THE ARCHITECTURAL FORUM



IN TWO PARTS PARTONE

ARCHITECTURAL DESIGN

GOLF AND COUNTRY CLUB REFERENCE NUMBER

MARCH 1930

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Rubens knew the value of "the final touch"

painted only the finishing touches, Rubens' finishing strokes were to

adding beauty and artistry to the entire picture by these well executed strokes of his brush. He displayed his individual technique where it would be seen and thus gave the entire picture the "Rubens touch".

Tyler Elevator Entrances and Cars give that final touch of

In many of the pictures known as beauty to a high grade building-as "Rubens", the famous artist actually important to its general appearance as

pictures.

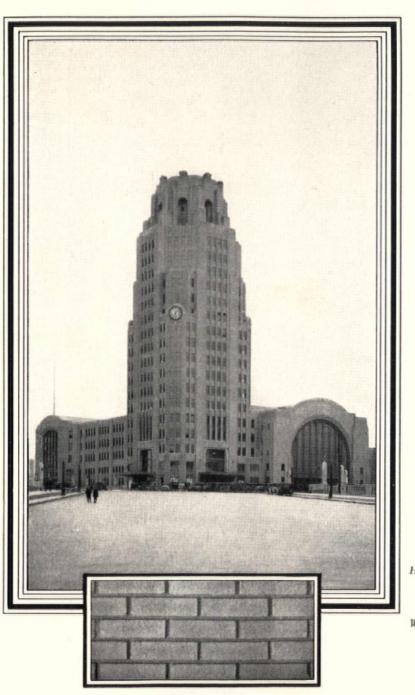
Farseeing building owners, architects and managers who know the value of "the final touch" install Tyler Elevator Entrances and Cars. They recognize that in this equipment, investment in master craftsmanship is profitable.

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Hanley Face Brick – Flashed Golden Grey-Grey and Mingled Shades-136S and 136 Walsh Const. Co., Contractors

1

New York Central Terminal Buffalo, New York Fellheimer & Wagner Architects

Towering 271 feet above the track level, the New York Central Terminal building at Buffalo, New York, is a splendid example of the use of brick to typify the beauty and strength of modern architecture.



The brick is Hanley Face Brick in Golden Grey and mingled shades of grey. The factory that produced them, and the service that delivered them insured the prompt completion of this great building.

ESTABLISHED 1893

HANLEY COMPANY

Largest Manufacturers and Distributors of Face Brick in the East BRADFORD, PA.

BOSTON-260 TREMONT ST.

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THE ARCHITECTURAL FORUM

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VOLUME LI

ARCHITECTURAL DESIGN

Part One

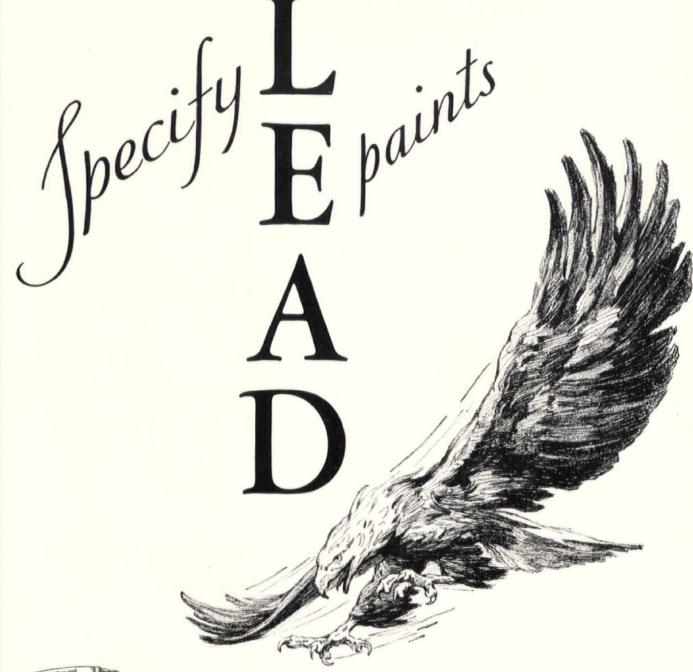


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Representing the highest standards of design and workmanship, Truscon Double-Hung Steel Windows harmonize in quality with the finest buildings. The attractive appearance of these windows is combined with such practical features as spring bronze weatherstripping to insure permanent satisfaction and carefree service. Efficient manufacturing methods have so reduced costs as to make Truscon Double-Hung Steel Windows practical for any good building.

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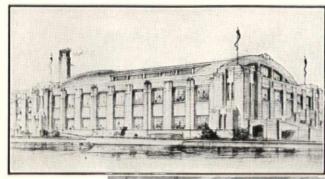


MODEL in work at studios of The Northwestern Terra Cotta Company, showing infinite detail which can be accomplished in terra cotta. After design of Rebori, Wentworth, Dewey & McCormick, Architects. On building at 737 N. Michigan Ave., Chicago.

When Prometheus stole fire from heaven he inspired the sons of men to transform humble clay into everlasting beauty; to imprison in glazes the blue of the sky, the emerald of the ocean, the glories of the rising and the setting sun; to model images of plants, animals, heroes and gods. Northwestern Terra Cotta offers to artists of today unlimited freedom of expression in form and color; to time and the elements a resistance that justifies its classification as a permanent, "fire-made" material.

THE NORTHWESTERN TERRA COTTA COMPANY DENVER · CHICAGO · ST. LOUIS





ARMORY FOR ILLINOIS NAVAL RESERVES -- CHICAGO ZACHARY T. DAVIS, Architect C. HERRICK HAMMOND, State Architect

Part One

again includes Geatherweight Concrete INSULATING ROOF SLABS

Lake Front **Projects** Utilizing FEDERAL PRODUCTS

SHEDD AQUARIUM ADLER PLANETARIUM NAVAL ARMORY FIELD MUSEUM ART INSTITUTE 23rd STREET RETAINING WALL OUTER DRIVE LIGHT PLANT

Chicago's plan for developing and beautifying its magnificent lake front-public buildings, broad boulevards, fountains, parkways-calls for *permanent* construction—materials that will serve the future as effectively as the present. Thus concrete—in the form of Federal—is prominently represented in this great public development.

The newest additions-the Naval Armory and Adler Planetarium are roofed with Featherweight Concrete slabs, assuring permanence, fire safety and freedom from maintenance.

These slabs are made of Haydite aggregate (trapped air cells) in place of sand, providing a strong concrete roof deck that weighs as low as 10 lbs. per sq. ft. and has new insulating value.

Our new "Catalog and Roof Standards" tells of this interesting development now in use on many of the country's finest public buildings as well as on industrial and railroad structures.

Made, Laid and Guaranteed by TILE COMPANY FEDERAL CEMENT 608 South Dearborn Street Chicago FOR OVER A QUARTER CENTURY



A corner of the exhibit, showing *CELLized wood blocks for walls as well as floors. Panel at left, white and red oak, laid alter-nately; at right, red gum. Floor, maple and walnut blocks.

*CELLized Wood Floor Blocks are guaranteed. Laid only by Licensed Flooring Contractors. Names on request.

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Condensed Specification FLOORING—Shall be.....Floor Blocks, laid in accordance with *CELLized Specifications over sub-floor, by a Licensed Floor Contractor of *CELLized Oak Flooring Inc. Delivery of the *CELLized Oak Flooring Inc. Five Year Guarantee by the Licensed Floor Contractor will be required upon completion of the job.

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now Varietyin*CELLized Wood Floor Blocks

Interesting combinations of hardwoods now provide beautiful patterned floors, with the economy of unit block construction, laid in EVERBOND, a plastic cement, over any level sub-floor.

OAK 13-16 in.	and the second sec	212000000000000000000000000000000000000	MAPLE* 1 1-16 in.	WALNUT 13-16 in.	PHILIPPINE MAHOGANY 13-16 in.	YELLOW PINE 13-16 in.	RED GUM 13-16 in.
6% in.	6% in. 7% in.	6% in. 8 in.	in the f 6% in.	ollowing siz 6% in.	es of squares: 6% in.		for walls and ceilings 6¾ in.
7¼ in. 9 in. 10¼ in.	9 in.	9 in. 9 % in. 10 in.	9 in.	9 in.	9 in.	9% in.	9 in.
11¼ in. 12 in.	11¼ in. 12 in.	10 in. 11¼ in. 12 in. 13 in.		11¼ in.	11¼ in.	13 in.	11¼ in.

For industrial floors, (extra heavy service) maple blocks are also fabricated 1 5-16 in. thick; several sizes.

NEW Rectangular Blocks for basket weave, herringbone and other patterns are available in all woods, in sizes 6¼ in. x 13½ in. and 6 in. x 12 in.

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Front and back of 6% in. block

Part One

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Sheldon's is not only "the roof of eternal beauty;" it is also "the roof of uninterrupted beauty."

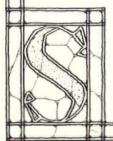
Uninterrupted beauty because appreciated whenever seen, be it in moonlight, in a flood of summer sun, under the darkest clouds, dry as a bone, or deluged by torrential rains.

Nothing ever detracts from the complete satisfaction experienced by all concerned when you specify a Sheldon slate roof, because it has forever and uninterruptedly the beauty of appropriateness.



The residence here shown under a cloudy sky is that of Richman Proskauer, Larchmont, New York; R. H. Scannell, Architect. Its roof is a mixture of the right percentages of Sheldon's Unfading Green, Bronze Pheasants, Golden Pheasants, Unfading Mottled Gray, Unfading Gray, and Weathering Green.

You have noticed the contrast between roof and walls. A Sheldon slate roof may blend in with the walls, differ from them in various degrees, and even contrast with them, according to taste and other factors to be considered, and in the consideration of which we are at the service of the Architect.



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Part One



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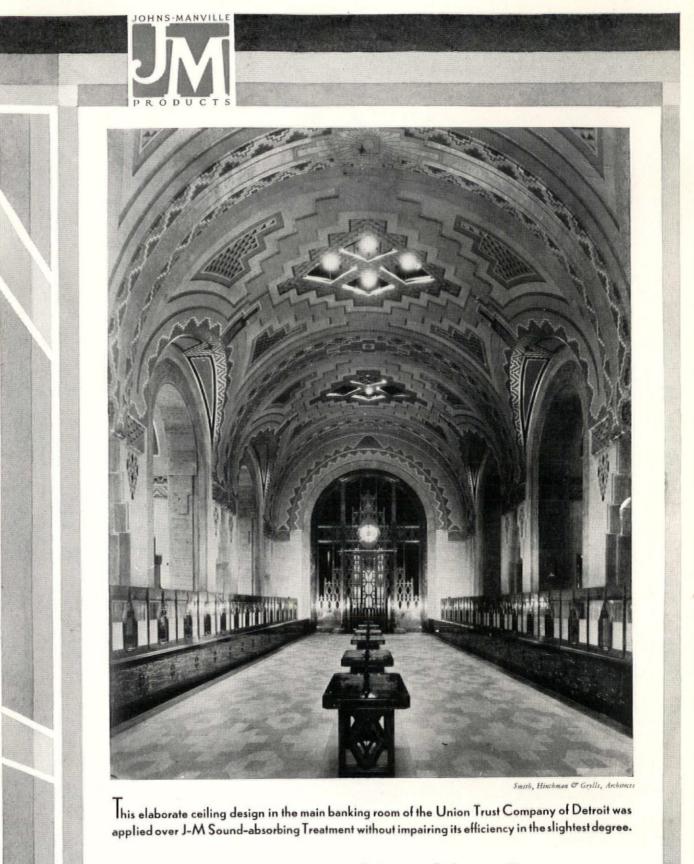
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New York, N.Y.

167



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and the most interesting "art moderne" go hand in hand.

The simple facts however are that no other structural material can offer the architect color, silver and gold, combined with almost unlimited freedom in modelling ornament.

NATIONAL TERRA COTTA SOCIETY 230 PARK AVENUE NEW YORK

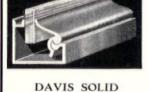
Security-First National Bank of Los Angeles, Los Angeles, Calif. Morgan, Walls & Clements, Architects. Black glazed terra cotta, with pilasters and corner buttress capped with ceramic gold.





STORE FRONT CONSTRUCTION

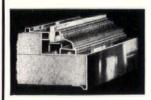
Napier's, Omaha. Architect, F. A. Henninger. An ultra modern front of beauty and character a complete Davis bronze installation throughout, including sash, bars, engaged columns, ornamentation, cresting, panels, monograms, pivot win dows, doors and frames and matching cast work.



BRONZE Showing the patented fulcrum principle which with the indirect screw pressure, assures absolute glass safety. All glass is set from the outside-no need for putty or plastic cement.



COPPER OR BRONZE Brasco embodies essential time-tested principles of heavygauged strength, lasting beauty, extra-wide, safe grip on the plate, ease of installation, adequate ventilation and drainage.



ART BRONZE Art Bronze is a striking innovation in store front constructions, offering handsome patterned effects deeply wrought in the metal. THE architect who seeks the *ultimate* in store front design need only consider one construction—Davis—to find his every requisite anticipated.

For here under one name is offered a complete system of *solid* bronze members—unified and harmonious—with permanent beauty and richness not to be found elsewhere.

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Today, Davis construction distinguishes many of the coun-



PERMAWITE

PERMIA WITE The latest in store front construction—a solid white metal of chromum lustre whose flashing brilliance adds much to the attractiveness and appeal of many of our most modern shops. Because of its remarkable resistance to wear and weather, the lustre is successfully retained. Built throughout on proven Brasco principles of strength, permanence, glass safety—and furnished at a cost considerably less than plated metal.

—SOLID— Architectural

> try's finest shops. Data on these installations, with catalogs, full-sized details and samples of Davis and Brasco constructions gladly sent on request.

BRASCO MANUFACTURING COMPANY HARVEY, ILL. (Chicago Suburb) 36-07 to 36-11 33rd Street, Long Island City Commonwealth Bldg., Philadelphia



15



BUCCANEER HOTEL Galveston, Texas

Part One

Andrew Fraser, Architect Bellows-Maclay Const. Co., Contractors

It is faced with Acme Velour Texture Face Brick, buff range, from our Perla Kilns.

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THE cheerful and refreshing colors of Acme Face Brick in this splendid resort hotel are an index of the hospitality and pleasant atmosphere to be found within. America's leading hostelries are faced with Brick, for they are weatherresistive and charmingly colorful for all time to come.



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	Catalogue in color.
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WHICH is the more permanent . . . which more lasting in value . . . which more economical for your clients . . .

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Hauserman Movable Steel Partitions are good for the life of a building, no matter how often they're moved. As they never grow old they'll always be assets . . . serviceable and attractive.

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Good business foresight demands that every time tile and plaster walls are destroyed, they be replaced with truly permanent (movable steel) partitions





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SHOWMANSHIP The key word in planning smart sales settings

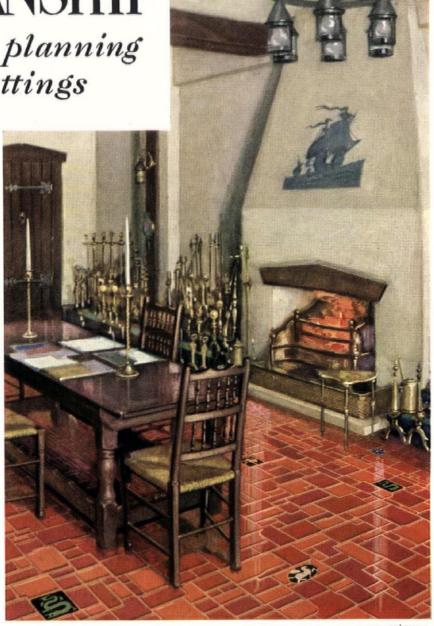
N this dress-up age settings are most important. People like to dress up their homes, do their trading in dressedup offices, do their buying in dressed-up stores. Today the setting makes the sale, and showmanship is the basis of every successful sales setting.

The modern architect can put snap, zest, and eye-appeal into any business interior if he makes the floor part of the sales setting. Notice how McKinney has done it here for forged iron hardware. The metal work on display is of Old World influence and demands an Old World setting. A hand-set tile design is in keeping, but modern conditions suggest a more modern floor. Armstrong's Linoleum supplies both the beauty of Old World hand-set tile and the convenience of modern linoleum.

General Electric puts showmanship in the selling of refrigerators throughout the country by the selection of Armstrong's Linoleum Floors for a salesattracting background. Name almost any product or service-you'll find some leader who has enlisted the selling aid of these modern business floors.

Armstrong Floors will last for years without warping or cracking-without so much as losing their original mellow tone. Let us tell you more about this foot-easy, eye-appealing floor

. . . and about the Accolac Process surface that keeps it fresh and bright. Ask for a copy of our new file-size specification book or consult Sweet's. Address the Armstrong Cork Company, Floor Division, Lancaster, Pa.



YOU ARE CORDIALLY INVITED TO VISIT THE MCKINNEY PERMANENT EXHIBIT AT THE ARCHITECTS' BUILD-ING, IOI PARK AVENUE, NEW YORK CITY. THE FLOOR IS ARMSTRONG'S EMBOSSED INLAID, NO. 6061.

"Brilliant colors have been used in floors for centuries. Today there is a renaissance in this country of the appreciation and desire for more colorful and beautiful architectural ensembles in home, office, and showroom. FRANCIS KEALLY, A. I. A.

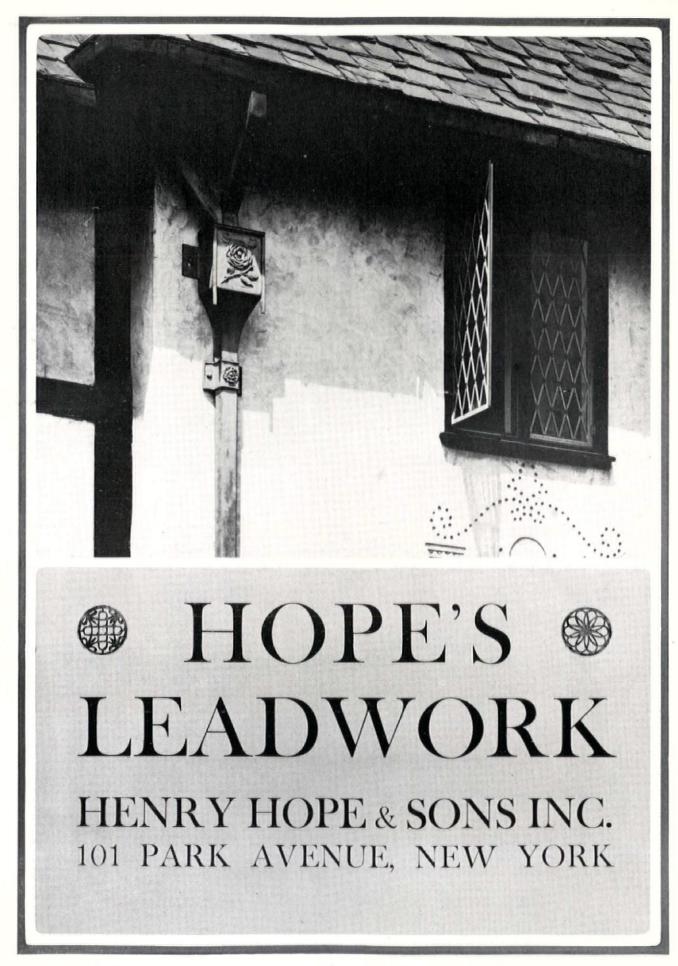


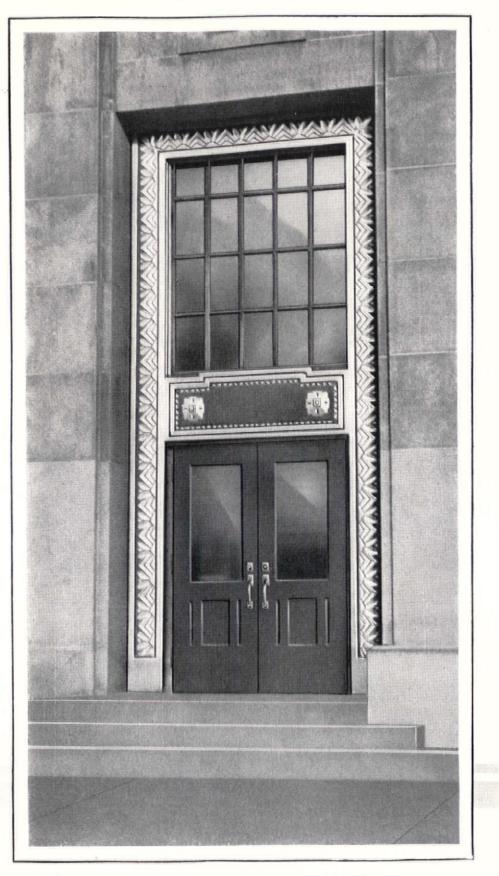
ATTRACTIVE FLOOR IS ARM-STRONG'S JASPÉ, GREEN, NO. 10

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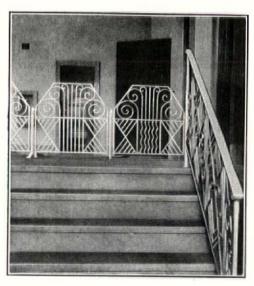


Main entrance to the new Michigan Diamond Telephone Exchange Building, Cleveland. Hadlow-Hughes-Hicks & Conrad, Inc., Cleveland, Architects: Mr. A. W. Baily, Cleveland, Company Architect: The Crowell-Little Construction Company, Cleveland, General Contractors: The Kilroy Structural Steel Company, Cleveland, Sub-contractors. The frame, as well as doors themselves, are made of Alloys of Alcoa Aluminum. Both are deplated and finished in high light.

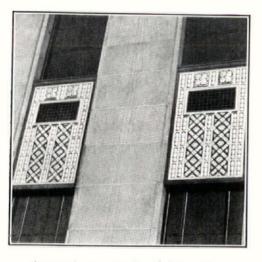
See next two pages for details.

Part One

SPANDRELS / SILLS / VENTILATOR GRILLES / DOOR FRAMES / EVEN



Total weight of this Alcoa Aluminum Fence and Stair Rail, 150 lbs.



Approximate weight of these Alcoa Aluminum Spandrels, 195 lbs. each.

VERSATILITY

The new Michigan Diamond Telephone Exchange Building in Cleveland is an interesting study for architects, as it shows the infinite possibilities of using Alcoa Aluminum in architecture.

In addition to the spandrels, foyer fence and stair rail illustrated here, the unit ventilator grilles, sills, vestibule radiator grille and frame, frames to entrance and lobby doors, and the main doors themselves are made of strong Alloys of Alcoa Aluminum. Sheet aluminum is used for ventilator louvers with aluminum wire cloth.

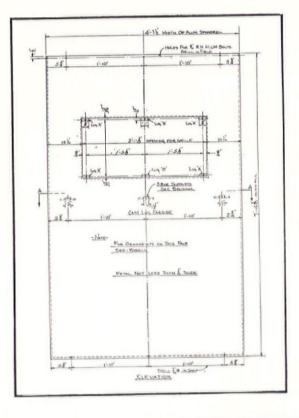
As Alcoa Aluminum weighs $\frac{1}{3}$ as much as old-fashioned metals, it is much easier and cheaper to ship, truck and erect. In addition, it requires no plating, can be high-lighted, and the weather will not make it streak.

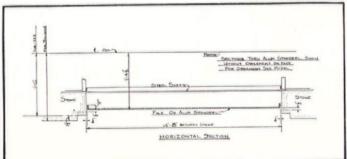
Our booklet, "Architectural Aluminum", describes interesting applications of Alcoa Aluminum. May we send you a copy without charge or obligation? ALUMINUM COMPANY of AMERICA; 2412 Oliver Building, PITTSBURGH, PENNSYLVANIA. Offices in 19 Principal American Cities

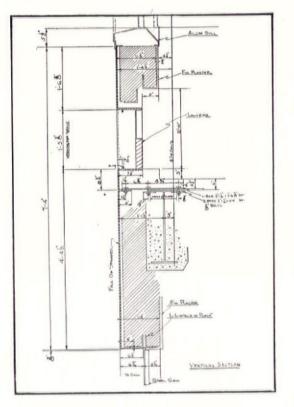


THE MAIN ENTRANCE DOORS / ALL MADE OF ALCOA ALUMINUM

SPECIFICATIONS

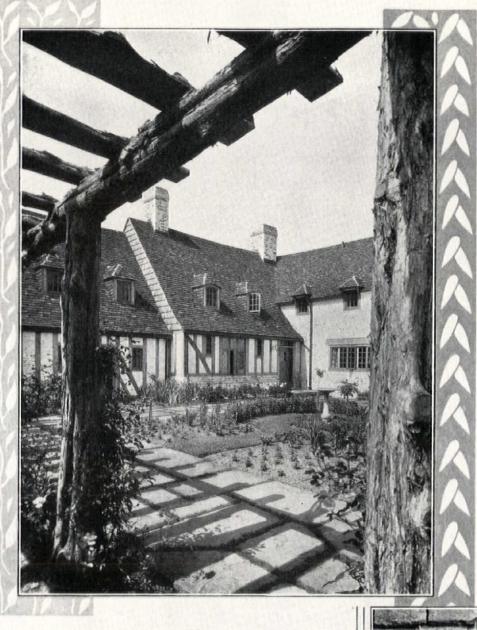




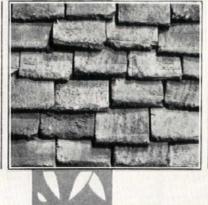


"These Aluminum Spandrels, Sills, and other cast items shall be made of Alcoa No. 43 alloy, having a silicon content of 5%. The average tensile strength shall be 17,000 lbs. per square inch and the average elongation in two inches 5%. The weight shall not exceed .097 pounds per cubic inch. The surface shall be free from imperfections and in all respects equal to sample submitted."





HEINZ Antique Roofing Tiles Mellowed and aged as if wrought by the hand of time. Theodore Bodenwein residence, New London, Conn. Frank J. Forster, Architect, NewYork.

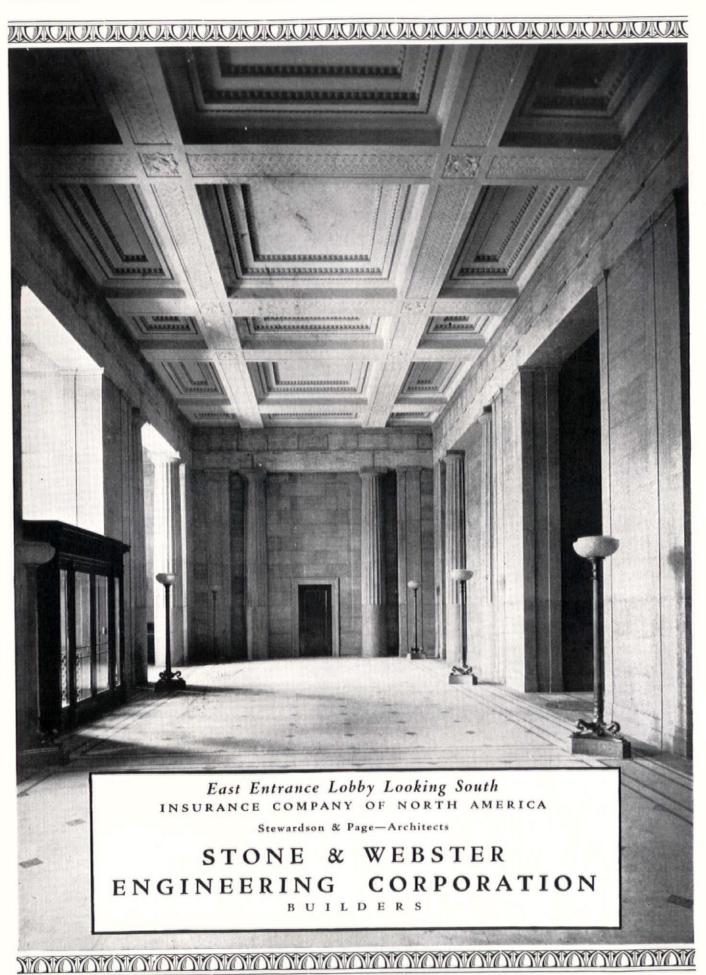


THE HEINZ ROOFING TILE CO.

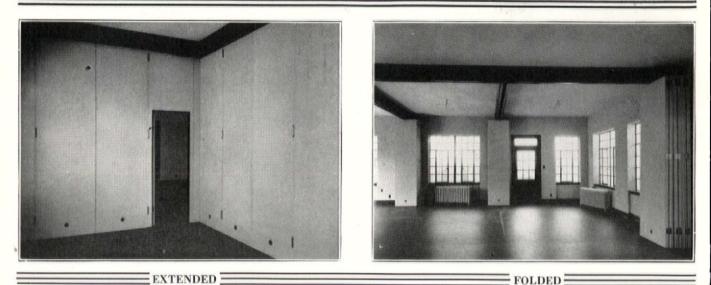
DENVER, COLORADO

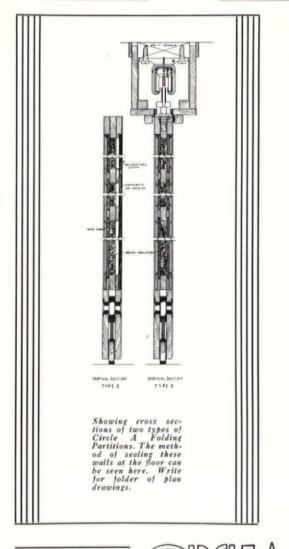
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HANDSOME FOLDING WALLS **EXAMPLE**Sound-Insulated and Mechanically Perfect





THE uses for Circle A Folding Partitions are limitless. There are two styles, and four surface treatments. Wherever effective subdivision is desired, there is a Circle A Folding Partition to completely suit the job.

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Cabinet work is the finest obtainable. Operating devices are completely housed and fool-proof. The latest type sprocket roller chain drive insures smooth, positive action. Doors are hung on ball bearing swivel hangers.

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PLANNING AND DESIGNING GOLF AND COUNTRY CLUBS

A WORK BY CLIFFORD C. WENDEHACK

 ${
m M}^{
m ANY}$ who have traveled extensively in America and Europe are likely to observe that Americans do not know how to play. This may or may not be true in a general way at the present time, but if the increasing number of golf and country clubs affords any indication, it would seem that the shortcoming is rapidly

A map

or enjoy social functions have come to constitute an important and highly specialized type of architecture. In this field, as well as in that of the skyscraper, America has become the leader, and few if any European precedents are being made use of in the planning and construction of clubs. Americans, being accustomed to all

sorts of conveniences and luxuries in their homes and shops, are likely to expect the places to which they go to play to be equipped in the same efficient and elaborate manner,-usually to an even greater extent. So varied are the requirements arising from the assemblage of a large group of people for play and recreation that only a specialist is in a position to be familiar with all of them.

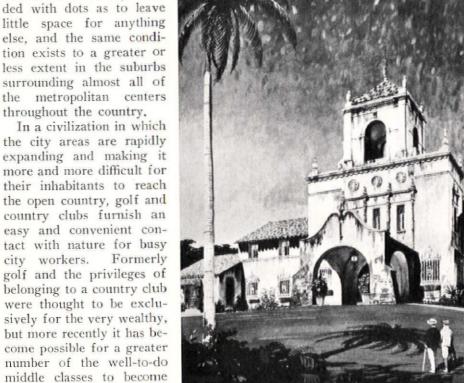
The members of a club's committees or its managers may know what facilities are likely to be required, but, being unfamiliar with the technique of planning and building, they will probably be unable to provide for them in a proper manner. On the other hand, most architects are eminently capable of making suitable designs for club buildings as judged from the standpoint of design, but unless they have made or are willing to devote a great deal of time to the making of a thorough

study of the particular club concerned, there is danger that some of the features essential to the workings of an efficient club building will be overlooked.

As in almost all specialized branches of architecture, several men have become recognized as being among the leaders in the best and most up-to-date practice in the equipment of country and golf clubs. In the realm of the building of golf and country clubs one such man is Clifford Charles Wendehack, and the architectural

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Country Club at Caracas, Venezuela Clifford C. Wendehack, Architect



cannot afford this, there are public and semi-public courses and clubs where all may enjoy the advantages of outdoor play without the expenditure of a great deal of money,-although some-

times at the cost of a large amount of time and patience. Added to these there are the clubs in connection with seaside, mountain and other resorts. Since all golf courses need some facilities for storage of equipment, and conveniences for the players, the buildings of all sorts in which the golfer may bathe, dress and lounge

being remedied.

showing the locations of

such clubs within motoring

distances of New York

would be so heavily stud-

throughout the country.

city workers.

members of less pretentious

clubs, and for those who

themselves fortunate in that they have available a volume summing up the experience acquired during his long career as a country club specialist. If one wishes to be convinced as to the amount of this experience, one has but to glance through the plate section of this volume and note the surprisingly large number of clubs designed by Mr. Wendehack himself. However, it is likely that the architect will be more interested in the text portion of the work, for it is here that Mr. Wendehack has described in full detail the unseen but highly important features of practical layout and equipment. It is here, in the opening chapter, that he discusses the advisability of housing a club in a remodeled or altered building, and he expresses the opinion, based on long experience, that except as a temporary expedient it is usually undesirable to attempt necessary alterations.

The highly important subject of the materials to be used cannot be too strongly stressed, for it is this consideration together with that of the type and quality of construction that insures the lasting beauty and convenience of any building. Mr. Wendehack is duly appreciative of this fact and devotes considerable discussion to the various types of materials used from foundation to roof, the information being particularly valuable because of the fact that it is backed by data on their cost, permanency, safety and effectiveness. Materials used in the interior finish are given special consideration, the relative merits of flooring materials for use in the various portions of the club being treated as to wearing qualities as well as to their appearance.

It has sometimes been found necessary by clubs to

construct buildings on what might be called the "unit" system,-that is, one part at a time as funds become available or as the need for more space is made evident. The author makes specific recommendations as to which portions of the buildings should be built first and the sequence in which other portions may be added to the best advantage of all concerned. Locker and bathing rooms being most essential, they should come first and may be followed by shops for the the club professionals, kitchen and grill, administration offices, dining rooms, lounges, women's quarters, card rooms, reception rooms, porches and terraces. Although it is permissible in cases of necessity to construct the buildings in this piecemeal fashion, it should be remembered that the whole must be planned as a complete unit at the beginning. The advisability of using only the best grades of materials in order to insure the permanency of the building is emphasized by the strong argument that it is much more economical, and a great deal less troublesome, to expend a larger amount at the start than it is to be constantly appropriating the necessary sums to keep an inferior building in repair, to say nothing of the inconvenience entailed by the making of such repairs. The cost of club buildings is discussed from every angle in order that those planning new structures may reap the greatest and most lasting benefits from the sums expended in building and maintenance.

Mr. Wendehack also has a word to say as to the inspiring influence of color, about which we have been hearing so much of late, and he advances some interesting theories as to why human beings are so strongly influenced by the color effects with which their eyes are

THE appearance of a new

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m has\ accompanied\ the\ pro-}^{
m HE\ improvement\ which}$ gress 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. These architects have

closely studied the churches, chapels, convents and other similar buildings in England, France, Spain and elsewhere, and the result has been a number of American churches of an excellence so marked that they have influenced ecclesiastical architecture in general and have led a distinct advance toward a vastly better standard. This improvement has not been exclusively in the matter of design, for plans of older buildings have been adapted to present-day needs, and old forms have been applied to purposes which are wholly new.

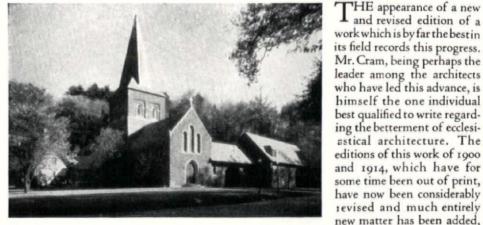
which in view of the change which has come over ecclesiastical building of every nature is both significant and helpful.

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Below is illustrated one of the new *Sealex* designs in which these rare marble markings appear. This pattern represents a departure from the popular "checker-board," such as that illustrated at the left. You will notice that although the veinings of adjoining tiles run at right angles, only one kind of marble effect is used, resulting in a more restful pattern than those floor designs in which more pronounced color contrasts are evident.

On the next page are reproduced a few more interesting innovations in linoleum design, typical of the *Sealex* floors offered for 1930.



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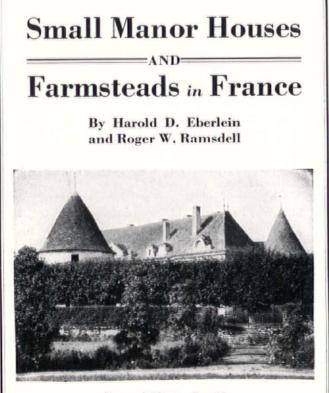
See preceding page

greeted. It is quite evident that if color can produce the effect of putting people in a cheerful and happy frame of mind, there is no place in which it can be used to better advantage than in their clubs, where an atmosphere of cheer and brightness is always to be desired. In the use of color and pleasing forms much can also be accomplished toward giving clubrooms that homelike and friendly atmosphere conducive to the relaxation that is so important to beneficial play. Although the author does not enter deeply into the subject of color, he does point out some interesting facts encouraging its use in clubs.

An important problem which many clubs are called upon to decide is whether or not the club group shall include sleeping quarters for guests and members, and if so to what extent they should be included. In a section devoted to this question the author puts forth arguments both in favor of and against the inclusion of such rooms and suggests what type of room will prove most popular and most advantageous from the standpoint of economy. He also discusses the details of equipping and furnishing these rooms to render them attractive.

Another outstanding feature of club convenience is that of the dining room, where members may enjoy a good meal before or after play. It is surprising to what a marked extent the cuisine affects the popularity of a club. As in all places where food is served, the paramount object to be sought in layout and equipment of a club dining room or grill is what is convenient for the guests and facilitates or expedites the smooth and rapid preparation and service of food. Even the best of stewards cannot give satisfactory service if he is impeded by a poorly laid out and equipped establishment. Practical ways of arranging the dining room in relation to other rooms must be sought and the proper amount of space to serve the maximum number of guests provided both in the dining room, serving rooms and kitchen. Figures based on experience are given to show the relation between the number of lockers to be provided and the number of seats which will be required in the dining rooms. Small points, seemingly unimportant, but actually quite essential to the full enjoyment of dining room service, are pointed out by the author. It is to be expected that the architect will take an unusual interest in the treatment of the grill room, for it is here that he is permitted more freedom in making use of some of the more picturesque forms of architectural treatment. The author enumerates some of the up-todate tendencies in the handling of these rooms and adds some discussion of that important feature, the fireplace.

The departments of a club in which the greatest confusion may result from poor planning and a bad choice of equipment are, of course, the locker room and its adjoining shower rooms. Here everything should be sturdy, sanitary, and convenient to the highest degree. There is a great variety of such equipment on the market, and club committees and architects must make the decision as to what will best serve their needs. There are, however, some basic considerations which will be of value in helping them to make the proper decisions, and those set forth in this volume will be of the greatest practical value in equipping these rooms. Water supply is often a serious problem in the equipment of clubs, and it should be carefully provided for in advance, especially since swimming pools have attained



Chateau de Missery, Cote d'Or

I N all the wide search for architectural types in which to design and plan the American home, there has been found nothing more beautiful and appropriate than what is called "French Provincial," the term applying to the better order of farm houses, *manoirs*, and even to minor chateaux. It is a type full of graceful informality along with the touch of dignity or sophistication which renders it just a triffe formal; it is expressive of eighteenth century charm, and it suits admirably the needs of the present-day builders of suburban or country homes. In the refined and slightly reticent exteriors of the old French country houses, much emphasis is placed upon excellent architectural lines, while their interiors show carefully arranged and spacious rooms with well placed chimneypieces, doors and windows.

This excellent and authoritative work should be in the library of every architect whose practice includes work of any kind of residence character. It brings to the attention of American architects a type which is fresh and new without being freakish. It includes 254 illustrations from original photographs showing subjects complete as well as in great detail, together with many measured drawings and perspective plot plans. Flat Quarto ($7\frac{1}{2}$ x 11 ins.), bound in handsome library blue buckram, stamped in gold, uncut edges with gilt tops.

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Unless otherwise noted, books reviewed or advertised in THE ARCHITECTURAL FORUM will be supplied at published prices. A remittance must accompany each order. Books so ordered are not returnable. such an important status in club life. These pools require a great deal of special equipment, and their careful planning is the subject of several pages of valuable and practical information and important data.

The plate section, which occupies about two-thirds of the volume, and numbers 157 full pages, contains illustrations from photographs of completed clubs in all parts of the United States. The examples shown include not only the more pretentious clubs but the simpler types as well. In fact, the selection has been made to furnish precedent for almost any prospective building, whatever its requirements may be. The list of architects from whose work the examples have been chosen includes the names of the best known club and country house architects from all sections, including the Pacific coast. Both exteriors and interiors are featured, and in many cases floor plans add to the value of the material. In addition to illustrating the strictly golf and country clubs, variety and interest are lent to the collection by the inclusion of one or two yacht clubs, a well known beach club, and the Golfers' Club, New York, which is a remarkable example of the adaptation of an old stable building to the purposes of an up-to-date city club. The need for a work dealing with this important branch of architecture has long been evident, and those who have been looking forward to its publication will not be disappointed with Mr. Wendehack's treatment.

GOLF & COUNTRY CLUBS. A Survey of the Requirements of Planning, Construction and Equipment of the Modern Club House. By Clifford C. Wendehack, A.I.A. Text and 157 Plates, 9½ x 13 ins. Price \$15. William Helburn, Inc., New York.

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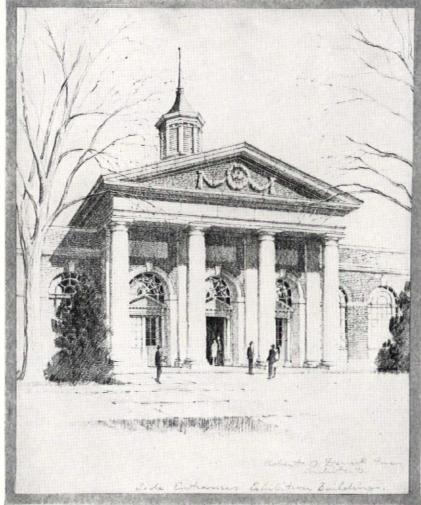
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Part One

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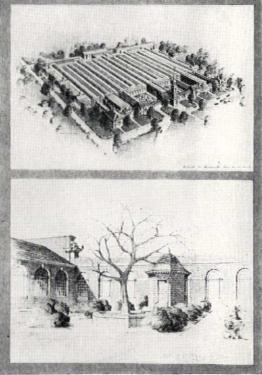
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The Henry Ford Museum is to contain a most complete exhibit of American progress, — therefore the group of buildings housing this collection is an architectural expression of National character and tradition, following closely the Independence Square Group at Philadelphia.

The museum group (see below) consists first of five administration buildings, which, connected by arcades form an interesting facade; back of this is a secondary group,—auditorium, school, five arcades, and the main exhibition building which is a single room 800' x 450'.

The exterior features are the ten large entrances, four of which are especially impressive, being flanked with monolithic Doric columns of Grey Georgia Marble. These buildings are constructed of steel and concrete, and all exterior walls, which are of solid masonry, are trimmed for the most part in Grey Georgia Marble.



THE EDITORS' FORUM

CHARLES MORRIS, 1869-1930

THE death of Charles Morris, in Cleveland on January 27, removed from the profession an architect of great ability and a man of high ethical standards. It ends for me a friendship which began in 1891, when I strolled into the Atelier Laloux in Paris with a letter of introduction to Morris from the late Thomas Hastings. Morris hurried me out in time to avoid the usual practical jokes played on visitors, and we became at once intimate friends. We prepared the admission examinations together, and together we bicycled through Touraine and Normandy.

Morris had the unique distinction of having been the first employe of the firm of Carrere & Hastings, and to that office he returned for a time after completing his work at the Beaux Arts. Later he formed a partnership with Richard Walker, doing excellent work, including a number of the Carnegie Library branches in Brooklyn. In 1902 he and I were asked to go to Cleveland to help on the design of the new court house. After a few weeks of study on the plans, the architects asked one or the other of us to stay on in Cleveland and carry the work through. This Morris did, with the result that Cleveland has one of the finest court houses in the coun-Upon his return to New York, Walker & Morris try won the commission for the 22nd Regiment Armory in competition, served as architects for the Municipal Ferry houses at South Ferry and the bridge and pavilions on Riverside Drive at 95th Street. Unfortunately, the partnership broke up just when success seemed to be knocking at the door. Charles Morris was then appointed chief designer in the Office of the Supervising Architect of the Treasury, where he greatly raised the standard of design. Hundreds of well designed post offices throughout the country are today a credit to his ability. With our entry into the World War the appropriations for government work were discontinued, and the Supervising Architect's office practically ceased work. After winding up his work in Washington, Morris returned to Cleveland and in 1923 formed the firm of Morris & Weinberg, to which success was coming in a widening field when his fatal illness began. Some three years ago he was forced to suffer the amputation of one leg, but, far from discouraging him, this handicap seemed to render him more optimistic and even more courageous in overcoming difficulties.

He was elected to fellowship in the Institute in 1925 and also served as president of the Cleveland Chapter the following year. During all his practice he showed special interest in architectural education, being one of the early members of the Society of Beaux Arts Architects and serving on its juries from time to time. He was one of the founders of the Cleveland School of Architecture in 1922 and served as secretary and treasurer of the board of trustees until the School became officially affiliated with Western Reserve University in 1928. He remained as a member of the board of trustees until his death. Charles Morris was a fine man and a true and loyal friend. Through many years he persevered without receiving the credit which was his due. In the last years of his life, though working under a severe handicap, he achieved his greatest success.

CHARLES BUTLER.

MODERN AMERICAN PROBLEMS

UNDER the auspices of the Department of Architecture of New York University. College of Fine Arts, a special course of ten lectures will be given on "Modern American Problems." The course is intended primarily for practicing architects, and the lectures will be given in the main lecture room of the Department of Architecture, 9 East 37th Street, New York, on Thursday afternoons from 5:15 to 6:15 P. M.

The schedule is:

Raymond M. Hood	THE ATTACK OF THE PROBLEM	Feb.	20
Ralph Walker	SKYSCRAPERS	Feb.	27
Charles Butler	HOSPITALS	March	6
Henry Wright	CITY PLANNING	March	13
Robert D. Kohn	INDUSTRIAL BUILDINGS	March	20
Ralph Adams Cram	CHURCHES	March	27
H. Van Buren Magonigle		April	3
Philip Sawyer	BANKS	April	10
Kenneth M. Murchison	APARTMENT HOUSES	April April	17
Joseph Urban	MODERN THEATERS	April	24

Arrangements are being made for the publication of full reports of these lectures in THE ARCHITECTURAL FORUM.

D. EVERETT WAID RECEIVES GOLD MEDAL

T the annual dinner of the New York Chapter of the A. I. A., held on Thursday evening, February 6, on board the French liner, "Ile de France," the Medal of Honor for 1929 was awarded to D. Everett Waid. In the citation delivered at the presentation, C. Grant La Farge thus fittingly eulogized Mr. Waid: "The New York Chapter of the American Institute of Architects awards its Medal of Honor for 1929 to Dan Everett Waid. Past President of this Chapter, and Past President of the Institute, Mr. Waid is among the foremost of those men who by long years of unselfish devotion, sound judgment and high integrity have notably contributed to the advancement of their profession. these services he has added great personal generosity. In the practice of his profession he has occupied positions of heavy responsibility, discharging the trust reposed in him with marked ability. This medal is awarded as the fitting recognition of his architectural accomplishments and as testimony to the esteem in which he is held by a profession which is in so many ways his debtor.'

A CONGRESS OF ARCHITECTS

T HE 12th International Congress of Architects will be held in Budapest, the capital of Hungary, from September 7 to 14, 1930. It is expected that, from all parts of the world, architects will meet in large numbers at Budapest, and already many enrollments have been received at the offices of the Congress. Among others, one of the most celebrated architects of the world, Prof. Ragnar Ostber of Stockholm, has announced his intention of attending the Congress; and he has also declared his readiness to take part in the International Exhibition of Architecture, which will be held in conjunction with the Congress, by exhibiting the plans of one of his most important creations,—the town hall of Stockholm.

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VOL LII, No. III

MARCH, 1930

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PARKER MORSE HOOPER, A.I.A., Editor

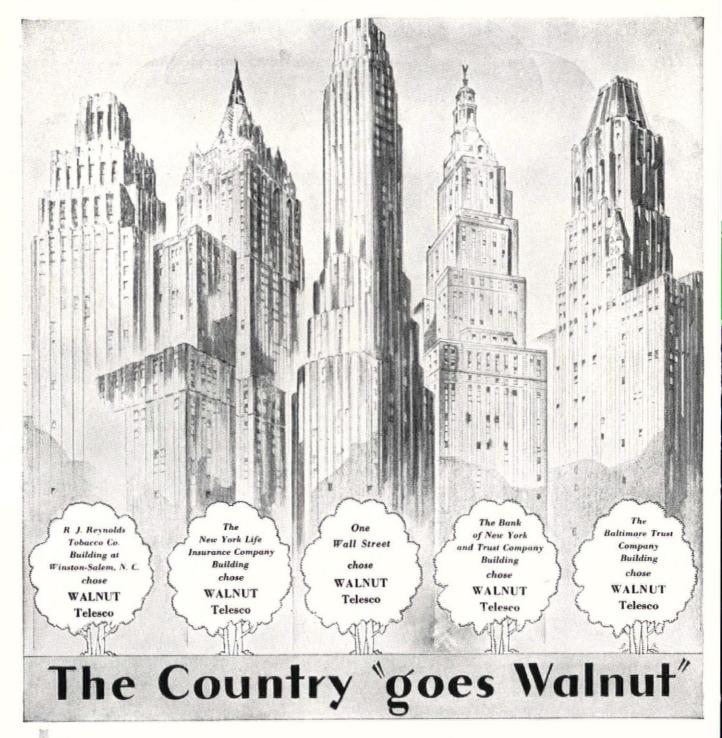
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IRST it was light oak. Then it was mahogany. Then came a debacle of imitation woods and imitation materials that tried hard with stains and paint to approximate the glorious grain, the warmth of color of expensive woods

But today — as never before — business demands beauty. And beauty demands walnut . . . walnut desks . . . walnut chairs . . . walnut tables . . . walnut paneling. And architects, building managers and owners are catering to this demand by supplying walnut partition, to harmonize with tenants' furnishings. For example, grouped above are a few of the most outstanding buildings in recent years. Every one of these buildings has standardized on walnut partition for its tenants... has standardized on New Telesco!

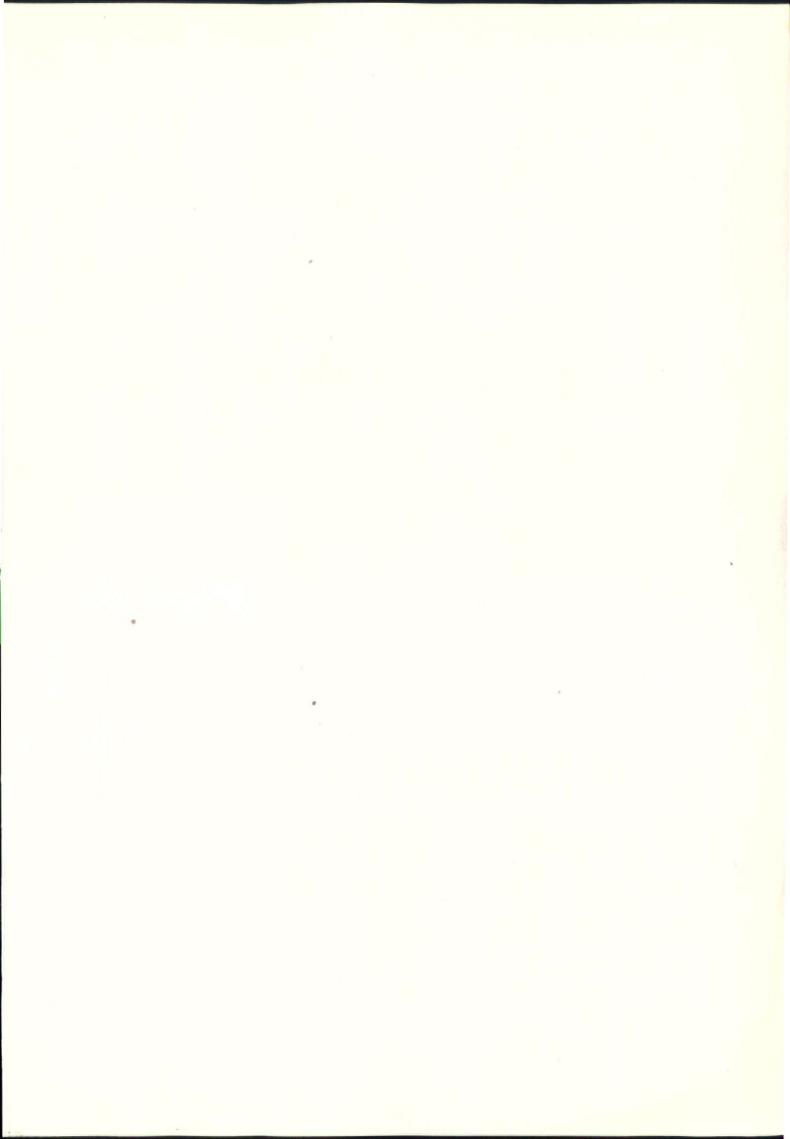
New Telesco is the first to offer partition in rich American walnut at a sensible price. It is the first to introduce a simplification in partition design ... a design that is modern. It is the first to be equipped with a special-process base that is knock-proof and water-proof. And Telesco's exclusive telescoping post —introduced in the heyday of oakremains in this era of walnut the most practical erection feature offered by any partition.

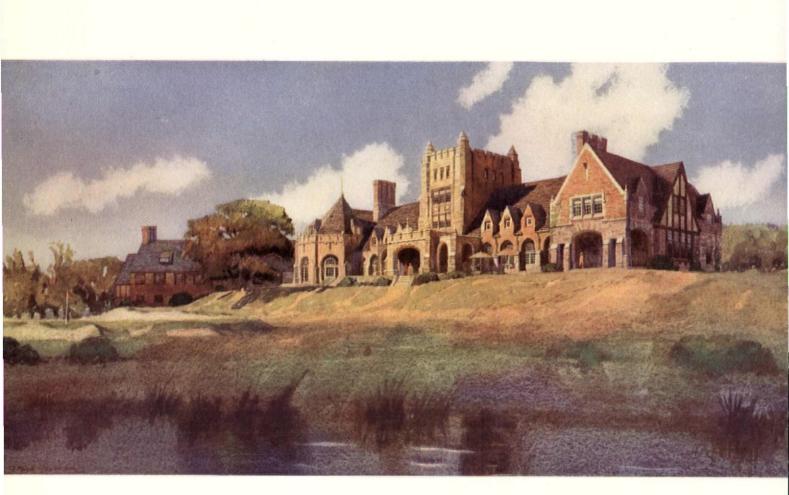
Send for new booklet about Telesco that will interest any architect, building manager or owner.

HENRY KLEIN & CO., Inc. Established 1909

40-46 West 23rd Street, New York City Branches or representatives in principal cities Factory: Elmhurst, New York







THE PARK CLUB, BUFFALO, N. Y. C. C. WENDEHACK, ARCHITECT FROM A WATER COLOR BY J. FLOYD YEWELL

The Architectural Forum

ARCHITECTURAL FORUM

MARCH 1930

NUMBER THREE

THE ARCHITECT AND THE BUILDING COMMITTEE

BY

CLIFFORD C. WENDEHACK

ARCHITECT

THERE are many phases to be considered in producing a good club plan, for, regardless of the amount of experience an architect may have had in designing club buildings, they are more often developed by the building committees than by the architect's good judgment. It is not an easy matter to stand before a board of 12 serious men and tell them that their ideas, if put into practice, would produce a conglomerate mass which would fall far short of answering their needs and would be regretted by their successors. In many instances, the building committees are responsible for the architectural abominations which are found throughout the country. An architect is a strange combination of ego and a desire to please, and this latter characteristic makes it difficult indeed for the professional man inexperienced in club planning to stand before a hard-headed group of golfers and tell them that their ideas are wrong, extravagant, and leading them to acquiring a hodgepodge building.

Perhaps if every architect designing a club were a "Bobby Jones," he would have more courage to tell his committee just what he would not permit them to do; but unfortunately this is seldom the case. From personal experience, I know that it is only after many successive operations, after many instances of witnessing the absurdities of a committee's ideas, that an architect gains courage to be bluntly frank and give his clients the benefit of his knowledge gained from the mistakes and faulty logic of other and successive committees. It is interesting to note the different characteristics of a committee of women for a women's club, and those of a similar committee of men. The women are possessed of all

the common sense and decisiveness of the race, and while there are always exceptions to every rule, and while the personnel of building committees certainly cannot be judged by rules in any instance, it is interesting to note that committees of women are inclined to leave more to their architects' judgment than the men. Perhaps this is a part of their inherent training,-or perhaps perception on their part, which teaches them that their architects know more about the subject than they do. But the fact remains that although the committee composed of club women usually requires more time for discussion and weighs subjects in a different manner than a committee of husbands would do, when it does reach a conclusion it usually stands by it consistently. Of course, there are always on a women's committee individuals with masculine minds, and vice versa, but for an out-and-out scrap and a successful upsetting of all plans, some committees of men are supreme.

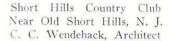
However, common sense judgment, clear visioned business and artistic sense are not the exclusive prerogative of either sex. All architects know from experience that the close relation between client and architect for the period required to design and construct a building brings out a man's or woman's foibles, crotchets and true nature as no other human experience can do, and that when a number of these separate indentities composing a committee are to be dealt with, it is often amusing and tragic to see by what means right triumphs over personal hobbies. In no other form of building, possibly, does the flaunting of personal hobbies come to the fore as strongly as in the designing of a country club. And it is

VOLUME LII



Photos. R. S. Grant

Views of the North and South Elevations and the East Terrace Entrance





indeed a welcome relief when some clear-visioned member of the committee asserts himself. A man who can stand on his two feet and help the architect accomplish what his experience tells him is right, sooner or later comes to the fore in every club house building committee.

The psychology of committees is an interesting study, provided the architect does not allow his personal feelings to become too much involved, which of course always produces a hopeless situation. Assuming that he can bide his time for securing the results he desires, it is possible at the psychological moment to swing an entire committee on to the right track to acceptance of the ultimate layout. It is often necessary, however, before this can be accomplished, to detect within the ranks of the committee the cranks who are solely destructive. They are usually the most parsimonious members of the club, and if the



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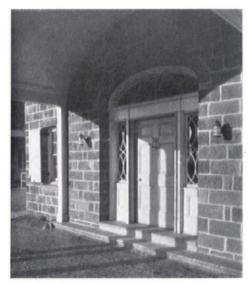
THE ARCHITECTURAL FORUM



South and West Elevations and the Entrance Door Show Dutch Colonial Influence



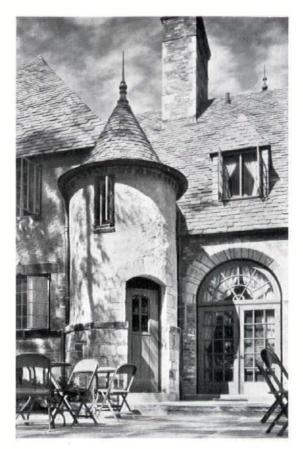
The Hackensack Golf Club Situated at Oradell, N. J. C. C. Wendehack, Architect



membership were composed entirely of them, the organization would fail for lack of support. The perpetual crank, however, can often work havoc in regard to the building program in the financing as well as in the actual layout of the plan itself; and in looking back over a period of years it is interesting to note what harm committee cranks have been able to effect in the finished product. If the architect could only find some means of letting his committee see, as he does, the errors that their predecessors have made, much would be accomplished for the benefit of future club buildings as well as the club they are sponsoring.

It is only natural that the architect classifies and analyzes the committees with which he finds himself from time to time in contact. It might be logical to classify them as "destructive" and "constructive" types. The latter are inspiring; they spur one on to create, whereas the former are in-

Part One



terested only in expressing their own ideas. The final results are obvious, and I am of the firm belief that every club house reflects not only its architect's ability, but the characters of the men who have served on its building committee.

Regardless of how good a talker an architect may be in painting a word picture of a building, laymen are likely to place their own interpretation on his words; or else, as is more often the case, they are unable to visualize his conception at all. Therefore, after a plan is reasonably determined upon, a water color sketch of the building is of great value in "selling" the architect's and committee's ideas to the entire membership. Such sketches should not be used to distract the committee's consideration of the details of the plan, but merely to give an impression to the club at large of what the finished building will be. It is often interesting and helpful to have both plans and perspective produced in color on lantern slides and projected on a screen where they may be explained and discussed by the architect before members. This permits each member to feel that he is being taken into the architect's confidence; and if members are permitted to ask questions, it will be found to be of great assistance in increasing membership or promoting a bond issue. This, of course, is a dangerous procedure, unless the architect with his committee has previously tried

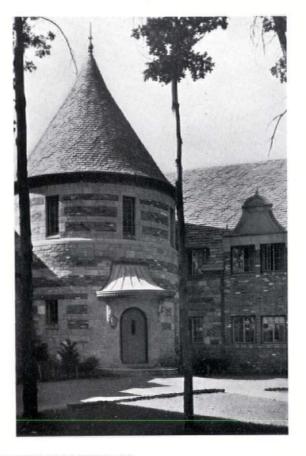


Two Views of the South Elevation, Ridgewood Country Club, Paramus, N. J. Clifford C. Wendehack, Architect

March, 1930

out every possible layout which would solve the problem. If the deductions gained from these successive tryouts have been incorporated in the plan being shown, he will know his subject thoroughly and will feel that he has his committee solidly back of him.

The proper relation of the various rooms comprising a club plan is of fundamental importance. Each and every possible separate and combined use of the various areas should be carefully considered. Often, ideas expressed at an open meeting in relation to these uses are most helpful; for after all every man has a different way of enjoying himself, and when we consider that some men's idea of a good time is to obtain as much seclusion as possible from their families, whereas others wish to be with their families and friends, it becomes a problem to entirely satisfy these opposites within the confines of one building. Therefore, we must always keep in mind the good of the majority, and so relate the main rooms of the club as to produce the largest possible area when desired. This can and has been done in many instances, at the same time retaining livable and architectural rooms. The barn-like appearance of large rooms is obsolete for club purposes just as surely as the club of former days is impractical when it is divided into many small units which are useless for a party of 300 or 400 people. The





Forecourt Entrance and Covered Porch, Ridgewood Country Club, Paramus, N. J. Clifford C. Wendehack, Architect

Part One



rambling and informal layout such as is found in the English house does not adapt itself to modern club uses; and neither the architect nor the committee should permit indulging in this type of interior planning.

Probably of the first importance in a club plan is its proper orientation to the points of the compass, to the golf course, and to the means of ingress and egress. In most cases these three considerations are conflicting, and this is one of the first problems that the architect's ingenuity is called upon to solve. To do this, one must have an intimate knowledge of the site, of the home greens and holes of the golf course, and the habits and lines of travel of the membership. After these fundamental problems are satisfactorily solved, there is the practical inter-relation of the rooms which must not be lost sight of. Unnecessary steps, loss of time, and confusion are as costly in a club house, even though it be recreational, as

> Living Room and Private Dining Room With Pine Paneling on Walls, in the Ridgewood Country Club at Paramus, N. J. Clifford C. Wendehack, Architect



March, 1930

they are in a business institution. It means wear and tear on furniture and carpets, a larger staff of attendants, and less patronage by the members if the relation of the major rooms is not practical. It is true, nevertheless, aside from certain fundamental principles, that what might be a practical inter-relation of rooms for one organization would not serve well at all for another organization, and only after observing for a while the traditions and life of the individual club can an architect determine upon the practical relation of the rooms.

It is these facts which make architectural competitions for clubs so useless and valueless to the clubs' best interests. Many club committees, in their desire to obtain the best architectural ideas available for their organizations, decide that a competition should be held, usually among several architects who are members of the club and outside friends or relatives of the officers. I have had

> Above. Mantel in Lounge, Park Club, Buffalo, N, Y. Below, Living Room, the Hackensack Golf Club, Oradell, N. J. Clifford C. Wendehack, Architect





the pleasure of viewing countless such competitive drawings, and regardless of the ability of the architects competing, I have seldom seen any intelligent solution of that particular club's problem. The reason for this is that the architects do not know their subject,—they cannot be expected to know such a subject in a fortnight's period, with the result that much ink and water color are wasted, and a theoretical architectural expression rather than a club solution is obtained.

The other side of this question is the fact that when the committee members receive these drawings they do not understand them. They are not what the individuals on the committee expected, and even if they should pick the winner and award him the contract, it would be hard to find an instance where the winning plan was actually built. The reason for this is obvious. The ideas incorporated in a club's competitive drawings are usually based on a theory of the way in which the club should function; and although these theories may be ideal, they are usually torn apart when put into practice. If we were to look around the country and were able to find a club that was built from competition drawings, it is safe to say that such a building would be a handicap to its manager, its officers and members. If club committees charged with the selection of an architect could know the inside workings of an architect's office, they would, I am sure, discard this useless practice of asking architects to compete for their buildings, cast personal considerations aside, and select an architect who has had previous experience in this class of building and go to work with him in an honest way to obtain the results which would best meet the needs of the majority in the most practical way possible.

The importance of spending money where it will count most is a matter which should be carried into every conference. Expensive architectural hobbies should not be indulged in for club buildings. Marble mantels and gold leaf do not make a successful club any more than would catering to expensive tastes often possessed by some members of the committee, based on life in their own homes. An architect should be obliged to submerge his own inclinations and force the committee to do likewise until such time as the heart and the main arteries of the plant have been properly taken care of. There are many more effects which can be obtained cheaply, with a little more study perhaps, than with the extravagant use of expensive material. Economics enter largely into the conception of a club building. All organizations have a limit to their earning capacities, and buildings should not be designed for clubs which cannot afford to properly maintain them. Dues, initiations and stock in many instances should be raised and put on a par with those of similar organizations, but there is a limit to which this can be done in all communities, and if this fact is not taken into consideration, the most beautiful and properly planned building will be but a load and a drag on the members for the rest of their lives, instead of a pleasure and a source of recreation for them and their families.



The Phelps Manor Country Club, Englewood, N. J. Clifford C. Wendehack, Architect

THE ARCHITECTURE OF THE COUNTRY CLUB

BY

ROGER H. BULLARD

ARCHITECT

 \mathbf{W} ITH the apartment becoming more popular as a place of rural as well as urban residence, the country club is taking its place as a vital and important factor in the life of a community. For although some would have us believe that the apartment house has been devised to conform with our modern ideas of living, it is much more to the point to reverse that statement and say that our ideas of living have been necessarily transformed, due to the fact that the majority of us are living in small apartments. However, we still cherish certain of the old traditions on which the home life of past generations was founded. We still like to play a little each day; we still enjoy mingling with our friends, and we still would like to be able to stage certain home affairs such as those in which our fathers and mothers and our grandfathers and grandmothers found such pleasure. In other words, our ideas of living have not changed very much, but we cannot live the same life in a small apartment as we would in a private house. To entertain in a small apartment is almost out of the question. What is the result? Must we give up entertaining? Give up seeing our friends? It is here that we see the opportunities of the country club. When we entertain at dinner, we do so at the club; when we are invited to a dance, the party is sure to be given at the club, and when we go out to play cards, it is almost sure to be a club affair.

Thus we must not think of the modern country

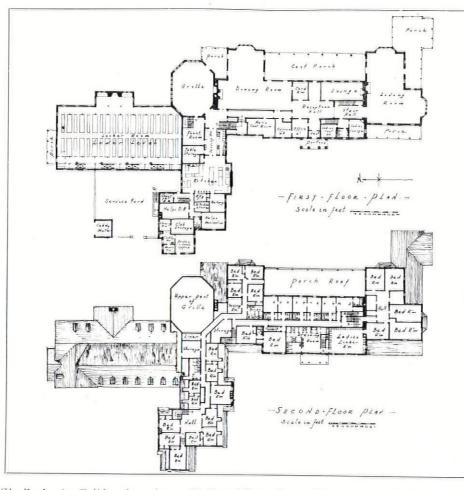
club as exclusively a sport club,-a place to play golf and tennis,-but rather must we look at it as a sort of community house. Probably many of the members of an average country club never even held a golf club or a tennis racket in their hands, but they all dance, play cards and enjoy sitting around a big open fire with their friends. In this light we see the lounge as the most important feature of the plan of the country club of today. It must be a good sized room, comfortable in every detail, while its architectural and decorative treatment must not lean too decidedly toward any one style or period, for the membership of any club is made up of people of varied tastes. It is often desirable to arrange the lounge so that it may be combined with the dining room to provide an assembly room for large gatherings. In clubs where golf is played by the majority of the members, the location, size and equipment of the locker room are of major importance in the planning of the club.

It is highly important that the architect be consulted before the actual site of the building is decided upon, for his special problem is to create a composition blending harmoniously with the landscape and expressing in terms of architecture the social and sport life of the community. The style of the architecture selected is a matter of both locality and of taste. In certain sections of the country,—those for example in which Colonial traditions are held sacred, it is desirable that the design reflect certain Colonial tendencies.



Photo. Hewitt

Milwaukee Country Club. Fitzhugh Scott and Roger H. Bullard, Associate Architects 315



Milwaukee Country Club. Fitzhugh Scott and Roger H. Bullard, Associate Architects

Similarly, in California, where old Spanish traditions are still cherished, the architecture naturally may bear evidence of Spanish influence. Nor must we overlook the effect of structural materials on architectural design. In many cases, while excavating for the club house, a great amount of stone is unearthed which may be used to advantage in the construction of the building. Also, the club property very often abounds with loose stone which allows of a further saving in the cost of the structure. In such cases the design must be such as to conform with stone details, for it is much more important that the building express the peculiar character of the material of which it is constructed than that it shall conform accurately to some period of architecture of the past. It may be that there is an insufficient quantity of stone on the property to complete the building, and in such a case, wood, stucco or brick may be substituted or combined with it. Care should be taken, however, not to disturb the character of a stone building by overdoing the combination of materials.

In the planning of the structure, the architect should consider orientation, contours of the land, and the relation of club house to the golf course,

with the principal outlook embracing a view of the course. It is desirable that both the exterior and interior design of a country club should be informal, simple and homelike. The plan, developing usually into the rambling type of building, must be largely a matter of assembling masses of various sizes into one complete composition. The main portion of the structure, or the dominating mass, would house the club rooms, including the lounge, dining room, grill room, card room, porches, a women's locker room, and possibly members' bedrooms on the second floor. Perhaps adjoining this, but in a separate wing, on the ground floor there would be the men's locker room, wash rooms, valeting room, and so forth, but arranged for easy access to the lounge and grill room and with its entrance doorway conveniently near the first tee and 18th green. Another wing would be devoted exclusively to service, including the kitchen, serving room, laundry, servants' dining room and servants' bedrooms above. Grouped around the main entrance there would be such rooms as the entrance hall, office, waiting room and such other rooms as are necessary, depending on the needs of the particular club. These needs vary conMarch, 1930

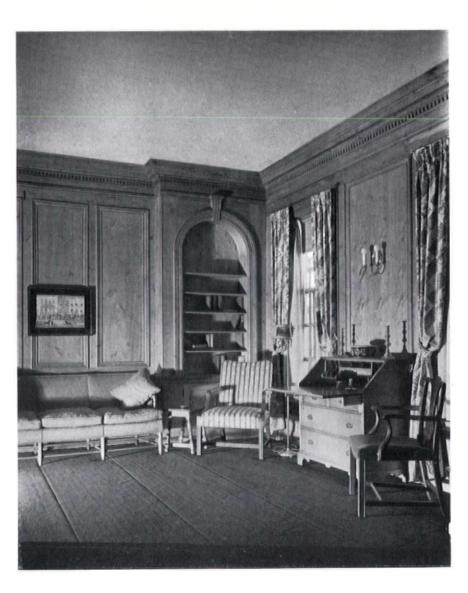


Photos. Trowbridge

ABOVE, GENERAL VIEW OF ENTRANCE FRONT AND DRIVE. BELOW, A PINE PANELED ROOM

MILWAUKEE COUN-TRY CLUB. FITZ-HUGH SCOTT AND ROGER H. BULLARD, ASSOCIATE ARCHS.

Interior Decoration Under the Supervision of Roger H. Bullard and Elizabeth Parker



ARCHITECTURAL DESIGN

Part One



Women's Locker Room



Milwaukee Country Club. Fitzhugh Scott and Roger H. Bullard, Associate Architects

siderably, from those of the club which is almost a hotel, such as the Westchester-Biltmore Country Club at Rye, N. Y.,—which fosters every sport in its season, including golf, tennis, polo, swimming, trap shooting, racing, skating, etc., and which includes housekeeping apartments, barber shops and so forth,—to the simple club of 50 members in a small village where a 9-hole golf course and a building with locker room and lounge,—not forgetting a fireplace,—are sufficient alone to satisfy the needs of its members.

But I would hold as most important that the architectural design be of such a character that the club house building becomes actually a part of the landscape. Being a type of building modern in its origin, as in its purpose, it is much more important that its design reflect characteristics of this day than that an attempt be made to associate it with any architectural period of the past. There may be evidence of stylistic ideas and inspiration in its design, by which the traditions of the locality may be reflected; on the other hand, to emphasize them to the detriment of a design that shall be harmonious to the site, expressive of its purpose and in keeping with the character of its fabric, is to ignore the fundamentals on which architecture is firmly established. March, 1930



ABOVE, RECEPTION HALL BELOW, MAIN DINING ROOM



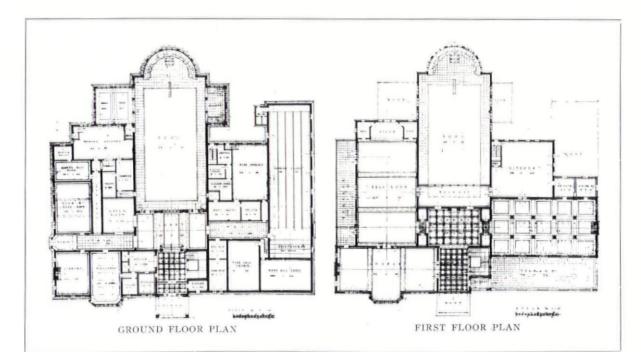
MILWAUKEE COUNTRY CLUB. FITZHUGH SCOTT AND ROGER H. BULLARD, ASSOCIATE ARCHITECTS

Part One



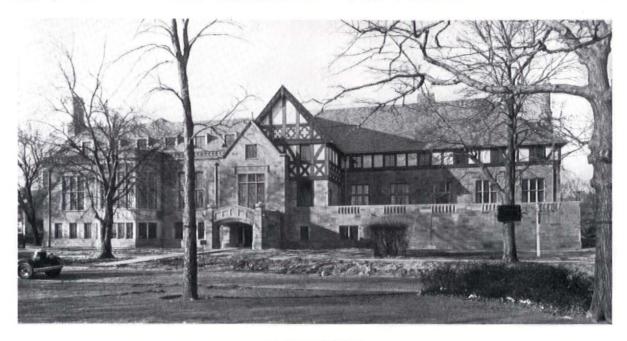
Photos. Trowbridge

LOUNGE

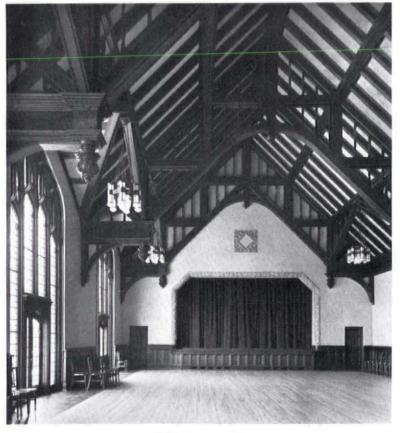


SHAWNEE COUNTRY CLUB, WILMETTE, ILL. BURNHAM BROTHERS, ARCHITECTS

March, 1930



ENTRANCE FRONT

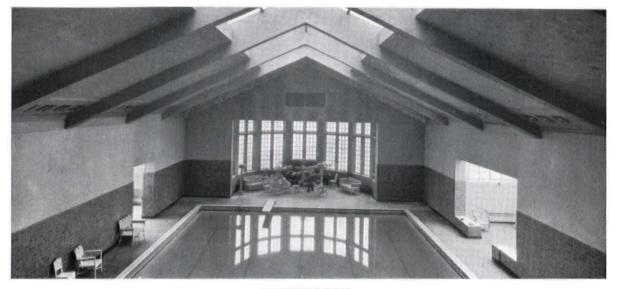


THE BALL ROOM

SHAWNEE COUNTRY CLUB, WILMETTE, ILL. BURNHAM BROTHERS, ARCHITECTS

ARCHITECTURAL DESIGN

Part One



SWIMMING POOL



MAIN STAIRWAY

SHAWNEE COUNTRY CLUB, WILMETTE, ILL. BURNHAM BROTHERS, ARCHITECTS

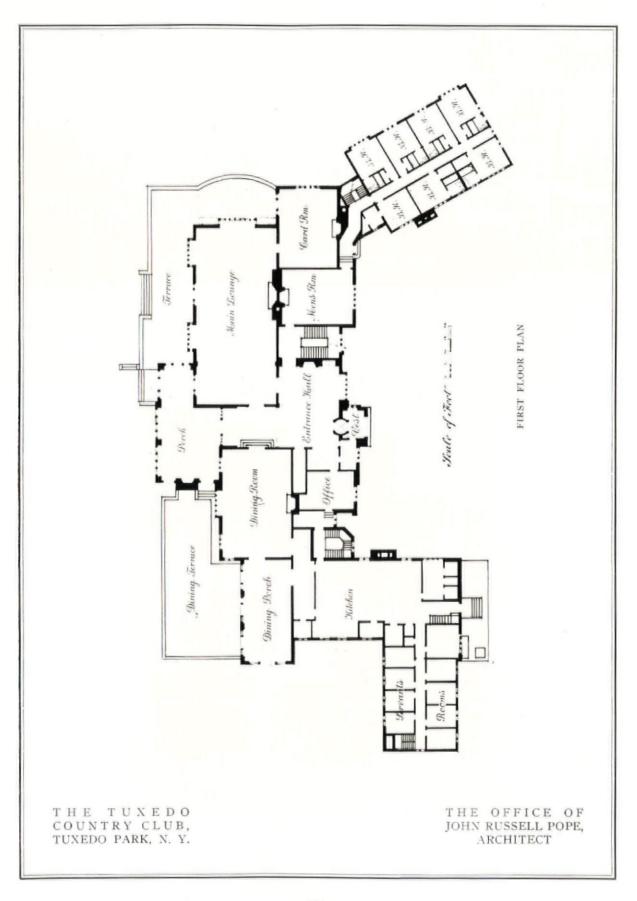
PLATE 49

FIVE RECENT GOLF AND COUNTRY CLUBS



Photos. S. H. Gottscho

TUXEDO COUNTRY CLUB, TUXEDO PARK, N. Y. OFFICE OF JOHN RUSSELL POPE, ARCHITECT



MARCH, 1930 THE ARCHITECTURAL FORUM



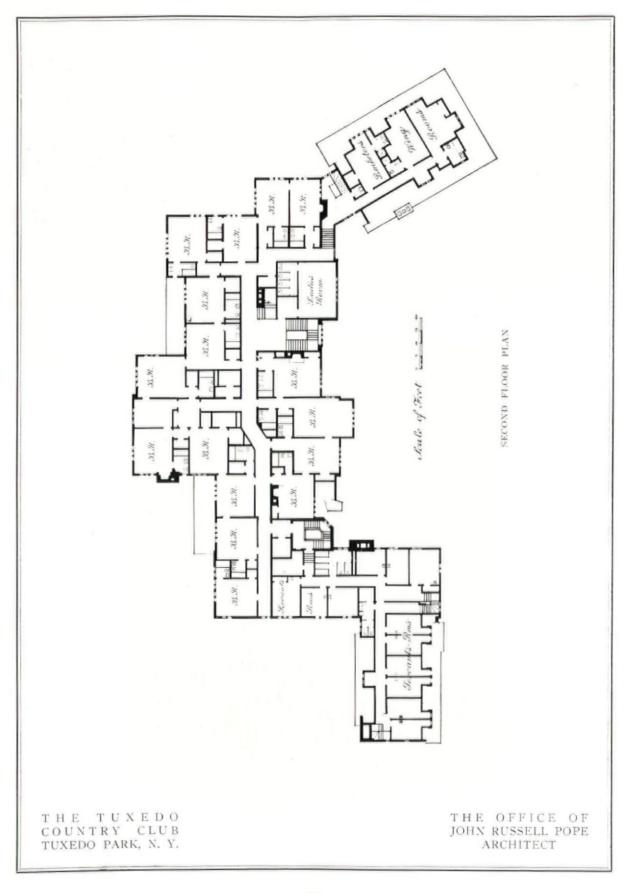
ENTRANCE COURT



BACHELORS' WING

THE TUXEDO COUNTRY CLUB, TUXEDO PARK, N. Y.

THE OFFICE OF JOHN RUSSELL POPE, ARCHITECT



MARCH, 1930 THE ARCHITECTURAL FORUM PLATE 51



SOUTHWEST TERRACE ADJOINING MAIN LOUNGE



TERRACE ENTRANCE TO MAIN LOUNGE

THE TUXEDO COUNTRY CLUB TUXEDO PARK, N. Y.

THE OFFICE OF JOHN RUSSELL POPE ARCHITECT

COST AND CONSTRUCTION DATA

YEAR OF COMPLETION: 1928.

TYPE OF CONSTRUCTION ; Masonry and wood framing.

EXTERIOR MATERIALS: Rubble stone, stucco and timber.

INTERIOR MATERIALS: Plaster finish and wood trim.

ROOF CONSTRUCTION: Wood framing, slate finish.

WINDOWS: Metal casements, leaded glass, Venetian blinds.

FLOORS: Oak in living rooms, pine in bedrooms, terrazzo in public service rooms.

HEATING: Vapor vacuum steam and return. Coal-burning.

VENTILATING: Mechanical in all service rooms and toilets.

KITCHEN EQUIPMENT: Modern heavy duty hotel type.

NUMBER OF BEDROOMS: 21 double masters, 10 single for bachelors, 40 for servants.

NUMBER OF CUBIC FEET: 679,601.

COST PER CUBIC FOOT: Approximately 77 cents. TOTAL COST: \$526,116.59.

TUXEDO COUNTRY CLUB, TUXEDO PARK, N. Y. OFFICE OF JOHN RUSSELL POPE, ARCHITECT

MARCH, 1930 THE ARCHITECTURAL FORUM

PLATE 52



MAIN LOUNGE



THE TUXEDO COUNTRY CLUB, TUXEDO PARK, N. Y.

CARD ROOM

THE OFFICE OF JOHN RUSSELL POPE, ARCHITECT



MARCH, 1930 THE ARCHITECTURAL FORUM

PLATE 53



DINING ROOM



THE TUXEDO COUNTRY CLUB TUXEDO PARK, N. Y.

ENTRANCE TO DINING ROOM

THE OFFICE OF JOHN RUSSELL POPE ARCHITECT

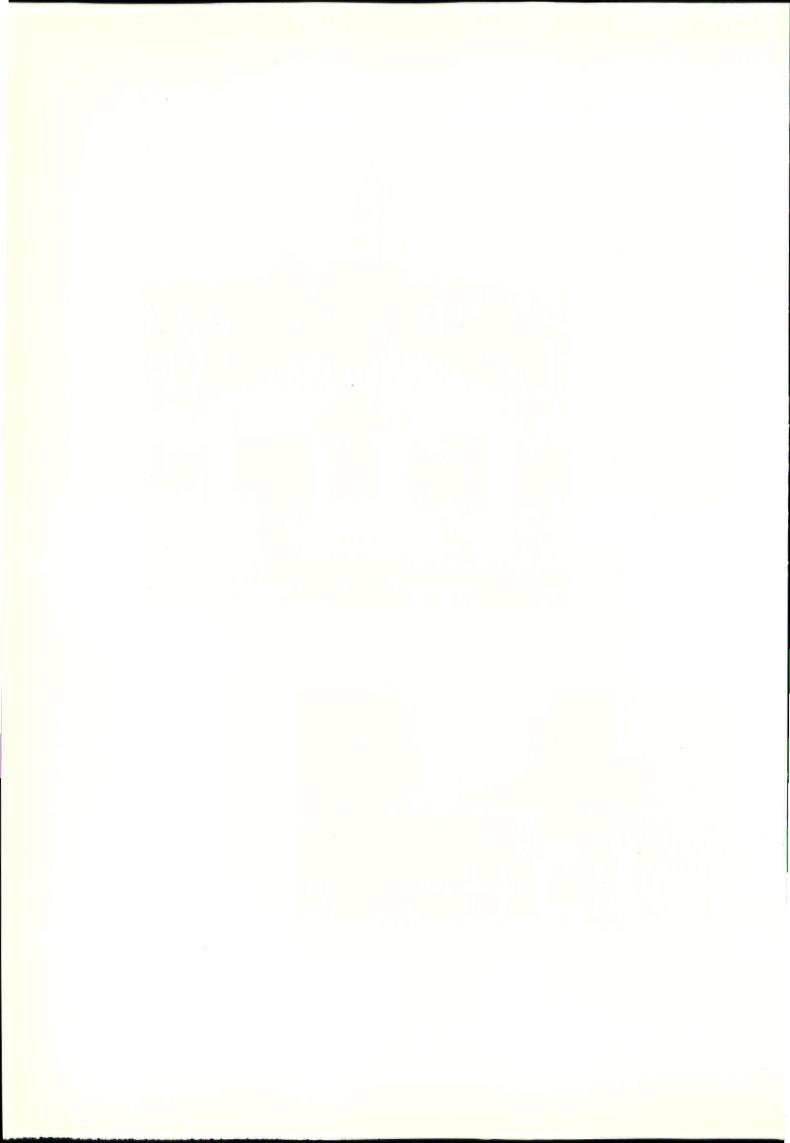


PLATE 54

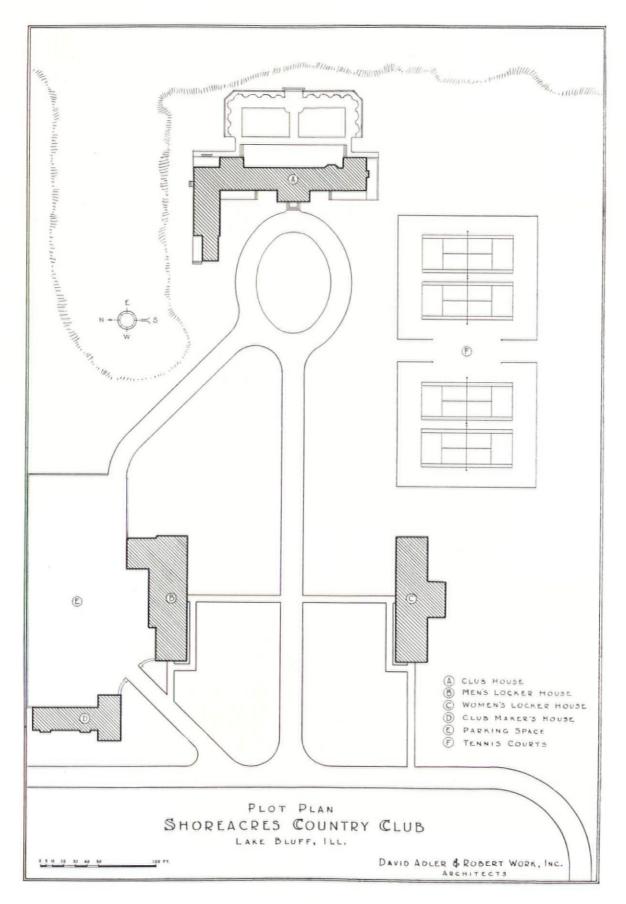


MAIN ENTRANCE

SHOREACRES COUNTRY CLUB, LAKE BLUFF, ILL. DAVID ADLER & ROBERT WORK, INC., ARCHITECTS



EAST ELEVATION



MARCH, 1930

THE ARCHITECTURAL FORUM

PLATE 55

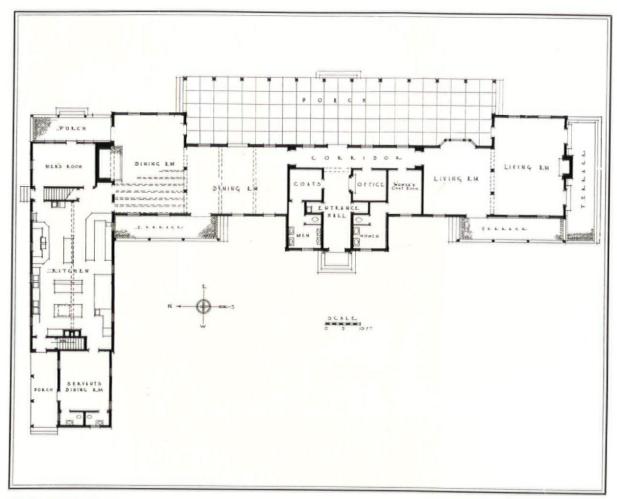


ENTRANCE HALL

SHOREACRES COUNTRY CLUB, LAKE BLUFF, ILL, DAVID ADLER & ROBERT WORK, INC., ARCHITECTS



DINING ROOM



FIRST FLOOR PLAN

SHOREACRES COUNTRY CLUB, LAKE BLUFF, ILL. DAVID ADLER & ROBERT WORK, INC., ARCHITECTS

MARCH, 1930 THE ARCHITECTURAL FORUM PLATE 56



NORTH LIVING ROOM

SHOREACRES COUNTRY CLUB, LAKE BLUFF, ILL. DAVID ADLER & ROBERT WORK, INC., ARCHITECTS



SOUTH LIVING ROOM

CONSTRUCTION DATA

TYPE OF CONSTRUCTION : Frame.

EXTERIOR MATERIALS: Siding.

INTERIOR MATERIALS: Part wood paneled and part plaster walls.

ROOF CONSTRUCTION : Shingle.

WINDOWS: Wood, double-hung.

FLOORS: Wood.

HEATING: Vapor.

VENTILATING: Gravity.

NUMBER OF MEMBERS: 250.

NUMBER OF CUBIC FEET: 189,605.

SHOREACRES COUNTRY CLUB, LAKE BLUFF, ILL. DAVID ADLER & ROBERT WORK, INC., ARCHITECTS

MARCH, 1930

THE ARCHITECTURAL FORUM

PLATE 57



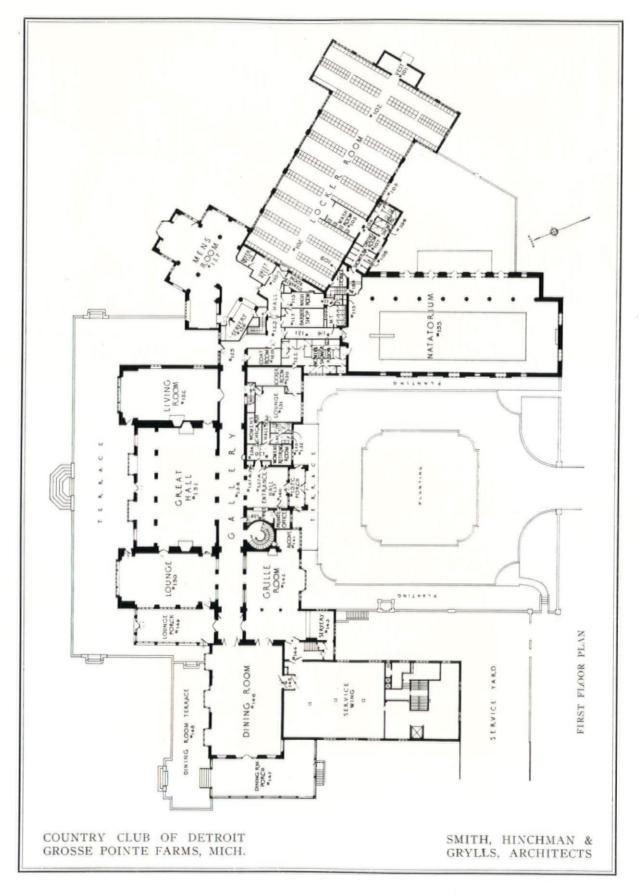
Photos. Ellison

SOUTH ELEVATION FROM THE GOLF LINKS



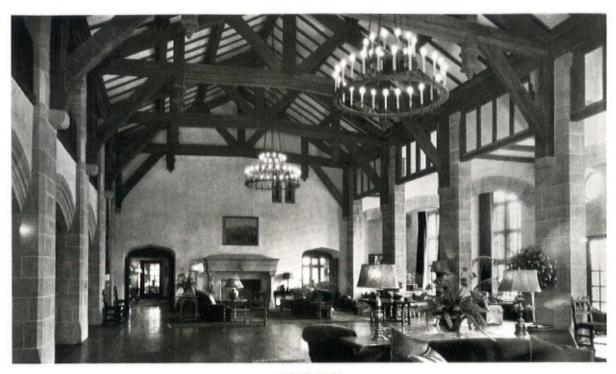
COUNTRY CLUB OF DETROIT GROSSE POINTE FARMS, MICH. TERRACE

SMITH, HINCHMAN & GRYLLS, ARCHITECTS



MARCH, 1930 THE ARCHITECTURAL FORUM

PLATE 58



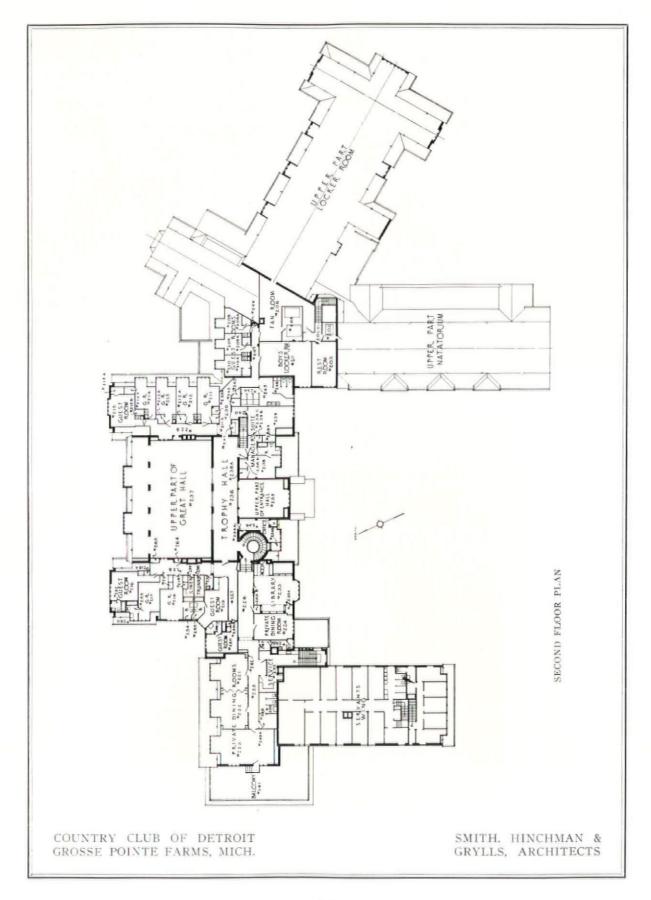
GREAT HALL



ENTRANCE HALL

COUNTRY CLUB OF DETROIT GROSSE POINTE FARMS, MICH.

SMITH, HINCHMAN & GRYLLS. ARCHITECTS



MARCH, 1930 THE ARCHITECTURAL FORUM

PLATE 59



LIVING ROOM



MEN'S ROOM

COUNTRY CLUB OF DETROIT GROSSE POINTE FARMS, MICH.

SMITH, HINCHMAN & GRYLLS, ARCHITECTS

COST AND CONSTRUCTION DATA

YEAR OF COMPLETION: 1927.

TYPE OF CONSTRUCTION : Wall-bearing fireproof.

EXTERIOR MATERIALS: Pressed brick, timber, plaster, slate roof.

INTERIOR MATERIALS: Stone, plaster, hewed oak, tile, brick.

ROOF CONSTRUCTION: Steel rafters and purlins, cement, variegated slate.

WINDOWS: Metal casements, leaded glass.

FLOORS: Oak and teak plank, stone, slate, tile

HEATING: Direct and indirect steam.

VENTILATING: Exhaust system.

Number of Members: 700.

Number of Bedrooms: 13.

NUMBER OF CUBIC FEET: 867,000.

COST PER CUBIC FOOT: 75 cents.

TOTAL COST: \$650,000.

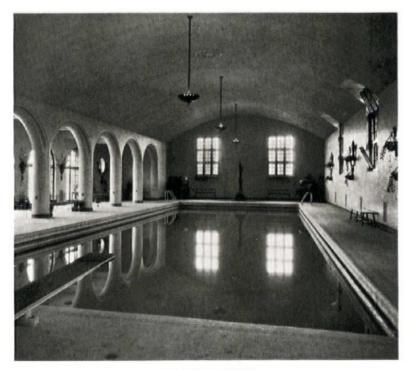
COUNTRY CLUB OF DETROIT, GROSSE POINTE FARMS, MICH. SMITH, HINCHMAN & GRYLLS, ARCHITECTS MARCH, 1930

THE ARCHITECTURAL FORUM

PLATE 60



MAIN DINING ROOM



SWIMMING POOL

COUNTRY CLUB OF DETROIT GROSSE POINTE FARMS, MICH. SMITH, HINCHMAN & GRYLLS, ARCHITECTS



MARCH, 1930 THE ARCHITECTURAL FORUM

PLATE 61



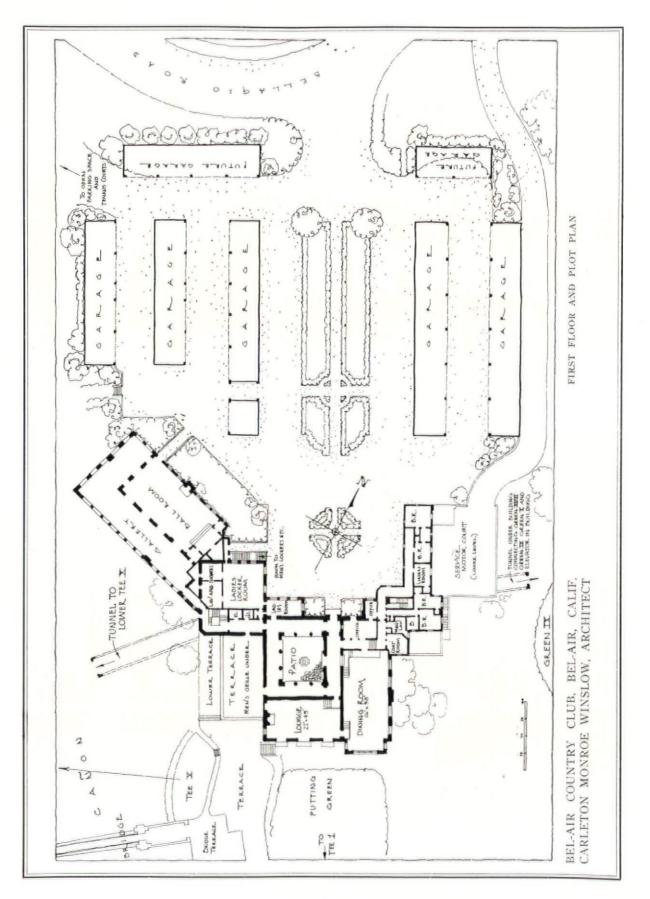
VIEW OF CLUB FROM ACROSS RAVINE



Photos. Mott Studios

FORECOURT AND MAIN ENTRANCE

BEL-AIR COUNTRY CLUB, BEL-AIR, CALIF, CARLETON MONROE WINSLOW, ARCHITECT



THE ARCHITECTURAL FORUM

MARCH, 1930

PLATE 62



ROUGH STONE AND STUCCO COVERED WALLS, TILE ROOFS AND ARCADES GIVE SPANISH CHARACTER TO CLUB HOUSE



BEL-AIR COUNTRY CLUB, BEL-AIR, CALIF. CARLETON MONROE WINSLOW, ARCHITECT

COST AND CONSTRUCTION DATA

YEAR OF COMPLETION: 1926.

TYPE OF CONSTRUCTION: Substructure, reinforced concrete; above, part solid stone masonry and part heavy frame covered with metal lath and cement stucco.

EXTERIOR MATERIALS: Stone and stucco.

INTERIOR MATERIALS: Plaster on metal lath, with the stone masonry appearing inside in part.

ROOF CONSTRUCTION : Heavy frame with clay roofing tile of Italian type.

WINDOWS: Wood and metal frames.

FLOORS: Cement, tile and oak.

HEATING: Steam.

KITCHEN EQUIPMENT: Complete regular equipment.

NUMBER OF MEMBERS: 255.

TOTAL COST: \$190,621.70, not including architect's commission or furnishings.

> BEL-AIR COUNTRY CLUB, BEL-AIR, CALIF. CARLETON MONROE WINSLOW, ARCHITECT

MARCH, 1930

THE ARCHITECTURAL FORUM PLATE 63

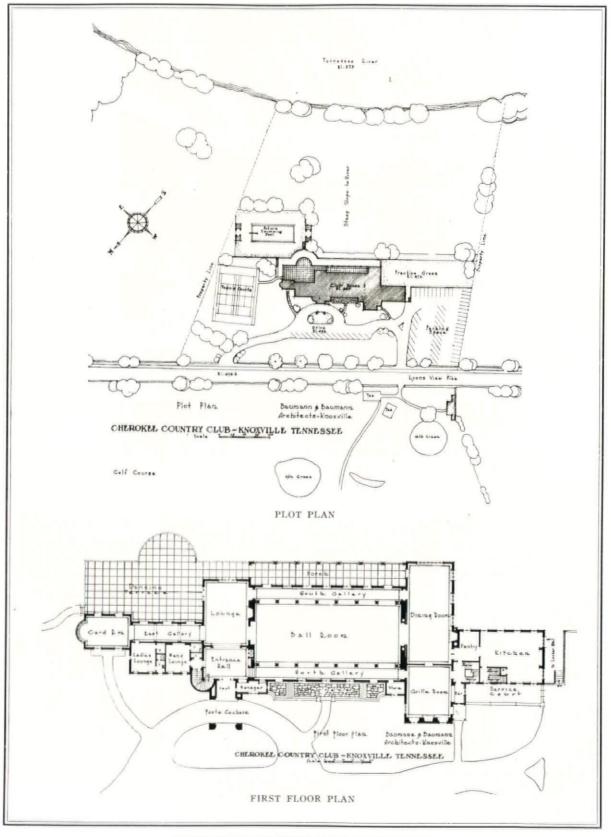


PORTE COCHÈRE



Photos. Tebbs & Knell, Inc.

CHEROKEE COUNTRY CLUB, KNOXVILLE BAUMANN & BAUMANN, ARCHITECTS





MARCH, 1930

THE ARCHITECTURAL FORUM

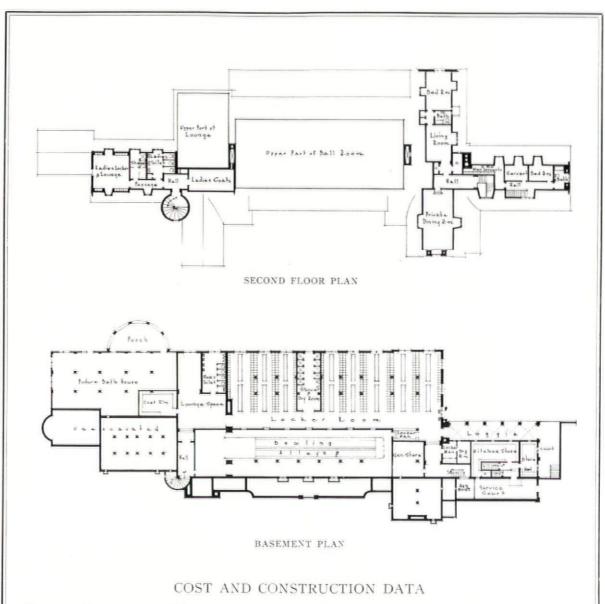
PLATE 64



LOUNGE



BALL ROOM CHEROKEE COUNTRY CLUB, KNOXVILLE BAUMANN & BAUMANN, ARCHITECTS



YEAR OF COMPLETION: 1928.

TYPE OF CONSTRUCTION: Masonry exterior walls, frame partitions and roof.

EXTERIOR MATERIALS: Stucco, brick, stone, timber.

INTERIOR MATERIALS: Wood, plaster, flagstone.

ROOF CONSTRUCTION : Flagstone over frame. WINDOWS: Wood and steel.

FLOORS: Oak and flagstone.

HEATING: Vacuum-vapor steam.

VENTILATING: Forced gravity.

KITCHEN EQUIPMENT: Gas, steam, electric.

NUMBER OF MEMBERS: 400.

NUMBER OF CUBIC FEET: 373,862.

COST PER CUBIC FOOT: 52 cents, including all equipment and furnishings.

Total Cost: \$145,952.31.

CHEROKEE COUNTRY CLUB, KNOXVILLE BAUMANN & BAUMANN, ARCHITECTS

PLANNING THE CLUB HOUSE

BY

ROBERT O. DERRICK

ARCHITECT

T HE enormous development of country clubs throughout the United States, particularly, during the past 20 years, and planning the club houses necessary to accommodate the members, have thrown this type of architectural design into a very specialized class. For this reason country club building committees should select their architects from the ranks of those familiar and experienced with such work, and if possible from among architects who are themselves club members, and above all, club users. Listening to their advice will almost always develop less costly and much better results.

LOCATION. Too often is the architect called in after the grounds,-which may contain a golf course or two, polo fields, tennis courts and swimming pool,-have been planned and had their development started, and sometimes completed. The latter is often true where an old building has been used to temporarily house the membership. So much depends on the location of the club house in relation to the first and tenth tees and the ninth and 19th greens of the modern golf course, the tennis courts, the polo field and other activities, that to place the club house after all this has been determined makes the task doubly hard for the architect. If it all could be worked out together, a more nearly ideal solution would result in most cases. The orientation is of great importance in every instance, and in golf clubs perhaps more so in order that the club porches and terraces may overlook the ninth and 18th fairways and greens and the first and tenth tees, and still be shaded in the late afternoon. A view of the polo field should be considered as well as a view of the tennis courts, and all the time the orientation of the different rooms or units of the club house itself should be given careful study.

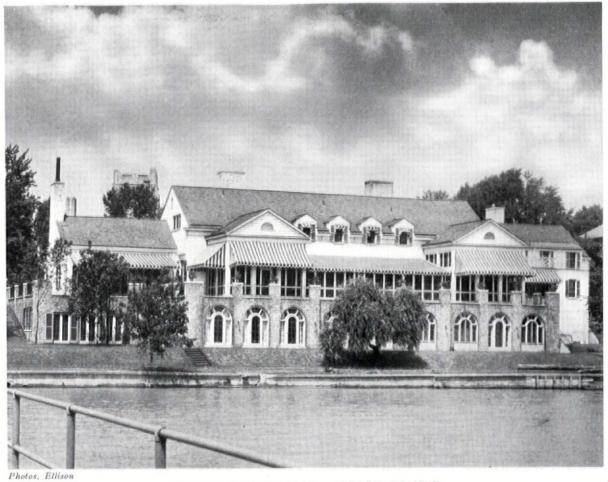
GENERAL PLAN. In the case of golf clubs, the men's locker room is of chief importance and must be easily accessible to the first tee and the professional's shop, with porches and terraces and with dining rooms and dining porches facing east to avoid the glare and heat of the late afternoon sun. Other rooms should be arranged as far as possible to obtain good views and their reasonable share of sunshine. One very general but important consideration in modern country club design is the excellent tendency to develop them along more intimate and informal lines,

giving them as far as possible a domestic character. This is naturally more easily obtained in smaller buildings, for from 150 to 250 members, but much can be done to secure the same effect in houses designed to accommodate 750 members and even more. The reason for such a consideration may lie in the fact that people are not building the enormous houses of the past or having large and complicated staffs of servants to operate them. Rather are they depending on the use of country clubs for larger and often for even smaller social functions, and also for the housing and entertainment of their out of town guests, thus gaining relief from the problem of providing extra service in their homes.

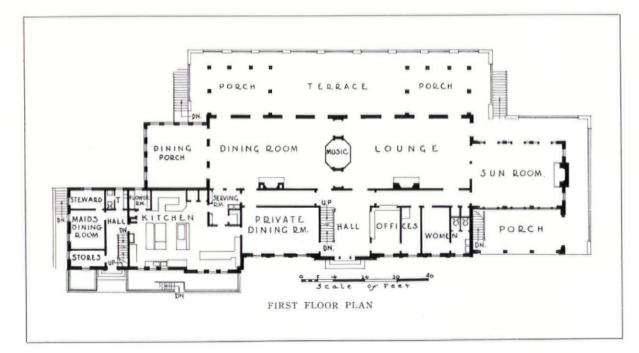
RELATION OF ROOMS. In general, the plan of a golf club should be developed along these lines: The locker room unit, and its necessary facilities such as showers, lavatories, pressing room, etc., should be properly located with reference to the first tee and the professional's shop. The men's lounge, if one is to be provided, should be directly accessible from or next to the men's grill room. The more isolated this grill room is from the main part of the club, the better the men will like it. In any event, it should be so designed that as little noise as possible will be heard in the main part of the building. The kitchen and service end of the building must be adjacent to the grill room, and thus the location of the main dining room is determined. Few clubs can stand the expense of operating a kitchen with its staff for each of these units, and therefore the dining room is located next to the kitchen and on the side opposite the grill. It is then obvious that the service department will probably be somewhere near the middle of the building, with serious complications resulting in many instances. It would be far easier to develop an ideal plan having two kitchens and service departments, one for the grill and one for the dining room, or with one unit serving both but on a lower level. Either solution would be considered as an uneconomical practice, however.

The office in a large building should be adjacent to the front entrance for the purpose of control, and it should also have access to the coat room, the service department if possible, telephone booths, and switchboard. In a smaller building, to accommodate not over 250 members, experience shows that an office in such a loca-



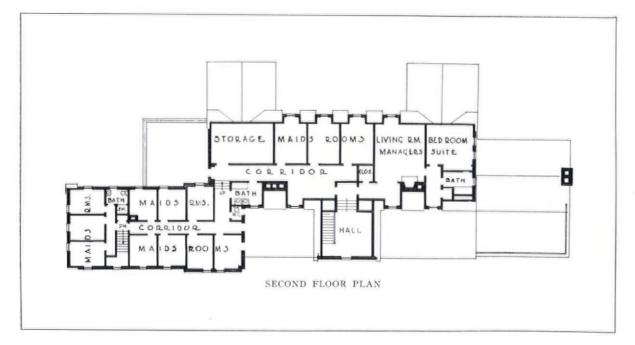


GROSSE POINTE CLUB, GROSSE POINTE, MICH. ROBERT O. DERRICK, ARCHITECT. B. V. GAMBER, ASSOCIATE ARCHITECT





ENTRANCE DRIVE AND FRONT ELEVATION GROSSE POINTE CLUB, GROSSE POINTE, MICH. ROBERT O. DERRICK, ARCHITECT B. V. GAMBER, ASSOCIATE ARCHITECT





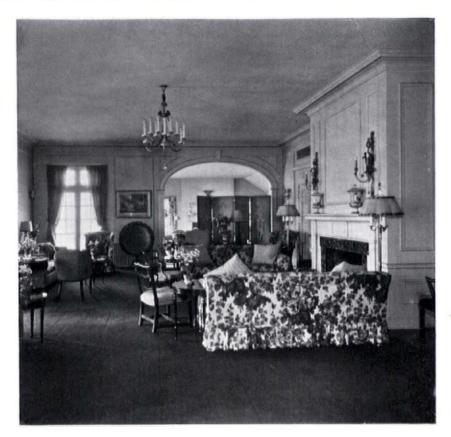


MAIN DINING ROOM, DINING PORCH BEYOND

PRIVATE DINING ROOM

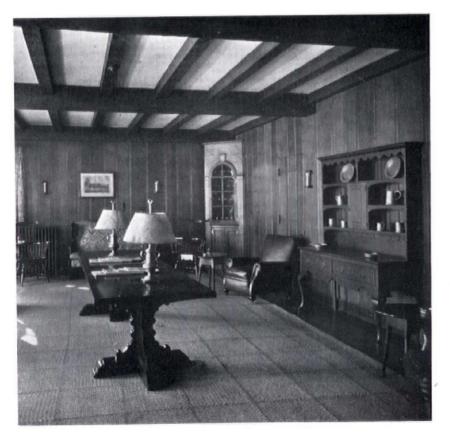
GROSSE POINTE CLUB, GROSSE POINTE, MICH. R. O. DERRICK, ARCHI-TECT, B. V. GAMBER, ASSOCIATE ARCHITECT

March, 1930 THE ARCHITECTURAL FORUM



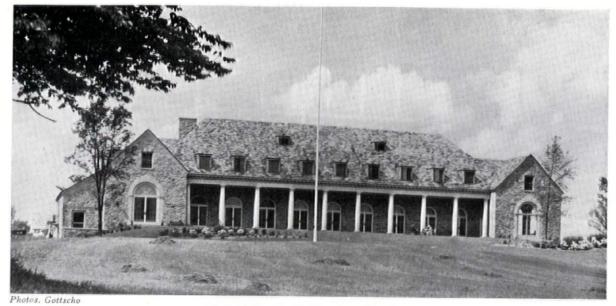
THE LIVING ROOM

THE GAMES ROOM



GROSSE POINTE CLUB, GROSSE POINTE, MICH. R. O. DERRICK, ARCHI-TECT, B. V. GAMBER, ASSOCIATE ARCHITECT

Part One



View of the South Elevation, Onondaga Golf and Country Club, Syracuse, N. Y. Peabody, Wilson & Brown, Architects

tion can be easily dispensed with, thus adding considerably to the intimate and residential character of the interior. The office in this case could be isolated on the second floor, or located out of sight of and away from the members' part of the building. This definitely places the entrance so that there shall be easy access to the office, dining room, men's unit, service department and lounge, and all arranged so that each unit can be reached without passing through any of the others.

The lounge should naturally have a prominent place in regard to the view and sunlight and should usually be connected with the dining room with wide openings, if possible large enough to throw both rooms more or less into one for large functions. This feature should not, however, eliminate the more isolated entrance to the dining room. In most cases, one or more smaller rooms for cards could open off the lounge or be located near it. If an indoor swimming pool is included, there should be easy access to it from both the men's locker room and the women's dressing rooms. In most cases it would be difficult and unnecessary to attempt to have access to it from the women's locker room as well. If an outdoor pool is considered, it would naturally be placed near the men's locker room, and the cost would be from one third to one half that of the indoor pool. The professional's shop would be ideally located if placed between the men's locker room and the first tee. Care should be taken to have the caddies' quarters and yard as much out of sight and hearing as possible, al-

though every possible convenience and comfort should be supplied there. A generous parking space should be provided near the front entrance, extending to the men's locker room entrance if possible. The women's locker room with showers and lounge should, for economy, usually be placed on the second floor with an outside entrance and stairs. In many cases it is actually preferred in such a location by the women members. The amount of revenue to be derived from bedrooms is usually problematical. In a weekend club they are almost a necessity, especially where the distance from the community the club serves is great. Much money and space can be saved by using a modified dormitory plan for single men, with a general shower and wash room. Rooms with baths must, however, be supplied for couples. Members are likely to abuse the privilege of occupying rooms, but this can easily be prevented by house rules permitting rooms to be occupied by one member for two weeks only, unless they are not in demand.

LOCKER ROOMS. To take up the locker room in detail, as one of the most important units, in case of a golf club especially, it is needless to say that enough lockers must be supplied for the golfing members, and that in the case of clubs which hold frequent tournaments, additional locker space, separate if possible, should be supplied for the visitors. Each locker room should have its showers, lavatories and washing facilities centrally located. One attendant's room, with pressing facilities, and a drying room, are important. Perhaps the most economical and

March, 1930



Rear Facade from Golf Links, Onondaga Golf and Country Club, Syracuse, N. Y. Peabody, Wilson & Brown, Architects

satisfactory plan for a large locker room is rectangular with a wide center aisle running the length of the building. From this center aisle there should run smaller aisles at right angles to it, and preferably not over 15 or 20 feet in length, with lockers on each side. Where sufficient money is available, experience has shown that these side aisles should be about 12 feet clear between lockers to permit the use of furniture for the members rather than the old fashioned center bench. Practice has shown that no matter how attractive a lounge room may be, placed adjoining the locker room, the locker room itself is still the real lounge room, and apparently it always will be. Having lounging space comfortably furnished in or near the center of the locker room itself is excellent, and may often save space in the end. Naturally, the locker room must be above grade, with the best of light, air and ventilation. It is usually wise to avoid using skylights, which generally admit an unpleasant glaring light, and are likely to produce too much heat from the sun. High window sills are obviously practical and necessary. If the locker room lounge is to be a separate room, it can be small, as its general use is doubtful. However, it should have an intimate and informal character.

THE MEN'S GRILL ROOM is an extremely important unit and deserves special consideration. Usually the size of the grill may be roughly determined by supplying seating capacity for a number equal to about from 20 to 25 per cent of the number of lockers, and it is well to remember that a crowded room is always more cheer-

ful than a room half filled. Also the type of service is usually very fast, and little waiting for places by members is likely to be done during peak hours. On the other hand, the grill room is often the most popular and the most used room in the club house (except the locker room), and this fact must not be entirely overlooked. It is probably better to make it too small than too large, but in many instances the grill is, and should be, larger than the main dining room, all depending upon the club's location, the type and number of members, and the nature of the club. If the grill is to be a men's room exclusively, the more isolated the better, but the fact that the room is then a grill exclusively and can never be anything else, should be considered. It will not be possible to accommodate an overflow from the dining room and be a part of it, nor can it he used in conjunction with the lounge for dancing. If the club holds frequent tournaments, this fact must be considered in determining the size.

As the grill is essentially the place for intimate gatherings, discussions, and informal meetings, with a considerable amount of good fellowship in the way of talking, singing and conviviality, architecture and decorations should heighten this atmosphere. Although hard materials such as stone, slate or tile may be used on the floor and elsewhere, the fact that the room echoes and reverberates is of little consequence. The singing will sound all the better,—at least to the singers themselves,—just as the old time early morning song in the bathroom convinced the soloist that he was an artist. As the fireplace is usually the focal point of the grill, it should be entirely in keeping with the design of the room, and be most spacious in size. The bar is usually a necessary and important consideration and should be either in the grill room itself, or in an adjoining alcove, with plenty of space in front and back. The bar, for economic reasons, should also connect with the kitchen, so that direct and immediate service can be maintained.

THE KITCHEN. To the kitchen, which is often the heart of the club, too much consideration including all the service features that go with it, can hardly be given. It must be planned to take care of peak loads as well as for the average meals which occur during the week. The club's manager, steward and chef should all be consulted and their opinions considered. Kitchen equipment experts always have valuable suggestions to make. The entire service unit would often, in the average sized club, consist of the kitchen first, a passage or "silent pantry" between the kitchen and the dining room, which passage may also be used for the storage of china, glass, silver and linen, and then storeroom, cold room, receiving room, attendants' dining room and chef's office. In larger clubs there would be, in addition, one or more preparation rooms and perhaps a bake shop. The proper planning of these different units in their relation one to another is usually an important and difficult problem. If it were not for the receiving end, such a service unit located more or less at the center of a building would not be so difficult to handle. The architect should determine, if possible, what the peak load will be. This occurs during tournaments, on Saturdays, Sundays, holidays, and other special occasions. If it is the policy of the club to serve table d'hote meals on such occasions, eliminating a la carte service entirely, the problem is simplified. In any event, have the space and equipment so designed and arranged that one half the peak load can be handled comfortably. The steward or chef will take care of these heavy loads by hiring more servants temporarily. During the week, when the demands are slight, the arrangement should be such that the minimum staff can take care of the service with the fewest number of steps and the least amount of effort. For instance, one man should take care of two or three tables or departments in slack times, while at peak times there might be two men for each table or department.

DINING ROOMS. In planning the dining room it is advisable to have the room too small rather than too large. Nothing is more depressing than an empty room, and nothing puts most people in a better frame of mind than being in a crowd.

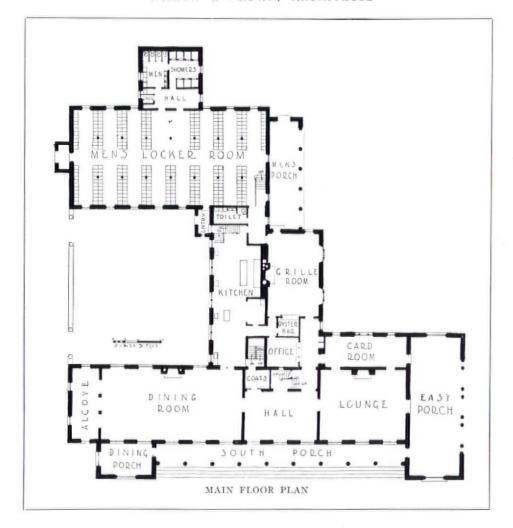
If the room must be large, its design and decoration can help tremendously in giving it an informal and residential character, far away from the dignified, stately and formal treatments so often seen in clubs. One or two fireplaces with comfortable lounge furniture grouped about each of them will help to give a domestic atmosphere. Furniture can easily be taken out during the more crowded periods, but on average days it will displace dining tables and give the room a smaller and more intimate appearance. In determining the seating capacity of the dining room, a good rule to follow is to supply sufficient space at from 15 to 20 square feet per person for approximately one half the number of members. This again depends on the type of the club and the membership, and should not apply where the grill room is made more important. If the plan will permit an overflow into the lounge or other adjacent rooms, the size can be cut down and a considerable amount of flexibility still maintained. One or more private dining rooms are nowadays almost always necessary. They can be opened one into the other, and also into the main dining room by means of folding doors, if money and space permit, but often much to the detriment of the appearance of these rooms. As a rule each private dining room should be a complete unit in itself. A storage room near the dining room large enough to accommodate all the dining room furniture, is a tremendous convenience and will allow the room, if so desired, to be cleared for dancing or other entertainments in the shortest time possible.

THE LOUNGE is a difficult room to plan, because usually it must be possible for it to take care of a large number of people on special occasions and only a few people on the great majority of days and evenings. Yet it must be cheerful and comfortable at all times. This necessity occurs less often where clubs have ball rooms or so-called "great halls," which are always ready for large entertainments and need have no other character or atmosphere. In cases where the lounge serves both purposes, the proper atmosphere may be obtained by careful architectural detail and decoration, with appropriate furniture placed in intimate groups. All furniture must be fairly easily moved and stored during the larger functions. Fireplaces in the lounge, and in fact in all rooms used by the members, always help, no matter what the desired effect is.

The question of materials is another subject in itself, but suffice it to say that building committees should pay strict attention to this feature and build for permanency. Otherwise, maintenance charges will start almost immediately and will be beyond all bounds within a few years. March, 1930



ONONDAGA GOLF AND COUNTRY CLUB, SYRACUSE, N. Y. PEABODY, WILSON & BROWN, ARCHITECTS



ARCHITECTURAL DESIGN

ONONDAGA GOLF AND COUNTRY CLUB, SYRACUSE, N. Y. PEABODY, WILSON & BROWN, ARCHITECTS

LOGGIA

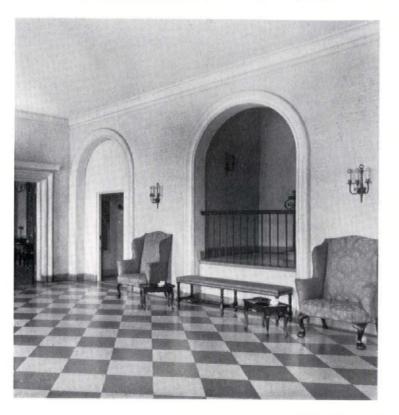
LIVING ROOM



Part One

March, 1930

THE ARCHITECTURAL FORUM



THE HALL

GRILL ROOM

ONONDAGA GOLF AND COUNTRY CLUB, SYRACUSE, N. Y. PEABODY, WILSON & BROWN, ARCHITECTS

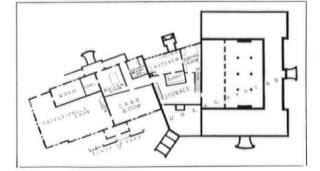


Part One



THE McGREGOR GOLF CLUB AT SARATOGA SPRINGS, N. Y. ALFRED HOPKINS, ARCHITECT

BASEMENT PLAN



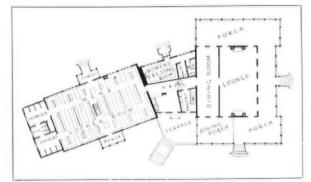
March, 1930 THE ARCHITECTURAL FORUM



THE MCGREGOR GOLF CLUB AT SARATOGA SPRINGS, N. Y. ALFRED HOPKINS, ARCHITECT



FIRST FLOOR PLAN

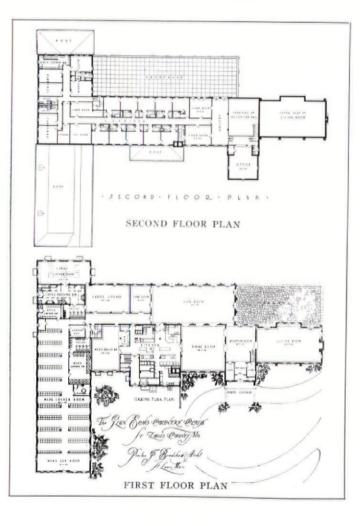


ENTRANCE TO MEN'S LOCKER ROOM

Part One



GLEN ECHO COUNTRY CLUB NORMANDY, MO. PRESTON J. BRADSHAW, ARCHITECT



THE SMALL COUNTRY CLUB HOUSE

BY

FRANK C. FARLEY

I N many a community there is a distinct need for a country club planned and operated on a basis which puts its major emphasis on providing, first of all, a good golf course and good tennis courts with the simplest adequate accommodations in lockers, bathing and dressing quarters for the players. Our small and moderate-sized industrial and residential towns demand clubs so carried on that the athletic interests and needs absorb the greater part of the budget, and house service is reduced to a minimum. The social features of the club, however, cannot be entirely subordinated. Some provision must be made for the non-golfing and non-tennis playing members, for the entertainment of guests on tournament days, and for furnishing in the winter months a rallying place to sustain interest in the club.

To meet the requirements of the self-service country club house, intended to be operated intensively during the open months and only from time to time during the winter, the needs would seem to be these: (1) Locker rooms with showers and toilet facilities for men and women. (2) Club room for meetings, entertainments, and dancing. An ample porch, preferably overlooking the golf course and tennis courts, capable of being

giassed in, and communicating directly with the main club room. (3) Professional's room and shop, easily accessible from the locker rooms and golf course. (4) Kitchen and pantry where temporary servants or caterers can be installed or where individual members or committees of members can prepare regular meals or casual refreshments. (5) Entrance porch where preferably at least two motor cars can load or unload at the same time.

As the key to the real activities of a club is the size and disposition of the locker rooms, the extent of these rooms must be first determined and, in general, as many full sized lockers as possible provided. Club rooms and kitchens can be compressed if necessary, but not locker space. Steel enameled lockers such as are used in many industrial establishments, provided adequate ventilation is secured, are usually found satisfactory. The only other furniture absolutely required are benches placed between the rows of lockers. The toilet rooms and showers should be placed within easy direct access of the locker rooms. Here again the rule should be to make the accommodations as ample as the budget will permit. To keep down cost only the simplest plans and most



Manchester Country Club at South Manchester, Conn. Frank C. Farley Architect. Wm. Harmon Beers, Associated

Part One



Rear Elevation Overlooking River

Real Elevation Overlooking River

inexpensive equipment can be considered, and as such clubs will necessarily be "self-serviced," it is probable that hot water supply in the fixtures will be dispensed with, but an instantaneous heater or other means will be provided to supply hot water as needed for showers or in the kitchen.

If the men's locker room can be located in a basement, always provided that the basement is entirely above ground level on at least one side or better on two or three, so that adequate light and above all ventilation can be assured by many windows, then much saving in the general bulk of the entire building can be made. The women's locker room, on the other hand, will find its best location on the main floor and in substantially direct connection with the main club room. If funds are available, the portion of the building devoted to lockers may well be separated from a general retiring room.

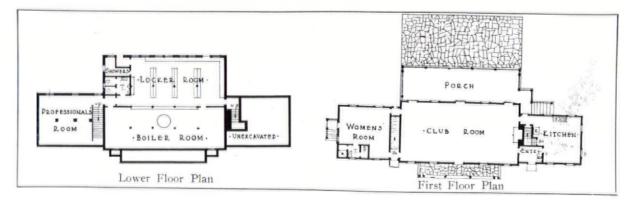
The kitchen should be a spacious room located in direct connection with the club room and porch so that whether a caterer be employed to serve the dinner or afternoon collation or whether this be undertaken by a committee of members, or

Manchester Country Club at South Manchester, Conn. Frank C. Farley, Architect, Wm. Harmon Beers, Associated

whether individuals bring their own refreshments and merely desire to make tea or coffee, the kitchen will be conveniently at hand. As a rule, in such an establishment as we are considering, some kind of portable range burning wood will be found acceptable, since it is equal to cooking a large dinner if required, as well as snacks. As electric power is almost always available, arrangements may well be made for a small electric unit for cooking.

We may now consider the club room and porch, around which all the other parts of the club house may be said to be grouped. Large, free, open space is most to be desired in these units, and if they can be thrown together for large gatherings, they will be doubly useful. A certain domestic atmosphere, however, must be kept, and the opportunity of arranging furniture for groups of friends should not be overlooked.

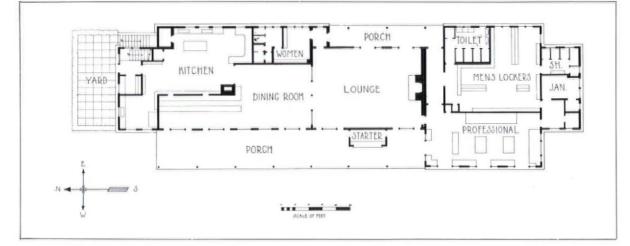
As much of the charm of the country club, however unpretentious its building may be, lies in its setting, it is necessary to provide in its budget for adequate planting, for no other one element will contribute so greatly to its success.



March, 1930







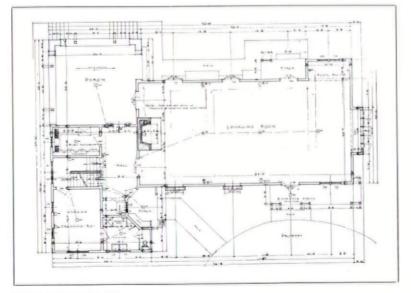
MUNICIPAL GOLF CLUB AT PASADENA. MYRON HUNT & H. C. CHAMBERS, ARCHITECTS

Part One





Photos. Tebbs & Knell, Inc.



TWO VIEWS OF THE COUNTRY CLUB AT KINGSPORT, TENN. CLINTON MACKENZIE, ARCHITECT

FIRST FLOOR PLAN

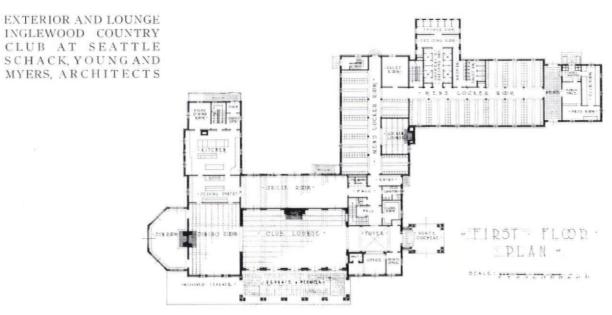
March, 1930

THE ARCHITECTURAL FORUM



Photos. Miller

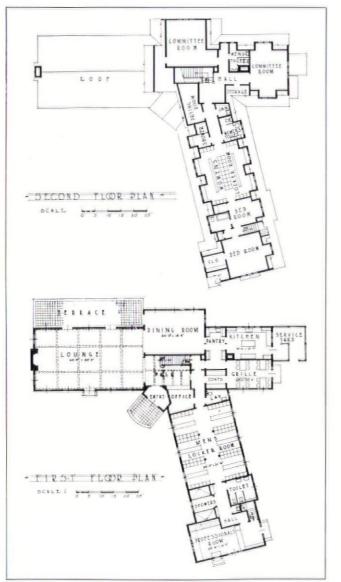




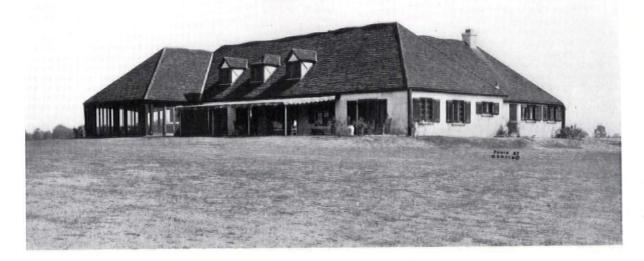
Part One



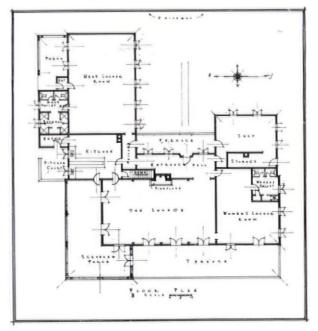
Photo. DePue, Morgan & Co.



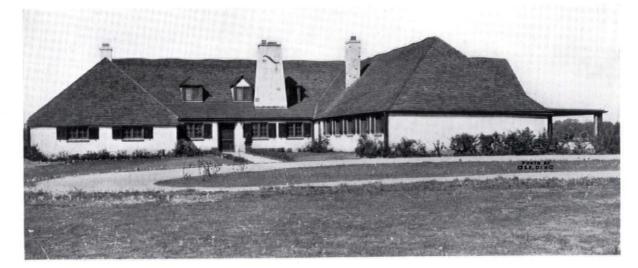
GLENDALE GOLF AND COUNTRY CLUB AT SEATTLE. SCHACK, YOUNG & MYERS, ARCHITECTS



OTTAWA COUNTRY CLUB, OTTAWA, ILL. JOHN HANIFEN, ARCHITECT



ABOVE, REAR ELEVATION. BELOW, EAST ELEVATION AND DRIVEWAY





NORTHEAST ELEVATION



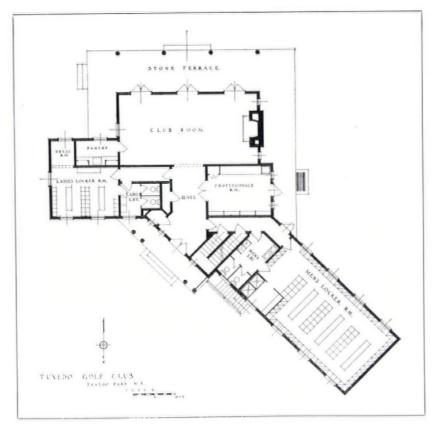
LOCKER ROOM PORCH

TUXEDO GOLF CLUB AT TUXEDO PARK, N. Y. KENNETH M. MURCHISON, ARCH.

March, 1930 THE ARCHITECTURAL FORUM



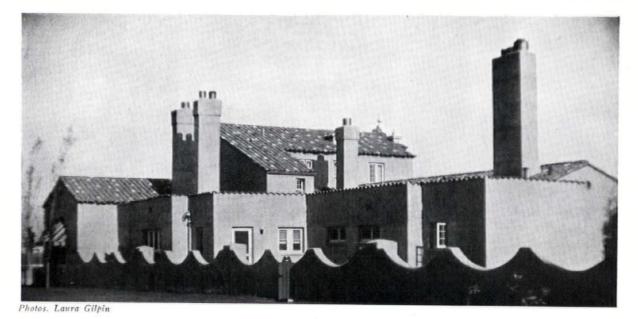
COVERED PORCH



FIRST FLOOR PLAN

TUXEDO GOLF CLUB AT TUXEDO PARK, N. Y. KENNETH M. MURCHISON, ARCH.

Part One





THE POLO CLUB, DENVER W. E. & A. A. FISHER, ARCHS.

INTERIOR ARCHITECTURE AND FURNISHING OF THE COUNTRY CLUB

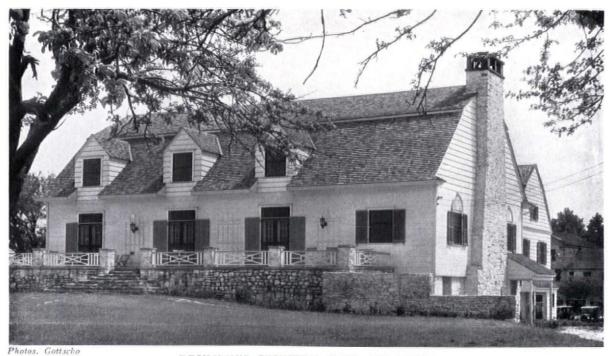
DWIGHT JAMES BAUM

I NTERIOR architecture includes all that part of the inside of a building that is conceived, designed and executed under the direction of the architect. By furnishing is meant the movable fittings necessary to complete and make the structure ready for occupancy, such as furniture, rugs, hangings and minor accessories. In either case the architect, who probably has been carefully selected, should not only completely design the interior, but also should select or help select, in association with the decorator, all the furnishings. Unless the architect has control over this important part of the work, his conception of the design or character of the building is likely to be, and usually is, lost. In this day when theaters and hotels are decorated in a lavish manner, most club committees feel that their buildings should be equally if not more attractive, to satisfy or appeal to their members. This does not mean that a great amount of money must be spent, but it does mean that the rooms must be furnished and decorated in a manner that uses to the best advantage the amount of money available. Also the character decided upon must be consistent with the style of the building itself. Often one approaches a structure of definite type and enters expecting to see the interior designed in the same style. Quite often, however, one is disappointed by the different handling of the problem. Prob-

ably the chairman of the committee appointed a sub-committee, with the result that the interior architecture does not tie in at all with that of the exterior.

Let us consider materials first. For an informal building in the Italian, French, English, early Colonial or Spanish style, textured walls of plaster, hewn or adzed timbers for beams and ceilings, tile, slate, stone flagging or planks of oak or pine are appropriate. For more formal interiors, such as English Georgian, our own Colonial version, Italian Renaissance or French of the great periods, walls of smooth plaster or paneled with wood either painted or stained are consistent. Ceilings of ornamental plaster or paneled wood, with floors of teak or oak plank, parquet as herringbone, tile or marble should be used.

Considering the plan and design in general, simple treatment of the entrance hall or vestibule serves to accentuate the decorations of the main stair hall or the "great hall," which is often the most important social room. Club offices, cloak rooms and minor rooms such as telephone rooms, powder rooms, lavatories, etc., should be convenient to the entrance so that guests and members need not go through the principal rooms during entertainments to remove their wraps. The stair hall presents great opportunities to the designer



DRUMLIN'S COUNTRY CLUB, SYRACUSE DWIGHT JAMES BAUM, ARCHITECT 379

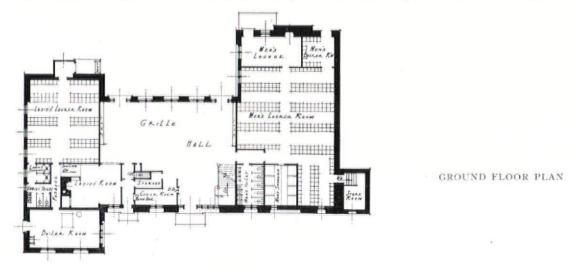
Part One



EAST FACADE DRUMLIN'S COUNTRY CLUB, SYRACUSE DWIGHT JAMES BAUM, ARCHITECT

- for securing an important decorative feature. Some form of curved stairway usually gives the most attractive appearance, if cost and available space permit. A square stairway can be made attractive if it is possible to obtain a stair well of sufficient size to give an effect of stateliness. The rise of the steps should be lower and the treads wider than in the usual country house. There should be landings at proper intervals if the story height is great, and the design and scale of the balusters and rail should be carefully studied. Materials of course should be appropriate to the style chosen, but durability and wear should be considered, since a club house receives hard usage and sometimes not the best of care. Constant repairs and painting are required. In early Italian and Spanish interiors the stairs were usually carried up between partly enclosed walls with vaulted ceilings. This treatment is still appropriate. Later Italian houses, as in Florence and Genoa, had most imposing and monumental stairways. Club houses without important rooms on the second story can of course have less elaborate stairways. Stairs may even be placed in a side hall, such as a hall leading to the locker room.

Another important decorative feature is the fireplace which is usually the center of interest in the great hall, lounge or dining room. In no other architectural detail can the style characteristic of the interior be expressed as easily. This feature should dominate the room, or at least be the most important object on the wall it occupies. If the room is English or American Georgian or Colonial, the mantel is usually of wood stained or painted, with facings of marble, brick, or sometimes of soapstone or cement. Some of the richer mantels are of marble as designed by the brothers Adam in England. In early English rooms,



March, 1930

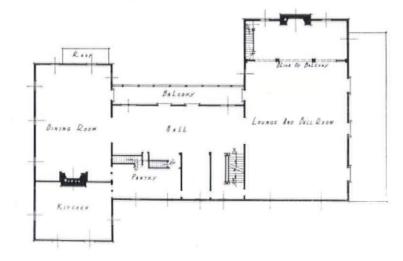


NORTH FACADE DRUMLIN'S COUNTRY CLUB, SYRACUSE DWIGHT JAMES BAUM, ARCHITECT

mantels of oak with linen fold carved panels and pilasters of Tudor, Elizabethan or Jacobean motifs give a distinctive style. All of these mantels should have fire openings wider than they are high. Many Spanish mantels are of similar proportions, but usually higher in relation to the width. Always in the Italian style the fire opening is larger, especially in height. Sometimes the size is great enough for a man to stand upright within the opening. Such mantels are appropriate for large club rooms. The material is usually of stone, though sometimes of marble. In all mantels the hearths should be of the same material as the facings. French mantels are usually of wood with marble facings, or else entirely of marble. In either case, the linings are of ornamental iron forming a decorative fireback. Early French types, like the popular Norman, have mantels somewhat similar to the early English with stone jambs, occasionally with wooden lintels, and they always have large openings.

The dignity and impressiveness of the two or three most important rooms, such as the great hall, the lounge and the dining room, are greatly increased if they can be at least a story and a half high. Height gives a spacious appearance which is needed in any room planned for entertaining. In designing these rooms, proportion is as important as size, and the selection of materials must be made with care. The selection of wood, texture of walls, ceiling surfaces, use of flooring materials, and finally color all determine the success of the interior.

By wall texture is not meant exaggerated splashed plaster walls showing plainly a striving for an artificial antique effect, but instead a well hand finished room, with a pleasing surface simply done. Flooring can easily express the style



MAIN FLOOR PLAN

of the room. Pine planks indicate early Colonial, oak is English, teak is Georgian or Elizabethan, or late Italian, parquet is French, tile is Italian or Spanish, etc. Color is without doubt one of the most important details of an interior. A well studied color scheme can make an otherwise ordinary interior attractive. Recent successful rooms are done in carefully chosen colors such as gray-green, greenish blue, deep tan and dark gray. The walls, paneling and trim are today preferably painted the same shade and color, giving a much simpler treatment and a more successful room. Where wallpapers are used, as in Colonial interiors, the trim, wainscoting, etc., should be painted a color to match the background or some part of the design in the paper. The furnishings, whether rugs, hangings, furniture or accessories, must complement the interior architecture. Each part is of necessity dependent on the success of the others. If the architect who designed the building has produced a successful interior, he is certainly capable of either selecting or advising on the furnishings. He will not have the facilities or time for carrying out all of the many details, perhaps, so a competent decorator should be associated. Only by this method can the best results be had.

By a decorator is not meant a woman member of the committee who has helped furnish the house of some friends besides her own, or another kind of decorator who is merely a purchasing agent. A real decorator will be able to work in the spirit of the architect's design and help to

produce results that will for years be appropriate and attractive. Besides being appropriate, the furnishings must be comfortable, livable, made well and look well. The scale of the pieces must necessarily be larger in the main rooms than in a residence, and yet in the more intimate and smaller rooms there is very little difference. Certain features should of course be made the most important, as in the design of the room. No scheme involving much use of identical pieces is successful, and much similarity in materials, color, etc., makes for ordinary results. If a figured rug or carpet is used, the upholstery fabrics should be of plain colors. If the floor covering is plain, then definitely figured fabrics can be used. If plain walls either of paint or wood paneling are used, figured hangings will be appropriate; otherwise plain curtains should be used.

I have purposely avoided, up to this point, referring to the so-called "modern" architecture. So far the endeavor to create a new style has produced some interesting results, such as the use of plain surfaces and new or unusual combinations in color. I remember that an eminent critic recently said that all the ornament evolved so far is grooved lines, up and down or sideways, zigzags, or streaks of lightning. I do not doubt that something will come out of the present movement, but unless a club is ready to redecorate and refurnish within a few years, I believe that the use of conservative, basically sound styles of the past should be continued and adapted to modern club requirements.



Photo. Smith, Lindsley & Arnold

LOUNGE AND BALL ROOM DRUMLIN'S COUNTRY CLUB, SYRACUSE DWIGHT JAMES BAUM, ARCHITECT

March, 1930 THE ARCHITECTURAL FORUM



Photos. Wallace

MAIN STAIR HALL



PRIVATE DINING ROOM HUNTINGDON VALLEY COUNTRY CLUB, WILLOW GROVE, PA. TILDEN, REGISTER & PEPPER, ARCHITECTS

ARCHITECTURAL DESIGN

Part One

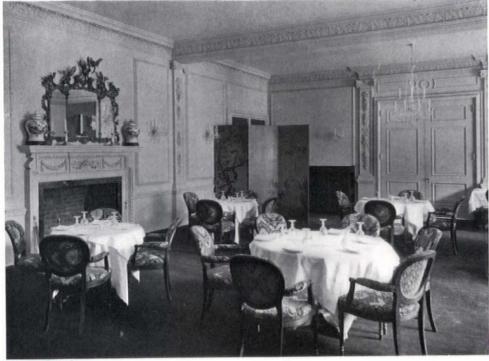


ABOVE, THE MAIN DINING ROOM. BELOW, A CORNER OF THE MEN'S LOUNGE



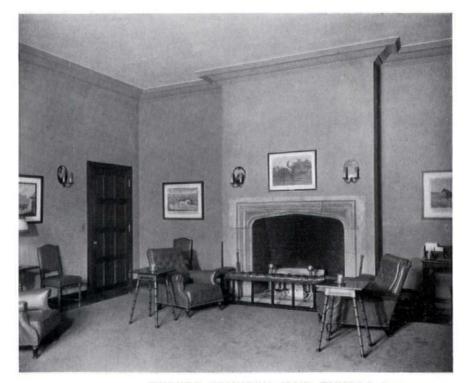
CHEROKEE COUNTRY CLUB, KNOXVILLE BAUMANN & BAUMANN, ARCHITECTS

March, 1930



Photos. Gottscho

ABOVE, DINING ROOM SHOWING DOORS LEADING TO DINING PORCH. BELOW, MEN'S LOUNGE



TUXEDO COUNTRY CLUB, TUXEDO PARK, N. Y. OFFICE OF JOHN RUSSELL POPE, ARCHITECT

ARCHITECTURAL DESIGN

Part One

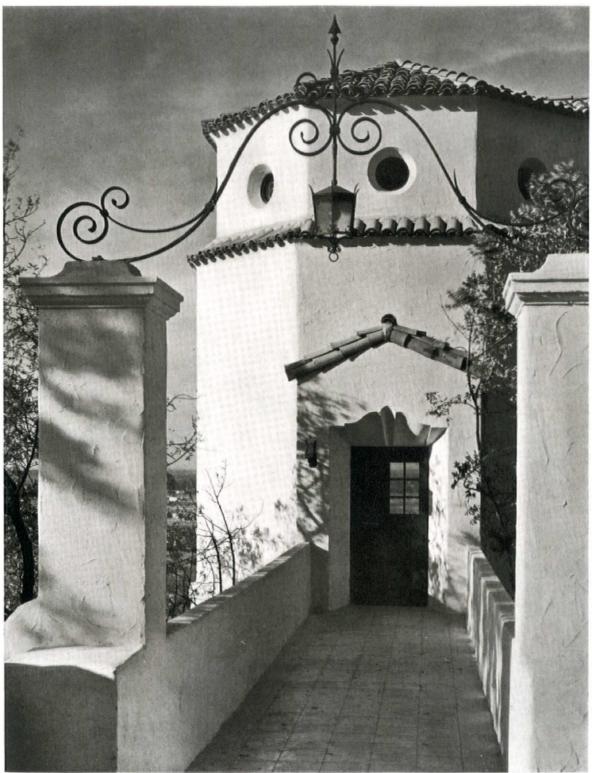


Tebbs & Knell, Inc. PRIVATE DINING ROOM CAPITAL CITY COUNTRY CLUB, ATLANTA BURGEANDSTEVENS, ARCHITECTS



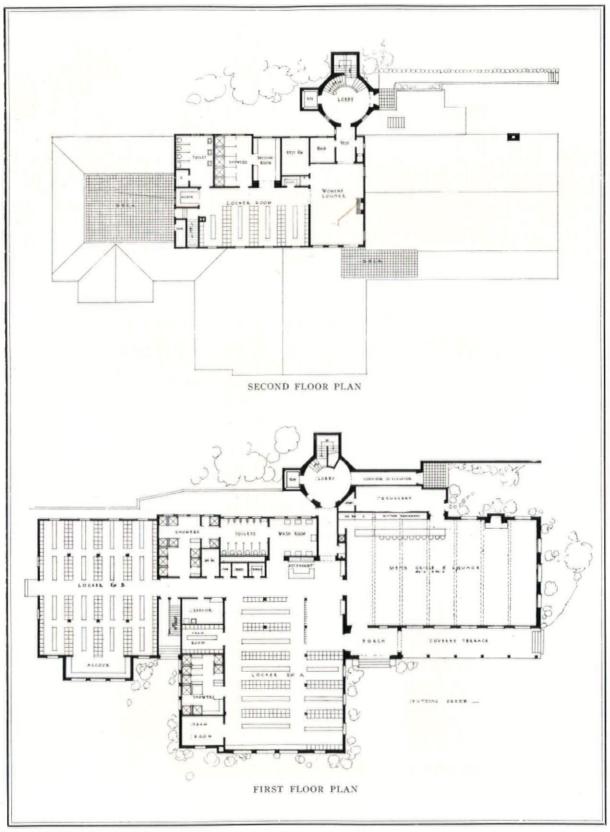
LOUNGE RIVERSIDE YACHT CLUB AT RIVERSIDE, CONN. BREED, FULLER & DICK, ARCHITECTS

EIGHT GOLF AND COUNTRY CLUBS



Photos. Mott Studios

LOCKER BUILDING, HOLLYWOOD COUNTRY CLUB HOLLYWOOD, CAL. ROTH & PARKER, ARCHITECTS





MARCH, 1930

THE ARCHITECTURAL FORUM PLATE 66



GENERAL VIEW



SPIRAL STAIRCASE IN TOWER

LOCKER BUILDING, HOLLYWOOD COUNTRY CLUB, HOLLYWOOD, CAL. ROTH & PARKER, ARCHITECTS

COST AND CONSTRUCTION DATA

YEAR OF COMPLETION : 1929. TYPE OF CONSTRUCTION : Frame and stucco. Exterior Materials : Plaster. Interior Materials : Plaster and wood. Roof Construction : Open trusses. Windows : Wood. Floors : Linoleum. Heating : Steam. Ventilation : Plenum. Number of Members : 750. Number of Square Feet : 20,000. Cost per Square Foot : \$4. Total Cost : \$80,000.

> LOCKER BUILDING, HOLLYWOOD COUNTRY CLUB, HOLLYWOOD, CAL. ROTH & PARKER, ARCHITECTS

MARCH, 1930

THE ARCHITECTURAL FORUM

PLATE 67



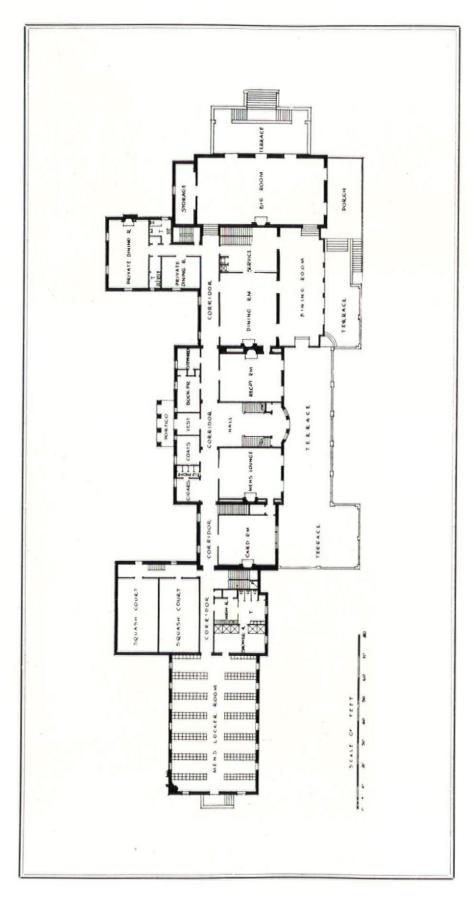
Photos. Wallace

ENTRANCE GATEWAY AND THE FORECOURT.

THE LIVING ROOM WING AND PORCH

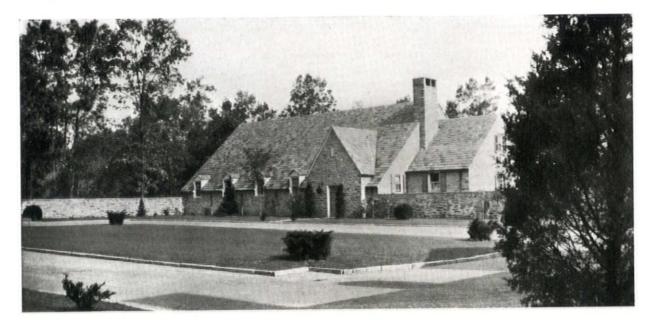


HUNTINGDON VALLEY COUNTRY CLUB AT WILLOW GROVE, PA. TILDEN, REGISTER & PEPPER, ARCHITECTS



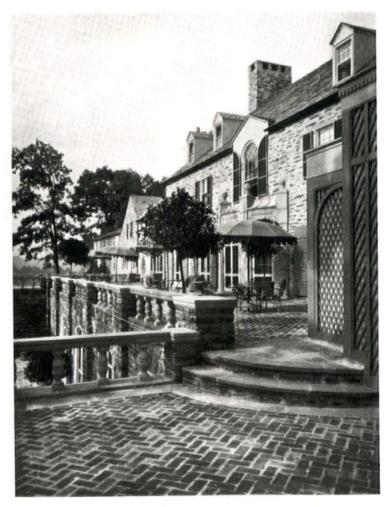
FIRST FLOOR PLAN

HUNTINGDON VALLEY COUNTRY CLUB AT WILLOW GROVE, PA. TILDEN, REGISTER & PEPPER, ARCHITECTS MARCH, 1930

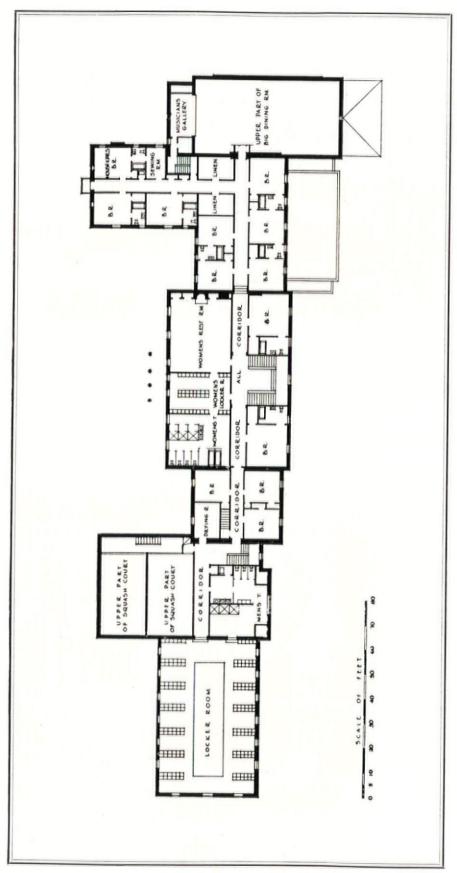


THE GARAGE AND SERVANTS' QUARTERS

ENTRANCE TO THE SOUTH TERRACE



HUNTINGDON VALLEY COUNTRY CLUB AT WILLOW GROVE, PA. TILDEN, REGISTER & PEPPER, ARCHITECTS



SECOND FLOOR PLAN

HUNTINGDON VALLEY COUNTRY CLUB AT WILLOW GROVE, PA. TILDEN, REGISTER & PEPPER, ARCHITECTS MARCH, 1930

THE ARCHITECTURAL FORUM

PLATE 69



THE DINING ROOM

CHIMNEYPIECE AND SIDE TROPHY CASES IN THE MEN'S LOUNGE



HUNTINGDON VALLEY COUNTRY CLUB AT WILLOW GROVE, PA. TILDEN, REGISTER & PEPPER, ARCHITECTS

COST AND CONSTRUCTION DATA

YEAR OF COMPLETION: 1928.

TYPE OF CONSTRUCTION : Frame.

EXTERIOR MATERIALS: Stone walls, slate roof, wood trim.

INTERIOR MATERIALS: Plaster and wood.

ROOF CONSTRUCTION : Frame.

WINDOWS: Double-hung and French casements.

FLOORS: Oak on light steel.

HEATING: Vapor heating, two boilers.

VENTILATING: In kitchen, serving rooms and third floor servants' rooms.

NUMBER OF BEDROOMS: 13.

NUMBER OF MEMBERS: 600.

NUMBER OF CUBIC FEET: 841,155.

COST PER CUBIC FOOT: 46 cents.

Total Cost: \$387,000.

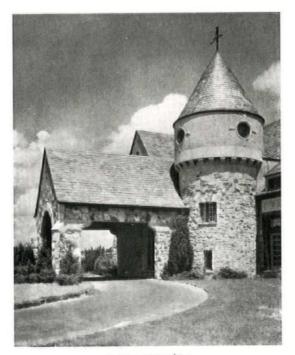
HUNTINGDON VALLEY COUNTRY CLUB, WILLOW GROVE, PA. TILDEN, REGISTER & PEPPER, ARCHITECTS MARCH, 1930

PLATE 70



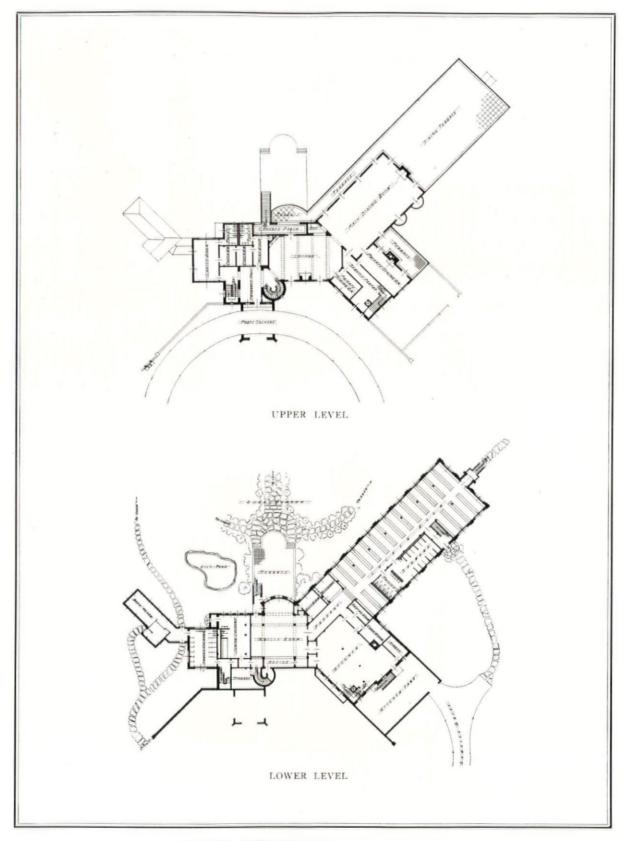
Photos. Tebbs & Knell, Inc.

FRONT ELEVATION



PORTE COCHÈRE

CAPITAL CITY COUNTRY CLUB, ATLANTA. BURGE AND STEVENS, ARCHITECTS



CAPITAL CITY COUNTRY CLUB, ATLANTA BURGE AND STEVENS, ARCHITECTS MARCH, 1930



REAR ELEVATION



ENTRANCE TO MEN'S LOCKER ROOM

CAPITAL CITY COUNTRY CLUB, ATLANTA BURGEANDSTEVENS, ARCHITECTS

COST AND CONSTRUCTION DATA

YEAR OF COMPLETION: 1928.

TYPE OF CONSTRUCTION: Fire resistive, reinforced concrete and steel frame, tile partitions.

EXTERIOR MATERIALS: Stone and stucco.

INTERIOR MATERIALS: Birch trim; plastered, papered and wood paneled walls.

ROOF CONSTRUCTION: Slate on nailing concrete supported on steel trusses.

WINDOWS: Steel sash.

FLOORS: Slate, tile, stone, cement, maple and oak.

HEATING: Steam with stoker.

VENTILATING: In kitchen only.

KITCHEN EQUIPMENT: Electric power for all cooking.

NUMBER OF MEMBERS: 1,000.

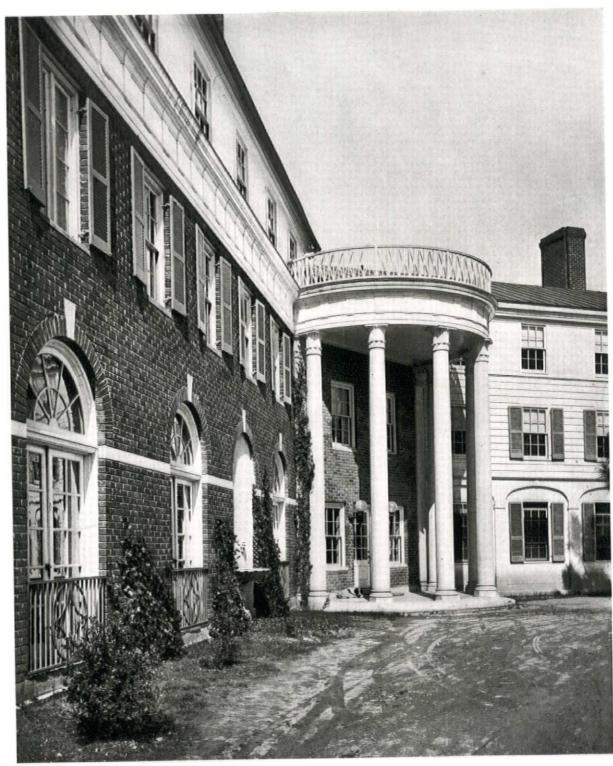
NUMBER OF CUBIC FEET: 410,000.

COST PER CUBIC FOOT: 53 cents.

TOTAL COST: \$217,000.

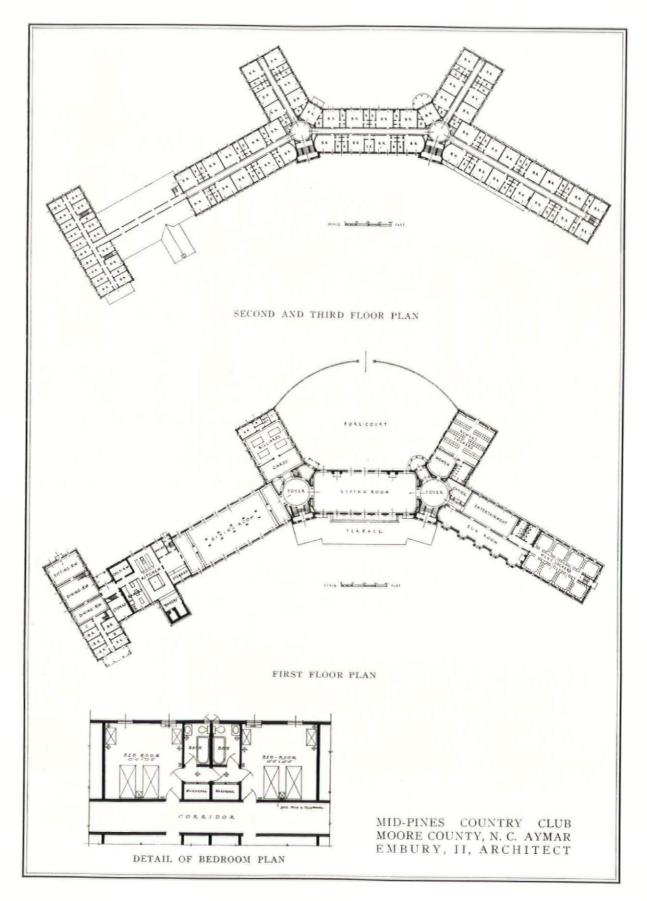
CAPITAL CITY COUNTRY CLUB, ATLANTA. BURGE AND STEVENS, ARCHITECTS

PLATE 72



Photos. Kenneth Clark

MID-PINES COUNTRY CLUB MOORE COUNTY, N.C., AYMAR E M B U R Y, II, ARCHITECT CORNER OF FORECOURT ENTRANCE PORTICO AT RIGHT OF LIVING ROOM



MARCH, 1930 THE ARCHITECTURAL FORUM PLATE 73



CENTER OF SOUTH ELEVATION



VIEW OF GREAT LIVING ROOM

MID-PINES COUNTRY CLUB MOORE COUNTY, N. C. AYMAR E M B U R Y, II, ARCHITECT

COST AND CONSTRUCTION DATA

YEAR OF COMPLETION: 1925. TYPE OF CONSTRUCTION: Non-fireproof. EXTERIOR MATERIALS: Brick. INTERIOR MATERIALS: Plaster. ROOF CONSTRUCTION: Frame and slate. WINDOWS: Double-hung. FLOORS: Oak. HEATING: Steam. NUMBER OF MEMBERS: 100. NUMBER OF BEDROOMS: 100. COST PER CUBIC FOOT: 43 cents.

MID-PINES COUNTRY CLUB, MOORE COUNTY, N. C. A Y M A R E M B U R Y , I I , A R C H I T E C T

MARCH, 1930 THE ARCHITECTURAL FORUM PLATE 74

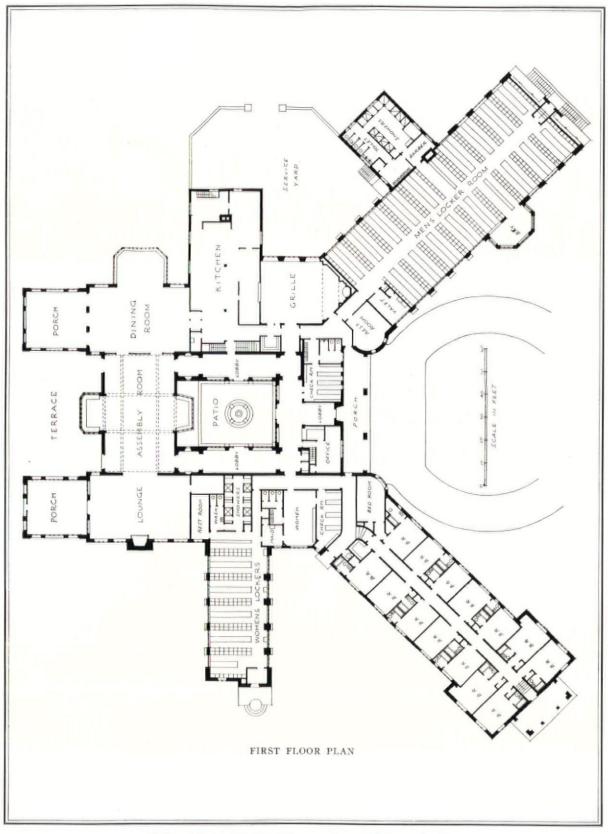


GENERAL VIEW



DETAIL OF THE ENTRANCE

THE FRANKLIN HILLS COUNTRY CLUB, FRANKLIN, MICH. ALBERT KAHN, INC., ÅRCHS.



THE FRANKLIN HILLS COUNTRY CLUB, FRANKLIN, MICH. ALBERT KAHN, INC., ARCHS.



REAR VIEW OF CLUB HOUSE



LIVING ROOM AND BEDROOM WINGS

THE FRANKLIN HILLS COUNTRY CLUB, FRANKLIN, MICH. ALBERT KAHN, INC., ARCHS.

COST AND CONSTRUCTION DATA

YEAR OF COMPLETION: 1928.

Type of Construction : Fireproof. Exterior Materials : Concrete block and brick. Interior Materials : Cinder block, plaster, wood. Roof Construction : Plank on concrete slab. Windows : Steel casements. Floors : Wood, tile and concrete. Heating : Steam. Number of Members : 400. Number of Members : 400. Number of Bedrooms : 15. Number of Cubic Feet : 864,000. Cost per Cubic Foot : 42 cents. Total Cost : \$365,300.

THE FRANKLIN HILLSCOUNTRYCLUB, FRANKLIN, MICH. ALBERT KAHN, INC., ARCHS. MARCH, 1930

THE ARCHITECTURAL FORUM

PLATE 76

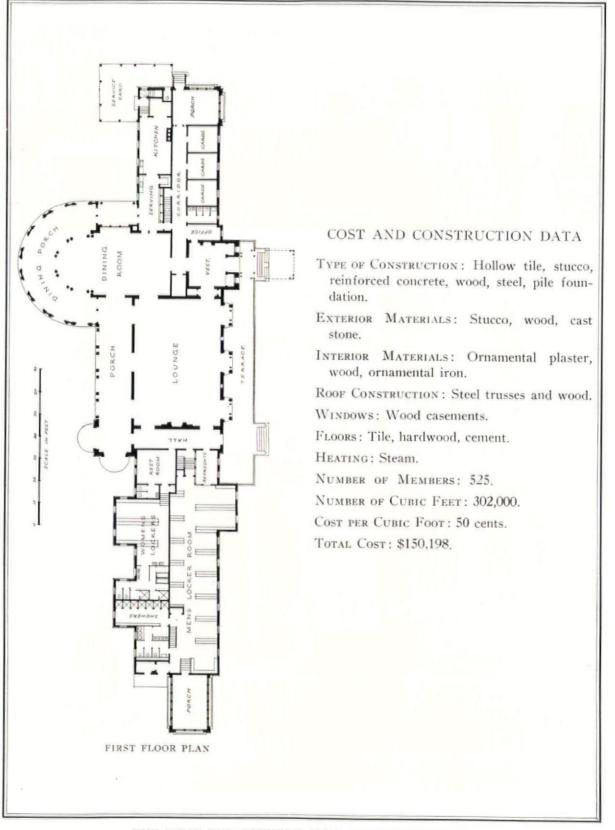


Photos. Tebbs & Knell, Inc.

GENERAL VIEW



THE WEST END COUNTRY CLUB AT NEW ORLEANS MOISE H. GOLDSTEIN & EMILE WEIL, ARCHITECTS



THE WEST END COUNTRY CLUB AT NEW ORLEANS. MOISE H. GOLDSTEIN & EMILE WEIL, ARCHITECTS

MARCH, 1930 THE ARCHITECTURAL FORUM PLATE 77

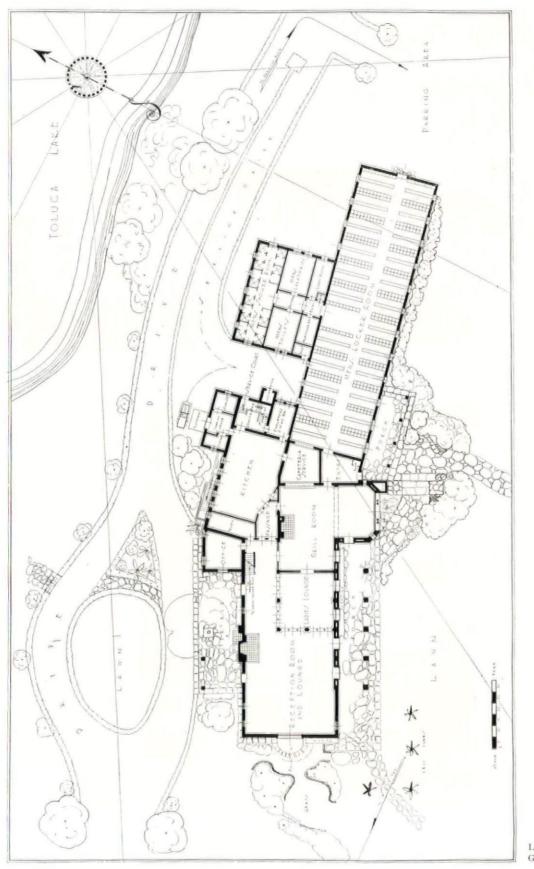


VIEW OF THE SOUTH ELEVATION



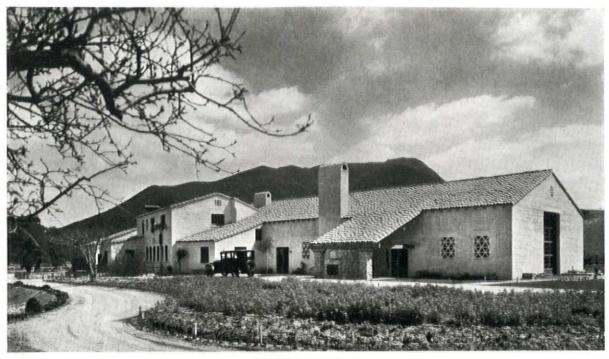
Photos. Mott Studios

LAKESIDE GOLF CLUB AT HOLLYWOOD, CAL. WILLIAM LEE WOOLLETT, ARCHITECT



LAKESIDE GOLF CLUB MARCH, 1930

THE ARCHITECTURAL FORUM PLATE 78



FRONT ELEVATION



FIREPLACE IN THE RECEPTION ROOM LAKESIDE GOLF CLUB AT HOLLYWOOD, CAL. WILLIAM LEE WOOLLETT, ARCHITECT

COST AND CONSTRUCTION DATA

YEAR OF COMPLETION: 1925.

TYPE OF CONSTRUCTION: Concrete, brick and frame.

EXTERIOR MATERIALS: Brick.

INTERIOR MATERIALS: Brick, tile, plaster and hardwood with insulated ceiling in locker room.

ROOF CONSTRUCTION : Mission tile.

WINDOWS: Wood casements.

FLOORS: Tile and hardwood.

HEATING: Furnaces.

VENTILATING: In kitchen only.

NUMBER OF MEMBERS: 400.

NUMBER OF BEDROOMS: 2.

NUMBER OF SQUARE FEET: 19,649.

Cost per Square Foot: \$5.09.

Total Cost: \$100,000.

LAKESIDE GOLF CLUB AT HOLLYWOOD, CAL. WILLIAM LEE WOOLLETT, ARCHITECT

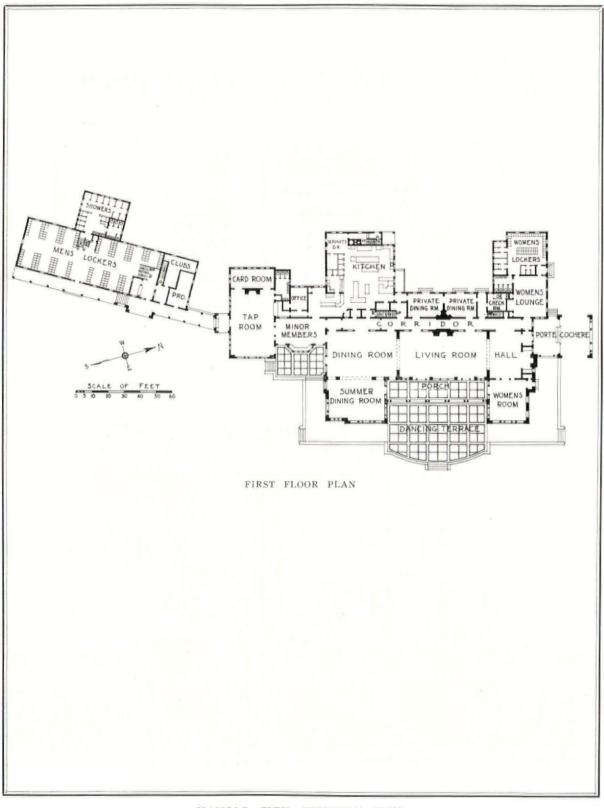
MARCH, 1930 THE ARCHITECTURAL FORUM PLATE 79



EAST ELEVATION

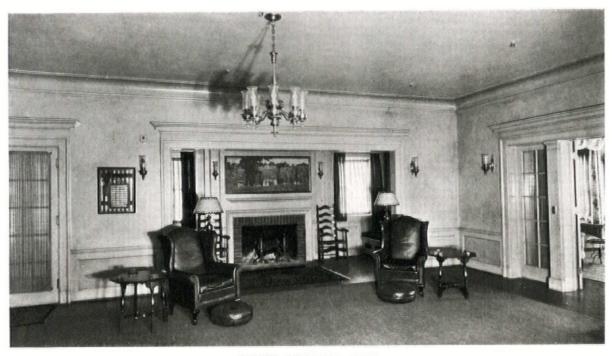


DANCING TERRACE



MARCH, 1930 THE ARCHITECTURAL FORUM

PLATE 80



CORNER OF LIVING ROOM



PRIVATE DINING ROOMS

COST AND CONSTRUCTION DATA

YEAR OF COMPLETION: 1927.

Type of Construction : Frame.

EXTERIOR MATERIALS: Shingles and native stone.

INTERIOR MATERIALS: Canvased walls and knotty white pine paneling.

ROOF CONSTRUCTION : Frame and wood shingles.

WINDOWS: Wood, double-hung and casements.

FLOORS: Oak.

HEATING: Vapor vacuum steam.

NUMBER OF MEMBERS: 350.

NUMBER OF CUBIC FEET: 500,000.

COST PER CUBIC FOOT: 41 cents.

TOTAL COST: \$205,000.

THE SOUTHAMPTON BEACH CLUB

PEABODY, WILSON & BROWN, ARCHITECTS BY

HAROLD D. EBERLEIN

S EASIDE resorts usually have a seamy side to their aspect. The more popular they are as bathing places, the seamier that seamy side is likely to be. Time and again one is put in mind of Bishop Heber's familiar lines, "Where every prospect pleases, and only man is vile." And man's "vileness,"—vileness, of course, in its strictly correct sense meaning cheapness, shoddiness,—takes the form of hideous bath houses and bathing establishments that hopelessly mar the beaches above high water line. This painful and really inexcusable feature of bathing beach "contraptions,"—the term "architecture" can scarcely be applied,—is not confined to America, although perhaps we are more conscious of it here,

When we find a thoroughly well designed and appropriate structure on the beach devoted to the accommodation of bathers, it brings a sense of pleasure and relief, intensified by the recollection of the ramshackle, shanty-town appearance of too many other beaches where there is no excuse for the existence of such a state of affairs. The pavilion and bath houses of the Southampton Bathing Corporation, at Southampton, N. Y., present a striking embodiment of sound ideals in the plan, design and construction of seaside bathing quarters. The conception back of the enterprise is even more significant, in certain respects, than the actual translation of the scheme into visible and tangible form. Both plan and design are admirable in themselves. All the varied requirements of the Bathing Corporation are adequately provided for in the carefully con-

sidered layout of the group; the design is full of interest as a composition, faithfully reflects the plan, and is in every respect appropriate to the environment.

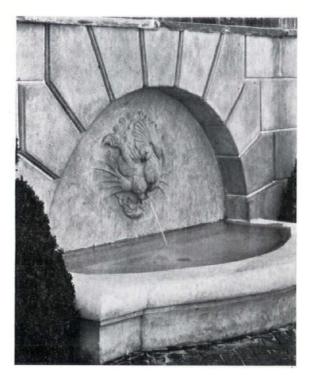
The requirements of the Southampton Bathing Corporation included some of the provisions of a country club. In addition to the bath houses, with all their appropriate and convenient equipment, it was desired to have a casino where dances and other functions might be held; proper appointments for the serving of luncheons, tea or occasional refreshments; comfortable places for the members to sit and read or chat when so disposed; and a large still water pool.

The buildings of the group are on different levels, following the configuration of the dunes, and this diversity of land contour has been turned to excellent account in the composition of the ensemble. The casino stands on top of an elevation from which there is an unbroken downward sweep of sand to the water line. The south or seaward front has a broad, brick-paved loggia commanding a view of the surf and the bathers. Between this loggia and the edge of the dune there is room for a number of round metal tables shaded by large, gaily colored umbrellas which lend a cheerful chromatic accent to the scene. The ranges of bath houses, grouped around their respective courts, to the immediate east and west of the casino, are on the same level. At each side of the casino, flights of steps descend to the lower level on the north from which there is a pleasant outlook over the meadows and Lake



SOUTHAMPTON BEACH CLUB, SOUTHAMPTON, N. Y. PEABODY, WILSON & BROWN, ARCHITECTS

Part One



THE WALL FOUNTAIN AT END OF POOL

Agawam, with the village in the distance. The central feature of this lower level before the north front of the casino is the large still water bathing pool, along each side of which, beyond the stretch of sand directly surrounding the cement margin of the pool, are brick-paved pergolas. Beyond these pergolas again, both east and west, are ranges of bath houses, on the same level, built about open courts and connected by intersecting alleys. Two main cross alleys, running east and west, divide the groups of bath houses and courts on the higher level from those on the lower, and the eastern alley is also the main entrance way giving access to the pool court and also to the steps ascending to the upper level on which one enters the north veranda of the casino or the upper groups of bath houses. Beneath the casino is a kitchen and, on the main floor level there are also a smaller kitchen and serving room. At the present time fresh towels are given out from the old pavilion, and in it there is also the executive office as well as a supply counter for the dispensing of cigarettes, biscuits and sundry odds and ends likely to be called for. In due time this building will give place to an extension of the group already in use. The most striking feature of the plan is the



SOUTHAMPTON BEACH CLUB, SOUTHAMPTON, N. Y. PEABODY, WILSON & BROWN, ARCHITECTS

THE POOL

THE ARCHITECTURAL FORUM

arrangement of the bath houses about a succession of open courts connected by alleys. The scheme is really an expansion of the old Italian principle of the house built around a cortile. Indeed, the entire bath house group vividly recalls the arrangement of Pompeii. This element of resemblance can be seen in the illustration of the main eastern alley leading toward the pool court. The openings on the right of this little "Pompeian street" indicate the cross alleys leading to the several courts; the opening on the left shows the steps ascending to the main alley of the upper level for the group on top of the dune. This old Roman town system supplies the very keynote of the entire scheme. For economy of space and economy of construction it has proved highly satisfactory, and it ensures abundance of light and air to every bath house in each group. The bath houses are planned with outer and inner rooms, each being well lighted by windows. The smaller anteroom has benches and hooks, and here wet bathing suits are taken off; the larger inner room is completely furnished with dressing stands, cupboards, chairs and tables.

When the new buildings of the Southampton Bathing Corporation were first under consideration, it was felt desirable that they should be as



DETAIL. WEST END OF SEA FRONT



WEST ENTRANCE

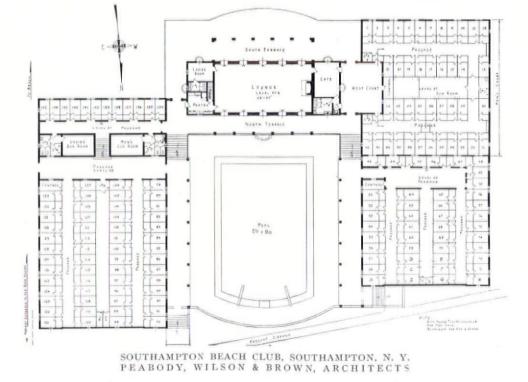
SOUTHAMPTON BEACH CLUB, SOUTHAMPTON, N. Y. PEABODY, WILSON & BROWN, ARCHITECTS near the water as possible. Therefore, to prevent erosion of the beach and to ensure the safety and stability of the buildings, a bulkhead was carried the entire length of the property along the sea front below the water line. The still water pool in the large court is supplied from wells out beyond this bulkhead. The bottom of the pool is appreciably below the surface level of Lake Agawam,—the body of fresh water just across the road from the north side of the property,—and to prevent the seepage of fresh water through the sand from that source into the pool, the bottom and the sides of the pool had to be constructed with special reinforcement and waterproofing.

The walls of the casino are stuccoed over metal lath on wooden construction; the walls of the bath houses are built of concrete blocks covered with stucco, and the inside partition walls of the bath houses are made of 3/8-inch asbestos boards. The stucco is a patent cement product, waterproof in itself, and the pigment used is mixed directly in the cement. This pigment is blended in little dashes of red, blue and yellow deftly worked into the grav ground, giving the wall surfaces a pleasant iridescent sparkle on close view and dying completely into a light gray when seen from a distance. All the roofs are of red half-round tiles. Local Long Island red brick of an agreeable hue appears in the paving and in the piers of the veranda along the north side.

The architectural grace of the group is wholly dependent upon the well studied composition and the use of the materials employed in construction. Apart from several appropriate items of accent, there has been no attempt to introduce any scheme of ornamentation. One of the decorative items is the head of the sea monster in cast stone, from whose mouth water gushes into the wall fountain at the base of the veranda in the pool court, and another is the cast stone fireplace at the end of the great room in the casino, where sea creatures disport themselves on the frieze. Both of these pieces are the work of Frank G. Menconi, the architectural sculptor.

The great room of the casino exhibits an engaging scheme of blithesome simplicity in its decoration. The walls are a pale blue, and the curtains at the long windows are of light jade green sateen. The rope moulding, which is the only cornice between the wall surfaces and the arched ceiling, is light green and gold, and the lighting fixtures, which were especially designed for the room, are also in green and gold.

The accepted design for the buildings was the result of a competition. In view of the constant vicissitudes of a club organization, with building committees almost inevitably changing their personnel at each annual election, it was felt necessary to stipulate that one member of the club should remain in responsible control during the entire period of building in order to secure continuity of effort and avoid the mistakes so likely to occur through changed personnel of committees. This one person was Marshall Dodge, and it is proper in this place to make due acknowledgment of the tact and sympathetic understanding with which he discharged his office.



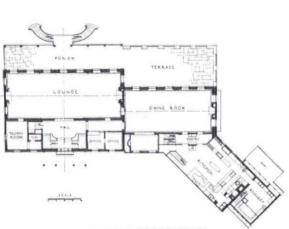


Photos. Var. Anda

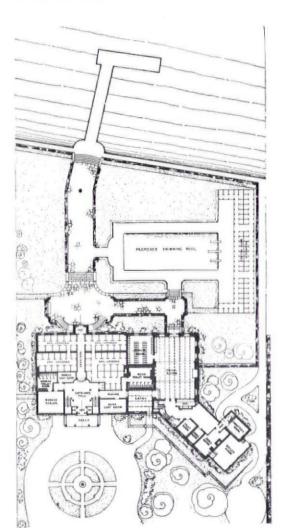
MANHASSET BAY YACHT CLUB AT PORT WASHINGTON, N. Y. TH. ENGELHARDT, ARCHITECT



THIRD FLOOR PLAN



SECOND FLOOR PLAN



GROUND FLOOR PLAN

Part One



VIEW OF THE GRILL ROOM



FIREPLACE IN THE LOUNGE

MANHASSET BAY YACHT CLUB AT PORT WASHINGTON, N. Y. TH. ENGELHARDT, ARCHITECT

THE ARCHITECTURAL FORUM



THE ENTRANCE COURT



AN ALCOVE DINING ROOM

MANHASSET BAY YACHT CLUB AT PORT WASHINGTON, N. Y. TH. ENGELHARDT, ARCHITECT



GENERAL VIEW



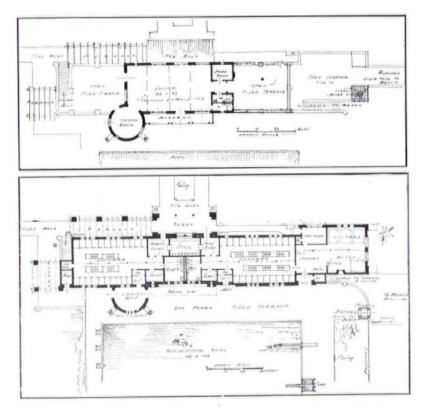
Photos. Padilla Studios

REAR ELEVATION

SAN CLEMENTE BEACH CLUB AT SAN CLEMENTE, CAL. V. WESTBROOK, ARCHITECT



SWIMMING POOL



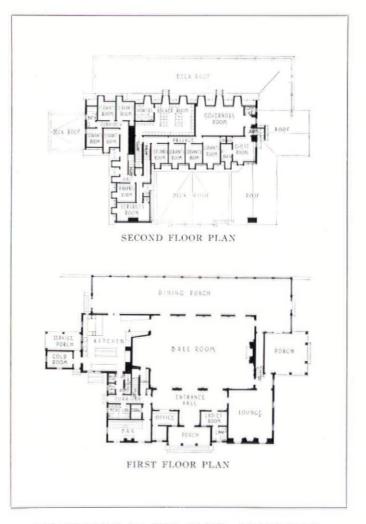
SAN CLEMENTE BEACH CLUB AT SAN CLEMENTE, CAL. V. WESTBROOK, ARCHITECT

Part One



Photos. Richard Averill Smith

ENTRANCE COURT AND FRONT ELEVATION



RIVERSIDE YACHT CLUB, RIVERSIDE, CONN. BREED, FULLER & DICK, ARCHITECTS

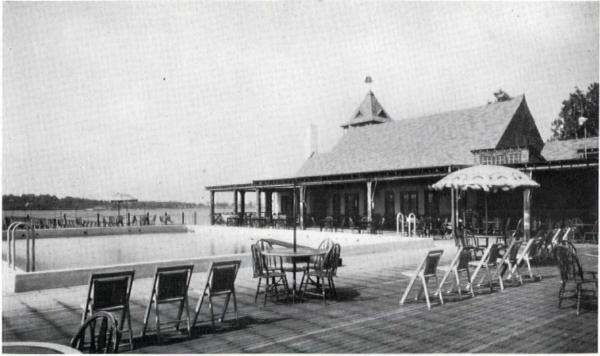


BALL ROOM FIREPLACE



FIREPLACE END OF THE CORNER LOUNGE RIVERSIDE YACHT CLUB, RIVERSIDE, CONN. BREED, FULLER & DICK, ARCHITECTS

Part One



Photos. Wurts Bros.

THE SWIMMING POOL AND OPEN PORCH SANDS POINT BATH CLUB, SANDS POINT, N. Y. KENNETH M. MURCHISON, ARCHITECT



MAIN FLOOR PLAN



MAIN CLUB ROOM WITH LOUNGE BEYOND SANDS POINT BATH CLUB, SANDS POINT, N. Y. KENNETH M. MURCHISON, ARCHITECT

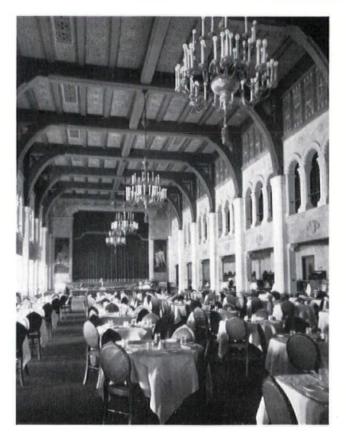


MAIN ENTRANCE

Part One



Photos. Mott Studios



ABOVE, VIEW OF CLUB FROM BEACH, BELOW, DINING ROOM

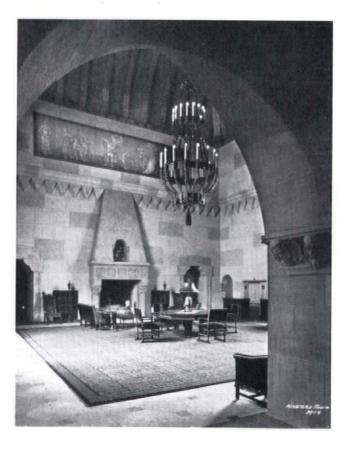
DEAUVILLE BEACH CLUB AT SANTA MONICA, CAL. MORGAN, WALLS & CLEMENTS, ARCHITECTS



Photos. Brown & Ward and Winstead Bros.

ABOVE, THE MAIN ENTRANCE BELOW, VIEW OF GRAND HALL

THE PACIFIC COAST CLUB AT LONG BEACH, CAL. CURLETT AND BEELMAN, ARCHITECTS





Photos. Van Anda

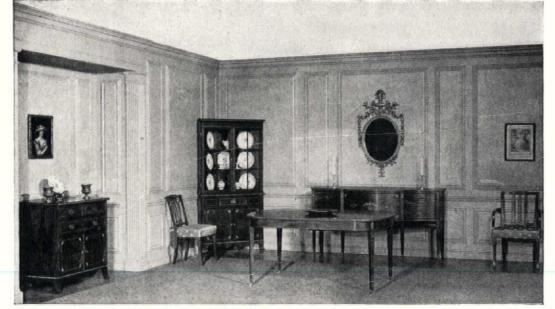
REAR ELEVATION OVERLOOKING LAKE



FIREPLACE IN MAIN CLUB ROOM LAKE SUNAPEE YACHT CLUB, SUNAPEE, N. H. PRENTICE SANGER, ARCHITECT



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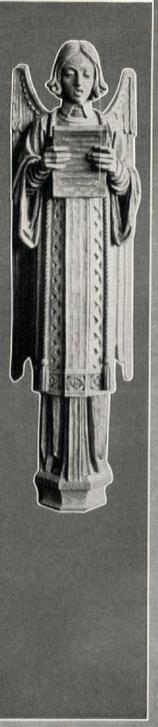
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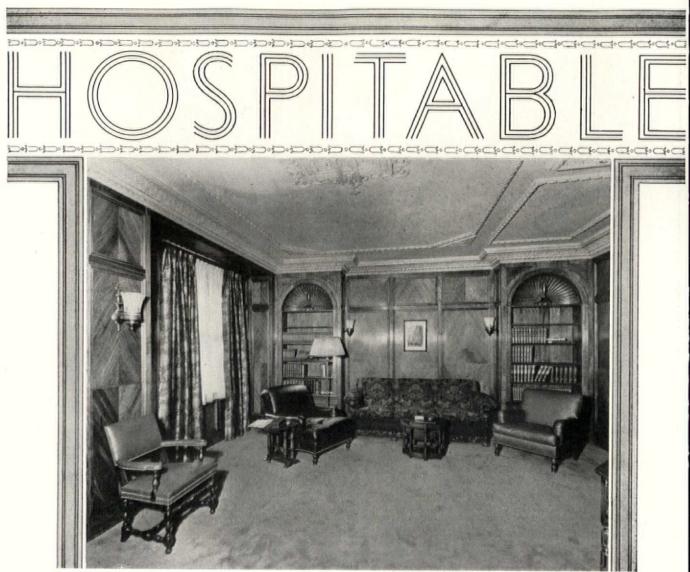
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Part One



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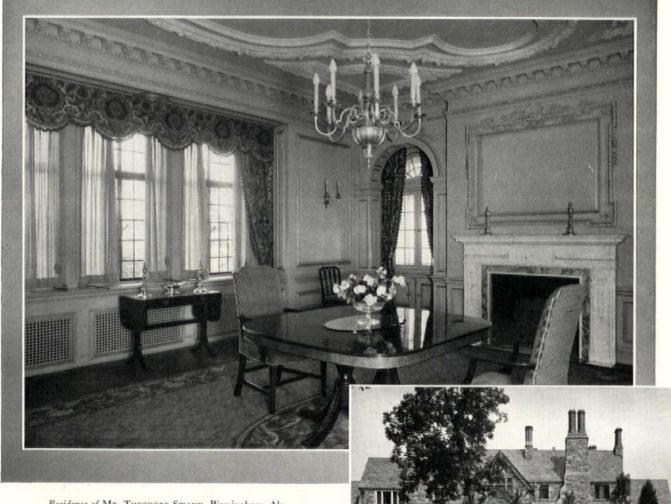
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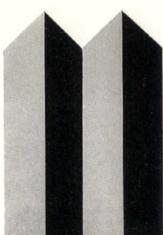
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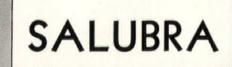








Part One

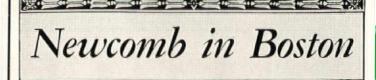




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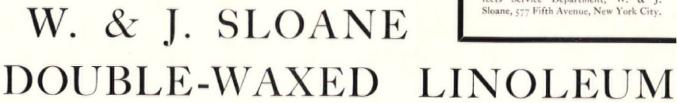
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Lobby in an apartment bouse, Yonkers, N. Y., with floor of Mosaic Faience Tiles. Architect, William P. Katz.

ARCHITECTURAL DESIGN

Part One



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The office of Gray's Kennels, noted dog fanciers, Kansas City, Mo., paneled in Dierks NottiPine Paneling.

(Below) The office of Hal Stonebraker, Kansas City architect, effectively decorated in Knotty Pine.

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DIERKS LUMBER & COAL COMPANY Gates Building, Kansas City, Mo.



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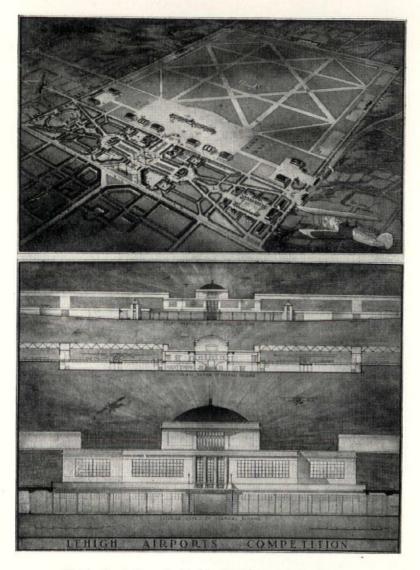
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A far-sighted guide for airport development



Third-prize design, submitted by Odd Nanser. of East Orange, New Jersey, and Latham C. Squire of New York City.



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And it is plain to be seen that concrete must play an important part in the construction of the modern airport—to insure both beauty and permanence.

On this and the opposite page are reproduced the third- and fourth-prize designs. The former was submitted by Odd Nansen of East Orange, New Jersey, and Latham C. Squire of New York City; and the latter by Will Rice Amon of New York City.

Odd Nansen, New York architect and city planner, is a graduate in architecture of the Norwegian University of Technology. Upon coming to the United States he became associated

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with the Technical Advisory Corporation as a city planner. The plan in which he collaborated with Latham C. Squire, suggests many new ideas bearing on the modern airport with respect to city planning.

Latham C. Squire, New York City planner, attended the University of Virginia and Colorado School of Mines, graduating from the latter as a civil engineer. He is now engaged in city and airport planning problems with the Technical Advisory Corporation.

Will Rice Amon, New York architect, is a graduate of the Massachusetts Institute of Technology. He was one of ten architects chosen to enter the final competition for design of the Columbus Memorial Lighthouse to be erected in Santo Domingo by the Pan-American Union. He is associate patron in design of the Architectural Department of New York University.

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 Dr. George W. Lewis, Director of Research, Na-tional Advisory Committee for Aeronautics.
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H. Roy Kelley, Los Angeles, Cal.

James S. Nussear, Jr., architect, and William N. S. Pugh, associate, Balti-more, Md.

Edward C. Remson, New York City. George A. Robbins, Philadelphia, Pa.

- Robert Paul Schweikher, Denver, Col.
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- Lloyd N. F. Spicer, Bayside, Long Island, N. Y.

Edwin M. Stitt, Pittsburgh, Pa.

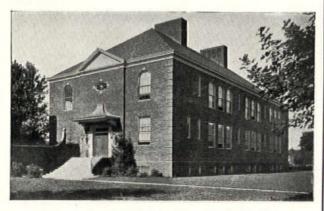
- Charles A. Stone, U. Floyd Rible, jointly, Los Angeles, Cal.
- Robert D. Stott, Boward Hutchinson, Lansing C. Holden, Jr., jointly, New York City.
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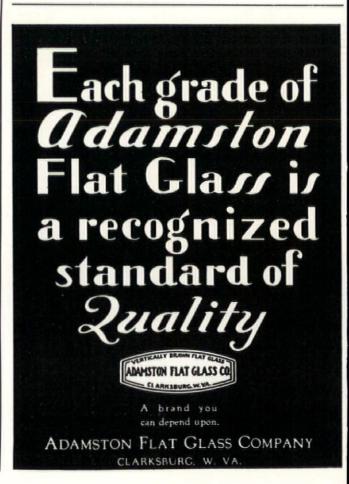
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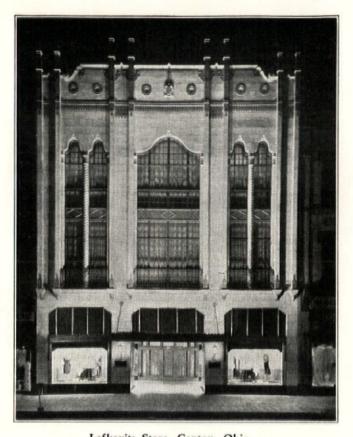
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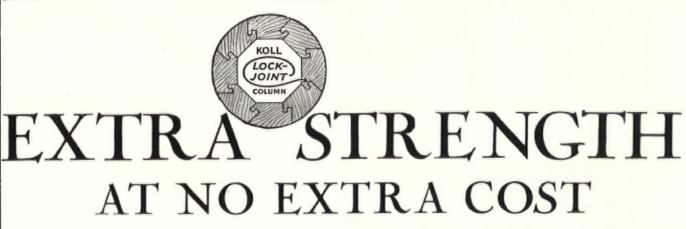
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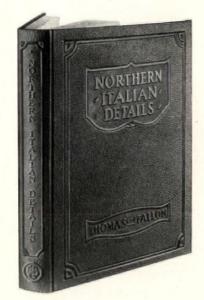
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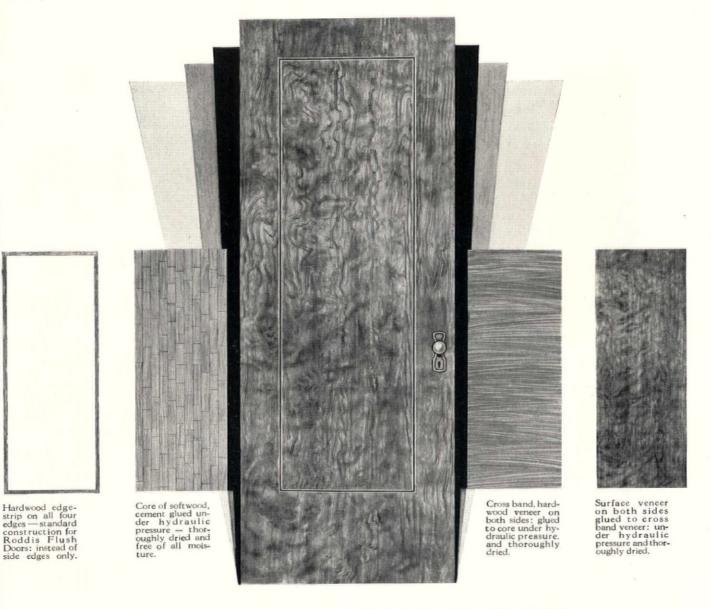
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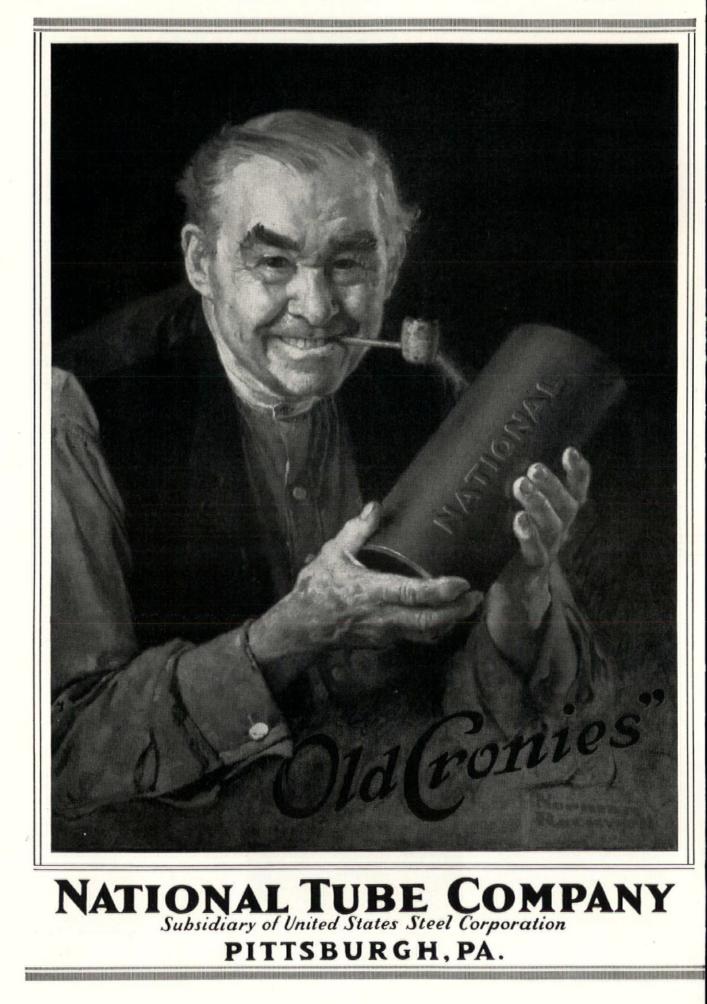
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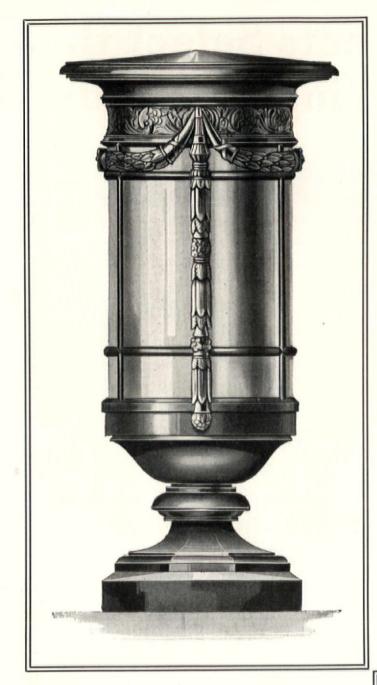
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- Truscon Steel Company, Youngstown, Ohio. Copper Alloy Steel Doors. Catalog 110. Booklet, 48 pp., 8½ x 11 ins. Illustrated.

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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. Josam New Saw Illustrated.

DRINKING FOUNTAINS
 Halsey W. Taylor Co., Warren, Ohio Halsey Taylor Drinking Fountains. Architects' Catalog H. 52 pp., 8½ x 11 ins. Ilustrated.

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.

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 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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 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

- Clevators
 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.
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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

- 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.
 National Fire Proofing Company, Fulton Building, Pittsburgh. Natco; The Complete Line of Structural Clay Tile. Booklet. 48 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 regard-ing their use.

FLOOR HARDENERS (CHEMICAL)

- LOOR HARDENERS (CHEMICAL) Master Builders Co., Cleveland, Ohio. Concrete Floor Treatment. File, 50 pp. Data on securing hard-ened dustproof concrete. Concrete Floor Treatments-Specification Manual. Booklet, 24 pp., 8½ x 11 ins. Illustrated. Valuable work on an important subject

 - Concrete Floor 1. Illustrated. Valuable Work N. Y. subject. Minwax Company, 11 West 42nd Street, New York, N. Y. Concrete Floor Treatments. Folder, 4 pp., 8½ x 11 ins. Illustrated. Toch Brothers, New York, Chicago, Los Angeles. Handbook of R. I. W. Protective Products. Booklet, 40 pp., 4½ 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 prop-erties 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.
Service Sheet No. 3. Specifications and Details of Design and Construction for Gypsteel Pre-Cast Floors and Ceilings. Folder, 8½ x 11 ins. Illustrated.

FLOORING

- COORING
 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.
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- Collized Oak Flooring, Memphis, Tenn.
 Style in Oak Flooring, Memphis, Tenn.
 Style in Oak Flooring, 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.
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 - Sweet's A New Kind of Floor Service. Brochure, 8 pp. Data on Bonded Floors. Sealex Battleship Linoleum. Booklet, 12 pp. Illustrated. Shows
- Floors.
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 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.
 Stedman Products Company, South Braintree, Mass.
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 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.

FURNITURE

- American Seating Co., 14 E. Jackson Blvd., Chicago, Ill. Art Ecclesiastical Booklet, 6 x 9 ins., 48 pp. Illustrations of church fitments 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., 6½ 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.

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- Adamson Flat Glass Co., Clarksburg, W. Va. Quality and Dependability. Folder, 2 pp., 8½ x 11 ins. Illus-trated. Data in the company's product.
 Libbey-Owens Sheet Glass Co., Toledo, Ohio. Flat Glass. Brochure, 12 pp., 5½ x 75 ins. Illustrated. History of manufacture of flat, clear, sheet glass.

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- King Construction Company, North Tonawanda, N. Y.
 King Greenhouses for Home or Estate. Portfolio of half-tone prints, varnishes, 8½ 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.

GYPSUM

- Structural Gypsum Corporation, Linden, N. J. Service Sheet No. 1. Specifications and Details of Design and Construction for Gypsteel Pre-Cast Long-Span Roofs. Folder, 8½ x 11 ins. Illustrated. Service Sheet No. 2. Specifications and Details of Design and Construction for Gypsteel Pre-Case Short-Span Roofs. Folder, 8½ x 11 ins. Illustrated.

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 - Distinctive Elevator Door Hardware. Booklet, 90 pp., 101/2 x 16 ins. Illustrated. Russell & Erwin Mfg. Co., New Britain, Conn.
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 - Garage Hardware. Booklet, 12 pp., 3½ x 6 ins. Hardware in-tended for garage use. Famous Homes of New England. Series of folders on old homes and hardware in style of each.

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- 6 ins. Illustrated.
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 C. A. Dunham Company, 450 East Ohio St., Chicago, Ill. Dunham Radiator Trap. Bulletin 101, 8 x 11 ins., 12 pp. Illus-trated. 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.
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- pp. Illustrated. A valuable brochure on valves. Dunham Return Heating System. Bulletin 109, 8 x 11 ins. Illus-trated. Covers the use of heating apparatus of this kind. Dunham Vacuum Heating System. Bulletin 110, 8 x 11 ins., 12 pp. Illustrated.
- 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 appli-cations; also specifically with applications of special instruments.
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 The Cork-lined House Makes a Comfortable Home. 5 x 7 ins. 32 pp. Illustrated.
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- Armstrong's Corkboard. Insulation for Walls and Roofs of Build-ings. Booklet, 66 pp., 9½ x 1134 ins. Illustrates and describes use of insulation for structural purposes.
- use of insulation for structural purposes.
 National Lumber Manufacturers' Association, Transportation Building, Washington.
 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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SELECTED LIST OF MANUFACTURERS' PUBLICATIONS-Continued from page 82

JOISTS

- Concrete Steel Company, 42 Broadway, New York, N. Y. Structural Economies for Concrete Floors and Roofs. Booklet, 32 pp., 8½ x 11 ins. Illustrated.
- Modern Concrete Reinforcement. Brochure, 32 pp., 81/2 x 11 ins. Illustrated.
- Illustrated. Construction Details for Installing Havemeyer Trusses. Data sheets, 8½ x 11 ms. Illustrated. Standard Practice for Placing Havemeyer Reinforcement in Col-umns, Beams and Slabs. Data sheets, 8½ x 11 ins. Illustrated.

KITCHEN EQUIPMENT

- 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.

- John Yan Range Co., Cincinnati.
 Practical Planning for Church Food Service. Booklet, 32 pp., 8½ x 11 ins. Illustrated.
 Practical Planning for Club Food Service. Booklet, 32 pp., 8½ x 11 ins. Illustrated.
- Practical Planning for School Food Service. Booklet, 32 pp., 8½ x 11 ins. Illustrated.
- x 11 ins. Illustrated. Planning Restaurants That Make Money. Booklet, 78 pp., 8½ x 11 ins. Illustrated. Excellent work on equipment.

LABORATORY EQUIPMENT

Alberene Stone Co., 153 West 23rd Street, New York City. Booklet, 834 x 11/4 ins., 26 pp. Stone for laboratory equipment, shower partitions, stair treads, etc.

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.

LANTERNS

Todhunter, Inc., 119 East 57th St., New York, N. Y. Lanterns. Booklet, 16 pp., 8½ x 11 ins. Illustrated. Deals with a fine assortment of fixtures for exterior and interior use.

LATH. METAL AND REINFORCING

- Milwaukee Corrugating Co., Milwaukee.
 The Milcor Manual. Booklet, 96 pp., 8½ x 11 ins. Illustrated.
 Data on metal lath and similar materials.
 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. Better Walls for Better Homes. Brochure, 16 pp., 734 x 1134 ins. Illustrated. Metal lath, particularly for residences. Steeltex for Floors. Booklet, 24 pp., 8½ x 11 ins. Illustrated. Combined reinforcing and form for concrete or gypsum floors and roofs.

- and roots. Steeltex Data Sheet No. 1. Folder, 8 pp., 8½ x 11 ins. Illus-trated. Steeltex for floors on steel joists with round top chords. Steeltex Data Sheet No. 2. Folder, 8 pp., 8½ x 11 ins. Illus-trated. Steeltex for floors on steel joists with flat top flanges.
- Steeltex Data Sheet No. 3. Folder, 8 pp., 8½ x 11 ins. Illus-trated. Steeltex for folders on wood joists. North Western Expanded Metal Co., 1234 Old Colony Building, Chicago, Ill.
- Chicago, Ill.
 North Western Expanded Metal Products. Booklet, 8½ x 1034 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 34-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, 81/2 x 11 ins. Illustrated. Data on Flat Rib Lath.
- on Flat Rib Lath. Truscon Steel Company, Youngstown, Ohio. Truscon 34-inch Hy-Rib for Roofs, Floors and Walls. Booklet, 8½ x 11 ins., illustrating Truscon 34-inch Hy-Rib as used in industrial buildings. Plates of typical construction. Progres-sive steps of construction. Specification and load tables.

LAUNDRY MACHINERY

- American Laundry Machinery Co., Norwood Station, Cincinnati, O., Functions of the Hotel and Hospital Laundry. Brochure, 8 pp., 8½ x 11 ins. Valuable data regarding an important subject. Laundry Equipment of Small Hotels, Hospitals and Institutions. Booklet, 36 pp., 8½ x 11 ins. Illustrated.
- General Laundry Machinery Corporation, 608 South Dearborn St., Chicago, Ill
- General All-Metal Washer. Booklet, 16 pp., 8½ x 11 ins. Illus-trated. Timken-equipped Monel metal washer with one-lever control.
- Control.
 General Dry Tumbler. Brochure, 16 pp., 8½ x 11 ins. Illustrated.
 Specifications and details of Up-Drait Dry Tumbler with automatic temperature control.
 Troy Laundry Machinery Co., Inc., 9 Park Place, New York City.
 Laundry Machinery for Large Institutions. Loose-leaf booklet, 50 pp., 8½ x 11 ins. Illustrated.
- Laundry Machinery for Small Institutions. Loose-leaf brochure, 50 pp., 8½ x 11 ins. Illustrated.
- Accessory Equipment for Institutional Laundries. Leather bound book, 50 pp., 8½ x 11 ins. Illustrated. Dry Cleaning Equipment for Institutional Purposes. Brochure, 50 pp., 8½ x 11 ins. Illustrated.

LIGHTING EQUIPMENT

- IGHTING EQUIPMENT
 The Frink Co., Inc., 369 Lexington Ave., New York, N. Y. Catalog 415, 8½ x 11 ins., 46 pp. Photographs and scaled cross-sections. Specialized bank lighting, screen and partition re-flectors, double and single desk reflectors and Polaralite Signs
 Gleason Tiebout Glass Company, 67 West 44th St., New York, N. Y. Fragment of Celestialite. Booklet, 24 pp., 7 x 10 ins. Illustrated. Data on lighting for offices, schools, hospitals, etc.
 Celestialite Catalog 727. Booklet, 18 pp., 8½ x 11 ins. Illustrated. Valuable brochure on lighting.
 Holophane Company, Inc., 342 Madison Ave., New York, N. Y. The Lighting of Schools; A Guide to Good Practice. Booklet. 24 pp., 8½ x 11 ins. Illustrated.
 Lighting Specifications for Hospitals. Brochure, 30 pp., 8½ x 11 ins. Illustrated.
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 Holophane Catalog. Booklet, 48 pp., 8½ x 11 ins. Combination catalog and engineering data book.
 The Lighting of Schools. A Guide to Good Practice. Booklet, 24 pp., 8½ x 11 ins. Illustrated.
 Smyser-Royer Co., 1700 Walnut Street, Philadelphia, Pa. Catalog "J" on Exterior Lighting Fixtures. Brochure, illus-trated, giving data on over 300 designs of standards, lanterns and brackets of bronze or cast iron.
 Todhunter, 119 East 57th St., New York, N. Y. Lighting Fixtures, Lamps and Candlesticks. 24 pp., 8½ x 11 ins. Illustrated. Fine assortment of lighting accessories.
 Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa. Industrial Lighting Equipment. Booklet, 32 pp., 8½ x 11 ins. Illustrated. Illustrated
- Commercial Lighting. Brochure, 24 pp., 8½ x 11 ins. Illustrated. Airport and Floodlighting Equipment. Booklet, 20 pp., 8½ x 11 ins. Illustrated.

MAIL CHUTES

Cutler Mail Chute Company, Rochester, N. Y. Cutler Mail Chute Model F. Booklet, 4 x 91/4 ins., 8 pp. Illus-trated.

MANTELS

- Henry Klein & Co., Inc. 40-46 West 23rd Street, New York. Driwood Mantels. Booklet. 12 pp. 8½ x 11 ins. Illustrated. Fine line of eighteenth century English and American mantels.
 Todhunter, Inc., 119 East 57th St., New York, N. Y. Georgian Mantels. Brochure, 12 pp., 8½ x 11 ins. Illustrated. Illustrates and describes an excellent assortment of fine mantels based on Georgian precedent.

MARRIE

- The Georgia Marble Company, Tate, Ga.; New York Office, 1328 Broadway.
- Why Georgia Marble Is Better. Booklet, 33% x 6 ins. Gives analysis, physical qualities, comparison of absorption with gran-ite, opinions of authorities, etc. Convincing Proof. 33% x 6 ins., 8 pp. Classified list of buildings and memorials in which Georgia Marble has been used, with names of Architects and Sculptors.

Hurt Building, Atlanta; Senior High School and Junior College, Muskegon, Mich. Folders, 4 pp., 8½ x 11 ins. Details.

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SELECTED LIST OF MANUFACTURERS' PUBLICATIONS—Continued from page 84

METALS

- Aluminum Company of America, Pittsburgh. Architectural Aluminum. Brochure, 30 pp., 8½ x 11 ins. Illus-trated. An excellent booklet on the subject.
- Central Alloy Steel Corporation, Massillon, Ohio. Sheet Iron Primer. Booklet, 64 pp., 534 x 734 ins. Illustra The Path to Permanence. Brochure, 52 pp., 81/2 x 11 ins. trated. Data on sheet iron. Illustrated. Illus-
- The International Nickel Company, 67 Wall St., New York, N. Y. Monel Metal Primer. 8 folders, 4 pp., 8½ x 11 ins. Illustrated. Valuable data on use of monel in kitchens, laundries, etc.

MILL WORK-See also Wood

- Hartmann-Sanders Company, 2155 Elston Ave., Chicago, Ill. Column Catalog, 71/2 x 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. 7½ x 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., 61/4 x 9 ins. Illustrated. Use of moulding for paneling walls.
- A New Style in Interior Decoration. Folder, 4 pp., 61/4 x 9 ins. Illustrated. Deals with interior woodwork.
- Driwood Period Mouldings in Ornamented Wood. Booklet, 28 pp., 8½ x 11 ins. Illustrated.
- low Driwood Period Mouldings in Ornamented Wood Set a New Style in Decoration. Folder. How
- Roddis Lumber and Veneer Co., Marshfield, Wis. Roddis Doors. Brochure, 24 pp., 5/4 x 8/2 ins. Illustrated price list of doors for various types of buildings.
- Roddis Doors, Catalog G. Booklet, 184 pp., 81/2 x 11 ins. Com-pletely covers the subject of doors for interior use.
- Roddis Doors for Hospitals. Brochure, 16 pp., 81/2 x 11 ins. Illustrated work on hospital doors.
- Roddis Doors for Hotels. Brochure, 16 pp., 8½ x 11 ins. Illus-trated work on doors for hotel and apartment buildings.

MORTAR AND CEMENT COLORS

- Clinton Metallic Paint Co., Clinton, N. Y. Clinton Mortar Colors. Folder, 8½ x 11 ins., 4 pp. Illustrated in colors, gives full information concerning Clinton Mortar Colors with specific instructions for using them.
 - Color Card. 34×64 ins. Illustrates in color the ten shades in which Clinton Mortar Colors are manufactured.
 - Something New in Stucco. Folder, 31/2 x 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., 8½ x 11 ins. Illustrated.
- National Lead Company, 111 Broadway, New York, N. Y. Handy Book on Painting. Book, 5½ x 3¼ ins., 100 pp. Gives directions and formulæ for painting various surfaces of wood, plaster, metals, etc., both interior and exterior.
 - Red Lead in Paste Form. Booklet, 6¼ x 3½ ins., 16 pp. Illus-trated. Directions and formulæ for painting metals.
- Came Lead. Booklet, 6 x 834 ins., 12 pp. Illustrated. Describes various styles of lead cames.
- Sherwin-Williams Company, 601 Canal Rd., Cleveland, Ohio. Complete Architectural Specifications for painting, varnishing and lacquering, reprinted from the Sherwin-Williams Archi-tectural Catalogue as it appears in Sweet's Architectural Cata-logue. Form Number B 303. 8½ x 11, bound in paper, thirty pages of specifications and color chips; carries A. I. A. file number. number.

PAINTS, STAINS, VARNISHES, WOOD FINISHES-Continued

Toch Brothers, New York, Chicago, Los Angeles. Architects' Specification Data. Sheets in loose leaf binder, 8½ x 11 ins., dealing with an important line of materials.

PARTITIONS

- Circle A. Products Corporation, New Castle, Ind. Circle A. Partitions Sectional and Movable. Brochure. Illus-trated. 8% x 11¼ ins., 32 pp. Full data regarding an im-portant line of partitions, along with Erection Instructions for partitions of three different types.
- ving Hamlin, Evanston, Ill. Hamlinized Folding Partitions Made from Hamlin's Evanston Soundproof Doors, Sectional and Movable. Folder, 4 pp., 8½ x 11 ins. Illustrated.
- Hauserman Company, E. F., Cleveland, Ohio. Hollow Steel Standard Partitions. Various folders, 8½ x 11 ins. Illustrated. Give full data on different types of steel parti-tions, together with details, elevations and specifications.
- Henry Klein & Co., 25 Grand Street, Elmhurst, L. I., N. Y. Telesco Partition. Catalog, 8½ x 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., 8½ x 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 Míg. 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.
- Structural Gypsum Corporation, Linden, N. J. Service Sheet No. 4. Specifications for Gypsteel Partition File. Folder, 8½ x 11 ins. Illustrated.

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, 8½ x 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. 8½ x 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.

- chect of water on iron, steel and orass pipe.
 American Rolling Mill Company, Midletown, 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, III.
 Catalog A. 4 x 16½ ins., 700 pp. Illustrated. Shows a full line of steam, gas and water works supplies.

- Duriron Company, Dayton, Ohio. Duriron Acid, Alkali, Rust-proof Drain Pipe and Fittings. Book-let, 20 pp., 8½ x 11 ins. Illustrated. Important data on a valuable line of pipe.
- Maurice A. Knight, Akron, Ohio. Knightware in the Princeton Chemical Laboratory. Booklet, 16 pp., 634 x 8½ ins. Illustrated.

- National Tube Co., Frick Building, Pittsburgh, Pa.
 "National" Bulletin No. 2. Corrosion of Hot Water Pipe, 8½ x 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.
- this subject. "National" Rulletin No. 3. The Protection of Pipe Against In-ternal Corrosion, 8½ x 11 ins., 20 pp. Illustrated. Discusses various causes of corrosion, and details are given of the de-activating and deareating systems for eliminating or retarding corrosion in hot water supply lines. "National" Bulletin No. 25. "National" Pipe in Large Build-ings. 8½ x 11 ins., 88 pp. This bulletin contains 254 illustra-tions 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., 8½ x 11 ins., profusely illustrated with halftone and line engravings of the important operations in the manufacture of pipe. _____

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SELECTED LIST OF MANUFACTURERS' PUBLICATIONS—Continued from page 86

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.
- Plaster s' Handbook. Booklet, 16 pp., 3½ x 5½ ins. A small manual for use of plasterers. 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. 9½ 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. Illus-trated. 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.
- Speakman Company, Wilmington, Del. Catalog K. Booklet, 150 pp., 8½ x 10% 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.I.A. 35h21.

PUMPS

- UMPS
 Kewanee Private Utilities Co., 442 Franklin St., Kewanee, Ill. Bulletin E. 734 x 1034 ins., 32 pp. Illustrated. Catalog. Com-plete 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., 1034 x 73/2 ins. Illustrated in color. Devoted to Jennings Standard Centrifugal Pumps for house ser-vice, boosting city water pressure to supply top stories, for circulating warm water, etc.
 Bulletin. 97. Booklet. 16 pp., 1034 x 73/2 ins. Illustrated in color. Describes the design, construction and operation of the Jen-nings Suction Sump Pump.
 Bulletin 11. Brochure. 8 pp., 1034 x 73/2 ins. Illustrated in color.

- Bulletin 11. Brochure. 8 pp., 1034 x 71/2 ins. Illustrated in color. Deals with Nash Hytor Vacuum Pumps for air and gases.
- he Trane Co., La Crosse, Wis. Trane Small Centrifugal Pumps. Booklet, 334 x 8 ins., 16 pp. Complete data on an important type of pump.

RAMPS

- Auto Ramps Corporation. Builders' Exchange, Richmond, Va. The Double Spiral Auto Ramp. Brochure, 8½ x 11 ins. Illus-trated. Data on a valuable type of equipment.
- 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 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 34-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.
- 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 ornamental 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 pps., 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. Shows use of English shingle tile with approximation parameter are used in Italy and Southern California.
 Georgian 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., 83/2 x 11 ins. Illustrated. Roofing from the Architect's point of view.
- Ine New Book of Roots. 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.
 Milkor Architectural Sheet Metal Guide. Booklet. 72 pp., 8½ x 11 ins. Illustrated. Metal tile roofing, skylights, ventilators, etc. Milcor Architectural Sheet Metal Guide. Booklet. 72 pp., 8½ x 11 ins. Illustrated. Metal tile roofing, skylights, ventilators, 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., 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.

- struction.
- Sheetrock Pyrofill Roof Construction. Folder, 81/2 x 11 ins. Illus-trated. Covers use of roof surfacing which is poured in place.

SCHOOL EQUIPMENT

John Van Range Co., Cincinnati.

Practical Planning for School Food Service. Booklet, 32 pp., 81/2 x 11 ins. Illustrated.

- SEWAGE DISPOSAL Kewanee Private Utilities, 442 Franklin St., Kewanee, Ill. Specification Sheets. 734 x 1014 ins., 40 pp. Illustrated. Detailed drawings and specifications covering water supply and sewage disposal systems.
- REQUEST FOR CATALOGS

To get any of the catalogs described in this section, put down the title of the catalog desired, the name of the manufacturer and send coupon to THE ARCHITECTURAL FORUM, 521 Fifth Avenue, New York.

Address

GOOD



The illustration at the left is a typical example of weeping joints. Notice the ugly stains.

The CAUSE and **PREVENTION** of "WEEPING JOINTS"

MANY a beautiful building with ornamental stone facings has been permanently disfigured by "weeping joints", a term applied to those long dark stains originating at the bottom of a vertical joint between blocks or slabs of facing and often extending along both sides of horizontal joints across the course.

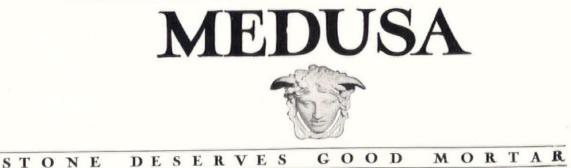
"Weeping joints" are caused by moisture, absorbed at the surface of the mortar joint or leaching through from the back, carrying with it soluble ingredients from the mortar or the stone itself which are deposited near joints when the water drys out, leaving ugly stains.

Proof against "weeping joints" can be secured by using Medusa Waterproof White Portland Cement in the mortar. This results in a mortar so dense and impermeable that water cannot possibly enter the joints.

On your next building specify that all ornamental stone facing be set up in Medusa Waterproof Cement Mortar and give your work everlasting protection from weeping joints. Our architectural file on Medusa Waterproof Cements is sent upon request.

MEDUSA PORTLAND CEMENT COMPANY 1002 The Engineers' Building Cleveland, Obio

Manufacturer of Medusa Gray Poriland Cement (Plain and Waterproofed); Medusa Waterproofing (Powder or Paste): Medusa White Portland Cement (Plain and Waterproofed); Medusa Portland Cement Paint and Medusa-Mix, The Masonry Cement.



SELECTED LIST OF MANUFACTURERS' PUBLICATIONS-Continued from page 88

SEWAGE DISPOSAL-Continued

Nash Engineering Company, South Norwalk, Conn. Bulletin 67. Booklet. 16 pp. 1034 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. 1044 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 11¾ ins., giving actual samples of metal screen cloth and data on fly screens and screen doors.

Athey Company, 6015 West 65th St., Chicago, Ill. The Athey Perennial Window Shade. An accordion pleated win-dow shade, made from translucent Herringbone woven Coutil cloth, which raises from the bottom and lowers from the top, It eliminates awnings, affords ventilation, can be dry-cleaned and will wear indefinitely.

SHELVING-STEEL

David Lupton's Sons Company, Philadelphia, Pa.
 Lupton Steel Shelving. Catalog E. Illustrated brochure, 40 pp.,
 85% 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 634 ins. Data for steel for dwellings, apartment houses, etc.

- Steel Frame House Company, Pittsburgh, Pa. (Subsidiary of Mc-Clintic-Marshall Corp.) Steel Framing for Dwellings. Booklet, 16 pp., 81/2 x 11 ins. Illus-
 - Steel Framing for Gasoline Service Stations. Brochure, 8 pp., 8½ x 11 ins. Illustrated.
- 572 x 11 lins. Induct Gasoline Service Stations. Booklet, 8 pp., 81/2 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. 83/2 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 speci-fying and using this stone for all building purposes.

- fying 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 as used in Banks.
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 Volume 5. Series B. Indiana Limestone as used in Banks.
 Volume 5. Series B. Indiana Limestone 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.
 Vold Gothic Random Ashlar. 84 x 11 ins., 16 pp. Illustrated

Old Gothic Random Ashlar. 81/2 x 11 ins., 16 pp. Illustrated.

STORE FRONTS

Name ...

- 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, 81/2 x 11 ins., printed on trac-ing 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.
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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., 81/2 x 11 ins. Illustrated.
- Planning for Telephones in Building. Brochure, 74 pp., 81/2 x 11 ins. Illustrated.

TERRA COTTA

- 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. Com-plete Specification, Glossary of Terms Relating to Terra Cotta and Short Form Specification for incorporating in Architects' Specification.
- Color in Architecture. Revised Edition. Permanently bound vol-ume, 9½ x 12¼ ins., containing a treatise upon the basic prin-ciples of color in architectural design, illustrating early Euro-pean and modern American examples. Excellent illustrations pean and in color.
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TIMBREL TILE VAULTS

R. Guastavino Co., 40 Court Street, Boston. Timbrel Arch Construction. Booklet, 8 pp., 8½ x 11 ins.

TILE, HOLLOW

- National Fire-Proofing Co., 250 Federal Street, Pittsburgh. Natco. The Complete line of Structural Clay Tile. Booklet. 39 pp. 8% x 11 ins. Illustrated. A General Catalog.
- pp. $8\% \times 11$ ins. Illustrated. A General Catalog. Natco Double Shell Load Bearing Tile Bulletin. $8\% \times 11$ ins., 6 pp. Illustrated. Natco Face Tile for the Up-to-Date. Farm Bulletin. $8\% \times 11$ ins. Natco Header Backer Tile Bulletin. $8\% \times 11$ ins., 4 pp. Illus-
- trated. Nateo Unibacker Tile Bulletin. 8½ x 11 ins., 4 pp. Illustrated. Nateoflor Bulletin. 8½ x 11 ins., 6 pp. Illustrated.

TILE, STRUCTURAL CLAY

National Fireproofing Corporation, Fulton Building, Pittsburgh, Pa. Natco. The Complete Line of Structural Clay Tile. Booklet, 48 pp., 8½ x 11 ins. Illustrated. A General Catalog. Natco Vitritile Bulletin No. 164. 40 pp., 8½ x 11 ins. Illustrated. Shows color charts, sizes and shapes, actual installations, etc. Natco Header Backer Tile Bulletin. 8½ x 11 ins. 4 pp. Illus-trated.

trated. Natco Unibacker Tile Bulletin. 8½ x 11 ins. 4 pp. Natcoflor Bulletin. 8½ x 11 ins., 6 pp. Illustrated. Illustrated.

TILES

Hanley Company, Bradford, Pa. Hanley Quarry Tile. Folder. 4 pp., 5 x 8 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.

TRUSSES

McKeown Bros. Company, 523 South Keeler Avenue, Chicago. Truth in Architecture. Folder, 4 pp., 8½ x 11 ins. Illustrated. Deals with use of trusses of wood.

VALVES

Crane Co., 836 S. Michigan Ave., Chicago, Ill. No. 51. General Catalog. Illustrated. Describes the complete line of the Crane Co.

Ine of the Grane Co.
C. A. Dunham Co., 450 East Ohio St., Chicago, Ill.
The Dunham Packless Radiator Valve. Brochure, 12 pp., 8 x 11 ins. Illustrated. Data on an important type of valve.
Jenkins Brothers, 80 White Street, New York.
Office Buildings Yesterday and Today. Folder, 8½ x 11 ins. Illustrated. Valves for use in office buildings.

VENETIAN BLINDS

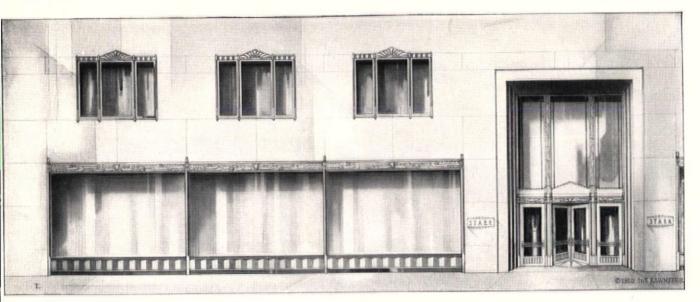
- Burlington Venetian Blind Co., Burlington, Vt. Venetian Blinds. Booklet, 7 x 10 ins., 24 pp. Illustrated. De-scribes the "Burlington" Venetian blinds, method of operation, advantages of installation to obtain perfect control of light in the room.

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Sash B-1 and Corner Bar B-2 of "B" construction (Full Size). Sufficiently sturdy and graceful for the largest and finest store fronts. .

CUSTOM-BUILT STORE FRONTS

BRONZE, ALUMINUM ALLOY OR COPPER

For excellence of workmanship, true reproduction of design and sound construction we advocate the fabrication of store fronts at our factory. A corps of skilled workmen trained by an institution with twenty-five years' experience in store front building is your assurance of satisfaction. "B" Construction designed along modern lines is now available in the metals mentioned above. Send for Circular on "B" Construction and Full Size Details.

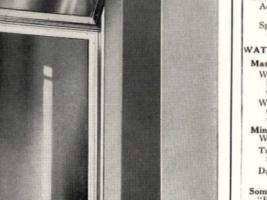


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91



EALAIR

Water-proof hinge Patents applied for.

WEATHER-PROOF N ANY WEATHER

When closed, the asbestos-insulated union between sash and frame excludes wind, rain and snow. Even when opened, Sealair affords protection from drafts. The tilt of the sashes diverts the inflow of air, causing it to circulate freely to all parts of the room ... All sashes can be washed from the inside ... Furnished in bronze, aluminum alloy or steel. Send for complete description, specifications and F. S. details.



ALSO WEIGHT-HUNG WINDOWS (Light and Heavy) AND CASEMENTS

SELECTED LIST OF MANUFACTURERS' PUBLICATIONS—Continued from page 90

VENTILATION

- American Blower Co., Detroit, Mich. American H. S. Fans. Brochure, 28 pp., 8½ x 11 ins. Data on an important line of blowers.
- Duriron Company, Dayton, Ohio. Acid-proof Exhaust Fans. Folder, 8 x 10½ ins., 8 pp. D. garding fans for ventilation of laboratory fume hoods. Data re-Specification Form for Acid-proof Exhaust Fans. Folder, 8 x 101/2 ine

WATERPROOFING

- Master Builders Company, Cleveland, Ohio.
- Waterproofing and Dampproofing and Allied Products. Sheets in loose index file, 9 x 12 ins. Valuable data on different types of materials for protection against dampness.
- Waterproofing and Dampproofing File. 36 pp. Complete descrip-tions and detailed specifications for materials used in building tions and deta with concrete.
- With concrete.
 Minwax Company, Inc., 11 West 42nd St., New York.
 Waterproofing Stadia. Folder, 4 pp., 8½ x 11 ins. Illustrated.
 Transparent Waterproofings for All Masonry Walls and Surfaces. Folder, 4 pp., 8½ x 11 ins. Illustrated.
 Data Sheet on Membrane Waterproofing. Folder, 4 pp., 8½ x 11 ins. Illustrated.
- Sommers & Co., Ltd., 342 Madison Ave., New York, N. Y. "Permantile Liquid Waterproofing" for making concrete and ce-ment mortar permanently impervious to water. Also circulars on floor treatments and cement colors. Complete data and specifications. Sent upon request to architects using business stationery. Circular size, 8½ x 11 ins.
- Toch Brothers, New York, Chicago, Los Angeles. Architects' Specification Data. Sheets in loose leaf binder, 8½ x 11 ins., dealing with an important line of materials.

WEATHER STRIPS

- Athey Company, 6035 West 65th St., Chicago, Ill. The Only Weatherstrip with a Cloth to Metal Contact. Booklet, 16 pp., 8½ x 11 ins. Illustrated. Data on an important type of weather stripping.

WINDOWS

- William Bayley Co., 147 North Street, Springfield, Ohio. Bayley Pivoted Windows. Booklet, 24 pp., 8½ x 11 ins. Illus-trated. Sections, hardware, and other details, and illustrations of installations.
- Detroit Steel Products Co., 2250 E. Grand Boulevard, Detroit. Fenestra Blue Book. Brochure, 75 pp., 8½ x 11 ins. Illustrated. Data on steel windows.
- The Kawneer Company, Niles, Mich. Circular, 8½ x 11 with A.I.A. File No. featuring full size details and specifications of Heavy Type Sealair Independent Balanced Sash Window.
- Circular, 8½ x 11 with A.I.A. File No. featuring full size details and specifications of Light Independent Balanced Sash Sealair Windows.
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 David Lupton's Sons Company, Philadelphia, Pa.
 Lupton Pivoted Sash. Catalog 12-A. Booklet, 48 pp., 8½ x 11 ins. Illustrates and describes windows suitable for manufacturing buildings.
 - Lupton Commercial Projected Windows. Brochure. 24 pp., 81/2 x 11 ins. Illustrated. Details and specifications.

WINDOWS, CASEMENT

- Detroit Steel Products Co., 2250 E. Grand Boulevard, Detroit. Fenestra Casements. Booklet, 14 pp., 8½ x 11 ins. Illustrated. Discusses casements, particularly for residences.
- Fenestra Screen Casements. Brochure, 16 pp., 81/2 x 11 ins. Illustrated.
- Decorating With Casements. Booklet, 18 pp., with inserts in color $6 \ge 8\frac{1}{2}$ ins. Deals with use of decorations, particularly draperies, with casement windows.
- Hope & Sons, Henry, 103 Park Ave., New York, N. Y. Catalog, 12¼ x 18½ ins., 30 pp. Illustrated. Full-size details of outward and inward opening casements.

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SELECTED LIST OF MANUFACTURERS' PUBLICATIONS—Continued from page 92

WINDOWS, CASEMENT-Continued

David Lupton's Sons Company, Philadelphia, Pa. Lupton Casement of Copper Steel. Catalog C-217. Booklet, 24 pp., 856 x 11 ins. Illustrated brochure on casements, particularly Lupton Casemen pp., 85% x 11 ins for residences.

Lupton Creates a Complete Casement. Folder, 8½ x 11 ins. Illustrated data on a casement providing for screens, shades and draperies.

Lupton Heavy Casements. Detail She ins. Details and specifications only. Detail Sheet No. 101, 4 pp., 81/2 x 11

Richards-Wilcox Mfg. Co., Aurora, Ill. Casement Window Hardware. Booklet, 24 pp., 8½ x 11 ins. Illustrated. Shows typical installations, detail drawings, con-struction details, blue-prints if desired. Describes AIR-way Multifold Window Hardware.

Architectural Details. Booklet, 8½ x 11 ins., 16 pp. Tables of specifications and typical details of different types of construction.

List of Parts for Assembly. Booklet, 8½ x 11 ins., 16 pp. Full lists of parts for different units.

WINDOW SCREENS

Detroit Steel Products Co., 2250 E. Grand Boulevard, Detroit. Fenestra Screen Casements. Brochure, 16 pp., 81/2 x 11 ins. Fenestra Scr Illustrated.

William Bayley Co., 147 North Street, Springfield, Ohio. Bayley Pivoted Windows Screened. Booklet, 8 pp., 8½ x 11 ms. Data on screening and window ventilation.

WINDOWS, STEEL AND BRONZE

William Bayley Co., 147 North Street, Springfield, Ohio. Bayley Steel Window Inserts. Brochure, 8 pp., 8½ Illustrated Suggestions on correct use of inserts. 81/2 x 11 ins.

- David Lupton's Sons Company, Philadelphia, Pa.
 A Rain-shed and Ventilator of Glass and Steel. Pamphlet, 4 pp., 8% x 11 ins. Deals with Pond Continuous Sash. Sawtooth Roofs, etc.

How Windows Can Make Better Homes. Booklet, 376 x 7 ins., 12 pp. An attractive and helpful illustrated publication on use of steel casements for domestic buildings.

Truscon Steel Company, Youngstown, Ohio. Drafting Room Standards. Book, 8½ x 11 ins., 120 pages of me-chanical drawings showing drafting room standards, specifica-tions and construction details of Truscon Steel Windows, Steel Lintels, Steel Doors and Mechanical Operators.

Truscon Solid Steel Double-Hung Windows. 24 pp. Booklet, 8½ x 11 ins. Containing illustrations of buildings using this type of window. Designs and drawings of mechanical details.
 Continuous Steel Windows and Mechanical Operators. Catalog 126. Booklet, 32 pp., 8½ x 11 ins. Illustrated.

WOOD-See also Millwork

American Walnut Mfrs. Association, 618 So. Michigan Boulevard, Chicago, Ill.

American Walnut. Booklet, $7 \ge 9$ ins., 46 pp. Illustrated. A very useful and interesting little book on the use of walnut in Fine Furniture with illustrations of pieces by the most notable furniture makers from the time of the Renaissance down to the present.

American Walnut for Interior Woodwork and Paneling. 7 x 9 ins. Illustrated. Discusses interior woodwork, giving costs, specifications of a specimen room, the different figures in Wal-nut wood, Walnut floors, finishes, comparative tests of physi-cal properties and the advantages of American Walnut for wood-work.

National Lumber Mfrs. Assn., Washington, D. C. Airplane Hangar Construction. Booklet, 24 pp., 8½ x 11 ins. Use of lumber for hangars.
 Modern Home Interiors. Booklet, 8½ x 11 ins. Illustrated. Deals with interior uses of wood.

WOOD FINISH

Minwax Company, 11 West 42nd St., New York. Color card and specification for Minwax Flat Finish. Folder, 4 pp., 8½ x 11 ins. Illustrated. Deals with a penetrative, pre-servative stain finish giving stain and soft wax effect. Folder, 4

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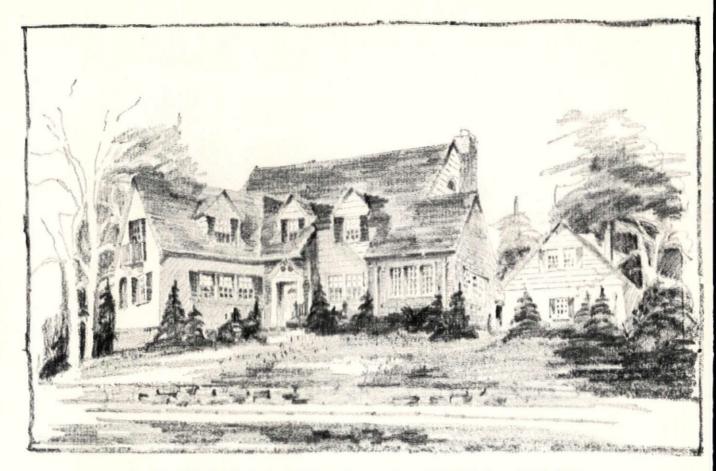
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heavy tubular members, the joints of which are strongly welded. The inner edge of the frame is trimmed with shapely mouldings used for securing the center panel. With necessary hardware furnished and applied the complete ensemble presents a unit appropriate for use in the finest commercial buildings.

Send for complete description and F. S. details.





ARCHITECT'S SKETCH OF THE ROLSCREENED RESIDENCE OF JOHN H. VALENTINE – SYRACUSE, N. Y. Merton Elwood Granger, Architect

...ROLSCREENS of Pella combine new con= veniences, added harmony in window beauty, utility and durability—filling a long felt architectural need.

"Our Rolscreen installations have met with definite satisfaction and approval. The liberal Rolscreen guarantee is backed by a company whose business standards have been proven reliable."

Merton Grange

Mr. Merton E. Granger, in accord with other leading architects of America, finds Rolscreens best suited for the screening of fine windows.

PELLA IOWA

Rolscreen Representatives in all Principal Cities... See Sweets Catalog ... Volume B Pages B2742-46

Part One

.....

MURPHY FINE FINISHES Famous for 65 years among architects, master painters, and makers of products requiring a fine finish

Original Door from the old Waldorf-Astoria

Here is an unretouched photograph of a bedroom door from this famous old hostelry, which has recently been torn down to make room for the 85-story Empire Building.

The door was in the original Waldorf, built in 1893 (The Astoria added next year) and together with the other woodwork in that famous old building, was finished with Murphy Transparent Interior Varnish. This door has never needed any refinishing and doesn't need it now. Thirty-seven years old and still young!

Murphy Transparent Interior is a wonderful varnish—not only to bring out the inherent beauty of the wood, but to last and last beautifully.

For over 60 years, Murphy finishes have been the reliance of leading architects and painting contractors.

Specifications for Murphy products can be found in Sweets Catalog, Volume C, or write for Murphy Specification Manual.

Murphy Varnish Company Members of the Producers' Council

Chicago

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From unretouched photograph



·ono.

Part One



HE beautiful new Montgomery Ward & Co. General Office Building, Chicago, has its floors equipped with 35,000 square yards of Wild's 6 mm Brown Battleship Linoleum. This is a record linoleum installation—one of the largest in the United States.

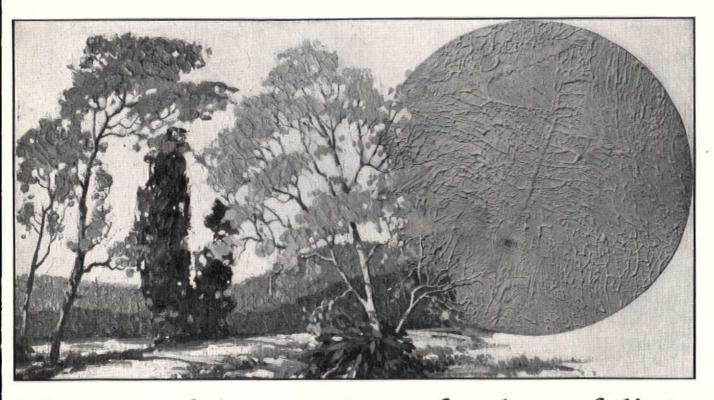
It is a significant fact that this great institu-

tion selected Wild's as the ideal floor covering — a fact that is self-explanatory when it is considered that Wild's is the original American linoleum — the first linoleum ever made in this country (1875), and still recognized today as the standard of linoleum quality and excellence.

BLABON-SANDURA COMPANY, Inc. FINANCE BUILDING PHILADELPHIA, PA.







The graceful grouping of sylvan foliage is suggested by this Plastic Paint Finish ...



NATIONAL LEAD COMPANY

New York, 111 Broadway · Buffalo, 116 Oak Street Chicago, 900 West 18th Street · Cincinnati, 659 Freeman Avenue · Cleveland, 820 West Superior Avenue St. Louis, 722 Chestnut Street · San Francisco, 235 Montgomery Street · Boston National-Boston Lead Co., 800 Albany Street · Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue · Philadelphia, John T. Lewis & Bros. Co., Widener Building. THIIS is the way you can achieve beautiful sidewall decorations that express, in artistic low-relief textures, your own individual conceptions even to the most imaginative details.

Scenes perhaps visualized from Nature: trees, hills, sea and clouds all may be strikingly suggested through the simple use of Dutch Boy whitelead and oil plastic paint.

This plastic paint is not expensive. The painter mixes it from materials he already has in his shop: Dutch Boy white lead, whiting, Dutch Boy flatting oil and drier. It is easy to apply ...sets up over night... and may be tinted with regular colors-in-oil just like any other white-lead paint.

When textured, which may be done



Carter White Lead is also made by the National Lead Company. In purchasing either Carter or Dutch Eoy White Lead, the buyer is assured of obtaining white lead of the highest quality.

DUTCH BOY WHITE LEAD

The well-known brand of

with a sponge, paint brush, whiskbroom, graining comb, or in many other ways, the paint is complete as a fin-



ish, or may be glazed if desired. It gives a finish that is thoroughly washable and durable.

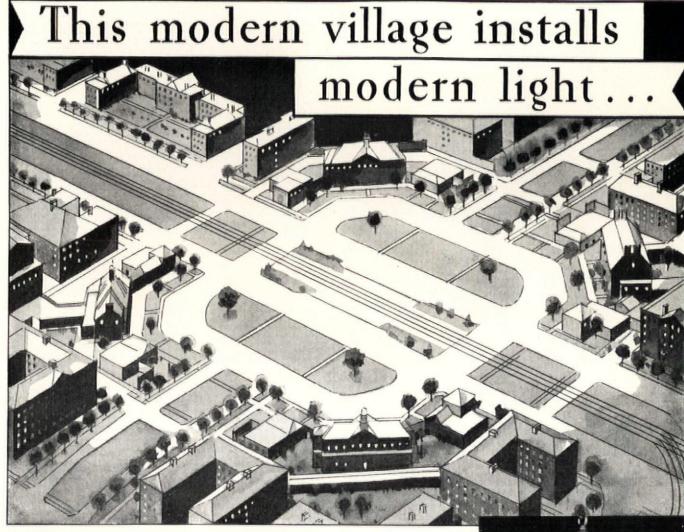
The illustrations indicate the beauty and originality of the effects that are obtainable.

For further information about whitelead and oil plastic paint, and illustrations of various textures, write to our Department of Color Research and Decoration for the booklet, "White-Lead and Oil Plastic Finishes". Address your inquiry to our nearest branch.



97

Part One



MOST villages we read about in history or in the alluring advertisements of tourist agencies are the result of "happenstance" and gradual growth without any preconceived plan. This one, on Shaker Heights, near Cleveland, Ohio, was built all at once, exactly as planned by its architects.

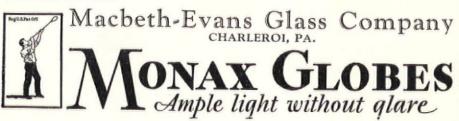
Although Colonial in style, the village is strictly modern in its equipment. Monax Globes were chosen for lighting the entire group of business buildings facing the square.

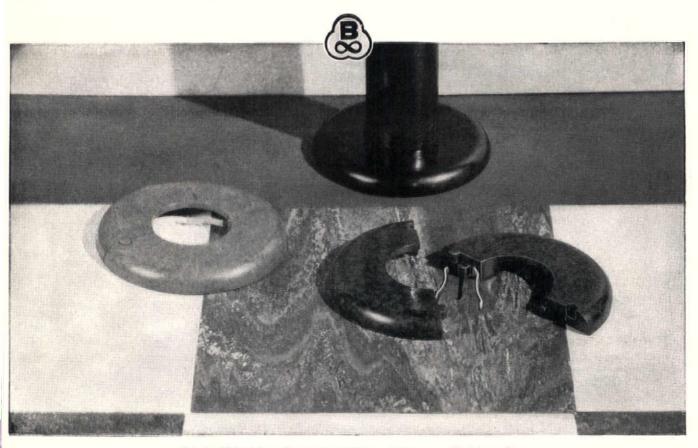
Monax Globes meet all the requirements of commercial 2021 lighting. They provide a maximum of well-diffused light, eliminating sharp shadow and harsh glare. Moreover, they are economical to maintain, absorb scarcely any light and are easily cleaned.

Architects and building managers are invited to make use of Macbeth Engineering Service in designing lighting systems for either new or old buildings. There is no charge for the service.



Monax Globe No. 5133. Installed in the business buildings of the Shaker Square Group. Phillip Lindsley Small & Associates, Architects. Installation by Enterprise Electric Lighting Fixtures, Inc.





Bakelite Molded floor plates made by Modern Utilities Co., Harrisburg, Pa.

Rustless Bakelite Molded floor plates in colors to match fine floors

S INCE the earliest days of steam heating, old-style floor plates have been an unsightly necessity. Easily dented, quick to acquire a coating of rust, they mar the appearance of many well-kept floors.

The new Bakelite Molded floor plates combine the advantages of lasting good looks and greater utility. Their smooth, lustrous surface cannot corrode and lasts indefinitely. They cannot be dented nor deformed. A choice of several colors makes it possible to match various floor finishes, whether wood or tile.

Made in two interchangeable parts, Bakelite Molded floor plates are snapped around the pipe in an instant. Strong copper-plated springs hold them firmly in place, and they do not slip on the pipe. This makes them available for ceiling plates too, where steam risers are exposed.

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Guptill's Drawing with Pen and Ink

Like its companion book, "Sketching and Rendering in Pen-cil," this book is based partly on lectures and instructions given by the author in his classes at Pratt Institute, Brook-lyn, N. Y., and partly on his experience as a protessional illustrator and as an architectural renderer. The student and draftsman will find it to be a sound and complete guide for the study of pen and ink and its various techniques, even through the use of colored inks.

The chapters follow the work of the student from the bedrawing paper, rulers, erasers, etc., up to the final chapters treating of special matters. An attempt has been made to preserve the unity of each chapter so if read by itself it will have a complete meaning, thus making the book valuable as have a complete meaning, thus making the book valuable as a reference. In addition to an exhaustive text and hundreds of illustrations by the author, the book is embellished by examples of the work of leading illustrators and architec-tural renderers, such as: Charles Dana Gibson, Aubrey Beardsley, A. B. LeBoutillier, A. T. Bishop, Rockwell Kent, Franklin Booth, John R. Neill, Gerald K. Geerling, John R. Flanagan, Willy Pogany, Bertram S. Goodhue, James Mac-gregor, Walter Jardine, Edward Penfield, Syoney Castle, David Gregg, F. L. Griggs, James M. Flagg, Robert Lock-wood, Charles D. Maginnis, Samuel V. Chamberlain, Walter D. Teague, Sydney R. Jones, Herbert Railton, Louis C. D. Teague, Sydney R. Jones, Herbert Railton, Louis C. Rosenberg, John R. Rowe, Hubert G. Ripley, Harry Clarke,

Rosenberg, John R. Rowe, Hubert G. Ripley, Harry Clarke, Rosenberg, John R. Rowe, Hubert G. Ripley, Harry Clarke, Ernest Peixotto, and many others. Contents by chapters: 1. Some Introductory Considerations. 2. The Requisite Drawing Materials. 3. Early Practice in Pen Handling.
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Geerling's Wrought Iron in Architecture

This book combines for the first time a practical discussion of craftsmanship, of what can be justly expected of the metal with economic limitations, of the inter-relations of client, architect, and artisan, with historical data and a splen-did collection of examples of the craft in the various counries. The first chapter treats of craftsmanship and the archiries. The first enapter treats of craftsmanship and the archi-tect's design and drawings, while succeeding chapters deal separately with the ironwork of Italy, Spain, France, the Lombards, England, Germany, American Pre-Twentieth Century, and the modern. Detailed drawings are given opposite the photographs in many cases. The last chapter is given over to specifications. The book is a practical over only on the architect and his drafting room but one, not only for the architect and his drafting room, but

for the craftsman and layman as well. Contents: Wrought Iron Craftsmanship; Properties of Wrought Iron; Texture, Legitimate and Otherwise; Tools and Terms; Architectural Design, Motifs and Ornamentaand Terms; Architectural Design, Motifs and Ornamenta-tion; Economic Aspects in Design; Wrought Iron Finish; The Architect's Drawings; Italian Wrought Iron; Spanish Wrought Iron; French Wrought Iron; Iron Work of Bel-gium and Holland; English Wrought Iron; German Wrought Iron; American Wrought Iron (Pre-Twentieth Century); Twentieth Century Wrought Iron; Lighting Fixtures and Knockers; Wrought Iron Specifications; Bibliography. 202 pages—9 x 12—324 figures. Cloth......Price 7.50

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A complete course of instruction prepared especially for the author's use in his classes at Pratt Institute. Devoted to the study of drawing in pencil—from the elementary stages through outline, light and shade, free hand perspective, life drawing and architectural drawing. A textbook for the stu-

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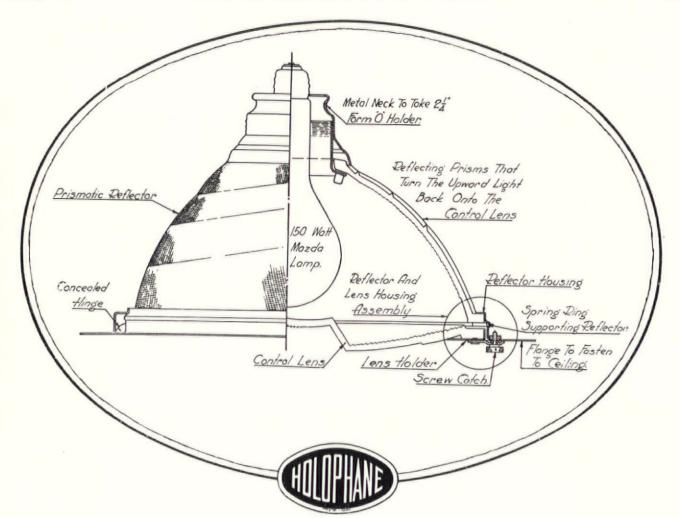
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March, 1930



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THE C. F. PEASE COMPANY, Chicago. "Peerless Model '30' Blue Printing Equipment." Some data concerning it.

Less than a century ago, Sir John Frederick Herchel discovered the principle of blue printing, a simple method of exposing sensitized paper to light projected through a thin, transparent tracing. The original process is fundamentally that of today, but the application is vastly improved. More than all else, the continuous printing, washing and drying machine has lifted blue printing out of the realm of uncertainty and established the "art of making blue prints" on an absolutely thorough scientific basis. The C. F. Pease Company is proud to have pioneered and produced the first automatic continuous blue-printing, washing and drying machine. Swiftly followed progress, and it is a far cry from the early, discouraging sun frame to the new Pease "Peerless" Model "30," continuous blue-printing equipment; a marvel of engineering, combining every feature of high standard production, excellence of prints, dashing speed and surpassing economy of operation and maintenance. This beautifully illustrated catalog will give one all possible data regarding the Pease "Peerless" Model "30" Blue Printing Machine.

THE PEELLE COMPANY, Flushing and Stewart Avenues, Brooklyn. "Peelle Freight Elevator Doors."

The success of a freight elevator system depends in large measure on the doors which are used with it. Ingenuity has provided quite a variety of doors suited for use with elevators intended to serve different purposes, and along with a variety of doors there goes a still wider assortment of appliances and devices for use with them to increase their usefulness or to add to the safety or convenience with which they may be used. It is doubtful, in fact, if even a well informed architect or builder realizes the full extent of this variety until it is brought to his attention in a publication such as this from the Peelle Company. "Elevator door efficiency is the keynote of this catalog. It has been prepared to give complete, but brief, information concerning Peelle freight elevator doors and other Peelle products. It contains descriptions, details and illustrations, and indicates the conditions under which Peelle products are best installed and used. It includes the very latest developments and improvements in Peelle products. The Peelle principle of highest quality in material and construction, of efficiency and economy, of durability and safety, is rigidly maintained in every type of door and appliance. Included in Peelle products are many that are tributes to mechanical genius and craftsmanship."

RICHARDS-WILCOX MANUFACTURING COMPANY, Aurora, III. "Richards-Wilcox Door Ways." Fire Doors.

If a devastating fire comes to one's building and wipes out the physical plant, business must be suspended for a period; one will lose some part of valuable good will, since competitors will take this opportunity to annex trade. One will lose competent employes who cannot afford to wait and will take work elsewhere. In fact, an entire smooth-running "going business" will become temporarily demoralized. It will take some time to get back into pace. Fire losses in the United States amounted to \$472,224,568 in 1928, according to figures compiled by the National Board of Fire Underwriters. This represents a decrease of \$89,000,000 from the 1927 total, which in turn showed a decrease of \$89,000,000 from the previous year. The 1928 total is the lowest figure since 1920. R-W fire-door hardware is inspected by Underwriter's Laboratories, Inc., under direction of the National Board of Fire Underwriters. Richards-Wilcox challenge the world. An R-W trolley will be sent to any responsible manufacturer for free trial, for proving in his own plant its outstanding superiorities under actual working conditions. On the record of the years there is spread an account of property saved by R-W Fire-Doors and Automatic Fire-Door Equipment which amounts in value to millions of dollars. A few instances are cited in this interesting trade publication, edited and published by the Richards-Wilcox Manufacturing Company.

CLAUDE NEON LIGHTS, INC., New York. "Architectural Review of Gaseous Tube Lighting."

Architects experienced in the mechanics of luminous tube lighting have secured the best results by anticipating such installations in their original plans. In some instances, the placing of transformers, wiring outlets and supports where necessary can be facilitated. The design of the lighting can be held in comformity with the character of the building better when it is given advance thought. In considering the possibilities of Claude Neon luminous tubes, these classifications, while of necessity incomplete, may be helpful: Architectural Outlining of Buildings; Displays Featuring a Name; Interpretative Designs; Applique Lighting; Building and Store Fronts; Marquee Decorations; Aëronautical Roof Beacons; Sub-aqueous Lighting; Garden Illumination; Interior Lighting. A booklet called "Architectural Review of Gaseous Tube Lighting" has been published by Claude Neon Lights, Inc., setting forth the wide variety of lighting possibilities with luminescent tubes. It shows the various manners in which architects in many cities are utilizing this type of decorative lighting for different purposes and with success.

THE GENERAL IRON WORKS CO., Cincinnati. "'Hot-Kold,' a Most Efficient Heating System." Data regarding it.

In these modern days of swiftly moving scientific discovery, the ink may not be dry on the paper announcing an achievement as a world's record when the news of another record breaker flashes over the wire. "Hot-Kold" marks an epoch in heating, its economy of operation and installation opening to thousands the advantages of healthful, care-free automatic air conditioning. Today "Hot-Kold" is the result of seven years of scientific research and development. "Ordinarily, the General Iron Works Co. would apologize for reproducing a testimonal letter in its brochure. Most of them mean nothing, and the most worthless product in the world has at least some quality which will bring forth praise from someone. The yokel, bowling along the smooth highway in his flivver, imagines he is enjoying the ultimate in motoring because he has never been behind the wheel of a Rolls or a Packard. To those who have never enjoyed the finest of completely automatic gas heating, the old fashioned sooty, dusty, gravity system may seem ideal. The General Iron Works Co. therefore present with pride the judgment of those who know all forms of heating from wide experience." This very interesting catalog, published by the General Iron Works Co., contains illustrations which describe the system.

JOHNS-MANVILLE CORPORATION, 292 Madison Avenue, New York. "Johns-Manville Tile Flooring, Type A."

There is no part of a building more important than the flooring. It is actually the only part of the structure that receives constant physical, frictional wear. In the modern building, club, hospital, bank or school, floors must not only be serviceable and long-lived, but attractive in appearance. For years the choice of flooring materials has been restricted to either a decorative type, lacking in outstanding durability, or a utilitarian floor, unattractive in appearance. Today, in J-M Tile Flooring, one finds a flooring of resilient type that has unusually long life, is easy to maintain, and inexpensive to buy. At the same time, however, its surface is attractive and offers a score of decorative color combinations and designs. A number of factors should be taken into consideration when selecting a finish flooring. This is particularly true when large areas are to be covered and when the care and maintenance must be left to general service around the building. The principal points to be considered before specifying any particular kind of flooring are the type of flooring applicable to service; cost; wearing qualities or durability; sanitary and waterproof features; ease and economy of maintenance; comfort and resilience; appearance or decorative effect; resistance to fire, stains, etc.; ease of repairs and extension, if necessary. This booklet, published by the Johns-Manville Corporation, describes the material.

JOHNS-MANVILLE CORPORATION, 292 Madison



of the charm of a home

It is a fact — and architects everywhere recognize it — that in the windows lies much of the charm of a home. ¶ It is also a fact that the basic beauty of a window is in the glass it contains. ¶The overwhelming preference for Libbey-Owens glass — as evidenced by the thousands of fine residences, as well as other buildings, glazed with Libbey-Owens — is therefore significant. ¶ It means that architects have found that the rich, sparkling lustre of Libbey-Owens glass adds to the beauty and attractiveness of the window and therefore to the charm of the home. ¶ To achieve the utmost in window beauty, always specify Libbey-Owens "A" quality glass. Each light bears the

familiar L/O label—known everywhere as the symbol of uniform high quality. Libbey-Owens Glass Co., Toledo, Ohio. LIBBEY-OWENS flat drawn clear sheet-glass

REVIEWS OF MANUFACTURERS' PUBLICATIONS

SOUTHERN PINE ASSOCIATION, New Orleans. "And Now Dry Lumber." A brochure on lumber production.

In the production of building material of almost every type there has been, during the past few years, critical research into manufacturing processes to make possible the securing from a material of all the value which it can be made to give. This research has been extended to include study of the adapting to use raw materials, and in no department of all this effort has research been more carefully conducted than in the department which has to do with the production and marketing of number. This brochure, for example, deals with the drying of lumber, a matter of much greater impor-tance than might appear at first thought. "For years the prin-cipal aim of the producers of Southern Pine who subscribe cipal aim of the producers of Southern Pine who subscribe to the Southern Pine Association has been to supply con-sumers with the particular grade and species of this lumber best suited to requirements in use. With the perfection of grades and manufacture, accruing from careful supervision by expert Association inspectors, there remained but one berrier in the efforts of these programming manifestures of barrier in the efforts of these progressive manufacturers of Southern Pine to furnish lumber users with an entirely satis-This barrier was the excessive moisture factory product. contained in much of the lumber purchased. From the standpoint of efficiency in manufacture, economy in shipping, and for the conservation of the timber supply, the careful pro-ducer of Southern Pine has always endeavored to properly dry his product. This is particularly true of the mills sub-scribing to the Southern Pine Association. Too much Southern Pine, however, is produced by manufacturers not so careful, and it accordingly became necessary for the leaders in the industry, after long study and research, to incorporate in the standard grading rules for Southern Pine lumber, definite limitations in the way of maximums of moisture content permissible in the different grades and items. A study was conducted by engineers of the Forest Products Laboratory at 20 mills, representing both large and small producers of all species of Southern Pine. The purpose of the study was to ascertain what constituted the best drying practices, because the objective was to bring the whole industry up to this point of efficiency rather than have the entire product lowered to the level of the inefficient and careless shipper of green lumber. Very little thought is given by lumber users to the time and attention devoted by the careful manufacturer in converting the lumber coming green from the saw into a mature product suitable for use requirements. Drying processes have kept in step with the times. There are, of course, fundamentally two methods of seasoning,one that is natural, and the other artificial, in the sense that aid is given to nature. The first of these is 'air drying'---the second 'kiln drying.' Since the first log was sawn, drying has been a primary subject for study by lumbermen. With the enormously growing demands of construction upon the lumber industry, there have arisen from time to time, problems of widely varying nature, most of which have been successfully solved by the lumber manufacturer. To the present day constant studies of both air drying and kiln drying of lumber are in progress, and, as new methods prove to be more efficient, they are put into operation. In their effort to deliver a suitably dried product, Southern Pine manufacturers have expended and continue to expend large sums of money Great stacks of lumber are piled with meticulous care in the open air in such a manner that proper natural circulation results. Under this influence excessive moisture in the lumber evaporates, each cubic foot of air which passes through and around the stack taking away its proportion. Days stretch into weeks and months, and finally the moisture content of the wood comes into equilibrium with that of the surrounding atmosphere, and the wood is said to be 'air dried.' The rate of drying, of course, varies with the time of the year, species of wood, size and form of pieces, and method of pil-ing. Certain of these factors may be controlled or utilized to hasten the drying process and lessen the likelihood of defacts appearing in the material. The artificial method of seasoning is known as 'kiln drying.' As the name implies, it means the placing of lumber in a heated compartment for varying periods of time. The heat of smoke was once used to hasten the drying of lumber within enclosures, but today steam-heated air is forced about and through the stacks, with controls of humidity and temperature within the rooms. Much study has been given to this forced method of season-ing, and it was only after years of experiment that present-

day efficiency was attained. Millions of dollars have been spent in arriving at this point, and Southern Pine mills, equipped as so many of them are with the latest improved devices for the production of properly dried lumber, have led the way. The resultant product has been of great benefit."

WESTINGHOUSE ELECTRIC & MANUFACTURING COM-PANY, "Westinghouse Commercial Lighting Equipment."

Lighting equipment suitable for commercial interiors of any type is illustrated and described in a catalog published by the Westinghouse Electric & Manufacturing Company. While additions have been made and new and interesting developments are shown for the first time, there is nothing experimental, nothing untried and untested, and nothing for which a definite lighting requirement does not exist. The Westinghouse Sollux retains the place on the market that its excellence in design and workmanship has won for it. This year, one addition to the Sollux line has been made. The new "Sollux Corridor Unit" is a ceiling type somewhat more decorative than the ordinary hanger, and yet not as ornate as the "Ornamental Sollux." There is a demand for this luminaire, and the Sollux Corridor Unit will be welcomed in many instances. The new luminaire unit is one of the most interesting lighting developments in years. It gives a soft, restful, semi-indirect illumination. A part of the light is diffused through the lower part of the globe, while the greater diffusing qualities of the glass, which are in the upper part of the globe, direct the greater part of the light against the ceiling to provide indirect light at the working plane. The "Sollaire" has been brought more closely to a parallel with the Sollux line by the addition of the new "Ornamental Sollaire," available in suspension, ceiling and bracket types. These new units, added to the Embossed Bronze Sollaire, introduced in 1928, the regular Sollaire, give the line a comprehensiveness that meets every requirement. "Sollite Luminaires" are available for use where a globe contour somewhat more modernistic in trend is desired. Kitchen units and the "Chromilite Window Floodlight" add to the completeness of the line. For any commercial lighting requirement, this Westinghouse equipment can provide correct lighting from luminaires that are artistic in themselves and adapt themselves attractively to any surroundings with which they may be used. In price they co

HENRY KLEIN & CO., INC., 40 West 23rd Street, New York, "Driwood Mouldings in Ornamental Wood, and Mantels."

The ingenuity and resources of manufacturers of certain building materials have made possible use of many excellent details at no excessive cost. This is particularly true of interior woodwork, for several manufacturers are now producing excellent wood trim,—door and window architraves, mantels, cupboards and cabinets of various types, and the other details which mean so much in designing good interiors, all these designed and made under the direction of architects widely known for their good taste. These pages of THE FORUM have several times called attention to the fine assortment of mouldings of different types produced by this particular firm, and now the house issues a portfolio of 16 plates which show the use of these mouldings in creating wall paneling, wainscots, bases, and friezes, and also use of the excellent wood mantels which the firm is offering. These mantels have been carefully reproduced from examples in old houses in various parts of the district which formed the original American states, or else they have been studied from examples which were originally in such houses but are now installed in different museums. If one small objection were to be made to arrangements so excellent it would be to the use of brick,—and apparently brick of rather rough textures,—as facings for fireplaces at which use is made of mantels of highly refined and delicate design. Thus there is given a contrast which seems to be rather incongruous and which would be much improved by use of marble or even of painted plaster instead of brick. Still, to make any such suggestion seems to be rather ungenerous, and after all the use of brick seems rather to emphasize the architectural excellence of the woodwork, which is the chief consideration. March, 1930

SUNLIGHT for SCIENCE

Hand in hand with architects and scientists, the American Window Glass Company continues its campaign for "More and Larger Windows." The architect has demonstrated how large wall areas of glass can be employed to enhance the appearance of a building. The scientist has proved his claim that health and happiness dwell in the structure that is "open" to a full flood of daylight.

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Martin Maloney Memorial Clinic . . an "A. W. G. installation. Tilden, Register & Pepper, Architects. Henry S. Rau Co., Inc., Glazier. Day & Zimmerman, Contractor.

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ing material. "A.W. G." Window Glass has been the preference of leading architects for more than a quarter century. Write for a specification sheet and your copy of "The Sunny Side of the House" . . . today.

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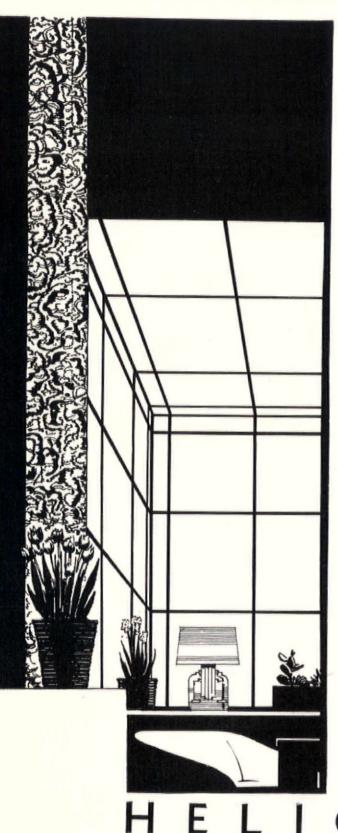
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March, 1930



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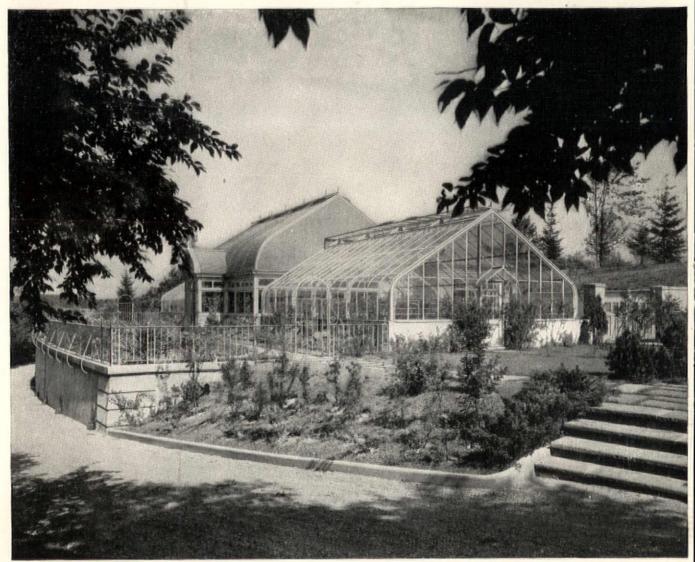
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Lutton Solar V-Bar Greenhouse on estate of W. O. Briggs, Birmingham, Mich. Pitkin & Mott, Landscape Architects.

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Some Architects Who Have Used Lutton Built Greenhouses

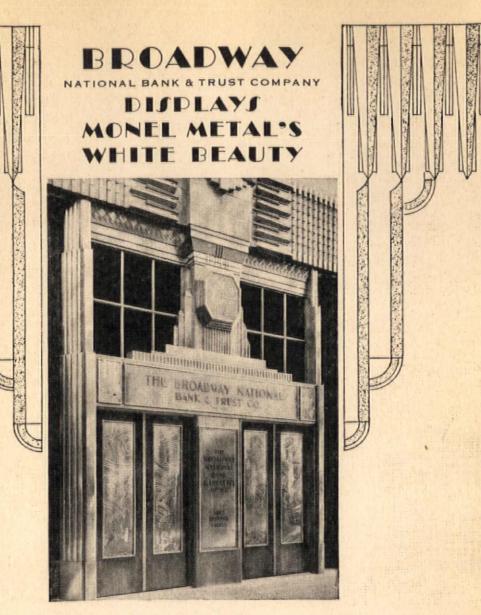
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V-Bar



HERE'S no better place than Fifth Avenue, New York, to watch the trend of popular favor — in fashions, in automobiles or in architectural decoration. On Fifth Avenue are situated some of the most impressive bank and office buildings American architecture has created. You may look to Fifth Avenue for inspiring suggestions for modern metal decoration.

On the entrance to the Broadway National Bank & Trust Company, at the corner of 29th Street, you will see etched Monel Metal panels inserted in bronze doors. You will see a Monel Metal clock dial. Inside the bank, you will find combinations of Monel Metal and bronze employed for counter screens, check desks, grilles and other trim.

With the present vogue for ornamental white metals, Monel Metal comes into its own. Its silvery beauty is permanent. It resists the attacks of age and corrosion. It can be kept bright and shining with very little care. It retains its original attractiveness for years and years.

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Chicago Board of Trade Building

All interior wood trim finished with Opex Lacquers

THE Chicago Board of Trade is known the world over and the new building is a monument to modern architecture. The interior trim strikes a new note in decorative beauty. While the typical office trim is of mahogany, corridor trim is finished in contrasting colors. Ebony Finish Opex is used for door casings which are beautifully set off by the maple door panels and transom stained in silver gray and finished with Opex Clear Lacquer. Matthews Bros. Mfg. Co., Inc., of Milwaukee, furnished this beautiful woodwork.

Opex Lacquers were selected for this building because they preserve the natural beauty of the wood and form a tough, enduring film that is not easily marred or scratched. Speed of application was another factor in their choice. Opex sprays on, or can be supplied for brushing. It levels quickly and forms a flawless surface before dust can settle into it. Maintenance costs will be kept low because of the ease with which Opex surfaces can be kept clean and bright. They remain unaffected by caustic soap solutions.

Countless color combinations are available to the architect who specifies this finish. For complete information, write us on your letterhead. For immediate reference, turn to pages C-3423 to C-3452 inclusive, in the 1930 edition of Sweet's Architectural Catalog. The services of our Technical Staff are promptly procurable for consultation on any finishing problem. The Sherwin-Williams Co., Dept. 706, 601 Canal Road, N. W., Cleveland, Ohio.

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