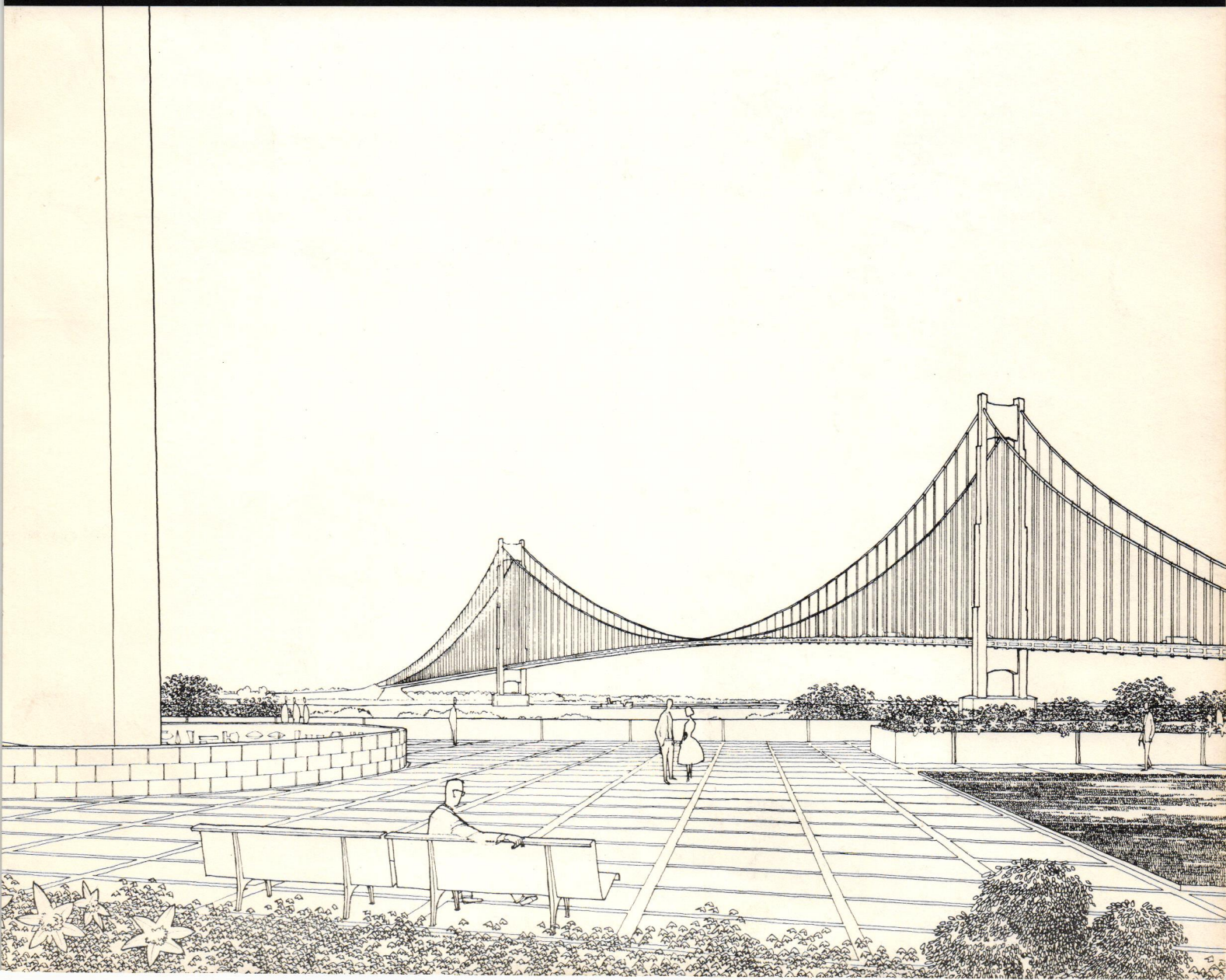


ARCHITECTURE + MEMPHIS

Duplicate

SEPTEMBER, 1964



News of quality products from Mid-South Manufacturers

Educators Equipment Co.



PORCELAIN ENAMEL AND PAINTED CHALKBOARDS; BULLETIN BOARDS AND FACTORY-ASSEMBLED UNITS

EEC's distinctive line of classroom aids includes:

VITRO-SLATE: vitreous porcelain enamel chalkboards.

VITRO-SLATE VENEER: Vitreous porcelain enamel for quick, easy resurfacing.

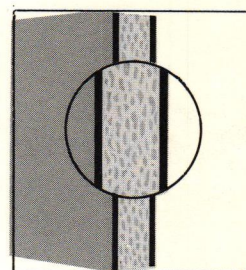
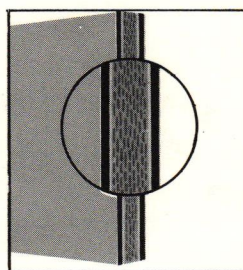
THERMO-SLATE: Tough, durable coated chalkboards with oven-baked surfaces.

NOTE-BORD: washable, resilient, plastic-cork bulletin board.

FABTEX: Bulletin boards with colored, textured vinyl covering.

TRIM-LINE UNITS: Chalkboards and bulletin boards with a clean built-in look, aluminum trim and concealed supports.

Porcelain Enamel Institute Specification No. 5104



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CONSIDER THE APPEARANCE. PLEASE

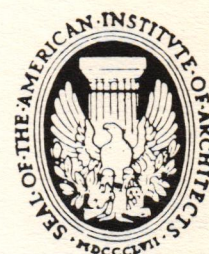
This issue of **Architecture-Memphis** has one goal—to show that bridges can be attractive, even beautiful. We are not attempting to suggest a specific design or material for the new bridge across the Mississippi. To the contrary, we have gone to some lengths to obtain photographs and information on bridges constructed of both steel and concrete.

Frankly, as architects we do not care what materials go into the new bridge. Whatever is economically and structurally feasible and at the same time offers some esthetic quality will make us happy. We emphasize, however, that the appearance of the new bridge as it forms a gateway to the Civic Center should receive consideration. We feel it would be an insult to Memphis and Arkansas to repeat the sins that caused the existing eyesores that span the great river.

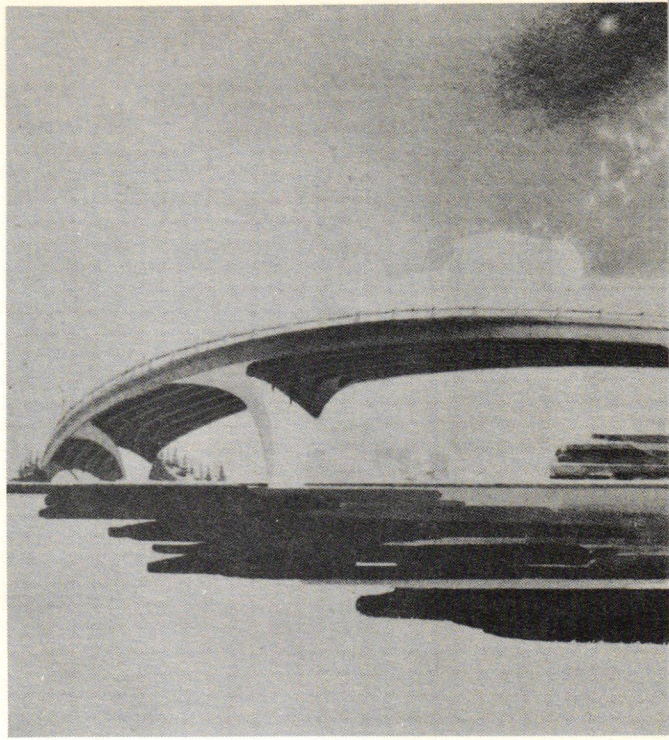
Tennessee is ready to pick up a portion of Arkansas' tab on the bridge project. If this state can absorb part of Arkansas' expense, it surely can, if necessary, help pay the price for beauty. It has often been noted that the final decisions rest with the Federal Government. Do we in Memphis, Arkansas and Tennessee not have a voice in the proceedings in Washington? It would seem that in the long run the citizens will pay for the bridge regardless of how the money is administered.

Some course of action definitely is in order. The Chamber of Commerce has shown interest in the new bridge design as has the Downtown Association. The City Beautiful Commission and the engineering organizations would likely be concerned. And Memphis Chapter, American Institute of Architects, has publicly proclaimed its interest. It would be appropriate for representatives of those groups to discuss the situation.

Meanwhile, **Architecture-Memphis** offers this special edition devoted to bridges. On the following pages readers will see a variety of bridges generally conceded to meet at least minimum standards of beauty and attractiveness. They are of varied design and materials, but most important, they show some consideration for appearance.



AM
1



BRIDGES NEED NOT BE UGLY . . .
MANY MEET VISUAL STANDARDS

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