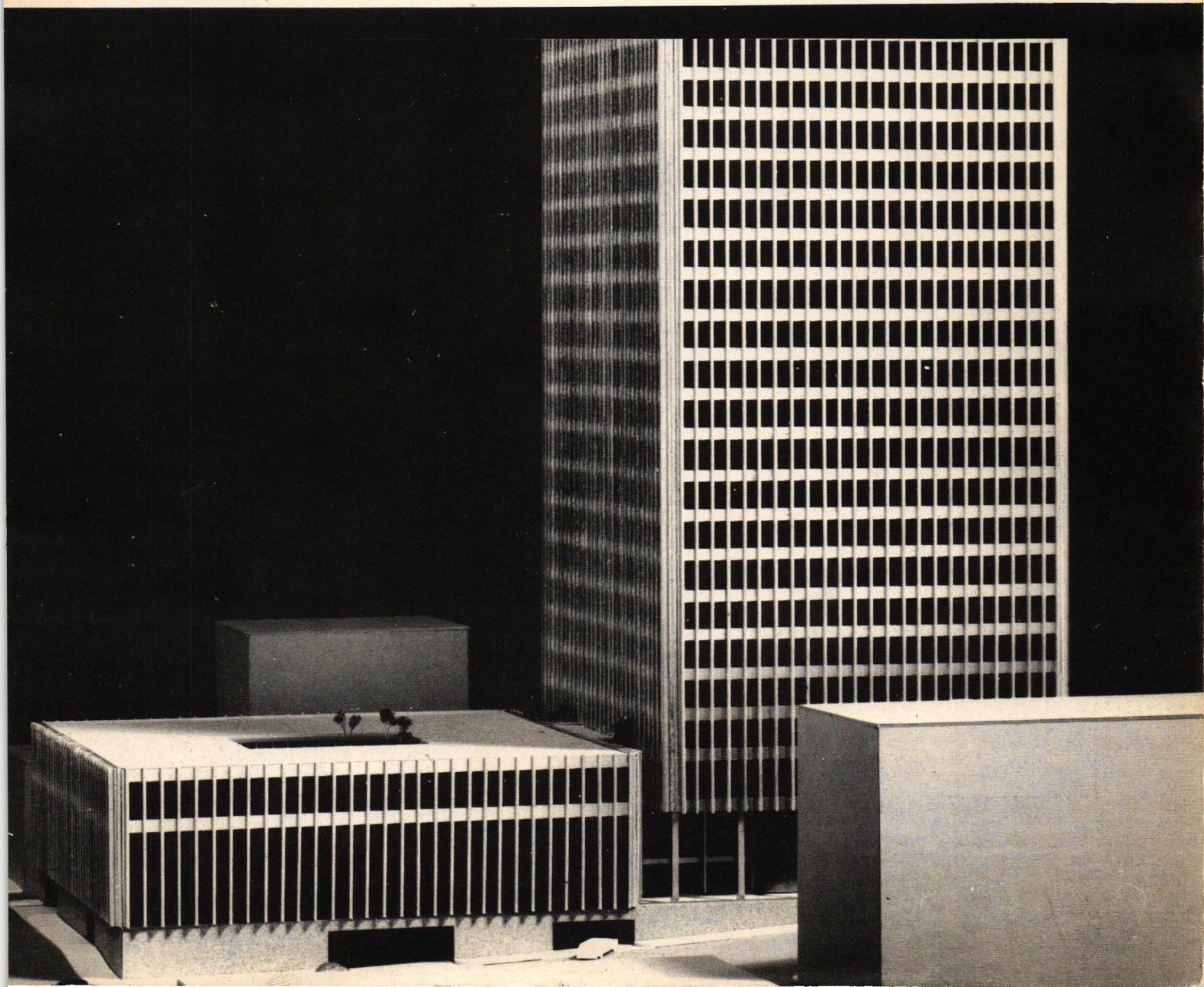
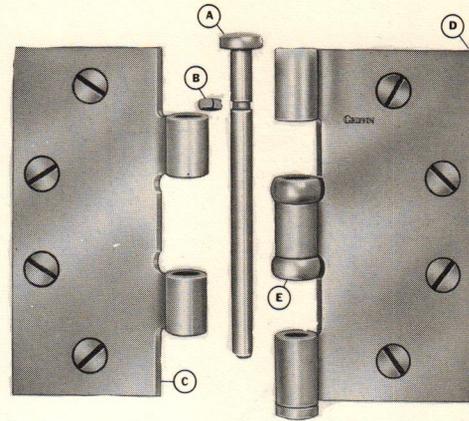
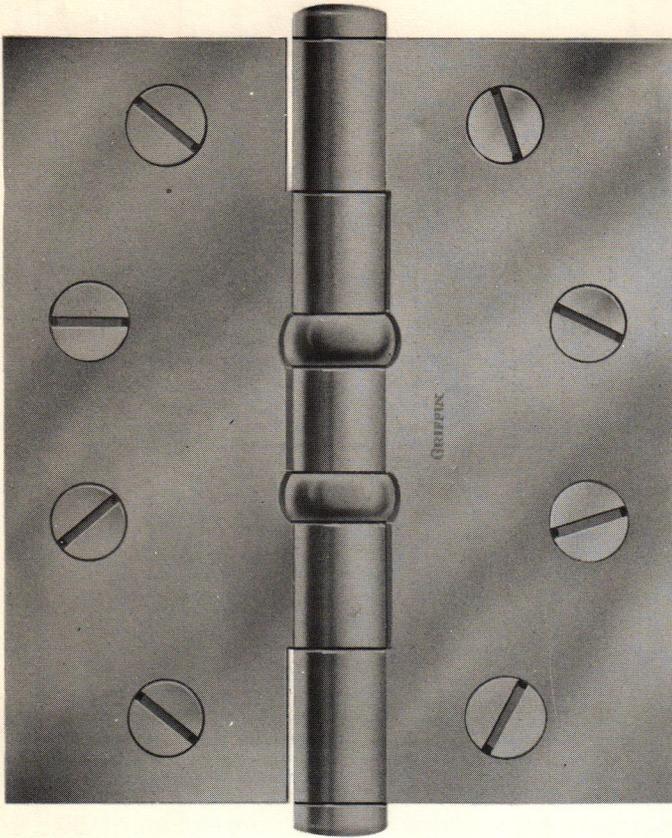


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Memphis is now engaged in its greatest era of building.

New office buildings, apartments, schools, hospitals and a new City Hall, Federal Building and Airport Terminal are all in various stages of planning and construction.

As professional men, the individual members of the Memphis Chapter, American Institute of Architects, recognize their responsibility to design these buildings to meet the needs of Memphis people today—using all their academic and professional training and talent to make the highest use of today's advanced building technology and new materials.

As architects, we believe we have further responsibilities to our community. Among these is a responsibility to interpret to our interested friends the objectives in the various buildings and to explain how the architect has sought to achieve them.

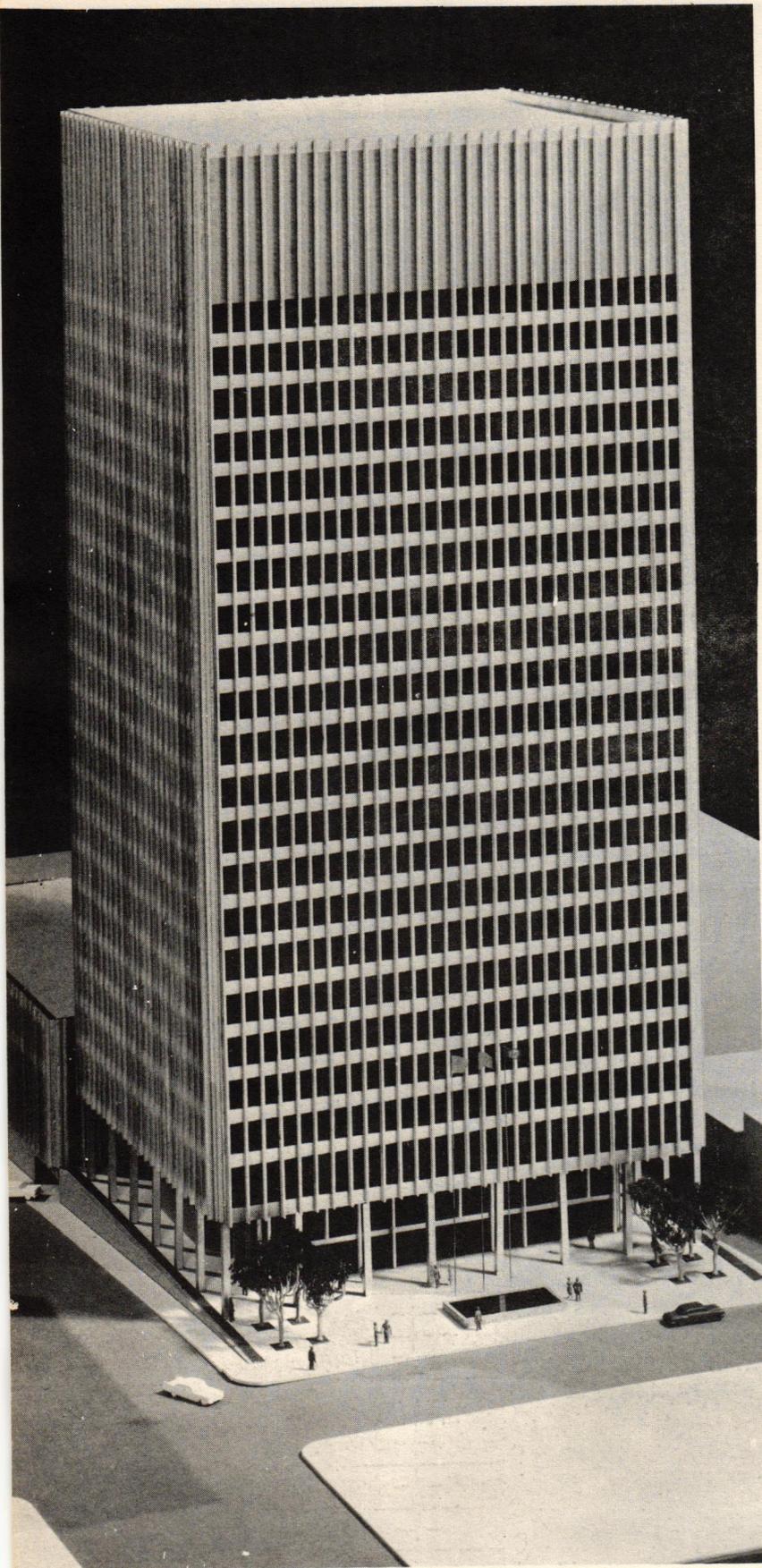
Thus we plan to use this magazine to present each month several outstanding building projects—new and old—with comprehensive pictures and explanation from an interpretive rather than a news point of view.

There is today a keen interest in buildings—how they are planned, how they are built, how they work. In this publication we intend to maintain editorial standards that will not only satisfy this interest but stimulate and broaden it.

While the architect creates the master plan and has overall responsibility for construction of today's large buildings, he is only one member of a growing army of specialists known as the building team. Without the diverse skills of engineers, general contractors, sub-contractors, and suppliers of materials and equipment, no important building could be erected. Similarly we are dependent on many members of the building team for making this publication a success through advertising support, and we take this means of expressing our thanks to the advertisers in this issue. As this magazine grows, we are confident it will become a significant unifying force in the construction industry.

Although architecture involves many businesses, it is primarily an art—in fact the mother of the arts. In order to create architecture that is art, architecture that achieves its full potential as a cultural force, the architect depends in the final analysis on the enlightened spirit and far-sighted view of the building owner. Thus it is to these owners who make it possible to set high standards of architecture that we dedicate this publication.





NEW SPIRIT OF OPEN DESIGN DOWNTOWN

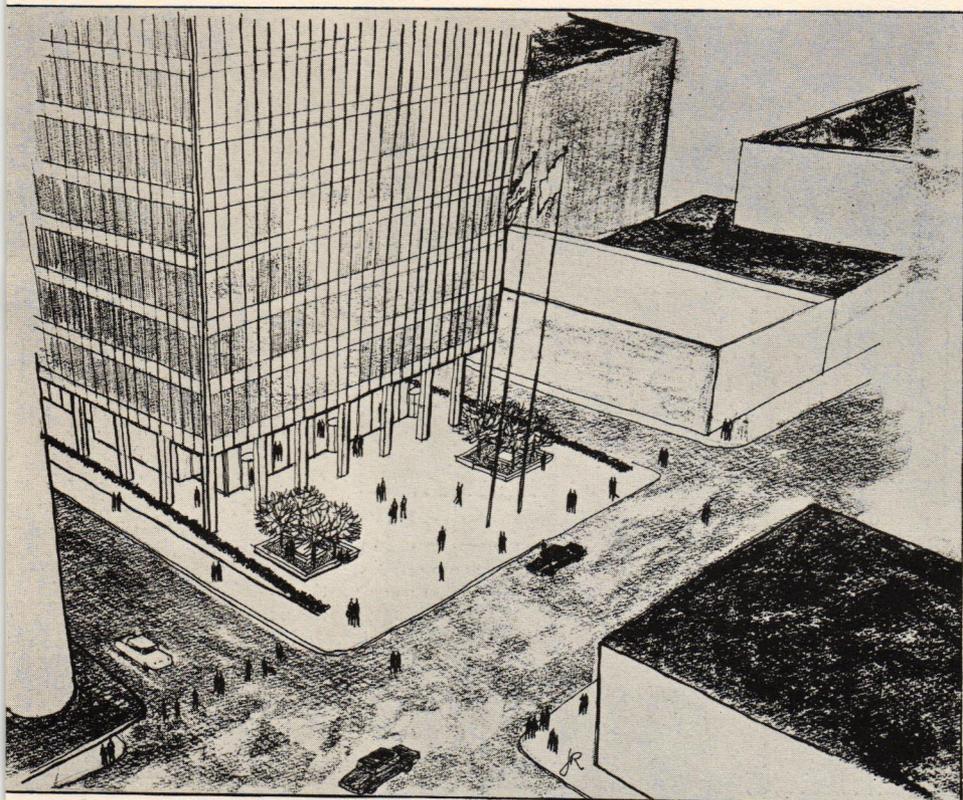
THE FIRST NATIONAL BANK
ARCHITECTS: OFFICE OF WALK C. JONES, JR

The First National Bank Building marks new architectural concepts for Memphis.

It is not only the largest structure to be erected by private enterprise in the heart of the Central Business District for many years. It also represents a broader view of land use than has been typical for downtown buildings. A half block was obtained so as to permit site development on a scope suitable for the major project, and architects were brought into the planning at an early stage.

Fronting on Madison Avenue, the principal financial street in Memphis, will be a landscaped plaza, 150 feet long and 50 feet deep. The plaza will have trees, flags and pools—a welcome visual interlude for pedestrians amid the unrelieved pavement and masonry structures of downtown. The plaza establishes an uncrowded feeling and spirit of openness which is carried out further in the extensive use of glass in the building.

Entering from Madison, the visitor will pass through a spacious glass-enclosed pub-



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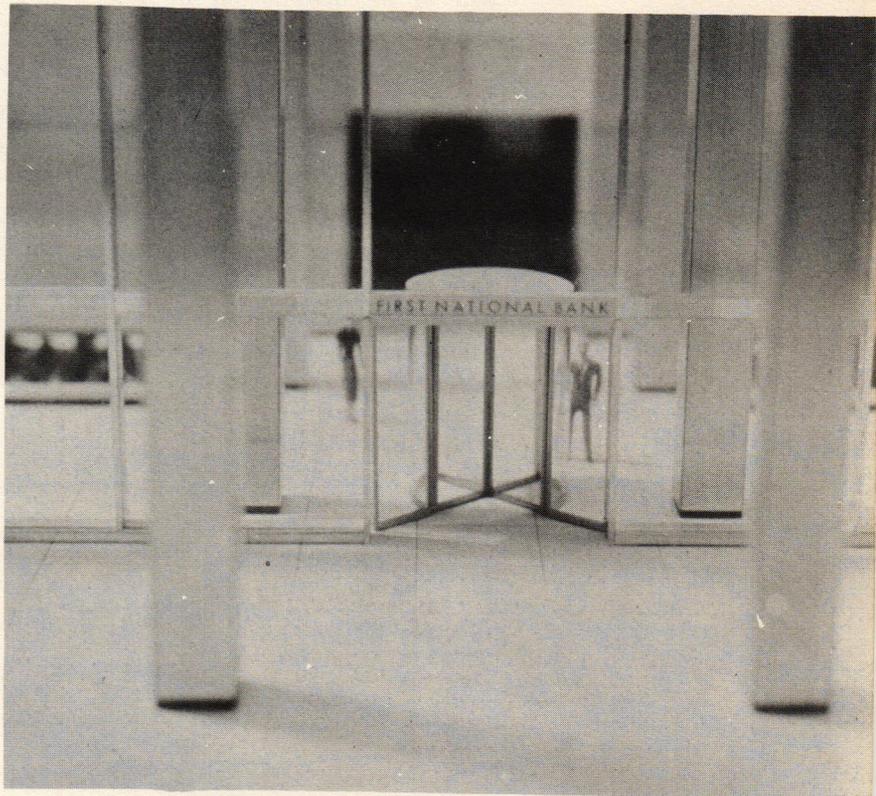
lic lobby, from which eight elevators will operate to the 25-story tower. Beyond the elevators is the bank lobby—a warm, inviting space with trees growing beneath its 22-foot ceilings.

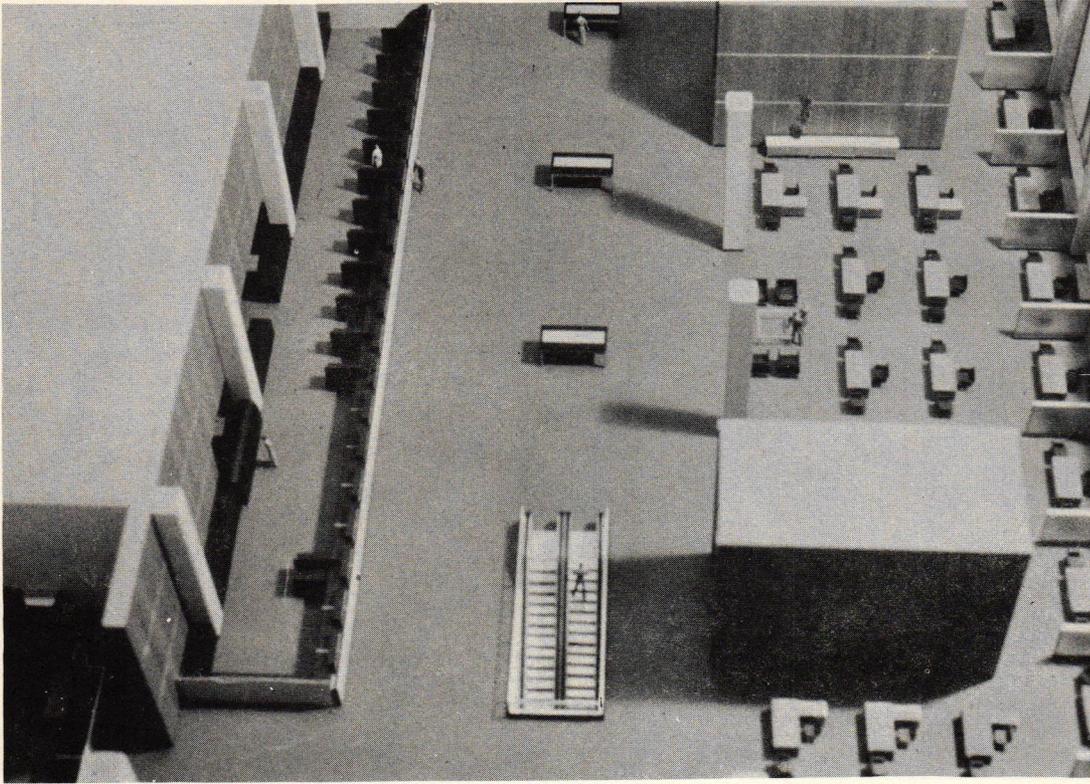
The entire floor of the bank lobby will be carpeted, and the interior design includes a generous use of native hardwood.

The bank lobby will extend all the way to Monroe Street, with an escalator entrance to the Monroe level, which is eight feet below Madison.

The office building was designed around a central core of eight high-speed self-service elevators and other service facilities. This concept provides a maximum of office space and a minimum of corridor on each floor. It also gives every office a maximum of outside exposure.

The building will have acoustical ceilings for maximum sound control, recessed fluorescent lighting, resilient tile flooring, and a complete under-floor conduit system. This





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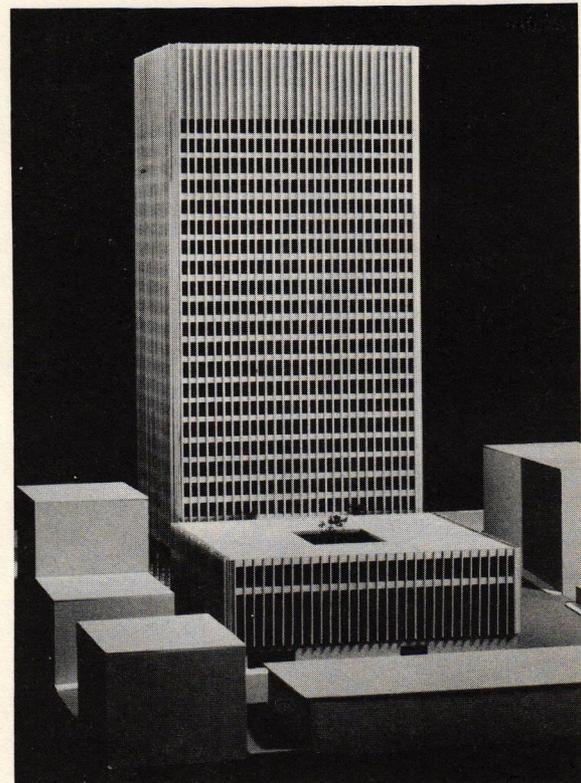
will allow installation of telephones and electrical outlets at any point.

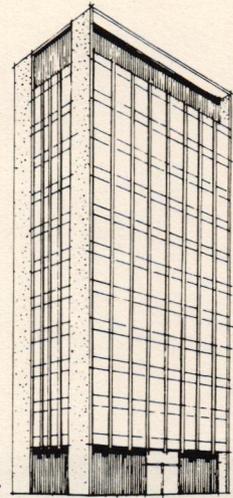
A 200-seat auditorium equipped for the latest audio-visual equipment will be available for meetings. An underground parking garage will have space for 200 cars.

When completed in 1964, the aluminum-clad gray glass walls of the tower will soar to a height of 310 feet, setting a new standard of clean, elegant and efficient design for Memphis' expanding business community.

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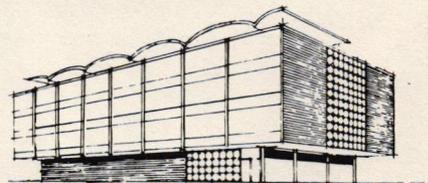




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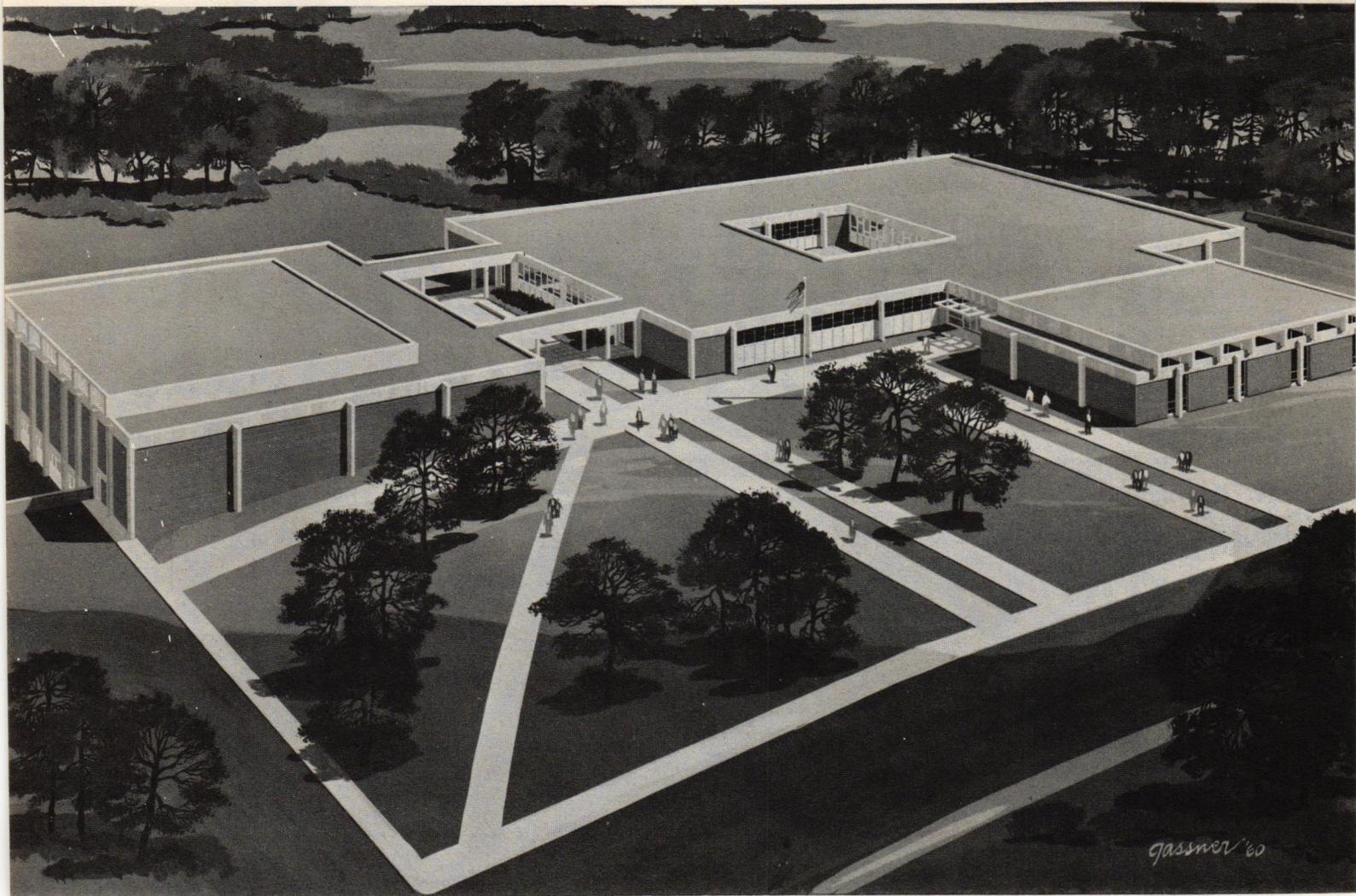
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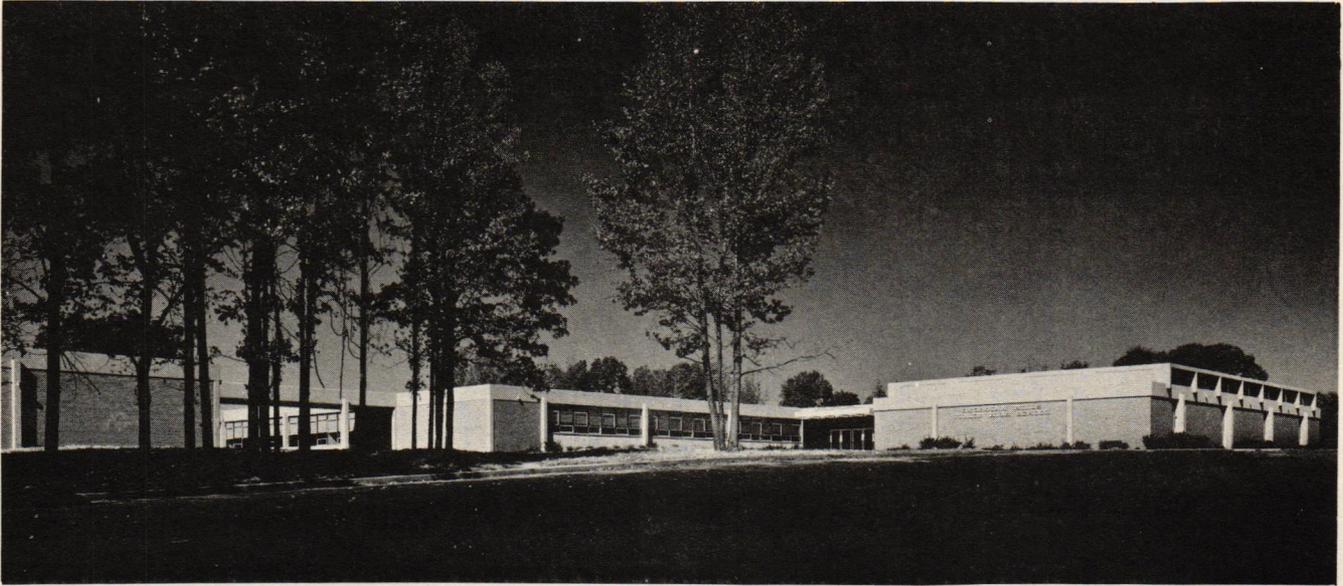


AWARD-WINNING SCHOOL ON SLOPING SITE

GEORGIAN HILLS JUNIOR HIGH SCHOOL

ARCHITECTS: GASSNER NATHAN BROWNE





Through the ages, good architecture has always established a strong relationship with the building site.

Among outstanding recent buildings in Memphis is the Georgian Hills Junior High School, which received a Merit Award at the Gulf States Regional Conference of the American Institute of Architects.

Controlling factor in the design of this school was the building site, a 400 by 580-foot wooded tract with a 40-foot variation in level.

Among other interesting features of the building are brick murals designed by the

architect for the main entrance lobby and the gym lobby.

Georgian Hills School was designed and constructed in two stages. The first stage contains 16 teacher stations including a shop, science, art and home economics rooms, cafeterium, kitchen, library, rest rooms, storage and administration space.

Rounding out the second stage is a gymnasium, locker rooms and additional classrooms.

Because of the steep slope of the site, the architects found a compact, multi-level plan most appropriate. The first stage was basically a one-story unit on a flat portion of the grounds with a lower floor tucked underneath as the hill dropped off to the west.

The plan placed most of the classrooms facing west where translucent sun screens of blue plastic eliminate direct sunlight and glare. An interior open court was provided for the art and science rooms, in turn allowing compactness and economy.

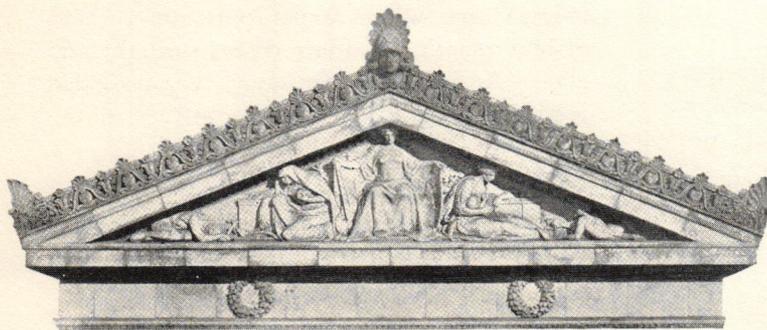
Exterior materials are exposed concrete rubbed and painted, pre-cast concrete panels, steel doors and windows, and red-orange brick. The same brick is used extensively in corridors, stair wells, cafeterium, and gymnasium.

The total school complex, including parking areas and gym equipment, was constructed for an average cost of \$10.45 per square foot, fees, finish hardware and furnishings not included.

LESSON IN ENDURANCE

SHELBY COUNTY COURTHOUSE

ARCHITECTS: HALE AND ROGERS



"Consciously, nothing has been omitted; so that should the building prove unsatisfactory in future years, it will be on account of advances in building and improvements in appliances not anticipated."

In October, 1910, those words published in the Report of the Commission to The Honorable County Court had a ring of sincerity. Today, their meaning is even more apparent. What was then The New Courthouse of Shelby County Tennessee remains as a tribute to the ability of one of that era's great architects, James Gamble Rogers of New York and Chicago.

The Shelby County Courthouse, with its marble from Tennessee, Vermont, Pennsylvania and Alabama, has indeed withstood



The Village Mall, Cleveland, Tennessee. Architect: Toombs-Amisano and Wells, Atlanta, Ga. Builder: Rea Construction Co., Inc., Charlotte, N.C.

Concrete shells and lattices bring striking beauty to the Village Mall

Beauty is good business at the Village Mall, the new all-concrete shopping center in Cleveland, Tennessee. Twenty-nine shops and stores are thriving, more are getting ready to move in. Of 186,000 square feet of space, more than 120,000 are roofed by the graceful curves of concrete barrel shells. Adding to the architectural interest are the massive concrete beams that overhang the arcade on either side. The arcade itself is provided a dramatic play of light and shadow by the open concrete lattice work above.

Everywhere, today, architects and builders are finding the versatility of modern concrete offers opportunity to combine dramatic beauty with solid practicality. Concrete is fire resistant. No special fireproofing is required. Upkeep is low. Concrete needs no constant painting to keep it looking fresh and attractive. For both economy and freedom of expression, the choice for structures of all types is modern concrete.

PORTLAND CEMENT ASSOCIATION 815 Falls Building, Memphis 3, Tennessee
A national organization to improve and extend the uses of concrete



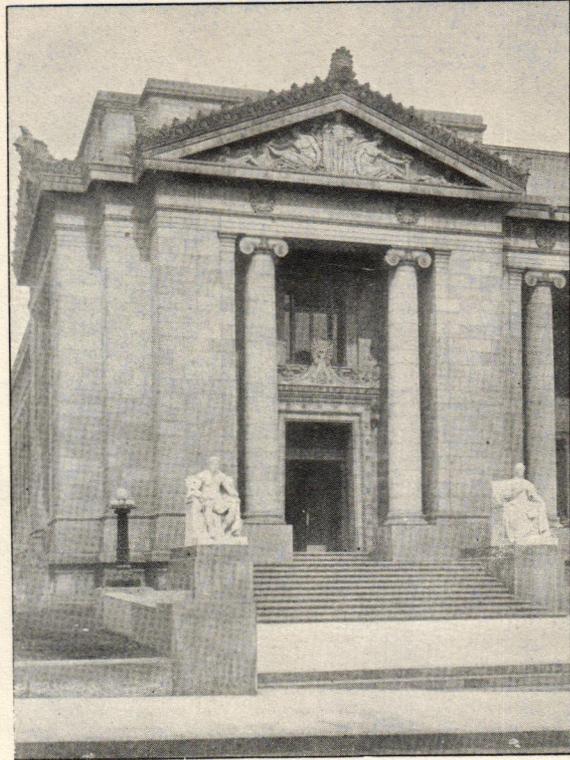
the ravages of time while proving itself useful, dignified and pleasing.

"It has aged gracefully, which is an attribute lacking in many buildings," said Wells Awsumb, current president of the architects in Memphis. "Too often comparatively new buildings, like a fad, become dated quickly and within a short time are trite and dull."

The exterior of the Courthouse is classical modified Ionic utilizing vast amounts of Bedford limestone that has proved the 1910 statement, "For building purposes it is not excelled by any stone in the country."

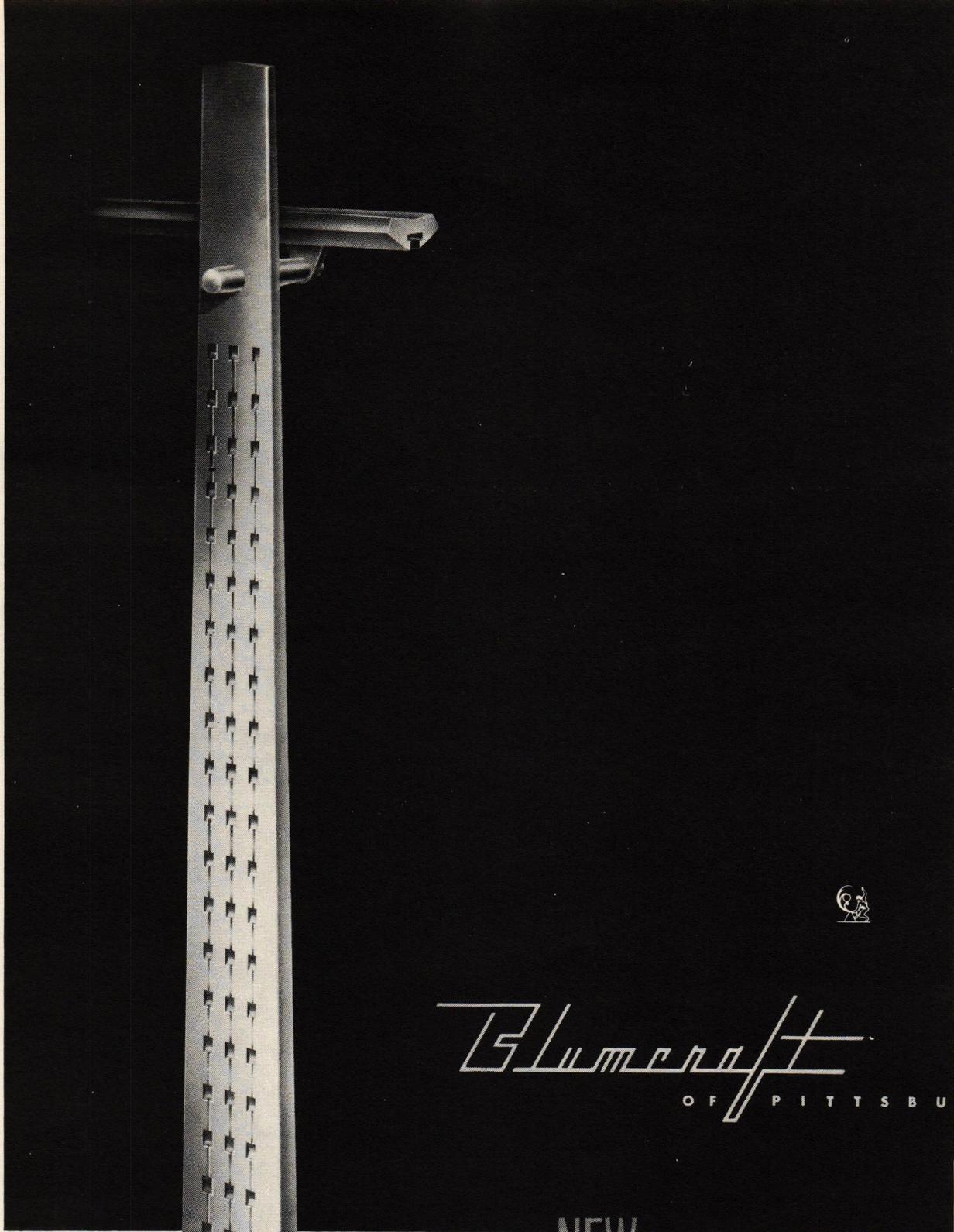
Including the basement, the building is four stories high and encloses a large courtyard. Although the courtyard is no longer in use, it is maintained as a beauty spot visible from the office windows.

There has been little change in the building since it was completed. Areas that have been air conditioned now feature lower than original ceilings and lighting has been improved. But, the graceful columns, the curving staircase, the carved mouldings on lintels and jambs and the carved canopies are unchanged.



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Construction of the Courthouse was by no means a financially inexpensive project, but the investment in top materials, design and engineering has proven a saving over the years.



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SCHOOL FACILITIES EVENT

What environment is conducive to effective learning? How does a principal feel about air conditioning in schools?

These are but two questions that will be explored at the first Mid-South Interstate School Facilities Conference June 24-26 at the new Joint Administration Building. Memphis Chapter, American Institute of Architects will join seven other groups in sponsorship.

The program is for superintendents and other school administrators, architects and engineers, school staffs, boards of education members and advanced graduate students in professional education.

Among the speakers will be John Shaver, architect, of Salina, Kan., Professor Robert Newman of Cambridge, Mass., and Dr. James D. MacConnell of Stanford University, Palo Alto, Calif.

REFERENCES AVAILABLE

Cossitt and Goodwyn Institute libraries maintain an outstanding array of reference materials on the field of architecture. Late additions to the list deal with such topics as acoustics, building failures and Indian architecture.

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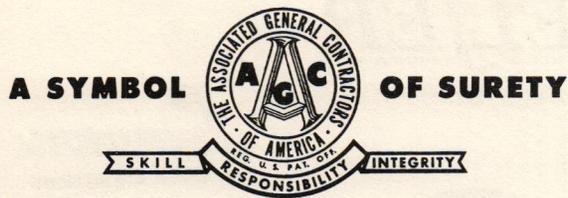
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STUDENTS SEEK JOBS

Summer vacation season always brings a deluge of employment applications from young men who are interested in architecture or allied fields.

William P. Cox of Eason, Anthony, McKinnie & Cox, Inc., heads the Employment Clearing House for Memphis Chapter of the A.I.A. "We need someone to express an interest in these people and to help them," he said as he flipped through a file of some 40 applicants.

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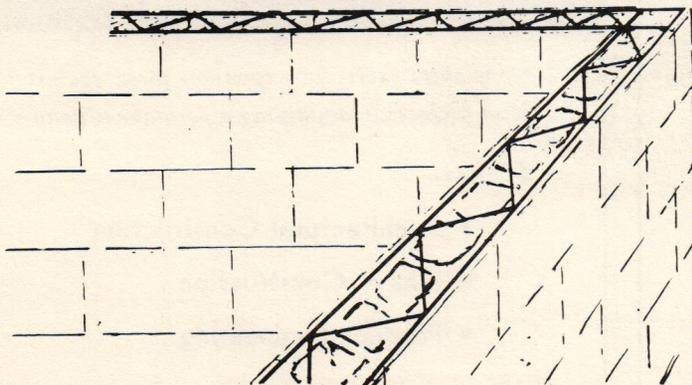
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CONVENTION REPORT

All major proposals endorsed by Memphis Chapter of the A.I.A. received approval of the national organization during its recent meeting in Miami Beach. Foremost among the business matters was the convention approval of plans to construct a building at the Octagon site in Washington, D. C.

Wells Awsumb, Memphis Chapter president and official delegate, said also that the group voted to continue its program of collecting supplemental dues.

Other Memphians attending the convention were A. L. Aydelott and Frank Lansky.

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C. THOMSEN GUTH DIES

C. Thomsen Guth, one of Memphis Chapter's most outstanding members, died May 4 at his home after a heart attack. Mr. Guth, who was 44, had been a member of the firm of Walk C. Jones, Jr., since receiving his architecture degree shortly after World War II. Mr. Guth's death came as a complete shock to his family, friends and co-workers. Memphis Chapter approved a resolution in his honor at the June 3 meeting.

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CHAPTER GIVES SUPPORT

Efforts to interest the business community of Memphis in an all-out "Spruce-up" campaign through restoration and modernization of existing buildings have the support and assistance of Memphis Chapter, American Institute of Architects.

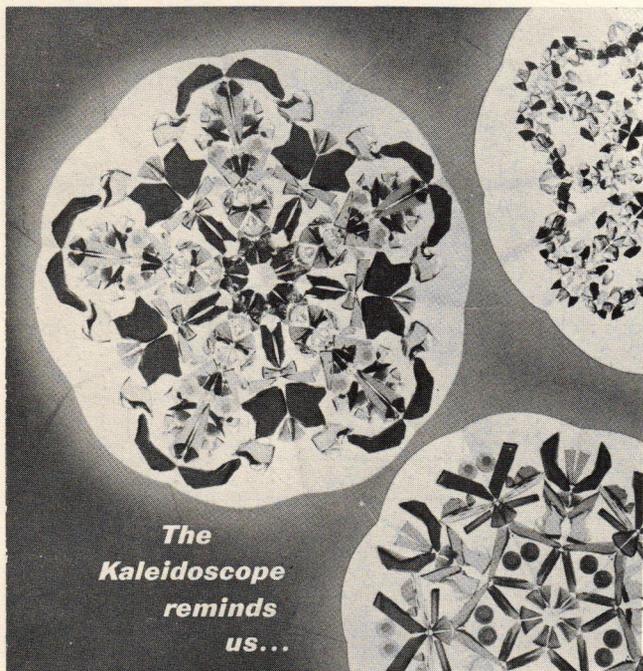
Memphis Chapter, A.I.A. with Thomas F. Faires as spokesman, will join other groups in planning and presenting a restoration and modernization workshop on June 24. The help of the chapter was solicited in a letter from Allen Morgan, president of First National Bank.

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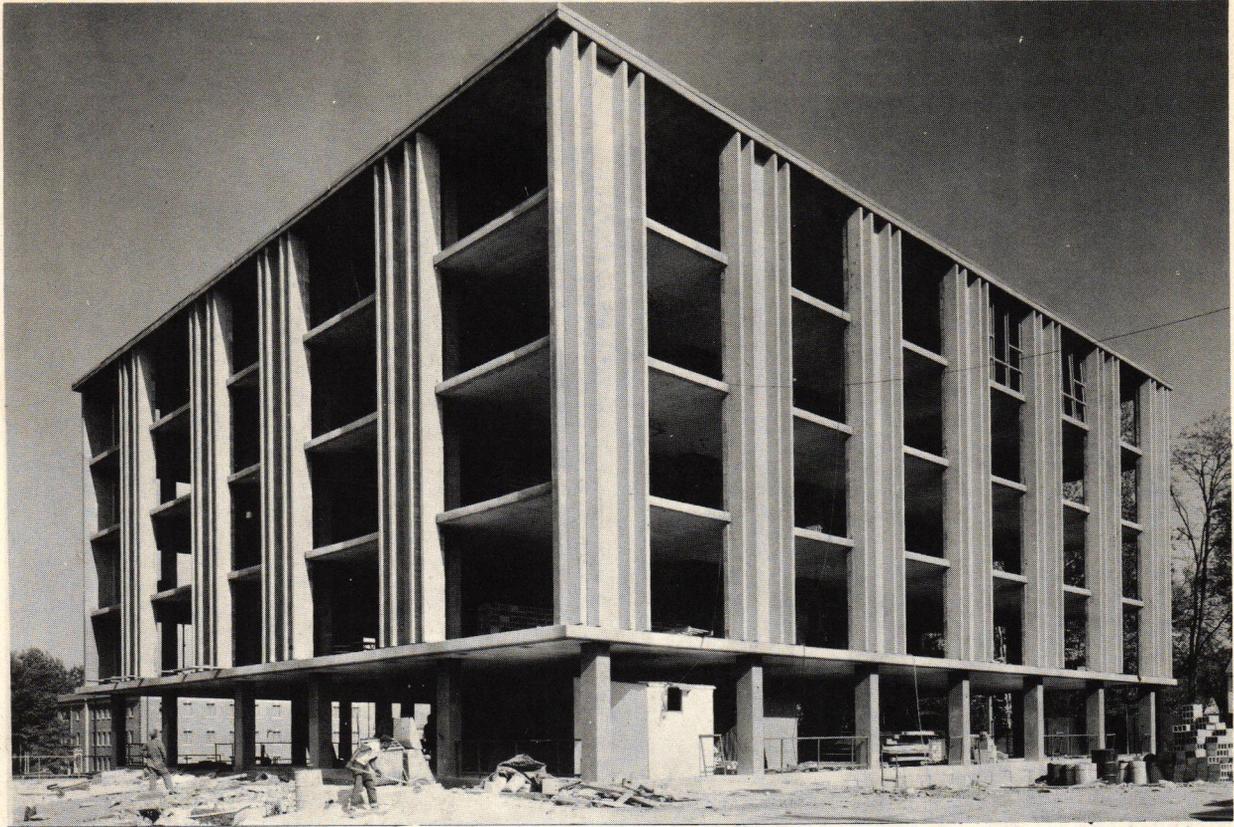
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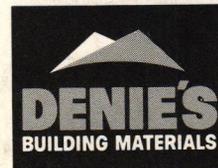
Hal G. Perry

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Denie's is Memphis' leading manufacturer of prestressed concrete and the man behind the efficient sales efforts is Hal G. Perry, a professional engineer with years of on-the-job experience.

Mr. Perry has a degree in civil engineering from the University of Kentucky and has experience with the Kentucky Highway and Bridge Departments and with a firm of bridge designers in Lexington.

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