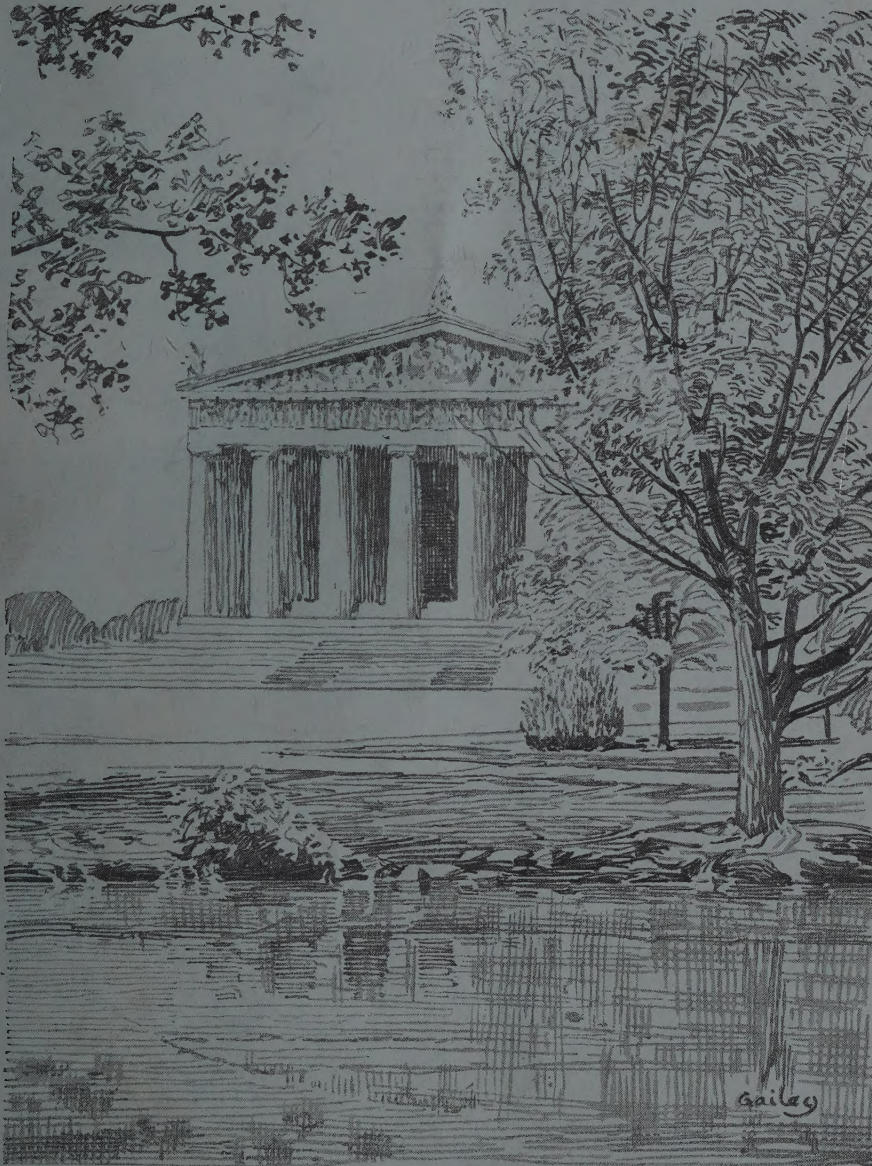


SOUTHERN ARCHITECT *and* BUILDING NEWS

National in Circulation
Since 1882



JULY
1927

PECORA MORTAR STAINS

(In 12 Standard Non-Fading Colors)

Pecora Mortar Stain is supplied in paste (or pulp form).

In this form, Pecora Mortar Stain becomes a structural part of the mortar with which it is mixed, uniting with it chemically, and strengthens rather than weakens the mortar joint.

We shall send literature and testimonials from architects and owners upon request.



As evidence of the satisfaction Pecora Mortar Stains have rendered the architectural profession, these stains are now included in their standard specifications.

PECORA PAINT COMPANY

4th & Glenwood Ave.
PHILADELPHIA, PA.

Mortar Stains
Enamels

Established 1862 by
Smith Bowen



Write for our Folder A. I. A. 3-K with Prices and Color Charts.

Plastics
Varnishes
Incorporated
1911



*Never there will be any trouble
with your blueprints if you use:*

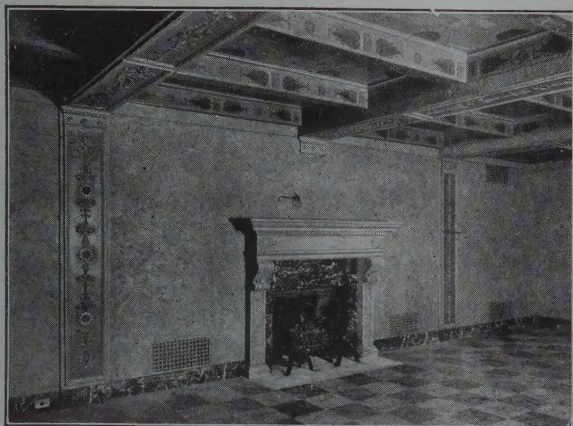
Pelican

WATERPROOF DRAWING INKS

Pelican Works, Günther Wagner, 34 East 23rd Street, New York City.

Entered as second-class matter May 7th, 1911, at the Post Office, Dalton, Ga., under Act of March 3rd, 1879. This paper is issued and mailed from our printing house at Dalton, Ga. Business Office, Atlanta, Ga. All letters should be addressed to the Atlanta Office.

Make This Test of Rufkote Yourself—It Rings True—!



This tastefully decorated room is a splendid example of Rufkote treatment.

RUFKOTE

Registration Applied for

PLASTIC STONE For Interior Walls

THE peculiar qualities and exclusive features of RUFKOTE Plastic Stone for interiors opens a new and broad field for the creation of beautiful and distinctive walls.

The warmth of Spain, the romance of Italy, the splendor that was Rome, and the quiet elegance of Colonial days—all these historic wall effects and many types of original creations in skilled handicraft are easily developed with RUFKOTE.

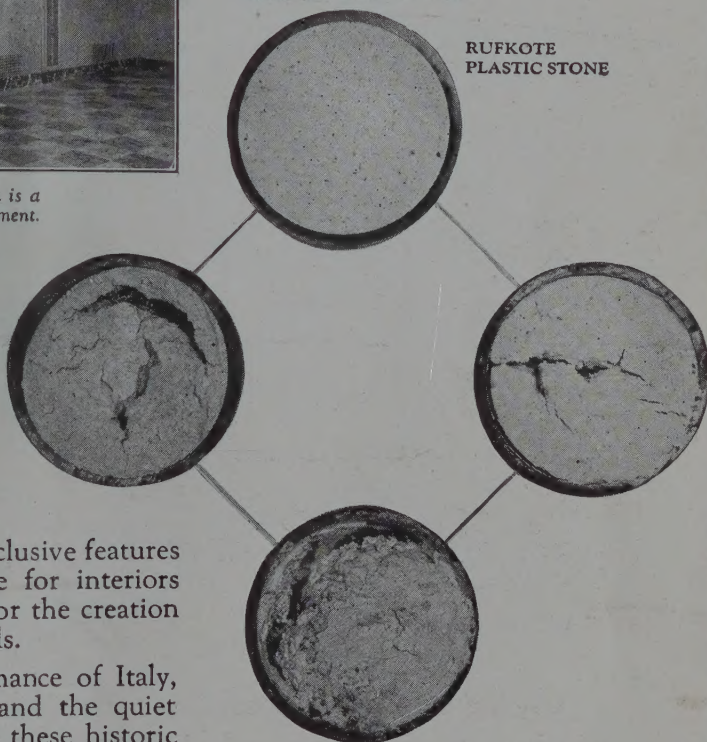
RUFKOTE is a powdered mineral free from any animal matter, which when mixed with cold water becomes a texturing plastic paint that may be easily applied with a brush. It sets extremely hard without shrinkage and is not easily marred. Send for illustrated folder of details.

Permanence of Texture

RUFKOTE texture does not shrink, wilt or crack in drying

THE photographs reproduced below are unretouched and show the actual results of tests made with RUFKOTE and other plastic materials in our laboratory. We invite you to make this test, using RUFKOTE, your own mixture or any other product made for textured walls.

RUFKOTE
PLASTIC STONE



USE metal rings about one inch deep and about three inches in diameter. Cast the plastic material, prepared according to directions, into the ring which is set on a glass or glazed surface. Wipe the top flush with the top edge of the ring and allow to stand until dry.

We will gladly send you a sample of RUFKOTE sufficient for this test.

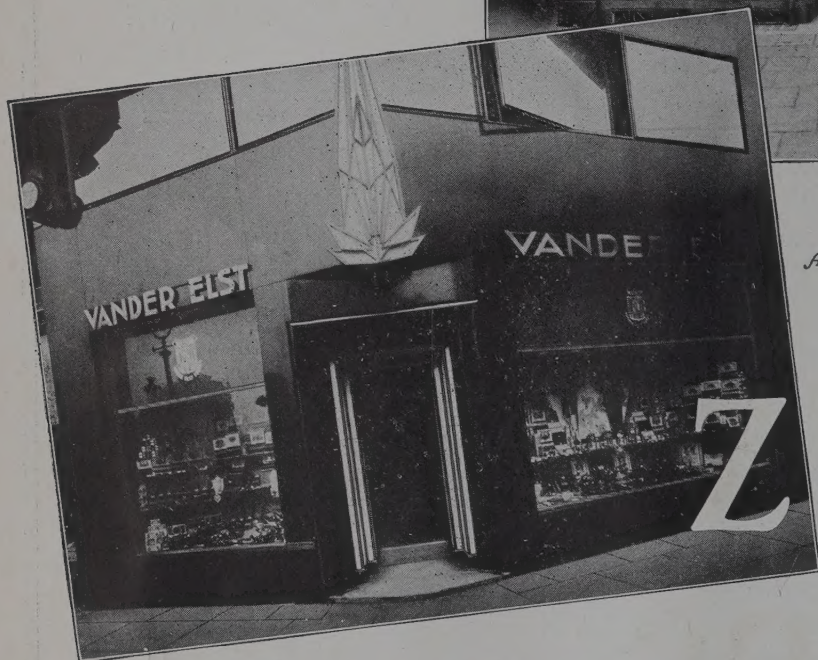
H. B. WIGGIN'S SONS COMPANY

Arch. St. Bloomfield, New Jersey

Branch Office and Warehouse—4680-64 So. Halsted St., Chicago, Ill.



In a little shoe store in Brussels



An attractive shop in Rotterdam

Zouri in

On the continent, Zouri Store Fronts have won a place in smart shopping centers known as the "Fifth Avenues of Europe" for their distinctive appearance and long-run economy. Here, where insistence upon artistic quality and value is even more rigid than in the U. S. A., Zouri has gained preference by its substantial, clean-cut beauty, backed by exclusive features for plate glass protection.



The fortified, extra-heavy copper or bronze frame of a Zouri window assures freedom from distortion, for pressure is distributed equally along the entire width and height by Key-Set Construction. This also prevents disastrous cracks from starting.



An Amsterdam salesroom

As used in Paris

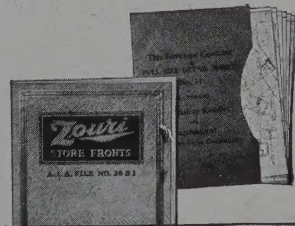


Europe

Zouri's success abroad is a further proof that Zouri performance more than fulfills its promise.

Useful detail sheets and data book

This handbook has been written for architects, contractors and builders. It deals primarily with construction and gives plans and diagrams showing best approved methods of window and display space arrangement. The detail drawings will be welcomed by specification writers. A word from you will bring them—promptly.



Zouri Drawn Metals Company

Factory and General Offices

1608 East End Avenue, Chicago Heights, Illinois

DISTRIBUTORS IN PRINCIPAL CITIES — NAMES ON REQUEST

The
WURLITZER
REG. U. S. PAT. OFF.
ORGAN

Whether it be for Theatre, Church, Auditorium or Residence, the Wurlitzer Organ is the recognized masterpiece in construction and tonal beauty. The list of Wurlitzer installations throughout the country during the past year is evidence of Wurlitzer supremacy. Wurlitzer Organs are world famous—they possess exclusive features which give the organist, an instrument of marvelous flexibility and instant responsiveness to slightest touch.

WURLITZER

Factory, N. Tonawanda, N. Y.

New York	Chicago	Cincinnati
Cleveland	Pittsburgh	Detroit
Philadelphia	Buffalo	Kansas City
St. Louis	San Francisco	Los Angeles



Made by
American Seating Company



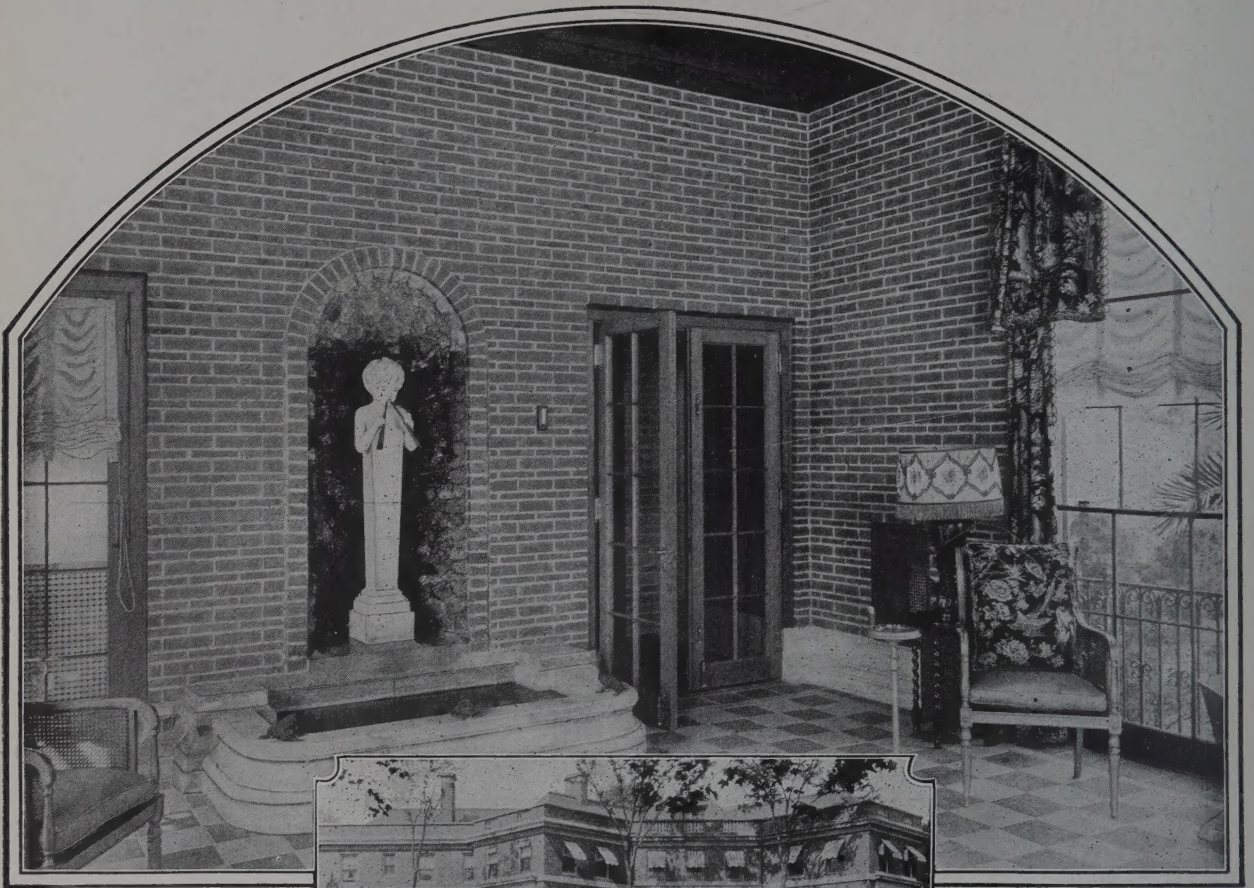
Wesley Chapel
Metropolitan M. E. Church
Detroit, Michigan
W. E. N. HUNTER, ARCHITECT

Skilled and Artistic Collaboration

The Wood Carving and Cabinet Division of the American Seating Company are manned by artists and craftsmen of talent and skill competent to interpret the plans and designs of America's greatest church designers.

Architect and Building Committee alike may have confidence in the complete realization of their plans for beauty and dignity in "American" chancel furnishings and church seating.

Consultation and estimates given without obligation.



*Country Estate
Lake Forest, Illinois
F. W. Perkins, Architect*

*Above: Solarium
Showing an Effective
Use of Face Brick*

Inside and Outside—FACE BRICK

THE many advantages of Face Brick as a structural medium are unquestioned. Yet comparatively few realize the wide scope of beautiful effects Face Brick offers for interior use.

For example, the artistry of the solarium shown above is obviously founded on Face Brick. No other treatment could have been employed so effectively. The use of Face Brick for sun parlors, porches, dens, libraries, etc. instantly suggests a large variety of new expressions for your ideas.

The members of the American Face Brick Association are prepared to cooperate with architects in the matter of Face Brick interiors—as they are on every other building problem. Your inquiry is invited and your attention is called to the following reference books which have been compiled for your use.

"Brickwork in Italy." An attractive and useful volume of 298 pages, especially for the architect, profusely illustrated with 69 line drawings, 300 halftones, and 20 colored plates with a map of modern and XII century Italy. Bound in linen, six dollars postpaid. Half morocco, seven dollars.

"English Precedent for Modern Brickwork," a 100-page book, beautifully illustrated with halftones and measured drawings of Tudor and Georgian types and American adaptations; sent postpaid for two dollars.

"Industrial Buildings and Housing" treats in detail the factory, with examples of architectural beauty. Restaurants, rest rooms and employees' communities come under its scope. Bountifully illustrated. Sent postpaid for two dollars.

AMERICAN FACE BRICK ASSOCIATION

1758 Peoples Life Building, Chicago, Illinois

*The Dealer Who
Displays This Sign*



*Carries the Best
Quality in Face Brick*

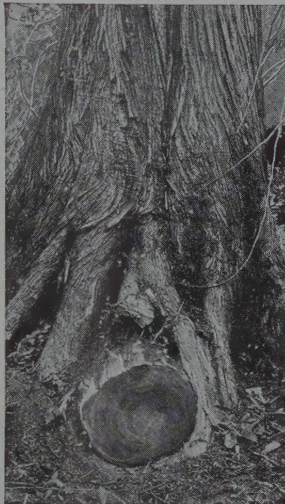
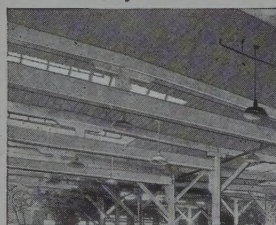
Here is a wood whose life is measured in centuries —



*Shingle Roof
Exterior Trim*

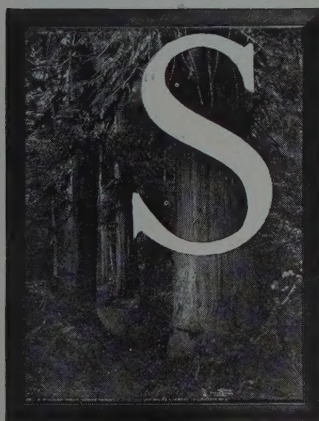


*Wide Siding
Roof Planks*



This ancient Western Red Cedar log is still sound

Western Red Cedar



SINCE the beginning of time mankind has prized the cedar above all forest trees for certain purposes. The Romans called the cedar the "Arbor Vitae"—tree of life—because the cedar wood in their buildings lasted so long. The largest and finest of the cedars, known as Western Red Cedar, grows in the big woods of the Pacific

Northwest. These trees yield a soft, easily worked, pleasant-smelling wood whose life can only be measured in centuries, for each fiber is filled with oils that preserve the wood. Western Red Cedar trees, blown down when Rome was still an empire, have lain in boggy places ever since, often grown over by other trees, yet are still sound—as shown in the picture above. No wonder men who build to last choose Western Red Cedar.



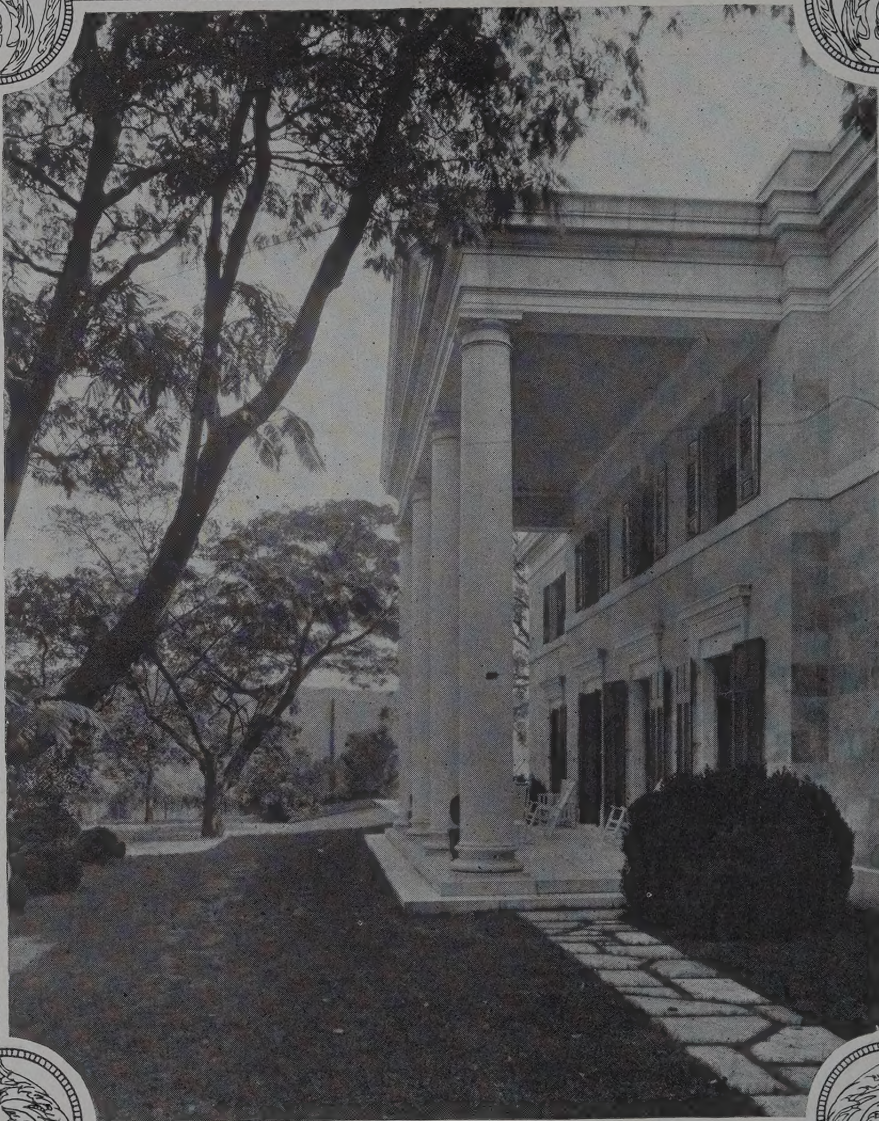
LEVEL and bungalow siding of Western Red Cedar is without a peer in fine building construction, and probably 95% of the lumber is manufactured in this form.

For wide siding, the giant logs yield wide, clear lumber that shows almost no tendency to check, shrink or warp. Bungalow and bevel siding is made in 4, 5, 6, 8, 10 and 12 inch widths. The wood takes and holds paint or stain excellently, yet may safely be left unpainted. As interior finish lumber, Western Red Cedar, with its lack of pitch, its ability to stay straight, its ease of working and the great variety of decorative effects that may be obtained with it, is in great demand. It is a sanitary wood, repulsive to vermin and insects. Mouldings should fit like picture frames and since Western Red Cedar does not warp, shrink or swell perceptibly, it is an excellent wood for that purpose. Western Red Cedar is America's greatest shingle wood; the material from which most of the shingles in the United States are made. Vertical grain shingles applied with zinc coated iron or copper nails last longer than the buildings they protect and keep their looks as long as they last. Modern paper and cotton mills use Western Red Cedar roof planks while other industries use this wood for tanks or in contact with the soil. For poles, posts and piling, this giant Arbor Vitae again offers strength and unlimited durability.

Write for information. Address West Coast Lumber Bureau, 560EE Stuart Building, Seattle, Washington.

Buy Western Red Cedar from your retail lumber dealer

*"Build thee more stately mansions, O my soul,
As the swift seasons roll!"*



"MORE STATELY MANSIONS"

Of delicate pink Georgia Marble, with contrasting white columns, the stately mansion of Colonel Sam Tate, typically Southern in architecture, blends softly with the beauty and majesty of its setting in the North Georgia Mountains.

GEORGIA - MARBLE

Atlanta Office

The Georgia Marble Company, Tate, Ga.

Bona Allen Bldg.



*Residence of Mr. E. C. Dubel,
Forest Hills, Long Island,
N. Y. F. J. Forester, Archi-
tect. Roofed with IMPERIAL
Brittany Shingle Tiles in a
rich intermingling of dull
reds and sage browns*

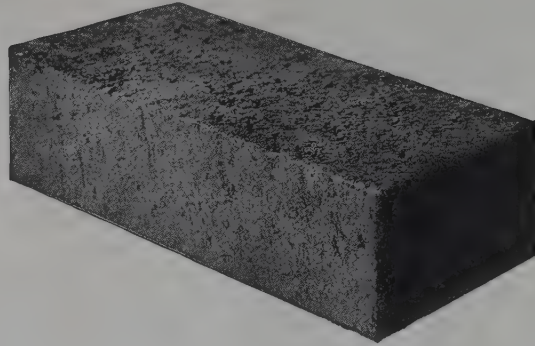
Quaint, Colorful and Everlasting

IMPERIAL Roofing Tiles combine old-world quaintness with a mellowness and depth of color that no other roofing material can approach. Not harsh, glaring tones that clamor for attention, but just enough soft, rich color to impart needed warmth to cold exteriors.

Furthermore, IMPERIAL Roofing Tiles are admittedly the most enduring of roofing materials. Once properly applied, they easily outlast any home. To specify them is to give your client a weather-proof, fireproof roof of rare beauty that will never need replacement or repairs.

Chicago, 104 S. Michigan Ave. LUDOWICI-CELADON COMPANY New York, 565 Fifth Avenue

IMPERIAL
Roofing Tiles



Have you seen this Brick?

You've seen so many, perhaps you're beginning to think "bricks is bricks!" But a sample of Plainville Face Brick will convince you this is not so. There IS a difference—not only in price, but in appearance and in wearing qualities.

The texture of Plainville Face Brick is unequalled. There are most interesting possibilities in the full range of colors that will arouse your professional interest—and the prices are low enough to enable you to use a first class face brick for practically every job.

Our large stock and daily capacity assures prompt delivery.

WRITE FOR SAMPLES AND PRICES

Located on Main Line Southern Railway, North of Rome, Ga.

Plainville Brick Company

PLAINVILLE, GA.

ARCHITECT'S SPECIFICATIONS *for* LIQUID GRANITE VARNISH *For beautiful, durable floors*

*Some Buildings
of Recent Construction
in which Berry Brothers'
Finishes have been Used:*

NEW YORK CITY

Roxy Theater
Delmonico Building
Trinity Court Building
Fred F. French Building
Loft Building
Ritz Towers Apt. Hotel

DETROIT

Free Press Building
State Theater
Cass Theater

CHICAGO

Junior Tower Apts.
Park Lane Apts.
Viceroy Hotel

OTHER CITIES

Duke University, Durham, N. C.
City Hall, Winston-Salem, N. C.
First National Bank, Charlotte,
N. C.
Homeopathic Hospital, Providence, R. I.
St. Mary's Church, Bristol, R. I.
K. C. Building, Gary, Indiana
Stadium Theater, Stores & Offices,
Woonsocket, R. I.



FOR fine floors capable of withstanding millions of steps and years of service, use paste filler of the color desired and three coats of Liquid Granite Floor Varnish—the last coat rubbed.

When it is necessary to reduce labor, a finish of equal durability that closely resembles a rubbed surface may be obtained by blending Liquid Granite dull and Liquid Granite gloss.

Any desired degree of luster may be provided. Three parts dull and one part gloss is a good formula.

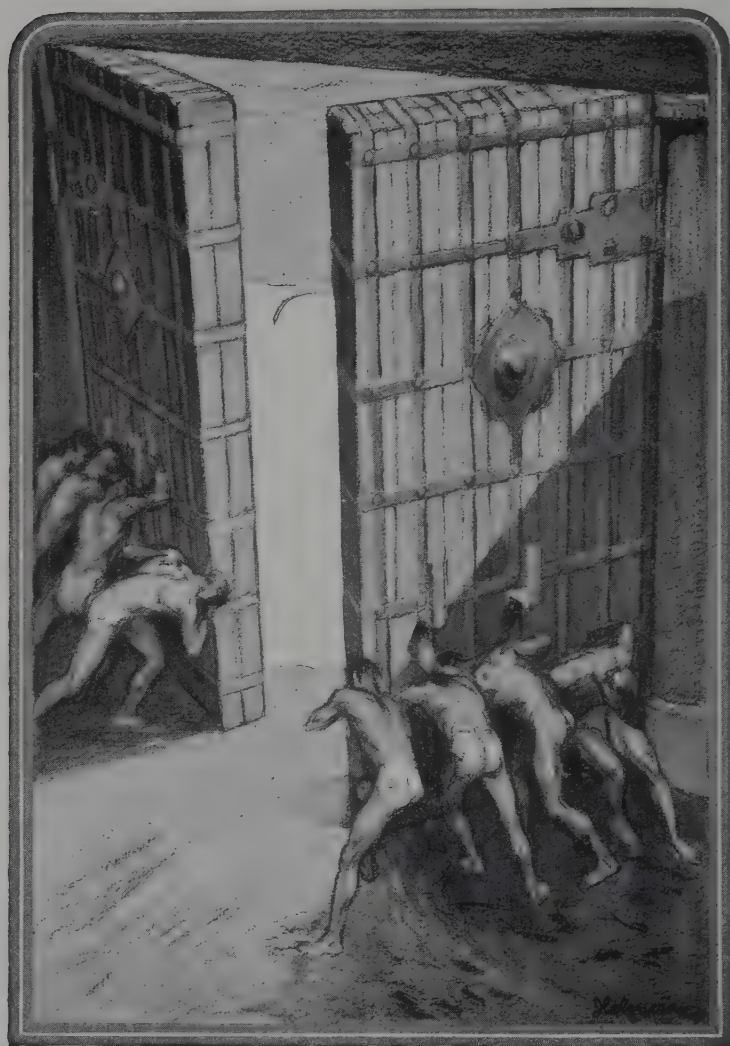
Liquid Granite is a product that can be depended on to give superior results when specifications are followed. It is one of few varnishes that can be blended successfully by any painter.

*For further information address
Architectural Department*

B-AA

BERRY BROTHERS INC.

Varnishes Enamels Stains
Detroit, Mich. Walkerville, Ont.



MAN-POWER

TENSE, straining backs . . . brawny arms pushing, tugging. Man-power, sole servant of the ancients, is replaced in our industrial world by mechanical energy. Regardless of weight and size, Peelle Freight Elevator Doors open and close at the touch of an electric switch or the simple lift of a hand . . . without effort, without noise. These scientifically constructed, counterbalanced doors fairly glide up and down, clearing shaft openings fully and rapidly. Peelle Doors solve the problem of handling vertical traffic with ease and efficiency . . . safety and economy. ¶ The Peelle catalog will be sent gladly on request.

THE PEELE COMPANY Brooklyn, New York
 Boston Chicago Cleveland Philadelphia and 30 other cities
 In Canada: THE PEELE COMPANY, LIMITED, 336 St. James Street, Montreal



PEELLE Freight Elevator DOORS

¶ "The doorway of America's freight elevator traffic" ¶



Ritchie, Parsons & Taylor, Architects

George A. Fuller Co., Builders

ARCHITECTURAL WOODWORK

FOR THE

JUNGLE COUNTRY CLUB

St. Petersburg, Fla.

BY

WARREN-HUCKINS COMPANY

JACKSONVILLE, FLORIDA



A BODY OF HIGHLY SKILLED MEN
WORKING IN A MODERN PLANT
INSPIRED TO THE IDEAL
OF COMMERCIAL PERFECTION
PROVIDING A COUNTRY-WIDE SERVICE
IN CUSTOM WOODWORK



Every Building In Every Town—

Represents a possible sale for Alabastine dealers. And to assist our dealers, national advertising is telling 25,000,000 people monthly about Alabastine. Our extensive advertising is sending customers into your store. Here is an immense field for profit you cannot afford to overlook.

Alabastine has been America's favorite wall finish for more than 50 years. It has seen other wall coatings come and go, yet watched its own popularity steadily increase.

That is why more than 30,000 dealers now supply this profitable and dependable product to millions of satisfied users.

Alabastine is furnished in 20 colors, does not fade, will not rub off, yet washes off easily; is sanitary, lasts indefinitely—but in spite of all this is inexpensive.

Get in touch with your jobber today.

Free to Dealers

Let us help you to make real profits, Mr. Dealer. Write for our booklet illustrating attractive, new Opaline effects obtained with Alabastine—a revelation to you and your customers. Also ask for information concerning our special Stencil offer, and our free offer of high grade, all bristles, 7-inch wall brush. And at the same time, permit us to put you on our list, along with thousands of other dealers, to receive, without cost, our helpful and interesting publication, "Brush and Pail."

Alabastine Company, Grand Rapids, Mich.



*Look for Cross and Circle
Printed in Red*

Alabastine

INSTEAD OF KALSOMINE OR WALL PAPER

KREOLITE

"Outlast the Factory"



KREOLITE REDWOOD BLOCK FLOORS

The above is a section of a Kreolite-Kreo-lok Redwood Block Floor. The halftone shows the grain but not the beautiful red color of the redwood block. Kreolite Redwood Block Floors are laid with the tough end-grain up, wearing slowly and uniformly, and can be waxed and highly polished so that their natural beauty and lustre will equal that of polished marble. Because they do not collect dust, are durable, and easily cleaned they make ideal floors

for hospitals, schools, auditoriums, department stores, show windows, hotels, clubs, sun rooms, gymnasiums, churches, office buildings, ball rooms, etc.

Kreolite Redwood Block Floors are only sold "completely laid in place" by our experienced engineers. Architects everywhere are specifying Kreolite Redwood Block Floors.

WRITE FOR DETAILED INFORMATION

THE JENNISON-WRIGHT COMPANY, TOLEDO, OHIO

BRANCHES IN ALL LARGE CITIES

FLOOR BLOCKS

A Combination Bath Tub

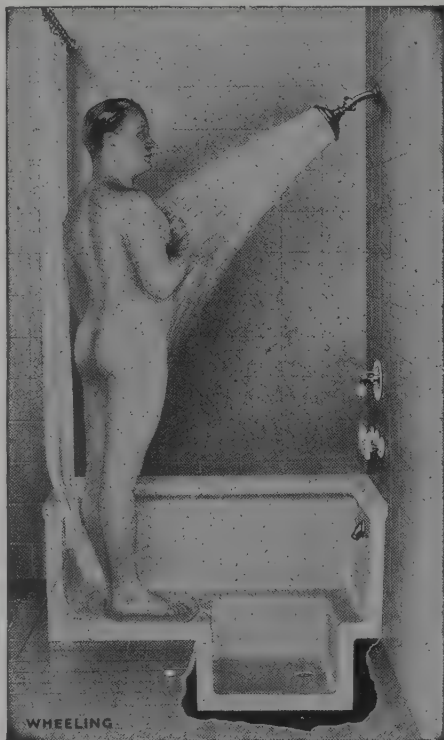


Plate 30 E

Semi-Vitreous Porcelain Ware, 44x30 inches to tile in right or left hand corner, or in recess. Glazed white all sides. Only one size made.

The COMBINATION BATH is an entirely new departure in the development of modern sanitary comfort, comprising, as it does, a SEAT, FOOT, SHOWER and CHILD'S bath, all in one.

It possesses many essential common sense features not found in any other types. For instance, it is more comfortable and less wasteful of water; it is possible to bathe and treat the feet without the removal of all clothing, by having only a small amount of water in the foot section. The ledges on the end and both sides of the foot section enable one to treat the feet conveniently, while the dimensions of the foot section allow ample space for the feet when standing or sitting. The Mother or maid can bathe a child in comfort under ideal conditions. The child can be bathed on the seat section, and then, if desired, dipped in the water filled foot section.

Remember, when you are considering the length of the COMBINATION BATH in comparison with other kinds or styles, that you do not assume a half reclining position when using the COMBINATION BATH, but instead a sitting position; so that your length from the knee down does not count in the length of the space required as it does when using the ordinary bath; also that the uncomfortable, cramped position assumed in the latter case is entirely removed and supplanted by a natural, comfortable posture, such as experienced when sitting in an easy, comfortable chair with just as much room in every direction as a person would have in using the ordinary bath of greater length.

Furthermore, when the COMBINATION BATH is used as a shower bath it is equal to any standard type shower receptor.

One size only,
for all size
people

Regular Bath
Seat Bath,
Shower Bath,
Foot Bath,
and
Child's Bath,
all in
one piece

PATENTED

Sold through Jobbers
of Plumbing Supplies

Write us for
descriptive booklet



Plate 10 E

Enameled Iron Ware, 44x30 inches to tile in recess, only. Enameled white front. Waste in foot section either right or left hand end. Only one size made.

The arrangement of the seat and foot bath permits the taking of a head or body shower bath, the latter without wetting the hair. This recommends it, and is a feature which should not be too lightly regarded; in fact, we strongly recommend installation of showers in connection with the COMBINATION BATH.

In planning bath rooms, space saving is oftentimes a most important problem, which can be readily and satisfactorily solved by the adoption of the COMBINATION BATH. This is all accomplished without encroaching on the space required for persons weighing as much as 250 pounds to an extent that comfort is sacrificed in any degree.

Tone will be given the bath room wherein such a distinctly attractive and meritorious fixture as the COMBINATION BATH has been installed—an added attraction fully appreciated and not likely to be overlooked by your guests.

We furnish plans for installing the COMBINATION BATH, avoiding the necessity for having any part of the waste fittings extended through the ceiling below the bath room, requiring a suspended ceiling; which, in many cases, would prove undesirable.

These plans provide for raising the bath about four inches above the floor level, and filling in the open space with tile. This increases the extreme height of the tub from floor to top of about twenty-one inches, which is slightly less than the height of a staple bath on legs or base.

Many of the COMBINATION BATHS have been installed in this manner, and have proven entirely satisfactory.

WHEELING SANITARY MFG. CO., Wheeling, W. Va.

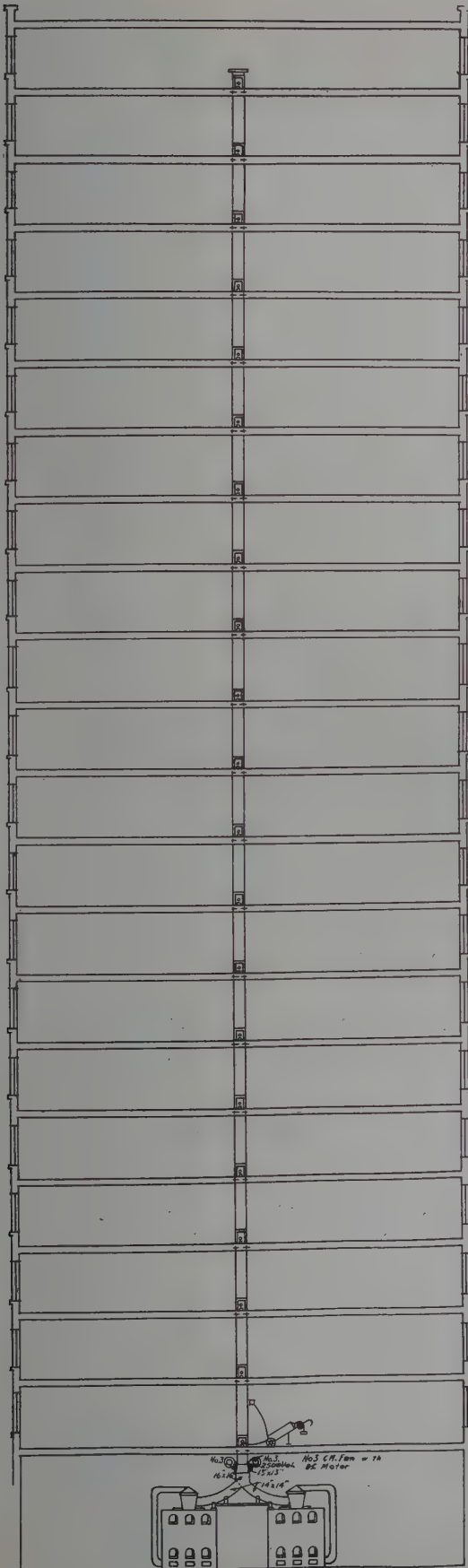
Branch Office and Show Room:
315 Wrigley Building, Chicago, Illinois
EDWARD H. SINN, Warehouse, 119 Bergen St.,
Harrison, N. J.

J. J. HICKEY, Office, 185 Devonshire St., Boston,
Mass.; Warehouse, 240 Albany St., Cambridge, Mass.
WHEELING SANITARY MFG. CO.
Warehouse, 148th and Exterior Sts., New York City.
WHEELING SANITARY MFG. CO.
Warehouse, 925 Santa Fe Ave., Los Angeles, Calif.

VITREOUS CHINA—Water Closet Bowls, Flush Tanks, Lavatories, Etc

SEMI-VITREOUS PORCELAIN—Bath Tubs, Lavatories, Drinking Fountains, Kitchen Sinks, Laundry Trays, Urinal Stalls, Etc.

ENAMELED IRON—Bath Tubs on feet and on base, Lavatories and Kitchen Sinks.



Harris' New System

(Patents Pending)

Heat, Light Power

— O —

GARBAGE AND
REFUSE COLLECTION
— INCINERATOR,
VACUUM CLEANING
AND VENTILATION

THIS new system makes possible heat, light, power, garbage and waste collection and incineration, vacuum-cleaning and ventilation for all types of buildings from 4 to 60 stories at a minimum cost less than any other combined system. Every function is completely carried out with this mechanical unit without using several different systems to accomplish the same purpose. We invite architects and engineers to investigate this system.

A few State Rights for the sole manufacture and sale of this product are open for live contracting and engineering firms and we invite you to communicate with us regarding a special offer we can make you.

ADDRESS

Harris' New System

1210-1211-1212 and 1213 Independence Life Building
NASHVILLE, TENN.

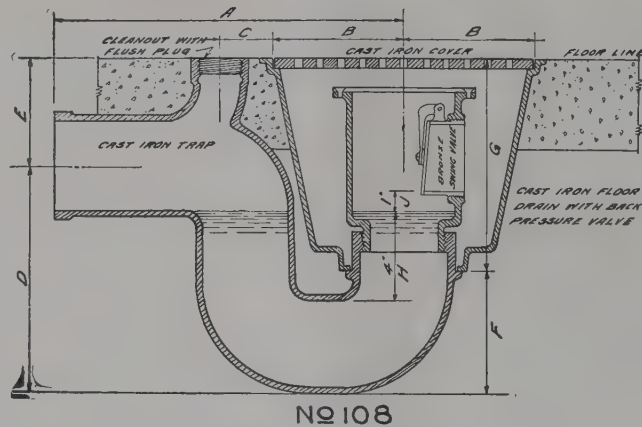
J. B. HARRIS, M. D.
Inventor, Patentee and Owner

HARRY A. LUCK
General Counsel

FREELAND, ROBERTS & CO.

Consulting Engineers

Reliable Back Water Floor Drains



SIZE	A	B	C	D	E	F	G	H	J
2"	11	4 $\frac{1}{2}$	1 $\frac{1}{2}$	7 $\frac{1}{2}$	3 $\frac{1}{2}$	5	6	4	1
3"	14	5 $\frac{3}{4}$	1 $\frac{3}{4}$	9 $\frac{1}{2}$	3 $\frac{3}{4}$	6	7	4	1
4"	15 $\frac{1}{2}$	5 $\frac{3}{4}$	2 $\frac{1}{2}$	10 $\frac{1}{2}$	4 $\frac{1}{2}$	5 $\frac{3}{4}$	9 $\frac{1}{2}$	4	1

Boosey's dependable floor drains
are giving universal satisfaction.

The installation of a floor drain with a bronze metal automatic back water check valve placed above the water seal of trap, just below the strainer where it is always accessible for cleaning or inspection, insures the owner against trouble.

It is the accessibility and superior construction, that enables the architect or plumber to specify them with the assurance that he has specified the best.

Furnished with either brass or iron tops.

Norman-Boosey Manufacturing Co.

Successors to GREENWOOD MFG. CO.

5140 Hamilton Ave.,

Detroit, Mich.



CASCO
ARTIFICIAL SLATE
BLACKBOARDS

SEAMLESS—NOISELESS—PERMANENT
LOWER IN COST

SEE OUR
CATALOGUE
IN
SWEETS

**Casco The World's
Best Blackboards**

Are Waterproof, and
when installed by our own
mechanics are guaranteed
for the life of the building.

The Cost is 25% Lower

The method of applying Casco Blackboards not only makes the installation faster, simpler and easier, but absolutely eliminates any possibility of breakage in shipping or handling. Besides these factors Casco is priced lower by 25% than ordinary slate. Installations of Casco Blackboards prove that they are as superior to the ordinary blackboard as electric light is to candle light.

Casco Blackboards are specified by discerning Architects and Contractors. In all cases they will stand every test. Cheaper and Quicker installations, Longer life and greater satisfaction. Perfect writing surface. Get all the facts before your next school contract.

Write today for all data

CHICAGO ARTIFICIAL SLATING CO.

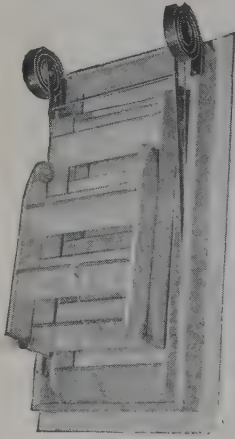
127 No. Dearborn Street

Chicago, Ill.



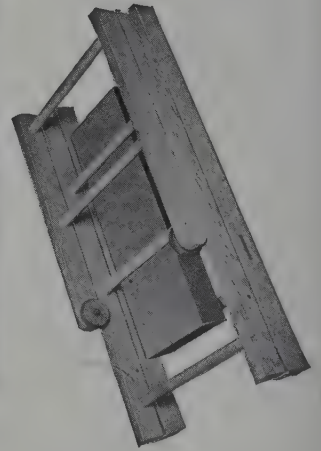
THE MARSCHKE CALLAPSIBLE STAIR

folded up ready for
shipment



THE MARSCHKE FOLDING LADDER

folded up ready for
shipment



TO ROOF OR ATTIC

With jambs, casings and panel put on at the factory. When installing, no bolts or screws are needed—a few nails driven where directed per instructions and the stair is ready for use. Shipping weight, 120 lbs.

Price, \$45.00

Those rooms in the attic can be readily made accessible with the Marschke Collapsible Stair. Easily operated—a slight pull on the cord opens the stair and unfolds it ready for use. It will operate in small hallway or closet. Ceiling panel only 26x56 in. Write for folder.

Stairway Price \$45.00

Ladder Price \$25.00

F. O. B. Factory

Complete with a box of specially designed hardware and full instructions for installing.

Shipping weight, 45 lbs.

Price, \$25.00

Express brings it to
your door.

THE MARSCHKE CO.

551 W. University, St. Paul, Minn.

OFFICES

Chicago, 20 E. Jackson Blvd.

New York, 1560 Broadway

Los Angeles, 2320 Oceanview Ave.

ATTRACTIVE CEILING PANEL



Note how easy it works

Simplicity of design and volume of production have made possible the low price at which we are able to offer these stairs.

Our stairs can be opened and closed from above as well as from below and do not obstruct the attic floor while closed as they fold over their own panel. We make them fit any ceiling height.

When ordering give ceiling height
Above Prices are F. O. B. Factory, St. Paul

No cables, pulleys, shafts or drums;
No bolts or screws for installation.
Not only attics can we reach,
But roofs as well for recreation.

Write our nearest office

THE MARSCHKE CO.

551 W. University,

St. Paul, Minn.

The Marschke Co.—

551 W. University, St. Paul, Minn.

SA-16

Please send full particulars and prices on the Marschke Collapsible Stair and Folding Ladder.

Name _____

Address _____

☐ Architect

☐ Dealer

☐ Contractor

FORDS PORCELAIN WORKS, INC.

MANUFACTURERS OF

Sanitary Porcelain and Vitreous Plumbing Fixtures.



General Office and Showroom
Lehigh Ave. & Stockton St.
Perth Amboy, N. J.

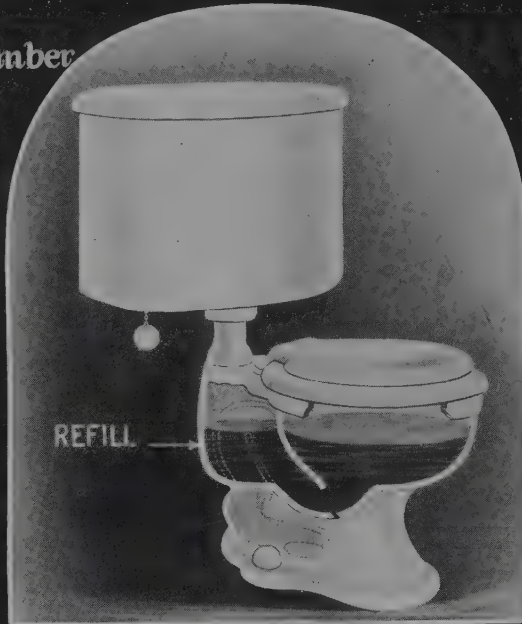
New York Office and
Showroom
1440 Broadway Bldg.

SEND FOR CATALOGUE C.

The SOUTH suggests GOOD LIVING! **The Silent Inaudio is —**

—built with refill chamber
at back of bowl to
overcome the noisy
rush of water.

— necessary to
comfort, quietness
and satisfaction of
personal pride.



Write for
further
information.

Send for booklet
of this
High Grade
Outfit.

CAMDEN POTTERY CO., CAMDEN, N.J.



Mantel from the
Davanzati Palace

Artificial Stone Mantel Pieces

IN ALL PERIODS

Designed and Executed by

Jacobson Mantel and Ornament Co.

322-324 East 44th St.,

NEW YORK CITY

All Compo Ornaments For Wood Work

LOUIS GEIB
ARTHUR P. WINDOLPH

Chancel Window

for
St. John's Episcopal
Church

Jacksonville, Florida

Middle Century treatment in antique stained glass with anatomy of figures correctly drawn.

A jewel-like effect is produced by the varied colors and myriad pieces of glass.



The George Hardy
Payne Studios,
Inc.

offer intelligent cooperation with architects in the following classes of work:

Antique
Windows

Opalescent
Windows
[built up in
layers]

Mural
Paintings

for all types
of interiors.

The George Hardy Payne Studios, Inc.

STUDIOS AND MAIN OFFICE
PATERSON
NEW JERSEY



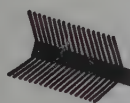
SOUTHERN OFFICE
TRAVELERS BLDG.
RICHMOND, VA.

**Absolute
Dependability**

Since
1886

SCOTT VALVES

A COMPLETE LINE OF
BRONZE and IRON-BODY VALVES
BUILT FOR LONG LIFE



*- literature
gladly sent
on request*

Scott Bronze Regrinding Union Bonnet Globes and Angles are quality valves in every respect. Combining unusually pleasing appearance with the high standard of material and workmanship characteristic of all Scott Valves, they are specially suited for the higher pressures and more severe services for which this type of valve is generally selected. Splendid valves, whose performance equals their appearance.



No. 200
U. B. Globe
200 lbs.



SCOTT VALVE MFG. CO.
DETROIT MICH.
"MAXIMUM SERVICE PER DOLLAR"



MORENE

The Wall Finish Distinctive

"A portland Cement Product"

M
O
R
E
N
E

M
O
R
E
N
E

ARCHITECTS, Builders and Decorators, are unanimous in their agreement that artistic possibilities of Morene are limitless, and are supplemented by numerous practical advantages. A distinctive, permanent wall finish producing a wide variety of color and texture. Morene is easily and quickly applied to any surface, it is economical, washable and not affected by heat.

Morene is composed of Atlas White Portland Cement, Sand and Asbestos, all ingredients being so processed with oils and chemicals that it becomes a plastic sensitive medium of permanent beauty and economical durability.

The quickest and most economical way to satisfy your client is to specify Morene for interior or exterior finishes. We will be glad at all times to answer any inquiries and offer any suggestions we can in the solving of specific building or decorating problems as they apply to textural finishes.

MORENE PRODUCTS CO., INC.

154 EAST 47th STREET

WASHINGTON

CHICAGO

Branches

BOSTON

NEW YORK CITY, N. Y.

PHILADELPHIA

TORONTO



Old European SLATE ROOFS of Lasting Beauty

Natural colors growing more beautiful with age.

Greens, Greys, Purples, Reds, Blacks, in varying shades and mottled effects.

Let us outline a roof suggestion for you.

Send for new Price List.

KNICKERBOCKER SLATE CORPORATION

E. J. JOHNSON, PRESIDENT

355 W. 26th STREET, NEW YORK

STANDARD ROOFING SLATE

STRUCTURAL SLATE

BLACKBOARDS—GARDEN WALKS

PROVIDE FOR VENTILATION AS YOU DO FOR LIGHT

it is Equally Important and as Easily Obtained

With the Installation of "GLOBE" VENTILATORS



"Globe" Ventilator with
square base.

the matter is taken care of for all time. By exhausting gases, fumes, steam, impure and overheated air, etc., as quickly as formed, "GLOBE" ventilators open the way for fresh air in every part of the building at all times, because they are so constructed as to take the utmost advantage of the natural laws of air movement.

There are no moving parts or upkeep expense and efficient, trouble proof ventilation is assured for a long period of years. Let us send our Detail Sheet which gives full information. The attached coupon is for your convenience.

GLOBE VENTILATOR CO., DEPT. X., TROY, N. Y.

Please send Detail Sheet of "GLOBE" Ventilators.

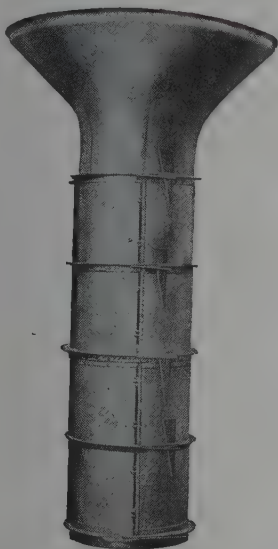
Name

Street

City State

REDUCE YOUR FORM COST

Standard Round Column



Also Save 21% Concrete by Using

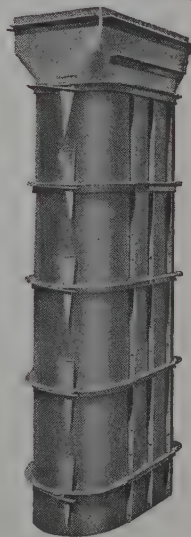
DESLAURIERS

Forms for Casting Round and
Elliptical Columns

*Just a few jobs where our metal column
forms were used in the Southern States.*

Knoxville Reservoir & Pumping Station,
Knoxville—J. M. Dunn & Sons Co.
Allen School, New Orleans, La.
Contr., Farnsworth & Co.
Pere Marquette Bldg., New Orleans, La.
Contr., Ferro Concrete Construction Co.
Fischer Lime & Cement Whse., Memphis, Tenn.
Contr., B. E. Buffalo Co.
National Memphis Garage, Memphis, Tenn.
Contr., Gauger-Korsmo Construction Co.
Southern Paper Co., Moss Point, Miss.
Contr., Martin C. Tuttle Co.
Stansbury Whse., Memphis, Tenn.
Wessell Construction Co.
Standard Knitting Mills, Knoxville, Tenn.
A. R. McMurry Co.

Special Column
designed for
Ramp Garage Buildings

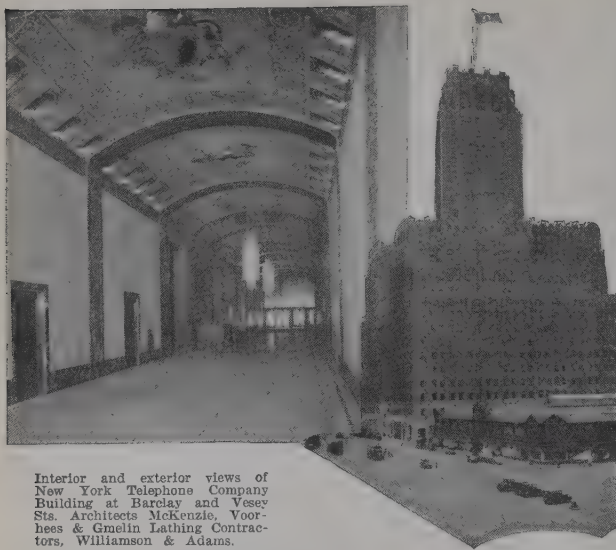


Write for complete information

DESLAURIERS METAL PRODUCTS COMPANY

DETROIT, MICHIGAN

Branches in all principal cities



Interior and exterior views of New York Telephone Company Building at Barclay and Vesey Sts. Architects McKenzie, Voorhees & Gmelin Lathing Contractors, Williamson & Adams.

GOOD SENSE DEMANDS THE BEST CLINTON WIRE LATH

Even when the best wire lath is used, the cost is so small a part of the expense of erecting fine buildings that it is folly to use anything else. That is why Clinton Wire Lath was specified in the New York Telephone Building. The architect wished to support the beauty of the costly ceiling pictured above on nothing but the finest base. Clinton Wire Lath adds to the beauty and permanence of *any* plaster or stucco work.

The wires in Clinton Wire Lath are far stronger than sheet steel can possibly be made. They are woven into a close, square mesh which is then dipped in molten zinc. This thoroughly protects them from rust.

The plaster or stucco penetrates this mesh no matter what direction of stroke is used in troweling. The mortar is gripped in the firmest kind of bond. The horizontal and lateral wires form a double key for the plaster—perfect and continuous.

Clinton Wire Lath is easily handled, quickly put in place. Stock grades furnished in wire gages from No. 18 to No. 21; either plain or with V-stiffeners which act as furring strips.

Write for information and 54-page booklet on Clinton Wire Lath.

Wickwire Spencer Steel Company

General Offices:

41 East Forty-second Street, New York

Western Sales Office:

208 South LaSalle Street, Chicago

Worcester Buffalo Cleveland Detroit
San Francisco Los Angeles Seattle



WICKWIRE SPENCER STEEL COMPANY,
Dept. 7-SA, 41 East 42nd Street, New York City.

Please send me additional information regarding Clinton Wire Lath.

Name _____

Address _____



WICKWIRE SPENCER PRODUCTS



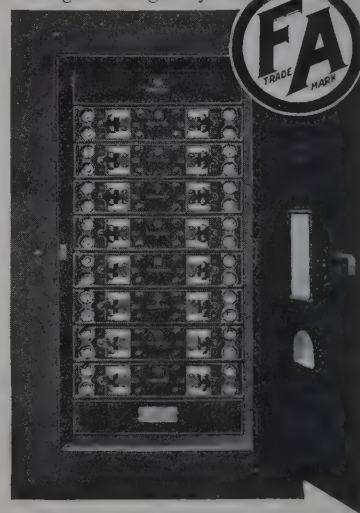
Panelboard Help

There is a capable panelboard man in each FA District Office to give expert advice at the time you need it most.

The FA Catalog is designed to give you

all the information you require on ordinary jobs, laid out to be easily and quickly read.

When the occasion arises, there is a service man at your call without delay, cost or obligation. And he is backed up by the most complete line of panelboards ever built.



Complete Estimates upon request

Frank Adam

ELECTRIC COMPANY

ST. LOUIS

Offices in the following Principal Cities:

Atlanta, Ga.
Baltimore, Md.
Boston, Mass.
Brooklyn, N. Y.
Buffalo, N. Y.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, Ohio

Dallas, Texas
Denver, Colo.
Detroit, Mich.
Kansas City, Mo.
Los Angeles, Cal.
Memphis, Tenn.
Miami, Fla.
Minneapolis, Minn.

New Orleans, La.
Omaha, Neb.
Philadelphia, Pa.
Pittsburgh, Pa.
San Francisco, Cal.
Seattle, Wash.
Vancouver, B. C.
Walkerville, Ont.
Winnipeg, Man.



Oak Flooring

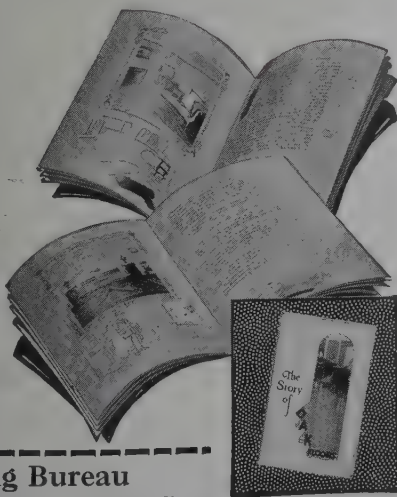
**"entirely satisfactory after
several years of hard wear"**

So writes the manager of the Eastwood Beach Hotel Apartments, Chicago, and adds "the floor in the ballroom is subjected to unusually severe treatment in that it is used in the daytime as a place to wash rugs, and has been soaked with solutions of soap and water. It has never failed, in spite of such treatment, to attain a beautiful glossy surface when needed for dancing."

Oak floors answer all the requirements of permanence, cleanliness, harmony and beauty of appearance, and reasonable cost.

Technical Service to Architects

To assist in solving flooring problems, we prepare literature mailed on request, and maintain a staff of experts who will serve you without obligation.



Oak Flooring Bureau

1237 Builders Building, Chicago, Illinois

Please send me "The Story of Oak Floors."

Name

Address.....

City.....State.....



We are always pleased to consult with architects on lighting fixtures for any project.

Victor S. Pearlman & Co.

*Designers and Makers of
Exclusive Lighting Fixtures*

533-35 S. WABASH AVE.,
CHICAGO, ILL.

Brochure of Installations Upon Request.



Josam Series 200-A Double Drainage Trap and Drain for Showers, Urinals and Floors.

Made with flashing clamping device and adjustable collar and strainer.

The Architect Insures

When Josam Drains are specified, the architect insures his client against future trouble. It is the superior design, construction and knowledge of application back of Josam Drains that enable the architect to specify them with the knowledge that he has specified the best.

There is not a known drain requirement that cannot be met by a standard Josam Drain or an adaptation of it. Josam Drains and other Josam Products are sold by all Plumbing and Heating Supply Jobbers.

Write for Ready Reference Folder No. 2

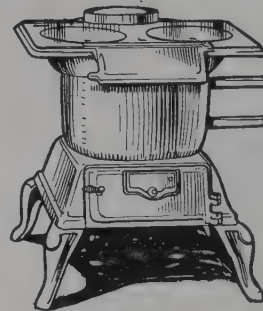
The Josam Manufacturing Co.

4912 EUCLID BLDG., CLEVELAND, OHIO

Factory: Second St., Michigan City, Ind.

"There are no substitutes for Josam Drains"

I 
bucket
of coal
a day
in a
KING
TANK
HEATER



Supplies plenty
of hot water
for the 
average household.

Write for sizes
prices and complete
descriptive literature
OAKLAND FOUNDRY Co.
Belleville ~ Illinois ~

THE SOUTHERN ARCHITECT AND BUILDING NEWS

Since 1882

VOLUME 53

JULY, 1927

NUMBER 7

CONTENTS

COVER DESIGN—Parthenon, Nashville, Tenn.
Sketch by J. H. Gailey.

TEXT

Niels Esperson Building, Houston, Texas.----- 33
John Eberson, Architect

Art and Architecture as a Background in Advertising ----- 43
By Harrison Jones.

Southern City Building ----- 49

Architectural Memoranda ----- 61

PLATES

Niels Esperson Building, Houston, Texas -----37-42
John Eberson, Architect.
American Construction Co., Builders.

Baronial Halls of England -----45-48
Shottesbrooke Church, Berkshire.
Kirby Hall, Northamptonshire.
Charlecote Great Hall.
Burleigh Great Hall Northamptonshire.

House of C. F. Huff, Esq., Dallas, Texas -----53-54
Thomson and Swaine, Architects.

House of George Mahon, Jr., Architect, Memphis,
Tenn. -----55-58
George Mahon, Jr., Architect.

Published on the 15th of the month by

HARMAN PUBLISHING COMPANY

Fourth Floor Trust Co. of Ga. Bldg., Atlanta, Ga.

Entered at Dalton, Ga.

H. E. HARMAN, JR., Manager.

E. R. DENMARK, Editor.

ADVERTISING COPY SCHEDULE

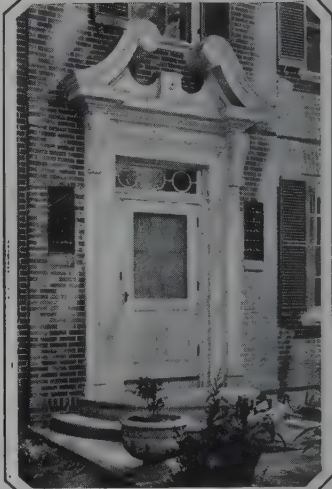
Advertising copy and necessary engravings are due in the Atlanta office on the 15th of the month previous to the month of publication. When not received by this date previous month's copy will be repeated.

Yearly Subscription Payable in Advance, \$1.00

Foreign Countries, \$2.00



*Residence of Mr. N. Bodenheimer, Atlanta, Ga.
Ivey and Crook, Atlanta, Ga., Architects*



Beauty Indestructible!

Years from now this beautiful English Georgian style home will be even more attractive—its beauty actually enhanced through exposure to the elements.

Unquestionably, from the architect's viewpoint, one of the most satisfying features of brick construction is its imperishable nature—the knowledge that decorative effects secured will resist decay and even improve with age.

The members of the Southern Clay Products Association offer practical assistance to architects in developing new and unique effects in brickwork. Call on us whenever we may be of service. We'll consider it a privilege to work with you.

SOUTHERN CLAY PRODUCTS ASSN.

460 Broadway

Macon, Ga.



MEMBERS
 Angus Brick Co.
 Ninety-Six, S. C.
 Bickerstaff Brick Co.
 Columbus, Ga.
 Darlington Clay Products Co.
 Society Hill, S. C.
 Dixie Brick Company
 Columbus, Ga.
 Dyson Brick Co.
 Dyson, S. C.
 Eufaula Brick Co.
 Eufaula, Ala.
 Gaffney Brick & Tile Co.
 Gaffney, S. C.
 Georgia-Carolina Brick Co.
 Augusta, Ga.
 Interlocking Tile Co.
 Jacksonville, Fla.
 Kaolin Brick Company
 Columbus, Ga.
 McKenzie Brick Company
 Augusta, Ga.
 Palmetto Brick Co.
 Cheraw, S. C.
 Merry Brothers
 Augusta, Ga.
 Standard Brick & Tile Co.
 Macon, Ga.



BALTIMORE ART MUSEUM, BALTIMORE, MD.

OFFICE OF JOHN RUSSELL POPE, ARCHITECTS.
Sketch by Otto R. Eggers.

The SOUTHERN ARCHITECT AND BUILDING NEWS

Vol. 53.

JULY, 1927

Number 7

Niels Esperson Building, Houston, Texas

JOHN EBERSON, *Architect.*

THE layman rarely realizes that his admiration of a fine thing in architecture is as much an acknowledgement of the talent and ability of the architect as his appreciation of a fine painting is a tribute to the painter; and yet in any beautiful or noble building, whether domestic, or monumental, the heart and hand of the architect is as much a part of the structure as the painter's talent and genius are a part of his finished canvass. Therefore, in any criticism of architecture it is hardly possible to leave the architect out of the discussion of his work, which is of necessity an expression of himself.

The problems involved in the creation of a modern office building are numerous and difficult. Selection of the most appropriate site; choice of architect and general contractor; formulation of general and detail plans for an improvement that will mean the most effective utilization of the site; developing an efficient, flexible organization to collaborate with architects and contractors; supervision of construction to see that the owner's ideas are reflected in the plans and specifications are being carried out with fidelity and dispatch; inauguration of a renting and publicity campaign which will assure maximum occupancy by tenants of the desired kind as soon as possible after the completion of the building; the selection and training of a building organization which will assure efficient service to the tenants from the opening day; these are some of the major tasks which confront the owner-builder in the year or year and a half following the inception of the project. Rarely does the task of management call for such a combination of qualities,—the capacity for scientific analysis of a problem; the balanced judgment, which carefully weighs pros and cons and comes to the right conclusion; the imaginative foresight which visualizes future trends in city development and in economic values; the faculty for

handling men so as to induce maximum effort and eliminate friction; the ability to build and maintain a flexible organization, capable of adjusting itself rapidly to ever-changing conditions, and the knowledge of psychology which will insure the successful formulation and execution of a campaign designed to create public interest in and develop good will for the new enterprise. Rarely, also, does the task of management call for the exercise of its functions under such pressure as to speed.

Fortunately or unfortunately, the operations involved are not repetitive. Most individuals build a modern office building only one in a lifetime. There is, therefore no opportunity of learning from one's own mistakes. For some years Niels Esperson had been planning in his mind, if not in actuality, the erection of a modern office building in Houston, which should not only provide an efficient home for the growing business interest of the city, but at the same time constitute a fitting commemoration of his own successful enterprise, and to show his faith in the rapidly growing Texas metropolis. Unfortunately Niels Esperson did not live to see his dream carried to completion. Death took him on beyond the river before his actual plans could be assimilated. His devoted wife, Mellie Esperson, now Mrs. Mellie Esperson Stewart, who shared with him the dream of a great office building for Houston carried out the desire of her husband and through her untiring efforts is due the successful completion of the Niels Esperson Building.

In the course of a continuing investigation of the present and future possibilities and advantages of various sites in the city, the corner of Travis and Rush Streets was finally decided upon as the location best suited for the placement of this building to be the South's tallest and finest of-



Typical Arched Ornamental Window, Tower Floor

fice building. Immediately after the site was obtained John Ebersson, an architect of national reputation, of Chicago, and known not only for the impressiveness of the buildings which he had designed but also for the efficiency of his office and equipment was selected as the architect. This was followed immediately with the selection of The American Construction Company as general contractors.

This firm had erected some of the finest buildings in the country and had established an enviable reputation for ability to handle such large projects and deliver them on time under guarantee. A large building operation such as this, resembles either a madhouse or a happy family. In a project of this kind it is absolutely vital to have not only an organization so manned that friction arising out of personal relations will be reduced to a minimum but also an organization so controlled and so flexible that all emergencies can be handled and decisions made without delay. The "happy family" relationship was characteristic of the construction process on the Niels Esperson Building; if it had not been the completion of the building in the record time contracted for would have been utterly impossible. Credit must be given to the personal representatives of the architects and general contractors who were assigned to the work of supervising and expediting con-

struction, and to all sub-contractors who had any part in the undertaking.

The purpose of Mrs. Stewart in erecting this building was beside the prime object of building a monument to the memory of her late husband, was to set a new standard, if possible, not only in construction, layout, and equipment, but also in the operation of this class of property in the South. From the moment the site was selected, the thought had been uppermost in mind of developing that intangible, elusive something which is called "atmosphere" and which comes only from exceptional service combined with the right environment and catering to the right class of tenants. In presenting the building to the public on the opening day Mrs. Stewart said:

"In presenting the Niels Esperson Building to the public after two years of close application to the details of its construction, I am doing so with the conviction that the prospective tenant is offered the very best. This statement is not made boastfully, as each of the items which go for comfort, convenience and magnificent appointment of an office has been carefully considered, planned and executed; and the surroundings and service which we are giving to the tenants in this building are self-evident facts which support this statement.



One of the Entrances Showing Bronze Ornamentation

For instance, the fans, of the noiseless type; ceilings and walls finished in a soft flat finish; the doors of genuine American walnut with walnut trim to match; the floors of the finest marble terrazzo; the locks, hinges and other hardware, made of bronze instead of brass for beauty and for durability and of the highest grade mechanism; the windows of heavy plate glass and steel for durability and clear vision; the heating through the most modern engineering methods and by radiators conspicuous for their small compass and effective heating efficiency; the plumbing, which is the finest in the land with hot and cold water, and ice water for drinking purposes; the electrical distribution with convenient outlets for extra lights, for telephones, annunciator system and telegraph call boxes.

The Janitor service, one of the most important parts of a building operation, has been worked out on a most careful basis and persons especially equipped for each class of work have been assigned the duties throughout the structure. Modern equipment, such as electrical scrubbing machines, carpet cleaning machines, floor polishers, marble cleaners, and all other devices of this character are in constant use to maintain this building at all times at its highest standard.



Six Signal Control Elevators with a Speed of Eight Hundred Feet Per Minute

No expense was spared in connection with the installation of elevator service and the Otis Elevator Company was given instructions to make an installation that would handle a capacity crowd with ease, safety and promptness. All of their modern inter-locking, self-levelling and automatic fixtures have been installed.

An especially attractive feature of the building service is the complete, modern garage available to the tenants, entrance to which may be gained direct from the lobby.

On account of its unusual beauty and elegance, the building early attracted attention of the better class of tenants and broke all records for the number of occupants actually in the building before the construction work was finished. The space has been so carefully planned that almost all of the offices are alike in their attractiveness and available space will satisfy the most exacting.

The rates do not reflect the cost of the extra refinements and will be found reasonable, our management will be found eager to serve you and make you feel comfortable and the prestige of the building is such that this address on your stationery will indicate that you are a person who will be satisfied with only the best."

In the beginning of this article we expressed the opinion that it was impossible to leave the



Ornamental Bronze Elevator Door with Esperson Coat of Arm.

architect out of any discussion or criticism of any piece of architecture. We must go further and say that the beauty of any architectural design depends largely upon the ability and skill of the architect to select the various details and materials to be used, and to combine them in such a way as to produce a pleasing and harmonious mass. This applies to any type of building, whether of simple proportions or of massive grandeur. In the Niels Esperson Building, Mr. Eberson has shown his ability by his selection of materials, details, and the interesting way in which he put them together in producing what we believe to be one of, if not, the most interesting office structure erected in the South. This building constructed of steel frame and granite as the basis exterior covering, with limestone and terra cotta trim, rises to a height of thirty-two stories and presents an elevation of four hundred and eleven feet. By reason of its position surrounded by buildings of four to six stories there is an added impression of still greater height which enhances its monumental

character. At the seventeenth story the rear of the building terminates in a roof garden where dances may be given or other out door entertainment can be enjoyed. From this position the building continues upward with setbacks at the twenty-second story and from this point continues in the form of a tower with breaks at the twenty-fifth and twenty-eighth stories. The building is capped with a beautifully designed and excellent proportioned grecian tower, the dome being supported by forty foot terra cotta columns. This forms an observation tower from which the surrounding territory can be seen for forty miles. A gold leafed finial twelve feet in height adorns the extreme top of the tower. This tower is flood lighted at night by five hundred and sixty lights and presents a magnificent sight. From this tower Westminster chimes melodiously mark each quarter hour.

This building shall stand throughout the years as an everlasting tribute to the memory of Niels Esperson and to the ability and skill of John Eberson, its designer.



Architectural Treatment of Lower Portion of Building Showing Seven Foot Granite Base, Bedford Limestone Trim and Verde Antique Iron Window Frames



Photos: By Calvin Wheat, Houston.

NIELS ESPERSON BUILDING, HOUSTON, TEXAS

JOHN EBERSON, ARCHITECT

NIELS ESPERSON BUILDING, HOUSTON, TEXAS.

JOHN EBERSON, *Architect.*

An examination of the typical floor plan given herewith of the Niels Esperson Building shows an excellent arrangement of offices within the given floor area. All anterooms have been amply provided for in the dark spaces thus making good use of all available outside space for working offices. An elevator system of six signal control machines with a speed of eight hundred feet per minute are provided for the transportation of the building's inhabitants. These elevator entrances on each floor are set well back, allowing ample space within the corridor to prevent crowding at any time. All office walls are of a soft flat finish, doors are of genuine American walnut with the same material as trim; the floors are of finest marble terrazzo and hardware of bronze. The windows are of heavy plate glass encased in steel frames. Hot and cold water are provided in every office with circulating ice water for drinking.



TYPICAL FLOORS THREE TO SIXTEEN



TOWER DETAIL
NIELS ESPERSON BUILDING, HOUSTON, TEXAS
JOHN EBERSON, ARCHITECT

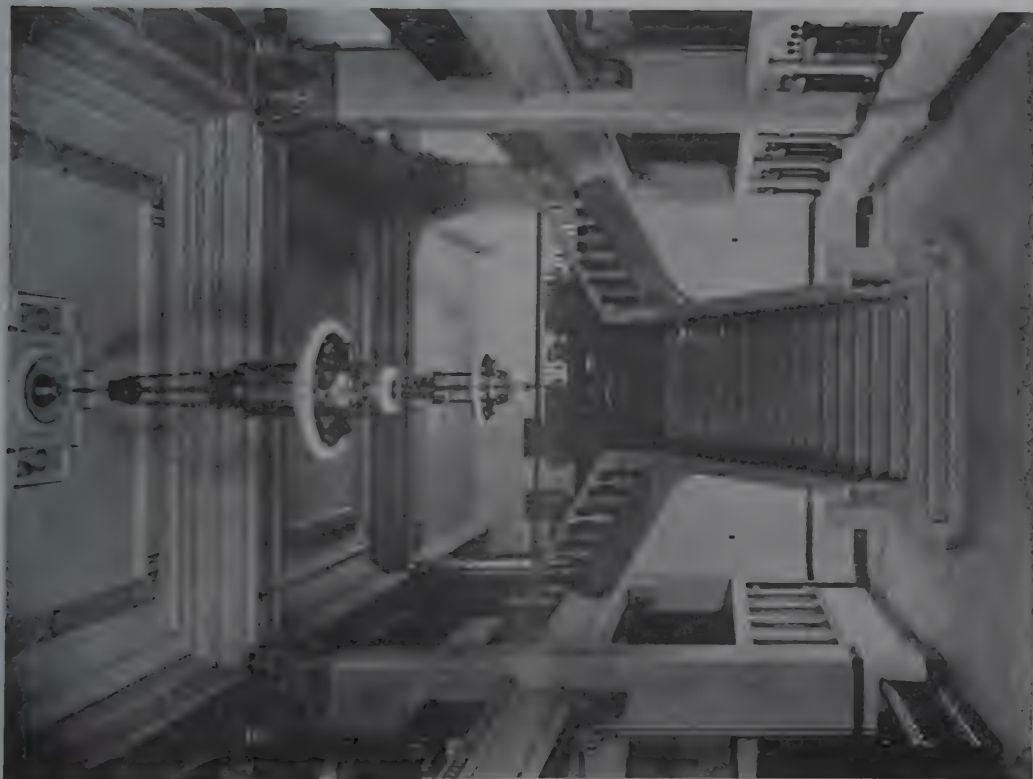


ENTRANCE DETAIL



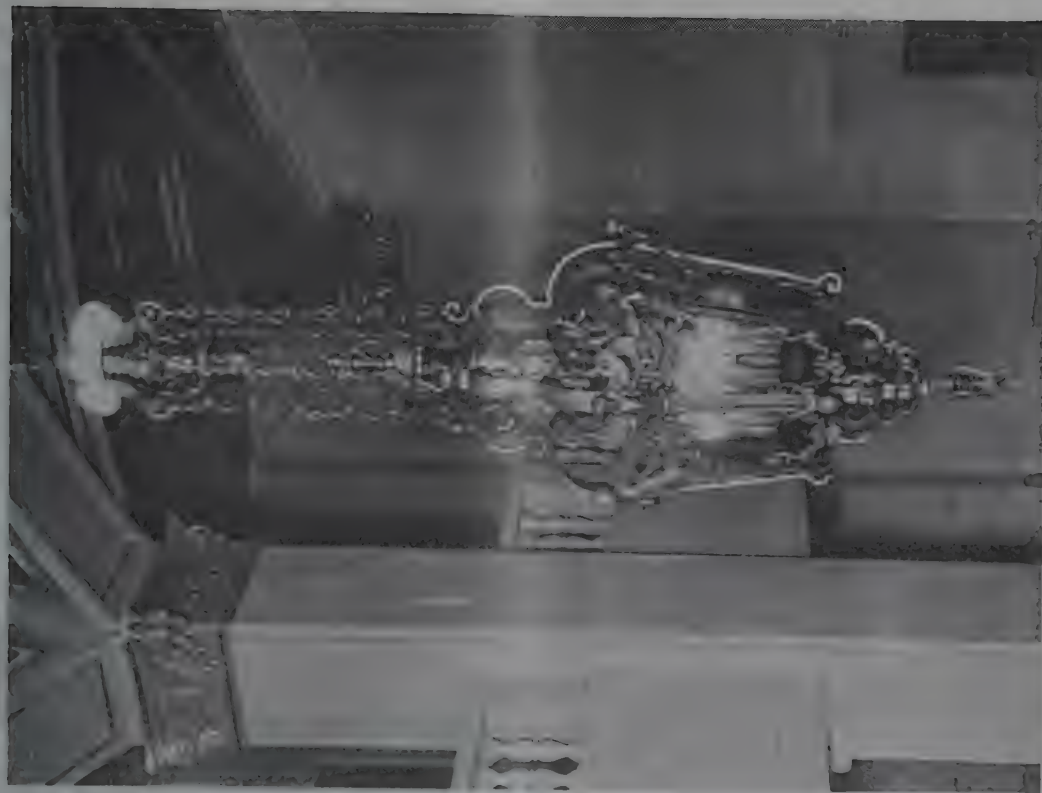
DETAIL IN LOBBY

NIELS ESPERSON BUILDING, HOUSTON, TEXAS
JOHN EBERSON, ARCHITECT



DETAIL IN BANKING ROOM

NIELS ESPERSON BUILDING, HOUSTON, TEXAS
JOHN BEERSON, ARCHITECT



CHANDELIER IN ENTRANCE LOBBY



DETAIL MEZZANINE FLOOR
NIELS ESPERSON BUILDING, HOUSTON, TEXAS
JOHN EBERSON, ARCHITECT

Art and Architecture as a Background in Advertising

By Harrison Jones*

WE citizens of the United States are a queer bunch. We are a peculiar mixture. At least, so the citizens of the rest of the world say. We walk at the head of the procession; we stand at the head of the class. We are unquestionably the richest boy in the class. We have more toys and playthings, we are far better dressed and we live surrounded by luxury. We are the envy of all our fellows, and inevitably there comes as the handmaid of Envy that sharp-tongued, long-nosed, skinny nurse, Criticism.

It is easy to criticize. That statement is trite. It is something that everybody is qualified to do well, but to take criticism, to hug it to your bosom, to think it over, analyze it, and in fairness weigh it to see whether it applies or not is something that practically nobody is qualified to do. Only those who are big, and only those who are magnanimous possess this worthwhile attribute, and I have been thinking somewhat of those criticisms which are heaped upon our head by the older children in our class—by those who have had more experience, who have lived longer and who have the resultant wisdom that comes from the added experience, for we are one of the youngest children in the school of Nations. We are precocious, we are the young marvel—less than 500 years old, standing out conspicuously among our elders. They admit that we are all that we are, but they say that we are not well rounded, that we excel in specialties, that we have sharp corners and rough edges and they must be polished off before we will be the well rounded individual that we should be. They say that in our mad rush for worldly success, for financial gain, for business, that we pass by art, literature, culture, refinement, leisure and all the worth-while things in life, as the fast moving locomotive passes telegraph poles, and that such of these things as we have are quickly made and bear the same relationship to the genuine article as the modern moonshine whisky, quickly cured by the addition of potash, had to the old genuine form which lay in good charred barrels, in cool places, for years before it was fit to be regarded as the genuine article.

I have undertaken to take these criticisms to heart, hug them to my bosom, sit down and look them fairly and squarely in the face, and I am prone to say that while there are outstanding ex-

amples of our unquestioned accomplishment in each and every line of cultural pursuits, in the main the general level of our entire peoples is not so high in these fields that mean so much to the personal joy and the individual happiness of our people.

I read the other day something of the tapestry makers of France, where the knowledge of the trade was passed down from grandfather to son, and son to grandson, and a lifetime of a man being spent in the making of one tapestry. This art has meant so much to the world that the French Government has taken it over and subsidized it and practically all of the master tapestries are made exclusively for the Government of France to be displayed in their art museums for the benefit of the peoples of the world and of unborn generations.

I know that in Italy there are in the palaces of royalty and in the museums tables and pieces of furniture made by the hands of artists. There is one table where twenty men worked on it for thirty years. There is another table that thirty men worked on twenty years to produce, and each of these masters in his vocation did not feel that his work was in vain, but felt that in contributing to the world a single piece of art that excelled they had done quite sufficient and their reward was adequate and their ambition achieved.

We are told this thing could not happen in America—that we could say that any of our modern, up-to-date furniture factories could reproduce the equal, or at least as serviceable a table in a day or a week for one-thousandth part of the price. Isn't it true that that it what ninety American out of a hundred might say?

There are architectural gems extant in the world that represent the entire dream, and that of a master architect, for a lifetime. There are those that took hundreds of years to complete, and they say that this, too, could not have happened in America. There are gardens that have represented the handiwork of hundreds of individuals for hundreds of years. There are paintings the mere glimpse of which strikes one into profound silence and contemplation. There are books and there are binders. There is pottery in all of its multiple forms. There are exquisite perfumes made from the essence of the flowers of the world. There is music produced that has softened the heart and gladdened the lives of all mankind.

*Executive Vice President The Coca-Cola Company.

All of these things that have been mentioned have existed for ages and ages, until there is fundamentally in all of the peoples of these nations more ancient than ourselves a keen sense of appreciation of these things so worth-while.

Let's pause awhile and reflect. Let's contemplate the monstrosities of architecture, the absence of taste evidenced in any community in America. Let's bemoan the absence of parks. Let's enter the home and cringe at the clash of discordant elements and incongruous groups of inappropriate things. Let's grieve over the absence of proper landscaping. Let's see if we cannot find another God than the God of jazz in music. Let's pray for a few books, and let's hope that in a few years we may have born within our population a few "nuts," if you choose to call them so, who feel that they might give a life to a table, or to a tapestry, or to a building, or a park, or a song, or a musical instrument, or to the writing of a book, and we will be better off, for these intangible influences are what make us. We are making progress, and being young and youthful when we get started, we will make progress faster. I see signs of improvement everywhere. A recent issue of a certain woman's magazine on one page printed interior decoration pictures as they appeared in their first issue, and they printed on the opposite page the pictures of interiors of homes in their last issue. Oh, what progress in twenty-five years! I can remember, young as I am, when a house was a house, when a lawn was a lawn. The house must be a shelter, which was

quite enough. The lawn, at best, might be planted to grass. Now I see that a house is a house, that it is architecturally correct, and now I see the lawn is landscaped, planted with shrubs and flowers. We have parks and each year they are improved. We encourage opera and we are taking to the enjoyment of music. Reading is becoming more of a thing, and there are, as I say evidences of our awakening.

Now, let's take the science of advertising. It is an ancient art, old before this nation was born, but the world will admit that we have taken it and developed it and used it and obtained results from it the like of which has never been dreamed of in all the ages that have passed before, and we are masters, admittedly so, in its handling. But still the criticism applies that within this one sphere where we are gladly accorded supremacy we still lack that appreciation of those precious intangibles in our advertising. It's snappy, it's breezy, it's bold, it's powerful, but they say it's crude. And we are answering each day, by improving this situation, this criticism, too.

We must have more art in our advertising. Art in composition; art in layout; art in pictures; art in design; art in color. We must want those who seek to advertise to want this, and those who produce the advertising will have to have it. We must train the public to look for it and to demand it, and when we have this, then we will have art in all things, and when we have art in all things we will be a greater nation and greater people. We will be well rounded. We will have gotten rid of crudeness.



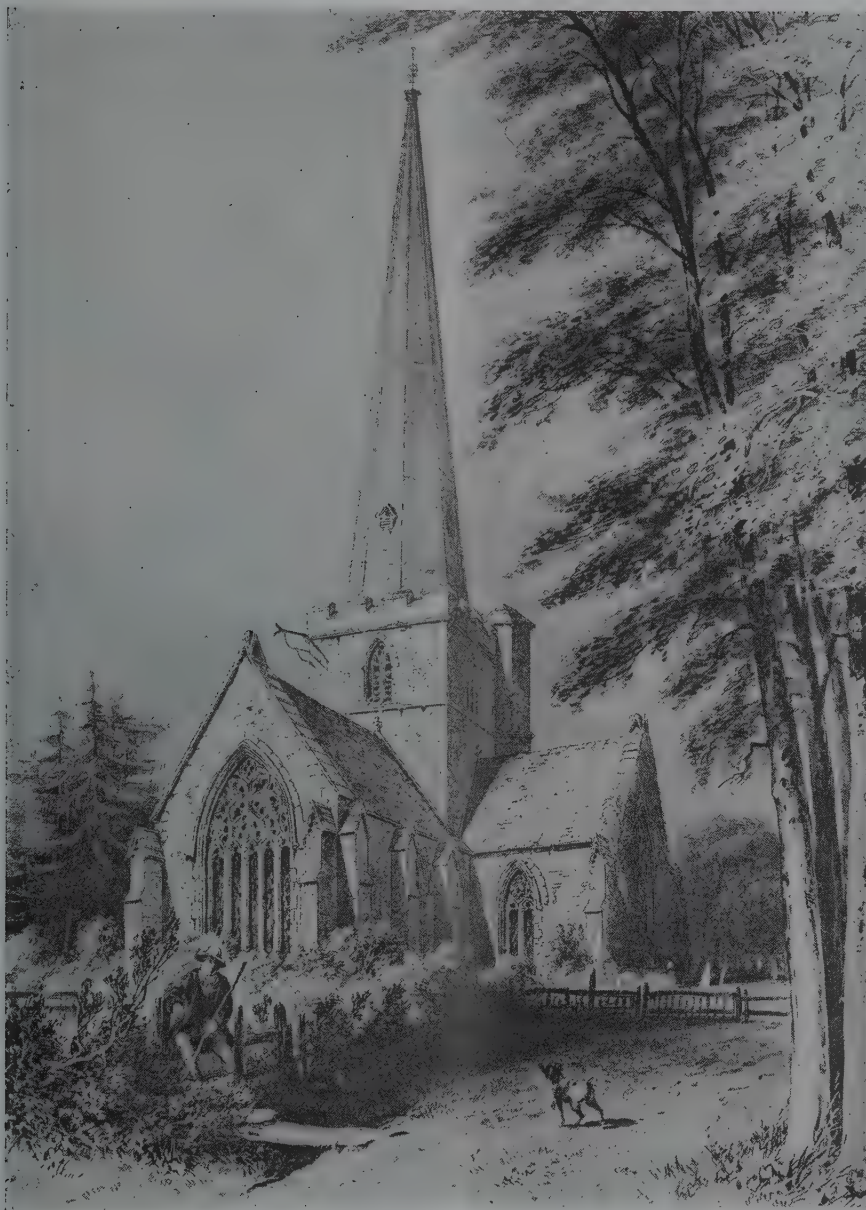
BALTIMORE ART MUSEUM, BALTIMORE, MD.

OFFICE OF JOHN RUSSELL POPE, ARCHITECTS

Rendering By Otto R. Eggers

Southern Architect Presentation of Baronial Halls of England

A Series of Lithograph Studies



From a Drawing By J. D. Harding, 1844.

SHOTTESBROOKE CHURCH, BERKSHIRE

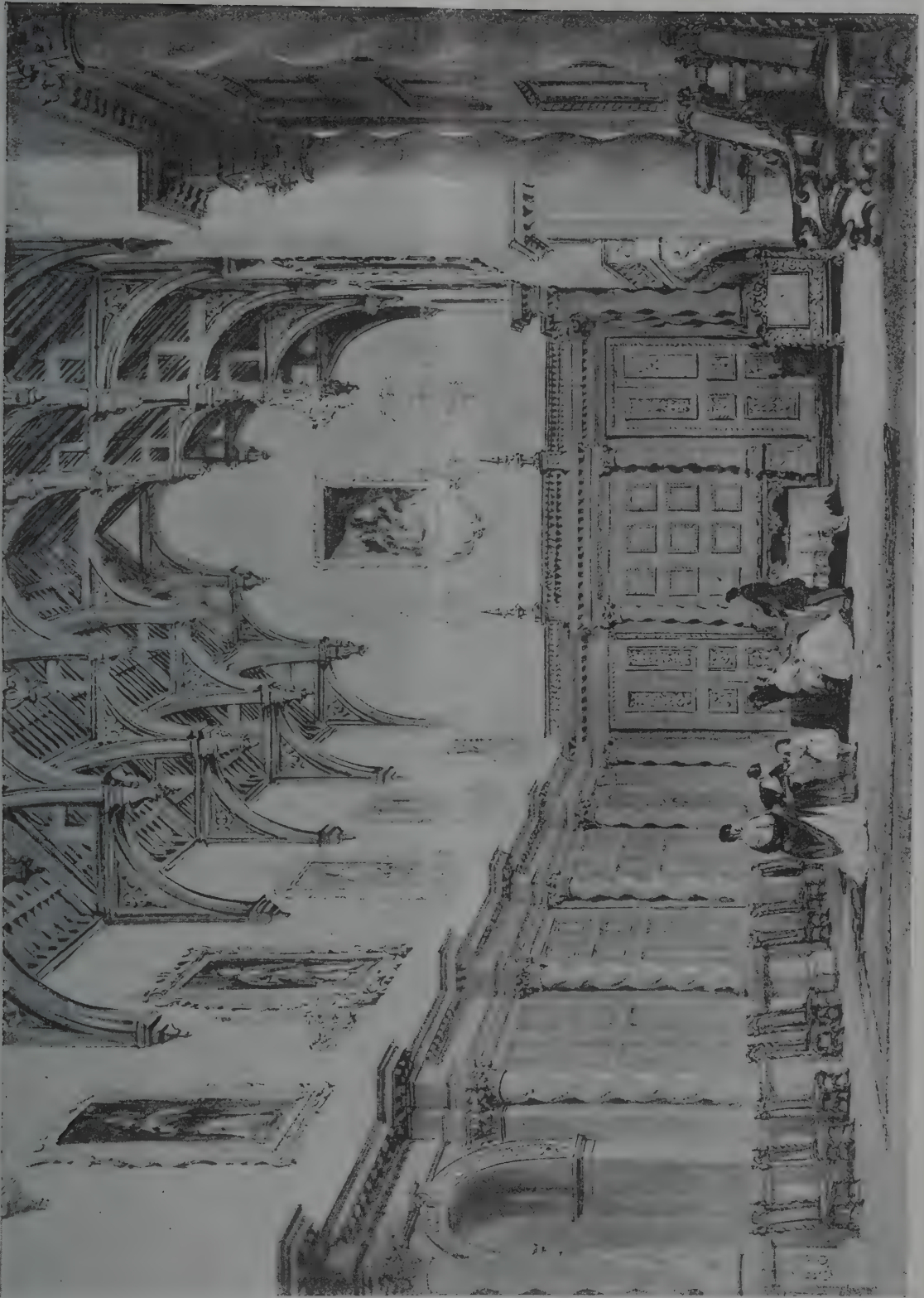
*The Southern Architect
and Building News,
July, 1927.*

*The Southern Architect
and Building News,
July, 1877.*



From a Drawing By J. D. Harding, 1844.

KIRBY HALL, NORTHAMPTONSHIRE



From a Drawing By J. G. Jackson, 1845.

CHARLECOTE GREAT HALL

*The Southern Architect
and Building News,
July, 1927.*



From a Drawing By T. Allom, 1847.

BURLEIGH GREAT HALL, NORTHAMPTONSHIRE

Southern City Building

BUILDING operations in the South in 1926 kept pace with industrial expansion, hydro and steam-electric development, railroad and highway building. Contracts let for industrial, building and construction projects of all kinds in the 16 Southern States amounted to \$891,543,500, and \$469,044,500, or more than one-half of this total, represented the valuation of awards for purely building projects.

In 1926 awards for apartment house and hotel construction totaled \$130,691,500, and during the preceding year amounted to \$146,087,000, so that in two years contracts for buildings of these types in the South had an aggregate valuation of more than \$275,000,000. Considering the cost of sites, furnishings, equipment, etc., it is conservative to say that in 1925 and 1926 lettings for apartment houses and hotels aggregated \$350,000,000. Everywhere throughout the South there is abundant evidence of the forward

movement in hotel construction that has figured so prominently in building programs of the past three years. Structures costing from \$30,000 to \$10,000,000 have been erected. Every Southern State and most of the large cities and many towns have shared in the movement.

Some of the important hotels and apartment houses under way, let to contract and completed in 1926 include: The \$1,500,000 Bankhead Hotel and the \$2,000,000 Thomas Jefferson, Birmingham, Ala.; the \$900,000 William N. Young Hotel, Little Rock, Ark., the \$1,000,000 Majestic Hotel and the \$500,000 Howe Hotel, Hot Springs, Ark.; a \$1,000,000 addition to the San Carlos Hotel, Pensacola, Fla.; the \$800,000 Park Lane Apartment, Jacksonville, Fla.; an \$800,000 hotel at Fort Lauderdale, Fla.; the \$3,000,000 Ritz-Carlton, Sarasota, Fla.; a \$600,000 hotel for J. T. Horney, Lakeland, Fla.; the \$2,000,000 San Jose-Vand-



Skyline of Atlanta, Georgia, showing railway terminus and great Spring Street Viaduct in the foreground.



Medical Arts Building, San Antonio, Texas.
Ralph Cameron, Architect.

erbilt, Jacksonville, Fla.; a \$2,000,000 hotel for W. F. Morang & Son, Inc., Fort Lauderdale, Fla.; \$1,000,000 community hotel, Fort Myers, Fla.; \$1,000,000 Sarasota Terrace Hotel, Sarasota, Fla.; \$550,000 hotel at Gainesville, Fla.; \$500,000 Hotel Venice, Venice, Fla.; \$700,000 Hotel Dixie-Walesbilt, Lake Wales, Fla.; \$2,000,000 Forrest-Ricker Hotel, Augusta, Ga.; \$1,000,000 General Oglethorpe Hotel, Savannah, Ga.; \$500,000 Hotel Dixie-Hunt, Gainesville, Ga.; \$1,000,000 Pontchartrain Apartments, New Orleans, La.; \$1,000,000 hotel for Alfred Glassell and associates, Baton Rouge, La.; \$1,000,000 Markham Hotel, Gulfport, Miss.; \$650,000 Lamar Hotel, Meridian, Miss.; \$1,000,000 King Cotton Hotel, Greensboro, N. C.; \$500,000 hotel at Chimney Rock, N. C.; \$500,000 hotel on Bogue Sound for Morehead Bluffs, Inc., New Bern, N. C.; \$600,000 co-operative apartment for the W. J. V. Corporation, Asheville, N. C.; \$575,000 structure for the Elizabeth City (N. C.) Hotel Corporation; \$700,000 Asheville-Biltmore, Asheville, N. C.; \$1,000,000 Tennessee Terrace Hotel, Knoxville, Tenn.; addition to Read House, Chattanooga, Tenn.; \$1,250,000 San Jacinto Hotel, the \$750,000 Texas Hotel, and the \$4,000,000 Sterling Hotel, Houston, Texas; \$600,000 hotel for Smith Brothers Development



Night view of the Dallas, Texas, skyline showing central downtown skyscrapers.

Company, and a \$2,250,000 structure for the Chamberlain Hotel, Inc., San Antonio, Texas; \$1,000,000 hotel at Amarillo, Texas; \$1,000,000 hotel for Mineral Wells (Texas) Hotel Company; \$650,000 hotel, Brownsville, Texas; \$1,400,000 Cavalier Hotel, Virginia Beach, Va.; \$550,000 Shenandoah Hotel, Martinsburg, W. Va.

Many costly bank and office buildings, as well as important additions to existing structures, were erected in 1926 throughout the South. Representative structures let to contract, under way and completed in 1926 include: A \$500,000 building for the Anniston (Ala.) Building Company; the \$500,000 Phoenix Office Building and the \$600,000 Federal Reserve Bank Building, Birmingham, Ala.; the \$1,000,000 Donaghey Building, Little Rock, Ark.; \$500,000 building for the Exchange Realty Company, El Dorado, Ark.; \$9,000,000 Press Club Building, Washington, D. C.; \$500,000 First National Bank, St. Augustine, Fla.; \$1,000,000 structure for the Dade County Security Company, Miami, Fla.; 12-story building for Greenleaf & Crosby Company, \$1,500,000 building for the Hiawatha Corporation, and a \$1,250,000 structure for the Florida Realty & Securities Corporation, Jacksonville, Fla.; a \$1,500,000 theater and office building for the Consolidated Aumsement,



Cotton Exchange Building, Memphis, Tenn.
Mahan & Broadwell, Architects



Skyline of Fort Worth, Texas, showing central business section.

Inc.; a \$500,000 structure for the Tampa Morning Telegraph, and the big Stovall Professional Building, Tampa, Fla.; \$4,000,000 building for the Canal-Commercial Bank & Trust Company and a \$1,200,000 building for the New Orleans Public Service, Inc., New Orleans, La.; the \$1,250,000 Louisiana National Bank, Baton Rouge, La.; \$1,000,000 Court Square Building, \$2,000,000 municipal office building, \$1,000,000 Federal Reserve Bank, \$1,000,000 medical arts building and a \$1,000,000 home office building for the Mutual Life Insurance Company, Baltimore; \$650,000 Beaumont Medical Building and a \$5,000,000 section of Southwestern Bell Telephone Company, St. Louis, Mo.; \$1,000,000 Gates Building, and a 12-story theatre and office building for the Lowe Theatre Company, Kansas City, Mo.; \$1,000,000 Nissen Building, Winston-Salem, N. C.; \$1,250,000 building for the Greensboro (N. C.) Bank and Trust Company; \$1,000,000 Grove Arcade Building and the \$800,000 Flatiron Build-

ing, Asheville, N. C.; \$600,000 First National Bank, Wilson, N. C.; \$2,000,000 First National Bank, Charlotte, N. C.; \$2,000,000 store and office building for the Perrine interests, Oklahoma City, Okla.; \$2,000,000 Waite Phillips Building and \$600,000 building for Dr. C. W. Day and associates, Tulsa, Okla.; \$1,000,000 building for the Chattanooga (Tenn.) Savings Bank & Trust Company; \$1,000,000 medical arts building for Jones interests, a \$600,000 building for R. O. Dulaney, and a \$600,000 addition to the First National Bank, Fort Worth, Texas; \$1,250,000 Petroleum Building, Houston, Texas; \$1,500,000 Medical arts building, and a \$2,000,000 building for the Travis Investment Company, San Antonio, Texas; \$500,000 Dallas (Texas) National Bank; \$1,500,000 Colonial Bank, Roanoke, Va.

A survey compiled by the Manufacturers Record in 1926 showed that the South is spending in new church buildings and equipment upwards of \$1,000,000 each week



Skyline of Miami, Florida, showing business section, port facilities, and causeways.

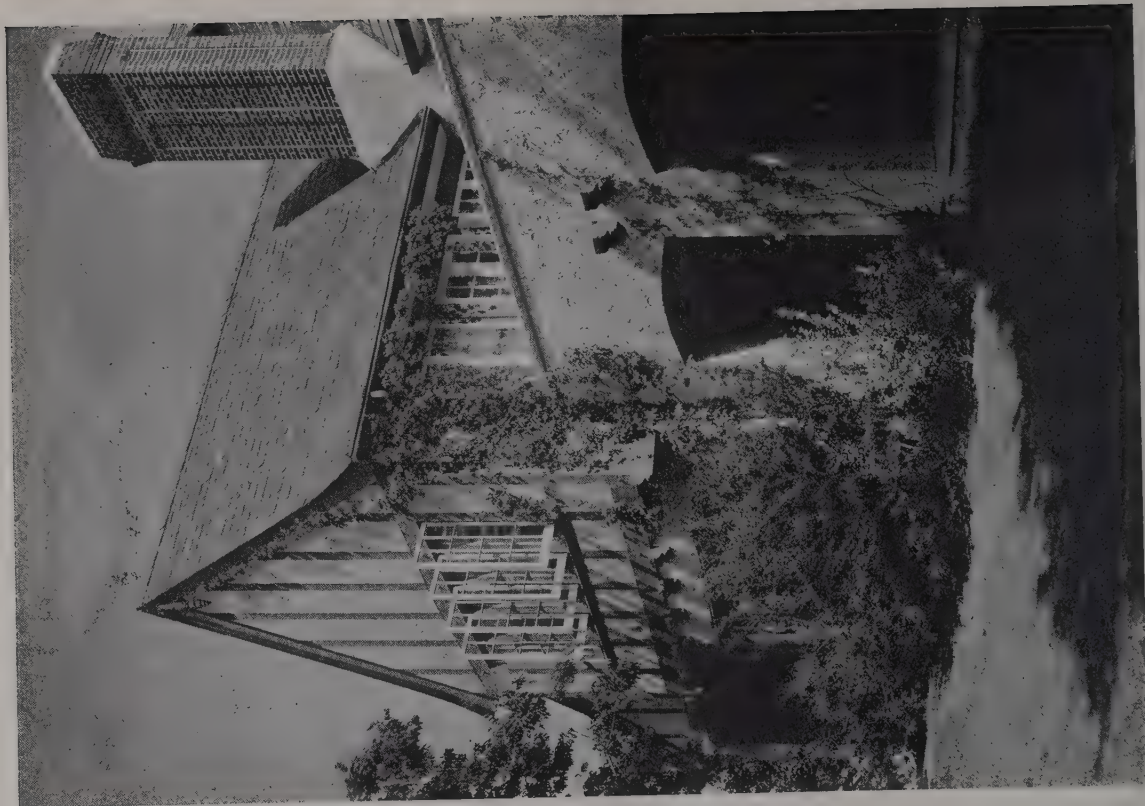


Photos : By Tedds & Knell, Inc., New York.

HOUSE OF C. F. HUFF, ESQ., DALLAS, TEXAS
THOMSON & SWAIN, ARCHITECTS



FRONT VIEW FROM SIDE



EXTERIOR DETAIL SHOWING CASEMENTS

HOUSE OF C. F. HUFF, ESQ., DALLAS, TEXAS
THOMSON & SWAINE, ARCHITECTS

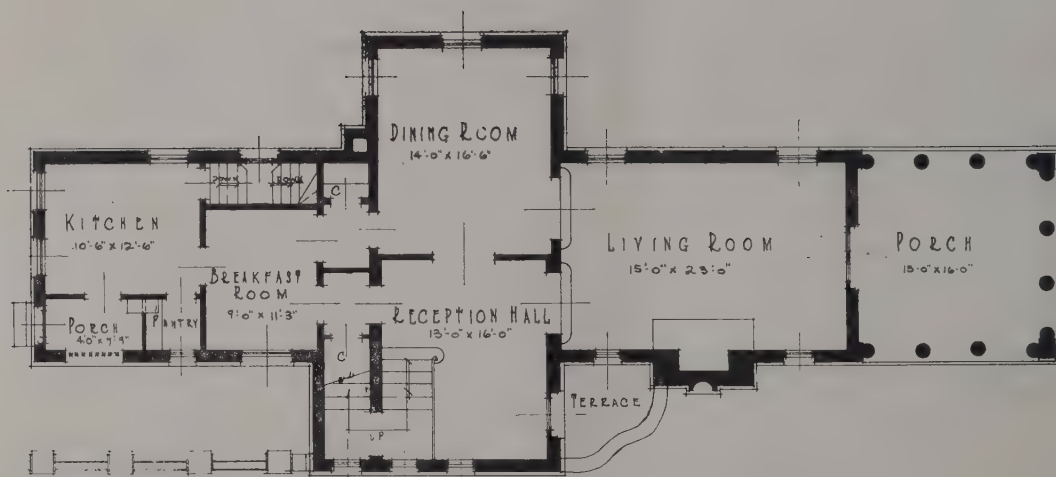


Photos : By Tibbs & Knell, Inc., New York.

HOUSE OF GEORGE MAHON, JR., MEMPHIS, TENN.
GEORGE MAHON, JR., ARCHITECT



SECOND FLOOR PLAN



FIRST FLOOR PLAN

HOUSE OF GEORGE MAHON, JR., MEMPHIS, TENN.
 GEORGE MAHON, JR., ARCHITECT



ENTRANCE DETAIL
HOUSE OF GEORGE MAHON, JR., MEMPHIS. TENN.
GEORGE MAHON, JR., ARCHITECT



DINING ROOM DETAIL FROM LIVING ROOM
HOUSE OF GEORGE MAHON, JR., MEMPHIS, TENN.
GEORGE MAHON, JR., ARCHITECT

ARCHITECTURAL MEMORANDA

THE STORY OF GEORGIA MARBLE.

SELDOM has a more beautiful brochure been published than that just issued for the Georgia Marble Company. The cover of white stuffed leather bears in gold letters the title: "The Romance of Georgia Marble," and the text and illustrations throughout the eighty pages tell the story of the modern Utopia and a matchless marble and the manner of its creation. The foreword explains why Tate, Georgia, is a modern Utopia, a monument of the faith of one man in his fellow men and gratefulness to the Creator of all things for the bounteousness of His gift of marble in the hills of the Blue Ridge. The reader is led through the pages and shown by word and picture the life, the people and the quarries of the Georgia Marble Company. The little town of Tate, named for the Tate family, was founded by Sam Tate in 1835. The Pioneer Tate acquired a tract of one hundred and sixty acres, the original owner of which in all probability was a Cherokee Indian. Through this first Tate farm there ran a deposit of marble, a part of the one vein of Georgia Marble now controlled by the Georgia Marble Company of which Colonel Sam Tate, a grandson of the Pioneer Colonel Sam Tate, is the head and directing force. This vein of marble is approximately three eighths of a mile wide, four miles long and from two hundred feet to a mile deep. Marble taken from this deposit has been used in the construction and beautification of notable buildings in every part of this country and foreign lands. The company of Northern capitalists organized in 1884 to operate in the Georgia marble district carried on until 1905 when the present Colonel Sam Tate acquired a controlling interest in the Georgia Marble Company. Colonel Tate realized the advisability of consolidating the different marble interests under one management and in 1915 there was begun a system of acquisition that eventually resulted in the purchase of the Southern Marble Company, the Amicalola Marble Company and several finishing plants, so that at present the Georgia Marble Company quarries the marble, manufactures and transports it to the job and then sets it in the structure.

Under the caption, "The Stones of the Valley" the brochure describes the various marbles quarried by the Georgia Marble Company, and

in a following chapter recounts the success of the policy of the company in establishing community interest for its worker in the form of gymnasiums and community halls. The technical side is told in another chapter and illustrations show the methods employed in channeling and raising the blocks from the quarry pits to the surface, one derrick being ninety feet high with a lifting capacity of fifty tons. Finishing and shipping are described in a manner that enlightens the layman on the details of these operations and serves to show the extent of the business of furnishing the many varieties of Georgia marble to the trade. The last thirty pages are devoted to page illustrations of memorials, residences, libraries, office buildings, state and federal buildings, museums, fountains, banks and mausoleums constructed in whole of Georgia marble or in which this material has been used.

Notable among the illustrated examples of buildings, courts, monuments and statuary are the Court of Honor, McKinley Memorial, Niles, Ohio; The Larkin Residence, Buffalo, N. Y.; The Cleveland Art Museum; Entrance of the Hurt Building, Atlanta; Corcoran Art Gallery, Washington, D. C.; The Heroic Statue of Lincoln in the Lincoln Memorial, Washington, D. C.; New York Stock Exchange and Annex, New York City, and the New Orleans Post Office Building.

WARREN, KNIGHT & DAVIS, ARCHITECTS FOR \$2,000,000 BUILDING.

SOUTHERN Life & Health Insurance Co., Birmingham, Ala., 808 N. 21st St., received bids June 27 for rein. concrete and limestone office building; cost \$200,000, 4 stories, 80x100 ft., marble, linoleum and cement floors, copper roof, concrete foundation; Warren, Knight & Davis, Archts., 1603 Empire Bldg.; following contractors estimating: Hettrick Engineering Co., Inc., Suite G-6, Terrace Court; Smallman-Brice Constr. Co., 1109 Ave. E.; Holley Construction Co., 817 19th St.; Southern Construction Co., 615 S. 11th St.; Day & Sachs, 2400 Avenue E.; Chas. M. Allen & Sons, 408½ N. 19th St.; Inglenook Construction Co., 4011 First Ave.; E. G. Holladay & Sons, Martin Bldg., all Birmingham; Thompson-Starrett Co., 101 Marietta St.; A. J. Krebs Co., Walton Building, both Atlanta, Georgia.



Permanence plus fire safety

In building the modern skyscraper every precaution is taken by architects and contractor to provide absolute personal and property protection. That is one of the reasons why

"ENSLEY" & "ALA CITY"
BASIC SLAG
CRUSHED & SCREENED

is so generally used as concrete aggregate. It bonds perfectly with Portland Cement for, chemically, they are almost identical. It produces positive fire protection for Basic Slag (produced at 2800 degrees furnace temperature) is itself absolutely fireproof!

BIRMINGHAM SLAG CO.

Slag Headquarters for the South

Atlanta BIRMINGHAM Jacksonville
Thomasville Montgomery Ocala Fla.



TEMPLE UNIVERSITY, PHILADELPHIA, PA.

PHILIP H. JOHNSON, Archt. F. W. MARK CONST. CO.

Stairways and Elevator Shafts United Metal Protected.

Preventing the spread of fire

The law soon will be satisfied with nothing less than complete fire-safety in buildings where many people congregate. In the mean time leading architects are anticipating this requirement by using United Metal Doors and Trim.

United Metal Elevator Enclosures have earned the official stamp of approval of the Underwriter's Laboratories.

The entire line of doors and trim is the last word in steel construction.

Send for the illustrated Handbook.

THE UNITED METAL PRODUCTS CO.

CANTON, OHIO

UNITED METAL DOORS

**FAVROT & LIVAUDAIS, ARCHITECTS FOR
\$1,200,000 OFFICE BUILDING.**

WHITE Floor Co., 3123 Louisiana Ave. Pkwy., has contract to lay and surface pine floors in \$1,200,000 office building for New Orleans Public Service, Inc.; Favrot & Livaudais, Ltd., Archts., Hibernia Bldg.; Geo. J. Glover Co., Inc., Contr., Whitney Bldg.

**GUY A. CARLANDER, ARCHITECT FOR
\$1,000,000 MEDICAL ARTS BUILDING.**

SCHULZE Bros. planing mill, 110 Idaho St., San Antonio, Texas, have millwork contract for \$1,000,000 Medical Arts Bldg. for Fisk Investment Co.; Guy A. Carlander, Archt., Massie Bldg., Amarillo; Gilsonite Contracting Co., Contr., Athletic Club Bldg., Dallas.

SCULPTURE SOCIETY HONORS FRENCH.

THE medal of honor of the National Sculpture Society has been awarded to Daniel Chester French, N. A., of New York City, who first won fame 54 years ago with his "Minute Man" when he was 23 years old. The honor was paid Mr. French for "outstanding achievements in sculptural art and recognized leadership in the profession in this country." It is the first medal of its kind ever awarded by the society.

Daniel Chester French, who at the age of seventy-three, is recognized as the dean of American Sculptors, is represented throughout the country by many important works, including the Abraham Lincoln statue in Lincoln Memorial, Washington, D. C. Among Mr. French's other noted works are the "Alma Mater" at Columbia University; the Milmore Memorial, a replica in marble of which is at the Metropolitan Museum of Art; the group "The Sons of God Saw the Daughters of Men That They Were Fair," at the Corcoran Gallery of Art, Washington, and the equestrian statue of Washington, done in collaboration with Edward C. Potter, which was presented to the French Republic in 1900 by the Daughters of the American Revolution. One of his most recent works is the Washington Irving Memorial unveiled last year at Irvington-on-Hudson.

He was chairman of the National Fine Arts Commission under Presidents Taft and Wilson. In 1900 he was elected a member of the National Academy of Design. Mr. French's services to art were recognized in 1918 by the National Institute of Arts and Letters, which awarded him a gold medal, and again in 1923, when the Holland Society paid him a like honor.

**COMMUNITY PLANNING VERSUS
LAND EXPLOITATION.**

AT the recent convention in Washington of the American Institute of Architects a resolution was adopted authorizing a nation-wide survey and study of the problem of land development and regulation. Mere adoption of this resolution places the architects of the country squarely in favor of community planning as opposed to land exploitation. Henry Wright, New York architect, who will head the committee delegated to make the study and report at the 1928 convention of the institute, declared that to "face the issue the requirements of city planning not only must the size of the houses and lots be regulated, but also the type and quality of the architecture." It is upon the solution of this problem. Mr. Wright declares, that the future of American Architecture rests. And Mr. Wright is right. Nothing has reacted to the detriment of architecture with greater force than the exploitation of land; the subdivisions of plots into small parcels and the erection of small houses, poorly constructed, financed so as to throw a burden upon buyers, and totally lacking in a single one of the attributes that make for a happy and contented community. No city in America can hope to follow a programme called for great systems of traffic arteries, bridges, tunnels and parks and playgrounds if the land is "falsely improved," or perhaps the better term would be, "under-improved."

**ARBITRATION AND COURT
LITIGATION.**

AFTER declaring that there "has crept into building industry a new type of construction, which, in the desire to keep down costs has permitted appearances to be depreciated," Mr. Irving T. Bush, head of the trading interests that bear his name, says that "what we need is the adaptation of the old school of architecture to present day operations." Mr. Bush cited the work of the Building Congresses in trying to instil into workers a pride of craft and into the public a desire for good values and permanent construction as moves in the right direction, adding that perhaps the building industry needed a "czar" to direct its affairs and enforce co-operation rather than unnecessary litigation. In reciting these ills with which the building industry is afflicted and which are well known, Mr. Bush, as business men generally do when the question of industrial disputes is brought up, suggests that arbitration offers economic advantages to the public and a fairer settlement to the disputants than do the courts. Business men shy at litigation, for

they know that when it starts business dealings cease, old friendships are forgotten and, in the effort to make out a case each side resorts to practices that could not obtain, nor would they be permitted before a board of arbitration. In its final analysis arbitration is trial by jury without benefit of the court and bench, unhampered by technicalities of precedent or procedure and knowing but one principle—justice. In court one side or the other will lose, while in arbitration neither side may win, nor yet will either side lose, for in all disputes both sides may and, very often are, both right and wrong, and hence neither should be penalized to the advantage of the other,

HOME—REHABILITATION.

THERE are in the United States, according to a survey conducted by the Division of Building and Housing of the United States Department of Commerce, more than 20,000,000 dwelling-houses. The majority of these dwelling-houses were not built last year, or the year before, or the year before that, as great as has been the volume of building in the last few years. The average age of these 20,000,000 dwelling houses doubtless is nearer fifteen years than ten. And a huge number are from twenty to thirty years old. All these homes on any scale of present-day living conditions are obsolete, or near-obsolete. Thousands of them are rotting away. They are eysores in tehir communities. The owners are prohibited from selling and building new homes in new localities because of the low sale-price the old homes will bring. The old homes are increasingly fire-hazards as they fall into further decay and disrepair. They lessen the value of the property around them and the tone of streets generally. Certainly they are a drag on the prosperity, health and welfare of the nation.

Now, the people that live in these homes have purchasing power. They work in factories, offices, stores and on farms. They are no more eager to live in unbeautiful, undignified and inconvenient surroundings than are any other group of people. A goodly portion of their income is being spent on items of living other than the home, largely because these other things are easier to purchase. Home-building and rehabilitating unfortunately appear to be formidable, technical problems that the average home-owner hesitates to undertake without guidance. The owner of the average obsolete home doesn't know, for example, that his home can be rehabilitated—be made new again.

Owners of obosolete homes *want* to rehabilitate them. Certainly bankers are eager to loan money for rehabilitation. Civic organizations,

women's clubs, national organizations, will support a home-rehabilitation movement, for the social consequences, the social good that will result from the rehabilitation of America's obsolete homes, are of too vast importance to fail to gain the support of every organization with a proper interest in the movement.

The meat of the kernel simply seems to be that people are awaiting being shown how their homes can be rehabilitated. And it seems that any national, sectional or independent movement toward home-rehabilitation should concern itself with that practical and down-to-earth aspect—how the rehabilitation can be done, constructionally, decoratively and financially. It already has been stated that the principal reason the dollar of the owner of the obsolete home goes into things other than home-rehabilitation is that these other things are made easier of purchase by him. But if his lumber dealer, or his contractor, went to him with the support of his banker and the support of the manufacturers of lumber, building materials and equipment, and showed him precisely h^{ow} his old home could be made a new home, he'd be more than willing to lend a ready ear. Surveys among owners of obsolete homes in different parts of the country have revealed just this condition.

This movement started by "Household Magazine" should have the backing of all parties connected with the building industry.

In conclusion mention should be made of the manufacturers who generously have contributed toward the experiment, the Long-Bell Lumber Company, the General Electric Company, the Curtis Company, the Sandusky Portland Cement Company, the Miller Company, the Creodipt Shingle Company, Fairbanks, Morse and Company, the United States Gypsum Company, the Kohler Company, the Jersey Wire Cloth Company, Devoe and Reynolds and the Dupont Paint Company.

"LIFE PRESERVERS" PUBLISHED BY SULLIVAN.

THE Sullivan Company of Memphis, U. S. A. and Montreal, Canada has published a very unique collation of descriptive folders covering the uses and specifications of their highly diversified line, under the title of "Life Preserves for Buildings and Equipment."

It consists of a vertical folder designed to fit the regulation correspondence files. The separate products or groups are merely enclosed in this folder each printed on a different colored stock and in varying colored inks. The whole makes a striking and inviting appearance. Each separate

The Big Money-maker

Stark

AUTOMATIC ELECTRIC BASEMENT DRAINERS

There's big money for you selling this pump to householders with wet or flooded basements. Simple in construction, entirely automatic, shipped ready for operation and works from the nearest electric light socket.

The Stark Automatic Electric Basement Drainer will remove 2,500 gallons per hour—dry the average flooded basement in two hours and *keep it dry*. Your customer will be sold on sight!

Write for Particulars and Illustrated Circular No. 302 today.

STARK PUMP COMPANY Y

DETROIT, 17128 Mt. Elliott Ave., MICHIGAN



"Sully," the Chemist,
Says
KONSET
Has Many Advantages
Southern Architects Should Be Familiar With Them!

KONSET is the marvelous product that Accelerates, Hardens, Waterproofs, Freeze-proofs and Colors Cement Mixtures in the one operation at the one cost. Makes beautiful tile-like floors at a great saving. Waterproofs and Paints Basement Walls, Patches Cement and Stucco. Comes in Colors or Colorless.

The whole story is detailed in our catalog which also includes a description of the Sulco "Life Preservers for Buildings and Equipment." Very convenient for filing. Commended by the A.I.A. as one of the most practical they have seen. No cost nor obligation, just address—

General Offices, Memphis, Tenn.

The SULLIVAN Company

Memphis, U. S. A.

Montreal, Canada

Tulsa, Okla.
Houston, Tex.
Casper, Wyo.
Los Angeles, Cal.
Shreveport, La.



See Sweets
Catalogs

Choice
Territories
Now Open

"Life Preservers for Buildings and Equipment"

REED-POWERS CUT STONE CO., INC.

CUT STONE CONTRACTORS AND QUARRYMEN

BEDFORD, - - - INDIANA

circular has the A.I.A. file designation, and the conventional file designation, while the folder itself, which is printed and embossed on cardinal red, has the A.I.A. classification number for Water proofings, and also the name of The Sullivan Company in the event it is preferred to file it under the name of the manufacturer. Thus the individual circulars may be filed separately or which ever fits most conveniently in with the filing system in the recipients' office.

"Life Preservers for Buildings and Equipment" include Water proofings, both integral and surface treatments, Damp-proofings, Accelerators, Cement Mixing Compounds, Preservatives for wood, concrete and metal, Cement Paints, Cement Stains, Technical and Industrial Paints and scientific preparations for repairing woodwork and ironwork, marble, etc.

A copy of this unique folder of useful information can be had by addressing Dept. S. A., General Offices, The Sullivan Company, Memphis, Tennessee.

WANTED.—Architect and engineer, with broad experience on all classes of buildings, and who can and has handled all phases of practice, but who also has considerable contracting and business experience, wishes to form new connection. Would be capable and efficient as Architect for industrial company; contact man for contractor or firm engaged in building or as promotional representative. Nineteen years experience. Present connection can continue indefinitely but no further advancement possible in present location. Would consider partnership with individual, provided such party is properly connected socially and financially. My salary for several years has been 6000 dollars per year. No particular location preferred. Am graduate and registered in two of the Southern states. Answer Box 1598, Atlanta, Ga.

**Bids for \$600,000 Hall of Records
In Dallas.**

The low bid for constructing the \$600,000 Dallas County Hall of Records, Dallas, Texas,

was submitted by Crisman & Nesbit of this city, at \$417,000. The William K. Grace Engineering Company was the low bidder at \$27,000, for the electrical work, and the Hamilton Company, at \$23,700, for the plumbing, both of these being local firms. As recently announced, contract for excavation and foundation work was awarded to the Jopling-Marshall Company, and this work is now in progress, while contract for structural steel has been awarded to Austin Bros., both of Dallas.

The building will be six stories and basement, about 72 by 200 feet, with a 25 by 100 foot ell, fireproof, of steel frame construction with concrete floors. Lang & Witchell, of Dallas are the architects.

**Franklin O. Adams Designs
\$75,000 Home.**

S. E. Thomason, Tampa, Fla., care Tampa Tribune, erect \$75,000 residence, Davis Island; Franklin O. Adams, Archt., 510½ Franklin St.

**Charles M. Robinson Architect
For \$175,000 School.**

Harrisonburg, Va. Board of Education plans early construction of first unit of high school group, cost \$175,000; Charles M. Robinson, Archt., Times-Dispatch Bldg., Richmond, preparing plans.

\$1,000,000 Telephone Building.

Southwestern Bell Telephone Co., 1010 Pine St., St. Louis, Mo., let foundation contract for \$1,000,000 administration and equipment building to Westlake Construction Co., St. Louis, as \$155,000; Building to be erected at Oklahoma City, Okla., steel frame, concrete fireproofing, brick exterior, 9 stories, 83x140 ft., concrete floors, tar and gravel roof; Layton, Hicks & Forsyth, Archts., Braniff Bldg., Oklahoma City; W. J. Knight & Co., 7ngrs., Wainwright Bldg., St. Louis; struct. steel lately noted let to Mississippi Valley Structural Steel Co., Arcade Bldg., St. Louis.

PENNSYLVANIA STRUCTURAL SLATE CO., Inc.

**BLACKBOARDS
STRUCTURAL SLATE
FOR ALL PURPOSES**

General offices: 1st Natl. Bk. Bldg.
EASTON, PA.

"Yours for Prompt Service"

**CLOSET STALLS
SHOWER STALLS
URINAL STALLS**

If you were designing your own home

You would provide for oil heating of course, because that's the modern, scientific, cleanly and convenient way. After looking over the entire field, you would find, in favor of the Hart Oil Burner, its greater sturdiness and simplicity its ability to burn the lower and higher grades of fuel equally well, its *proved record of unwavering reliability.*

Listed as standard by Underwriters' Laboratories, Inc.

Send for booklet on Oil Heating



HART OIL BURNER

W. B. WILDE CO.
2163 North Adams Street
Peoria, Illinois



LIGHTING FIXTURES

*That Hark Back to the
Days of Dolly Madison*

HORN & BRANNEN MFG. CO.

Designers

Manufacturers

Importers

PHILADELPHIA, PA.

427-433 NORTH BROAD STREET

Our product sold by all first class dealers

Scammell's FIBRE-BACK EXPANDED METAL LATH

A WALL plastered on Scammell's Asphalt Fibre-Back metal lath is practically BACK PLASTERED as no metal is exposed in the back of the wall. The metal being COMPLETELY IMBEDDED IN THE PLASTER corrosion is retarded and a perfect key is made. In addition all walls and ceilings will have a coating of pure asphalt over their back surfaces.

A lath to use in YOUR OWN HOME because it helps form walls that are Permanent, Sound and Crack proof, Fire and Water resistive.

Made in Rolls 25 or 33 inches wide and 150 feet long either a painted or galvanized finish and in 24 and 26 gages.

Charles H. Scammell Co.

Main Office- Metropolitan Tower
NEW YORK CITY

The
Ideal
Plaster
Base



LANE JOIST HANGERS



Style "A"

Are Stronger than the Beams They Carry

Timbers set in Lane Timber Hangers will never sag. A laborer can quickly set the Hangers in place and spike them fast. More economical and a far better job when finished. Let us quote our attractive prices.

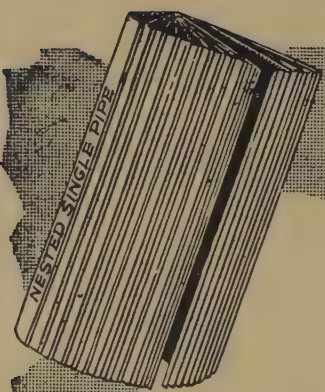
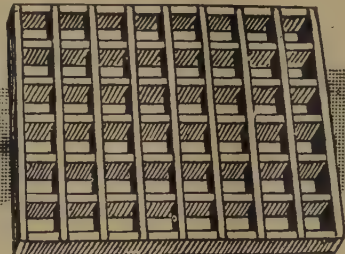
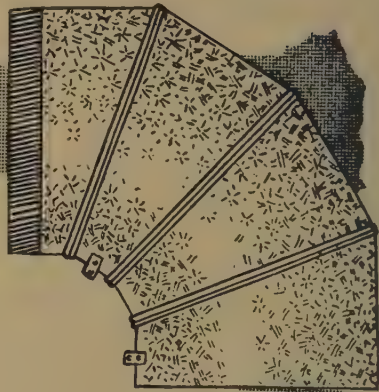
Write for new price list No. 10

Large Stock

Immediate Deliveries

THE LANE JOIST HANGER COMPANY

BALTIMORE 3612 O'Donnell St. MARYLAND
HARTWELL IRON WORKS (Southwestern Distributors), Houston, Texas.

DON'T CHOKES!

If there is a single place in a stack where the cross-section size is reduced, then the whole stack is, in effect, reduced to that size and it will not meet the requirements of the STANDARD CODE.

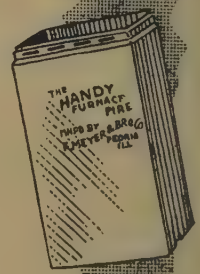
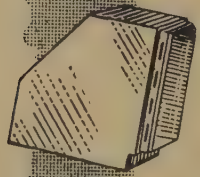
Use
"Handy" Frictionless
Furnace Pipe

and be sure that every stack is FULL
SIZE thruout—

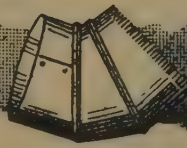
*That's the Way to Do
A Good Job!*

ACCORDING TO THE STANDARD
CODE

F. MEYER & BRO. CO.
Peoria, Illinois






WROUGHT IRON INTERIOR GATE



EXECUTED

BY

RENNER & MARAS,

Inc.

CRAFTSMEN

in

METALS

287-89 FOURTH AVE.,
LONG ISLAND CITY,
N. Y.

- JOHNSON - JSC - SYSTEM -



The Johnson "ALL METAL" Thermostat

is an important part of the Johnson System of Temperature Regulation for buildings of all types.

By this system the temperature of the important rooms is automatically regulated and the humidity controlled. It assures a comfortable, uniform temperature for every room containing a Johnson Thermostat.

This "ALL METAL" Thermostat is simple, neat, and compact. Harmonizes with any room and is as efficient as it is artistic. Besides, it contains no rubber diaphragms to wear out and cause trouble.

CATALOGS WILL BE MAILED ON REQUEST



Johnson Service Company

MILWAUKEE

WISCONSIN

OFFICES IN ALL LARGE CITIES



TEMPERATURE JSC REGULATION

H. W. MILLER, INC.

EXECUTED THE
PLAIN
AND ORNAMENTAL
PLASTERING
ART. KASOTA
STONE
IN THE
INSURANCE COMPANY
OF
NORTH AMERICA BLDG.
PHILADELPHIA, PA.

STEWARTSON & PAGE
Architect



MAIN OFFICE FLOOR, INSURANCE COMPANY OF NORTH AMERICA

H. W. MILLER, Inc.

Plain and Decorative Plastering

410 ELEVENTH AVE., NEW YORK, N. Y.

WE SHALL BE PLEASED TO
MAIL ON REQUEST OUR 47
PAGE ILLUSTRATED CATALOG
TO ANY PERSON INTERESTED
IN DECORATIVE PLASTERING
AND ARTIFICIAL STONES.

"Waterseal"
is the best
designed and
strongest tile
on the market.



"Waterseal"
machines beat
all competi-
tion — they
are superior.

TRADE MARK REGISTERED

A Good Tile Yields a Good Profit

Our machine enables you to make the "Waterseal," a roof tile that has no superior. And the demand which exists for such roofing enables you to sell the tile at an unusually liberal profit.

"Waterseal" tile offers a real opportunity to men of reasonable ability and moderate capital. It will pay you to investigate.

STOP

THINK

INVESTIGATE

Write for full particulars today.

OTTO WALTER

*Manufacturer of
Roofing Tile Machines*

Perrysville, Ind.

RECENT JOBS

Illustrated

New Madison Square Garden
 Thomas W. Lamb, Archt.
 Jas. Stewart & Co., Contr't

Museum of Natural History
 Trowbridge & Livingston, Archt.
 Jas. Stewart & Co., Contr't

Park Avenue Synagogue
 Deutch & Schneider, Archt.
 Lustbader Con. Co., Inc., Contr't

20-28 East 76th Street
 Schwartz & Gross, Archt.
 Schwartz & Gross, Contr't

150 William Street
 Starett & Van Vleck, Archt.
 Marc Eiditz & Son, Contr't

Society of Professional
 Automobile Engineers
 Walter Haefell, Archt.
 Geo. W. Colon, Contr't

Childs' Building
 William Van Allen, Archt.
 Cauldwell Wingate & Co., Contr't

341 Madison Avenue
 Jardine, Hill & Murdock, Archt.
 Fred T. Ley & Co., Inc., Contr't

Our Service Department is fortified with a group of experts in the Ornamental Iron Line. They will gladly be of service to you on any occasion.



Williamstown Is a Wisely Built City

Architects and Builders of long experience are rapidly finding it a savings to turn their Ornamental Iron Jobs over to Williams. True economy is no longer indexed by the sharpness of a pencil point on an estimating blank but more so by a carefully tabulated cost of the finished job. Measured by such a rule you will find that Williams' Jobs always come out right. And what's more—you will be relieved of the usual headaches when completion time draws near.

The WILLIAMS IRON WORKS, Inc.
 430-438 East 102nd St., New York



Fixture No. 2970-4" Fitter
 Fixture No. 2971-6" Fitter

"DELICA WHITE"

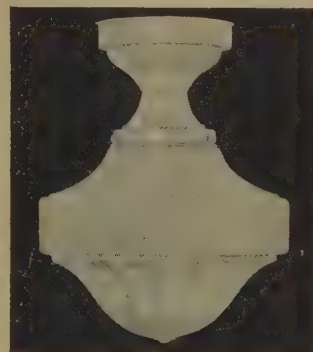
Best Glass
for Light

For twenty years "DELICA WHITE" cased glass has given satisfaction. It can be distinguished from all others by its fine delicate texture. Always remains Pure White. Made in many shapes, furnished Plain and Decorated. Can be furnished with Fixtures Complete.

Write for Catalogue

Lighting Units

No. 881 9 x 4"	No. 884 12 x 6"
No. 882 10 x 4"	No. 885 14 x 6"
No. 883 12 x 4"	No. 886 16 x 6"



Fixture No. 2975-6" Fitter
 Fixture No. 2985-4" Fitter



No. 842 R-1 Royal Copper RI
 No. 842 G-2 Green R. I.

Also

"UP" and "DOWN" Signal Ball

KOPP GLASS, INC.

Now doing the business formerly conducted by
 PITTSBURGH LAMP, BRASS & GLASS CO. at

SWISSVALE, PA.



Announcing
The Rathbun
 New Series
 Sump Pump-

INCORPORATING THE FOLLOWING
 IMPROVEMENTS—

Repulsion Induction *Vertical* Motor.

Nine (9) inch higher assembly.

Heavier Drive Shaft.

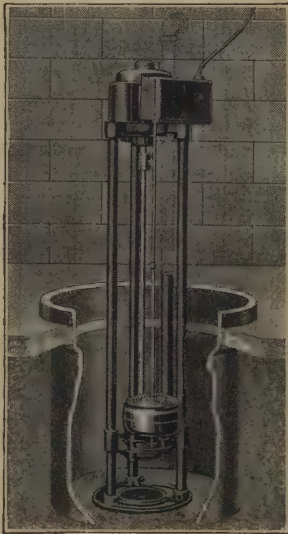
Heavier tube assembly.

"Penn" Float Switch.

Packing and Gland on Shaft Bearing.

New Design Float Rod (float removable
 without disassembling pump).

Write for further details - NOW



The Rathbun Co.

1036 Beaubien St.

DETROIT, MICH.



FLOORS

of

CALIFORNIA REDWOOD BLOCKS,

manufactured by

THE PACIFIC LUMBER COMPANY

and installed by

TEN EYCK & DAHLANDER FLOORING
 COMPANY, inc.,

are the highest type of

BLOCK FLOORS,

DURABLE, COMFORTABLE,

ODORLESS,

ATTRACTIVE, ECONOMICAL.

LATEST INSTALLATIONS

STEINWAY HALL - AEOLIAN HALL

New York City, N. Y.

Millions of Feet Laid in

INDUSTRIAL PLANTS

Installations of REDWOOD BLOCKS

of

P. T. L. Co. Manufacture

are handled by their

Eastern Contract Engineers

TEN EYCK & DAHLANDER FLOORING CO.

347 Madison Ave. New York, N. Y.

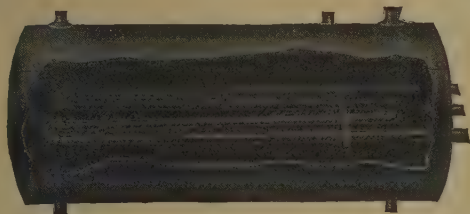
*who are prepared to furnish specifications and
 quote prices on all types of*

REDWOOD BLOCK FLOORS

YOU WILL REMEMBER



**Unconditionally Guaranteed
Tanks By Their Service**



**Riveted and Welded
Black or Galvanized
Hot Water Storage Tanks
Hydro Pneumatic Tanks
Oil Storage Tanks
Air Receivers**

Write for prices

The Novelty Steam Boiler Works Co.

Factory: Clare & Kroman Sts.

Baltimore, Md.



CLIFTON PARK HIGH SCHOOL, BALTIMORE, MD.
Josias Pennington, Architect J. Henry Miller, Inc., Contractors

**The Saving Is
HERE**



ONE of our architect friends, with a turn for figures, has estimated that, nearly every day, half a million school children exercise on gymnasium floors anchored over concrete with Bull Dog Clips. In building the Clifton Park High School at Baltimore, five thousand Bull Dog Floor Clips were used to anchor the wood floors.

Write for samples, installation charts and cost data to complete your files.

Bull Dog Floor Clip Co.
108 North First Ave.,
Winterset, Iowa, U. S. A.
Distributors in principal cities

BULL DOG Floor Clips
ANCHOR WOOD FLOORS TO CONCRETE

APPROVED SHADE ADJUSTER *Down from the Top*

Tomlinson's approved Shade Adjuster makes window shades wear longer, fit any window; can be installed in a few minutes and lasts a lifetime. Permits more light and ventilation. Practical for office, school, home, hospital or hotel. Write for full information and prices on this approved window shade adjuster.

Guaranteed for 5 years.

THE JOHN K. TOMLINSON CO.

192 No. Clark St.,

Chicago, Ill.

THE CUTLER MAIL CHUTE

Contracts, on the form required by the Post Office Department, are written in all cases, to cover the equipment complete ready to be turned over to the Government for Post Office use. Rough floor openings are not included and are usually provided for in the General Masonry Specification.

Send for Details GX 8 and 9

CUTLER MAIL CHUTE CO.

GENERAL OFFICES AND FACTORY

ROCHESTER, N.Y.



The HERRICK Outside Icing REFRIGERATOR

*should be in every
NEW home and
every home where
health and econo-
my are desired.*

The Herrick is the choice of Architects and Builders thruout the country. They know that Herrick stands for Quality in refrigerators, and when they install the Herrick they install lasting satisfaction.

Food spoilage never worries the Herrick owner. The constant circulation of cold air in a well iced Herrick prevents taint and decay, and carries off all odors. Moisture is unknown in the Herrick.

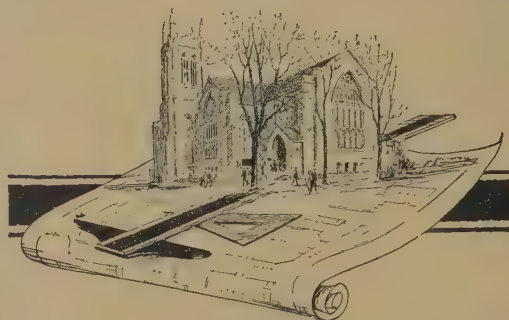
The Herrick Outside Icing is a convenience which the home builder cannot afford to overlook. This feature permits regular icing, but the iceman never enters the house. It affords iceless refrigeration in cold weather.

The Herrick water cooler attachment provides cold water—untouched by ice—at the turn of a faucet. Connection is made to city water.

HERRICK REFRIGERATOR CO.

2100 South Land Ave.

Waterloo, Iowa



Belfry Specifications

When designing the belfry remember that it is no longer merely an ornament.

Deagan Tower Chimes

Played by Organist from Electric Keyboard.

Have increased the importance of the belfry many fold.

Blue prints and specifications for the asking.

May we co-operate with you?

J.C. Deagan Inc.

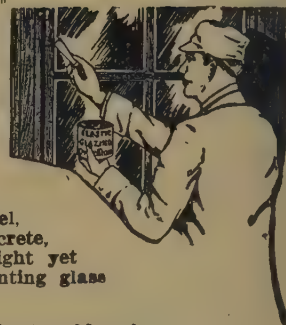
Established 1880

241 Deagan Building

Chicago, Illinois

STANDARD SETS \$6000 AND UP

Here is a Glazing Composition that will—



Adhere tightly to iron, steel, wood, glass, stone or concrete. Make an elastic joint—tight yet indefinitely flexible, preventing glass from cracking.

Guaranteed to withstand heat, cold, rain or extreme climatic conditions, without chipping or peeling.

KUHL'S ELASTIC GLAZING COMPOSITIONS

is used for bedding and glazing all classes of glass construction and is unequalled for greenhouses. Also supplied in shades to match for pointing up stone work, terra cotta, granite, etc.

Complete literature on this exceptional product together with testimonials from such prominent architects as Cass Gilbert, also the Lackawanna and Pennsylvania Railroad, will be mailed on request.

There is a reliable dealer in your locality selling Kuhl's Elastic Glazing Composition. His name will be sent on request.



H. B. FRED KUHL'S

Sole Manufacturer

6413 Third Ave., Brooklyn, N. Y.



ECONOMY

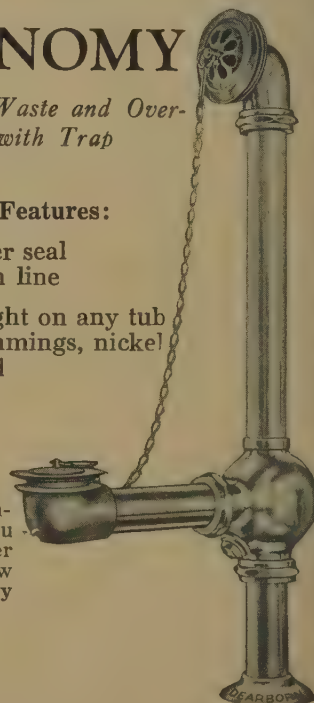
*Connected Waste and Over-
flow with Trap*

Some Special Features:

Deep water seal
Roughs in line

Will line up straight on any tub
All cast brass trimmings, nickel
plated

This fixture is reason-
able in price and you
cannot secure a better
one no matter how
much more you pay
for it.



Manufactured by

Dearborn Brass Company
Cedar Rapids, Iowa

Let Colt Engineers help you plan that Dishwashing Pantry!

NO matter what the capacity or size of the kitchen you are planning, Colt Engineers are at your service—ready to advise you, not only which particular Colt Autosan is best suited for your requirements, but also how the pantry and table layout may be planned for maximum efficiency. May we send you our "Architect's Packet" which gives facts and figures about the entire Colt line from Model "S-1" to the giant "C-3"?

Colt's Patent Fire Arms Mfg. Co.
Hartford, Conn. U.S.A.



COLT AUTOSAN

THE MACHINE THAT
WASHES TABLEWARE
'CLEAN'



Patent Reg.

Fluresit

a permanent

Waterproofer & Hardener

FLURESIT CONCRETE

sets

in 12 hours

Sole Manufacturers

The American Fluresit Company

27 East Water St.,

Cincinnati, O.

Agents wanted in every large city.

Pure Cork Pipe Covering

Architects and builders are rapidly learning that wherever there are cold pipe lines it pays to cover them with pure baked cork.

At the right we show an unretouched photograph of Jointite Sectional Pipe Covering and a Moulded Flitting Cover. Cork is ideal because of its remarkably low heat transmission, its natural water-proofness, its

limitless life, and low cost of installation.

Our Practical Refrigerating Engineers cover the entire United States. They will gladly help you with any cold insulation problem. No obligation whatever.

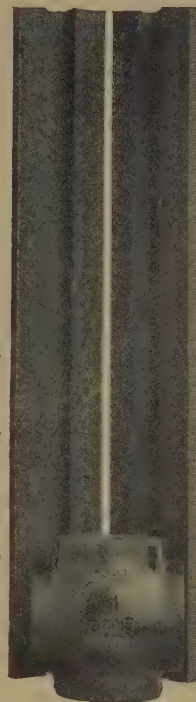
L. Mundet & Sons, Inc.

Established 1865

Hillside, New Jersey

Also Manufacturers of Jointite
Pure Cork Board and Pure Cork
Tile Flooring.

New York Office:
401 Eighth Ave.



Kerlow is all steel and cannot crack nor disintegrate like concrete floors; Kerlow cannot wear smooth nor slippery like wood, or plate floors, and Kerlow floors need not be swept. Drop us a line and we will be glad to tell you about our many installations.

KERLOW

GRATING PRODUCTS

KERLOW STEEL FLOORING CO.
222-238 CULVER AVE.
JERSEY CITY, N. J.



Non-Slipping

"Shelby" Builder's Hardware

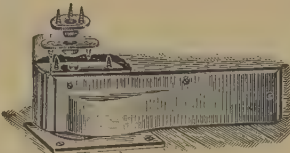
PARTIAL LIST



Spring Butts



Mortise Screen Latch



Chief Floor Hinge

Chief Floor Hinges, Checking Floor Hinges, Loose-Pin and Spring Butts, Surface Hinges and a large line of Screen Door Hinges.

Door Checks and Holders, Foot and Chain Bolts, Cupboard Turns and Catches, Window Adjusters, Sash Locks, Wire Coat and Hat Hooks, Mortise Locks and Latches, Transom Chains, Cabinet Pulls, Door Braces, Garage Door Holders, Basement Window Sets, Push Bars, Card Holders, Sash Lifts, Mail Box Plates, Push and Pull Plates, Cabinet Pulls, Screen Hangers, Flush Bolts, Chest Handles, Door Bumpers.

Manufactured by

The Shelby Spring Hinge Co.
SHELBY, OHIO

MT. AIRY WHITE GRANITE



That happily blended aspect of quiet dignity and warm color tone so characteristic of Mount Airy Granite is charmingly reflected in this handsome church building. Mount Airy Granite may be adapted to residence architecture with equally as pleasing results, especially is it effective in English and Georgian Work.

LITERATURE GLADLY SENT UPON REQUEST.

NORTH CAROLINA GRANITE CORPN.

Mt. Airy, N. C.

Positive Protection

Donnelly Pressure Relief Valves are equipped with an external spring which is positive assurance of protection.

The valve can be adjusted in thirty seconds by any mechanic. Operates at any required pressure from a pound up, as may be found necessary.

Designed for use on tanks in basements, range boilers, storage heaters, and closed plumbing systems. Operates automatically when pressure becomes too great.

We also make a complete line of TEMPERATURE - VACUUM and PRESSURE valves, either single or in combination.

Your jobber will supply you or write us.

Donnelly Manufacturing Co.
29 Mills St. Malden, Mass.

DONNELLY
PRESSURE RELIEF VALVES



MASTER LOCKS

ADD VALUE TO HOME

NO KEYS

Press the buttons. Walk in.
INSTANTLY UNLOCKED
CANNOT BE PICKED
A MASTER IN BEAUTY
A MASTER IN PRINCIPLE

Contractors, Be Progressive

Bankers do not use keys to unlock the SAFE. Why use them on the home?

WANTED — CONTRACTORS and AGENTS, to sell this lock in your own territory. BIG PROFITS, NO MIDDLEMAN. We ship direct from factory to you. Strictly a legitimate business proposition with a recognized firm, handling a Standard product.

Write at once

We will gladly tell you more about this wonderful lock and YOUR OPPORTUNITY.

MASTER LOCK COMPANY

OCK BOX 353

ELKHART, INDIANA

MADE BY THE MILE

OFFICE
PARTITIONS

FUTURE growth and new office requirements are provided for when Mount & Robertson's Office Partitions are specified. For these partitions are easily rearranged without muss, delay, or confusion.

MOUNT & ROBERTSON, INC.

• Established 1893 •

NEW YORK

62 Broad St. • Tel. Hanover 5727

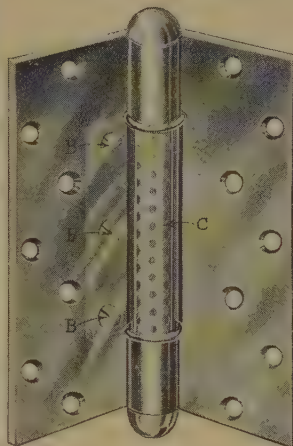
Trade Mark Reg. U.S. Pat. Off.

SOLD BY THE FOOT

RIXSON

IMPROVED
LOOSE PIN FRICTION HINGE

(Patented)



This Hinge is designed on the simple principle of a Brake-band. It is intended for use on Hinged Windows and Room Doors, holding them open at any point, unaffected by normal drafts. PREVENTS SLAMMING.

Perforated fiber sleeve (Note C) eliminates all possible chance of noise. The friction is applied by turning screws B-B. THERE IS MORE FRICTION CONTACT IN THIS HINGE THAN IN ANY OTHER FRICTION HINGE ON THE MARKET.

Circular upon request.

THE OSCAR C. RIXSON CO.

4450 CARROLL AVE.

CHICAGO, ILLINOIS

NEW YORK OFFICE, 101 PARK AVE., N. Y.

Louis F. Eisele
& Son

MANUFACTURERS OF

Patented

Shower Stall Doors

Metal Medicine Cabinets

Rolling Fire Place Screens

Rolling Fire Place Blowers

22nd Street & Glenwood Ave.

Philadelphia, Pa.

What Would Be
YOUR
Personal Preference?

Personally, wouldn't you prefer an efficient control of light and perfect control of ventilation and at the same time keep out objectionable rays of the sun while preventing drafts, to the now antiquated method of using shades or awnings?

Better look into Burlington Venetian Blinds! Their efficiency will surprise you.

Let our catalog tell you about them.

Keep Out
the Sun
Control the
Light

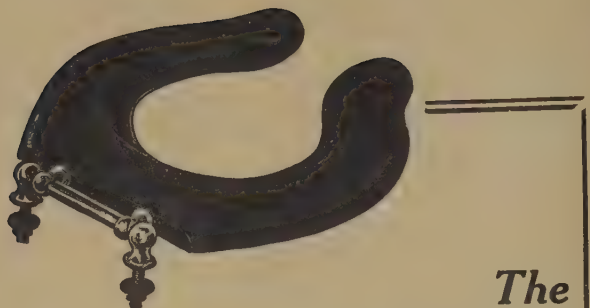


Prevent Draft
and
Permit Perfect
Ventilation

BURLINGTON
Venetian Blind Co.

868 Lake St.

BURLINGTON, VERMONT



The Luzerne Seat

For your better grade jobs you will make no mistake in using the "Luzerne" Seat of hard rubber. Being made without a joint of any kind and with a finish that is just as permanent as the seat itself, it is without equal for durability and appearance.

Made in a wide variety of types to fit any kind of a bowl. Ask your jobber or write us for prices.

THE LUZERNE RUBBER COMPANY
Manufacturers of Luzerne Hard Rubber
Flush Valves and Ball Cocks.

Trenton, N. J.
Chicago Office, 1215 Washington Blvd.
Consult Sweet's (1926-1927—Page C2294)
Consult Domestic Engineering Catalog Directory,
1926, pages 300 and 301



**Quality
Finish
Durability
No Up-Keep**



YOUR CLIENT

WILL appreciate your thoughtfulness in specifying C & S Shower Stall Doors

—:—

THEY are absolutely waterproof and sanitary, and their dignified beauty enhances the attractiveness of the most inviting baths.

—:—

IN a word, C & S Doors are **INDISPENSABLE.**

STYLE No. 2

For catalogue and Blue Prints, write to

Crist and Schilken Co., Inc.

500-508 37th St., Pittsburgh, Penna.

HARDING GLASS CO.

Manufacturers of

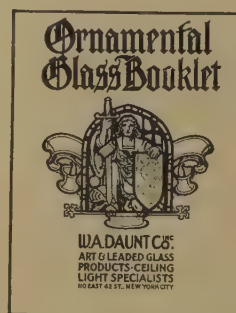
HIGHEST GRADE
WINDOW
GLASS

*Combined with snappy
S-E-R-V-I-C-E*

FORT SMITH, ARKANSAS

LARGEST PLANT OF ITS KIND IN THE COUNTRY

Art Leaded and Stained Glass



Write for Catalog 18.

Our new catalog now issued features Art and Leaded Glass in period designs for Residences, Churches, Banks and Public Buildings.

WM. A. DAUNT CO., INC.

110 EAST 42ND ST.

NEW YORK CITY

THE FRANKLIN

Gas-steam heat represents the latest, best and most advanced method of heat.

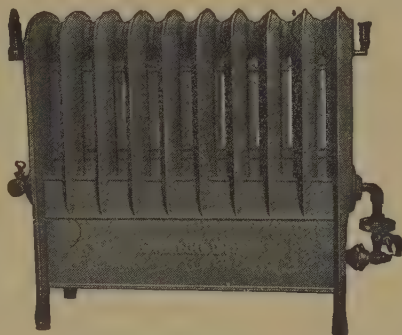
Heat when and where you want it, with absolute Cleanliness. Consider the results—Economy—Comfort—Convenience. With a FRANKLIN you safeguard comfort and health and heat the better way.

Built to last as long as the building in which it is installed. Furnished in low and high types.

Send for Catalog.

Manufactured by

Gas Appliance Division, the Trolley Supply Co.
MASSILLON, OHIO.



5 Good Reasons for Specifying ACHESON BRASS FITTINGS

1. They are all tested under water at a minimum air pressure of 100 lbs. per sq. in. No leaks.
2. Finest quality red metal.
3. Full weight, carefully machined and attractively designed.
4. They readily pass inspection and never have to be replaced.
5. They cost no more than inferior makes.



ACHESON BRASS FITTINGS SAVE THE ARCHITECT A LOT OF GRIEF

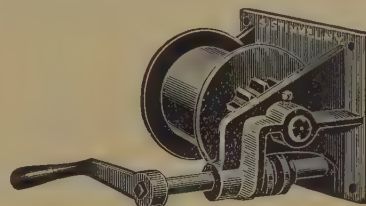
*Carried in Stock by
Southern Jobbers*

ACHESON MFG. COMPANY
BRADDOCK, PA.

WINCHES

Manufacturers of winches for all purposes. Power, Electric, and Hand Winches. For Motor Trucks, Tractors, and General Purposes. Also Rollers for Lumber Trucks.

*Write for bulletins and prices.
State for what purpose winch is to
be used and weight of load to be
lifted.*



SAFETY WORM GEARED WINCHES.
Made in six sizes, capacity 100 to 4000 lbs.
Machine cut worm and worm-gear.

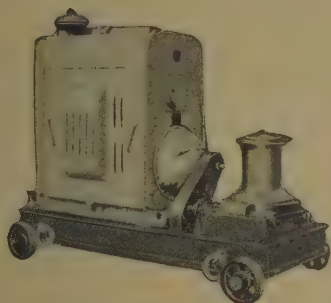
Manufactured by

STIMMEL WINCH & MACHINE WORKS

Office and Works

563-67 West 22nd St.

NEW YORK CITY



PORTABLE CAPSTAN WINCH (Gasoline)
Now being adopted by leading house-movers,
riggers, contractors, etc.

JAIL CELLS

—Modern Tool-Proof Cell Equipment for—
CITY AND COUNTY JAILS

Inquiries of Southern Architects Especially Solicited

MANLY JAIL WORKS, DALTON, GA.



The BROWNE WINDOW

"Worth its weight in Economy"
"Keeps You Cool in Summer and Warm in Winter"

WEATHERPROOF—Tighter than any other tested. Proven by laboratory test under 140 mile wind velocity.

PRACTICALLY SOUND PROOF WHEN CLOSED.

CLEANED FROM INSIDE—Saving cleaning and painting expense.

PERFECT VENTILATION without draught.

NO DEPRECIATION—There being no operating device, weights, pulleys or chains, repairs and replacements are nil.

Made in Rolled Steel
or Bronze

Richey, Browne & Donald
Incorporated

2101 Flushing Avenue, Maspeth, N. Y.



What Is Good Judgment— (In Cellar Drainers)

Those plumbing dealers who sell Penberthy Model R Cellar Drainers will know how to answer this question.

Those building and home owners who are using Penberthys on their property will also know the answer.

You'll agree that Penberthy Cellar Drainers when selected for the work of protecting cellars are not only reliable in operation but profitable to both yourself and customer.

You exercise good judgment when you buy or specify Penberthy Cellar Drainers.

Write for full information about the Penberthy line. It is increasing other plumbers' profits and making new friends for them. Why not let it do that for you?



PENBERTHY INJECTOR COMPANY

Established 1886

1260 HOLDEN AVENUE, DETROIT, MICHIGAN
CANADIAN PLANT, WINDSOR, ONTARIO

PREMIER Concrete Reinforcing BARS

Round and Square, Plain, Deformed and Twisted

Rolled from new Steel Billets. We can roll promptly any order. Can ship from stock enough for foundation work while balance of order is being rolled



Ohio Falls Iron Company

MANUFACTURERS

New Albany

Indiana



LIGHTING FIXTURES

Exclusive Designs
Bronzes and Wrought
Iron Work

for architects who seek individuality in design and excellence in Craftsmanship.

Walter G. Warren & Company

351-363 E. Ohio St., Chicago

The IMPROVED BKS Door Check

is fully guaranteed and easily applied. Accurate adjustments by side screw and lever. Most powerful check on market, size for size. Retailers at a price people are glad to pay. Fine bronze finish. All sizes for all doors. All spare parts and brackets in stock; 100% service.

Ask your dealer about the BKS or write direct.

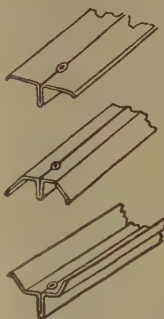
United Hardware & Tool Corp
72 Reade St., New York City



A few choice territories are open to energetic distributors. Write for details.

DOWMAN-DOZIER Mfg. Co.
Manufacturers Contractors
SHEET METAL PRODUCTS
ARCHITECTS
BUILDERS AND CONTRACTORS
SPECIALTIES
 FOR RESIDENTIAL-BUSINESS and MUNICIPAL BUILDINGS-
 HOLOW METAL DOORS and TRIM
 Steel Frame Wire
 Glass Windows
 BOIS PATENT
 STEEL STAIRWAYS
 Plant of the DOWMAN-DOZIER Mfg. Co. ATLANTA, GA.
 Phone West 0104

Tight Joint Binders
Cut Your Costs



You will find that "Tite-Joint" Metal moulding saves material, time and labor and makes better jobs of fastening and joining wall board and insulating lumber.

"Tite-Joint" binder strips make a smooth, airtight connection at all wall board joints and insure an even surface for papering and decorating. Because their sharp edges are embedded in the wall board, they prevent expansion and shrinkage of surface material.

"Tite-Joint" joiners are furnished in standard and special lengths made in three shapes: for the flat wall, for outside corners and for inside corners.

Send for a descriptive folder on
 Tite-Joint Rust-Proof Metal Moulding

Tight-Joint Metal Binder Co.,
 4523 Shaw Ave. St. Louis, Mo.

Pat. Oct. 23, '23

SIGNET FLOOR DRAIN

The quality of material, the superiority of design, the absolute safety and reliability of operation, recommends the Signet for all high-class work where permanent satisfaction is sought.

Write for circular

CRAMPTON-FARLEY BRASS CO.
KANSAS CITY, MO.



THE BACK WATER TRAP DRAIN OF QUALITY

Screen Doors and Windows

We specialize in the manufacture of high grade screen doors and windows for all types of buildings.

WOOD AND METAL SCREENS

*"Built Up to a Standard
 Not Down to a Price"*

Also METAL WEATHER STRIPS

LET US QUOTE YOU PRICES

Floyd Brothers Co.

519 FLAT SHOALS AVE.

ATLANTA, GA.

THE PHOENIX IRON CO.

MANUFACTURERS OF OPEN HEARTH

**Structural Steel Shapes, Beams,
 Channels, Angles and Ship Shapes**

Works: Phoenixville, Pa.

Main Offices: Philadelphia, Pa.

OFFICES:

22 S. 15th St., Philadelphia
 Munsey Building, Washington
 City Savings Bk. Bldg., Albany, N. Y.

30 Church St., New York
 110 State St., Boston
 26 Victoria St., London

THE PHOENIX BRIDGE CO.

**Engineers, Fabricators and Erectors
 Bridges and Other Structures of Steel**

CAPACITY 60,000 TONS

Works and Engineering Office:

Phoenixville, Pa.

LIVING - STONE

ON MARKET SINCE 1905

THE PERFECT BOND

for Concrete floor top finish. Makes bridges, dams and chimneys monolithic. Also for refacing concrete blocks.

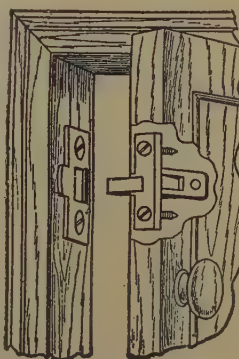
Contains no acid. Therefore cannot injure concrete or steel. Forms a bond stronger than the concrete itself.

Catalog on request.

LIVING STONE CO.

5 E. LEE STREET
 Sweet's 19th Edition.

BALTIMORE, MD.



Hagstrom Friction Catch

Has met with splendid approval from Builders and Architects. It is especially designed to prevent warping. Can be used, with absolute assurance of positive results, on wood or steel, new or old.

The HAGSTROM Catch is at its best after a door or sash has shrunk. Paint has no effect. Other catches would be practically useless under these conditions. It automatically adapts itself to "go and come of wood."

DURABLE EFFICIENT
*If you jobber cannot supply you,
 write us direct*

HAGSTROM MFG. CO.

Glen Cove, N. Y.

or Wholesale Distributors

P. & F. Corbin, 323 West Randolph St.,
 Chicago, Ill. or
 The Gesing Brothers Co., 750 Prospect Ave.,
 Cleveland, Ohio.

GARBAGE DISPOSAL

"Solve your garbage and refuse disposal problem at initial planning."

SAN-A-TOR

Portable and Wall Type Incinerators will satisfy all your demands. Our engineers and services are yours to command.

APARTMENT HOUSE INCINERATORS

Built in as a part of the chimney.

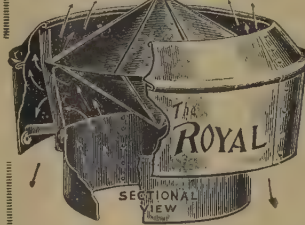
Catalogue upon request.

Pittsburgh Incinerator Mfg. Co.
Mt. Washington P. O. Pittsburgh, Pa.



For High Efficiency and Durability Specify ROYAL VENTILATORS

ABSOLUTELY STORM PROOF



The Double Cone, scientifically constructed Deflectors, Pointed Inverted Cone and patented Radiating Ribs make it the most desirable, durable ventilator for every type of building. Investigate the merits of the "ROYAL."

Send for catalog and detail card.

ROYAL VENTILATOR COMPANY
415 Locust St. Philadelphia, Pa.



Write
for
Samples
and
Price

DUROPLATE BLACKBOARD is used successfully by leading educational institutions everywhere. Each year thousands of square feet are placed in new buildings for permanent use, as well as in Portable Buildings, Sunday School Rooms, Nursery Rooms, and Kindergartens.

See page 2159 Sweet's Catalog.

E. W. A. ROWLES CO.

Manufacturers
2345-2351 So. LaSalle St., CHICAGO, ILL.

Tell them You are doing the job
or supplying material

WITH OUR

WEATHER PROOF SIGNS

We will send you a sample order of 100 signs, size 14 by 20 inches, and wording, printed on either white or yellow stock for only \$9.00. Send for samples and prices on other sizes.

SEND TODAY

BRADFORD & CO. INC., ST. JOSEPH, MICH.

"AMBLUCO" NON-SLIP BLUE STONE
STAIR TREADS, LANDINGS AND FLOORING
A NATURAL STONE OF 75% FINE HARD QUARTZ
DURABLE
RUST-PROOF
FIRE-RESIST-
ING
DUSTLESS



Reg. U. S. Pat. Office.

SLIP-PROOF
NON-POROUS
QUIET
SANITARY

AMERICAN BLUE STONE CO.

Consulting and Sales Office
1 MADISON AVE. NEW YORK, N. Y.

Bedford Cut Stone Co.
Bedford, Indiana

Producers of the Very Best In
INDIANA LIMESTONE

WELL SELECTED STONE

HIGH CLASS WORKMANSHIP

PROMPT SERVICE



Steel Tanks and Towers

For Water Supply
and Fire Protection
ANY SIZE ERECTED
ANYWHERE

Manufacturers of
BOILERS and ENGINES
R. D. COLE MFG. CO.
NEWMAN, GEORGIA
Established 1854

BRIAR HILL SANDSTONE

is a beautiful, warm toned, and reasonably priced building material available in either plain buff or variegated colors ranging from light gray, buff and pink, to dark chocolate and purple shades.

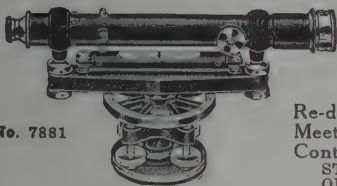
It is marked, banded and mottled with contrasting yet harmonious colors as permanent as the stone itself, making a wonderful medium for the Architect who strives for a color effect.

Write us for samples or further information.

The Briar Hill Stone Company
GLENMONT, OHIO

SEE OUR CATALOGUE IN SWEET'S

NEW MODEL
KOLESCH "Builders' Dumpy"
LEVEL
 Speaks for Itself!



No. 7881

Re-designed — Improved.
 Meets every demand of
 Contractors, Builders, etc.
STURDY—DURABLE
QUICKLY LEVELED
WILL HOLD ITS ADJUSTMENT

Complete description with full size photograph in
 THE PROTRACTOR, No. 49—Send for free copy

KOLESCH & CO.
 138 Fulton St., NEW YORK
 Established 1885

\$60

Sterling Window Balances
 Give Everlasting Satisfaction




No Cords
No Weights

No Pulleys
No Troubles

Windows run on rollers. Easy to raise and lower, windows stay where stopped. Nothing to break, knot, jam or tie. Nothing to wear or get out of order. Nothing to worry about or renew ever. Windows may be removed instantly for cleaning or glazing.

Complete details **FREE** or Set of Four Balances \$1.25 Postpaid.

Manufactured and sold by
J. R. Pearsall Mfg. Co.
 13-17 Water St., : : Rochester N. Y.

FACE BRICK
 Smooth, Rough and Matt Texture
 —IN—
 Buffs, Greys, Tans, and Browns

THE CARLYLE-LABOLD CO.
 PORTSMOUTH, OHIO

Contractors' and Building Castings, Machinery and Material, Steel Beams, Girders, House Front Columns, Lintels and Plates, Engines, Hoisting Rigs, Rope and Chain Blocks, Wire Rope, Boilers for Heating Buildings, Window Weights, etc.

Lombard Foundry, Machine and Boiler Works and Supply Store
 Capacity for 300 hands. Augusta, Ga.

SOUTHERN OHIO SANDSTONE
 THE MOST
 BEAUTIFUL STONE
 IN AMERICA
BUFF - BLUE - GRAY
 AND
TAMMANY
 Prompt Estimates Given.
 Samples Gladly Sent.

The Taylor Stone Co.
 McDermott, Ohio



"Lighting Fixtures"



Ready to hang.
 Direct from the manufacturer.
 Completely wired including glassware.
 Send for New Catalogue No. 27
 (Just reduced prices)
 Special proposition to Dealers

ERIE FIXTURE SUPPLY CO.
 Desk S, Erie, Pa.

Richard De Cou Company
 Bars and Small Shapes
STRUCTURAL STEEL
 PLAIN FABRICATED
 Philadelphia, Penna.

Keystone Magnesite Stucco
 Improves the appearance of your buildings.
 Dealers, write for prices.

KEYSTONE STUCCO MFG. CO.
 INCORPORATED
 Lloyd and Paschall Aves.
 Paschall P. O. Box No. 5320
PHILADELPHIA PENNSYLVANIA



Alteneder Scales for Special Work

DRAFTING and gauge scales made of boxwood, brass, brass nickel-plated, steel or German Silver, graduated to meet your special requirements.

ALTENEDER SCALES are of the same high quality as ALTENEDER INSTRUMENTS.

Let us have your specifications

THEO. ALTENEDER & SONS
1219 SPRING GARDEN STREET
PHILADELPHIA, PA.

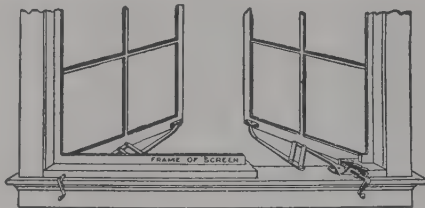


STRUCTURAL STEEL ORNAMENTAL IRON REINFORCING STEEL

We have in stock for immediate shipment Angles—Beams
Channels—Tees
Bars—Bands—
Sheets—Plates—Reinforcing Bars and Mesh
—Checkered Floor Plates—H Sections.

DIETRICH BROTHERS

BALTIMORE, MD.
REFERENCE BOOK SENT ON REQUEST.



Pat. Oct. 24, 1922

EVERLOCK CASEMENT SASH ADJUSTER

For any outswinging sash, in any building, old or new, operated from the inside without disturbing the screen. Securely locked at all times.

Manufactured by

W. E. PUTNAM COMPANY, Inc.
667 WEST BOYLSTON ST. WORCESTER, MASS.

STRUCTURAL STEEL ORNAMENTAL IRON Snead Architectural Iron Works

LOUISVILLE, KY.

PLAIN OR FABRICATED STEEL
FOR IMMEDIATE SHIPMENT



ARCHITECTURAL BRONZE
FOR
**BANKS
BUILDINGS
MAUSOLEUMS
RESIDENCES**

J. S. HEATH COMPANY
WAUKEGAN, ILL.

MORTAR COLORS.

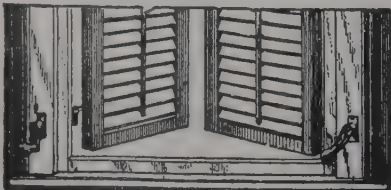


The Strongest and Most Economical in the Market. One-half the amount of our Mortar Colors will do the work of any others, and they are unsurpassed in strength, fineness and body.

Write for samples and quotations. We manufacture a superior grade of Red Oxide of Iron Paint for Railroad Cars, Bridges, Barns, Fences, Etc.

Chattanooga Paint Co., Chattanooga, Tenn.

MALLORY SHUTTER WORKERS



Mallory Shutter Workers fill a need long felt. There is no chance of damage to curtains or floor coverings when the Shutter Worker is used as the window does not have to be opened to operate the shutter. It is all done from inside with a small ornamental crank

or handle which improves the finish of the room.

In stormy weather with shutters bowed together and handles slightly tightened you will find all necessary ventilation can get in through opened window without having the snow or rain ruining inside woodwork or other articles in the bedroom.

Easy to install and by using the direction cards sent out with orders any good carpenter can place them on your dwelling in a little time. Have in many types to handle almost any style of shutter or installation, whether ordinary frame house shutters or deeply recessed in stone or brick which can be handled with six inch throw workers.

Mention Southern Architect and address
MALLORY MFG. CO. No. 776 Broad St., FLEMINGTON, N. J.

CHROMIUM OXIDE GREEN

Free from Soluble Salts and
Unequaled in Fineness
Permanent—Economical

Made expressly for

Magnesite and Cement Coloring Work

Of Great Value in Coloring
Concrete Roofing Tile

THE WESTMORELAND CHEMICAL & COLOR CO.
22d & Westmoreland Streets, Philadelphia

The
"DELIVER-COLLECT"
Mail Receptacle



for
**Bungalows
Duplexes
and
2 Family Flats**

The "D-C" built-in mail box will help you sell your houses

THE "DELIVER-COLLECT" built-in wall mail box will help you sell your houses. Home buyers everywhere are looking for new, attractive and practical features which will add to their convenience. Women especially are taken by this safe and permanent mail receptacle. It means that they don't have to go out or stop and wait for the postman in order to mail a letter.

The "Deliver-Collect" mail box is equipped with a device which automatically moves outgoing letters from the inside to the outside when the postman opens the inside of the box to deliver the mail. This is in line with the present United States regulations which provide that carriers while on their routes shall receive letters with postage stamps affixed to them for mailing.

The "Deliver-Collect" Mail Chutes are made with brass face plates with door bell button and space for name. Receptacles are galvanized iron. Frame for the inside door is 5-ply veneer birchwood.

"Deliver-Collect" Mail Chutes are made in ten different models adaptable to all kinds of structures.

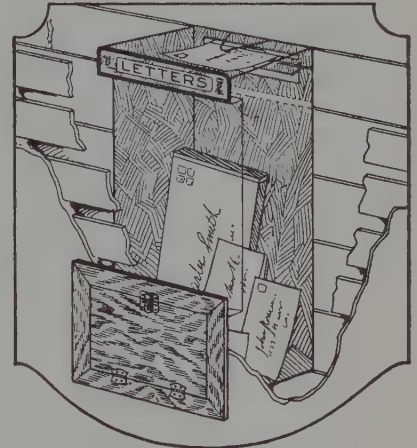
Model F-1 is a special type box with an adjusting arrangement made to fit any wall thickness on frame and stucco houses.

The Horizontal Type, Model B-1, is for walls of brick, cement blocks, brick veneer, hollow tile, etc., and is made to fit exact brick sizes.

The upright or vertical type chute, Model B-11 is usually used on narrow wall spaces in certain kinds of Duplexes and Flats. For brick, cement blocks or stucco walls.

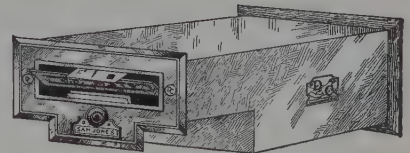
You will find these "Deliver-Collect" Mail Chutes ornate, easy to install and a great asset in selling the houses you build. Send the coupon for illustrated descriptive folder on "Deliver-Collect" Mail Chutes.

AMERICAN DEVICE MFG. COMPANY
4527 Shaw Ave. - St. Louis, Mo.



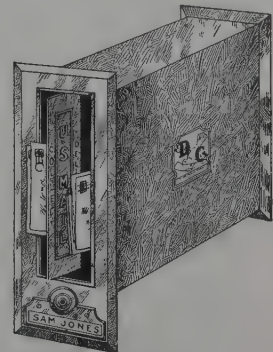
Model F-1

Cross sectional view. Special type box for frame or stucco faced walls. Brass face plate $5\frac{1}{4}" \times 9\frac{1}{4}"$, receptacle $3\frac{1}{2}" \times 8\frac{1}{2}" \times 16"$. Adjustable to wall thickness from $5\frac{1}{8}"$ to $6\frac{3}{4}"$.



Model B-1

Horizontal type box for walls of brick, cement blocks, brick veneer, hollow tile, etc. Brass face plate $5\frac{1}{4}" \times 9\frac{1}{2}"$, receptacle $5" \times 8\frac{1}{2}" \times 13"$.



Model B-11

Vertical type for brick, stucco, cement blocks, walls where space is narrow. Brass face plate $4\frac{1}{4}" \times 10\frac{1}{4}"$, receptacle $4" \times 8\frac{1}{2}" \times 13\frac{3}{4}"$.

AMERICAN DEVICE MFG. CO.
4527 Shaw Ave., St. Louis, Mo.

Gentlemen:

Please send me your illustrated descriptive folder on "Deliver-Collect" Mail Chutes.

Name

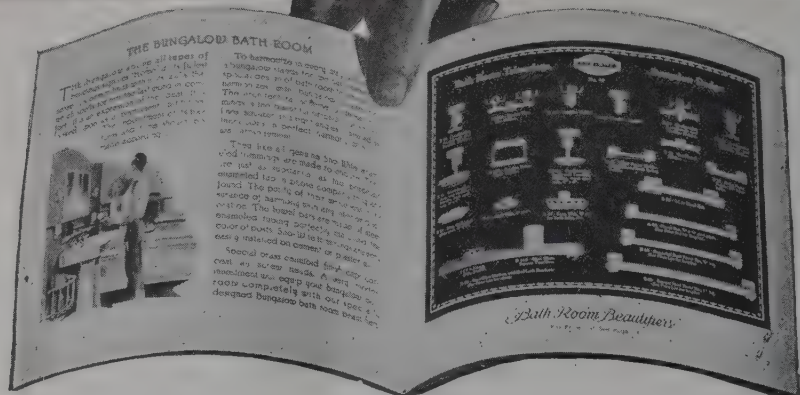
Street or R. F. D.

City State

Get
this
Booklet
Free!

Bath Room

Trimmings



This 24-page booklet with its illustrations will help you select the proper bath room trimmings for either the humble bungalow or mansion. Our "SNO-WITE" products, numbering more than 200 items, include both surface and recessed type trimmings, medicine cabinets and mirrors.

The most important room in the home can also be the most beautiful by equipping with "SNO-WITE" Bath Room Trimmings.

"SNO-WITE" trimmings are made of enameled iron, finished in glistening, vitreous porcelain enamel under a special process originated by us.

Originators of Porcelain Enameled Bathroom Trimmings

AMERICAN ENAMELED
2101 INDIANA AVENUE



PRODUCTS COMPANY
CHICAGO, ILLINOIS

TEN EYCK & DAHLANDER FLOORING CO., inc.
347 Madison Avenue, New York, N. Y.

FLOORS of QUALITY



NATURAL CORK TILE - CORK WAINSCOTS
MARBLEIZED RUBBER
CALIFORNIA REDWOOD BLOCKS



TEN-DAL-ITE RUBBERKEED MASTIC

of which over 50000 feet were laid in the

FEDERAL RESERVE BANK, New York City

A. I. A. Classification 24 B Approval mailed upon request



PETER CLARK, INC. STAGE EQUIPMENT

534-50 W. 30th Street
NEW YORK CITY

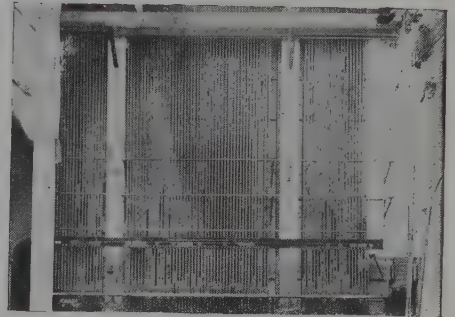
ASBESTOS AND STEEL CURTAINS
COUNTERWEIGHT SYSTEMS
ORCHESTRA AND CONSOLE ELEVATORS
DRAW CURTAIN TRACKS—MECHANICAL EFFECTS

FIRE CURTAIN and
COUNTERWEIGHT SYSTEM AT THE
NEW KEITH'S THEATRE
Atlanta, Ga.

FURNISHED AND INSTALLED BY US

Some of Our Southern Installations

*Olympia Theatre, Miami, Fla.
Carolina Theatre, Greenville, S. C.
Texas Theatre, San Antonio, Tex.
Metropolitan Theatre, Houston, Tex.*



The Most Practical and Complete Line Manufactured

FOR RESIDENCES
AND BUNGALOWS

**The Box with Telescoping
Feature making it adjust-
able to any Wall thickness**

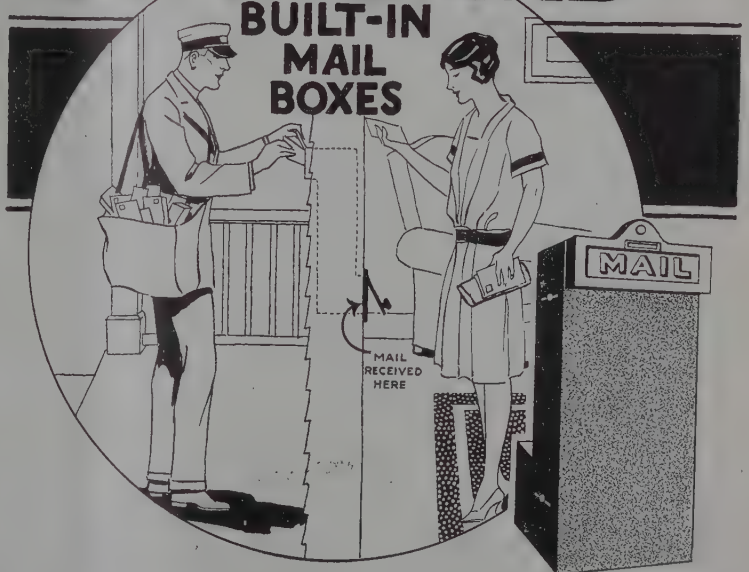
Large mail matter is easier to
deposit and remove because
of the full capacity of STAND-
ARD Built-In Mail Boxes.

Price reasonable with Solid Cast
Bronze Face Plate **\$4.⁵⁰
up**

For Catalogue and
Prices, write to

STANDARD

BUILT-IN
MAIL
BOXES



STANDARD SALES & MANUFACTURING COMPANY

DEPARTMENT S

103 Park Avenue - - - - - New York, N. Y.



Weaver High School, Hartford, Conn.
FRANK IRVING COOPER CORP., Architects
A folding partition, 63 ft. in length, operating on Topping "Easyfold"
Equipment, between the lunch room and cafeteria.

EASYFOLD

For Ease of Operation of
Folding Partitions Specify
"Easyfold" Equipment
No. 10600

Superior in Construction and Service. Used by Architects who know from Coast to Coast for Schools, Churches, Auditoriums, Gymnasiums, Club Rooms or Hospitals.

Details furnished upon request.

Manufactured by

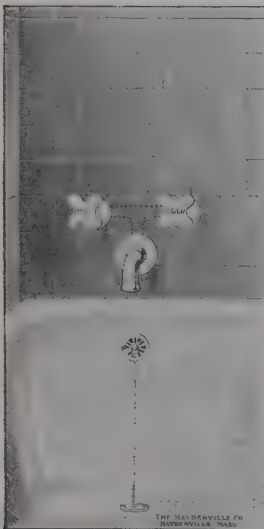
The Topping Mfg. Co.
247 East Fourth, Ashland, Ohio.



HAYDENVILLE



PURITAN



No. 2601

Two New Creations of Merit

Concealed Shower and Bath Fixtures

BUILT to give greater satisfaction to the wholesaler, plumber, and consumer.

BUILT for longer life on account of all working parts being renewable at small cost.

BUILT to give added joy to the bath.

BUILT along modern lines backed by eighty years of manufacturing experience.

Ask your wholesaler or write us direct for prices or samples.

COLONIAL



No. 2625

THE HAYDENVILLE COMPANY

Makers of High-Grade Plumbers' Brass Goods

NEW YORK

MAIN OFFICE AND WORKS
HAYDENVILLE, MASS.

BOSTON

National Cement Company

Offices—940 Brown Marx Bldg.

BIRMINGHAM, ALABAMA

Quality

Service

PORTLAND
COOSA
CEMENT

Reliability

Co-Operation

Annual Capacity Approximately

One Million Barrels

MILL—RAGLAND, ALABAMA



PATTERSON HIGH SCHOOL, PATTERSON, N. J.
William Fanning, Architect D. W. McGhee Construction Co., Contractors

for Interior Walls
of Schools,
Public Buildings,
Hospitals,
etc.

STARK SALT GLAZED BRICK

Stark Salt Glazed Brick fulfill a threefold purpose in school interiors, as illustrated above. Beautiful, permanent and sanitary. The consideration of these three factors are in harmony with improved school construction.

Members of



THE STARK BRICK COMPANY

Manufacturers of
STARK SALT GLAZED BRICK
CANTON, OHIO



Specify

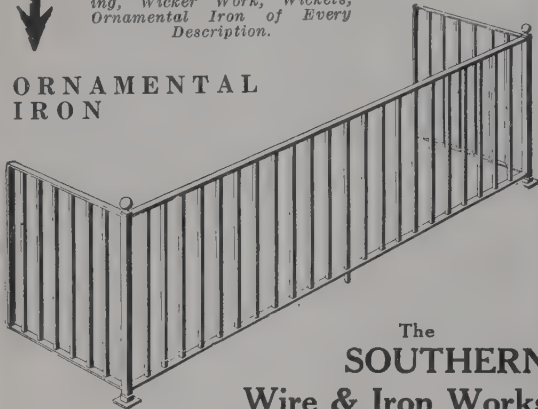
with confidence

Our ornamental iron is exclusively distinctive both in quality and in variety of design. Whenever ornamental iron is to be used be sure to consult our engineers before writing your specifications.

Window Guards, Balcony Railing, Wicker Work, Wickets, Ornamental Iron of Every Description.

SA-7

ORNAMENTAL IRON



305 Martin St.,

The
SOUTHERN
Wire & Iron Works

Atlanta, Ga.

INTERNATIONAL STEEL & IRON CO.

Address Dept. 14

EVANSVILLE, INDIANA



INTERIOR VIEW OF OUR STRUCTURAL STEEL PLANT.

The GREAT AND CERTAIN STRENGTH of a sturdy frame of steel is a guarantee of permanence in any type of building.

LARGE STOCK OF
BETHLEHEM AND STANDARD SHAPES
INTERESTING PRICES—:—PROMPT DELIVERIES
CALL ON US FOR SERVICE

STRUCTURAL STEEL AND IRON, MODERN STORE FRONTS,
GARAGES, FACTORIES, WAREHOUSES, COAL TIP-
PLES, HIGHWAY BRIDGES, STEEL LUMBER,
REINFORCING, STEEL WINDOWS, STEEL
CEILINGS, ROOF VENTILATORS, COR-
NICES, ELEVATORS, SKYLIGHTS,
ROOFING AND SIDING, MILL-
WORK AND GLASS



BRONZE SASH CHAINS

MADE IN

"RED METAL" (SOLID BRONZE)

"GIANT METAL" (PHOSPHOR BRONZE)

ALSO

STEEL SASH CHAINS

SMITH & EGGE SASH CHAINS

will be found in practically all of the prominent buildings of the South.

Send for Sash Chain Catalog A-1

THE SMITH & EGGE MFG. CO.

BRIDGEPORT, CONN.

ORIGINATORS OF SASH CHAINS



LaKel Surface Finisher

IF YOU NOW HAVE

A FLOOR SURFACING MACHINE

You Should Know About This Tool

For Finishing

BORDERS
CLOSETS
TOILETS

BATH ROOMS
STAIR LANDINGS
AROUND RADIATORS

And Many Other Difficult Places

Send for Fully Illustrated Pamphlet TO-DAY.

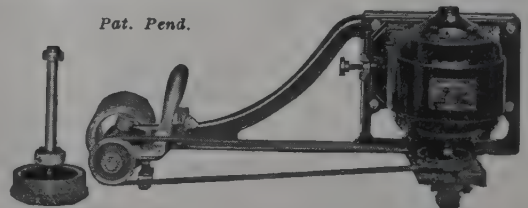
The LaKel Manufacturing Company

Sales Dept. D.

Bourse Bldg.

Philadelphia, Pa.

Pat. Pend.



BUILD PERMANENT

USE

**Ornamental Wire,
Iron and Bronze**

Window Guards	Fencing	Railings
Grilles & Wickets	Balconies	Jail Cells
Cellar Doors	Iron Stairs	Iron Gratings
Brass Thresholds	Fire Escapes	Sidewalk Lights

Send for Catalog No. 67

The Fred J. Meyers Mfg. Co., Hamilton, O.

**THE HESSLER FLANGE**

Millions in use. Made of Copper, Zinc or Galvanized Iron. Sold by leading jobbers throughout the U. S. and Canada or shipped direct from factory.

Write for prices.

Adjustable

H. E. HESSLER CO.
Sole Manufacturers Syracuse, N. Y.

SANITARY BRICK

The "Sparta" is acknowledged and admitted to be the most perfect and most satisfactory glazed brick on the market. Uniform in size, never craze or chip off. Permanent in color and finish. "Sparta" Brick are also made in lemon, orange, old gold, and many other shades, both glazed and unglazed.

The most profitable line on the market for live agents to handle. High-class goods with character in them that build high-class reputation for dealers.

We Have Open Territory. Write Us

The Federal Clay Products Co.

Palace Block, Mineral City, Ohio

We make mixed Carload Shipments

MANUFACTURERS OF:

Building Brick, Face Brick, High-Grade Fire Brick, Ground and Crude Fire Clay, Salt Glazed Brick of the Finest Quality

Atlanta Terra Cotta Company

Manufacturers of

**ATLANTA ARCHITECTURAL
TERRA COTTA**

1303 THIRD NATIONAL BANK BUILDING

Factory at EAST POINT, GA.

MANUFACTURERS OF
ORNAMENTAL**CAST STONE**

PRICES QUOTED UPON REQUEST

LOEB STONE CO., Inc.

MEMPHIS, TENN.

OUT-OF-TOWN CONTRACTORS

Plans Sent to US for Price—Will Be Returned Within 24 Hours After Receipt of Same

CALDWELL SASH BALANCES

Permit frames to be mortised at the Mill to one size.

Box frames unnecessary, hence for remodeling old windows are indispensable. Counter-balance sashes perfectly. Thirty-six years satisfactory service is your assurance of quality.

Write for Booklet—
"Suggestions for the Present Day Architect."

CALDWELL MFG. CO.

39 JONES ST.

ROCHESTER, N. Y.

**MAJESTIC
STEEL ROLLING SHUTTERS**

Improved Design

Send Us Your Requirements Latest Methods of Mechanical Construction Let Us Prove It

Positive Guarantee**MAJESTIC IRON WORKS, Inc.**

559-61 W. Fulton St.

Chicago, Ill.

THE WINKLE TERRA COTTA CO.

Manufacturers of

Architectural Terra Cotta

ALL COLORS

502-3 CENTURY BUILDING

ST. LOUIS,

MO.

**Bigger Profits--
Better Work**
with a
TAKE-ABOUT Sander

Challenge us to prove it to you in your own business.

Because—it pays for itself on the first few jobs. Simple as a plane to use. Saves hand sanding. Enables you to complete your work **QUICKER**, at less cost and better than the slow, old-fashioned hand labor.

This belt surfacing machine weighs only 13 pounds. Its powerful universal electric motor sands more than 5 times faster than is possible by hand. Quick, easy belt change; flexible pads. Does work never before possible with any machine. Many other exclusive advantages.

Tell us your business and dare us to prove to you by mail, without obligation on your part, that the **TAKE-ABOUT SANDER** will quickly buy and pay for itself.

PORTER-CABLE MACHINE CO.
100 Exchange St., Syracuse, N. Y.

15 YEARS EXPERIENCE IN SANDING MACHINES

Blake Simplex Safety Waste Drains



Sizes 1½ to 6 inches.

MR. ARCHITECT

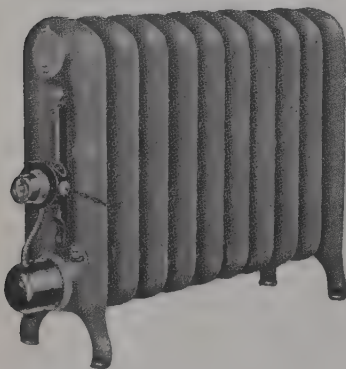
Blake Simplex Drains should merit your valued consideration for these reasons—

- 1—They are positive **Double Drainage Drains**.
- 2—An **Adjustable Strainer Head** eliminates all possibility of imperfect installation.
- 3—Drain, drainage ports and trap of easy access at all times.

Engineering data and detail on request to—
ARCHITECTURAL SERVICE DEPARTMENT
360 N. Michigan Ave., Chicago, Ill.

Blake Specialty Company
Rock Island, Ill.

At Last!—Electric Steam Heat



*Clean
Safe
Silent*

Niagara Electric Steam Radiators

THIS is what the South has wanted for years—a quick-heating, individual radiator that will work with the full efficiency of a steam radiator, yet require nothing but a connection to the nearest suitable outlet. No boiler; no coal; no labor; nothing but clean, healthful steam heat whenever you want it.

*New folder fresh from the press
—ask for a copy, quickly.*

**GAS RADIATORS—FIREPLACE HEATERS—ELECTRIC
AIR HEATERS—RADIATOR SHIELDS, ETC.**

Buffalo Gas Radiator Corporation
North Tonawanda, N. Y.



BAYONNE ROOF AND DECK CLOTH

We are pioneer manufacturers of Roof and Deck Cloth and offer architects a product which they may specify with confidence. Those who have recommended it have found its quality dependable—proved it under trying conditions and all kinds of weather. If you have never used Boyle's Bayonne Roof and Deck Cloth, we will gladly send you sample book "M" and the facts about its remarkable record.

JOHN BOYLE & CO., Inc.

Established 1861

112-114 Duane St. NEW YORK 70-72 Rondo St.
BRANCH: 1317-1319 Pine St., St. Louis

SPECIFICATION AND BUYERS' INDEX

See Alphabetical Index Page 94

FOR THE SERVICE OF ARCHITECTS, ENGINEERS, CONTRACTORS, AND BUILDERS.

This index is compiled and published each month as a ready reference guide to specific subjects covered by the advertisements in this magazine. We wish to encourage our readers to make use of this guide whenever catalogs and other literature are desired of manufacturers' products. When writing these concerns will you kindly mention this magazine? If you do not find products listed that you want write the Service Department, Southern Architect and Building News, Atlanta, Ga.

A

ARCHITECT'S OFFICE SUPPLIES.

Theo. Alteneder & Sons, Philadelphia, Pa.
Pelican Works, New York, N. Y.

ARCHITECTURAL WOODWORK.

Warren-Huckins Co., Jacksonville, Fla.

ART BRONZE.

J. S. Heath Co., Waukegan, Ill.
Sou. Wire & Iron Works, Atlanta, Ga.

AUTOMATIC OIL HEATERS.

W. B. Wilde Co., Peoria, Ill.

B

BALANCES—Sash, etc.

Caldwell Mfg. Co., Rochester, N. Y.

BANK FIXTURES.

Sou. Wire & Iron Works, Atlanta, Ga.

BLACKBOARDS.

E. W. A. Rowles Co., Chicago, Ill.

BLINDS—Venetian.

Burlington Venetian Blind Co., Burlington, Vt.

BOILERS AND TANKS—Hot Water, Etc.

Lombard Foundry, Machinery, Boiler Works & Supply
Store, Augusta, Ga.
Novelty Steam Boiler Works Co., Baltimore, Md.

BRICK—Face and Fire.

Amer. Face Brick Assoc., Chicago, Ill.
Federal Clay Products Co., Mineral City, Ohio.
Plainville Brick Co., Plainville, Ga.
Sou. Clay Products Asso., Columbus, Ga.
Stark Brick Co., Canton, Ohio.

BRONZE, BRASS—Ornamental, Etc.

Baldwin Brass Works, Chicago, Ill.
Sou. Wire & Iron Works, Atlanta, Ga.

BUILDERS' HARDWARE AND SUPPLIES.

H. B. Ives Co., New Haven, Conn.
Lombard Foundry, Machinery, Boiler Works & Supply
Store, Augusta, Ga.

BUILDING ANCHORS.

Lane Joist Hanger Co., Baltimore, Md.

C

CELLAR DRAINERS.

Penberthy Injector Co., Detroit, Mich.
Rathbun Co., Detroit, Mich.

CEMENT.

Dixie Portland Cement Co., Chattanooga, Tenn.
Westmoreland Chemical & Color Co., Philadelphia, Pa.

CHIMES.

J. C. Deagan, Chicago, Ill.

CHURCH FURNITURE.

Amer. Seating Co., Chicago, Ill.

CEMENT PAINT.

The Sullivan Co., Memphis, Tenn.
Living-Stone Co., Baltimore, Md.

CONCRETE FREEZING PREVENTATIVE.

Sullivan Co., Memphis, Tenn.

CONCRETE MIXERS.

Iowa Foundry & Mfg. Co., Fort Dodge, Iowa.

CONCRETE MOLDS.

Green's Steel Molds, North Milwaukee, Wis.

D

DOOR CHECKS.

United Hdw. & Tool Co., New York City.
United Metal Products Co., Canton, Ohio.

DOORS—Interior, Elevators, Kalamein.

Cahill, Edw. Co., New York, N. Y.
Peelle Company, Brooklyn, N. Y.

DOORS, HOLLOW METAL.

United Metal Products Co., Canton, Ohio.

DOORS—Showerstalls.

Crist & Schilken Co., Inc., Pittsburgh, Pa.

DUMBWAITERS.

Sedgwick Machine Works, New York, N. Y.

E

ELEVATORS.

American Elevator & Machine Co., Inc., Louisville, Ky.
Sedgwick Machine Works, New York, N. Y.

ELEVATOR DOORS, ETC.

Peelle Company, Brooklyn, N. Y.
Sou. Wire & Iron Works, Atlanta, Ga.

F

FINISHINGS—Floors, Walls, Etc.

Alabastine Co., Grand Rapids, Mich.

FLOORING—Hardwood, Block, etc.

Jennison-Wright Co., Toledo, Ohio.
Oak Flooring Bureau, Chicago, Ill.
Ten Eyck & Dahlander Flooring Co., New York, N. Y.
Pacific Lumber Co., Chicago, Ill.

FLOORING—Steel.

Kerlow Steel Flooring Co., Jersey City, N. J.

FLOOR SURFACING MACHINES.

LaKel Mfg. Co., Jenkinstown, Pa.

G

GALVANIZING.

Bessemer Galvanizing Co., Birmingham, Ala.

GLASS—Ornamental.

Daunt Co., Wm., New York, N. Y.
Payne, Geo. Hardy Studios, Patterson, N. J.

GLASS—Plate, Wire, Reinforcing Bars, etc.

Harding Glass Co., Fort Smith, Ark.

GLAZING COMPOSITIONS.

H. B. Fred Kuhls, Brooklyn, N. Y.

GRANITE.

N. C. Granite Co., Mt. Airy, N. C.

GRILLES—Radiator.

Fred J. Meyers Manufacturing Co., Hamilton, O.
Sou. Wire & Iron Works, Atlanta, Ga.

H

HEATERS—Electric, Gas, Etc.

Buffalo Gas Radiator Co., North Tonawanda, N. Y.
Quad Stove Manufacturing Co., Columbus, Ohio.

HOT WATER HEATERS.

Oakland Foundry Co., Belleville, Ill.

HEATING FIXTURES—Warm Air Pipe, etc.

F. Meyer & Bro. So., Peoria, Ill.

I

INSULATING BOARD.

Stewart Inso-Board Co., Kansas City, Mo.
Pittsburgh Incinerator Co., Pittsburgh, Pa.

IRON AND STEEL—Structural and Ornamental.

De Cou, Richard Co., Philadelphia, Pa.
Dietrich Bros., Baltimore, Md.
Evansville Structural Supply Co., Evansville, Ind.
Grainger & Co., Inc., Louisville, Ky.
International Steel & Iron Co., Evansville, Ind.
Phoenix Iron Co., Phoenixville, Pa.
Meyers, Fred J. Mfg. Co., Hamilton, Ohio.
Renner & Maras, Inc., Long Island City, N. Y.
Sou. Wire & Iron Works, Atlanta, Ga.
Williams Iron Works, Inc., New York City.



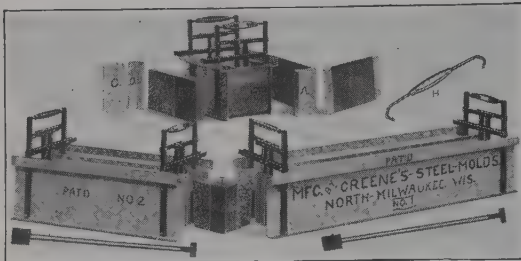
Write or Wire for TILE Samples

Assortment No. 1—Encaustic White Floor and Glazed White Wall Tiles.
Assortment No. 2—Encaustic White and Colored Floor and Glazed White Wall Tiles.
Assortment No. 3—White Glazed Wall Tile Trimmers.
Assortment No. 4—Color Wall Tiles.
Assortment No. 5—Colored Mantel and Hearth Tiles.
Assortment No. 6—Red Quarry Tiles.

These samples will acquaint you with the high quality of our line—sell your prospect by showing samples. Wonderful opportunity to start a profitable business. LET US TELL YOU HOW. Are you overlooking the profit that goes with Tile work? Any mason, tile-setter, or enterprising carpenter can install Floor Tiles, Glazed Wall Tiles and Tile Trimmings are sold direct to you at lowest prices. A large variety of colors and patterns. Write or wire.

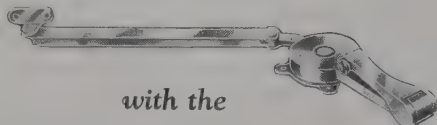
LLOYD FLOOR & WALL TILE CO.
Gateway Station Kansas City, Missouri

USE THE LATEST MOLDS



No Buildings too Large, None too Small, to be Built With Them. Build Solid or Double Concrete Walls, So Quickly, So Well. So Reasonable, As to Encourage the Owner to Build Another.
Send for Literature
GREENE'S STEEL MOLDS, North Milwaukee, Wis., U. S. A.

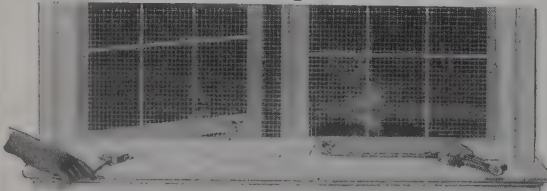
UNITED CASEMENT ADJUSTERS



with the

FLEXOSTAY TYPE B

You Can Open, Close and Lock the Window Through the Screen



Wonderfully convenient—it permits you to swing wide the Casement or to shut and lock it immediately without even rising from your seat and in any position, either partly or fully open, the window is held in a noiseless grip so that it cannot swing or slam. There are no loose handles—no gears, and it is so quick in operation that a window may be opened, then closed and locked in two seconds. Any Casement Window can be fitted with this Operator, no special carpenter work is required—a screw driver is the only tool required—it takes but a few minutes to install.

Descriptive Folder on Request.

UNITED SPECIALTIES MFG. CO., LTD.
RICHMOND HILL, NEW YORK CITY



Marshall Millwork is far more than just a phrase.

It stands for substantial facts. It means Millwork into which enter care, experience, responsibility and the painstaking effort to uphold the prestige that our product enjoys with the trade.

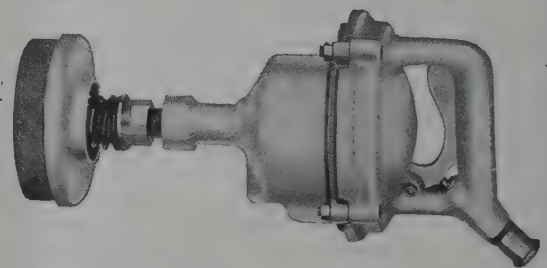
We will figure your job carefully, manufacture the millwork of the best material in faithful conformity to Architect's specifications, and deliver it to you on time.

Marshall Manufacturing Company

Rome, Ga.



Turbine Air Concrete Surfacers



Building Contractors and Construction Engineers owe it to themselves to investigate the merits of this Surfacers in connection with concrete bridge and building construction and repairs.

The finish produced will meet specifications and the machine will pay for itself in a remarkably short time in the saving of labor.

Write for Booklet.

THE TOUSLEY TOOL COMPANY

CLEVELAND, OHIO

J

JAIL AND PRISON EQUIPMENT.

Fries & Son, Covington, Ky.
Manly Jail Works, Dalton, Ga.

JOIST HANGERS.

Lane Joist Hanger Co., Baltimore, Md.

L

LEVELS, TRANSITS, ETC.

Kolesch & Co., New York City.
Makepiece, B. L., Inc., Boston, Mass.

LIGHTING FIXTURES.

Adam, Frank, Elec. Co., St. Louis, Mo.
Erie Fixture Supply Co., Erie, Pa.
Horn & Brennan Co., Philadelphia, Pa.
Kopps Glass, Inc., Swissvale, Pa.
Pearlman, Victor S. & Co., Chicago, Ill.
Walter G. Warren & Co., Chicago, Ill.

LIFTS—Trunk, Fuel, Ash, etc.

Sedgwick Machine Works, New York.

LOCKS.

Master Lock Co., Elkhart, Ind.

LUMBER.

West Coast Lumber Bureau, Seattle, Wash.

M

MAIL CHUTES, BOXES, ETC.

American Device Mfg. Co., St. Louis, Mo.
Penn-Greg Co., St. Paul, Minn.
Cutler Mail Chute Co., Rochester, N. Y.
Standard Sales & Mfg. Co., New York, N. Y.

MANTELS.

Jacobson Mantel & Ornament Co., New York, N. Y.

MARBLE.

Georgia Marble Co., Tate, Ga.

METAL CORNER BEAD—Laths, Trim, etc.

Tight Joint Metal Binder Co., St. Louis, Mo.
United Metal Products Co., Canton, Ohio.

METAL FORMS—Concrete Construction.

Deslauriers Metal Products Co., Detroit, Mich.

MILLWORK—Interior, Trim, Etc.

Marshall Manufacturing Co., Rome, Ga.

MORTAR COLOR.

Chattanooga Paint Co., Chattanooga, Tenn.
Westmoreland Chemical & Color Co., Philadelphia, Pa.

O

ORGANS—Church, Resident, Theatre, etc.

Wurlitzer, Rudolph Co., Cincinnati, Ohio.

P

PAINTS AND VARNISHES.

Berry Bros., Detroit, Mich.
Westmoreland Chemical & Color Co., Philadelphia, Pa.

PARTITIONS—Folding, etc.

Topping Mfg. Co., Ashland, Ohio.
Sou. Wire & Iron Works, Atlanta, Ga.

PIPE—Wrought Iron.

Pipe Railing Construction Co., Long Island City, N. Y.

PLASTERING—Decorative.

Miller, H. W., Inc., New York, N. Y.
Wiggins, H. B., Sons Co., Bloomfield, N. J.

PLUMBING—Supplies, Fixtures.

Acheson Manufacturing Co., Braddock, Pa.
Blake Specialty Co., Rock Island, Ill.
Camden Pottery Co., Camden, N. J.
Crampton Farley Brass Co., Kansas City, Mo.
Dearborn Brass Co., Cedar Rapids, Iowa.
Donnelly Co., Malden, Mass.
Fords Porcelain Works, Perth Amboy, N. J.
Haydenville, The Co., Haydenville, Mass.
H. E. Hessler Co., Syracuse, N. Y.
I-X-L Pump & Manufacturing Co., Philadelphia, Pa.
Josam Mfg. Co., Cleveland, Ohio.
Mundet, L. & Sons, Inc., Hillside, N. J.
Scott Valve Co., Detroit, Mich.
Norman-Boosey Mfg. Co., Detroit, Mich.
Wheeling Sanitary Manufacturing Co., Wheeling, W. Va.

PROTECTIVE PRODUCTS.

(See Waterproof Materials.)

POST CAPS, BASES.

Lane Joist Hanger Co., Baltimore, Md.

PUMPS.

Stark Pump Co., Detroit, Mich.

R

RADIATORS—Steam, Gas, Etc.

Trolley Supply Co., Massillon, Ohio.

REFRIGERATORS.

Herrick Refrigerator Co., Waterloo, Iowa.

ROOF PRESERVATIVES.

The Sullivan Co., Memphis, Tenn.

ROOFING—Slate, Tiles, Etc.

Knickerbocker Slate Corp., New York, N. Y.
Ludowici-Celadon Co., New York, N. Y.

ROOF TRUSS.

Amer. Roof Truss Co., Chicago, Ill.

S

SASH CORDS, CHAINS, ETC.

Samson Cordage Works, Boston, Mass.
Smith & Egge Manufacturing Co., Bridgeport, Conn.

SASH—Balances, etc.

Caldwell Mfg. Co., Rochester, N. Y.

SEATS—Toilet, Etc.

Luzerne Rubber Co., Trenton, N. J.

STAIRS—Movable.

Marschke, The Co., Trenton, N. J.

SLATE—Structural, Blackboard, etc.

Chicago Artificial Slating Co., Chicago, Ill.
Pennsylvania Structural Slate Co., Easton, Pa.

STAIR TREADS.

American Bluestone Co., New York, N. Y.

STEEL HANGERS.

Lane Joist Hanger Co., Baltimore, Md.

STONE—Limestone, Etc.

Bedford Cut Stone Co., Bedford, Ind.
Briar Hill Stone Co., Glenmont, Ohio.
Central Oolitic Stone Co., Chicago, Ill.
Loeb Stone Co., Memphis, Tenn.
Reed-Powers Cut Stone Co., Bedford, Ind.
Taylor Stone Co., McDermott, Ohio.

STORE FRONTS—Metal, Etc.

Zouri Drawn Metals Co., Chicago, Ill.

STUCCO—Magnesite, Etc.

Keystone Stucco Manufacturing Co., Philadelphia, Pa.

T

TANKS—Water, Etc.

Cole, R. D., Mfg. Co., Newnan, Ga.

TERRA COTTA.

Atlanta Terra Cotta Co., East Point, Ga.
Winkle Terra Cotta Co., St. Louis, Mo.

THEATER EQUIPMENT.

Peter Clark, Inc., New York, N. Y.

TILES—Flooring, Roofing, Etc.

Lloyd Floor & Wall Tile Co., Kansas City, Mo.
U. S. Quarry Tile Co.
Walter, Otto, Perryville, Ind.

V

VALVES.

Scott Valve Co., Detroit, Mich.

VENTILATORS.

Globe Ventilator Co., Troy, N. Y.
Royal Ventilator Co., Philadelphia, Pa.

W

WALL TIES, BOXES, ETC.

Lane Joist Hanger Co., Baltimore, Md.

WATERPROOFING COMPOUNDS.

Amer. Fluoresit Co., Cincinnati, Ohio.
Co-Wa-Co. Inc., New York City.
Sullivan Co., Memphis, Tenn.

WINDOWS—Fixtures, Frames, Accessories, Etc.

Austral Window Company, New York, N. Y.
Caldwell Manufacturing Co., Rochester, N. Y.
Hagstrom Mfg. Co., Glen Cove, L. I., N. Y.
Pearsall, J. R., Mfg. Co., Rochester, N. Y.
Putnam, W. E. Co., Worcester, Mass.
Richey, Brown & Donald, Maspeth, N. Y.
Rixson, Oscar, Co., Chicago, Ill.
Samson Cordage Works, Boston, Mass.
Smith & Egge Manufacturing Co., Bridgeport, Conn.
Sou. Wire & Iron Works, Atlanta, Ga.
Tomlinson, John K. Co., Chicago, Ill.
United Specialties Manufacturing Co., New York, N. Y.
Zouri Drawn Metals Co., Chicago, Ill.

Index to Advertising Announcements

Please mention Southern Architect and Building News when writing these advertisers.

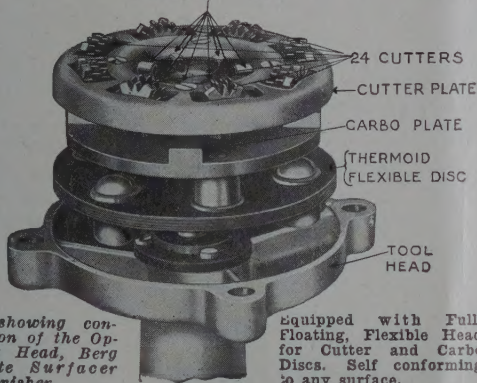
A	E	M	R
Acheson Mfg. Co. 77	Eisele, Louis F. & Sons ... 75	Majestic Iron Works, Inc. . 89	Rathburn Co. 70
Adams, Frank Elec. Co. ... 26	Erie Fixture Co. 81	Makepiece, B. L. Co.	Reed-Powers Cut Stone Co., Inc. 64
Alabastine Co. 14		Inside Back Cover	Renner & Maras, Inc. 67
Altender, Theo. & Son.... 82	F	Mallory Mfg. Co. 82	Richey, Browne & Donald. 78
Amer. Bluestone Co. 80	Federal Clay Products Co. . 89	Manhattan Terrazzo Brass	Rixson, Oscar C. Co. 75
Amer. Device Mfg. Co. 53	Floyd Bros. 79	Strip Co. 109	Royal Ventilator Co. 80
American Elevator & Mach. Co. 96	Fords Porcelain Works ... 21	Manly Jail Works 77	Rowles, E. W. A. 80
Amer. Enameled Products Co. 84	G	Marschke, The Co. 20	S
Amer. Face Brick Assoc. .. 6	Georgia Marble Co. 8	Marshall Mfg. Co. 92	Samson Cordage Works .. 96
Amer. Fluesit Co. 73	Globe Ventilator Co. 25	Master Lock Co. 74	Scammell Co. Chas., H. .. 65
American Seating Co. 5	Grainger & Co., Inc. 86	Meyer, F. Bros. Co. 66	Scott Valve Co. 23
Atlanta Terra Cotta Co. . 89	Green's Steel Molds 92	Myers, The Fred J. Mfg. Co. 89	Sedgwick Machine Works. 95
Austral Window Co.		Miller, H. W., Inc. 68	Shelby Spring Hinge Co. .. 74
..... Back Cover	H	Milwaukee Stamping Co. . 71	Smith & Egge Mfg. Co. ... 88
B	Hagstrom Mfg. Co. 79	Morene Products Co. 24	Snead Architectural Iron Works 82
Baldwin Brass Works 95	Harding Glass Co. 76	Mount & Robertson 75	Sou. Clay Products Assoc.. 30
Bedford Cut Stone Co. .. 80	Harris' New System 17	Mundet L. & Son, Inc. .. 73	Sou. Wire & Iron Works. 88
Berry Bros. 11	Haydenville, The, Co. 85		Standard Sales & Mfg. Co.. 85
Bessemer Galvanizing Wks. 72	Heath, J. S. Co. 82		Stark Brick Co. 87
Birmingham Slag Co. 60	Herrick Ref. Co. 72		Stark Pump Co. 63
Blake Specialty Co. 90	Hessler Co., H. E. 89	N	Stimmel Winch & Mehry. Co. 77
Boyle, John & Co., Inc. .. 90	Horn & Brannen Mfg. Co.. 65	Natl. Cement Co. 87	Sullivan Co., The 63
Bradford & Co. 80	I	North Carolina Granite Co.. 74	Swedish Venetian Blind Co. 96
Briar Hill Stone Co. 80	Incinerator, Pittsburgh Co.. 80	Norman-Boosey Mfg. Co. . 18	T
Buffalo Gas Radiator Co. . 90	International Steel & Iron Co. 38	Novelty Steam Boiler Wks.. 70	Taylor, The Stone Co. 81
Bull Dog Floor Clip Co. ... 71	Ives Co., H. B. 96		Ten Eyck & Dahlander ... 84
Burlington Venetian Blind Co. 75	"I-X-L" Pump & Mfg. Co.Back Inside Cover	O	Tight Joint Metal Binder Co. 79
C	J	Oak Flooring Bureau 27	Tomlinson, John K. Co. .. 71
Cahill Co., Edw. 96	Jacobson Mantel & Orna- ment Co. 22	Oakland Fdry. Co. 28	Topping Mfg. Co. 86
Caldwell Mfg. Co. 89	Jennison-Wright Co. 15	Ohio Falls Iron Co. 78	Tousley Tool Co. 92
Camden Pottery Co. 22	Johnson Service Co. 67		Trolley Supply Co. 77
Carlyle-Labold Co. 81	Josam Mfg. Co. 23	P	U
Central Oolitic Stone Co. .. 45	K	Pacific Lumber Co. 70	United Hrw. & Tool Co. .. 78
Chattanooga Paint Co. 82	Kenlow Flooring Co. 73	Geo. Hardy Payne Studios 23	United Metal Products Co. 60
Chicago Artificial Slating Co. 19	Keystone Stucco Mfg. Co. . 81	Pearlman, Victor S. Co. .. 27	United Specialties Mfg. Co. 92
Cole, R. D. Mfg. Co. 80	Knickerbocker Slate Corp.. 24	Pearsall, J. R. Co. 81	U. S. Quarry Tile Co. 96
Colt's Patent Fire Arms Mfg. Co. 73	Kolesch & Co. 81	Peelle Co. 12	W
Concrete Surfacing Machin- ery Co. 95	Kopp Glass, Inc. 69	Pecora Paint Co.	Walter, Otto 68
Crampton Farley Brass Co. 79	Kuhls, Fred H. B. 72	Front Inside Cover	Warren-Huckins Co. 13
Crist & Schilken 76		Pelican Works	Warren, Walter G. & Co. . 78
Cutler Mail Chute Co. 71	L	Front Inside Cover	West Coast Lumber Bureau 7
D	Lane Joist Hanger Co. .. 65	Penberthy Injector Co. . 78	Westmoreland Chemical & Color Co. 82
Daunt, Wm. Co. 76	LaKel Mfg. Co. 88	Pen Structural Slate Co.. 64	Wheeling Sanitary Mfg. Co. 16
Deagan, J. C. 72	Living Stone Co. 79	Peters Clark, Inc. 85	Wickwire Spencer Steel Co. 26
Dearborn Brass Co. 72	Lloyd Floor & Wall Tile Co. 92	Phoenix Iron Co. 79	Wiggins, H. B. Sons Co. . 1
De Cou, Richard Co. 81	Loeb Stone Co., Inc. 89	Pipe Railing Construction Co. 96	Wilde, W. B., Co. 65
Deslauriers Metal Paroducts Co. 25	Lombard Foundry, Machine & Boiler Works 81	Pittsburgh Incinerator Mfg. Co. 80	Williams Iron Works 69
Dietrich Bros. 82	Ludowici-Celadon Co. 9	Plainville Brick Co. 10	Winkle Terra Cotta Co. . 89
Donnelly Co. 74	Luzerne Rubber Co. 76	Porter-Cable Co. 90	Wurlitzer, Rudolph Co. .. 4
Dowman-Dozier Co. 79		Putman, W. E. Co., Inc. .. 82	Z
			Zouri Drawn Metals Co. .2-3

For Quicker and Better Concrete
Surfacing and Finishing

BERG

CONCRETE SURFACER AND FINISHER

8 CUTTER PINS



View showing construction of the Operating Head, Berg Concrete Surfer and Finisher.

Equipped with Full-Floating, Flexible Head for Cutter and Carbo Discs. Self conforming to any surface.

The BERG is unequalled for removing fins, board or form marks, and all surface irregularities from concrete. Saves time and labor. Light weight, portable, easily handled. Used on some of the country's biggest concrete jobs—interior and exterior work. Endorsed by leading architects, contractors, engineers. Made in Electric-driven and Air-driven Models. Send for complete details and list of prominent users.

THE CONCRETE SURFACING MACHINERY CO.
4669 Spring Grove Ave. Dept. J Cincinnati, Ohio

ELEVATORS and DUMB WAITERS

For All Purposes



SEDGWICK
INVALID
ELEVATOR

To make the best Hand Power Elevators and Dumb Waiters has been the Sedgwick policy for thirty-five years. But we do more than that — we assist architects by studying specific requirements and recommending the outfit that will serve best.

Specifications, drawings and illustrations gladly furnished.

Write for New Catalog

SEDGWICK MACHINE WORKS

162 WEST 15TH STREET

NEW YORK

Manufacturers of "The Invalid Elevator"

Brass Railings

Architectural and Ornamental

Bronze—Product

Bronze Entrance Doors

Mausoleum Doors

Brass and Bronze Railings

Swimming Pool Ladders

Bronze Signs and Tablets

Bronze Lamps and Brackets

Brass and Bronze Kick Plates

Brass and Bronze Thresholds

Brass and Bronze Door Bars

Grilles, wickets and cagework for bank and offices in either brass, bronze or steel.

THE BALDWIN BRASS WORKS

411 S. Clinton St., Chicago, Ill.

The Central Oolitic Stone Co.

CUT STONE CONTRACTORS

INDIANA
LIMESTONE
The NATIONS BUILDING STONE

CHICAGO OFFICE

2120-40 So. Kedzie Ave.

Phones Lawndale 8940

Lawndale 5490

MILL AND OFFICE

BLOOMINGTON, INDIANA

Charles C. Jenkins
30 E. 42nd St., New York City
Eastern Representative

Recent Contracts.

West Virginia State Capital Bldg., Chicago, Ill.
Medical & Hospital Buildings, Chicago, Ill.
S. W. Straus Building, Chicago, Ill.
Illinois Life Insurance Building, Chicago, Ill.
London Guarantee & Accident Bldg., Chicago, Ill.
1st & Old Detroit National Bank Bldg., Detroit
Union Trust Building, Cleveland, Ohio.
Mutual Life Insurance Building, Baltimore, Md.

ROLLING STEEL DOORS AND SHUTTERS

Durable Economical
PATENTEE and MANUFACTURER
EDWARD CAHILL

440-42 W. 42nd St.

New York City

Structural Iron Works

FOUNDRY AND MACHINE SHOPS
GRAINGER & CO., INC.

Established 1833.

Tenth St.,

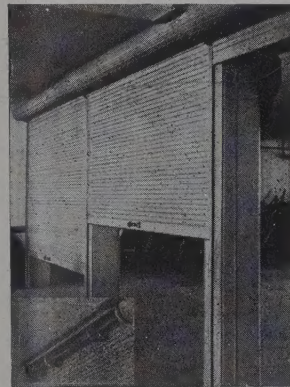
Louisville, Ky.



ROMANY QUARRY TILES

Red, Grey, Brown and Rainbow
For Porches, Terraces, Corridors, Kitchens,
Laundries, Hospitals, Power Houses,
Waiting Rooms, Etc.

Ask for Illustrated Catalog No. 8 and Art Portfolio
UNITED STATES QUARRY TILE CO.
PARKERSBURG, W. VA.

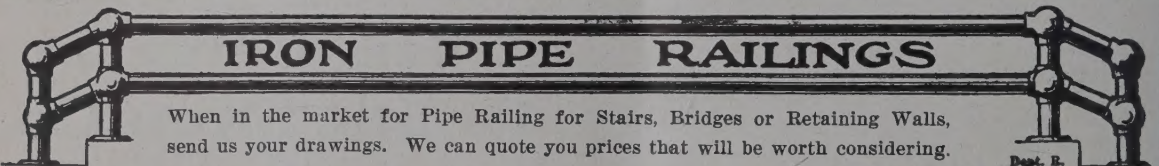


SWEDISH ROLLING PARTITIONS

For Churches, Schools,
Hospitals, etc., Wherever
Division of Rooms is
required. Also

STEEL SHUTTERS
for Windows, Doors,
Driveways, etc. Prices
most reasonable.

**SWEDISH
VENETIAN BLIND CO.**
1269 Broadway, New York
Branches in
Principal Cities

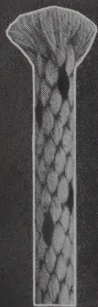


IRON PIPE RAILINGS

When in the market for Pipe Railing for Stairs, Bridges or Retaining Walls,
send us your drawings. We can quote you prices that will be worth considering.

Dept. B.

PIPE RAILING CONSTRUCTION CO., Long Island City, New York



SAMSON SPOT SASH CORD

MADE of extra quality
stock, carefully inspected,
and guaranteed free from im-
perfections of braid or finish.
No adulteration to increase
weight and decrease wear.

SEND FOR CATALOG AND SAMPLES

SAMSON CORDAGE WORKS
BOSTON, MASS., U. S. A.

TRADE-MARK
REG. U. S.
PAT. OFF.

Quality Hardware Since 1876
The Crescent Sash Fastener

Simple
Strong
Safe



Suitable
Sizes
for All
Buildings

Manufactured only by
THE H. B. IVES CO.

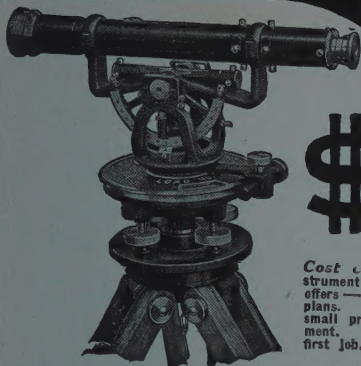
New Haven, Conn.

U. S. A.

**AMERICAN
ELEVATORS**

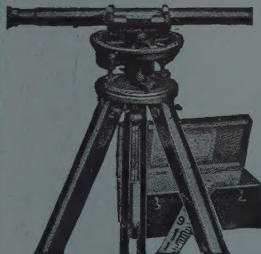
Built
by

**AMERICAN ELEVATOR
and MACHINE CO.**
INCORPORATED
LOUISVILLE, KY.



Patented
Used As a Level

Carpenter's Level \$22.50
Simple construction and popular price make this a popular seller. A telescope mounted with a level attached to a central block revolving inside a graduated circle, four leveling screws, a base on the tripod, the whole absolutely free from complication.



The Greatest Instrument Value Manufactured

\$85

TWO IN ONE

Cost of \$85 is so small for this instrument that we cannot afford any trial offers — or inducements — or instalment plans. The inducements are in this small price for an honestly built instrument. It will pay for itself on the first job.

CONVERTIBLE

Specifications of New Improved Loxo Compound Level

Telescope: 10 inch, 20 diameter magnifying power, held with friction-grit in rings forming a solid part of a substantial cast bronze bar. Integrally cast journals form the horizontal axis.

Vertical Arc: A four inch graduation circle with full movable venier plate. The standard instrument is for builders' and architects' use. Upon order, circle can be furnished 0-180° or 0-360°, for subdivision survey, no extra cost.

Four Leveling Screws, large Foot Plate, one-half inch Shifting Plate, Hard Bronze Center.

Instruction Book Included

Send coupon or check or money order direct

B.L. MAKEPEACE, INC.
387 N. WASHINGTON STREET
BOSTON, MASS.



Patented
Used As
a Transit

Converts for Vertical Lines by Just Tilting Telescope. Fool-proof in converting — because of patented clutch changing from a level to a transit, or instantly back in less than a second
No Parts to Change

Fill
in this
coupon and
mail today

FILL IN COUPON AND MAIL TODAY

B. L. MAKEPEACE, INC.,
387 N. Washington St., Boston, Mass.

Gentlemen:—Send me your instrument catalogue, and name of nearest dealer or send check or money order direct.

Name

Street

City

State

SPECIFY I X L BETTER PUBLIC SEAT ACTION CLOSETS



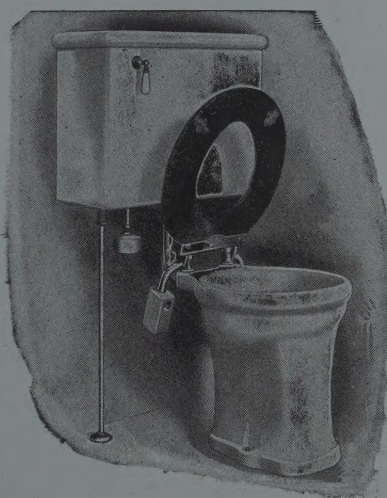
After Five Years
Service Covering
Over 100 Closets.
This Party Writes:

The "IXL" Pump &
Mfg. Co., Inc.
Philadelphia, Pa.

Gentlemen:—

This will advise that the plate 82-D IXL toilets installed by the Walker Electric & Plumbing Company have given us very good satisfaction. We have only had to buy a few minor parts.

The American Textile Co.
Atco, Ga.
J. A. Miller, President



IXL PLATE 135-D

IXL PLATE 134-D

THE I X L "Public" closets are designed to withstand the most severe usage. They operate automatically by seat action feature or top level pull. There are no parts to wear out and no continual adjustments to be made. We are glad to submit samples for test anywhere in the United States. You may subject them to all kinds of abuse to prove our statement that I X L products are made to stand the wear and tear demanded of a public closet.

Write for Catalogue

THE IXL PUMP MFG. CO., Inc.

Manufacturers of Simplified Plumbing Goods

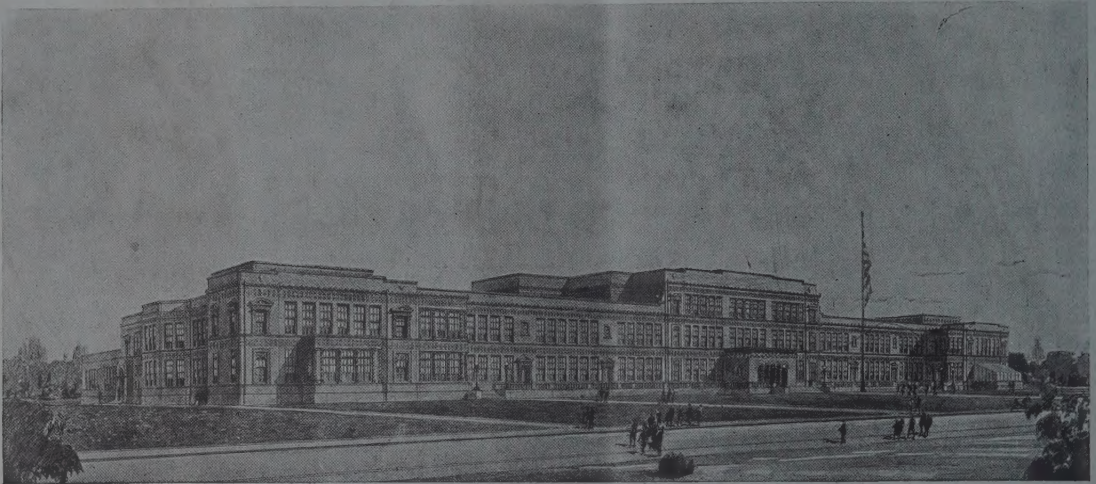
957-961 N. 9TH ST.

PHILADELPHIA, PA.

AUSTRAL WINDOW HARDWARE

Wood-Rolled Steel Construction

Metal Covered-Hollow Metal Construction



BURTON INTERMEDIATE HIGH SCHOOL, GRAND RAPIDS, MICHIGAN
H. H. TURNER and V. E. THEBAUD, Architects

A Twelve Years' Unbroken Record

For twelve years Mr. H. H. Turner has been specifying Austral Windows exclusively for school buildings—decisive evidence that the Austral Window has always proved satisfactory to himself and his clients.

Now Messrs. Turner and Thebaud specify Austral Windows for the Burton Intermediate High School of Grand Rapids—the “Furniture City.” For the most modern of schools they specify the most up-to-date of windows.

Austral Windows in this school (numbering nearly 1000) cost no more than ordinary windows to install, but they make cleaning easier and secure control of ventilation and light in all sorts of weather, without draft and without the noise of flapping shades.

The new Austral Book on School Ventilation will be sent on request

♥ 101 ♥
PARK AVE

AUSTRAL WINDOW CO. NEW YORK
♥ CITY ♥