Based on past performance

**TONCAN IRON**

is again specified for Air Washer

Five years ago, a large drug manufacturer installed an ammonia evaporator in an air washer. The material selected for both pipe and sheets was Toncan Iron. Recently, a similar installation was needed in the same plant. The performance of Toncan Iron during the last five years caused it to be specified for the new unit.

Service conditions such as are encountered in an installation of this sort are severe—air and moisture combine forces to tear down the ferrous structure. But Toncan Iron is not an ordinary metal. Refined open hearth iron, copper and molybdenum are here combined to form an alloy that possesses the highest rust-resistance of any ferrous metal in its price class. It often takes years for users to find out how superior Toncan Iron really is—how much more economical it is in service.

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Whatever the method employed in constructing a concrete floor, there is one reinforcing material that meets all requirements. It is American Steel & Wire Company Wire Fabric. This giant backbone of permanence reinforces the slab in every direction, and that means a long life floor. The closely spaced wire members bind the slab together thereby safeguarding every penny invested in construction costs. Equally important, this "backbone" is easily and quickly placed—lays flat—is convenient to handle. The time and labor saving, alone, is a big item. On your next job, be sure to command all of these advantages. By specifying American Steel & Wire Company Wire Fabric, you make certain of the reinforcing result—and you also get perfect service and cooperation.

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THE STEEL BACKBONE OF CONCRETE

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Simple washing and waxing keep
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Tile lends itself to all manner of
delightful designs. Its three rich,
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Section 15, Catalog 35, pages 15
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Armstrong's
CORK TILE FLOORS

OCTOBER 1935 PENCIL POINTS
The EXTRA SPACE
Everyone’s Been Looking For

It was right there all the time—just below the sink and lavatory. Crane Co. discovered it by putting a cabinet around it. And that is how the Crane SUNNYSIDE Sink and TUCAWAY Lavatory came into being.

In new buildings these cabinet units reduce or eliminate the necessity for special closets. In old buildings they provide storage space where none existed before. They even eliminate the necessity for towel bars on the walls, or add to already existing capacity.

There’s plenty of space for towels, soaps, cleaning powders and the overflow from the medicine cabinet. Towel bars may be had in two styles—heavy cast brass brackets and square chromium plated bars, or steel brackets and round brass rods, chromium plated or painted white. Heavy-gauge steel walls, bottom and shelf. Baked enamel finish. Perforated openings for ventilation in back. Steel sub-base with recessed toe space. Chromium plated hardware.

In apartments, stores, offices, homes—these cabinet lavatories equipped with regular Crane CORWITH bowl and fixtures, will immediately appeal to tenants and owners because of their great utility, their fine appearance. On display in all Crane showrooms.
Why has concrete climbed through the depression until it is a foremost combined architectural and structural material? The answers:

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Many of these buildings are monolithic. Others use cast stone either as trim or for the complete exterior. Cast stone is available in a wide range of colors and textures. Close color control assures uniformity, and proper contrast or harmony with other materials used in conjunction. Detail is reduced in cost.

Have you the Cast Stone Service Bulletins? These practical data sheets cover copings, store front remodeling, color, specification data, and examples of design application. Sent free on request.
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The most efficient, economical telephone arrangements for modern residences are born on the drawing table and grow up with the blueprints. On paper, conduit can be easily run in walls and floors to prevent exposed wiring and protect against certain service interruptions. On paper, outlets can be located at strategic points upstairs and down to make possible a full, flexible telephone convenience.

Pre-planned telephone facilities add little to construction costs. But your client can have as few or as many telephones as he wants, when and where he wants them. He can move them as needs change with the years. He and all his household will save steps, stairs and minutes... have more privacy for personal conversations... and be grateful to you for the lasting livability you’ve provided.

Incidentally, your local telephone company keeps trained telephone engineers always ready to work with you... on remodeling jobs or new construction... whether you’re locating a second-floor outlet in a small house or planning an elaborate intercommunication system for a large estate. There is no charge, of course. Just call the Business Office and ask for "Architects’ and Builders’ Service."

For further information on Bell System telephone services and equipment, see Sweet’s Catalogue.
Specify "Penruernon"...not just "window glass"

Photograph by Johnston & Johnston

THICKNESS?...PERFECT! Out of the drawing machine on the cut-off floor rise sheets of Pennvernon. Then this Pennvernon Craftsman calibrates them carefully to make sure they are of proper thickness. His skilful measurement is characteristic of the precautions taken throughout Pennvernon's making to insure high quality.

Our new booklet, called "The Making of a Leader", describes in dramatic pictures the manufacture of Pennvernon Window Glass. To get your free copy of this interesting book, sign and mail this coupon to:

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OCTOBER 1935 PENCIL POINTS 9
Architecture is no longer content to tread only the paths of historical precedent. It is insistent upon new solutions of old problems.

Among producers of building materials the temptation has been severe in recent years to suspend research activities, in order to escape the heavy expense they entail.

In spite of economic pressure this organization has not permitted a moment's cessation of its aggressive, many-sided research program.

One reason for this policy is our desire to be ready to contribute to these new developments in architectural practice.

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Manufacturer of Carbon and Alloy Steels
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Focal point of design... typifying the very spirit of the building * Aluminum lends itself perfectly to the execution of architectural details and confers that supreme benefit: light weight * A lavish variety of finishes, all luxurious and lasting, is at the command of the designer * Manner of construction is dictated only by preference, for versatile alloys in every needed form are available to fabricators * Aluminum Company of America, 1898 Gulf Building, Pittsburgh, Pa.
When you design a floor in which symbolic pattern and figure may be important, in which color must be used to accentuate or harmonize certain elements in the design, and in which border and field must be sharply defined yet component units, then you are probably designing a floor of fine terrazzo. In fine terrazzo (made with white portland cement) you select, from the wide color range in marble and pigment, precisely those colors which will blend or contrast to best fit your motif. You design exactly to your needs, in intricate figure or simple pattern. And your finished floor is the colorful, durable replica of your ideas. See Sweet's for details and approved specifications, or write Universal Atlas Cement Co. (United States Steel Corporation Subsidiary), 208 South La Salle Street, Chicago.
HERE, THERE, THIS & THAT

Wills Impersonator
Caught in Florida

The impostor who has for the past several months been victimizing architects and other citizens of New England and neighboring states by posing as Mr. Royal Barry Wills of Boston and in this guise borrowing money or cashing worthless checks was finally caught and arrested in Jacksonville, Florida. Not only did the man, whose real name turned out to be Daniel Webster Kingsbury, perpetrate his swindle on many practitioners, but he even persuaded Mrs. Marjorie Lundin, a nurse residing in Brooklyn, to marry him under the name of Wills, later deserting her and taking with him $200 of her savings and some diamond heirlooms. Needless to say, the real Royal Barry Wills, who is one of the country's best known residence architects, is much relieved that the matter is now settled. Since August 1, when the swindle started, the real Wills has been receiving indignant letters from fellow architects, demanding for repayment of the funds they had made in his name to Kingsbury or asking him to make good for the rubber checks they had cashed for the pretender on the strength of his possession of the bronze medal awarded to Wills in 1934 by Better Homes in America. The medal disappeared from Wills' office about August 1, and all the trouble followed soon thereafter.

N.Y.U. Opens Community Planning Center

Unique models of regional plans and housing projects are featured in an exhibit of community planning which opened on September 26 in the Bryant Park center of New York University, 1071 Sixth Avenue.

The exhibit, which will be open to the public from 10:00 A. M. to 8:00 P. M. until October 23, was arranged by Dr. Carol Aronovici for his course in community planning in the School of Architecture and Allied Arts.

The material in the exhibit includes maps, charts, models, drawings and photographs and illustrates various phases of planning, from the rehabilitation of blighted areas to plans of extensive regions.

Among the items in the exhibit which have not been publicly shown before are studies of New York property valuation, models of population concentration prepared by the New York Housing Authority and models of several housing projects in the vicinity of New York City.

The New York Regional Planning Association, the Housing Authority, The Mayor's Committee on Planning, the Housing Committee of the Welfare Council and several communities co-operated in organizing the exhibit.

RALPH T. WALKER TO ADDRESS
FEDERATION OF A. E. C. & T.

The Architects' Section of the Federation of Architects, Engineers, Chemists, and Technicians has arranged with Ralph T. Walker of Voorhees, Gmelin, and Walker to address them at their Octo-

ber meeting which will be held at the New York State Architectural Headquarters, 119 East 18th St., on Wednesday, October 9, at 8:00 P. M. Mr. Walker will discuss the Junior A.I.A.

Architectural League Show
Changes Dates

In connection with the Fiftyieth Annual Exhibition of the Architectural League of New York, to be held at the Grand Central Palace the following dates have been changed since the issuance of the original circular of information:


Last Day for Return of Entry Slips—Wednesday, January 8, at 115 East 40th Street.

Only Day for the Reception of Exhibits—Monday, February 3, at Grand Central Palace.

Press View—Sunday, February 9, at 2:00 P. M.

Preview by Invitation—Sunday, February 9, from 3:00 to 6:00 P. M.

Award of Medals—Sunday, February 9, at 4:00 P. M.

Public Exhibition—Monday, February 10, through Wednesday, February 19.

Exhibits Withdrawn—Thursday, February 21, 9:00 A. M. to 5:00 P. M.

Registration Examination
Preparation Courses at N.Y.U.

New York University School of Architecture announces a group of courses to be given this fall reviewing the fields of architectural design, construction, and practice. They have been planned to meet the requirements of the various state licensing boards in architecture, and include a review of questions similar to those given during past examinations.

For those who have had experience in the various phases of architectural practice they offer a review and preparation in any particular specialty in which they may be deficient. The courses will be given by men who are specialists in their various fields, practising members of the architectural and engineering professions. For further information write to E. Raymond Bossange, Dean, School of Architecture and Allied Arts, New York University, 1071 Sixth Avenue, New York.

A Letter from Greville Richard

"Last night I read the last of Mr. Magonigle's articles in the September number of Pencil Points, followed by the note of his death, of which I had heard a week or so before. Although filled with extreme regret that we were no longer to be favored with these criticisms, the most entertaining, stimulating, and valuable thing in architectural journalism that has appeared in the press in many a year, I was very much impressed by something else, and that was the completeness with which Mr. Magonigle had wound up a phase of this work that has engaged his attention months. Perhaps he had planned a great deal more to say, but it seemed to me that all that he has been saying during these many months, he has so completely summarized in this last article, and with such excellent illustrations, that there really wasn't any more to say. If the life of a distinguished soul had come to an end, what more gratifying termination to a long career of valuable activity than this! May his appeal to the sanity of us all not have been in vain!"

Mr. Allen W. Jackson Replies to Robert Sargent Cook

"In your September issue Mr. Robert Sargent Cook finds fault with my article 'Art via Geometry,' published in your July number. The point of my article was, briefly, that in the present state of our knowledge we are not yet warranted in announcing to the world the terms of the secret treaty between art and mathematics that our logical friends are sure exists. Art, the wilful jade, may, to be sure, have secrets and hidden traffic with the enemy that will some day be laid bare. Then will the amateur come into his own, for armed only with a slide rule and the precious formula, he will inevitably produce good work—nay, perfect work, for figures cannot lie.

"Well, maybe so. Sometimes. But not now, for in spite of the interesting labors of the Hambidge-Bragdon school of design they have not yet picked the lock nor found the 'open sesame.' It will be a grand day for mediocrity when they do, but until that happy time I still think that Mr. Cook will get better results by the old pragmatic methods, of trial and error, of sweat and labor. For, following a rule or group of rules hazzily under- worked and only will give indifferent results—unless perhaps they are touched up, as I remember at school in arithmetic when we got the wrong answer we used to juggle things about until we got the right. How maddening mathematics are!"

Evening Courses in Architecture at New York City College

Directory of Architects for Educational Buildings

"The American School and University," a yearbook for school and college executives, is revising its Directory of Architects for Educational Buildings to be included in its 1936 volume. Any interested architect can secure an information card to fill out for inclusion in the Directory by writing to the Yearbook at 470 Fourth Avenue, New York. No charge is made for a listing and no professional cards or other paid advertisements of architects are published in the Yearbook.

Princeton Prizes in Architecture for the Year 1935-1936

The Princeton Prizes in Architecture for the year 1935-36 were awarded to Messrs. John B. Applegate of Philadelphia, Pa., and Henry A. Jandl of Spokane, Washington, as a result of a ten-day competition in architectural design held from May 20th to June 1st, 1935. The winners will receive $500 each to enable them to spend the next academic year in advanced study in the Princeton School of Architecture. They are entitled to residence at the Graduate College, and are exempt from tuition fees.

From over sixty applicants, twenty-five were selected on their records for admission to the competition. Of this number twenty-four submitted drawings.

The jury met on Thursday, June 13th, and consisted of Messrs. William Pope Barney of Philadelphia, Frederick G. Frost and Stephen F. Voorhees of New York City, representing the profession, and Professors Jean Labatut and Sherley W. Morgan of the Staff of the School.

The work submitted by the majority of the applicants showed variety of parts and an intelligent understanding of the program and its terrain. The requirements of the program and the given site did not call either for monumental composition or monumental architecture, but for a well worked out simple diagram of an essentially domestic group of buildings. Some of the unsuccessful applicants erred in presenting elaborately pocked plans with fancy mosaic which were certainly uncalled for.

After careful deliberation the jury decided to award the prizes to Messrs. Applegate and Jandl. "Honorable Mentions" were awarded to Messrs. Octavio L. Calavecchio of Providence, Clarence E. Donath of Buffalo, New York, and Anthony A. Grasso of Brooklyn, New York.

Mr. Jandl presented one of the simplest conceptions of the problem. His studio group conformed to the topography of the site, and is suitably oriented for artists as well as for scholars. His service elements are well related to the studios. The proper scale of his parti and its good character were especially commended by the jury.

Mr. Applegate's design concentrating the studios on the southerly slope was well received by the jury for its informality, simplicity and its domestic character. His studio building is of excellent character and shows mature skill in arrangement and feeling for materials.

The problem, briefly, was as follows: "A RETREAT FOR HUMANISTS, SCIENTISTS, AND ARTISTS"

"An important Foundation proposes to help humanists, scientists, and artists who are handicapped in their work by the anxieties, irritations and obligations of everyday life, by establishing a convenient place in which they may work and rest. With this aid they will be able to extricate themselves from such oppressive practical problems as hamper their creative activity.

"The accompanying topographical map shows the site chosen by the Foundation. It is in a large natural park far from any urban center, but easily accessible. Entrance will be controlled by a gate lodge in order to ensure privacy and to make the Retreat inaccessible to solicitors and tourists.

REQUIRED ELEMENTS

A. STUDIOS. On a suitable part of the site approximately 40 studios will be erected. Some of these will be isolated to offer greater seclusion, and others will be connected by a covered passage. Each studio building (Continued on page 16)
"The prow of any ship is as fascinating to contemplate as it is exacting to draw. Particularly is this true of the "Europa" with her unusual curves and graceful lines. Inevitably these suggest her accomplishments, her steady record of Atlantic crossings and recrossings, swift, precise and regular. The jostling longshoremen and the broiling sun caused me certain drawing difficulties, but the 2B Microtomic Van Dyke Pencil made up for that. The wood required no cutting after the initial sharpening, while the lead had to be repointed only a few times. Like the ship, the pencil needed no special treatment even under adverse circumstances.

"In drawing a ship's bow, as in sketching a dome, one is prone to forget that the same laws of perspective apply as though the subject were a rectangular office building. Elliptical shapes are seemingly complicated, but they become relatively simple if the main curves are carefully laid out. Making the hull appear solid is automatically aided by the wavy quality of the reflections, and the fact that the color of the latter is lighter in value than is the color of the ship itself. The water can be doubly fascinating if there are shadows as well as reflections."

—Gerald K. Geerlings

FREE SAMPLES of any two degrees of the Microtomic Van Dyke Pencil are yours for the asking. Write to the Eberhard Faber Pencil Co., 37 Greenpoint Avenue, Brooklyn, N. Y. These are made by the New Eberhard Faber Chemical Process, in 18 consistently accurate degrees —78 softest to 9H hardest.

MICROTOMIC VAN DYKE
EBERHARD FABER
(Continued from page 14)

will include one large workroom, a small bedroom with bath, closets for tools and clothes, and a pantry where tea or occasional meals may be prepared. Some of the studios may have small private gardens similar to those connected with Carthusian Monastery Cells. Approximately one-third of the number of studios must have north exposure.

"B. COMMUNITY QUARTERS."

A large Dining Room with its necessary services.

A Lounge.

A Game Room.

A small Gymnasium and Swimming Pool, three Tennis Courts, and several putting greens must be provided. Service quarters with 20 rooms and their dependencies. Garage for at least 20 cars. A Guest House accommodating 10 visitors, such as Private Secretaries, Consultants and Collaborators.

Particular care must be exercised in the arrangement of Kitchen services properly related to the various elements."

Changes at U. of Michigan

The College of Architecture of the University of Michigan announces a number of changes in its curricula.

While retaining for a short time longer the four-year program, partly as a base for the five-year plan announced in 1933, the latter has been developed with a view to meeting the needs of the student as an individual rather than having identical requirements for all. To this end there are offered five options or groups of courses to be added to the four-year basic program, or combined with it over a period of five years. These options are in general education, architecture, business administration, historical and decorative art and in city planning and housing. They will be offered in collaboration with the other divisions of the University.

For the degree of Bachelor of Design there are also options, in interior decoration and other related fields, with a four-year program in drawing, painting, and design.

The new illustrated Announcement of the College of Architecture showing the above will be sent on request.

John Simon Guggenheim Memorial Fellowships

Application for the John Simon Guggenheim Memorial Fellowships for 1936-37 must be made in writing on or before November 1, 1935, by the candidates themselves, in the form prescribed, addressed to Henry Allen Moe, Secretary, John Simon Guggenheim Memorial Foundation, 551 Fifth Avenue, New York. Final selection of the Fellows will be made in March, 1936. Application forms will be mailed by the Secretary upon request.

The Fellowships are intended for men and women of high intellectual and personal qualifications who have already demonstrated unusual capacity for productive scholarship or unusual creative ability in the fine arts. They are open to men and women, married or unmarried, and normally between the ages of twenty-five and forty years, though occasional exceptions are made for scholars over forty. The stipend will normally not exceed $2000 for twelve months.

New Housing Display to Boost Building

A new Housing Display Conference has been formed under the sponsorship of the U. S. Treasury Department to stimulate new building and Russell G. Creviston of the Crane Company, Chicago, has been made its President. The Conference will, it is reported, stage a country-wide series of exhibits to demonstrate moderate cost housing, materials, and modern appliances. Its optimistic hope is that 750,000 housing units will be built during the next year.

(Continued on page 32, Ad Section)
ADMITS DIFFUSED LIGHT
RETARDS HEAT FLOW

The new Owens-Illinois Insulux Glass Blocks are hollow, partially evacuated, translucent units of water-clear glass, and are laid up by masons using standard mortar joints. They are ideally suited for functional uses as light transmitting walls of high thermal resistance and at the same time offer extremely interesting decorative possibilities. Insulux Glass Blocks possess advantages and properties unique in the field of building materials, and exclusive manufacturing methods make them lower in cost than other glass masonry construction.

The variety of designs impressed on the faces of Insulux Glass Blocks produces a wide range of light transmitting values and diffusing properties resulting in an absence of glare. They have high compressive, lateral and bond strength. Scientific tests, conducted by Purdue University, have proven that the impervious character of the material itself and solid mortar joints makes infiltration losses negligible, that their heat conductivity is low, and that they reduce the effect of solar radiation.

Insulux Glass Blocks are obtainable at present in three standard sizes, each available in a broad variety of prismatic face patterns. Dimensions of these standard sizes and additional data are given on this page. For a complete brochure giving all of the necessary technical data on Insulux Glass Blocks, together with architectural details showing a wide range of construction application, write on your business letterhead to . . .

OWENS-ILLINOIS
GLASS COMPANY
MUNCIE, INDIANA

The Owens-Illinois Glass Company has given the building industry the Dustop Glass Wool Air Filter and Glass Insulating Wool. These products, as well as Insulux Glass Blocks, were introduced only after exhaustive research and comprehensive studies of the problems involved.
INSULATION must STAY on the JOB

BE SURE
You Specify the Kind that Will

Once applied, insulation is usually hidden away from sight. Will it stay on the job—year after year? Will it retain its original form unaltered? Will it continue to give the protection expected of it? These are important questions that must be answered, if the owner is to get full value.

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of winners

"MODERNIZE MAIN STREET"

Competition

On August 26, there met at Lake Champlain a Jury of Award composed of the following seven men representative of leading contemporary thought in architecture, design and merchandising: Professor Melvin Thomas Copeland, Harvard University; J. Andre Fouilhoux, New York City; Albert Kahn, Detroit; William Lescaze, New York City; John W. Root, Chicago; F. R. Walker, Cleveland and Kenneth C. Welch, Grand Rapids, Michigan.

After a two day session in which were considered hundreds of designs submitted by the more than 3,000 entrants in the Competition, the following awards were made:

FIRST PRIZES
To M. Righton Swicegood, New York City, $1,000 for the best design for modernizing a drug store.
To Suren Pilafian and Maurice Lubin, New York City, $1,000 for the best design for modernizing an apparel shop.
To G. Foster Harrell, Junior, New York City, $1,000 for the best design for modernizing a food store.
To Alfred Claus, Knoxville, Tennessee, $1,000 for the best design for modernizing an automotive sales and service station.

SECOND AND THIRD PRIZES
To G. Foster Harrell, Junior, New York City, $750 and to Nicholas B. Vassilieve, New York City, $500, for the second and third best designs, respectively, for modernizing a drug store.
To Lester Cohn, Chicago, $750, and to Raoul L. Dubrul and Harry J. Trivisonne, New York City, $500, for the same awards for modernizing an apparel shop.
To A. Waldorf and S. T. Katz, Brooklyn, $750, and to J. R. Sproule, Seattle, Washington, $500, for the same awards for modernizing a food store.
To Suren Pilafian and Maurice Lubin, New York City, $750, and to Isadore Shank, St. Louis, Missouri, $500, for the same awards for modernizing an automotive sales and service station.

HONORABLE MENTIONS
Each award including a cash prize of $50
For Drug Store designs: Harry Lon Ross, Philadelphia, Pennsylvania; Michael Auer, New York City; Isadore Shank, St. Louis, Missouri; Morrison Broun, New York City; Montgomery Ferar, Detroit, Michigan; Melvin L. Wolfson, Oak Park, Illinois; Verner Walter Johnson, New York City and Phil Birnbaum, Far Rockaway, New York; Robert F. McClelland and Victor N. Jones, Seattle, Washington; William Tuntke, Hollywood, California.

The uniformly high quality of the designs submitted was most gratifying to the sponsors, to the jury, and to the Architectural Record, which conducted the competition with Kenneth K. Stowell, A.I.A., as professional advisor. The widespread interest shown was considered particularly significant, for it presages new and profitable architectural activity in the several representative fields covered by the competition's program. We extend our sincere congratulations to the winners and our equally sincere appreciation of the effort expended by all competitors. The winning designs are reproduced in the October Architectural Record and will be released for general publication shortly thereafter. Checks have been mailed to all winners.
MODERNIZE MAIN STREET COMPETITION
SPONSORED BY
LIBBEY-OWENS-FORD GLASS COMPANY

THE DRUG STORE—PROBLEM "A." Design submitted by George D. Recher, Chicago, Illinois

OUTLINE SPECIFICATIONS

EXTERIOR FEATURES
Show Windows—\(\frac{1}{4}\)" Polished Plate Glass
Front Frame—Stainless Steel
Bulkhead Facing—Black Glass
Wall Facing—Structural Glass
Trim or Ornament—Stainless Steel
Sign Lettering and Illumination—Metal and Neon Tube

SALES INTERIORS
Walls—Plaster
Ceiling—Glass
Flooring—Linoleum
Trim—Not specified
Lighting Fixtures—Not specified
Heating, Ventilating, or Air Conditioning—General Electric

OCTOBER 1935 PENCIL POINTS [499]
THE DRUG STORE—PROBLEM “A.” Design submitted by George D. Recher, Chicago, Illinois, in the “Modernize Main Street” Competition sponsored by Libbey-Owens-Ford Glass Company
"MODERNIZING MAIN STREET"
Selected Designs from the Record's Competition
SPONSORED BY LIBBEY • OWENS • FORD GLASS COMPANY


The “Main Street” in every city, town, village, or community usually has at least the four stores and these were made the subject of this competition. The competitor was free to choose any one of the four problems presented and could submit as many designs as he wished as solutions of any or all problems. Any architect, engineer, draftsman, or designer in continental United States was eligible to compete.

The general requirements of the Program stated that complete freedom was to be given in regard to style, design, and the materials and methods of construction. It was assumed that the stores are to serve an average American community, rather than the luxury class. Photographs of the present store front or site were given for each type of store but these were made the subject of this competition. The competitor was free to choose any one of the four problems presented and could submit as many designs as he wished as solutions of any or all problems. Any architect, engineer, draftsman, or designer in continental United States was eligible to compete.


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It was stated that modern merchandising methods demanded a store that attracts the public, displays goods to the best advantage, and provides space, convenience, and light so that purchasing is a pleasure. The store front with the plate glass show windows establishes the character of the store in the eyes of the passer-by. It must serve to make the passer buy, inviting him or her to stop and shop.

The interior, according to the stated requirements, must fulfill the promise of the front, serving as a background, and placing the merchandise in the foreground of the customer’s consciousness. It must be convenient in arrangement for expeditious service, comfortable, easily controlled, adequate in all its appointments, and consistent with the quality of the merchandise.

Space, equipment, and facilities must be provided for all merchandising activities normally engaged in by the stores, such as receiving, marking, storing, preserving or protecting, displaying, selling, measuring, wrapping, delivering, accounting and recording. Locker, dressing, and toilet facilities for employees must be provided, but may be in the basement if a stair is included.

The competitor could choose any appropriate names for the stores to use on signs or shop fronts, but no sign could extend more than 18“ beyond the building line. No show window could extend beyond the lot lines. Skylights were permitted in any part of the roof.

PROBLEM “A”—The Drug Store. The building is on a level corner lot 25 x 75 feet, the short side on the north side of Main Street; the long side faces west on the side street. The east party wall extends 6” into store lot. The present clear height, floor to ceiling, 12’-0”. The modernized corner drug store is to provide for the selling of many types of small merchandise as well as medicines and prescriptions.

The following “departments” must be provided for: soda fountain and lunch counter, cigars, candy, toilet articles and cosmetics, proprietary medicines and home remedies, sick-room supplies and rubber goods, packaged drugs, and prescriptions.

The kitchen for lunch counter may be in the basement if proper stairs, conveyors or dumbwaiters and flues are shown on the plan.

PROBLEM “B”—The Apparel Shop. The building covers a level inside lot, 25 x 75 feet, on the north side of Main Street. There is a service alley at the rear. The clear width between party walls is 24 feet. Party walls are 12 inches thick. The present clear height, floor to ceiling, is 12 feet. The modernized shop is to be devoted to the merchandising of women’s wear, suits, dresses, hats, ensembles, gowns, lingerie and underthings, corsets, hose, and accessories. Customers’ dressing rooms will be necessary. The sale of shoes is not contemplated.

PROBLEM “C”—The Food Store. The building covers a level inside lot, 25 x 75 feet, on the north side of Main Street. There is a service alley at the rear. The clear width between party walls is 24
feet. The present clear height, floor to ceiling, is 12 feet. This store is to provide for the merchandising of groceries, packaged and canned foods, fresh fruits and vegetables, meats, fish, and frozen foods.

PROBLEM “D”—The Automotive Sales and Service Station. The level lot is on the northeast corner of intersection of Main Street and a through traffic artery. The rectangular lot measures 100 feet on Main Street, 75 feet on the intersecting street. The wide Main Street runs east and west. Both streets are two-way traffic. From building line (lot line) to curbs of street is 12 feet. The plan shall provide a showroom for two low-priced passenger automobiles; space for display and sale of tires, parts and accessories; cash and record space; "rest-room" toilets; one-car washing space; two greasing pits, hoists or lifts; work bench and tool racks for minor repairs, with enclosure for repairing one car at a time; gasoline pumps and oil dispensers shall be located within the building lines (no pumps or other structure are permitted at the curb of street). It is assumed that the present structure may be moved, enlarged, altered, or torn down so that the most efficient design for the lot can be realized. The gas station is to be modernized by an automobile dealer as a "feeder" for his main showroom as well as to produce a profit through the sale of gasoline, oil, tires, accessories and parts.

Fifty-two prizes were awarded in this competition—a first, second, and third prize for each Problem and forty Honorable Mentions. These prize-winning designs have been published in the October, 1935, issue of The Architectural Record.

To avoid the republication of these principal pre­smitted drawings, the editors of Pencil Points have selected, from the large number of submitted designs, four of each subject to provide our readers with material that otherwise might remain unpublished. This helpful service in no way implies a difference of opinion of the judgment of the Jury of Award.

As it was required that the Elevation of the store front and show windows shall show the true colors, in flat washes or tempera, or to show colors and materials by the use of flat colored papers, cello­phane, metallized papers and the like, Pencil Points has faithfully reproduced three of the subjects in full color. Orthochromatic negatives were made of the other drawings so that the black and white halftone plates would convey the proper impression of the renderings.

Modernization of Main Street is one of the objectives of the FHA program. Congress has enacted the amendment to the Act which permits maximum modernization loan insurance of $50,000 on commercial properties. This class of commissions would seem to justify the architectural profession in employing every effort to stimulate the interest of property owners in making their holdings revenue­producing.

PRIZES AND MENTIONS

PROBLEM "A"—The Drug Store
First Prize: M. Brighton Swicegood, New York
Second Prize: G. Foster Harrall, Jr., New York
Third Prize: Nicholas B. Vassilieve, New York
Mentions: M. Brouni, New York; Michael Auer, New York; Isadore Shank, St. Louis; Montgomery Fera, Detroit; Verner Johnson and Phil Birnbaum, Far Rockaway, N. Y.; William Tunkle, Hollywood; R. F. McClelland and Victor N. Jones, Seattle; Harry Lon Ross, Philadelphia; Melvin L. Wolison, Oak Park, Ill.

PROBLEM "C"—The Food Store
First Prize: G. Foster Harrall, Jr., New York
Second Prize: Adrian Waldorf and S. L. Katz, Brooklyn
Third Prize: J. R. Sproule, Seattle

PROBLEM "B"—The Apparel Shop
First Prize: Suren Pilafian and M. Lubin, New York
Second Prize: Lester Cohn, Chicago

PROBLEM "D"—The Automotive Sales and Service Station
First Prize: Alfred Claus, Knoxville, Tenn.
Second Prize: Suren Pilafian and M. Lubin, New York
Third Prize: Isadore Shank, St. Louis
MODERNIZE MAIN STREET COMPETITION
SPONSORED BY
LIBBEY-OWENS-FORD GLASS COMPANY

THE APPAREL SHOP—PROBLEM "B." Design submitted by Richard Haviland Smythe, New York

OUTLINE SPECIFICATIONS

EXTerior FEATURES
- Show Windows—Polished Plate Glass
- Front Frame—Lacquered Brass
- Bulkhead Facing—Sheet Bakelite
- Wall Facing—Hard finished Stucco or Terrazzo
- Trim or Ornament—Lacquered Brass—Sheet Bakelite
- Sign Lettering and Illumination—Neon Tubes in Lacquered Brass Trough

SALES INTERIORS
- Walls—Plaster
- Ceiling—Plaster
- Flooring—Carpet over Wood
- Trim—Whitewood, painted
- Lighting Fixtures—Semi-indirect—bowl type
- Type of Heating, Ventilating, or Air Conditioning Systems—Gas-duct System

[504] PENCIL POINTS OCTOBER 1935
THE FOOD SHOP—PROBLEM “C.” Design submitted by Evald A. Young, Melrose Park, Illinois, in the “Modernize Main Street” Competition sponsored by Libbey-Owens-Ford Glass Company
THE FOOD SHOP — PROBLEM "C." Design submitted by Evald A. Young, Melrose Park, Illinois

OUTLINE SPECIFICATIONS

EXTERIOR FEATURES

Show Windows—⅛" Polished Plate Glass, L.O.F.
Front Frame—Stainless Steel
Bulkhead Facing—Vitrolite
Wall Facing—Vitrolite Piers
Trim or Ornament—Metal
Sign—Neon for vertical—Black Glass on Opal Glass

SALES INTERIORS

Walls—Plaster painted shades of green
Ceiling—Acoustical Plaster, cream
Flooring—Asphalt Tile—black and red pattern
Trim—Wood
Lighting Fixtures—Indirect and direct flush ceiling type
Heating, Ventilating, or Air Conditioning—"Clarage"
THE DRUG STORE — PROBLEM “A.” Design submitted by Carl Schlacter and Elmer S. Tuthill, East Orange, N. J. “Modernize Main Street” Competition sponsored by Libbey-Owens-Ford Glass Company

EXTERIOR FEATURES

Show Windows—Polished Plate Glass
Front Frame—Brushed Aluminum
Bulkhead Facing—Black Vitrolite
Wall Facing—Grey and Black Vitrolite
Trim or Ornament—Brushed Aluminum
Sign Lettering and Illumination—Black Enamel—Neon Tube

SALES INTERIORS

Walls—Oriental Wood Veneer and Grey Vitrolite.
Ceiling—Plaster, Canvas Covered, Painted White.
Flooring—Black and Grey Terrazzo—Aluminum Parting Strips
Trim—Brushed and Polished Aluminum
Lighting Fixtures—Brushed Aluminum and Opal Glass
Mirrors—3/16” Libbey-Owens-Ford “A” Quality
THE DRUG STORE—PROBLEM “A.” Design submitted by Emil Monier, Los Angeles, California, in the “Modernize Main Street” Competition sponsored by Libbey-Owens-Ford Glass Company

### EXTERIOR FEATURES
- Show Windows—Polished Plate Glass
- Front Frame—Stainless Steel
- Bulkhead Facing—Stainless Steel
- Wall Facing—Stainless Steel
- Trim or Ornament—Enameled Sheet Metal
- Sign Lettering and Illumination—Opal Glass—Neon

### SALES INTERIORS
- Walls—Plaster
- Ceiling—Plaster
- Flooring—Rubber Tile
- Trim—Wood
- Lighting Fixtures—Chromium plated
- Heating, Ventilating, or Air Conditioning—Not specified

EXTERIOR FEATURES

Show Windows—L.O.F. Polished Plate Glass
Front Frame—Honed finish Stainless Steel
Bulkhead Facing—Black Vitrolite, 7/16" thick
Wall Facing—Dark Emerald Green Vitrolite
Trim or Ornament—Opal Glass above show windows
Sign Lettering—Raised Letters, honed finish Stainless Steel

SALES INTERIORS

Walls—Plaster with shelving and mirrors
Ceiling—Plaster with Light Troughs
Flooring—Ceramic Tile, black and white
Trim—Painted Wood
Lighting Fixtures—Mirror Reflecting with Opal Glass Fronts
Heating, Ventilating, etc.—Oil Burner Air Conditioning

OCTOBER 1935 PENCIL POINTS [509]

EXTERIOR FEATURES

Show Windows—¼" glazing quality Polished Plate Glass
Front Frame—Extruded Bronze, satin finish
Bulkhead Facing—Blue Vitrolite on bronze angles
Wall Facing—Blue Vitrolite on bronze angles
Trim or Ornament—Bronze
Sign Lettering—Bronze

SALES INTERIORS

Walls—Plaster, painted
Ceiling—Plaster, painted
Flooring—Carpet
Trim—Bronze, satin finish
Lighting Fixtures—Metal Reflectors
Heating, etc.—Single Unit Automatic Air Conditioning
THE APPAREL SHOP—PROBLEM "B." Design submitted by Orrin F. Stone, Pasadena, California, in the "Modernize Main Street" Competition sponsored by Libbey-Owens-Ford Glass Company

**EXTERIOR FEATURES**

- **Show Windows**—L.O.F. ½" polished Plate Glass
- **Front Frame**—Aluminum
- **Bulkhead Facing**—18-gauge Sheet Iron, enameled
- **Wall Facing**—5/16" Ivory Vitrolite, blue joints
- **Trim or Ornament**—Sheet Iron, enameled
- **Sign**—Enameled Iron, illuminated from below

**SALES INTERIORS**

- **Walls**—Plaster, blue with silver stars
- **Ceiling**—Plaster, ivory
- **Flooring**—Oregon Pine covered with gray carpet
- **Trim**—Maple, natural finish
- **Lighting Fixtures**—Glass and Aluminum
- **Heating, etc.**—Complete Air Conditioning Equipment

*OCTOBER 1933 PENCIL POINTS*
THE APPAREL SHOP—PROBLEM “B.” Design submitted by Delmar Arliss Warren, Macon, Georgia, in the “Modernize Main Street” Competition sponsored by Libbey-Owens-Ford Glass Company

EXTERIOR FEATURES
Show Windows—L.O.F. Plate Glass
Front Frame—Monel for door—glass meets glass
Bulkhead Facing—Black Glass
Wall Facing—Dark bottle green Capless Fluted Glass
Trim or Ornament—Same
Sign Lettering and Illumination—2” wide Libbey-Owens-Ford Plate Glass—blue white “Neon”

SALES INTERIORS
Walls—Plaster, panelwood, plate glass mirror
Ceiling—Plaster—dead white
Flooring—Chenille Carpet—deep mulberry
Trim—Black Glass Base
Lighting Fixtures—Ribbon of Glass
Heating and Ventilating, or Air Conditioning Systems—G.E. Oil Burner and Air Conditioner

[512] PENCIL POINTS OCTOBER 1935

EXTERIOR FEATURES

Show Windows—L.O.F. 1/4” Plate Glass
Front Frame—4” T.C. Wall, Wood Joists
Bulkhead Facing—Deplated Aluminum Alloy
Wall Facing—Deplated Aluminum Alloy
Trim or Ornament—Deplated Aluminum Alloy
Sign Lettering and Illumination—Aluminum with Red “Neon”

SALES INTERIORS

Walls—Vitrrolite and White Plaster above
Ceiling—Plaster—enamel painted
Flooring—Jaspe Battleship Linoleum—red
Trim—Aluminum
Lighting Fixtures—Indirect and semi-indirect ceiling troughs
Heating and Ventilating, or Air Conditioning Systems—Vaporaire with Cooling Unit

OCTOBER 1935 PENCIL POINTS
THE FOOD STORE—PROBLEM “C.” Design submitted by Theodore Fletcher, Marblehead, Massachusetts, in the “Modernize Main Street” Competition sponsored by Libbey-Owens-Ford Glass Company

EXTERIOR FEATURES
Show Windows—1/4" Clear Plate Glass
Front Frame—Metal
Bulkhead Facing—Vitrolite 7/16" curved
Wall Facing—Vitrolite 7/16"—green
Trim or Ornament—Metal
Sign Lettering and Illumination—Metal lighted by Trough

SALES INTERIORS
Walls—Vitrolite
Ceiling—Vitrolite
Flooring—Linoleum
Trim—Metal
Lighting Fixtures—Not specified
Heating and Ventilating, etc.—G.E. Conditioned Air

PENCIL POINTS OCTOBER 1935
THE FOOD STORE—PROBLEM "C." Design submitted by Garrett V. S. Ryerson, Jr., Hunt, New York, in the "Modernize Main Street" Competition sponsored by Libbey-Owens-Ford Glass Company

EXTERIOR FEATURES
Show Windows—3/8" L.O.F. Polished Plate Glass
Front Frame—Kawneer Stainless Steel
Bulkhead Facing—Vitrolite (Black) 3/8"
Wall Facing—Same
Trim or Ornament—Stainless Steel-Electro-Met
Sign Lettering and Illumination—Polished Aluminum
Letters—Tube Lighting

SALES INTERIORS
Walls—Marsh Tile
Ceiling—Plaster, smooth finish
Flooring—Sloan-Blabon Linoleum
Trim—Stainless Steel
Lighting Fixtures—Trough covered with Frosted Glass
Heating and Ventilating, or Air Conditioning Systems—Carrier

OCTOBER 1935 PENCIL POINTS [515]

EXTERIOR FEATURES

Show Windows—¼" Plate Glass
Front Frame—Aluminite
Bulkhead Facing—Porcelain Enameded Metal
Wall Facing—Porcelain Enameded Metal
Trim—As shown
Sign Lettering—Metal

SALES INTERIORS

Walls—Flexboard
Ceiling—Copper Leaf
Flooring—Linoleum
Trim—Wood
Lighting Fixtures—Semi-indirect
Heating, Ventilating, or Air Conditioning—Unit Heaters
AUTOMOTIVE SALES-AND-SERVICE STATION—PROBLEM "D." Design submitted by Arne A. Kartwold, Berkeley, California, in Competition sponsored by Libbey-Owens-Ford Glass Company

EXTerior Features
Show Windows—Plate or Safety Glass, 1/2"  
Front Frame—Aluminum or Steel (rustproof)  
Bulkhead Facing—See detail  
Wall Facing—Not specified  
Trim—Metal, if any  
Sign Lettering and Illumination—Red Neon Tube

SALES INTERIORS
Walls—Plate or Safety Glass  
Ceiling—As A-6 and G-3  
Flooring—Dark Green Cement  
Trim—Metal, if any  
Lighting Fixtures—Tube  
Heating, Ventilating, etc.—Small moveable electric units

EXTERIOR FEATURES

Show Windows—Plate Glass
Front Frame—Concrete on steel frame faced with Vitrolite
Bulkhead Facing—Vitrolite and Stainless Steel
Wall Facing—Vitrolite
Trim—Stainless Steel
Sign—Metal letters backed by frosted glass, lights behind

SALES INTERIORS

Walls—Light Tan Vitrolite
Ceiling—White Plaster
Flooring—Red and black squares of Armstrong’s Linotile
Trim—Monel Metal
Lighting Fixtures—Lights behind frosted glass in troughs
Type of Heating and Air Conditioning—Universal

EXTERIOR FEATURES
Show Windows—\( \frac{3}{4} \)" Clear Plate Glass
Front Frame—Lally Columns—Chromium Plated Metal
Bulkhead Facing—Porcelain Enameled Steel
Wall Facing—Porcelain Enameled Steel on Metal Furring
Sign Lettering and Illumination—Free standing letters—letters show up dark against floodlighted background

SALES INTERIORS
Walls—Plaster
Ceiling—Plaster
Flooring—Terrazzo
Trim—Metal
Lighting Fixtures—Reflectors
Heating and Air Conditioning—Not specified
"A CONSCIENTIOUS ARTIST"

It has been customary of late years, in accordance with the theory that all history is a series of impersonal movements, governed by economic forces themselves impersonal, to speak of architecture as the expression of the civilization of the period that brings it forth, as if the forms which it assumes were the result of natural causes too potent to be resisted.

Once or twice in a lifetime we have it brought home to us that this is a fallacy; that, in architecture at least, it is by a man and not by mankind as an unthinking mass that great ideals are brought into being, great projects conceived and fostered and great ends attained.

The men who have the force and the will to make themselves felt in this manner are not numerous, nor do they always receive fitting recognition from their contemporaries.

It is the more important, therefore, that when we do encounter among our associates one whose
character and abilities have given him the power to influence his time and who has directed that influence to noble ends, we should be ready to acclaim his achievements, and if these have been of an exceptional order, to speak of them in superlatives without fear of seeming extravagant in our eulogy.


This was a man of brilliant and varied talents, an artist with an enduring record of accomplishment, and a teacher and leader to whom a large following looked for guidance and inspiration.

He was notable both in his own right as the designer of numerous and important buildings and because of the spirit which he awakened in others for the betterment of art.

In his own work he aimed at a high ideal and he fulfilled his aim. During a period of more than thirty years he produced an endless succession of vital, original, scholarly, and beautiful buildings, each of them in the truest and most complete sense his own creative work.

A draftsman of the greatest sensitiveness and facility, he was accustomed to develop with his own hand the brilliant presentations which caught the eye as much by the effectiveness of their rendition as by the quality of their design.

At the Convention of the American Institute of Architects held in Washington in 1924, in a debate which is still remembered as the model of a discussion by artists of the fundamentals of their art, he stated his theory of what our architecture should be: “An architecture firmly rooted in tradition, appropriate to its uses and therefore of infinite variety, free from freakishness as it is free from pedantry.”

In the work that he produced he fulfilled this creed to the letter. It was the result of a searching analysis of the practical requirements of the problems set for him, of a singularly simple and direct emotional reaction to their aesthetic possibilities, and an unerring appreciation of the effect in execution of the means employed, so that in all of it there appears a personal and distinctive unity of style.

What is most marked in it is its robust and masculine character.

During a time when the fashion of the moment set the designers at work to outdo the delicacies of Adam and Nash, he preserved in all his architecture a consistent vigor of scale that was the outward expression of his conviction that to build beautifully one must build enduringly and well.

His design is classical in its background and origin, imbued with a scholarship as broad as it is unobtrusive, but he had no interest in or desire to achieve a lifeless archaeological correctness. Indeed it would seem that in his impatient determination to avoid pettiness at any cost he was willing to renounce with it some of the refinement and restraint that characterizes the best of the classical tradition.

In his later buildings he had already carried far a process of self-discipline that was progressively leading him to a greater and greater care to eliminate all that was not essential and to lay ever-increasing emphasis on the great general proportions and masses of his compositions.

He had an almost exaggerated dislike of having others borrow from him and was even reluctant to have the designs of his buildings reproduced in drawings or photographs to be used, as he phrased it, “as copybooks in drafting rooms.”

This has always made it difficult to appraise his work as a whole, for the buildings which he planned were widely scattered geographically and few can have seen them all.

One of the most familiar and most admired of them, one which he himself might perhaps have chosen as representing his abilities at their height, is the Liberty Memorial at Kansas City, Missouri, still incomplete because it lacks one of its most important elements as he conceived it, the splendid sculptural frieze designed for it by his wife, in a spirit of such perfect harmony with the monument as to seem to have been created with it in a single impulse.

He founded no school of imitators nor did he desire to found one. The form of leadership which he wished to exercise was to awaken in men’s minds the desire to create and originate themselves; to feel and express rather than to see and copy.

It was his great service to his contemporaries that he persisted in keeping before them by word and by example the truth that architecture is an art and that “in the arts is most of the beauty of the world and of life in the world; subtract them and the world is like a waterless desert.”

FRANCIS P. SULLIVAN
Small House Design submitted by Royal Barry Wills in the General Electric Company's "Home Electric" Competition. Although this design won neither prize nor mention in the competition it was selected by the company for inclusion in its portfolio of New American Houses made available to prospective home builders under the G.E. Home Building Program. We are informed that it turns out to be the people's favorite if not the jury's and that more have arranged to build it than any of the winners.
Rendering by J. Floyd Yewell of a House by Walker & Gillette, Architects. Designed as a part of the General Electric Company’s “New American” Home Building Program
Rendering by J. Floyd Yewell of a House by Walker & Gillette, Architects

Plans of the three houses by Walker & Gillette shown herewith. Above, at left, plan of house shown on page 525. At right, plan of house at top of this page. Below, plans of house on page 524. These houses are a part of the General Electric Company's Demonstration Home Building Program.
THE PENCIL POINTS SERIES
OF COMPARATIVE DETAILS

Group 24—Modern Lighting

Presented by means of photographs and
drawings from data supplied by Dwight
James Baum, Donald Deskey, Walter
Kantack, William Lescaze, Eugene Schoen
& Sons, Irving L. Scott, Walter Dorwin
Teague, Voorhees, Gmelin & Walker,
Ralph T. Walker, Architects and Designers,
and Beaux Arts Lighting Company, Cassidy
Company, Curtis Lighting, Inc., A. Ward
Hendrickson & Company, Kliegl Brothers,
Lightolier Company, Craftsmen.
Drawings by Alfred J. Bagley

Previously published details in this series covered the following subjects:

Dormers . . . . . . . October, 1932  Exterior Steps . . . . . . . November, 1933
Radiator Enclosures . . . December, 1932  Bay Windows . . . . . . . March, 1934
Second Story Overhangs . . January, 1933  Closets . . . . . . . April, 1934
Fireplaces . . . . . . February, 1933  Balconies . . . . . . . May, 1934
Door Hoods . . . . . March, 1933  Bookshelving . . . . . . . June, 1934
Chimneys . . . . . . April, 1933  Exterior Doors, English . Aug. and Sept., 1934
Interior Woodwork . . . May, 1933  Corner Cupboards . . . Oct. and Nov., 1934
Eaves and Gutters . . . September, 1933  Motor Entrances . . . . June, 1935
ELEVATION
Scale: 1/4" = 1'-0"

DETAIL OF ILLUMINATED GRILLE

PLAN AT TOP

PLAN AT A
Scale: 1/2" = 1'-0"

SECTION B-B
Scale: 1/2" = 1'-0"

DETAIL OF TABLE LANTERN

AMERICAN INDUSTRIAL ART EXHIBIT-METROPOLITAN MUSEUM
RALPH T. WALKER
ARCHITECT
CASSIDY CO INC

METROPOLITAN • MUSEUM
**Metropolitan Museum of Art**

**American Industrial Art Exhibit · Metropolitan Museum**

**Donald Deskey · Designer · Beaux Art Lighting Co · Craftsman**

**Richard · C · Engelken**

**MINIATURE · SPOTLIGHT**

**PICTURE · LIGHTING · IN · A · RESIDENCE**

**Designed & Manufactured by Kliegl · Bros.**

**PENCIL · POINTS · SERIES · OF · COMPARATIVE · DETAILS**
ELEVATION OF DRESSING ROOM

SECTION "B-B"

DETAIL AT "A-A"

SCALE 1/4" = 1'-0"

SCALE 3" = 1'-0"

AMERICAN INDUSTRIAL ART EXHIBIT - METROPOLITAN MUSEUM - IRVING L. SCOTT - ARCHITECT - A. WARD. HENDRICKSON & CO. - CRAFTSMAN

PLAN

ELEVATION

DETAIL OF WALL LIGHTING

DETAIL OF CEILING FIXTURE

SCALE: 3'-0" = 1'-0"

SCALE: 3'-0" = 1'-0"

AMERICAN INDUSTRIAL ART EXHIBIT - METROPOLITAN MUSEUM - WALTER DORWIN TEAGUE - ARCHITECT - CURTIS LIGHTING, INC. - CRAFTSMAN
PENCIL POINTS DATA SHEETS

Prepared by DON GRAF, B.S., M.Arch.
FACTS AT YOUR FINGERTIPS

In each issue of Pencil Points, four Data Sheets appear. Research that would take many hours in the office is made for you and presented in telegraphic form. Readers are urged to write Don Graf with suggestions or criticisms that will make this feature of greatest value to you. Excellent subjects for Data Sheets have been suggested by many of our readers. Sit down and send in your ideas.

Interest in the Data Sheets has been so great that it has been necessary to reprint the sheets appearing in Pencil Points. Seven sets of 24 Data Sheets, each representing those which have been published during a six-month period, are available at 75¢ a set. They are printed on heavy bond paper and are punched, ready for your notebook. If several sets are desired, reduced prices will be quoted on request.

Basic information on several manufactured materials and equipment has been issued in Data Sheet form. Large numbers of readers have indicated their approval of this plan. Every effort has been made to make these free manufacturer’s sets as valuable as possible to the architectural man. Requests addressed to the individual manufacturers listed below will bring you “Data-ized” information on their products.

Burnham Boiler Corporation
Irvindge, N. Y.
Seth Thomas Clock Company
 Thomaston, Conn.
Buffalo Forge Company
Buffalo, N. Y.
Jones & Laughlin Steel Corp.
Pittsburgh, Pa.
Cleveland, Ohio.

*Not more than two lined flues shall be permitted in the same flue space, and the joints of any such adjoining flue linings shall be staggered at least seven inches.

*Flue spaces shall be separated by smoke-tight withies of masonry, not less than 3/4" thick, bonded into chimney walls.

*Smokepipes shall enter chimney through a fire clay or metal thimble or flue ring of masonry. The top of smokepipe intakes shall not be less than 18 inches below sheet metal ceilings, wood lath and plaster, or exposed wood joists. Neither the intake pipe nor the thimble shall project into the flue. No woodwork shall be placed within 6 inches of the thimble.

*It is important that flues be constructed as nearly vertical as possible since each offset retards draft and offers a lodging place for the accumulation of soot. When the direction of the flue must change, it should preferably not depart more than 20° from the vertical but in no case more than 45°.

Chimneys that have openings within their width or depth shall have tie rods located over the opening to relieve thrust.

*Text from “A Standard Ordinance for Chimney Construction” as recommended by the National Board of Fire Underwriters.
The Stanley Works  
New Britain, Conn.  
Scovill Manufacturing Co.  
Waterville, Conn.  
Koppers Products Company  
Pittsburgh, Pa.  
Hart Manufacturing Company  
Hartford, Conn.  

DATA SHEET NO. E3g.  
In planning, where telephone booths form part of the equip- 
ment, this Data Sheet will be useful. Booths No. 5 and 6 are  
the most used types and represent the standard which is  
familiar to everyone.  

DATA SHEET NO. E2e.  
This is the second sheet giving in brief form the essentials of  
good chimney construction. The chimney of the fireplace and  
heater is one of the dangerous spots in a building so that no  
chances should be taken with poor construction.  

DATA SHEET NO. E3b.  
Many readers have requested a check list of electrical outlets  
for residences. The same outlets will in many cases serve a  
number of the devices given in the list, in which case the  
largest load to be expected should be the one used in the  
educational design.  

DATA SHEET NO. B2i.  
Eastern Hemlock has as many aliases as a public enemy. It  
is sold in various parts of the country as West Virginia Hem- 
lock, Hemlock, Wisconsin White Hemlock, Pennsylvania  
Hemlock, Huron Pine, Pennsylvania White Hemlock. White  
Fir is also known as Balsam Fir although reference to Data  
Sheet No. B2i will show that it has quite different stresses  
than the wood properly so named.
A. L. Guptill's Corner

A LITTLE DEPARTMENT OF ARCHITECTURAL ESTHETICS, WITH EMPHASIS ON SKETCHING AND RENDERING

COLD NIGHTS AND HOT DOGS

and I'm glad to toast the tired dogs before a good log fire. Particularly as this may be one of the last chances I shall ever have of doing this thing, at this place, for we've put to work on the grand and glorious Guptill's Corner Competition No. 2. And I let that some of the drawings are being turned out. If you haven't done yours there's still time, and whether or not you win a prize you are almost certain to profit from your attempt, especially when you bring it into comparison with the winning drawings when later published. See the September issue for particulars. And remember that last time the prizes went to everyday fellows like yourself, rather than to a few old hands, and were scattered all over the country. You can be sure of a capable, conscientious jury.

Well sir, it's the 13th day of September (Friday the 13th), and to my surprise and contrary to my previous intentions I am still "rusticating" in Maine. Tonight I'm sitting before an open fire at "Westways," the Guptill ancestral domain on the Flagg Meadow Road in the peaceful old town of Gorham. There's a dandy moon out but the air's a bit chilly,

TALKED OVER THE COLOR BOOK

Ken Reid, Managing Editor of PENCIL POINTS, came dashing down here to the Pine Tree State not long ago to see me about the "Color in Sketching and Rendering" book and was driven from cover to cover, and settled on the final make-up. So it's mainly up to Mister Printer and Mister Binder now, Boy! What a relief it will be to see that off the press! Practically three solid years' work have gone into it, half of it trimming and paring so as to give you the most book for the least money.

PLEASE HELP THE NEEDY, SIR!

With architecture as it is, or isn't, I shall doubtless get under way at once with another book. What shall it be? I need your help. I have a number of titles in mind but would like to have you pick this one. Where is there a void in architectural or art literature which should be filled? I am earnestly anxious to write about those matters of the greatest interest, and the only way I can find what interests you is by asking you. So I'm asking now, and will deeply appreciate your suggestions. Address me at PENCIL POINTS: I'll be there before this is turned into print. Do you want 'em fat or thin, short or tall? Give us the dope.

A MILLION BOTTLES OF INK AND ANOTHER MILLION PENS

I suppose a million of this thing, at this places, for a million pens and pen holders have been put to work on the and glorious Guptill's Corner Competition No. 2. And I let that some of the drawings are being turned out. If you haven't done yours there's still time, and whether or not you win a prize you are almost certain to profit from your attempt, especially when you bring it into comparison with the winning drawings when later published. See the September issue for particulars. And remember that last time the prizes went to everyday fellows like yourself, rather than to a few old hands, and were scattered all over the country. You can be sure of a capable, conscientious jury.

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Shadows in interiors are all too often complex, as here — due to light from several sources. It is usually best to simplify them.

Below is an instance where a chair leg, coming in contact with the floor, again casts a triple shadow. At 'B' we show a simplification.

This beam showed three distinct shadows on wall and ceiling.

The three shadows merged.

Most such details are better if simplified.

Sometimes extreme liberties are taken with the values.
La Sainte Chapelle
A Glory of Gothic Architecture
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The Master Drawing Pencil

ELDORADO’S 17 exact degrees of quality leads inspire the best work of architect or draftsman—6B, 5B, 4B, 3B, 2B, B HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H, 8H, 9H. Pencil Sales Dept. 167-J, JOSEPH DIXON CRUCIBLE COMPANY, Jersey City, N. J.
S E R V I C E  D E P A R T M E N T S

THE MART. In this department we will print, free of charge, notices from readers (dealers excepted) having for sale or desiring to purchase books, drawing instruments, and other property pertaining directly to the profession or business in which most of us are engaged. Such notices will be inserted in one issue only, but there is no limit to the number of different notices pertaining to different things which any subscriber may insert.

PERSONAL NOTICES. Announcements concerning the opening of new offices for the practice of architecture, changes in architectural firms, changes of address and items of personal interest will be printed free of charge.

FREE EMPLOYMENT SERVICE. In this department we shall continue to print, free of charge, notices from architects or others requiring designers, draftsmen, specification writers, or superintendents, as well as those seeking similar positions.

SPECIAL NOTICE TO ARCHITECTS LOCATED OUTSIDE THE UNITED STATES: Should you be interested in any building material or equipment manufactured in America, we will gladly procure and send, without charge, any information you may desire.

Notices submitted for publication in these Service Departments must reach us before the fifth of each month if they are to be inserted in the next issue. Address all communications to 330 West 42nd Street, New York, N. Y.

THE MART

Charles A. Rais, 114 Westford Circle, Springfield, Mass., has for sale quantities of PENCIL POINTS from 1920 to date, in good condition. Will sell complete or from 1920 to 1930, only. Make offer.

Arthur O. Dun, 222 West Rayen Avenue, Youngstown, Ohio, has the following books for sale: Boston Architectural Club Year Book, 1924; Concours d'Architecture, 1909-10, Vignola; English Domestic Architecture, Field & Bunney; Tudor Period, Garner & Stratton; Study of Architectural Design, Harbeson; Houses and Gardens of Lytens; Shades and Shadows, McGoodwin; Gothic Architecture, Pugin; Works of John Russell Pope; Building Details, Snyder; Golf and Country Clubs, Wenderach; White Pine Series, Vols. 7, 8, 9, and 10; Specifications, York & Sawyer.

Herman F. Ullmer, 1429 East St., Vincent Street, Philadelphia, Pa., would like to obtain the following back issues of PENCIL POINTS, in good condition: years 1925 and 1926, complete; January, February, April, and June, 1927; January, February, August, and November, 1928; January, 1929; July, 1930.

W. Wyatt Hibbs, 276 Bellefield Avenue, Pittsburgh, Pa., would like to obtain the following White Pine Series: Vol. 2, Nos. 1, 3, and 4; Vol. 3, No. 4; Vol. 18, Nos. 5 and 6; Vol. 19, No. 2.

PERSONALS

O. A. SKINNER, Mr. T. P. Phelps, 431 South Dearborn Street, Chicago, Ill., would like to get in touch with Mr. Skinner who was formerly of Chicago.

J. EDWARD AGENBROAD, Architect, has opened an office for the general practice of architecture at Oakwood at Fair Hills, Dayton, Ohio.

LESLEY I. NICHOLS, Architect, and G. WILLARD SOMERS, have moved their offices to 529 Guindia Street to 352 Emerson Street, Palo Alto, Calif.

GEORGE J. DAVIDSON, Architect, has moved from Kansas City, Mo., to 324 North Washington Street, Nevada, Mo.

LEON JULIUS, Architect, has opened an office for the general practice of architecture in the Otis Building, 112 South 16th Street, Philadelphia, Pa.

ENGINEERING DEPARTMENT of Phillips County, Phillipsburg, Kansas, have added a WEA architectural department. W. F. Castella is County Engineer; F. H. WILKINSON, Architect; and K. H. Hinchliff, Assistant Architect.

J. JOSHUA FISH, Architect, has opened an office for the practice of architecture at 10 South 18th Street, Philadelphia, Pa.

A. FRASER ROSE and WILLIAM ALLAN ROSE, Architectural Engineers, formerly of Miami Beach, Florida, have opened a structural engineering office on the top floor of the Wills Building, 286 Fifth Avenue, New York, N. Y.

EDWARD A. NITSCHKE and WILFRED W. BEACH, Architects, have closed their offices at 28 East Huron Street, Chicago, Ill. Mr. Nitsche is at present continuing his practice at 2843 North Kilbourne Street, and Mr. Beach is temporarily at 3707 West Cambridge, Seattle, Washington, free lancing as a specification writer.

HERTZKA & KNOWLES, Architects, have moved to 369 Pine Street, San Francisco, Calif.

JOSEPH L. STEELE, Architect, has opened an office for the practice of architecture at 23 North Third Street, Harrisburg, Pa.

MANUFACTURERS’ DATA WANTED


J. JOSHUA FISH, Architect, 10 South 18th Street, Philadelphia, Pa.

CHARLES F. EGAN, Architect, Room 46, Burdett Building, Troy, N. Y. (data on junior high school buildings).


WILLIAM G. PERRY, Architect, 1367 Shaw Avenue, Pittsburgh, Pa.

STAAB & RICHARDSON, Architects, 600 Bloomingdale Avenue, Bloomfield, N. J.

JAMES H. COURTNEY, Engineer, U. S. Engineer Office, Tuscarawas, N. M. (data needed for use in designing a complete town to be built by the Federal Government at Conchas Dam Site for an estimated population of 5,000, including electric plant and system, gas, water, sewerage, telephone systems, apartments, hotels, churches, etc., prices to accompany data).

MILTON N. KRAUS, Engineer, 35½ West 183rd Street, New York (data on heating, ventilating and air conditioning apparatus for factories and office buildings).

ENGINEERING DEPARTMENT, County of Phillips, Phillipsburg, Kansas.

ABRAHAM WARONOFF, Draftsman, 119 Kennedy Street, N. W., Washington, D. C. (also samples of various wood finishes).

RICHARD SALO, Draftsman, 142 S. E. 30th Avenue, Portland, Oregon.

O. C. HEYER, Draftsman, 2454A West Concordia Avenue, Milwaukee, Wis.

J. I. KETTLER, Draftsman, 2121 North Newhall Street, Milwaukee, Wis.

CARL E. RIEMENTSCHNEIDER, Draftsman, 1827 East Park Place, Milwaukee, Wis.

LOUIS JORDAN, Jr., Student, P. O. Box 408, Omar, W. Va. (data on small house, store and shop construction).

ALBERT C. LATTES, Student, Via Monte Santo 6, Rome, Italy (data on residential construction, decoration, furnishing, small commercial buildings, concrete constructions, etc.).
When you specify or buy pipe for plumbing or heating, make sure that the cost estimates give consideration to time and labor saved by using the right pipe. The pipe to choose is one that will handle easily, thread smoothly, and give long, satisfactory service to the owner. This last factor is especially important. Architects and plumbing and heating contractors build reputations for themselves by specifying durable, trouble-free pipe. It is because National Scale Free Pipe resists corrosion and therefore lasts longer that it is preferred for America's outstanding structures, both by those who specify and those who use pipe. Having clean, smooth surfaces, free from scale, National Pipe reduces corrosion, particularly pitting, to a minimum. The National Scale Free Process (applied to butt-weld pipe, sizes ½ to 3-inch), and Spellerizing—two definite, specific mill operations, developed by this Company—give to the pipe a homogeneous structure, and surfaces free from scale, inside and outside. These advantages, together with the ease and economy of installation for which National Pipe is noted, make it a greater dollar value for plumbing and heating lines. Specify this better, cleaner pipe and learn about it for yourself. Descriptive literature will be sent on request, to those interested.

CHROMATE TREATMENT—All National Galvanized Pipe is given a special chromate treatment to resist discoloration and the formation of white rust. This patented process preserves that smooth, glittering surface or metallic lustre which is characteristic of good galvanizing.

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OCTOBER 1935 PENCIL POINTS 27
PUBLICATIONS
ON MATERIALS AND EQUIPMENT
of Interest to Architects, Draftsmen and Specification Writers

Publications mentioned herein will be sent free unless otherwise noted, upon request, to readers of Pencil Points by the firm issuing them. When writing for these items please mention PENCIL POINTS.

TAKAPART PRECAST FIREPROOF WALL.—A.I.A. File No. 10a-3. New publication covering a type of fireproof wall that eliminates all wet trades, can be painted immediately, shows no joints or cracks, provides runways for wiring, lends itself to puttyless glazing, has almost complete salvage value and is insulated against sound transmission. Specifications, 8 1/2 x 11. Takapart Products Co., 114 East 32nd Street, New York, N. Y.

HOLOPHANE INBUILT LIGHTING.—Useful new reference guide for architects, designers and lighting engineers, showing the flexibility in Holophane Inbult lighting and its adaptability to specific needs, on any scale, for both concealed and exposed lighting. Special supplement contains complete engineering and estimating data on the subject. 28 pp. 8 1/2 x 10 1/2. Holophane Co., Inc., 342 Madison Avenue, New York.

BUILDING FOR THE FUTURE WITH INSULITE.—New reference manual dealing with the general subject of insulation and its uses. Beginning with a simple definition of thermal insulation as applied to buildings, the book treats on the various uses of insulation for decoration, sound control and resistance to the passage of heat. Useful collection of material for anyone planning the use of insulation for homes, or modernized farm buildings, or industrial installations. 24 pp. 8 1/2 x 11. The Insulite Co., Builders Exchange Bldg., Minneapolis, Minn. Published by the same firm, "Insulite Tile and Plank." Folder describing Insulite tile and plank, and illustrating the versatility of these products.

THE LURIE STEEL HOUSE.—Fully illustrated book announcing and describing the Lurie Steel House, a newly-developed type of low-cost permanent construction, utilizing a new combination of steel, concrete, and metal lath and offering architects and builders unlimited scope in design inasmuch as it is not prefabricated. Plans, construction details, recommended minimum standard specifications, 16 pp. 8 1/2 x 11. Metal Lath Manufacturers Assn., 288 South LaSalle Street, Chicago, Ill.

DIRECTIONS FOR STRETCHING DRAWING PAPERS.—Folder with useful information for architects and draftsmen concerning the stretching of hand-made drawing papers on a board or frame. 4 pp. H. Reeve & Co., Inc., 7 Spruce Street, New York.

BURT MONOVENT CONTINUOUS RIDGE VENTILATOR.—A.I.A. File No. 12k. Folder announcing the introduction of the new Monovent continuous ridge ventilator, presents the construction details and advantages and gives a brief outline of its application to both industries and homes. 4 pp. 8 1/2 x 11. The Burt Mfg. Co., Akron, Ohio.

KIESLING DUMBWAITERS, ELEVATORS AND DOORS.—A.I.A. File No. 33. Brochure illustrating and describing a new line of electric dumbwaiters and elevators, in conjunction with a complete line of cold storage equipment. Specifications, 16 pp. 8 1/2 x 11. John W. Kiesling & Son, Inc., 1793 Atlantic Avenue, Brooklyn, N. Y.

STREAMLITE FLAT WALL PAINT.—Series of descriptive folders covering a new flat wall paint which dries in thirty minutes and can be applied over wet or dry plaster or brick surfaces. A. C. Horn Co., Long Island City, N. Y.

JOHNS-MANVILLE INDUSTRIAL PRODUCTS.—Comprehensive catalog, just issued, covering the full line of J-M industrial products, including insulating materials, pool, and tank lining in a wide variety of forms, shapes and colors, etc. Profusely illustrated with photographs, drawings, tables and charts. 48 pp. 8 1/2 x 11. Johns-Manville, 22 East 40th Street, New York, N. Y.

DURE-WOOD.—Folder announcing and describing a new high-grade birch plywood for interiors, ceilings, subfloors, exteriors, walls, roof panels, etc. Physical properties are discussed in detail. 4 pp. 8 1/2 x 11. General Plastics, Inc., North Tonawanda, N. Y.

ILG UNIT HEATERS.—A.I.A. File No. 30b-11. Valuable reference manual for architects and heating engineers dealing with the subject of Ilg unit heaters. Descriptive and engineering data, capacity tables, diagrams, dimensions and weights, typical installations, etc. Indexed. 48 pp. 8 1/2 x 11. Ilg Electric Ventilating Co., 2650 N. Crawford Avenue, Chicago, Ill.

CONCRETE REINFORCING BAR STANDARDS.—New card bar covering areas and weights for the eleven standard sizes of concrete reinforcing bars. 8 1/2 x 11. Concrete Reinforcing Steel Institute, 201 North Wells Street, Chicago, Ill.

NEW MEDUSA-LITE FLAT WALL FINISH.—Folder discussing the advantages of a new quick-drying paint for use on walls, ceilings, or other interior surfaces whether they be of concrete, brick, tile, stone, plaster, insulating board, canvas, wood, metal or wall board. 4 pp. 8 1/2 x 11. Medusa Products Co., 1000 Midland Bldg., Cleveland, Ohio.

CONCRETING IN COLD WEATHER.—Concrete information Sheet ST-21 explains how concrete work can be done in cold weather with assured satisfactory results. Methods of performing various operations are illustrated and detailed specifications are given. Portland Cement Association, 33 West Grand Avenue, Chicago, Ill.

TRANE ORIFICE SYSTEM.—New catalog with descriptive data and installation details covering a low-cost steam vapor system for residences in which Trane convection heaters and humidifiers are used. 8 pp. 8 1/2 x 11. The Trane Co., LaCrosse, Wis.

Published by the same firm, "Trane Floor Line Spread Unit Heaters."" New reference manual containing complete descriptive and engineering data covering a line of floor recirculating unit heaters and suspended units. Specifications, capacity tables, piping connections, etc. 24 pp. 8 1/2 x 11.

CORRECT LIGHTING FOR AMERICAN HOMES.—New brochure illustrating and describing in detail a line of lighting fixtures especially applicable to the General Electric "New American Homes." Included is a chart listing the fixtures described for each particular house. 16 pp. 8 1/2 x 10. Lightolier Co., 11 E. 36th St., New York, N. Y.

GENERAL ELECTRIC TIME SWITCHES.—Bulletin GEA-1427 D covers types T-17 and T-27 of a line of general-purpose automatic time switches suitable for store and show window lighting; signs; all-night lighting in apartment houses; floodlighting; domestic water heaters and furnaces, etc. Dimension and connection diagrams. 8 pp. 8 1/2 x 11. General Electric Co., Schenectady, N. Y.

FOR THE HOUSE OF TODAY.—Attractive brochure covering a complete line of plumbing and heating equipment, including bathroom and kitchen fixtures and fittings, coal, oil and gas-fired heating boilers, radiators, water systems, water heaters and water softeners. 24 pp. 8 1/2 x 11. Crane Co., 836 So. Michigan Avenue, Chicago, Ill.

Published by the same firm, "Crane Modernizing Suggestions." New publication presenting numerous suggestions for modernizing the home with special reference to bathroom, kitchen and heating equipment. 16 pp. 8 1/2 x 11.

PIVOTED AND PROJECTED WINDOWS BY MESKER.—Catalog WP presents useful information for architects and draftsmen on the subject of Mesker pivoted and projected windows. Construction features, specifications, standard and special sizes, installation details. 16 pp. 8 1/2 x 11. Mesker Bros. Iron Co., St. Louis, Mo.

Published by the same firm, "Mesker Window Literature." Bulletin explaining briefly the production and advantages of genuine wrought iron for Mesker sash. 4 pp. 8 1/2 x 11.

28 PENCIL POINTS OCTOBER 1935
When draftsmen, engineers or architects compare tracing papers or vellums, they invariably say, "It's something like Dietzgen's Nelson" or "... like Dietzgen's Edvell" or "... similar to Dietzgen's Eton". Leadership so widely recognized must be noted in reality. Just the fact that theirs are compared to Dietzgen must indicate the chance you take when you accept other than the genuine. If you have not already done so, send for the Dietzgen Sample Books of Tracing Papers and Vellums. Note the unparalleled wide array of surfaces, weights and characteristics Dietzgen offers. Try them... for "tooth"... for erasing... for transparency... for anything you wish. One of them will come nearer your idea of perfection than anything you have ever used. Then you, too, will see why Dietzgen is the standard of comparison.

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DRAFTING NECESSITIES
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FREE EMPLOYMENT SERVICE for Readers of Pencil Points

Replies to box numbers should be addressed care of PENCIL POINTS, 330 West 42nd Street, New York


POSITION WANTED: Young man, 25, designer, draftsman. Recent graduate of architectural design course desires position in architect's office. Ambitious, eager to learn and advance. Will accept position in any city in the United States. Salary easily arranged. Chris F. Kimball, 8 Madison Street, Port Washington, N. Y.

POSITION WANTED: Young man, graduate in architectural engineering from Penn State College, desires position with structural engineer or architect. Advanced course in architectural drafting by correspondence from Chicago Technical College. Four years' working experience as carpenter on residence work. Roland Mowry, 32 South Mercer Street Ext., Greenlville, Pa.


POSITION WANTED: Experienced architect, good designer, wishes association with established architect. Willing to invest in the business. Fifteen years' experience with all types of buildings. Box No. 1002.

POSITION WANTED: Junior draftsman, architectural student, High School graduate, age 19. Two years' experience architectural drafting. Box No. 1003.

POSITION WANTED: High School graduate desires position as junior draftsman in architect's office. Box No. 1004.

POSITION WANTED: Young man, 21, graduate of High School and Mechanics Institute. Capable Tenderer of small houses in various mediums, especially pen and ink. Own perspectives. L. R., 2111 Quentin Road, Brooklyn.

POSITION WANTED: Secretary, six years' experience, desires position with architect where interior decorating background is required. Has completed course at reputable decorating school. References. Box No. 1005.

WANTED: Young draftsman, some experience preparing shop drawings and full-sized details for cast or natural stone. Good opportunity for right man to take charge of estimating, drafting and sales. State age, experience and salary first letter. Box No. 1007.

POSITION WANTED: Experienced young architect capable of doing all kinds of office work. Seven years' experience on building construction. Knowledge of model building and cabinet making. Desires position with architectural or manufacturing concern anywhere. Salary secondary. Box No. 1007.

POSITION WANTED: draftsman-designer, architectural training. Ten years' office experience seeks position with architect or builder. Box No. 1008.

POSITION WANTED: Architectural graduate wishes to train as sales representative with concern selling to architects and builders. Box No. 1010.

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It takes a younger Craftsman years to learn what every successful Architect and Engineer knows. Success depends upon discovering this secret. Here is the secret: The great bulk of humanity is not visual-minded. People can not visualize easily. They understand only what their eyes see. In most cases your client lacks the gift of imagination.

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The Craftsman who submits the most elaborate rendering is the successful Architect and Engineer knows. Success depends upon discovering this secret. Here is the secret: The great bulk of humanity is not visual-minded. People can not visualize easily. They understand only what their eyes see. In most cases your client lacks the gift of imagination.

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October 1935 Pencil Points 31
Charles S. Peabody
1889–1935
Charles S. Peabody of Ludlow and Peabody, Architects, died of a heart attack at Lake George, New York, on September 10. Mr. Peabody, with his partner, William Orr Ludlow, made their architectural firm known throughout the United States by designing many important skyscrapers, churches, hospitals, residences, college buildings, and other edifices.

Among the best-known New York buildings for which they drew the plans were the twenty-eight-story Johns-Manville Building, at Forty-seventh Street and Madison Avenue; the forty-eight-story Chase Tower, formerly Ten East Forty-seventh Street; the Railroad Building and Loan Building, Forty-third Street and Lexington Avenue; The New York Times Annex, 229 West Forty-third Street, and the Combustion Engineering Building, on Broad Street.

The partners also designed Dr. John Haynes Holmes's Community Church at Thirty-fourth Street and Park Avenue, torn down in 1931 to make way for an apartment building; the Wadsworth Avenue Baptist Church, 210 Wadsworth Avenue, and a Negro, a Bohemian and two Italian churches in uptown New York for the Presbyterian Board of Missions.

The First Presbyterian Church and parish house at Watertown, N. Y., and the First Baptist Church at Westfield, N. J., likewise were designed by their firm, along with about twenty-five other churches in various parts of the country. The most prominent hospitals designed by Mr. Peabody's firm were the Carson S. Peck Memorial Hospital, the Cumber­land Hospital, and the St. Giles Ortho­pedic Hospital, all in Brooklyn.

Mr. Peabody and his partner also drew the plans for a score or more of college buildings. They included a large group for the Peabody Teachers College at Nashville, Tenn.; the Stevens Institute of Technology Gymnasium and for the University of Georgia in Athens, Ga., Alumni Hall, the Carnegie Library, the Educational Building and one dormitory.

Others were a group for Skidmore College, Saratoga, N. Y.; the Memorial Chapel and a dormitory group for the Women's College of New Jersey, at New Brunswick; and the Ogden Memorial Auditorium and several dormitories at Hampton Institute, Hampton, Va. In addi­tion, they drew plans for the remodel­ing of the Castle and Library at Stevens Tech and a complete layout for developing the grounds there.

The Hotel Champlain at Bluff Point, N. Y., the Fort William Henry Hotel and the Lake George Railroad Station at Lake George, N. Y., and the Central Trolley Station at Saratoga, N. Y., were designed for the Delaware & Hudson Railroad by Ludlow & Peabody.

The work of the firm will be carried on by the surviving member, William Orr Ludlow.

Morgan Pupils Win Prizes

An unofficial, but unquestionably truth­ful, report has reached this office to the effect that something like eight of the winners in the recent "Modernize Main Street" Competition, held by the Architectural Record and sponsored by the Libbey-Owens-Ford Glass Company, were pupils or former pupils of Lloyd Morgan, most of whom received their training under him at New York University. This little group won an aggregate of over $3000 out of the total of $11000 offered in the four divisions of the competition. One of these men, Suren Pilafian, who placed third in this year’s Le Brun Com­petition, accounted, with his partner, Maurice Lukin, for a First Prize, a Second Prize, and a Mention, totaling $1540. Other Morgan men who placed in the money were Adrian Waldorf, S. L. Katz, and R. L. Du Brul.

Committee of Administration at Columbia School of Architecture

A Committee of Administration has been appointed by the Columbia University Trustees to direct the work of the School of Architecture. Prof. Leopold Arnaud is chairman. The other members are Prof. Cecil C. Briggs and Jan Ruben­berg, associate in architecture. The Com­mittee will function until a successor to Dean Joseph Hudnut, who resigned to head the Faculty of Architecture at Harvard, is selected.

Developing the new educational policy which went into effect last year, steps have been taken to widen the opportu­nity for architectural training, emphasizing creative design and sound science, according to Prof. Arnaud, who declared that "architecture is at the beginning of a period which promises to be the most brilliant in generations."

The reorganized teaching plan, which in design embraces a three-year program of personal tutoring of each student by a master, eliminates group competitions and utilizes the problem method employed at the Ecole des Beaux Arts in Paris, has been extended to include provision for instruction in city planning, and in the use of new materials through which, it is said, science is transform­ing American architecture.

Architectural students, Prof. Arnaud explained, will be trained to meet the problems which are arising from the transition from depression to recovery in the building industry. He foresees an era of activity in construction and design which will open a limitless field for the younger members of the architectural profession.
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5. Basic materials thoroughly proved by more than 20 years successful use in quality ranges, refrigerators and other household appliances, yet entirely new to the plumbing industry.

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Every architect, contractor and engineer will find our brochure "New Life for Buildings" and our special technical bulletin on the Robertson Steel Floor System extremely instructive and valuable. Send for your free copies. H. H. Robertson Co., Pittsburgh, Pa.
The plight of architectural men engaged on WPA work has caused a great deal of activity to center upon the problems of wages and working conditions during the past two months. Confusion of officials during the transition of authority for relief work and the broadness of the Federal Relief Laws themselves made a stable, effective, and cooperative attitude difficult. The relief wage for men doing architectural work was, in New York, from twenty-seven to fifty dollars per week, and lower in other states. Wages on work which, though architectural, was not drafting work was fifteen per cent lower. When the Federal Government took control, all of these schedules did not hold and it is the purpose of the report to assure all men perceiving the need of these conditions.

The Guild of America believes that the wage standards of the architectural employees is of vital importance to us as a yardstick to measure our own standards. For this reason and in sympathy with the long and difficult struggle of the unions to reach a decent standard, we have offered our cooperation to the responsible organizations on WPA work. The necessity for a change of attitude by Federation officials toward professional and non-manual organizations has been demonstrated by the WPA situation. Leaders of American labor must recognize the importance of these groups who will eventually take the leadership in labor affairs.

In the New York City Park Department, the largest WPA architectural project, a stoppage of work was called when pay of craftsmen was cut by the Federal Government. A committee, headed by George Holland, Vice-President of the Chapter, saw the Administrator and obtained a number of concessions, including an increase over the government wage rates. Other adjustments which Guild committees have secured by direct appeal to the administrator have been re-rating of architectural craftsmen, the opportunity to take a leave of absence to accept private work, assurance of workmen’s compensation, and adequate sick leave.

A serious situation, which may have far-reaching effect upon architectural men, is an attempt which is being made to use WPA craftsmen in private offices on PWA work. The New York City Housing Authority is endeavoring to place men getting a government subsistence wage in the offices of private architects who have commissions for housing developments which will be financed entirely by the United States Government through the Housing Division of the PWA. This is a variation of the architectures' proposals in the ill-fated “Recommendations for Construction Under the Work Relief Act,” by the Construction League of the United States. The architects are to get a full commission and the Housing Authority will be the nominal head of the project. Architects have been approved by the PWA and the Housing Authority for two housing developments and by the Authority alone for two others. The Housing Authority attempted to transfer men to the offices of private architects by means of the initiation of a vague Housing Study Project. There was nothing in the application for the project which would indicate that working drawings for a PWA project were to be prepared! The scheme was that men on relief were to turn out working drawings for a wage of $21 or $27 per week — paid by the government. Incidentally it is of interest to know that in answer to protest by the Guild against some of these architects using young college graduates on preliminary work at a small salary or for no salary, this same Housing Authority wrote as follows: "The Authority will use its good offices to support and reinforce any conditions governing the employment of professional men as in its opinion tend to maintain a high standard of employment.” This was written at the precise time that the scheme to furnish free drafting was completed.

Negotiations with both the architects involved and the Housing Authority have brought from these parties several unacceptable proposals and unless an agreement is reached the Guild will take legal steps to stop the project as illegal.

In this controversy the Housing Division of the PWA has attempted to remain aloof. Mr. A. R. Clas, Director of Housing, claims that the PWA has no regulation governing the compensation and that they have no jurisdiction over the men whom the architects employ. Here we have a situation where public funds are paid to architects and the government says that the architect is the sole judge of how they shall be used. If they can get free labor it appears that this government official is not concerned. Although the government pays a regular fee to the architect and does not bargain on the “law of supply and demand basis,” it feels that the architect should be free to take advantage of employment conditions in our profession and work the craftsmen’s status as low as possible.

This is without exception the most important question to draftsmen at the present time. A most active national campaign must be immediately instituted to obtain protection for draftsmen in all government contracts. We ask that each association and draftsman write to the PWA Administrator and to their representatives requesting that a clause be inserted in all government contracts with architects guaranteeing draftsmen minimum wage scales from $65 to $35 per week as recommended by the Guild. These have been published in detail in our monthly letters in previous issues. We also ask your cooperation in sending to the Guild any factual information bearing on the above matters or bringing to our attention other matters which adversely affect the economic standards of the architectural employees.

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Architectural Guild of America
101 Park Avenue, New York, N. Y.
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BRIGGS PLUMBING WARE DIVISION ANNOUNCES
NEW FIXTURES

A new kitchen cabinet sink, a sink and tray combination for kitchens and a new wall-hung lavatory have been introduced by the Plumbing Ware Division of the Briggs Manufacturing Co., Detroit, Mich.

The kitchen cabinet sink is available in white or solid colors and harmonious color combinations. The sink is 25" by 60", includes convenient accessories and is enameled with acid resisting porcelain. Two or three hole faucet fixtures may be used on this model, either on the back apron or individual fixtures on the ledge.

Width of the sink has been standardized to meet requirements in case a 24" work table is constructed at either end of the sink. Drain boards are recessed. Ledge across the back of the sink is 3" wide to provide sufficient dry space for cleaning powders and other articles.

The cabinet is finished with high baked enamel. The base of the cabinet sets back 4" to provide toe room. The compartment under the drain board contains partitioned metal cutlery drawers. The cabinet also contains a wooden cutting board. Ventilation of the cabinet is obtained through holes in the bottom panel.

The sink and tray combination for kitchens is especially adaptable for apartment house and other new housing projects.

The fixture is supplied either with or without back, making the installation suitable for tiling in. The sink portion is provided with a flat, 3" ledge on the back to provide dry space for articles.

The combination is available with cabinet or legs and wall bracket. Holes are provided for standard swing type faucet.

The new wall-hung lavatory is 20" by 24" and is made of drawn metal. It is available in a diversity of colors of acid-resisting porcelain.

The lavatory is supported by streamlined or wing designed wall brackets and takes standard fixtures, either group or individual. An unusual feature is an easily removable overflow pipe for cleaning. The lavatory has a wide ledge all around and a head to prevent water from dripping over the edge. A bracket adjustment permits installing it flush against the wall or 2" away.

VAN DYKE BLUE PRINT PENCILS

Of interest to architects and draftsmen is a new line of pencils that is especially adaptable for use in working on blue prints. They are furnished in four colors—white, blue, red and yellow.

Among the outstanding features of this new line are thin strong leads that take fine points in a pencil sharpener: leads that hold fine points for thin lines, fine lettering and figures; an intense white; brilliant and distinct red and yellow; an opaque blue that gives heavy coverage for deleting or correcting white lines; non-smearing, non-smudging marks; strong black lines from the white and yellow pencils in photoprints.

V. GILMOR IDEN ELECTED SECRETARY OF AMERICAN INSTITUTE OF STEEL CONSTRUCTION

The board of directors of the American Institute of Steel Construction has elected V. Gilmore Iden to the office of secretary. Mr. Iden has been serving the Institute for the past year in the capacity of acting secretary.

Mr. Iden joined the staff of the American Institute of Steel Construction in 1927 to become its director of public relations. Prior to that time he had been engaged in newspaper work in Washington and New York.

The board has also voted to create a new office to be designated executive vice president, and has elected Robert T. Brooks of New York to fill it. This action will be confirmed at the Thirteenth Annual Convention of the Institute to be held at White Sulphur Springs, W. Va., October 16, 17, and 18, next.

Mr. Brooks has been identified with the structural steel industry in New York for the past thirty years. For a number of years he was vice president of John J. Radley & Co., Inc. In 1914 he joined the firm of George A. Just & Co. as vice president, and in 1919 became its president. He has been treasurer of the American Institute of Steel Construction for the past four years.

ALLEGHENY METAL ARCHITECTURAL TUBING

The Allegheny Steel Co., Brackenridge, Pa., has recently announced a new stainless steel tube, known as Allegheny Metal Architectural Tubing. This new product is thin wall stainless tubing without or with carbon steel inserts which are fabricated into the tube when applications demand additional strength and rigidity. It has variety of applications, such as hand rails, foot rails, metal furniture, etc.

The company is now prepared to make the following round O.D. sizes: 3/16 in., 5/32 in., 3/8 in., 1 in., 1 1/4 in., 1 1/2 in., 1 9/16 in. Certain sizes of square and rectangular shapes will also be produced.
NEW WATERPROOF RESIN-BONDED PLYWOOD

A new structural building material in the form of large, lightweight, waterproof resin-bonded plywood sheets, known as Dure-Wood, is announced by the General Plastics, Inc., North Tonawanda, N. Y.

Dure-Wood, it is claimed, cannot delaminate or separate, even when boiled in water or baked in an oven, due to the use of Dure-phenolin resin adhesive, which is insoluble, waterproof, weatherproof, verminproof and heatproof.

This new material is made with hard or softwood veneers: fir, birch, poplar, maple, oak, walnut or foreign woods. Any thickness or strength can be obtained, depending on the number of plies. Grain of each ply is at right angles to the next, adding great strength.

Surface veneers of maintenance-free materials such as roofing felt and slate are inexpensively and permanently attached at the factory for roof and sidewall use. For interiors, veneers of fine woods, fabrics, metal, etc., primers or finished paint films are applied.

Dure-Wood is obtainable with metal foil insulation permanently veneered to one side. Cane or fiber-board insulation board can also be affixed permanently to Dure-Wood, eliminating the need for extra blankets or bat insulation.

Dure-Wood can be used for sheathing, interior walls, subfloors, ceilings, doors, partitions, cellar or attic finishing, cupboards, closets, coal bins, etc. In public buildings, with fabric or fine wood face veneers, Dure-Wood can be used as a decorating material with advantages of easy-large-unit installation, extreme durability, good sound absorption, warmth of texture, richness and high salvage value.

Re-surfacing old walls, ceilings and partitions in bars, stores, restaurants, etc., as well as knock-down office partitions, are other applications where the cleanliness, lightweight, low-cost and easy handling of Dure-Wood is said to be particularly valuable.

NEW FIRM BUYS ASSETS OF D. A. EBINGER MFG. CO.

A newly-formed organization, incorporated under the name of the Ebco Manufacturing Co., has purchased all assets of the D. A. Ebinger Sanitary Manufacturing Co., 401 West Town Street, Columbus, Ohio.

The entire personnel will be retained, and for the present all plumbing equipment previously made by the company will be continued, including a kitchen sink, a circular wash sink for industrial or other group washrooms, and metal toilet partitions and shower enclosures, and self-contained electric water coolers and bubblers drinking fountains.

A. R. Benna, the president and general manager of the Ebco Manufacturing Co., has engaged in metal manufacturing during his entire career. E. E. Fox, who served as general manager of the old company, will be production manager. Lee C. Love is sales manager.

PLASTIKON RUBBER PUTTY

A new type of rubber putty, which is said to be highly resistant to moisture, corrosive chemicals and fumes, and especially adaptable for properly sealing windows against air leakage in air-conditioned buildings, is being offered by the B. F. Goodrich Co., Akron, Ohio.

The putty, known as Plastikon, is similar in appearance and consistency to ordinary painters' putty and may be applied with a knife in the same manner. It adheres equally well to steel or wood surfaces and, because it contains little oil, requires no mixing.

VALVE COMPANIES EXCHANGE PATENT RIGHTS

Announcement is made by the W. A. Russell Co., manufacturers of Warco air valves, that it has granted an exclusive license to the Hoffman Specialty Co. for all rights on adjustable port venting valves as covered by W. A. Russell Company's patent No. 1,761,685.

Under a cross-licensing agreement, the Hoffman Specialty Co. has in turn given an exclusive license to the W. A. Russell Co. for manufacturing rights under certain of the Hoffman patents.

THE LURIE STEEL HOUSE

Announcement is made by the Metal Lath Manufacturers Association of the development by E. M. Lurie, chief engineer of the Association, of the Lurie Steel House, a new type of permanent, fireproof construction utilizing a new combination of steel, concrete and metal lath and in the cost range of ordinary wood construction.

The Lurie Steel House is not prefabricated thereby affording architects and builders unlimited scope in design. It is built on the job with the usual building mechanics. The materials used are commonly stocked by building supply dealers throughout the country, thus facilitating purchaser and expediting construction. The Lurie House is said to be particularly adapted to the specific needs of home and apartment occupancies such as heating, air conditioning, plumbing and electrical installations.

A fully illustrated book with construction and erection details and data will be sent free upon application to the Metal Lath Manufacturers Association, 208 South La Salle Street, Chicago, Ill.

The Jamison Cold Storage Door Company, Hagerstown, Md., has just announced the appointment of Harry H. Frank, of Pittsburgh, Pa., as district representative of the Jamison Company in that territory. Mr. Frank maintains headquarters at 207 Fulton Building, Pittsburgh, Jamison, Stevenson, and Victor cold storage doors and allied equipment, all three the products of the Jamison Company, will be represented by Mr. Frank.

At a special stockholders' meeting of Inland Steel Company on Sept. 20th, the plan of reorganization to effectuate the union of the business of Inland Steel Company with that of Joseph T. Ryerson & Son, Inc., was approved.

The charter was amended by increasing the authorized no par value shares from 1,200,000 to 1,600,000, of which 240,000 shares were authorized to be issued for the acquisition of all of the assets, business and good will of the Ryerson Company.

Edward L. Ryerson, Jr., Joseph T. Ryerson and Everett D. Graff were added to the board of directors of Inland Steel Company. J. H. Morris was also elected a director.

R. A. B. Williams, formerly with the John Van Range Company, has been appointed manager of the hotel equipment division of the Crucible Steel Company of America, to succeed Alfred H. Birnbaum, deceased.
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Cambridge, Massachusetts, U.S.A.

ANSWERS TO QUESTIONS ON PAGE 42

1. Both of these bonds consist of alternate courses of headers and stretchers; in English Bond, the vertical joints of the stretcher courses fall over each other, in English Cross Bond they do not. See Data Sheet No. A6a.

2. Limestone has considerable strength in itself. Lintel 2' high by 8" thick will support 11600 lbs. safely on a 8' span. See Data Sheet No. A6a.

3. The classification of stonework depends upon the dressing of the horizontal beds. If the stone permits laying with uniformly thick horizontal joints of ½" or less, it is called ashlar. See Data Sheet No. A6b.

4. This depends not only upon the thickness of the glass, but upon the quality to be used. In ½" thick glazing quality, sheets as large as 72" x 200" are available. See Data Sheet No. A6b.

5. See Data Sheet No. A5a.

6. The National Oak Flooring Manufacturers Association give ¾" as the thickness. See Data Sheet No. F13." Available.

7. This is the botanical name for Alaska Cedar, sometimes called Alaska Yellow Cedar. See Data Sheet No. A5c.

8. Maximum moment always occurs where the shear is zero. See Data Sheet No. B1y.

9. ¾" is the usual thickness. A 1" bed can be used in old construction for a very limited area. See Data Sheet No. F11.

10. 1½" of leader would be sufficient. See Data Sheet No. F2a.

11. 6½" rise in 12" run is minimum. See Data Sheet F1d.

12. This is a right-hand reverse bevel door. See Data Sheet No. F3a.
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