photograph as a baby was adjudged the winner from amid a varied selection of members' baby pictures.





Mr. and Mrs. Wells Awsumb (left) and Mr. and Mrs. William H. Gaskill enjoyed a pleasant visit during the annual party of Memphis Chapter, American Institute of Architects. Mr. Awsumb is the retiring Chapter president and Mr. Gaskill heads the organization for 1964.

NEWMAN-FURY PHOTOS



Dinner at the 1963 annual party of Memphis Chapter was served buffet style, a departure from the banquet service of recent years. They were treated to special music during the meal.

"WE MUST CLOSE THE GAP"

J. Roy Carroll, Jr., president and fellow of the American Institute of Architects, has issued a caustic challenge to artists and architects that they must become more active in their communities.

Speaking in November to the Fine Arts Federation of New York, Mr. Carroll warned that "we make a grave mistake if we consider ourselves to be members of a lonely and embattled intellectual elite, forever and hopelessly estranged from a brutish public with vulgar tastes."

Mr. Carroll emphasized, "All of us are part of America's mass culture. All of us are, or should be, involved in the marketplace. Art reflects the culture of its time; to be seen and heard at all, it must be fought for.

"As artists, we can't simply sit back and complain. We must get out and do. What good is art that is blighted by the ignorance of the client who commissions it? It will never be born."

The internationally-known architect asked, "What good is art, once born, that cannot be seen or heard because of the ugliness around it? I submit that the answer to both of these problems lies in the strenuous activity of the artist in the community. We must close the gap between art and people."

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PRESIDENTIAL PROFILE

WILLIAM H. GASKILL's rise to the presidency of Memphis Chapter, American Institute of Architects, represents a somewhat unusual accomplishment for a man of 41 years. Architecture is the second career in which Mr. Gaskill has gained considerable achievement.

One of the designers of Memphis' new football stadium and numerous other structures in this community, Mr. Gaskill was a professional musician long before he became an architect.

Mr. Gaskill was born April 20, 1922, in Philadelphia, Pa. He was graduated from Northeast High School for Boys in 1939 and studied at Mastbaum School of Music in 1940. From 1942 to 1945 he was in the U. S. Army and served in the Pacific Theater of Operations.

The new Chapter president studied engineering for 2½ semesters under the Army's Specialized Training Program at the University of Illinois. He was graduated from the University of Pennsylvania School of Architecture with honors in 1955.

Before he became an architect, Mr. Gaskill was a professional trumpet player for 15 years. He played two seasons with the Memphis Sinfonietta and was a director of the Memphis Federation of Musicians. He also has served three years as treasurer of the Memphis Astronomical Society and is entering his fourth year as a director of the International Group.

In the architectural field, Mr. Gaskill became an associate member of the A.I.A. in 1955 and received his corporate membership in 1959. He was elected treasurer of Memphis Chapter for 1960 and was vice

president in 1961. He was a director for the past two years.

Mr. Gaskill has been active in the Construction Specifications Institute since 1961, serving as a director in 1962 and as first vice president during 1963.

Before becoming a partner with Zeno Yeates in the firm of Yeates and Gaskill, Mr. Gaskill worked with five other Memphis architectural firms. They include A. L. Aydelott and Associates, Robert Thomas Martin, Architect; Gassner and Nathan, Robert S. Goforth, Architect, and Frank Reput, Jr., Architect.

In Philadelphia, he worked in the Historic American Buildings Survey Department of the National Park Service and with Norman Rice, Architect. Mr. Gaskill married the former Julia Anne Lorenz in 1954.

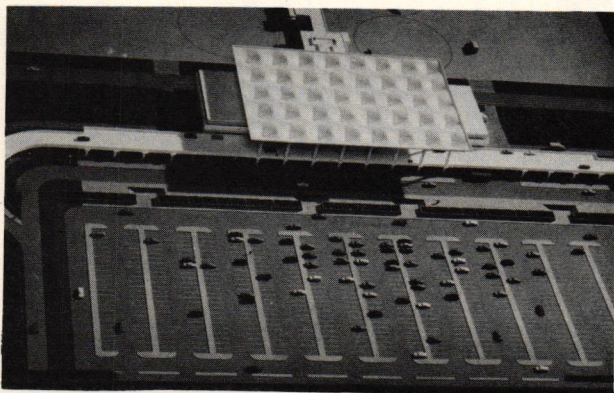
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TRANSITION TO SUBURB—

(Continued from Page 6)

ington. It will be the first move for the 73-year-old congregation since it began meeting at the South Wellington address in 1904.

One of the unusual features of the new church will be the use of a stylized bronze cross behind the altar in the chapel and a similar symbol in cast stone near the top of the bell tower. The bronze motif is followed in trim throughout the chapel. Few Southern Baptist churches utilize the cross as part of the chancel symbolism.

The 420-seat chapel building, which will serve as a sanctuary until the main one is built, will be entered at the left front corner. The facade of the structure will present a half diamond protrusion from the ground to the roof vertex bordered on both sides by graceful stained-glass panels that reach from ground level to the eaves.

Exterior and interior walls will be of face brick. The chapel floors will be asphalt tile with carpeted center aisle and chancel. The lobby of the chapel will feature monolithic terrazzo. Primary structure of the chapel will be of West Coast Douglas fir wood laminated arches and the roof will be of Bird or Carey

thick-butt "architect's" shingles.

To blend with the suburban scene, the architect has given special consideration to spaces for terracing. The area in front of the church school unit will be terraced and landscaped especially for use by play school and kindergarten children.

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LOGIC EQUALS BEAUTY—

(Continued from Page 5)

will have 90 light fixtures that are approximately three feet in diameter.

Concrete will be the primary structural material for the sculptural form of the stadium. It was chosen for its plastic qualities and its proven status as a low maintenance material. Walls of adjunct facilities will be of gray brick to provide contrast to the concrete. The stadium will cost approximately 3.7 million dollars.

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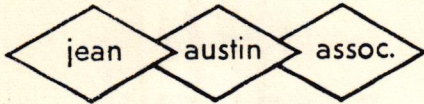


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A-M SAYS "THANKS"

As 1963 draws to an end, Memphis Chapter of the American Institute of Architects is extremely pleased to look back on seven months of publication of **Architecture-Memphis**.

In this holiday season that is the birth of a new year, the Chapter membership feels it is appropriate to express sincere "thanks" to those who have contributed to the magazine's success. To the hearty group of A-M advertisers who have recognized the values and potential values of the chapter's somewhat ambitious undertaking goes the special gratitude of the chapter.

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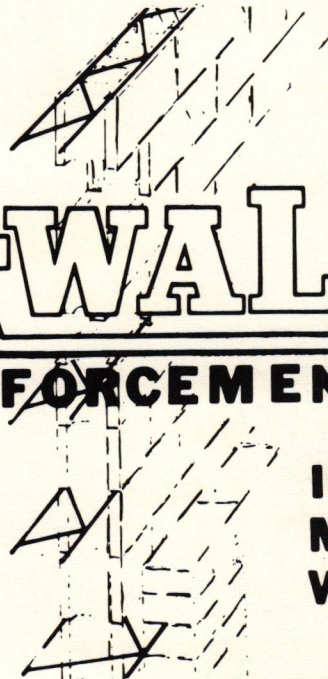
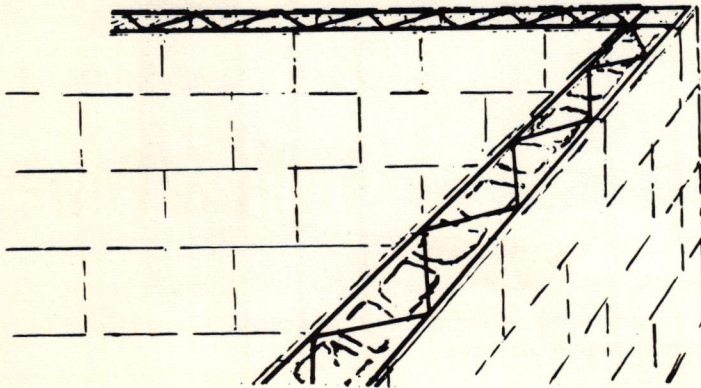
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Memphis could long endure without income, there are others deserving of credit in the publication endeavor. Each person who takes the time to read the magazine is an asset. Every comment, either praise or criticism, is also an asset.

Memphis Chapter feels that A-M has passed a crucial period of infancy. The Chapter feels that the magazine is contributing in some small measure to the good of the community. That the magazine will be a continuing project during the coming year is a certainty. That it will grow as a community voice and influence is dependent on continued support, sug-

(Continued on Page 16)

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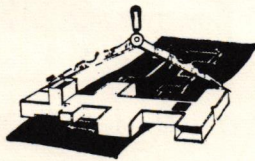
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AM
15

A-M SAYS "THANKS"—

(Continued from Page 15)

gestions and interest of both readers and advertisers.

The A-M editorial staff wants particularly to give recognition to the 1963 Chapter president, Wells Awsumb, for his efforts in behalf of the magazine and to this Publications Committee:

Roy Harrover, chairman; Joseph T. Barnett, William P. Cox, John Millard, Charles W. Ellis, Jr., Zeno L. Yeates, Edward S. Thorn and Dean E. Hill.

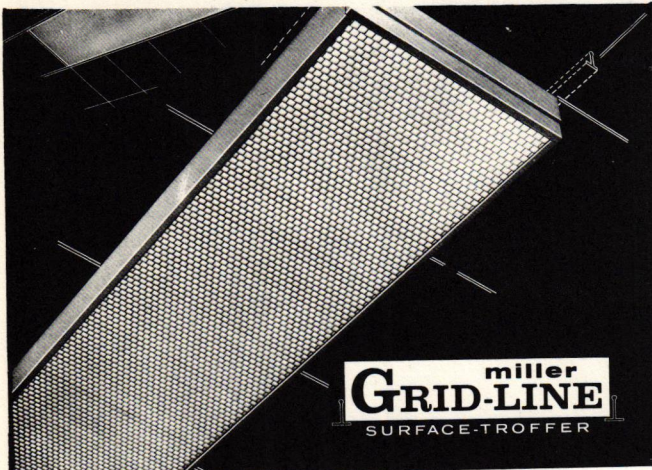
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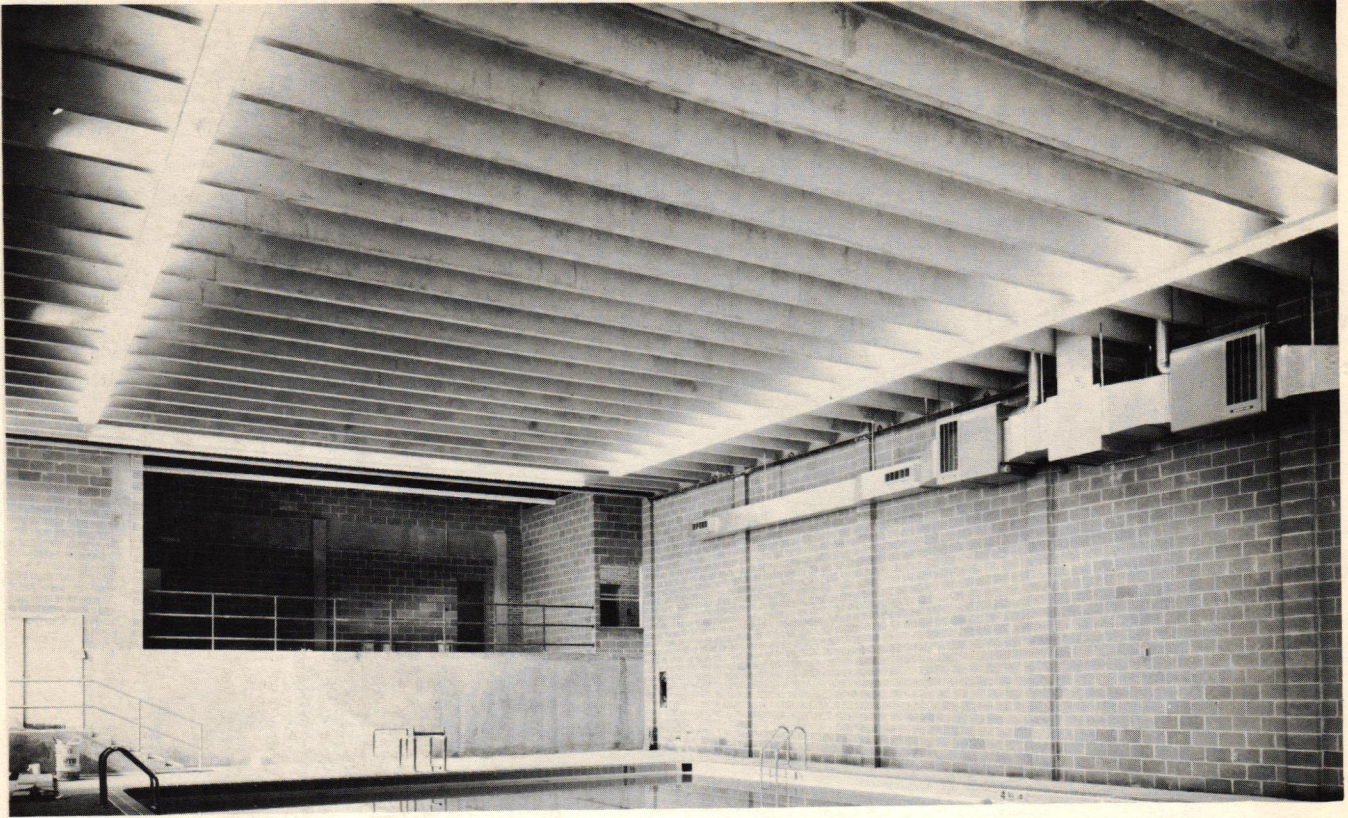
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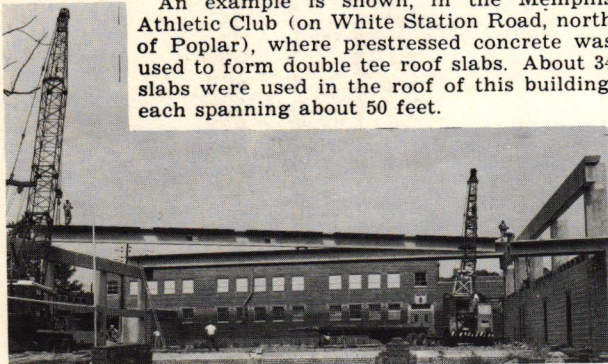


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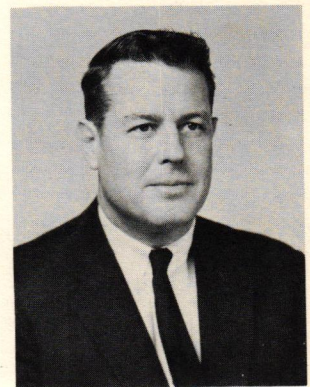
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Dave Little is Denie's engineer of prestressed concrete. He is an honor graduate of the University of Alabama, an Army Air Force veteran of World War II, and a Member of the American Society of Civil Engineers. He, his wife June, and their two sons live at 1082 Craft Road.

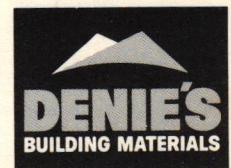


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