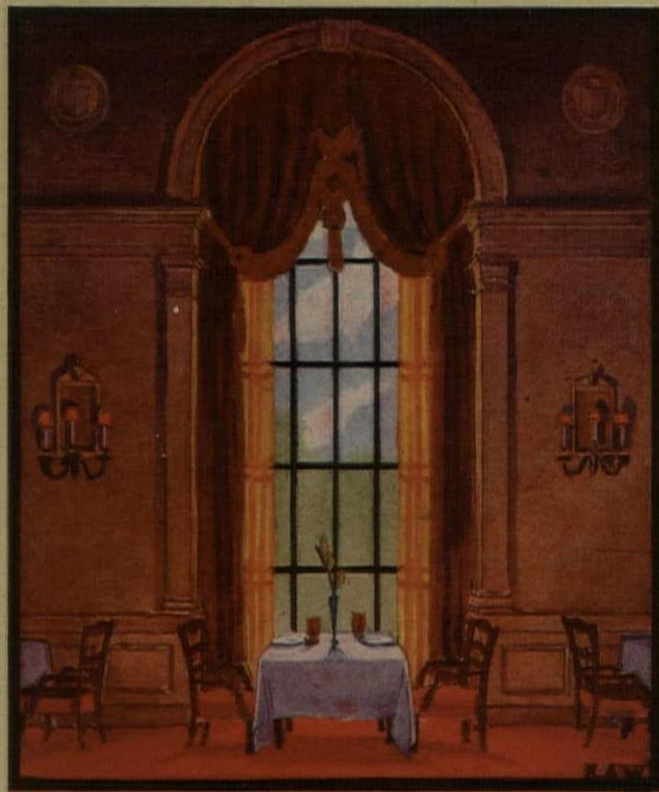


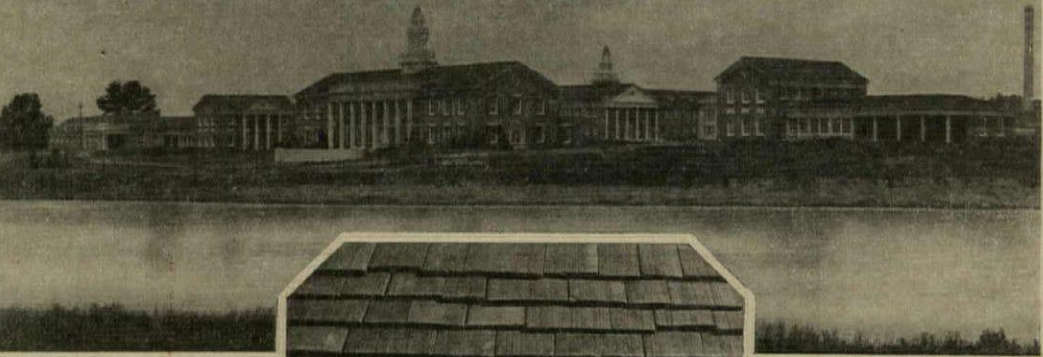
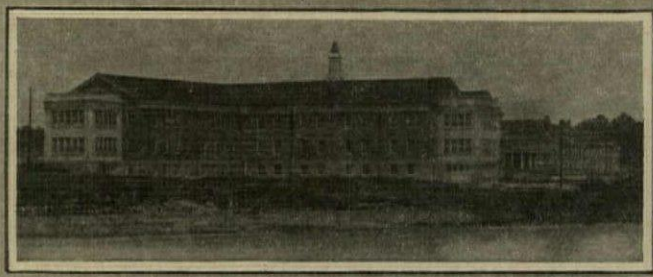
THE
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IN TWO PARTS



PART ONE
ARCHITECTURAL DESIGN
DECEMBER
1929

HOTEL REFERENCE NUMBER
PRICE \$3



One group of buildings of the Mississippi State Hospital for the Insane at Jackson, Mississippi.

N. W. Overstreet, Archt., Jackson, Mississippi.

Devonshire English Shingle

ROUGH TEXTURE

In the single state of Mississippi, during the past three years, over forty educational and institutional buildings have been erected in Jackson, Cleveland, Columbus, Ellisville, Oxford and Starkville, for which 134 carloads of Hood roofing tiles of various types have been furnished.

Architects and designers of the modern institutional building are rapidly appreciating the opportunity for fuller expression through the use of roofing tile in creating not only permanent protection but also greater beauty through more plastic color treatment.

Hood Roofing Tiles in their wide variety of natural pleasing colors, present the solution to any desired color scheme or authentic architectural design from the simplest to the most formal.

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 DAISY, TENNESSEE

Above all things use Hood Roofing Tile

THIS flowing color design changing from a dark brown into white at the top is worked out with various shades of Hanley Glazed Brick—a self cleaning product that retains its color.

The color changes are imperceptible from floor to floor. Because of the method we have worked out the changing effect is perfectly practicable. Specific colors being shipped labelled for certain floors. This flowing effect can be achieved in the glazed colors of blue or brown running from the deepest into the lightest shades.

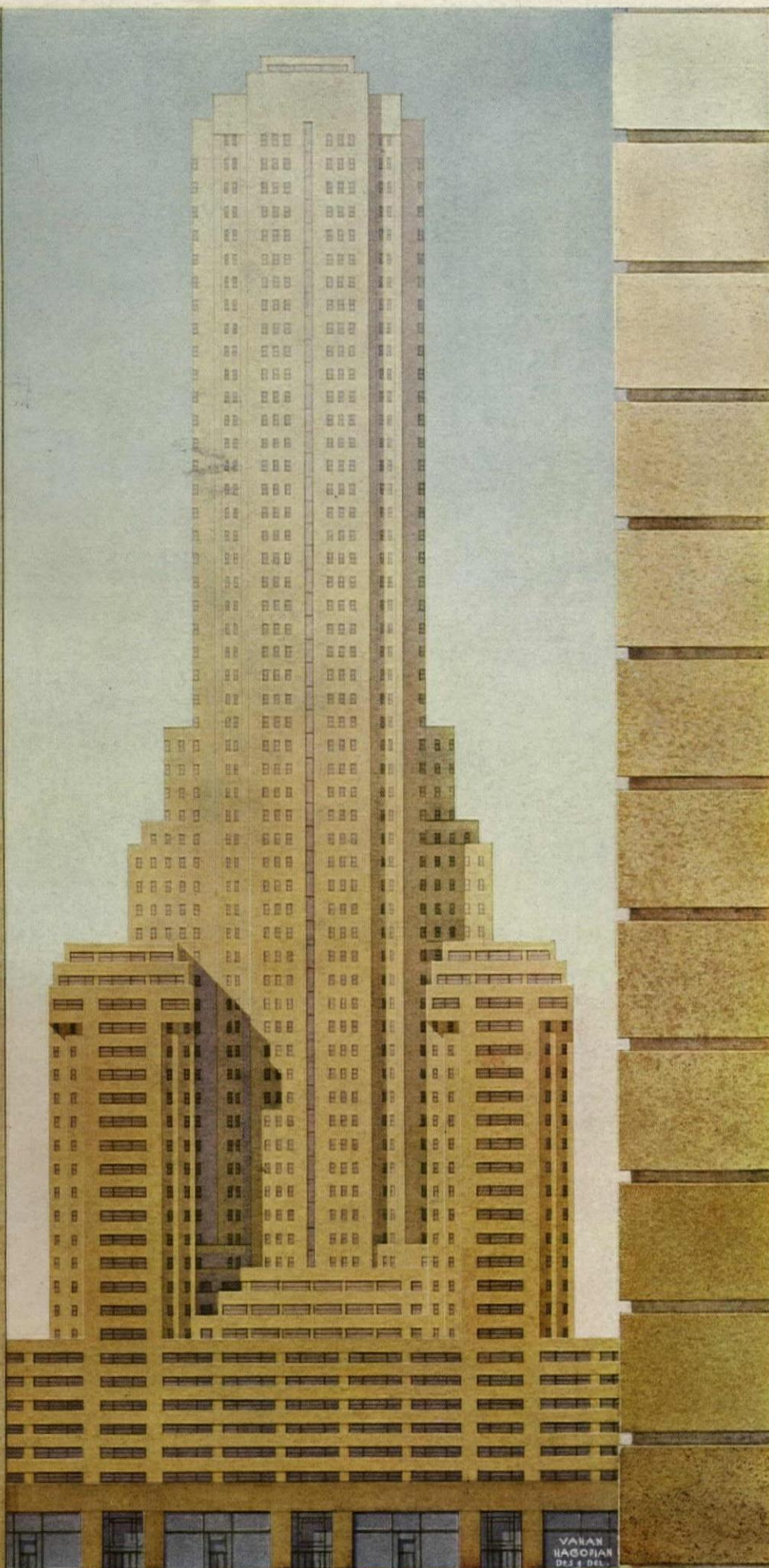
Attention is called to the modern effect of the design, which we believe presents a new and interesting thought in skyscraper construction. The normal horizontal lines of the street are accentuated for a few stories and gradually diminished and changed into the natural vertical effect of a tall building, thus eliminating the abrupt change from the horizontal to the vertical.

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In the Sea Glades of the Hotel St. Regis, New York City, designed by Joseph Urban, Frink illumination has been made part of the decoration.

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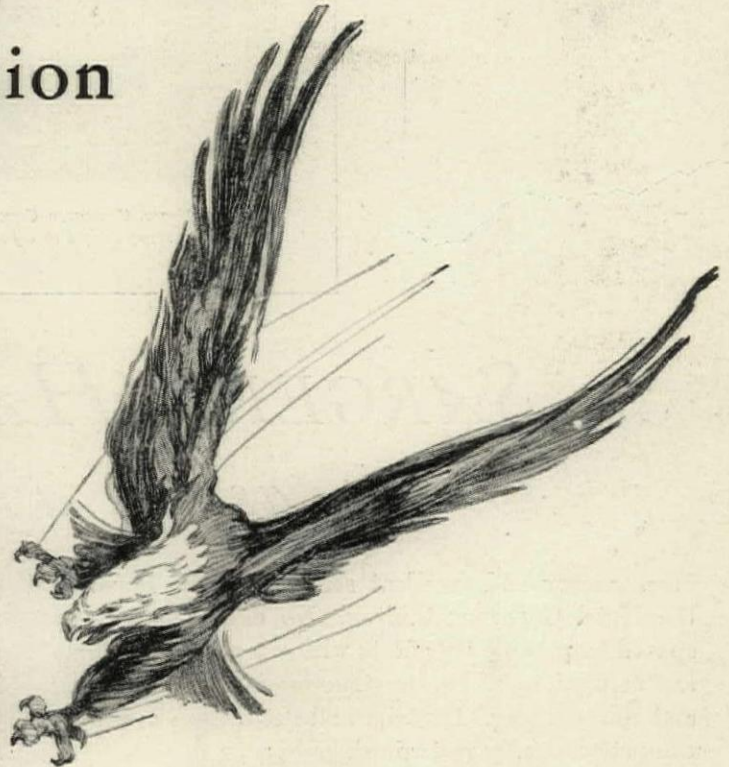


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Murgatroyd & Ogden, Architects

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HOSPITALITY and excellent service may be found in the Hotel Governor Clinton. No efforts have been spared to provide its guests with unequalled comforts and conveniences. Its construction is massive, strong and time-defying. Its trim and decoration are modern yet tastefully restrained.

Throughout this very modern hotel the hardware equipment is Sargent. Maximum security and utmost

convenience are assured to every guest. The management can count on the best possible protection. Of solid brass or bronze, precisely machined, this excellent Sargent Hardware will contribute its share towards the lasting usefulness of this outstanding structure. Sargent & Company, New Haven, Connecticut; 94 Centre Street, New York City; 150 North Wacker Drive (at Randolph), Chicago, Illinois.

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THE Willoughby Tower on Michigan Boulevard, Chicago, is one of the most recent proofs of the way Indiana Limestone now predominates in the newer architecture of our leading cities. In New York, in Chicago, on the Pacific Coast, in the north and south, no matter where you look, there is not a city without one or more outstanding buildings faced with this beautiful light-colored natural stone.

Talk to anyone connected with these projects and the story is the same; the public preference for the beauty of natural stone makes it advisable to use Indiana Limestone facing. This stone from southern Indiana gives a building an appeal that shows a definite dollars-and-cents return in income. The low upkeep expense and permanence of Indiana Limestone are added factors which with easier rentability make the use of this stone desirable.

Indiana Limestone is now produced in such huge volume by this company that it can be laid down anywhere at prices which compare favorably with the prices of less desirable materials. Why not specify Indiana Limestone for the new projects which you are designing? There is a representative in your vicinity who will gladly answer your questions. May he call? For literature or other information, please write Box 766, Service Bureau, Bedford, Indiana.



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THE Globe Steel Tubes Company of Milwaukee found it necessary to use a very light construction for this particular building, and designed the structural steel roof framing accordingly.

When they heard of *Featherweight Concrete*, however, there was an immediate preference for it because of previous experience with the permanent, fireproof, no-maintenance service of Federal Roofs.

A check-up of the steel, both by the fabricators and our own engineers, disclosed that the design was entirely adequate for *Feather-*

weight Concrete—even though laid out originally for a less substantial roof material.

This light weight is but one of the many factors that have contributed to the instant success of *Featherweight Concrete Slabs*. Over 2,500,000 square feet have already been purchased—by concerns like Inland Steel, International Harvester, Chicago, Milwaukee & St. Paul R. R., Bendix Aviation, and for the new Detroit Airport Hangar, the 124th Artillery and Naval Armories at Chicago, Auditoriums at Shreveport and Flint—and many more buildings. New "Catalog and Roof Standards" now available on request.

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Mayers, Murray & Phillip,
Associate Architects.

AN AKOUSTOLITH INSTALLATION

Side wall installation of AKOUSTOLITH sound absorbing artificial stone in a gradation of color from light at the base to dark at the ceiling and with gold ceramic inserts.

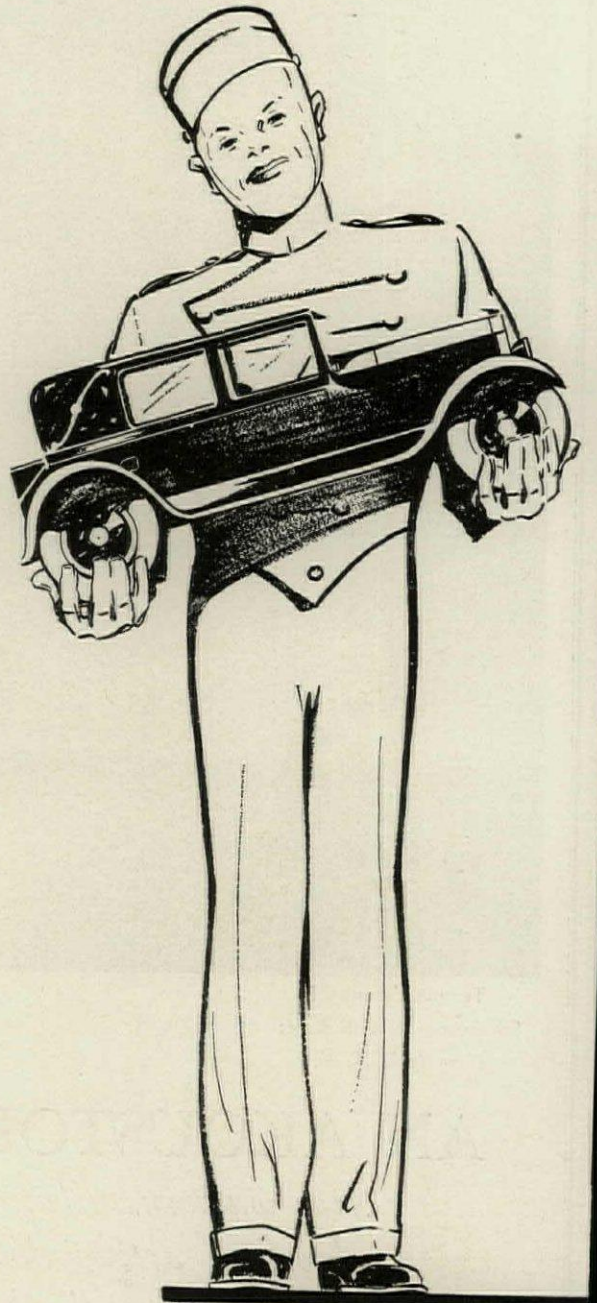
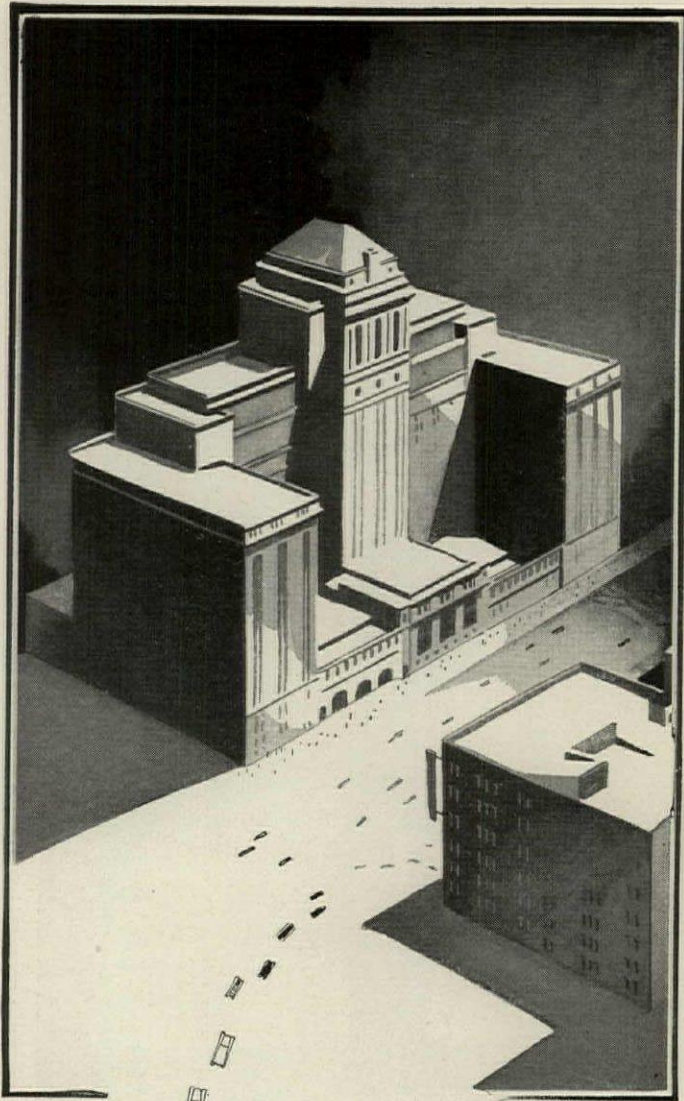
✕✕✕ **R. Guastavino Company** ✕✕✕

40 COURT STREET, BOSTON, MASS.

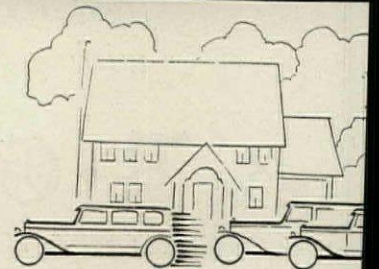
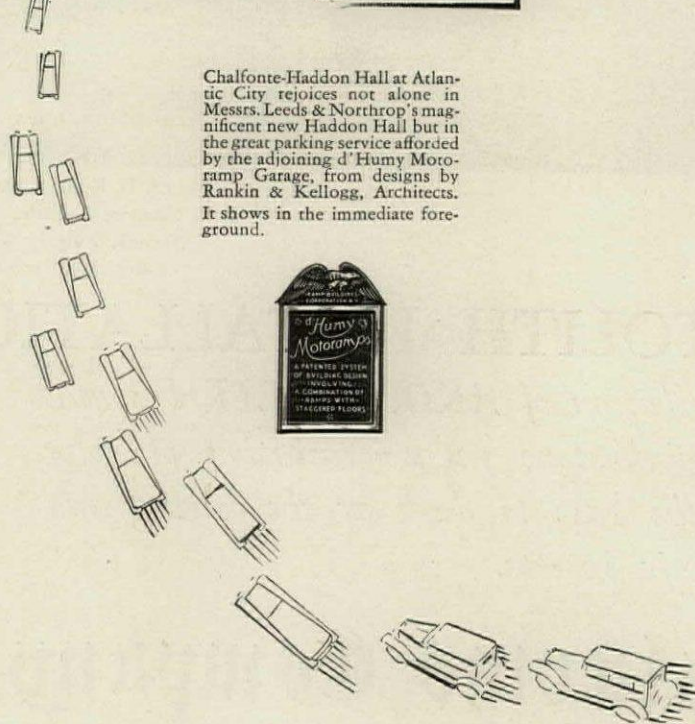
225 WEST 34TH STREET, NEW YORK, N. Y.

R. GUASTAVINO CO. OF CANADA, Ltd.
New Birks Building, Montreal, P. Q.

A Garage

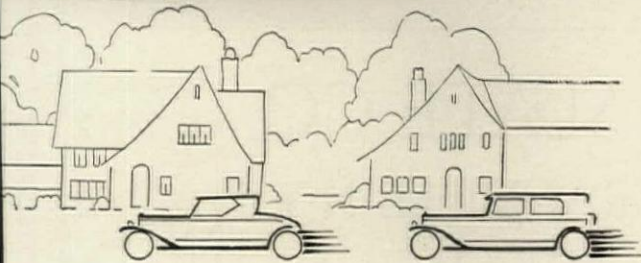


Chalfonte-Haddon Hall at Atlantic City rejoices not alone in Messrs. Leeds & Northrop's magnificent new Haddon Hall but in the great parking service afforded by the adjoining d'Humy Motor-ramp Garage, from designs by Rankin & Kellogg, Architects. It shows in the immediate foreground.



is essential to complete hotel service

*They're relative in
size and importance...
a patron's motor car, his hand
luggage and the necessity of your
planning facilities for
handling them*



THE Hotel whose plans take shape on your boards today needs must consider its patrons' motor cars. They must be received, stored and safeguarded as a service undertaken with full responsibility. Nothing less than a hotel owned or hotel-participating garage permits a check on the service rendered.

Where hotels of past and present origin content themselves with an annexed or adjacent garage, the hotel of tomorrow will follow the precedent of the office building of today. It will be a Combination Building—hotel and garage under one roof! The same considerations apply whether the project be one which contemplates transient or resident patronage.

That it will be a d'Humy Motoramp Garage follows a fundamental economic law. Through ten years development, and in the building of 250 buildings, no generally comparable efficiency of layout or economy of operation has established itself.

You know that this company's engineers stand ready to give you the benefit of their years of experience, in shaping up the preliminaries of a garage—without cost or obligation. For the later full engineering service and use of d'Humy patents a charge is made to the owner as an item of building investment.

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Razor-edges and Snowflakes

Man-made objects lose with magnification; nature's productions show up still better. The keenest razor-edge looks coarse and ragged under the microscope, but the more you magnify a snowflake the more beautiful it becomes.

Sheldon's slate is nature's product. No artificiality appears, no matter how close you come. Like the snowflake, it can stand the microscope, so to speak.

That's why this corner of that peaceful residence we showed you last month: a close-up in which nature's beauty is enhanced.

Which leads us to reflect that a Sheldon slate roof is "a roof of eternal beauty," whether viewed from afar or from nearby.

To refresh your memory, this peaceful nook occurs in the residence of George G. Sicard, Larchmont, New York.

John Russell Pope, Architect.



F.C. SHELDON SLATE CO.
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 • BRANCHES IN PRINCIPAL CITIES •

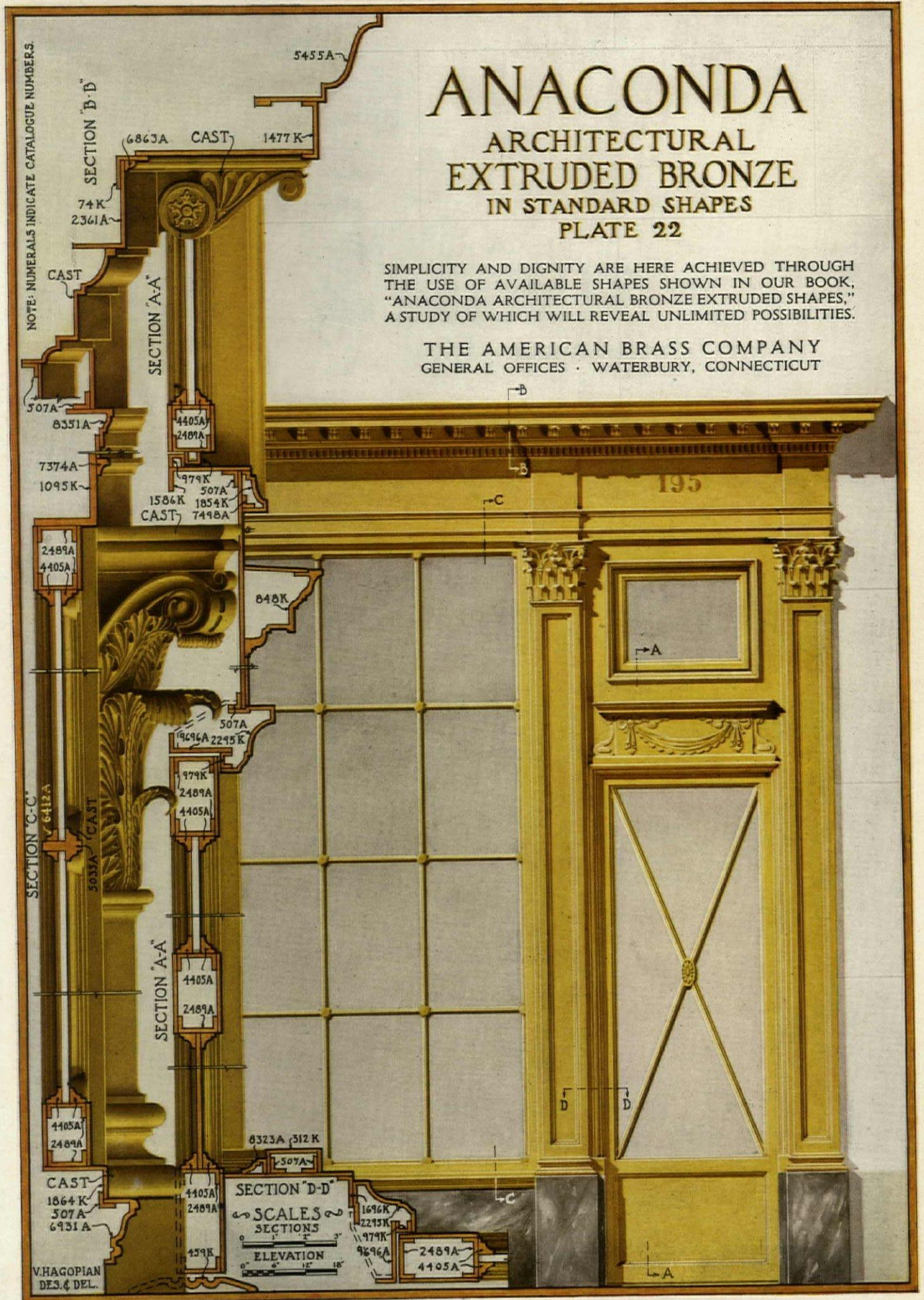
ANACONDA

ARCHITECTURAL EXTRUDED BRONZE IN STANDARD SHAPES

PLATE 22

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Your reputation often depends upon a "trifle" . . .

IN the cost of constructing a building, hardware is a trifle. If it is suitable, strong and silent, the layman public never notice it. But let it fail to function, let it rust or break or balk, and owners are up in arms.

The public judges your professional ability, whether fairly or unfairly, not only by the design of a building but by the contractor's fulfillment of his part of the work, for which you are indirectly responsible.

It stands to reason therefore that you should not willingly allow a contractor to erect a structure any detail of which will reflect upon your professional ability. The standard clause which states that "all workmanship is subject to approval or condemnation by the architect" is always pointed out triumphantly by the layman.

Protect yourself. The specification of good hardware instead of cheap hardware adds but a trifle to the total cost of a building—but your reputation often depends upon it.

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Good Buildings Deserve Good Hardware

33 Stories of Good Hardware—Corbin

The new Kopper Building in Pittsburgh. Architects—Graham, Anderson, Probst & White, Chicago. Associate Architect—E. P. Mellon, New York City. General Contractors—Mellon-Steward Co., Pittsburgh. Equipped complete with Good Hardware—Corbin, including Corbin Unit Locks (Camden Design, special H. B. finish) and Corbin Door Checks (with key adjustment).



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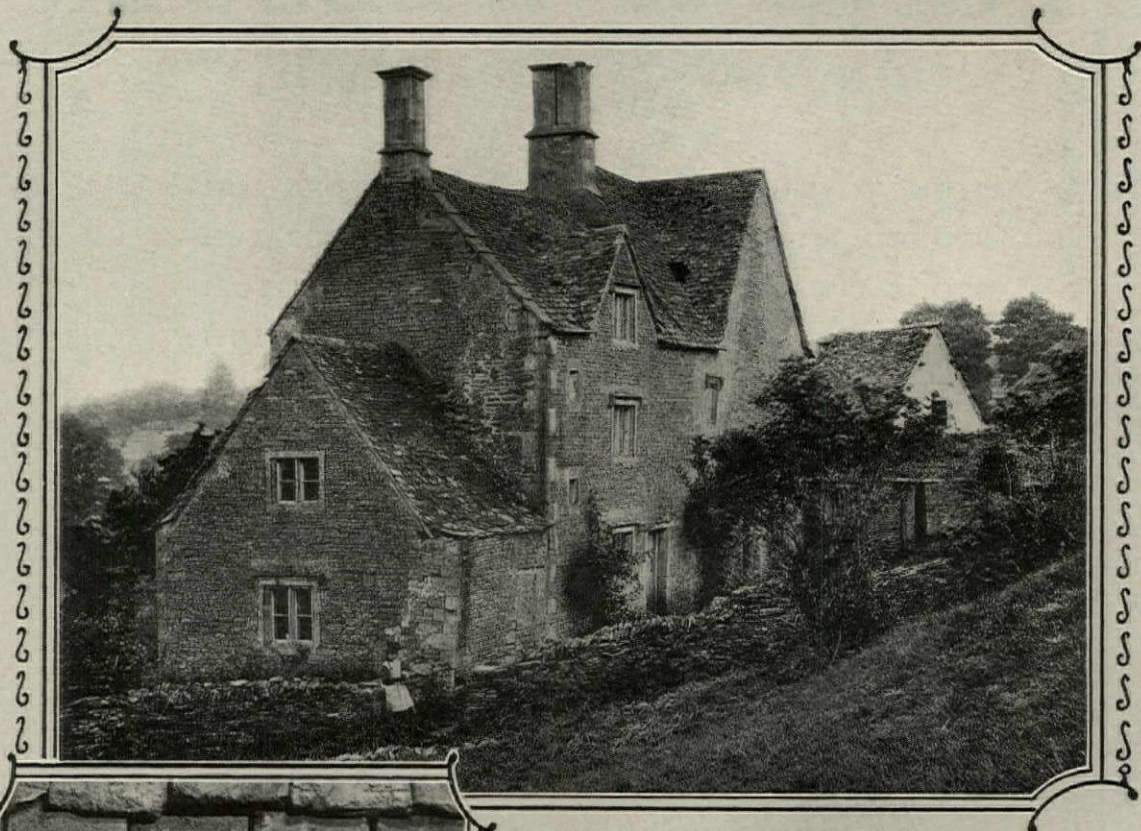
Design—Construction

Management

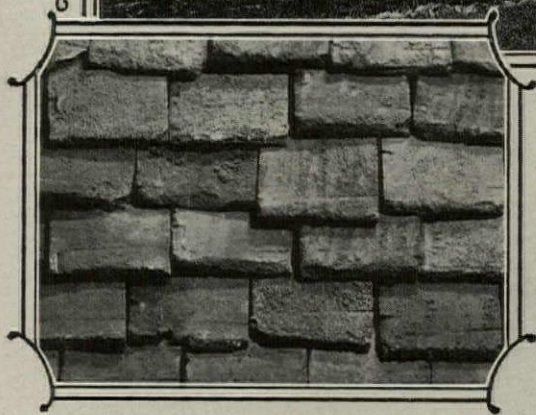
Reports—Appraisals

CENTURIES OLD

The First Day They Are Laid



A Cottage at Chedworth, Glos



TIME, the master painter, has etched his delicate colors into the tile of England's roofs. But here is a tile, fresh from the kiln, that faultless artistry has given all the mellow charm of age---the softened broken lines,

the warmth, the soothing tones, the very warp and twist that mark Old England's tile---even the gentle modulated coloring that comes with generations of exposure to the weather.

If you would have a roof of genuine aged appearance, by all means allow us to send you samples of HEINZ PLYMOUTH SHINGLES. They are faithful in every detail to the time-weathered tiles of the Old World.

THE HEINZ ROOFING TILE CO.

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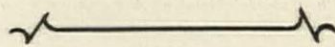
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of ACME BRICK*

This splendid structure is faced with soft restful colors of blended tans, rich russets, nut browns, down through the golden bronze and gunmetal tones. Let us help you solve your color problems—ten Acme owned-and-operated plants and 38 years in the art of brickmaking enable us to serve every architectural need.

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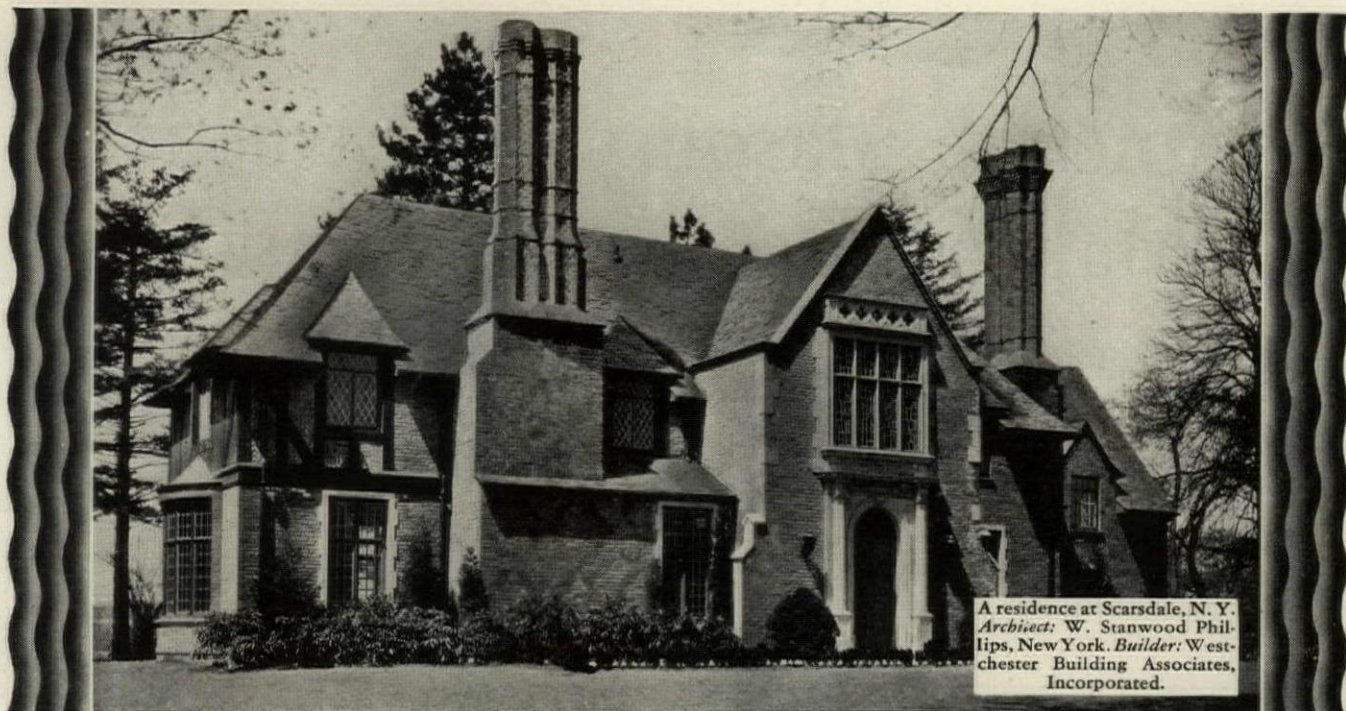
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A residence at Scarsdale, N. Y.
 Architect: W. Stanwood Phillips,
 New York. Builder: Westchester
 Building Associates,
 Incorporated.

Through the office of
W. STANWOOD PHILLIPS
Fenestra Casements

were used in this beautiful Scarsdale house

With its attractive bays, dormers and oriels, its stately chimneys, its rugged roof and its mottled brick walls, this house is a distinguished expression of English motifs. And like the prototypes of an earlier day, much of its beauty is due to the casement-type windows with their small sparkling panes.

Not alone because of the inherent beauty of Fenestra Casements but also because of their *modern comforts and conveniences*, these better steel windows are being specified by American architects:

Weather protection, due to proper design and accurate workmanship, better ventilation—100% opening if desired; easy washing, made possible by

modern extension hinges; fly-tightness, an advantage of the new Fenestra Screen Casement in which the steel casement and the metal screen are made to operate together—both furnished by one manufacturer; and finally low cost, a result of quantity production in a large variety of types and sizes.

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 Factories: Detroit, Michigan, and Oakland, Calif.
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Fenestra SCREEN CASEMENTS

Concrete Masonry Construction Makes Fine Homes Firesafe

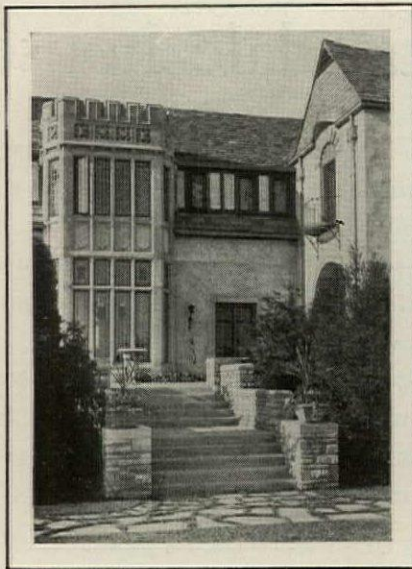
IT IS easy to understand why an ever-increasing number of fine homes are being built with concrete masonry walls and concrete floors. This type of construction not only assures utmost durability and strength, but—of even greater importance to the owner of every fine home—*Firesafety!*

Here is complete protection for your investment in the home itself, and its furnishings. Rare libraries that can never be replaced, costly rugs and tapestries, prized trophies and mementos of earlier years—for the loss of these no insurance can adequately compensate. They must be *safeguarded* from fire.

Then, too, there's the peace of mind which firesafety creates—entire freedom from anxiety. Fires that



Residence of Col. Edwin S. George, Bloomfield Hills (Detroit), Michigan. Geo. D. Mason & Co., Detroit, Architects. I. J. Isgrigg, Pontiac, Michigan, Builders.



originate in the basement—and many of them do—are completely isolated from living quarters by a concrete first floor. Loved ones are assured utmost protection.

Another feature of this modern

Another view of the Col. George home. Walls are largely of concrete masonry. Exterior is of portland cement stucco, brick, and stone trim. With reinforced concrete floors throughout, this residence is as nearly firesafe as it can be built. It replaces one destroyed by fire.

construction is its resistance to extremes of heat and cold. A concrete masonry wall (built of *hollow* concrete units) is virtually *two* walls, with insulating air space between outer and inner surfaces. Homes thus protected may be kept delightfully cool on summer's hottest days. With a smaller expenditure for fuel than is customary, they may be kept comfortably cozy in the zero cold of winter.

P O R T L A N D C E M E N T

C O N C R E T E F O R P E R M A N E N C E



Residence of P. D. Houston, Bellemeade (Nashville), Tennessee. Biglow & Henthorn, Architects. Rock City Construction Co., Builders.

When to these qualities are added the strength and remarkable durability of concrete masonry, its ever-increasing use in the construction of fine homes and country estates is simply a matter of course.

During recent years the manufacture of concrete masonry units has been developed with particular regard for the needs of home building. These units are made by mixing portland cement with water and other suitable materials such as sand, pebbles, crushed stone, cinders, burned shale, or slag. Necessary standards of size and quality are everywhere carefully maintained.

When reasonable skill and care are exercised in mixing the cement mortar and laying the units, a wall of great strength and stability—of *virtually one-piece construction*—

The Houston home has concrete masonry walls throughout, with white portland cement stucco exterior. Reinforced concrete floor above basement, which extends under a part of the home only.

is the result. Portland cement stucco, when used as an exterior finish, bonds perfectly to concrete masonry walls. Coating and base become one.

This stability and permanence of concrete masonry; the distinctive exteriors made possible with the varied textures and color tones available in portland cement stucco;

the beauty of concrete floors, treated in any one of many charming ways—these are matters of the greatest interest and importance to every fine home builder.

Before you plan your home, become familiar with this modern construction material. Let us send you complete and handsomely illustrated literature on the subject.



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Notice the "Movement"

created by this modern floor



THE SOFT STRIATED EFFECT OF ARMSTRONG'S BROWN JASPÉ IS ADAPTABLE TO MANY DIFFERENT TYPES OF ROOMS.

IN this room the mantel is the center of interest. Notice how nicely the floor guides the eye toward the mantel, how well the horizontal movement of the floor balances the vertical effect of the upright boards that compose the paneling. Notice, too, how clearly the interior effect and color scheme of the room are reflected by the floor of modern Armstrong's Linoleum.

This effect of movement, this fine matching of color and subtle reflection of spirit, are but an example of the architectural versatility of Armstrong Floors. Do you need a floor which will echo the latest note of decorative motifs? A tile effect for a Spanish

room? An Old World handcraft design? An Early American Oak Plank Floor? You'll find all of them and more in this most modern of all floors. Your choice will be practical, too, for the new Accolac Process surface makes Armstrong Floors easy to clean—always fresh and bright.

Let us tell you the rest of this interesting floor story. We'll send you samples and colorplates, too, if you like—and a copy of our new file-size architect's specification book. You'll also find us represented in Sweet's Architectural Catalog. For information just address the Armstrong Cork Company, Floor Division, Lancaster, Pennsylvania.



"The effect of 'movement' is only one of scores of interesting possibilities suggested by modern floor materials."

I. HAGOPIAN, Architect

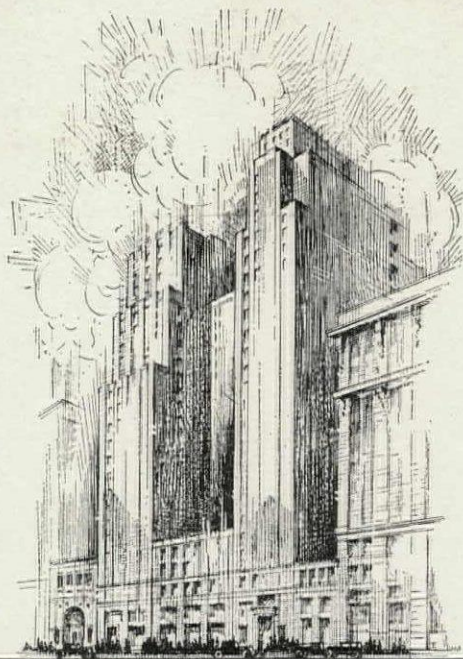
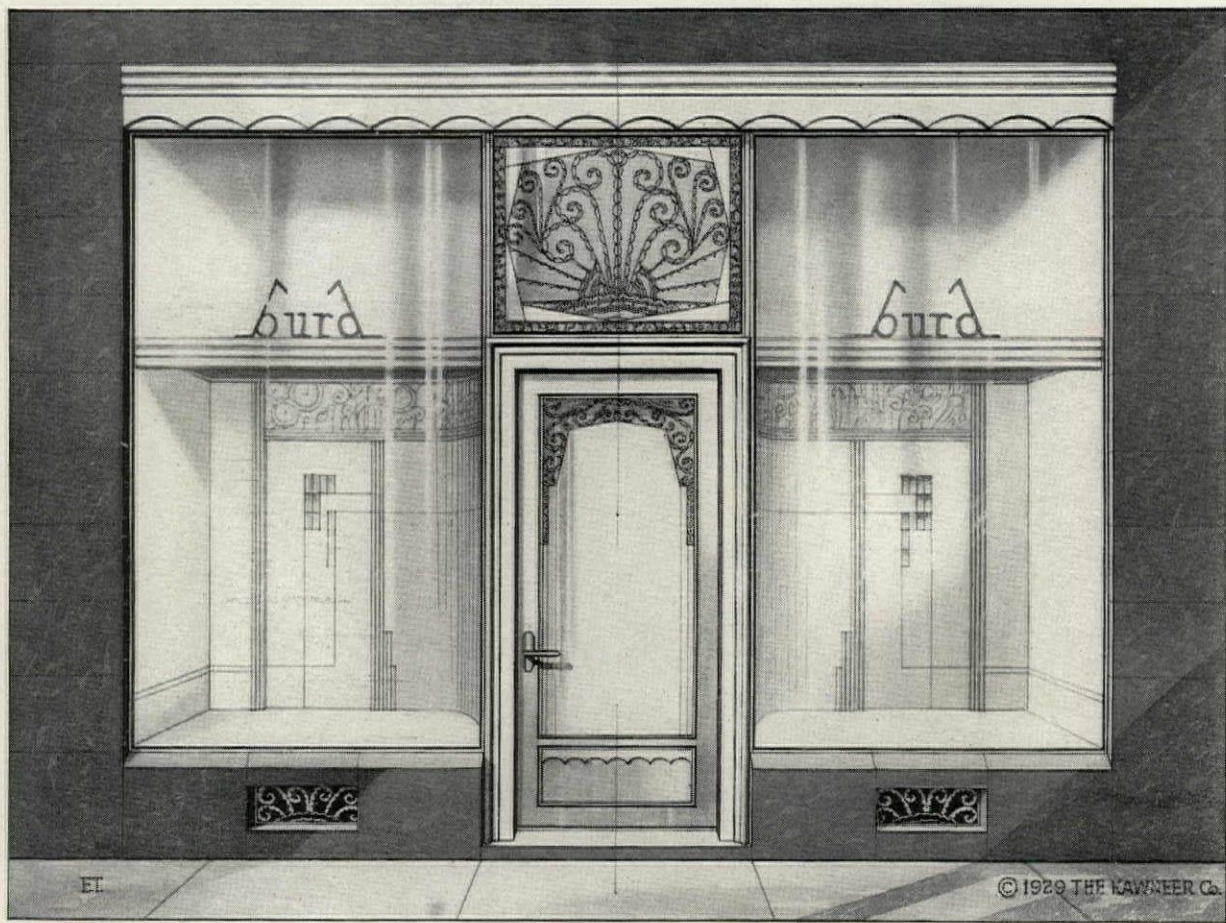
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THE C. PARDEE WORKS, 101 Park Avenue, New York City

Please send me without obligation your catalogue illustrated in color, "Pardee Tiles," showing the many shapes and individual pieces for difficult installations.

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A REVIEW BY
NEVA BRADLEY

THE trend of the modern age toward free expression has swept us into a seething pool of color. Never has the world been so color-conscious as today. Modernism in its reaction to the drabness in which we have been submerged for so many years is responsible for the present universal interest in color. Such vivid reminders are being flashed before us at every turn that we are forced to recognize the importance of color and its proper use.

Countless attempts have been made in past years to compile a work that would add to the fund of knowledge to which the decorator might turn for inspiration in the achievement of a house decorated in excellent manner. Many publications, like many flowers, were born to bloom unseen. All too rarely does one find a volume that so clearly, deftly and concisely deals with the subject of color in its relation to interior decoration as does "House & Garden's Book of Color Schemes," edited by Richardson Wright and Margaret McElroy, editor and associate editor respectively of *House & Garden*. Be-

tween its covers are collected hundreds of exceptionally well chosen illustrations of walls, living rooms, dining rooms, bedrooms, sunrooms, roofs, garden rooms, kitchens and bathrooms, representative work of well known interior decorators whose various abilities are well recognized. Fully half of the book is devoted to illustrations and to describing color treatments characteristic of each decorative period. The subject is dealt with completely and impartially, from the Renaissance to the present day.

A fitting introduction to the various period treatments is Weymer Mills' fanciful color impressions of the periods. "Each era seems to have established its own distinctive and unforgettable tints and tones in decorative schemes." Taking up the Renaissance, John H. Hutaff discusses the various merits of the sixteenth and eighteenth century styles of Italian furniture. He gives for an example of the harmonious blending of the two styles an outline of four rooms in a small New York house. Of especial interest among the ten pages of

illustrations of excellent architectural interiors and furniture arrangements are the views of Mortimer Levintrett's Venetian residence. Ethel A. Reeve suggests interiors combining vigorous colors with the sturdy fur-

niture of seventeenth century England, while Pierre Dutel covers the eighteenth century Georgian period with color schemes for five rooms, a bath and roof garden. Harold D. Eberlein traces the development of the English Regency style with its vivid coloring and classic lines. In the section devoted to French rooms the adaptation of the colors of the Louis is dealt with by Ruth Lyle Sparks and illustrated with views of interiors done by Diane Tate and Marian Hall, Clarence Mack and others. Usable ideas from both the Directoire and Empire periods are given by Eleanor McMillen. Decorative schemes of Arthur Heun, Thedlow, Inc., and Robert E. Locher illustrate these eras. The picturesque provincial manner, with its mixture of country simplicity and city sophistication, is very adaptable to informal houses



An Eighteenth Century English Interior
Illustration from "House & Garden's Book of Color Schemes"

in this country. Louise M. Torrance offers some delightful suggestions for rooms furnished with the informal, rustic pieces of France, Italy or Spain. Included are illustrations of four unusual rustic rooms from a house designed in the Basque style by W. Kenneth Rindge.

For the assembling of furniture from both the earlier and the later period of Colonial interiors and for the adaptation of this furniture to modern American interiors, Helen Wells outlines some helpful hints. Among other illustrations are those of a Long Island hunting lodge of which McMillen, Inc., were the decorators and John Russell Pope the architect. One illustration of especial interest depicts old time New England. Charles G. Colman was the architect. The simplicity of modern decoration is well illustrated by Jules Bouy's creations. Since simplicity is the keynote of this era, color naturally comes into the foreground. For those who wish to move on in the spirit of this era, there are plenty of color suggestions by Bruno Paul, exponent of modern types.

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From the title of the work one would be led to expect that the illustrations would be largely color plates. Such is not the case, there being not over half a dozen in the volume. This, however, in no way lessens the helpfulness of the volume in giving the reader a clear color picture of all decorative schemes, be they illustrated or not. Decorator, architect and layman will find in this work inspirational material for the arrangement and design of interiors as well as definite information on choosing pleasing combinations of various tints and tones. The schemes suggested are neither vague nor startling, and they are far from being commonplace and merely "safe." Had anyone just a few years ago been so bold as to attempt to decorate a room in lacquer red, gray and black, the efforts would have provoked little sympathy and much raising of eyebrows. Today we view such a combination with interest. The arrangement may or may not be happy, but the thing is that we are tolerant. Consequently, our color perceptions are being sharpened, and with experience there comes growth.

Despite the interest or possible admiration for certain of the new departures from set color schemes, there is a class of people, be they professional decorators or amateur home lovers, who lack the courage to do what they fear may be thought "extreme." For the benefit of such there is included an article of encouragement by Harold D. Eberlein. "Color courage in decoration is one of the rarest qualities among civilized people of today." Praise is given to the small group which is "well away on the road to complete color freedom." The other and much larger group is urged to have done with conservatism, and to grasp and handle color firmly

rather than timidly. A list of 17 refreshing combinations is offered for color-cautious persons to try putting into effect. One example of the possibilities which are bound to make one look at this subject with new eyes is: "Walls—pearl lavender, slightly deeper in tone below the chair rail; woodwork—red, between coral and Venetian, picked out with gold; floor—dark French walnut parquetry; large, plain rug of deep purplish mulberry; hangings of jade green taffeta." Another suggestion which would make anyone listen with unfeigned interest is the description of a little sitting room on the ground floor of a house in Mayfair. "Floor lacquered red; walls and door painted a warm oyster shell gray; door architrave and all other woodwork, black; ceiling, black, highly varnished to pick up reflections; furniture covered in black sateen with white piping, and a few small incidentals of red lacquer along with several old polychrome Chinese pictures." Bold and brilliant color schemes are often exceedingly subtle, and it requires a goodly degree of sophistication either to devise or to appreciate their full significance.

Since color is the most attractive and also the most dangerous element that enters the decorative scheme of an interior, Grace Fakes gives some fundamental and sensible rules to be observed for its development in various rooms. A most unusual and valuable feature of the volume is the "vocabulary" of color for decoration. The definitions cover all the shades, tints and tones through the various reds, divisions of brown, orange, the family of yellows, gold green tones, the blue group, and the violets. The reader will find many usable ideas in the descriptions and illustrations of rooms developed

"Hotel Planning and Outfitting"

EDITED BY

C. STANLEY TAYLOR and VINCENT R. BLISS

Here is a volume which for the first time adequately reviews the entire subject of the modern hotel,—its planning, designing, equipping, decorating and furnishing. It covers every detail, from the beginning of sketch plans to the registration of guests when the house has been completed and opened. All the different types of hotels are dealt with,—the Modern Commercial Hotel, the Residential or Apartment Hotel, the Resort Hotel, and the Bachelor Hotel. The volume is replete with views of hotels in different parts of the country; their exteriors and interiors, and in many instances their plans are included and fully analyzed.

The editors have been assisted in the preparation of the work by widely known hotel architects and interior decorators and by actual operators of hotels,—practical men, experienced in the management of the "back" as well as the "front" of a hotel. The volume's treatment of hotel furnishing and equipping constitutes the final word on this important subject. There are included views of hotel restaurants, cafeterias, kitchens, pantries, "serving pantries," refrigerating plants and all the departments which are necessary in a modern hotel of any type. The work is of inestimable value to architects and engineers, as well as to practical hotel men.

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THE ARCHITECTURAL FORUM

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in the primary tints. It is commonly thought that the use of much blue in the decoration of rooms is to be carefully avoided. Margaret McElroy describes the living room, hall and bedroom of a small apartment in which she combined various shades of light and medium blue with enough warm tones for contrast to prove that it is possible to produce a charming effect by the use of blue as the dominant note. In the outline for four rooms having red as the chief color, Mrs. George Draper shows how this striking but difficult hue can give strength and character to a room. Further proof of this is seen in the illustrations of a red lacquer library decorated by the Frankl Galleries, and a little red, white and blue powder room by Agnes Foster Wright. Mrs. Wright also gives suggestions for five rooms and a porch of a small country house which uses yellow as the main theme. The crisp effect produced by white walls, yellow ceiling and light green rug, or white wall paper with gold lattice design, blue ceiling, and rugs hooked with yellow and mulberry, could leave no room for gloom.

Several unusual sources of color inspiration have been touched upon. That afforded by under-sea life offers an unending variety of unusual designs and novel hues which can be translated into terms of decorative interiors. William Beebe beautifully describes "the exquisite harmony of tints compelled by the pastel perspective of water." Another source which offers endless possibilities is that of the old fashioned flower garden. A bouquet of summer rooms, as suggested by Felicia Adams, is developed from flowers such as mignonette, zinnia and sweet William. Again, if a room be built around one's hobby, it is bound to be interesting. Chamberlin Dodds

suggests, if one has a hobby, planning the color scheme of the room around the collection and letting it form a "back drop" for the treasures. He takes, for example, an old Chinese vase on which appear various shades of seven colors, cream white, both jade and apple green, powder blue, lacquer red, eggplant and black; from these he develops four rooms in an unusually pleasing manner.

Kitchens, bathrooms, sunrooms, and occasional small rooms to serve and amuse are fertile fields in which the decorator can splash about gaily. Being a product of our own age, the modern bathroom affords the decorator considerable opportunity for originality. When it was found that beauty and sanitation could be combined, the bath-dressing room with its luxurious appointments began to make its appearance. An account of the development of the modern bathroom is given by Paul T. Frankl. Most effective results are obtained by the liberal use of decoration on wall areas. The possibilities are limited only by the ingenuity of the artist. Among the unusual treatments illustrated is one with the dado finished in silver with walls painted in pale pink and decorated with eighteenth century scenes in umber grisaille. Another by the same artist has silver walls and ceiling with under-sea motifs in black; the tiled dado is in ocher surmounted by black trim; the floor is of black and white tiles. Brilliant tropical designs and murals are being painted on the mirrored walls of bathrooms of today. Pierre Dutel suggests many novel uses for painted glass. Mirrored table tops, mirrored lamps and crystal accessories have offered such endless possibilities that decorators are now extending the use of crystal to larger areas. Dining rooms are lined from floor to ceil-

"CHURCH BUILDING"—By *Ralph Adams Cram*

(A NEW AND REVISED EDITION)

THE improvement which has accompanied the progress of American architecture during recent years has been no more marked in any department than in that of an ecclesiastical nature. This has been due primarily to the rise of a few architects who by travel and study have acquired much of the point of view from which worked the builders of the beautiful structures which during the fourteenth century and the fifteenth were being built over all of Europe.

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THE appearance of a new and revised edition of a work which is by far the best in its field records this progress. Mr. Cram, being perhaps the leader among the architects who have led this advance, is himself the one individual best qualified to write regarding the betterment of ecclesiastical architecture. The editions of this work of 1900 and 1914, which have for some time been out of print, have now been considerably revised and much entirely new matter has been added,

which in view of the change which has come over ecclesiastical building of every nature is both significant and helpful.

Illustrations used in this new edition of "Church Building" show the best of recent work—views of churches and chapels large and small, in town and country, buildings rich in material and design and others plain to the point of severity, with the sole ornament in the use of fine proportions and correct lines. Part of the work deals with the accessories of the churches and their worship.

345 pages, 6 x 9 inches, Price \$7.50

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ing with mirrored glass painted in Chinoiserie motifs. Powder rooms are walled with sectional mirrors. One powder room, which was converted from a coat closet, has pink walls, shading to a deep pink at the bottom; diamond shaped, blue backed mirrors and a blue ceiling studded with mirrored stars. Another illustration of an occasional room is that of a private bar with walls painted in scenes of Broadway in 1860 to suggest an old fashioned sidewalk bar. Painted walls are being used successfully in sunrooms as well as in less used portions of a house. The sunroom has evolved into a gay and cheerful meeting place for the blending of outdoor and indoor comforts. Elsie Cobb Wilson describes several examples of what has been done in such rooms. It is probably from the sunroom that the idea of garden rooms came into existence. Ruby Ross Wood discusses various methods of giving an illusion of outdoors to a city room. One delightful room of which she writes was built around an old English painting of a smocked gardener leaning on his hoe, with a prim Queen Anne garden around him. Roof gardens with their painted awnings and wrought iron wall decorations receive their due from Mrs. George Draper. The cheeriness of sunrooms is now being carried into that most essential of rooms, the kitchen. Perhaps the secret of keeping a contented cook may be found in the pages which give some colorful combinations showing possibilities in the adaptation of kitchen decorations of other lands. Irene Sidley lists some practical schemes for a French provincial kitchen together with two suggestions based on the sunny and cheerful kitchens of Portugal and Spain. Many other subjects are dealt with just as interest-

ingly. Richardson Wright, the editor, throws a new light on the adoption of color in this country. He believes that to some degree we can attribute our increasing interest in color to legislative Prohibition. "The tendency toward color may have been evident before Prohibition went into effect, but it did not enjoy universal acceptance until after the average man and woman found their habits repressed by legislation." He parallels the present enthusiasm for early American furnishings with prohibitive legislation. This demand for early American decorations is one reason for the growing popularity of painted floor decorations. A monograph by Jane Stewart on stencil borders, spatter effects and checkered designs and their suitability to certain rooms gives exact information for the application of both the design and the paint. For those who like an occasional piece of painted furniture as well as for those who prefer groups of painted pieces for cheerful little cottages, there are two pages filled with sketches of unpainted furniture, both modern and period reproductions, with usable color suggestions. In the back of this volume, from which nothing seems to be lacking, there is a valuable list of publications concerning decoration, and also the names and addresses of decorators, architects and artists. The work will be useful not only to architects and interior decorators but likewise to that large and constantly growing number of home owners who are interested in decoration. Its illustrations have been admirably chosen.

HOUSE & GARDEN'S BOOK OF COLOR SCHEMES. By Richardson Wright and Margaret McElroy. 227 pp., 9½ x 12¾ ins. Price \$5. Conde Nast Publications, Inc., 420 Lexington Avenue, New York.

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By SIR BANISTER FLETCHER, F.S.A., F.R.I.B.A.

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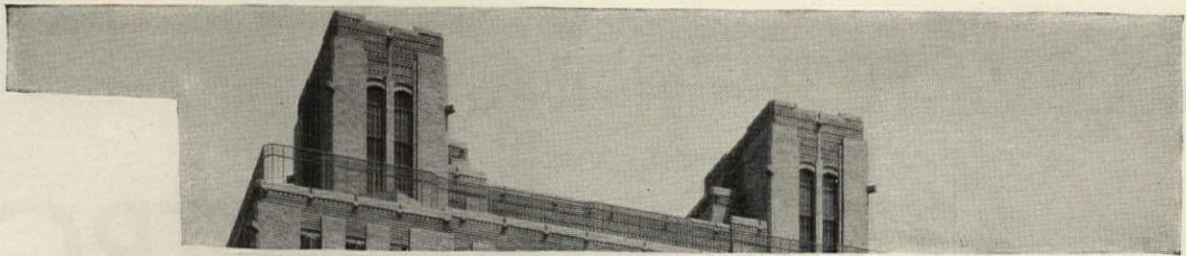
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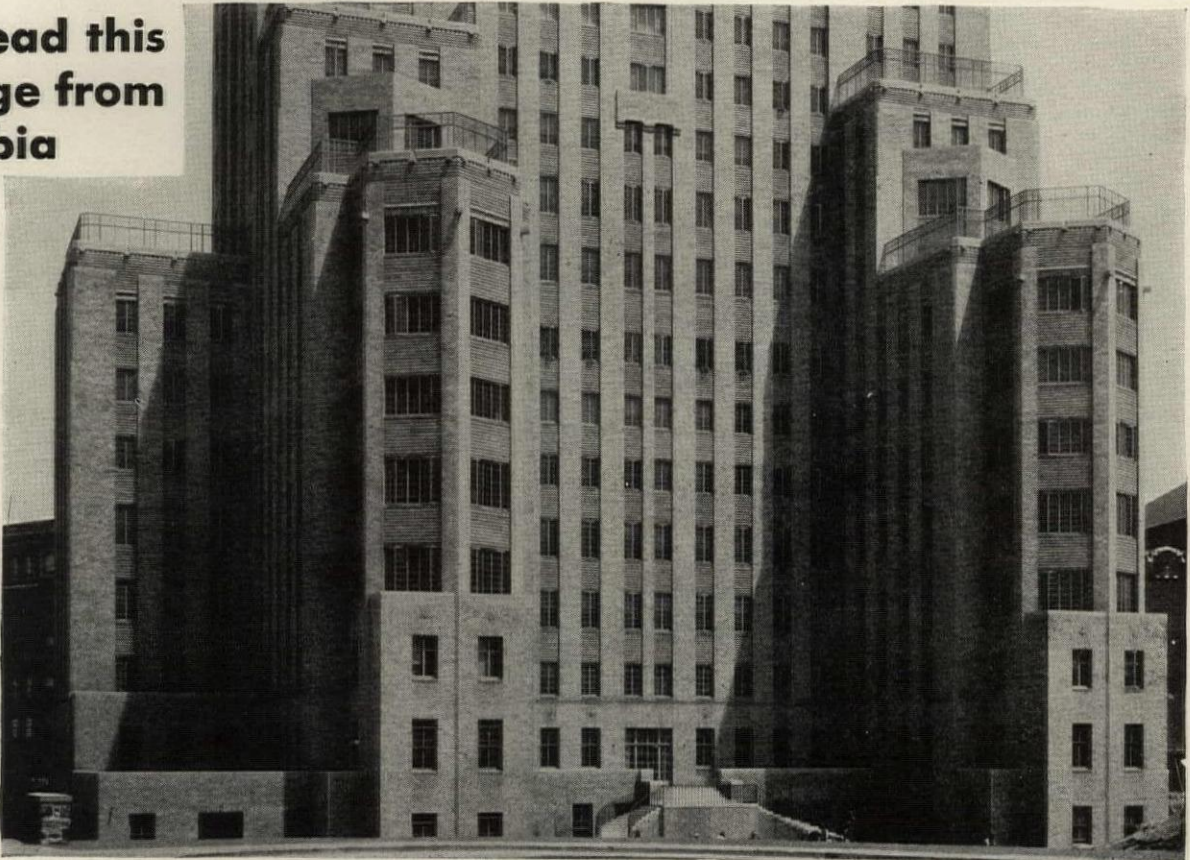
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THE EDITOR'S FORUM

THE HOLABIRD & ROOT EXHIBITION

November 21—December 12

THE Architectural League of New York has instituted a series of one-firm or one-man exhibitions with a presentation of the work of Holabird & Root, of Chicago. This departure from its time honored custom of holding only one important exhibition each year, the annual show at either the Grand Central Palace or at the galleries of the National Academy of Design, is a step in the right direction. Such an immense number of photographs and drawings as well as material representing the arts and crafts and interior decoration is presented for inclusion in each of the annual exhibitions, that it is never possible to adequately present the work of any one man or one firm. It was therefore decided by the present Exhibition Committee of the Architectural League of New York to augment the annual exhibition by a series of smaller displays in the galleries of the Architectural League House. The present exhibition of the work of Holabird & Root will be followed, the latter part of December, by an exhibition of the work of Lee Lawrie, the well known architectural sculptor and designer. The third exhibition, which will open early in January, will present the work of Eliel Saarinen.

The value and importance of these one-man and one-firm exhibitions cannot be too strongly emphasized. It is fortunate for the profession in New York that the Architectural League has begun this important movement, which should be far-reaching in its effect upon the work of the profession locally. It is most important that one architect should be thoroughly acquainted with what other architects are doing. Such knowledge tends to give a more definite and uniform trend to architectural expression in the country as a whole. If architects are without contact with the work being done by the profession in other parts of the country, their work is likely to suffer through an over amount of individuality and narrowness of conception.

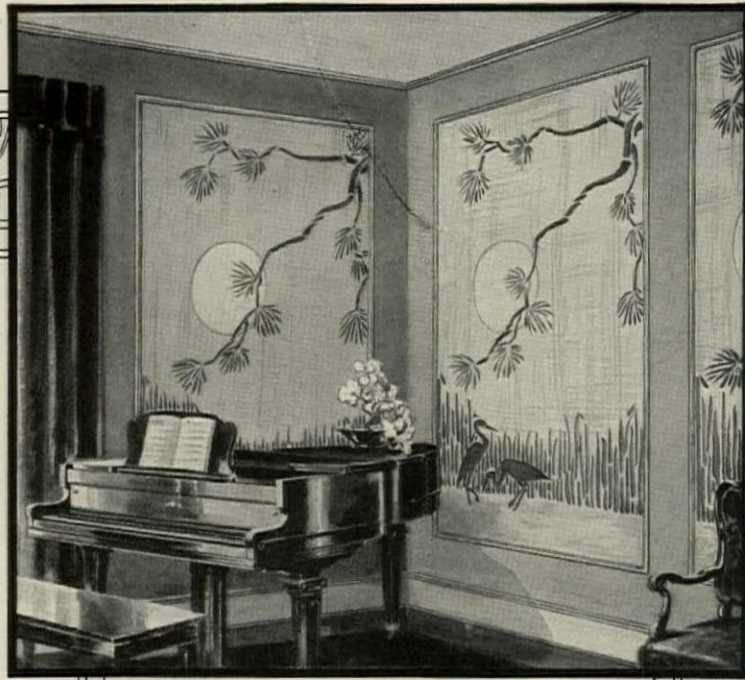
Although the architectural journals, as far as they are able in a limited amount of space, attempt to present from month to month as many examples as possible of the best work of every type being done in every section of the country, they are seldom able to devote the amount of space necessary to an adequate or complete presentation of the recent work of any man or firm, and yet unless such a complete presentation is made, it is impossible to obtain an adequate idea of the breadth and scope of the work of any firm or individual. The Exhibition Committee of the Architectural League of New York is to be congratulated upon its choice of the

work of Holabird & Root for the first of this series of one-man or one-firm exhibitions. Among the younger firms of Chicago architects, and both men the sons of architects prominent in Chicago 30 years ago, John Holabird and John Root have already made a definite impression on the architecture of their native city. Their work covers a variety of architectural types. Commercial buildings, hotels, restaurants, clubs and private houses are included in the recent examples of their work. Possessed of an unusual grasp of the underlying principles of architectural design, their buildings are a logical development of plan and elevation, of design and decoration. Embodying a distinctly new note and a fresh expression in architectural design, work of these young architects is making one of the most marked contributions to the present development of a distinctly American architectural style. Their work shows a marked appreciation of scale and proportion, a consummate understanding of the value of masses, and an unusual appreciation of the importance of a proper relation between window spacing and wall surfaces. Their buildings without exception possess unusual restraint and dignity, relieved by an intelligent and consistent use of appropriate ornament.

The exhibition of their work in the main gallery of the Architectural League House in New York is a remarkable example in itself of a superb presentation of carefully selected and architecturally arranged series of photographs, drawings and models. The restraint in their architectural designs is satisfyingly repeated in the delightful arrangement and balanced grouping of the exhibition itself. Although it is distinctly modern in conception but conservative in expression, the architects of New York should derive much information and receive fresh inspiration from a very careful and appreciative study of the splendid work of the firm of Holabird & Root.

NEW YORK APARTMENT HOUSE MEDALS

THE New York Chapter of the American Institute of Architects invites architects of apartment houses to compete for two "New York Apartment House Medals." The buildings to be listed as entries must have been erected in either Manhattan or Bronx and completed between October, 1928 and October, 1929. The entries are to be divided into two classes, one class consisting of buildings of six stories or under, while the other consists of structures of more than six. Entries must be submitted before December 15, 1929. Information regarding the awarding of the medals may be had of the Chairman of the Apartment House Medal Committee, Philip L. Goodwin, 607 Fifth Avenue, New York.



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after most of his contemporaries are forgotten. He carried this precious active quality into his work. He believed that no matter how great the demands on an architect's time might become, he should always draw and design every day and most of the day, and he lived up to this precept. His work, therefore, bore the unmistakable imprint of his individuality and had much of the humanness so characteristic of the designer.

He was fond of reading and even in these crowded modern days, amid the insistent social demands naturally made upon a man of his high prestige and great charm, he kept abreast of the best of contemporary thought. Interested in people, he was naturally interested in human affairs. These interests were widespread. He never lost touch with the Old World, and the Old World delighted to honor him. Chevalier of the Legion of Honor, member of the Institute of France, fellow of the Royal Institute of British Architects and Royal Gold Medalist in England, the two European countries he knew so well placed him high on their rolls of honor. In America every distinction that can come to an artist was his.

Everett V. Meeks.



Lucius M. Boomer



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Chairman

Editorial Advisory Committee

EDITORIAL FOREWORD

THE editors of THE ARCHITECTURAL FORUM take this opportunity to express to each member of the Editorial Advisory Committee and to each editorial contributor their sincere appreciation of the coöperation extended during the preparation of this Hotel Reference Number. This background of practical experience has enabled them to present a comprehensive treatise on hotel building which will prove invaluable.

It is a source of gratification to the editors to present to the architectural profession this Hotel Reference Number, which is the largest single issue of an architectural magazine yet published. It is only through the coöperation of the leaders in the hotel field—the Editorial Advisory Committee,—the architects who have specialized in hotel architecture, and the authorities on various phases of hotel engineering, equipment and business,—that such a volume of comprehensive and instructive material can be presented. The contents has been prepared and arranged for maximum usefulness, not only the editorial material but also the pertinent advertising pages.



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Managing Director of Hotel Figueroa, Los Angeles. In addition to his hotel interests, Mr. Young is President of the Hotel Greeters of America, and very active in educational work affecting hotel men.

WALTER L. GREGORY

Managing Director of the Palmer House, Chicago. In addition to his hotel interests, Mr. Gregory is Chairman of one of the important Committees of the American Hotel Association, and is active in the work of the Association.



Frank A. McKowne



Pearl A. Young

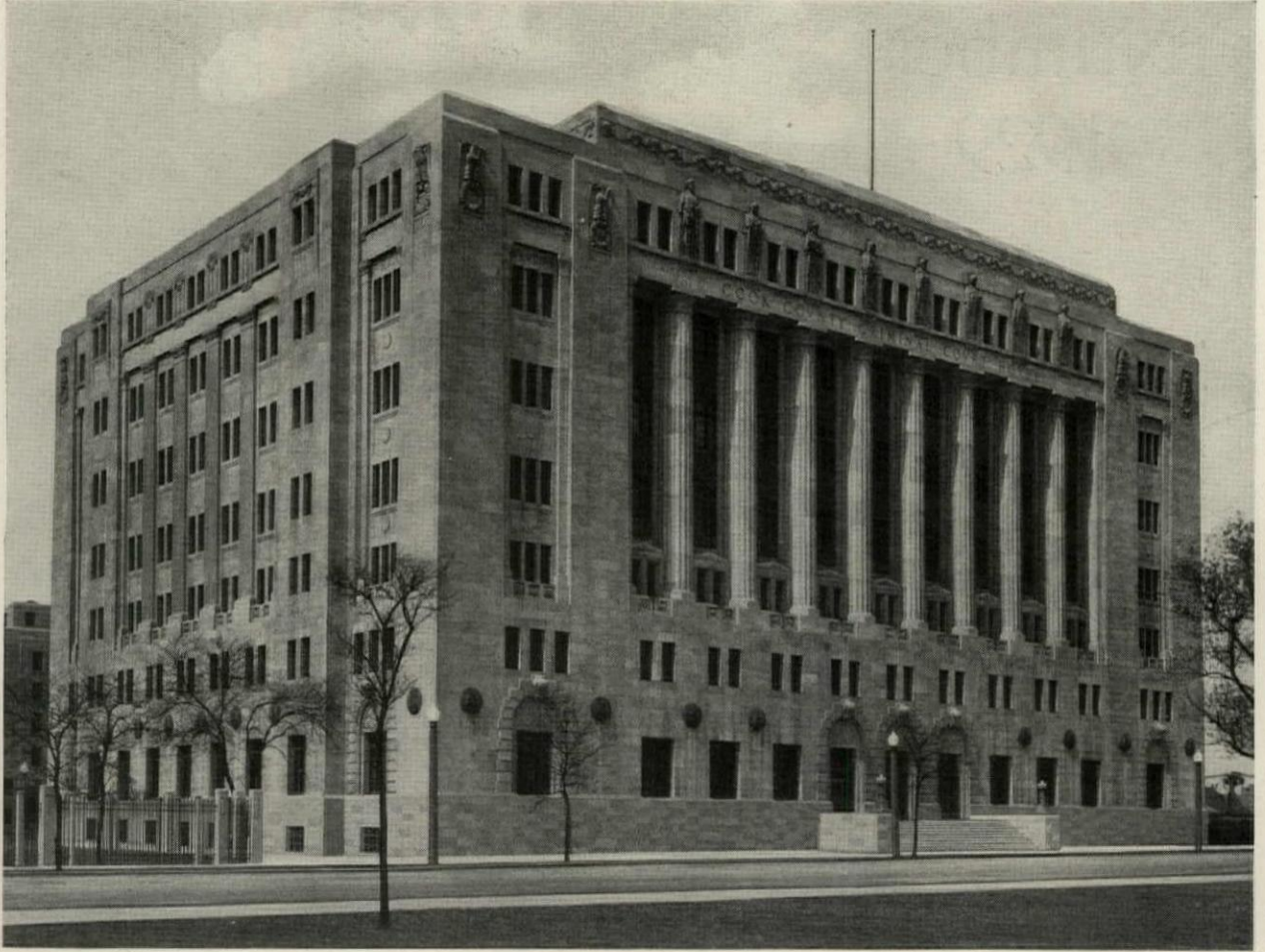


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THE ARCHITECTURAL FORUM

VOLUME LI

NUMBER SIX

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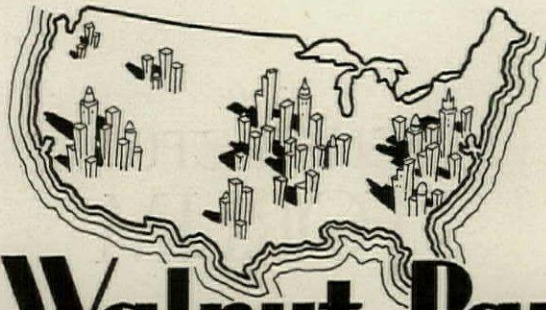
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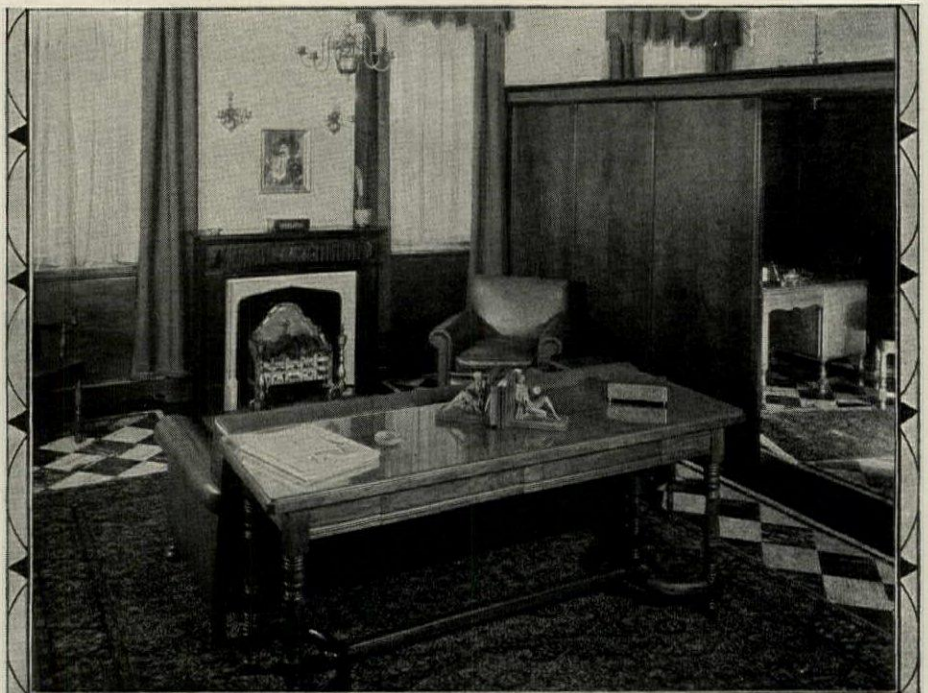
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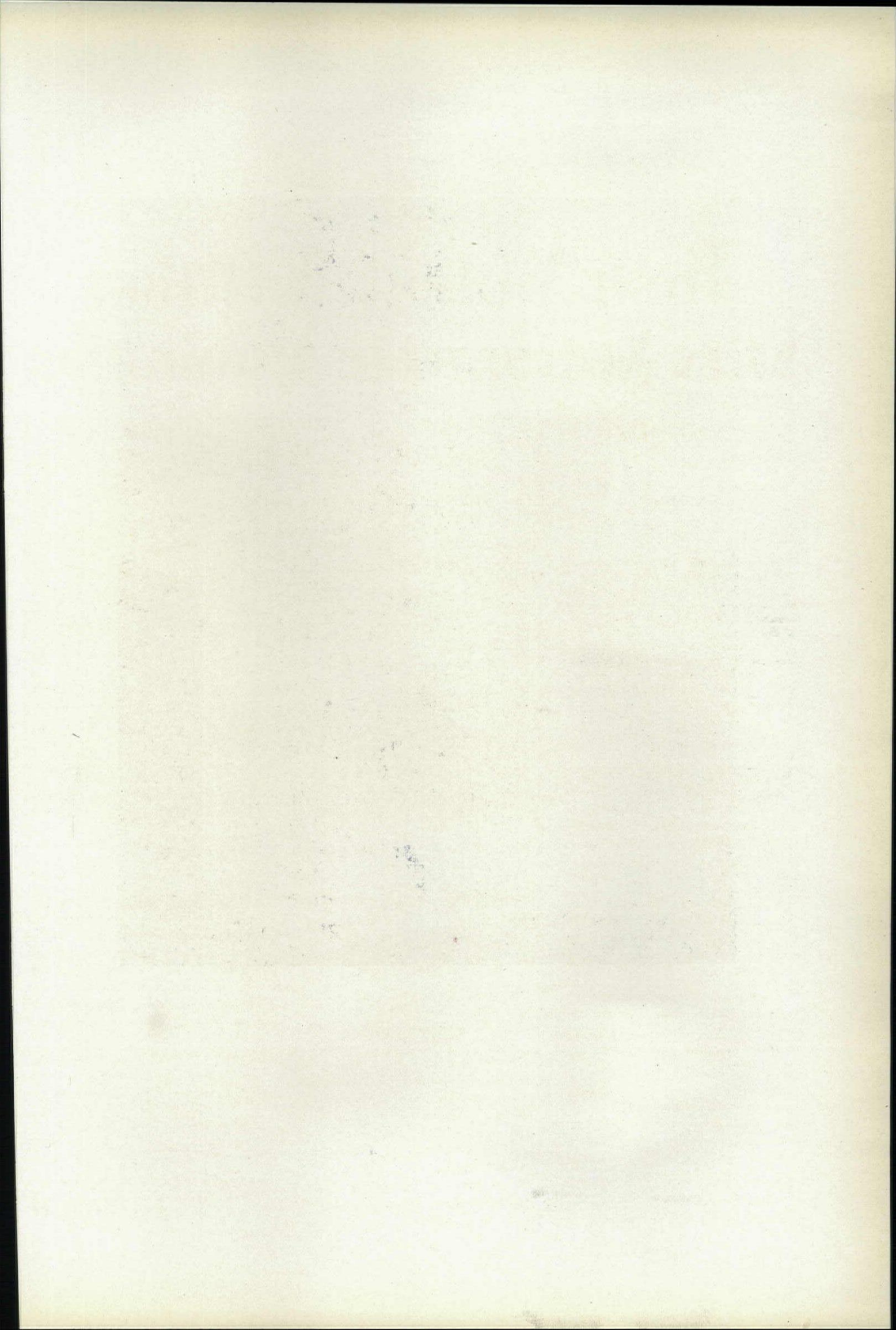
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ROYAL YORK HOTEL, TORONTO

From a Water Color Drawing by S. H. Maw

ROSS & MACDONALD, ARCHITECTS

SPROATT & ROLPH, ASSOCIATE ARCHITECTS

VOLUME LI

THE
ARCHITECTURAL
FORUM

DECEMBER 1929

NUMBER SIX



THE NEW HOTEL

BY

PARKER MORSE HOOPER

WHEN I asked Leonard Schultze to write on the modern hotel, he said frankly that he had told all there was to tell as far as a general outline of the subject was concerned, in the brief article he wrote for the first Hotel Reference Number of THE ARCHITECTURAL FORUM six years ago in November. At that time hotel planning had already reached a high stage of development and perfection. Every known feature of comfort and service in plan and equipment had been carefully thought out, created and included. The past six years have shown little improvement in the designing and planning of hotels because there was little opportunity or room for further improvement. Architects specializing in this important field of design have devoted years of conscientious study and thought to the problem. In the designing of neither commercial structures nor hospital buildings has greater progress been made. So, although the new hotel of today may be and probably is bigger than the hotel of six years ago, there is little chance of its being better. As far as hotel planning is concerned, the problem remains unchanged. It involves, as always, the combination of two salient factors,—a suitable return on the money invested and maximum comfort and convenience for the hotel guest.

As far as exterior design is concerned, it is important today not to lose sight of the danger of a superficial modernism being mistaken for a basic modernism of structural principles. If we are to trade dignity for mere decorative tricks in architecture and call it "modernism," we will have made a poor exchange. The problem which every architect must face is that of evolving a simple and intelligent style in which to clothe modern construction, and anything else is not at all likely to be good architecture. Distinct from structure is plan, and it is safe to say that no building ever has been or ever will be better than its plan. A poorly planned building, no matter what may be

its architectural dress, will be a poor building, and this is no more or less true of the hotel than of any other type of building. Hotel planning has improved gradually through years of constant development and has now become an epitome of convenience and efficiency, as may also be said of hotel equipment. Advance, here, is brought into the consciousness of the public through even the daily press in articles such as those about the demolition of the old Waldorf-Astoria, which, when it was built some 35 years ago, was the last word in elegance and service. It was the model followed by designers of all large hotel projects for years afterward. Now it is out of date, old fashioned, uneconomical.

The new Waldorf-Astoria will be stylistically semi-modern and, in its planning, equipment and service, completely modern. It should, in this one of its many aspects, mark an epoch as definitely as did the old Waldorf-Astoria in its day. The new hotel will be definitely modern in mass, and modern in detail with such æsthetic reservations as not to inflict upon the eyes of 1940 or 1950 any mere transitory architectural fancy of 1930. And this will be as true within, where modernism will take the form of a certain sophistication in the treatment of an Empire-Directoire theme. Modernism that goes further than this is likely to find itself out of date, even if it is attractive to the more sophisticated mood and taste of the present moment.

It is not my intention here to go into details of the new Waldorf-Astoria, even though it might be fairly safe to guess that certain new features of its design will affect hotel design in general. The tower will be laid out in apartments for permanent guests, as in the Sherry-Netherland. About halfway up in the height of the building there is to be a large terrace roof garden, the kitchen of which, a complete unit, will not only serve the roof garden, but also room-service 20

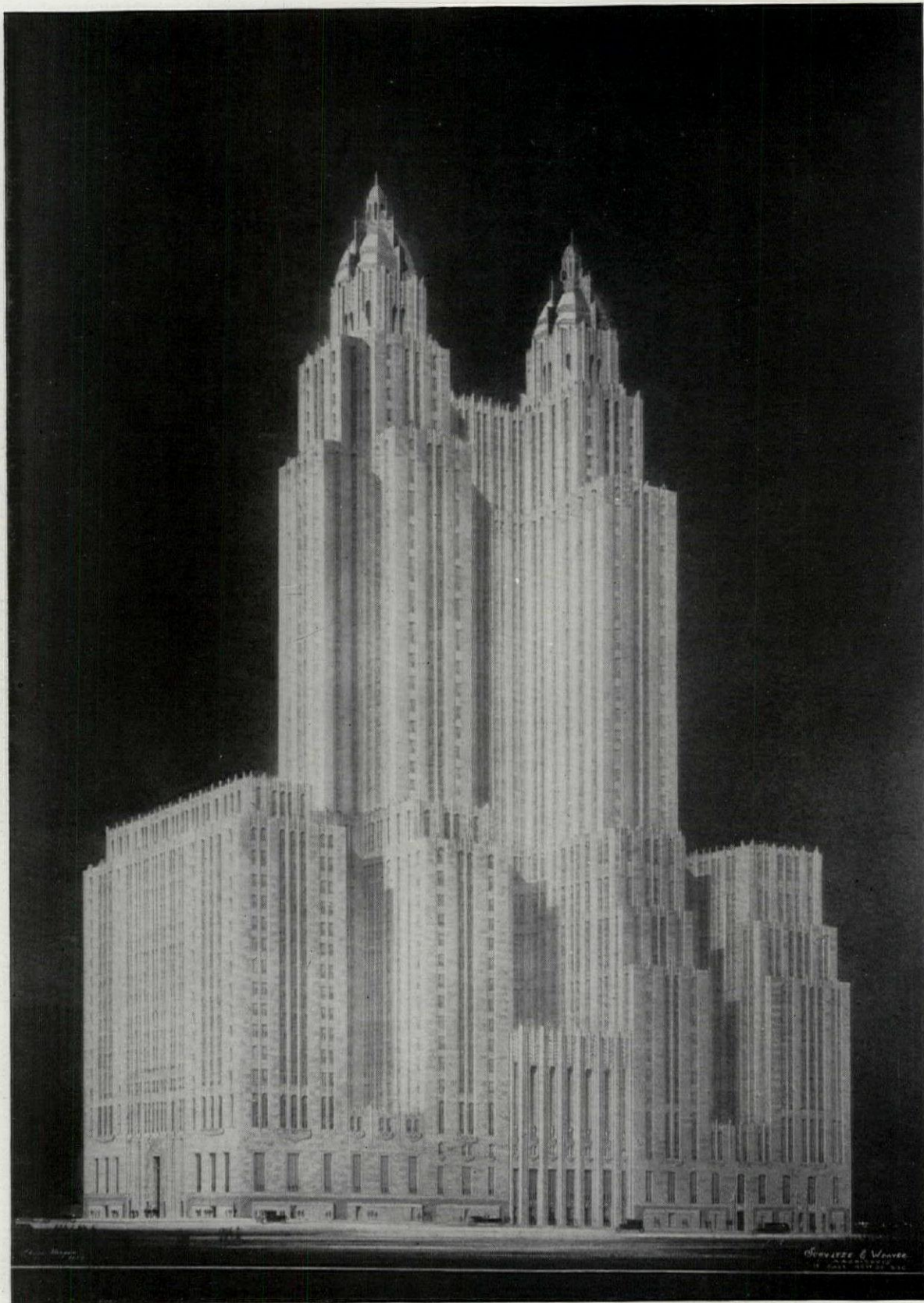


Photo. Palmer Shannon

From a Rendering by Lloyd Morgan

FINAL STUDY, WALDORF-ASTORIA HOTEL, NEW YORK
SCHULTZE & WEAVER, ARCHITECTS



Photo. Palmer Shannon

From a Rendering by Lloyd Morgan

PRELIMINARY STUDY, WALDORF-ASTORIA HOTEL, NEW YORK
SCHULTZE & WEAVER, ARCHITECTS

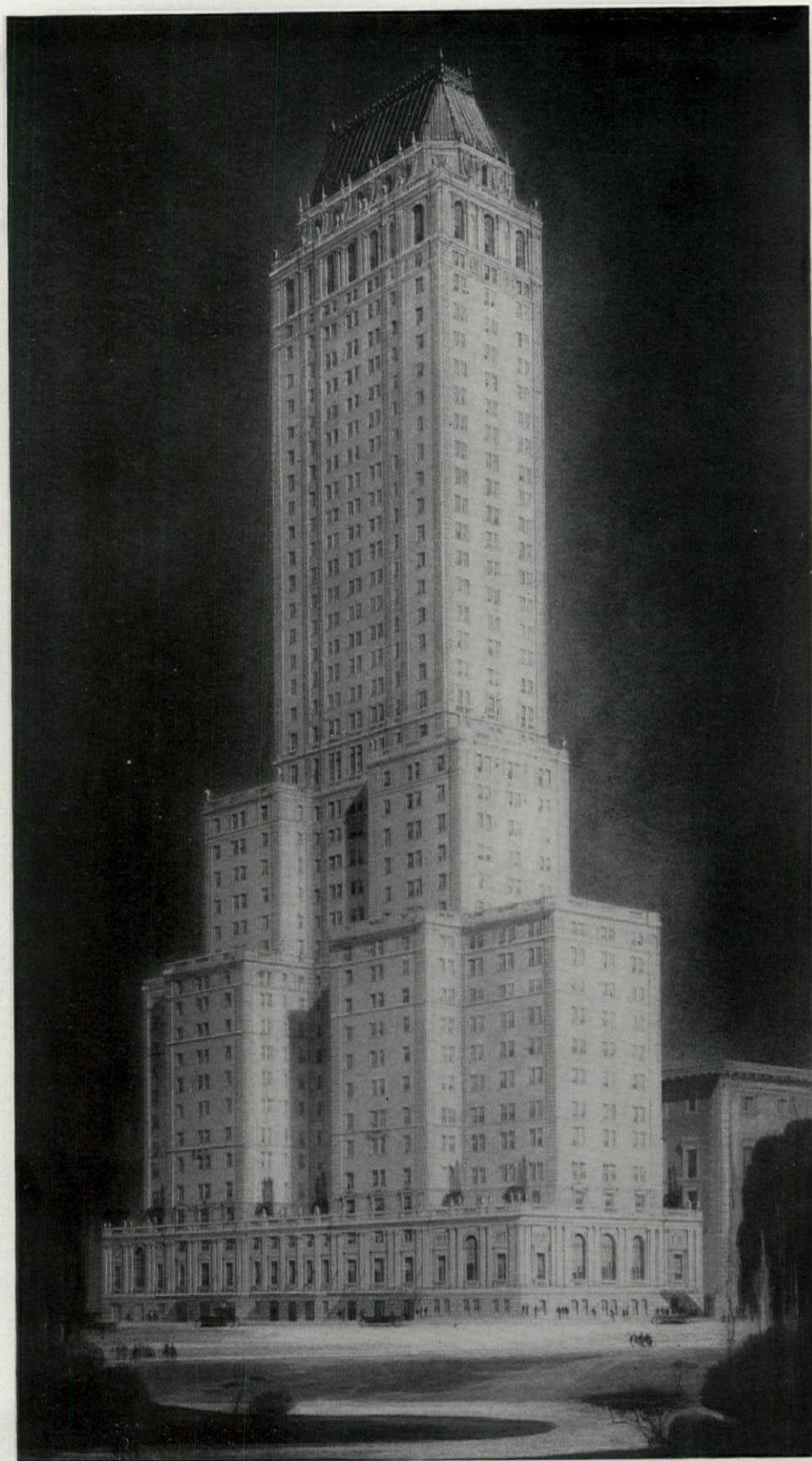


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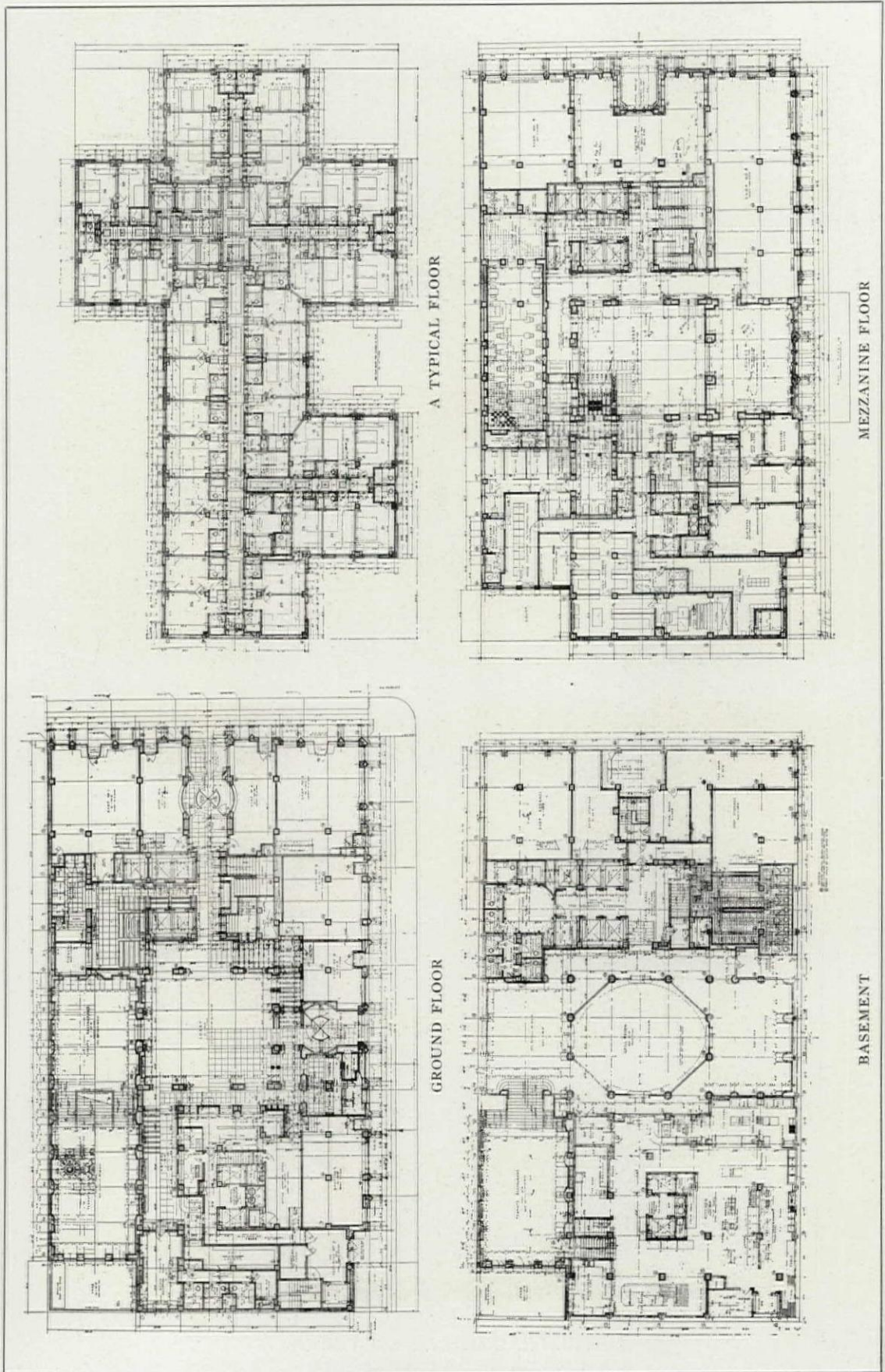
HOTEL PIERRE, NEW YORK
SCHULTZE & WEAVER, ARCHITECTS



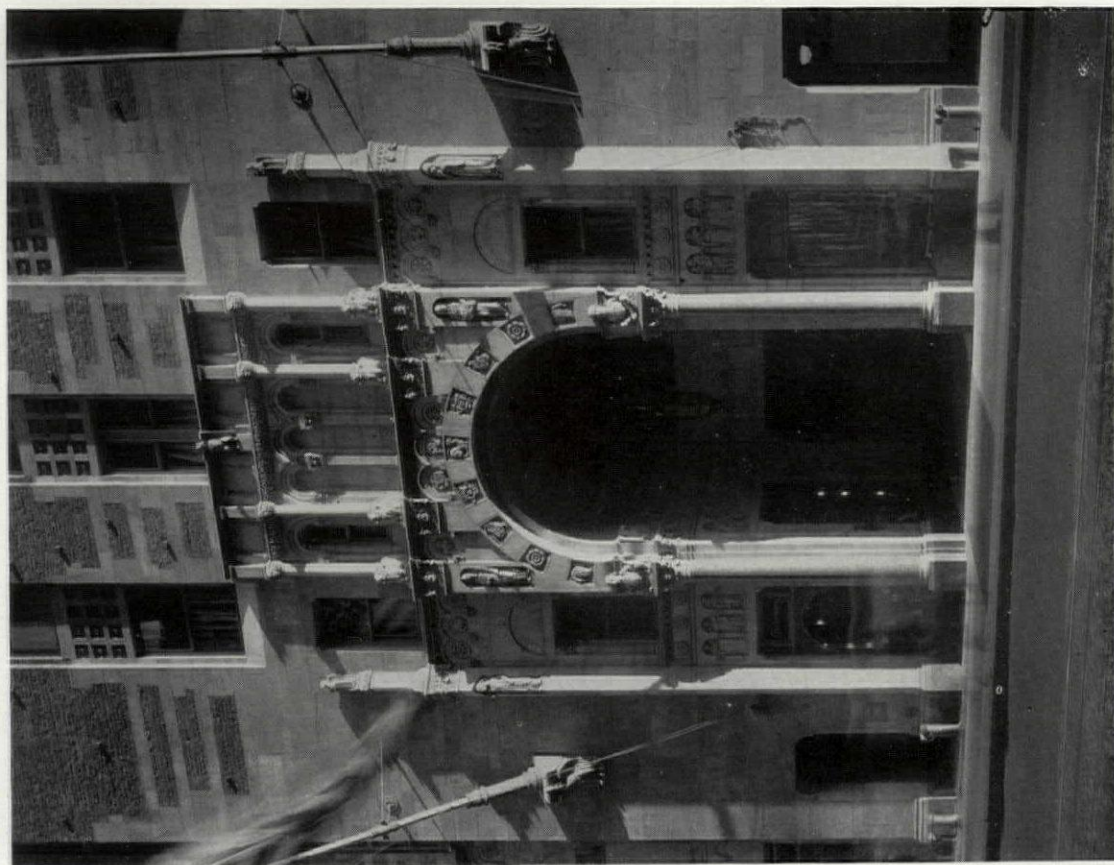
Photo. Palmer Shannon

From a Rendering by Chester B. Price

HOTEL LEXINGTON, NEW YORK
SCHULTZE & WEAVER, ARCHITECTS

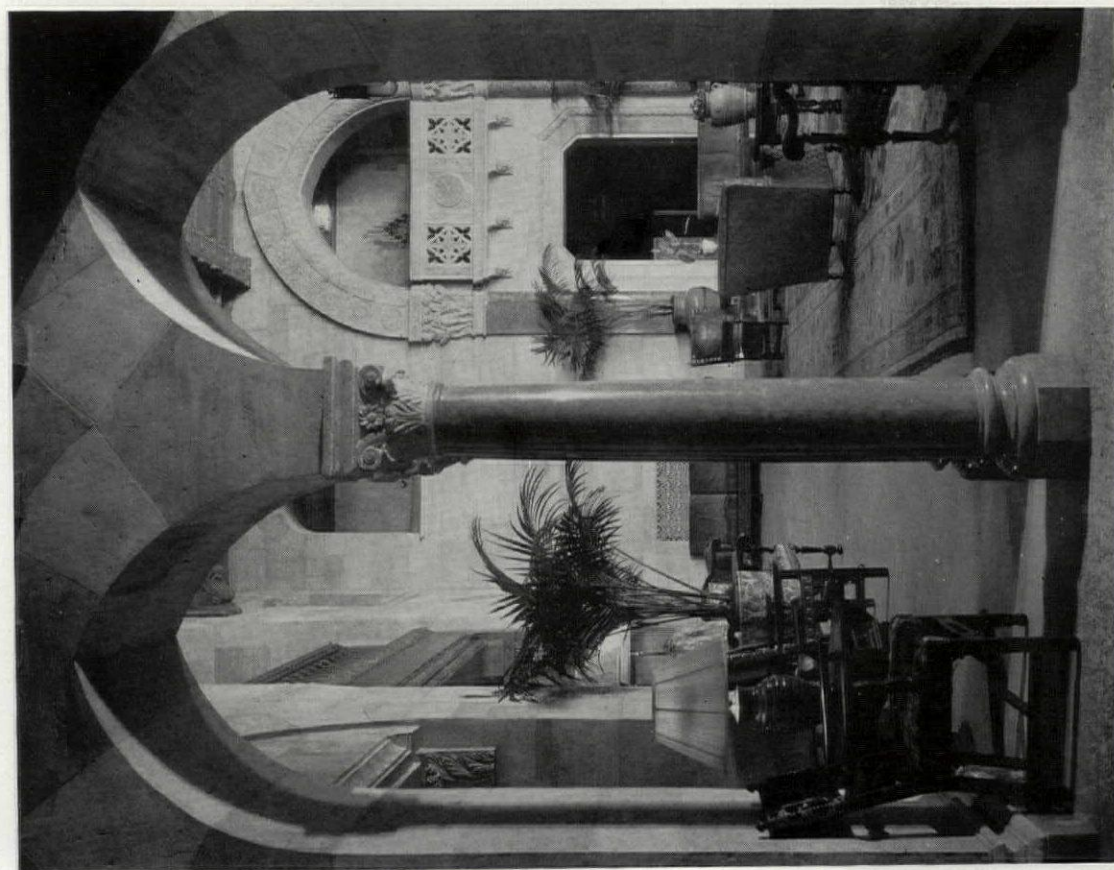


PLANS. HOTEL LEXINGTON, NEW YORK
SCHULTZE & WEAVER, ARCHITECTS



ENTRANCE DOOR

HOTEL LEXINGTON, NEW YORK
SCHULTZE & WEAVER, ARCHITECTS



CORNER OF LOBBY

Photos. Tebbis & Kaeil, Inc.



LOBBY



GRILL ROOM

HOTEL LEXINGTON, NEW YORK
SCHULTZE & WEAVER, ARCHITECTS

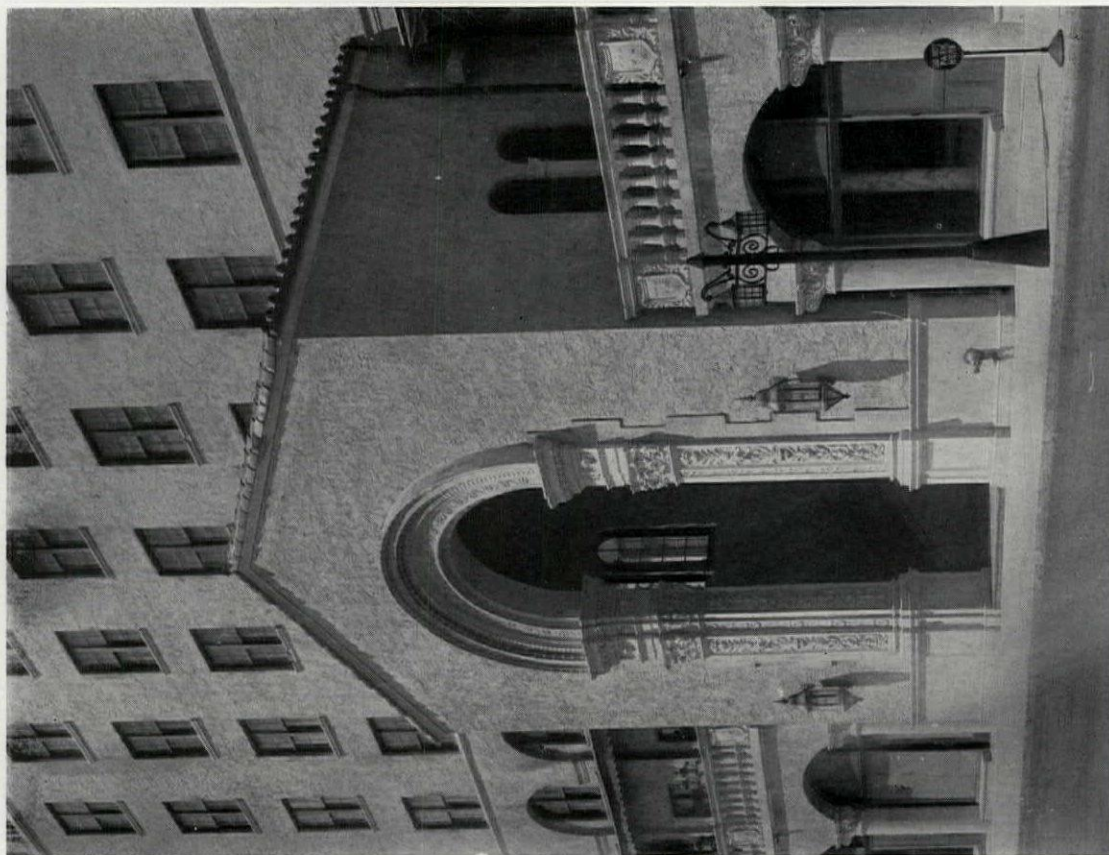


GENERAL VIEW



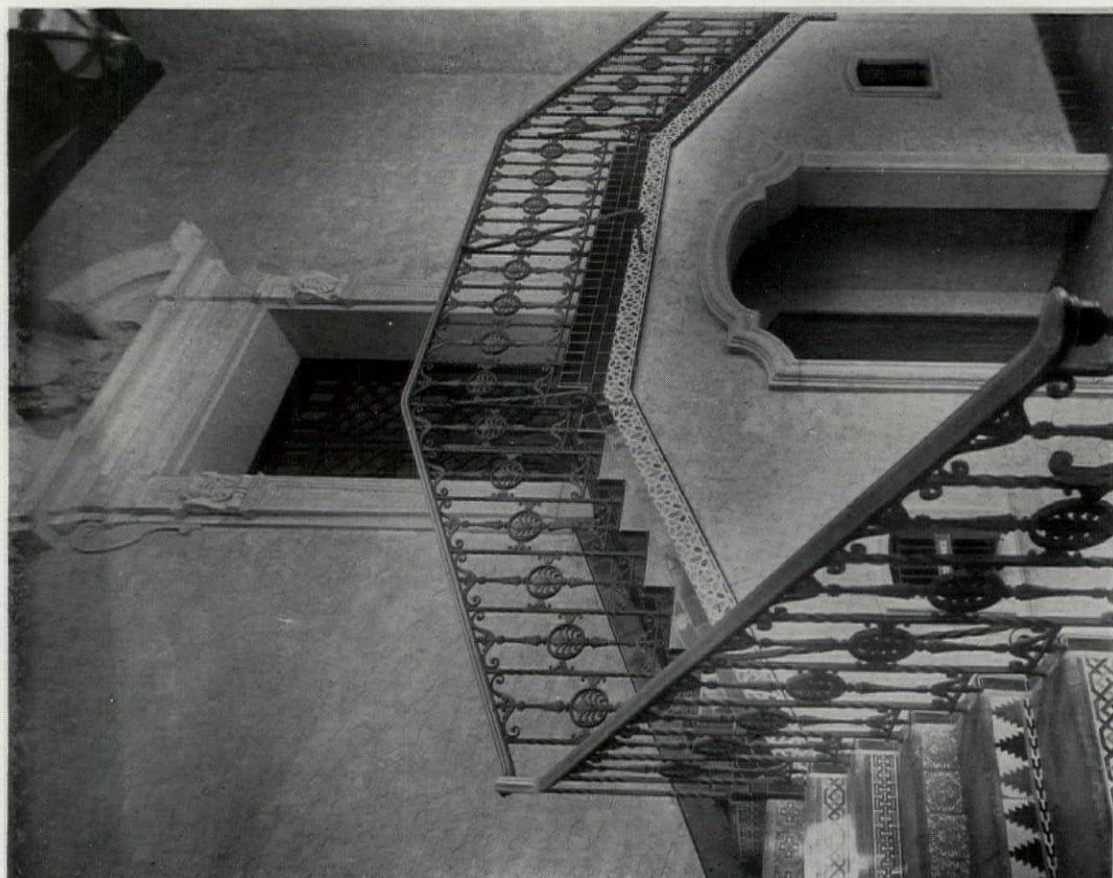
Photos. Amemya

GARDEN ENTRANCE
RONEY PLAZA HOTEL, MIAMI BEACH, FLA.
SCHULTZE & WEAVER, ARCHITECTS

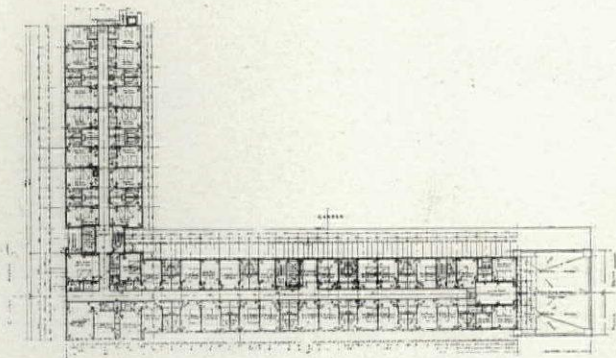


MAIN ENTRANCE

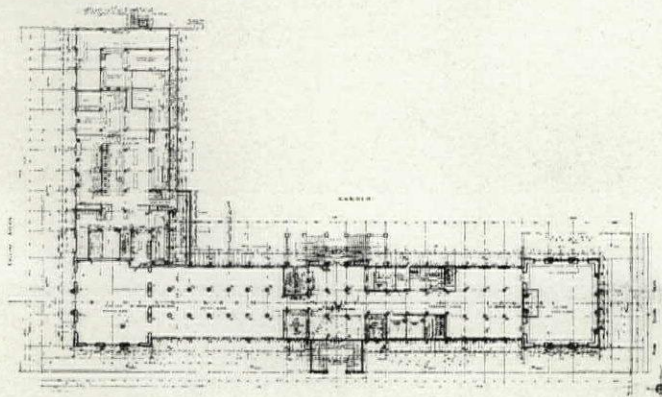
RONNEY PLAZA HOTEL, MIAMI BEACH, FLA.
SCHULTZE & WEAVER, ARCHITECTS



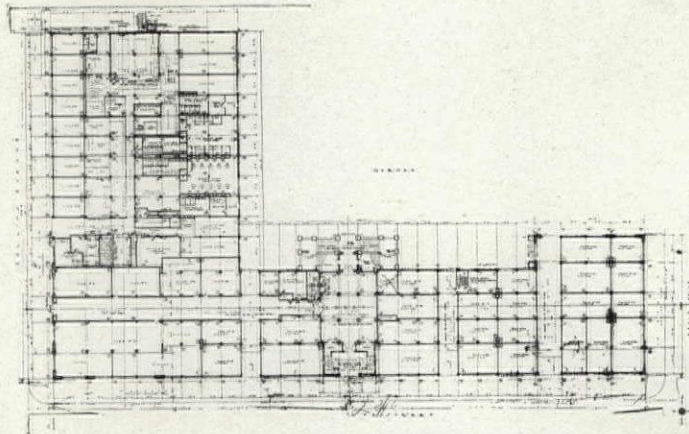
ENTRANCE STAIRWAY



A TYPICAL FLOOR



MAIN FLOOR



GROUND FLOOR

PLANS. RONEY PLAZA HOTEL, MIAMI BEACH, FLA.
SCHULTZE & WEAVER, ARCHITECTS



ELEVATION ON WEST PEACHTREE STREET



Photos. Ameyya

GARDEN FRONT
ATLANTA BILTMORE HOTEL
SCHULTZE & WEAVER, ARCHITECTS



MAIN LOBBY



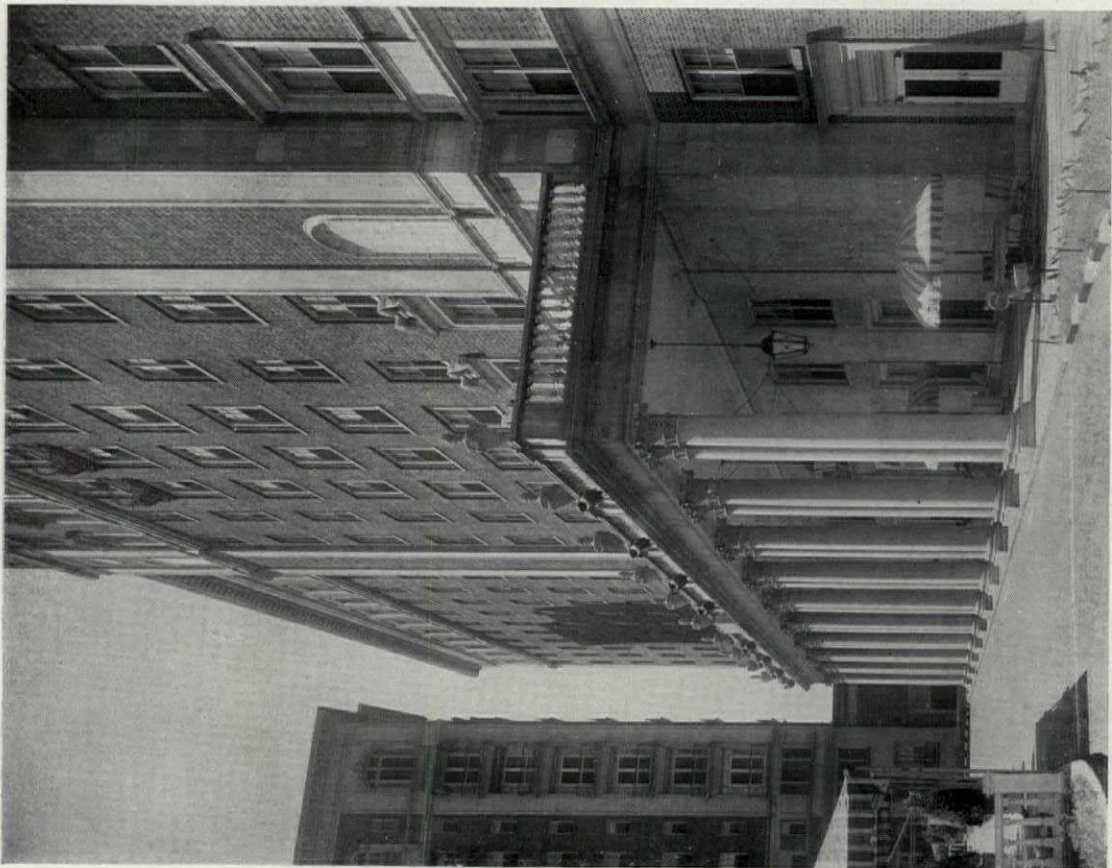
DINING ROOM

ATLANTA BILTMORE HOTEL
SCHULTZE & WEAVER, ARCHITECTS

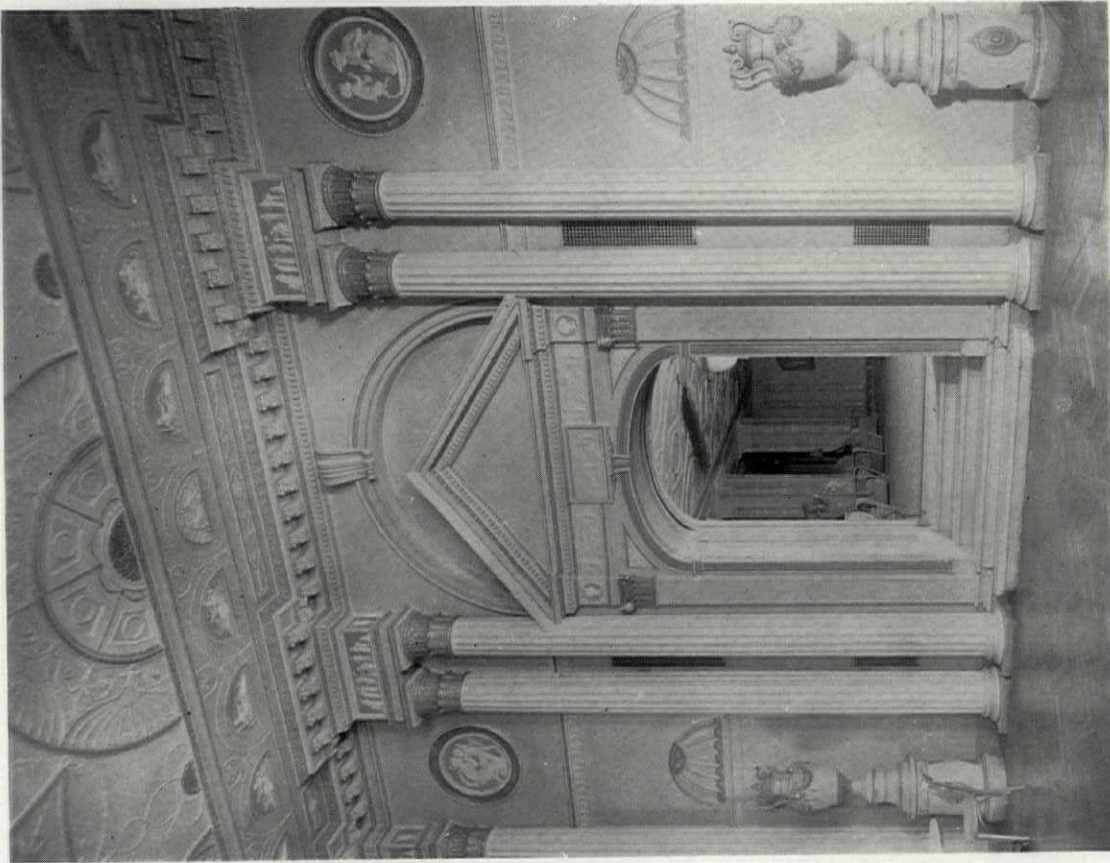


MAIN ENTRANCE

ATLANTA BILTMORE HOTEL
SCHULTZE & WEAVER, ARCHITECTS



GARDEN PORTICO

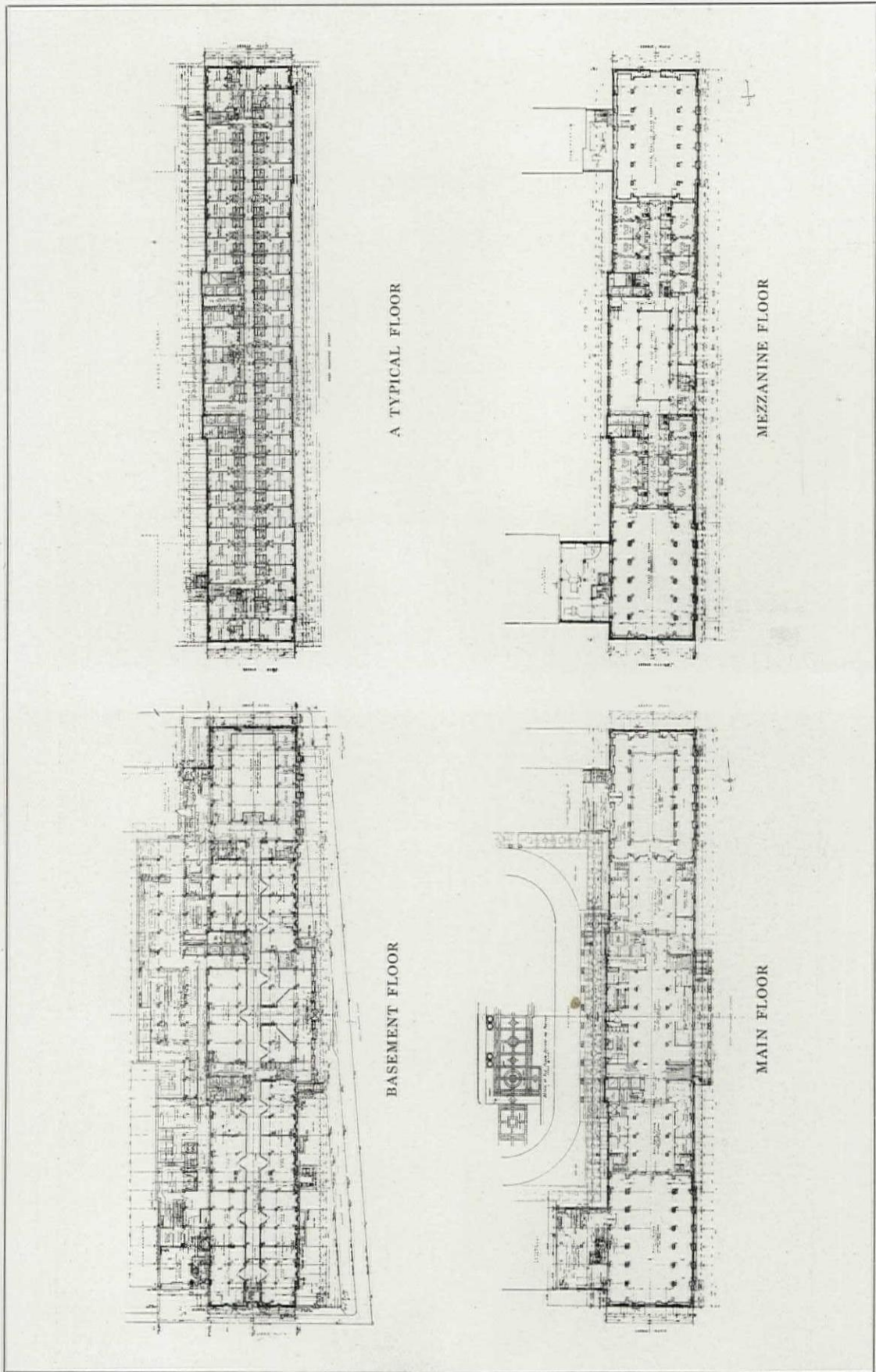


DOORWAY IN BALL ROOM

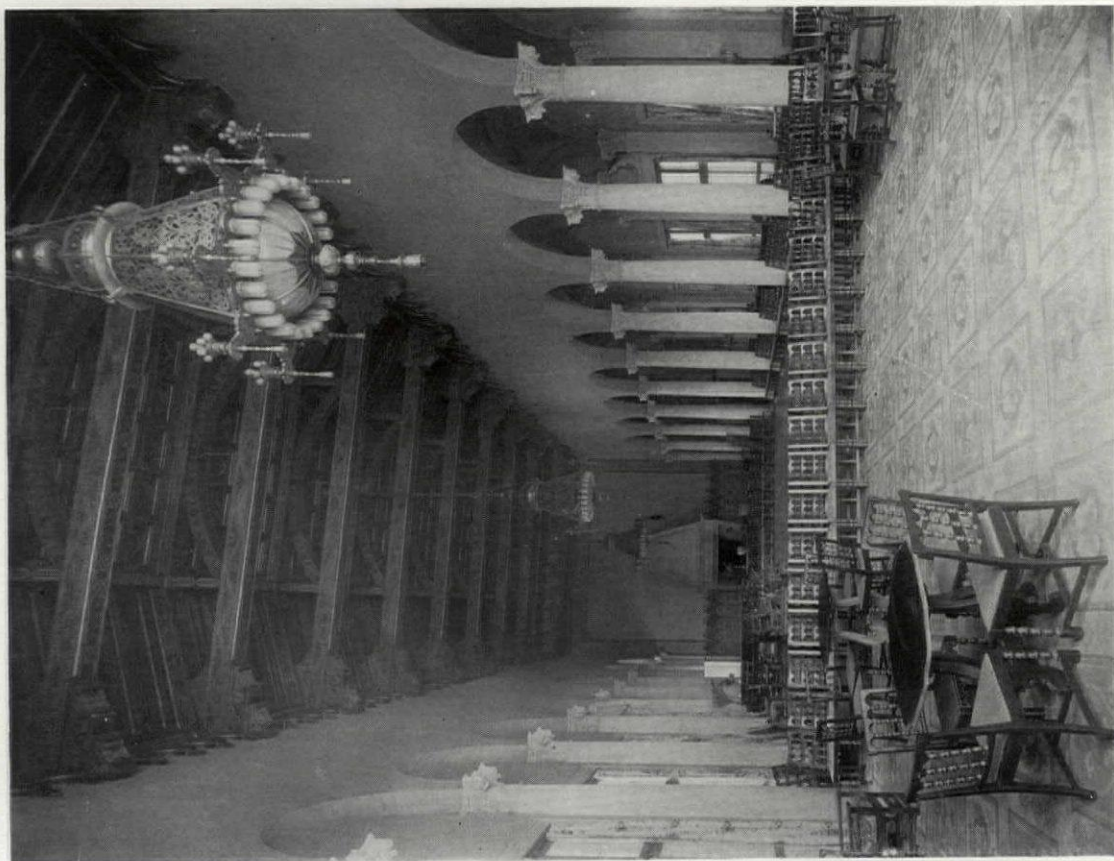
ATLANTA BILTMORE HOTEL
SCHULTZE & WEAVER, ARCHITECTS



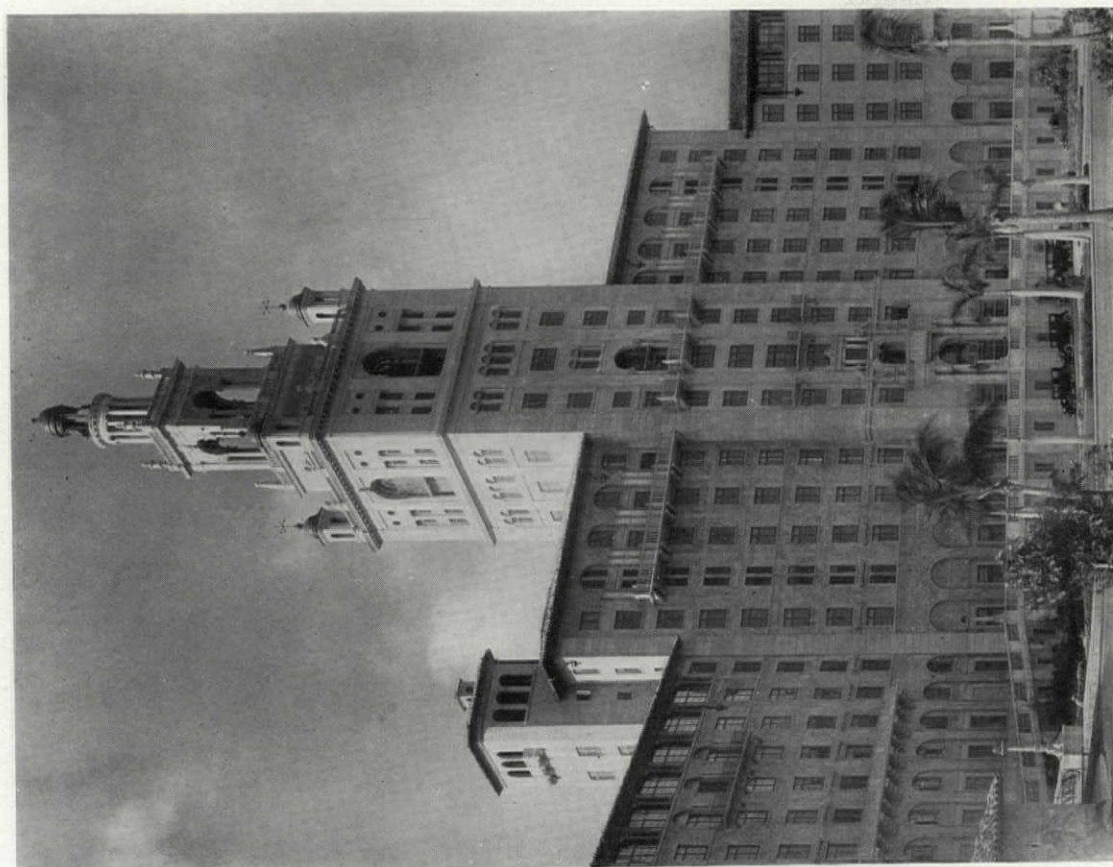
ENTRANCE TO MAIN DINING ROOM



PLANS, ATLANTA BILTMORE HOTEL
SCHULTZE & WEAVER, ARCHITECTS



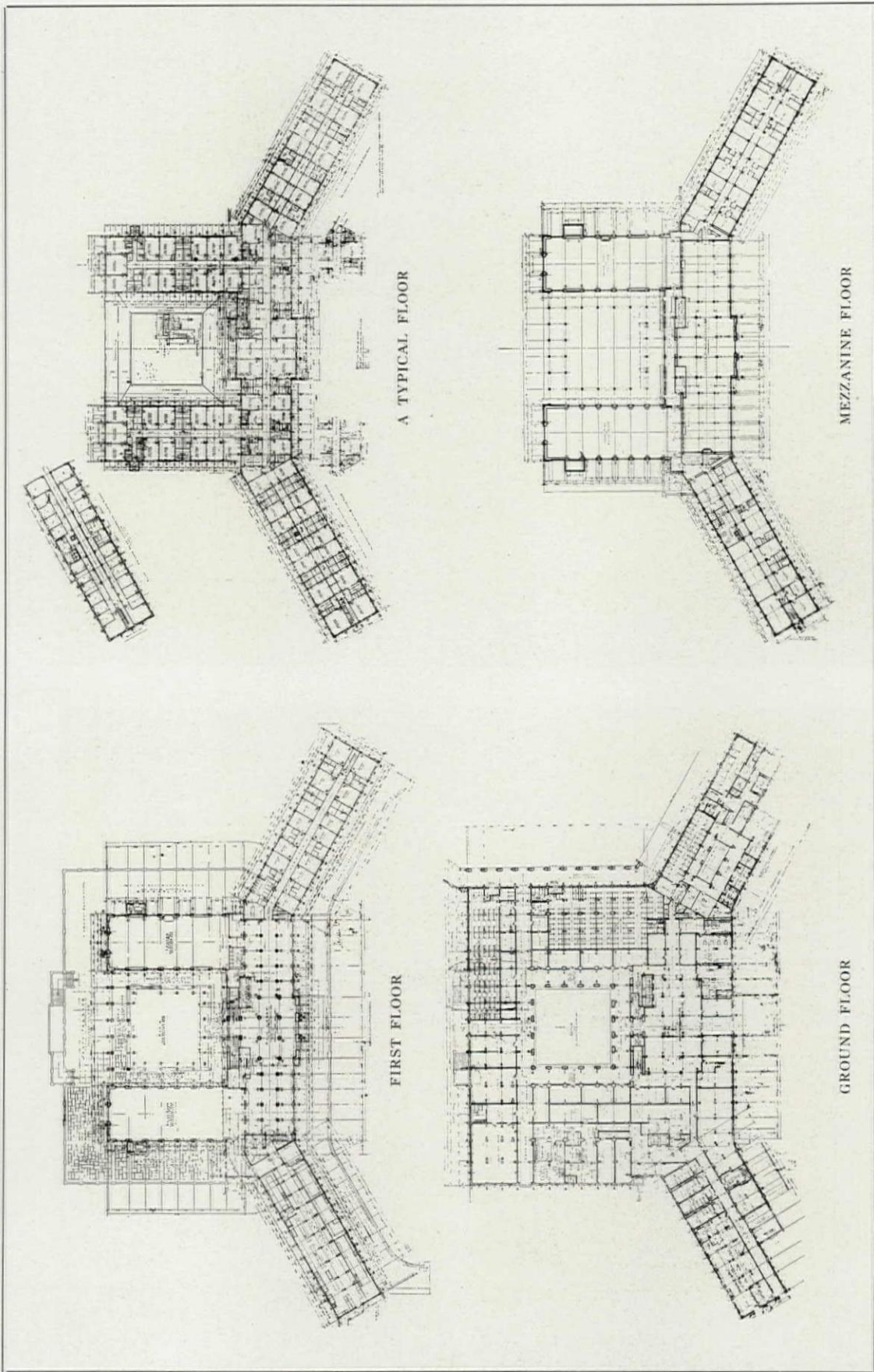
MAIN LOBBY



ENTRANCE FRONT

MIAMI BILTMORE HOTEL, CORAL GABLES, FLA.
SCHULTZE & WEAVER, ARCHITECTS

Photos, Amemya

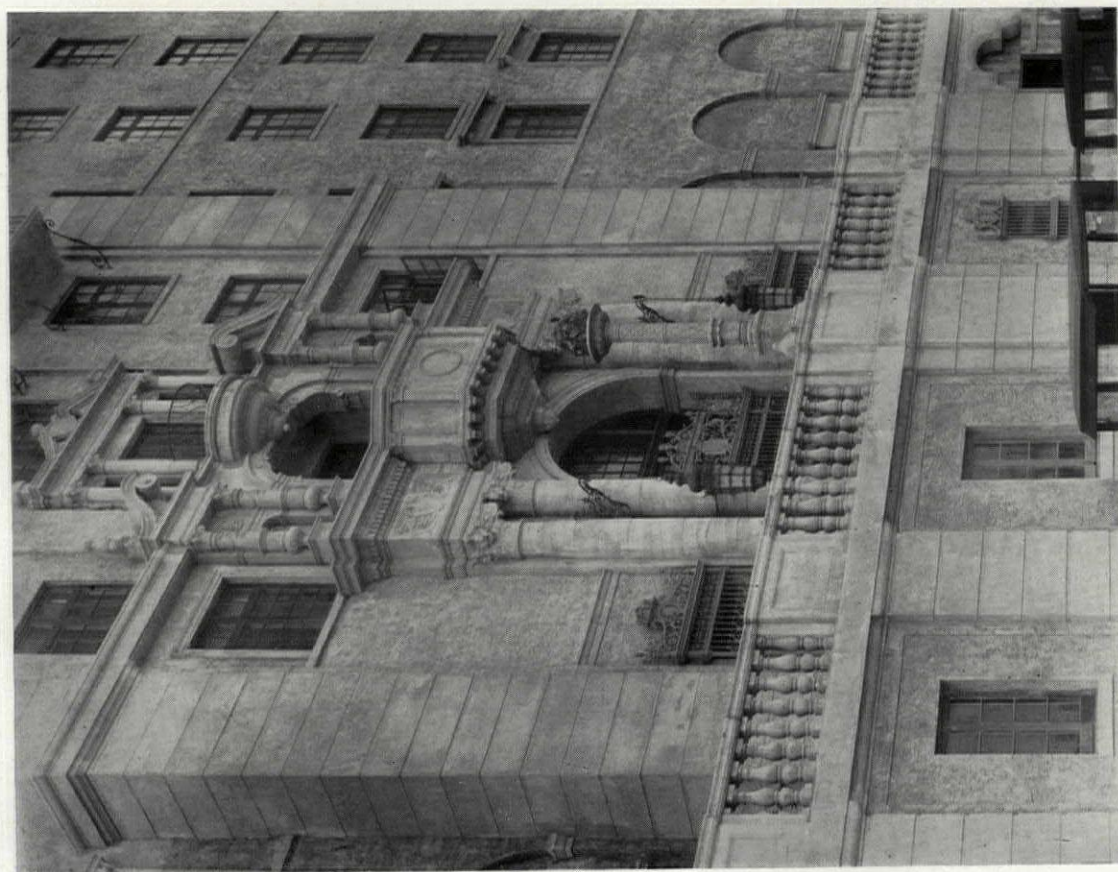


PLANS. MIAMI BILTMORE HOTEL, CORAL GABLES, FLA.
SCHULTZE & WEAVER, ARCHITECTS



RAMP OF ROADWAY

MIAMI BILTMORE HOTEL, CORAL GABLES, FLA.
SCHULTZE & WEAVER, ARCHITECTS



MAIN ENTRANCE



Ocean Front, Miami Biltmore Hotel, Coral Gables, Fla.

Schultze & Weaver, Architects

stories up and 20 stories down, thus avoiding a 40-story elevator run from the basement. Another kitchen will serve the main and private dining rooms and the large and small ball rooms.

Typical room floors have been laid out with the greatest possible flexibility in the way of combinations in suites. And as a means of giving greater floor space, built-in furniture will take the place of the customary bureau, chiffonier and dressing table. The beds, a few chairs and a writing desk will then be all that are necessary. Everything will be simple, attractive, efficient and conserving of space. The same principle was worked out in the Hotel Lexington, recently opened in New York. There is a definite stylization, here, a free rendering of the Italian Romanesque in the exterior design which carries into the entrance lobby and makes it in this sense a part of the exterior design. Otherwise style has been a point of departure rather than an objective, and many distinctly modern notes, as in the lighting fixtures, give a keynote that links old and new in a logically rationalized expression of the best in both. The same principle has been carried out in the bedroom suites, where the living rooms are furnished with period pieces, mostly Georgian, and the bedrooms with specially designed sets that represent a carefully restrained version of the

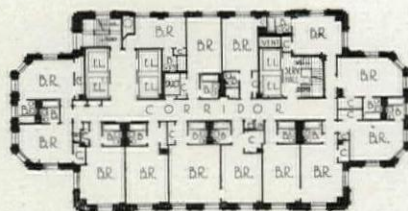
modern mode. This is particularly true in the main lobby of the hotel, which is distinctly Italian in design and furnishings, carried out with a refreshing freedom of conception. The great center chandelier of this room shows in a splendid manner the modern influence on lighting fixtures.

The idea I really want to express here is my feeling that the new hotel, any more than any other important building of our times, does not need to create overnight a whole new heaven and earth. It would be very unfortunate if it did attempt to do this, and the result would inevitably be an architectural fiasco on a large scale. Styles must be given time to evolve, to adjust themselves to the taste of a period, not to that of a single year. True design cannot be synthetic, nor can it be transplanted. The gradual fusion of one style, one kind of taste with another is a matter of development. It takes time. No good comes of impatience to achieve something entirely new and different,—in architecture particularly. Chesterton was impressed by the permanency of architecture when he said that if you do not like a poem you have written, you can tear it up; or if the picture you have painted is disappointing, you can turn its face to the wall;—but that neither can possibly be done with a city hall or a cathedral.

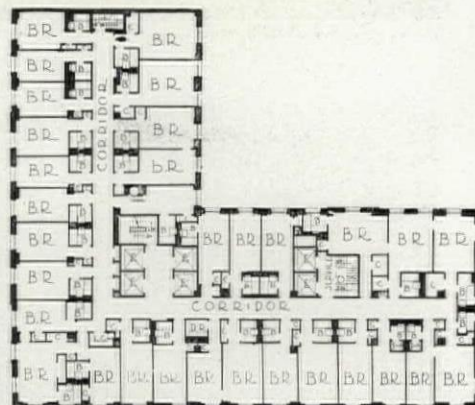


View from Side Street

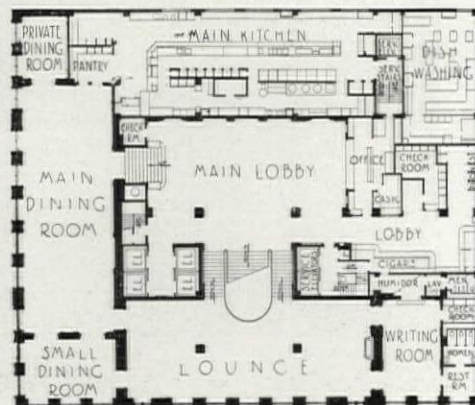
THE Sir Francis Drake Hotel has 494 guest rooms and 460 baths. The capacity of the dining rooms is 644. The building is of steel frame and concrete fireproofing construction, exterior is of brick and terra cotta; interior walls are of plaster on tile and concrete partitions. Public spaces have marble and wood floors. Guest rooms and corridors have carpet over concrete. Windows are double-hung, wood frames in the guest rooms and metal frames in public rooms.



A Tower Floor



A Typical Floor



Second Floor Plan

Sir Francis Drake Hotel, San Francisco
Weeks & Day, Architects



Photo. Gabriel Moulin

VIEW FROM NOB HILL



Photo. Ralph Young Studios

GRAND STAIRCASE
SIR FRANCIS DRAKE HOTEL, SAN FRANCISCO
WEEKS & DAY, ARCHITECTS



MAIN LOBBY



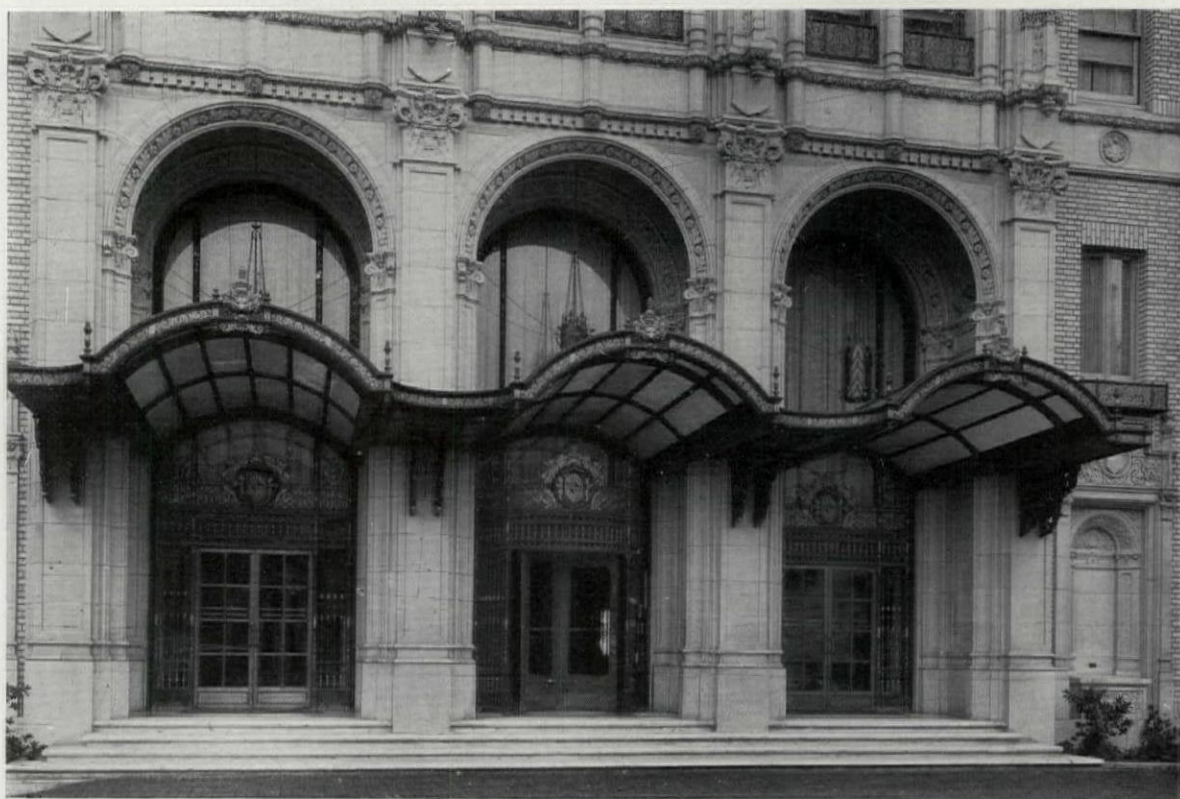
Photos. Ralph Young Studios

LOUNGE
SIR FRANCIS DRAKE HOTEL, SAN FRANCISCO
WEEKS & DAY, ARCHITECTS



General View

TWO years older than the Sir Francis Drake Hotel, less of the modern spirit is found in the exterior design and interior decoration of the Mark Hopkins Hotel. It possesses an interesting plan cleverly worked out to fit a hillside location, and has a corner entrance. It is slightly smaller in size than the Sir Francis Drake, but it also caters to an exclusive clientele. The interior furnishings and decorations as well as the architecture are simpler in character and rather more Italian in feeling. The suggestion of Italian inspiration is clearly evident in the arched windows of the dining room, the painted beam ceiling in the lobby, and the wall and ceiling decorations in the grill room. The ball room, otherwise known as the "Room of the Dons," on account of the mural paintings above its high paneled wainscoting, is a very colorful and interesting room. It is refreshing to find so vigorous and unusual a decorative treatment for a ball room. In the Sir Francis Drake the interior architecture and decorations are richer and more elaborate. Marble covered and paneled walls are found in most of the public rooms. The treatment of the main lobby and staircase suggests a free adaptation of the architectural decoration of the Francis I period. The complete dissimilarity of the two plans is interesting. In the



Photos. Gabriel Moulin

Main Entrance

MARK HOPKINS HOTEL, SAN FRANCISCO

Weeks & Day, Architects



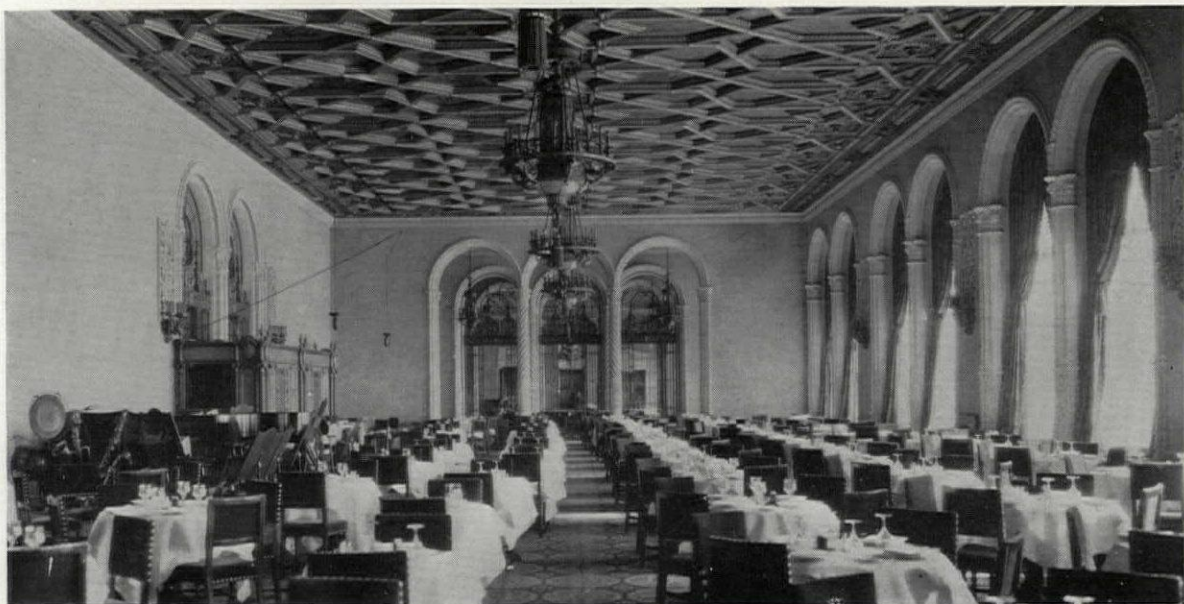
Grill Room



Lobby

Drake Hotel we find a rectangular plan for the public floors with an L-shaped plan for the majority of the bedroom floors. The plan of the Mark Hopkins Hotel is in the shape of the letter U above the three lower floors. One great advantage in both of these layouts is that all of the bedrooms have outside windows. Weeks & Day, the architects, deserve much credit for the care-

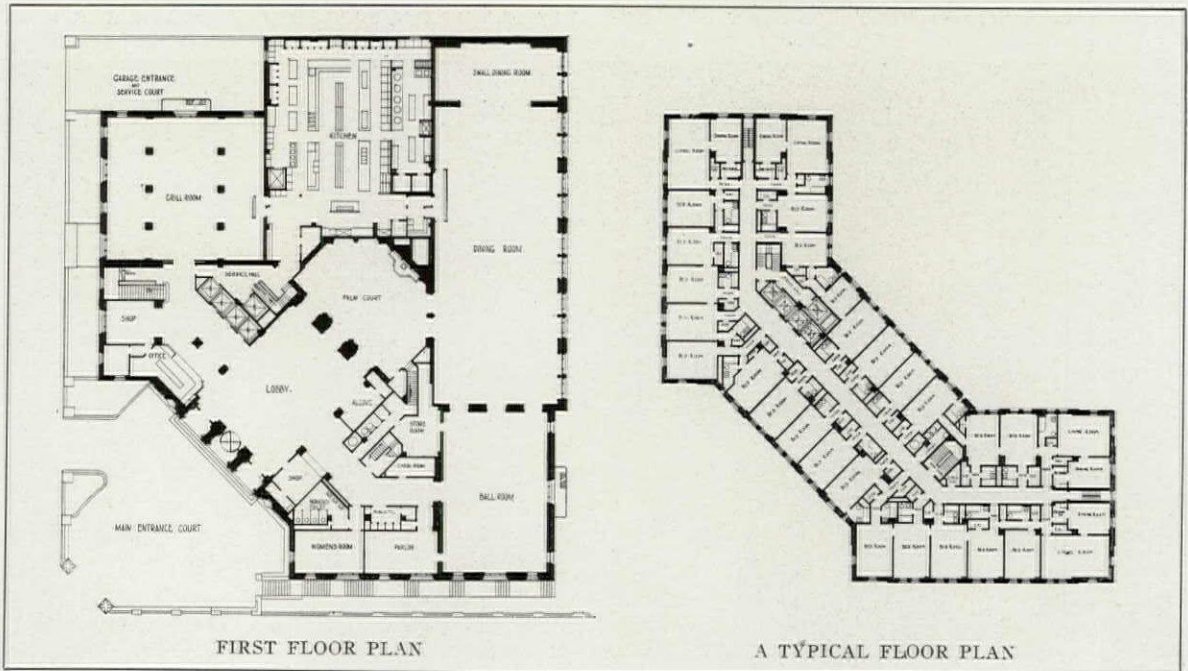
fully worked out plans and interesting treatment. The two-pipe system of steam heating is used. There is mechanical ventilation in the public spaces, work rooms, basement and all bathrooms. The cubic contents is 3,800,000, the cubic foot cost 55 cents, and the total cost \$2,100,000, including fees, but exclusive of furnishings, furniture and kitchen equipment. It was built in 1926.



Main Dining Room
 MARK HOPKINS HOTEL, SAN FRANCISCO
 Weeks & Day, Architects



ONE END OF BALL ROOM



MARK HOPKINS HOTEL, SAN FRANCISCO
WEEKS & DAY, ARCHITECTS

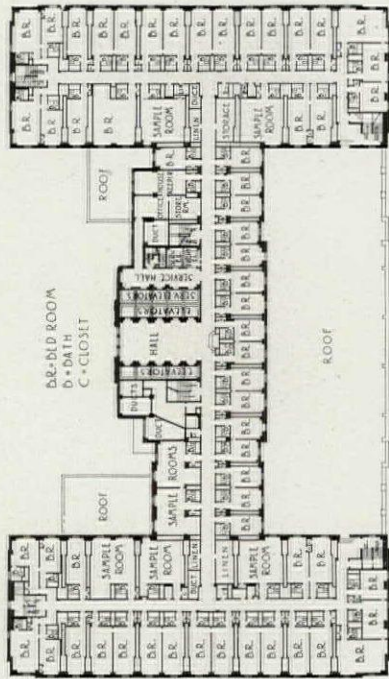


Royal York Hotel, Toronto
 Ross & Macdonald, Architects
 Sproatt & Rolph, Associated

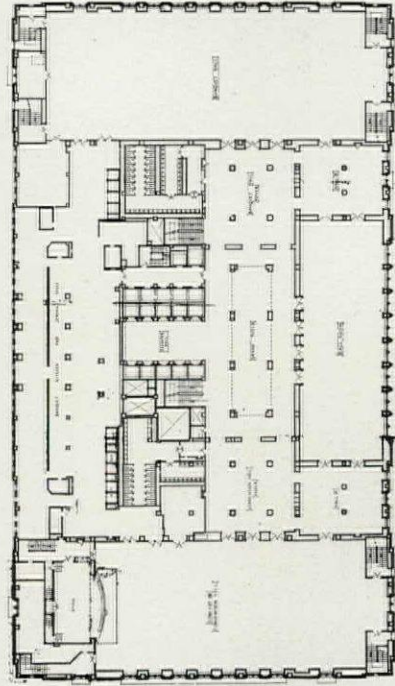
See Frontispiece

THE Royal York Hotel, one of the finest in the Dominion of Canada, is the latest addition to the chain of hotels of the Canadian Pacific Railway. It occupies an excellent location, fronting on Lake Ontario. The building is unusually well planned, so that every room is an outside room, providing for a maximum amount of light and air. There are 1,002 guest rooms and 999 baths. The dining rooms accommodate 1,330. The seating capacity of the ball room for a banquet is 650 and for a convention or concert 855.

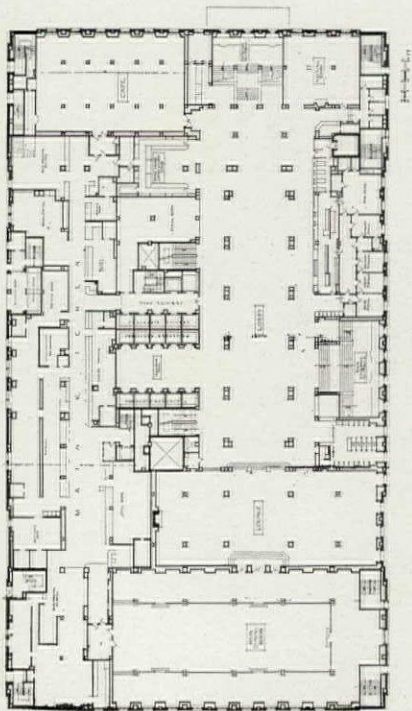
The architectural treatment of the exterior walls, which are of limestone, is simple. Reinforced concrete floors and tile and concrete partitions are used in the interior. The public spaces have marble, tile and terrazzo floors, and the guest rooms, cement, except in the suites where oak parquetry is used. The windows are typical steel and wood, double-hung. There is direct and indirect heating for the public rooms, kitchens, laundry, etc., and direct for the bedrooms. Steam is supplied from an outside central plant nearby.



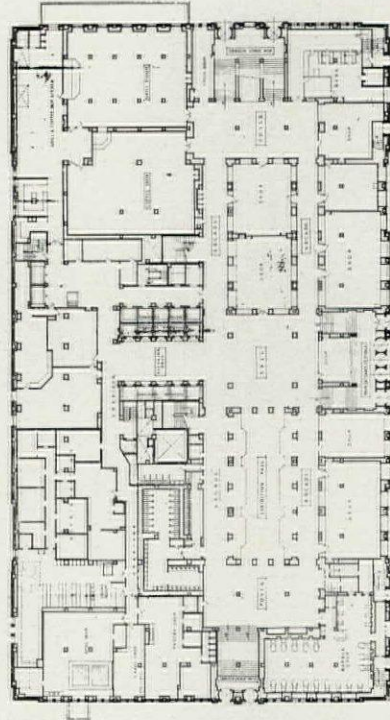
A TYPICAL FLOOR



CONVENTION FLOOR



MAIN FLOOR



GROUND FLOOR

PLANS, ROYAL YORK HOTEL, TORONTO
 ROSS & MACDONALD, ARCHITECTS; SPROATT & ROLPH, ASSOCIATED



MAIN LOBBY CEILING AND CHANDELIER
ROYAL YORK HOTEL, TORONTO
ROSS & MACDONALD, ARCHITECTS; SPROATT & ROLPH, ASSOCIATED



MAIN LOBBY



Photos. Bridgen's, Ltd.

MAIN DINING ROOM
ROYAL YORK HOTEL, TORONTO
ROSS & MACDONALD, ARCHITECTS; SPROATT & ROLPH, ASSOCIATED



LOUNGE



Photos. J. P. Graham

LOBBY

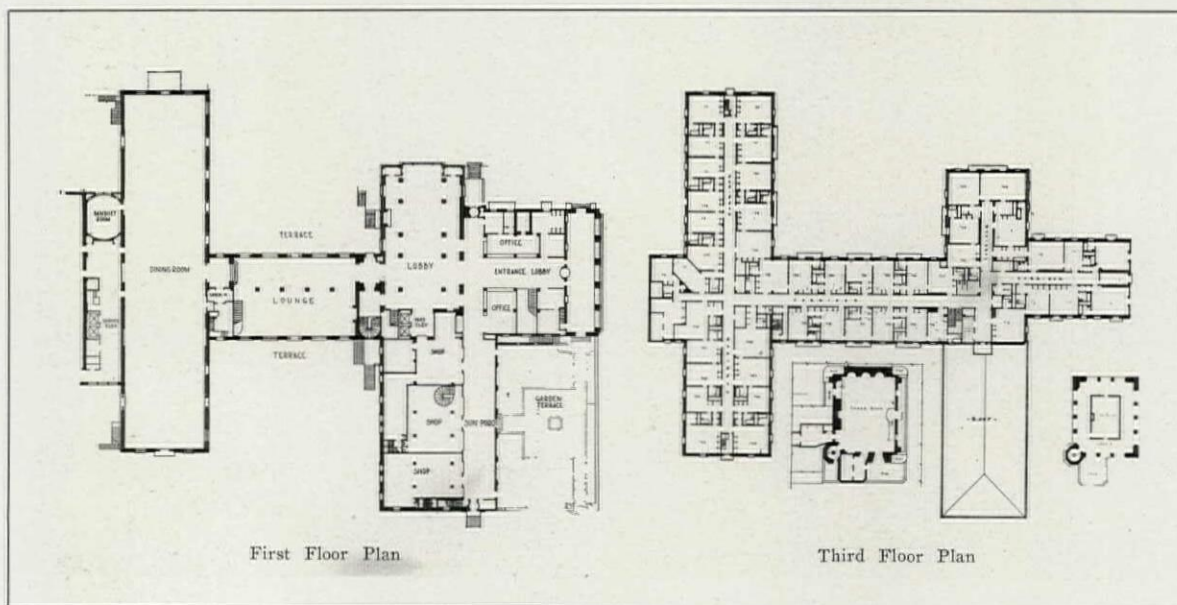
DEL MONTE HOTEL, DEL MONTE, CAL.
LEWIS P. HOBART AND CLARENCE A. TANTAU, ARCHITECTS



A General View of One of the Wings from Swimming Pool

FOR a suburban hotel containing only 110 guest rooms, the plan of the Del Monte is convenient and interesting. It is of a rambling design with many wings. Above the unusually high first story there are only two floors of bedrooms; with each room a bath is connected. The hotel is entered from a long arcaded loggia extending across the front of one of the wings. From this entrance loggia the main lobby of the hotel is reached through an entrance hall, on either side of which are located coat rooms and

lavatories. From this lobby on one side there extends a wing, on the first floor of which are located three shops and a long sun porch which opens upon a terraced garden. At the opposite end of this center of the lobby, just a short distance from the hotel, there is a large swimming pool which is one of the many attractive features of this suburban hotel. Beyond the lobby in the opposite direction from the main entrance is a large lounge, which opens onto attractive terraces on both sides. Beyond the lounge a few steps lead



First Floor Plan

Third Floor Plan

Del Monte Hotel, Del Monte, Cal.

Lewis P. Hobart and Clarence A. Tantau, Architects



View of Entrance Facade

up through a wide archway into the lobby of the great dining room. This room is impressive in its length and proportions, as it runs the entire length of the rear wing of the hotel. As the plan of this particular building is in the shape of the letter H, this great dining room has windows on three sides. The unusual ceiling height of the main floor gives dignity to the dining room. It accommodates 800, the grill room 400, and the auditorium 300. The building is of reinforced con-

crete construction. Reinforced concrete and artificial stone trim are used on the exterior, and terra cotta tile and plaster partitions with hardwood trim on the interior. The floors are of reinforced concrete, except in the public rooms, where tile floors are used. The windows are of wood. Heating is by steam of the two-pipe system, and ventilation is by forced draft. The total cost of the hotel and eight cottages was \$1,825,000. The building was completed in May, 1926.

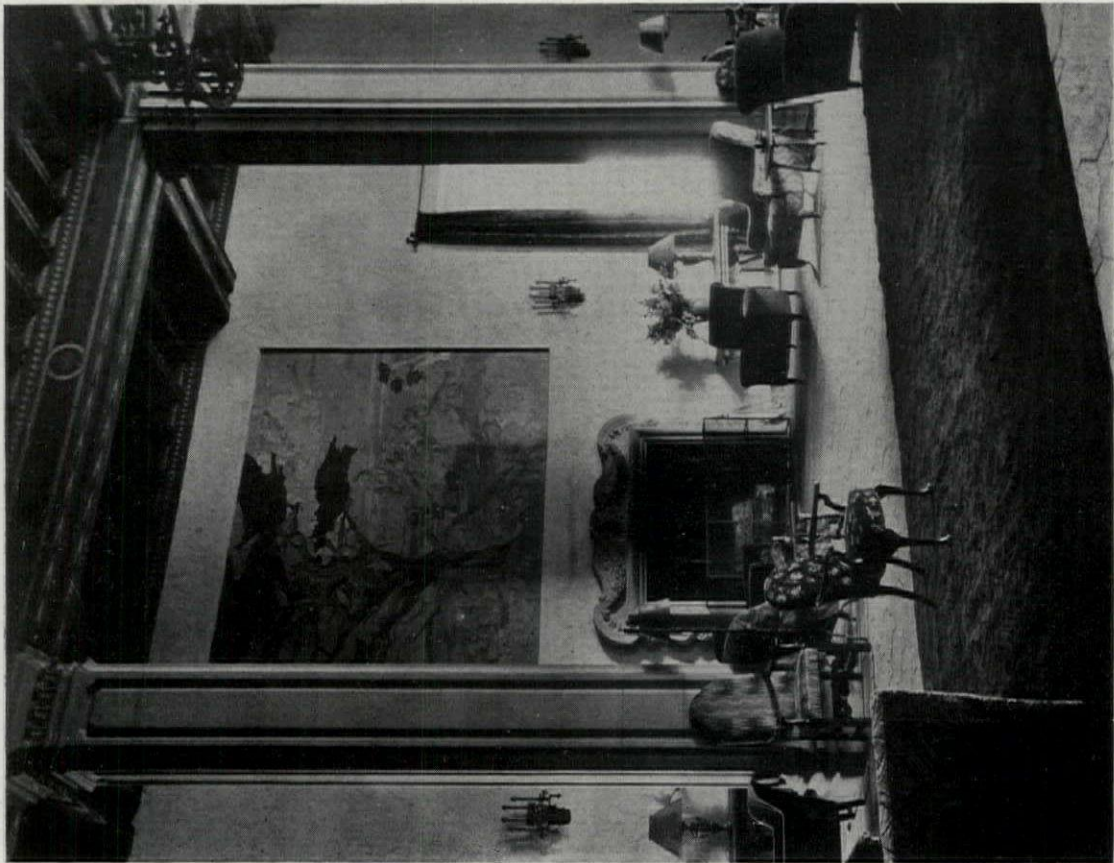


Del Monte Hotel, Del Monte, Cal.

Lewis P. Hobart and Clarence A. Tantaú, Architects

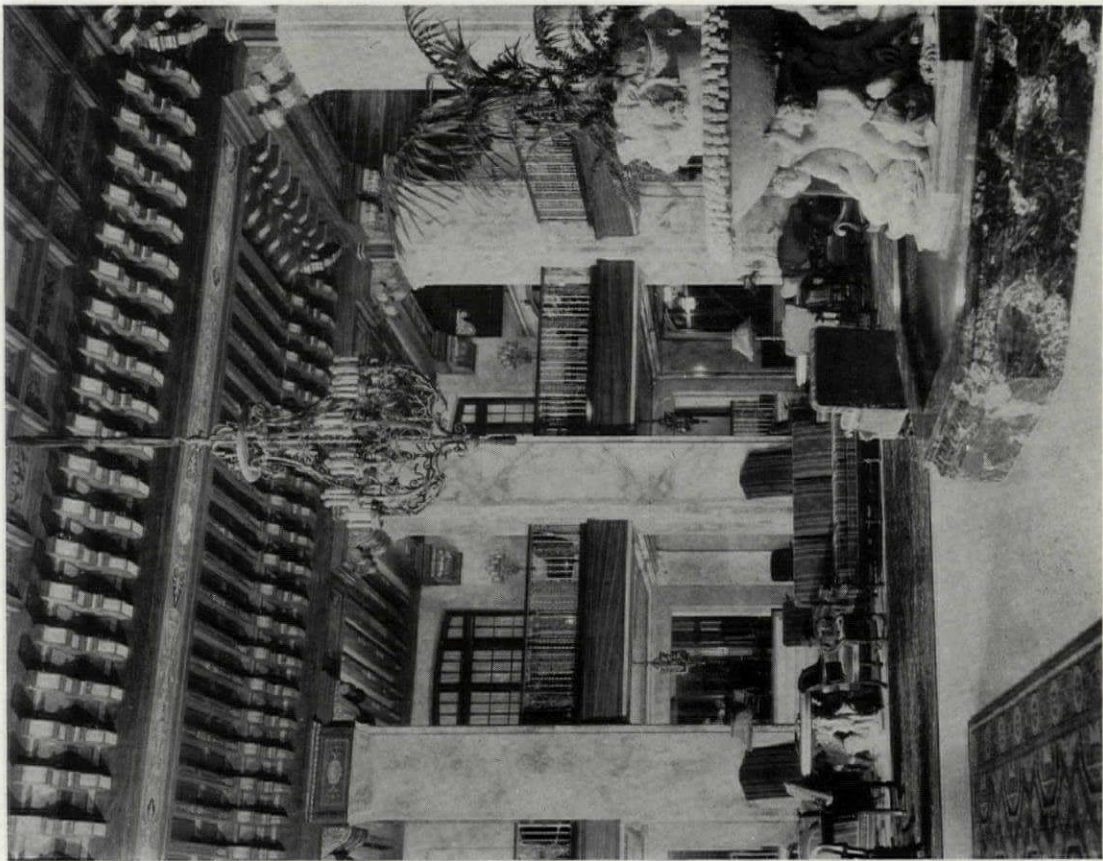


ONE CORNER OF LOUNGE



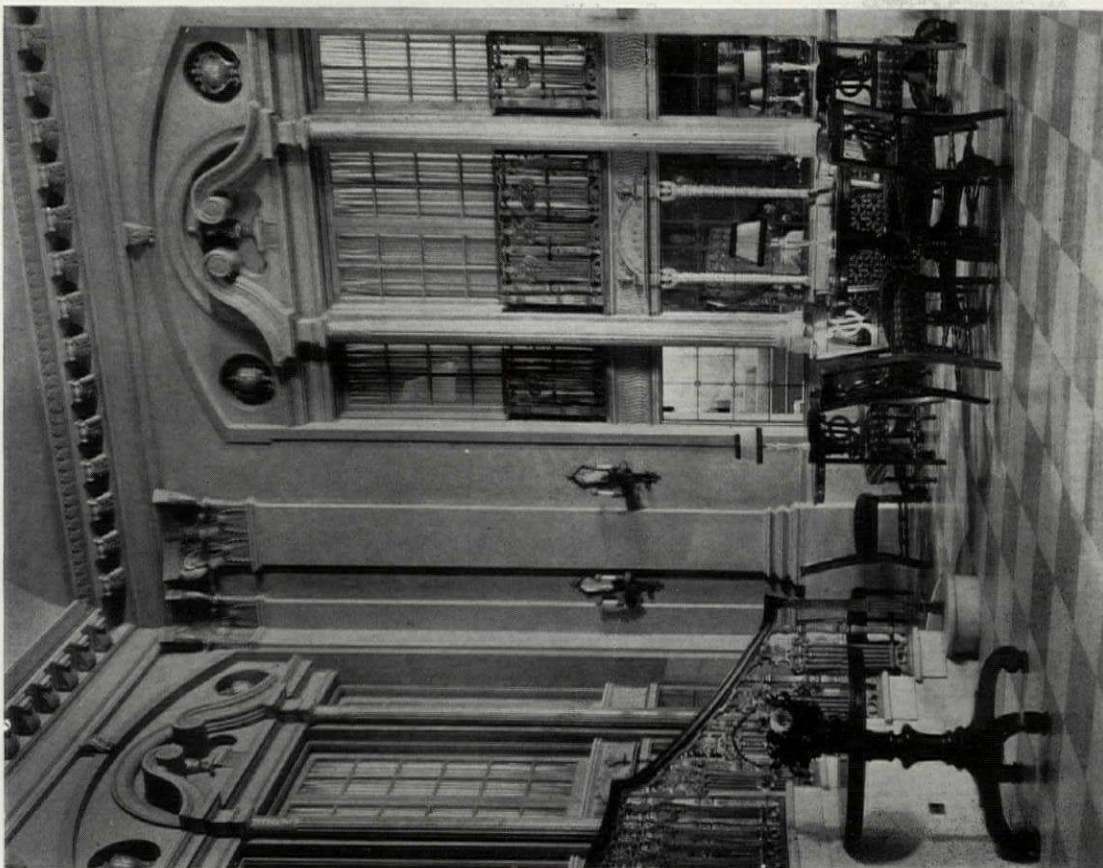
FIREPLACE IN THE LOBBY

DEL MONTE HOTEL, DEL MONTE, CAL.
LEWIS P. HOBART AND CLARENCE A. TANTAU, ARCHITECTS



LOBBY

HOTEL PEABODY, MEMPHIS
W. W. AHLISCHLAGER, ARCHITECT



TEA ROOM

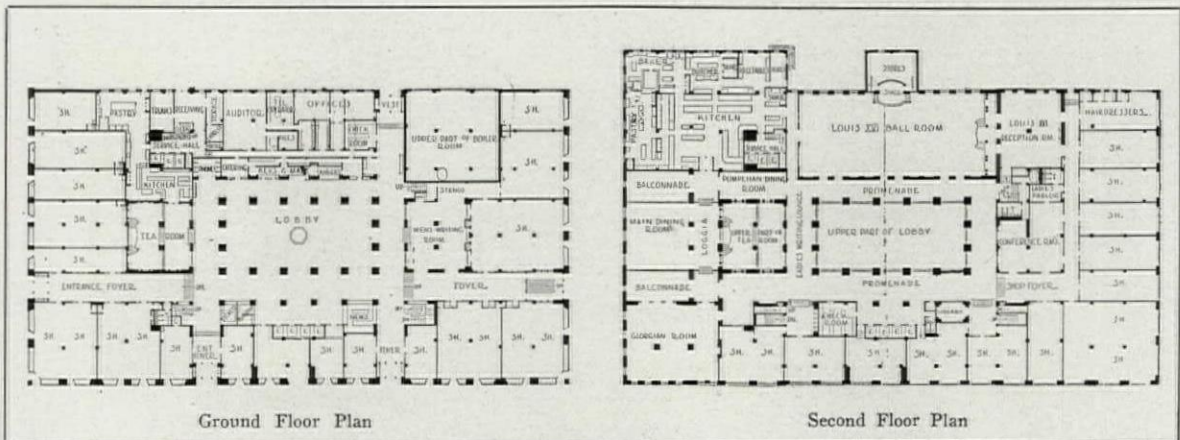


Photos. Tebbs & Knell, Inc.

General View

IT is interesting to find in Memphis a hotel designed by one of the leading Chicago architects, W. W. Ahlschlager, the designer of several of the largest hotels and theaters in this country. Occupying an entire city block, the first two stories completely fill the land area, while the nine stories of bedrooms are U-shaped in plan. The only photograph obtainable of the exterior of the building is unfortunately a view from a position

which gives little idea of the architecture. The hotel has long span concrete joist construction. Terra cotta and pressed brick are used on the exterior, and marble, tile, wood, and plaster on the interior. The floors are of marble and cement. Vacuum steam high pressure heating is used. There is ventilation in all the public rooms. The cost per cubic foot was 48 cents without furnishings or equipment. Cost was \$2,550,000 in 1925.



Ground Floor Plan

Second Floor Plan

Hotel Peabody, Memphis
W. W. Ahlschlager, Architect



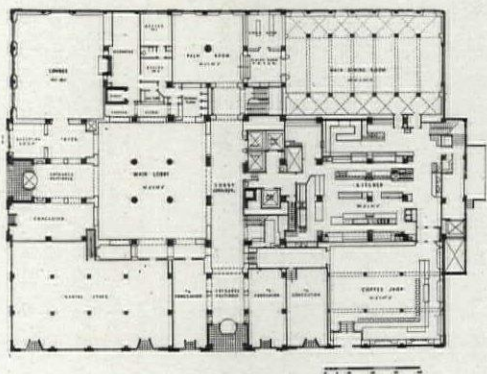
Preliminary Study



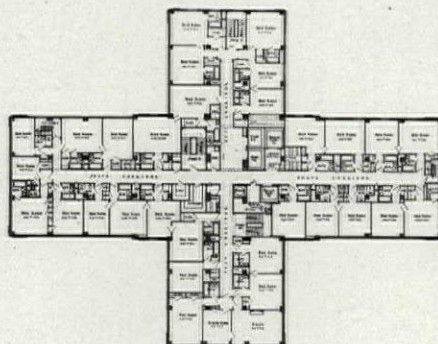
General View

THE Hotel Westward Ho is one of the most recent outstanding examples of hotel building in the southwest. It is interesting in both plan and design. The two first stories, the lower of which includes shops on the ground floor, are rectangular in plan, occupying the entire block area. The design is simple and straightforward in character, enriched by ornate Baroque Spanish ornament around the entrance door and the open loggia on the fifth floor of the tower. The interior architecture combines motifs from the Mexican, Spanish and Italian Renaissance styles, includ-

ing an exterior decorative treatment suggesting the old chapels of northern Spain. Every effort was made to carry out in accurate detail a modern adaptation of the architecture of ancient days. The hotel contains 304 guest rooms and 278 baths. The dining room, which is Pompeian in character, has a seating capacity of 300. The banquet room or ball room has a seating capacity of 325 guests and follows the architecture of northern Spain. The building is of reinforced concrete construction, the exterior walls being covered with stucco of textured finish. The



First Floor Plan



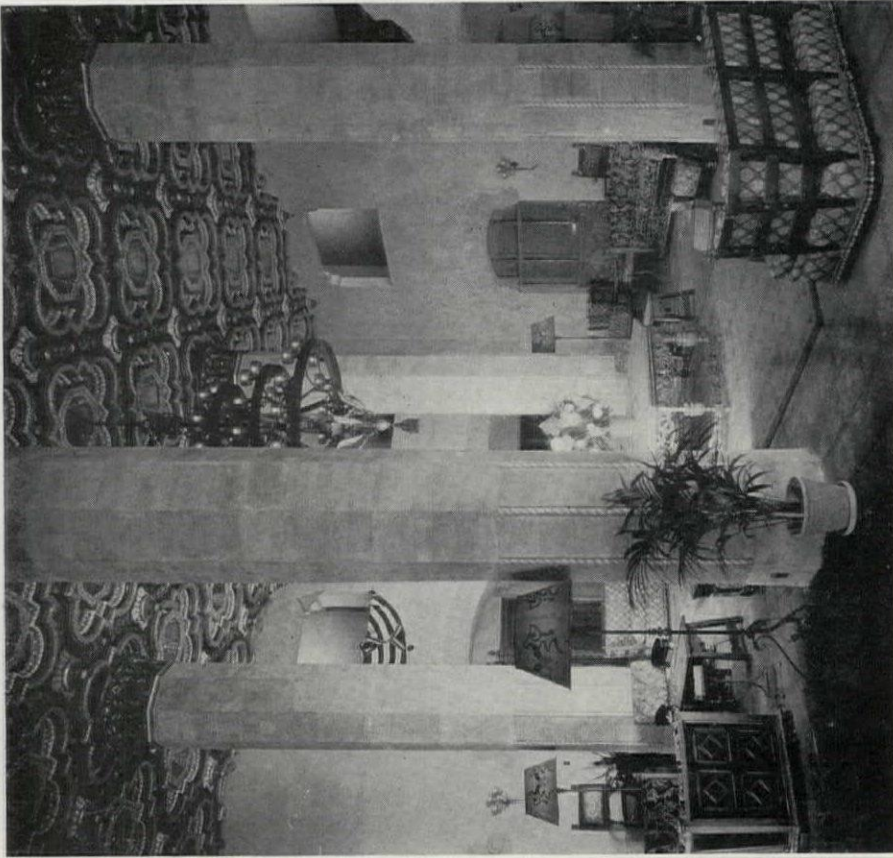
A Typical Floor Plan

Hotel Westward Ho, Phoenix, Ariz.
Louis L. Dorr, Architect



Main Entrance

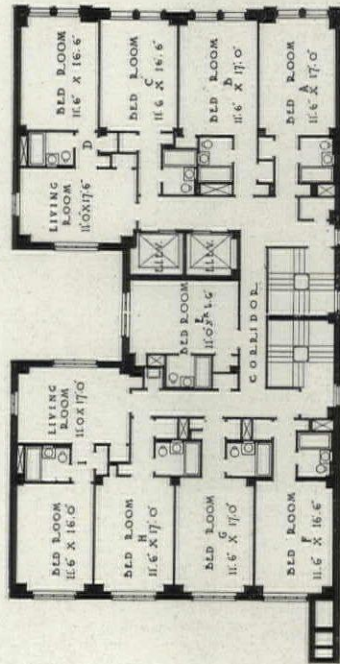
main hotel lobby, from tiled floors to richly ornamented ceilings, is true to type to the last detail of the styles borrowed from Spain by the Mexicans. The walls of the main lobby are of travertine. The dining room, ballroom, lounge, palm room and foyers have walls of textured plaster with travertine trim, while the bedroom walls are of smooth plaster.



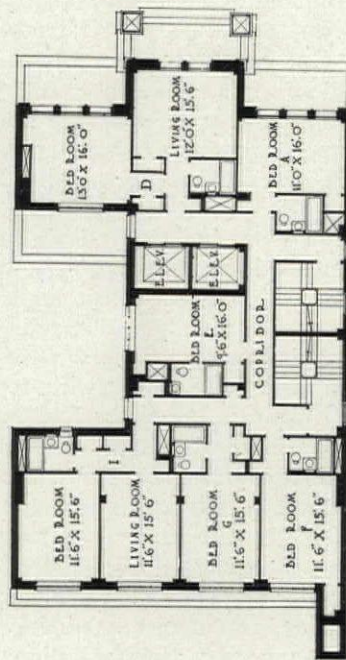
Lobby

The heating plant of the hotel consists of high pressure boilers, including boilers which supply the steam to the kitchens and laundry. The heating system is of the two-pipe vacuum return design. The total cubic contents is 2,492,369 cubic feet, making a cost of 56 cents per cubic foot, or \$4,500 per room, and a total cost of \$1,572,000 in 1928.

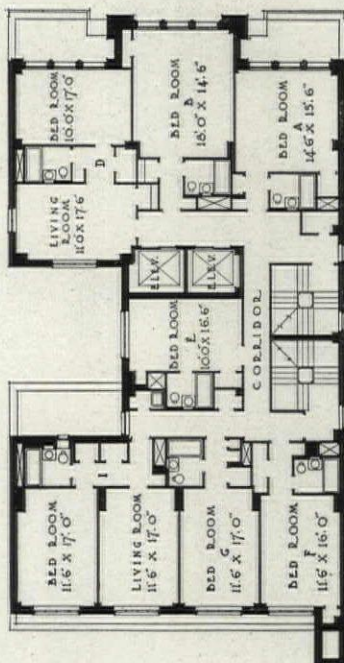
Hotel Westward Ho, Phoenix, Ariz.
Louis L. Dorr, Architect



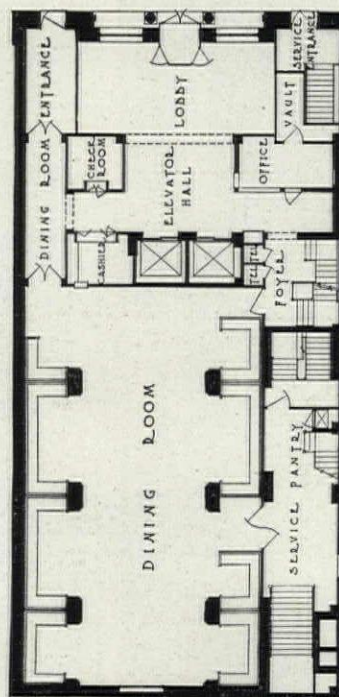
A TYPICAL FLOOR



14TH AND 15TH FLOORS



12TH AND 13TH FLOORS



1ST FLOOR

PLANS, HOTEL DUANE, NEW YORK
ANDREW J. THOMAS, ARCHITECT

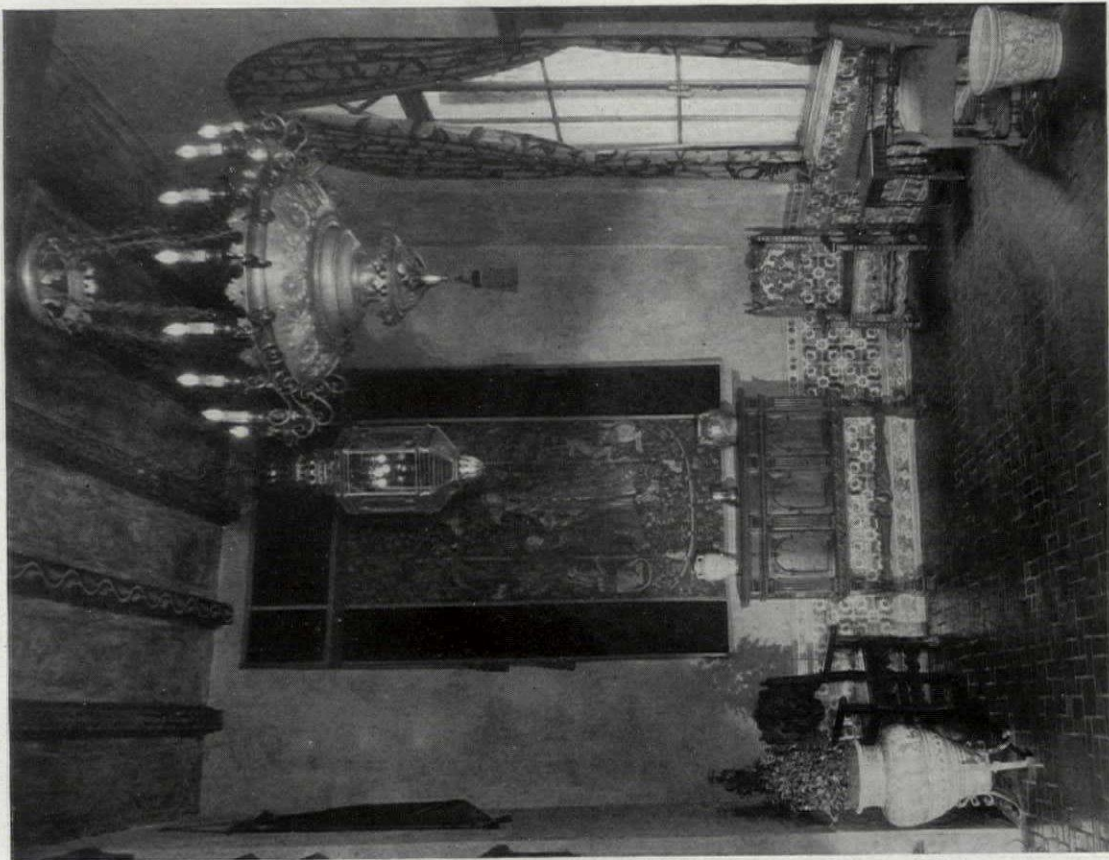
THE Hotel Duane in New York is a small and exclusive residential hotel located in the heart of the still select Murray Hill district. Sandwiched in as it is between the Fraternity Clubs building on the north and the Democratic Club on the south, it occupies the site of two residences. In this limited space, approximately 50 feet wide by 100 feet deep, Andrew J. Thomas, the architect, has worked out a very compact, practical plan. One enters directly from the sidewalk level into a shallow lobby, beyond which is the elevator hall. As this hotel has only 149 guest rooms and is strictly a residential hotel rather than of the transient type, no large lounge or entertaining rooms are needed. For this reason half of the lower floor is devoted to a large dining room and service pantry.

In design the exterior of the building indicates a free interpretation of the Italian Romanesque style harmonizing very well with the Fraternity Clubs building at the north, designed in a similar style. The entrance lobby and dining room are unusually attractive in a rather free interpretation of Spanish Renaissance decoration. The floors are deep toned tile and terrazzo contrasting pleasantly with rough plaster walls and beam ceilings. The furniture, draperies and lighting fixtures are all carried out in the Spanish style. The Duane was completed in 1927. Steel frame construction, concrete floor slabs, brick, hollow tile and stone were used in its construction. Granite, cast stone and face brick were the materials of the front elevation. Plaster, marble, and tile were used on the interior. Casement windows having steel frames and sash were used throughout. The heating is by the vacuum system, the steam being supplied from the outside. A complete ventilating system with blowers, exhausters, air filters, tempering stacks and direct heating was installed.



Photos. George H. Van Anda

Hotel Duane, New York
Andrew J. Thomas, Architect



LOBBY
HOTEL SCHROEDER, MILWAUKEE
HOLABIRD & ROOT, ARCHITECTS



DINING ROOM
HOTEL DUANE, NEW YORK
ANDREW J. THOMAS, ARCHITECT

Photo. George H. Van Anda

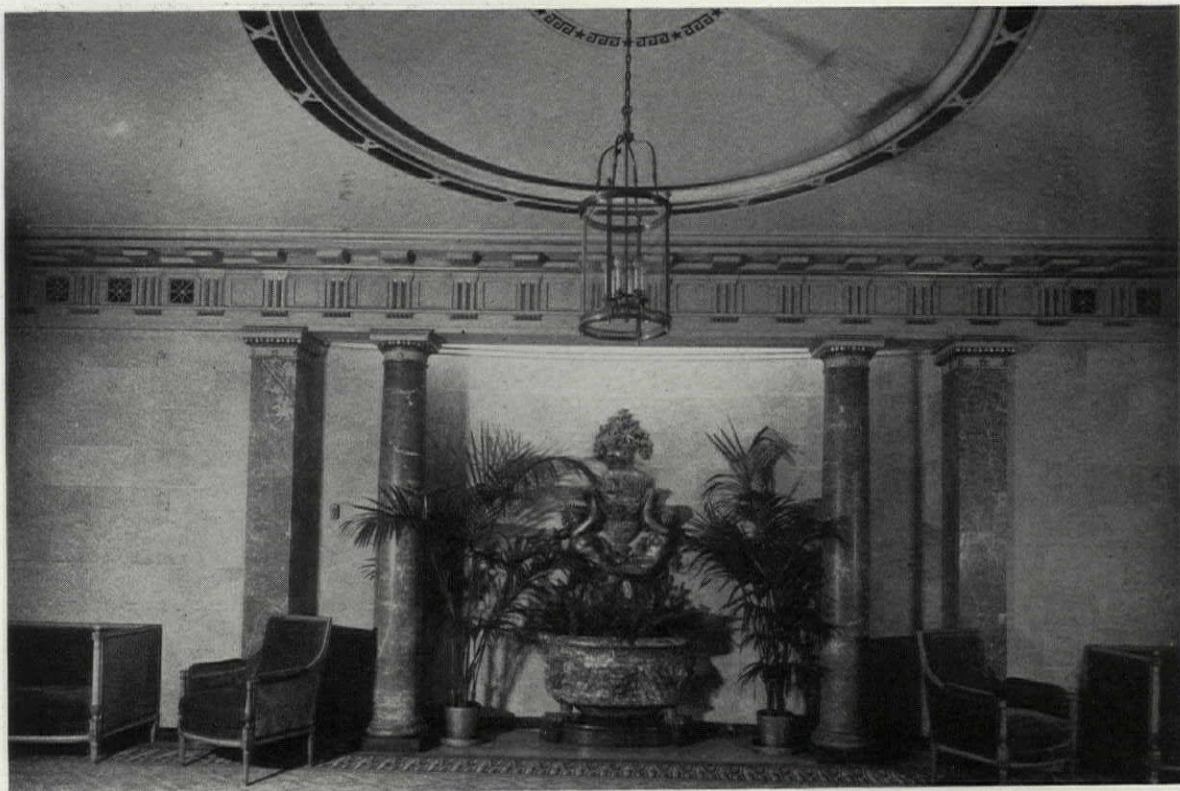


Photos. Amemya

Savoy-Plaza Hotel, New York
McKim, Mead & White, Architects

AT Fifth Avenue, 58th and 59th Streets in New York, for a great many years stood the Savoy Hotel. In its day it had been a well known hostelry, but with the erection of the new Plaza Hotel across the square the Savoy gradually lost its position as one of the foremost New York hotels. In 1926 it was demolished, and on its site McKim, Mead & White erected the Savoy-Plaza Hotel, which now dominates the square. In exterior design this great hotel is one of the finest in the country. In the relation of its masses and set backs, the design is particularly satisfying. Facing Fifth Avenue, wide bays 16 stories in height rise at each of the four corners. Low set backs four stories in height crown these bays, appearing in design as buttresses to the huge central mass of the hotel, which rises to a height of 30 stories surmounted by a very high hip roof suggesting the French chateau style. From the arcaded entrance floor with its Ionic pilaster treatment to the dormers on the roof line, a modern interpretation of Italian classic detail has been consistently carried out. In plan the three lower stories occupy the entire rectangular plot. Starting with the fourth floor, the plan takes the shape of the letter H, which arrangement permits every bedroom in the hotel to have outside light and air. In plan and general mass the Royal York Hotel in Toronto is quite similar to the Savoy-Plaza, although occupying a greater land area. Consistent with the plan of all modern city hotels, the three street sides of the entrance floor are given over to shops. This arrangement need in no way detract from the dignity or character of a hotel, but on the other hand provides a most practical and direct method of assisting in the permanent financing of the hotel. The plan of this hotel is unusually convenient, and logical. On the first or ground floor there are entrances on all three sides. To avoid the congestion of traffic on Fifth Avenue,

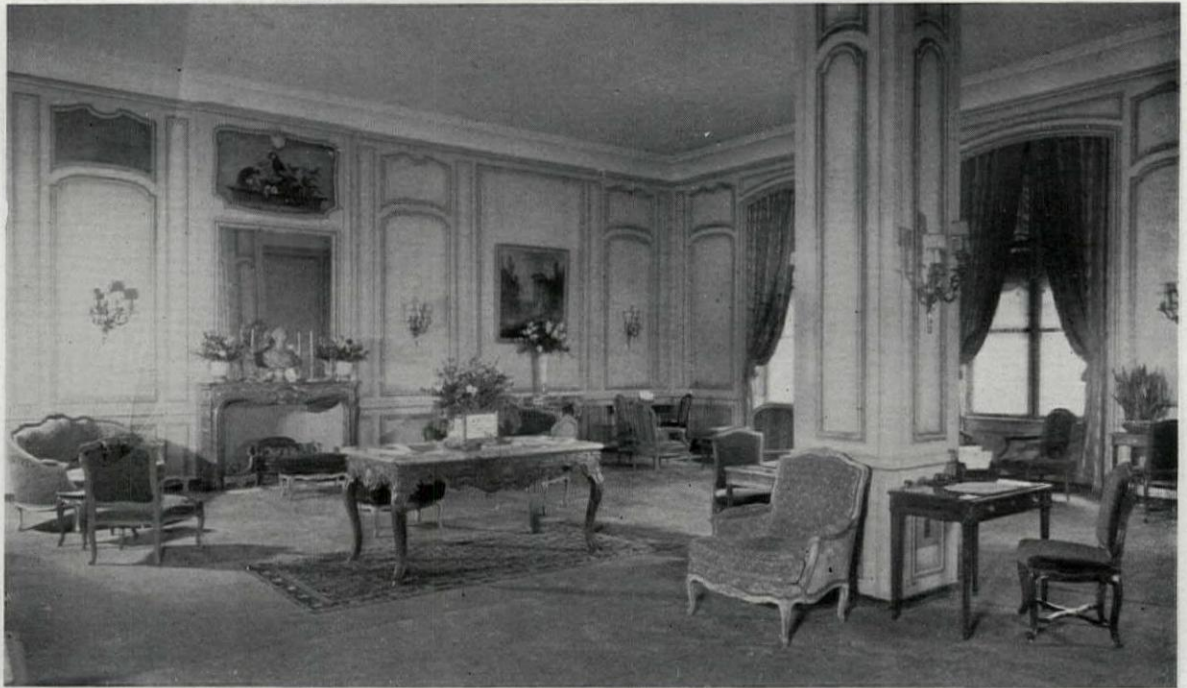
the principal entrance is on 58th Street, which happens to be an east-bound street, so that vehicular approach to the hotel is directly gained from Fifth Avenue. Entering the main foyer from 58th Street, a wide lobby and corridor lead through the hotel to 59th Street. Opening off this lobby are the eight elevators and the principal stairway leading to the second or main floor. Also off of this central corridor is the entrance to the dining room which occupies a large part of the rear of this floor. Adjacent to this dining room on the 58th Street front is a lounge or reception room. On the second floor are a large central lounge and several smaller rooms used for private dinners and receptions. On the Fifth Avenue and 59th Street sides of this floor shops are also located. The interior decorations throughout are rich and colorful adaptations of the Italian and French Renaissance styles. The reception room at the right of the entrance on the first floor is in the Louis XV style.



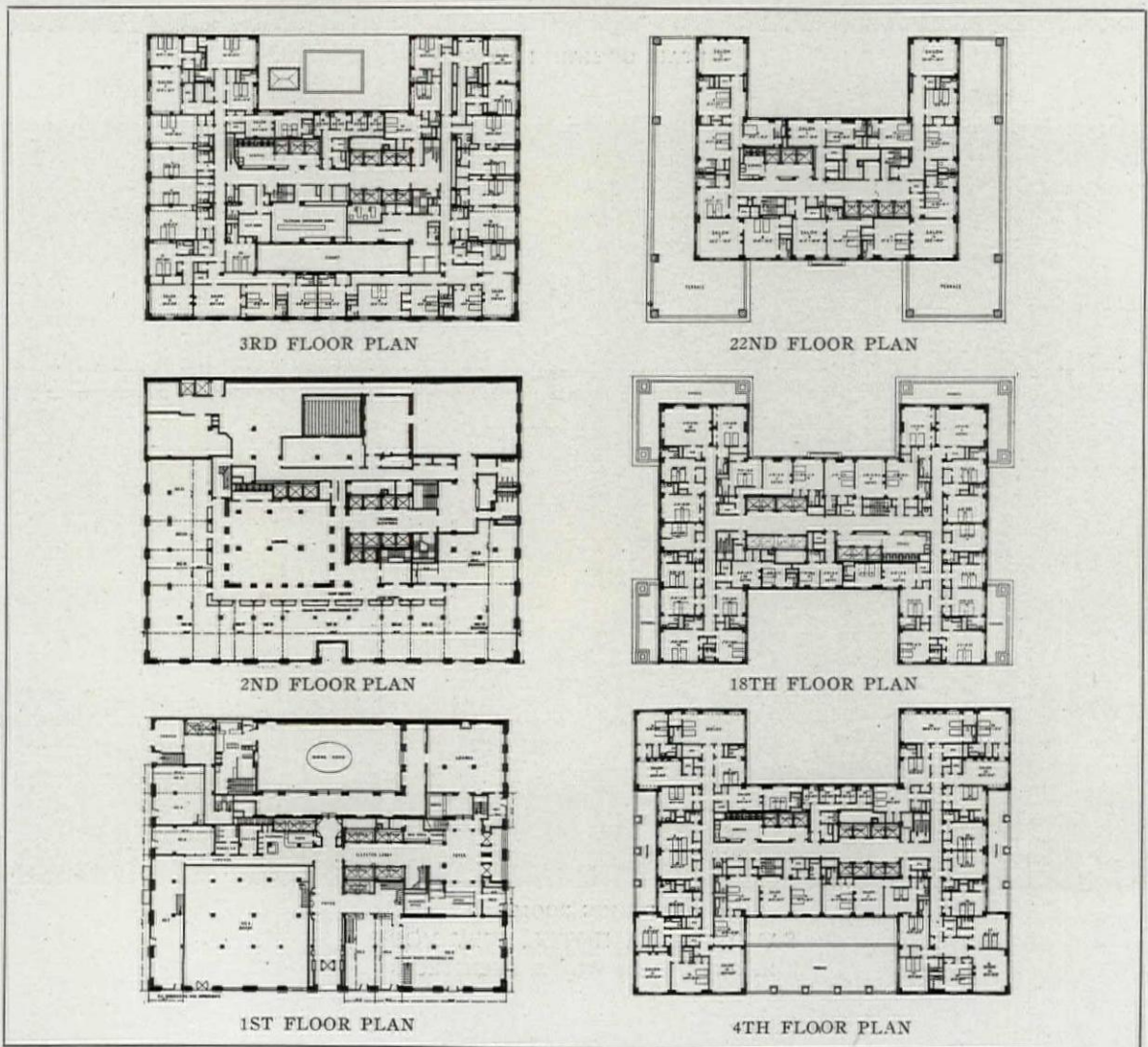
DETAIL OF MAIN LOUNGE



DINING ROOM
SAVOY-PLAZA HOTEL, NEW YORK
McKIM, MEAD & WHITE, ARCHITECTS



RECEPTION ROOM ON FIRST FLOOR



SAVOY-PLAZA HOTEL, NEW YORK
McKIM, MEAD & WHITE, ARCHITECTS

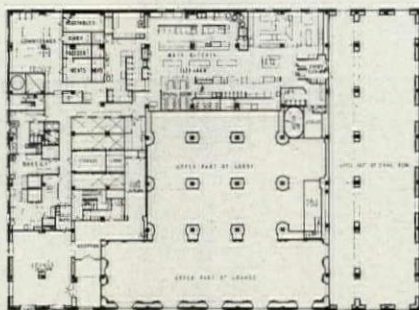


Photo. Fahsel & Weller

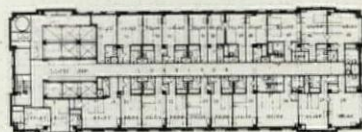
Hotel Schroeder, Milwaukee
Holabird & Root, Architects

THIS straightforward and splendid piece of hotel designing is carried out in the modern manner. Dignity and simplicity and lack of architectural decoration characterize the exterior. Again the H-shaped plan has been used for 13 of the stories, an arrangement which permits all of the rooms to have outside light and air. Completed in 1927, this hotel is of fireproof construction with steel frame and concrete arch floors. For the exterior walls stone was used

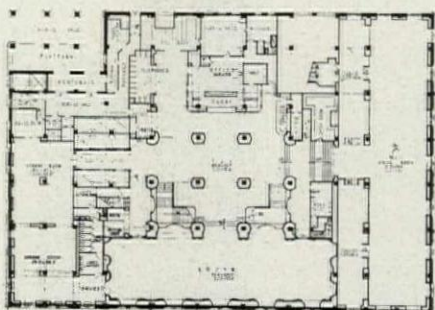
for the first four stories and brick for all above. Every one of the 820 bedrooms has its individual bath. The capacity of the combined dining rooms is 800, and that of the ballroom 1,200. The building contains, 5,957,000 cubic feet and was built at a cubic foot cost of approximately 67 cents, amounting to a total cost of approximately \$4,000,000. In the article on page 702 by Mr. Henry J. B. Hoskins of the firm of Holabird & Root several illustrations of interiors are shown.



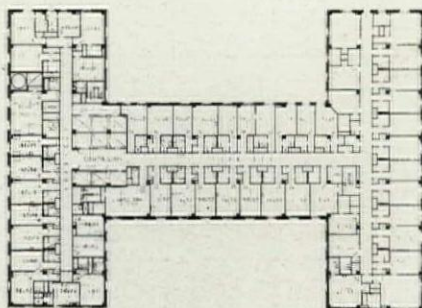
3RD FLOOR



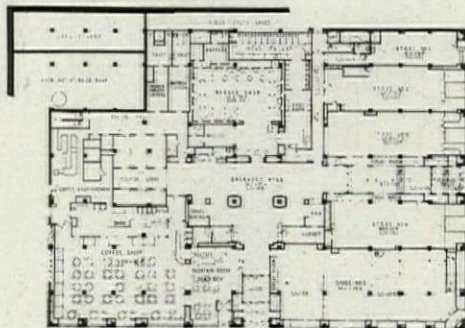
20TH TO-23RD FLOORS



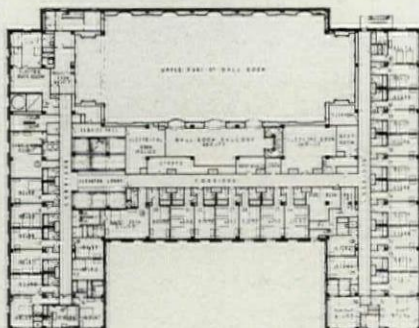
2ND FLOOR



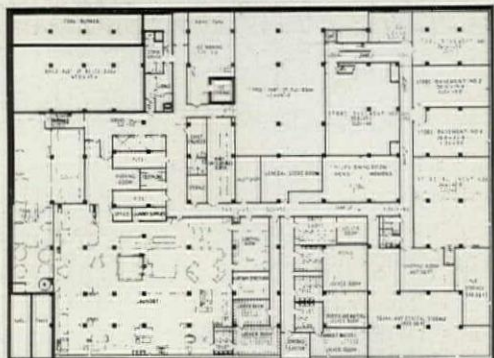
7TH TO 19TH FLOORS



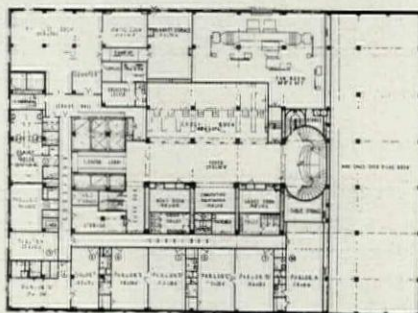
1ST FLOOR



6TH FLOOR

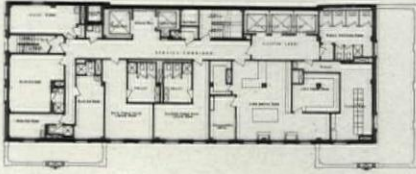


BASEMENT FLOOR

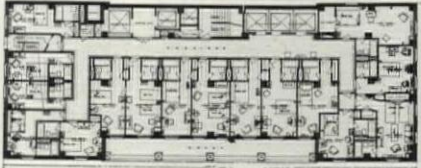


4TH FLOOR

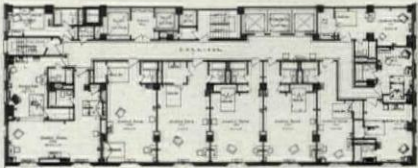
PLANS, HOTEL SCHROEDER, MILWAUKEE
HOLABIRD & ROOT, ARCHITECTS



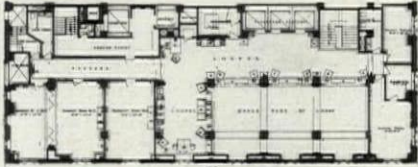
23rd Floor Plan



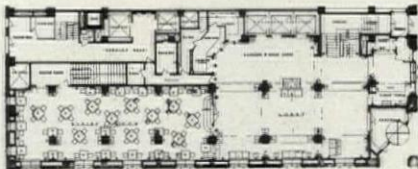
4th to 22nd Floor Plan



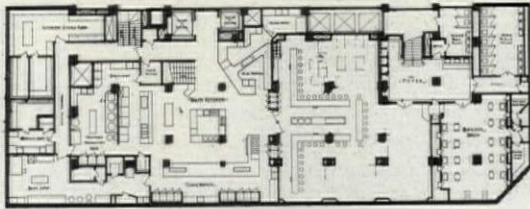
3rd Floor Plan



2nd Floor Plan



1st Floor Plan



Basement Plan



Photo. Eugene Taylor

Hotel Lennox, St. Louis
Preston J. Bradshaw, Architect

THE Hotel Lennox in St. Louis is an excellent example of a moderate sized, well planned city hotel. The lot on which it stands is a block in length but quite shallow in depth, which greatly influenced the plan and arrangement. It contains 315 guest rooms, each with a private bath. The seating capacity of the dining rooms is 220 people. The building is of reinforced concrete construction, and brick and terra cotta were used on the exterior. Windows are double-hung. The hotel contains 1,713,920 cubic feet and was built at a cost of 69 cents per cubic foot in 1929.

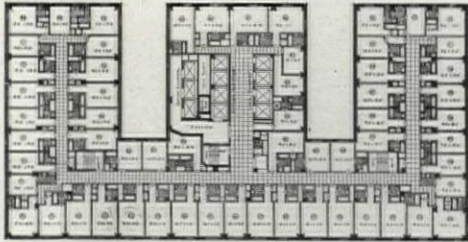


Photo. Alexander E. Piaget

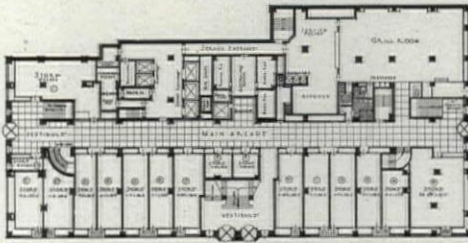
LOBBY



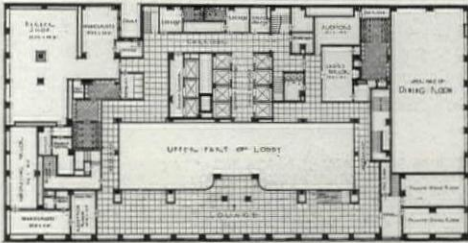
MAIN DINING ROOM
HOTEL LENNOX, ST. LOUIS
PRESTON J. BRADSHAW, ARCHITECT



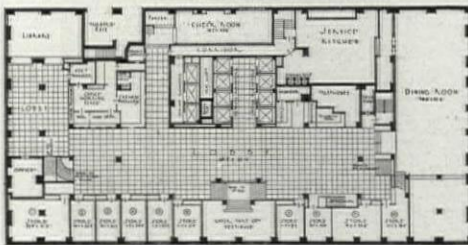
A Typical Floor Plan



Second Floor Plan



Mezzanine Floor Plan



First Floor Plan



Basement Plan



Hotel Lincoln, New York
Schwartz & Gross, Architects

THE Hotel Lincoln is the tallest residential structure and the largest hotel in the Times Square district of New York. It contains 1,400 outside rooms, each with a private bath and shower. It is one of the few New York hotels provided with a hospital, which is thoroughly modern in its equipment, and serves guests, employes, and outside patients of the resident physician. Completed in 1928 at a time when great interest was being taken in the modern expression in interior decoration and furniture, it is not surprising to find in all of the public rooms of this hotel original and colorful examples of modern furniture and decoration. Carried out under the masterful direction of Jacques Delamarre, the architectural director of the Chanin Construction Co., which financed and built this hotel, a thoroughly consistent and logical scheme of decoration has been created throughout the house.



ENTRANCE STAIRS

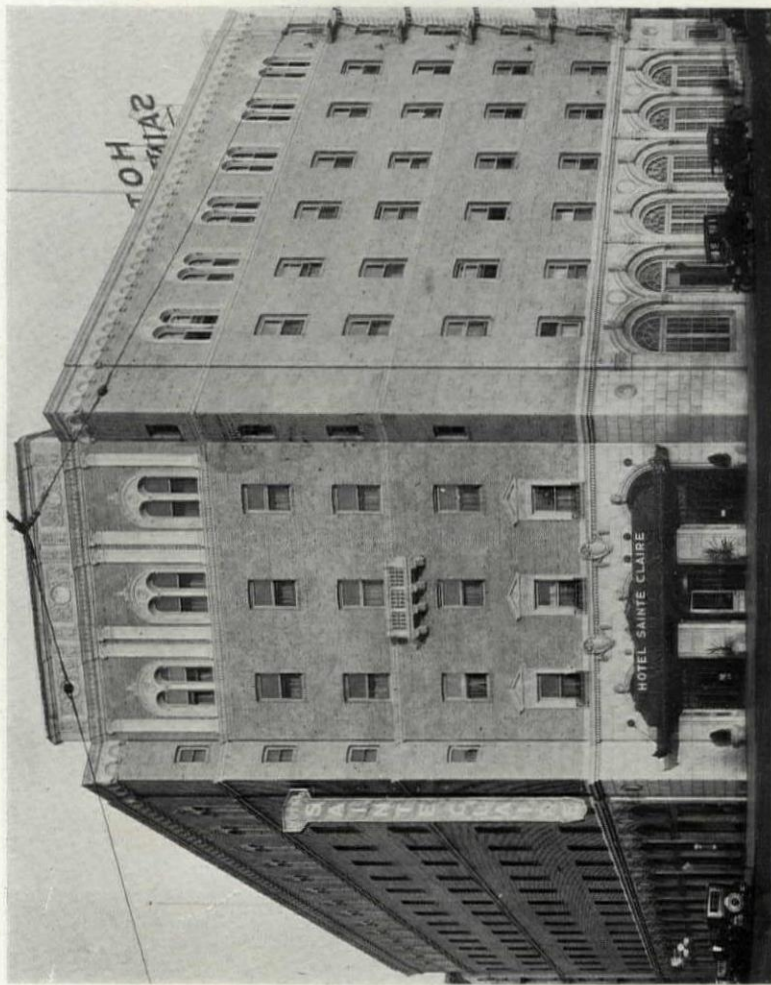
HOTEL LINCOLN, NEW YORK
SCHWARTZ & GROSS, ARCHITECTS

INTERIORS, J. L. DELAMARRE, ARCHITECTURAL DIRECTOR, CHANIN CONSTRUCTION CO.



Photo. George H. Van Anda

MAIN LOBBY

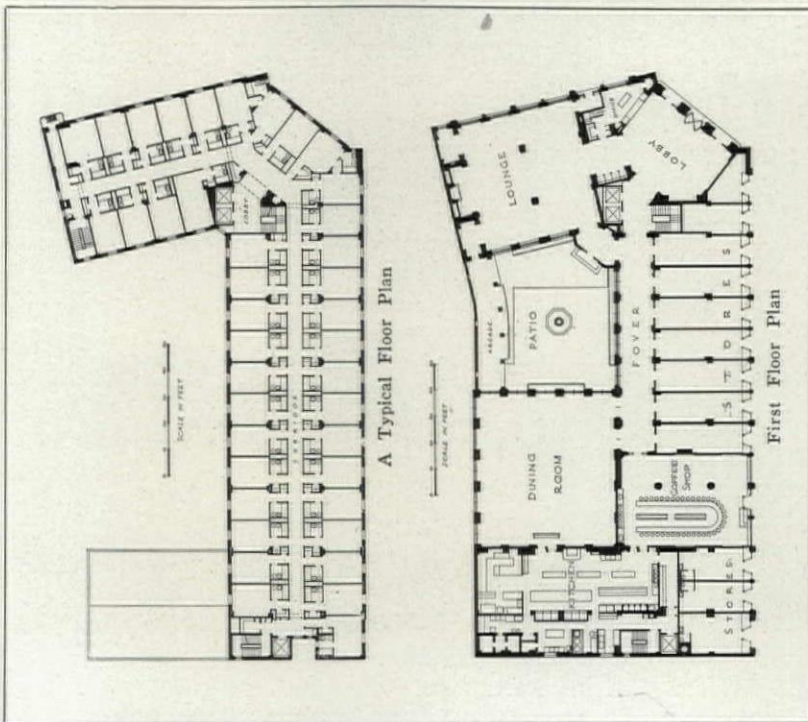


Photos. Gordon

Entrance Front

occupied by small stores and a coffee shop on the ground floor, it was necessary to place the dining room and lounge at the rear of this floor. Between these two important public rooms it was possible to locate an interesting open court or patio with center fountain and side arcades. This hotel contains 184 guest rooms and 174 bathrooms. The dining rooms accommodate 444 people. The lighting is direct, and the heating is by steam of the two-pipe system. There is mechanical ventilation in the public rooms on the first floor, basement rooms and bathrooms. The building contains 1,440,000 cubic feet and was built at a cost of 52 cents per cubic foot. The total cost was \$750,000. The hotel was completed in October, 1926.

Hotel Sainte Claire, San Jose, Cal.
Weeks & Day, Architects



IN the Sainte Claire Hotel at San Jose, Cal., the architects, Weeks & Day, have designed in a logical and attractive way an excellent small city hotel. The peculiar shape of the site, which occupies a corner facing on two principal thoroughfares, greatly influenced the plan. Suggesting somewhat the plan of the Mark Hopkins Hotel in San Francisco, by this same firm of architects, the main entrance was placed at the corner, permitting an interesting recessed entrance bay at this point. Only six stories in height, with one street front



Photo. R. J. Waters & Co.

PATIO



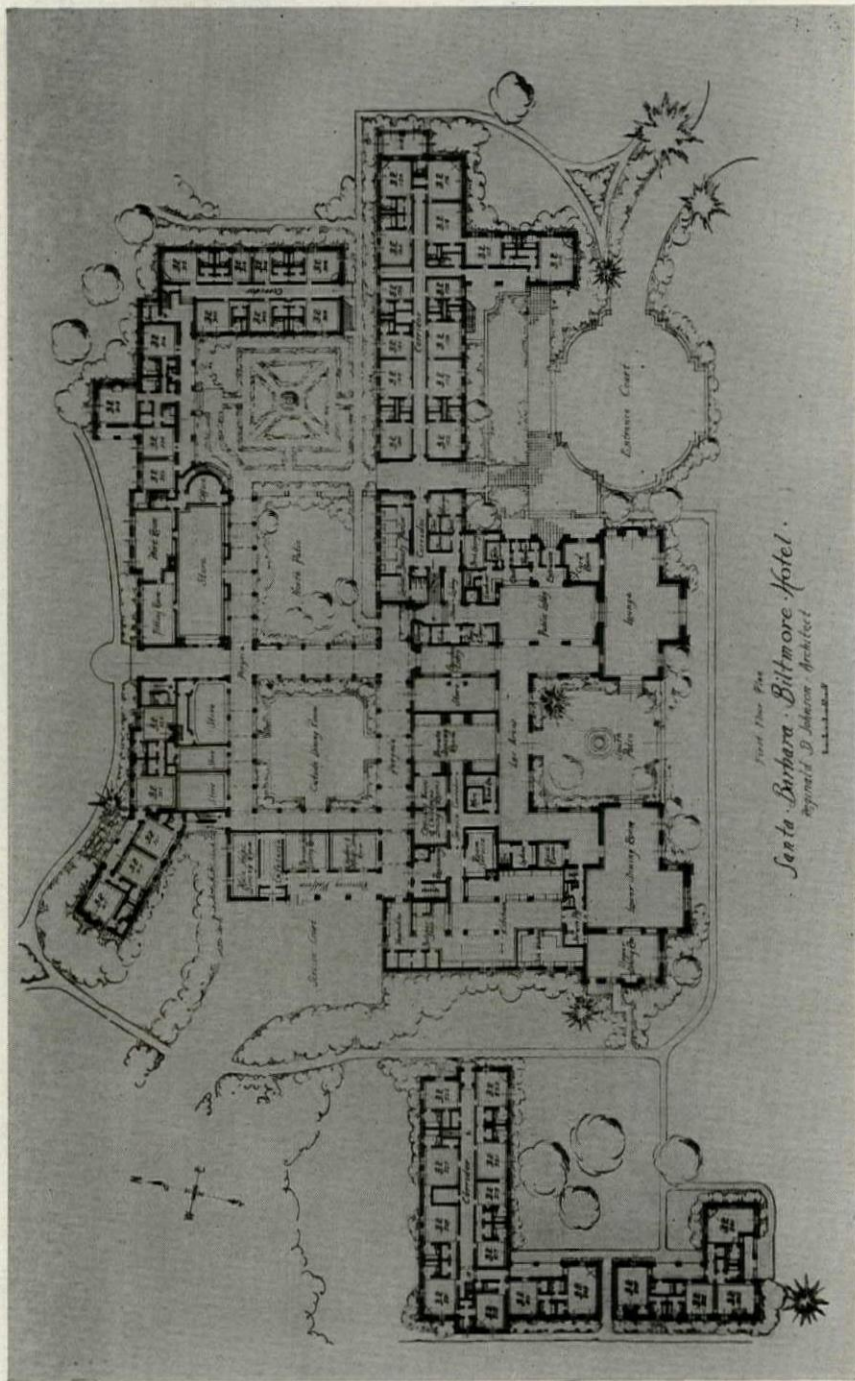
OFFICE AND LOBBY
HOTEL SAINTE CLAIRE, SAN JOSE, CAL.
WEEKS & DAY, ARCHITECTS



Photo. Padilla Co.

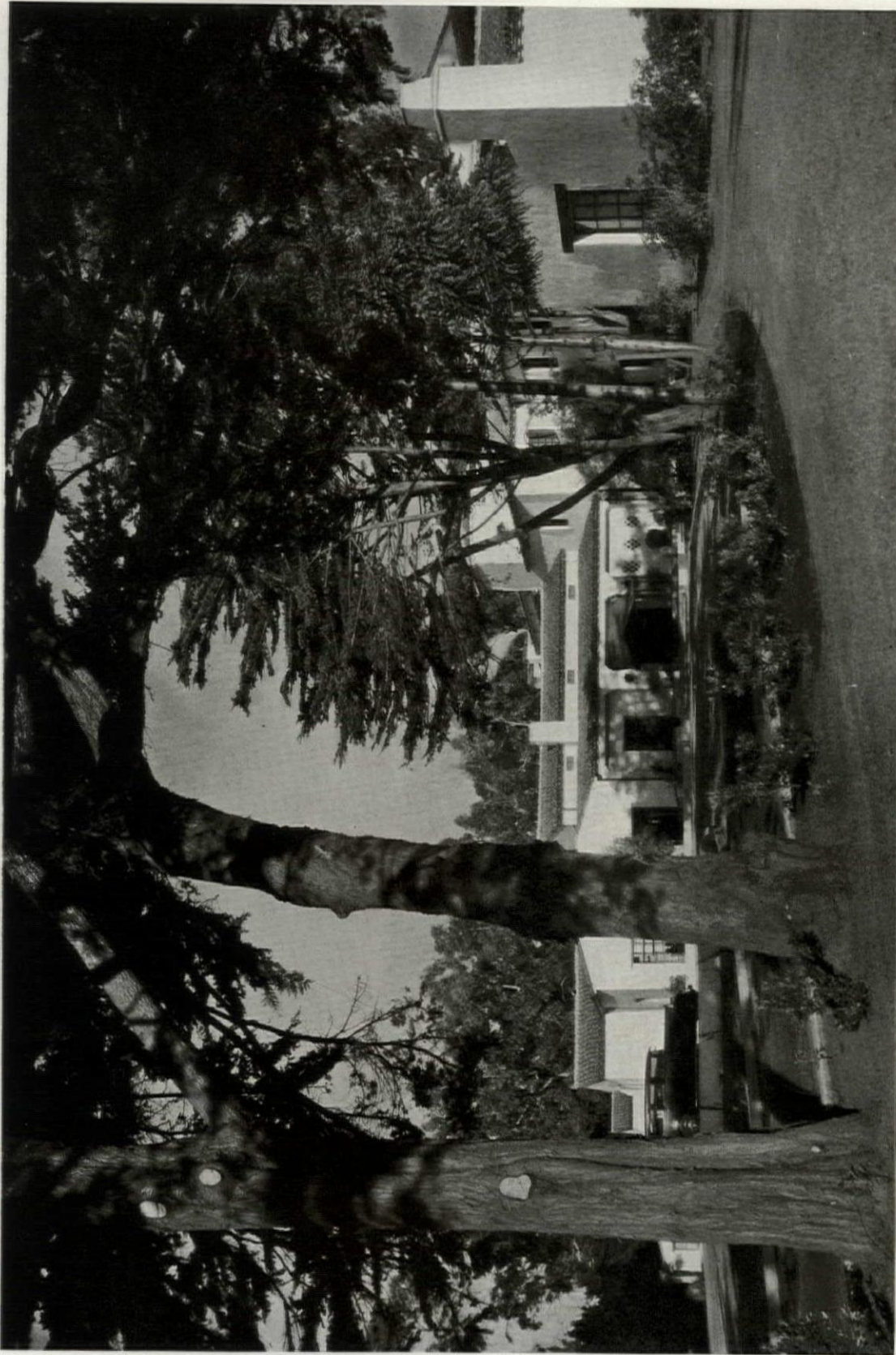
Plan on Back

SANTA BARBARA BILTMORE HOTEL
REGINALD D. JOHNSON, ARCHITECT



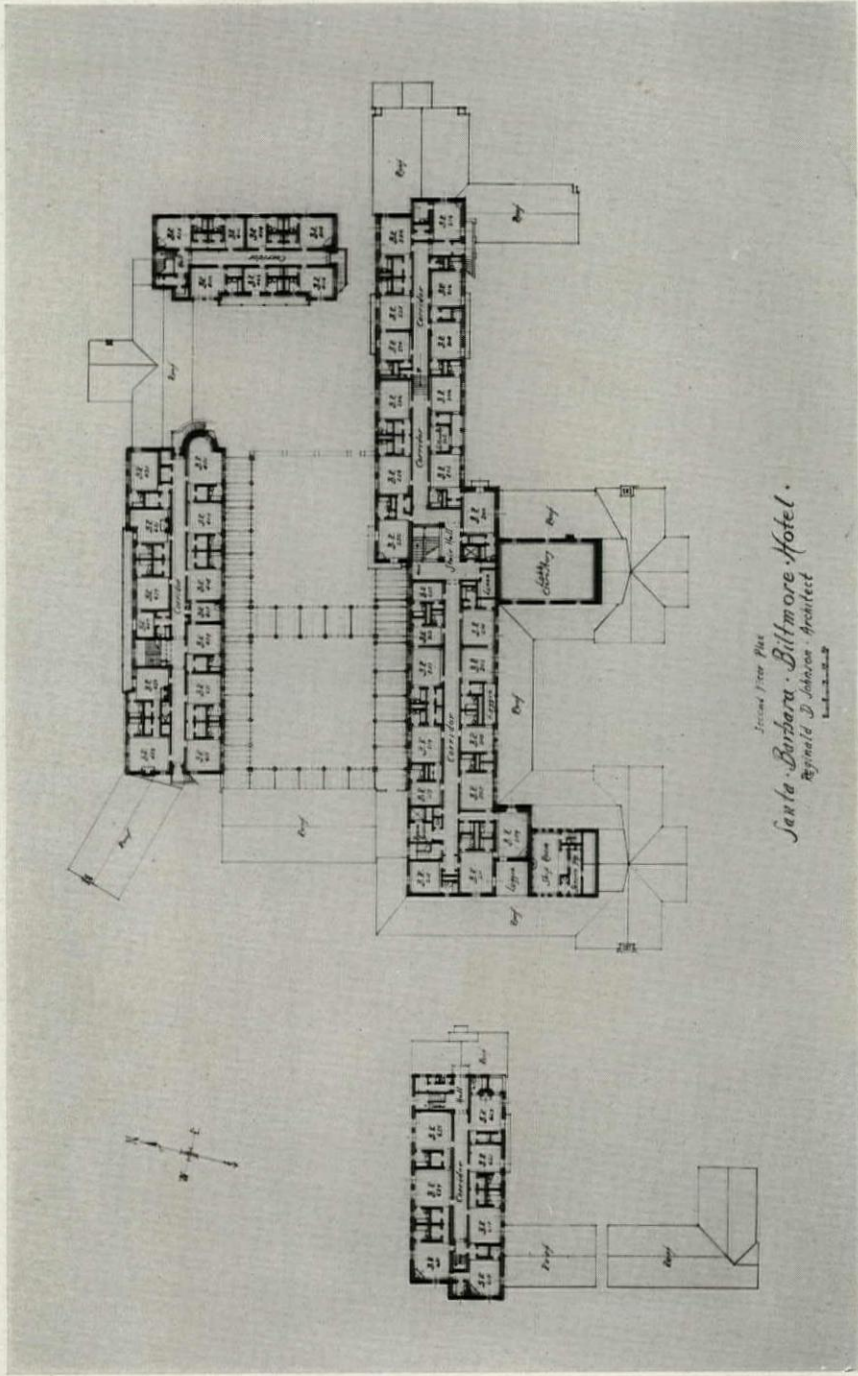
First Floor Plan
Santa Barbara Biltmore Hotel.
 Reginald D. Johnson, Architect

PLAN. SANTA BARBARA BILTMORE HOTEL
 REGINALD D. JOHNSON, ARCHITECT



Plans on Back

ENTRANCE COURT
SANTA BARBARA BILTMORE HOTEL
REGINALD D. JOHNSON, ARCHITECT



PLAN, SANTA BARBARA BILTMORE HOTEL.
 REGINALD D. JOHNSON, ARCHITECT



Photo. J. Walter Collinge

SOUTH FACADE
SANTA BARBARA BILTMORE HOTEL
REGINALD D. JOHNSON, ARCHITECT

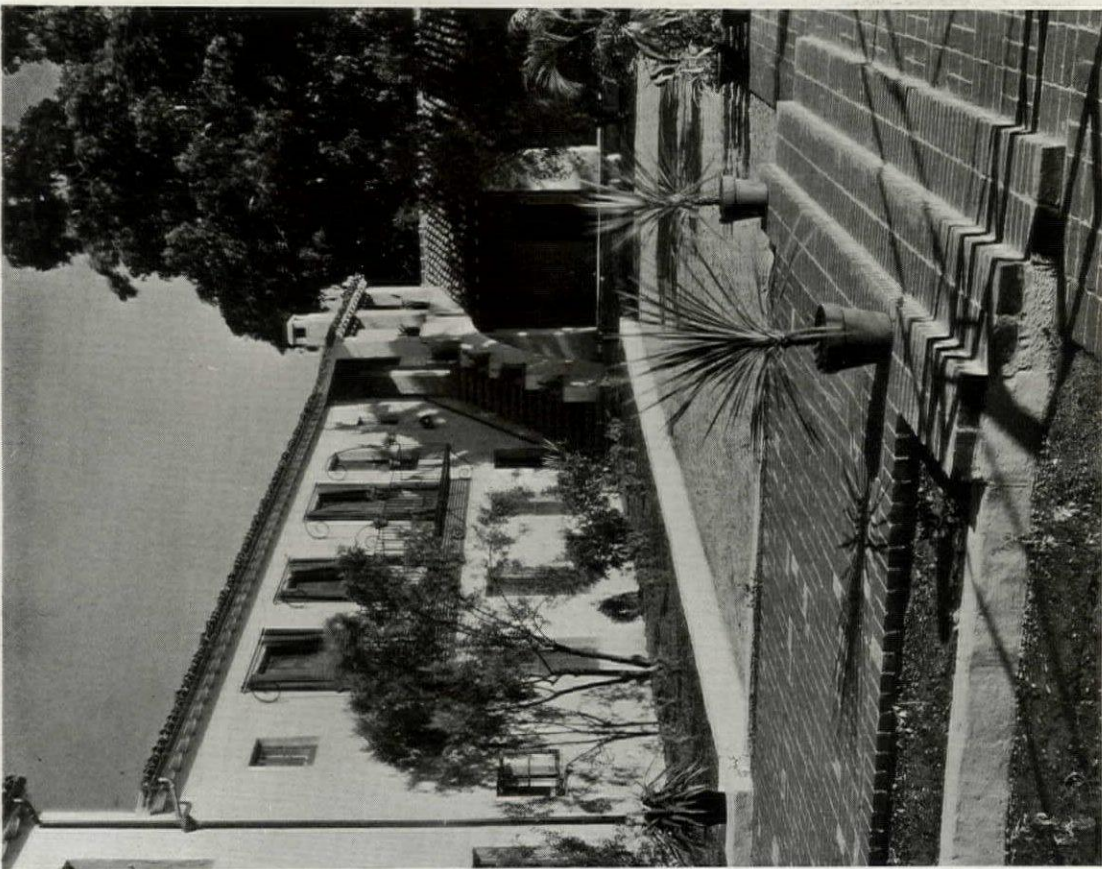


Photo. Keystone Photo. Service

FRONT TERRACE

COST AND CONSTRUCTION DATA

Year of completion: 1927.

Type of construction: Main building, reinforced concrete; cottages, frame construction, tile roofs.

Exterior materials: Main building, reinforced concrete; cottages, plaster.

Interior materials: Main building, plaster; cottages, plaster.

Floors: Wood and tile.

Windows: Steel sash.

Lighting: Conduit.

Heating: Steam.

Ventilating: Mechanical ventilation in principal public rooms and kitchen.

Number of guest rooms: 120, including main building, annex and cottages.

Number of bathrooms: 120, including main building, annex and cottages.

Capacity of dining room: 300 persons.

Number of cubic feet: 232,831, including main building, annex and cottages.

Cubic foot cost: Main building, 50 cents; frame buildings, 39 cents.

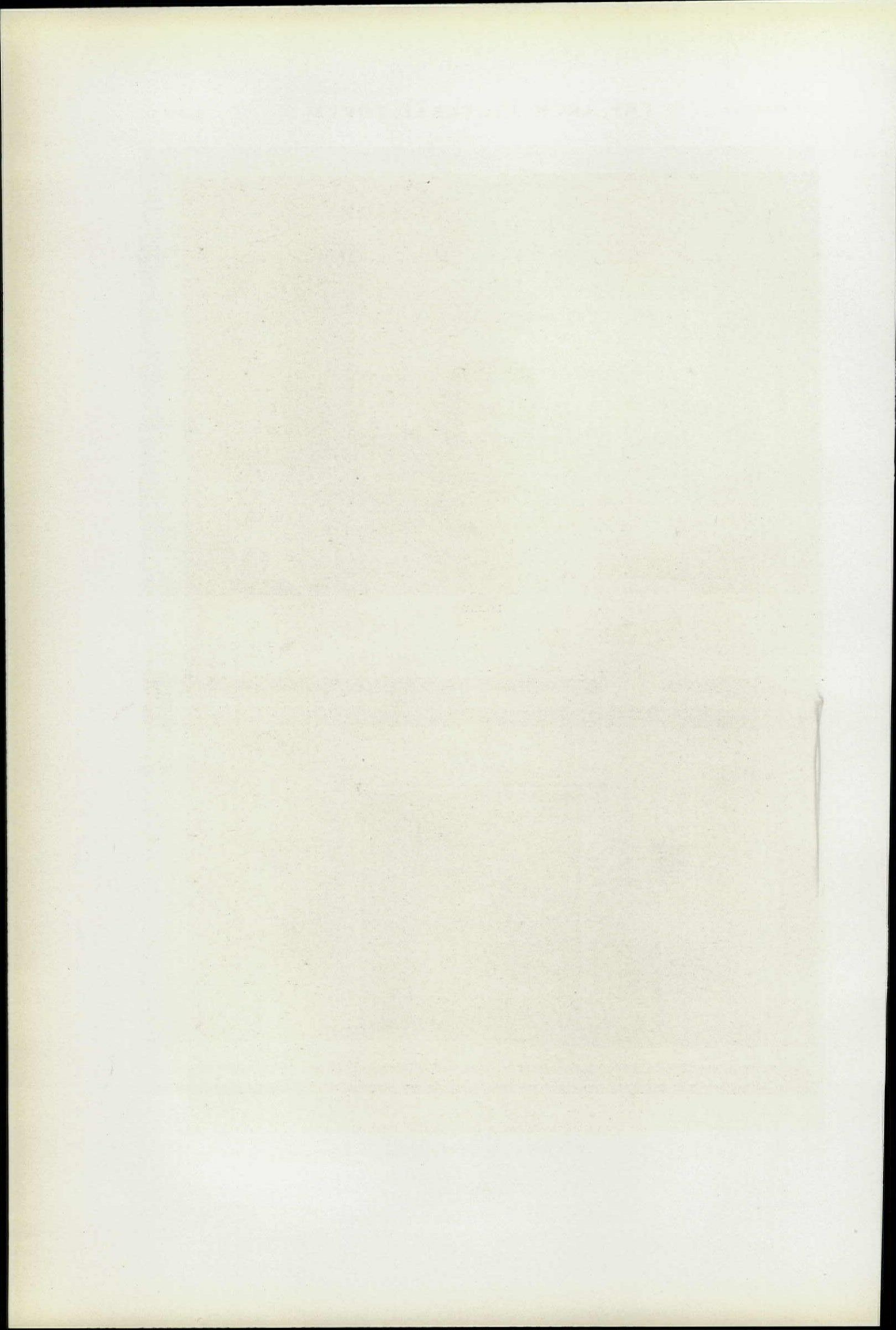
SANTA BARBARA BILTMORE HOTEL
REGINALD D. JOHNSON, ARCHITECT



LOBBY



MAIN ENTRANCE
SANTA BARBARA BILTMORE HOTEL
REGINALD D. JOHNSON, ARCHITECT





Plans on Back

OASIS HOTEL, PALM SPRINGS, CAL.
LLOYD WRIGHT, ARCHITECT

Photo. Will Connell

COST AND CONSTRUCTION DATA

Year of Completion: 1924. Additions, 1925.

Type of Construction: Reinforced concrete, dry tamped in slip forms invented by the architect for the purpose. Dining room and grills dressed redwood, interior and exterior.

Roofs: Cement slab terraces.

Interior Materials: Cast concrete face as left by forms; decorative joint lines inside and out.

Floors: Concrete.

Windows: Pine, all combination screen and glass; French doors.

Lighting: Electric bracket iron fixtures.

Heating: Electric wall heaters.

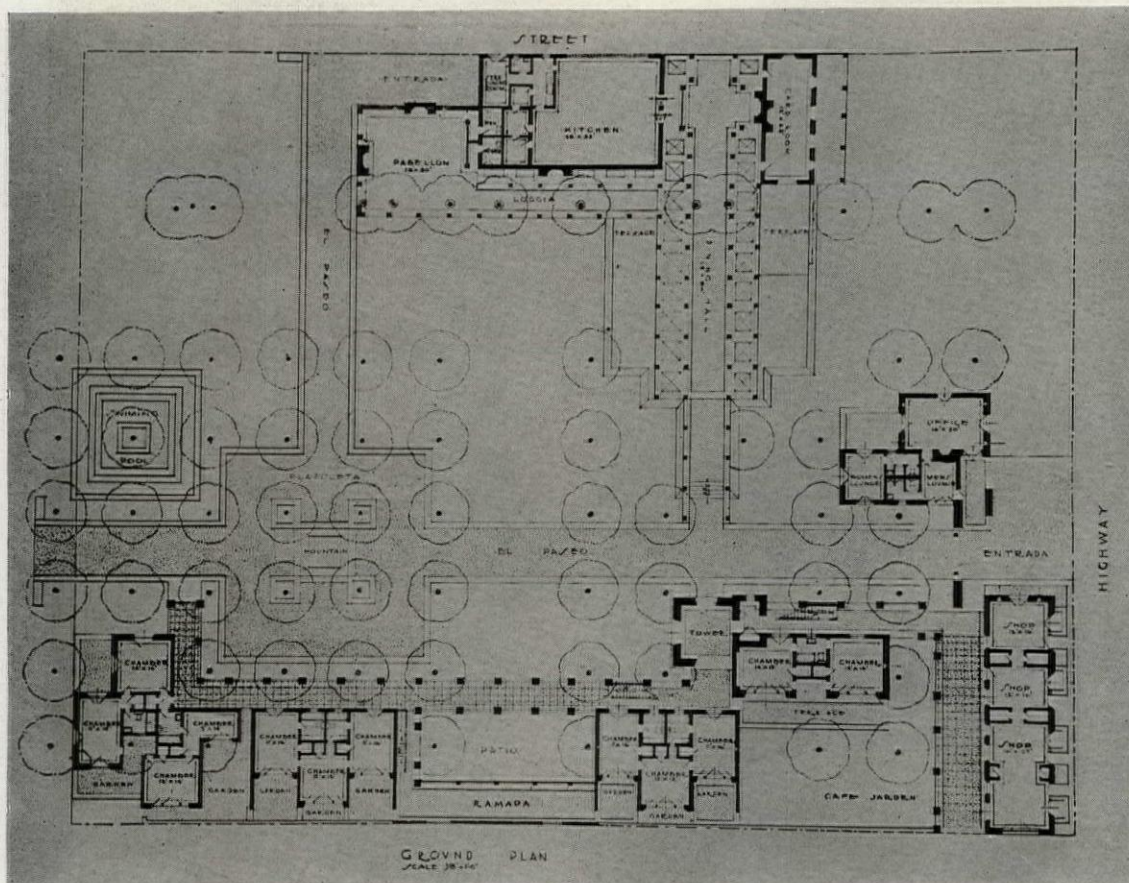
Ventilation: Natural cross ventilation; all outside rooms open on two or more sides.

Number of Guest Rooms: 22; with additions, total 50

Number of Baths: 14; with additions, total 35.

Cubic Foot Cost: First unit as illustrated, 42 cents.

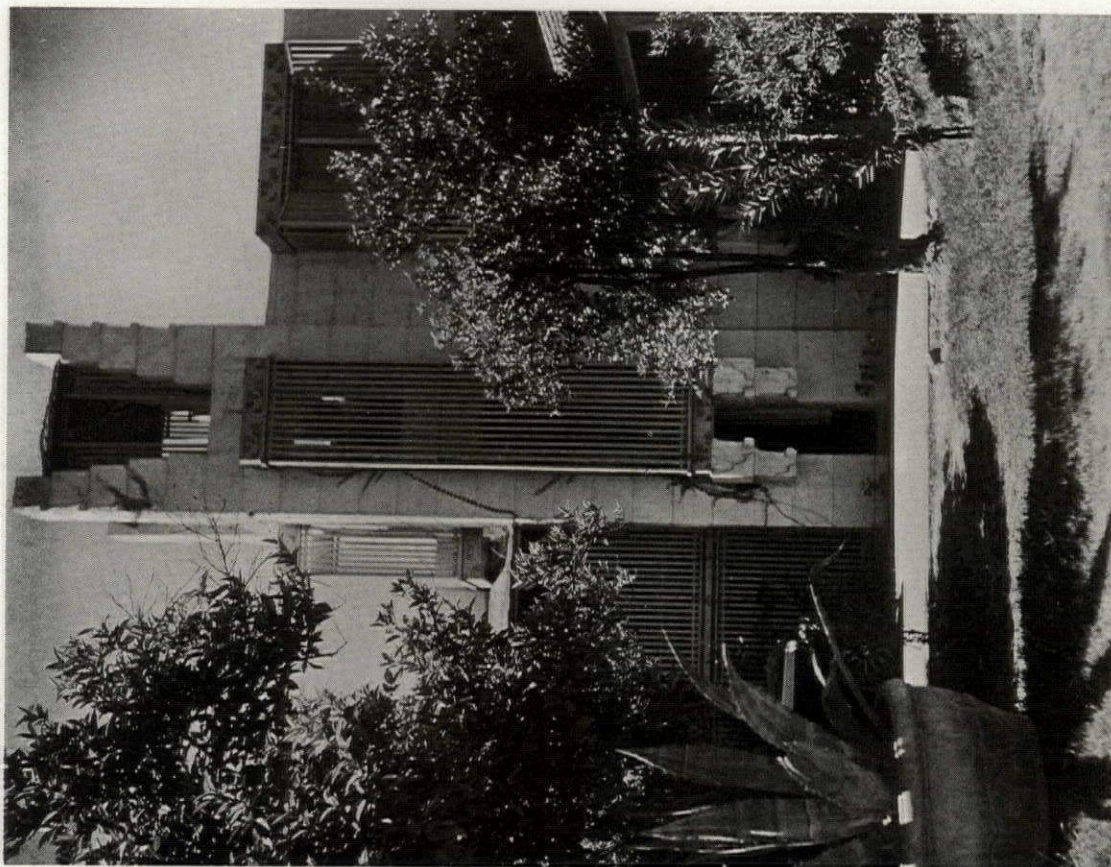
Total Cost: First unit as illustrated, \$65,000.



FIRST FLOOR

PLAN. OASIS HOTEL, PALM SPRINGS, CAL.

LLOYD WRIGHT, ARCHITECT



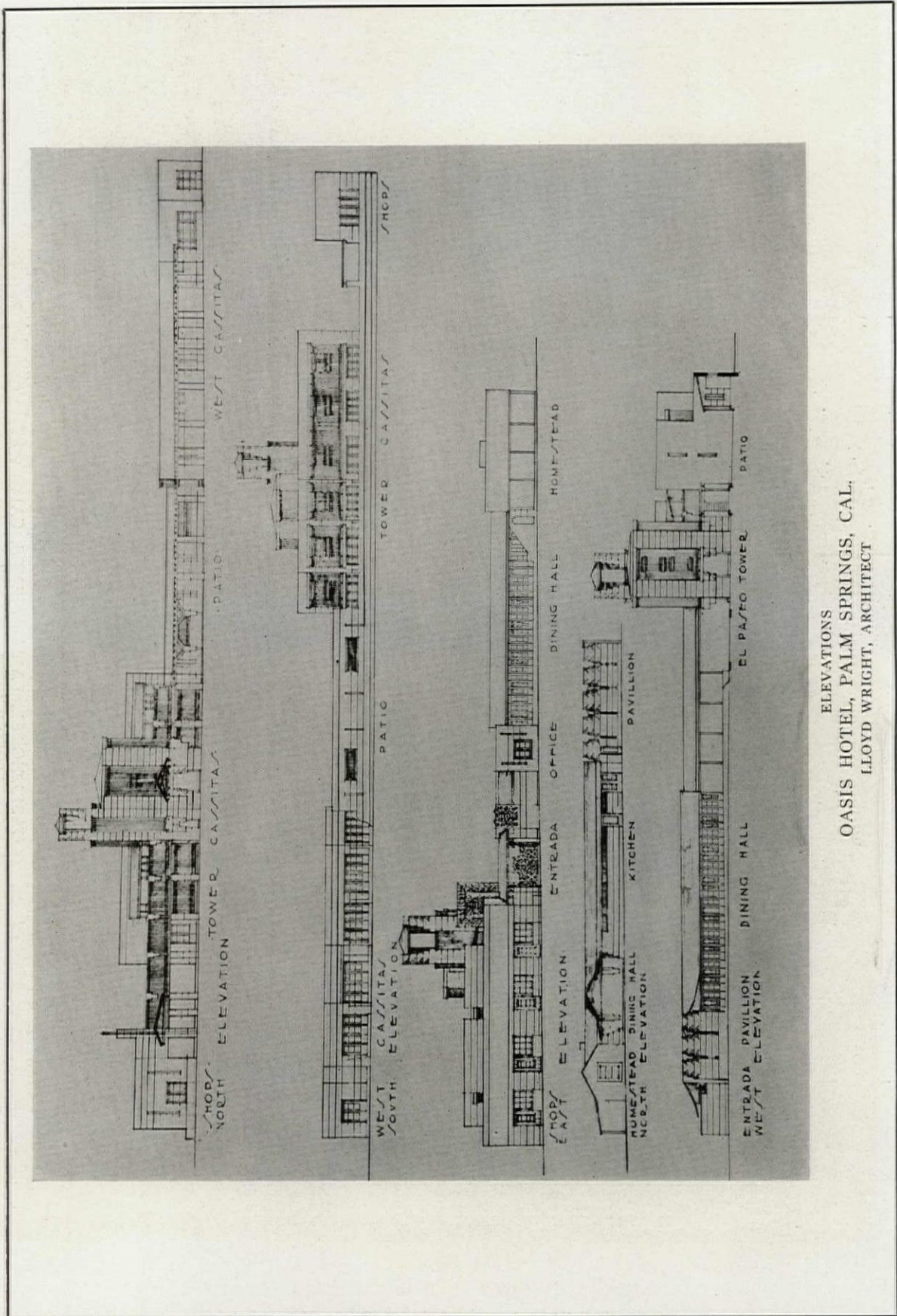
Elevations on Back

LOWER ENTRANCE

OASIS HOTEL, PALM SPRINGS, CAL.
LLOYD WRIGHT, ARCHITECT



VIEW FROM PATIO



ELEVATIONS
 OASIS HOTEL, PALM SPRINGS, CAL.
 LLOYD WRIGHT, ARCHITECT



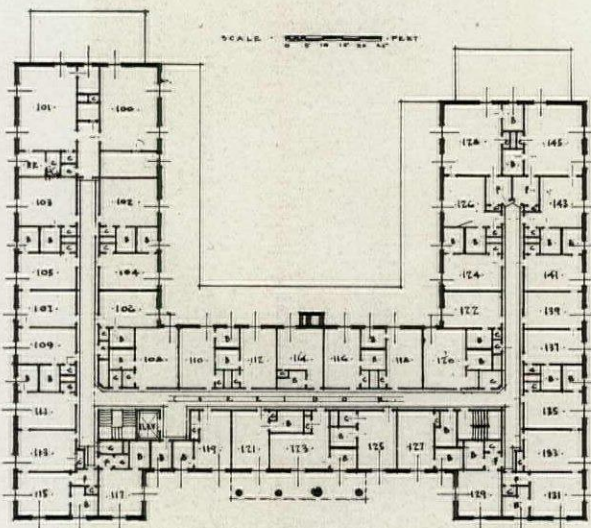
GENERAL VIEW



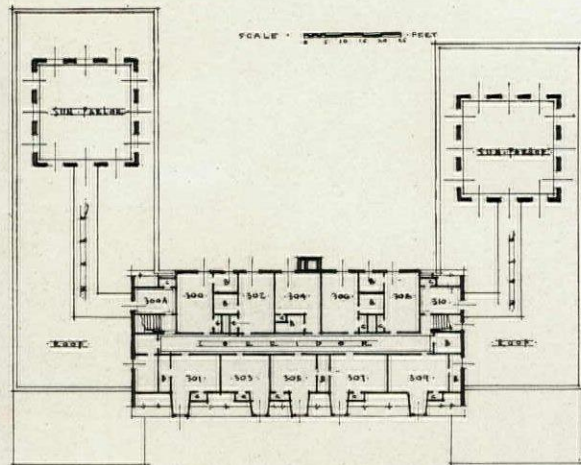
Photos. Amemya

Plans on Back

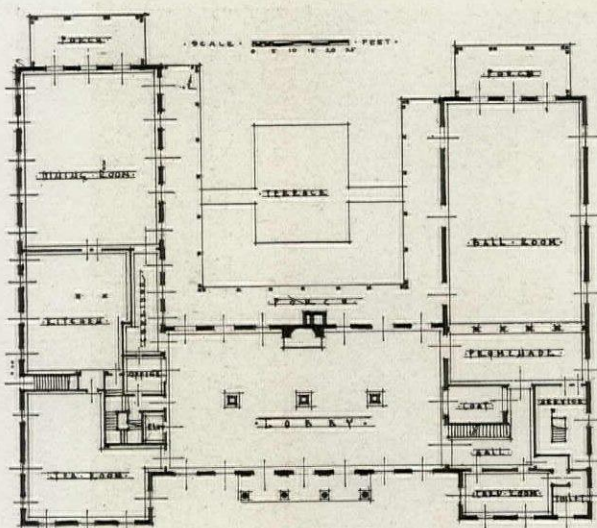
LOBBY
 MOLLY PITCHER HOTEL, RED BANK, N. J.
 NATHAN HARRIS AND HARRIS & SOHN, ARCHITECTS



SECOND FLOOR



FOURTH FLOOR

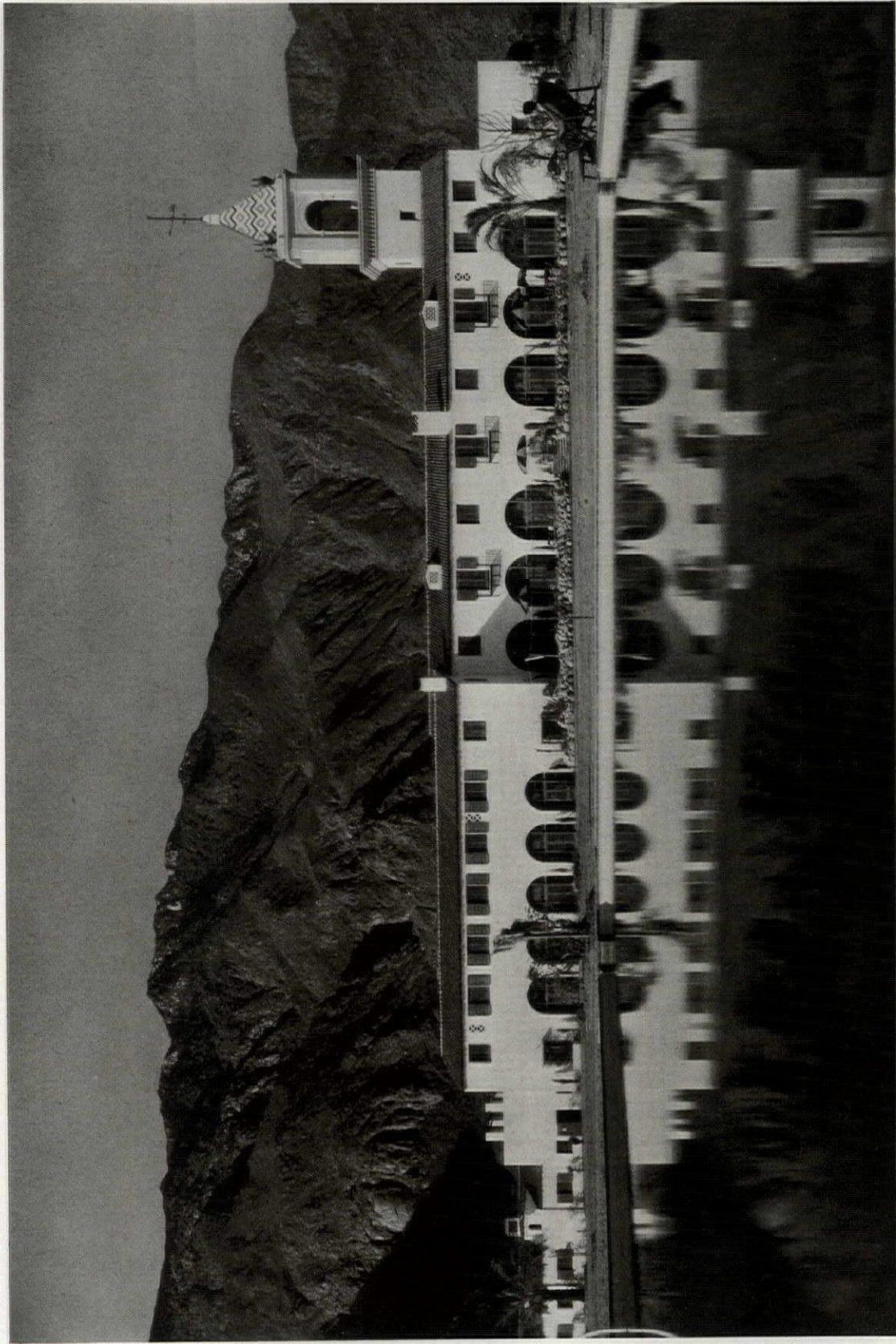


FIRST FLOOR

COST AND CONSTRUCTION DATA

- Year of completion: 1929.
- Type of construction: Fireproof.
- Exterior materials: Brick, limestone.
- Interior materials: Knotty pine, palm finish plaster, ornamental plaster.
- Floors: Oak.
- Windows: Double-hung.
- Lighting: Electric.
- Heating: Vacuum system.
- Ventilating: Automatic.
- Number of guest rooms: 96.
- Number of baths: 80.
- Capacity of dining room: 235.
- Capacity of ball room: 350.
- Number of cubic feet: 490,000.
- Cubic foot cost: 70 cents.
- Total cost: \$425,000.

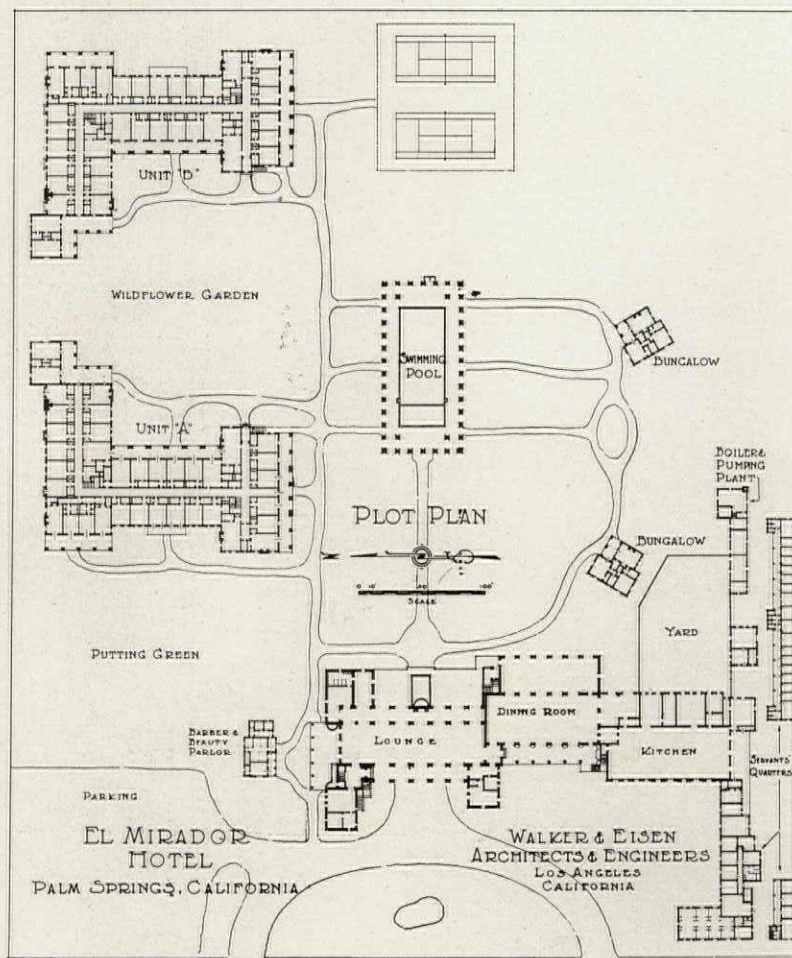
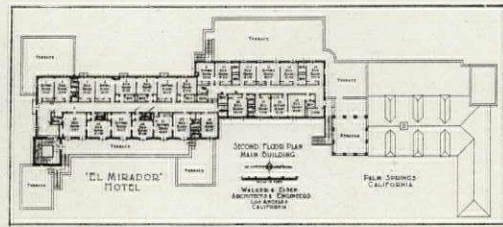
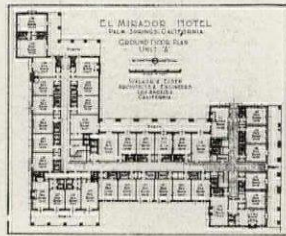
PLANS. MOLLY PITCHER HOTEL, RED BANK, N. J.
 NATHAN HARRIS AND HARRIS & SOHN, ARCHITECTS



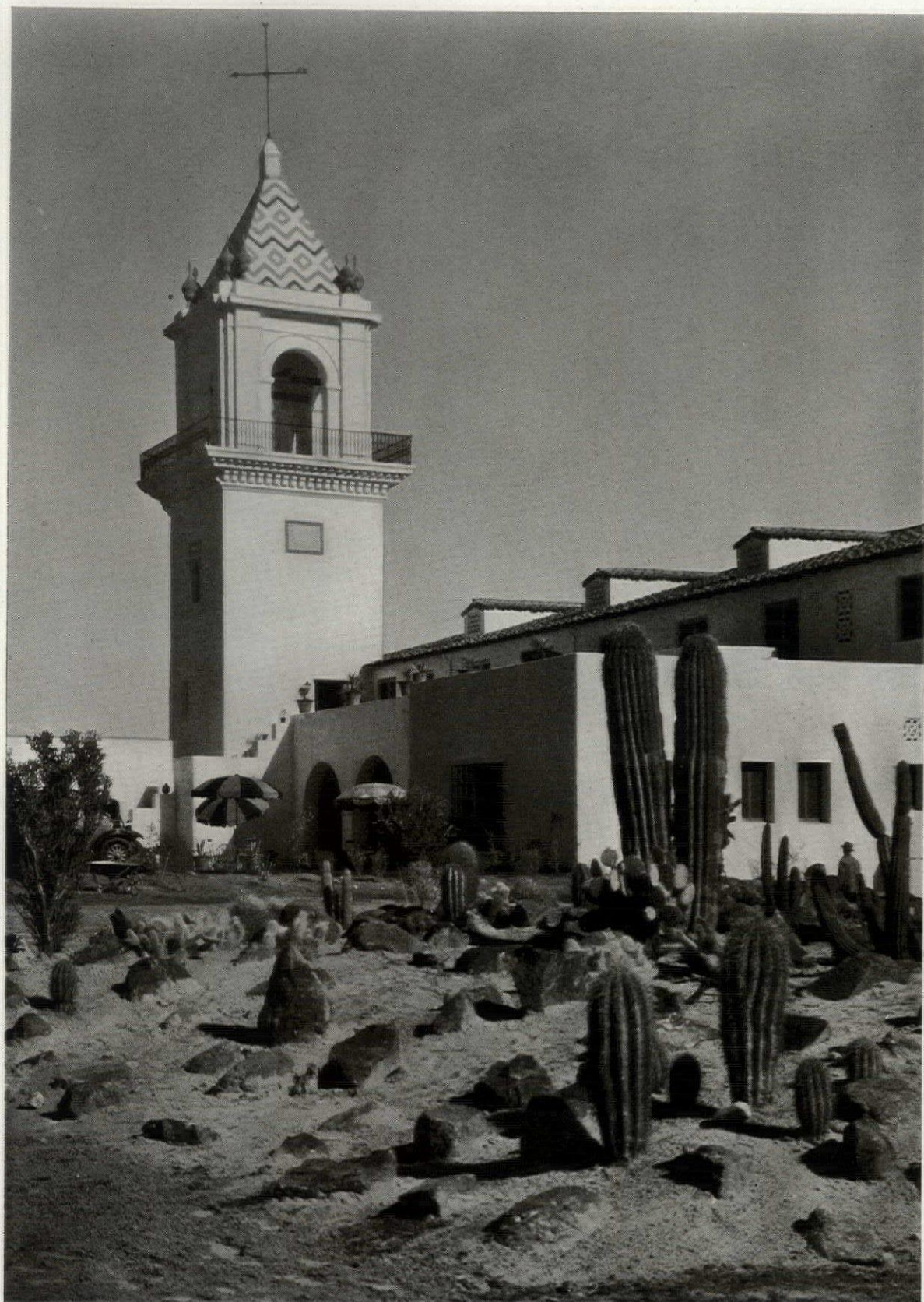
Plans on Back

EL MIRADOR HOTEL, PALM SPRINGS, CAL.
WALKER & EISEN, ARCHITECTS

Photos: Padilla Co.



PLANS. EL MIRADOR HOTEL, PALM SPRINGS, CAL.
WALKER & EISEN, ARCHITECTS



EL MIRADOR HOTEL, PALM SPRINGS, CAL.
WALKER & EISEN, ARCHITECTS

COST AND CONSTRUCTION DATA

Year of completion: 1927.

Type of construction: Class C.

Exterior materials: Stucco.

Interior materials: Wood studs, composition lath and
plaster.

Floors: Wood.

Windows: Wood.

Lighting: Electric.

Heating: Steam.

Number of guest rooms: 165.

Number of baths, 165.

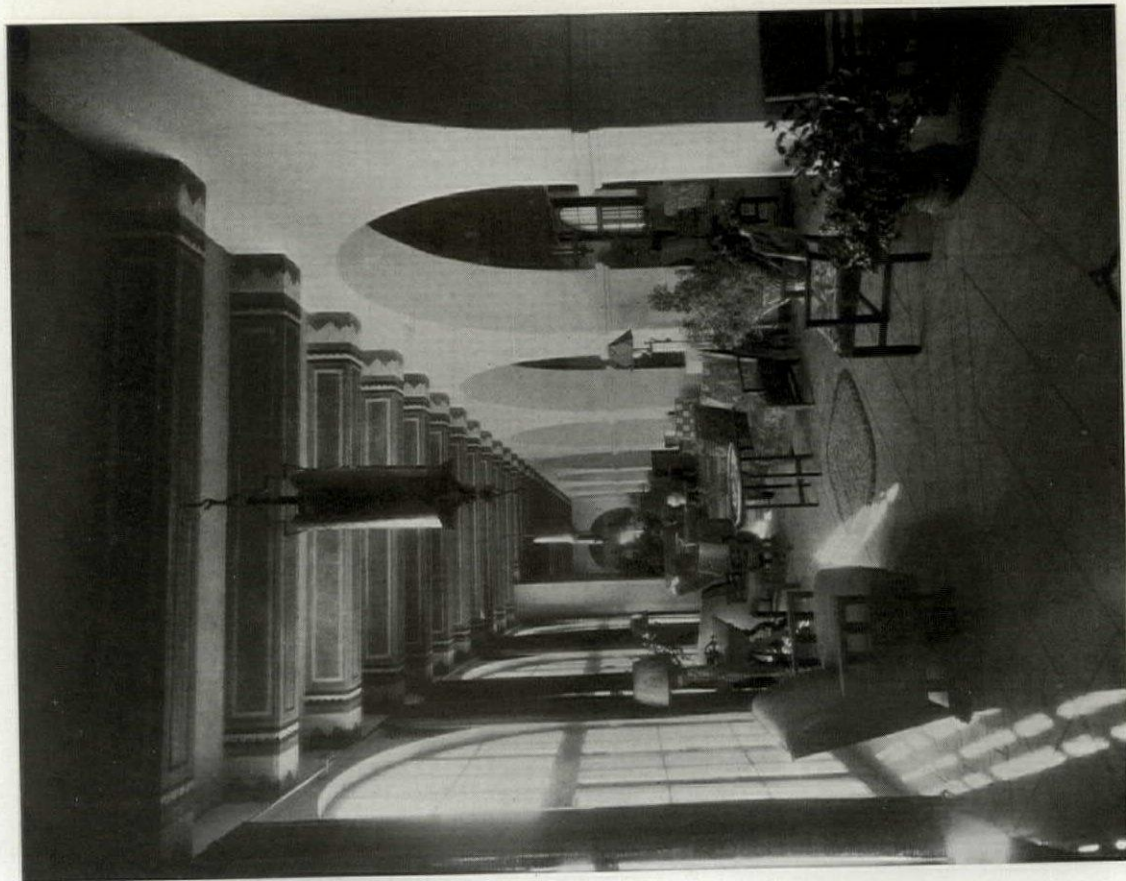
Cubic foot cost: 52 cents.

Total cost: \$600,000.

EL MIRADOR HOTEL, PALM SPRINGS, CAL.
WALKER & EISEN, ARCHITECTS

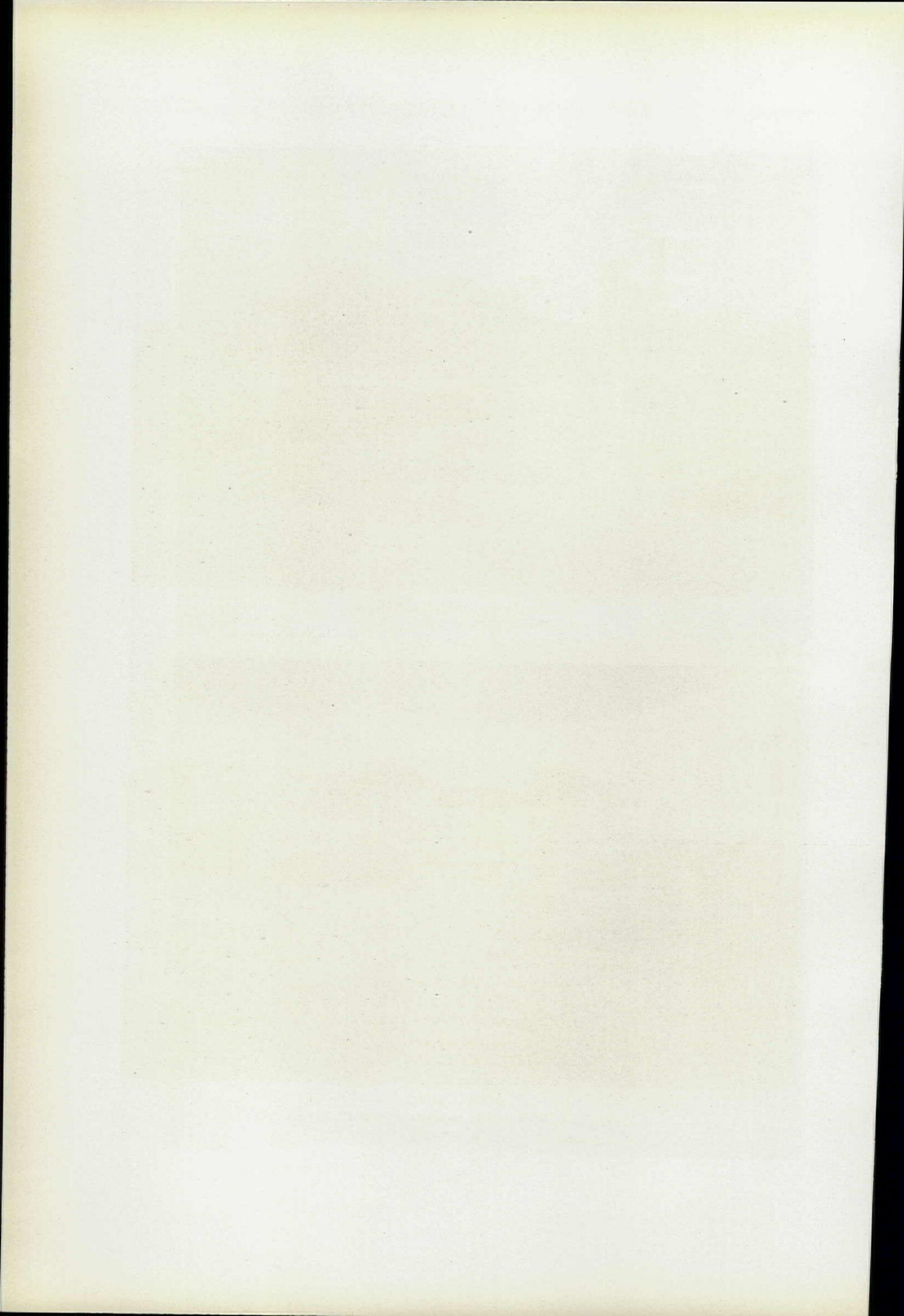


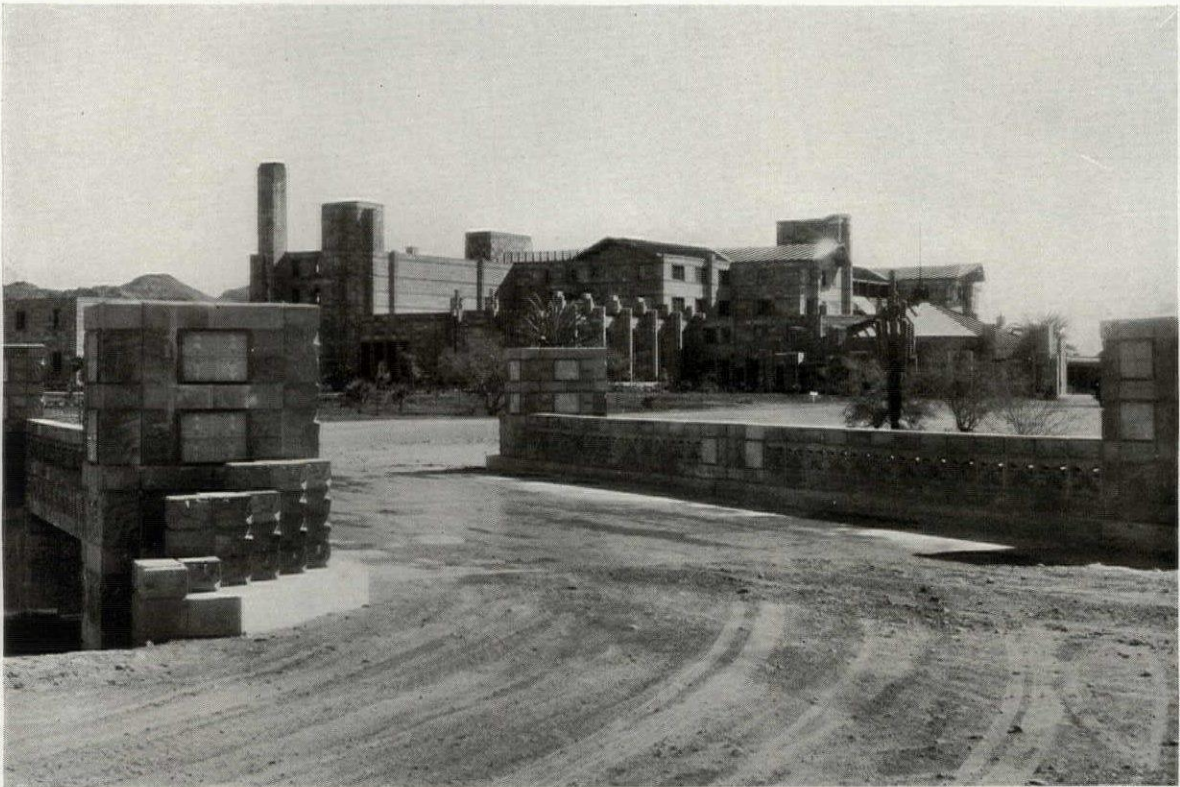
FIREPLACE IN LOUNGE



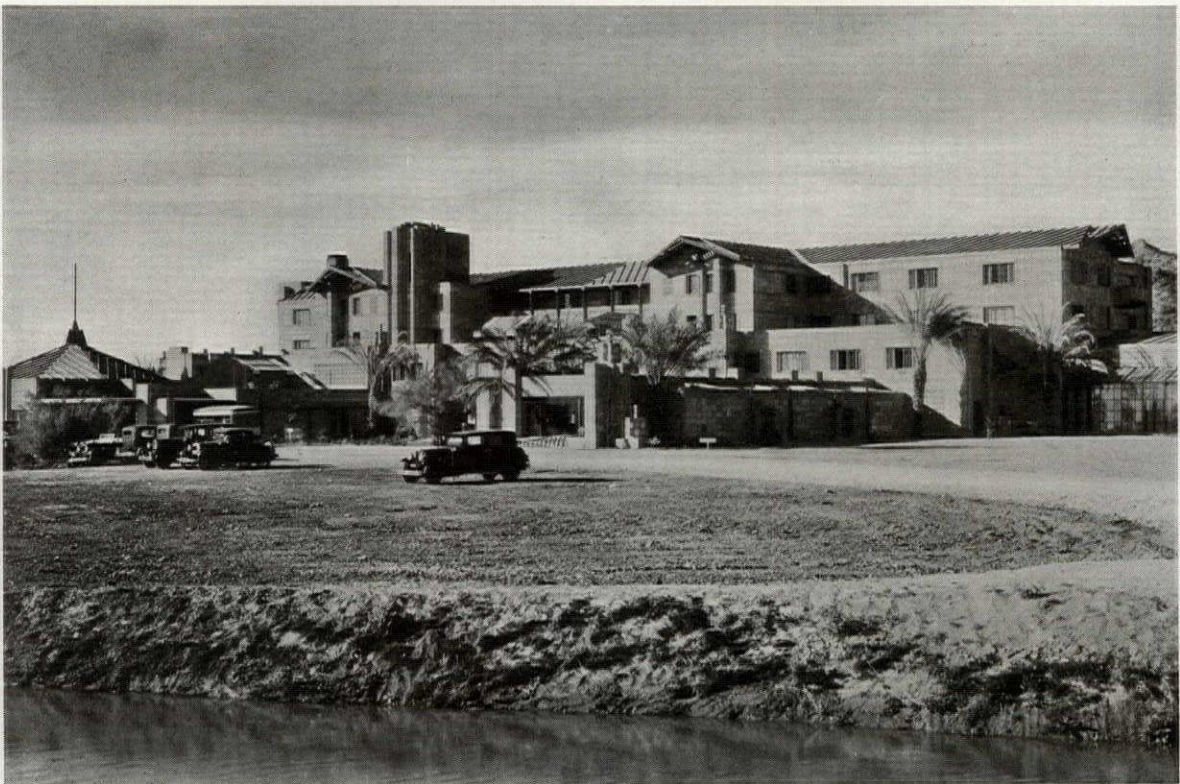
SIDE OF LOUNGE

EL MIRADOR HOTEL, PALM SPRINGS, CAL.
WALKER & EISEN, ARCHITECTS





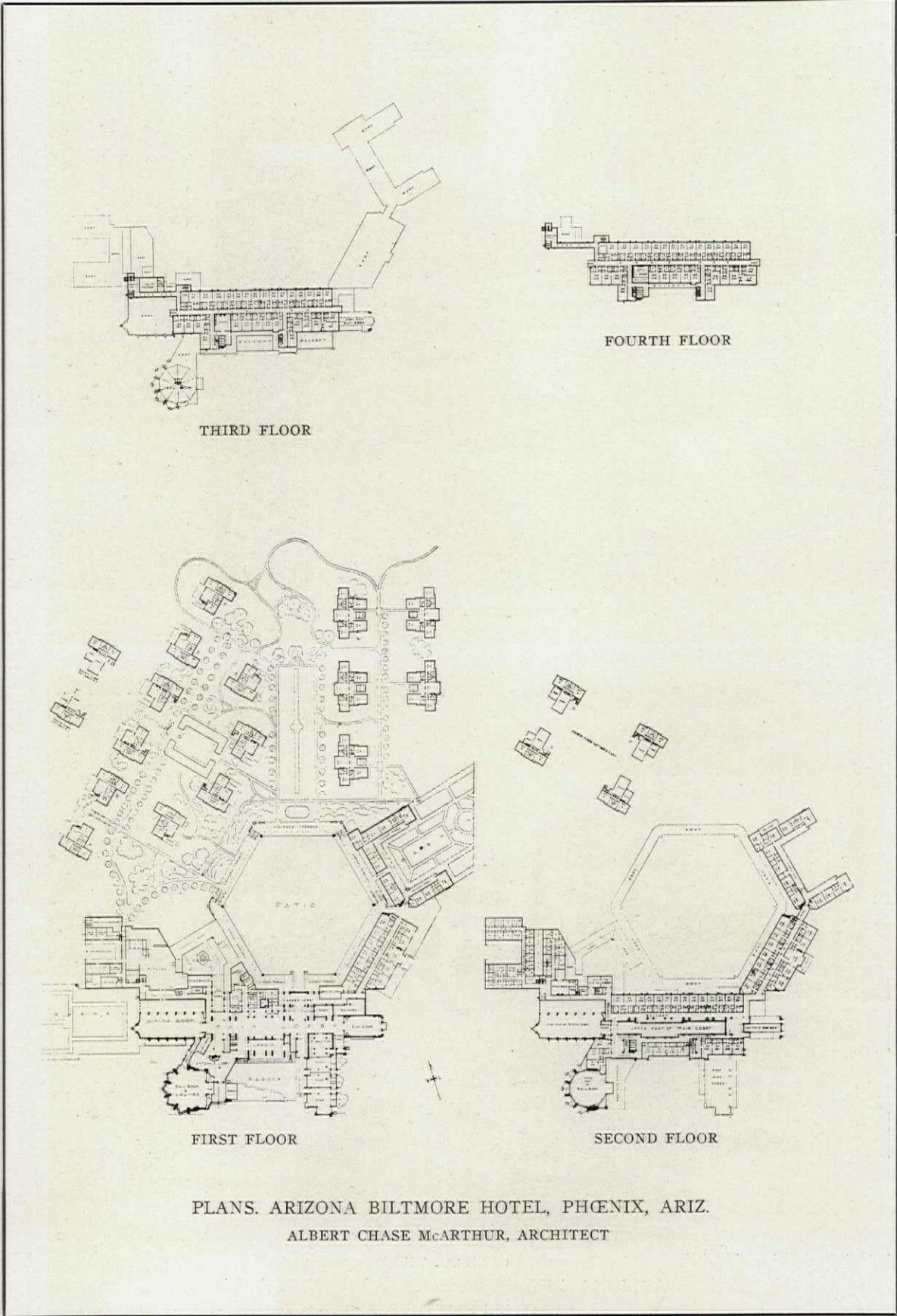
ENTRANCE TO HOTEL GROUNDS



Photos. Keystone Photo. Service

Plans on Back

GENERAL VIEW
ARIZONA BILTMORE HOTEL, PHOENIX, ARIZ.
ALBERT CHASE McARTHUR, ARCHITECT



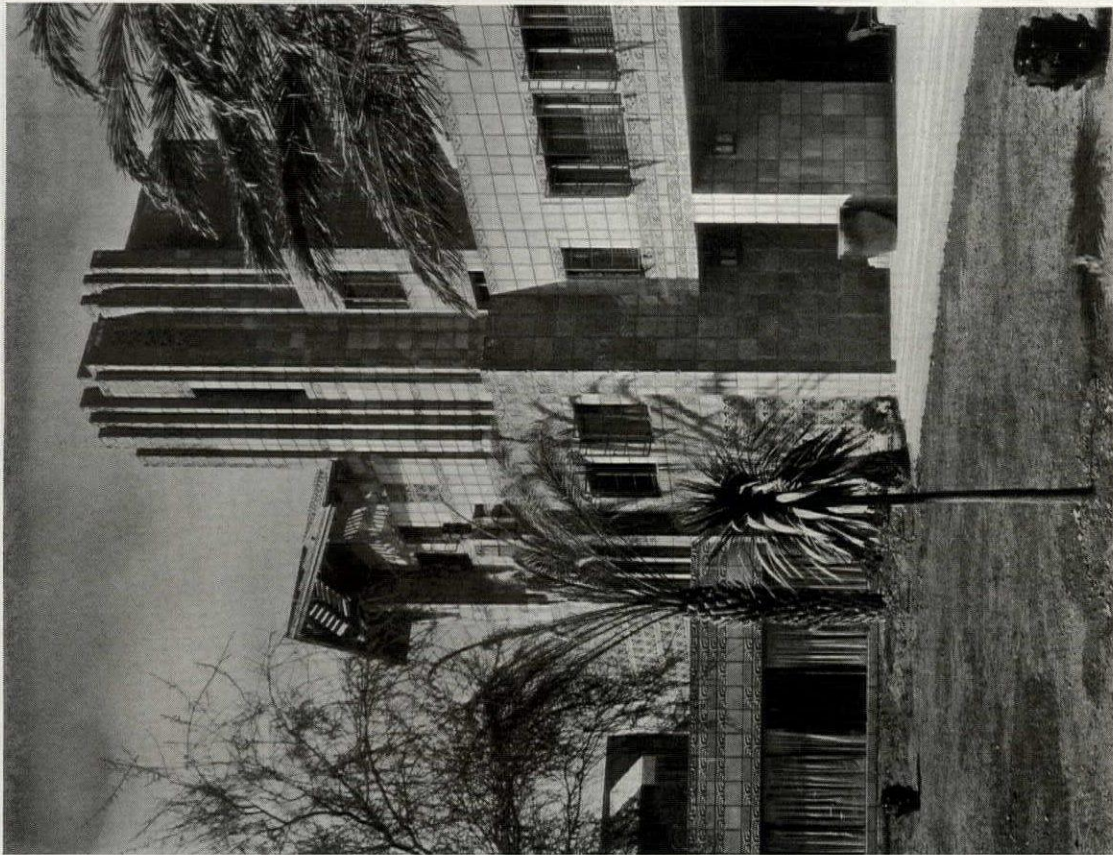
THIRD FLOOR

FOURTH FLOOR

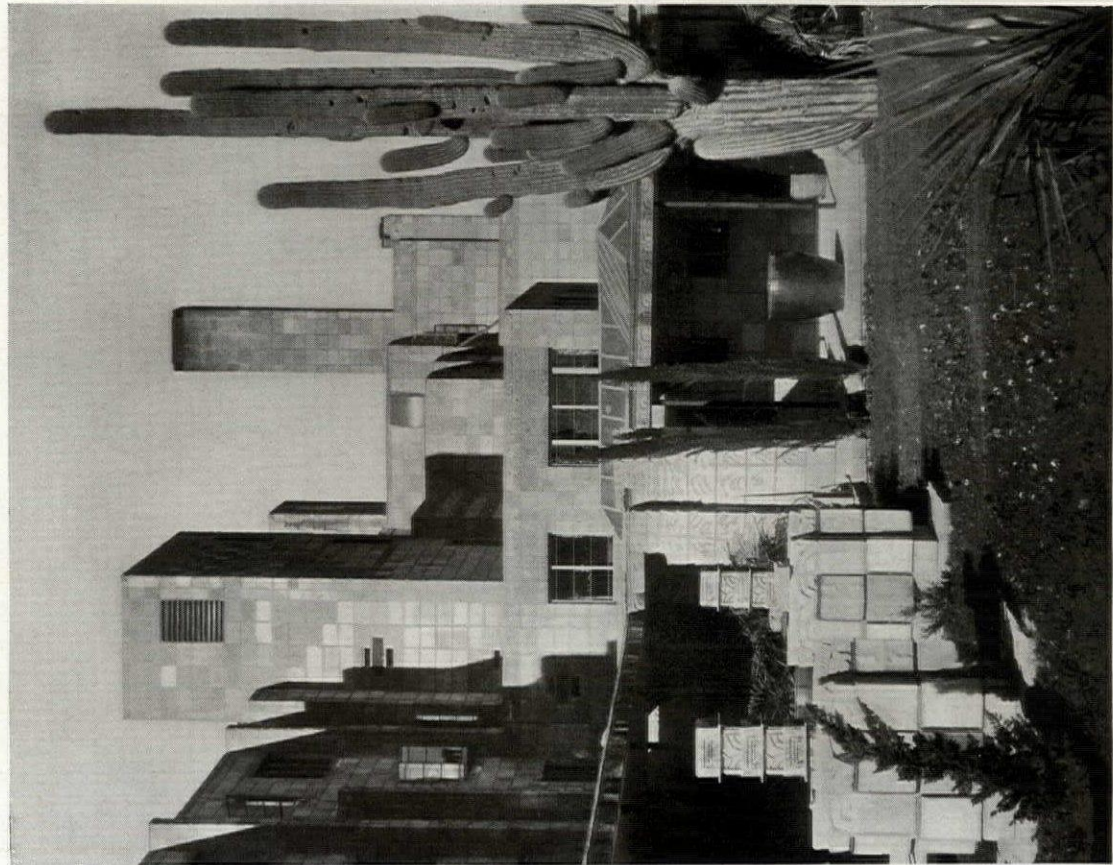
FIRST FLOOR

SECOND FLOOR

PLANS. ARIZONA BILTMORE HOTEL, PHOENIX, ARIZ.
ALBERT CHASE McARTHUR, ARCHITECT



GARDEN ENTRANCE



VIEW FROM PATIO

ARIZONA BILTMORE HOTEL, PHOENIX, ARIZ.
ALBERT CHASE MCARTHUR, ARCHITECT

CONSTRUCTION DATA

Exterior materials: Textile Block Slab construction, invented and patented by Frank Lloyd Wright.

Interior materials: Block slabs; ceilings, plastered; guest rooms, plaster walls, ceilings finished with wax, mahogany woodwork; American walnut in public spaces.

Floors: Concrete slabs, maple dance floors in ballroom and dining room.

Lighting: By means of glass blocks with reflectors behind them set flush with concrete blocks in sheet copper frames.

Heating: High pressure boilers with steam radiators and most direct radiation.

Ventilating: Mechanically by suction.

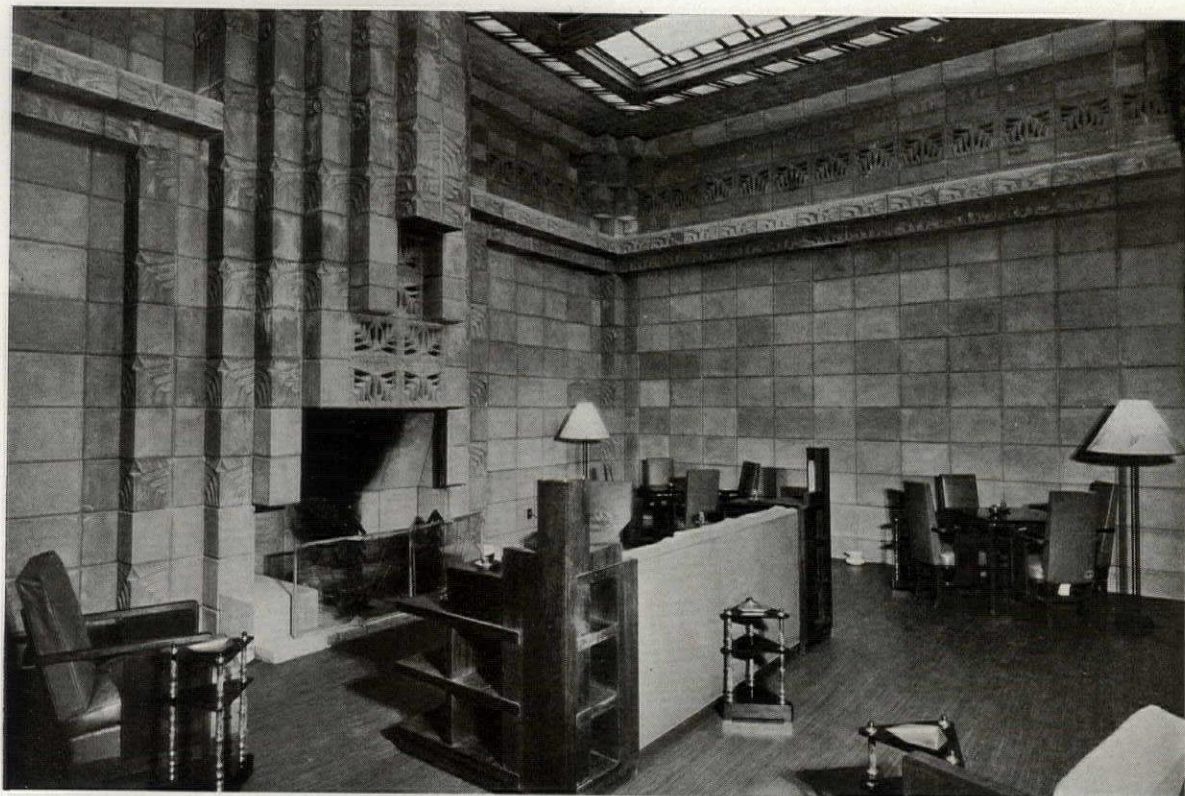
Number of guest rooms: 202, 73 of which are in 15 cottages.

Number of bathrooms: 202.

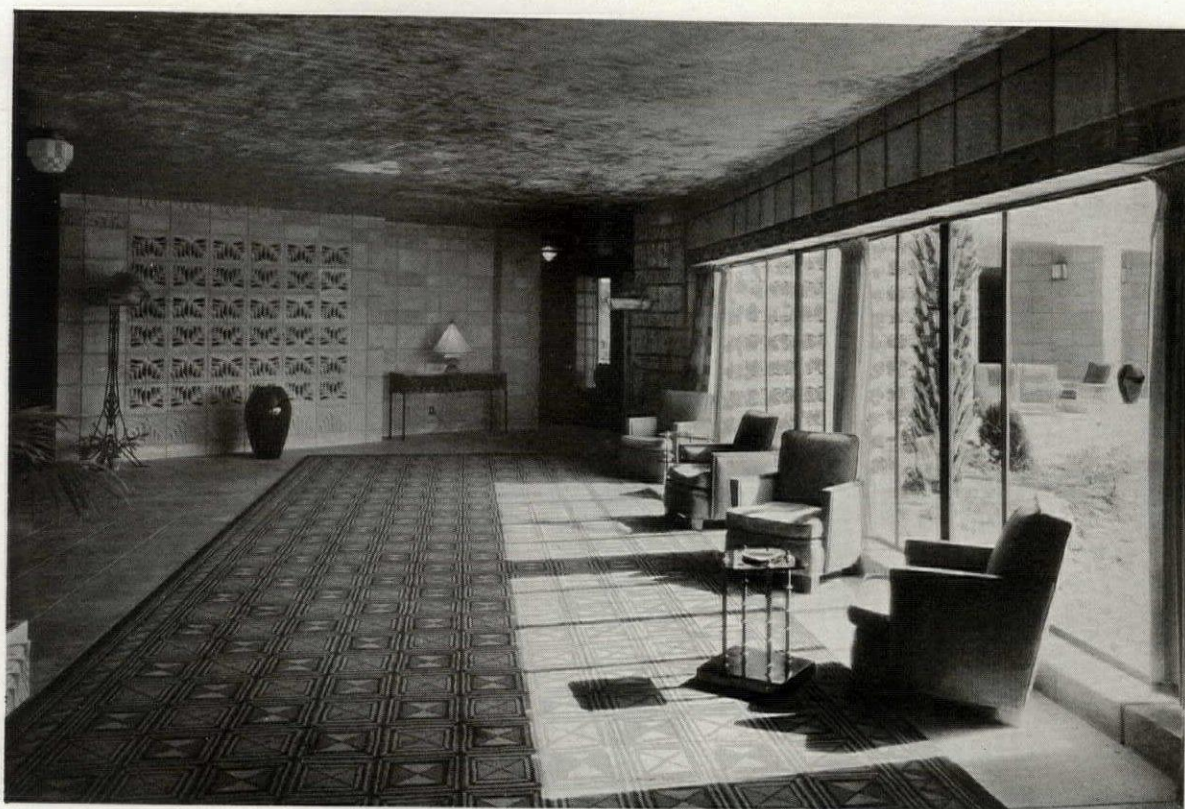
Capacity of dining rooms: 550.

Capacity of ball room: Approx. 400.

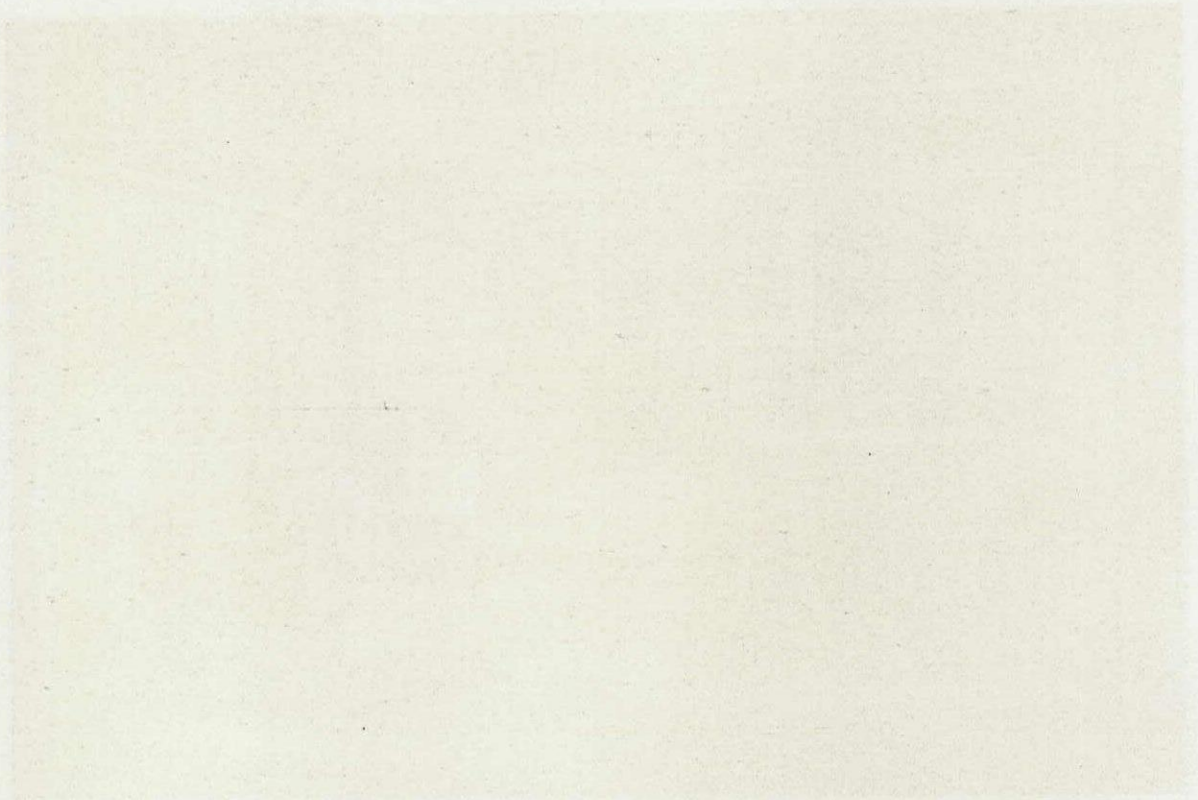
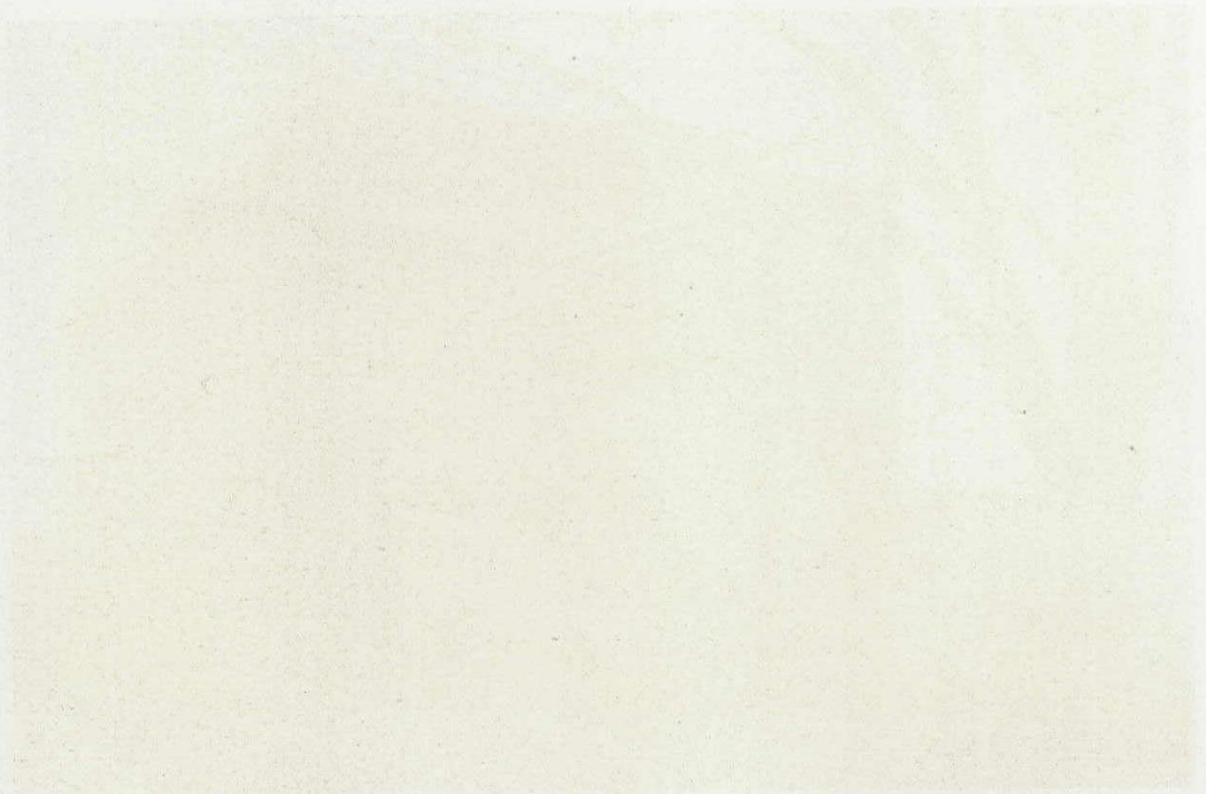
ARIZONA BILTMORE HOTEL, PHOENIX, ARIZ.
ALBERT CHASE McARTHUR, ARCHITECT



MEN'S SMOKING ROOM



LOBBY
ARIZONA BILTMORE HOTEL, PHOENIX, ARIZ.
ALBERT CHASE McARTHUR, ARCHITECT





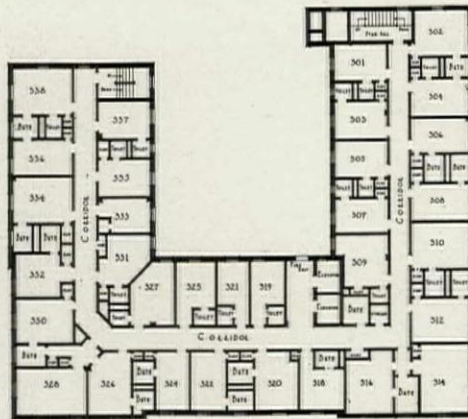
GENERAL VIEW



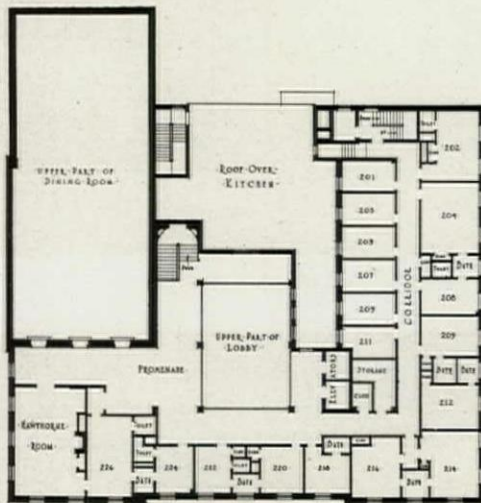
Photos. Paul J. Weber

Plans on Back

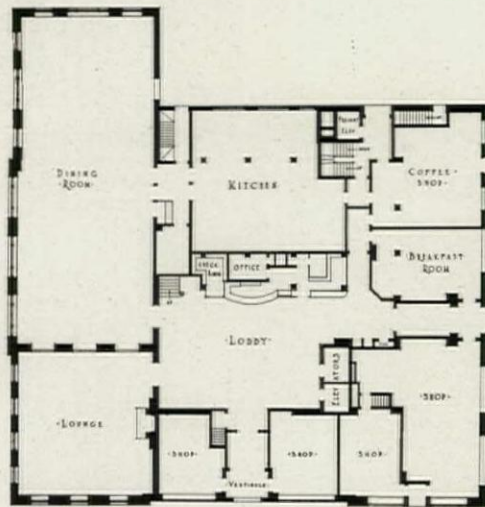
MAIN ENTRANCE
HOTEL HAWTHORNE, SALEM, MASS.
SMITH & WALKER AND H. L. STEVENS & CO., ASSOCIATED, ARCHITECTS



THIRD FLOOR



SECOND FLOOR



FIRST FLOOR

PLANS. HOTEL HAWTHORNE, SALEM, MASS.
SMITH & WALKER AND H. L. STEVENS & CO., ASSOCIATED, ARCHITECTS



DINING ROOM



CLUBROOM OF THE SALEM MARINE SOCIETY
HOTEL HAWTHORNE, SALEM, MASS.
SMITH & WALKER AND H. L. STEVENS & CO., ASSOCIATED, ARCHITECTS

CONSTRUCTION DATA

Type of construction: First class, brick, concrete and cast stone.

Exterior materials: Brick and cast stone.

Interior materials: Plaster and painted wood.

Floors: Terrazzo and concrete floors carpeted.

Windows: Wood, small light, colonial double-hung.

Lighting: Direct electric special and stock fixtures.

Heating: Steam.

Ventilation: Gravity system.

Number of guest rooms: 146.

Number of baths: 100.

Capacity of dining rooms: 350.

Capacity of ball room: 300.

HOTEL HAWTHORNE, SALEM, MASS.

SMITH & WALKER AND H. L. STEVENS & CO., ASSOCIATED, ARCHITECTS



Plans on Back

**HOTEL APACHE, YUMA, ARIZ.
GILBERT STANLEY UNDERWOOD & CO., ARCHITECTS**

From the Architects' Rendering

EFFICIENT PLANNING FOR ECONOMICAL OPERATION

BY

J. OTIS POST

OF GEORGE B. POST & SONS, ARCHITECTS

DURING the past decade hotel men have recognized as never before the necessity of practicing every economy in operation consistent with rendering good and efficient service to their guests. It is only recently they have realized that successful operation is largely dependent upon quick and efficient planning of the hotel to eliminate all waste motion in rendering the required service. This applies to the planning of the structural features of the building itself, as well as to the layout of the service portions of the house. It should always be borne in mind that each salary saved by efficient planning is an aid to economical operation. This is demonstrated by a few figures.

Let us assume that a hotel consultant (operator or architect), qualified by his past accomplishments to render expert advice, makes changes in preliminary plans that will reduce the payroll by only \$200 per month, or \$2400 per year. This amounts to 6 per cent interest on a capital investment of \$40,000 that could not have been amortized or written off and would have been a handicap to the operation of the hotel during its life, unless corrected subsequently by the expenditure of additional capital. The assumption is that the structural layout for the building is economical, and the layouts of the dining rooms, convention hall and its accessories, committee rooms convertible into private dining rooms, etc., as well as the grill room, are grouped about the main kitchen with serving pantries in as direct contact to it as is permitted by the most efficient development of the property.

It is obvious that an architect, who by long practice and experience in hotel design is familiar with the many intricate requirements of hotels, can effect many savings in the building cost of a hotel, which may seem trifling if made in a private residence, but which, when multiplied several hundred times, according to the number of rooms in a hotel, amounts to savings running into thousands of dollars.

Hotel men and bankers commend the architects who produce artistic effects which appeal to the public by clever architectural treatment of simple building materials and artistic use of color rather than by resorting to the use of expensive and choice imported marbles and elaborately carved woodwork. In the selection of the materials, the life and upkeep of the hotel are of primary importance. In the construction cost an additional expenditure of \$40,000 (to use the same figure) may be justified from the maintenance or from the artistic point of view. This capital investment in

the initial cost of the building can and will be amortized and written off, and it is only a temporary handicap to the most economical operation of the house, whereas a plan that requires more help than should be necessary is inefficient and always a serious handicap to the hotel management.

The incorporation of shops in hotels in New York has become an essential since the building of the Roosevelt. In the case of the Roosevelt Hotel it was demonstrated that by making a plan whereby the maximum shop rentals were obtainable, this hotel could be erected on Madison Avenue, 45th and 46th Streets, running through to Vanderbilt Avenue, in spite of the high ground rental. In reality, the income derived from the shops exceeded the estimated rental, which was sufficient to make the hotel on this site a good business venture. Since then shops have replaced the dining rooms on Madison Avenue in the Biltmore, and before that on Broadway in the Astor, as well as in many other hotels where rental values of stores have justified extensive and costly alterations.

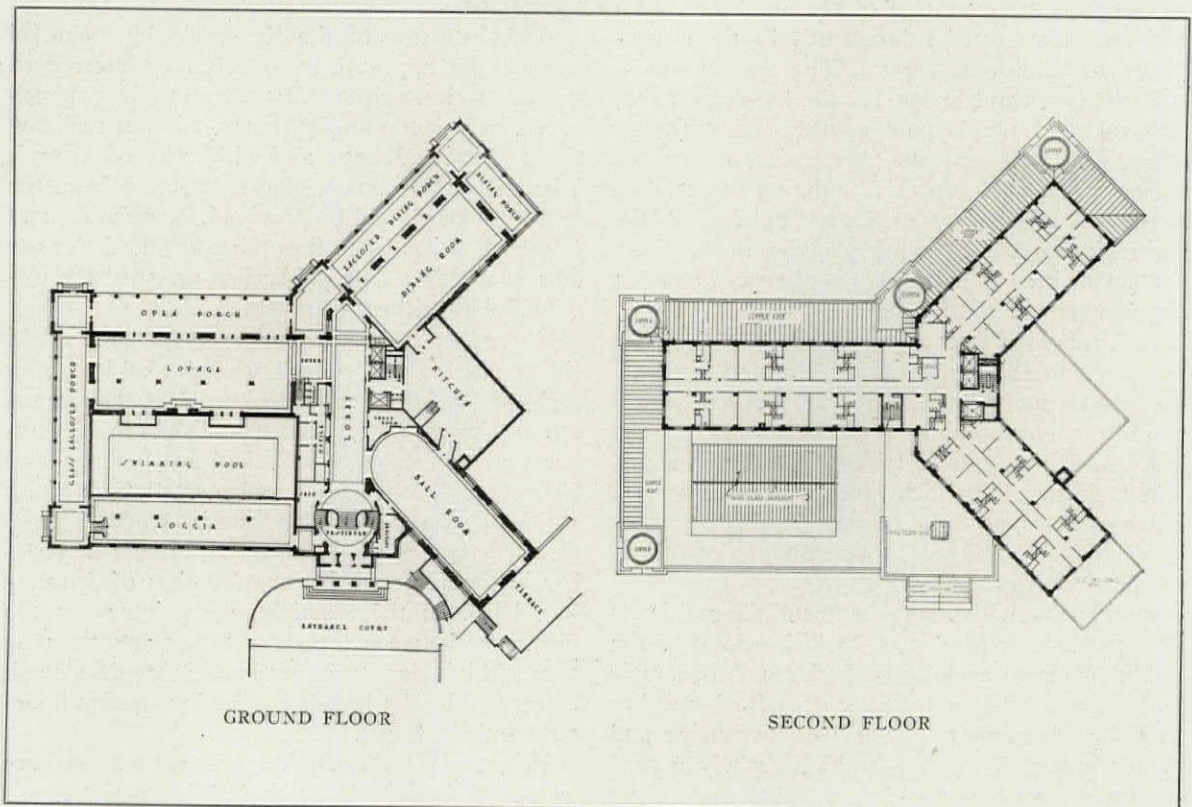
As in the case of the Roosevelt, by a careful study of the approach to the lobby by interrupted runs of stairs, guests will walk up to 25 steps before reaching the dining rooms, without realizing that they have done so and without considering it a hardship. Of course, elevator service from the ground floor should be provided for invalids, and for those objecting to the stairs, but the latter are few in number. The public has accepted the elevated lobby without comment.

There is no need at this time to further explain the "Statler Idea," which was the subject of a series of articles contributed to THE ARCHITECTURAL FORUM by my firm (published in November and December, 1917, and in January and February, 1928), and supplemented by articles entitled "The Hotel Plan," and "Modern Hotel Construction" with "Engineering Details" appearing in the Hotel Reference Number of November, 1923. In these articles we pointed out the difference between the older hotels and the new type of high class transient hotel being developed, illustrated by the Hotels Statler in Cleveland, Detroit and St. Louis.

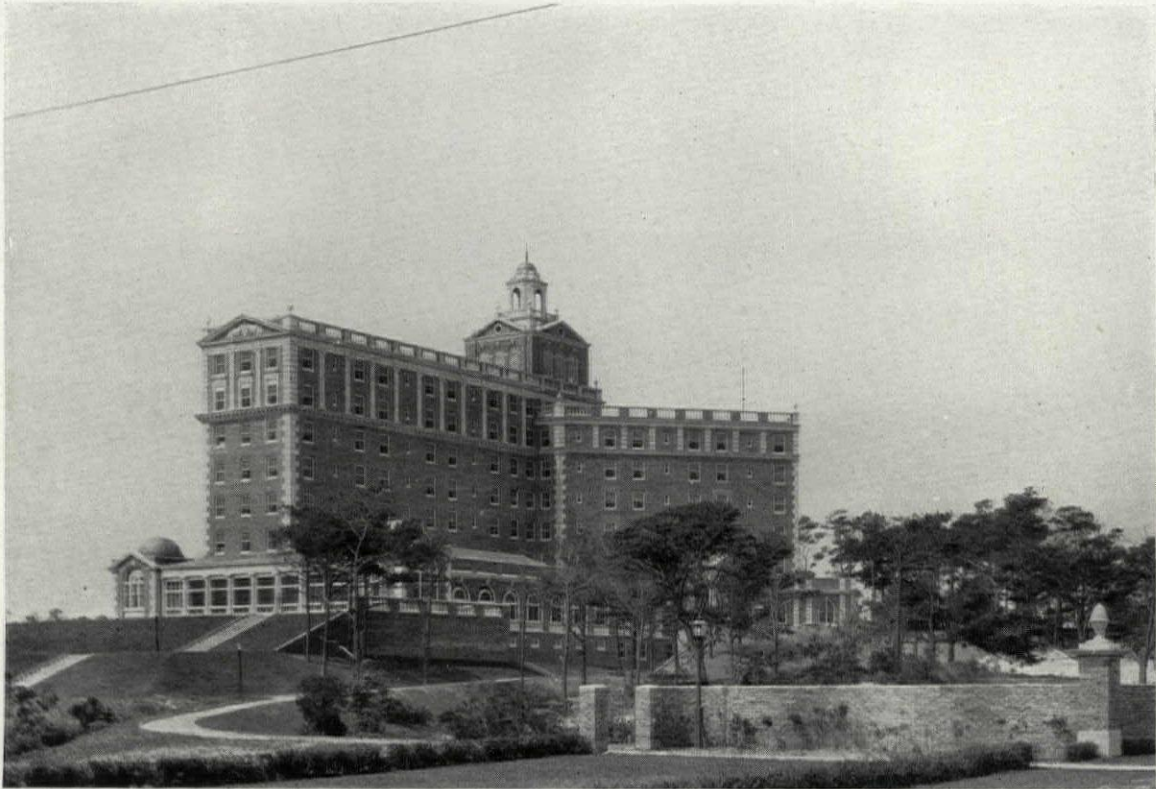
Prior to 1910 the requirements for a hotel were almost as individual as those of a private residence. The designs were made often for laymen owners of property who wished to build hotels thereon; when built, managers were employed to operate them. Some operated profitably, and many were unable to do so. Even hotel men,



GENERAL VIEW



CAVALIER HOTEL, VIRGINIA BEACH, VA.
NEFF & THOMPSON, ARCHITECTS
GEORGE B. POST & SONS, CONSULTANTS



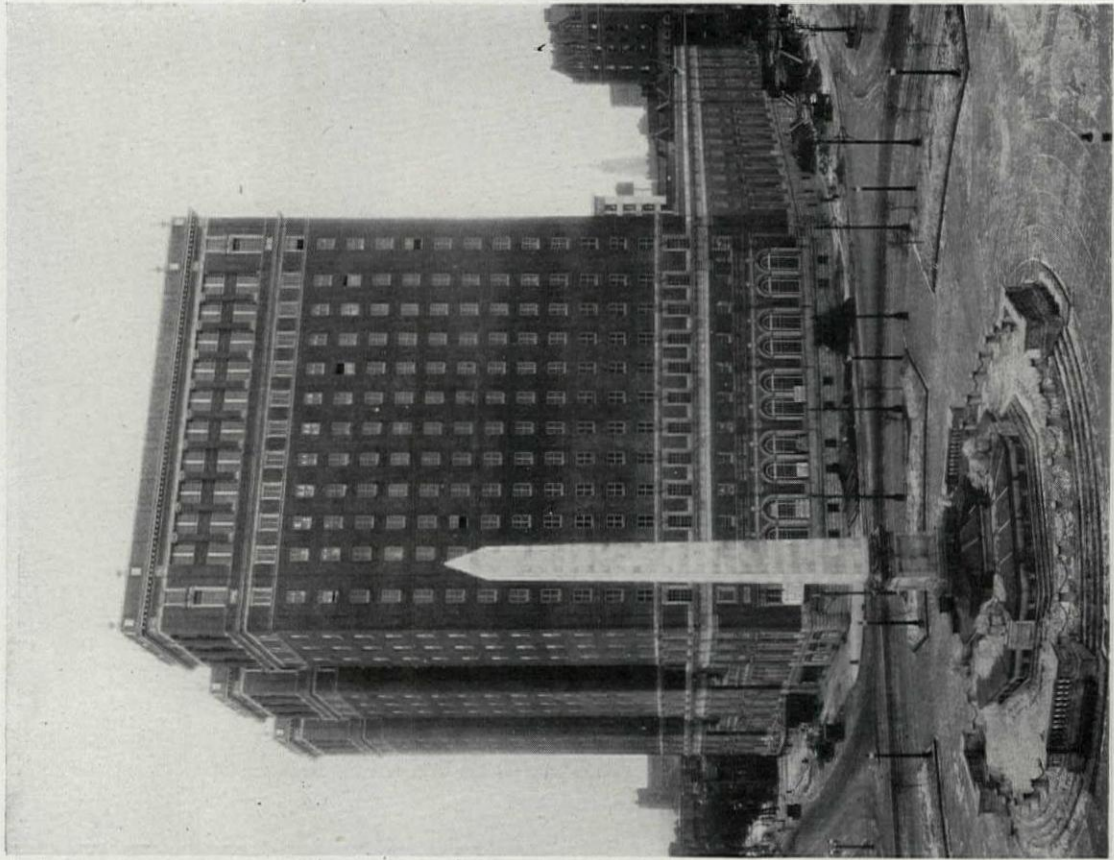
REAR ELEVATION



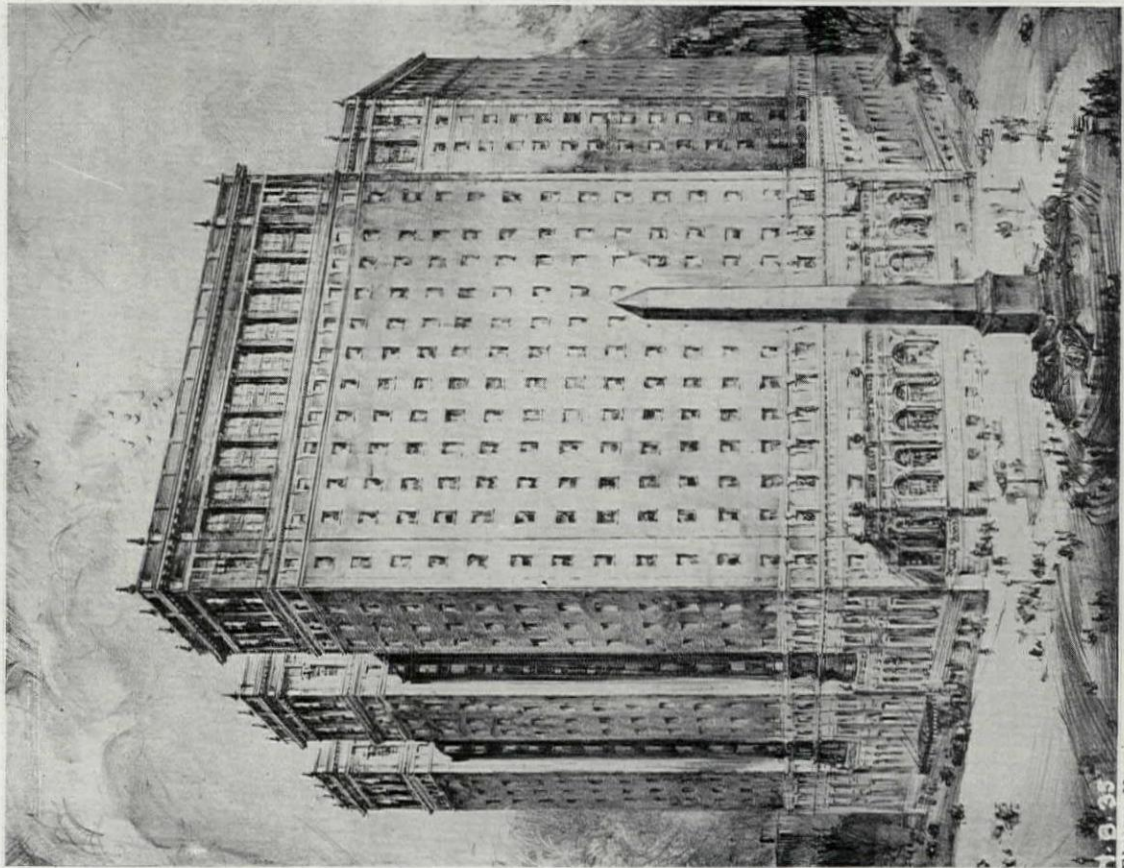
540

Photos, Tidewater Photo. Service

CAPTAIN JOHN SMITH GRILL
CAVALIER HOTEL, VIRGINIA BEACH, VA.
NEFF & THOMPSON, ARCHITECTS
GEORGE B. POST & SONS, CONSULTANTS



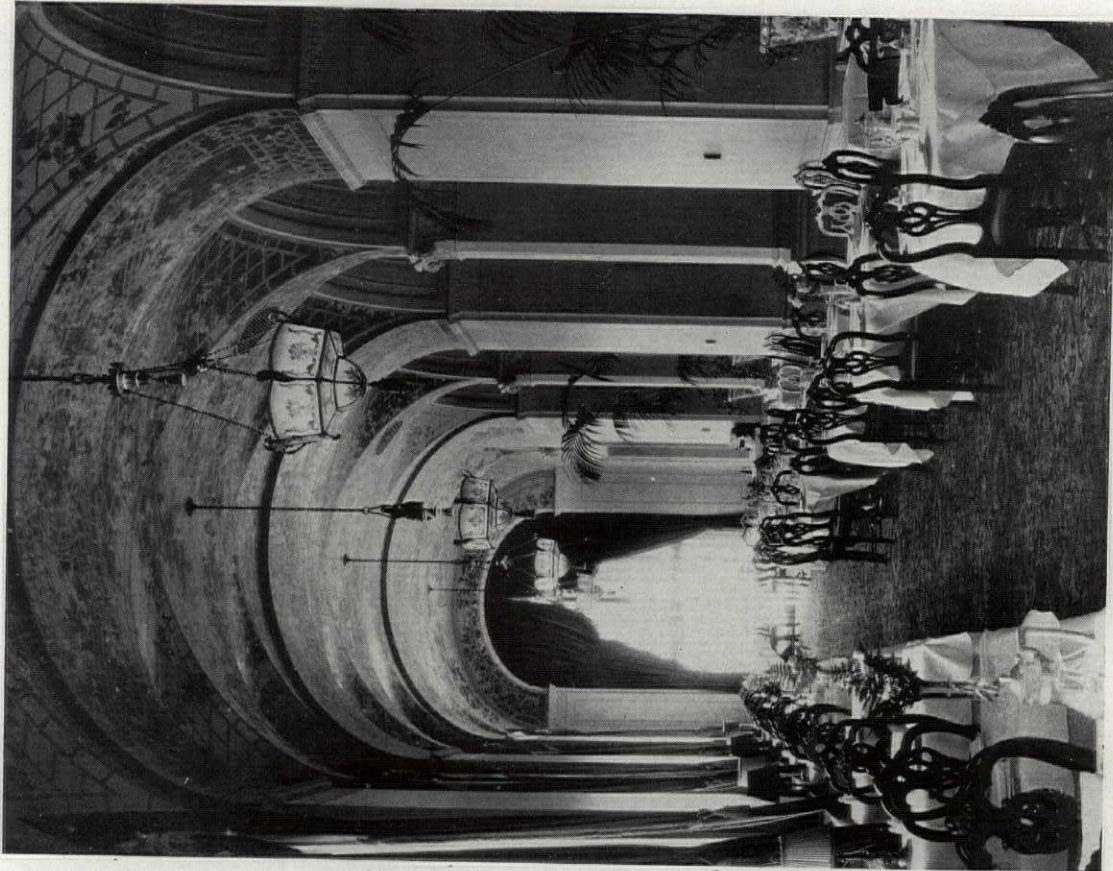
VIEW OF COMPLETED BUILDING



PERSPECTIVE SKETCH BY C. A. HARST

HOTEL STATLER, BUFFALO
GEORGE B. POST & SONS, ARCHITECTS

110-35
Photos, Hare

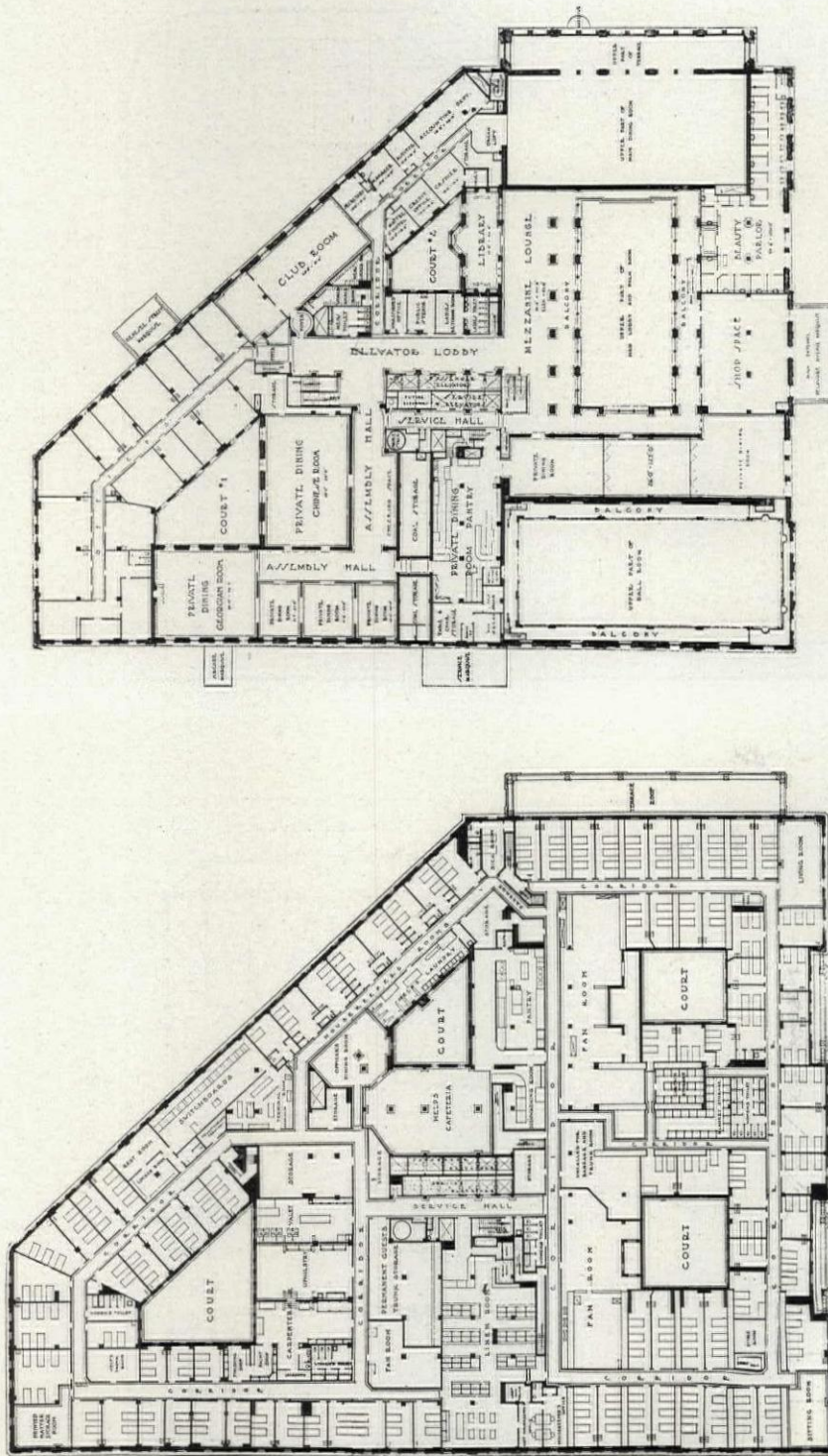


TWO VIEWS OF THE MAIN DINING ROOM
HOTEL STATLER, BUFFALO
GEORGE B. POST & SONS, ARCHITECTS



END OF MAIN DINING ROOM

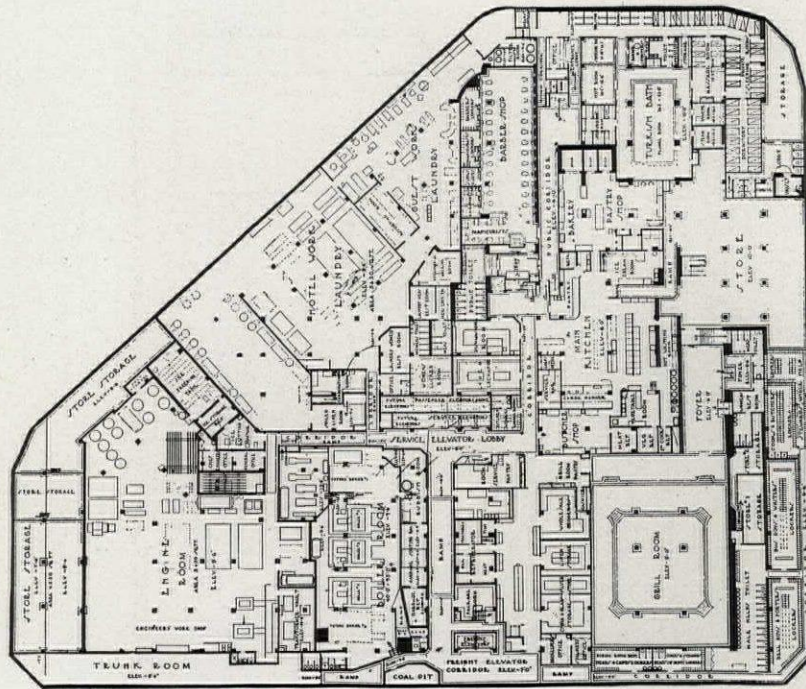
ENTRANCE TO BALL ROOM FOYER
HOTEL STATLER, BUFFALO
GEORGE B. POST & SONS, ARCHITECTS



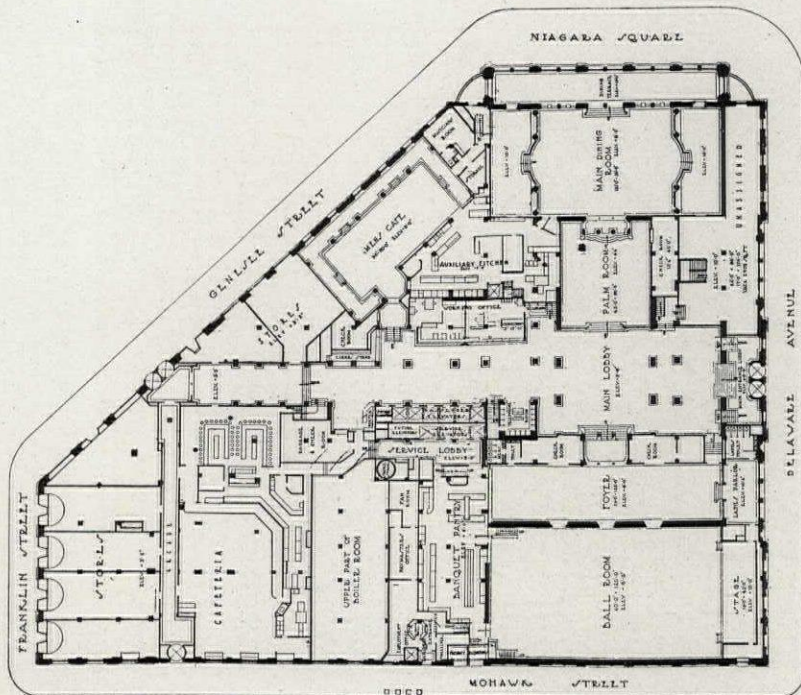
MEZZANINE FLOOR

SECOND OR SERVICE FLOOR

PLANS, HOTEL STATLER, BUFFALO
GEORGE B. POST & SONS, ARCHITECTS



GROUND FLOOR



MAIN FLOOR

PLANS. HOTEL STATLER, BUFFALO
GEORGE B. POST & SONS, ARCHITECTS



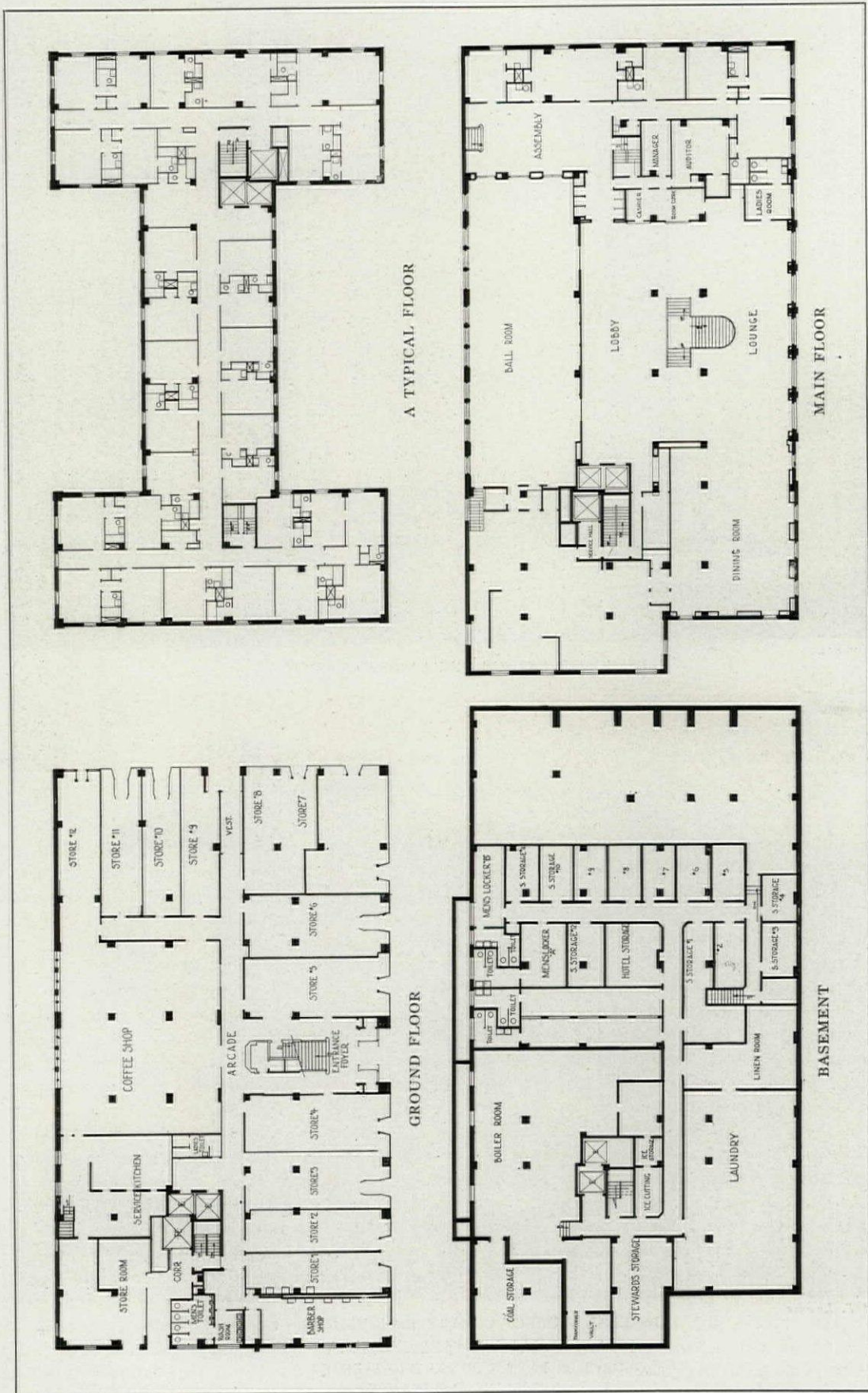
Photo. Wurts Bros.

PERSPECTIVE SKETCH OF PROPOSED DESIGN



Photo. Fred T. Loomis

GENERAL VIEW OF COMPLETED BUILDING
MARK TWAIN HOTEL, ELMIRA
GEORGE B. POST & SONS, ARCHITECTS
L. E. CONSIDINE, ASSOCIATED



PLANS. MARK TWAIN HOTEL, ELMIRA
 GEORGE B. POST & SONS, ARCHITECTS
 L. E. CONSIDINE, ASSOCIATED



Photo. Wurts Bros.

HOTEL ROOSEVELT, NEW YORK
GEORGE B. POST & SONS, ARCHITECTS

when building to operate, were lavish in the sizes of rooms, extravagant in the use of costly materials, often handicapped by too few bathrooms, and inconvenienced by poor planning. Then the hotel requirements, as well as their operation by large hotel companies, became standardized, and as a logical result the financial world recognized the hotel and its operation as an organized industry. No longer do bankers consider the financing of a hotel a dangerous experiment, nor are the personality of the operator, his individual knowledge, personal experience and integrity the governing considerations in making a loan. While all these factors enter into the equation, there are now many other tangible factors which they can estimate, governing it, the law of supply and demand, the costs of operation and established earnings under normal conditions, etc. In short, hotel operation became a recognized business. Instruction in hotel management is now a part of the curriculum of business schools in some of our universities.

Since the publication of "The Statler Idea" 12

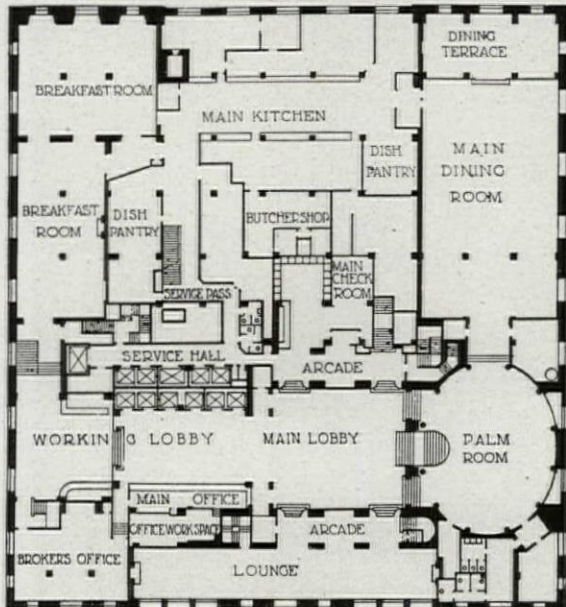
years ago, the so-called Statler bathroom with its running ice water, and the many other innovations of that time, have become as it were standard features in hotel planning of today, and create little or no comment. Mr. Statler's slogan of "Efficiency in Planning for Economy in Operation" is still full of significance, and is further illustrated in the subsequent links in the Statler chain built in Buffalo and Boston. In each building greater refinements in the use of building materials were practiced to keep down the constantly increasing cost of building construction.

It is but fitting that I should at this time pay tribute to the great master builder of hotels with whom we had the good fortune to have co-operated for 18 years in the study of the modern hotel's problems, and in all that might add to the comfort and convenience of his guests, as well as in the standardization of that which might lead to greater efficiency in hotel operation. He mastered the many technical details in connection with the actual building needs. He understood heating, lighting and ventilation as few laymen did; and

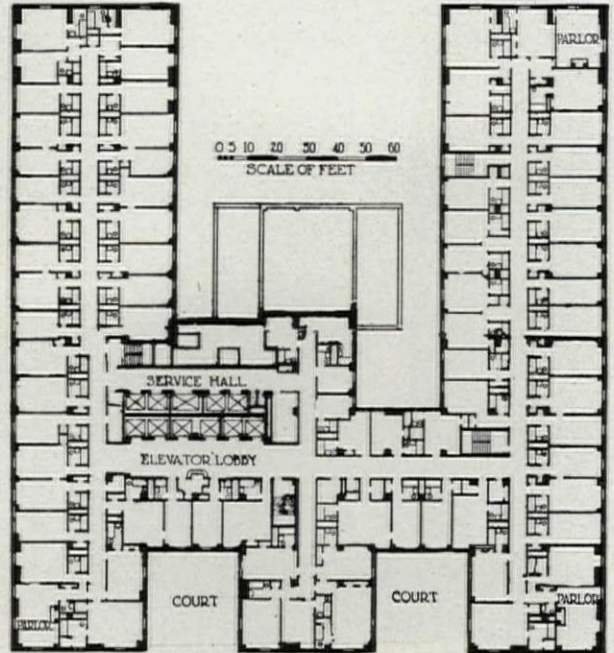
whereas he, at first, demanded a "classy" architectural design, in later years he could discuss the aesthetics of architectural composition and decoration with true insight and understanding. By E. M. Statler's untimely death, the world lost a leader in progressive thought and action,—a great hotel man and a great business man, one active in mind and body, of keenest insight and comprehension of the cooperation of his associates, coupled with an infallible memory and a sense of honor that was never questioned. His host of friends and admirers will carry on the develop-

ment of the so-called "Statler Idea," so closely identified with the American hotels of today, already introduced abroad in the construction of modern hotels of Europe and Great Britain.

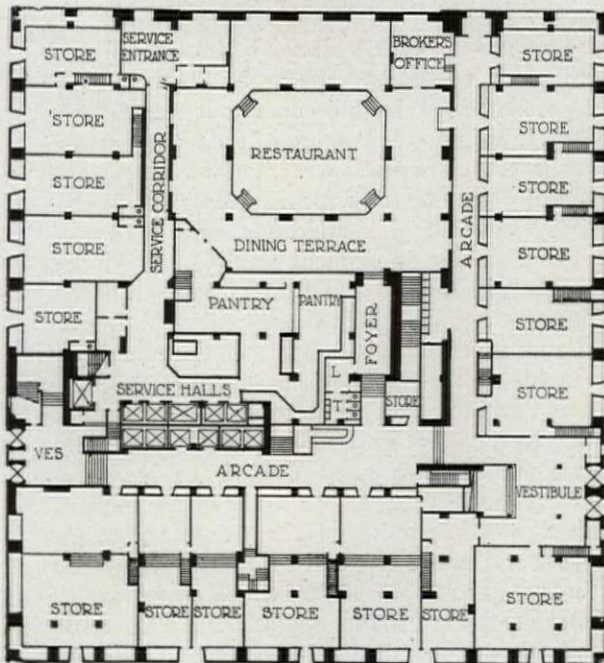
Editor's Note. For the past 25 years no firm of architects in this country has contributed more to the development of hotel architecture than the firm of George B. Post & Sons. It is our pleasure and privilege to present in these pages illustrations and plans of several of their recently completed hotels. In this interesting group the Hotel Roosevelt has been included, although plans and a rendered drawing of it were shown in our first Hotel Reference Number published in November, 1923, since which date the hotel has been completed and opened.



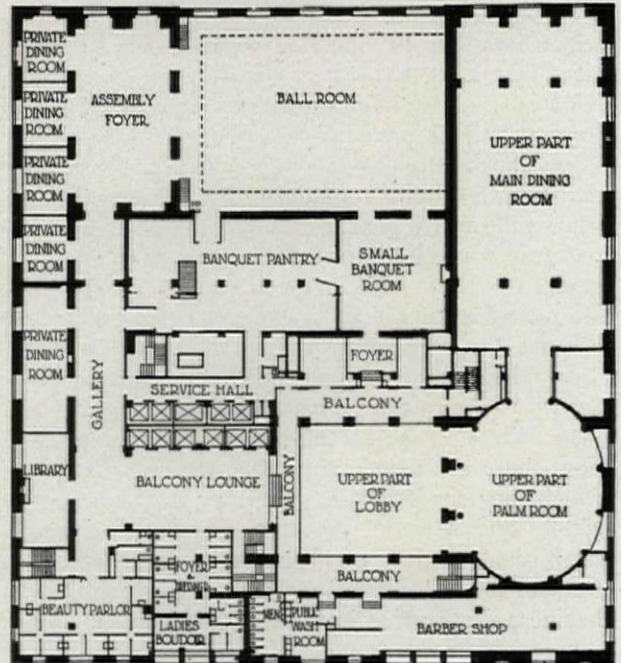
Main Floor



A Typical Floor

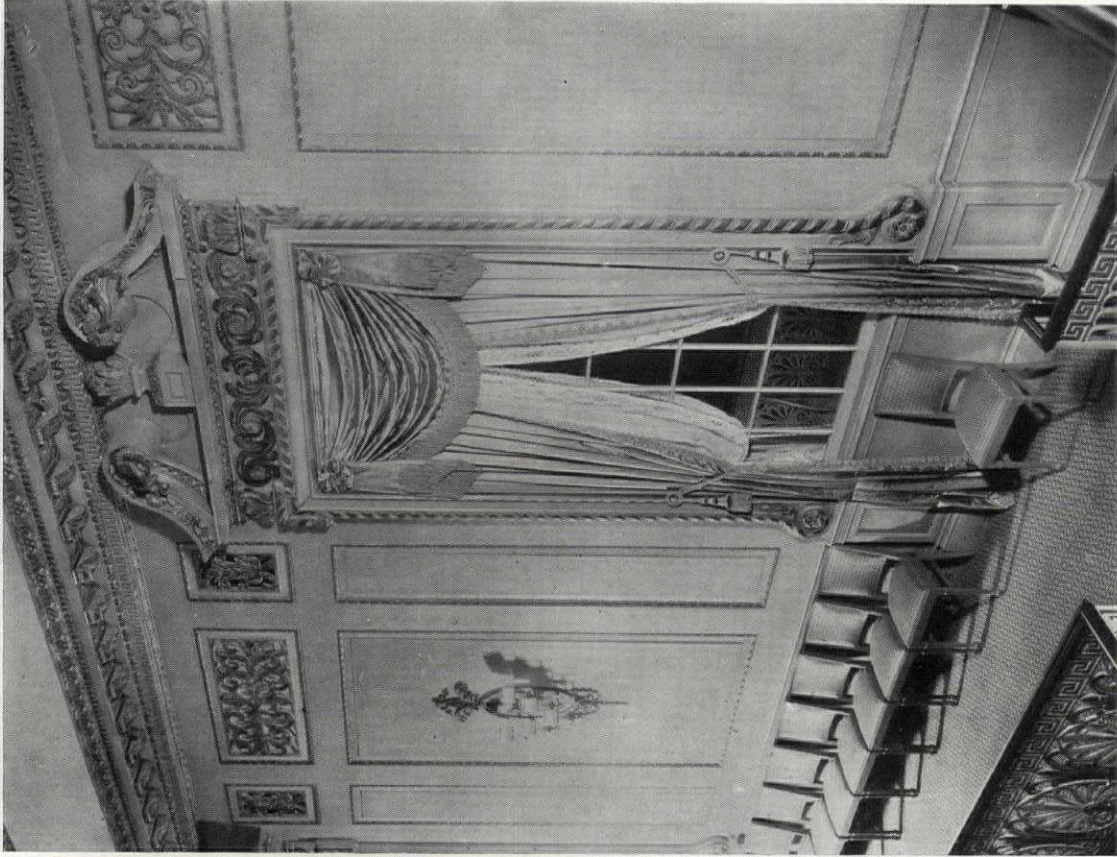


Ground Floor



Mezzanine Floor

Plans. Hotel Roosevelt, New York
George B. Post & Sons, Architects



DETAIL OF BALL ROOM BALCONY

HOTEL ROOSEVELT, NEW YORK
GEORGE B. POST & SONS, ARCHITECTS



DETAIL OF PALM ROOM

Photos. Lewis F. Nathan Co.



WEST SIDE OF LOBBY



SOUTH SIDE OF LOBBY

HOTEL ROOSEVELT, NEW YORK
GEORGE B. POST & SONS, ARCHITECTS



Photo. Wurts Bros.

ARCHITECTS' PERSPECTIVE SKETCH



VIEW OF COMPLETED BUILDING
OLYMPIC HOTEL, SEATTLE
GEORGE B. POST & SONS, ARCHITECTS

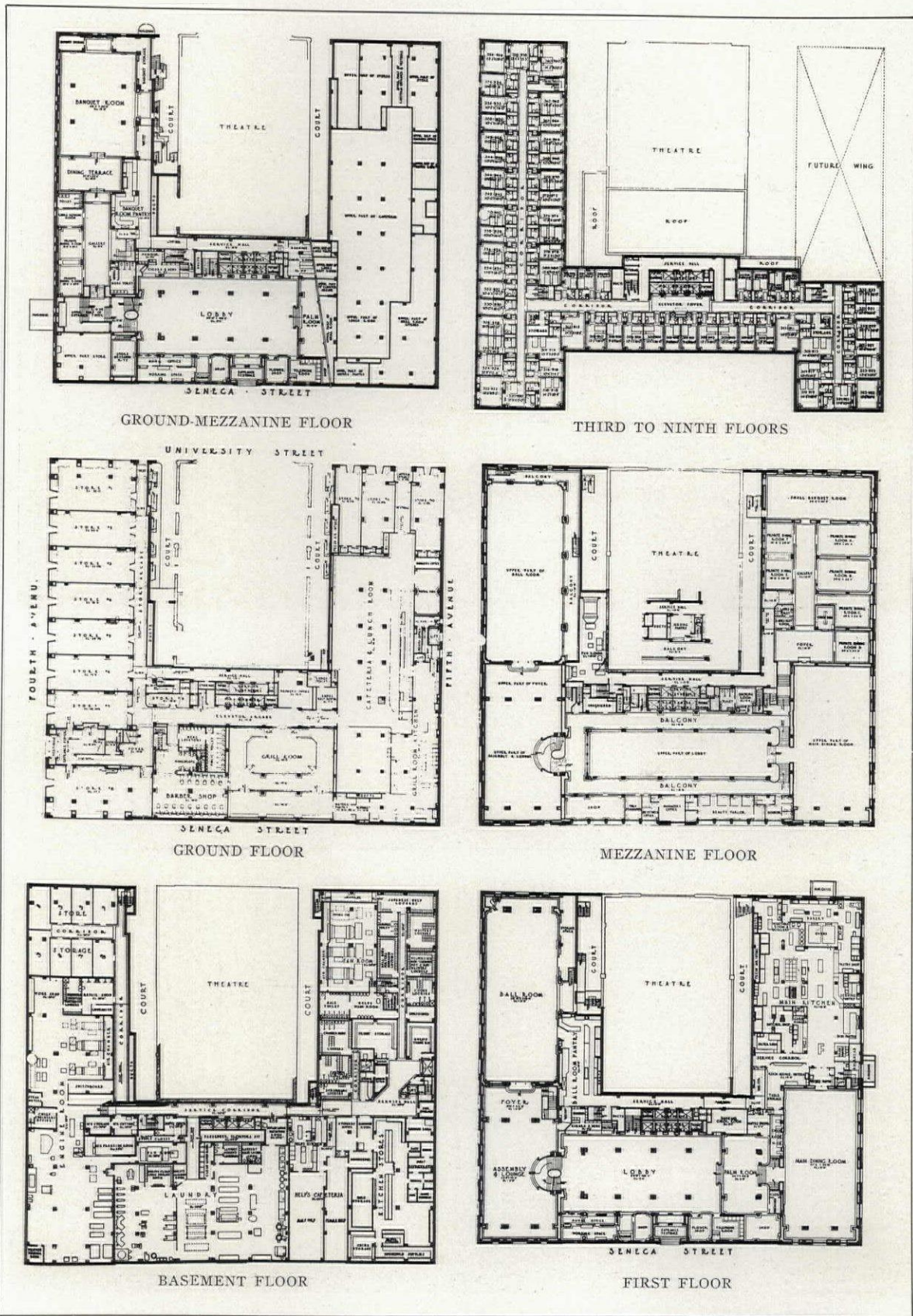


PALM ROOM



Photos. Walter P. Miller

GEORGIAN DINING ROOM
OLYMPIC HOTEL, SEATTLE
GEORGE B. POST & SONS, ARCHITECTS



PLANS. OLYMPIC HOTEL, SEATTLE
GEORGE B. POST & SONS, ARCHITECTS



VIEW OF THE COMPLETED BUILDING

*Photo. John Adams Davis*FROM THE ARCHITECTS' PERSPECTIVE SKETCH
HOTEL STATLER, BOSTON
GEORGE B. POST & SONS, ARCHITECTS

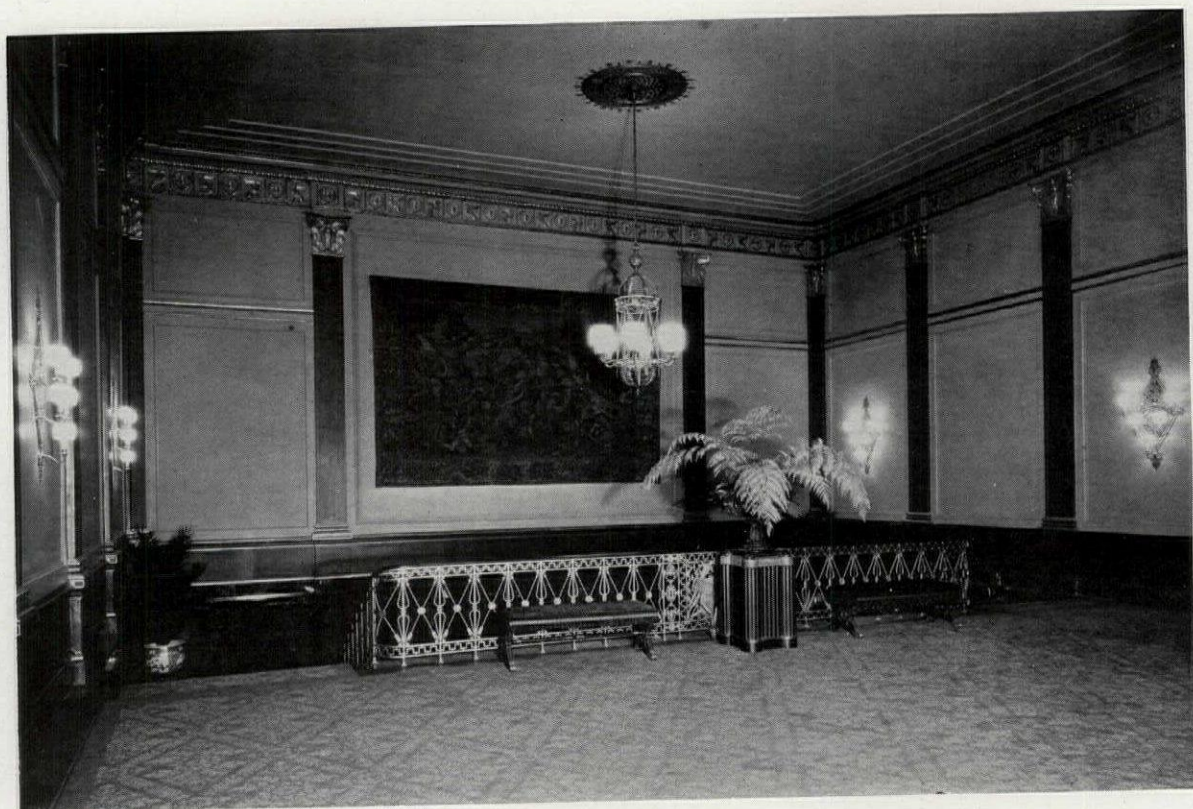


LOBBY



Photos. John Adams Davis

MAIN DINING ROOM
HOTEL STATLER, BOSTON
GEORGE B. POST & SONS, ARCHITECTS

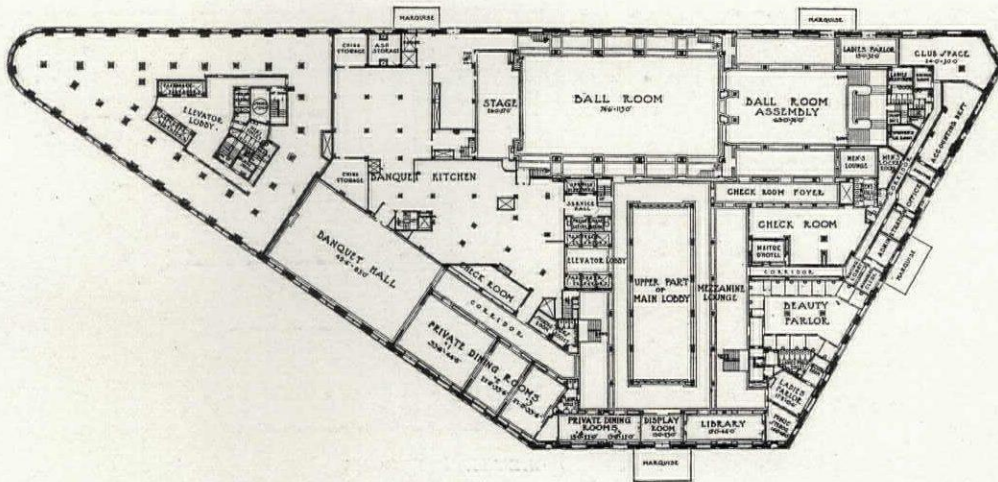


BALL ROOM ASSEMBLY

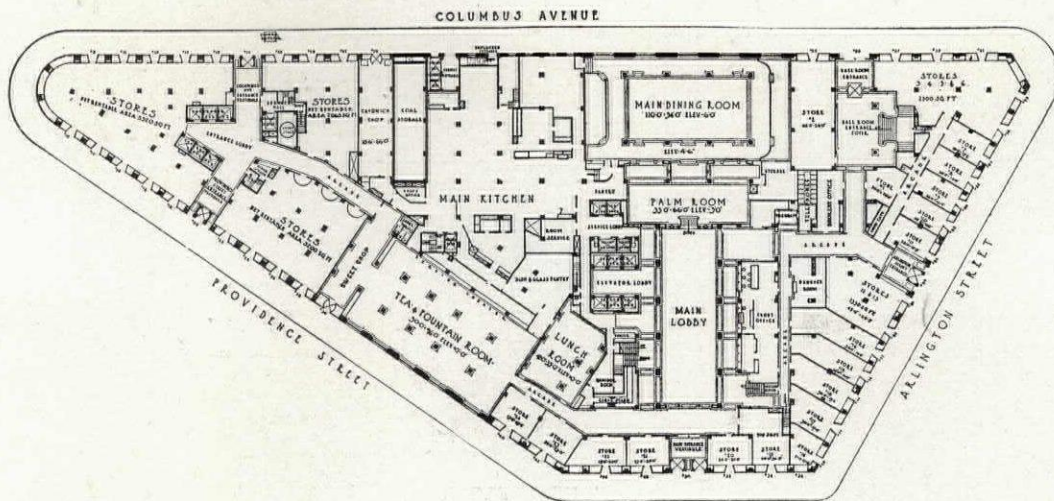


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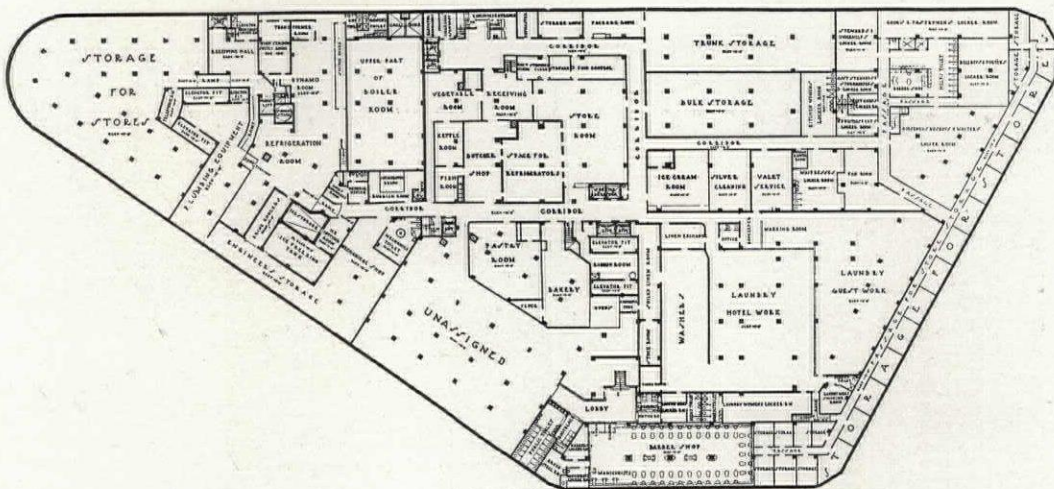
PALM ROOM
HOTEL STATLER, BOSTON
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SECOND FLOOR

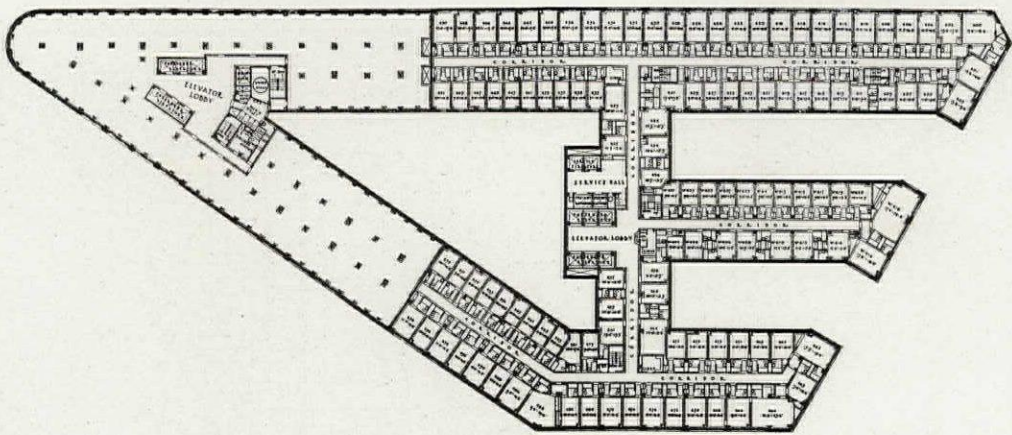


FIRST FLOOR

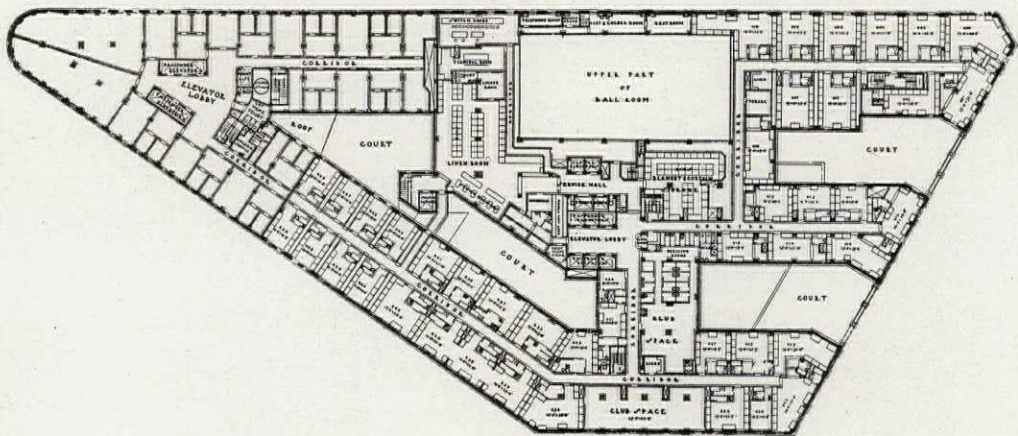


BASEMENT

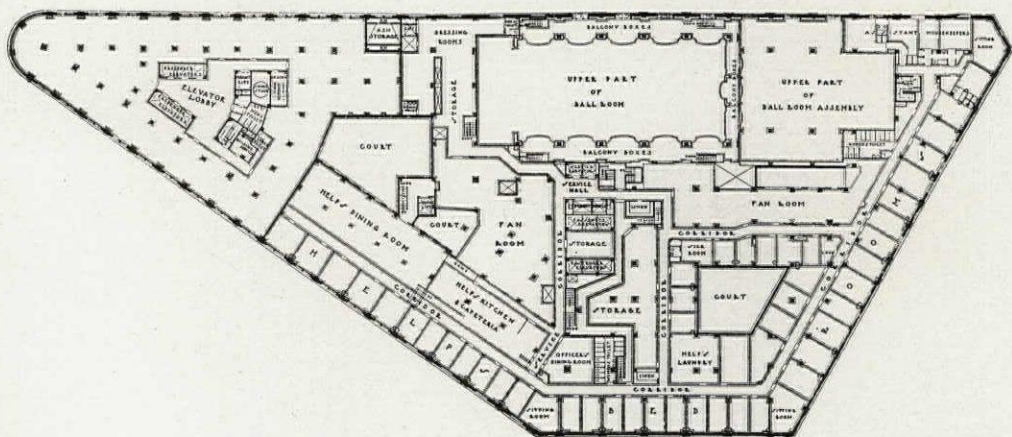
PLANS. HOTEL STATLER, BOSTON
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SIXTH TO ELEVENTH FLOORS

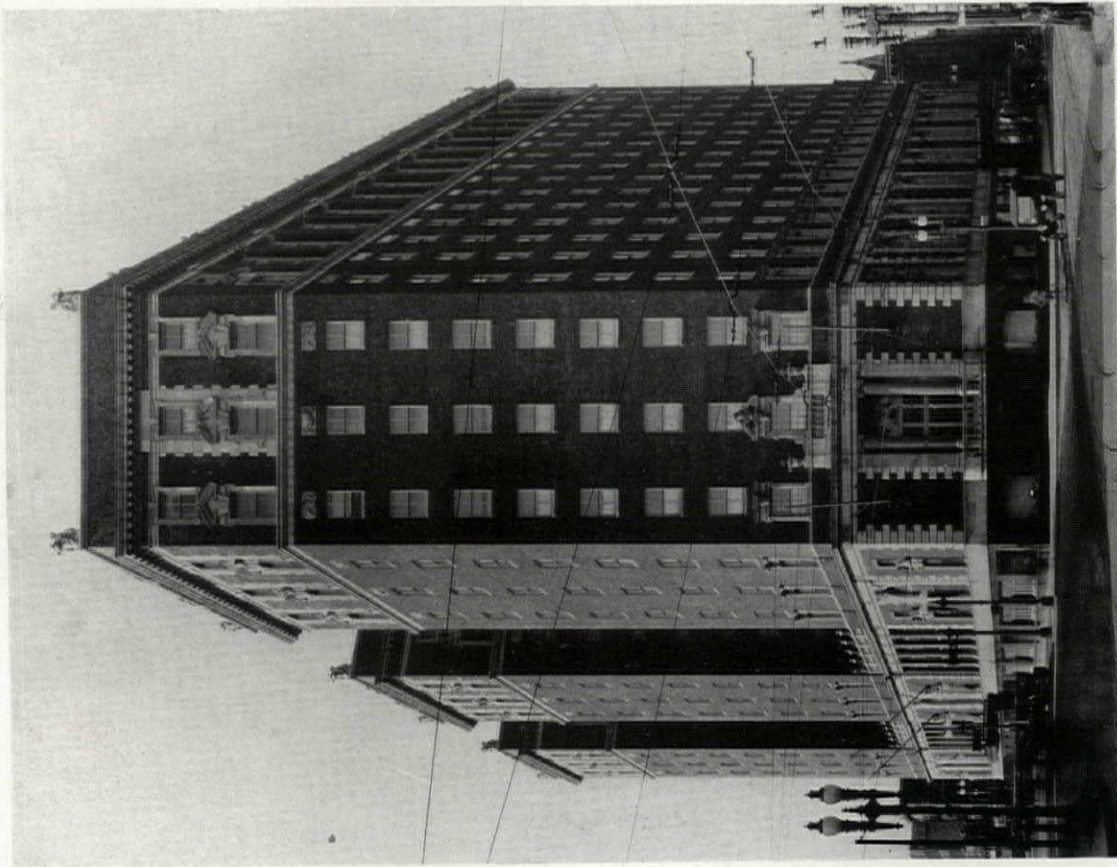


FOURTH FLOOR



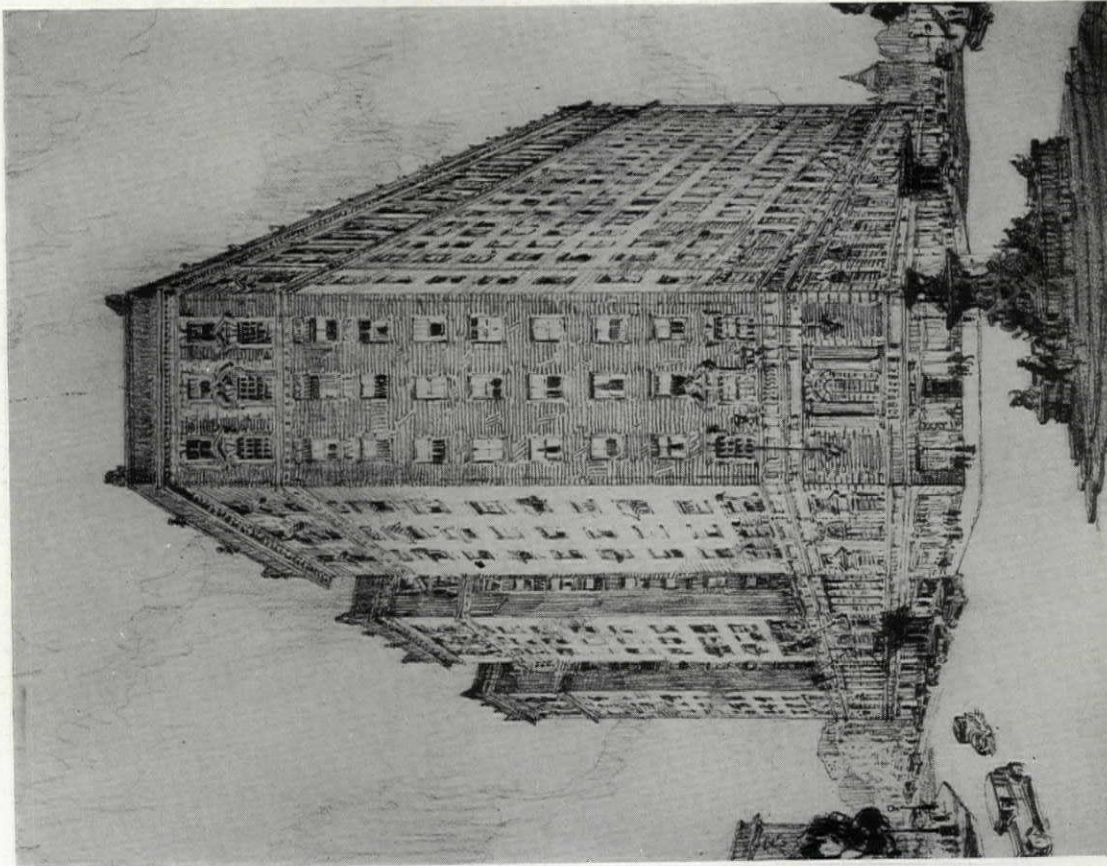
THIRD FLOOR

PLANS. HOTEL STATLER, BOSTON
GEORGE B. POST & SONS, ARCHITECTS



COMPLETED BUILDING

HOTEL SYRACUSE, SYRACUSE
GEORGE B. POST & SONS, ARCHITECTS



ARCHITECTS' SKETCH
Photo. Smith, Lindsley & Arnois



MAIN FACADE



ELEVATOR LOBBY



LOBBY LOUNGE

HOTEL SYRACUSE, SYRACUSE
GEORGE B. POST & SONS, ARCHITECTS



OFFICE AND LOUNGE



LOBBY LOUNGE
HOTEL SYRACUSE, SYRACUSE
GEORGE B. POST & SONS, ARCHITECTS



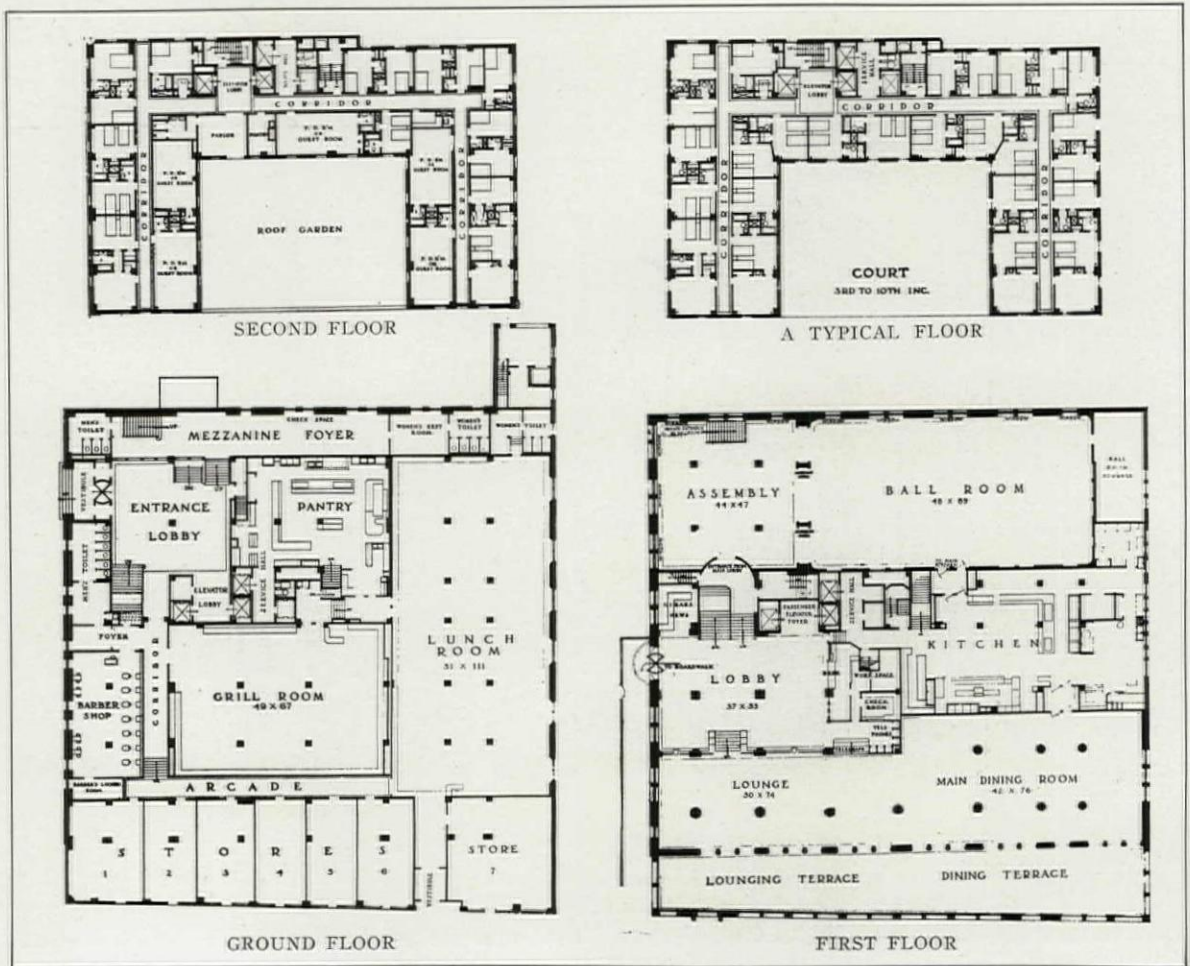
Photo. Wurts Bros.

Plans on Back

FROM THE PERSPECTIVE SKETCH
HALF MOON HOTEL, CONEY ISLAND
GEORGE B. POST & SONS, ARCHITECTS



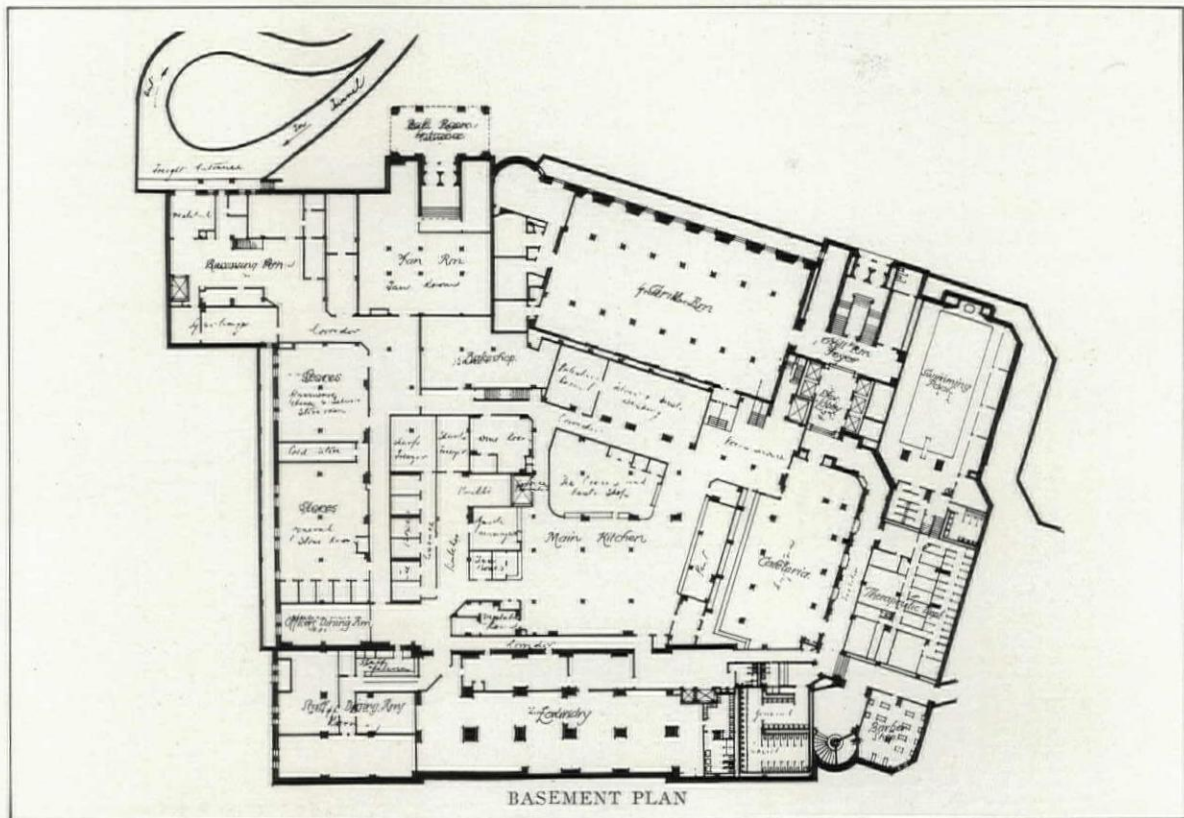
ENTRANCE LOBBY



HALF MOON HOTEL, CONEY ISLAND
 GEORGE B. POST & SONS, ARCHITECTS

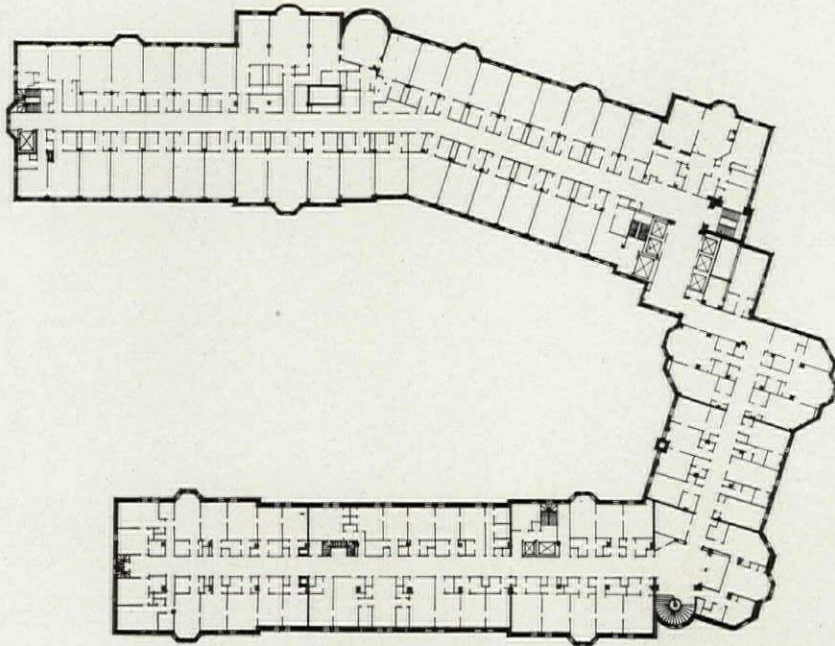


FROM THE ARCHITECT'S SKETCH

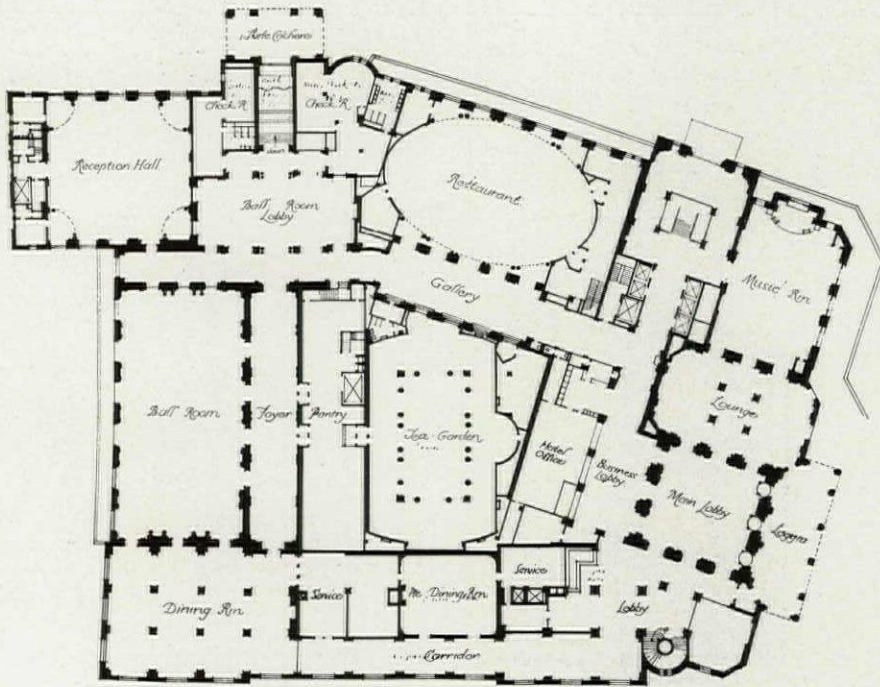


BASEMENT PLAN

CHATEAU LAURIER, OTTAWA
JOHN S. ARCHIBALD, ARCHITECT
JOHN SCHOFIELD, ASSOCIATED



A BEDROOM FLOOR



GROUND FLOOR

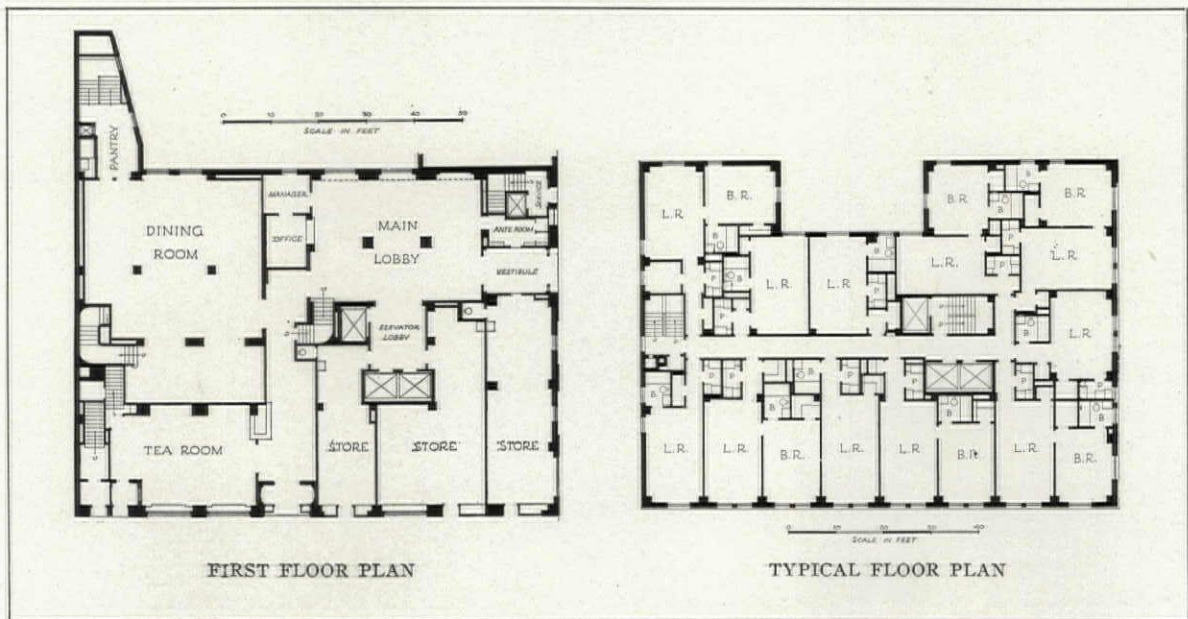
PLANS. CHATEAU LAURIER, OTTAWA
JOHN S. ARCHIBALD, ARCHITECT
JOHN SCHOFIELD, ASSOCIATED



Photos. Nyholm

VIEW FROM PARK AVENUE

VIEW FROM LEXINGTON AVENUE



HOTEL BEVERLY, NEW YORK
 EMERY ROTH, ARCHITECT
 SYLVAN BIEN, ASSOCIATED



DINING ROOM



ELEVATOR LOBBY
HOTEL BEVERLY, NEW YORK
EMERY ROTH, ARCHITECT
SYLVAN BIEN, ASSOCIATED



Photo. Wurts Bros.

HOTEL DELMONICO, NEW YORK
GOLDNER & GOLDNER, ARCHITECTS



ENTRANCE FOYER



Photos. Amemya

MAIN DINING ROOM
HOTEL DELMONICO, NEW YORK
GOLDNER & GOLDNER, ARCHITECTS



BALL ROOM



RECEPTION ROOM
HOTEL DELMONICO, NEW YORK
GOLDNER & GOLDNER, ARCHITECTS

HOTEL DECORATIONS AND FURNISHINGS

BY

HENRY J. B. HOSKINS

OF THE FIRM OF HOLABIRD & ROOT

AN understanding of the decorative requirements and the furnishings of the modern hotel cannot well be arrived at without delving into the past to some extent. In the pursuit of this pleasant pastime one cannot help but be impressed with the similarity of service rendered, though in many and varied manners, by those who have endeavored to make the life of the traveling public more pleasant, or to give zest to those upon whose hands, for various reasons, time has hung heavily.

The metamorphosis of the hotel has been slow but sure. Standing as it does on traveled highways, it has felt the transforming effect of all the

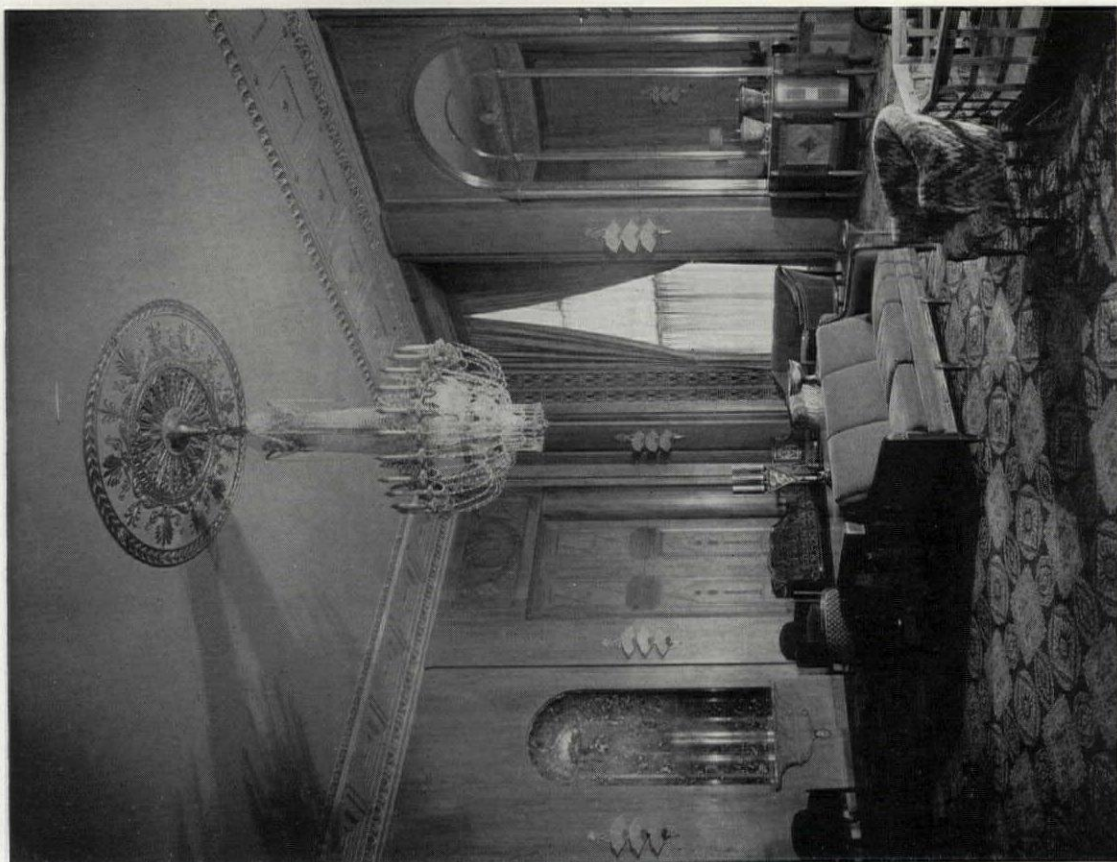
varied modes of transportation, from the sedan chair and stage coach to the bicycle, train and automobile. The ease and growth of means of transportation, the vast increase of population, and the migratory nature of a large portion of it created a need for an enormous amount of hotel accommodation. The location of railroad depots, the concentration of commercial centers, etc., brought about a need for the concentration of hotel space, and in place of the scattered small hotels, each with its gaily swinging sign, there resulted the mammoth structures of today.

Their requirements are many, and vary from

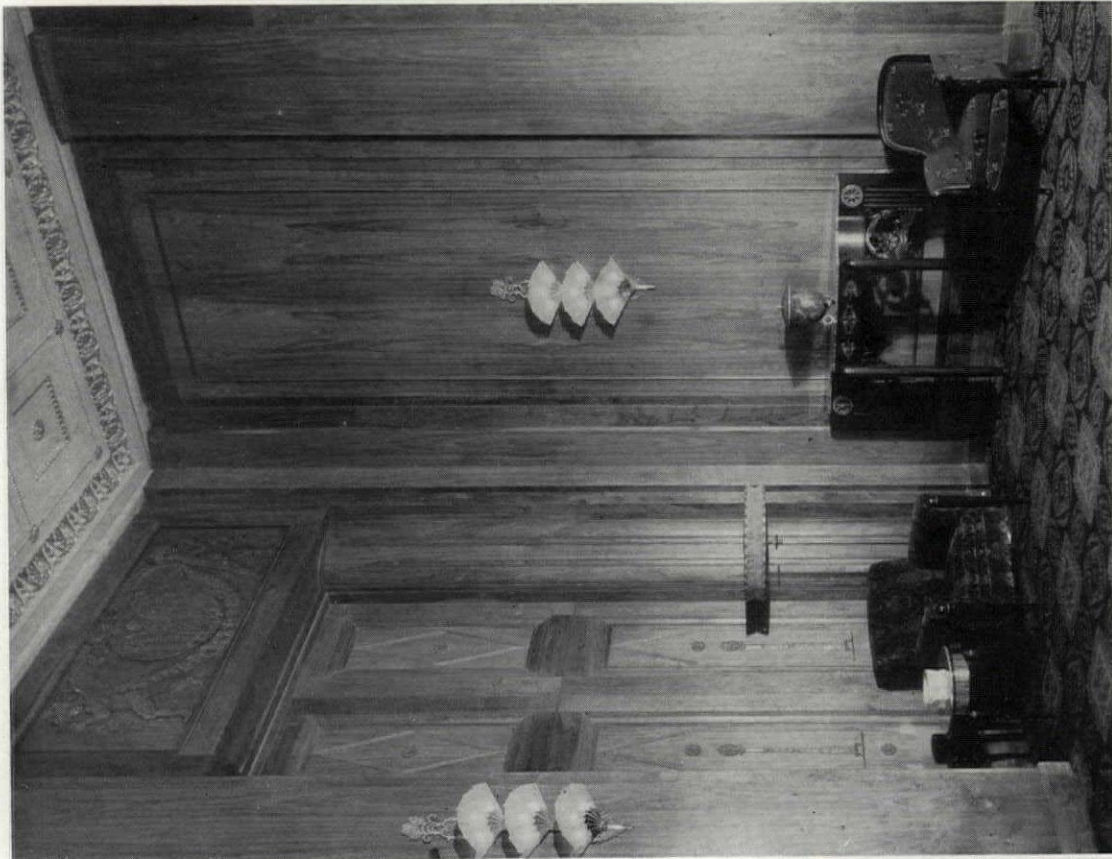


Photos. Henry Fuermann & Sons

Ball Room Foyer
Hotel Schroeder, Milwaukee
Holabird & Root, Architects



DETAILS OF THE MAIN LOUNGE
HOTEL SCHROEDER, MILWAUKEE
Holabird & Root, Architects



the need of affording a few hours' or days' rest to the traveling transient to providing winter quarters for the fortunate few, or homes for permanent guests. At all times and in all its varied forms, whether ale house inn, tavern or hotel, the paramount purpose of the hotel was comfort,—comfort and rest for the wearied traveler, and in these days comfort and leisure, an escape from business worries in an environment of restful ease, or the provision of all the comforts of a home with none of the care and trouble that go with it.

These different forms of hotel life and accommodation present peculiar problems of decorating and furnishing. In the early days, previous to the development of the industrial era, there seems to have been but little difficulty. The buildings were designed as units inside and out and were fitted up, decorated and furnished in the prevailing mode or style of the times, and with the relatively

slow growth or change in decorative ideas they became a true expression of the needs of their day, and were practically and artistically satisfactory. Those were the happy days when contemporary life was expressed in architecture and other arts in a homogeneous manner, with each style or period developing slowly from that preceding in its conformity to the requirements of the day and to ideas resulting from foreign travel.

With the growth of industry, the development of a mechanical age, and the advancement of commerce, artistic progress and endeavor seemed to suffer a corresponding decline, reaching a point where the continuity of growth practically ceased and the principal function of the designer in the field of furniture and decoration became that of an adapter of pre-conceived styles to the purposes of later days. Classic, Elizabethan, Jacobean, Georgian, Spanish, Italian and the whole gamut



Detail of Ball Room
Hotel Schroeder, Milwaukee
Holabird & Root, Architects

were reproduced or adapted *ad lib.*, and they still are. While buggies became motor cars, sail boats steamships, balloons dirigibles, and kites airplanes, our decoration and furniture remained practically unchanged. Our interiors presented, and often still do present, an environment as unfitted to the fashions in dress of the day, as would be an armor-clad pilot in an airplane. With period styles forming the architectural alphabet, and mass production of period furniture and decorative material the vogue, an escape from this predicament seemed well nigh impossible. But the seeds of revolt against the old manner of doing things, against the persistent copying of old ideas, became apparent, and the *l'art nouveau* movement, beginning about 1890-1900, grew into a movement which, for want of a better expression, is now called "Modern" or "Contemporary."

In its reversion to first principles, its desire to

throw overboard the prevalent manner of doing things, the first effects were simple and crude, and with ragtime and jazz in music, cubistic creations in painting, free verse in poetry and the like, efforts in this direction were met with the ridicule that comes from lack of understanding and fear and dislike of what is not comprehended. With a growing understanding for the necessity of the correlation of all of the arts and endeavors that form the expression of the life of today, the idea of the "modern" movement, in decorations and furnishing becomes more clear. It is becoming realized that the structure and construction materials form the basis from which design is developed and that interior decoration is merely architectural development and completion.

The hotel makes its particular appeal through service and the provision of comfortable luxury for the leisure hours of life in compensation for



Office and Lobby
Hotel Schroeder, Milwaukee
Holabird & Root, Architects

the strain and complexity of our work-a-day lives. As people generally sought in the hotel something which their own homes lacked, it was rather natural that they should be impressed with the lavishly carved and embellished designs of the period styles, with the growing accumulation of objects of art, and an extravagance of decorative effect suggestive of commercial prosperity and advancement. But with the development of a more democratic taste the desire for regal expenditure and lavishness has diminished to a large extent in favor of simplicity and refinement.

The atmosphere of the period styles has given way to a studied attempt to express ourselves in our own way and to create a suitable setting for the life of our own time. The "modern" trend in design is toward simple severity, with the use of flat planes, light and shadow, of clean-cut angles and flutings and sharp color contrasts arranged with the same rhythm as modern dancing and music, and with the same simplicity and directness as the sweeping lines of our automobiles and airplanes. Careful selection, discrimination, and the elimination of non-essentials form the basis of modern decoration. Furniture is slowly conforming to the same idea and is being designed in harmony with the decorative scheme with strong lines, flat surfaces and a tendency toward afford-

ing ease as well as giving architectural effect.

As the design of furniture has always been governed by the prevailing styles in costumes, so our chairs and couches are built low and comfortable in keeping with the cross-kneed ease of modern dress. The invention of synthetic materials and of new methods for the use of old materials offers a wide selection of decorative aids, and these are invariably used in a manner to display their individual characteristics and their innate beauty. For the floors of large public rooms, lobbies, lounges and similar spaces, terrazzo is rapidly becoming the material most used, and it offers an extremely wide range of color and design. Of course, marble floors are still extensively laid, and rubber tile, cork tile and similar products are much used where found desirable. Wood parquet floors set in mastic directly upon the concrete slab are finding favor, while for bedrooms and their corridors, using carpet laid with cushioning above the concrete is common practice.

Walls are broadly handled, and when formality is desired marble may be found in large simple slabs displaying the beauty of the material, or use may be made of wainscoting, installed where the wood is alive with its natural color and beauty unspoiled by heavy staining. The economy and ease of the use of plaster have been followed by



Photos. Trowbridge

Private Dining Room
Palmer House, Chicago
Holabird & Root, Architects

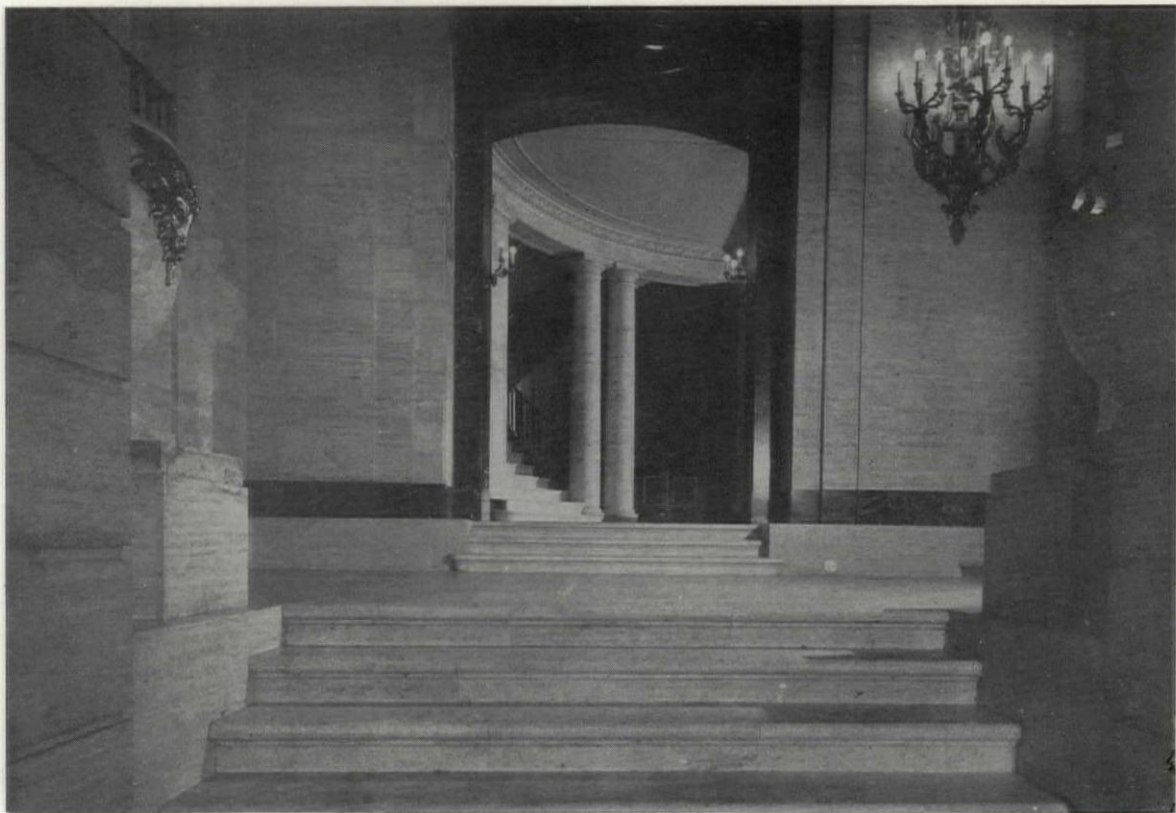
the extensive application of paint with its innumerable opportunities for gradation of tone and bright contrasts of color. For the bedrooms and their corridors, wallpapers offer a wide choice of color and design in the latest mode at a relatively low cost and with the possibility of obtaining variable effects. The supply of fabrics is unlimited as to design, material, weight and color, and in painted rooms the fabrics set the color scheme, since it is much easier for fabrics to be matched with paint than paint with fabrics. Fabrics are hung in long folds and unbroken lines with an entire absence of fussiness, and in a manner calculated to display the interest and charm of the material to the best advantage.

In the conception of decorative schemes, the tendency toward the use of cool colors persists, with shades of green and blue predominating, often lending apparent spaciousness to the areas so treated. With these combinations silver is used to an increasing extent, and nickel metal, with surfaces varying from the dull to a high gloss, lends grace and distinctiveness to grilles, railings and other features, whether used separately or in combination with metal having a black or other contrasting finish. The use of black as a background, particularly in smaller spaces, is becoming favored and affords opportunity for the use

of strong, warm colors. The use of color is spreading throughout all sections of modern hotels and similar structures. White tile, long the sign and symbol of perfect sanitation, is being replaced with colored tile, colored glass, etc., with bath tubs, lavatories and other fixtures to match.

Of paramount importance in the modern decorative scheme is the extreme flexibility in illumination afforded by the universal use of electricity. Perhaps nothing will ever equal the charm and softness of candle light, and its influence for many years in the design of lighting fixtures is very apparent; but in the new scheme of things electricity is a source of illumination used entirely on its own merits and with almost unlimited scope in its application. In direct lighting, glass of extreme beauty and texture, or combinations of metal and glass, are arranged in fascinating forms of infinite variety and charm, and expressive only of light, while for indirect lighting, the flat reflective surfaces of modern decoration offer unending opportunities for obtaining varying effects.

Among modern structures the hotel offers perhaps the greatest field to the architect and decorator for their efforts to escape from the thralldom of the past, and it presents an opportunity for creating surroundings in harmony and sympathy with the varying ideas of a changing world.



Entrance Stairway
Palmer House, Chicago
Holabird & Root, Architects



MAIN DINING ROOM
PALMER HOUSE, CHICAGO
Holabird & Root, Architects



Photo. Amemya

DINING ROOM FOYER
SHERRY-NETHERLAND HOTEL, *NEW YORK
BUCHMAN & KAHN AND SCHULTZE & WEAVER, ARCHITECTS

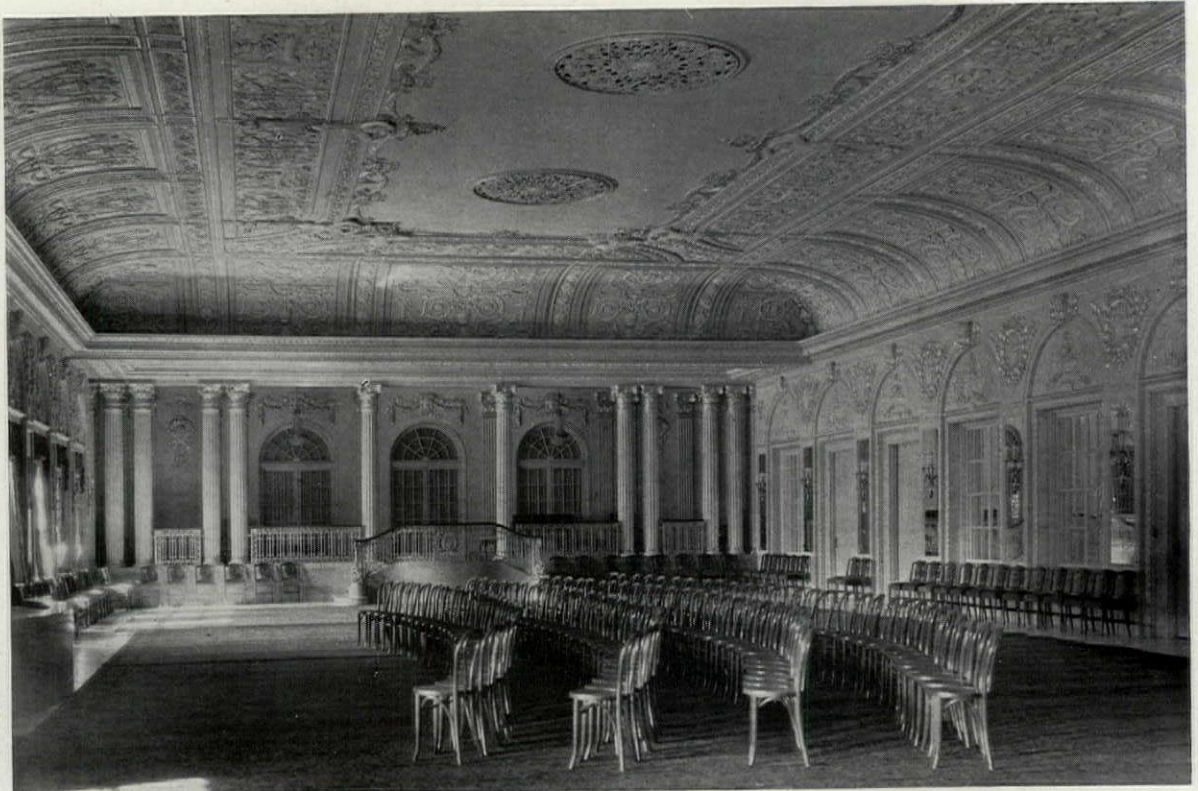


Photo. Tebbs & Knell, Inc.

BALL ROOM, HOTEL PEABODY, MEMPHIS
W. W. AHLSCHLAGER, ARCHITECT



Photo. Amemya

BALL ROOM, MOLLY PITCHER HOTEL, RED BANK, N. J.
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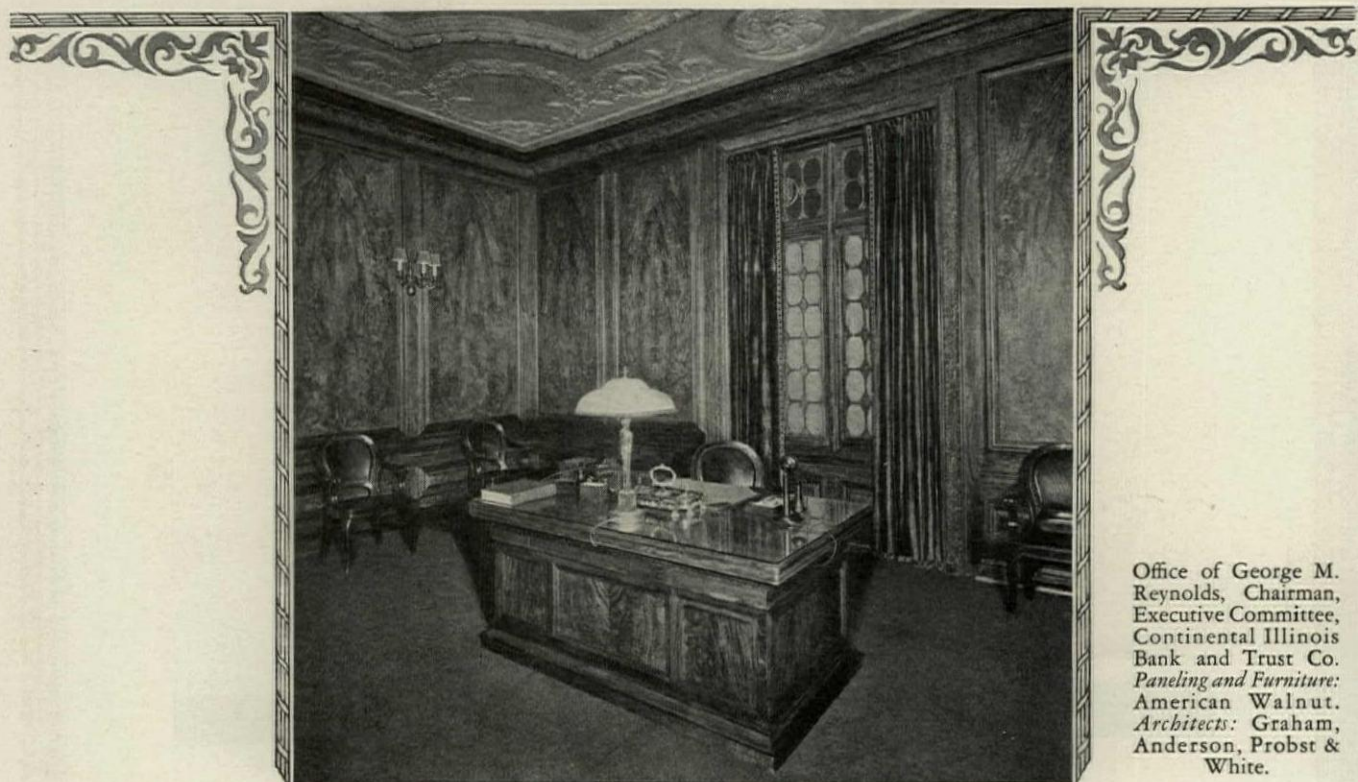
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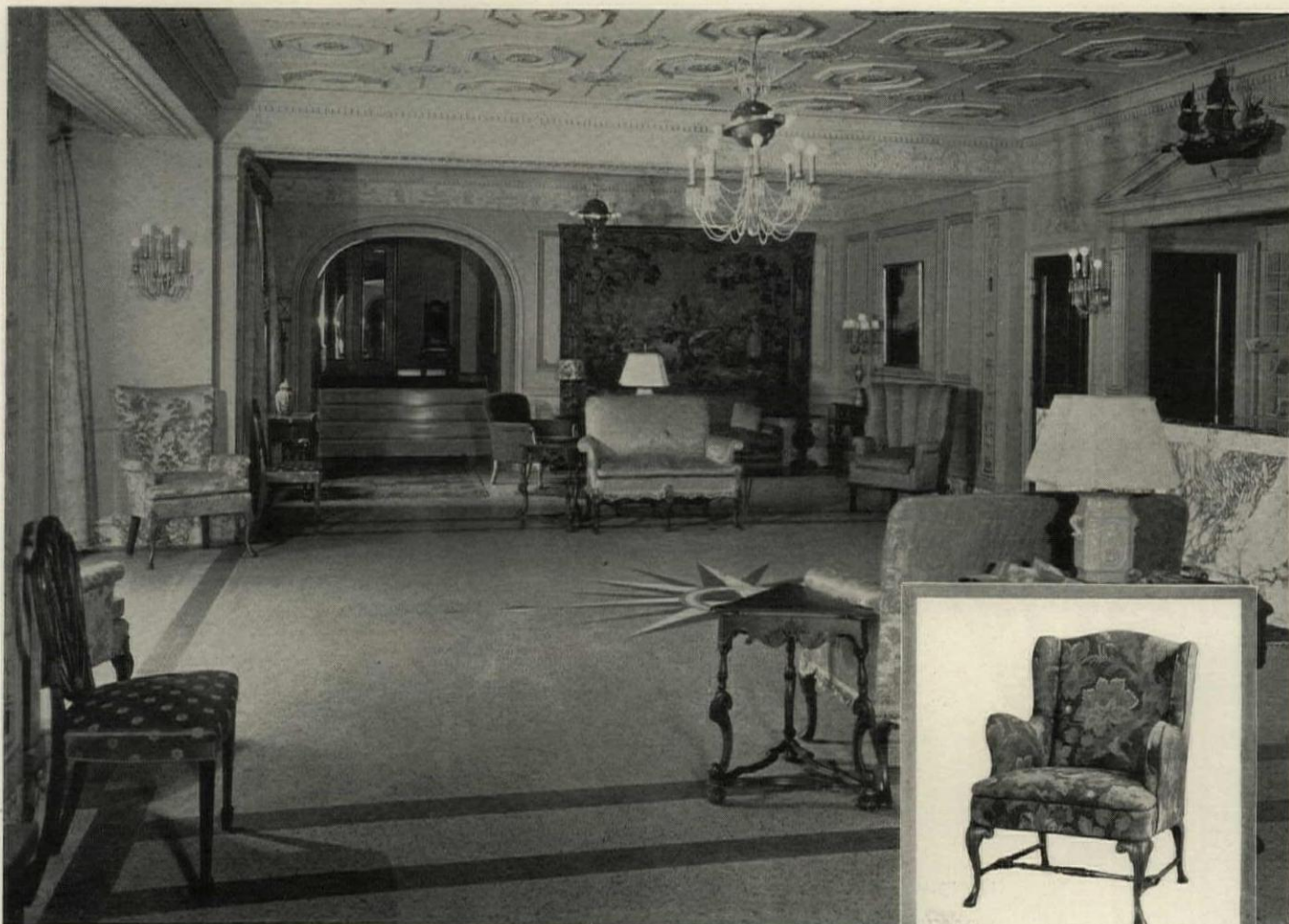
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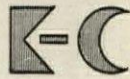
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AUTHENTIC PLASTER ORNAMENTMcKIM, MEAD and WHITE, *Architects***Pompeian Court***executed by Jacobson**in the Metropolitan Museum of Art, New York*

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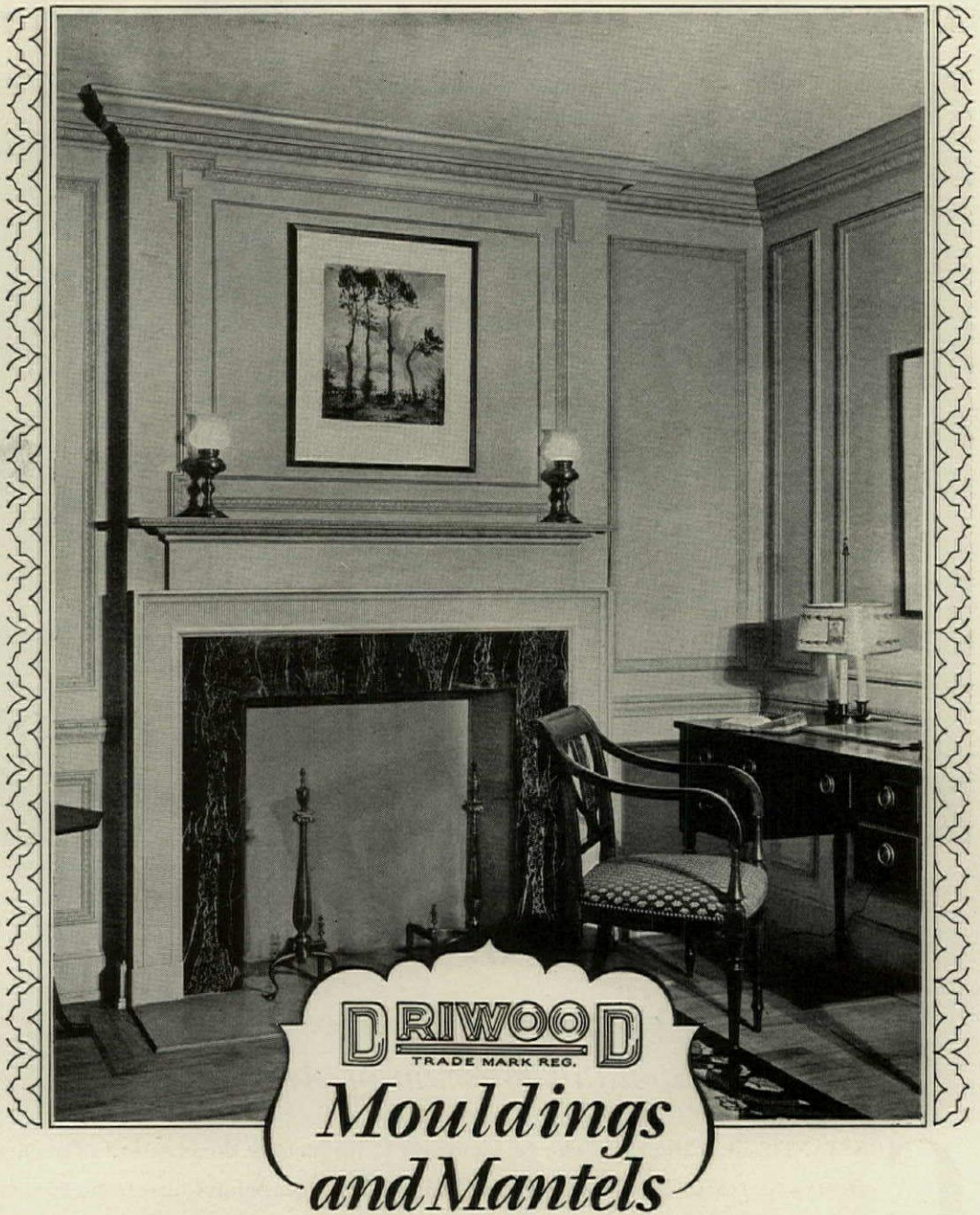
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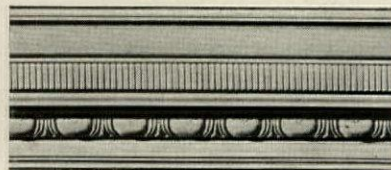
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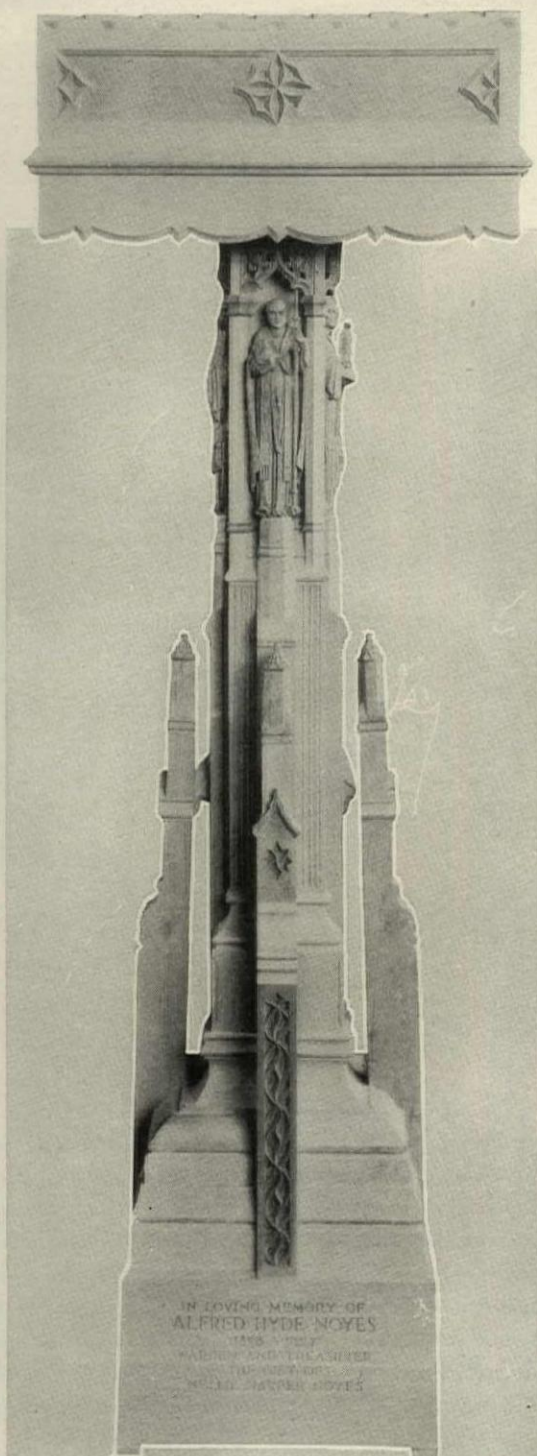
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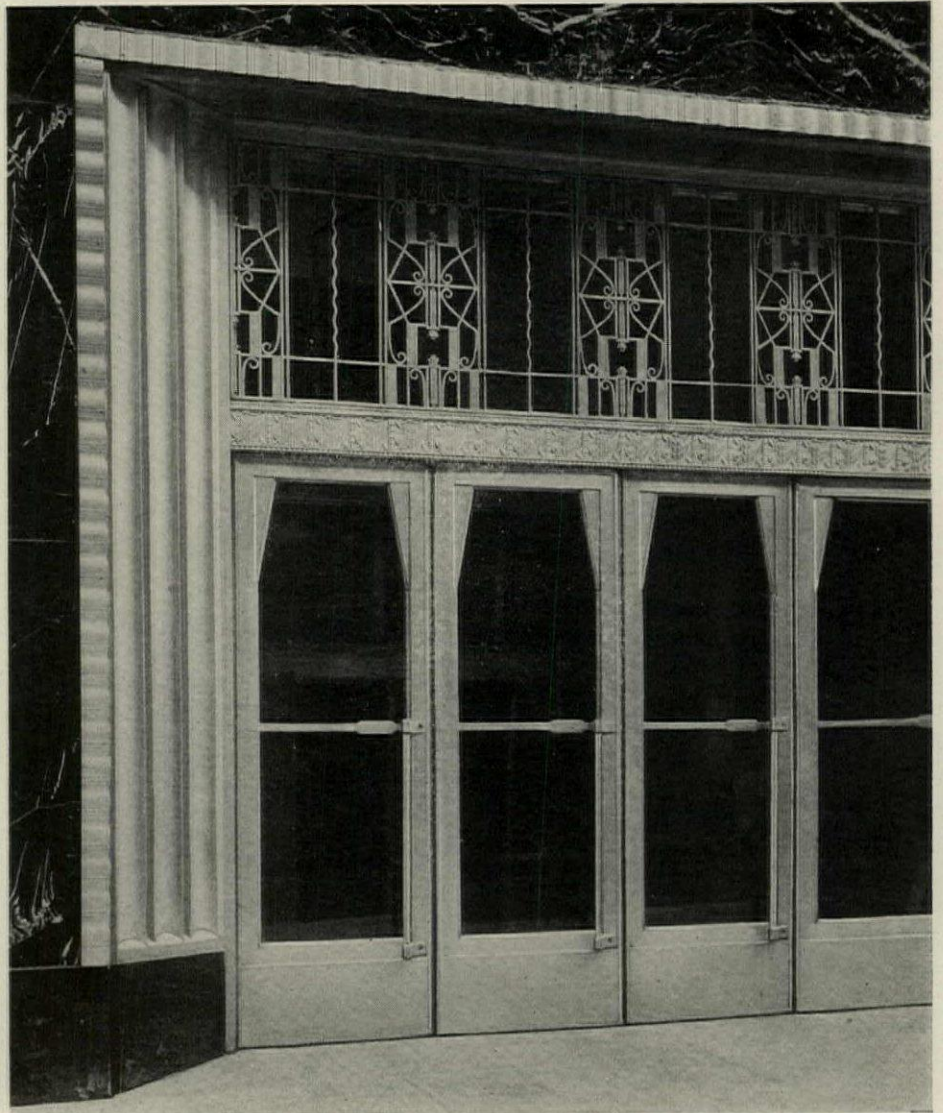
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This shop photograph shows the beautiful joinery and material. The architectural character of the figures, obtained despite their small size, is especially interesting.



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THE Tuttle & Bailey installation in Frederick Loeser & Co.'s new Brooklyn store shows the ready adaptability of Ferrocraft cast Grilles to every heating and ventilating need. The architects, Starret and Van Vleck, faced with the problem of harmonizing the grille-work with the appointments of the store, conceived several modern designs. The execution of these designs was entrusted to Tuttle & Bailey. For architects know that Ferrocraft cast Grilles, in iron, bronze, brass, and aluminum, offer the best means of obtaining perfect reproduction of their creations.

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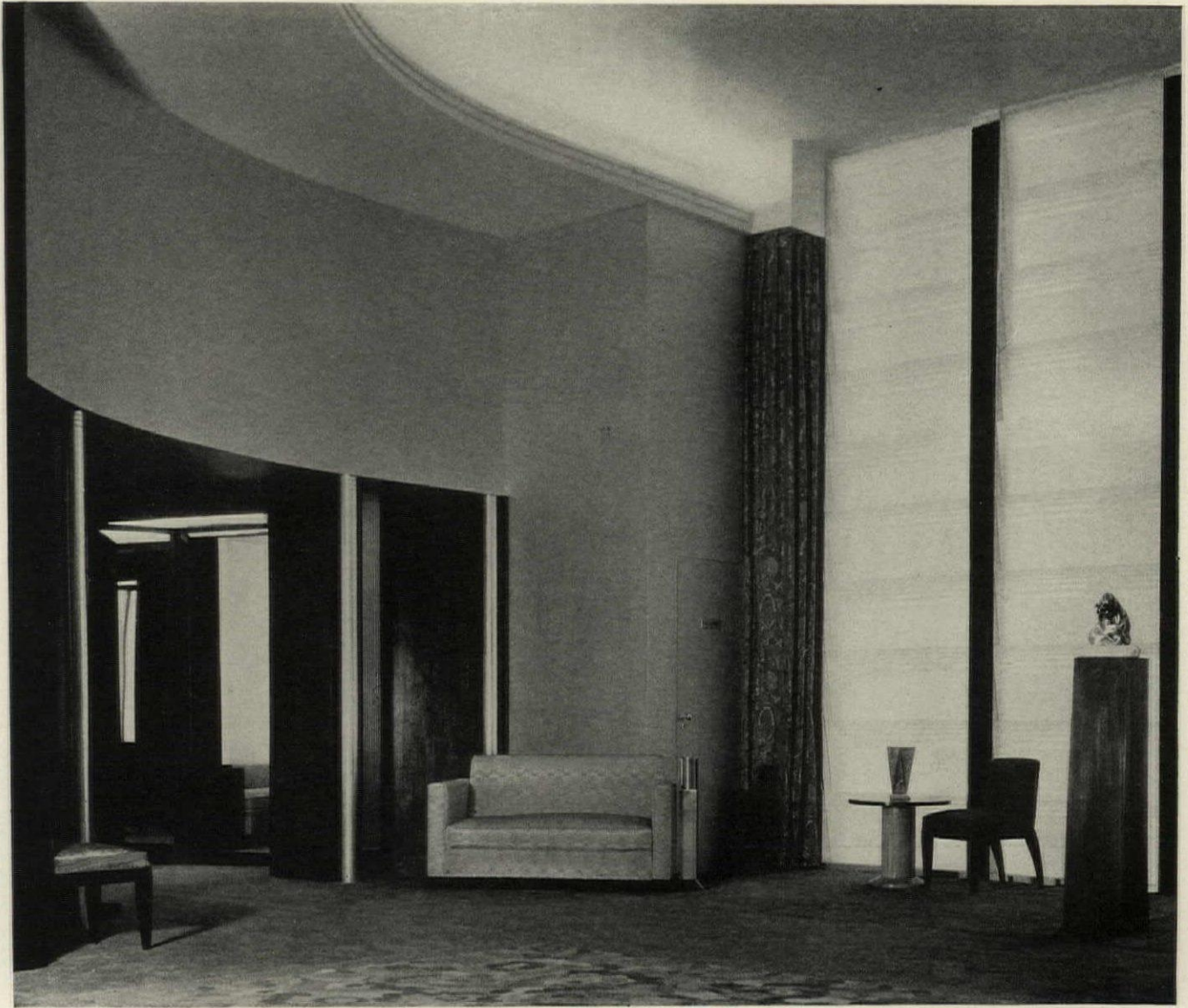
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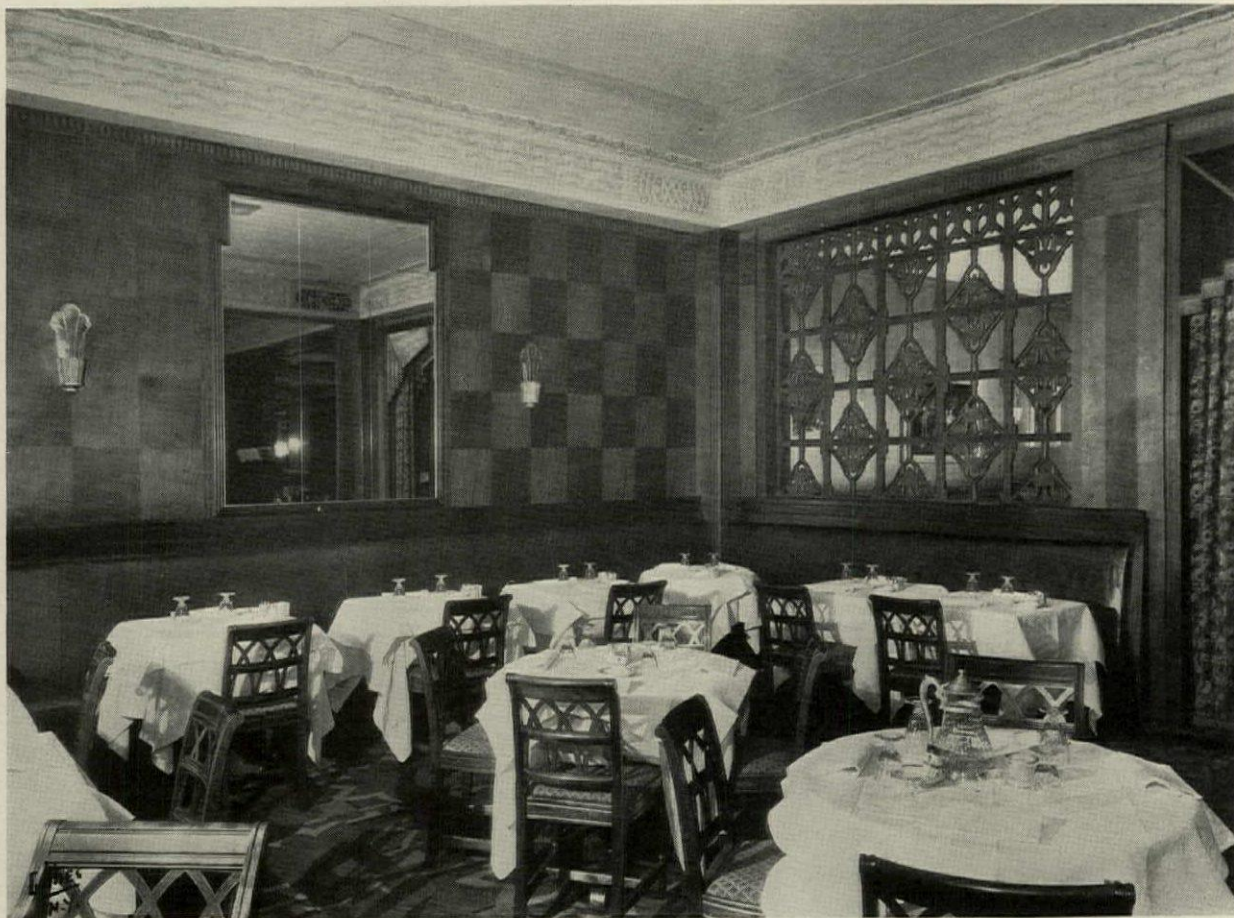
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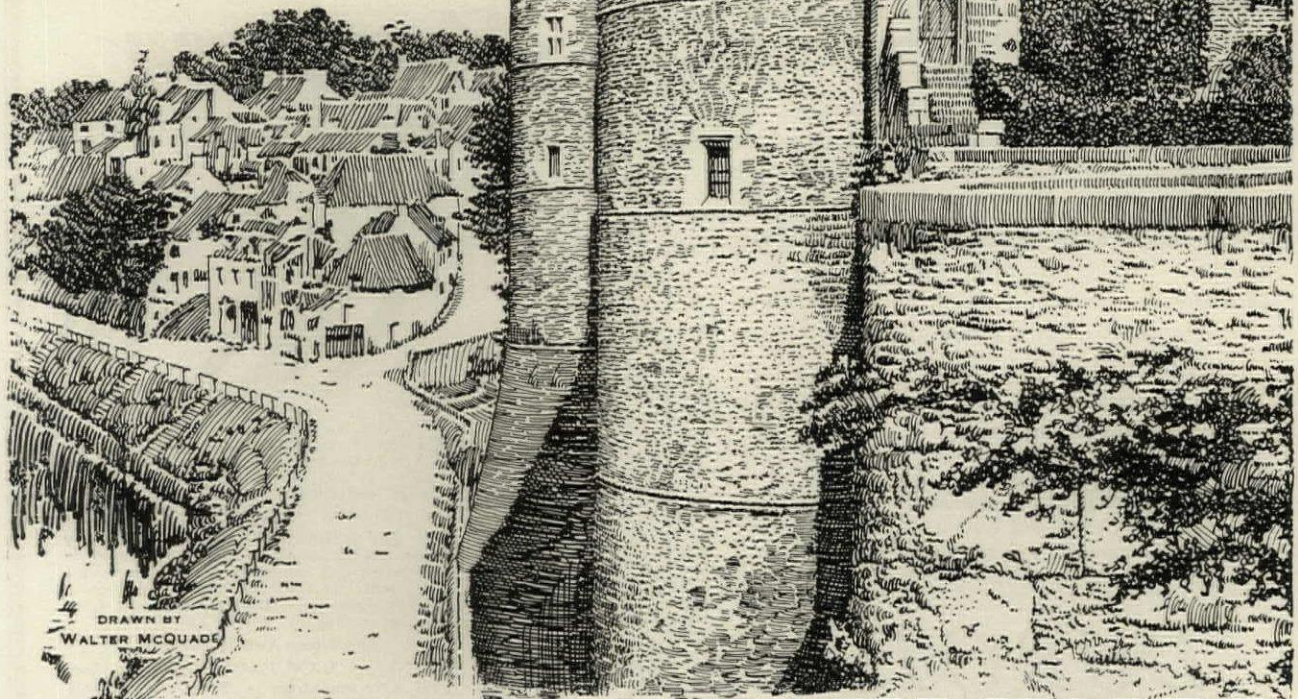
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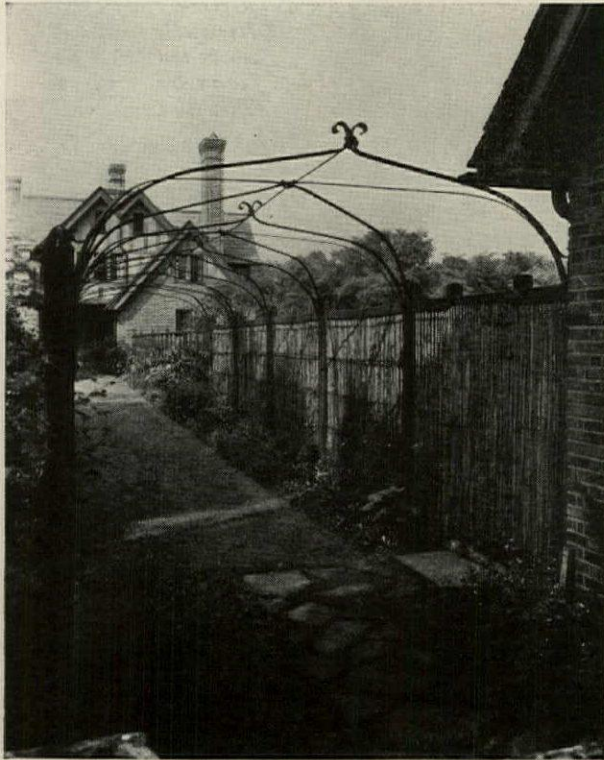
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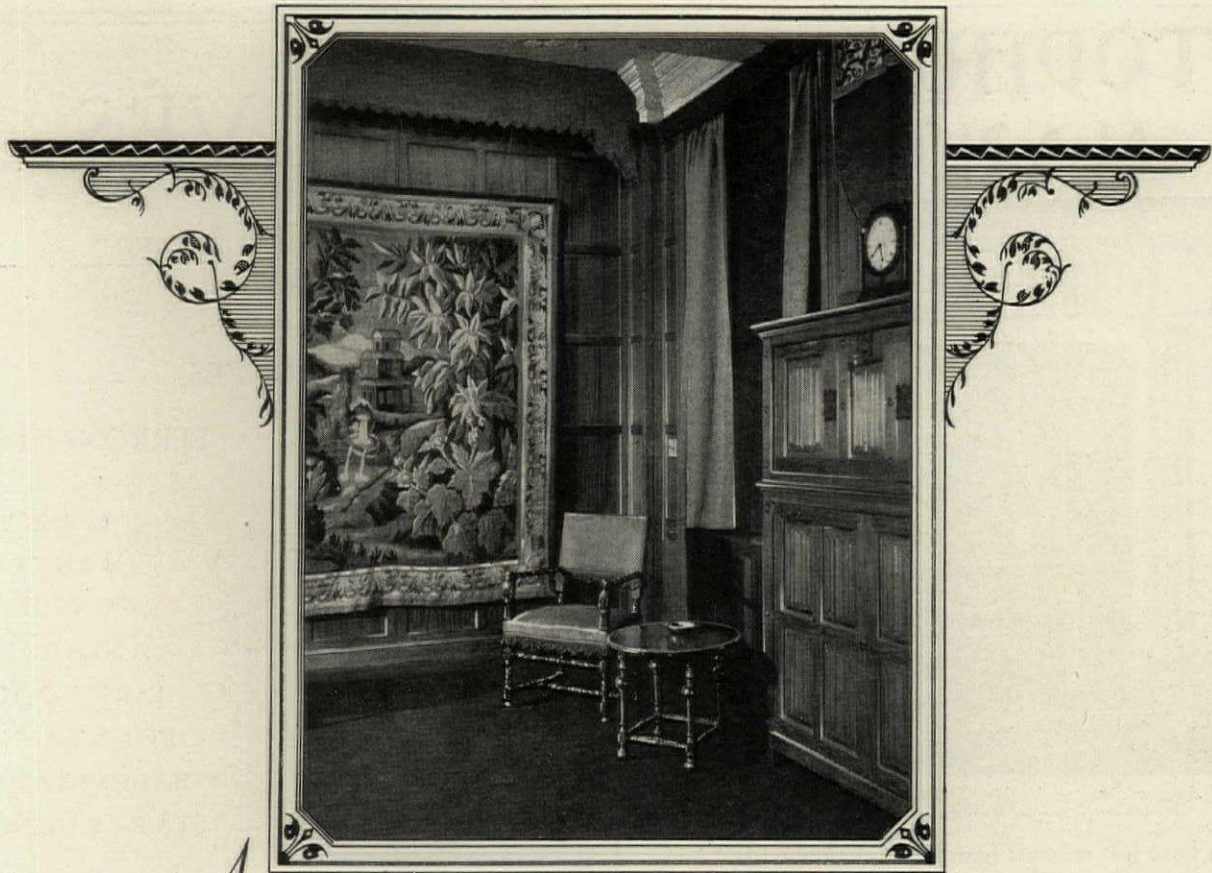
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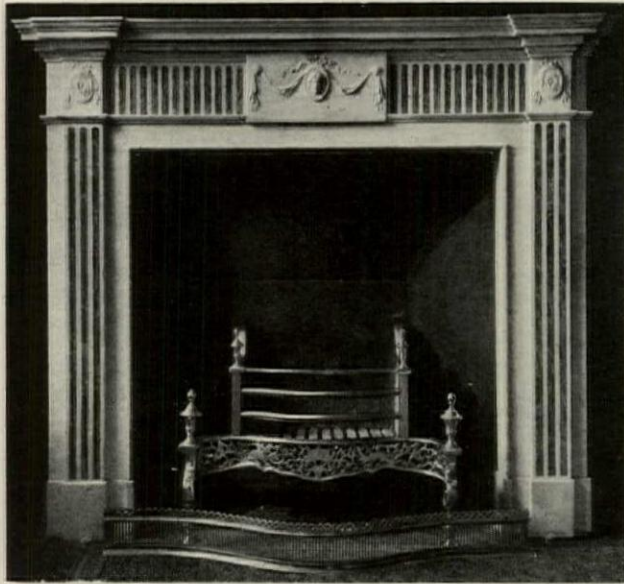
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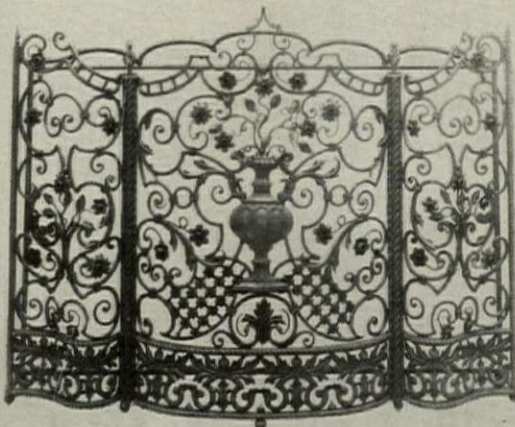
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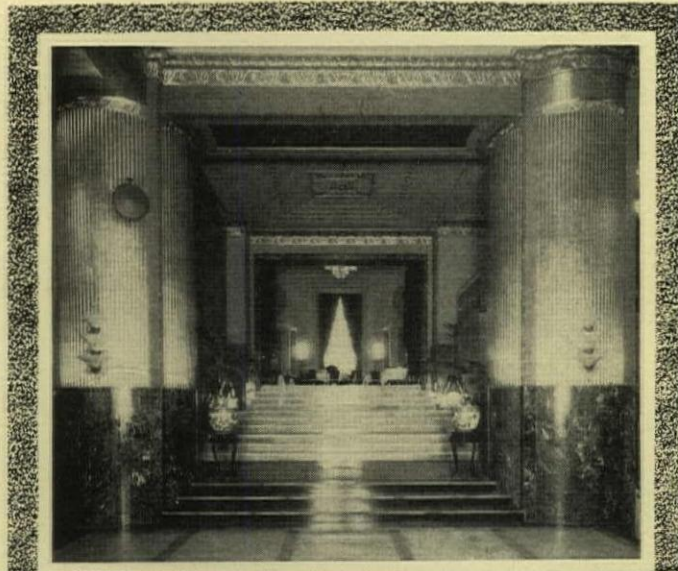
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A view in the beautiful lobby of the Hotel Schroeder, Milwaukee, looking toward the dining-room. Lobby furnishings by Albert Pick-Barth Company.

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Also see pages 127, 128 and 129 in 'the Engineering Section of this issue

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Left, Foyer of the Arcady Apartments, Los Angeles. Left, below, Lobby of the Bismarck Hotel, Chicago. Right, below, Main Dining Room, King Cotton Hotel, Greensboro, N. C.

These hotels are typical of the famous hotels throughout



furnishing experts work in close accord with Architect and client. Their experience assures an harmonious selection of furnishings . . . and in addition, the *kind of furnishings that will long withstand the rigors of hotel use.*

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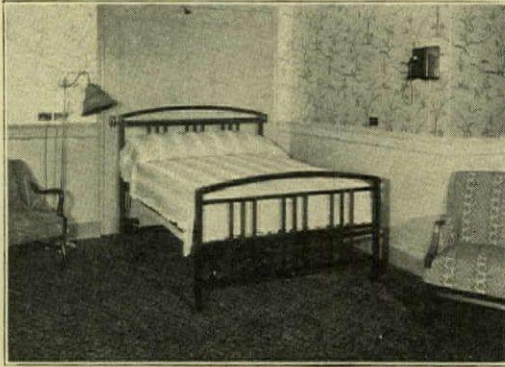
Right, Lounge of the Longwood Towers, Brookline, Mass. Right, below, Lobby of the Jefferson Davis Hotel, Montgomery, Ala. Left, below, Main Dining Room of the Warwick Hotel, New York.



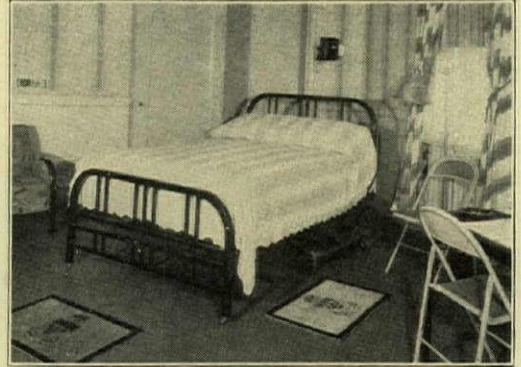
the country furnished by Albert Pick-Barth Company, Inc.



A "Warwick" Door Bed in the Hotel Governor Clinton, New York. Note that the door is always closed behind.



"Warwick" Roller Beds in the Hotel Governor Clinton give guests added convenience in sample rooms.



The Hotel Governor Clinton
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Zenitherm Wall in reception room, Stark County Tuberculosis Hospital, Louisville, Ohio. Albert L. Thayer, Architect

Zenitherm *keyed* this Reception room

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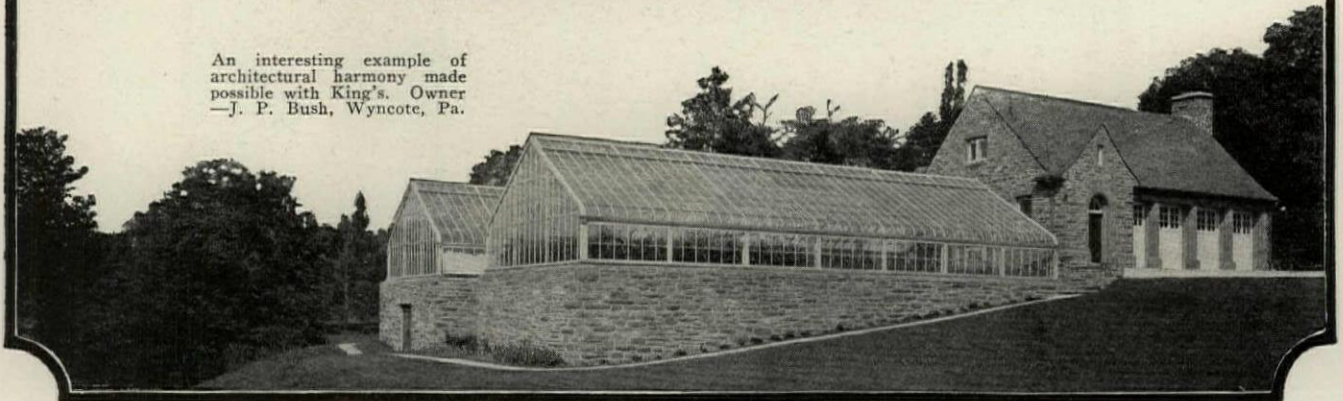
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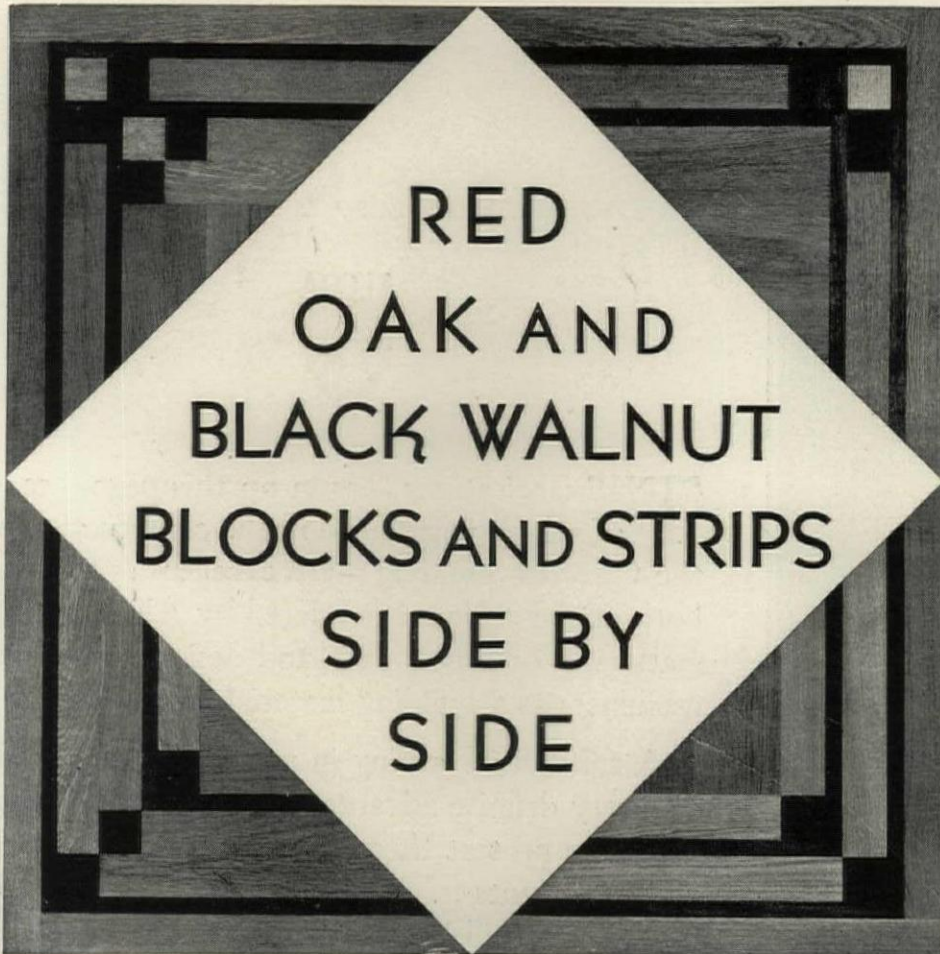
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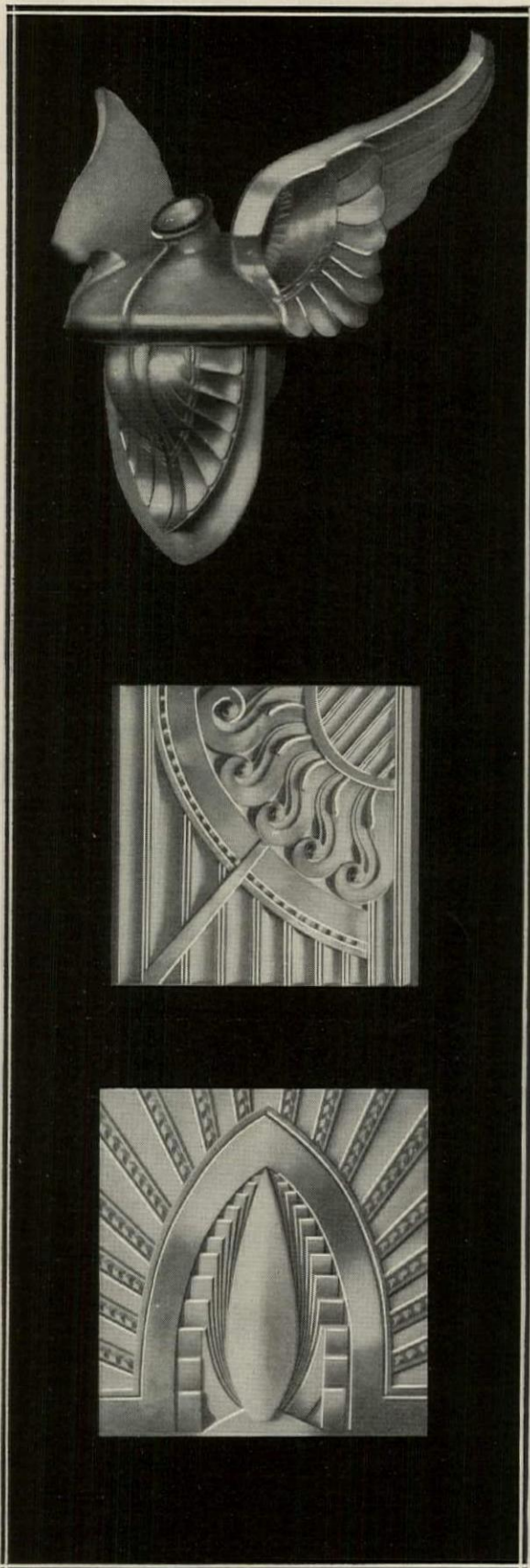
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13/16 in. thick). And the color is permanent, the natural shade of the beautiful tones of the contrasting woods.

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THE fabrications shown on this page—each of which is specified in the construction of the Chrysler Building—are excellent examples, both of the wide range offered by Aluminum in matters of ornamentation and design and of its usefulness as a building material metal.

A substantial saving in permanent upkeep is one very definite advantage. No painting is required to protect these castings from the action of the elements . . . for the material is non-corrodible and will last as long as the building on which it is placed. The permanency of the design detail is also assured, since the indented surfaces will not be filled and gradually obscured by coats of paint applied at intervals as a protective measure.

An added advantage is found in the fact that Aluminum will not develop rust, and hence will not streak and stain the adjacent surfaces.

A booklet, "Architectural Aluminum," describes and visualizes many interesting uses of Aluminum in the architectural field. May we send you a copy?

ALUMINUM COMPANY OF AMERICA
24993 Oliver Bldg., Pittsburgh, Pa.
Offices in 19 Principal American Cities

[[Design drawings and further details of the flagpole holder and spandrels used on the Chrysler Building will be found on the following page.]]

ARCHITECTURAL ALUMINUM



BOTH the decorative and the practical qualities inherent in Aluminum have been recognized and taken advantage of in an interesting way by Wm. Van Alen, architect for the Chrysler Building—now in process of construction.

One hundred and eighty-five ornamental Aluminum Spandrels of three different patterns are placed between the upper and lower tiers of windows from the 21st to 24th floors.

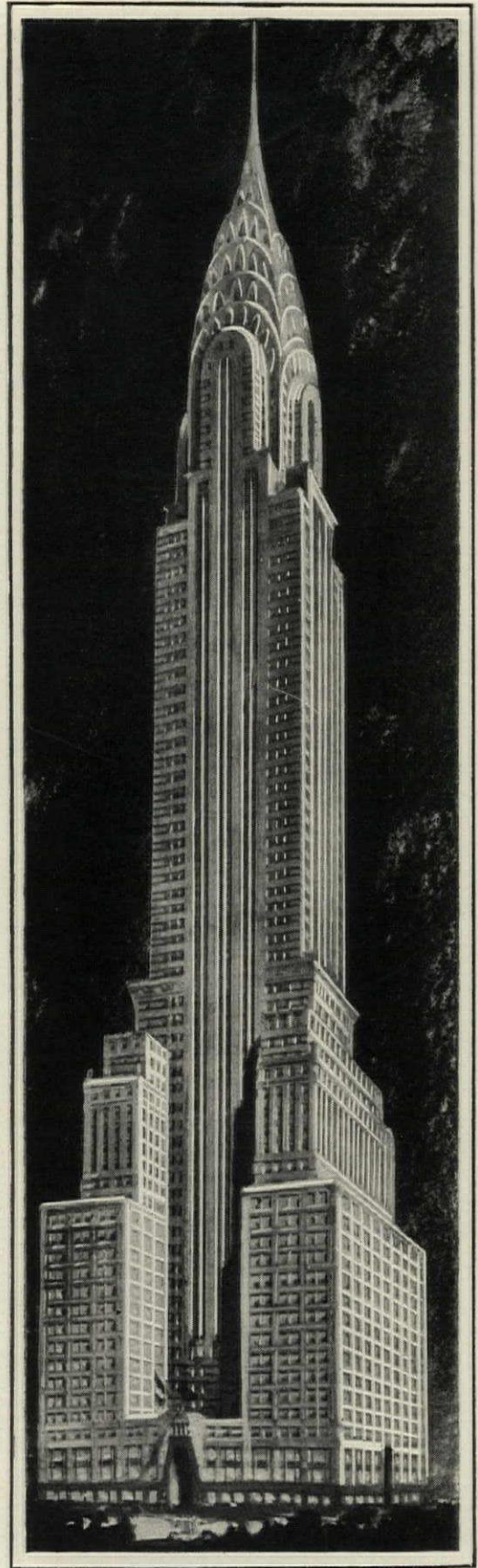
The set-back floors—the 24th, 27th and 31st—will also be furnished with Aluminum backed copings, Aluminum handrails, and handrail supports.

A large cast Aluminum flagpole holder symbolizing the winged cap on the Chrysler car will be placed above the main entrance on the fifth floor level, and from between its wings will arise a flagpole.

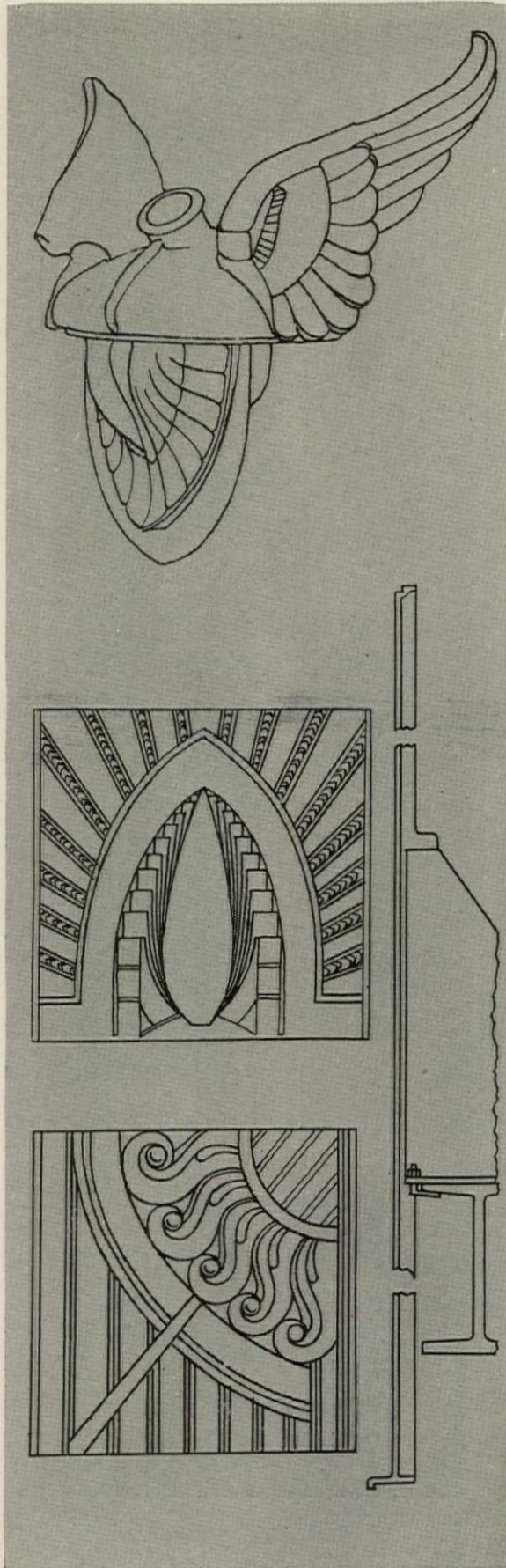
An architectural rendering of the Chrysler Building is shown at the right, and close up pictures of some of the Aluminum fabrications used in its construction will be found on the opposite page.

The Aluminum Alloy was created and fabricated by

ALUMINUM COMPANY OF AMERICA
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ARCHITECTURAL ALUMINUM



[This flagpole holder and the spandrels are described on the two preceding pages of this issue]



THE winged holder, containing a flagpole socket, shown at the upper left in simple outline detail is 7' 9" wide, 7' 9" long, and 4' 10" high from base of wing to tip. It is finished in the natural metal and highly polished.

The two decorative spandrels shown just beneath (with working detail) are approximately 4' 10" square with a wall thickness of $\frac{1}{4}$ ". They are sand cast, sand blasted and high lighted.

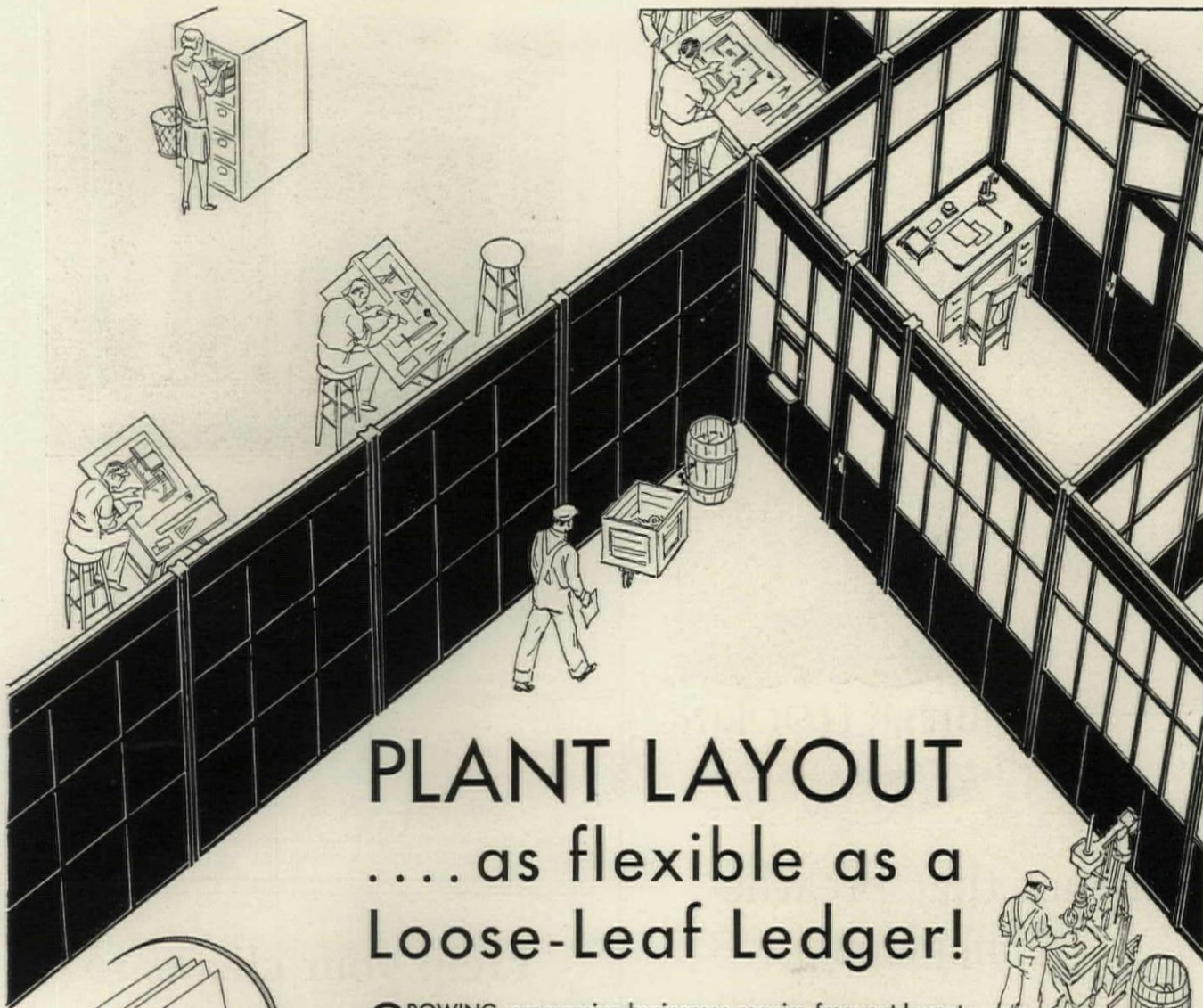
All of these fabrications (including the cast window sills) are made of No. 43 alloy, having a silicon content of 5%. The weight does not exceed .097 pounds per cubic inch and the average tensile strength is not less than 17,000 lbs. per square inch.

This material is very workable. It is light, durable, strong and non-corrodible, and its silvery gray color blends beautifully with almost every decorative scheme.

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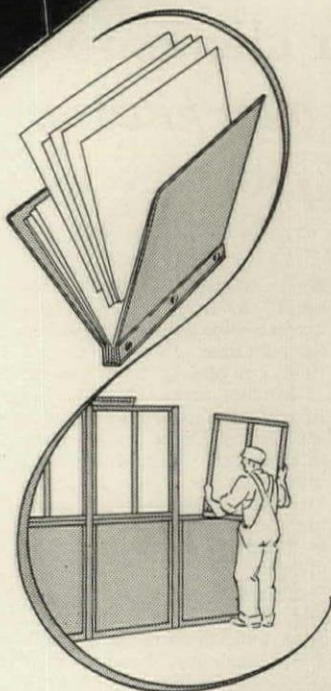
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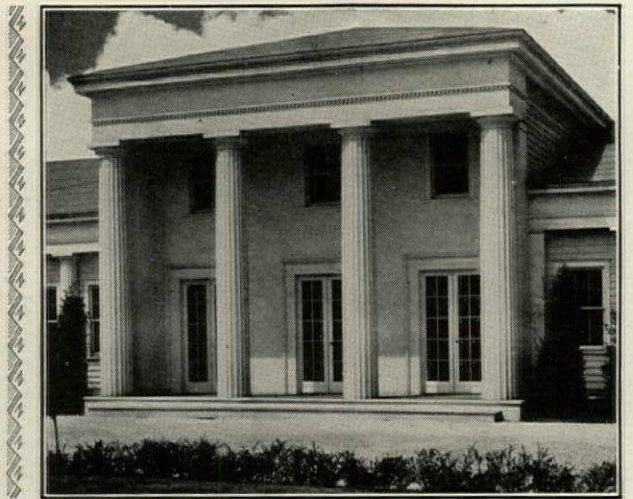
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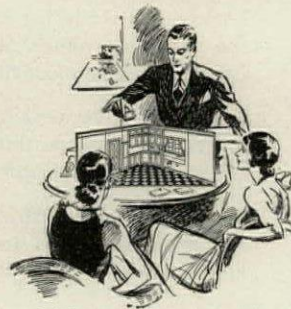
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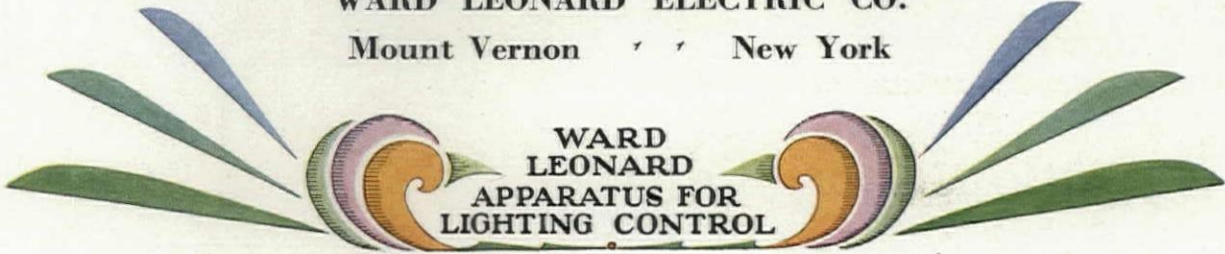
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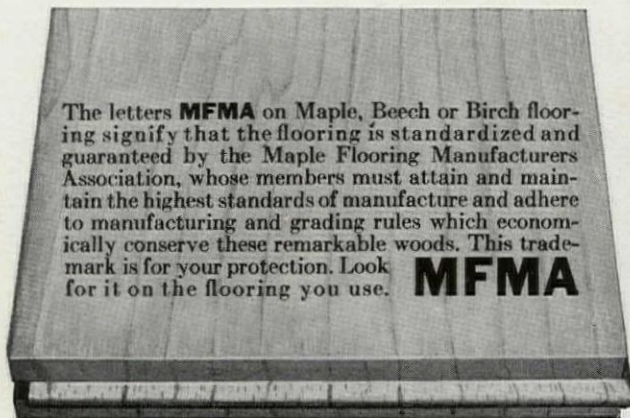


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A Duraflex Tile installation in the Liverpool High School, Liverpool, N. Y. Earl Hallenbeck, Architect, Syracuse, N. Y.



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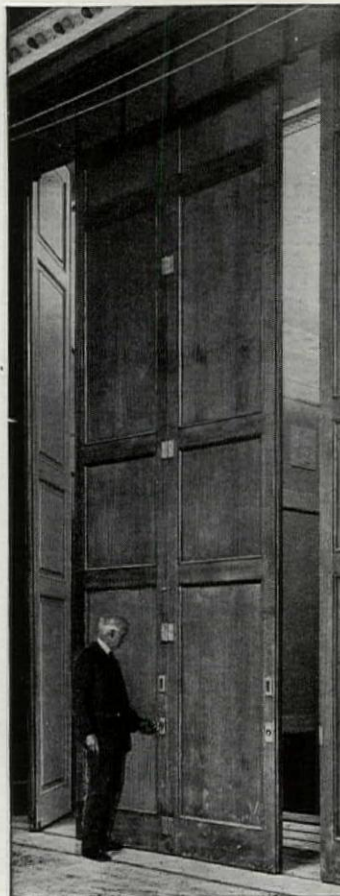
As illustrated at the left, the auditorium receives the benefit of the gymnasium to use as a very large stage, thereby making the gymnasium more valuable because of greatly increased seating facilities. While each may be used separately if desired. This folding partition in the Bexley High School, Columbus, Ohio, is 19 feet high by 60 feet wide.

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FOR THE SERVICE OF ARCHITECTS, ENGINEERS, DECORATORS, AND CONTRACTORS

The publications listed in these columns are the most important of those issued by leading manufacturers identified with the building industry. They may be had without charge unless otherwise noted, by applying on your business stationery to *The Architectural Forum*, 521 Fifth Ave., New York, or the manufacturer direct, in which case kindly mention this publication.

ACOUSTICS

- R. Guastavino Co.**, 40 Court St., Boston.
Akoustolith Plaster. Brochure, 6 pp., 8½ x 11 ins. Important data on a valuable material.
- Johns-Manville Corporation**, New York.
Sound-Absorbing Treatment in Banks and Offices, Booklet, 18 pp., 8½ x 11 ins. Illustrated.
- Sound-Absorbing Treatment in Churches and Religious Institutions. Brochure, 22 pp., 8½ x 11 ins. Illustrated.
- U. S. Gypsum Co.**, 205 W. Monroe St., Chicago, Ill.
A Scientific Solution of an Old Architectural Problem. Folder, 6 pp., 8½ x 11 ins. Describes Sabinite Acoustical Plaster.

ASH HOISTS

- Gillis & Geoghegan, Inc.**, 544 West Broadway, New York.
G & G Telescopic Hoist catalog, 8½ x 11, A.I.A. Standard Classification 301l contains complete descriptions, method of selecting correct model to fit the building's needs, scaled drawings showing space requirements and specifications.

ASH HOISTS—TELESCOPIC

- Gillis & Geoghegan, Inc.**, 544 West Broadway, New York.
G & G Telescopic Hoist catalog, 8½ x 11, A.I.A. Standard Classification 301l contains complete descriptions, method of selecting correct model to fit the building's needs, scaled drawings showing space requirements and specifications.

BRICK

- American Face Brick Association**, 1751 Peoples Life Building, Chicago, Ill.
Brickwork in Italy. 298 pp., size 7½ x 10½ ins., an attractive and useful volume on the history and use of brick in Italy from ancient to modern times, profusely illustrated with 69 line drawings, 300 half-tones, and 20 colored plates, with a map of modern and XII century Italy. Bound in linen. Price now \$3.00, postpaid (formerly \$6.00). Half Morocco, \$7.00.
- Industrial Buildings and Housing. Bound Volume, 112 pp., 8½ x 11 ins. Profusely illustrated. Deals with the planning of factories and employes' housing in detail. Suggestions are given for interior arrangements, including restaurants and rest rooms. Price now \$1.00 postpaid (formerly \$2.00).
- Hanley Company**, Bradford, Pa.
General Catalog. 16 pp., 8½ x 11 ins. Illustrated.
Bradford Reds. Folder. 8 pp., 3 x 8 ins. Illustrated.

CABINET WORK

- Henry Klein & Co.**, 25 Grand Street, Elmhurst, L. I., N. Y.
Driwood Period Mouldings in Ornamented Wood. Brochure, 28 pp., 8½ x 11 ins. Illustrated.
- Ensemble Offices for the Banker and Broker. Folder. 4 pp., 8½ x 11 ins. Illustrated.
- Luxurious Office Partitions in Walnut, Mahogany and Quartered Oak. Folder. 4 pp., 8½ x 11 ins. Illustrated.

CEMENT

- Carney Company, The**, Mankato, Minn.
A Remarkable Combination of Quality and Economy. Booklet, 20 pp., 8½ x 11 ins. Illustrated. Important data on valuable material.
- Kosmos Portland Cement Company**, Louisville, Ky.
Kosmortar for Enduring Masonry. Folder, 6 pp., 3½ x 6½ ins. Data on strength and working qualities of Kosmortar.
- Kosmortar, the Mortar for Cold Weather. Folder, 4 pp., 3½ x 6½ ins. Tells why Kosmortar should be used in cold weather.
- Louisville Cement Co.**, 315 Guthrie St., Louisville, Ky.
BRIXMENT for Perfect Mortar. Self-filing handbook, 8½ x 11 ins. 16 pp. Illustrated. Contains complete technical description of BRIXMENT for brick, tile and stone masonry, specifications, data and tests.
- Portland Cement Association**, Chicago, Ill.
Concrete Masonry Construction. Booklet, 48 pp., 8½ x 11 ins. Illustrated. Deals with various forms of construction.
- Town and Country Houses of Concrete Masonry. Booklet, 20 pp., 8½ x 11 ins. Illustrated.
- Facts About Concrete Building Tile. Brochure, 16 pp., 8½ x 11 ins. Illustrated.
- The Key to Firesafe Homes. Booklet, 20 pp., 8½ x 11 ins. Illustrated.
- Design and Control of Concrete Mixers. Brochure, 32 pp., 8½ x 11 ins. Illustrated.
- Portland Cement Stucco. Booklet, 64 pp., 8½ x 11 ins. Illustrated.

CEMENT—Continued

- Concrete in Architecture. Bound Volume, 60 pp., 8½ x 11 ins. Illustrated. An excellent work, giving views of exteriors and interiors.

CHURCH EQUIPMENT

- John Van Range Co.**, Cincinnati.
Practical Planning for Church Food Service. Booklet, 32 pp., 8½ x 11 ins. Illustrated.

CONCRETE BUILDING MATERIALS

- Concrete Steel Company**, 42 Broadway, New York.
Modern Concrete Reinforcement. Booklet, 32 pp., 8½ x 11 ins. Illustrated.
- Kosmos Portland Cement Company**, Louisville, Ky.
High Early Strength Concrete, Using Standard Kosmos Portland Cement. Folder, 1 page, 8½ x 11 ins. Complete data on securing high strength concrete in short time.

CONCRETE COLORINGS

- The Master Builders Co.**, 7016 Euclid Ave., Cleveland.
Color Mix, Colored Hardened Concrete Floors (integral). Brochure, 16 pp., 8½ x 11 ins. Illustrated. Data on coloring for floors.
- Dychrome. Concrete Surface Hardener in Colors. Folder, 4 pp., 8 x 11 ins. Illustrated. Data on a new treatment.

CONSTRUCTION, FIREPROOF

- Master Builders Co.**, Cleveland, Ohio.
Color Mix. Booklet, 18 pp., 8½ x 11 ins. Illustrated. Valuable data on concrete hardener, waterproofer and dustproofer in permanent colors.
- National Fire Proofing Co.**, 250 Federal St., Pittsburgh, Pa.
Standard Fire Proofing Bulletin 171. 8½ x 11 ins., 32 pp. Illustrated. A treatise on fireproof floor construction.
- North Western Expanded Metal Co.**, 1234 Old Colony Building, Chicago, Ill.
North Western Expanded Metal Products. Booklet, 8½ x 10½ ins. 16 pp. Fully illustrated, and describes different products of this company, such as Kno-burn metal lath, 20th Century Corrugated, Plaster-Sava and Longspan lath channels, etc.
- A. I. A. Sample Book. Bound volume, 8½ x 11 ins., contains actual samples of several materials and complete data regarding their use.

CONSTRUCTION, STONE AND TERRA COTTA

- Cowing Pressure Relieving Joint Company**, 100 North Wells St., Chicago, Ill.
Pressure Relieving Joint for Buildings of Stone, Terra Cotta or Marble. Booklet, 16 pp., 8½ x 11 ins. Illustrated. Deals with preventing cracks, spalls and breaks.

DAMP-PROOFING

- The Master Builders Co.**, 7016 Euclid Ave., Cleveland.
Waterproofing and Dampproofing Specification Manual. Booklet, 18 pp., 8½ x 11 ins. Deals with methods and materials used.
- Waterproofing and Dampproofing. File. 36 pp. Complete descriptions and detailed specifications for materials used in building and concrete.
- Minwax Company, Inc.**, 11 West 42nd St., New York.
Complete Index of all Minwax Products. Folder, 6 pp., 8½ x 11 ins. Illustrated. Complete description and detailed specifications.
- Sonneborn Sons, Inc., L.**, 116 Fifth Ave., New York.
Specification Sheet, 8½ x 11 ins. Descriptions and specifications of compounds for dampproofing interior and exterior surfaces.
- Toch Brothers**, New York, Chicago, Los Angeles.
Handbook of R. I. W. Protective Products. Booklet, 40 pp., 4½ x 7½ ins.

DOORS

- David Lupton's Sons Company**, Philadelphia.
Lupton Commercial Steel Doors. Folder, 8½ x 11 ins. Illustrated.
- Lupton Steel Industrial Doors. Brochure, 8 pp., 8½ x 11 ins. Illustrated. Details and specifications.

DOORS AND TRIM, METAL

- The American Brass Company**, Waterbury, Conn.
Anaconda Architectural Bronze Extruded Shapes. Brochure, 180 pp., 8½ x 11 ins., illustrating and describing more than 2,000 standard bronze shapes of cornices, jamb casings, mouldings, etc.

REQUEST FOR CATALOGS

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SELECTED LIST OF MANUFACTURERS' PUBLICATIONS—Continued from page 73

DOORS AND TRIM, METAL—Continued

- The Kawneer Company, Niles, Michigan.**
Detail sheet, 8½ x 11 ins., with A.I.A. File No. featuring Heavy Welded Bronze Doors.
- Richards-Wilcox Mfg. Co., Aurora, Ill.**
Fire-Doors and Hardware. Booklet, 8½ x 11 ins., 64 pp. Illustrated. Describes entire line of tin-clad and corrugated fire doors, complete with automatic closers, track hangers and all the latest equipment—all approved and labeled by Underwriters' Laboratories.
- Truscon Steel Company, Youngstown, Ohio.**
Copper Alloy Steel Doors. Catalog 110. Booklet, 48 pp., 8½ x 11 ins. Illustrated.

DOORS, SOUNDPROOF

- Irving Hamlin, Evanston, Ill.**
The Evanston Soundproof Door. Folder, 8 pp., 8½ x 11 ins. Illustrated. Deals with a valuable type of door.

DRAINAGE FITTINGS

- Josam Mfg. Co., Michigan City, Ind.**
Josam Products. Booklet, 73 pp., 8½ x 11 ins. Illustrated. A valuable line of accessories.
- Josam-Marsh Grease, Plaster, Sediment and Hair Interceptors.**
Brochure. 7 pp., 8½ x 11 ins. Illustrated.
- Josam New Saw Tooth-Roof Drain.** Folder, 4 pp., 8½ x 11 ins. Illustrated.

DUMBWAITERS

- Sedgwick Machine Works, 151 West 15th St., New York, N. Y.**
Catalog and Service Sheets. Standard specifications, plans and prices for various types, etc. 4¼ x 8¼ ins., 60 pp. Illustrated.
- Catalog and pamphlets, 8½ x 11 ins. Illustrated. Valuable data on dumbwaiters.

ELECTRICAL EQUIPMENT

- Bryant Electric Company, Bridgeport, Conn.**
HookX Plug and Receptacle. Folder, 6 pp., 3½ x 6¼ ins. Illustrated.
- KeNeX Plug and Receptacle.** Folder, 6 pp., 3½ x 6¼ ins. Illustrated.
- Three-wire Polarized Caps and Receptacles.** Leaflet, 8½ x 10 ins. Illustrated.
- Three-wire Polarized Caps and Receptacles for Heavy Duty.** Leaflet, 8½ x 10 ins. Illustrated.
- General Electric Co., Merchandise Dept., Bridgeport, Conn.**
Wiring System Specification Data for Apartment Houses and Apartment Hotels. Booklet, 20 pp., 8 x 10 ins. Illustrated.
- Electrical Specification Data for Architects.** Brochure, 36 pp., 8 x 10½ ins. Illustrated. Data regarding G. E. wiring materials and their use.
- The House of a Hundred Comforts.** Booklet, 40 pp., 8 x 10½ ins. Illustrated. Dwells on importance of adequate wiring.
- Harvey Hubbell, Inc., Bridgeport, Conn.**
Electrical Specialties. Catalog No. 19. 52 pp., 8½ x 10 ins. Illustrated.
- Pick-Barth Company, Inc., Albert, 1200 West 35th St., Chicago, and Cooper Square, New York.**
School Cafeteria. Booklet, 6 x 9 ins. Illustrated. The design and equipment of school cafeterias with photographs of installation and plans for standardized outfits.
- Prometheus Electric Corporation, 360 West 13th St., New York.**
Electric Heating Specialties. Booklet, 24 pages. 8½ x 11 ins. Illustrated. Specialties for heating, cooking, hospitals, organ lofts, etc.
- Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.**
Electric Power for Buildings. Brochure, 14 pp., 8½ x 11 ins. Illustrated. A publication important to architects and engineers.
- Variable-Voltage Central Systems as Applied to Electric Elevators.** Booklet, 12 pp., 8½ x 11 ins. Illustrated. Deals with an important detail of elevator mechanism.
- Modern Electrical Equipment for Buildings.** Booklet, 8½ x 11 ins. Illustrated. Lists many useful appliances.
- Electrical Equipment for Heating and Ventilating Systems.** Booklet, 24 pp., 8½ x 11 ins. Illustrated. This is "Motor Application Circular 7379."
- Westinghouse Panelboards.** Catalog 224. Booklet, 64 pp., 8½ x 11 ins. Illustrated.
- Beauty; Power; Silence; Westinghouse Fans.** (Dealer Catalog 45.) Brochure, 16 pp., 8½ x 11 ins. Illustrated. Valuable information on fans and their uses.
- Electric Range Book for Architects (A. I. A. Standard Classification 31 G-4).** Booklet, 24 pp., 8½ x 11 ins. Illustrated. Cooking apparatus for buildings of various types.
- Westinghouse Commercial Cooking Equipment (Catalog 280).** Booklet, 32 pp., 8½ x 11 ins. Illustrated. Equipment for cooking on a large scale.
- Electric Appliances (Catalog 44-A).** 32 pp., 8½ x 11 ins. Deals with accessories for home use.

ELEVATORS

- Otis Elevator Company, 260 Eleventh Ave., New York, N. Y.**
Otis Push Button Controlled Elevators. Descriptive leaflets, 8½ x 11 ins. Illustrated. Full details of machines, motors and controllers for these types.
- Otis Geared and Gearless Traction. Elevators of All Types.** Descriptive leaflets, 8½ x 11 ins. Illustrated. Full details of machines, motors and controllers for these types.
- Escalators.** Booklet, 8½ x 11 ins., 22 pp. Illustrated. Describes use of escalators in subways, department stores, theaters and industrial buildings. Also includes elevators and dock elevators.
- Richards-Wilcox Mfg. Co., Aurora, Ill.**
Elevators. Booklet, 8½ x 11 ins., 24 pp. Illustrated. Describes complete line of "Ideal" elevator door hardware and checking devices, also automatic safety devices.
- Sedgwick Machine Works, 151 West 15th St., New York, N. Y.**
Catalog and descriptive pamphlets, 4¼ x 8¼ ins., 70 pp. Illustrated. Descriptive pamphlets on hand power freight elevators, sidewalk elevators, automobile elevators, etc.
- Catalog and pamphlets, 8½ x 11 ins. Illustrated. Important data on different types of elevators.

ESCALATORS

- Otis Elevator Company, 260 Eleventh Ave., New York, N. Y.**
Escalators. Booklet, 32 pp., 8½ x 11 ins. Illustrated. A valuable work on an important item of equipment.

FIREPLACE CONSTRUCTION

- H. W. Covert Company, 243 East 44th Street, New York, N. Y.**
Covert Fireplace Construction. Booklet, 12 pp., 8½ x 11 ins. Illustrated. Valuable data on an important topic.

FIREPROOFING

- Concrete Engineering Co., Omaha, Neb.**
Handbook of Fireproof Construction. Booklet, 54 pp., 8½ x 11 ins. Valuable work on methods of fireproofing.
- Concrete Steel Company, 42 Broadway, New York.**
Economical Fireproof Floors for Suburban Buildings. Folder. 4 pp., 8½ x 11 ins. Illustrated.
- North Western Expanded Metal Co., 407 South Dearborn Street, Chicago, Ill.**
A. I. A. Sample Book. Bound volume, 8½ x 11 ins. Contains actual samples of several materials and complete data regarding their use.

FLOOR HARDENERS (CHEMICAL)

- Master Builders Co., Cleveland, Ohio.**
Concrete Floor Treatment. File, 50 pp. Data on securing hardened dustproof concrete.
- Concrete Floor Treatments—Specification Manual.** Booklet, 24 pp., 8½ x 11 ins. Illustrated. Valuable work on an important subject.
- Minwax Company, 11 West 42nd Street, New York, N. Y.**
Concrete Floor Treatments. Folder, 4 pp., 8½ x 11 ins. Illustrated.
- Sonneborn Sons, Inc., L., 116 Fifth Ave., New York, N. Y.**
Lapidolith, the liquid chemical hardener. Complete sets of specifications for every building type in which concrete floors are used, with descriptions and results of tests.
- Toch Brothers, New York, Chicago, Los Angeles.**
Handbook of R. I. W. Protective Products. Booklet, 40 pp., 4¼ x 7½ ins.

FLOORS—STRUCTURAL

- Concrete Steel Company, 42 Broadway, New York.**
Structural Economies for Concrete Floors and Roofs. Brochure, 32 pp., 8½ x 11 ins. Illustrated.
- Truscon Steel Co., Youngstown, Ohio.**
Truscon Floretyle Construction. Booklet, 8½ x 11 ins., 16 pp. Illustrations of actual jobs under construction. Lists of properties and information on proper construction. Proper method of handling and tables of safe loads.
- Structural Gypsum Corporation, Linden, N. J.**
Gypsteel Pre-cast Fireproof Floors. Booklet, 36 pp., 8½ x 11 ins. Illustrated. Data on flooring.

FLOORING

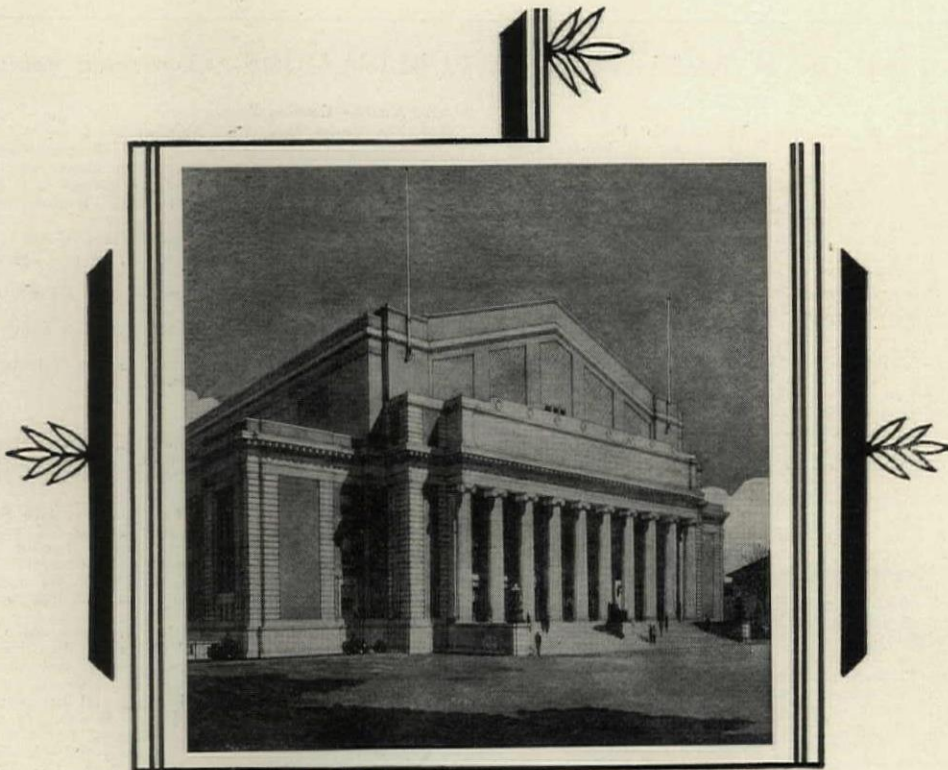
- Armstrong Cork Co. (Linoleum Division), Lancaster, Pa.**
Armstrong's Linoleum Floors. Catalog, 8½ x 11 ins., 44 pp. Color plates. A technical treatise on linoleum, including table of gauges and weights and specifications for installing linoleum floors. Newly revised, February, 1929.
- Armstrong's Linoleum Pattern Book, 1929.** Catalog, 9 x 12 ins., 44 pp. Color plates. Reproduction in color of all patterns of linoleum and cork carpet in the Armstrong line.
- Linoleum Layer's Handbook.** 5 x 7 ins., 36 pp. Instructions for linoleum layers and others interested in learning most satisfactory methods of laying and taking care of linoleum.
- Enduring Floors of Good Taste.** Booklet, 6 x 9 ins., 48 pp. Illustrated in color. Explains use of linoleum for offices, stores, etc., with reproductions in color of suitable patterns, also specifications and instructions for laying.

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Architect—C. H. Johnston
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Cement Makers Since 1883

CARNEY CEMENT
for Brick and Tile Mortar

Specifications
1 part Carney Cement to 3 parts sand.

SELECTED LIST OF MANUFACTURERS' PUBLICATIONS—Continued from page 74

FLOORING—Continued

- Blabon Company, Geo. W.,** Nicetown, Philadelphia, Pa.
Planning the Color Schemes for Your Home. Brochure, illustrated in color; 36 pp., 7½ x 10½ ins. Gives excellent suggestions for use of color in flooring for houses and apartments. Handy Quality Sample Folder of Linoleums. Gives actual samples of "Battleship Linoleum," cork carpet, "Feltex," etc.
- Blabon's Linoleum.** Booklet, illustrated in color; 128 pp., 3½ x 8½ ins. Gives patterns of a large number of linoleums.
- Blabon's Plain Linoleum and Cork Carpet.** Gives quality samples, 3 x 6 ins. of various types of floor coverings.
- Cellized Oak Flooring,** Memphis, Tenn.
Style in Oak Floors. Booklet, 16 pp., 6 x 9 ins. Illustrated.
- Congoleum-Nairn, Inc.,** 195 Belgrove Drive, Kearny, N. J.
Facts you should know about Resilient Floors. A series of booklets on floors for (1) schools, (2) hospitals, (3) offices, (4) stores, (5) libraries, (6) churches, (7) Clubs and Lodges, (8) apartments and hotels. Illustrated.
- Specifications for Resilient Floors. Booklet, 12 pp. A reprint from Sweet's.
- A New Kind of Floor Service. Brochure, 8 pp. Data on Bonded Floors.
- Sealex Battleship Linoleum. Booklet, 12 pp. Illustrated. Shows typical installations.
- Sealex Treadlite Tiles. Two booklets, 8 and 16 pp. Illustrated.
- Colonial Planks. Brochure, 8 pp. Illustrated.
- National Lumber Manufacturers' Association,** Transportation Building, Washington.
Wood Floors. Booklet. 30 pp., 8½ x 11 ins. Illustrated.
- C. Pardee Works,** 9 East 45th St., New York, N. Y., and 1600 Walnut St., Philadelphia, Pa.
Pardee Tiles. Bound Volume, 48 pp., 8½ x 11 ins. Illustrated.
- Structural Gypsum Corporation,** Linden, N. J.
Gypsteel Pre-cast Fireproof Floors. Booklet, 36 pp., 8½ x 11 ins. Illustrated. Data on floorings.
- U. S. Gypsum Co.,** Chicago.
Pyrobar Floor Tile. Folder, 8½ x 11 ins. Illustrated. Data on building floors of hollow tile and tables on floor loading.
- U. S. Rubber Co.,** 1790 Broadway, New York, N. Y.
Period Adaptations for Modern Floors. Brochure, 8 x 11 ins., 60 pp. Richly Illustrated. A valuable work on the use of rubber tile for flooring in interiors of different historic styles.

FURNITURE

- American Seating Co.,** 14 E. Jackson Blvd., Chicago, Ill.
Art Ecclesiastical Booklet, 6 x 9 ins., 48 pp. Illustrations of church fittings in carved wood.
- Theatre Chairs. Booklet, 6 x 9 ins., 48 pp. Illustrations of theatre chairs.
- Kittinger Co.,** 1893 Elmwood Ave., Buffalo, N. Y.
Kittinger Club & Hotel Furniture. Booklet, 20 pp., 6¼ x 9½ ins. Illustrated. Deals with fine line of furniture for hotels, clubs, institutions, schools, etc.
- Kittinger Club and Hotel Furniture. Booklet, 20 pp., 6 x 9 ins. Illustrated. Data on furniture for hotels and clubs.
- A Catalog of Kittinger Furniture. Booklet, 78 pp., 11 x 14 ins. Illustrated. General Catalog.
- McKinney Mfg. Co.,** Pittsburgh, Pa.
Forethought Furniture Plans. Sheets, 6¼ x 9 ins., drawn to ¼-inch scale. An ingenious device for determining furniture arrangement.

GLASS CONSTRUCTION

- Adamson Flat Glass Co.,** Clarksburg, W. Va.
Quality and Dependability. Folder, 2 pp., 8½ x 11 ins. Illustrated. Data in the company's product.
- Libbey-Owens Sheet Glass Co.,** Toledo, Ohio.
Flat Glass. Brochure, 12 pp., 5½ x 7¾ ins. Illustrated. History of manufacture of flat, clear, sheet glass.

GREENHOUSES

- King Construction Company,** North Tonawanda, N. Y.
King Greenhouses for Home or Estate. Portfolio of half-tone prints, varnishes, 8¼ x 10½ ins.
- William H. Lutton Company,** 267 Kearney Ave., Jersey City, N. J.
Greenhouses of Quality. Booklet, 50 pp., 8½ x 11 ins. Illustrated. Conservatories making use of Lutton Patented Galvanized Steel V-Bar.

HARDWARE

- P. & F. Corbin,** New Britain, Conn.
Early English and Colonial Hardware. Brochure, 8½ x 11 ins. An important illustrated work on this type of hardware.
- Locks and Builders' Hardware. Bound Volume, 486 pp., 8½ x 11 ins. An exhaustive, splendidly prepared volume.
- Colonial and Early English Hardware. Booklet, 48 pp., 8½ x 11 ins. Illustrated. Data on hardware for houses in these styles.
- Cutler Mail Chute Company,** Rochester, N. Y.
Cutler Mail Chute Model F. Booklet, 4 x 9¼ ins., 8 pp. Illustrated.

HARDWARE—Continued

- Richards-Wilcox Mfg. Co.,** Aurora, Ill.
Distinctive Garage Door Hardware. Booklet, 8½ x 11 ins., 66 pp. Illustrated. Complete information accompanied by data and illustrations on different kinds of garage door hardware.
- Distinctive Elevator Door Hardware. Booklet, 90 pp., 10½ x 16 ins. Illustrated.
- Russell & Erwin Mfg. Co.,** New Britain, Conn.
Hardware for the Home. Booklet, 24 pp., 3½ x 6 ins. Deals with residence hardware.
- Door Closer Booklet. Brochure, 16 pp., 3½ x 6 ins. Data on a valuable detail.
- Garage Hardware. Booklet, 12 pp., 3½ x 6 ins. Hardware intended for garage use.
- Famous Homes of New England. Series of folders on old homes and hardware in style of each.

HEATING EQUIPMENT

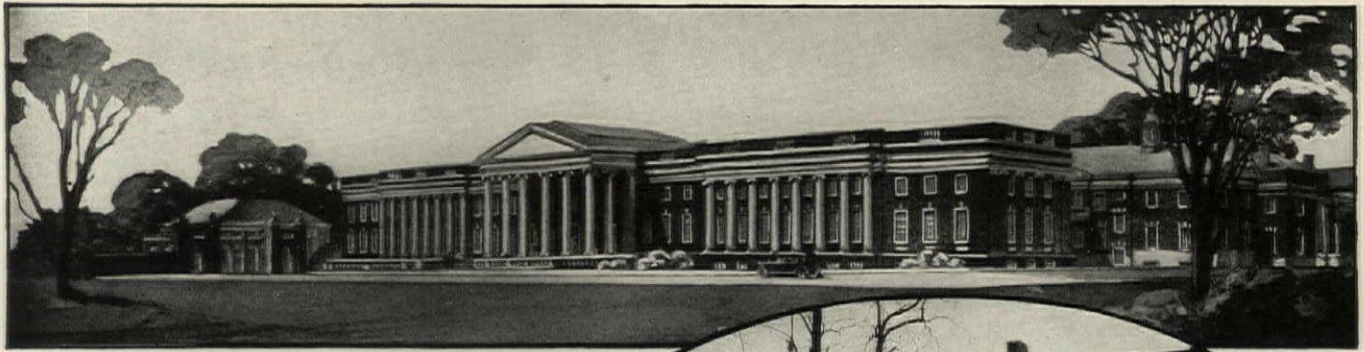
- American Blower Co.,** 6004 Russell St., Detroit, Mich.
Heating and Ventilating Utilities. A binder containing a large number of valuable publications, each 8½ x 11 ins., on these important subjects.
- American Radiator Company, The,** 40 West 40th St., N. Y. C.
Ideal Boilers for Oil Burning. Catalog 5½ x 8½ ins., 36 pp. Illustrated in 4 colors. Describing a line of Heating Boilers especially adapted to use with Oil Burners.
- Corto—The Radiator Classic. Brochure, 5½ x 8½ ins., 16 pp. Illustrated. A brochure on a space-saving radiator of beauty and high efficiency.
- Ideal Arcola Radiator Warmth. Brochure, 6¼ x 9½ ins. Illustrated. Describes a central all-on-one-floor heating plant with radiators for small residences, stores, and offices.
- How Shall I Heat My Home? Brochure, 16 pp., 5¾ x 8½ ins. Illustrated. Full data on heating and hot water supply.
- New American Radiator Products. Booklet, 44 pp., 5 x 7¾ ins. Illustrated. Complete line of heating products.
- A New Heating Problem. Brilliantly Solved. Broadside, 4 pp., 10½ x 15 ins. Illustrated. Data on the IN-AIRID invisible air valve.
- In-Airid, the Invisible Air Valve. Folder, 8 pp., 3½ x 6 ins. Illustrated. Data on a valuable detail of heating.
- The 999 ARCO Packless Radiator Valve. Folder, 8 pp., 3½ x 6 ins. Illustrated.
- James B. Clow & Sons,** 534 S. Franklin St., Chicago, Ill.
Clow Gasteam Vented Heating System. Brochure, 24 pp., 8½ x 11 ins. Illustrated. Deals with a valuable form of heating equipment for using gas.
- C. A. Dunham Company,** 450 East Ohio St., Chicago, Ill.
Dunham Radiator Trap. Bulletin 101, 8 x 11 ins., 12 pp. Illustrated. Explains working of this detail of heating apparatus.
- Dunham Packless Radiator Valves. Bulletin 104, 8 x 11 ins., 8 pp. Illustrated. A valuable brochure on valves.
- Dunham Return Heating System. Bulletin 109, 8 x 11 ins. Illustrated. Covers the use of heating apparatus of this kind.
- Dunham Vacuum Heating System. Bulletin 110, 8 x 11 ins., 12 pp. Illustrated.
- The Dunham Differential Vacuum Heating System. Bulletin 114. Brochure, 12 pp., 8 x 11 ins. Illustrated. Deals with heating for small buildings.
- The Dunham Differential Vacuum Heating System. Bulletin 115. Brochure, 12 pp., 8 x 11 ins. Illustrated. Deals with heating for large buildings.
- The Fulton Sylphon Company,** Knoxville, Tenn.
Sylphon Temperature Regulators. Illustrated brochures, 8½ x 11 ins., dealing with general architectural and industrial applications; also specifically with applications of special instruments.
- Sylphon Heating Specialties. Catalog No. 200, 192 pp., 3½ x 6¼ ins. Important data on heating.
- Hoffman Specialty Company, Inc.,** 25 West 45th St., New York, N. Y.
Heat Controlled With the Touch of a Finger. Booklet, 46 pp., 5¾ x 8¾ ins. Illustrated.
- How to Lock Out Air, the Heat Thief. Brochure, 48 pp., 5 x 7¼ ins. Illustrated.
- Janette Manufacturing Company,** 556 West Monroe Street, Chicago.
More Heat from Any Hot Water System on Less Fuel. Folder. 4 pp., 8½ x 11 ins. Illustrated. Deals with use of the "Hydro-lator."
- S. T. Johnson Co.,** Oakland, Calif.
Johnson Oil Burners. Booklet, 9 pp., 8½ x 11 ins. Illustrated
- Bulletin No. 4A. Brochure, 8 pp., 8½ x 11 ins. Illustrated. Data on different kinds of oil-burning apparatus.
- Bulletin No. 31. Brochure, 8 pp., 8½ x 11 ins. Illustrated. Deals with Johnson Rotary Burner with Full Automatic Control.
- Kewanee Boiler Corporation,** Kewanee, Ill.
Kewanee on the Job. Catalog, 8½ x 11 ins., 80 pp. Illustrated. Showing installations of Kewanee boilers, water heaters, radiators, etc.
- Catalog No. 78, 6 x 9 ins. Illustrated. Describes Kewanee Fire-box Boilers with specifications and setting plans.
- Catalog No. 79, 6 x 9 ins. Illustrated. Describes Kewanee power boilers and smokeless tubular boilers with specifications.

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At right: Hospital Group of Buildings, University of Virginia, Charlottesville, Va.



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- May Oil Burner Corp.**, Baltimore, Md.
Adventures in Comfort. Booklet, 24 pp., 6 x 9 ins. Illustrated. Non-technical data on oil as fuel.
Taking the Quest Out of the Question. Brochure, 16 pp., 6 x 9 ins. Illustrated. For home owners interested in oil as fuel.
- McQuay Radiator Corporation**, 35 East Wacker Drive, Chicago, Ill.
McQuay Visible Type Cabinet Heater. Booklet, 4 pp., 8½ x 11 ins. Illustrated. Cabinets and radiators adaptable to decorative schemes.
McQuay Concealed Radiators. Brochure, 4 pp., 8½ x 11 ins. Illustrated.
McQuay Unit Heater. Booklet, 8 pp., 8½ x 11 ins. Illustrated. Gives specifications and radiator capacities.
- Modine Mfg. Co.**, Racine, Wis.
Modine Copper Radiation. Booklet, 28 pp., 8½ x 11 ins. Illustrated. Deals with industrial, commercial and domestic heating.
A Few Short Years. Folder, 4 pp., 8½ x 11 ins. Illustrated. Heating for garages.
Dairy Plant Heating. Folder, 4 pp., 8½ x 11 ins. Illustrated.
Industrial Heating. Folder, 4 pp., 8½ x 11 ins. Illustrated.
Modine Unit Heater. Folder, 6 pp., 8½ x 11 ins. Illustrated.
- Nash Engineering Company**, South Norwalk, Conn.
Bulletin 85. Booklet, 12 pp., 10¼ x 7½ ins. Illustrated in color. Describes construction and operation of the Jennings Return Line Vacuum Heating Pump.
Bulletin 87. Brochure, 8 pp., 10¼ x 7½ ins. Illustrated in color. Deals with Sizes T and U Jennings Vacuum Heating Pump for 2500 and 5000 square feet equivalent direct radiation.
Bulletin 63. Booklet, 4 pp., 10¼ x 7½ ins. Illustrated. Describes in detail the Unit Type Motor Driven Jennings Condensation Pump.
- National Radiator Corporation**, Johnstown, Pa.
Aero Radiators; Beauty and Worth. Catalog 34. Booklet, 6 x 9 ins., 20 pp., describing and illustrating radiators and accessories.
Six Great Companies Unite to Form a Great Corporation. Booklet, 28 pp., 8½ x 10½ ins. Illustrated. Valuable data on heating.
- Prometheus Electric Corporation**, 360 West 13th St., New York.
Electric Heating Specialties. Booklet, 24 pages. 8½ x 11 ins. Illustrated. Specialties for heating, cooking, hospitals, organ lofts, etc.
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- Sarco Company, Inc.**, 183 Madison Ave., New York City, N. Y.
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- Spencer Heater Co.**, Williamsport, Pa.
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- B. F. Sturtevant Company**, Hyde Park, Boston, Mass.
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- Gillis & Geoghegan, Inc.** 535 West Broadway, New York.
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- The Frink Co., Inc.**, 369 Lexington Ave., New York City.
Catalog 426. 7 x 10 ins., 16 pp. A booklet illustrated with photographs and drawings, showing the types of light for use in

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- hospitals, as operating table reflectors, linolite and multilite concentrators, ward reflectors, bed lights and microscopic reflectors, giving sizes and dimensions, explaining their particular fitness for special uses.
Holophane Company, 342 Madison Avenue, New York.
Lighting Specific for Hospitals. Booklet, 30 pp., 8½ x 11 ins. Illustrated.
The International Nickel Company, 67 Wall St., New York, N. Y.
Hospital Applications of Monel Metal. Booklet, 8½ x 11½ ins., 16 pp. Illustrated. Gives types of equipment in which Monel Metal is used, reasons for its adoption, with sources of such equipment.
Pick-Barth Company, Inc., Albert, 1200 West 35th St., Chicago, and Cooper Square, New York.
Some Thoughts About Hospital Food Service Equipment. Booklet, 22 pp., 7½ x 9½ ins. Valuable data on an important subject.
Prometheus Electric Corporation, 360 West 13th St., New York.
Electric Heating Specialties. Booklet, 24 pages. 8½ x 11 ins. Illustrated. Specialties for heating, cooking, hospitals, organ lofts, etc.

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- Pick-Barth Company, Inc., Albert**, 1200 West 35th St., Chicago, and Cooper Square, New York.
Some Thoughts on Furnishing a Hotel. Booklet, 7½ x 9 ins. Data on complete outfitting of hotels.

INCINERATORS

- Home Incinerator Co.**, Milwaukee, Wis.
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- Josam Mfg. Co.**, Michigan City, Ind.
Josam-Graver Incinerators. Folder, 4 pp., 8½ x 11 ins. Illustrated.
- Kerner Incinerator Company**, 715 E. Water St., Milwaukee, Wis.
Incinerators (Chimney-fed). Catalog No. 15 (Architect and Builders' Edition). Size 8½ x 11 ins., 16 pp. Illustrated. Describes principles and design of Kernerator Chimney-fed Incinerators for residences, apartments, hospitals, schools, apartment hotels, clubs and other buildings. Shows all standard models and gives general information and working data.
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- Armstrong Cork & Insulation Co.**, Pittsburgh, Pa.
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The Cost of Comfort. Booklet, 80 pp., 8½ x 11 ins. Illustrated. A handbook on the economies of dwelling insulation.
Structural Gypsum Corporation, Linden, N. J.
Heat Insulation Value of Gypsteel. Folder, 4 pp., 8½ x 11 ins. Brochure, by Charles L. Norton, of M. I. T.

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- Bates Expanded Steel Truss Co.**, East Chicago, Ind.
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Structural Economies for Concrete Floors and Roofs. Booklet, 32 pp., 8½ x 11 ins. Illustrated.
- Modern Concrete Reinforcement**. Brochure, 32 pp., 8½ x 11 ins. Illustrated.
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- Standard Practice for Placing Havemeyer Reinforcement in Columns, Beams and Slabs. Data sheets, 8½ x 11 ins. Illustrated.

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- The International Nickel Company**, 67 Wall St., New York, N. Y.
Hotels, Restaurants and Cafeteria Applications of Monel Metal. Booklet, 8½ x 11 ins., 32 pp. Illustrated. Gives types of equipment in which Monel Metal is used, with service data and sources of equipment.
- Prometheus Electric Corporation**, 360 West 13th St., New York.
Electric Heating Specialties. Booklet, 24 pages. 8½ x 11 ins. Illustrated. Specialties for heating, cooking, hospitals, organ lofts, etc.
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Practical Planning for Church Food Service. Booklet, 32 pp., 8½ x 11 ins. Illustrated.
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- Milcor Metal Ceiling Catalog. Booklet, 288 pp., 8½ x 11 ins. Illustrated. Data on metal ceiling and wall construction.
- National Steel Fabric Co.**, Pittsburgh, Pa.
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- Steelex for Floors. Booklet, 24 pp., 8½ x 11 ins. Illustrated. Combined reinforcing and form for concrete or gypsum floors and roofs.
- Steelex Data Sheet No. 1. Folder, 8 pp., 8½ x 11 ins. Illustrated. Steeltex for floors on steel joists with round top chords.
- Steelex Data Sheet No. 2. Folder, 8 pp., 8½ x 11 ins. Illustrated. Steeltex for floors on steel joists with flat top flanges.
- Steelex Data Sheet No. 3. Folder, 8 pp., 8½ x 11 ins. Illustrated. Steeltex for folders on wood joists.
- North Western Expanded Metal Co.**, 1234 Old Colony Building, Chicago, Ill.
North Western Expanded Metal Products. Booklet, 8½ x 10¼ ins., 20 pp. Fully illustrated, and describes different products of this company, such as Kno-burn metal lath, 20th Century Corrugated, Plasta-saver and longspan lath channels, etc.
- Longspan ¾-inch Rib Lath. Folder, 4 pp., 8½ x 11 ins. Illustrated. Deals with a new type of V-Rib expanded metal.
- A. I. A. Sample Book. Bound volume, 8½ x 11 ins. Contains actual samples of several materials and complete data regarding their use.
- Norwest Metal Lath. Folder, 8½ x 11 ins. Illustrated. Data on Flat Rib Lath.
- Truscon Steel Company**, Youngstown, Ohio.
Truscon ¾-inch Hy-Rib for Roofs, Floors and Walls. Booklet, 8½ x 11 ins., illustrating Truscon ¾-inch Hy-Rib as used in industrial buildings. Plates of typical construction. Progressive steps of construction. Specification and load tables.

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- Troy Laundry Machinery Co., Inc.**, 9 Park Place, New York City.
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- Laundry Machinery for Small Institutions. Loose-leaf brochure, 50 pp., 8½ x 11 ins. Illustrated.
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- The Frink Co., Inc.**, 369 Lexington Ave., New York, N. Y.
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- Holophane Company, Inc.**, 342 Madison Ave., New York, N. Y.
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- Lighting Specifications for Hospitals. Brochure, 30 pp., 8½ x 11 ins. Illustrated.
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- National Lumber Mfrs. Assn.**, Washington, D. C.
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- Cutler Mail Chute Company**, Rochester, N. Y.
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- Henry Klein & Co., Inc.** 40-46 West 23rd Street, New York.
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- The Georgia Marble Company**, Tate, Ga.; New York Office, 1328 Broadway.
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- Hurt Building, Atlanta; Senior High School and Junior College, Muskegon, Mich. Folders, 4 pp., 8½ x 11 ins. Details.

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- Aluminum Company of America**, Pittsburgh.
Architectural Aluminum. Brochure, 30 pp., 8½ x 11 ins. Illustrated. An excellent booklet on the subject.
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The formula for white-lead and oil plastic paint is 100 lbs. Dutch Boy white-lead (heavy paste), 22 lbs. dry whiting, 1½ gals. Dutch Boy flattening oil, ¼ pint drier. Break up the whiting with the flattening oil and drier. Stir this mixture into the white-lead. The "plastic lead" is now ready for application.



Dutch Boy Red-Lead

Dutch Boy red-lead makes paint that insures complete protection for metal surfaces. Proven beyond question in its ability to lengthen the life of iron and steel, this paint is accepted as the standard. Three coats of paint—made with Dutch Boy red-lead—form a protective coating that eliminates danger from corrosion.

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New York, 111 Broadway • Buffalo, 116 Oak Street •
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• St. Louis, 722 Chestnut Street • San Francisco,
235 Montgomery Street • Boston, National-Boston
Lead Co., 800 Albany Street • Pittsburgh, National
Lead & Oil Co., of Pa., 316 Fourth Avenue • Phila-
delphia, John T. Lewis & Bros. Co., Widener Bldg.

D U T C H B O Y W H I T E - L E A D

SELECTED LIST OF MANUFACTURERS' PUBLICATIONS—Continued from page 80

MILL WORK—See also Wood—Continued

Curtis Windows. Brochure, $7\frac{3}{4} \times 10\frac{1}{2}$ ins. Illustrated.
Curtis Interior Doors. Booklet, $7\frac{3}{4} \times 10\frac{1}{2}$ ins. Illustrated.
Curtis Entrances and Exterior Doors. Brochure, $7\frac{3}{4} \times 10\frac{1}{2}$ ins. Illustrated.

Hartmann-Sanders Company, 2155 Elston Ave., Chicago, Ill.
Column Catalog, $7\frac{1}{2} \times 10$ ins., 48 pp. Illustrated. Contains prices on columns 6 to 36 ins. diameter, various designs and illustrations of columns and installations.

The Pergola Catalog. $7\frac{1}{2} \times 10$ ins., 64 pp. Illustrated. Contains illustrations of pergola lattices, garden furniture in wood and cement, garden accessories.

Klein & Co., Inc., Henry, 11 East 37th St., New York, N. Y.
Two Driwood Interiors. Folder, 4 pp., $6\frac{1}{4} \times 9$ ins. Illustrated. Use of moulding for paneling walls.

A New Style in Interior Decoration. Folder, 4 pp., $6\frac{1}{4} \times 9$ ins. Illustrated. Deals with interior woodwork.

Driwood Period Mouldings in Ornamented Wood. Booklet, 28 pp., $8\frac{1}{2} \times 11$ ins. Illustrated.

How Driwood Period Mouldings in Ornamented Wood Set a New Style in Decoration. Folder.

Roddis Lumber and Veneer Co., Marshfield, Wis.
Roddis Doors. Brochure, 24 pp., $5\frac{1}{2} \times 8\frac{1}{2}$ ins. Illustrated price list of doors for various types of buildings.

Roddis Doors, Catalog G. Booklet, 184 pp., $8\frac{1}{2} \times 11$ ins. Completely covers the subject of doors for interior use.

Roddis Doors for Hospitals. Brochure, 16 pp., $8\frac{1}{2} \times 11$ ins. Illustrated work on hospital doors.

Roddis Doors for Hotels. Brochure, 16 pp., $8\frac{1}{2} \times 11$ ins. Illustrated work on doors for hotel and apartment buildings.

MORTAR AND CEMENT COLORS

Clinton Metallic Paint Co., Clinton, N. Y.
Clinton Mortar Colors. Folder, $8\frac{1}{2} \times 11$ ins., 4 pp. Illustrated in colors, gives full information concerning Clinton Mortar Colors with specific instructions for using them.

Color Card. $3\frac{3}{4} \times 6\frac{1}{2}$ ins. Illustrates in color the ten shades in which Clinton Mortar Colors are manufactured.

Something New in Stucco. Folder, $3\frac{1}{2} \times 6$ ins. An interesting folder on the use of coloring matter for stucco coated walls.

ORNAMENTAL PLASTER

Jacobson & Co., 241 East 44th St., New York, N. Y.
A Book of Old English Designs. Brochure, 47 plates, 12 x 9 ins. Deals with a fine line of decorative plaster work.

Architectural and Decorative Ornaments. Cloth bound volume, 184 pp., 9 x 12 ins., 18 plates. Price, \$3.00. A general catalog of fine plaster ornaments.

Geometrical ceilings. Booklet, 23 plates, 7 x 9 ins. An important work on decorative plaster ceilings.

PAINTS, STAINS, VARNISHES AND WOOD FINISHES

Minwax Company, Inc., 11 West 42nd St., New York.
Color Card and Specifications for Minwax Brick and Cement Coating. Folder, 4 pp., $8\frac{1}{2} \times 11$ ins. Illustrated.

National Lead Company, 111 Broadway, New York, N. Y.
Handy Book on Painting. Book, $5\frac{1}{2} \times 3\frac{3}{4}$ ins., 100 pp. Gives directions and formulae for painting various surfaces of wood, plaster, metals, etc., both interior and exterior.

Red Lead in Paste Form. Booklet, $6\frac{1}{4} \times 3\frac{1}{2}$ ins., 16 pp. Illustrated. Directions and formulae for painting metals.

Came Lead. Booklet, 6 x $8\frac{3}{4}$ ins., 12 pp. Illustrated. Describes various styles of lead comes.

Pratt & Lambert, Inc., Buffalo, N. Y.
Specification Manual for Paint, Varnishing and Enameling. Booklet, 38 pp., $7\frac{1}{2} \times 10\frac{1}{2}$ ins. Complete specifications for painting, varnishing and enameling interior and exterior wood, plaster, and metal work.

Sherwin-Williams Company, 601 Canal Rd., Cleveland, Ohio.
Complete Architectural Specifications for painting, varnishing and lacquering, reprinted from the Sherwin-Williams Architectural Catalogue as it appears in Sweet's Architectural Catalogue. Form Number B 303. $8\frac{1}{2} \times 11$, bound in paper, thirty pages of specifications and color chips; carries A. I. A. file number.

Sonneborn Sons, Inc., L., Dept. 4, 116 Fifth Ave., New York, N. Y.
Paint Specifications. Booklet, $8\frac{1}{2} \times 10\frac{1}{4}$ ins., 4 pp.

Toch Brothers, New York, Chicago, Los Angeles.
Architects' Specification Data. Sheets in loose leaf binder, $8\frac{1}{2} \times 11$ ins., dealing with an important line of materials.

U. S. Gutta Percha Paint Co., Providence, R. I.
Barreled Sunlight. Booklet, $8\frac{1}{2} \times 11$ ins. Data on "Barreled Sunlight" with specifications for its use.

PARCEL DELIVERY DEVICES

Receivador Sales Company, Grand Rapids, Mich.
Architects' Portfolio. Booklet, 12 pp., $8\frac{1}{2} \times 11$ ins. Illustrated. Deals with delivery problems and their solution.

PARTITIONS

Circle A. Products Corporation, New Castle, Ind.
Circle A. Partitions Sectional and Movable. Brochure. Illustrated. $8\frac{1}{2} \times 11\frac{3}{4}$ ins., 32 pp. Full data regarding an important line of partitions, along with Erection Instructions for partitions of three different types.

Dahlstrom Metallic Door Company, Jamestown, N. Y.
Dahlstrom Standard Steel Partitions. Booklet, 24 pp., $8\frac{1}{2} \times 11$ ins. Illustrated.

Irving Hamlin, Evanston, Ill.
Hamlinized Folding Partitions Made from Hamlin's Evanston Soundproof Doors, Sectional and Movable. Folder, 4 pp., $8\frac{1}{2} \times 11$ ins. Illustrated.

Hauserman Company, E. F., Cleveland, Ohio.
Hollow Steel Standard Partitions. Various folders, $8\frac{1}{2} \times 11$ ins. Illustrated. Give full data on different types of steel partitions, together with details, elevations and specifications.

Henry Klein & Co., 25 Grand Street, Elmhurst, L. I., N. Y.
Telesco Partition. Catalog, $8\frac{1}{2} \times 11$ ins., 14 pp. Illustrated. Shows typical offices laid out with Telesco partitions, cuts of finished partition units in various woods. Gives specifications and cuts of buildings using Telesco.

Detailed Instructions for Erecting Telesco Partitions. Booklet, 24 pp., $8\frac{1}{2} \times 11$ ins. Illustrated. Complete instructions, with cuts and drawings, showing how easily Telesco Partition can be erected.

Improved Office Partition Co., 25 Grand St., Elmhurst, L. I., N. Y. (See Henry Klein & Co.)

Richards-Wilcox Mfg. Co., Aurora, Ill.
Partitions. Booklet, 7 x 10 ins., 32 pp. Illustrated. Describes complete line of track and hangers for all styles of sliding parallel, accordion and flush-door partitions.

Telesco Office Partition, 25 Grand St., Elmhurst, L. I., N. Y. (See Henry Klein & Co.)

U. S. Gypsum Co., Chicago, Ill.
Pyrobar Partition and Furring Tile. Booklet, $8\frac{1}{2} \times 11$ ins., 24 pp. Illustrated. Describes use and advantages of hollow tile for inner partitions.

PIPE

American Brass Company, Waterbury, Conn.
Bulletin B-1. Brass Pipe for Water Service. $8\frac{1}{2} \times 11$ ins., 28 pp. Illustrated. Gives schedule of weights and sizes (I.P.S.) of seamless brass and copper pipe, shows typical installations of brass pipe, and gives general discussion of the corrosive effect of water on iron, steel and brass pipe.

American Rolling Mill Company, Middletown, Ohio.
How ARMCO Dredging Products Cut Costs. Booklet, 16 pp., 6 x 9 ins. Data on dredging pipe.

Clow & Sons, James B., 534 S. Franklin St., Chicago, Ill.
Catalog A. 4 x $16\frac{1}{2}$ ins., 700 pp. Illustrated. Shows a full line of steam, gas and water works supplies.

Cohoes Rolling Mill Company, Cohoes, N. Y.
Cohoes Pipe Handbook. Booklet, 40 pp., 5 x $7\frac{1}{2}$ ins. Data on wrought iron pipe.

Duriron Company, Dayton, Ohio.
Duriron Acid, Alkali, Rust-proof Drain Pipe and Fittings. Booklet, 20 pp., $8\frac{1}{2} \times 11$ ins. Illustrated. Important data on a valuable line of pipe.

National Tube Co., Frick Building, Pittsburgh, Pa.
"National" Bulletin No. 2. Corrosion of Hot Water Pipe. $8\frac{1}{2} \times 11$ ins., 24 pp. Illustrated. In this bulletin is summed up the most important research dealing with hot water systems. The text matter consists of seven investigations by authorities on this subject.

"National" Bulletin No. 3. The Protection of Pipe Against Internal Corrosion, $8\frac{1}{2} \times 11$ ins., 20 pp. Illustrated. Discusses various causes of corrosion, and details are given of the deactivating and deaerating systems for eliminating or retarding corrosion in hot water supply lines.

"National" Bulletin No. 25. "National" Pipe in Large Buildings. $8\frac{1}{2} \times 11$ ins., 88 pp. This bulletin contains 254 illustrations of prominent buildings of all types, containing "National" Pipe, and considerable engineering data of value to architects, engineers, etc.

Modern Welded Pipe. Book of 88 pp., $8\frac{1}{2} \times 11$ ins., profusely illustrated with halftone and line engravings of the important operations in the manufacture of pipe.

PLASTER

Best Bros. Keene's Cement Co., Medicine Lodge, Kans.
Information Book. Brochure, 24 pp., 5 x 9 ins. Lists grades of plaster manufactured; gives specifications and uses for plaster.
Plasterers' Handbook. Booklet, 16 pp., $3\frac{1}{2} \times 5\frac{1}{2}$ ins. A small manual for use of plasterers.

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PL

SELECTED LIST OF MANUFACTURERS' PUBLICATIONS—Continued from page 82

PLASTER—Continued

Interior Walls Everlasting. Brochure, 20 pp., 6¼ x 9¼ ins. Illustrated. Describes origin of Keene's Cement and views of buildings in which it is used.

PLUMBING EQUIPMENT

- Clow & Sons, James B.**, 534 S. Franklin St., Chicago, Ill.
Catalog M. 9¼ x 12 ins., 184 pp. Illustrated. Shows complete line of plumbing fixtures for Schools, Railroads and Industrial Plants.
- Crane Company**, 836 S. Michigan Ave., Chicago, Ill.
Plumbing Suggestions for Home Builders. Catalog, 3 x 6 ins., 80 pp. Illustrated.
Plumbing Suggestions for Industrial Plants. Catalog, 4 x 6½ ins., 34 pp. Illustrated.
Planning the Small Bathroom. Booklet, 5 x 8 ins. Discusses planning bathrooms of small dimensions.
- John Douglas Co.**, Cincinnati, Ohio.
Douglas Plumbing Fixtures. Bound volume, 200 pp., 8½ x 11 ins. Illustrated. General catalog.
Another Douglas Achievement. Folder, 4 pp., 8½ x 11 ins. Illustrated. Data on new type of stall.
Hospital. Brochure, 60 pp., 8½ x 11 ins. Illustrated. Deals with fixtures for hospitals.
- Duriron Company**, Dayton, Ohio.
Duriron Acid, Alkali and Rust-Proof Drain Pipe and Fittings. Booklet, 8½ x 11 ins., 20 pp. Full details regarding a valuable form of piping.
- Imperial Brass Mfg. Co.**, 1200 W. Harrison St., Chicago, Ill.
Watrous Patent Flush Valves, Duojet Water Closets, Liquid Soap Fixtures, etc. 8½ x 11 ins., 136 pp., loose-leaf catalog, showing roughing-in measurements, etc.
- Maddock's Sons Company**, Thomas, Trenton, N. J.
Catalog K. 7¼ x 10½ ins., 242 pp. Illustrated. Complete data on vitreous china plumbing fixtures with brief history of Sanitary Pottery.
- Speakman Company**, Wilmington, Del.
Catalog K. Booklet, 150 pp., 8½ x 10½ ins. Illustrated. Data on showers and equipment details.
- Trenton Potteries Company**, Trenton, N. J.
The Blue Book of Plumbing. Bound volume, 182 pp., 8½ x 10½ ins. Illustrated.

PNEUMATIC TUBE SYSTEMS

- G & G Atlas Systems, Inc.**, 544 West Broadway, New York.
12 pp., 8½ x 11. Illustrated booklet of tube systems for retail stores and other buildings.
4 pp., 8½ x 11. Data Sheet showing schematic diagrams for hotel, bank, factory and wholesale buildings, table of sizes, space requirements and preliminary layout steps. A.L.A. 35h21.

PUMPS

- Kewanee Private Utilities Co.**, 442 Franklin St., Kewanee, Ill.
Bulletin E. 7¼ x 10½ ins., 32 pp. Illustrated. Catalog. Complete descriptions, with all necessary data, on Standard Service Pumps, Indian Brand Pneumatic Tanks, and Complete Water Systems, as installed by Kewanee Private Utilities Co.
- Nash Engineering Company**, South Norwalk, Conn.
Bulletin 52. Brochure. 6 pp., 10¼ x 7½ ins. Illustrated in color. Devoted to Jennings Standard Centrifugal Pumps for house service, boosting city water pressure to supply top stories, for circulating warm water, etc.
Bulletin. 97. Booklet. 16 pp., 10¼ x 7½ ins. Illustrated in color. Describes the design, construction and operation of the Jennings Suction Pump.
Bulletin 11. Brochure. 8 pp., 10¼ x 7½ ins. Illustrated in color. Deals with Nash Hytor Vacuum Pumps for air and gases.
- The Trane Co.**, La Crosse, Wis.
Trane Small Centrifugal Pumps. Booklet, 3¼ x 8 ins., 16 pp. Complete data on an important type of pump.

RAMPS

- Ramp Buildings Corporation**, 21 East 40th St., New York, N. Y.
Building Garages for Profitable Operation. Booklet, 8½ x 11 ins., 16 pp. Illustrated. Discusses the need for modern mid-city, parking garages, and describes the d'Humy Motoramp system of design, on the basis of its superior space economy and features of operating convenience. Gives cost analyses of garages of different sizes, and calculates probable earnings.
Garage Design Data. Series of informal bulletins issued in loose-leaf form, with monthly supplements.

REFRIGERATION

- The Fulton Syphon Company**, Knoxville, Tenn.
Temperature Control of Refrigeration Systems. Booklet, 8 pp., 8½ x 11 ins. Illustrated. Deals with cold storage, chilling of water, etc.
- North Western Expanded Metal Company**, Chicago, Ill.
Designing Data. Book, 6 x 9 ins., 96 pp. Illustrated. Covers the use of Econo Expanded Metal for various types of reinforced concrete construction.

REINFORCED CONCRETE—See also Construction, Concrete

- Longspan ¼-inch Rib Lath. Folder, 4 pp., 8½ x 11 ins. Illustrated. Deals with a new type of V-Rib expanded metal.
- Truscon Steel Company**, Youngstown, Ohio.
Shearing Stresses in Reinforced Concrete Beams. Booklet, 8½ x 11 ins., 12 pp.

RESTAURANT EQUIPMENT

- John Van Range Company**, Cincinnati.
Planning Restaurants That Make Money. Booklet, 78 pp., 8½ x 11 ins. Illustrated. Excellent work on equipment.

ROOFING

- The Barrett Company**, 40 Rector St., New York City.
Architects' and Engineers' Built-up Roofing Reference Series; Volume IV Roof Drainage System. Brochure, 64 pp., 8½ x 11¼ ins. Gives complete data and specifications for many details of roofing.
- Federal Cement Tile Co.**, 608 S. Dearborn Street, Chicago.
Catalog and Roof Standards. Booklet, 36 pp., 8½ x 11 ins. Illustrated. Describes Featherweight Concrete Insulating Roof Slabs, including complete data, weights and dimensions, specifications and detail drawings. Also includes complete information on Featherweight Nailing Concrete Roof Slabs for use with ornamented slate or copper covering. The catalog is profusely illustrated and contains also a partial list of users.
Examples of Theaters and Theater Roofs. Brochure, 16 pp., 8½ x 11 ins., Illustrated. Contains views of theaters designed by some of the country's leading architects.
Federal Interlocking Tile and Glass Tile. 4 pp., 8½ x 11 ins. Illustrates and describes complete roof or precast concrete slabs requiring no composition covering.
- Heinz Roofing Tile Co.**, 1925 West Third Avenue, Denver, Colo.
Plymouth-Shingle Tile with Sprocket Hips. Leaflet, 8½ x 11 ins. Illustrated. Shows use of English shingle tile with special hips.
Italian Promenade Floor Tile. Folder, 2 pp., 8½ x 11 ins. Illustrated. Floor tiling adapted from that of Davanzati Palace.
Mission Tile. Leaflet, 8½ x 11 ins. Illustrated. Tile such as are used in Italy and Southern California.
Georgian Tile. Leaflet, 8½ x 11 ins. Illustrated. Tiling as used in old English and French farmhouses.
- Johns-Manville Corporation**, New York.
The New Book of Roofs. Brochure, 24 pp., 8½ x 11 ins. Illustrated. Roofing from the Architect's point of view.
- Ludowici-Celadon Company**, 104 So. Michigan Ave., Chicago, Ill.
"Ancient" Tapered Mission Tiles. Leaflet, 8½ x 11 ins., 4 pp. Illustrated. For architects who desire something out of the ordinary this leaflet has been prepared. Describes briefly the "Ancient" Tapered Mission Tiles, hand-made with full corners and designed to be applied with irregular exposures.
- Milwaukee Corrugating Co.**, Milwaukee.
Milcor Architectural Sheet Metal Guide. Booklet. 72 pp., 8½ x 11 ins. Illustrated. Metal tile roofing, skylights, ventilators, etc.
Milcor Sheet Metal Handbook. Brochure. 128 pp., 8½ x 11 ins. Illustrated. Deals with rain-carrying equipment, etc.
- Structural Gypsum Corporation**, Linden, N. J.
Relative Effectiveness of Various Types of Roofing Construction in Preventing Condensation of the Under Surface. Folder, 4 pp., 8¼ x 11 ins. Important data on the subject.
Gypsteel Pre-cast Fireproof Roofs. Booklet, 48 pp., 8½ x 11 ins. Illustrated. Information regarding a valuable type of roofing.
- U. S. Gypsum Co.**, Chicago, Ill.
Pyrobar Roof Construction. Booklet, 8 x 11 ins., 48 pp. Illustrated. Gives valuable data on the use of tile in roof construction.
Sheetrock Pyrofill Roof Construction. Folder, 8½ x 11 ins. Illustrated. Covers use of roof surfacing which is poured in place.

SCHOOL EQUIPMENT

- John Van Range Co.**, Cincinnati.
Practical Planning for School Service. Booklet, 32 pp., 8½ x 11 ins. Illustrated.

SEWAGE DISPOSAL

- Kewanee Private Utilities**, 442 Franklin St., Kewanee, Ill.
Specification Sheets. 7¼ x 10½ ins., 40 pp. Illustrated. Detailed drawings and specifications covering water supply and sewage disposal systems.
- Nash Engineering Company**, South Norwalk, Conn.
Bulletin 67. Booklet. 16 pp. 10¼ x 7½ ins. Illustrated in color. Describes Type A Jennings Sewage Ejector for handling Un-screened sewage and raising it from basements below sewer level.
Bulletin 103. Brochure. 16 pp. 10¼ x 7½ ins. Illustrated in color. Deals with small size Type B Jennings Sewage Ejector.

SCREENS

- American Brass Co.**, The, Waterbury, Conn.
Facts for Architects About Screening. Illustrated folder, 9½ x 11¼ ins., giving actual samples of metal screen cloth and data on fly screens and screen doors.

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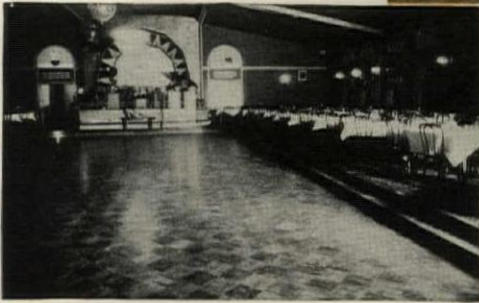


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SELECTED LIST OF MANUFACTURERS' PUBLICATIONS—Continued from page 84

SCREENS—Continued

- Athey Company**, 6015 West 65th St., Chicago, Ill.
The Athey Perennial Window Shade. An accordion pleated window shade, made from translucent Herringbone woven Coult cloth, which raises from the bottom and lowers from the top. It eliminates awnings, affords ventilation, can be dry-cleaned and will wear indefinitely.
- Orange Screen Co.**, Maplewood, N. J.
Orsco Aluminum Screens. Booklet, 8 pp., 8 x 11 ins. Illustrated. Data on a valuable line of screens.
- Orsco Screens and Other Products. Brochure, 20 pp., 8 x 11 ins. Illustrated. Door and window screens and other hardware.

SHADE CLOTH AND ROLLERS

- Columbia Mills, Inc.**, 225 Fifth Avenue, New York, N. Y.
Window Shade Data Book. Folder, 28 pp., 8½ x 11 ins. Illustrated.

SHELVING-STEEL

- David Lupton's Sons Company**, Philadelphia, Pa.
Lupton Steel Shelving. Catalog E. Illustrated brochure, 40 pp., 8½ x 11 ins. Deals with steel cabinets, shelving, racks, doors, partitions, etc.

STEEL PRODUCTS FOR BUILDING

- Bethlehem Steel Company**, Bethlehem, Pa.
Steel Joists and Stanchions. Booklet, 72 pp., 4 x 6¼ ins. Data for steel for dwellings, apartment houses, etc.
- Steel Frame House Company**, Pittsburgh, Pa. (Subsidiary of McClintic-Marshall Corp.)
Steel Framing for Dwellings. Booklet, 16 pp., 8½ x 11 ins. Illustrated.
- Steel Framing for Gasoline Service Stations. Brochure, 8 pp., 8½ x 11 ins. Illustrated.
- Steel Frame Standard Gasoline Service Stations. Booklet, 8 pp., 8½ x 11 ins. Illustrated. Three standard designs of stations.
- Westinghouse Electric & Mfg. Co.**, East Pittsburgh, Pa.
The Arc Welding of Structural Steel. Brochure, 32 pp., 8½ x 11 ins. Illustrated. Deals with an important structural process.

STONE, BUILDING

- Indiana Limestone Company**, Bedford, Ind.
Volume 3. Series A-3. Standard Specifications for Cut Indiana Limestone work, 8½ x 11 ins., 56 pp. Containing specifications and supplementary data relating to the best methods of specifying and using this stone for all building purposes.
- Volume 1. Series B. Indiana Limestone Library. 6 x 9 ins., 36 pp. Illustrated. Giving general information regarding Indiana Limestone, its physical characteristics, etc.
- Volume 4. Series B. Booklet. New Edition, 8½ x 11 ins., 64 pp. Illustrated. Indiana Limestone as used in Banks.
- Volume 5. Series B. Indiana Limestone Library. Portfolio, 11½ x 8¾ ins. Illustrated. Describes and illustrates the use of stone for small houses with floor plans of each.
- Volume 6. Series B. Indiana Limestone School and College Buildings. 8½ x 11 ins., 80 pp. Illustrated.
- Volume 12. Series B. Distinctive Homes of Indiana Limestone. 8½ x 11 ins., 48 pp. Illustrated.
- Old Gothic Random Ashlar. 8½ x 11 ins., 16 pp. Illustrated.

STORE FRONTS

- Brasco Manufacturing Co.**, 5025-35 South Wabash Ave., Chicago, Ill.
Catalog No. 33. Series 500. All-Metal Construction. Brochure, 20 pp., 8½ x 11 ins. Illustrated. Deals with store fronts of a high class.
- Catalog No. 34. Series 202. Standard construction. Booklet, 16 pp., 8½ x 11 ins. Illustrated, complete data on an important type of building.
- Detail Sheets. Set of seven sheets, 8½ x 11 ins., printed on tracing paper, giving full-sized details and suggestions for store front designs.
- Davis Solid Architectural Bronze Sash. Set of six sheets, 8½ x 11 ins., printed on tracing paper. Full-sized details and suggestions for designs of special bronze store front construction.
- The Kawneer Company**, Niles, Mich.
Catalog M, 1929 Edition, 64 pages, 8½ x 11 ins., with the A.I.A. File No., profusely illustrated. General Catalog.
- Detail Sheet and descriptive folder, 8½ x 11 ins., with A.I.A. File No. featuring "B" Store Front Construction, designed along modernistic lines.

STORE FRONTS—Continued

- Modern Bronze Store Front Co.**, Chicago Heights, Ill.
Introducing Extruded Bronze Store Front Construction. Folder, 4 pp., 8½ x 11 ins. Illustrated. Contains full-sized details of metal store fronts.
- Zouri Drawn Metals Company**, Chicago Heights, Ill.
Zouri Safety Key-Set Store Front Construction. Catalog, 8½ x 10½ ins., 60 pp. Illustrated. Complete information with detailed sheets and installation instructions convenient for architects' files.
- International Store Front Construction. Catalog, 8½ x 10 ins., 70 pp. Illustrated. Complete information with detailed sheets and installation instructions convenient for architects' files.
- Store Fronts by Zouri. Booklet, 30 pp., 9 x 12 ins. Illustrated.

TELEPHONE SERVICE ARRANGEMENTS

- All Bell Telephone Companies**. Apply nearest Business Office, or American Telephone and Telegraph Company, 195 Broadway, New York.
- Planning for Home Telephone Conveniences. Booklet, 52 pp., 8½ x 11 ins. Illustrated.
- Planning for Telephones in Building. Brochure, 74 pp., 8½ x 11 ins. Illustrated.

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- National Terra Cotta Society**, 19 West 44th St., New York, N. Y.
Standard Specifications for the Manufacture, Furnishing and Setting of Terra Cotta. Brochure, 8½ x 11 ins., 12 pp. Complete Specification, Glossary of Terms Relating to Terra Cotta and Short Form Specification for incorporating in Architects' Specification.
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- National Fire-Proofing Co.**, 250 Federal Street, Pittsburgh.
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- Natco Double Shell Load Bearing Tile Bulletin. 8½ x 11 ins., 6 pp. Illustrated.
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- Hanley Company**, Bradford, Pa.
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- C. Pardee Works**, 9 East 45th St., New York, N. Y., and 1600 Walnut St., Philadelphia, Pa.
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- United States Quarry Tile Co.**, Parkersburg, W. Va.
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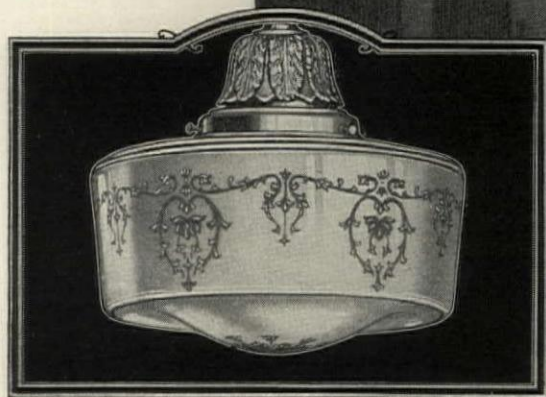
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Acid-proof Exhaust Fans. Folder, 8 x 10½ ins., 8 pp. Data regarding fans for ventilation of laboratory fume hoods.
Specification Form for Acid-proof Exhaust Fans. Folder, 8 x 10½ ins.
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Protectomotor High Efficiency Industrial Air Filters. Booklet, 20 pp., 8½ x 11 ins. Illustrated. Data on valuable detail of apparatus.

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Architects' Specification Data. Sheets in loose leaf binder, 8½ x 11 ins., dealing with an important line of materials.

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- Athey Company**, 6035 West 65th St., Chicago, Ill.
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- Detroit Steel Products Co.**, 2250 E. Grand Boulevard, Detroit.
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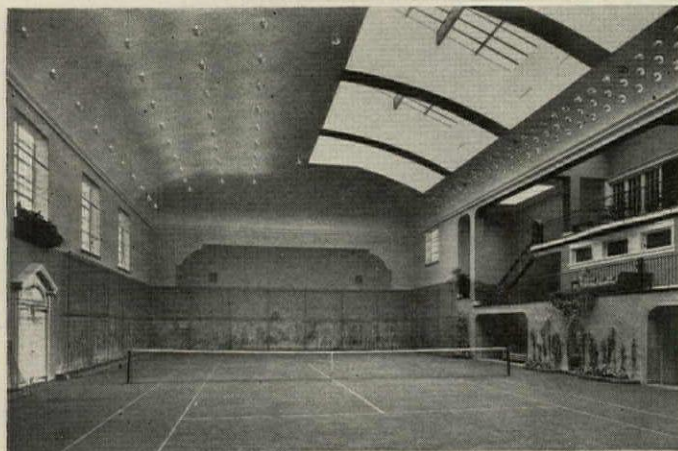
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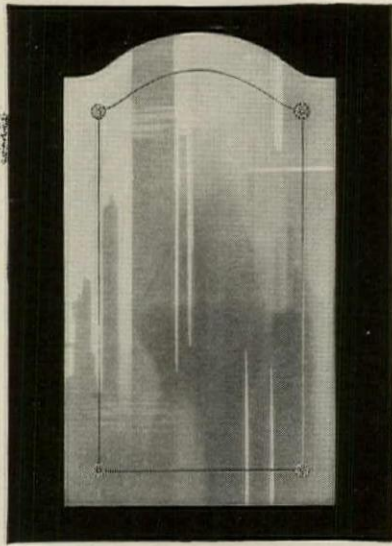
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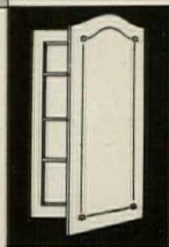
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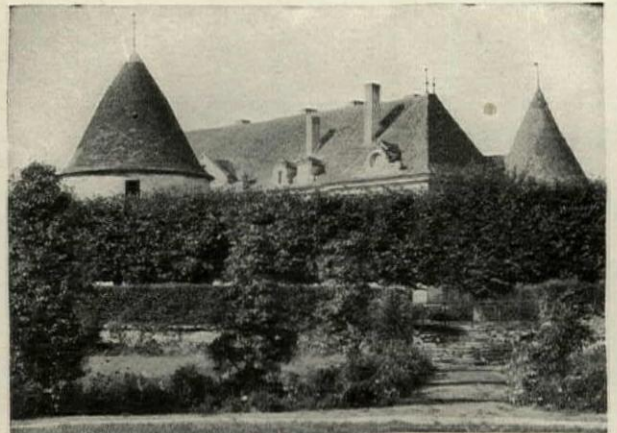
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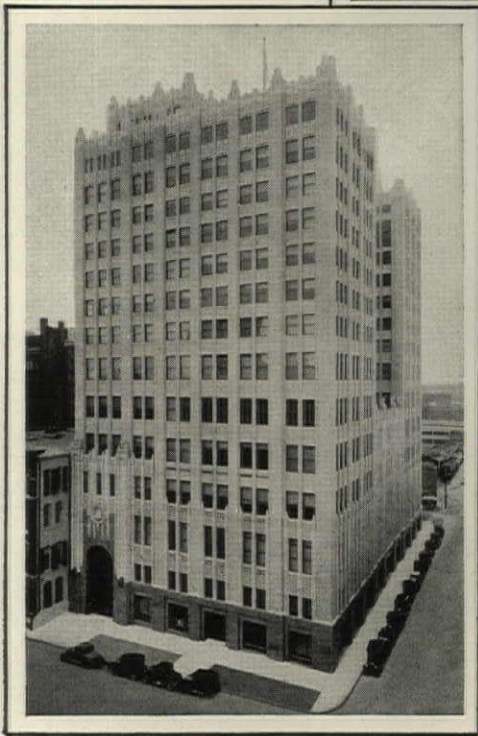
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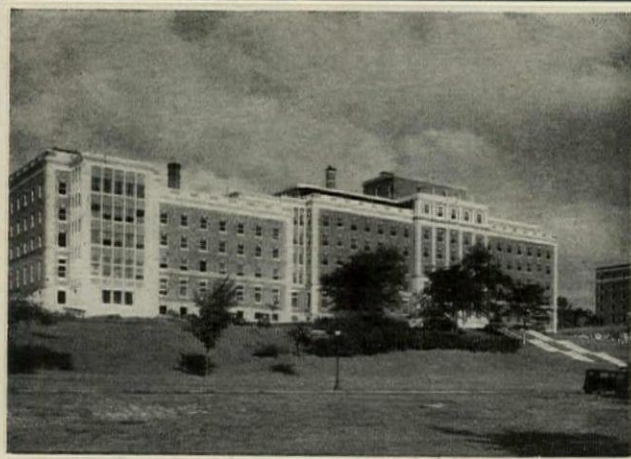
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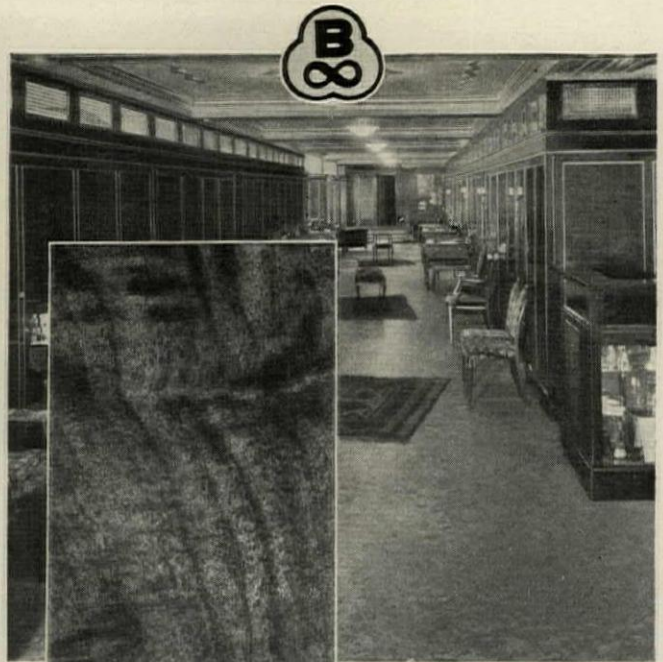
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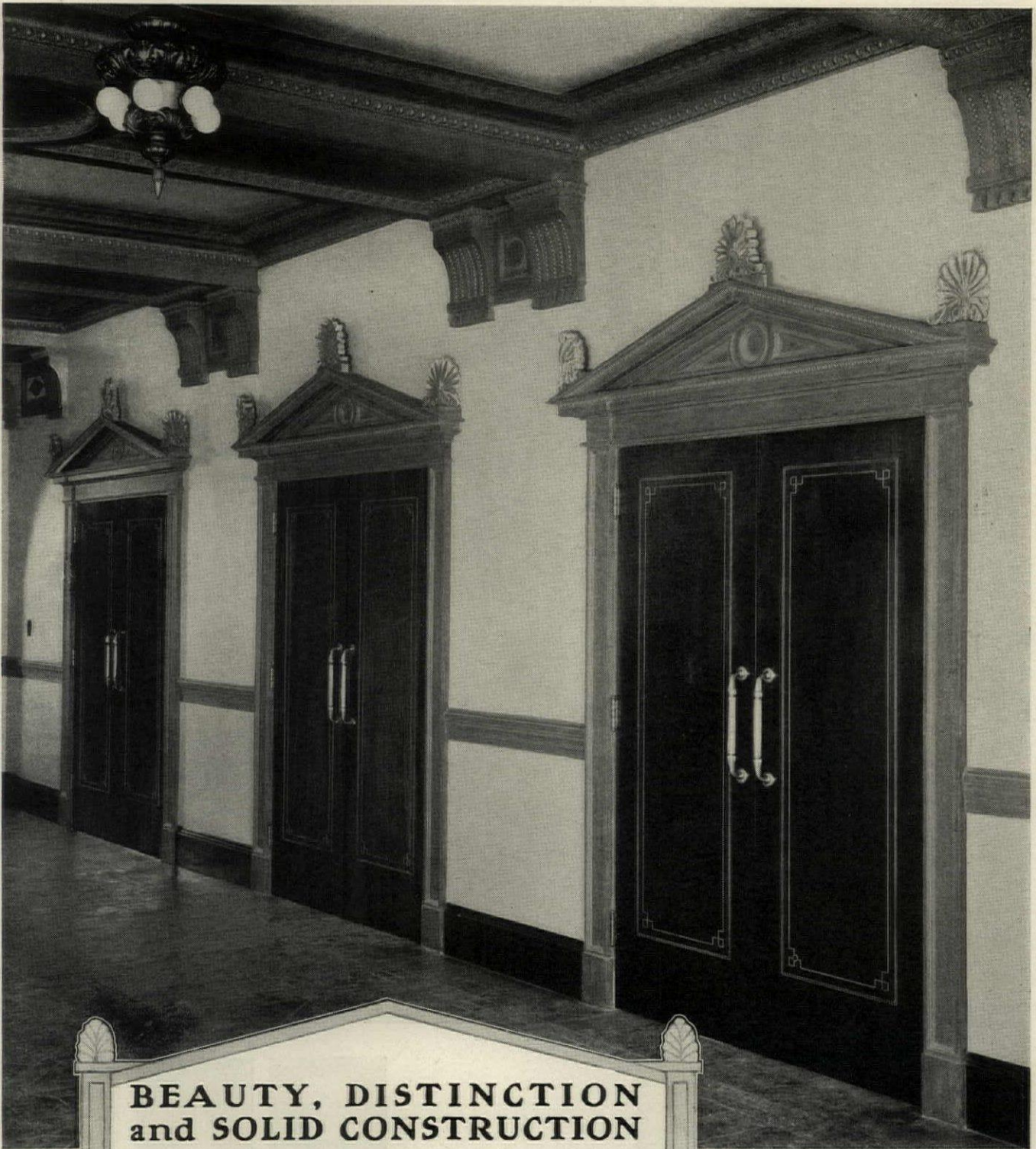
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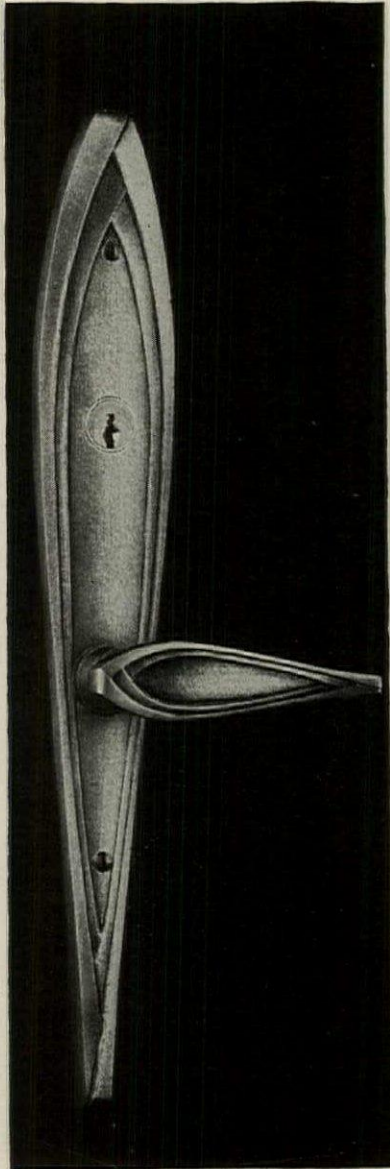
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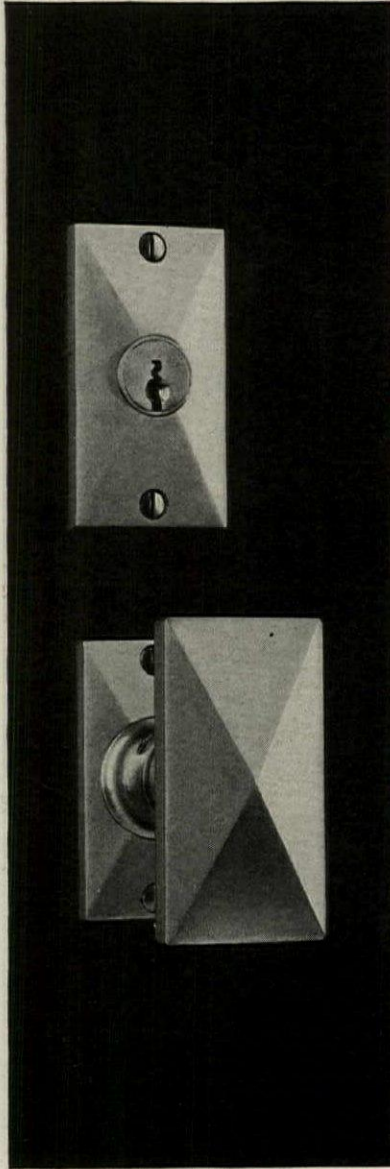
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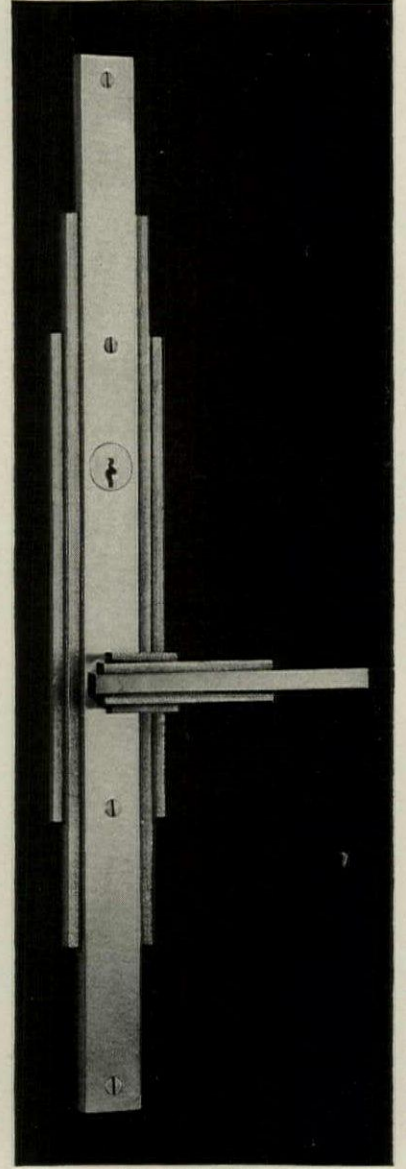
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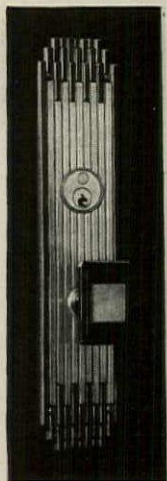
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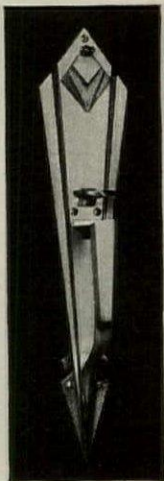
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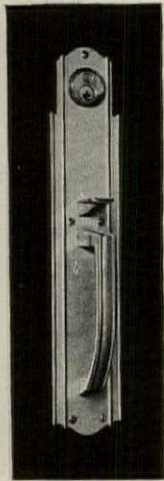
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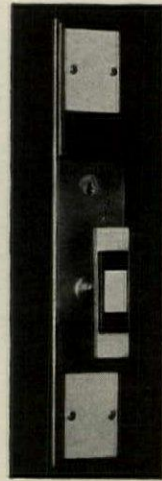
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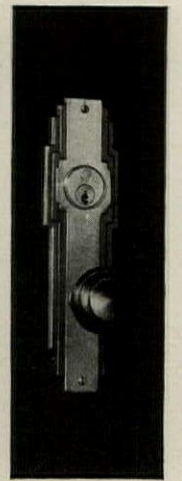
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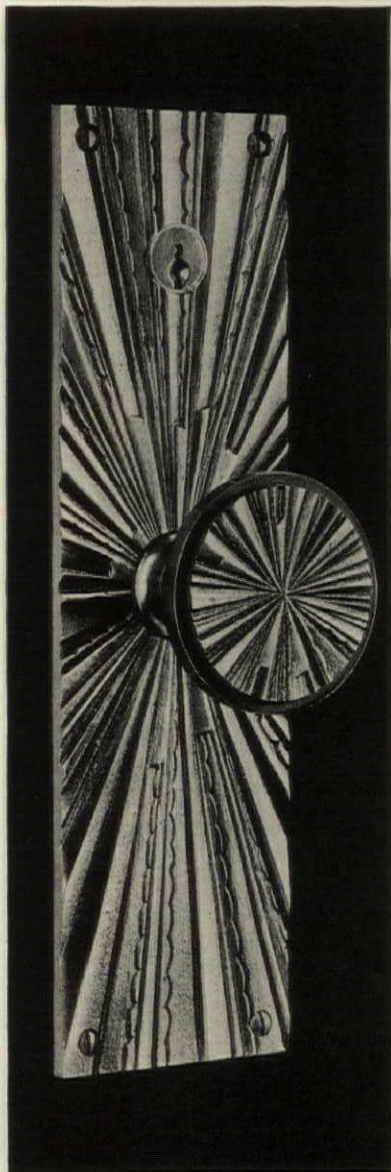
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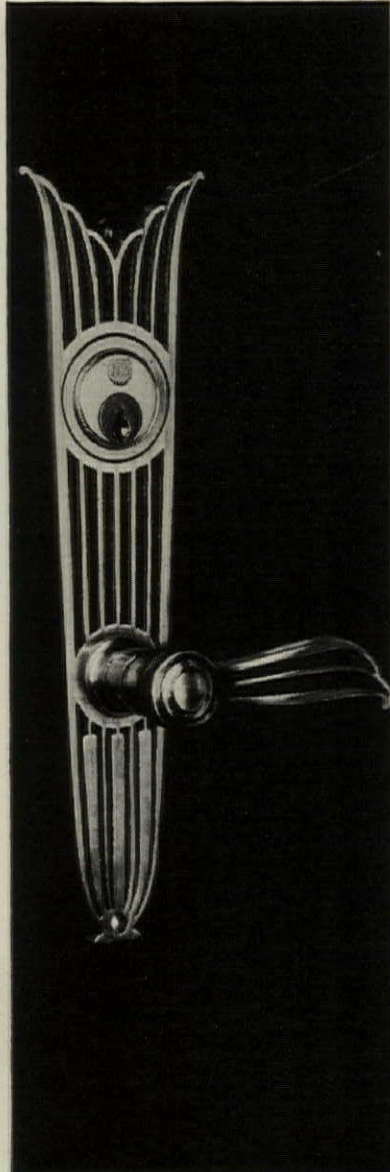
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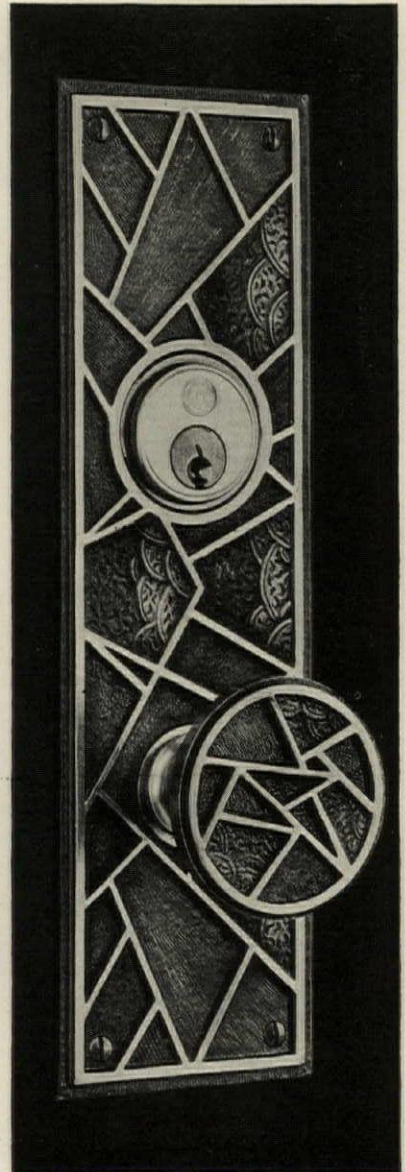
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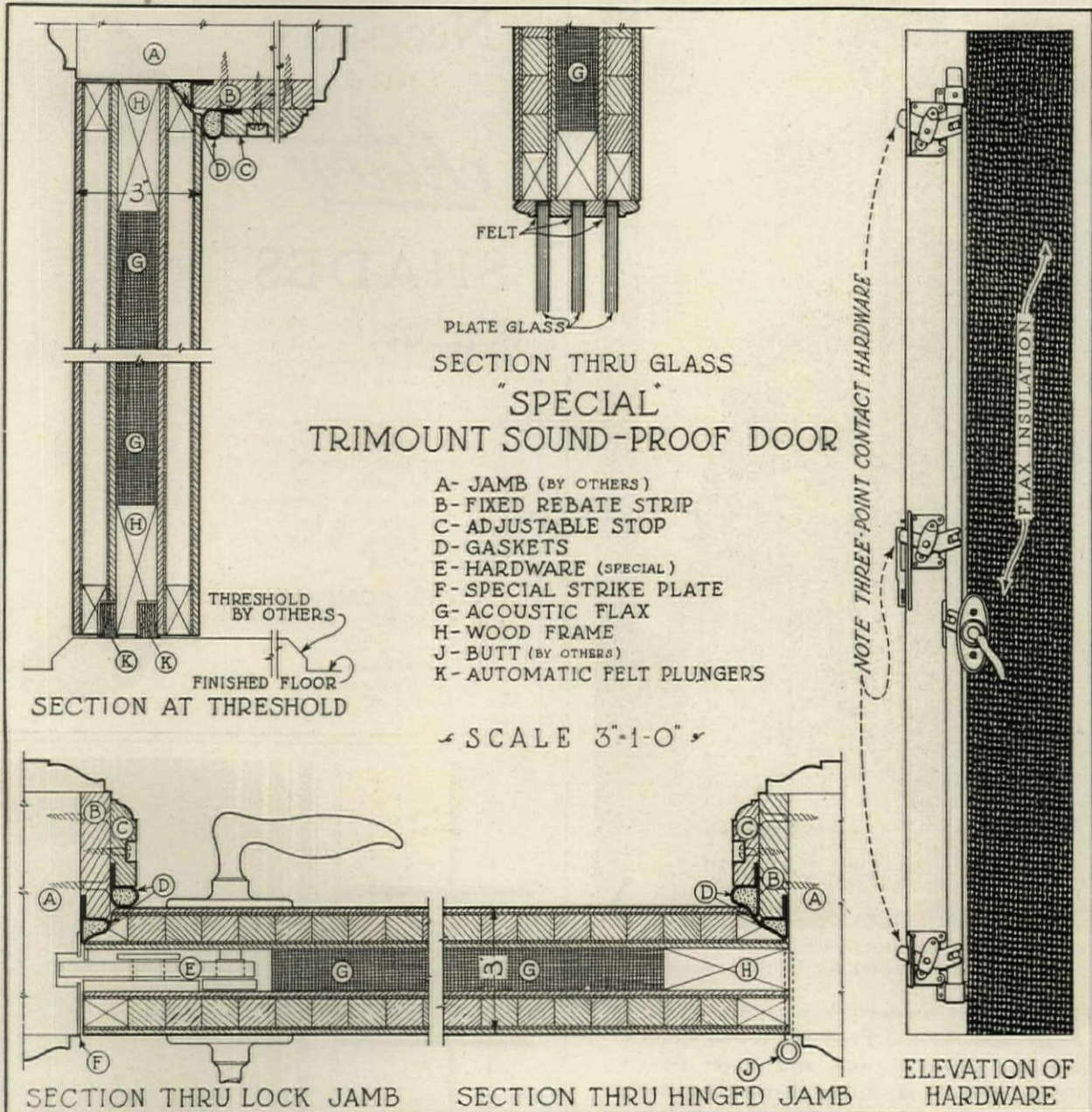
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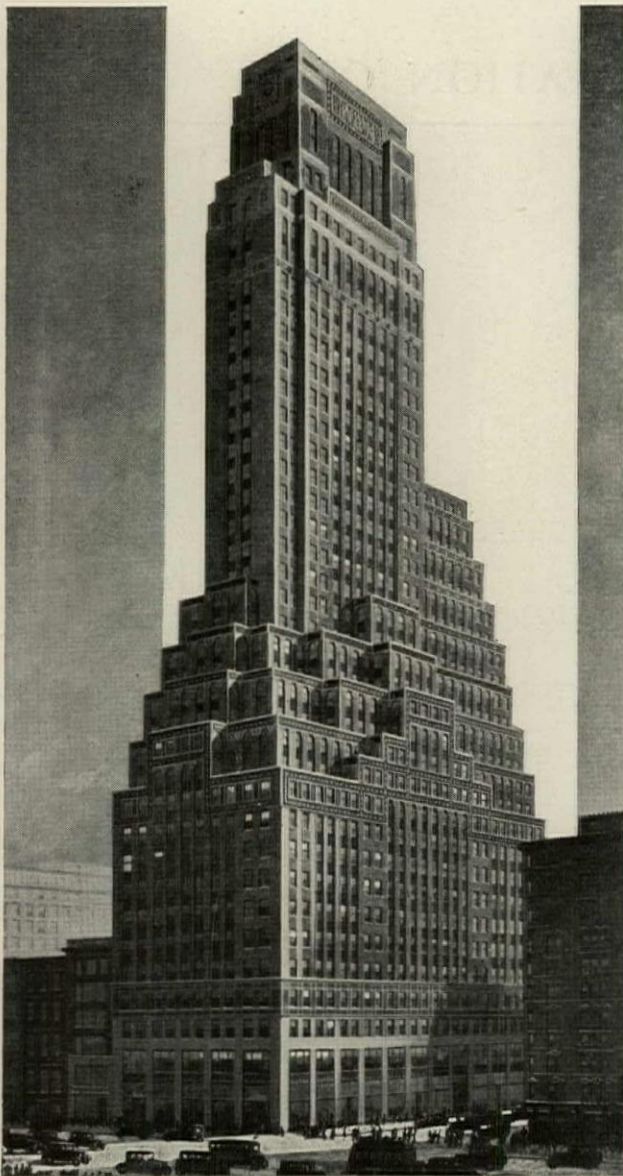
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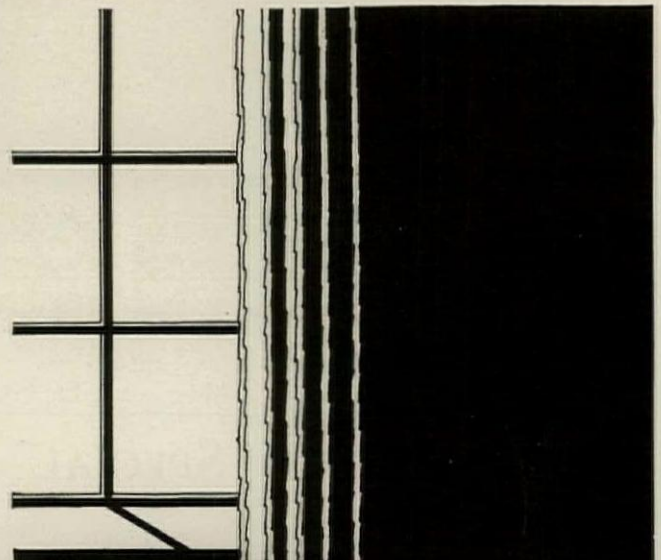
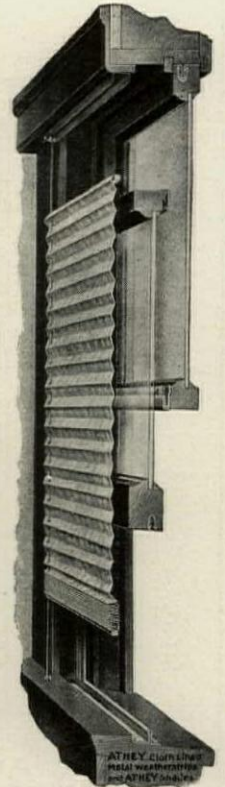


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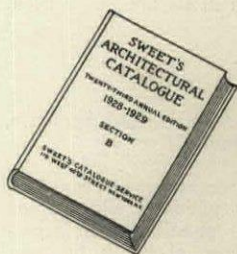
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REVIEWS OF MANUFACTURERS' PUBLICATIONS

WHITEHEAD & KALES COMPANY, Detroit. "Vaporflo."
Important data on supplying humidity in the home.

When the temperature outside of the house is at zero, the air can hold only half a grain of moisture per cubic foot. This air, when warmed, permeates the house. When its temperature has been raised by the heating plant to 70°, the air can carry eight grains of moisture per cubic foot or 16 times the amount that it actually was carrying. The air in the house is thirsty, so thirsty that it will rob the moisture from respiratory organs and steal natural oils from hands, face and hair. Excessive evaporation chills the body and lowers resistance to disease. This very interesting folder describes "Vaporflo" a household humidifying device. Vaporflo is a compact device adapted for installation on steam, hot water, vapor vacuum, and warm air furnaces. It is claimed to be easily installed by any plumber and provides a constant supply of sterile water vapor which, during the operation of the heater, permeates the air and supplies the necessary moisture without attention on the part of the householder.

SAMUEL CABOT, INC., 141 Milk Street, Boston. "Cabot's Creosote Shingle Stains." Some data on their manufacture.

There are certain types of residence structures which are never so attractive as when their outer walls as well as their roofs are covered with shingles. This is especially true of some of the early American architectural types developed on Cape Cod and in some other parts of New England, where many old shingled houses are still leading a useful existence. This booklet goes quite fully into describing the production of the widely known Cabot's Creosote Stained Shingles,—their being dried in kilns after being cut from giant red cedars felled in the forests of Oregon, Washington and British Columbia. From these trees are made the edge-grain shingles,—"XXXXXX," "Perfections," and "Royals,"—that are used exclusively for Cabot's Creosote Stained Shingles. "These trees have reached maturity and should be cut to make room for growing trees, and advanced methods of forestry now in use insure that these great forests will furnish a perpetual supply. They are the best shingles ever made. No such lumber ever existed in the east, and no shingles ever made before will lay as well, look as well or last as long as these red cedars. Remembering the splendid wearing qualities of the eastern white cedar shingles, where the timber made edge-grain production impossible, it is easy to see why these shingles will greatly outlast them. The wonderful straight-grained lumber from these giant trees has made it possible to produce the 24-inch shingles (Royals) which have become so popular for walls. Laid with an exposure of 8 or 10 inches to the weather they are much more picturesque than wide clapboards or siding, make a warmer covering for the house, and Cabot's 24-inch Stained Shingles are actually cheaper in first cost and maintenance than painted clapboards." Quite naturally, the brochure deals with the creosote stains which have made the name of Cabot famous. "Cabot's Stains were invented by a chemist. Every ingredient and process in the manufacture of these stains have always been scientifically selected and executed under control of a chemical laboratory. Every ingredient has a distinct value for its purpose and benefits the wood. The colors are all pigment colors, the strongest and purest made and the most durable. They are colloidal compounded by the Cabot Colloping Process,—the latest achievement in the development of color compounding,—which reduces the pigments to sub-microscopic fineness, so that they have the transparency and the penetrating power of dyes combined with greater durability than paints. They are mixed with our own specially refined Cabot's creosote, which we distill from the original tar and refine for our own uses. The stains contain no thinners, no kerosene, benzine, or other product of petroleum, fillers or other cheapeners, and to this fact in connection with the strength and purity of their colors are due the unequalled depth and richness of the Cabot's stain colors. All other shingle stains look painty in comparison with Cabot's, and while the Cabot colors retain their richness and life after exposure, these painty colors quickly grow dull and lifeless. Kerosene and benzine stains are dangerously inflammable. Cabot's stains reduce the inflammability of wood."

COMMONWEALTH EDISON COMPANY, Chicago. "Electricity for Industrial Heating." Its increasingly rapid growth.

There was a time when the activities of man were measured by the span of daylight. Night meant a cessation of practically all human labor. How different it is today! Switches are closed and the villages, towns, and cities of the nation press back the walls of darkness with floods of brilliant light. Man is freed from his age-old conqueror. Next came the electricity that holds compact in its comparatively small frame the power of slaves or massive engines. The same electricity now starts great factories into life and drives machines that are the equal of millions of human hands and backs. The last great feat of this remarkable form of energy is the replacement of many other heat sources in industrial manufacture. This latest use has grown with the same rapidity as the other two. Industries can now boast of thousands of successful applications of electrical heat, with more new uses being added every day. Our dreams of an electrical world are coming true. This very interesting booklet will give one full knowledge of its use.

COLUMBIA MILLS, INC., 225 Fifth Ave., New York. "Window Shades." A booklet with practical data on their use.

The appearance of a building of any sort or size is considerably affected by its window shades. The selection of a color seems to be largely a matter of taste, one school of architects and decorators holding that the shades should match in color that of the exterior walls, while another school maintains that a desirable contrast in colors should be aimed at. All agree, however, that all the windows of a building,—windows small and windows large,—should be hung with shades of the same material and color in order to give the structure a certain symmetry and dignity; apartment house owners, in fact, often forbid their tenants to use, at least as exterior shades, anything other than those of a certain material of a certain color. This brochure deals with the excellent assortment of window shade material manufactured by the well known Columbia Mills. The booklet gives actual samples of a number of shade fabrics, and it illustrates and lists the wide variety of rollers, brackets, etc., which are required for their installation. It also gives complete directions for measuring for shades and preparing specifications where very extensive installations are required. The brochure also contains illustrations of a great variety of buildings, large and small, in different cities, in which shades of material from the Columbia Mills are being used.

BLISS STEEL PRODUCTS CORPORATION, East Syracuse, N. Y. "Bliss Steel Windows and Doors."

So much has been written during recent years regarding new and improved types of windows,—windows which alone often make buildings of certain kinds possible,—that architects, engineers and builders may now probably be considered "sold." But there still remains something to be done to convert or convince certain of the laity, and to this end considerable missionary work is being done by the manufacturers of windows. This booklet, evidently planned not for the laity but for architects and engineers, pre-supposes a fair knowledge of windows appropriate for use in such large structures as industrial and manufacturing buildings, buildings of different kinds for the automobile industry, theaters, etc. The brochure fully illustrates the windows, gives data regarding their sizes and the proper methods of manipulating them, and it also gives views of many buildings of different sorts in which Bliss Steel Windows are being used; it also gives data regarding steel doors, particularly large doors much used in garages, power houses and other structures of a more or less similar character. The brochure has been carefully written and well edited, and the arrangement of the data is such that all the necessary details of a window are had by merely glancing at the pages which deal with the particular type under consideration.

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FRANCIS A. NELSON, Architect

IT is well to know that in the building of a fireplace the construction of the throat, smoke chamber, and size of flue lining is of great importance. If these are not properly designed and built, the fireplace will have poor draft, causing smoke to be forced out into the room. Poor results may be overcome by adopting the Covert System of Fireplace Construction.

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REVIEWS OF MANUFACTURERS' PUBLICATIONS

JOHNS-MANVILLE CORPORATION, 292 Madison Avenue, New York. "J-M Bonded Built-up Asbestos Roofs."

It can readily be seen that no part of a building is more important than its roof, the function of which is to protect the interior of the building and its contents from the weather. The importance of roofs has led to their receiving careful study at the hands of architects, engineers, builders and the research staffs of large manufacturers, and there have been placed upon the market a wide variety of roofs suited to buildings of a great diversity of types. This brochure, one of a large number issued by the Johns-Manville Corporation, deals with the "J-M Bonded Built-up Asbestos Roof," so called because its wearing qualities are guaranteed or backed up by bonds of the National Surety Company for 10, 15 or 20 years depending upon the type of the roof chosen. Thus there is given to the owner of such a roof positive assurance that during the time specified he will be put to no expenditure for repairs or maintenance. "Perfect materials, applied by trained artisans under J-M supervision and inspection go into every J-M bonded roof. J-M asbestos roofs are built up from alternate layers of asbestos felt and melted J-M asphalt roofing cement. The number of alternate layers of materials determines the grade or classification of the roof. The top finish is a smooth, clean surface of asphalt. Good roofing materials must be applied only by skilled workmen in order to secure a finished roof that measures up completely to the high caliber of the products themselves. Realizing the importance of this element in roofing service, Johns-Manville has established the practice of having J-M bonded roofs laid solely by J-M approved roofers. In each locality, Johns-Manville has selected and given a special franchise to an outstanding roofing contractor who has demonstrated his integrity, workmanlike efficiency and conformity to standards."

THE JOHN VAN RANGE CO., Cincinnati. "Practical Planning for Church Food Service." A useful brochure.

A considerable part of the religious world is finding that the maintenance of church organizations is coming to depend more and more upon the strength of the institutional service and the extent of encouragement to what might perhaps be called "community spirit" a congregation is prepared to give. For more than 40 years architects have been gradually expanding the size of church plants to keep pace with their constantly widening scope of activity. To the "Sunday School room" there was presently added a "church parlor," both to be merged presently in the "parish house," and the parish house gradually came to include a gymnasium, swimming pool and library, in fact almost everything which would be expected of a residence Y.M.C.A. or Y.W.C.A. excepting living quarters. Along with all this there went the development of culinary departments, also gradually expanding until the tiny and rather primitive kitchen where the ladies of the congregation presided when an "oyster supper" was in progress or a "strawberry festival" was being celebrated was developed into a full-fledged kitchen almost if not quite as complete as that of a restaurant or a hotel and manned, as likely as not, by attendants trained and skilled in a department devoted to cooking upon a goodly scale.

This brochure, one of a series being issued by the well known John Van Range Co., a subsidiary of the Albert Pick-Barth Company, Inc., traces the growth of the departments of a church plant devoted to cooking and the serving of meals and analyzes their needs. What is more, it suggests the best means of meeting the needs of the situation with planning which shall be adequate and yet economical. This of course is quite important to an architect dealing with the designing and planning of a church group, and yet because such commissions are not numerous and their problems need not be frequently solved, neither the architect nor his principal assistants may be able to give the matter the study it really deserves. The brochure, extremely well and carefully written, is made even more helpful and complete by the inclusion of many plans of church premises which entail kitchens and pantries or serving rooms as well as restaurants or cafeterias in addition to most of the other departments likely to be had. Views of the interiors of well planned kitchens and serving rooms suggest arrangements.

MIDWEST AIR FILTERS, INC., Bradford, Pa. "Easy Calculator for Determining Air Filter Sizes."

The convenience of specification writers will be served by an ingenious little device being distributed by the Midwest Air Filters, Inc. This is a calculator by which one may quickly find the size of an air filter when the c.f.m. rate is known. A dial being turned about brings the capacity figure into view, when just below there appear other figures giving the width, height and depth of the filter necessary. Any specification writer who desires one of the "calculators" can no doubt secure it by addressing the Midwest Filters, Inc.

DETROIT STEEL PRODUCTS COMPANY, Detroit. "Fenestra Hangar Doors and Windows." Data on their use.

The rapid growth of aviation in all its forms gives particular interest on the part of architects, engineers and builders to the buildings necessary for use in connection with aeronautics. This brochure is issued by a firm which has made a long and extremely successful study of steel doors and windows of different types, and this particular publication deals with the firm's line of Fenestra hangar doors, which obviously must be of far greater sizes than doors intended for use in buildings of other types. "Fenestra Airplane Hangar Doors are made in two types and three standard sizes. The two types are 'Straight Sliding Doors' and 'Round-the-Corner Doors.' The standard sizes are 10 feet wide by 18, 20 and 22 feet high. Construction details and hardware are identical on all doors with the exception of the operating rollers on which the doors rest. These are swiveled on the Round-the-Corner Doors. Leading architects and engineers, who are authorities on airport construction, say that in addition to providing a clear opening a satisfactory door must be: 1. Fireproof; 2. Easy to operate, manually; 3. Weathertight; 4. Daylighted; 5. Rigid; 6. Free from warpage; 7. Neat in appearance; 8. Economical to maintain. Fenestra Hangar Doors are designed to meet all of the requirements and to be in harmony with the most modern and efficient types of construction." The brochure gives illustrations of the exteriors and interiors of quite a number of well designed hangars in different parts of the country which are equipped with Fenestra doors.

NATIONAL STEEL FABRIC CO., Pittsburgh. "Steeltex Specified in All Steel Frame Homes."

The qualities of steel construction which alone have made possible the towering buildings,—the "skyscrapers" of American cities,—are not only the strength of steel which makes these buildings possible and the slenderness of construction which this great strength renders practicable. Another quality is the rigidity of steel and its not being subject (at least in any considerable degree) to the swelling and contraction encountered where wood is used, this swelling and contraction usually involving the cracking and sometimes the falling of plaster which is applied upon wood. The application of the "steel construction" principle is now universal for tall buildings and is often used for structures of certain types which are not tall, and the same benefits are now being made use of in the building of residences, and even of residences of small extent. This folder illustrates just this. Under a view of a building fully framed in steel it says: "Here is a typical steel-frame house under construction. Fabricated steel construction units make possible a rigid strength in framework impossible to obtain with ordinary materials,—skyscraper construction successfully applied to modern home building. When complete, the exterior and interior of this house will be reinforced with strong Steeltex. Steeltex is efficiently used in all forms of construction, no matter what the building material or construction type may be." Other pages of the folder show the use of "Steeltex" as a base for exterior stucco and interior plaster, and likewise used for the construction of floors, all this giving moisture-proof, sound-deadening insulation besides adding great strength and shock-resisting qualities that would be otherwise impossible. "In modern garage floors or cellar floors, wherever great strength and endurance are essential, Steeltex is definitely the accepted modern material."

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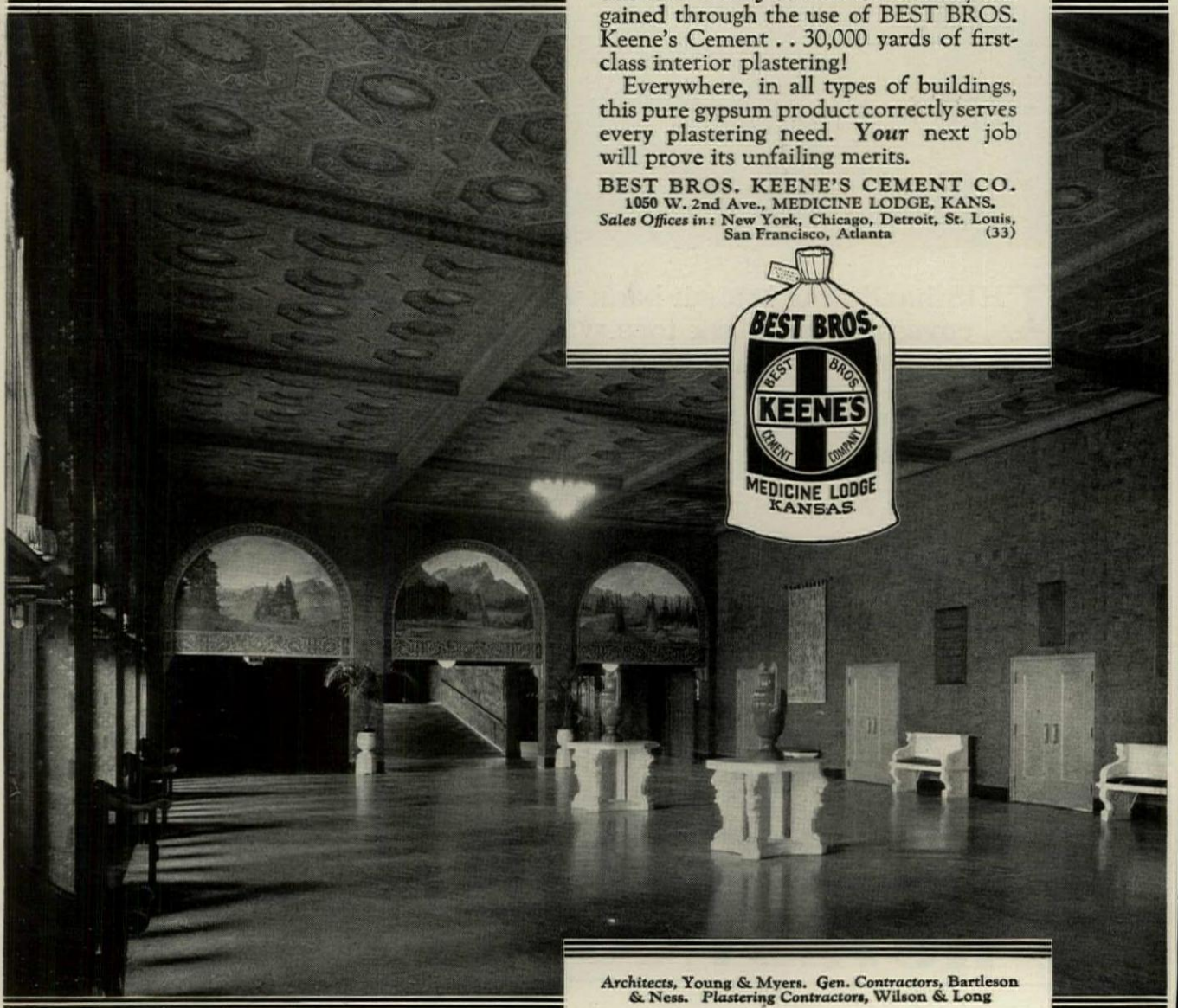
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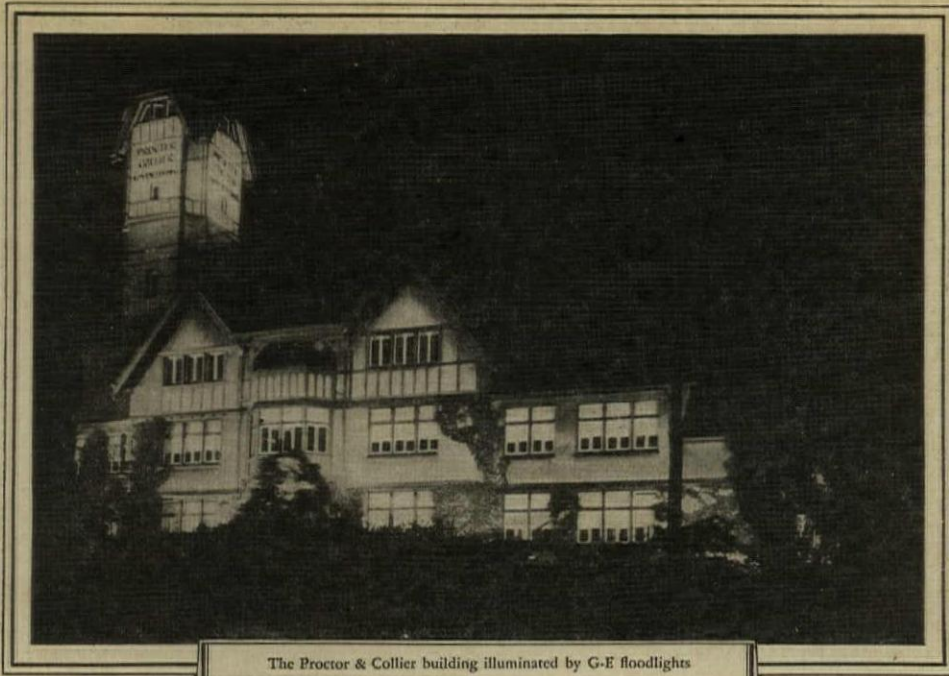
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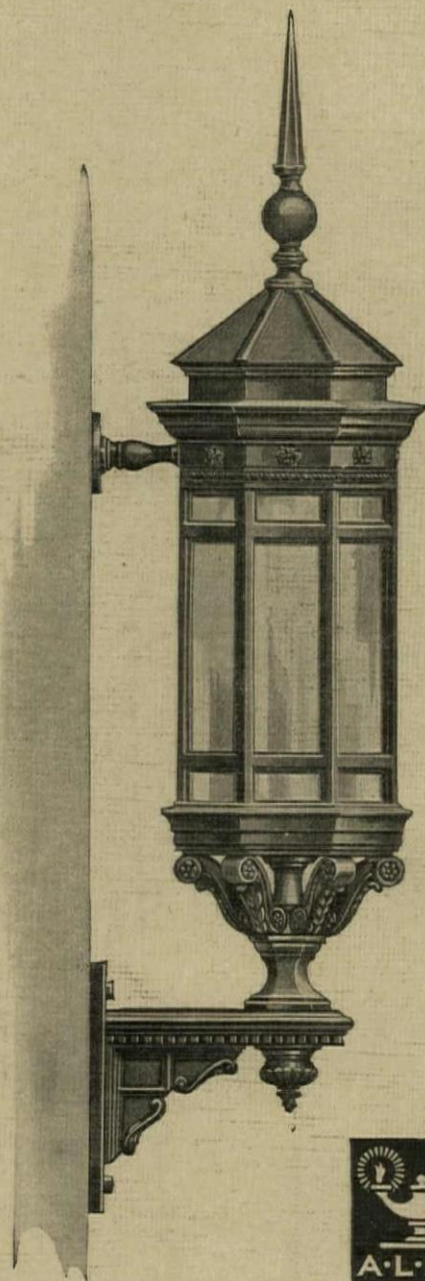
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