

*J. J. Ferree.*

# SOUTHERN ARCHITECT *and* BUILDING NEWS

"Since 1882"



MAY

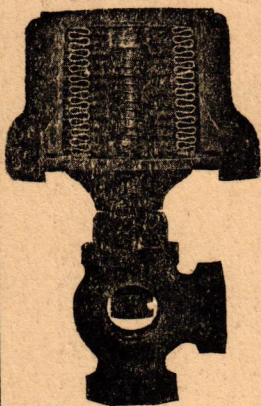
1928

THE SOUTH'S ONLY JOURNAL OF ARCHITECTURE AND BUILDING



# - JOHNSON - JSC - SYSTEM -

## The Johnson "ALL METAL" Thermostat



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

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

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

CATALOGS WILL BE MAILED ON REQUEST

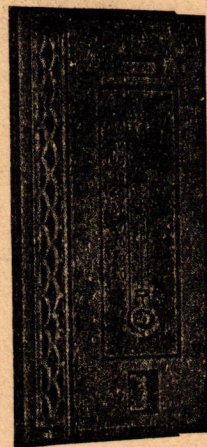


**Johnson Service Company**

MILWAUKEE

WISCONSIN

OFFICES IN ALL LARGE CITIES



# TEMPERATURE JSC REGULATION



*You will never have trouble  
with your blueprints if you use:*

# Pelican

**WATERPROOF DRAWING INKS**

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





EATING PAVILION  
SOUTHAMPTON · LONG ISLAND

PEABODY · WILSON & BROWN  
ARCHITECTS

*Peabody, Wilson & Brown used IMPERIAL SPANISH TILES on this roof*

IMPERIAL  
· Roofing Tiles ·

LUDOWICI · CELADON · COMPANY  
CHICAGO 104 S. MICHIGAN AVENUE · NEW YORK 565 FIFTH AVENUE



# 1858-1928-70<sup>th</sup> ANNIVERSARY



*How things have changed since '58 !*

Who so hardy back in 1858 to dream as he stepped into his coach and four that a new day would see time and distance shattered by radio, automobile, airplane and other facilities of this breath-taking age?

In those days no reputable carriage painter would guarantee delivery before six weeks . . . now a first-class Berryloid job can be completed in 48 hours. Long-oil, slow-drying varnishes are being replaced by varnishes that dry in hours, not days, or brushing lacquer finishes ready for use in 30 minutes, while the quickened tempo of modern life has forced the development of new finishes of every kind to meet new demands.

Berry Brothers, Inc., has seen these sweeping changes, has, in fact, played a leading part in their inauguration. Seventy years young . . . this company has set the pace . . . each year a milestone, not a millstone.

But while the modern cry is for speed and more speed, the ideals of craftsmanship fostered by the founders of this Berry, still prevail. Each new Berry wealth of experience . . . each must lence these men established 70



business, Joseph and Thomas Berry, still prevail. Each new Berry product is based squarely upon a answer the standards of excel- years ago.

Manufacturer of Berry's  
Brushing Lacquer, Liquid  
Granite Floor Varnish, Lionoil  
Floor Enamel, Luxeberry En-  
amel, Luxeberry Wood Finish,  
Berryloid and other wear-  
resisting finishes.

**BERRY BROTHERS**  
Varnishes Enamels and Lacquers  
Detroit, Michigan 1858-70th Anniversary-1928 Walkerville, Ont.

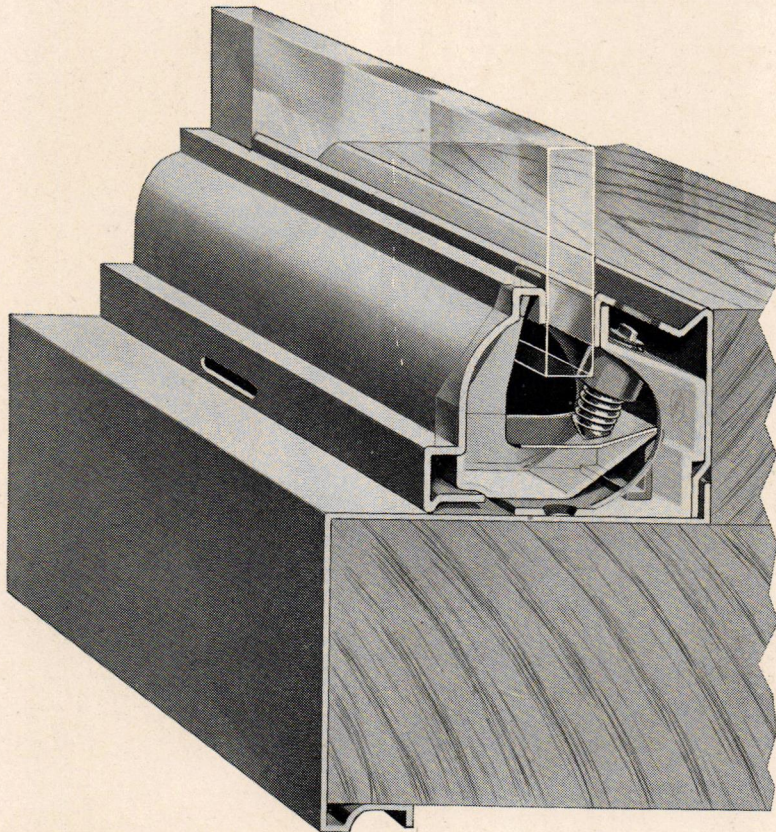
Principal Foreign Agencies:  
London, S.E. 15, Hatcham Road  
at Old Kent Road; Paris, 54  
Rue de Paris, Charenton; Ber-  
lin, W 9, Potsdamerstrasse 13;  
Turin, 10 Via Arcivescovado.





# Important Announcement!

Now a Key-Set Sash that Costs No More  
Than the Direct Screw Pressure Type



**D**UE to the economies of greatly increased production aided by improved design, we are now manufacturing a Key-Set Sash retailing at the same price as the various direct screw pressure types. This has been our goal for many years.

There are many advantages in this type of store front construction:

1.—It is the only sash embodying the safety feature of indirect screw pressure, and the use

of self adjusting setting blocks upon which to set the glass (patented).

2.—No screws whatever appear in the face moulding to mar its beauty.

3.—Rolled from heavy gauge copper or bronze.

4.—It can be used as a self-supporting sash independent of the wood backing strip commonly required on direct screw pressure types.

*Further details will be furnished without charge upon request.*

## Zouri Drawn Metals Company

And Associated Companies:

International  
Distribution

INTERNATIONAL STORE FRONT COMPANY  
STANDARD STORE FRONT CONSTRUCTION CO.  
MODERN BRONZE STORE FRONT COMPANY  
ZOURI COMPANY OF CALIFORNIA  
ZOURI DRAWN METALS CO. OF NEW YORK, INC.

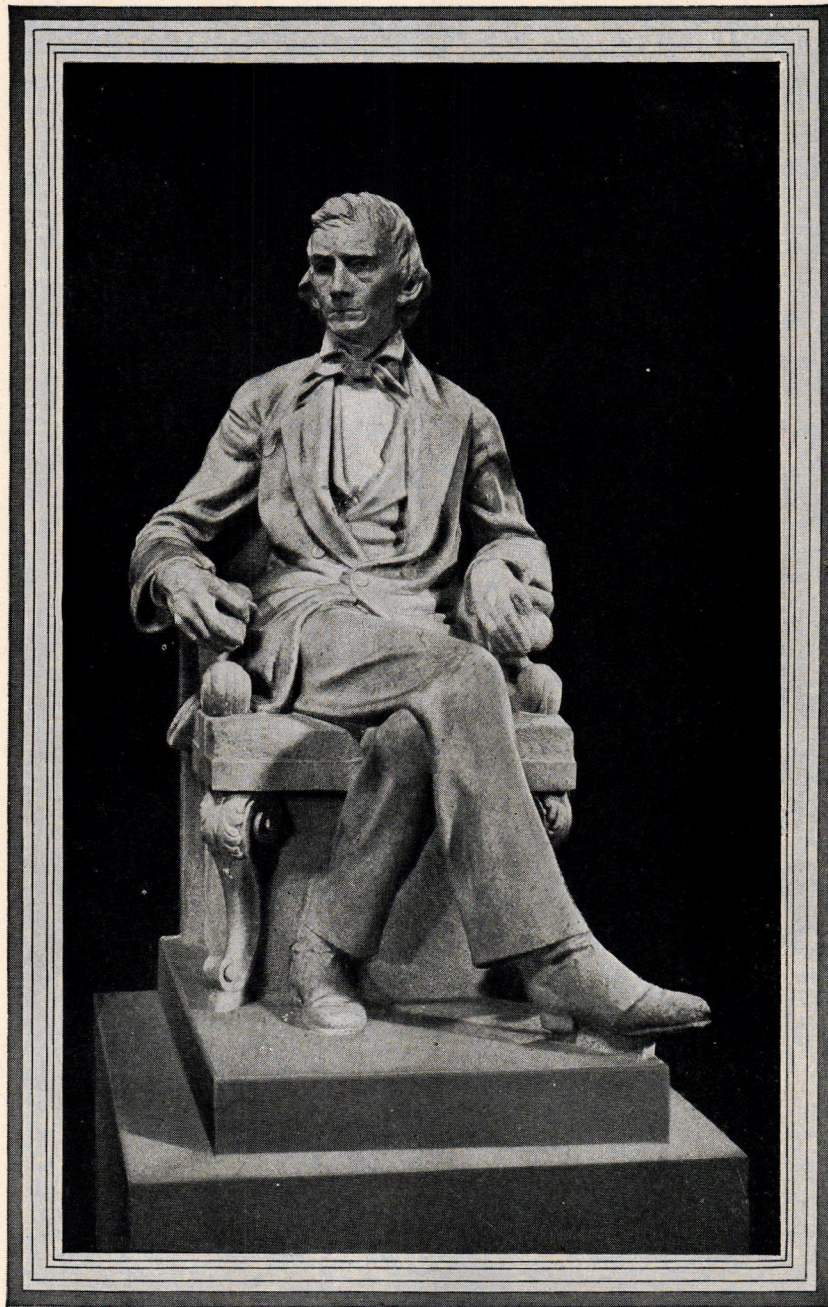
Names  
on Request

Factory and General Offices: Chicago Heights, Illinois





# GEORGIA MARBLE



STATUE OF ALEXANDER H. STEPHENS, GUTZON BORGLUM, SCULPTOR  
*An outstanding figure in the nation's history, Alexander Stephens was Representative, Congressman, Governor of Georgia, and Vice-President of the Confederacy. This statue, now in Statuary Hall in the National Capitol, is of White Georgia Marble.*

## W O R K A B I L I T Y

Carved details on monumental building exteriors call for a marble that is workable as well as durable . . . The superior working quality of Georgia Marble is attested by its continued use by many of the most prominent sculptors.

THE GEORGIA MARBLE COMPANY · TATE · GEORGIA  
New York, 1328 Broadway      Atlanta, 511 Bona Allen Bldg.      Chicago, 456 Monadnock Bldg.





Clarence E. Day, Architect

## Tudor Stone Roofs.

The effectiveness of a Tudor Stone Roof is not a matter of chance, for in every instance the roof is especially designed to harmonize with the building for which it is specified.

**Rising and Nelson Slate Company**

WEST PAWLET, VERMONT

Architects' Service Department: 101 Park Avenue, New York City

Walter McQuade, Consulting Architect

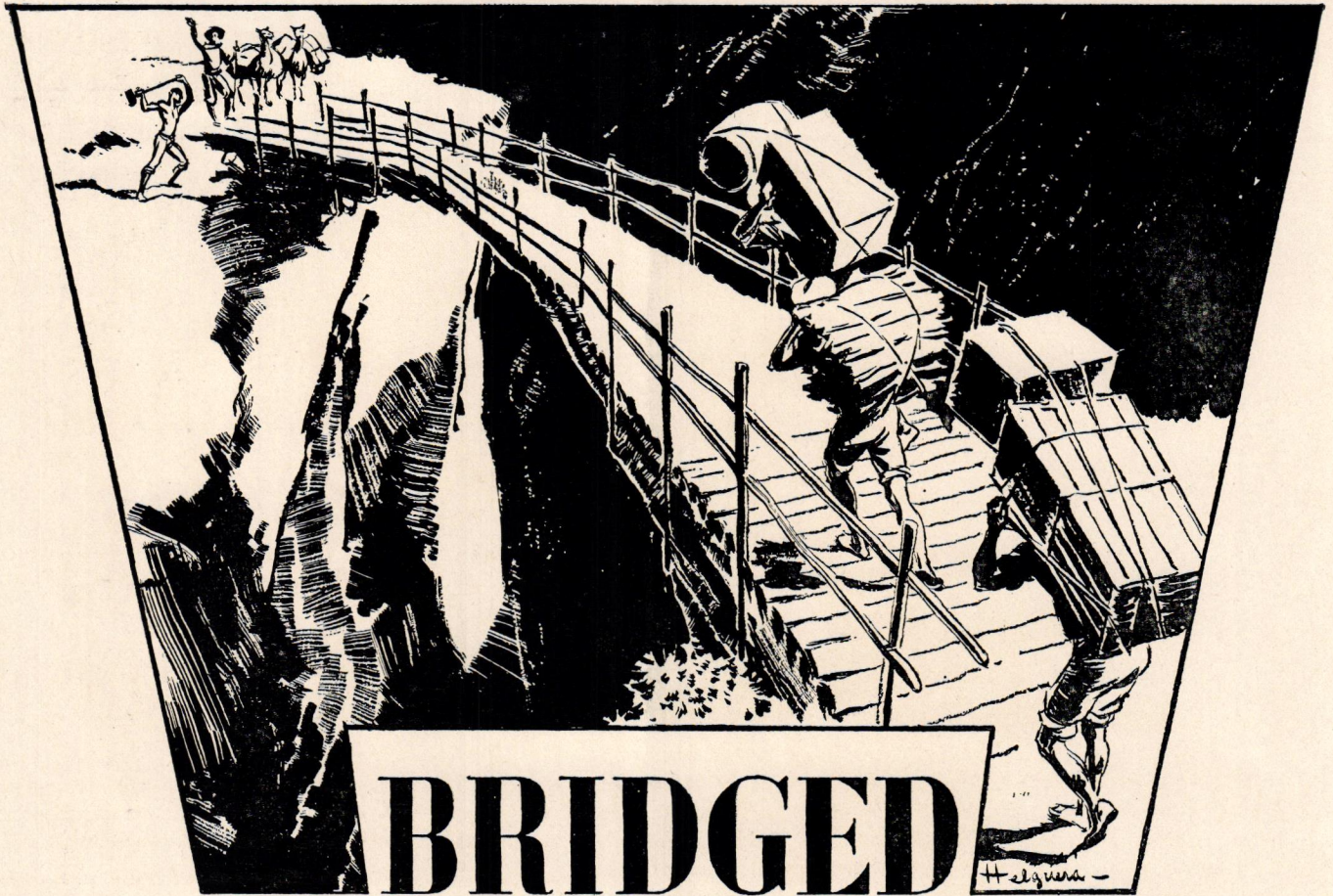
CHICAGO

DETROIT

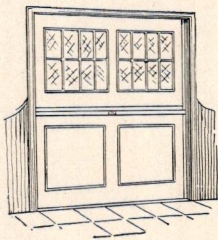
PHILADELPHIA

BOSTON





**I**NDUSTRY, even the most primitive, must bridge the gaps that impede the path of progress; complete the traffic links from forest to civilization . . . from field to mart. Industry in its advance has created problems of interior as well as exterior traffic, vertical as well as horizontal. In every plant, constant, flowing movement must be maintained between floor and floor, from raw to finished product. As dependable links in the chain of industrial production, PELLE Freight Elevator Doors have proven their merit by more than 20 years of constant performance. PELLE catalog mailed on request.



THE PELLE COMPANY  
 Brooklyn     ,     ,     New York  
 Boston     ,     Chicago     ,     Cleveland  
 Philadelphia     ,     and 30 other cities  
 In Canada: Toronto and Hamilton, Ont.

# PELLE Freight Elevator DOORS

..I "The doorway of America's freight elevator traffic" I..



## DEPENDABILITY and PERMANENCE • • The True Measure of Quality in Portland Cement



A CONCISE and simple statement expresses the evidence of Atlas quality here presented: A great organization, having used Atlas once, specified it again many years later. ¶ In 1914, in the construction of the American Telephone and Telegraph Building, Atlas Portland Cement was the choice. For the New York Telephone Building, erected twelve years later, Atlas was again selected. ¶ The inference is obvious. Tested in the practical laboratory of Time, Atlas had proved its dependability and permanence. ¶ Instructed by this experience of a great technical organization, architects who are

planning to build a bank or a bungalow, a stucco house or a soaring skyscraper, may with security specify Atlas Portland Cement — "The standard by which all other makes are measured."

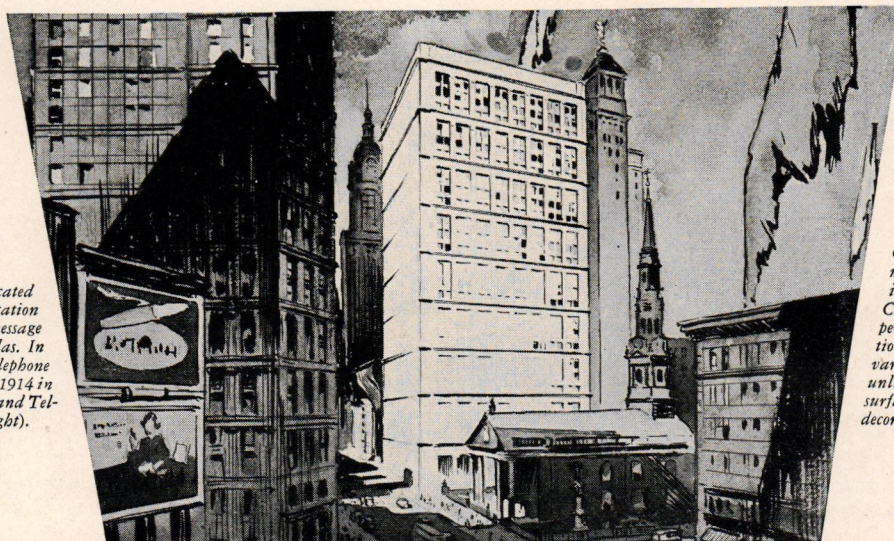
*In brilliant and arresting color, the illustrations here shown in black and white, will be seen in the great national magazines by many millions of potential and present builders. Practically the same simple, direct copy will tell them the convincing story of proved Atlas quality. Naturally, as the result of this consistent, regular Atlas publicity, clients recognize the reasons that prompted the architect to specify Atlas. Watch for Atlas national advertising in the magazines. The Atlas Portland Cement Company, 25 Broadway, New York.*

# ATLAS PORTLAND CEMENT GRAY & WHITE

Main Offices: New York • St. Louis

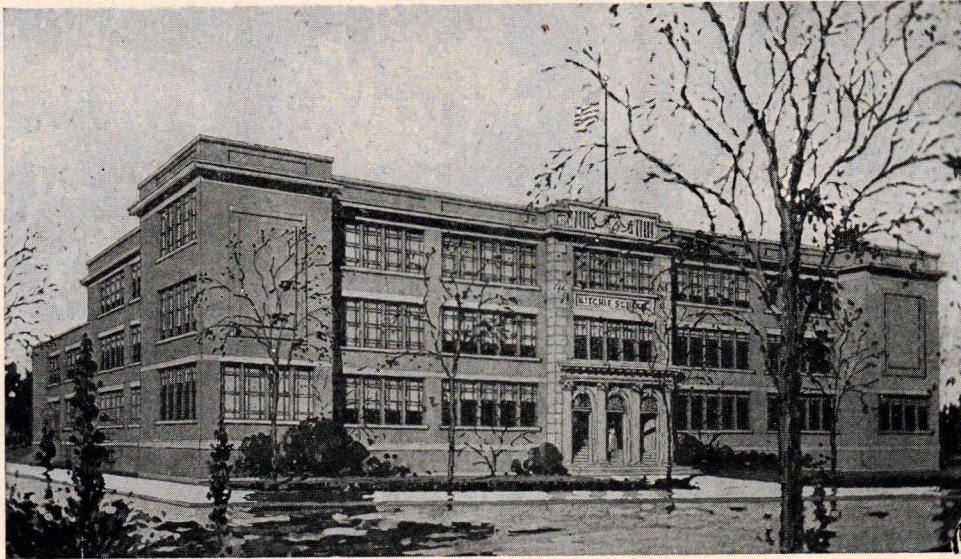
NEW YORK • ST. LOUIS • CHICAGO • BIRMINGHAM • KANSAS CITY • PHILADELPHIA • BOSTON • DES MOINES • OMAHA • ALBANY

*A great organization dedicated to the spirit of communication that bids them, "Get the message through," twice used Atlas. In 1926 in the New York Telephone Building (above) and in 1914 in the American Telephone and Telegraph Building (at right).*



*A vastly enlarged range of artistic possibilities is given to concrete by Atlas WHITE, perfected by The Atlas Portland Cement Company. A true portland cement, it has all the famed qualities of Atlas GRAY Portland Cement—high tensile strength, permanence, economy. In addition, it invites architects to plan varieties of color, to choose from unlimited and widely varied surface textures, to specify even decorative sculpture of concrete.*





**Ritchie School**  
Wheeling, W. Va.

**Chas. W. Bates**  
Architect & Engineer

**F. F. Faris**  
Associated

**H. E. Newmann Co.**  
Plumbing Contractor

**Dr. E. L. Ambrecht**  
Pres't. Board of Education  
all of  
Wheeling, W. Va.

*This is the latest strictly up-to-date School Building,  
one of many equipped throughout with  
Wheeling Sanitary Mfg. Co.'s*

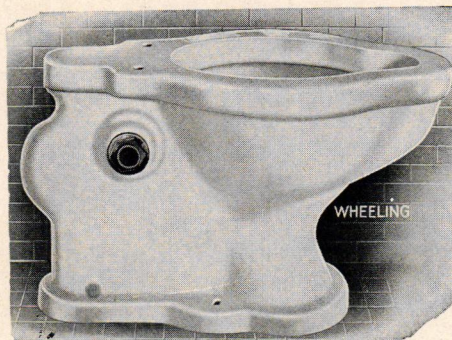
## Sanitary Plumbing Fixtures

*Sold Through Jobbers  
of  
Plumbing Supplies*



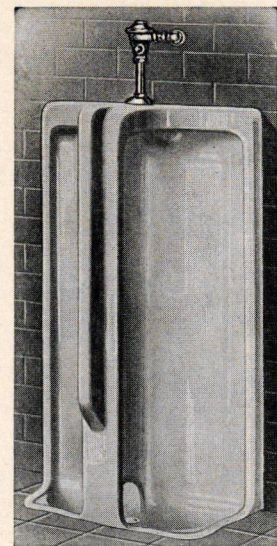
**Plate 47-E**

Semi-Vitreous Porcelain Pedestal  
Drinking Fountain China Bub-  
bler and Self-Closing Handle.



**Plate 134½-E**

Vitreous China Syphon Jet Water Closet  
Bowl, with Side Supply for Flushvalve;  
Sanitary Extended Front Lip.



**Plate 78-E**

Semi-Vitreous Porcelain "Du-  
plex" Urinal Stall. Two Stalls  
in One Piece. Only One Inlet  
Supply, Only One Outlet. Write  
for Descriptive Circular.

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

Branch Office and Show Room:  
315 Wrigley Building, Chicago, Illinois

J. J. HICKEY, Office, 185 Devonshire St.,  
Boston, Mass.

Warehouse, 240 Albany St., Cambridge, Mass.

WHEELING SANITARY MFG. CO., Warehouse  
146th and Exterior St., New York City

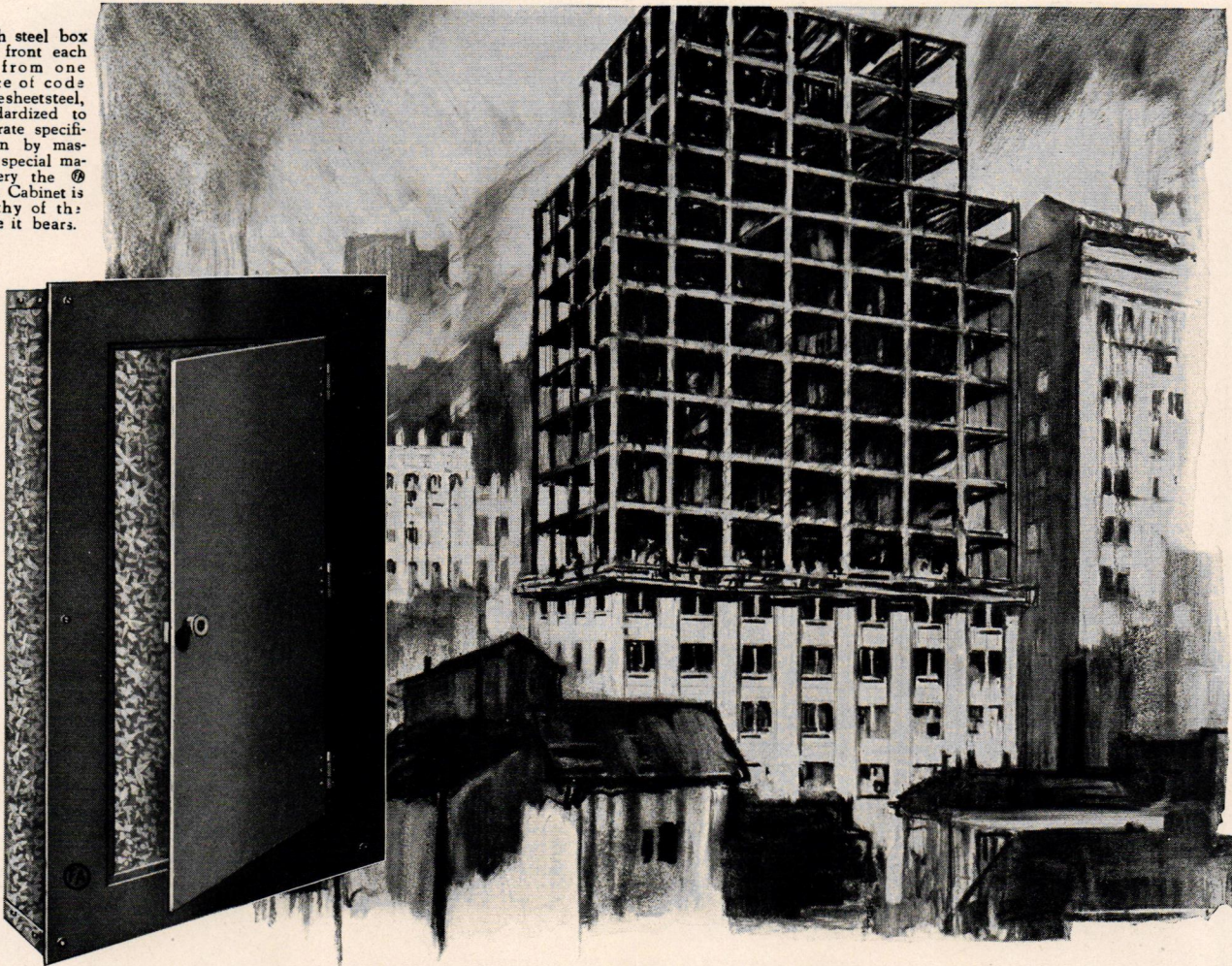
**VITREOUS CHINA**—Water Closet Bowls, Flush Tanks, Lava-  
tories, etc.

**SEMI-VITREOUS PORCELAIN**—Bath Tubs, Lavatories, Drink-  
ing Fountains, Kitchen Sinks, Laundry Trays, Urinal  
Stalls, etc.

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



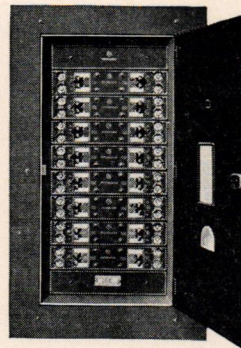
With steel box and front each cut from one piece of cold gauge sheet steel, standardized to accurate specification by massive special machinery the **FA** Steel Cabinet is worthy of the name it bears.



## The foundation to a good panelboard is an **FA** Standardized Steel Cabinet

**FA** Panelboards are always sold with **FA** Steel Cabinets, yet the importance of the steel cabinet should be emphasized and its construction noted.

The **FA** Cabinet is thoroughly standardized so that the same size and type of panelboard always fits. Cut from one solid sheet of metal with generously overlapping corners and turned over edges for rigidity, they can be depended upon to fulfill their part in the conduit system.



Send for the complete  
**FA** catalog and estimates. Free, of course.

**Frank Adam**  
ELECTRIC COMPANY  
ST. LOUIS

Atlanta, Ga.  
Baltimore, Md.  
Boston, Mass.  
Buffalo, N. Y.

Charlotte, N. C.  
Chicago, Ill.  
Cincinnati, Ohio  
Cleveland, Ohio

Dallas, Texas  
Denver, Colo.  
Detroit, Mich.  
Jacksonville, Fla.

Kansas City, Mo.  
Los Angeles, Calif.  
Memphis, Tenn.  
Minneapolis, Minn.

Montreal, Que.  
New Orleans, La.  
New York City, N. Y.  
Omaha, Neb.

Philadelphia, Pa.  
Pittsburgh, Pa.  
San Francisco, Calif.  
Seattle, Wash.

Tampa, Fla.  
Toronto, Ont.  
Vancouver, B. C.  
Walkerville, Ont.  
Winnipeg, Man.

**FA**  
First to standardize on all steel enclosures while other manufacturers advocated wooden cabinets lined with asbestos, slate or steel.

**FA**  
First to standardize cabinet and panelboard conditions so we could deliver steel cabinets to the contractor months in advance of panelboards and fronts, and have them fit perfectly easy as building was finished.

**FA**  
First to have a standardized steel cabinet that could be stocked all over the country for immediate delivery in any territory—and make twenty-four hour delivery of panelboards and front from District Office or factory, when required.

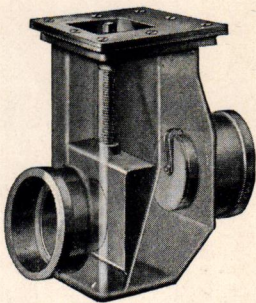
**FA**  
First to invent and use a front cut from one solid piece of steel, eliminating corner joints from the mat and assure perfectly fitted doors.

**FA**  
First to standardize definitely on the gutter type of cabinet and always with the gutter enclosed from the panelboard space.

**FA**  
First to standardize on a flush catch lock and flush hinges.

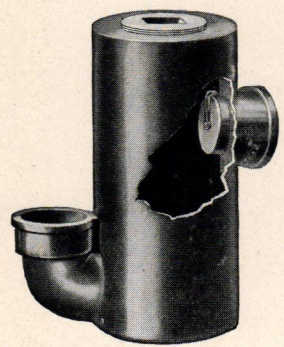


# Meeting Public Demand *with* **Boosey Drainage Specialties**



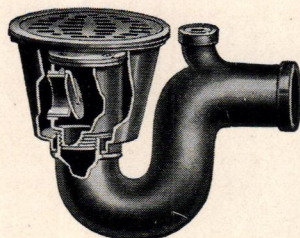
No. 109  
Boosey Twin  
Drainage Valve

THE general public is interested in the construction of drainage systems only to the extent of what the results are. Therefore it is necessary, when laying out a drainage system, to know what the public wants in results, and which system will give efficient and satisfactory service. The Norman Boosey Manufacturing Company is recognized as a designer of reliable gravity drainage systems and a manufacturer of dependable drainage specialties. Let us send you a catalog and complete information today.

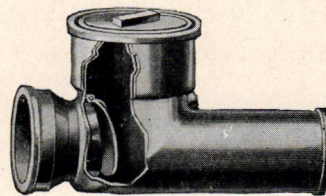


No. 117  
Boosey Seepage Tile  
Drain Sump

NORMAN BOOSEY MANUFACTURING CO.,  
5140 HAMILTON AVENUE  
DETROIT MICHIGAN



No. 108  
Boosey Back Pressure  
Floor Drain

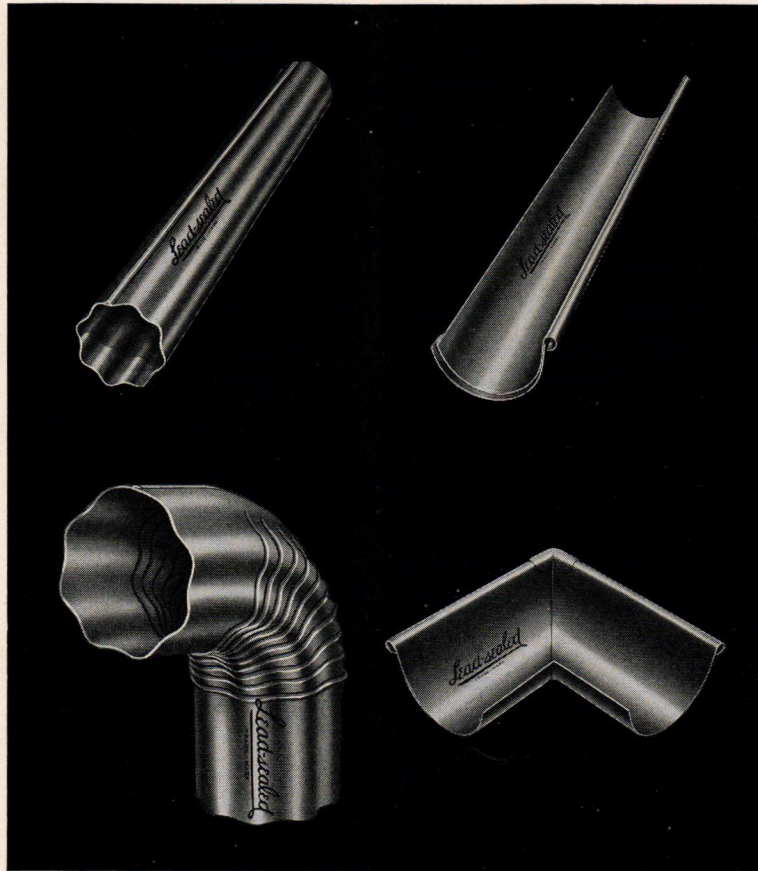


No. 116  
Boosey Back Pressure  
Check Valve

**SPECIFY** *Boosey* **EQUIPMENT**



## By AMALGAMATING Pure Lead to Steel--- Lead Sealed has Solved a Problem in Metalwork



OUT of regard for cost and practical construction every architect has at times specified some sheet metal other than the one most appropriate to his design.

Often this problem can be solved by Superior Lead-Sealed which provides the beauty as well as the enduring qualities of pure lead in a form that is both inexpensive and easily worked.

Its base is a special steel to which heavy lead surfaces are firmly amalgamated.

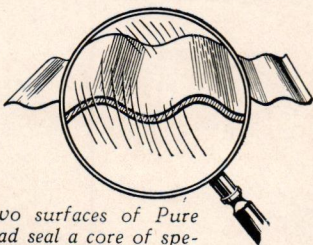
The coating does not break or peel in forming. It seals the steel against rust attacks.

Superior Lead-Sealed sheets are readily available almost anywhere. Write for sample and complete data.

### THE SUPERIOR SHEET STEEL CO.

CANTON, O.---Division of Continental Steel Corp.

Makers of *Super Metal Galvannealed* Galvanized and Long Terne Sheets



Two surfaces of Pure Lead seal a core of special analysis, copper content steel

**Superior**  
*Lead-Sealed*

The Superior Sheet Steel Co.  
Canton, Ohio  
Division of Continental  
Steel Corp.

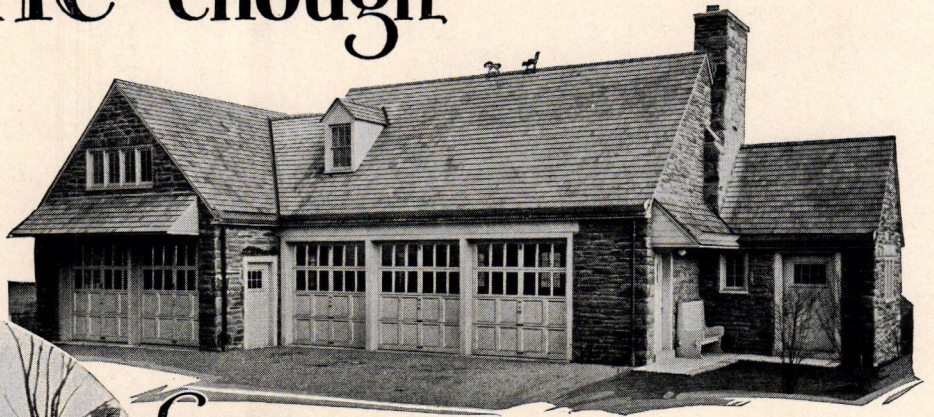
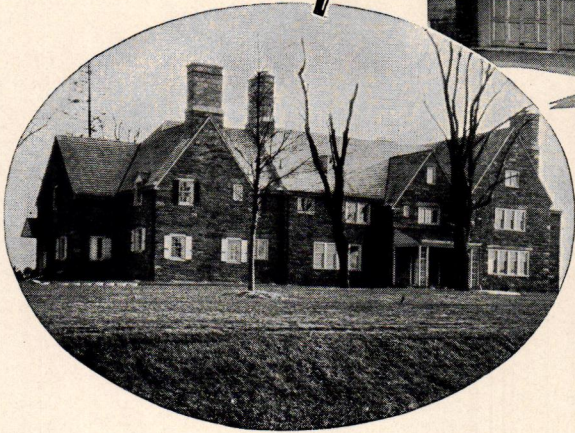
Please send sample and detailed  
information on Superior Lead-  
Sealed.

Name .....

Address .....



ARTISTIC~enough  
for  
the finest  
dwelling

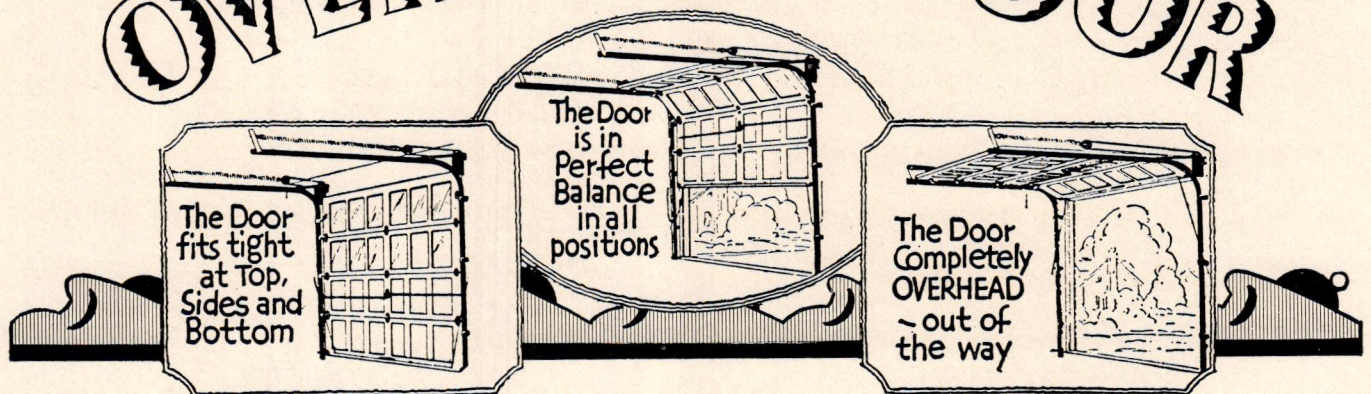


RUGGED~enough  
for the busiest garage!

ARTISTIC—YES! The "Overhead Door" embodies all the desirable features that give the "finishing touch" to homes of quality and beauty. A handsome accessory that will blend with any style of architecture and reflect the quality of its performance.

Rugged—Certainly! "Overhead Doors" are built to weather the hardest wear and give dependable service under the most abusive usage. The busiest garage will benefit the most from the "Overhead Door" because of the nature of its operation—just one door that pushes UP and out of the way.

"The OVERHEAD DOOR"



Overhead Door Corporation  
5-1005 W. Kickapoo St.  
Hartford City, Indiana

Gentlemen:

I am interested in the "Overhead Door" and will appreciate you sending full information as to the construction and operation.

Signed .....  
Street .....  
City .....  
State .....





These reference books, worthy of any library, have been compiled for your personal use:

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

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

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

AMERICAN FACE BRICK ASS'N  
2158 City State Bank Building  
Chicago, Illinois

*Auditorium Entrance  
Thomas L. Handy Junior High  
School, Bay City, Michigan  
Perkins, Fellows and Hamilton  
Architects*

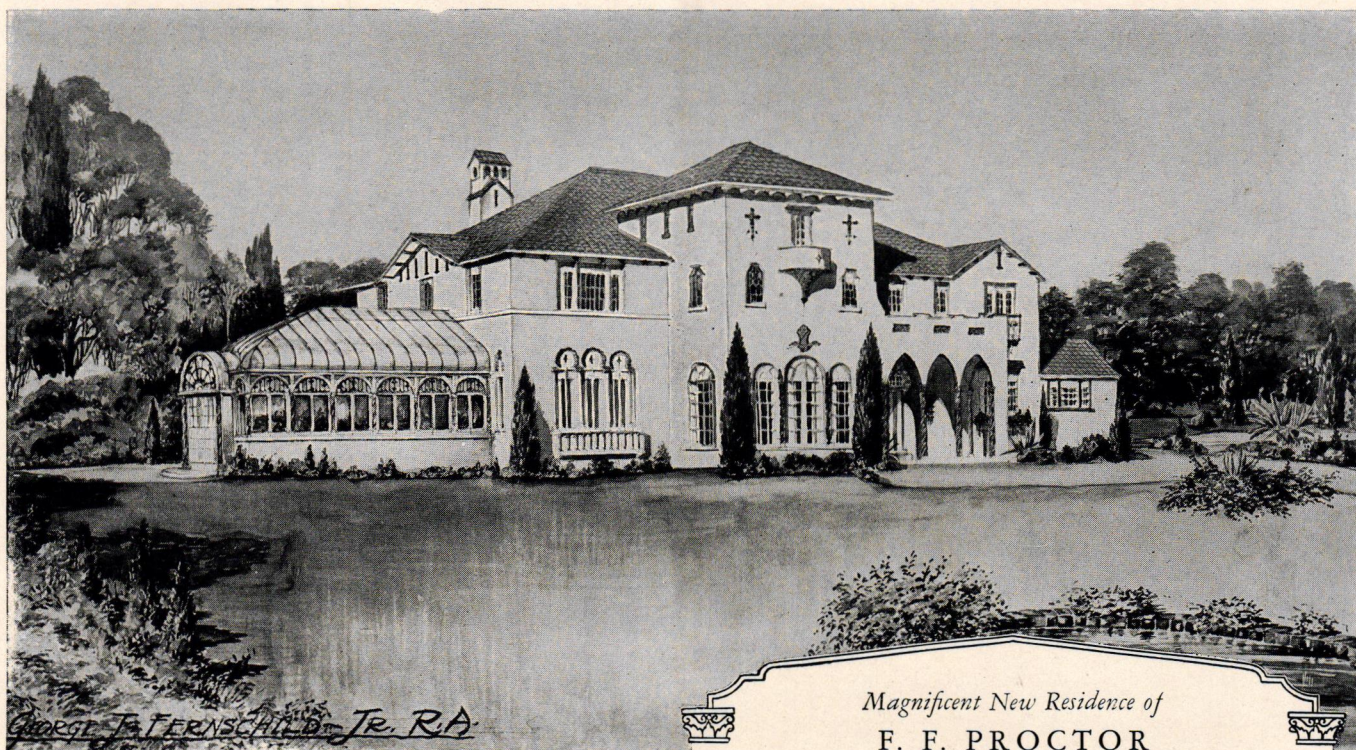
**THE DISTINGUISHED SCHOOL · · IS BUILT OF FACE BRICK**

Schools, standing as declarations of community character, are so generally constructed of Face Brick as to make further suggestion of this material for school construction almost superfluous. That its dignity and distinctive beauty, made possible by an unlimited variety of colors and textures, have given it the place of preference among Architects is evident everywhere. And many of these Architects avail themselves of the service this association and its members are prepared to render. Inquiries concerning Face Brick usage are invited.

**F A C E      B R I C K**

*— requires no paint or whitewash*





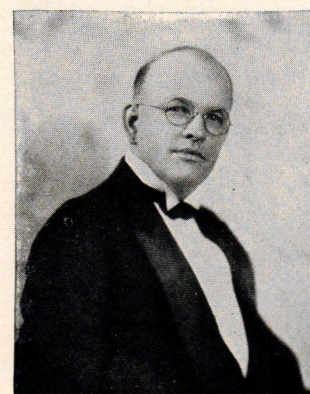
Magnificent New Residence of  
F. F. PROCTOR  
LARCHMONT, N. Y.

# Approved —as specified

THE owner put the heating problem up to the architect. The architect favored the Quiet May but consulted his engineer.

The engineer confirmed the architect's selection.

In the magnificent new residence of Mr. F. F. Proctor at Larchmont, N. Y., three Quiet Mays were installed, two in the eighteen-room residence, one in the garage, exactly as specified by the architect.



GEORGE J. FERNSCHILD, JR.  
*Registered Architect*

The Proctor residence is but one of many notable Westchester County show places to his credit.

# QUIET MAY

*AUTOMATIC* OIL BURNER



## Choice of the Profession

### RELIANCE



Hollow and Kalamein  
Doors



Combination Steel  
Bucks



Ornamental and  
Architectural Bronze



Elevator  
Enclosures



Starrett & Van Vleck  
*Architects*

Hentz, Adler & Shutze  
*Associate Architects*

Starrett Brothers  
*General Contractors*

## The SPIRIT of the NEW SOUTH

THE new building for the Davison-Paxon Company, affiliated with R. H. Macy of New York, in Atlanta, is a striking illustration of the South's commercial development.

In keeping with the architectural beauty of the exterior facade Reliance Bronze Doors were used for all entrances and for absolute

safety of the finest wares Reliance Fire-proof Doors were installed in this structure.

We are working in collaboration with architects and engineers throughout the South and will be pleased to work with you whenever fire-proof products are to be installed.

*See our Catalogue in Sweets 21st Edition, Pages A. 819-821*

### RELIANCE FIREPROOF DOOR CO.

77-103 DOBBINS ST.

BROOKLYN, N. Y.

LUKE SEWELL

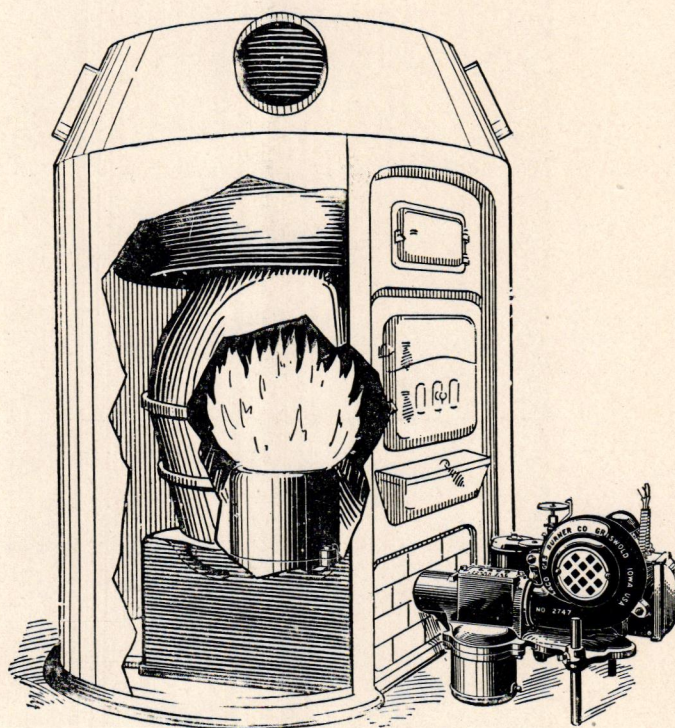
SOUTHERN REPRESENTATIVE  
144 Spring Street, N. W.

ATLANTA, GA.



*for* WARM AIR  
HOT WATER  
STEAM OR  
VAPOR SYSTEM

*The*  
**LACO**



## The *Proved* Oil Burner

For every kind of heating system—for every size home or building, the LACO is the PROVED oil burner.

When the LACO oil burner is installed in your present heating plant your worries over the heating problem have ended. You will then have automatic, quiet, clean, economical heat. No more trips to the basement to poke up an indifferent fire—no more shoveling of coal or carrying out ashes. At the touch of a finger to the thermostatic control, you can have just the temperature you want

*all over the house* no matter how cold it is outdoors.

At the extremely low price of \$240.00 (tank and installation extra) the *proved* LACO is made to heat homes of from five to seven rooms *better* and *more* economically. Six other sizes are manufactured to meet every heating requirement. Each size is the lowest in price for its heating capacity. It's as simple as the ordinary kerosene lamp; safe as a gas range. Thousands of LACO oil burners have been installed. Write for details, proof and prices of the remarkable LACO.

LACO GAS BURNER CO., 804 Cass St., Griswold, Iowa.



# HARRIS' NEW SYSTEM

U. S. Patent No. 1648846

November 8, 1927

**INCINERATION  
HEAT  
LIGHT  
POWER**

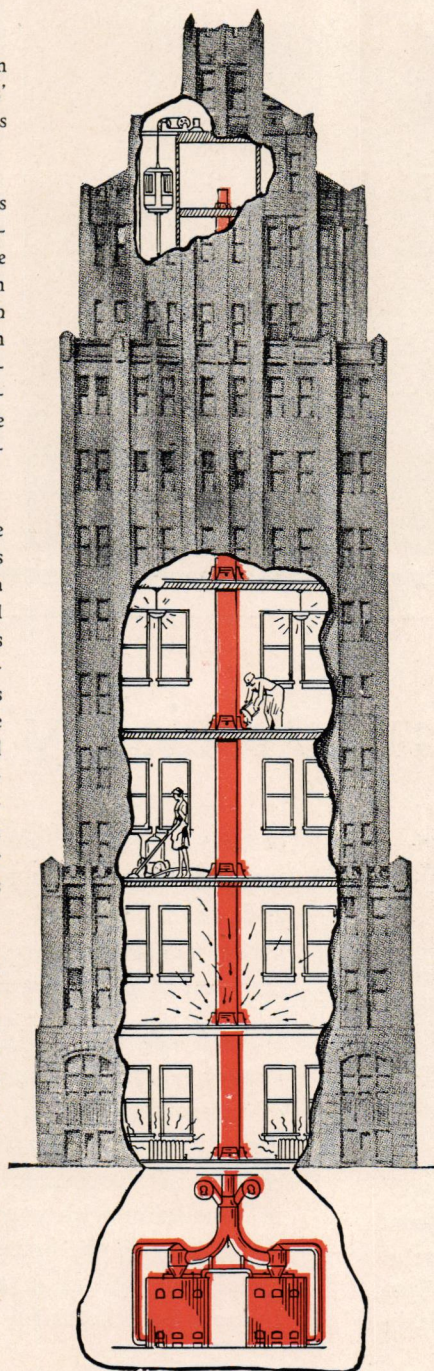
**GARBAGE AND  
REFUSE COLLECTION  
AND INCINERATION  
VACUUM CLEANING  
AND VENTILATION**

Harris' New System now makes possible heat, light, power, garbage and waste collecting, incineration, vacuum cleaning and ventilation for all types of buildings, from four stories to any number of stories, at a minimum cost less than any other combined system. All of the above-stated functions are completely carried out with this one mechanical unit, doing away with the use of several different systems to accomplish the same purpose.

The Harris New System is graphically illustrated in the drawing. Architects and engineers are earnestly invited to investigate this system.

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

*Exclusive State Rights for Sale at  
\$50 per 1,000 of Population*



The heat and incineration are furnished by Harris' W. T. Incinerator Boilers and Furnaces.

The electrical power is furnished through a turbine generator whose power is obtained from the W. T. Boilers, which produce boiler H. P. on three to three and a quarter pounds of coal or thirty-three to forty-three pounds of garbage and refuse per hour.

Ventilation and refuse disposal on the various floors are accomplished via the rectangular vertical steel chute which runs from the top of the building to the furnace, as illustrated. The three 12"x12" porcelain enamel doors on each floor provide the exit for the refuse, and the three open hose nibs on each floor provide the continuous ventilation.

The gathering of the waste is done by modern vacuum cleaners, which are equipped with extra-long hose connected to nibs on each floor. The fan on each 14"x14" chute operated by D. C. Motor provides the vacuum suction for the entire chute. It automatically pulls the waste and the C O 2 down the chute.

*Address*

## HARRIS NEW SYSTEM

1210-1211-1212 AND 1213 INDEPENDENT LIFE BLDG., NASHVILLE, TENN.

FREELAND, ROBERTS & CO., Consulting Engineers

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

HARRY A. LUCK, General Counsel

For Canadian rights, address Mr. A. Carney, Tenth and Woodland Sts., Nashville, Tenn.





An 18th Century Wood Panelled Room—an Example of Craftsmanship in Millwork.



This room is from an early Southern Colonial Mansion, an inspiration for present-day design.



## Skill and Artistry



THE architectural character of any room—any building—depends as much upon the architect's choice of materials as it does upon the proportionate lines of composition. Wood, wrought from the stately trees of southern forest, lends itself most readily to an artistic expression, an expression that reaches its highest and noblest form only when the skill and artistry of the designer and craftsman have been united in understanding collaboration.

In the words of William Roger Greeley, well known American architect, "No man can serve two masters, and if architect and craftsman are at odds, the result will suffer." As Millwork Manufacturers, we have realized what perfect collab-

oration with the architectural profession means towards the promotion of better executed millwork, and have associated ourselves with a body of highly skilled craftsmen thoroughly imbued with the ideal of perfection in custom-built woodwork.

In each age and environment the reaction called Beauty has been accomplished by a distinct group of external influences. "Beauty is tested," Ruskin writes, "not by any fixed standard, but by the chances of association." Our craftsmen, working in association with you, assure a skill in execution, a harmony in the finest of woods, resulting in architectural decoration and structural requirements that are both beautiful and everlasting.

*Your plans and specifications placed with anyone of these leading manufacturers in the South is a guarantee to you and your client of the finest executed millwork.*

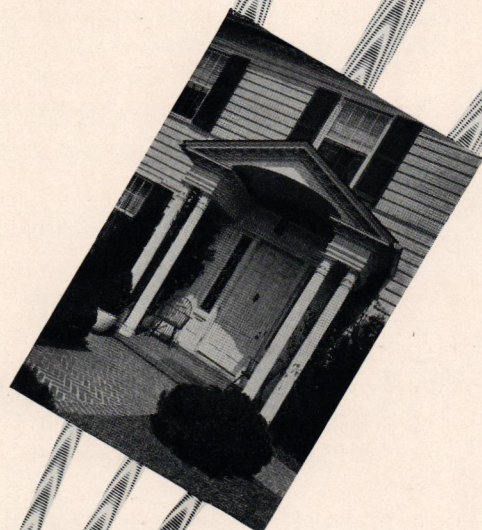
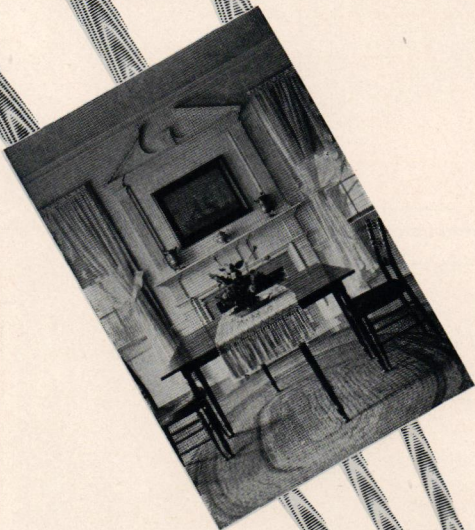
Duval Planing Mill, Jacksonville, Fla.  
Enochs Lumber & Mfg. Co., Jackson, Miss.

Steves Sash & Door Co., San Antonio, Texas.

Guilford Lumber & Mfg. Co., Greensboro, N. C.  
Oettinger Lumber Co., Greensboro, N. C.

A Body of Highly Skilled Craftsmen Working in Collaboration with





## Millwork

Duval Planing Mill, Jacksonville, Fla.  
Enochs Lumber & Mfg. Co., Jackson, Miss.  
Guilford Lumber & Mfg. Co., Greensboro, N. C.

## Specialists

Oettinger Lumber Co., Greensboro, N. C.  
Steves Sash & Door Co., San Antonio, Texas.

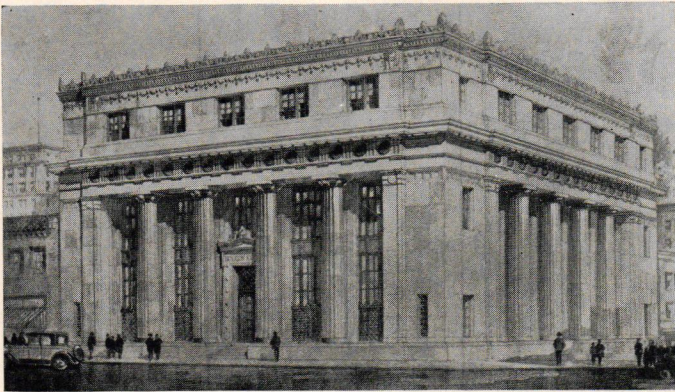


---

Architects for the Promotion of Better Executed Millwork

---





*Hedrick & Gottlieb, Architects  
Geo. J. Robischung, Plumber  
N. O. Nelson Mfg. Co., Jobbers*

### SIMPLEX FLUSH VALVES

ARE

Specified, Installed and Used  
because they are

*A Positive Water Saving Device*

Manipulating valve handle only allows one flush, thereby saving water. Four Port by-pass allows regulation from the outside. Handle adjustable to any position. Insist on these specifications on all of your jobs.

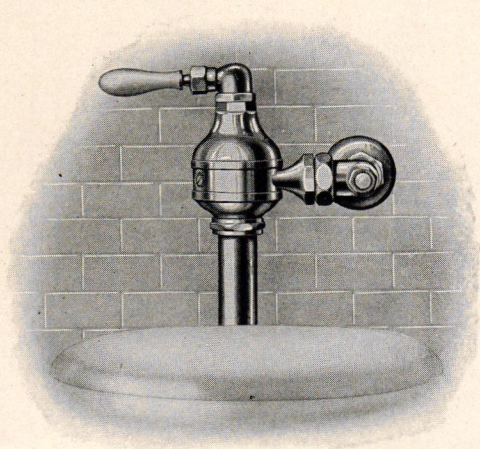
*Write for Catalog "A"*

THE BEATON & CADWELL MFG. CO.  
NEW BRITAIN, CONN.

### *An Appreciation of SIMPLEX FLUSH VALVE*

*Performance*

is again made known by their use in the Houston National Bank, of which Hedrick & Gottlieb, were the architects.



## Old European SLATE ROOFS *of Lasting Beauty*

Natural colors growing more  
beautiful with age

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

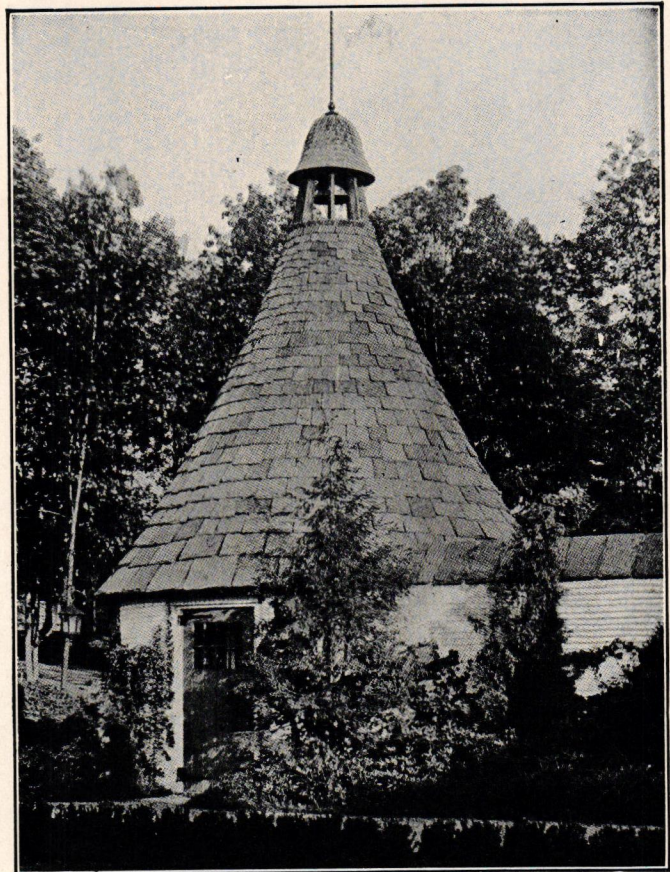
Let us outline a roof suggestion for you

*Send for latest Price List*

KNICKERBOCKER SLATE  
CORPORATION

E. J. JOHNSON, *President*  
355 West 26th Street, New York

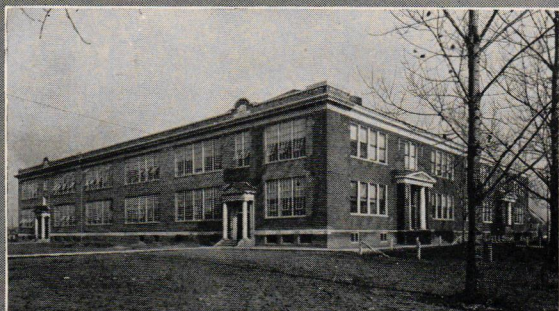
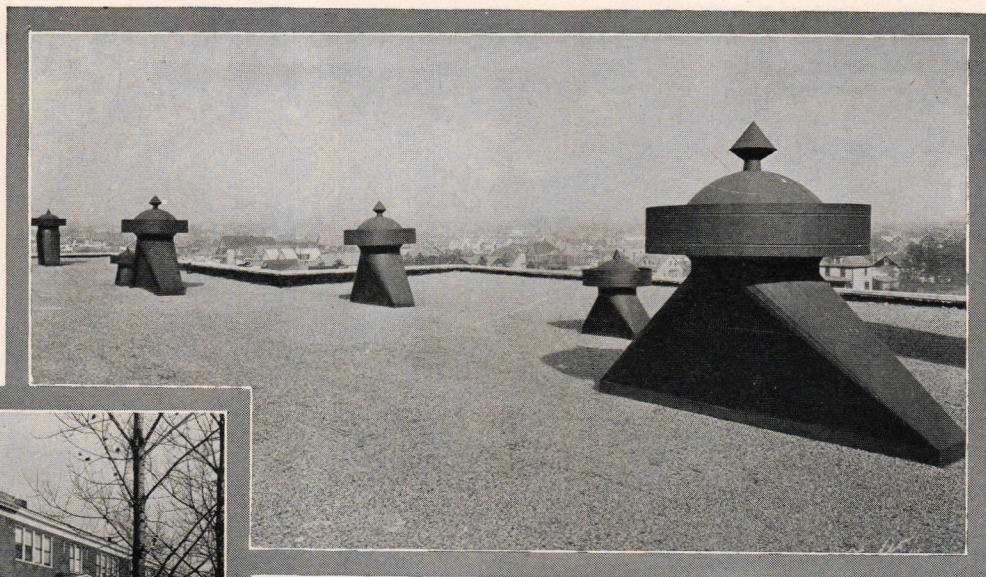
STANDARD ROOFING SLATE  
STRUCTURAL SLATE  
BLACKBOARDS—GARDEN WALKS



"Peggy's" Play House



## "GLOBE" Ventilated



Schools have been a splendid proving ground for "GLOBE" Ventilators. They have given such efficient service in this field that many architects who have been identified with school planning have come to consider "GLOBE" Ventilators as the standard school ventilation.

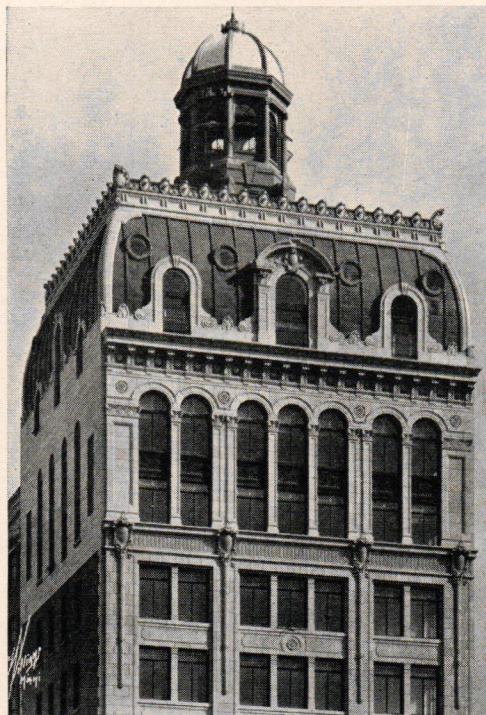
*Low first cost—efficient—no upkeep*

## GLOBE VENTILATOR COMPANY

TROY, NEW YORK

Department X

### BUILD WITH ARCHITECTURAL TERRA COTTA.



*Illustrating 12th to 17th stories, incl., of the Security Building, showing the Terra Cotta trim*

#### THE SECURITY CO'S. OFFICE BLDG.

MIAMI, FLA.

Robert Greenfield, Architect

New York and Miami

This building is faced and trimmed with ARCHITECTURAL TERRA COTTA from our kilns.

The delightful combination of colors, the out-of-the-ordinary surface treatment and body color of the TERRA COTTA was brought about largely by the good judgment and artistic ability of the architect and his co-operation with our technical departments, which we aim to keep at the peak of technical skill.

Our maintained standard of QUALITY, SERVICE and CO-OPERATION during more than forty years' manufacturing experience have been elements that have entered into the successful completion of this important architectural addition to the City of Miami.

#### CONKLING - ARMSTRONG TERRA COTTA COMPANY

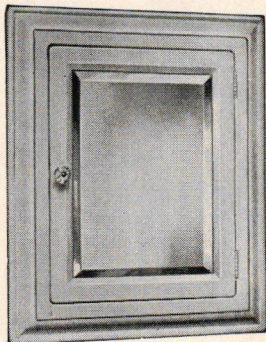
PHILADELPHIA, PA.

Sales Office:  
1600 ARCH STREET

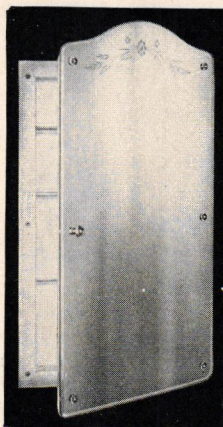
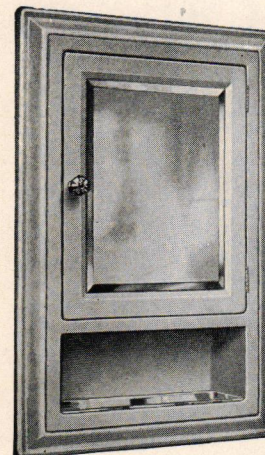
Executive Offices and Plant:  
WISSAHICKON AVE. AND JUANITA ST.



# STEEL BATHROOM CABINETS



MODEL "A"

IDEAL  
VENETIAN  
MODEL "G"

MODEL "B"

All Steel—Die Pressed—Duco Finished—Any Color.

Model "C" same as Model "A" except it has narrow frame (1 1/4").

Model "D" same as Model "B" except it has narrow frame (1 1/4").

Complete information or sample on request.

We are interested in making connection with sales agencies who have connection with builders.

## THE IDEAL CABINET CORPORATION

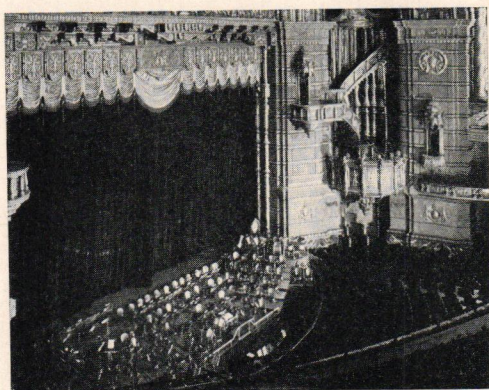
*'Division of Deslauriers Metal Products Co.'*

AGENTS

8835 Central Avenue

Atlanta, Ga., Murray Mantel & Tile Co., 234 Marietta St.  
Chattanooga, Tenn., Chattanooga Floor Laying & Sales Co., 1214 Peachtree St.  
Birmingham, Ala., Cad. Jones & J. Burks, 1001 Martin Bldg.  
Nashville, Tenn., Geo. W. Ruth & Co., 151 North 4th Ave.  
Vitrolite Construction Co., 3207 Commerce St., Dallas, Tex.

Detroit, Mich.



ROXY THEATRE, NEW YORK  
ORCHESTRA, CONSOLE ELEVATORS AND  
COUNTERWEIGHT SYSTEM



### Some of Our Southern Installations

Olympia Theatre	Miami, Fla.
Carolina Theatre	Greenville, S. C.
Texas Theatre	San Antonio, Tex.
Metropolitan Theatre	Houston, Tex.
Worth Theatre	Ft. Worth, Tex.
Dallas Theatre	Dallas, Tex.
Coral Gables Theatre	Coral Gables, Fla.
Coral Gables Coliseum	Coral Gables, Fla.
Saenger Theatre	New Orleans, La.
Miami Beach Garden	Miami, Fla.
Midland Theatre	Kansas City, Mo.
Missouri Theatre	St. Joseph, Mo.
Rialto Theatre	Omaha, Neb.
Riviera Theatre	Omaha, Neb.
Alabama Theatre	Birmingham, Ala.
Capitol Theatre	Atlanta, Ga.
Palace Theatre	Atlanta, Ga.
Carolina Theatre	Charlotte, N. C.
Carolina Theatre	Greensboro, N. C.
Florida Theatre	Jacksonville, Fla.
Jefferson Theatre	Beaumont, Tex.
Loew's Theatre	Houston, Tex.

ORCHESTRA AND CONSOLE ELEVATORS

COUNTERWEIGHT SYSTEMS

ASBESTOS AND STEEL CURTAINS

DRAW CURTAIN TRACKS

MECHANICAL EFFECTS

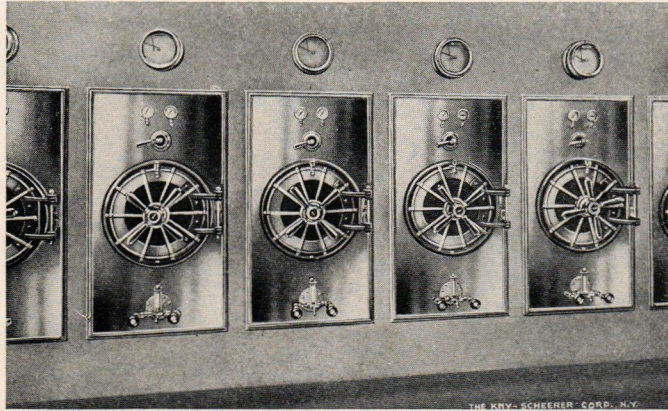
## PETER CLARK, Inc.

534-50 W. 30th Street

New York City



## The Kny-Scheerer Recessed Sterilizers



The Kny-Scheerer Recessed Sterilizers represent the last word in scientific and modern hospital construction.

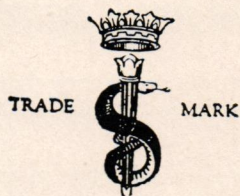
No architect should plan hospital buildings without first consulting us, free and without obligation.

### *As Recently Installed at*

So. Baptist Hospital, New Orleans, La.  
Methodist Hospital, Fort Worth, Texas.  
Childrens' Hospital, Richmond, Va.

Methodist Hospital, Hattiesburg, Miss.  
Bartow Hospital, Bartow, Fla.  
University of Tennessee, Memphis, Tenn.

Graduate School of Medicine, U. of P., Philadelphia, Pa.



## *The* KNY-SCHEERER CORPORATION *of* AMERICA

10 to 14 West 25th Street, at Broadway  
New York City, U. S. A.

*America's Largest Manufacturers of Hospital Equipment.*



Detroit-Leland Hotel, Detroit, Mich.  
C. W. and Geo. L. Rapp, Architects

## Modern practice requires fire-safe interior trim

No building can be considered fire-safe when part of its construction offers ready fuel for any chance conflagration. That is why United Hollow Metal Interior Trim is so widely used in modern structures.

The Detroit-Leland Hotel is an example. The elevator shafts are guarded by United doors and enclosures, bearing the Underwriters' Label of certified protection. And in addition to safety, the durability and beauty of this construction is a credit to any building.

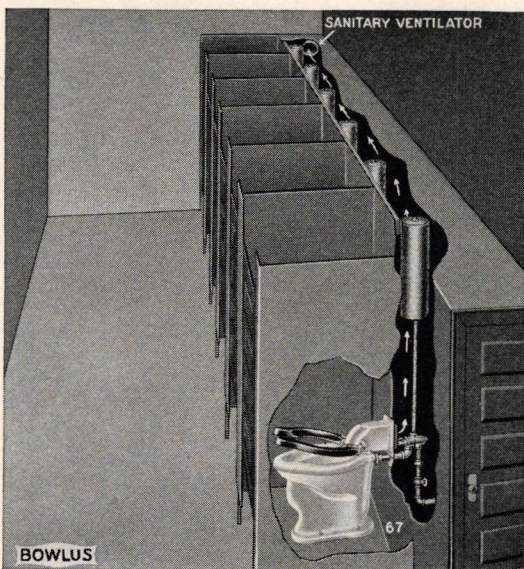
Send for the United hollow metal handbook.

**The UNITED METAL PRODUCT CO.**

**CANTON, OHIO**

# UNITED METAL DOORS

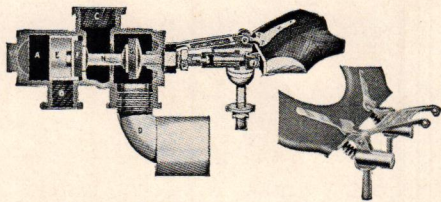




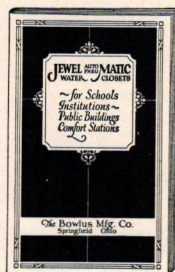
## JEWEL AUTO PNEU MATIC WATER CLOSETS

Jewel Closets for schools, factories, institutions and public buildings are seat operating. Depression of the seat fills the tank. Release of pressure automatically flushes the bowl under air pressure. All chance carelessness is eliminated. There are no buttons to push, levers or chains to pull and no wastage of water as in continuous or periodic water flow systems.

Shown above is a typical installation of the Jewel No. 67 Vented Closet. Air is withdrawn from the toilet room through the bowl into an air-tight utility room from whence it is removed by an exhaust fan. Ventilated bowls are now a requirement for schools and public buildings in many States.



Standard equipment upon all Jewel Closets. Has no interior springs or needle points. Operating springs are in seat hinges. Has but one moving part. Complete description of action given in new catalog.



Send for  
New Catalog

The beautiful new Jewel Catalog, illustrated in color, shows the complete line of Jewel Closets, gives installation diagrams and other valuable information.

**THE BOWLUS MFG. CO.**  
SPRINGFIELD, OHIO

# Consider these Concealed Bed facts -and Holmes Concealed Beds Will be Your Choice!

- 1 Holmes Beds add extra room efficiency that appeals to women. They make renting easier and lower building costs.
- 2 The beauty of Holmes Beds wins the most discriminating. Cane and wood period designs in head and foot ends harmonize with finest interior decorations.
- 3 Holmes Beds occupy a minimum of space—only 30" required for full size. All Holmes beds operate through standard door frames.
- 4 All sizes—single, twin, three quarter and full width. Comfortable full coil springs.
- 5 Ball bearing action. Automatic safety lock and balancer. Holmes Concealed beds cannot jack-knife. *They are known everywhere as the easiest to operate.*

*Our engineering department will gladly assist you in suggesting plans adaptable to your building requirements. Write for book "BEHIND THE DOORS" showing details and newest development in the efficient use of concealed beds.*

## Concealed Bed Corporation

Distributors for Holmes and Marshall & Stearns Co.

58 E. Washington Street

CHICAGO

Write to-day for  
**FREE BOOK**



CONCEALED BED CORPORATION,  
58 E. Washington St., Chicago, Illinois

Dept. 51

Gentlemen:— Please send a copy of the Catalog on Holmes Concealed Beds and how they solve the Extra Room problem.

Name \_\_\_\_\_

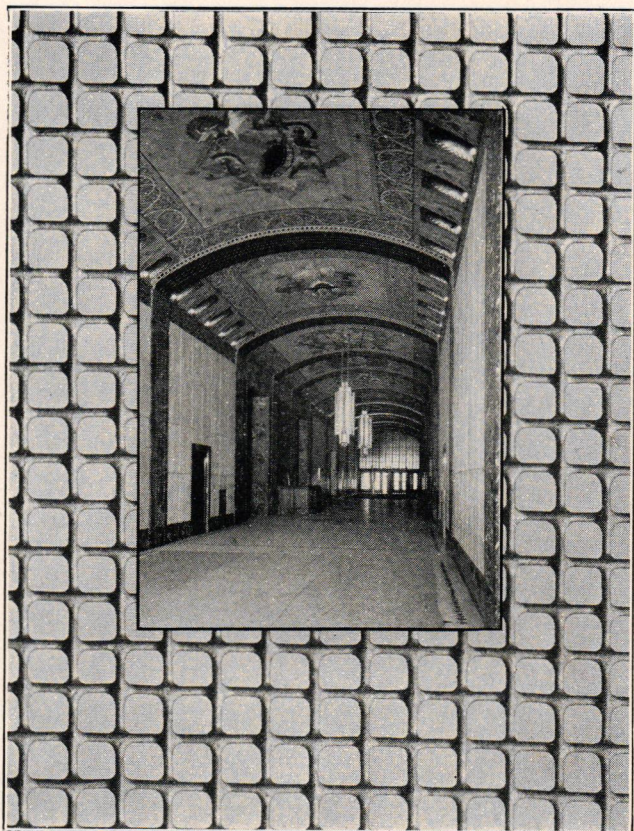
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Name of your Architect or Contractor \_\_\_\_\_

Home Owner ☐ Home Builder ☐ Architect ☐ Contractor ☐





## *Where finish costs Real Money*

You want Clinton Wire Lath under the plaster.

For then you know that the plaster is permanent. The drawn steel wires woven and galvanized together are as strong—yes stronger than sheet metal. And a perfect key is provided both horizontally and vertically.

These are days of high land values when apartments are leased from plans, offices rented before old buildings are demolished and occupancy planned to the day. Decorating must be done when the building is finished. There is no time to wait for the building to get through cracking.

With Clinton Wire Lath cracking is reduced to a minimum. It's the lath to use when the finish costs real money.

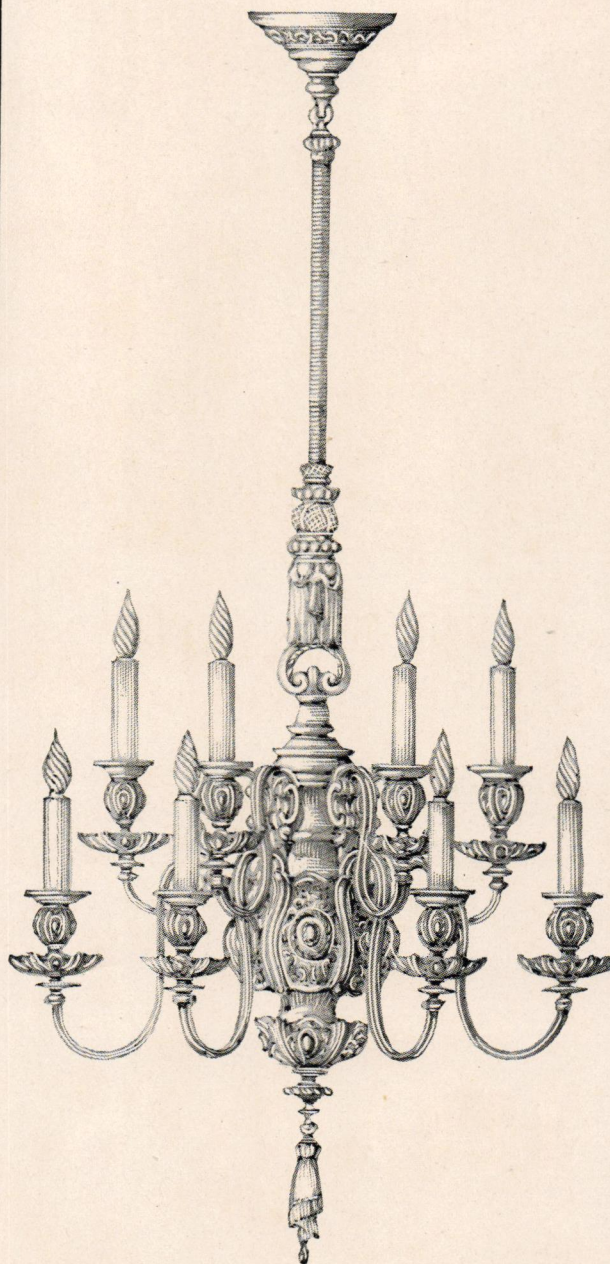
WICKWIRE SPENCER STEEL COMPANY

45 East 42nd Street, New York, N. Y.

208 South La Salle Street, Chicago, Ill.



CLINTON WIRE LATH



BRONZE CHANDELIER

Avail yourself of the Pearlman service for your lighting fixture requirements.

*Brochure of Installations upon Request*

*Victor S. Pearlman & Co.*

*Designers and Makers of  
Exclusive Lighting Fixtures*

*533-35 S. Wabash Ave.  
Chicago, Ill.*





## HOPE'S STEEL CASEMENTS

THE ORIGINAL AND  
PRESENT STANDARD OF  
EXCELLENCE COMBINE  
EVERY NECESSARY GOOD  
FEATURE

MAXIMUM LIGHT  
EASY OPERATION  
VENTILATING REGULATION  
ATTRACTIVE APPEARANCE  
WEATHER-PROOF QUALITIES  
ECONOMICAL COST

FULL PARTICULARS GLADLY SENT

103 PARK AVENUE  
NEW YORK CITY

Residence of Henry C. Heinz at Atlanta, Ga. G. Lloyd Preacher, Architect. Showing a corner of the well-arranged kitchen and butler's pantry, efficiently equipped with White House Units.



## Make the Kitchen as *Beautiful and Lasting* as the House Itself

Well-known homes the country over have kitchens completely equipped with White House Units. The cost is only a trifle more than the cost of old-fashioned wood installations—and the saving on replacement makes the White House Kitchen an exceedingly profitable investment.

White House Units—made entirely of *Steel*—are fire resisting, moisture proof and germ proof. Three coats of baked enamel make them sanitary and easy to keep spotlessly clean. Any space may be filled simply by combining standard units. We will be pleased to furnish without obligation, sketches and estimates to fill your spaces and requirements.

You are cordially invited to visit our spacious new show-rooms where many combinations of White House Units, both for large and small homes, are on display.

**JANES & KIRTLAND, INC.**

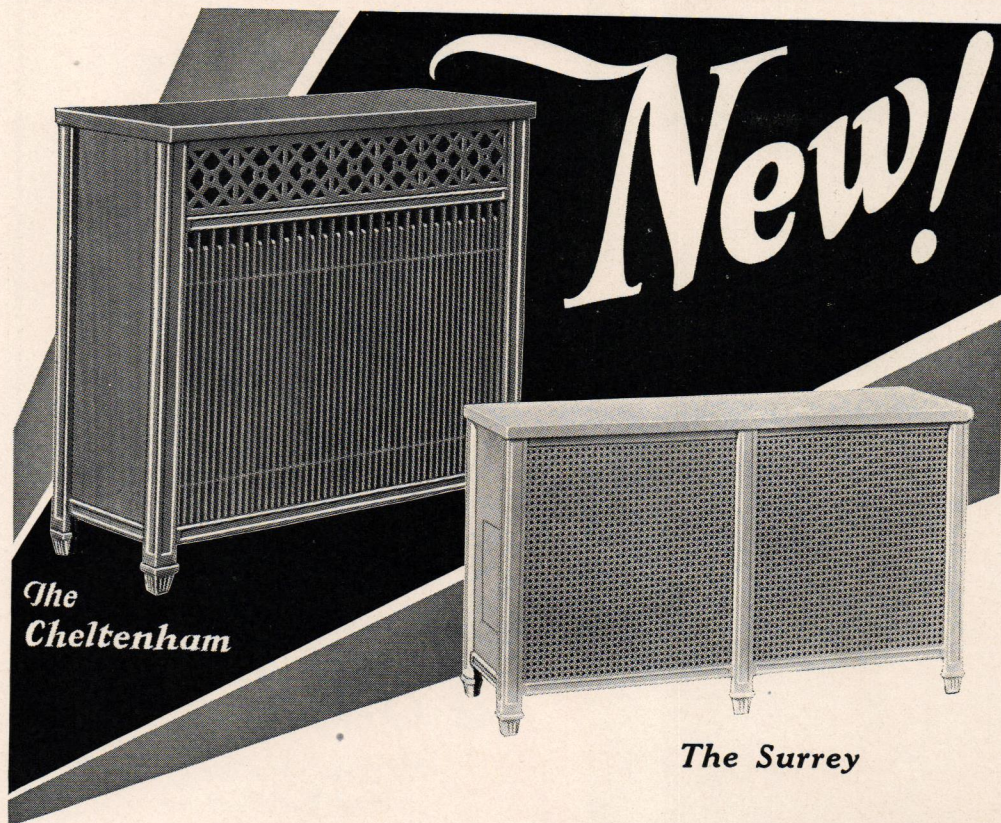
Established 1840

101 PARK AVENUE

NEW YORK CITY

*The* **WHITE HOUSE** *Line*  
SECTIONAL STEEL UNITS





*Radiator Enclosures  
assure your client of*

**BEAUTY**

Designs that harmonize.  
Colors and wood grain  
finishes.

**UTILITY**

Protecting walls and cur-  
tains from rising dust.

**ECONOMY**

Directing heat out into  
the room. Humidifying  
Pan keeps air moist and  
healthy.

**THE NEW MODELS**

The Cheltenham—Designed  
in straight lines, with  
ample free air capacity.

The Surrey— Particularly  
for low radiators. The  
legs are fluted and the  
feet are tapered.

Write for complete

**THE HART & COOLEY  
MFG. CO.**

Oldfield St.,  
New Britain, Conn.

Manufacturers of The Air  
Capacity Line of Warm  
Air Registers

Chicago  
61 W. Kinzie St.

New York  
1 E. 42nd St.

Philadelphia  
1600 Arch St.

## HART & COOLEY RADIATOR ENCLOSURES

### H. W. MILLER, INC.

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

STEWARTSON & PAGE  
*Architect*

WE SHALL BE PLEASED TO MAIL  
ON REQUEST OUR 47-PAGE ILLUS-  
TRATED CATALOG TO ANY PER-  
SON INTERESTED IN DECORATIVE  
PLASTERING AND ARTIFICIAL  
STONES



MAIN OFFICE FLOOR, INSURANCE COMPANY OF NORTH AMERICA

**H. W. MILLER, Inc.**

*Plain and Decorative Plastering*  
410 ELEVENTH AVE., NEW YORK, N. Y.





## Art Stone Mantelpieces

In all periods

Reproductions that are the very life and essence of the originals, built from your own designs or our many and varied stock molds to harmonize with any environment.

Also Compo Ornaments  
for Wood Work



Jacobson Mantel  
& Ornament Co.

322 East 44th Street  
New York City

Louis Geib    Arthur P. Windolph



The Sending Station is placed on the switchboard as illustrated above. The case which is of solid brass has standard dull black finish. Special finishes if desired. Additional key units of twenty code numbers may be added to the station at any time.

A. I. A. File Reference  
Call Systems No. 31-i-31  
Fire Alarm No. 31-i-1

## At the Finger Tips of the Operator

With the Signal Call System all important members of an organization are literally at the finger tips of the switchboard operator. When one fails to answer his desk telephone the operator presses a button and the code number assigned to that individual is broadcast throughout the premises. The called party, upon hearing his code number, answers at the nearest extension and the call is completed without delay.

Signal Engineers offer architects the fullest co-operation in planning Signal Call Systems to meet the requirements of individual clients.

*Specifications and complete data will be sent  
on request*

**SIGNAL**  
ENGINEERING & MFG. CO.  
41 Seventh Ave., New York, N. Y.





# SOUTHERN ARCHITECT and BUILDING NEWS

VOLUME 54

APRIL, 1928

NUMBER 4

## CONTENTS

### COVER

Milan Building, San Antonio, Texas  
*George Willis, Architect*  
*Sketch by J. H. Gailey*

Frontispiece ..... 32

An Old Castle in France  
*Pencil Sketch by Roger McCarl*

### TEXT PAGE

The St. Louis Memorial Plaza, St. Louis, Mo. . . . 33  
*By Louis LaBeaume, A. I. A.*

The Masonic Temple, New Orleans, La. . . . . 39  
*Sam Stone, Jr., & Co., Architects*

Plate Section . . . . . 41

The Editor's Annotations. . . . . 57

Southern Architects Ignored—Why?

A Pressing Need

Summer School in Italy.

What Price Criticism!

Artless Architecture. . . . . 63

*By F. W. Fitzpatrick, Consulting Architect*

The Architect's Open Forum. . . . . 67

Co-operation Between Architects and Landscape  
Architects

*By R. J. Pearse, A. S. L. A.*

Did Thomas Jefferson Rate the Title of Architect?

*By Theodore H. Skinner, Architect*

Architecture and Engineering

*By W. Dyson, A. I. E. E.*

### PLATES PAGE

The Masonic Temple, New Orleans, La. . . . . 41-49  
*Sam Stone, Jr., & Co., Architects*

The Plaza Hotel, Houston, Texas. . . . . 51  
*Joseph Finger, Architect*

The Medical Arts Building, Houston, Texas. . . . . 53  
*Wyatt C. Hedrick, Architect*

The Washington Building, Washington, D. C., 55-56  
*Coolidge, Shepley, Bulfinch & Abbott, Architects*

The Baltimore Trust Building, Baltimore, Md. . . . 58  
*Taylor & Fisher and Smith & May, Assoc. Architects*

The Lord Baltimore Hotel, Baltimore, Md. . . . . 60  
*W. L. Stoddart, Architect*

The Post Dispatch Building, Houston, Texas. . . . 62  
*Hedrick & Gottlieb, Architects*

The Carlton Hotel, Washington, D. C. . . . . 64  
*The Wardman Co., Architects*

The Petroleum Building, Houston, Texas. . . . . 66  
*Alfred C. Bossom, Architect*

*Briscoe, Dixon & Sullivan, Associate Architects*

*Published on the 15th of the month by*

**HARMAN PUBLISHING COMPANY**

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

Yearly Subscription, Payable in Advance, \$2.00

HARRY E. HARMAN, JR., MANAGER

ERNEST RAY DENMARK, EDITOR

### Board of Advisory Editors:

FREDERIC C. BIGGIN, A. I. A.

H. BUSH BROWN, A. I. A.

RUDOLPH E. LEE, A. I. A.

STANSLAW J. MAKIELSKI, A. I. A.

JOHN L. SKINNER, A. I. A.

WILLIAM P. SPRATLING, A. I. A.

PAUL VALENTI, R. A. B. A., A. I. A.

WILLIAM WARD WATKIN, A. I. A.

### PUBLICATION STATEMENT *Required by Act of Congress*

Of *Southern Architect and Building News*, published monthly at Atlanta, Georgia, for April 1, 1928.  
Before me, a notary in and for the state and county aforesaid—Georgia, Fulton County—appeared E. R. Denmark, who, having been duly sworn according to law, deposes and says that he is the editor of the *Southern Architect and Building News* and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption.

That the names and addresses of the publisher, editor, managing editor, etc., are:

Publisher, H. E. Harman, Jr., Atlanta, Ga.

That the owners are: H. E. Harman, Jr., and the Trust Company of Georgia.

Sworn to and subscribed before me this 23d day of March, 1928.

(Signed) Myrtle E. Moore, Notary Public, State at Large.

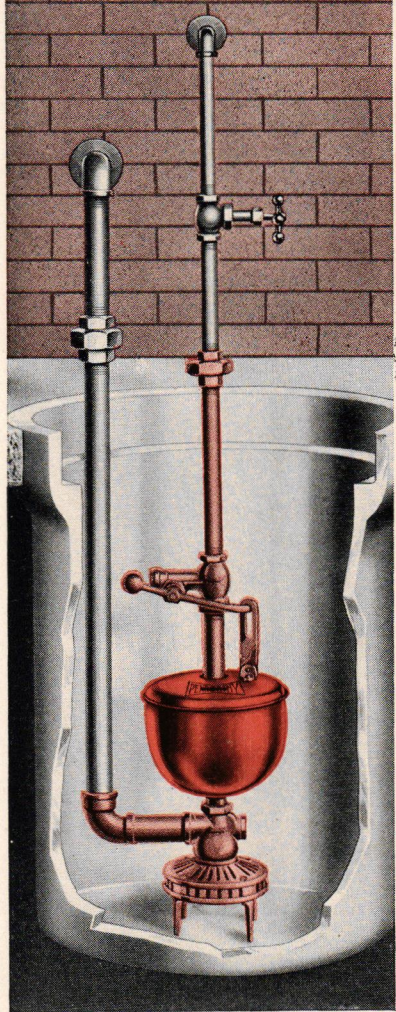
My commission expires January 16, 1930.

(Signed) E. R. Denmark, Editor.



# Wherever Water Accumulates

## HYDRAULIC CELLAR DRAINER



*Y*OUR seepage problem may be the deep basement for a building where the sewer is not low enough for drainage—or the basement of a residence without adequate sewerage facilities. Perhaps it is the drainage of a boiler room, settling basin, fly wheel or elevator sump, a tunnel or scale pit.

The amount of seepage may be considerable or it may be only a small trickle.

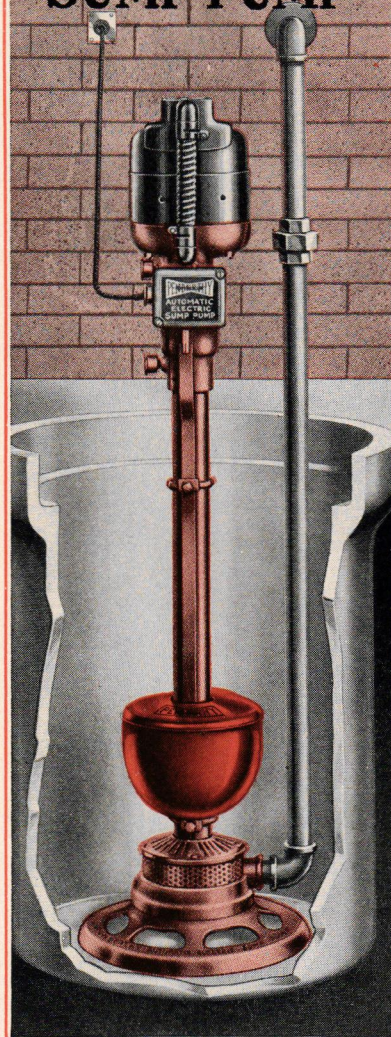
Whatever the conditions, there is a Penberthy Sump Pump or Cellar Drainer which will dispose of that seepage in the most economical manner. Either electrical power or hydraulic power can be used, and there is a size to fit every condition.

Write for details on the Penberthy Automatic Electric Sump Pump and the Penberthy Automatic Cellar Drainer.



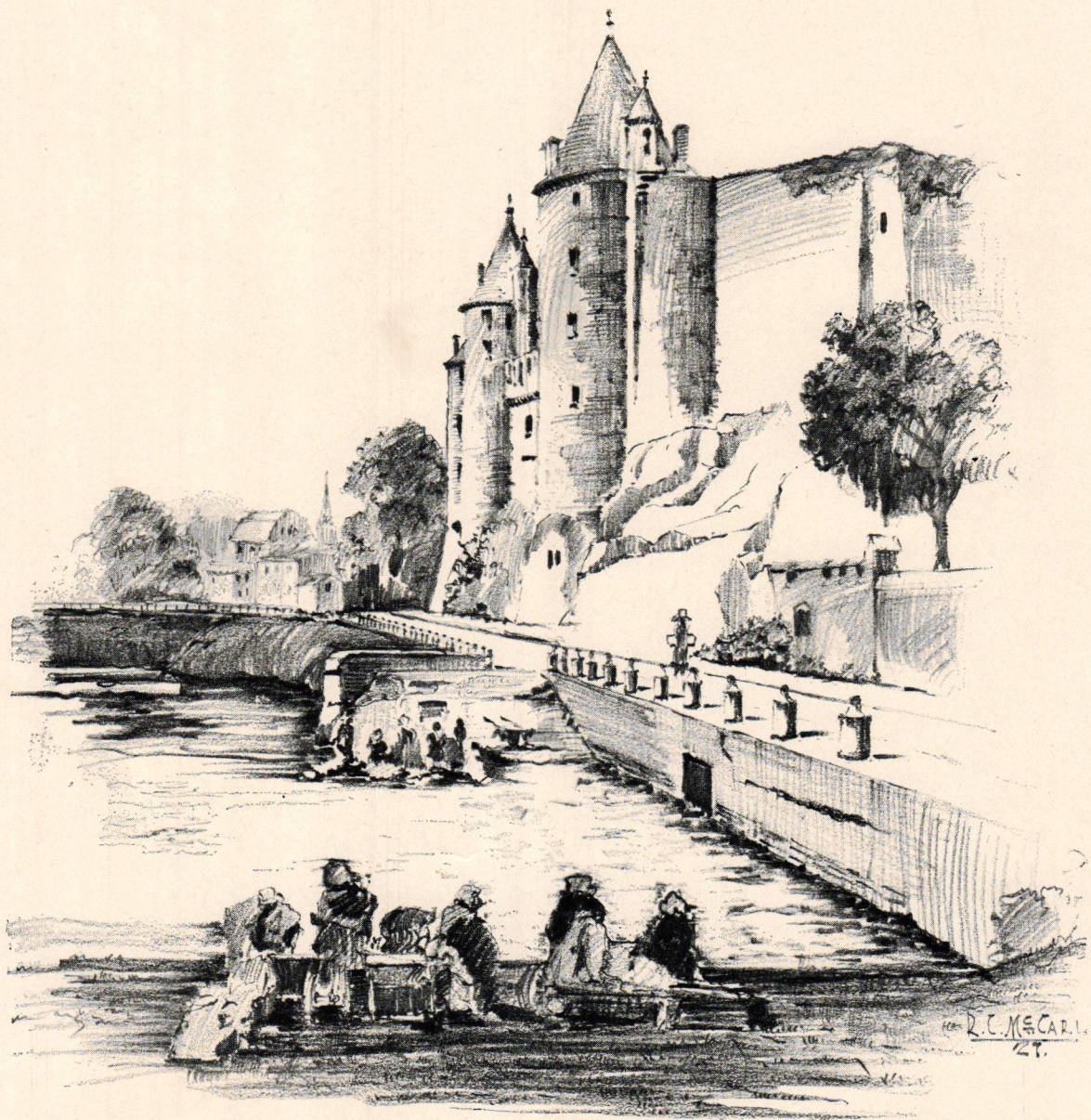
*Quality is particularly stressed by the use of copper and bronze throughout.*

## ELECTRIC SUMP PUMP



**PENBERTHY INJECTOR COMPANY**  
**DETROIT**  
 ESTABLISHED IN 1886  
 CANADIAN PLANT WINDSOR, ONT.





AN OLD CASTLE IN FRANCE

PENCIL SKETCH. BY ROGER MCCARL

*Southern Architect  
and Building News  
May, 1928*



# SOUTHERN ARCHITECT *and* BUILDING NEWS

MAY, 1928



VOLUME 54

NUMBER 5

## The St. Louis Memorial Plaza Development

*The Plaza Commission, Inc., Architects*

BY LOUIS LABEAUME, A. I. A.

TO plausibly predict the ultimate future growth of American cities or of the buildings that will be required to house the governmental machinery of any one of our larger municipalities requires a considerable degree of foresight. Many of our pioneer city builders were unfortunately short on foresight in laying out their thoroughfares and long on getting something started that would at least resemble a city regardless of the shape into which their orphan might finally develop. We can hardly blame them, however, for we are sure that not a single one of those sturdy citizens had the slightest idea that some day their community centers would develop into the busy, bustling and thriving cities that spot the American landscape today.

In many of our more progressive cities we find ugliness giving way to beauty in civic buildings, congestion being simplified by well defined boulevards and plazas. This is but a natural outcome of a city's civic pride and concerted effort on the part of its cultured citizenship. For after all there is something in man's soul that dictates order, restraint and beauty. As C. Howard Walker once remarked, "Life is made up of sensations, in which satisfaction is often an acquired, if not a natural, taste. Both vices and virtues are stimulated by these sensations. Squalor, disorder, evident conflict and sensational monstrosity induce the one; serenity, cleanliness, order and restraint and beauty, the other. Of the child or man who has lived in the midst of mediocrity, it is unfair to expect any other quality. It is therefore of fundamental importance to provide environment to create a taste for fine achievement. This is true in all the efforts of man's mind, whether religious, ethical, philosophical, artistic,

scientific, commercial or industrial. It is axiomatic and requires no argument."

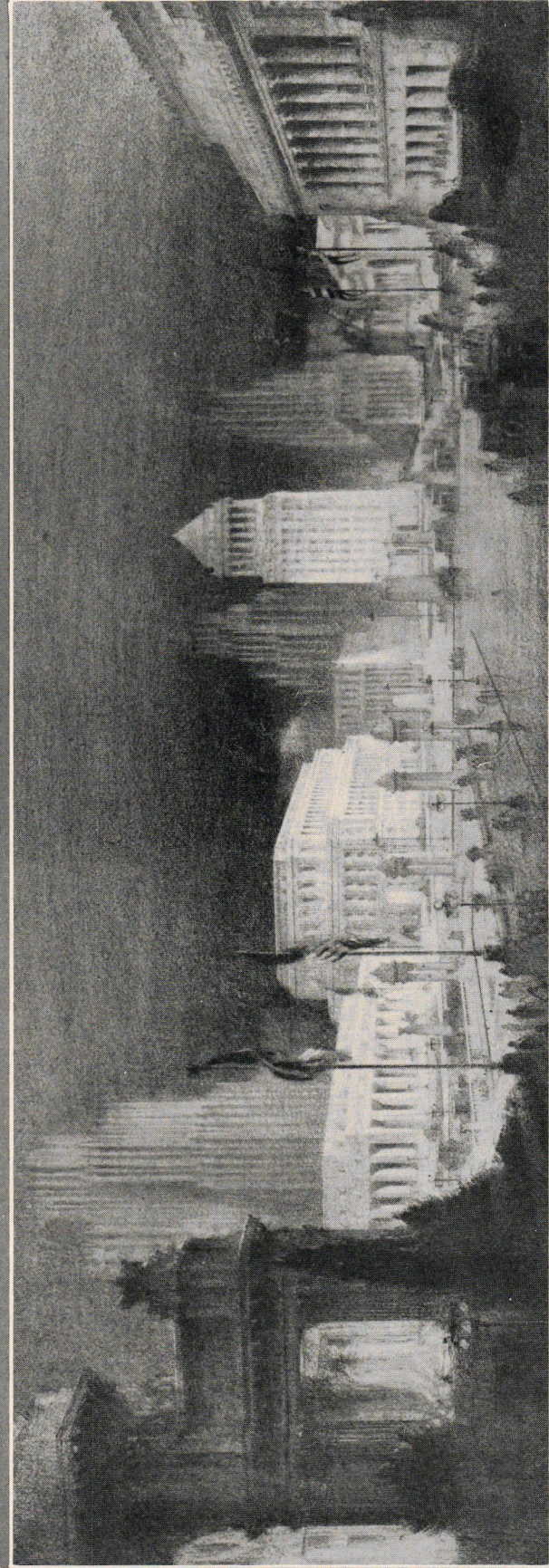
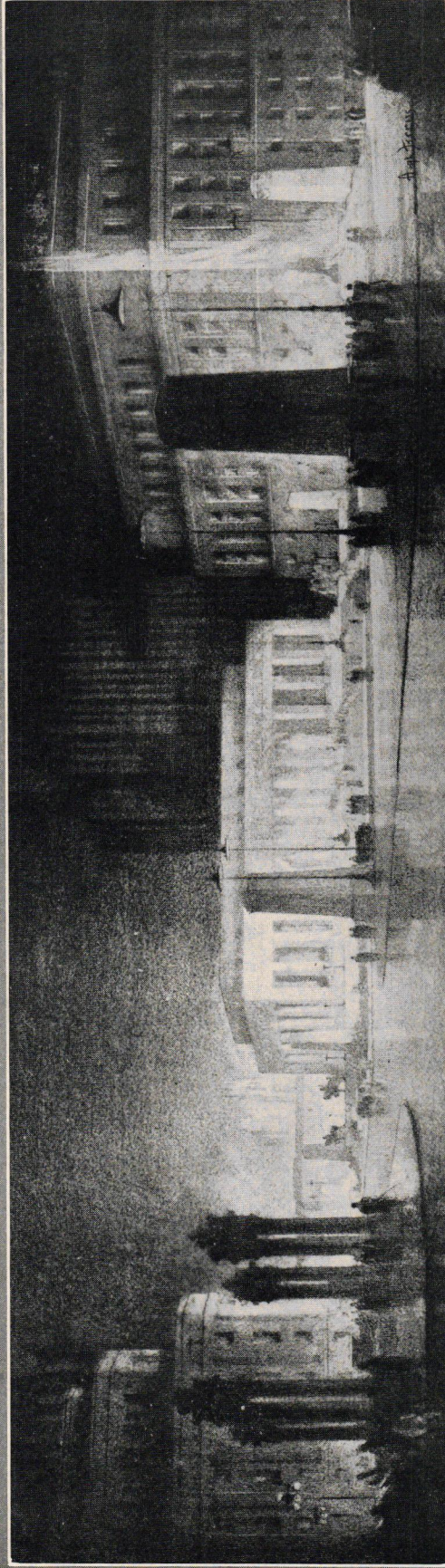
That the citizens of St. Louis have seen fit to develop a Memorial Plaza, the significance of which can be somewhat understood by the drawings of Hugh Ferriss and the descriptive text here included, it is felt by those most closely associated with this work that a distinct note of civic beauty and propriety is to be found in this undertaking.

In 1923 the citizens of St. Louis voted a bond issue of \$87,000,000.00 for civic improvements. In this bond issue the sum of \$15,000,000.00 was set aside for the creation of a Memorial Plaza, and the erection of certain public buildings. This sum was divided as follows: \$4,000,000.00 for the erection of a Civil Court House Building on a site already belonging to the City; \$5,000,000.00 for the erection of a new Municipal Auditorium on a site to be acquired; \$6,000,000.00 for the acquisition of land to be embraced in the Plaza, and including the site for the Auditorium.

This sum of \$6,000,000.00 was assumed to be sufficient to leave a balance large enough to erect a Memorial Building which would provide meeting rooms for Legion Posts, and other groups of Veterans, as well as a museum for the display of relics, trophies and records.

The task of designing the above-mentioned buildings, as well as their entire entourage was given over to a Commission comprised of eight firms of Architects and two firms of Structural Engineers. This Commission was created in the Spring of 1915 and includes: Geo. D. Barnett, Inc., T. P. Barnett Co., Preston J. Bradshaw, Brussel & Viterbo, Helfensteller, Hirsch & Watson, William B. Ittner,





*Hugh Ferris, Delineator*

**Top. The St. Louis Memorial Plaza at 15th and Market Streets looking Northeast .  
Bottom. The Plaza along 15th Street looking East towards Civil Court House.**

*The Plaza Commission, Inc., Architects*



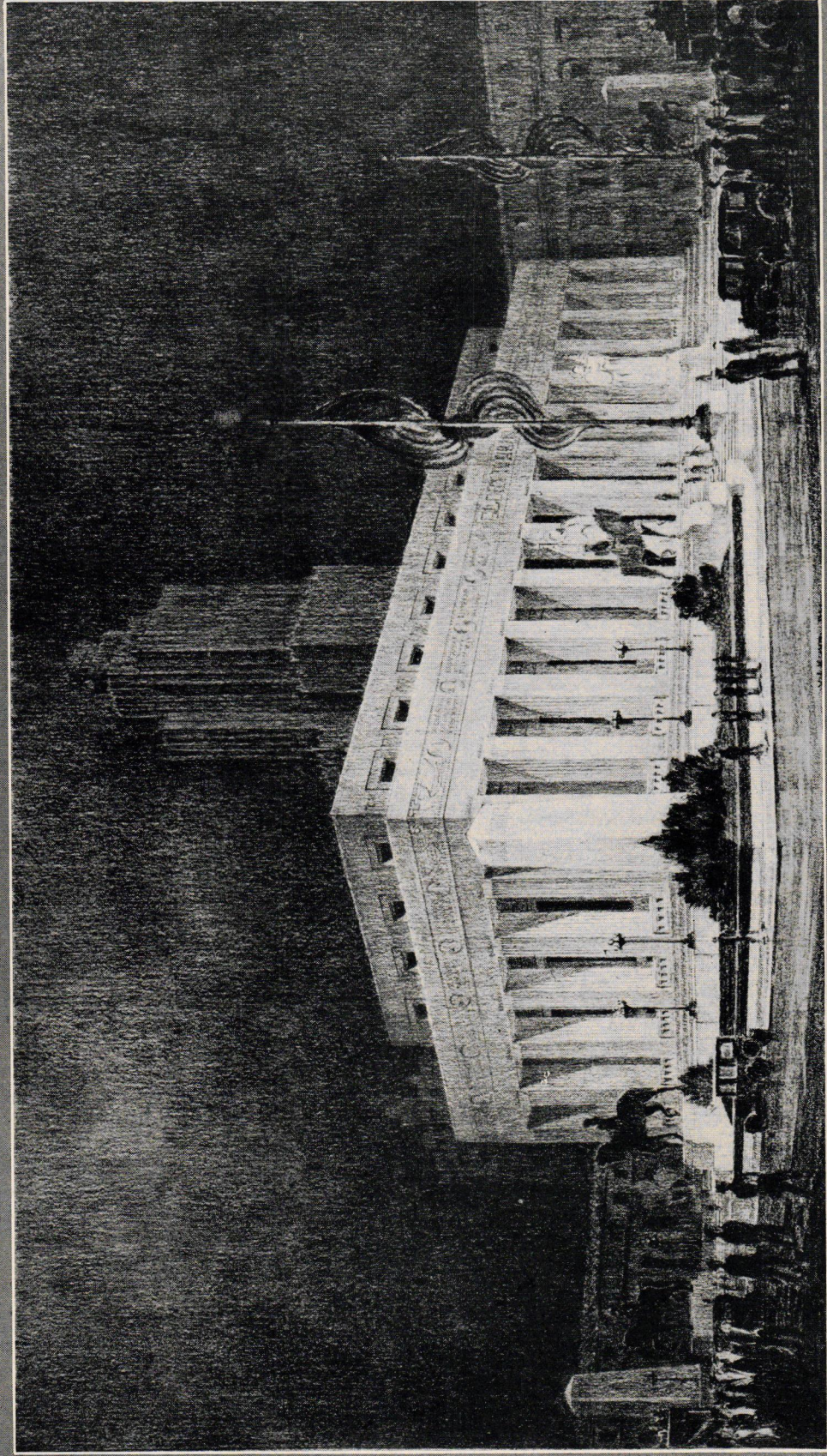


*Hugh Ferris, Delineator*

*This view of the St. Louis Memorial Plaza is looking from the Eastern end of the terrace surrounding the Memorial Building, across the West end of the paved central portion of the Memorial Plaza to the main facade of the Auditorium.*

*The Plaza Commission, Inc., Architects*





W. J. Kunz, Delineator

Proposed Memorial Building along the St. Louis Memorial Plaza

The Plaza Commission, Inc., Architects



Klipstein & Rathmann, LaBeaume & Klein, Mauran, Russell & Crowell, Frederick C. Taxis. Members Ex-officio: E. R. Kinsey, President Board of Public Service; Harland Bartholomew, Eng. City Plan Commission.

The area to be utilized for Plaza purposes included nine city blocks exclusive of two already occupied by existing Municipal buildings which had to be incorporated in the general scheme. In regard to the site for the new structure, the Commission found itself obliged to follow the ordinance and place the Civil Courts Building on property already owned by the City at the east end of the main Plaza; likewise the site for the Auditorium was fixed. These sites disposed of two complete city blocks.

The Plaza will thus be bound on its south line by three Municipal buildings extending from Twelfth Street to Fifteenth Street. Between Twelfth Street and Thirteenth Street the old City Hall now stands; between Thirteenth Street and Fourteenth Street the old Municipal Courts Building now stands, and between Fourteenth Street and Fifteenth Street the new Municipal Auditorium will be built. On the corresponding north side of the Plaza sites have been allotted to two future municipal or federal buildings at the east and west ends, and in the center directly opposite the Municipal Courts Building, it is proposed to erect a new Memorial Building, thus completing the north line of the main Plaza.

The Civil Courts Building will afford a closure on the central axis of the Plaza at its east end, and as a corresponding closure at the west end, an architectural termination in the form of a Chateau d'eau or fountain head has been proposed. For it has seemed to the Commission that in the absence

of extensive planting, for which local conditions are unfavorable, the use of water in this great area will add life and variety to the composition. Therefore, the fountain head at the west end of the Plaza has been designed to pour its waters into a basin lying midway between the Auditorium on the south and the corresponding future municipal building on the north. Disappearing under Fourteenth Street, this water will reappear in a great jet, marking the central axis of the Plaza both north and south and east and west, directly north of the present Municipal Courts Building and south of the proposed Memorial Building. A quiet basin is designed for the area north of the present City Hall and south of the other proposed future municipal building. This treatment is well illustrated in the drawings here published.

The remaining city block to which the bond issue had reference lies north of the proposed Memorial Building and reaches to Olive Street on which the present Public Library now faces. There will thus be created a smaller or subsidiary Plaza or park lying between the Public Library and the Memorial Building, and leading directly into the main Plaza through the Memorial.

Work on the Civil Courts Building is well under way, and this structure is expected to be ready for occupancy early in 1929. Plans for the Municipal Auditorium are practically completed, and contracts for its construction will probably be let early this summer. Plans for the Memorial and for the general treatment of the Plaza are as yet incomplete, but sufficient funds are expected to be forthcoming to carry the entire project to conclusion along the lines contemplated.



MUNICIPAL AUDITORIUM, ST. LOUIS, MO.

THE PLAZA COMMISSION, INC., ARCHITECTS





*The Plaza Commission, Inc., Architects*

**The New Civil Court House, St. Louis, Mo.**



# ☞ The Masonic Temple, New Orleans, La. ☞

SAM STONE, JR., & CO., *Architects*

THERE is perhaps no class of semi-public buildings in this country of more interest than those which house our various fraternal groups. And, it's not strange that in this age of the 18th amendment, keen business competition, the ever growing congestion of our cities and the turmoil in which the average business man spends his days, that the Loyal Order of this or that lodge or fraternity should be the most popular retreat for the male of the species.

As genial Harvey Wiley Corbett once remarked, "By a not too far fetched analogy, fraternal buildings might be called the 'architecture of escape,' in that they offer a certain refuge from business cares, from family ties worn a bit thin from constant use; in short, from every kind of responsibility. The lodge is the one place where 'the wife' cannot go, unless she is jolly well invited on a special day."

Any architect who has had an opportunity of designing such a structure will most likely tell you that of all the buildings he had designed, that one for the Elks in Centerville or the Masonic Temple at Brownsville or some other fraternal building was really the most fascinating. There is a certain interest created from the very outset due to the nature of the requirements of such a building. The requirements of moderate to large sized structures of this character include to a greater or lesser extent those of a club, hotel and theatre; and in the case of the Masonic Temple in New Orleans, an office building, included.

The difficulty of floor plan arrangement with, as usually required, an imposing and distinguished exterior design, of necessity requires a rea-

sonably thorough knowledge of the functional purposes for which the building is erected. And, the nature of the problems to be solved makes it quite necessary that an unusual amount of time be devoted to study of the historical background of the fraternity from which the commission comes and to establish clearly in mind the functional purpose of each room before a single line is drawn towards the development of a definite plan. You will undoubtedly have to deal with a more or less large building committee and, every architect knows full well just what that means, therefore it is most necessary that a definite understanding be arrived at as to the external treatment to be used—that is, what style is desired. Will the predominating character of your design be Gothic, Classical or as usual in the case of a building for the Mystic Shrine—a derivation of the Saracenic style? All of these things should be firmly implanted in the mind before even the first preliminary sketch is made. If proper thought is given to the subject before actual work begins then you will find the development of the plan an interesting problem and the exterior clothing of the skeleton plan will become

a matter of choosing details in keeping with the general character of the internal treatment.

There has been erected many noble and beautiful buildings for fraternal organizations in this country, edifices purely monumental in character, which of course is most desirable as it allows the architect an opportunity of getting away from the usual academic type of structure. However, a building such as the Masonic Temple in New Orleans has proven to be most logical in its service to the organization at the same time furnishing a



MASONIC TEMPLE BUILDING, NEW ORLEANS, LA.

SAM STONE, JR., & CO., ARCHITECTS



practical source of revenue to its membership.

The Masonic Temple at New Orleans is located at the corner of St. Charles and Perdido Streets, and is one hundred feet wide on St. Charles Street by a depth of one hundred seventy feet on Perdido Street.

The front half of the building is eighteen stories in height and, with the exception of the Thirteenth Floor, is occupied as offices. The rear half of the building and the whole of the Thirteenth Floor on which is located the Grand Lodge, Auditorium, Library, Reception Room, and Offices of the Grand Secretary, is occupied by Lodge Rooms, there being six Blue Lodge rooms, a Chapter room, one Commandery room, and an Eastern Star Chapter Room, and one Banquet Room. The Basement contains the heating and ventilating apparatus, a swimming pool, and banquet room.

Each Lodge Room occupies the height of two stories of the front, or office portion, of the building.

There are at present meeting in this building forty Blue Lodges, five Royal Arch Chapters, three Commanderies, and eleven Eastern Star Chapters.

The design of the Lodge rooms varies in order to exemplify the five orders of Architecture, and besides there are two rooms in the Egyptian style.

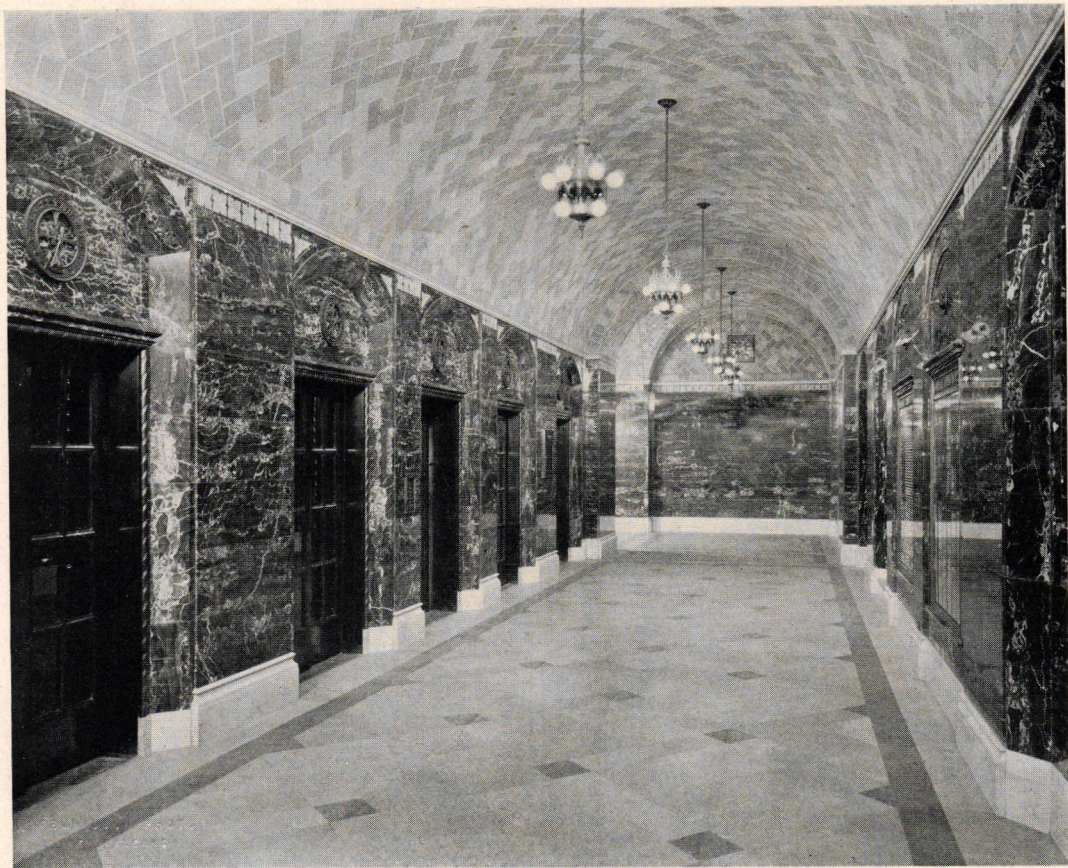
The entire exterior of the building is faced with Indiana limestone.

There is a large amount of marble used in the interior of the building. The first floor elevator lobby has a high wainscot of black and gold marble, and a floor of Pink Kosota Marble with borders of York Vein. The office building corridors in each floor have wainscots of Napoleon Gray marble with York Fossil cap and base and borders for the terrazzo floors.

The ceiling of the Elevator Lobby and loggia on the first floor are of Guastavino tile.

Very little ornamentation is used in the exterior design, carved ornamentations being confined principally to the window spandrels. The detail is Gothic in character.

The total cost of the building, including decorations, furniture, and organs, was \$2,150,000.00, which works out approximately 60c per cu. ft.



ELEVATOR LOBBY

THE MASONIC TEMPLE BUILDING, NEW ORLEANS, LA.

SAM STONE, JR., & CO., ARCHITECTS

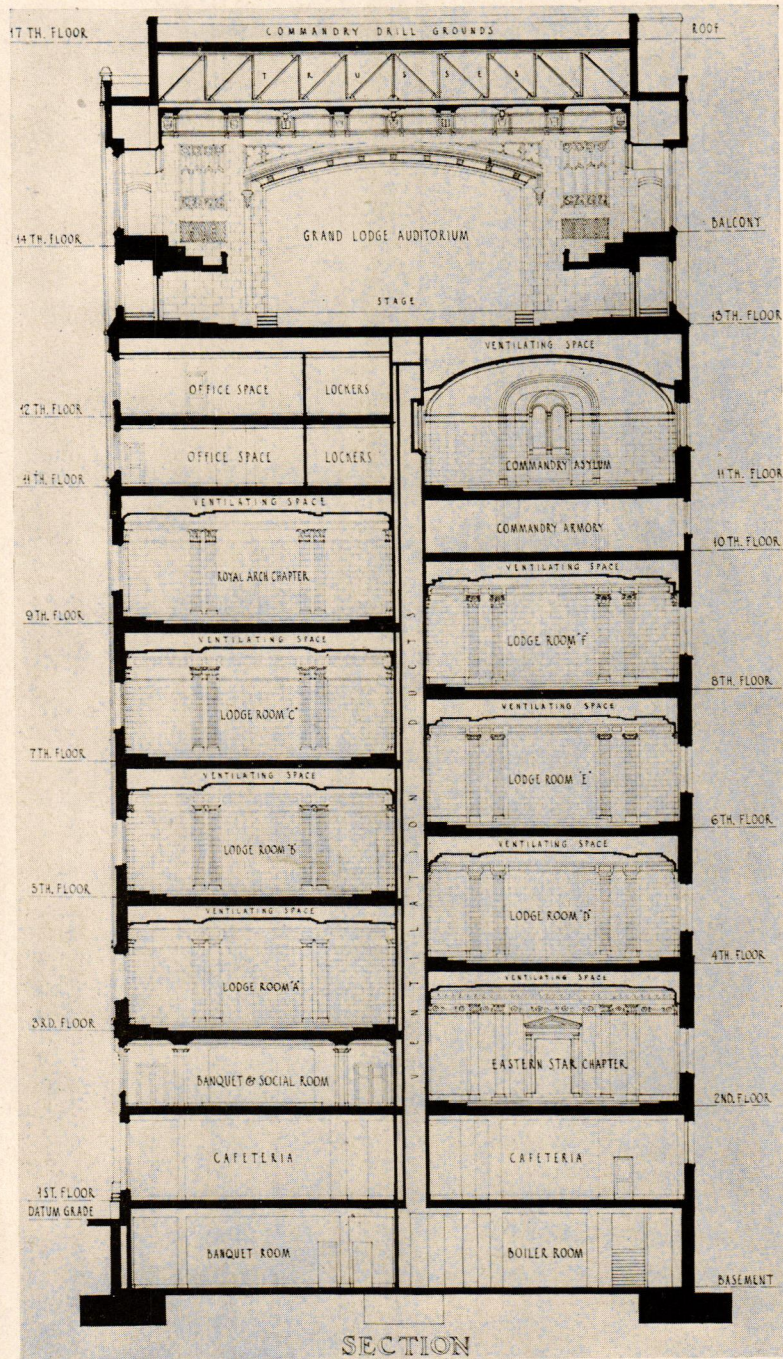




THE MASONIC TEMPLE BUILDING, NEW ORLEANS, LA.

SAM STONE, JR., & CO., ARCHITECTS





SECTION OF FLOOR PLAN  
 THE MASONIC TEMPLE, NEW ORLEANS, LA.  
 SAM STONE, JR., & CO., ARCHITECTS



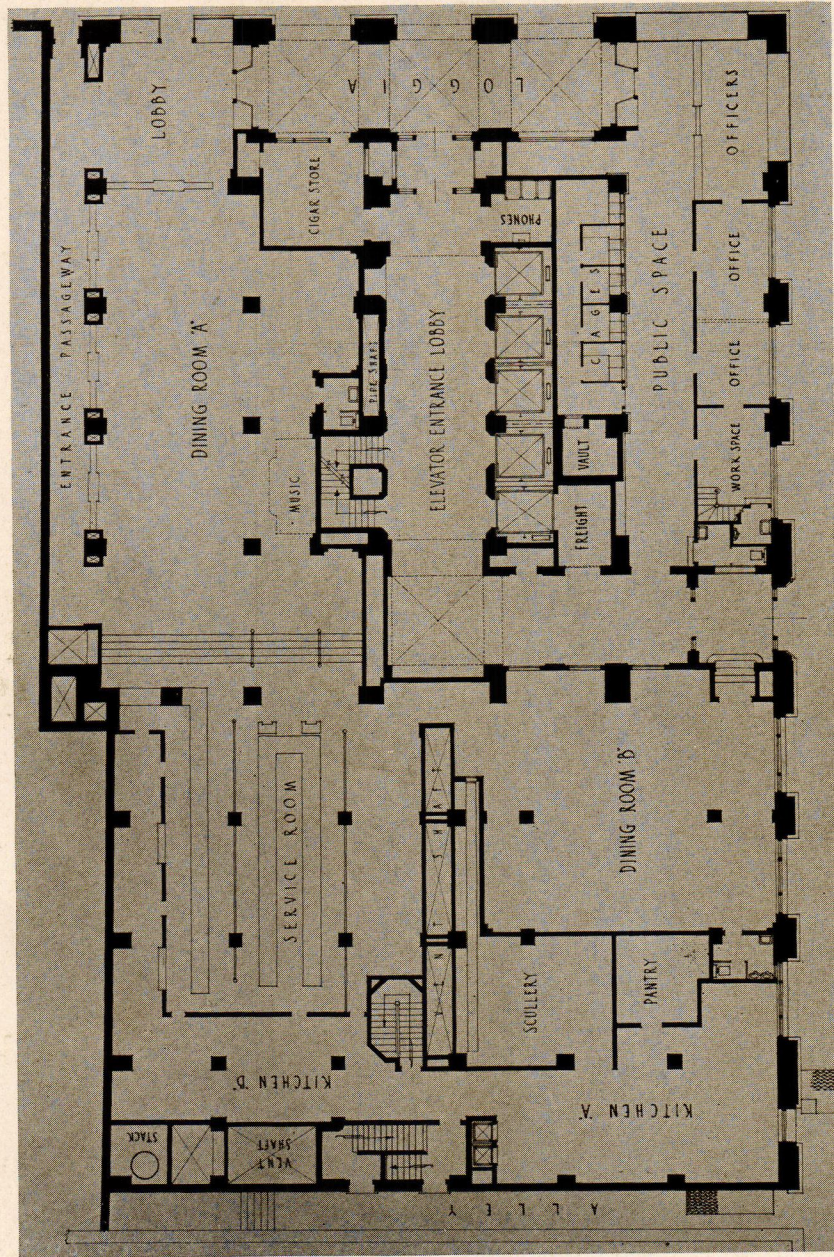


ENTRANCE DETAIL

THE MASONIC TEMPLE BUILDING, NEW ORLEANS, LA.

SAM STONE, JR., & CO., ARCHITECTS





FIRST FLOOR PLAN

THE MASONIC TEMPLE, NEW ORLEANS, LA.

SAM STONE, JR., & CO., ARCHITECTS

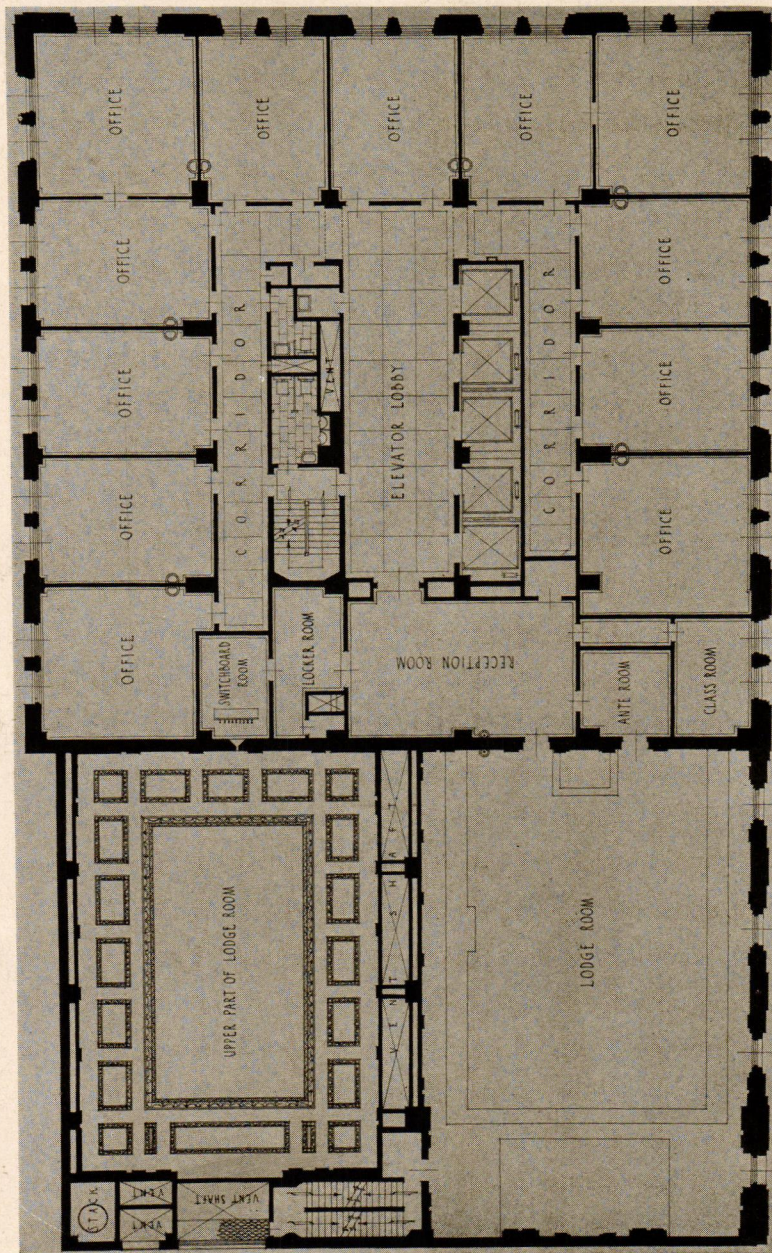




LOGGIA

THE MASONIC TEMPLE BUILDING, NEW ORLEANS, LA.  
SAM STONE, JR., & CO., ARCHITECTS





TYPICAL FLOOR PLAN

THE MASONIC TEMPLE, NEW ORLEANS, LA.

SAM STONE, JR., & CO., ARCHITECTS

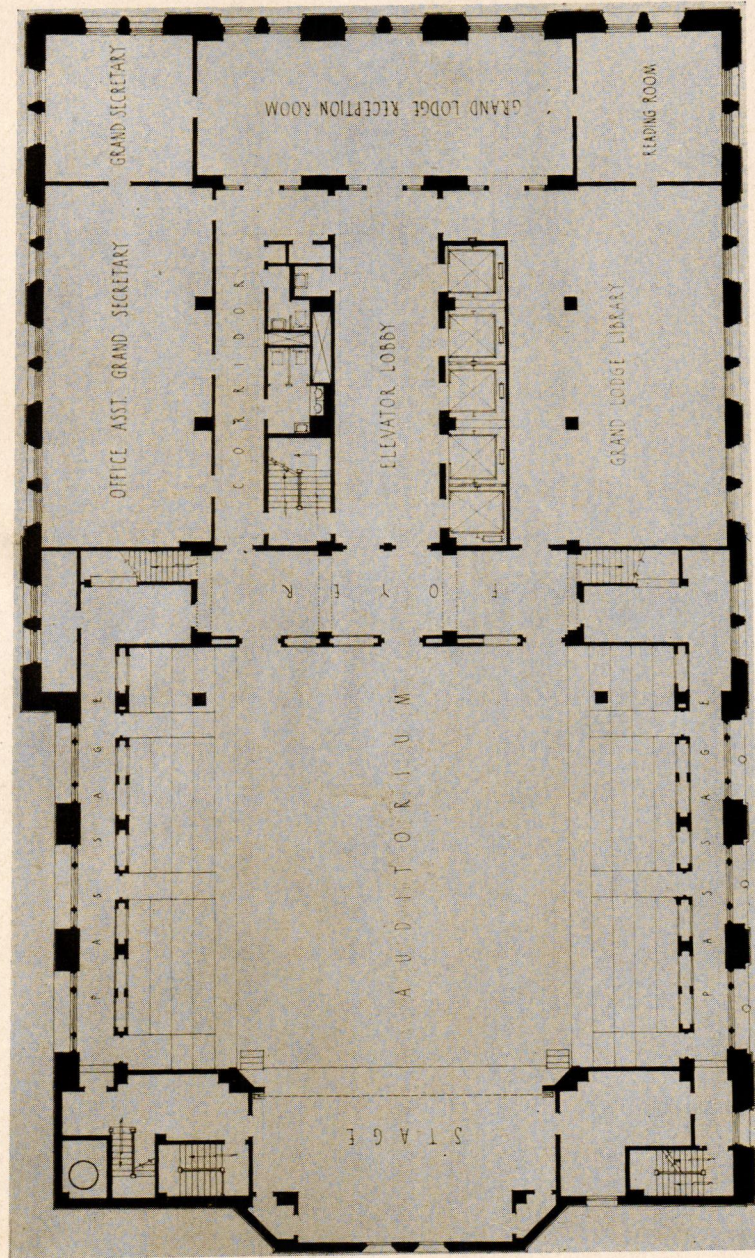


MAY, 1928



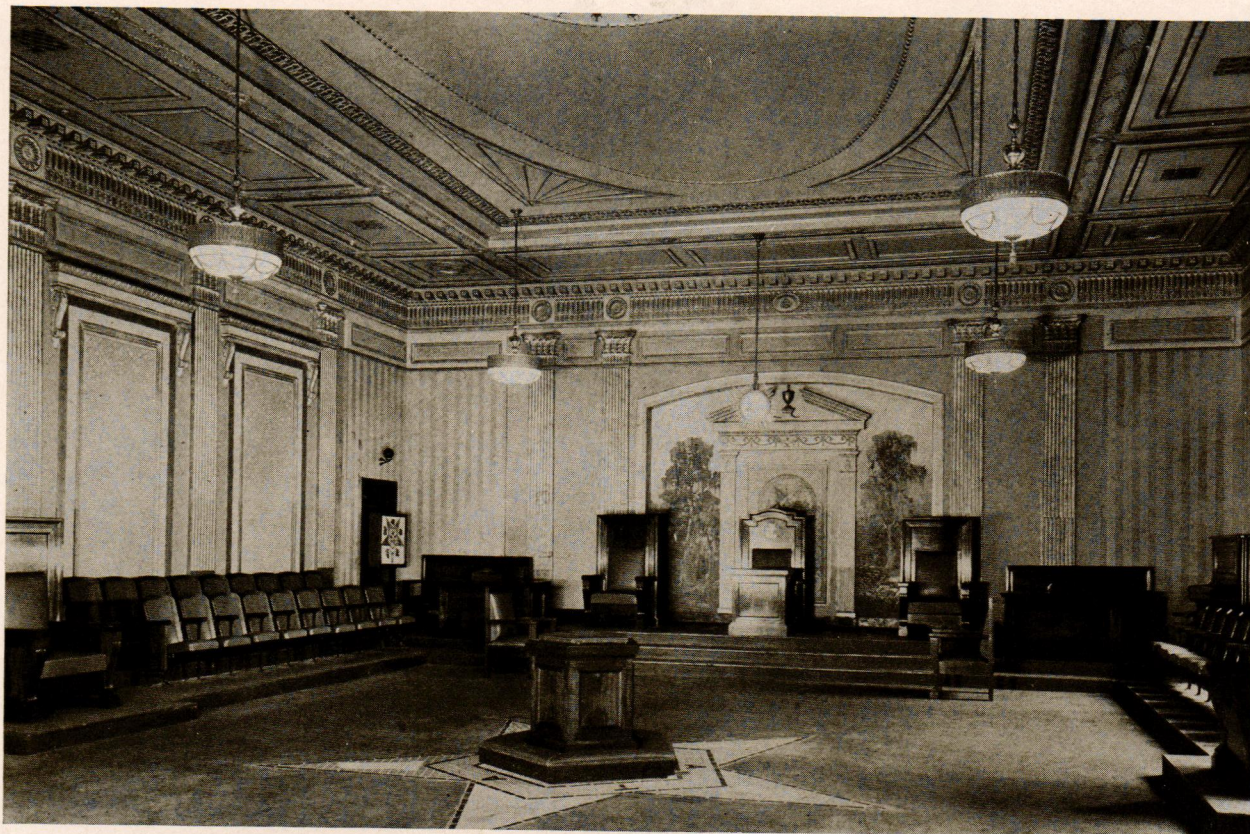
AUDITORIUM  
THE MASONIC TEMPLE BUILDING, NEW ORLEANS, L.A.,  
SAM STONE, JR., & CO., ARCHITECTS





THIRTEENTH FLOOR PLAN  
 THE MASONIC TEMPLE, NEW ORLEANS, LA.  
 SAM STONE, JR., & CO., ARCHITECTS





EASTERN STAR CHAPTER ROOM



BLUE LODGE CHAPTER ROOM

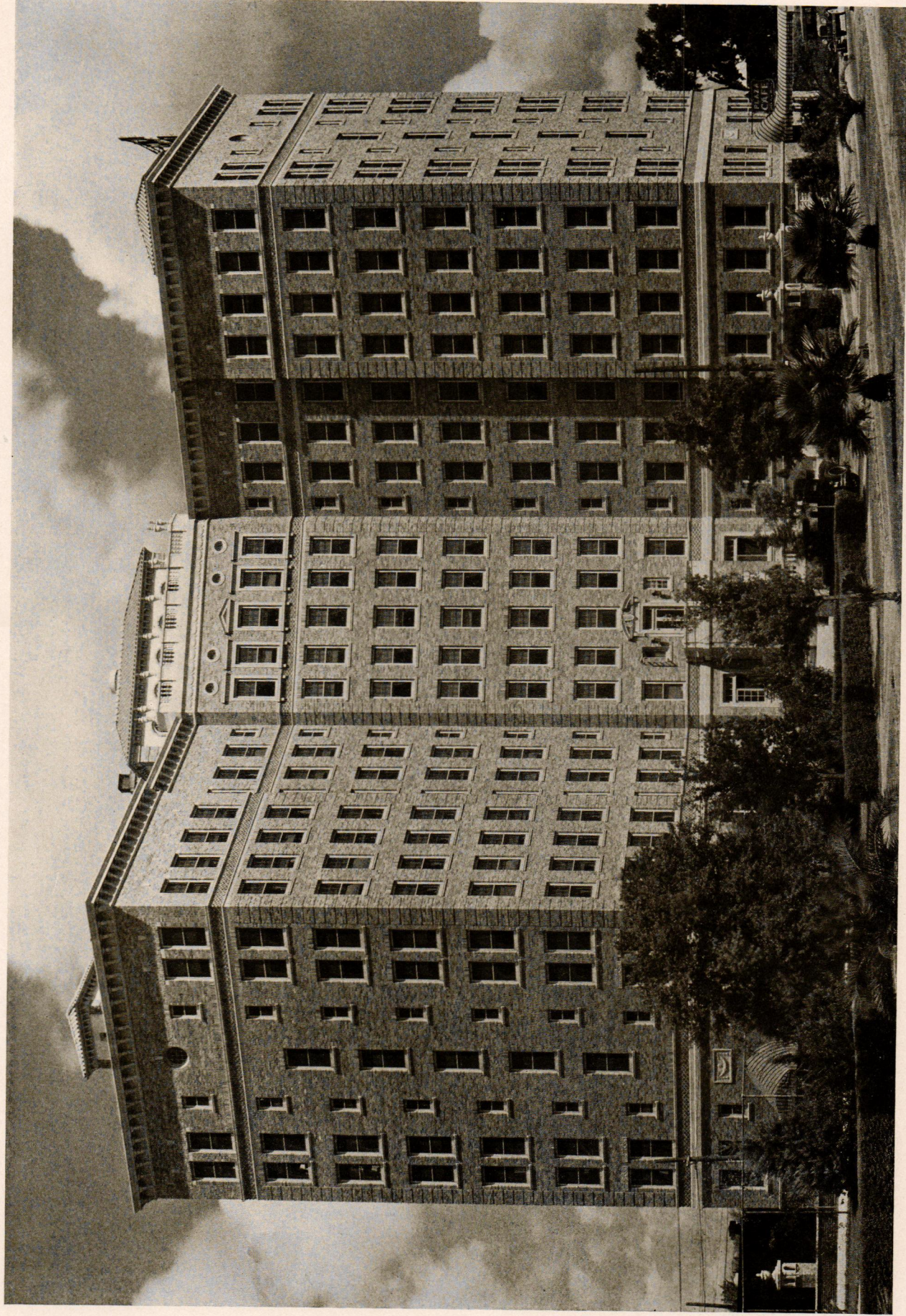
THE MASONIC TEMPLE BUILDING, NEW ORLEANS, LA.

SAM STONE, JR., & CO., ARCHITECTS









THE PLAZA HOTEL, HOUSTON, TEXAS  
JOSEPH FINGER, ARCHITECT





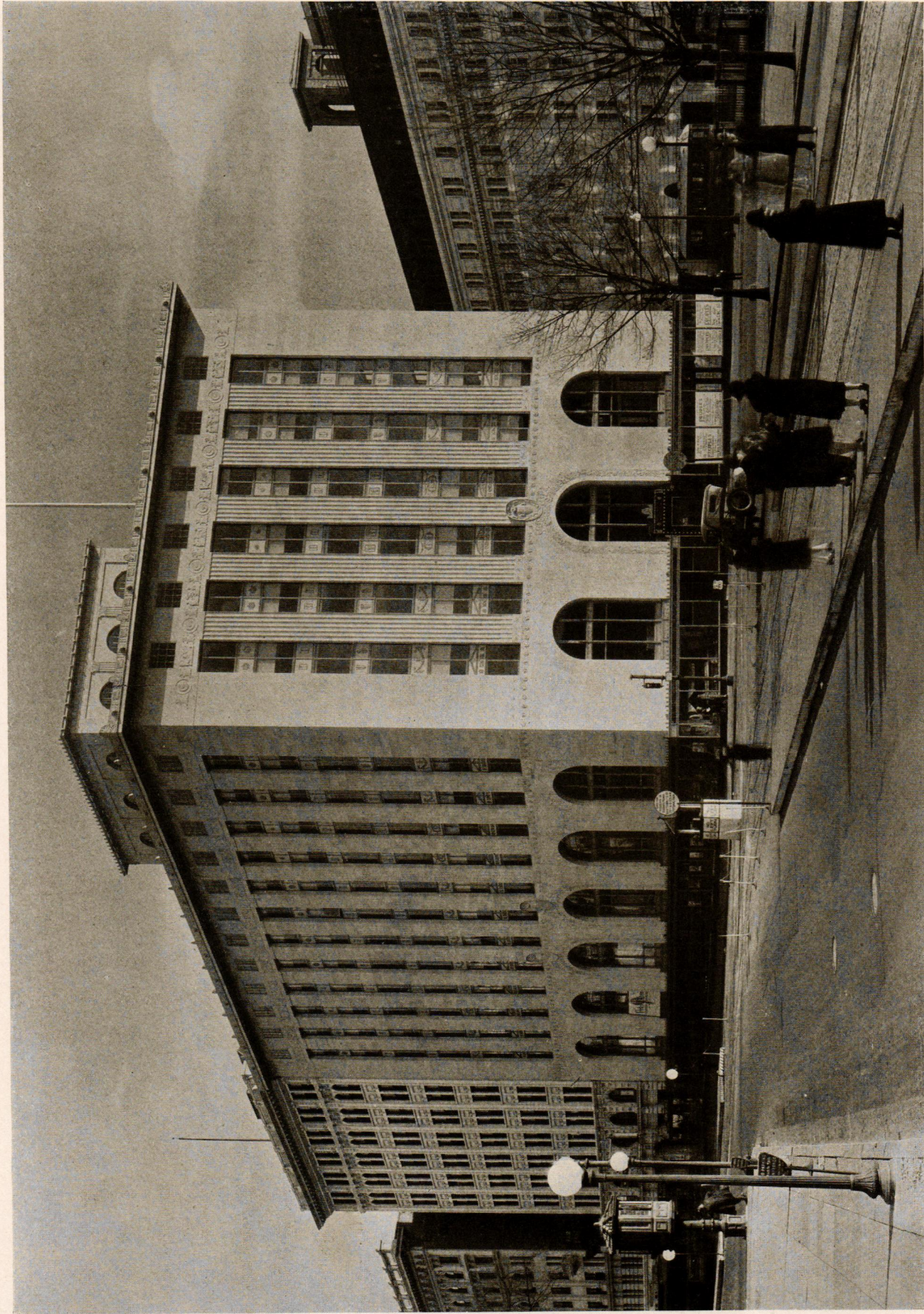
THE MEDICAL ARTS BUILDING, HOUSTON, TEXAS

WYATT C. HEDRICK, ARCHITECT



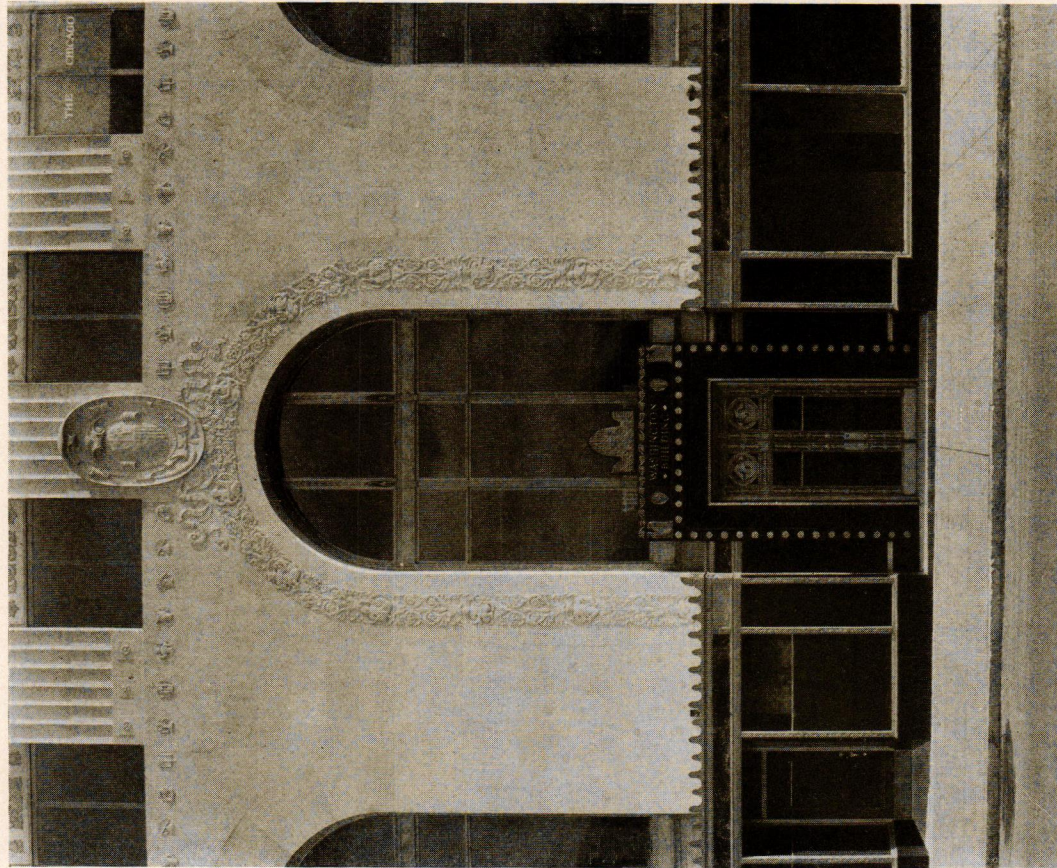




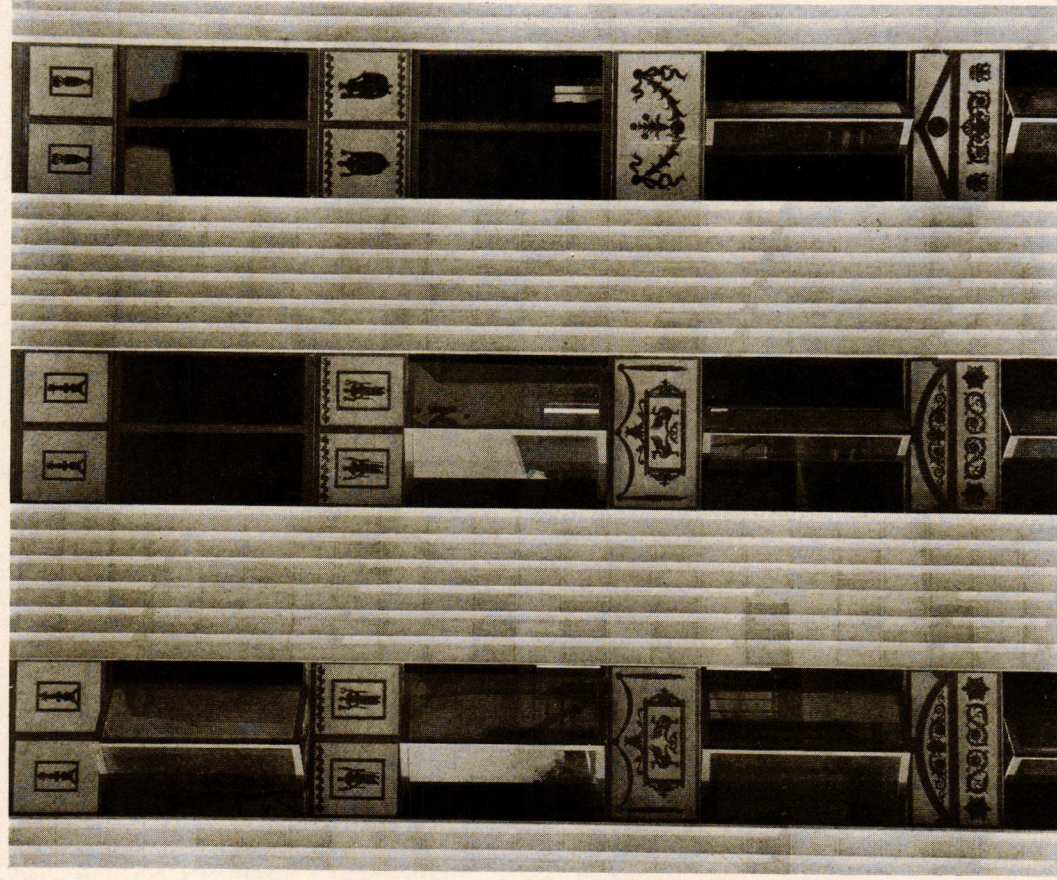


WASHINGTON BUILDING, WASHINGTON, D. C.  
COOLIDGE, SHEPLEY, BULFINCH & ABBOT, ARCHITECTS





ENTRANCE DETAIL



WALL DETAIL

THE WASHINGTON BUILDING, WASHINGTON, D. C.  
COOLIDGE, SHEPLEY, BULFINCH & ABBOT, ARCHITECTS





# The Editor's Annotations



## SOUTHERN ARCHITECTS IGNORED—

### WHY?

**A** GAIN, we are to have a World's Fair in Chicago. A magnificent city with an artistic and architectural tradition that shall be hard to surpass or even approach. With the spirit of Uncle Dan Burnham, as many have loved to call him, of William A. Holabird, and the other gentlemen of that illustrious school of architects still alive and so well preserved in the beautiful Boulevards, Drives, Parks and Civic Buildings of the city, we can look forward with some assurance that the city of Chicago will again, as she did in 1893, make our American civilization much richer in artistic and cultural thought.

The membership of the architectural commission indicates clearly, however, that no attempt will be made to repeat the use of the classical forms employed in the World's Fair of 1893, for the architects named, with one or two exceptions, have found little of their inspiration in Greece and Rome. They will work in an entirely different style, which is yet to be determined. It is to be hoped that this commission of architects will take their problems as seriously as did Stanford White, Charles F. McKim, Burnham, Holabird and the others that contributed so graciously and splendidly some thirty-five years ago.

The commission chosen includes three Chicagoans—Bennett, Hubert Burnham and Holabird—and five distinguished architects of other cities. Arthur Brown, Jr. of San Francisco, is the designer of the Horticultural building at the Pan-Pacific Exposition. Raymond Hood who, in association with John Mead Howells, won the Chicago Tribune Competition and designed the American Radiator building in New York. Harvey Wiley Corbett is best known for his Bush Terminal building in London and other outstanding buildings in New York and in Europe. Paul Cret of Philadelphia designed the Pan-American Union building in Washington and Ralph T. Walker of Voorhees, Gmelin & Walker, recently won the medal of the Architectural League of New York for his design of the New York Telephone building.

While this commission is quite representative of the Architectural brains of America it is to be regretted that the selection of this body was not extended southward to include some southern architect. Since the far West, the Middle West and the

East have been given an opportunity of contributing to this great undertaking we see no justifiable reason why the South should not be given an equal opportunity. Is it still too late for the World's Fair Committee to answer this question by the naming of a southern man on this architectural commission?

The ability to design does not always express itself in towering skyscrapers, in great monumental buildings, nor is it essential that an architect ever do such architectural compositions in order to design beautifully and appropriately. It is knowing well the principles, being able to apply them consistently, and being imbued with the proper inspiration that produces great architectural design regardless of the little or bigness of the building.

In the South our architects have not given America a Woolworth building, a Boston Public Library, a Shelton Hotel or a Lincoln Memorial or a Yale Quadrangle, and yet we have no hesitancy in saying that there are not a few architects in the South that if given the same problems could not have done equally as well. There are numbers of men practising in the South today who can remember full well their associations with the offices of McKim, Mead & White, Bertram Goodhue, Delano & Aldrich, Holabird & Roche, York & Sawyer, and many another office of equal prominence in American Architecture. And, the time they spent in Europe studying the great masterpieces of the Renaissance has not been wasted. A background of thorough architectural training is theirs and the production of bigger things is only held in leash because of an insufficient opportunity.

The architects of the South will watch with interest the work of the architectural commission of the Chicago World's Fair for 1933.



## A PRESSING NEED

**A**S these lines are being written there are no doubt a number of architects throughout the South who are counting the days until they leave their offices for the Annual Convention of the American Institute of Architects at St. Louis. And, to those of you who are so fortunate as to be able to attend the meetings of this august body in convention assembled we send our heartiest wishes for a most pleasant and profitable association with your fellow architects who will greet you from all parts of this great country. May you come back to your





PROPOSED BUILDING FOR BALTIMORE TRUST CO., BALTIMORE, MD.

TAYLOR & FISHER AND SMITH & MAY, ASSOCIATED, ARCHITECTS



offices with a fuller understanding of good fellowship and what architecture can and does mean to American art and culture.

There is one matter of pressing need we hope our southern delegation will see fit to bring to the attention of the Institute at this time. The matter of an educational campaign directed towards the public in which the meaning of architecture and the work of architects will be forcefully and intelligently brought to the attention of the masses.

The professional press is naturally limited in its scope and can only do a small part towards the development of a greater and more refined American Architecture. By holding up before the profession itself the better examples of historical and contemporary architecture we hope that some member will catch the spirit and strive to further his own ability. Our architects have done noble and inspiring things in recent years and we feel that an opportunity to do more can only come from a desire on the part of the public for better designed buildings.

This desire will not reach maturity until the masses know more about the work of architects and something of the principles of architecture.

The profession has been content in the past to leave this matter to the general read publications but, as Mr. Chester Holmes Aldrich has remarked, "Frequently too many varied motives are introduced, so that often one small building contains architectural themes enough for three or four soberly designed houses." And he remarks further, "Some of our architectural and gardening magazines are not guiltless of encouraging this freakishness in their desire to please a half-educated public by striking illustrations." If an educational campaign by the Institute did no other good than to discourage the freaks in building we see at every turn it would be a complete success.



#### SUMMER SCHOOL IN ITALY

**S**TUDENTS of Architecture and others having similar interests, who are contemplating a visit to Italy for the purpose of completing, by personal investigations, their studies initiated at home, will be pleased to learn that an exceptional opportunity is now being offered them by the Royal Italian Government.

Under the direction of Professor Paul Valenti, this *Summer School* and Tour of Instruction has been organized with a definite educational object in view. Authorized by the Royal Italian Government, which will co-operate to the end that American

students may profit in the highest degree, this special traveling Summer School presents the greatest possible advantages. Professor Valenti is a graduate of the Royal Academy of Fine Arts in Milan, Italy, has devoted a number of years to the study of Architecture, Archæology, and Ethnology in the land of his origin, is now a member of the faculty at Washington University, St. Louis, Missouri, and a member of the Advisory Board of Editors of the *Southern Architect and Building News*.

To this end Villa Plinius at Bellagio has been secured, where regular classes will be held and special lectures given, as outlined in program, with periodic visits to all the important centers of Italy.

Members of this School will, by special arrangement, be given receptions by Government representatives, university faculties, and student bodies with unusual opportunities for establishing congenial relationships with Italian students. Thus an acquaintance with the Italian language and customs will be initiated at once, so that students may be touched with love and respect for the National Art of Italy, and be enabled to appreciate readily all the resources that Italy can provide for their culture.

For further information address Professor Valenti, Washington University, St. Louis, Mo.



#### WHAT PRICE CRITICISM!

**I**T was not my purpose at all in writing the editorial on "Architectural Propriety" appearing in our February number, to start an argument. An argument on this subject would undoubtedly lead nowhere, there being no constituted umpire for the debate, and would in the end leave us exactly where we started.

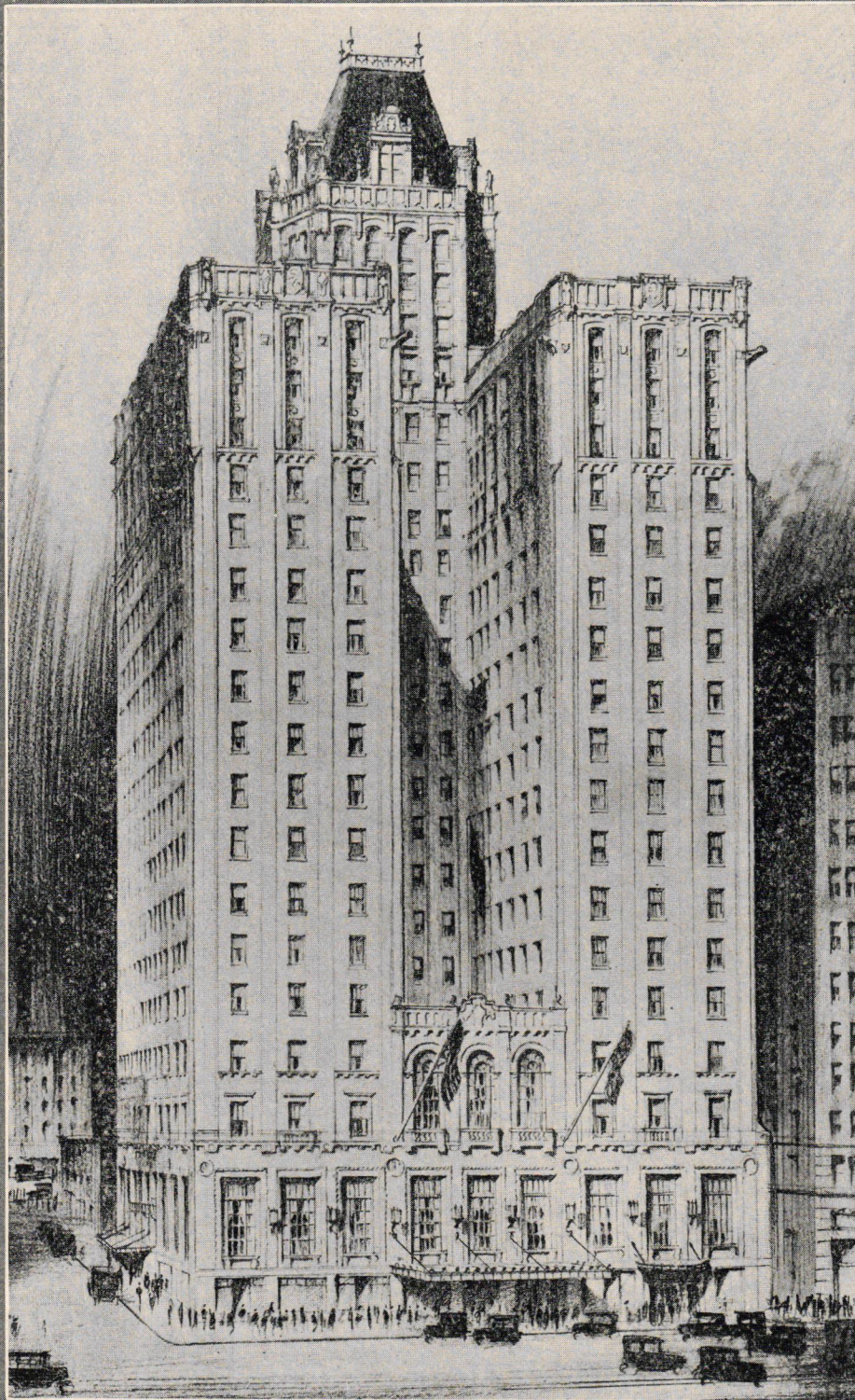
The letter quoted here is self-explanatory.

*"In the February, 1928, issue of the 'Southern Architect and Building News,' there appeared an editorial bearing the caption of 'Architectural Propriety' and concerning the new Shrine Temple now in process of building at the corner of Peachtree Street and Ponce de Leon Avenue, Atlanta.*

*Were this merely a criticism of the successful design, the writer who is a member of the firm designing the building, would accept it without comment in good spirit, and take the profit that is always derived from unbiased and outspoken opinion.*

*But the article in question is not merely a criticism of the design, nor of the Architects, but it is an attack on the members of the Building Commit-*





LORD BALTIMORE HOTEL, BALTIMORE, MD.

W. L. STODDART, ARCHITECT



tee of one of the largest and most representative fraternal organizations, not only of the city, but of the entire country.

And the attack is unjust, in that it either withholds the facts, or was written in ignorance of them, which is worse.

The award was made after a limited competition was held by the Building Committee, strictly according to the rules of the American Institute of Architects. Six of the principal firms of Atlanta competed. The award was made by a jury of three, two of whom were architects of the highest standing.

The Temple, as it will be built, will follow closely the original design, adapted to suit changing needs, except for the Peachtree frontage, which will have temporary stores instead of the original three-story building. This change was deemed advisable because of the rapid growth of the city in that direction, and the consequent inability to forecast the character of tenancy ten years hence.

The materials will harmonize both in texture and color with the surrounding buildings. In fact such was the requirement of the competition program.

The editorial closes by saying; 'Just as usual, we are inclined to think that here is another case where the poor Architect has been sacrificed upon the altar for the crime of just another overpowering building committee.'

The Building Committee worked hard and in the utmost harmony with the Georgia Chapter of the A. I. A. to secure a real solution of their problem.

The editorial is absolutely unfair to them in every

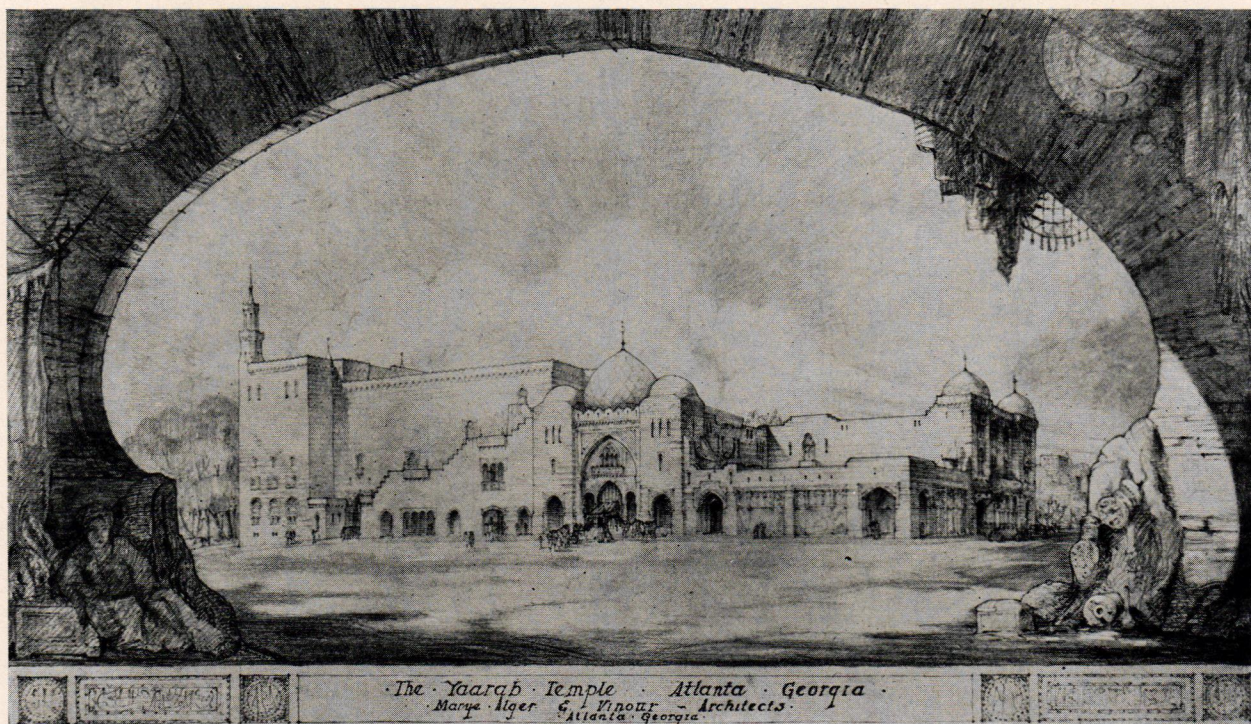
particular. It also discourages any future Building Committee from attempting to conform to the recommendations of the American Institute.

The writer requests that you publish this letter in your magazine at the earliest date, in an attempt to right a real wrong."

Richard W. Alger,

Mayre, Alger & Vinour, Architects.

Any criticism of a piece of architecture must of necessity be a criticism of the architect, the building committee and all parties responsible for the structure, for such is inevitable. The reference made to the building committee—and which seems to be the main point objected to by Mr. Alger, is subordinate to the principal point in the criticism. The intention of the editorial was simply a questioning of the propriety of locating a building of this design, shown by the accompanying photograph, in the same neighborhood with the Ponce de Leon Apartments, the Georgian Terrace Hotel and the Carlton Apartments, which are purely classical in character. If my remarks offended any member of the building committee or member of the Shrine organization, the architects or anyone else connected with this building I am very sorry, for this was far from my intentions. I do not believe, however, that any building whose design is derived from the Sarasic style can ever be made to harmonize with the surrounding buildings which stand out so prominently as those referred to above. This, however, is only a personal opinion and after all it's the majority of opinion that rules.



The Yaqub Temple Atlanta Georgia  
Mayre, Alger & Vinour Architects  
Atlanta Georgia





THE POST DISPATCH BUILDING, HOUSTON, TEXAS

HEDRICK &amp; GOTTIEB, ARCHITECTS





# Artless Architecture



BY F. W. FITZPATRICK, *Consulting Architect*

CAN a fellow help thinking and, occasionally, if he has gloomy, dismal thoughts, even though his digestion be perfect, is he always blame-worthy?

I have just received from a friend a splendid annual edition of a big Western paper. Sumptuously gotten up and its hundreds of pages gorgeously illustrated, yet it gives me the glooms architectural! Withal, that city is one of the handsomest cities in the land and its Architecture not one whit less attractive than that of any other big city. But there on those dozens of pages are photo groups of thirty or more commercial buildings in a bunch, about as big a collection of Architectural representations as one ever sees at a time. Now shake all those buildings up together; then, blindfolded, pick one from the bunch and you have the prototype, the average of the lot. Dismal, awful monotony! Yet, I repeat, that city sins no worse in that direction than do the rest of cities. The utter sameness, the absolute absence of the slightest variation, the awful paucity of architectural expression hits one with a club. A shaft with few or many stories of openings, a cornice or lid on top, so many bands constituting a base and there you are.

But, remember, every one of those hundreds of buildings was especially "designed;" an architect labored over it and brought it forth perhaps most painfully. He detailed every item, even the sash and frames had to be specially made, every molding cut to a special pattern and this nightmarish monotony is the sole result!

I am not clamoring for the weird absinthe and cigarette dreams of originality that some of our French friends and Frank Lloyd Wright and his cohorts perpetrate in the name of Architecture, but it does seem to me that we could get up a wee bit less of a monotonous run of stuff than we have been giving our cities, or else frankly throw up the sponge and admit we have been taking money under false pretenses and that there really is no sense in a man's employing an architect.

I submit that any builder could supply the slight variations one notes in any such group of buildings as those before me. It would not take an over-dose of intelligence to supply the variations we find even in the stately Capitols and ultra-pure "classic" governmental buildings that are springing up all about us. They are all in the same key, the same hackneyed and overworked theme. He would use stock sash and frames and stock moldings more or less

artistically varied in combinations, he would use stock bands and cornices juggled at different levels and his creation, his "design" would be not one whit less attractive or original than ours, and would have the saving grace, besides, of costing decidedly less, for he could save all the expense of especially designed details (that in the final analysis are absolutely the same old ding-dong) and the architect's commission besides. Take a half dozen of our recent capitols, put pictures of them before you and tell me in all frankness if you can see any reason for each having an architect go through the motion of "designing" it. Blueprints of any one of them would have served equally well for all. One fellow puts on a square top, the other uses a pediment, but their cousinship is marked, indeed, you have got to look mighty closely and be a keen discriminator to be able to tell 'em apart. Silly rot, I call it.

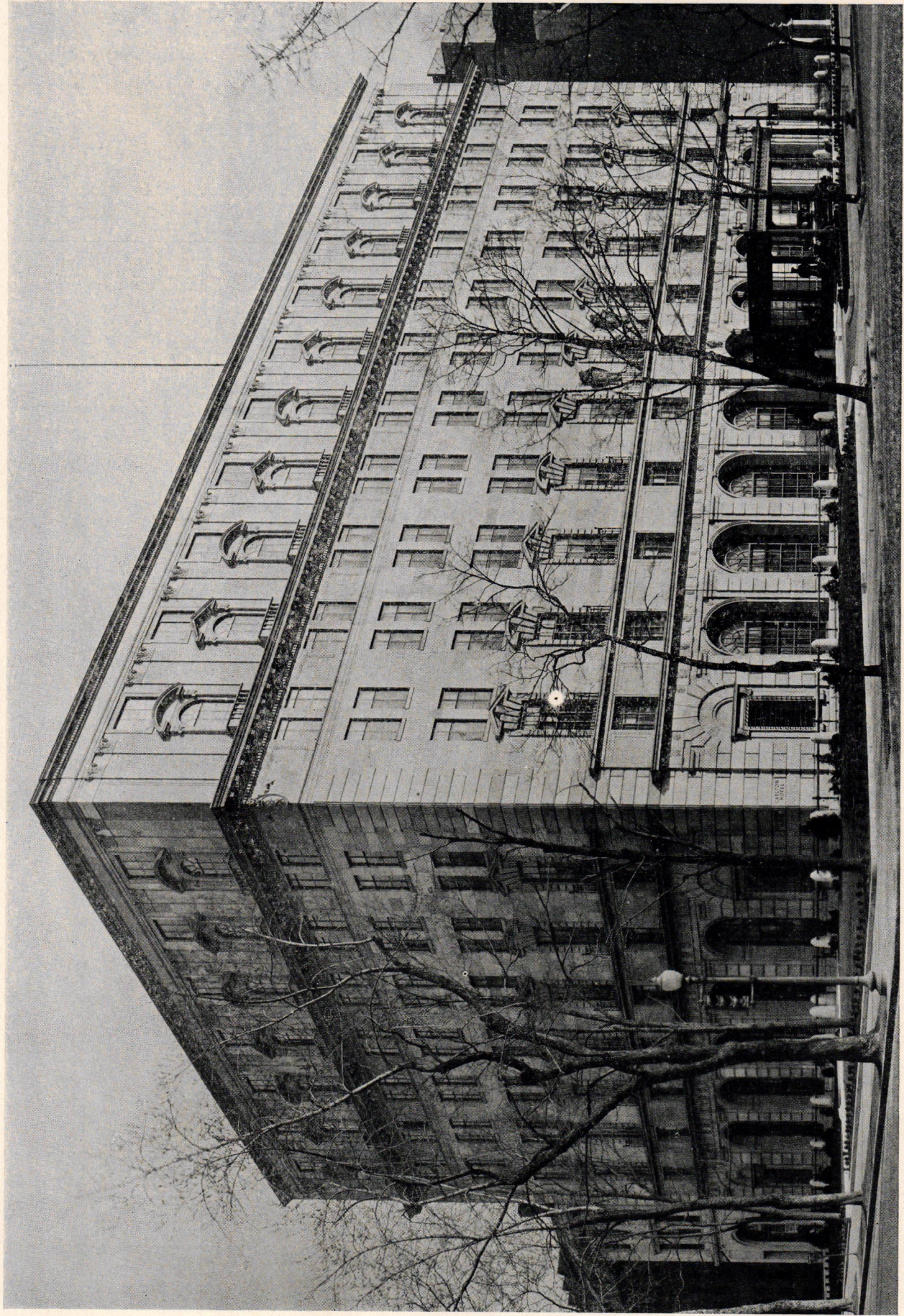
Oh, my brothers, if any of you feel at all inclined to get "stuck up" yourselves, inflated with an idea of your originality and ability as designers, just put a bunch of photos of fifty of your and your confreres' commercial buildings together, look at them, and then you will go and don sack-cloth and ashes, repenting of your sins the while, and you will say with old Fitz, "Alas, and alack, but we are chestnuts all and have for lo these many days bluffed ourselves into the notion that we were some pumpkins, and it hurteth mightily to have the truth pumped into us, but, Allah be praised, we will strive hereafter to do a bit better. Amen."

And if we sin in the artistic part of the program, how about the planning, the practical part; how about the usefulness, the economy, the availability and fitness of that building?

The average architect really believes that his most important function is fulfilled when once he has "designed" a beautiful, much becolumned and highly ornamental exterior for a building (just like or nearly like 4,376 other buildings). He stands ready to sacrifice almost any advantages of plan or economy of construction to that "front." Indeed, his whole education and training has been "frontward" so one can't wonder much at that most natural and highly cultivated bent.

But it has done him harm and may yet be the Waterloo of the profession. Men who pay for buildings have grown to want more than monuments to their architects, artistic and decorative ability. They want profit, they want every penny spent where it will do the most good.





THE CARLTON HOTEL, WASHINGTON, D. C.  
WARDMAN & CO., ARCHITECTS



Our architectural journals are too prone to look at and discuss only the one side, the architects' side, of any controversy that may arise. That's a mistaken theory of loyalty. Better far to weigh both sides, see what there is to them if the other fellow has a real grievance then honestly advise and endeavor to have the architects correct that error so that particular complaint need not again be made against them.

The consensus of opinion among the owners of buildings is that they do not get the best that can be procured for the money invested, that architects are too complacently satisfied with the effort to produce a pretty "front" and ignore or do not know much about the real economy of planning and construction and specialized requirements.

But let us back to the Artlessness of our Art. Even the mere decoration of our buildings. The word Art means more and yet less than most of us have supposed. Let us glance at the term broadly, afterward it will be easy enough for each to make its application to Architecture and I venture to believe that there will be agreement that much of our building is indeed Artless.

Before rambling too far afield let us agree as to what Art is. At first blush it may seem simple enough to decide, but lexicologists as well as artists and other recognized authorities have fussed for years over the term and are fussing still. We find variants of the term that I think have no place there, distinctions and additions that have crept in and are almost recognized. Today you have to specify and term your art fine art, useful art, mechanic art. Why, even our pugs practice a pugilistic art, and we are barbered by a sartorial one. And it is all correct enough in a general way. Anything that is done well can be rightfully credited up to Art. Some, and with a fair amount of justice, classify all the pleasurable elementary emotions or sensations as Art, Sublimity, Beauty, Grace, Harmony, Melody, Pathos, Proportion, Order, Fitness. There is an art of living, a gastronomical Art, even the Art of hatred. And others would disassociate Arts from everything practical, making it so that its votaries withdraw themselves, in a sense, from the urgencies of practical life, become esoteric and ultimately nuisances of the first water.

The middle ground, the one I tread and would have you tread with me is the limiting of the term to the gratification of but the two senses (that are not monopolistic) of sight and hearing by the refinement of the objects that so gratify.

Some again would have Art always purely decorative; true Art is the making of everything beautiful as well as useful. A picture painted without any regard to its decorative value, the proper filling of

some space, is but a bauble; a bow on a lady's dress that has no function, but just a "decorative" bow is, I claim, inartistic, useless, meaningless. Art is not essentially embellishment; it is the function of doing things well, gratifying those aforesaid senses.

Mother Eve had the first glimmerings of Art when she put on a pretty leaf and got it fixed in a becoming manner, at a certain graceful angle! And Art is as old as man. Indeed, I am not prepared to say that the so-called lower animals are entirely strangers to it. To our minds, they certainly seem to at least unconsciously indulge in it and show signs of keenest appreciation of it.

Nor must we hug ourselves with the delusion that we have exclusive enjoyment of it, for the veriest savage shows the keenest appreciation of it. No greater mistake is made than that of believing the common people, the uneducated have no sense of Art, therefore, it is wasted upon them. The toughest little street arab instinctively discerns the artistic and the inartistic and the best criticism I ever heard of a great modern building was given by a street car motorman.

The history of the origin and development, growth and decline of beautiful artistic forms, constitute a portion of the history of civilization. As regards each particular people, the history of their efforts to conceive and express absolute perfection, or what is commonly called ideal beauty, in form and color is with the single exception of the history of their speculative opinions, the most reliable test of the stage of progress which they have attained. Nor is it as an indication of their command over physical nature, of the abundance of their external resources, or even of their intellectual activity alone, that the history of the art of a people is thus important. It determines their moral and even in a certain sense, their religious position, for the inseparable connection between the beautiful and the good is in no way more clearly manifested than in that fact, that the first inroads of demoralization and social disorder are invariably indicated by a diminution in the strength and purity of artistic forms, especially in architecture.

When Art becomes merely sensual, when people begin to gild gold, vie with each other in how much wealth they can expend in the pure luxury of Art, then that Art rapidly becomes decadent and we may begin to write the history of the decline of those peoples, witness Greece and Rome. Note some of our own tendencies and then let us hasten toward a better and keener appreciation of our own Art in all its ramifications. Let us endeavor to make that Art mean something. Let us endeavor to nationalize it and, above all else, let us make our Art Architecturally true.





THE PETROLEUM BUILDING, HOUSTON, TEXAS  
ALFRED C. BLOSSOM, ARCHITECT  
BRISCOE, DIXON & SULLIVAN, ASSOCIATE ARCHITECTS





# The Architect's Open Forum



CO-OPERATION BETWEEN THE ARCHITECTS AND LANDSCAPE ARCHITECTS

By R. J. PEARSE, A. S. L. A.

AS a representative from one of the younger professions, that of landscape architecture, may I enter your columns with a statement in favor of better co-operation between architects and landscape architects for their work is so closely related.

The landscape gardener bears the same relation to the profession of landscape architecture as the "architect" does to the architectural profession. It is so easy for any person who has located a dog house or planted a petunia to call themselves landscape architects. However, in reality the members of this profession are those who have not only obtained the best professional training which is possible but have also spent years of apprentice training in the best professional offices. These should have the respect of the architectural profession.

The graduate landscape architect is by training and experience in a position to be of material assistance to the architect, not only in the location of private homes but also in the placing of public buildings as well as in the establishment of right grades, the use of grading in the completion of the exterior, the location of drives, sidewalks and the use of plant material to add to the attractiveness of the architectural beauty of the building itself.

The use of plants is only one of the materials which is taken into consideration when landscape plans and specifications are drawn. Concrete, brick, stone, lumber, stucco, terra cotta, in fact all the materials which enter into the plans of the architect will also enter into the plans of the landscape architect. The drawing of building plans is distinctly attributed to the architect without a question. But often after the building is completed and the so-called grading is completed, the landscape architect is called in on a post-mortem of how best to save the exterior appearance of the building. Under such conditions it is easy to understand how many times it is impossible to get the best and most economical results, for often through earlier consultation or even before the building is located the possibility of lowering or raising the grade of the building one foot would mean the saving of several thousand dollars difference to the client in his grading bill.

Framing of buildings with plantings, to be seen from a distance, foundation planting to tie the building to the ground, increasing the accents of certain parts of the building with vertical or horizontal lines

in planting or grading makes a world of difference in the final result.

As a representative of the American Society of Landscape Architects I have had the privilege of working with some of the best architects in New England, the Middle West and the South. It is always a pleasure to co-operate with a well trained and experienced architect for there is seldom a member of the American Institute of Architects who is not willing to believe and is open minded to the statement that a well trained and experienced landscape architect is much more than a plant specialist. He is usually more than willing to work with an architect to produce the best results which the training from both professions will produce.



## DID THOMAS JEFFERSON RATE THE TITLE OF ARCHITECT?

ON page 32 of your February issue you quote Mr. La Beaume in regard to President Jefferson's claims to recognition as an Architect, or rather to his authorship of the plans for the University of Virginia buildings amongst others, and although it may make no difference in the brightness of Jefferson's glory to have such remarks made, you would do a real service to the profession if you would publish a supplement and state the real facts.

You can find in the Library of Congress a pamphlet printed by the Government Printing Office in 1888, U. S. Bureau of Education, Circular of Information No. 1-1888. Contributions to American Educational History No. 2 on Thomas Jefferson and the University of Virginia by Herbert B. Adams, in which are reproductions at the size of the originals of Mr. Jefferson's own drawings for the original "Rotunda," or Library Building, and for the ten Pavillions or Professor's Houses which made up the group around the "Lawn" at the University at Charlottesville. These drawings were made, on letter size sheets of plotting paper, carefully inked in, and had on their reverse sides all the quantities of materials required carefully tabulated all in Mr. Jefferson's own handwriting.

They were in the writer's possession for more than a year after the fire that destroyed the "Rotunda" in 1896-7 and were in good condition then,



QUALITY

Established 1880

SERVICE

# THE STANDARD MARBLE WORKS CO.

Telephones:  
WEST 2705  
WEST 2706

CINCINNATI, O.

Importers and Workers in  
MARBLE, ONYX, SLATE  
and SOAPSTONE

and are probably in the University Archives now. The reproductions in the pamphlet are, however, good, and although Mr. La Beaume may recognize the sources from which the details come the conception of the group and its erection from beginning to end were Jefferson's own, and if he had no other title to fame this work would rate him the title of "Architect."

Jefferson's own house and a dozen others in Albermarle County are additional examples of his work, or his influence on his friends, and would entitle him to pass for registration in any state of the Union as an "Architect."

I made a series of measured drawings of some of this work in 1897, published in the "Georgian Period," part IX, by American Architect, 1902. Perhaps you would like to look up the pamphlet and the drawings I mention and if you think them worth while some time republish a few of them.

THEODORE H. SKINNER, *Architect*,

Clearwater, Fla.



## ARCHITECTURE AND ENGINEERING

SOME time ago an eminent architect in an article discussing practice of today and that of a generation ago, deplored the fact that the modern architect is not "sufficient unto himself" but more or less dependent, for certain parts of his design, upon the engineer, in his own words, "at the mercy of the engineer."

In the writer's opinion this view of the matter is distinctly unfair to the modern architect, and rather unflattering to the engineer, thus depicted somewhat in the role of a pirate, or highwayman.

If an architect today attempted to perfect himself in all the various branches of engineering required in modern building design, as well as in architecture, he would be ninety years of age, or thereabouts, before being ready to practice.

Many of the great advances of the last generation in building design, the great improvements in illumination, heating, sanitation, etc., are due, in great part at least, to the engineer, and make necessary the employment of engineering talent.

The progressive architect realizes that the engineer is a necessity, clients are becoming educated to the fact that adequate electrical and mechanical plans are an important part of the design, yet many architects, after spending years in study and in building up a reputation will jeopardize that reputation by putting out inadequate electrical and mechanical plans, perhaps having the layout made by a contractor who is totally lacking in engineering training, or getting the help of a sales engineer whose sole concern is to load the job with as much of his apparatus and equipment as possible.

Contractors frequently criticize architects whose plans and specifications are not clear enough to figure intelligently, and it frequently tends to raise the bids as the contractors "play safe." An extreme case occurred on some public work in Florida two and a half years ago, the plans and specifications were so ambiguous that no bids were received in response to the first call. On advertising the second time very few bids were received and only one on the electrical work.

The small fee charged by the architect's engineer is a wise investment for the architect who places a high value on his reputation.

W. Dyson, *Consulting Elec. Eng.*,

Member A. I. E. E., I. E. S.,

Tampa, Fla.

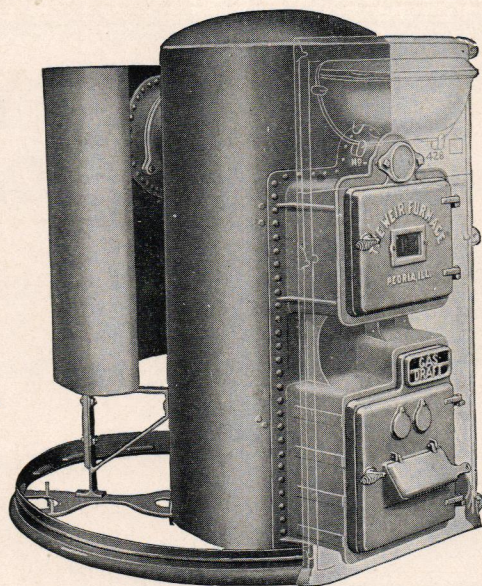
## PENNSYLVANIA STRUCTURAL SLATE CO., Inc.

BLACKBOARDS  
STRUCTURAL SLATE  
FOR ALL PURPOSES

General Offices: 1st Natl. Bk. Bldg.  
EASTON, PA.  
"Yours for Prompt Service"

CLOSET STALLS  
SHOWER STALLS  
URINAL STALLS





**WHY IS THE WEIR  
STEEL WARM AIR  
FURNACE THE ONE  
PROVEN FURNACE  
FOR USE WITH OIL  
BURNERS?**

Every architect and contractor should want to know  
the answer—and we will gladly tell it to you,

JUST ASK US!

THE MEYER FURNACE COMPANY  
Peoria Illinois



SHALE ROUGH TEXTURE  
&  
SMOOTH FACE BRICK



HOLLOW TILE  
&  
COMMON BRICK

The architect who writes into his specifications  
the name RICHTEX can rest assured  
that he is giving his client  
Burned Clay Products  
of extra fine quality

You should have a few samples in your office  
*May we ship them today?*

RICHLAND SHALE PRODUCTS COMPANY  
COLUMBIA, SOUTH CAROLINA

## Interior Decorators

of

Office, Public and Bank Buildings,  
Hotels, Apartment Hotels, Clubs,  
Theatres and Residences



W. P. NELSON COMPANY  
614 SOUTH MICHIGAN AVENUE  
CHICAGO

PITTSBURGH, PA. 604 Oliver Bldg.	PHILADELPHIA, PA. 703 Ramstead St.	MEMPHIS, TENN. 1305 Fidelity Bldg.
DETROIT, MICH. 613 Lafayette Bldg.	NEW YORK, N. Y. 209 W. 33rd St.	COLUMBUS, OHIO 304 Wesley Block
CLEVELAND, OHIO 4408 Carnegie Ave.	LOUISVILLE, KY. Todd Bldg.	



Est. 1856

Here is a Glazing  
Composition that  
will—

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

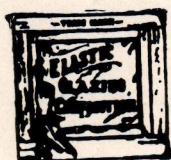
Guaranteed to withstand heat, cold, rain  
or extreme climatic conditions, without chipping  
or peeling.

### KUHL'S ELASTIC GLAZING COMPOSITIONS

is used for bedding and glazing all classes of glass con-  
struction and is unequalled for greenhouses. Also sup-  
plied in shades to match for pointing up stone work,  
terra cotta, granite, etc.

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

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



**H. B. FRED KUHL'S**

Sole Manufacturer

6413 THIRD AVE. BROOKLYN, N. Y.

## WANTED Southern Representative

—IN—

Richmond, Charleston, W. Va., Greensboro,  
Charlotte, Columbia, Jacksonville, Tampa,  
Miami, Atlanta, Birmingham, Knoxville, Nash-  
ville, Memphis, Little Rock, Tulsa, San Antonio  
and New Orleans.

FOR

"Whitner" Window Cleaners

SAFETY DEVICES



AINSWORTH BUCK, Inc.

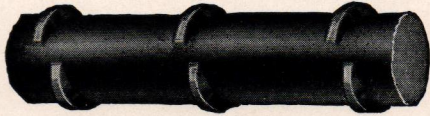
20 Vesey St.

New York, N. Y.



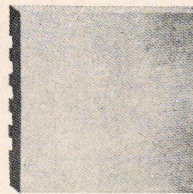
## REINFORCING BARS

Plain and Deformed  
Rounds and Squares



The West Virginia Rail Company  
Huntington, West Virginia

## ROMANY QUARRY TILES



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

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

## A Complete Reading Course

—IN—

HOLLOW METAL WORK

With

Reference Library on Metal Products

—and—

Consultation Service for Architects and  
Architectural Draftsmen

## METAL SERVICE BUREAU

CONSULTING ENGINEERS  
211 FENTON BUILDING JAMESTOWN, N. Y.

## Atlanta Terra Cotta Company

*Manufacturers of*

ATLANTA ARCHITECTURAL  
TERRA COTTA

1303 THIRD NATIONAL BANK BUILDING

Factory at EAST POINT, Georgia



## ARCHITECTURAL BRONZE

for

BANKS  
BUILDINGS  
MAUSOLEUMS  
RESIDENCES

J. S. HEATH COMPANY

WAUKEGAN, ILL

## ECLIPSE MORTAR COLORS

— NOW —

Get ready for Spring.  
ECLIPSE MORTAR  
COLORS will win busi-  
ness for you because they  
are rich in color, everlast-  
ing, and finely ground.

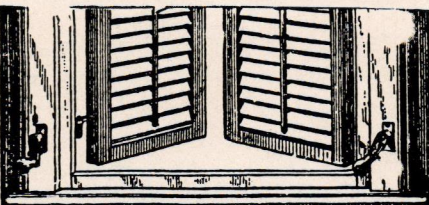
Write for Samples and  
Quotations



Chattanooga Paint Co., Chattanooga, Tenn.

## MALLORY SHUTTER WORKERS

Mallory Shutter Workers fill a need long felt. There is no chance of damage to curtains or floor coverings when the Shutter Worker is used as the window does not have to be opened to operate the shutter. It is all done from inside with a small ornamental crank or handle which improves the finish of the room. In stormy weather with shutters bowed together and handles slightly tightened you will find all necessary ventilation can get in through opened window without having the snow or rain ruining inside woodwork or other articles in the bed room. Easy to install and by using the direction cards sent out with orders any good carpenter can place them on your dwelling in a little time. Have in many types to handle almost any style of shutter or installation, whether ordinary frame house shutters or deeply recessed in stone or brick which can be handled with six-inch throw workers.



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

## CHROMIUM OXIDE GREEN

Free from Soluble Salts and  
Unequaled in Fineness

Permanent—Economical

Made expressly for

Magnesite and Cement Coloring Work

Of Great Value in Coloring  
Concrete Roofing Tile

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



## REED-POWERS CUT STONE CO., INC.

Cut Stone Contractors

and

Quarrymen

BEDFORD,

INDIANA

## THE CARLYLE-LABOLD COMPANY

PORTSMOUTH, OHIO

Makers and Distributors

*FACE BRICK*

Smooth and Rough in:

*Bufs, Greys, Tan and Brown Ironspots*

*QUARRY TILE*

Beautiful Shades in:

*Reds, Bufs, Browns, Ironspots and Greys*



## Sterling Window Balances

Give Everlasting Satisfaction

No Cords  
No Weights



No Pulleys  
No Troubles

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

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

Manufactured and sold by

**J. R. Pearsall Mfg. Co.**

13-17 Water St., : : Rochester N. Y.



## BILCO METAL HATCHWAYS

For the Home

and Everything in **ORNAMENTAL**  
or **MISCELLANEOUS IRON**  
for the **BUILDER**

Railings, Stairs, Fire Escapes, Guards, Hangers, Rods, Bolts, Anchors, Gratings, Door Bucks, Corner Guards, Marquese, Etc., Structural Shapes, Raw or Fabricated

MAY WE SEND DESCRIPTIVE MATTER?

**BUILDERS IRON CO., Inc.**

NEW HAVEN, CONN.



## SAMSON SPOT SASH CORD

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

SEND FOR CATALOG AND SAMPLES

**SAMSON CORDAGE WORKS**

BOSTON, MASS., U.S.A.

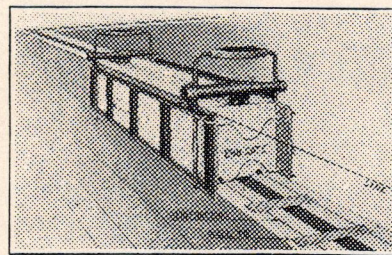
TRADE-MARK  
REG. U.S.  
PAT. OFF.

## BUILD THE HOLLOW WALL WAY

TWO WALLS FOR THE PRICE OF ONE

With a dead air between them that gives perfect insulation at no extra cost.

Our new molds are the result of many years of effort and we feel justified in saying they are the strongest, lightest and the most easily operated mold on the market. They will build double or solid walls and are guaranteed, and our prices are the lowest.



Send for Literature

**THE UNIVERSAL CEMENT MOLD CO.**  
NORTH MILWAUKEE, WIS.

## GARBAGE DISPOSAL

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

### SAN-A-TOR

Portable and Wall Type

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

### APARTMENT HOUSE INCINERATORS

Built in as a part of the chimney.

Catalogue upon request

**Pittsburg Incinerator Mfg. Co.**

Mt. Washington P. O.

Pittsburgh, Pa.



## Stainless Steel Ruling Pens

THE user of corrosive inks, the man in the Tropics, and the man whose hands easily rust steel, will welcome these instruments.

No. 1602 1/2—5" Spring-hinge Design, \$5.50

No. 1614 1/2—5" Spring-blade Design, 3.00

**THEO. ALTENEDER & SONS**

1225 Spring Garden Street

Philadelphia

Makers of Fine Drawing Instruments for over Seventy-five Years

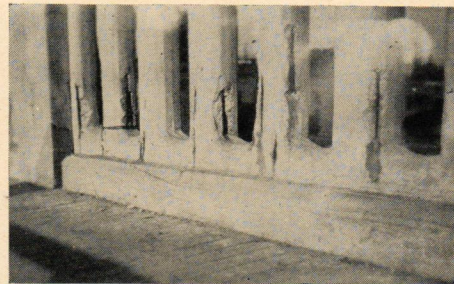


# See What 2 $\frac{1}{2}$ Years Have Done For This Concrete



April, 1924

*(These are pictures of the same rail, as shown by the wire around one post.)*



December, 1926

These rods will keep on rusting and destroying the concrete—they were not galvanized. Hot Dip Galvanizing would have prevented this untimely destruction. We are furnishing more galvanized reinforcing rods for concrete than ever before. They pay.

**BESSEMER GALVANIZING WORKS**  
BIRMINGHAM, ALA.

## LOOMIS-MANNING WATER FILTERS



COLD WATER SUPPLIES—HOT WATER SUPPLIES

Water Filters Guaranteed to furnish bright, sparkling, filtered water, free from matter in suspension, color, turbidity and stain, iron sediment and iron stain, odor and taste, from city water supply, river water, pond water, lake water, spring water, artesian and other well waters.

*Send for booklets. Plans and Specifications furnished architects and engineers.*

**LOOMIS-MANNING FILTER DIST. CO.**

Main Office and Factory 1421-1455 S. 37TH STREET  
PHILADELPHIA, PA.

New York Office, Architects Building, 101 Park Avenue, New York City



The Architect who demands that buildings designed by him present a fine appearance from the outside as well as clear vision from the inside will do well to use

**BLACKFORD WINDOW GLASS COMPANY'S  
DIAMOND BRAND  
FLAT DRAWN SHEET GLASS**

This glass presents to the eye a uniformly smooth and highly polished surface, and reflects images clearly when viewed from all angles and in all lights. None of the familiar broken surface of ordinary window glass. A comparison with other brands is invited.

**SPECIFY  
BLACKFORD**



MANUFACTURED BY  
**BLACKFORD WINDOW GLASS COMPANY  
VINCENNES, INDIANA**

J. J. K. KELLEY  
General Sales Manager  
451 McCormick Bldg., Chicago, Ill.

SOUTHERN REPRESENTATIVE  
B. FRANK WILLIAMS  
Aberdeen, Miss.

FACTORY AND GENERAL OFFICES  
VINCENNES, INDIANA

FASTEST—SMOOTHEST CUTTING—LIGHTEST

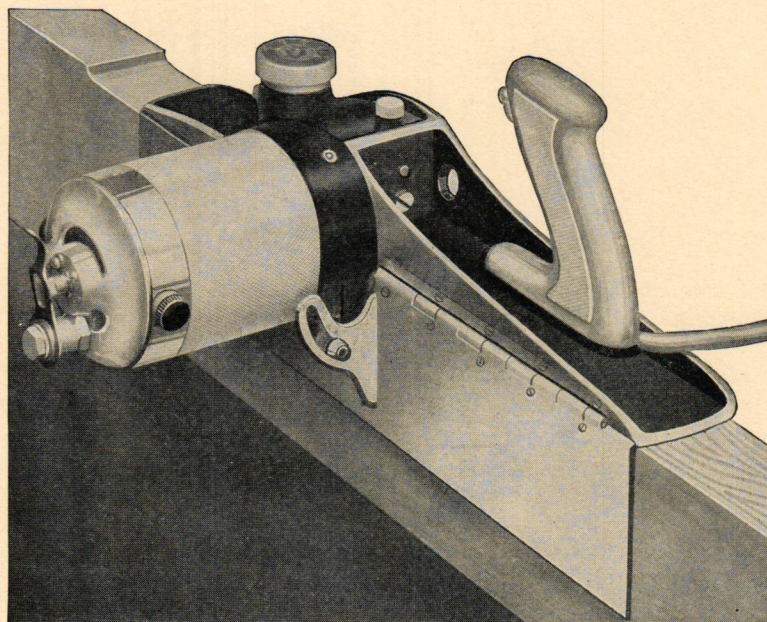
**The CARTER DOOR SET** *The Modern Door Equipment*

With the  
Carter  
Power Plane  
You Always  
Know Exactly  
How Much  
You Are  
Removing  
At Each Cut

Depth May Be  
Varied  
At Will

All Cuts  
Dead Smooth

Makes  
Straight or  
Bevel Cuts  
Five Times  
as Fast as  
By Hand



With the  
Grinding  
Attachment  
Furnished  
Cutters May  
Be Readily  
Reground  
Like New

The Carter  
Lock Mortiser  
Will Easily  
Mortise  
Upwards of  
300 Doors  
Per Day

The Hinge  
Butt Router  
and Templet  
Over 90 Openings  
In a Single Day

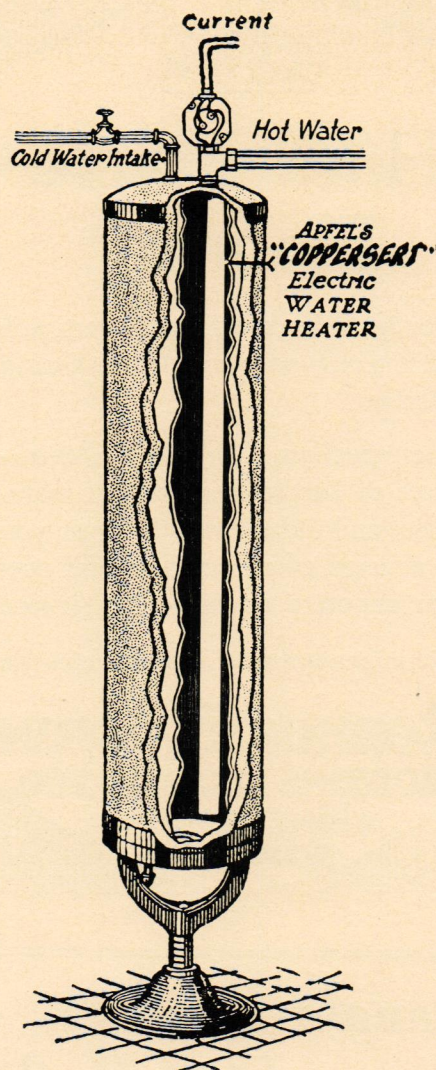
Showing Power Hand Plane on Door—Weights but 10 1-4 Lbs.

**THE R. L. CARTER CO., Inc.** 1285 Chestnut St., Phoenix, N. Y.

Watch for the Hinge Router

WHEN WILL YOU CARTER-IZE? SEND FOR FOLDER 9-A





*A Hot Water Heating Unit  
That Will Save Your Client  
Worry and Money*

Heating element never comes into contact with either air or water, and is therefore not subject to corrosion or depreciation.

Actually 100 per cent efficient—always surrounded by the body of water being heated and there is therefore no heat loss.

Element enclosed in seamless copper tube, eliminating corrosion for all time and affording 50 per cent quicker heat transmission.

No changing of pipes necessary—no extra fittings required.

No syphoning of tank possible—reducing liability to burn out.

Alternating or direct current. Any standard voltage. (Always specify voltage when ordering.)

No interference with any other method of heating the water.

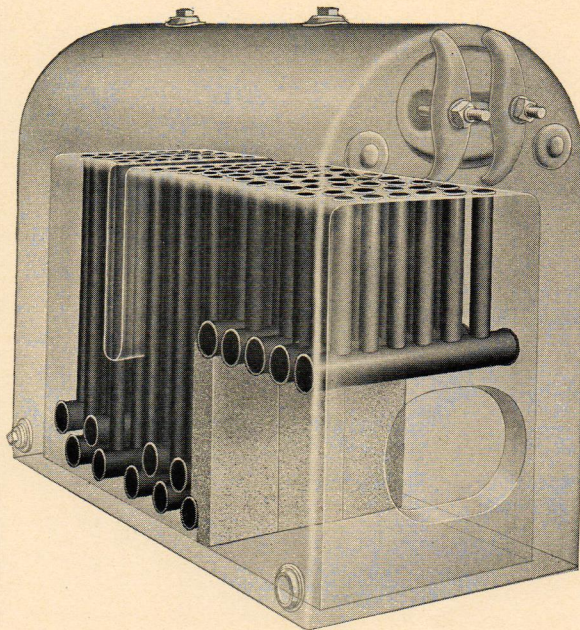
*May we send you further information?*

Electric Heating & Manufacturing Co.

Sixth Ave. North at Harrison St.  
Seattle, Wash.

# JOHNSTON

## Electric Welded Steel Heating Boiler



### OIL BURNER TYPE

**EFFICIENT.** Not only in the laboratory but on the job. Efficient when new and the same efficiency after years of continual service.

**SUBSTANTIAL.** Because made of steel. Heavy thicknesses welded into one single unit. No cracking. No leaking.

**HIGH QUALITY.** Intended for the man who wants the best. Who knows that the slightly higher first cost is soon saved by superior performance and who realizes that such saving is returned to him year after year.

**LOWEST FUEL COST** can only be obtained in a boiler designed and built expressly for oil burner service.

**Johnston Brothers, Inc.**  
FERRYSBURG, MICHIGAN





## FLOORS

of

CALIFORNIA REDWOOD BLOCKS

*manufactured by*

THE PACIFIC LUMBER COMPANY

*and installed by*TEN EYCK & DAHLANDER FLOORING  
COMPANY, INC.*are the highest type of*

BLOCK FLOORS,

DURABLE, COMFORTABLE,

ODORLESS

ATTRACTIVE, ECONOMICAL

---

LATEST INSTALLATIONS  
STEINWAY HALL-AEOLIAN HALL  
New York City, N. Y.

---



---

*Millions of Feet Laid in*  
INDUSTRIAL PLANTS

---

Installations of REDWOOD BLOCKS  
of

The Pacific Lumber Co. Manufacture

*are handled by their**Eastern Contract Engineers*TEN EYCK & DAHLANDER FLOORING CO.  
347 MADISON AVE. NEW YORK, N. Y.*who are prepared to furnish specifications and  
quote prices on all types of*

REDWOOD BLOCK FLOORS

ThickHard Maple  
FlooringInvestigate its merits and you will  
find it to have no equal for wearing  
qualities.When specifying  $1\frac{9}{32}$ " and  $1\frac{25}{32}$ " thick-  
nesses of Maple Flooring for ware-  
houses and industrial buildings, you  
are assured of a floor that will out-  
wear concrete or any composition.*Write us for samples and detailed information*

**ROBBINS FLOORING**  
**ROBBINS FLOORING CO.**  
**RHINELANDER**  
**WISCONSIN**

Wrought Iron  
Stair Railing

Designed by

CARLHIAN of  
PARIS, Inc.Erected in  
Apartment of  
S. H. KRESS  
1020 Fifth Ave., N. Y. C.

MADE BY

JNO. WILLIAMS, Inc.

Bronze, Iron and Wire Workers

OFFICE—554 West 27th Street, New York City



*This Hotel Carried by McArthur Piles**For Safe Construction Use***MACARTHUR CONCRETE PILES**

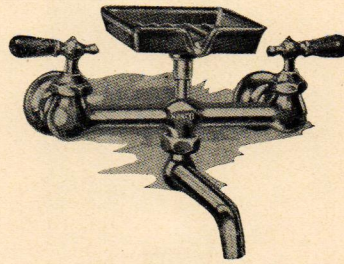
ARCHITECTS the country over recommend MacArthur Piles for safe construction, because this pile is designed and made to overcome all the prevailing weaknesses of tapered form piles—both concrete and wood. They stand alone for satisfactory performance. Call our nearest office for detail information.

**McArthur Concrete Pile Corporation**  
19 West 44th Street, New York

New Orleans  
Chicago  
Detroit  
Boston



Pittsburgh  
Buffalo  
San Francisco  
Montreal, Canada

**FOR THOSE WHO DESIRE  
SOMETHING DIFFERENT**

Pl. 5545 1/2-N

A Combination Quick Compression Sink Faucet with black china handles gold indexed, black china removable soap dish and swing spout.

It is also Chromium plated which will always retain its high luster without polishing.

**N. O. NELSON MANUFACTURING CO.**

MAIN OFFICE: ST. LOUIS, MISSOURI

FACTORIES: Edwardsville, Ill.; Noblesville, Ind.; Bessemer, Ala.

## BRANCHES:

Birmingham, Ala.	Davenport, Iowa	Houston, Tex.
Los Angeles, Calif.	Pueblo, Colo.	Little Rock, Ark.
San Diego, Calif.	Wichita Falls, Tex.	Jackson, Miss.
Memphis, Tenn.	Dallas, Tex.	Joplin, Mo.
Wichita Falls, Kan.	Salt Lake City, Utah	

1872—Pioneer Manufacturers of Plumbing Fixtures—1928

*The bigger the  
job—the bigger  
the saving.*

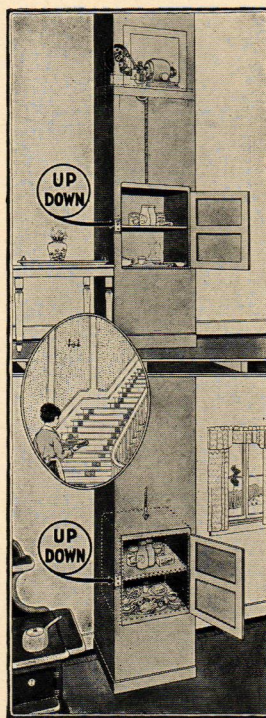
Slag concrete combines high strength and fire safety with a substantial saving in the cost of every cu. yd. poured. This saving is due to the fact that

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

weighs from 300 to 600 lbs. per cu. yd. less than any other standard concrete aggregate. From 10% to 25% less weight—and freight!

**BIRMINGHAM  
SLAG COMPANY**  
*Slag Headquarters for the South*  
BIRMINGHAM  
Atlanta Montgomery  
Ocala Fla. Thomasville  
Jacksonville

**BASIC  
SLAG**  
*For better  
Concrete*

**Eliminate the Stairs**

*"Push the  
Button  
That's All"*

**Install an  
Electric  
Dumbwaiter  
Invalid Lift  
Ash Lift**

*We also specialize on  
the Hand Power and  
Hydraulic types.*

**Send for Catalogue  
and Prices**

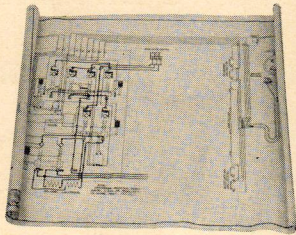
**BECKWITH ELEVATOR CO., Inc.**

123 PEARL ST. ESTABLISHED 1889 BOSTON, MASS.



## TRACINGS REPRODUCED

on Water-Proofed Tracing Cloth



at Moderate Cost by  
the SEE-B Process

Complete sets of plans can be  
duplicated on Tracing Cloth

Titles or any parts of the original can be  
omitted the reproduction and filled in by you

Facilitates making large changes on valuable  
tracings without expense of redrawing

Sample SEE-B Prints and  
Prices sent upon request

### Charles Bruning Co., Inc.

445 Plymouth Ct.  
102 Reade St.

Chicago  
New York



## BRONZE SASH CHAINS

MADE IN

"RED METAL" :: { SOLID BRONZE }

"GIANT METAL" { PHOSPHOR BRONZE }

ALSO

## STEEL SASH CHAINS

Smith & Egge Sash Chains will be found in  
practically all of the prominent buildings of  
the South

Send for Sash Chain Catalog A-1

### THE SMITH & EGGE MFG. CO.

BRIDGEPORT, CONN.

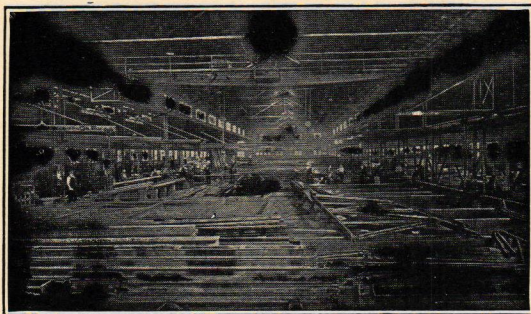
ORIGINATORS of SASH CHAINS



## INTERNATIONAL STEEL & IRON CO.

ADDRESS DEPT 14

EVANSVILLE, INDIANA



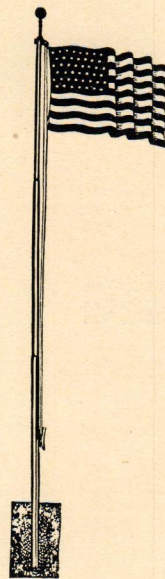
INTERIOR VIEW OF OUR STRUCTURAL STEEL PLANT

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

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

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

## "OBCO" STEEL FLAG POLES



Our Flag Poles are constructed of steel pipe, telescoping into each other and held in place with steel pins, thereby making a tight and rigid joint.

All poles guaranteed to be water tight.

Our poles include a standard equipment. Ball Bearing halyard top, gold leaf flag pole balls and flax halyards.

Steel poles cost less than wood poles.

Write for Circular and Prices

### OTTO BIEFELD COMPANY

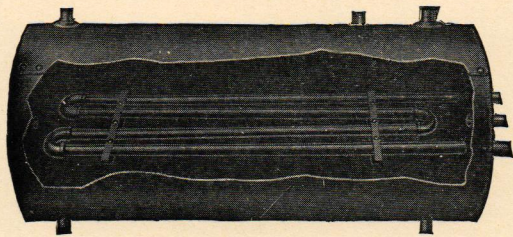
118-206 NORTH WATER STREET  
WATERTOWN, WISCONSIN



You Will Remember~

»ARROW»

Unconditionally Guaranteed  
TANKS by their SERVICE



Riveted and Welded  
Black or Galvanized

Hot Water Storage Tanks  
Hydro Pneumatic Tanks  
Oil Storage Tanks  
Air Receivers

Write for Prices

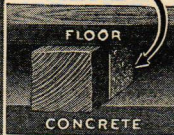
**The Novelty Steam Boiler Works Co.**

Factory: Clare & Kloman Sts. Baltimore, Md.



The Peacock Hotel, Kansas City, Missouri  
C. O. Jones, Owner and Builder

The Saving Is  
HERE

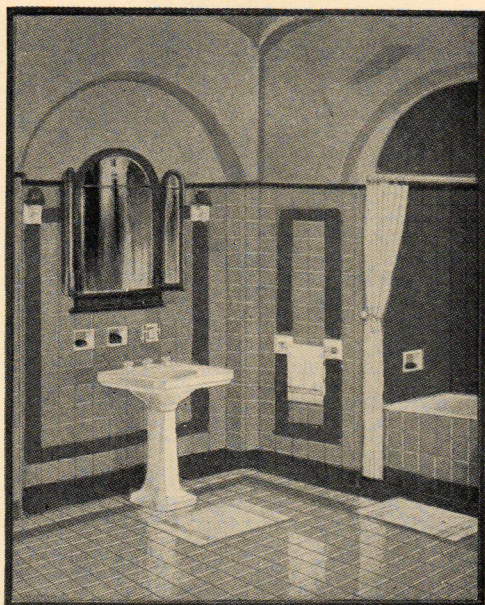


As a rule, a man builds most carefully when he builds for himself. Thus it is significant that C. O. Jones, owner and builder of the Peacock Hotel, Kansas City, anchored the wood floors over concrete with thirty-five thousand Bull Dog Clips.

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

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

**BULL DOG Floor Clips**  
ANCHOR WOOD FLOORS TO CONCRETE



TODAY as never before we can supply color combinations in Faience and Matt finish tiles for Baths.

Consult us about any kind of tile work

**QUEEN MANTEL & TILE CO.**

224 Mitchell St. S. W. Atlanta, Georgia

ESTABLISHED 1909

## ELEVATOR FRONTS

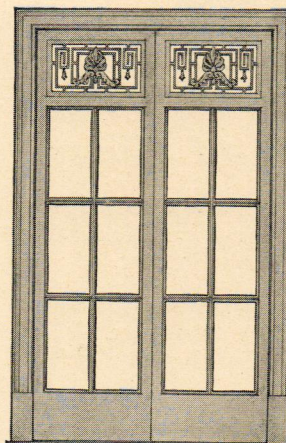
FOR PASSENGER SERVICE

COMPLETE

with Sills, Struts,  
Jambs, Trim,  
Doors, hollow  
metal No. 14 gauge,  
Glass, Hardware,  
Baked Finish.  
Erected in Place

ELEVATOR  
CABS

of Wood and Steel.  
Substantially built  
by Master Craftsmen  
of the Furniture  
Capital.



One of many designs

Send your plans to have designs, details and estimates prepared. We understand the Elevator Contractor's requirements.

**HAVEN-BUSCH CO.**

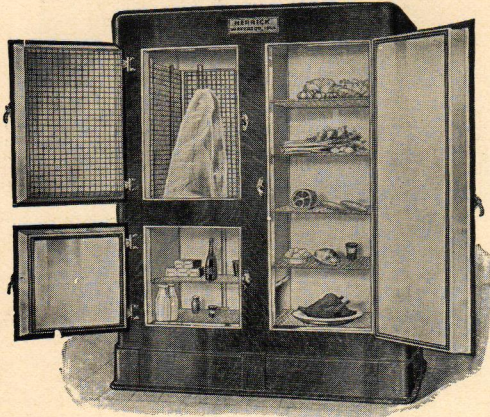
503-519 FRONT AVE.

GRAND RAPIDS, MICH.



## Food keeps BEST in the HERRICK

THE ARISTOCRAT OF REFRIGERATORS



It is easy to include the Herrick refrigerator in the plans. Hundreds of Architects and Builders are doing this with the Herrick catalog and blue-prints.

Herrick offers a complete line of quality refrigerators for homes and apartments and also commercial installations. Herrick water cooling and outside icing refrigerators are known for convenience they offer. Ice or electric refrigeration can be used in any Herrick.

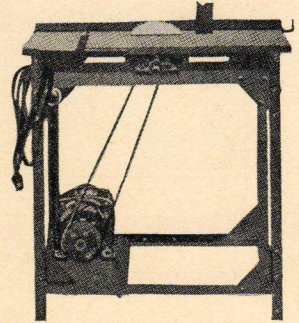
**Herrick Refrigerator Company**

2100 South Land Ave.

Waterloo, Iowa

## Where Time and Labor are Precious You'll Find the ~ HANDY BUZZER

For repair work, sawing up wood, etc., in the work shop of office buildings, this is a most valuable tool. Adaptable to many uses, this Handy Buzzer does away with hand sawing, reducing labor costs 90 per cent. It will cut more lumber in one hour than five men in ten hours. Table may be adjusted for Rabbiting or Dado work. Equipped for emery wheel and drilling attachments. Move it about—weighs only 110 lbs. Made in different sizes to meet your requirements. The most valuable tool you can own.



The Handy Buzzer

The steel structural frame is firmly riveted; oiled hardwood table; ½ H.P. single phase 110 or 220-volt repulsion type motor; electric switch; 10-ft. extension cord; 8-in. combination planer, cut-off and rip saw; 2-in. leather belt; rip and cross-cut guide.

MICHIGAN PRODUCTS COMPANY

BAY CITY, MICHIGAN



## The Writing of Today

The PORTABLE TYPEWRITER has taken its place among modern inventions for saving time and making life more pleasant.

No longer need you rely on the slow-moving pen for personal correspondence. People in every walk of life are turning to a quicker, better writing method.

The writing of today is, more and more, being done on the swift, sure keys of the Underwood Portable.

UNDERWOOD TYPEWRITER CO.  
200 WESTERN UNION BLDG. ATLANTA, GA.

Branches in all Principal Cities

# UNDERWOOD PORTABLE



FOR THE HOME  
BEYOND THE SEWER LINE

Modern hygiene demands that every home, though it be located beyond the sewer line, be equipped with the latest and most modern system of sanitary sewage disposal.

KAUSTINE SEPTIC TANKS meet every requirement for safe and sanitary sewage disposal satisfactorily and economically. Install good plumbing and with the Kaustine system you can know your clients waste problem is solved for all time.

Ask for new data and hand book No. 20

KAUSTINE COMPANY, INC.  
PERRY, N. Y.

In Canada: Kaustine Mfg. Co., Ltd., Dundas, Ont.



### 60 Seconds Reading Time

DUDFIELD'S DUSTLESS  
ALL METAL CRAYON TROUGH  
and  
METAL TRIM

"A slight rub on the screen  
Always makes the erasers clean."

When we tell you that they are  
being used in schools all over the coun-  
try, we believe we have said enough to  
set you thinking.

Among the cities in which

#### DUDFIELD'S PRODUCTS

are being used are ATLANTA, GA., CHARLOTTE, N. C.,  
FORT MYERS, FLA., NASHVILLE, TENN., GREENVILLE,  
S. C., LOS ANGELES, SAN FRANCISCO, DENVER, KAN-  
SAS CITY, CHICAGO and NEW YORK.

Ask Our Nearest Sales Agent

NEW ORLEANS, LA.

SOUTHERN BUILDERS MATERIAL CO.

833 HOWARD AVE.

ATLANTA, GA., ALLEN DEAS, 150 PETERS ST., S.W.

CHARLOTTE, N. C.

ROSS SALES SERVICE

16 S. POPLAR ST.

NASHVILLE, TENN.

THE RYAN CO.

COTTON STATES BLDG.

KNOXVILLE, TENN.

CHAS. M. ALLEN CO.

712 S. GAY ST.

LEXINGTON, KY.

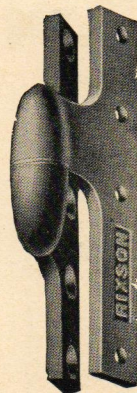
HOWARD EVANS

401 HERNANDO BLDG.

DUDFIELD MANUFACTURING CO.

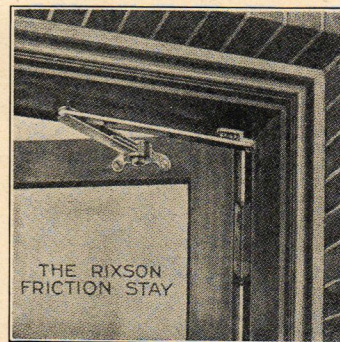
116 W. KANSAS ST.

LIBERTY, MO.



#### OLIVE-KNUCKLE

The knuckle of this hinge is a  
copy of the popular French  
"Olive-Knuckle" Hinge which  
was sold at about \$3.50 per pair  
in iron. Now offered in iron  
(malleable) at a price which  
makes its use possible in compe-  
tition with ordinary butts. Sup-  
plied in malleable iron, sand-  
blasted, and in brass or bronze  
metal.



#### FRICTION STAY

when applied to Doors,  
Hinged Windows  
swinging in, or Tran-  
soms, holds them open  
in any position desired  
and when they are  
closed absolutely pre-  
vents rattling.  
It is designed on the  
principle of a multiple  
disc clutch, and has six  
friction surfaces one  
inch in diameter.

Circular on Request

THE OSCAR C. RIXSON CO.

4450 CARROLL AVE.

CHICAGO, ILLINOIS

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

## THE CUTLER MAIL CHUTE

We Offer—

*An experience of forty-two years.*

*A factory equipped and operated  
for our own work exclusively.*

*A force of experienced erectors  
in the field.*

*A keen desire to keep our work  
and service up to the highest  
possible standard.*

THE CUTLER MAIL CHUTE CO.

GENERAL OFFICES AND FACTORY  
ROCHESTER, N. Y.

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

**KERLOW**  
GRATING PRODUCTS



DISTRICT REPRESENTATIVES:

O. Z. Wrenn & Co.,

201 Kinney Bldg.,

Charlotte, N. C.

J. W. Vaughn, Jr.,

408 Masonic Temple

Bldg.,

Greenville, S. C.

George Dowman,

419 Rhodes Bldg.,

Atlanta, Ga.

C. S. Caldwell,

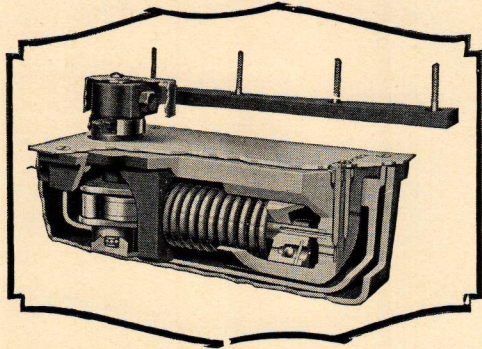
2011 Third Ave.,

Birmingham, Ala.

**KERLOW STEEL FLOORING CO.**  
**JERSEY CITY, N. J.**



## **NEW!** The "Shelby" Single Acting Checking Floor Hinge



This is a door Check and Hinge combined and closes the door gently and quietly. Closing speed as well as firmness of latching is regulated each by a separate Needle Valve extending through the floor plate. A cast case is furnished for installing in cement or tile floor. It has a positive hold-open feature at 90 degrees or any point beyond to 180 degrees; can also be furnished non hold-open.

*Write for circular*

**THE SHELBY SPRING HINGE CO.**  
SHELBY, OHIO

## **MT. AIRY WHITE GRANITE**

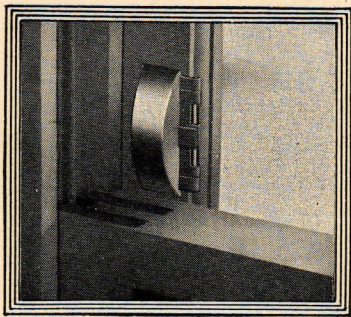


That happily blended aspect of quiet dignity and warm color tone so characteristic of Mount Airy Granite is charmingly reflected in this handsome church building.

Mount Airy Granite may be adapted to residence architecture with equally as pleasing results, especially is it effective in English and Georgian Work.

LITERATURE GLADLY SENT UPON REQUEST

**NORTH CAROLINA GRANITE CORPN.**  
MT. AIRY, N. C.



**I**NDISPENSABLE to the modern home, the Welworth Window Lock permits ventilation yet absolutely prevents intrusion. Easily attached. A postcard brings full information.

**E. B. WHITAKER COMPANY**  
15-19 West 39th St., New York

Manufacturers of Welworth Window Ventilators,  
Dust Screens and Locks

# **Welworth**

**WINDOW LOCKS**

## **MASTER LOCKS** ADD VALUE TO HOME

**NO KEYS**

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

**Contractors, Be Progressive**

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

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

*Write at once*

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

**MASTER LOCK COMPANY**  
LOCK BOX 353 ELKHART, IND.



## MADE BY THE MILE

OFFICE  
PARTITIONS

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

MOUNT &amp; ROBERTSON, INC.

• Established 1893 •

NEW YORK

62 Broad St. • Tel. Hanover 5727

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

## SOLD BY THE FOOT

DAYTON

THE DAYTON FIRE DOOR CO.

ANNOUNCES THE APPOINTMENT

OF

MR. STRAFFORD R. HEWITT

610 WALTON BLDG.

ATLANTA, GA.

AS

FACTORY REPRESENTATIVE IN THE

ATLANTA DISTRICT

MR. HEWITT'S OFFICE IS NOW EQUIPPED

TO FURNISH YOU WITH QUOTATIONS

ON

KALAMEIN AND TIN CLAD

DOORS

ELEVATOR ENCLOSURES

AND

SMOKE SCREENS

UNDERWRITERS LABEL

THE DAYTON FIRE DOOR CO.

DAYTON, OHIO

ATLANTA

## WHEN AN ARCHITECT

recommends a thing the client can be sure that he is taking little if any risk in using it. Architects unqualifiedly recommend



for cold insulation because they know what it has done

## FOR OVER 60 YEARS

It has always been our aim to make MUNDET PRODUCTS as good as they can be made.

Each job is given careful study by our Engineers. We give the customer the best possible service at the lowest price consistent with high-class material and honest workmanship. No job too large or too small.

L. MUNDET &amp; SON, INC.

Established 1865

461 EIGHTH AVE.

NEW YORK CITY

"All Roofs Need Insulation"

What Would Be  
YOUR  
Personal Preference?

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

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

Let our catalog tell you about them

Keep Out  
the Sun  
Control the  
Light



Prevent Draft  
and  
Permit Perfect  
Ventilation

BURLINGTON

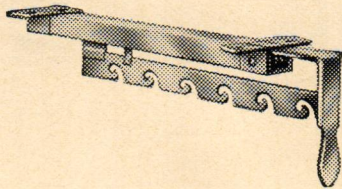
Venetian Blind Company

276 PINE STREET

BURLINGTON, VERMONT



## RITE-WAY GARMENT - FIXTURE



*To Sell Homes!*

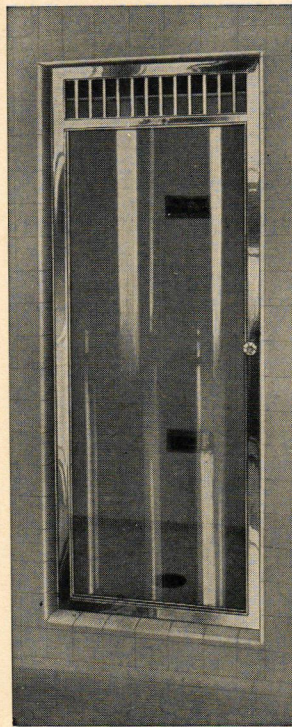
Give HOMEBUYERS  
APARTMENT CONVEN-  
IENCES and INCREASED  
CLOSET SPACE

*For details write*

**MILWAUKEE STAMPING CO.**

*Department 5*

WEST ALLIS, MILWAUKEE, WIS.



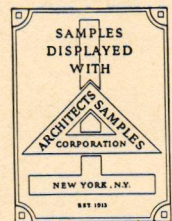
NONPAREIL MODEL  
Patented

*You will want a copy of our new catalogue*

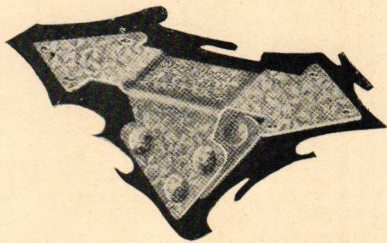
**Crist & Schilken Company, Inc.**  
500-508 37th Street, Pittsburgh, Pa.

IT is only nat-  
ural that you  
should specify  
C & S Shower  
Stall Doors.

They are unequal-  
ed in beauty of de-  
sign, in soundness  
of construction,  
and in perform-  
ance. In addition,  
they are water-  
proof.



## SPEARPOINT FLOOR CLIPS



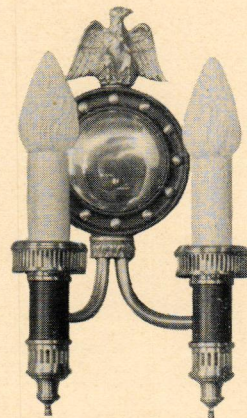
STANDARD AND GIANT SIZES

anchor wood floors to concrete in many leading structures throughout the United States and foreign countries. They eliminate the necessity of fill between sleepers, reduce the dead load 18,000 lbs. per thousand sq. ft., save time, labor and material.

Spearpoints have the greatest anchorage in concrete and produce the most solid floor obtainable. The Spearpoint Standard Clip, illustrated above (price \$25.00 per thousand) provides the ideal anchorage for usual floor construction, while the larger and stronger Spearpoint Giant is correspondingly economical for extra heavy duty.

*Write for samples and descriptive circular*

**BLASTEEL MANUFACTURING CO.**  
1011 BALTIMORE AVE. KANSAS CITY, MO.  
*Agents in principal cities*



*Colonial or Early American  
correctly designates the origin  
of this quaint sconce.*

**HORN & BRANNEN MFG. CO.**

*Designers Manufacturers Importers*

427-433 NORTH BROAD STREET  
PHILADELPHIA, PA.

*Our product sold by all first-class dealers*



## THE FRANKLIN

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

Heat when and where you want it, with absolute Cleanliness. Consider the results—Economy—Comfort—Convenience.

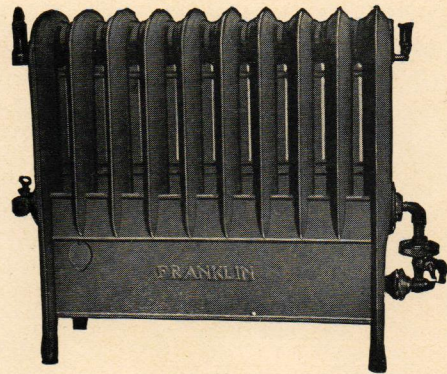
With a FRANKLIN you safeguard comfort and health and heat the better way.

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

*Send for Catalog*

**Manufactured by**

**Gas Appliance Division, the Trolley Supply Co.  
Massillon, Ohio**



## How about the Brass Fittings in that new building? By Specifying ACHESON BRASS FITTINGS

*Here's what you get:*

1. All perfect fittings determined by rigid test.
2. All made of Red Metal—the finest quality.
3. All of full weight, carefully machined and attractively designed.
4. Will readily pass inspection and eliminate costly replacements.
5. They are no more expensive than those of inferior quality.

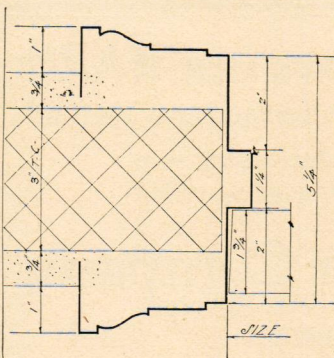
*Carried in Stock*

*by Southern Jobbers*

**Acheson Manufacturing Co.**  
Rankin, Pennsylvania



## ROLLED STEEL DOOR FRAMES WILL INCREASE YOUR PROFITS



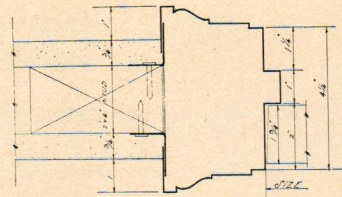
*Buck For 3" T.C. WALL*

The combination buck jamb and trim eliminates separate wood or steel buck jambs and trim and thereby reduces erection cost two-thirds as the entire unit is installed at one time. Cold rolled of 16-gauge steel—it withstands and absorbs the shock of the heaviest door. Units made for single or double doors, transom openings, etc. Jambs reinforced securely and drilled and tapped for application of hardware. Furnished in prime coat ready for finish painting. Prompt shipment, low in cost and easy to install.

**LEONARD SHEET METAL WORKS**  
HOBOKEN, N. J.

Representatives in:

Miami, Florida; Atlanta, Georgia; Washington, D. C.  
Established 1900



*Buck For 2 Stud Partition*

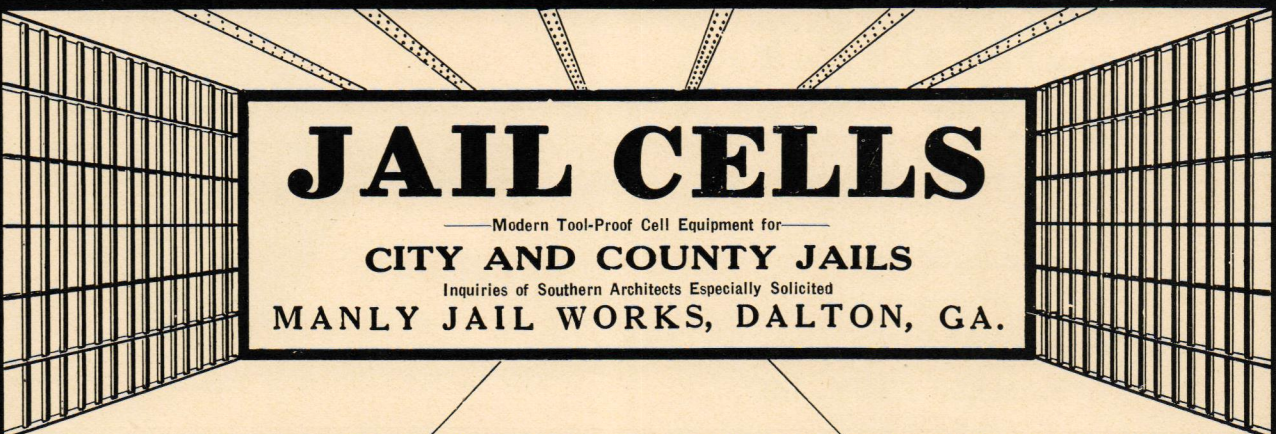
## JAIL CELLS

—Modern Tool-Proof Cell Equipment for—

**CITY AND COUNTY JAILS**

*Inquiries of Southern Architects Especially Solicited*

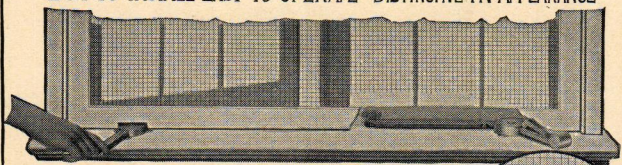
**MANLY JAIL WORKS, DALTON, GA.**





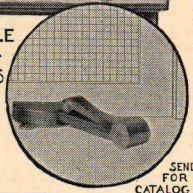
## Flexostay Adjuster

Opens Closes and Locks the Casement  
through the screen in one continuous movement  
EASY TO INSTALL - EASY TO OPERATE - DISTINCTIVE IN APPEARANCE.



THE FLEXOSTAY WITH ITS SCROLLED HANDLE IS AS WELL MADE AS IT IS GOOD LOOKING. EMBODIED IN ITS DESIGN ARE EXCLUSIVE FEATURES WHICH INSURE FREEDOM FROM RATTLES AND LONG YEARS OF STEADY RELIABLE SERVICE.

UNITED SPECIALTIES MFG CO. LTD.  
RICHMOND HILL, NEW YORK CITY.  
Makers of casement hardware since 1910.



SEND  
FOR  
CATALOG

## SANITARY BRICK

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

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

We Have Open Territory—Write Us

The Federal Clay Products Co.

Palace Block, Mineral City, Ohio

We make mixed Carload Shipments

MANUFACTURERS OF

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



## "LUZERNE" All Hard Rubber Closet Seats

GUARANTEED INDEFINITELY  
Hollow—Light—Unbreakable—Absolutely Sanitary

Made entirely of the purest grade Hard Rubber, in long cure without any loaders or fillers. No LUZERNE Seat has ever failed in service. Backed by over 20 years' experience in manufacturing hard rubber exclusively.

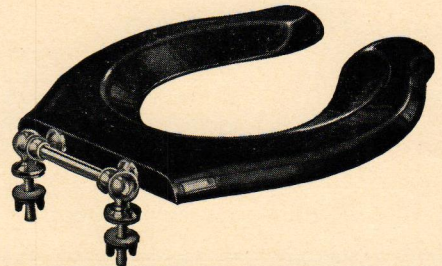
### MATERIAL SPECIFICATIONS:

Tensile Strength, 9000 lbs. sq. in. Elongation, 8%

THE LUZERNE RUBBER COMPANY  
TRENTON, NEW JERSEY

Also Manufacturers of the TRENT Hollow Hard Rubber Seat

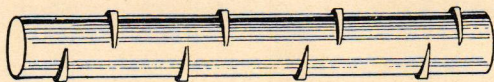
Consult Sweet's (1926-1927, Page C2294) or Domestic Eng. Cat. Directory, 1927, pages 350 and 351



## PREMIER Concrete Reinforcing BARS

Round and Square, Plain, Deformed and Twisted

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



Ohio Falls Iron Company

MANUFACTURERS

New Albany

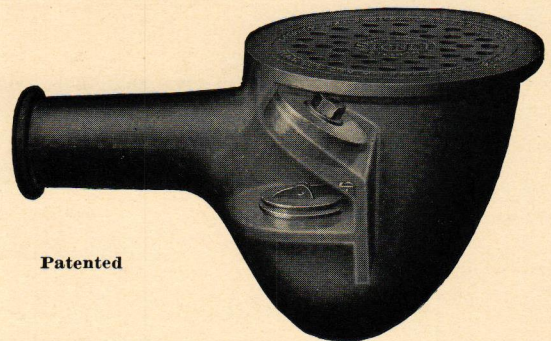
Indiana

## SIGNET FLOOR DRAIN

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

Write for circular

CRAMPTON-FARLEY BRASS CO.  
KANSAS CITY, MO.



Patented

THE BACK WATER TRAP DRAIN OF QUALITY



# The Improved B. K. S.

A POWERFUL DOOR CHECK  
AT A LOW PRICE  
Careful builders select the IMPROVED  
B. K. S. Door Closer because they meas-  
ure up to everything that is expected  
from a Check.  
The most powerful on the  
market. Strong and hand-  
some in appearance—Costs  
much less than others.  
Live dealers wanted.—Our  
proposition will interest you.  
Write.

UNITED HARDWARE &  
TOOL CORP.  
76 Reade St., New York City

Please send details of  
your proposition on Im-  
proved B. K. S. Door  
Closer.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_



# KINNEAR DOORS

915 Investment Bldg., Washington, D. C.



SEARS-ROEBUCK :: :: ATLANTA  
Kinnear Rolling Fire Doors

Cream, Yellow, Gray and Pink Buff

# MANKATO STONE

For Exterior and Interior Use

BOTH TRAVERTINE and  
FINE TEXTURE STONE

Something Different

T. R. Coughlan Company

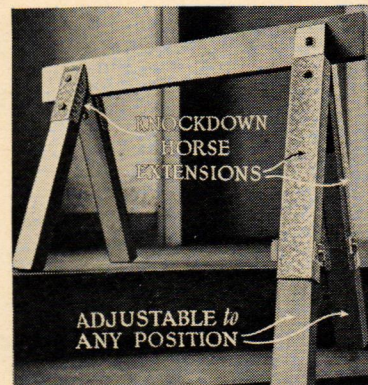
Quarrymen

Mankato

Minnesota

CARPENTERS  
PAINTERS  
PLASTERERS

one job  
saves  
the price  
LIGHT  
STRONG  
INEXPENSIVE  
write our nearest  
OFFICE



MARSCHKE CO. COLUMBUS, OHIO  
ST. PAUL, MINN.

for  
Stores, Offices  
and Homes

# Hopson Metal Ceilings and Sides

Tasty, dignified designs, characterize Hopson Metal Ceilings  
and Sides. They're all easy to match and install. Our  
pictorial catalogue will show what we have to offer in  
original designs. Get a copy today.

W. C. HOPSON CO.  
216 Ellsworth Ave. Grand Rapids, Mich.

# THE PHOENIX IRON CO.

MANUFACTURERS OF OPEN HEARTH  
Structural Steel Shapes, Beams,  
Channels, Angles and Ship Shapes

Works: Phoenixville, Pa. Main Offices: Philadelphia, Pa.

OFFICES:  
22 S. 15th St., Philadelphia 30 Church St., New York  
Munsel Bldg., Washington 110 State St., Boston  
City Savings Bk. Bldg., Albany, N. Y. 26 Victoria St., London

# THE PHOENIX BRIDGE CO.

Engineers, Fabricators and Erectors  
Bridges and Other Structures of Steel

CAPACITY 60,000 TONS

Works and Engineering Office: PHOENIXVILLE, PA.

# LIVING-STONE

ON MARKET SINCE 1905

# THE PERFECT BOND

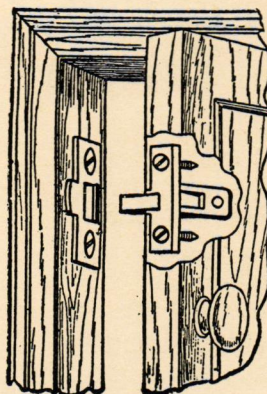
for Concrete floor top finish. Makes bridges, dams  
and chimneys monolithic. Also for refacing  
concrete blocks

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

Catalog on request

LIVING STONE CO.

5 E. LEE STREET BALTIMORE, MD.  
Sweet's 19th Edition



# Hagstrom Friction Catch

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

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

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

HAGSTROM MFG. CO.

GLEN COVE, N. Y.

or Wholesale Distributors

P. & F. Corbin, 323 West Randolph St.,  
Chicago, Ill., or

The Gering Brothers Co., 750 Prospect Ave.  
Cleveland, Ohio



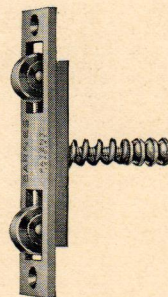
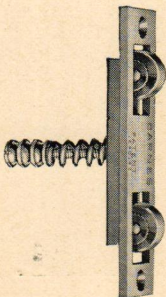
## NEW BARNES SASH HOLDER

NO WEIGHTS—NO CORDS—NO PULLEYS

You save labor, material and money for fittings on every window you equip with this new Barnes Sash Balance. One Chicago builder has used more than thirteen thousand Barnes Sash Holders this year.

For \$1.50, postage paid anywhere in the United States, two Barnes Sash Holders to equip one window

BARNES SASH HOLDER, INC.  
1505 N. ILLINOIS ST. INDIANAPOLIS, IND.  
E. W. THEOBALD, 318 RED ROCK BLDG., ATLANTA, GA.  
*Southeastern Representative*



## BLACKBOARDS

FOR ALL REQUIREMENTS

Duro Plate

Permaroc

Enduraroc

Cork Bulletin Boards

Write for samples, prices and complete information

**E. W. A. ROWLES COMPANY**  
2345-51 SO. LA SALLE ST. CHICAGO, ILL.



## ROYAL

VENTILATORS

MEAN

EFFECTIVE  
VENTILATION

Their scientific construction insures a constant upward draft.

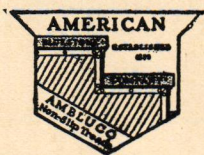
Their Double and Pointed bottom cones, tapered deflectors and radiating ribs cause them to exhaust more air and offer the least resistance to natural or forced draft.

Dependable, Durable, Weatherproof. Ask for new Catalog

Royal Ventilator Company Philadelphia, Pa.  
415 Locust Street

"AMBLUCO" NON-SLIP BLUE STONE  
STAIR TREADS, LANDINGS, FLOORING  
NATURAL STONE OF 75% FINE, HARD QUARTZ

DURABLE  
RUST-PROOF  
FIRE-RESISTING  
DUSTLESS



SLIP-PROOF  
NON-POROUS  
QUIET  
SANITARY

Reg. U. S. Pat. Office

**AMERICAN BLUE STONE CO.**

Consulting and Sales Office  
101 PARK AVE. NEW YORK, N. Y.

## Bedford Cut Stone Co.

Bedford, Indiana

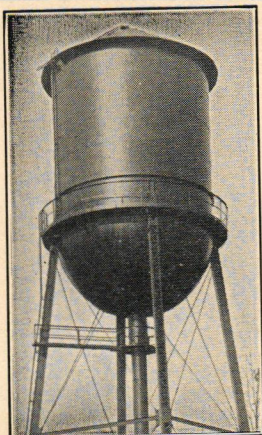
Producers of the Very Best In

## INDIANA LIMESTONE

WELL SELECTED STONE

HIGH CLASS WORKMANSHIP

PROMPT SERVICE



## Steel Tanks and Towers

For Water Supply  
and Fire Protection  
ANY SIZE ERECTED  
ANYWHERE

Manufacturers of  
BOILERS and ENGINES

R. D. COLE MFG. CO.  
NEWMAN, GEORGIA  
Established 1854

## BRIAR HILL SANDSTONE

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

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

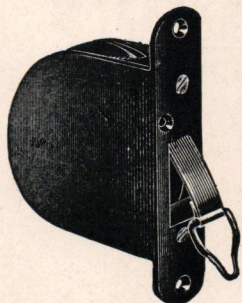
Write us for samples or further information

**The Briar Hill Stone Company**

GLENMONT, OHIO

SEE OUR CATALOGUE IN SWEET'S



**CALDWELL SASH BALANCES**

Permit frames to be mortised  
at the mill to one size

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

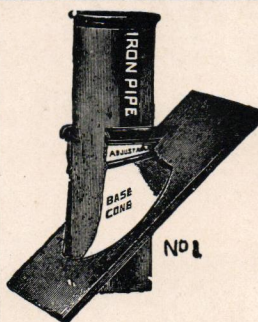
Write for Booklet—

"Suggestions for the Present  
Day Architect"

**CALDWELL MFG. COMPANY**

39 JONES ST.

ROCHESTER, N. Y.

**THE HESSLER FLANGE**

Millions in use. Made  
of Copper, Zinc or Gal-  
vanized Iron. Sold by lead-  
ing jobbers throughout the  
U. S. and Canada or  
shipped direct from fac-  
tory.

Write for prices

Adjustable

**H. E. HESSLER CO.**

Sole Manufacturers

SYRACUSE, N. Y.

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

**Lombard Foundry, Machine and  
Boiler Works and Supply Store**

Capacity for 300 hands

Augusta, Ga.

**BUILD PERMANENT**

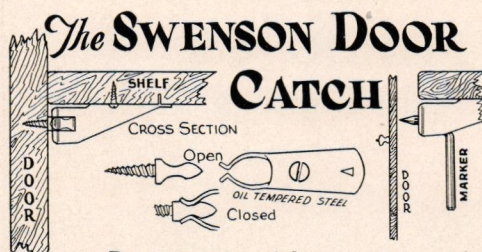
USE

**Ornamental Wire,  
Iron and Bronze**

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

Send for Catalog

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

**USE IT**

on one job  
and you  
will use  
no other

Saves 10 to  
15 minutes'  
labor in  
installing

Door cannot stick on account of catch

No rattle when door slams. Latches and unlatches with gentle  
push or pull. No holes to bore. No mortising. No hunting inside  
for catch. Allows for sag in shell or door. The only Catch with a  
marker. If your dealer won't supply you, write us.

Sample 10c, Postpaid

**H. A. SWENSON COMPANY**

10625 SO. BUDLONG AVE., LOS ANGELES, CAL.

**STRUCTURAL STEEL  
ORNAMENTAL IRON**

**Snead Architectural  
Iron Works**

Louisville, Ky.

PLAIN or FABRICATED STEEL  
FOR IMMEDIATE SHIPMENT

**MAJESTIC  
STEEL ROLLING SHUTTERS**

IMPROVED DESIGN

Send Us Your Requirements

Let Us Prove It

*LATEST METHODS of  
Mechanical Construction*  
**POSITIVE GUARANTEE**

**MAJESTIC IRON WORKS, INC.**

559-61 W. Fulton St.

Chicago, Ill.

**THE WINKLE TERRA COTTA CO.**

Manufacturers of

**Architectural Terra Cotta**  
*all COLORS*

502-3 CENTURY BUILDING

ST. LOUIS,

MO.





**BUILDINGS  
OF ALL KINDS**  
*are using*

**CAR-NA-VAR**  
THE PERFECT FLOOR TREATMENT

Applied with a mop. It combines the best ideas of floor wax with varnish, but is very much more durable and more practical than either treatment by itself. Non-slippery, does not track or discolor floors. Supplied in "natural" and popular colors. Adapted for hard and soft wood, terrazzo, tile, cement, mastic, linoleum, cork, etc.

Approved by leading floor manufacturers.  
*Write for particulars*

**Continental Chemical Corporation**  
YONT STREET WATSEKA, ILL.

## SERVICE!

### Mr. Contractor and Builder

What does S-E-R-V-I-C-E mean to you? Have you ever figured what it costs you when your work was completely tied up by some sub-contractor? We don't tie up jobs. This is guaranteed by our organization. Try us.

#### CONTRACTORS

**Interior Marble, Tile, Terrazo, Composition,  
Mantels and Fire Place, Furnishings**

304-306 S. Davie St.

Phone 161

**The McClamroch Co.**

Greensboro, N. C.

*Established 1894—"The Old Original"*



Reg. U. S. Pat. Off.

## BAYONNE

### ROOF AND DECK CLOTH

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

**JOHN BOYLE & CO., Inc.**

*Established 1861*

112-114 DUANE ST.

70-72 READE ST.

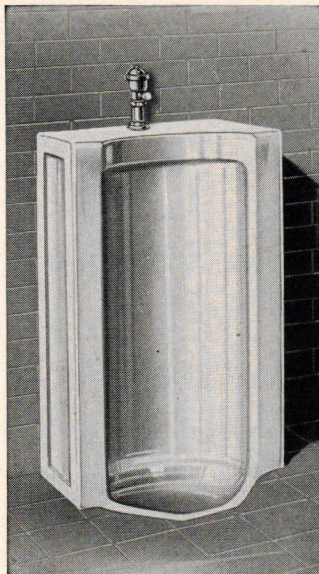
NEW YORK CITY

Branch: 1317-1319 PINE ST., ST. LOUIS

## The Woodbridge Ceramic Corp.

### Woodbridge, N. J.

MANUFACTURERS OF



**PORCELAIN  
PLUMBING  
FIXTURES**

...

*Illustrating our*  
**Wingless  
Stall**

...

Made in two sizes:

18" wide

24" wide

...

*Write in for our  
new catalog "B"*



## L

## LIGHTING FIXTURES

Horn & Brannen Co., Philadelphia, Pa.  
 Pearlman, Victor S. & Co., Chicago, Ill.  
 Rose Products Co., New York, N. Y.

## LOCKS

Master Lock Co., Eikhart, Ind.

## LUMBER

Duval Planing Mill, Jacksonville, Fla.  
 Enochs Lumber & Mfg. Co., Jackson, Miss.  
 Guilford Lumber & Mfg. Co., Greensboro, N. C.  
 Oettinger Lumber Co., Greensboro, N. C.  
 Steves Sash & Door Co., San Antonio, Texas.

## M

## MAIL CHUTES, BOXES, ETC.

Cutler Mail Chute Co., Rochester, N. Y.

## MANTELS

Jacobson Mantel & Ornament Co., New York, N. Y.  
 Columbia Mantel Co., Louisville, Ky.  
 Queen Mantel & Tile Co., Atlanta, Ga.  
 McClamroch Co., Greensboro, N. C.  
 Readybuilt Products Co., Baltimore, Md.

## MARBLE

Standard Marble Works, Cincinnati, Ohio

## METAL CEILINGS

W. C. Hopson Co., Grand Rapids, Mich.

## METAL DOORS

Kinnear Mfg. Co., Washington, D. C.

## METAL FORMS—Concrete Construction

Deslauriers Metal Products Co., Detroit, Mich.

## MILLWORK—Interior, Trim, etc.

Duval Planing Mill, Jacksonville, Fla.  
 Enochs Lumber & Mfg. Co., Jackson, Miss.  
 Guilford Lumber & Mfg. Co., Greensboro, N. C.  
 Oettinger Lumber Co., Greensboro, N. C.  
 Steves Sash & Door Co., San Antonio, Texas.

## MORTAR COLOR

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

## P

## PAINTS AND VARNISHES

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

## PARTITIONS—Wood and Steel Rolling

Kinnear Mfg. Co., Washington, D. C.

## PIPE—Wrought Iron

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

## PIPE COVERING—Cork

L. Mundet & Son, Inc., New York

## PLASTERING—Decorative

Miller, H. W., Inc., New York, N. Y.

## PLUMBING—Supplies, Fixtures

Acheson Mfg. Co., Braddock, Pa.  
 Crampton Farley Brass Co., Kansas City, Mo.  
 H. E. Hessler Co., Syracuse, N. Y.  
 Mundet, L. & Sons, Inc., Hillside, N. J.  
 Norman-Boosey Mfg. Co., Detroit, Mich.  
 Wheeling Sanitary Mfg. Co., Wheeling, W. Va.  
 Woodbridge Ceramic Co., Woodbridge, N. J.

## PROTECTIVE PRODUCTS

(See Waterproof Materials)

## R

## RADIATORS—Steam, Gas, etc.

Trolley Supply Co., Massillon, Ohio

## REFRIGERATORS

Herrick Refrigerator Co., Waterloo, Iowa

## ROOFING—Slate, Tiles, etc.

Knickerbocker Slate Corp., New York, N. Y.  
 Ludowici-Celadon Co., New York, N. Y., Chicago, Ill.  
 Pennsylvania Structural Slate Co., Easton, Pa.

## ROOFING—Cork

L. Mundet & Son, Inc., New York

## S

## SASH CORDS, CHAINS, ETC.

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

## SASH—Balances, etc.

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

## SEATS—Toilet, etc.

Luzerne Rubber Co., Trenton, N. J.

## SEPTIC TANKS

Kaustine Co., Perry, N. Y.

## SIGNAL SYSTEMS

Signal Eng. & Mfg. Co., New York, N. Y.

## SLATE—Structural, Blackboard, etc.

Knickerbocker Slate Co., New York  
 Pennsylvania Structural Slate Co., Easton, Pa.

## SLATE—Flagging, Roofing

Knickerbocker Slate Co., New York  
 Pennsylvania Structural Slate Co., Easton, Pa.  
 Rising & Nelson Slate Co., West Pawlet, Vt.

## STAIRS—Folding

Marschke Co., St. Paul, Minn.

## STAIR TREADS

American Bluestone Co., New York, N. Y.  
 Pennsylvania Structural Slate Co., Easton, Pa.

## STONE—Limestone, etc.

Bedford Cut Stone Co., Bedford, Ind.  
 Briar Hill Stone Co., Glenmont, Ohio  
 Central Oolitic Stone Co., Chicago, Ill.  
 Coughlan, T. R. Co., Mankato, Minn.  
 Indiana Limestone Co., Bedford, Ind.  
 Reed-Powers Cut Stone Co., Bedford, Ind.

## STORE FRONTS—Metal, Etc.

Zouri Drawn Metals Co., Chicago, Ill.

## T

## TANKS—Water, etc.

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

## TERRA COTTA

Atlanta Terra Cotta Co., East Point, Ga.  
 Conklin & Armstrong Co., Philadelphia, Pa.  
 Winkle Terra Cotta Co., St. Louis, Mo.

## THEATRE EQUIPMENT

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

## TILES—Flooring, Roofing, etc.

Lloyd Floor & Wall Tile Co., Kansas City, Mo.  
 McClamroch Co., Greensboro, N. C.  
 Queen Mantel & Tile Co., Atlanta, Ga.  
 U. S. Quarry Tile Co.

## V

## VARNISH

Continental Chemical Corporation, Watseka, Ill.

## VENTILATORS

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

## W

## WINDOWS—Fixtures, Frames, Accessories, etc.

Austral Window Co., New York, N. Y.  
 Barnes Sash Holder Co., Indianapolis, Ind.  
 Caldwell Mfg. Co., Rochester, N. Y.  
 Hagstrom Mfg. Co., Glen Cove, L. I., N. Y.  
 Pearsall, J. R., Mfg. Co., Rochester, N. Y.  
 Richey, Brown & Donald, Maspeth, N. Y.  
 Rixson, Oscar, Co., Chicago, Ill.  
 Samson Cordage Works, Boston, Mass.  
 Smith & Egge Mfg. Co., Bridgeport, Conn.  
 United Specialties Mfg. Co., New York, N. Y.  
 Zouri Drawn Metals Co., Chicago, Ill.

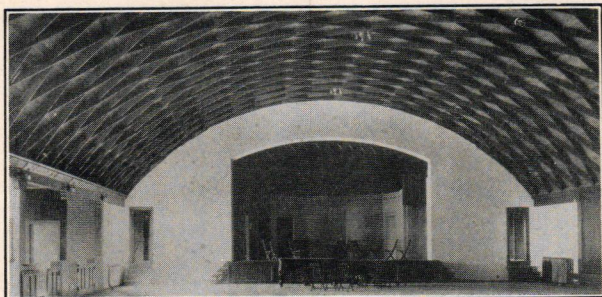
## WINDOW GLASS

Blackford Window Glass Co., Vincennes, Ind.

## WOODWORKING MACHINERY

Michigan Products Co., Bay City, Mich.





**TRUSSLESS ARCH ROOFS**  
for Gymnasiums, Auditoriums, Garages, Warehouses, etc.

**LAMELLA CONSTRUCTIONS, Inc.**  
801 Norris Bldg. Atlanta, Ga.  
1013 Realty Board Bldg. Miami, Fla.

**DOWMAN-DOZIER Mfg. Co.**  
Manufacturers Contractors  
**SHEET METAL PRODUCTS**  
**ARCHITECTS**  
BUILDERS AND CONTRACTORS  
**SPECIALTIES**  
FOR RESIDENTIAL-BUSINESS and MUNICIPAL BUILDINGS-

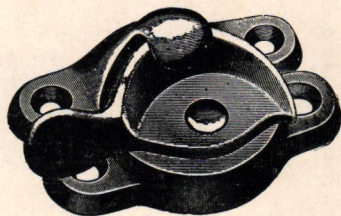
HOLLOW METAL  
DOORS and TRIM  
Steel Frame Wire  
Glass Windows  
BOIS PATENT  
STEEL STAIRWAYS

Plant of the  
DOWMAN-DOZIER Mfg. Co. ATLANTA, GA.

Phone  
West  
0104

Quality Hardware Since 1876  
The Crescent Sash Fastener

Simple  
Strong  
Safe



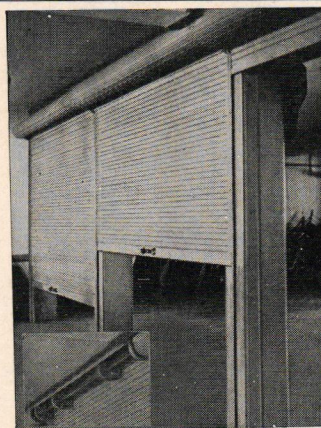
Suitable  
Sizes  
for All  
Buildings

Manufactured only by

**THE H. B. IVES CO.**

NEW HAVEN, CONN.

U. S. A.



## SWEDISH ROLLING PARTITIONS

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

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

**SWEDISH  
VENETIAN BLIND CO.**  
1269 Broadway, N. Y.  
Branches in  
Principal Cities

## SILICA SAND and GRAVEL

AS PRODUCED BY

**The Georgia Gravel Company**

COLUMBUS, GEORGIA

Plant Located on the Central of Georgia Railway,  
Columbus, Ga. Phone 3165

### SAND

- |                          |                      |
|--------------------------|----------------------|
| No. 1, Coarse Concrete   | No. 6, Water Filter  |
| No. 2, Fine Concrete     | No. 7, Steel Core    |
| No. 3, Mason             | No. 8, Asphalt Sand  |
| No. 4, Concrete Products | No. 9, Horticultural |
| No. 5, Sand Blast        | No. 10, Fertilizer   |

### GRAVEL

- |  |   |
|--|---|
| No. 1, $\frac{3}{4}$ " to $2\frac{1}{2}$ " | No. 3, $\frac{1}{4}$ " to 1"              |
| No. 2, $\frac{1}{4}$ " to $2\frac{1}{2}$ " | No. 4, $\frac{1}{8}$ " to $\frac{1}{2}$ " |
| No. 5, Water Filter                        |   |

## Structural Iron Works

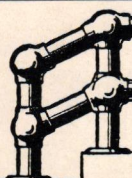
FOUNDRY AND MACHINE SHOPS

**GRAINGER & CO., INC.**

Established 1833

Tenth St.

Louisville, Ky.



## IRON PIPE RAILINGS

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

Dept. R.

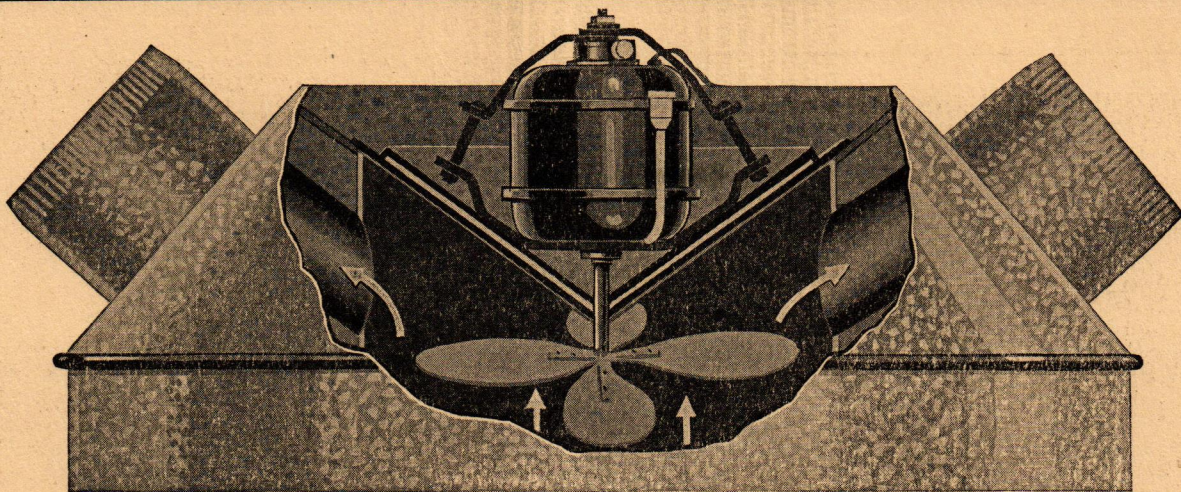
**PIPE RAILING CONSTRUCTION CO., Long Island City, New York**

**AMERICAN  
ELEVATORS**

Built  
by

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





*In Cold Weather*  
**A ROBINSON Gee-Whizzer FAN**

INSTALLED IN THE TOP OF YOUR FURNACE INSURES A UNIFORM DISTRIBUTION OF HEAT TO EVERY ROOM IN YOUR HOUSE

*In Hot Weather*  
 THE GEE-WHIZZER WILL VENTILATE AND COOL ALL YOUR ROOMS

*Write today for descriptive circular*

**The A. H. ROBINSON COMPANY, MASSILLON, Ohio**

**STARK SALT GLAZED BRICK**

*for* INTERIOR WALLS

**Beauty  
 without Sacrifice**

**THE STARK BRICK COMPANY**

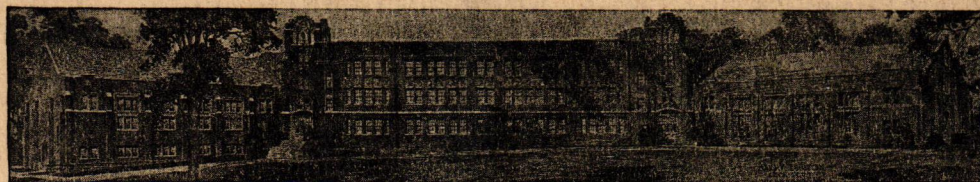
Manufacturers of  
 STARK SALT GLAZED BRICK  
 CANTON, OHIO

*May We Send Sample?*

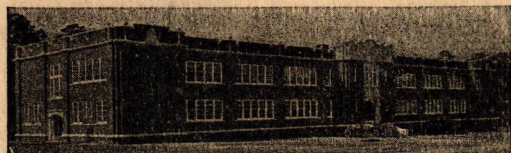




# SETTING A STANDARD IN THE SOUTH



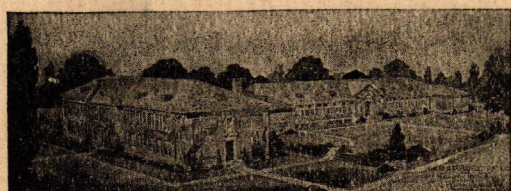
High Point High School, High Point, North Carolina  
Harry Barton, Architect



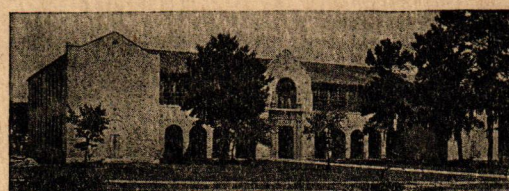
High School, Valdosta, Ga.  
G. L. Preacher, Architect



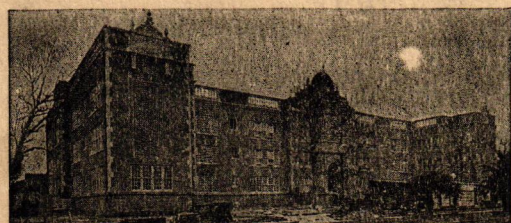
Sebring High School and Auditorium, Sebring, Fla.  
F. H. Trimble, Architect



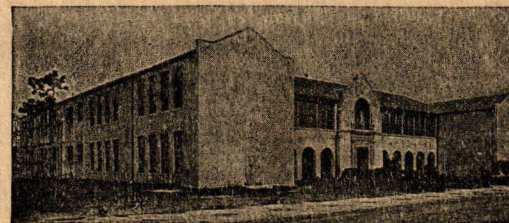
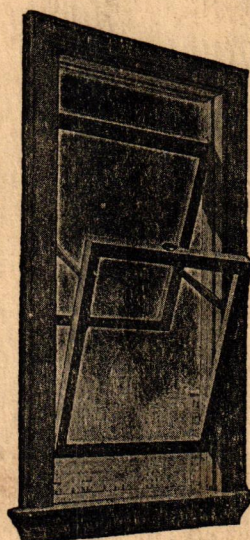
Grammar and High School, Lanett, Ga.  
Robert & Co., Inc., Architects



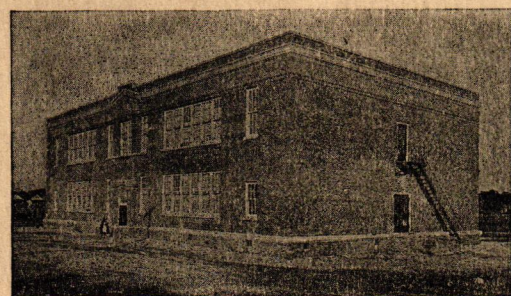
Lakewood School, St. Petersburg, Fla.  
Frank E. Jonsberg, Architect



La Fayette School, New Orleans, La.  
E. A. Christy, Architect

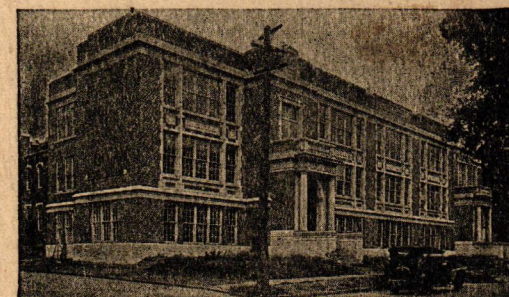


West Central School, St. Petersburg, Fla.  
Harry F. Cunningham, Architect

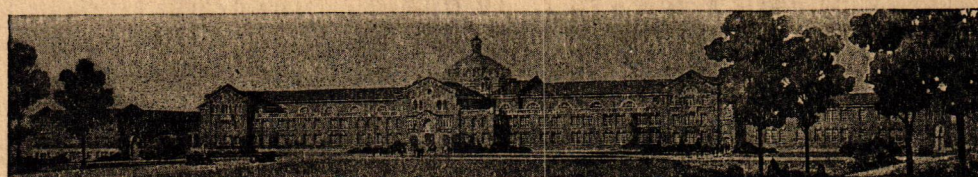


Gibson School, Pensacola, Fla.  
Arthur D. Willis, Architect

Ventilation  
Without  
Draft



High School, Greenville, S. C.  
J. E. Sirrine & Co., Architects



Senior High School for Girls, Atlanta, Ga.  
Edwards & Sayward, Architects

Austral Windows do not belong to any one part of the country, they are national in the scope of their installations. In the South as elsewhere, they are serving the finest schools in the land, endorsed as STANDARDS by the architects.

101 PARK AVE AUSTRAL WINDOW CO. NEW YORK CITY