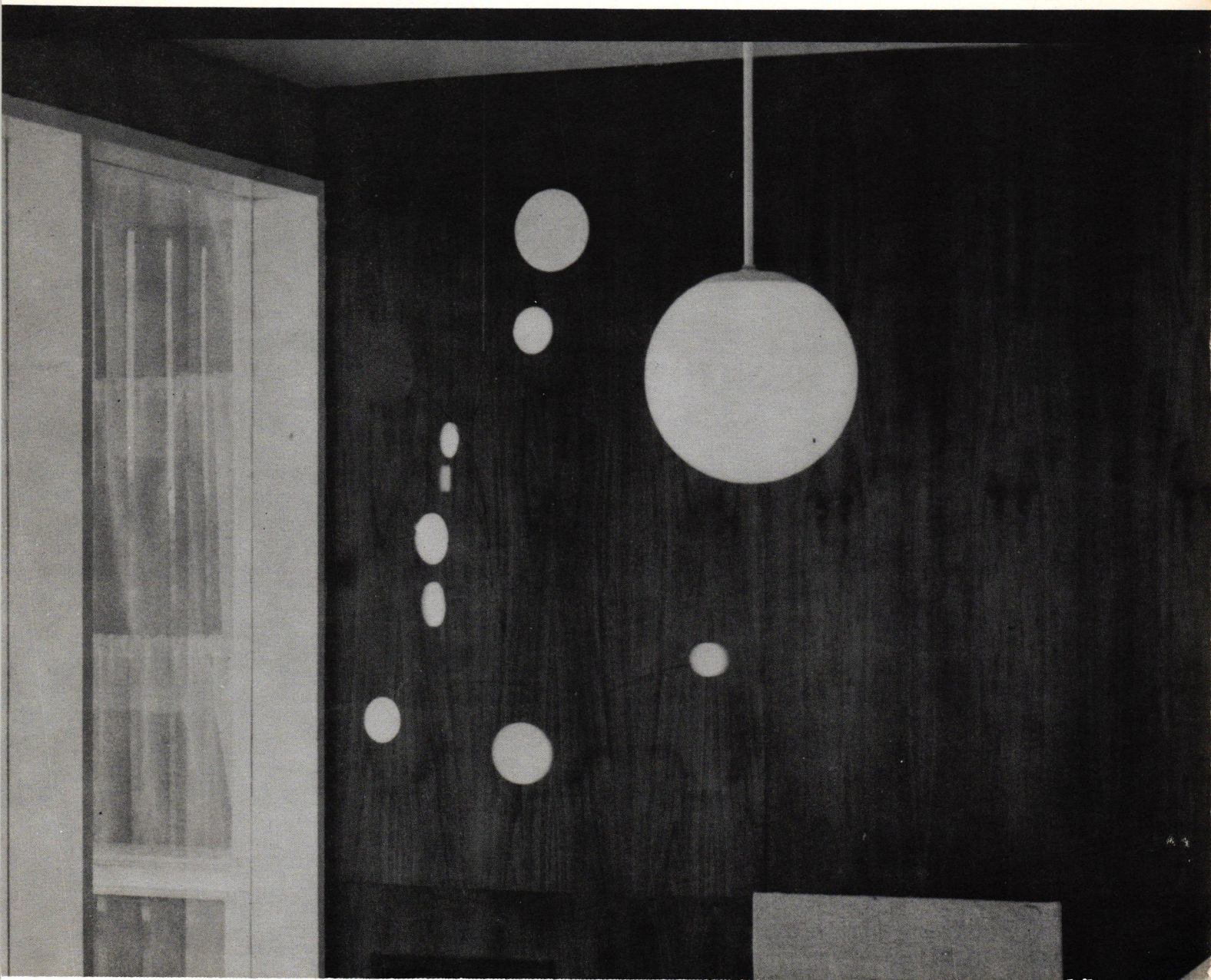


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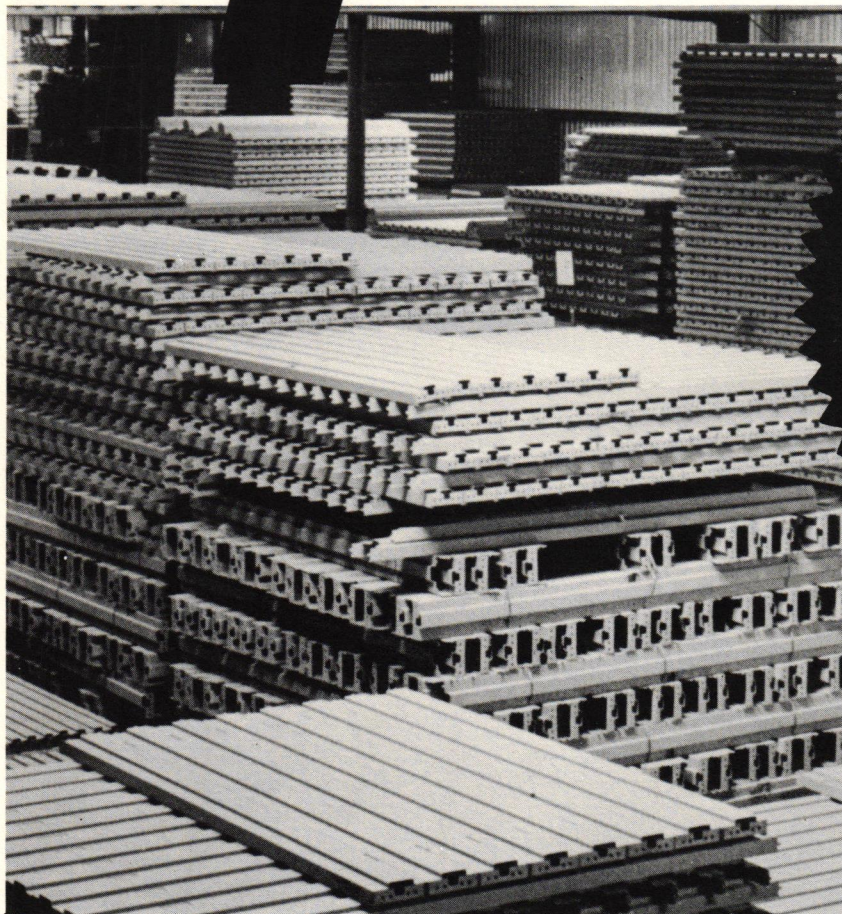
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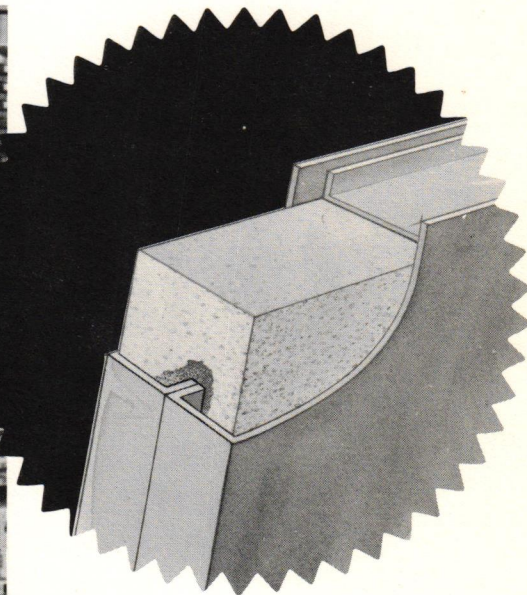
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Memphis Housing Authority periodically advertises that it is ready to dispose of a particular piece of Urban Renewal land. The location, the zoning and usually a minimum asking price are included in the public notice. This information, supplemented by more specific information available at the MHA, is acted upon by interested promoters and developers. An economic analysis is made, costs are figured and anticipated profits are projected. The developer then submits a bid in dollars along with a schematic plan for the parcel in question.

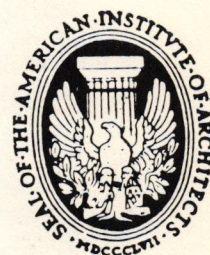
It is the policy of the MHA to sell the land to the highest bidder as long as he agrees to build within the general framework as set out by MHA. To use the MHA phrase, the land goes to "the highest and best use". The decision as to which bid is acceptable is made by the MHA.

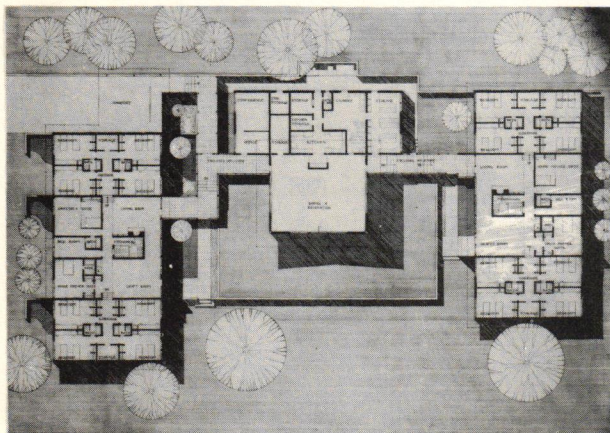
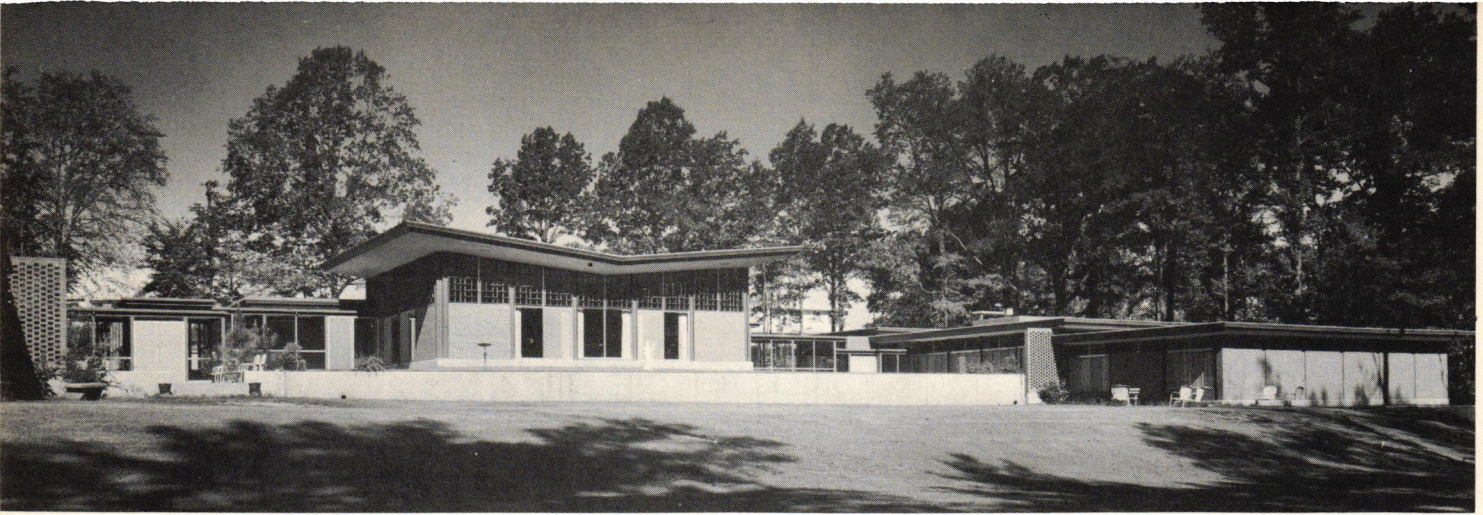
This sequence sounds quite proper and it would seem that the public is well served by the system. It has the hallmarks of healthy competition and one would assume that the public interest is well served. The question is, does the public receive the best possible return on the millions of tax dollars that are spent for Urban Renewal.

The developer is encouraged to bid as high as possible for the land in question, and in order to keep his profit margin at an acceptable level, he is indirectly forced to reduce his costs in other ways. The natural and inevitable result is that the developer builds as cheaply as he can. The system as it now operates discourages good design; it discourages quality construction, and it discourages the use of full, competent, architectural and engineering services. In short it replaces the old with the cheap and adds the strength of the Federal Government to the cause of the mediocre.

There is a solution of this apparent dilemma, it is one that would require the MHA to put much more emphasis on the architectural quality of a proposed project. To help the MHA set forth and recognize this needed good design, Memphis Chapter of the A.I.A. once again proposes the formation of a review board that would include architects to evaluate and pass on the quality of a particular development proposal.

MHA should not be concerned with getting the most money for a piece of ground; it should and must be concerned with providing the best possible solution to our pressing urban problems. The architects of this community are anxious to work for this goal.





AN INSTITUTION THAT MEANS "HOME"

ARCHITECTS: GEORGE AWSUMB & SONS

Nestled among the shadows of many large trees at 3232 East Raines Road is an institution that is so in name only. Few people refer to it as an institution because it actually is "home" to more than 30 girls.

The Episcopal Church Home is an excellent example of mood creation through architecture as interpreted by the firm of George Awsumb & Sons. Their primary objective was to "design housing for 30 to 32 girls of school age from broken homes, provide the necessary dining and recreational facilities and supervisory arrangements without taking on an institutional character."

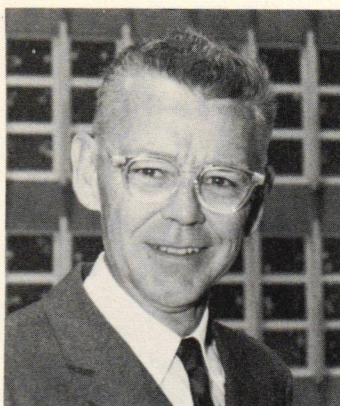
At the same time, the architects sought a design that would blend with the rolling, tree-covered site that eventually will be in the heart of a residential area.

Residents of the home are organized into four groups according to age and school levels. Each group of about eight girls is assigned a house-mother. The grouping and the architect's desire to achieve residential character led to a modified cottage type plan giving partial separation of the girls, yet consolidating eating, laundry and other common facilities.

Requirements of the dining and recreational facilities gave the designer on one hand an opportunity for further separation and on the other hand a means of unifying the program through the central dining and recreational hall. The hall became a strong design element with the two residential buildings balanced on either side.

(Continued on page 12)

MR. COX



MR. AYDELOTT



COX, AYDELOTT BECOME A.I.A. FELLOWS

On June 18 two members of Memphis Chapter, American Institute of Architects, joined the organization's select rank of Fellows.

William P. Cox of Eason, Anthony, McKinnie & Cox, Inc., and A. L. Aydelott of A. L. Aydelott & Associates received the highest honor bestowed by the institute during its annual convention in St. Louis. Fifty-seven other persons were added to the elite group that is 3.7 per cent of the total membership of 16,000.

Mr. Cox was cited for "service to the profession" and Mr. Aydelott was chosen for "notable contribution in design." Both men are well known for their professional activities. The A.I.A. Jury of Fellows found a rich store of information in the work of the two Memphians.

In selecting Mr. Cox, the Jury was influenced strongly by his service in most every office through the state and regional level and by his service on numerous committees. Mr. Cox also helped found Memphis Chapter of Construction Specifications Institute and was its president in 1960-61.

Another project that has contributed greatly to the profession is the two 13-week refresher courses Mr. Cox conducts each year to prepare architectural graduates for the State Board examinations. Mr. Cox has personally taught the classes since 1958.

Mr. Cox attended Memphis public schools and received the bachelor of architecture degree from the University of Pennsylvania in 1937. He has participated in the design of such buildings as E. H.

Crump Memorial Hospital, William F. Bowld Hospital, James K. Dobbs Research Institute, Norris School and the Memphis and Shelby County Red Cross Building.

Some of the largest architectural projects in this and other areas have been accomplished by Mr. Aydelott, bringing him an impressive array of awards and recognition. His better known local projects include H. P. Hurt Village, Sears-Poplar Store, Immaculate Conception School, Overton High School, Tennessee Psychiatric Hospital, Federal Building, City Hall and the planned new Veterans Administration Hospital.

Mr. Aydelott won the \$2,000 grand prize of Carrier design competition in 1953 and a \$1,500 prize in Memphis Fine Arts Center competition. He won \$10,000 first prize in competition for design of a psychiatric hospital for Federal prisoners in 1962. That project is to be started soon in North Carolina.

He attended the University of Illinois where he studied in the Department of Architecture. Mr. Aydelott has been a visiting critic at Yale University and Carnegie Institute of Technology and is a former member of the Advisory Board of Alabama Polytechnic Institute.

Much of Mr. Aydelott's work has been in the hospital field. In that connection he has been a member of the faculty of the American Hospital Association's Seminar on Hospital planning; chairman of the Council on Hospital Planning and Plant Operation and of the Executive Committee, Southern Conference on Hospital planning.



AN ARCHITECT'S HOME

AT 4331 ROLLING OAKS

ARCHITECT: JAMES L. BURKE, JR.

Architects' homes are natural objects of curiosity. They usually provide an insight into the designer's methods of expression and they often establish precedents that sooner or later appear in units built for the public.

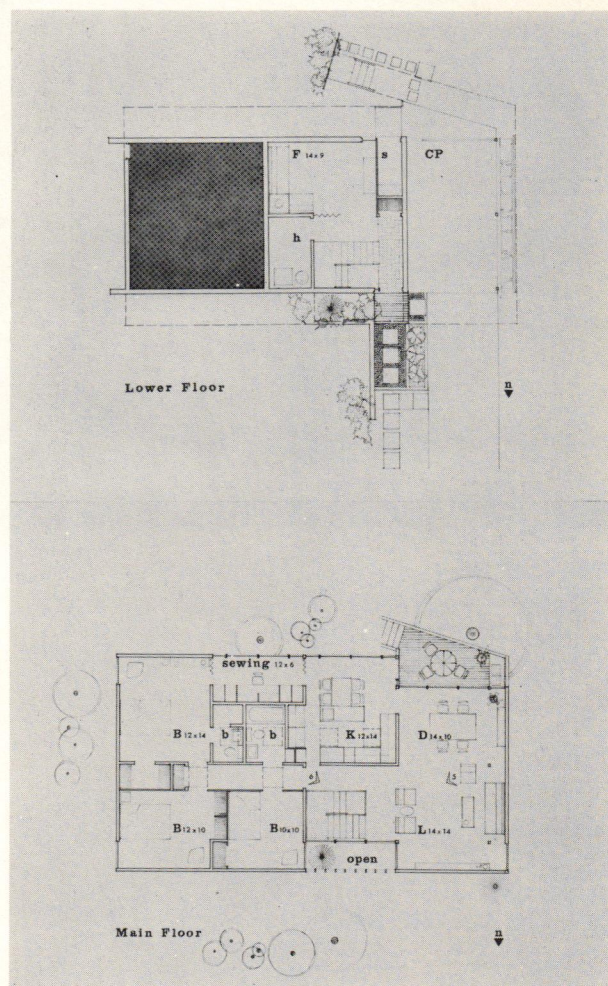
When an architect sets out to design his own home, he is limited to self-expression only by his particular economic situation and the materials that are available. The economic factor weighed heavily on the decisions of James L. Burke, Jr., when he began planning a new home early in 1960.

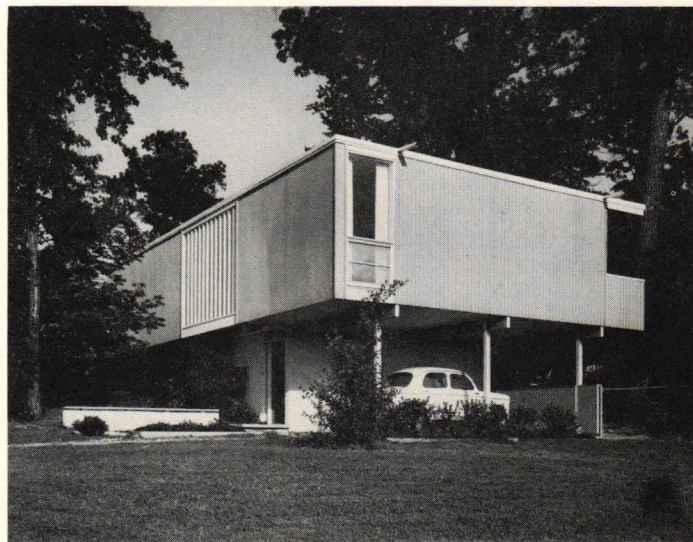
The 37-year-old partner in the firm of Burke & Beaty was relatively new to architectural practice and did not anticipate a financial outlay that would place his home in the luxury cost class. The finished product, including cost of the 100 by 120-foot lot, came to approximately \$22,000. The building contains about 1,600 square feet of floor space.

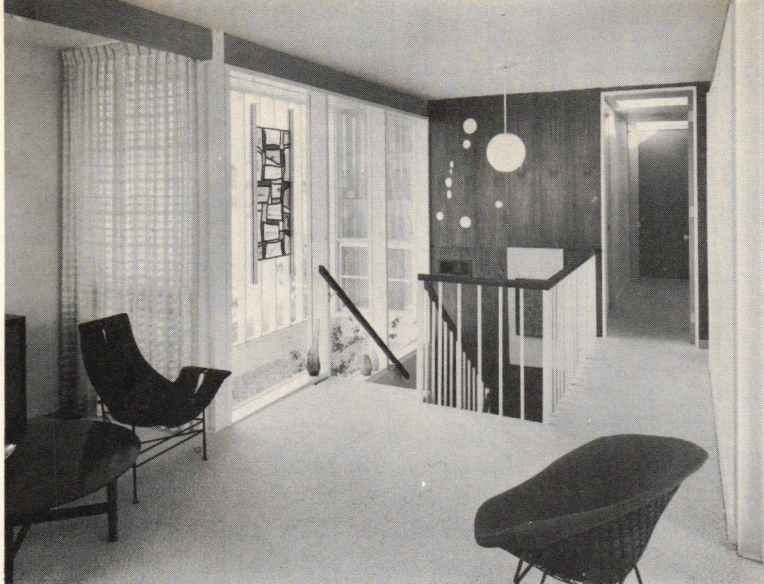
"My ideas began forming when we (Mr. Burke and his wife, Betty) purchased the lot at 4331 Rolling Oaks. The site suggested the type of building to go on it and we had a certain amount of money we wanted to put into it," Mr. Burke said. "It was really an easy project to design."

Top considerations were the sloping terrain and the numerous large trees. "I didn't want to cut the trees, so I had to mold the house to the landscape and fit it between the major trees." The result was that only two small trees had to be removed, leaving plenty of shade. The architect also wanted to hold the main living area high enough to afford a view of an adjacent park.

Mr. Burke's theory that houses are the most structurally overdesigned buildings today is readily visible in the home he and his family occupy. The





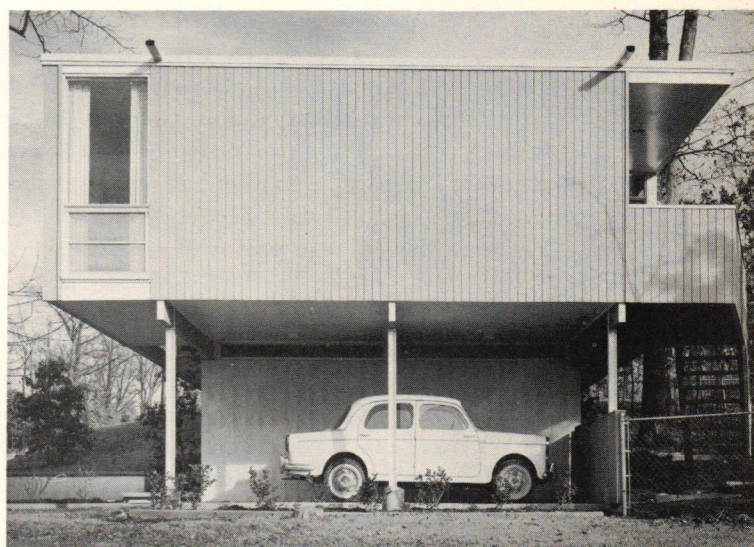


two-story post and beam house is bold and simple. And the simplicity is a direct result of materials conservation.

The lower floor is primarily a pedestal for the cantilevered joist system that supports the upper floor and roof. There is an entrance area and family room inside the shadow block walls of the lower level. Adjacent is the carport protected by the overhanging second floor. Supports for the carport are connected to the three laminated wood beams that run the full length of the second floor.

The same longitudinal beams support an overhang of four feet on each side of the building. The second floor has three bedrooms, two baths, eat-in kitchen, and combination dining and living area. There also is a six by 12-foot sewing room and a small sun deck.

(Continued on page 8)



A-M ENTERS SECOND YEAR

This issue marks an important milestone in the life of ARCHITECTURE-MEMPHIS. It is the beginning of a new publication year for Memphis Chapter, American Institute of Architects.

During its first 12 months of publication, ARCHITECTURE-MEMPHIS has endeavored to offer readers an interesting, artistic and factual magazine. That we look anxiously forward to the second year attests in some degree to the success of the magazine.

As we look back over A-M's first year, we see many things with pride. Some of our editorials have earned considerable interest and our efforts to present a variety of architectural projects as a service to the community have been well received.

In general, acceptance has been beyond expectation. We hope the current year will see even more interest and that ARCHITECTURE-MEMPHIS can make increased contributions to the community.

In starting our second year we have increased circulation to include some 200 more architects throughout Tennessee. Plans call for adding architects in Arkansas and Mississippi in the not too distant future. Advertising rates will continue at the present figures.

About 75 local and national advertisers have graced the pages of A-M in its first 12 months. Without their interest and confidence there could be no ARCHITECTURE-MEMPHIS. Our wholehearted thanks to our loyal advertisers and to others who have contributed suggestions, material for articles and just good, strong moral support.

OF ROMANS AND WATER

"The aqueducts, which served a strictly utilitarian purpose, were by reason of their size and proportions, striking features of Roman landscape. Ruined aqueducts throughout the Empire show the importance attached by the Romans to an adequate water supply. Immense quantities of water were required for the great thermae and for public fountains, to say nothing of the domestic supply for the large population, and it has been computed that 350,000,000 gallons were daily poured into Rome through the eleven great aqueducts."

—A HISTORY OF ARCHITECTURE, on the comparative method, by Sir Banister Fletcher.

AN ARCHITECT'S HOME

(Continued from page 7)

Much of the back wall of the second story is glass. The glass is shaded by heavy foliage of the trees which also provide privacy for an adjacent house. Both the kitchen and sewing room are near the glassed area to give Mrs. Burke a commanding view of the back yard. Both the bathrooms and the kitchen contain skylights as does the hall between the bedrooms.

The only window on the front of the second floor is recessed over the stair well in much the manner of a reversed bay window. The glass reaches from floor to ceiling with 12 vertical louvers set to the outside to add privacy and deflect glare. Glass at either end adds to the light in a bedroom and in the living room.


The large amount of glass necessitated installation of a four-ton heating and cooling unit. The weather system is arranged in two zones, sleeping and living, with the separation accomplished by an automatic damper. The system takes into consideration the variance in the needs of the two areas.

"With more money, better materials and more expert labor we could have done a better job," said Mr. Burke, "but, all in all we've been well pleased."

Assistance with the landscaping came from Bob Green of Green and Sandifer, landscape architects.

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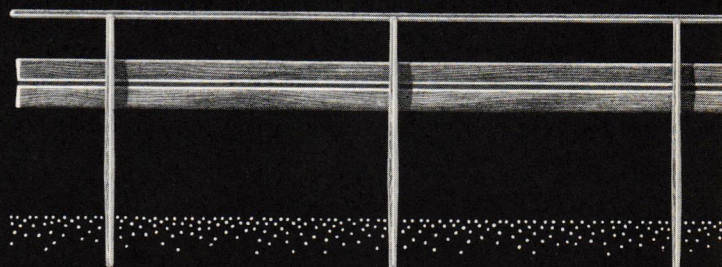
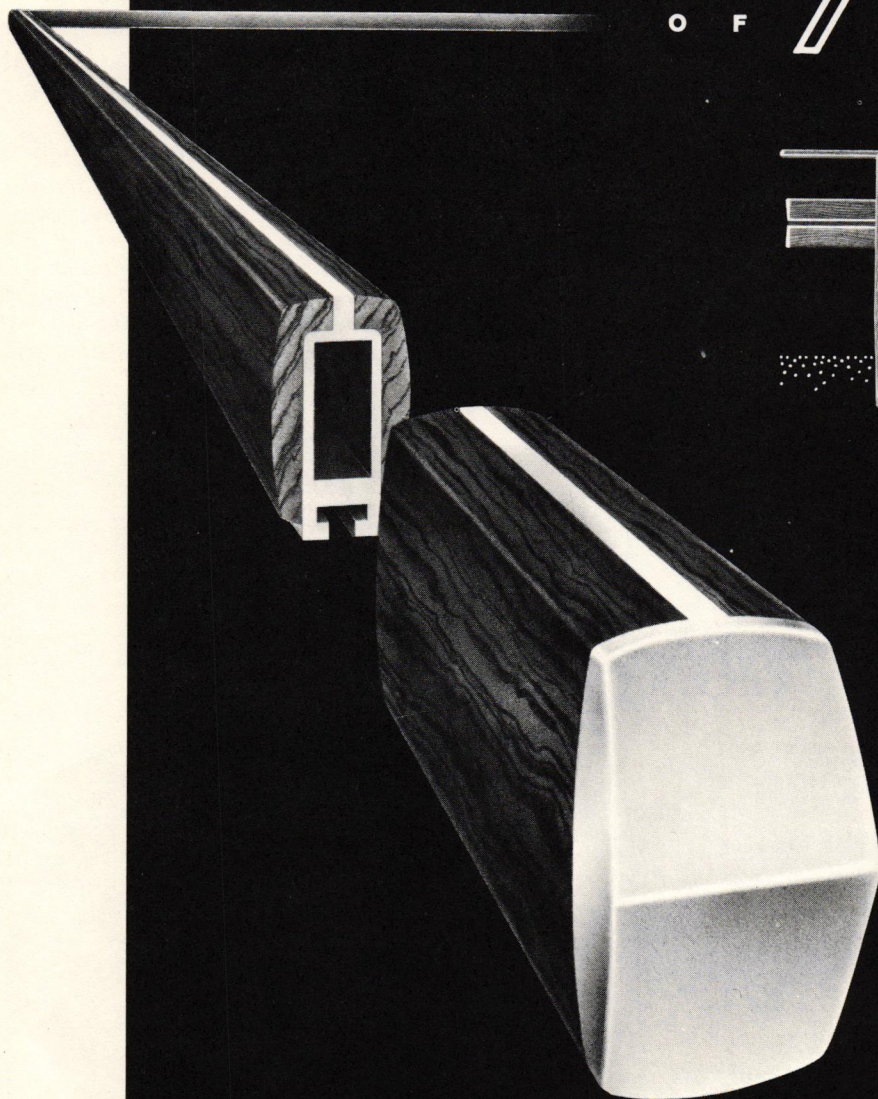
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STEEL PLUS IMAGINATION IS STRONG COMBINATION

All roads lead to the New York World's Fair this year and next. Visitors from every state, and indeed nearly every country in the world, will be going to the Fair. They will travel over steel bridges, park in steel-supported garages, arrive at steel-framed terminals and stay in steel-framed hotels and motels.

And, when they get to the Fair, their imaginations will be stimulated by architectural wonders formed of steel in all shapes, colors and sizes.

In short, everywhere the Fair visitor goes, he will be confronted with a wide variety of structures designed in steel. Some reasons for such widespread use of steel in buildings and other structures is its versatility and increased efficiency, which has continued to expand as new technological developments unfold.

Steel construction reached new heights following the recent major revision in the "Specification" governing steel fabrication by the American Institute of Steel Construction (AISC). The new "Specification," in conjunction with the "Manual of Steel Construction" published by AISC as a design guide, permits more economical and imaginative use of structural steel in all types of buildings.

New higher-strength steels covered in the "Specification" also helped to start a building revolution in steel. ASTM A36 steel replaced A7 as the basic construction material, offering a higher strength-to-weight ratio at a nominal cost, and insuring weldability. Two other high-strength steels covered in the "Specification" are A440 for riveted or bolted construction and A441 for welded frames.

All of the new high-strength steels resist atmospheric corrosion better than carbon steels. A242, for example, is a type that may be left unpainted for some unusual architectural effects. A beautiful copper-colored patina develops.

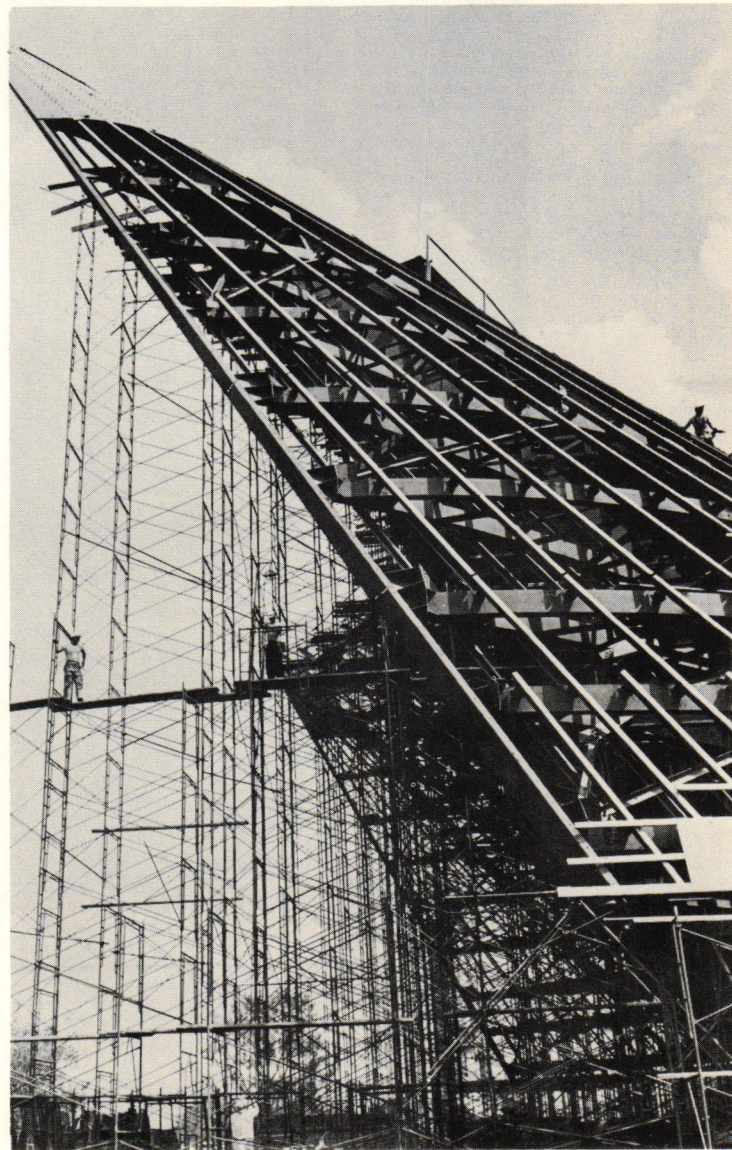
New concepts in structural design go hand in hand with the new high-strength steels. Composite design allows concrete and steel beams to act as a unit capable of providing floors that support as much as 35 per cent more load.

(Continued on page 14)

The General Motors Building complex consists of a 110-foot high steel-framed entrance canopy, a 200 by 680-foot building, and a 250-foot cantilevered dome of unusual design. The all-steel dome is supported by one center column and by 36 slanting columns along the outer edge. The slanting columns rise from a doughnut-shaped second floor, which is cantilevered from two concentric rows of columns. A four-foot-diameter pipe column extends through the structure supporting the radical roof trusses.



An elevated theater designed by Eero Saarinen & Associates highlights the IBM exhibit. The steel-framed, egg-shaped theater is large enough to hold an audience of 400, yet it is light enough to be supported on just four structural steel frames, making it appear to be balanced in the air. Hydraulically operated tiers of seats elevate audiences into the 80-foot high theater to view programs on computer problem solving techniques.



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AN INSTITUTION THAT MEANS "HOME"

(Continued from page 2)

Separation of sleeping quarters from the public and recreational areas led to a stepped design. In each residence building one group of sleeping rooms is two feet above the common living rooms and the other sleeping rooms are two feet below.

The three buildings in the complex are joined by glass enclosed walkways with a view across a small valley. By linking the buildings with the walkways the feeling of unity throughout remains unbroken, and the residential motif is retained.

Special care was taken in selection of structural and finish materials. The fireproof buildings are of steel frame with brick and block walls and plaster ceilings. Application of sliding glass doors and windows was extensive. Adding to the overall atmosphere of warmth is an interior finish of brick, painted concrete block and wood panels. The home has full climate control.

With less than half the decade of the sixties used up, there have already been as many new apartment units built—just short of a million and a half of them—as in the entire decade of the fifties.

—ARCHITECTURAL RECORD
January, 1964



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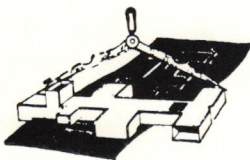
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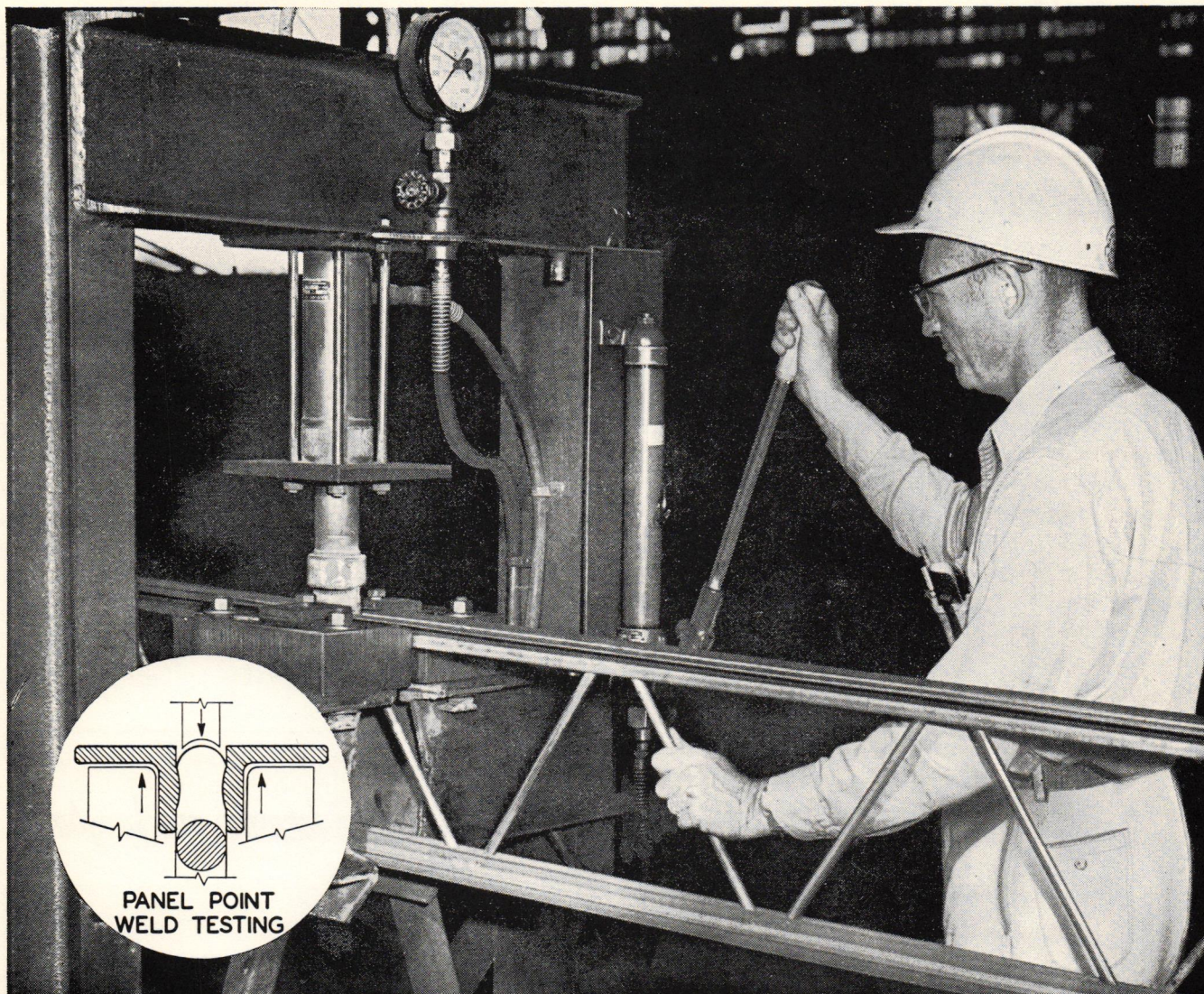
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13

STEEL PLUS IMAGINATION IS STRONG COMBINATION

(Continued from page 10)

Another development, plastic design, permits the designer full use of steel's strength and ductility. Plastic design is applicable to a wide variety of structures, but principally in continuous beams, industrial frame and low-level buildings.

Prestressed steel construction is increasing. It permits the design in which steel works harder per pound of weight. Higher-strength steels are used to pre-stress assembly members made of lower-strength steel. The prestressing is such that stresses are produced which are contrary to those the member or assembly will endure in service.

Recent research by AISC has promoted understanding of how plate girder design used in bridges can be adapted to building construction. As covered in the AISC "Specification," this design method encourages longer spans and fewer interior columns while reducing costs. Two major changes in design provisions for plate girders effect a 10 to 20 per cent savings in the weight of steel.

Many of the new concepts are embodied in the designs for tomorrow that highlight the 1964-65 World's Fair. Umbrella shapes, long cantilevers and huge steel domes provide fascinating architectural beauty. Fabricated structural steel was se-

lected as the building material for more than 75 per cent of the pavilions.

Architects were given a free hand. In stretching their imaginations they have created a number of influential pieces of architecture. It is evident that modern steels combined with imagination on the part of architects and engineers has resulted in unique structures.

Steel and versatility are synonymous, as are steel and esthetic design. Savings in time and material are more prevalent with the wider use of new structural design methods. And, problems of size, shape and special design all have a steel solution.

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—THE CULTURE OF CITIES, by Lewis Mumford.

4

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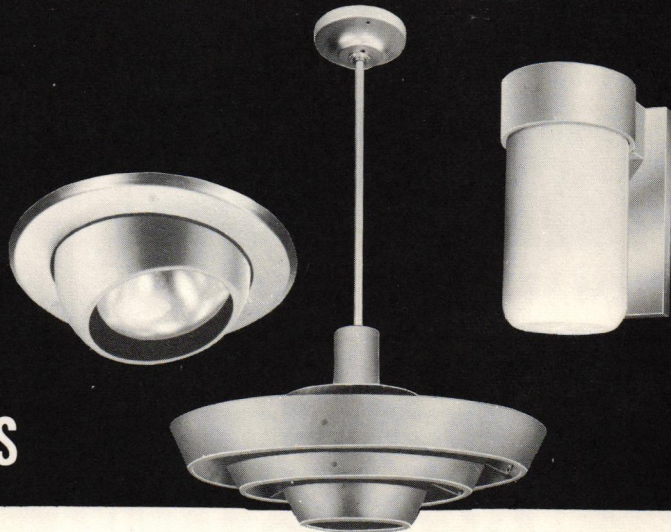
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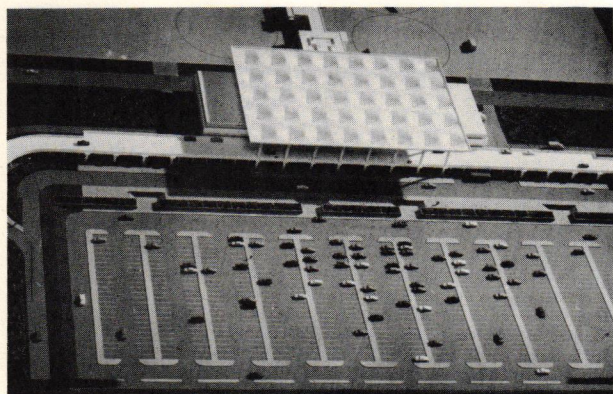
DEFINITION IS SIMPLE

"The square," according to a Dictionary of Architecture published in 1887, "is a piece of land in which is an enclosed garden, surrounded by a public roadway, giving access to the houses on each side of it." For all its brevity, this definition is an excellent statement of the nature of the London squares. It very properly begins with the "piece of land"; next it stresses as an essential feature the enclosed garden (enclosed because it is only for tenants, who have keys); last of all, it mentions the houses which invariably surround it. It does not specify the shape of the square, which may be four-sided, three-sided, regular or irregular. There is no rule requiring that the square must bear any certain relation to neighboring squares, places, streets, or crescents.

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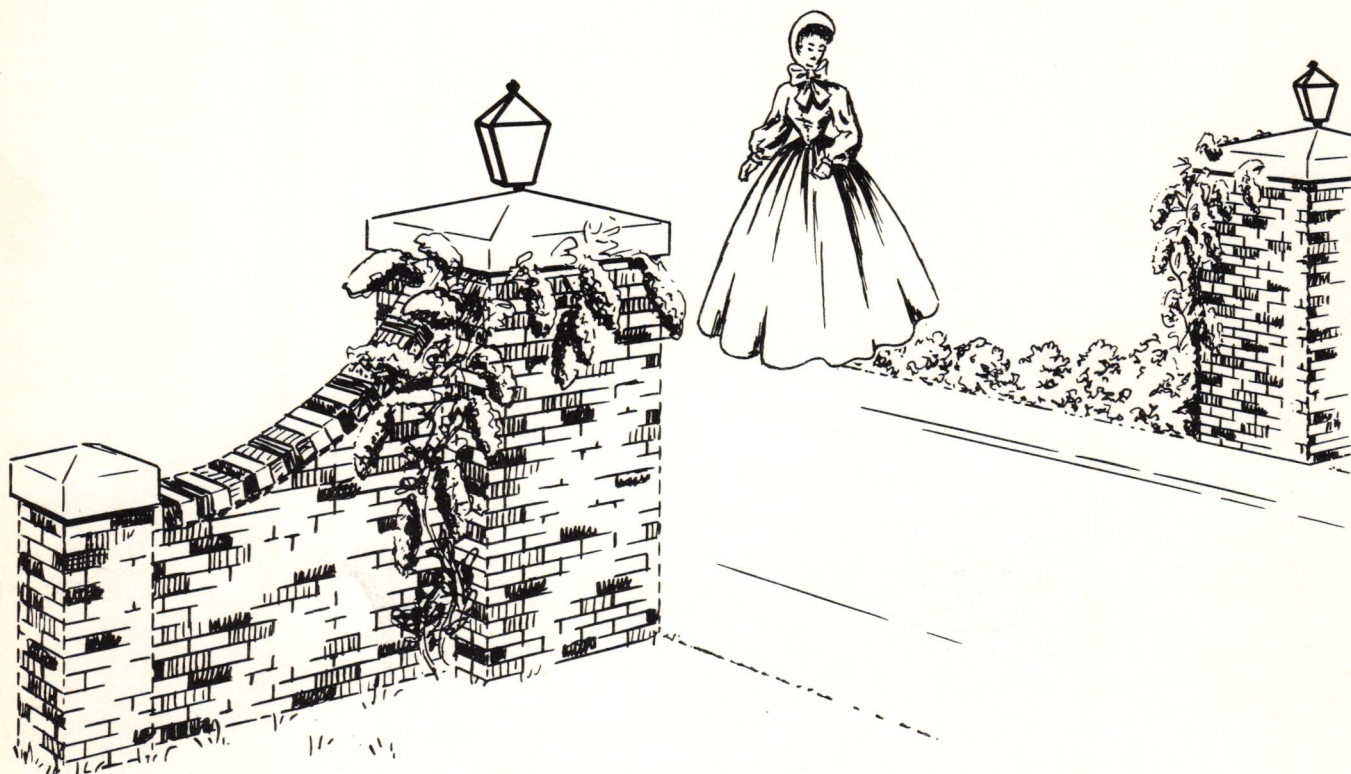
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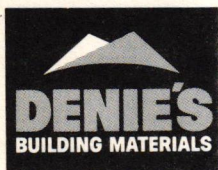
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