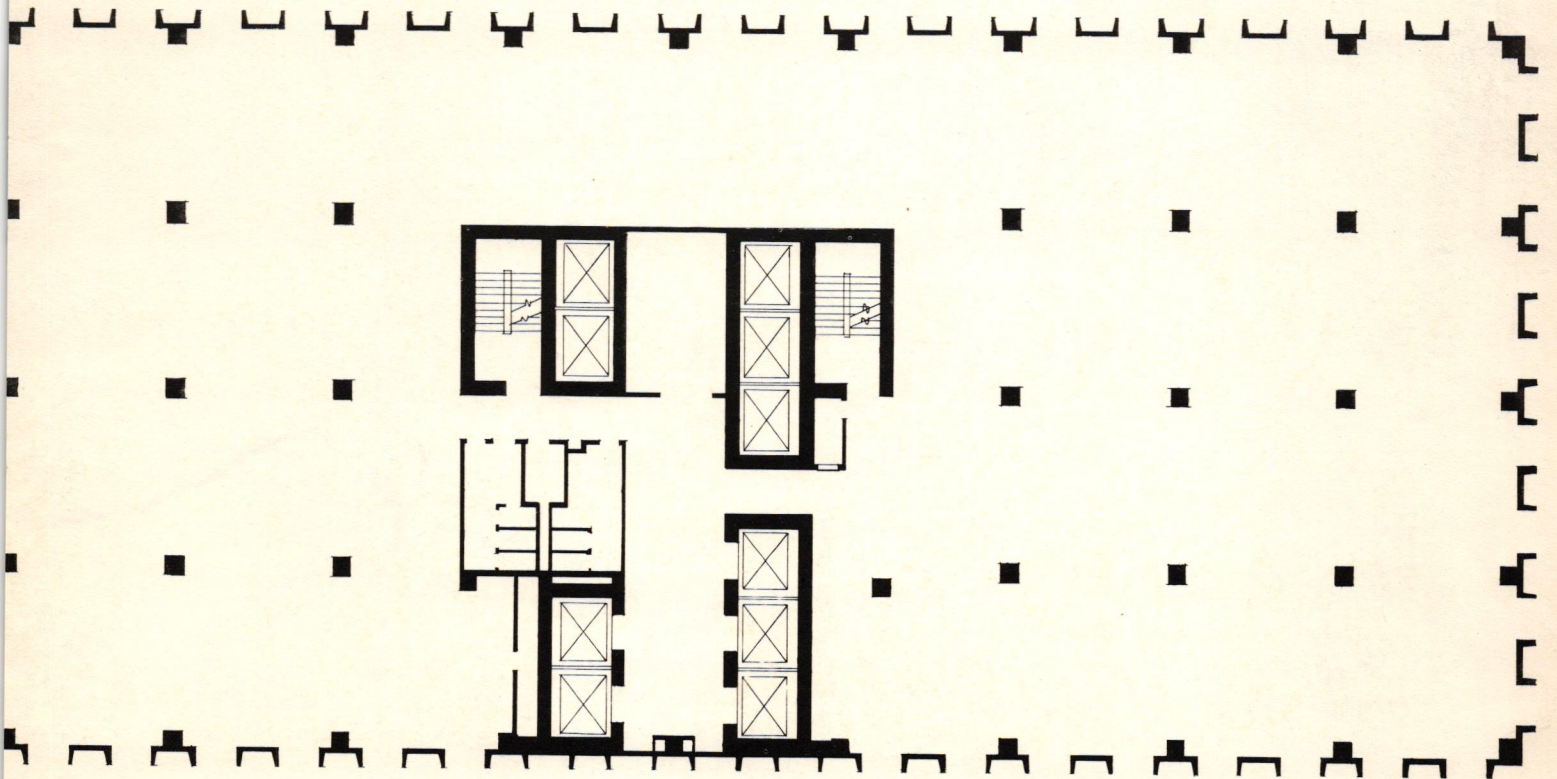


# ARCHITECTURE + MEMPHIS

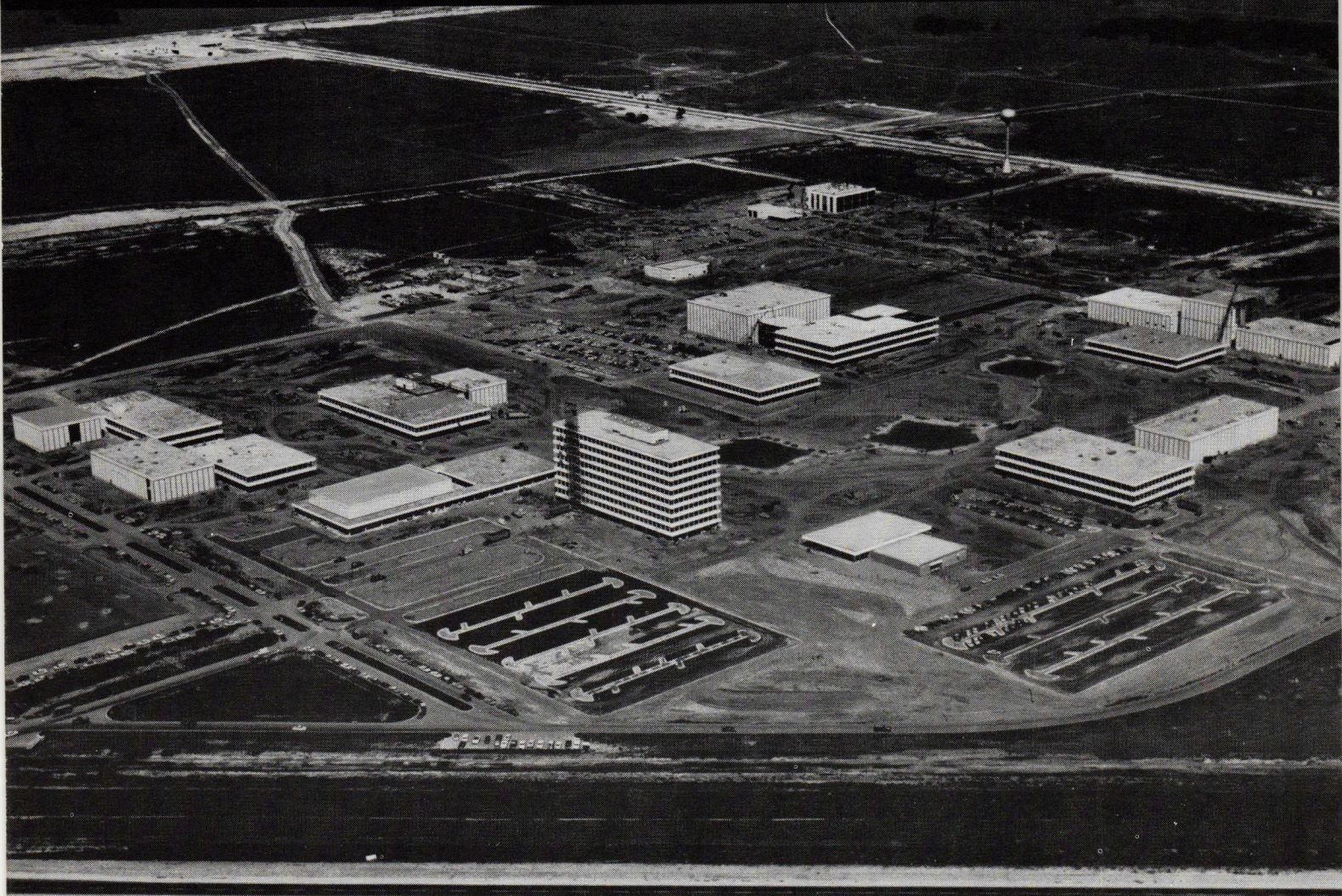
*Dup.*

MAY, 1964





Manned Spacecraft Center  
National Aeronautics and Space Administration  
Houston, Texas



## A Vital Project Swings on GRIFFIN

Supplying the hinges for the National Aeronautics and Space Administration's Manned Spacecraft Center in Houston is a challenging responsibility. Griffin is extremely proud to participate with Post & Webb, Hardware Consultants of Houston, Texas, in the multi-million dollar project. Solving problems and alleviating emergencies on construction projects are Griffin's business. Our success is graphically indicated by the growing list of projects which swing through the years on Griffin quality hinges. Just as every door needs a hinge, every construction job, large or small, needs Griffin's dependable assistance.



### GRIFFIN HINGES

Griffin Manufacturing Company  
MEMPHIS, TENN. Plant: Tupelo, Miss.

*Griffin and hinges just go together.*

A Subsidiary Of **IMC INDUSTRIES, INC.**



## OFFICERS

### Memphis Chapter American Institute of Architects

WILLIAM H. GASKILL  
President

DAVID H. McGEHEE  
Vice President

JOSEPH T. BARNETT  
Secretary

LEE A. NICHOLSON  
Treasurer

FRANCIS M. BOSAK  
Director

JAMES B. ADAMS  
Director

WELLS AWSUMB  
Director

### Publications Committee

ROBERT GOFORTH  
Chairman

JAMES L. BURKE, JR.  
WILLIAM P. COX  
THOMAS FAIRES  
FRANK LANSKY  
ZENO L. YEATES  
CARL HOWE

Architecture-Memphis is published each month by Memphis Chapter of the American Institute of Architects. Appearance of products or services, names or pictures in either advertising or editorial copy does not constitute an endorsement by the Chapter or its members. Circulation is to architects and leaders in related fields. Extra copies available at 50 cents each. Circulation of Architecture-Memphis is approximately 3,000.

## BILLBOARDS OFFEND "UTOPIAN" IDEALS

OUR editorial attitudes have been called "Utopian" on occasion and we are sometimes inclined to think the term is a good one. If to be Utopian is to speak and work for the beauty and serenity of the community, then Utopian we are.

At this moment our Utopian ideals are being seriously assaulted by a steadily increasing blight on the face of Memphis. The phalanx of billboards, particularly in the vicinity of Aulon Viaduct near Poplar and Union Extended, is indeed rough on us Utopians.

Rather than become involved in the intricacies of billboard ordinances and regulations, we are going to take the Will Rogers' approach and say "Something should be done." If the regulations governing the frequency, location and size of outdoor advertising are inadequate, the regulations should be changed. Many of the gaudy advertisements that desecrate the local scene not only offend the visual senses; they also offend the intelligence of the populace.

We full well recognize the economic importance of outdoor advertising to business and industry. Advertising in its many forms is an integral part of the American scene. But, for the sake of visual harmony, visibility, beauty and peace of mind, some discretion should be used. The practice of "stacking" billboards in a location as a competitive measure could and should be eliminated. The names of outdoor advertising firms that are guilty of that practice are normally shown somewhere on their handiwork.

Apparently, there are too many ways to circumvent the rules on billboards. Limitations on the number of square feet permitted on a board may be bypassed by use of several small units. The shape of many sign boards alone is enough to discourage a close computation of the square footage.

The furor created some time ago in the aforementioned Aulon Viaduct area has diminished somewhat, but the influx of unsightly billboards, posterboards, painted signs, outdoor ads, or whatever you choose to call them, continues. **Architecture-Memphis** intends to say more on this topic in the near future.





