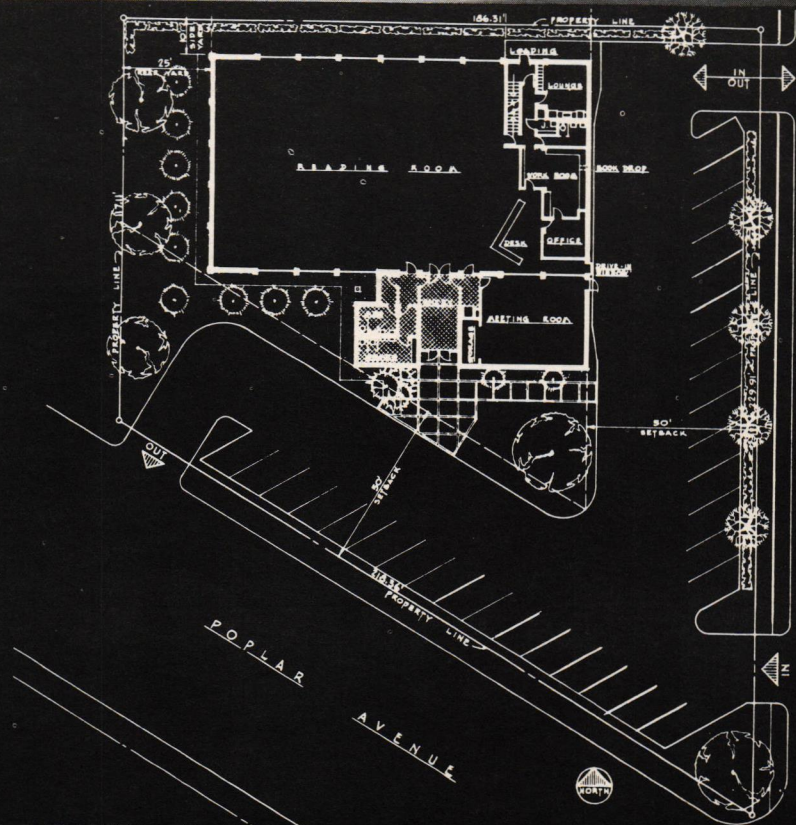
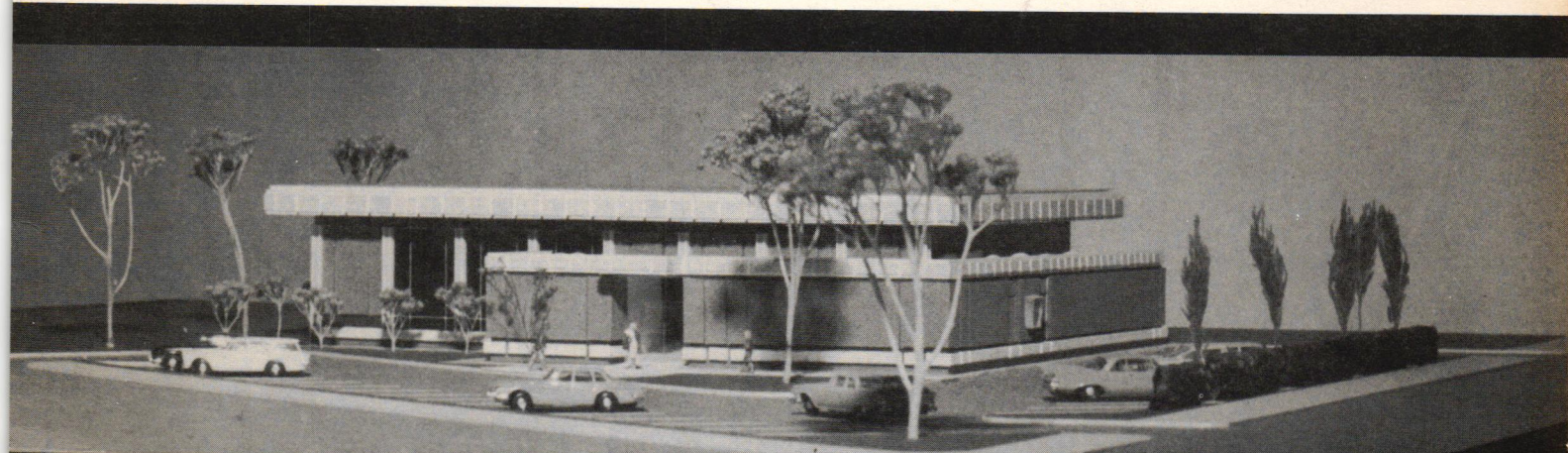
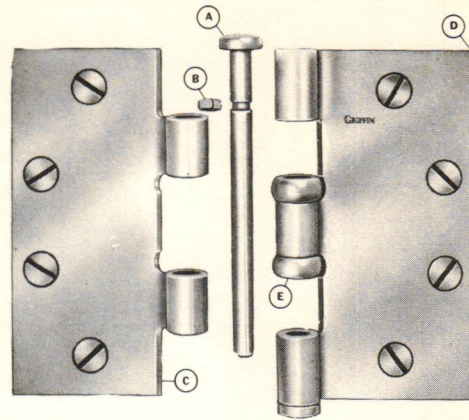
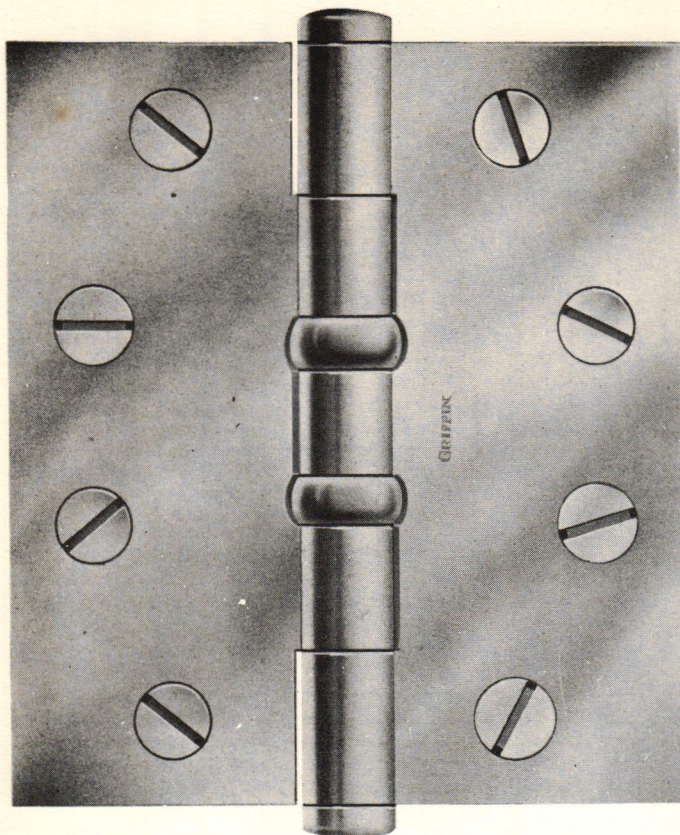


ARCHITECTURE + MEMPHIS

OCTOBER, 1963





Quality Features of All Griffin Ball Bearing Hinges

- A.** Squared shoulders on tip and pin for flush fit with hinge barrel.
- B.** Non-rising loose pin. Tap into place and the pin stays firmly, held by a compression type non-riser.
- C.** Beveled edges (Suffix $\frac{1}{2}$) for close joint fittings.
- D.** True edges on leaves, square corners.
- E.** Top sealed, permanently lubricated bearings are non-detachable and are accurately fitted to carry the entire weight of the door on the ball bearings.

Hinges with built-in durability from Griffin

Griffin ball bearing hinges, template or non-template, are simply the finest hinges made. They always fit close, swing freely and last and last. A complete line of Griffin quality hinges is made at a modern, all-electric plant in Tupelo, Mississippi, so supplying needs of the Memphis area is never a problem. Write or call for a complete catalog of Griffin products.



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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?



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