Every home, big or small, uses hot water. Include a King Tank Heater in your plans. It is the ideal low-first-cost and low-operating-cost hot-water plant. A sturdily built stove with water jacket surrounding the fire bowl. It attaches to any tank. Operates to capacity on one bucket of coal a day!

Any woman will be better pleased with her house-plans if you include a King Tank Heater. Write for full information today!

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Orders and re-orders prove the public like this effortless service. Installed in any home, the SEPCO delivers hot water at every faucet, day or night! Economical, effortless—clean and healthful hot water. So good that the power company sells your clients electric service to be used with the SEPCO at a price lower than they pay for "electric lights."

Over 35,000 Sepco Heaters now successfully operating makes it possible for architects to specify this product with perfect safety.

AUTOMATIC ELECTRIC HEATER COMPANY
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Specifiw HANDCRAFT
Colonial Brick

An Artistic Heritage of Early American Craftsmanship—Weathered in Texture and Mellow in Tone—As Captivating as the Originals.

One of the most picturesque churches in all America is old Bruton parish church at Williamsburg, Virginia, erected in 1715. Of all its charms none are so outstanding as the ripe beauty of its hand-made brick now aged and mellowed to soft grays, reds and greens. How many times have you wished that authentic replicas could be had for use on your own Colonial and Georgian churches?

These mellow-hued bricks, softened by time and worn by the elements can now be had in HANDCRAFT COLONIAL BRICK. They are, in fact, actual reproductions made of the same clay as the brick in the Famous Colonial Houses at Old Salem, North Carolina. Besides imparting an effect of age-old beauty they are the most appropriate brick for any building designed in the Early American spirit.

Why use an ordinary rough texture brick when HANDCRAFT COLONIALS can be had at approximately the same price?

TYPICAL SAMPLES WITH FURTHER INFORMATION AWAIT YOUR REQUEST

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Thirty-Two Years Experience In The Manufacture Of Ceramic Products.
Specify The Odorless Closet For Your Clients!

HOME OWNERS OR BUILDERS WILL THANK YOU FOR INCLUDING THIS REFINEMENT THAT KEEPS THE BATHROOM AIR FREE FROM FOUL, OFFENSIVE ODORS.

Are you an architect looking for improvements in sanitation? Here's one that will appeal at once to every man and woman interested in the building, remodeling or refurbishing a bathroom. THE ABINGDON SELF-VENTILATING CLOSET. The only closet that banishes the old annoyance and repulsive offense of odor—making sure that the bathroom air will be clean and pleasant at all times.

A handsome closet—furnished in colors as well as white and in the newest patterns. Yet with this exclusive improvement it is in the usual range of prices.

The Abingdon Sanitary Mfg. Co. has long been recognized in the plumbing field as the manufacturer of the finest vitreous china fixtures—outstanding in beauty of design and finish. Let us send you full details of the self-ventilating closet and other Abingdon products.

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Manufacturers of Full Line of Highest Quality Vitreous China Plumbing Fixtures, Lavatories, Water Closets, Drinking Fountains, Specialties. Furnished in All Standardized Colors as Well as White

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Self-Ventilating Water Closet
Announcing the New "900" Series

BUCKEYE Heatouvent

The 900 Series Buckeye Heatouvent represents a distinct achievement in the field of unit heater and ventilator engineering.

Aisle projection has been reduced to nine and one-half inches. The unit is only thirty-four inches high which allows installation under practically all windows without obstructing the light.

This unit has the capacity to perform its full heating duty, in severe sub-zero weather, and yet not overheat in mild weather.

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Yours on request

The Buckeye Blower Company
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Yes, send me BULLETIN 124
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Georgia Marble, for a bank facade, need not cost more than ordinary stone . . . Frequently, when our engineers are consulted, they are able to suggest revisions in the stone details—such as simplifying the jointing or reducing the thickness of some of the blocks—which will permit the use of Georgia Marble without appreciably increasing the cost of the building . . . A book, “Examples of Bank Work in Georgia Marble,” containing photographs and useful detail drawings, will be sent upon request.
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Worthy of Your Trust

Experience . . . a true interpretation of your designs . . . a manufactory fortunately situated as to craftsmen and modern equipment—DeLong offers you these advantages in the planning and executing of furnishings for the Fraternal Building. A brochure illustrating Fraternal Building interiors will be gladly sent on request.

Illustration shows a detail of the Lodge Room, Westfield Masonic Temple, Westfield, N.J.

John F. Jackson, New York, Architect

DELONG FURNITURE COMPANY
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Plate glass finish... uniform quality
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AURORA is designed for doors and partitions in buildings where quality and good taste are emphasized without sacrificing the proper illumination demanded by modern business.

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FOR STRUCTURES OF ITALIAN INFLUENCE
ARE THESE REPLICAS OF OLD ITALIAN TILES

McKim, Mead & White chose for their distinguished Casa Italiana a roof of IMPERIAL Tapered Mission Tiles... Rough in texture and mellow in color, these tiles are accurate reproductions of those laid centuries ago on the palaces of the Medici... In its lasting qualities the roof of the Casa Italiana should rival the ancient tile roofs of the Old World... Rarely if ever will it require repairs, nor will its soft, warm hues ever fade.

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Reflecting the culture and traditions of Colonial days

The Rice-Tucker Entrance, shown, was designed by Samuel McIntyre of Salem, Massa- chusetts, who realized to an unusual degree the possibilities of the classic column and entablature. Erected in the year 1800, this entrance so faithfully reflects the culture and traditions of the Early American period, that it is today being preserved in the Essex Institute Gardens.

HARTMANN-SANDERS
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COLONIAL ENTRANCES
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KOLL COLUMNS
It gives me pleasure to unhesitatingly endorse the Wurlitzer organ which you installed for me in the Central Baptist Church of Decatur. It is a marvel in tone, and the combinations are almost limitless. The Chimes and Vox Humana in the Echo Organ, which is most uplifting, are outstanding in their beauty. Was much perplexed as to what organ to purchase but am convinced that I made no mistake in the selection of a Wurlitzer. The business relation with the representatives of the Company was most pleasant. Everyone who hears it is delighted with it.

With all good wishes,

Cordially,

[Signature]

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The ideal floor for style, beauty, cleanliness, and durability . . .

*CELLized Oak Floor Blocks now adorn every type of building from modest home to imposing skyscraper. In apartments, hotels, offices, display rooms, hospitals, schools, churches, clubs, this exquisite flooring adds distinction and charm at a cost no more than perishable floor coverings.

Each block is a complete square unit of three or more oak flooring strips, ¼-in. thick, splined together. Laid in EVERBOND, a plastic cement, directly over concrete, without nails. The blocks are *CELLized to reduce the tendency to change in size, and to guard against insect attacks and decay. Comfortable under foot; sound-deadening. Write for specification data and full information.

*CELLized oak floor blocks are guaranteed by *CELLized Oak Flooring Inc. when laid by Licensed Flooring Contractors. The names of those licensed to use this label in your locality will be supplied upon request.

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*CELLized oak floor blocks are sold through lumber dealers everywhere; manufactured by
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For heavy SERVICE... and saving SPEED...

PEELLE Electric Operators used with PEELLE Doors quicken shaftway traffic. Doors open and close automatically... at the touch of the button switch. Freight handling time is saved... labor reduced... greater production economies result. Fifteen thousand installations, in almost every type of industry, attest the endurance and efficient performance of PEELLE doors. Consult our engineering department, or a PEELLE Catalog will be sent on request.

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PEELLE Freight Elevator DOORS

"The doorway of America's freight elevator traffic"
A Furnace of Unlimited Usefulness...

Compact, economical... can be used as the main source of heat... or as auxiliary to main heating system...

In any residential or commercial type of building — large or small, new or old — this Payne Gas Floor Furnace can be installed in 6 to 12 hours' time. Cottages, bungalows, stores, offices, banks, hospitals, clubs, schools and restaurants — with or without basement — can be heated comfortably and healthfully at a minimum of expense.

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Payne Gas Floor Furnace

Write for Bulletin No. 4

Payne Gas Floor Furnace

Just Turn the Key ... Have Heat Instantly!

At the left is illustrated a cross section of a typical Payne all-welded, gas-tight Floor Furnace with pilot light and detachable key for manual control. It is also available with electro-manual spark lighter, electric push button, or with thermostat control. The heating element is made of pure, rust-resisting iron. Joints and seams welded by the oxy-acetylene process, providing one-piece construction. No fumes. No danger. Fresh, pure, warm air in constant circulation. No other floor furnace has so many features which have met with the universal endorsement of architects and builders.

More than 40,000 Payne Furnaces are now in operation, built and guaranteed by a leader in gas appliance manufacture for more than fourteen years.

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Factory Units
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Pipeless Wall Units
Industrial Installations

Payne Furnace & Supply Co., Inc.
Beverly Hills, California

There is a "Payne Heat" system for every building and climate.
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On March 13th the first concrete was poured. On June 1st this imposing twelve-story Apartment Hotel was finished, except for the interior fittings.

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NATIONAL CEMENT COMPANY
The Independent Southern Company
BROWN-MARX BUILDING ~ BIRMINGHAM
This catalog contains 70 pages of drainage information for specification writers, draftsmen, architects' superintendents and plumbers' foremen. It gives complete detail, description and measurements of the entire line of Boosey Drainage Specialties. It is free, of course, and will gladly be sent upon request.

Boosey Drainage Specialties prove worthy of the ever important part they play throughout the life of any building. Boosey Drainage Specialties are installed in the New Union Trust Building at Detroit.

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There is plenty of No. 1 Buff...

We have ample supplies of this uniform creamy white Indiana Limestone, termed Buff—the market's highest grade for 72 years—a stone that likes flood lighting—whose tone is uniform and light—a stone that emphasizes the vertical lines characteristic of modern design—that is instinct with life, warmth and attractiveness—and we have two billion feet—all grades!

VICTOR
OOLITIC STONE CO.
Bloomington Indiana
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COLD AIR SHOE

It meets all the requirements of the ordinary cold air shoe. The pans are so spaced that full unobstructed air passage is provided.

2-
AIR CLEANER

The water pans placed staggered forces all the air to brush over the water which catches the dust and lint.

Each pan has an overflow which drains all surface water to pans below on down to the large pan at the bottom which also has overflow.

3-
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Humidification is by absorption—not evaporation.

The air passing over the water absorbs the needed moisture.

The pans slide out easily for cleaning or inspection and are easily filled.

Something New For Better Warm Air Heating

EVERY job needs a cold air shoe—now with this new combination Cold Air Shoe, Air Cleaner and Humidifier you give your customers proper humidification and an air cleaner at a surprisingly low cost.

No more work for you to install but a much better profit because your prospective customers can see this practical idea readily.

This new Handy invention will help you sell more and better warm air heating installations.

Write for prices and full descriptive matter today

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All Warm Air Heating Supplies
The Bath of the Future

The Combination Bath Tub

Regular Bath, Shower Bath, Seat Bath, Foot Bath, Child’s Bath. All in one piece, Patented
Semi-Vitreous Porcelain and Enameled Iron Ware

Its Advantages:

A Seat, Foot, Shower and Child’s Bath, all in one.
Comfortable because the bather assumes a sitting position.
Easy operation of valves.
No grip rails needed.
Saves space. Size of Bath Tub, 44 x 30 inches.
For tiling in recess or corner of room.

Write Us for Descriptive Booklet Giving Measurements and Other Details and Testimonials

Plate 10-E
Enameled Iron Ware, 44x30 ins. to tile in right or left hand corner. Enameled white all exposed parts. Same as Plate 10-E except for corner installation.

Plate 100-E
Lavatory on Pedestal. Two - 24x20 ins. and 26x22 ins.

100%
Wheeling Sanitary Mfg. Co.'s Installations

We manufacture a complete line of Plumbing Fixtures of Vitreous China, Enameled Iron, Semi-Vitreous Porcelain, comprising Water Closet Bowls and Flush Tanks, Lavatories, Regular Bath Tubs, Kitchen Sinks, Laundry Trays, Urinal Stalls, etc.

WHEELING SANITARY MFG. CO.
WHEELING, W. VA.

Manufacturers of High Grade Plumbing Fixtures
Sold by Leading Jobbers of Plumbing Supplies
"The Coated Sheet Without a Flake."

A Spelter Alloy Coated Sheet Metal Individually Best Suited for FIRE DOORS & EXTERIOR DOORS & TRIM.

Acceptable to the Board of Underwriters.

The Coating Does Not Flake or Peel When Fabricating the Metal. Paints Enamels and Lacquers Adhere Firmly to this Sheet—Which Can Not Be Said of a Galvanized Sheet.

Manufactured by

The Superior Sheet Steel Co.
Division of Continental Steel Co
Canton, Ohio
beauty - strength - utility

Equally appropriate in kitchen, kitchenette, dining alcove or efficiency apartment living-room, the EASY-FOLD is the one unit that meets the builder’s every requirement.

There is a wide selection of patterns and finishes—and most EASY-FOLD UNITS are so designed that they may be built-in or not, as desired.

Attractive, compact, convenient, it is an effective sales aid.

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No. 5024

Where maximum accommodation is required No. 5024 is recommended. The China Cabinet accommodates a full set of dishes and glassware; the drawers provide for cutlery, linens and silverware.

The space above the benches may be used for additional china, electric toaster, percolator, grill, etc. Canned goods and utensils may be stored below, concealed from view when the case is closed.

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Attractive proposition for salesman and dealers in territories still open

SCHIMMEL & COMPANY, Inc.
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Manufacturers of
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Patents Pending
Breakfast and Dinette Sets
Just try to tear it!

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“Non-tearable Asphalt Blanket”

Beyond COMPARISON or COMPETITION

Safe-n-dry is indeed so superior to any other type of building paper made—that those architects, contractors and builders who first tested it in their work, now use it exclusively, on every type of construction.

Aside from its non-tearable feature—this cushion-like, airtight blanket, chock full of waterproofing asphalt must be given first choice wherever perfect protection is desired.

Safe-n-dry is not only “more than waterproof, weatherproof, damp-proof, and rainproof,” but it is also impenetrable to wind, air, smoke, odors, frost, mildew, summer heat, winter cold, and vermin. Rats and mice dislike asphalt and will not gnaw through this heavy asphalt blanket.

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Safe-n-dry is used under clapboards, shingles, roofing, stucco, brick veneer, and between studs in back plastering; under floors to keep out dampness and prevent buckling. Also used as a protective covering for cement work, open trenches, building materials, etc., after which it can be again used for its original purpose.

Safe-n-dry is moderately priced, clean to handle, saves time and labor, one man can apply it; requires no cleats to hold it in place.

Sold generally by lumber and hardware dealers in rolls 36 inches wide, containing 500 sq. ft. Half rolls of 250 sq. ft. Special widths to order. If your dealer does not sell Safe-n-dry, include his name and address in the coupon.

Generous sample test sheets are yours on request—with prices and literature. Mail the coupon NOW.

Safepack Mills Inc.
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SAFEPACK MILLS, Inc.
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Gentlemen:
Kindly send complete information on your extraordinary new Safe-n-dry Building Paper.

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City
Secured by a rugged frame of Steel and reinforced slag concrete

THE two most important units in Birmingham’s twenty-million-dollar building program last year—the 16-story Watts Building and the 14-story skyscraper home of the Protective Life Insurance Co.—are exactly alike in the most important details of construction.

The rugged steel frame is encased in slag concrete. The roof slabs and floors are reinforced slag concrete. The “Backup walls” are SlagTex (concrete) Pressed Brick—making the entire structure completely fireproof!

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Birmingham Slag Company
Slag Headquarters for the South

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An Astonisher!
— for architects

This idea of "no maintenance" is an astonisher for most architects in regards to the new Panelboards. Very few products in the up-to-date building can honestly make this claim — and make good on it!

It is sturdy construction, right design and high quality materials that make Panelboards last as long as the buildings in which they are installed. There is a reason for every day of life-long service of these units.

Do not overlook either that standardization of steel cabinet with the standardized panelboard reduces detail in specifying and installing and makes your panelboard job as simple as possible. Send for the new Catalog. Nothing finer has ever been prepared on panelboards.

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SEDGWICK SERVICE SATISFIES

TWO of the many types of Sedgwick Hand Power Dumb Waiters and Elevators are illustrated above. Twenty-one standard types are available for immediate shipment, while special equipment is expertly, economically and promptly built to meet unusual requirements.

Early Consultation Advisable
Consultation with us when plans are being drawn will assure selection of and provision for the equipment best adapted for complete satisfaction and economy in use.

Write for New Catalog
LACO Burner Places Oil Heat Within Reach of Rich and Poor

Here is the Ford of Oil Burners. It's the first and only burner to use an age-old practical principle others overlooked. It now cuts the cost of an oil-heat system to a fraction of present oil burner prices! By burning AIR and OIL it eliminates waste, incombusted and unburned gas, and SOLVES THE FUEL COST PROBLEM!

FITS ANY FURNACE or STOVE

The Laco Oil-Gas Burner in one minute turns your present hot-air furnace, steam-heating or vapor-heating plant, kitchen range, parlor furnace, etc., into a modern up-to-date oil heating system!

Same Even Heat Day or Night

Automatic temperature control. Operates quietly. Nothing to adjust. It's installed and you forget about it. Designed to last a lifetime. Guaranteed. Complies with all ordinances. Actually safer than the ordinary gas range used in a kitchen!

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LACO Oil Burner Co., 2002 Union Street, Griswold, Iowa.

Send facts about your burner, the new Mineral Wick and Special Low-Price Offer.

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Kind of heating system I now have...
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Miami Beach Garden ..................... Miami, Fla.
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Missouri Theatre ......................... St. Joseph, Mo.
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Clinton Underneath

You can't fail to notice a real plaster job.
And you know that a good job is only possible with good lath.

Clinton Lath is good lath.

It is woven of finely tempered wire of uniform tensile strength into a close, even mesh.

While you only see the outside surface of plaster, you are pretty certain that if it is good, quality extends right back to the foundation. Chances are the foundation is Clinton.

Let us send you descriptive literature.

See Sweet's Architectural and Engineering Catalogs for Specifications

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Announcing the Organization of

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MANUFACTURERS OF

Ornamental Bronze, Hollow Steel and Metal Covered Products

A Consolidation of

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Brooklyn, New York

KNOBURN PRODUCTS CORPORATION
Hoboken, New Jersey

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Recognizing the present tendency of "Art in Industry" as exemplified by the unique and ornate treatment of entrances, elevator enclosures, radiator grills as well as other bronze and steel products used in banks, theatres, office buildings and other types of monumental structures, the RELIANCE BRONZE & STEEL CORPORATION has established a Special Creative Department in charge of master designers and craftsmen whose co-operation is available to the trade.

It is anticipated that the scope of service of the consolidated organization to the trade will be extended on a more comprehensive basis, through the constant endeavor to introduce the most advanced methods of manufacture, delivery and installation of its products to keep pace with the constantly improved standards in building construction, with a view of attaining greater efficiency and economy and to obtain the best quality and service.

By reason of a larger production capacity, this Company is in a position to maintain prompt deliveries, to expedite building construction.

We invite conferences with owners, architects and contractors who have construction projects in hand and who seek the co-operation of a reliable, experienced and resourceful organization, which will give personal attention to quality of work and prompt execution of contracts.

RELIANCE BRONZE & STEEL CORPORATION
Dobbin & Banker-Sts. and Norman Ave.
Brooklyn, N. Y.
Lignoid-Compo ORNAMENTS for Wood Work

The Tudor Paneling illustrated shows the possibilities of Lignoid-Compo wherever relief ornament on woodwork is desired.

Also Art Stone Mantelpieces
In all Periods

Jacobson Mantel & Ornament Company
322 East 44th Street
New York

LOUIS GEIB ARTHUR P. WINDOLPH

It's So Easy to Steal!

Unless the School has Miller Wardrobes

Recess time . . . little Johnny or Mary alone in the school room because of sickness . . . the other children's wraps hanging on hooks in an old-style cloak room or locker room. Only a step . . . and out of curiosity alone, little Johnny or Mary is investigating the pockets of school-mates' coats.

Candy, marbles, beads and the other odd-endso adopted by childhood! It's so easy for little Johnny to slip some choice trifle into his pockets. It's so easy to steal. And no one can foretell the consequences of the act.

Why place temptation in little Johnny's way? In up-to-date school rooms, equipped with the Miller School Wardrobe, petty pilfering is impossible.

ONE KEY and ONE LOCK on the Master Door of a Miller Wardrobe locks or unlocks all the doors at once. The teacher holds the key—has "single control" of the Master Door's "single control". Adequate storage room is provided, the wall space on the outside is utilized by genuine Bangor slate blackboards—and there's no opportunity for stealing.

Ask for Catalog W-7

K-M SUPPLY CO.
123 West 8th. St., Kansas City, Mo.
Your 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.
YOUR PROFESSIONAL PRIDE

THE aspirations of the American people for beautiful things to wear, to use, and to adorn their homes, and for beautiful houses, lead to greater happiness and higher aesthetic civilization. This expression from A. R. Erskine, a layman, in a recent issue of the Magazine of Business, is significant. It is timely as a reminder to every architect in the South that he owes an obligation to those leaders in the profession who conceived and who are working to the end that it shall not fail, the first Southern Architectural and Industrial Arts Exposition, to be held in Memphis, Tennessee, during the second week in November.

What greater inspiration could you, as an architect in the South, have to lend your full co-operation to the sponsors of this exposition than to know that you will be helping to feed the hundreds of laymen and laywomen who will visit this exhibition and who are hungry to feast their eyes upon things beautiful, things aesthetic, that they might come to know more about this thing we call “Frozen Music” —architecture the Mother of all the Fine Arts? It is indeed an opportunity for you as an individual, for the architectural profession as a group, and for Architecture as an Art in the South.

The hopes and aspirations of a few who realize the great opportunity such an exposition offers, though they be founded on the most noble ideals, will not and can not make this thing a success. It is going to require individual action, group action, and a professional consciousness of co-operation. It is time to stir yourselves to action.

If, as Edwin Bergstrom, Treasurer of the American Institute of Architects, says, “Architecture is a co-operative profession, a co-ordination of efforts to create a work of art, to fulfill a definite need within a definite cost. The mind of the architect must interpret the need of another mind, apply to it his imagination, translate the concept to other minds, direct still other hands to give it form and substance, and make it fulfill the need for which and satisfy him for whom it was created.” Then, it is certainly to the advantage of the men who profess to practice a human art to get closer to those who are making it possible for them to do so. We know of no better way than to bring before the public a complete picture of the finest works of architecture that might see with their own eyes the beauty, the satisfaction, and aesthetic inspiration which comes from building well done. It is such a picture colorfully presented, that the public will see at the first Southern Architectural and Industrial Arts Exposition, if the architects of the South will heed the call to action.

You have recently received from Chairman M. H. Furbinger, a brochure of information concerning this exposition. If you have laid it aside for future reference go now this day and find it, re-read it again and again until you have become sensitive to the obligation you owe yourself, your profession, and the public, to take some definite action now towards selecting the work you will show in Memphis in November.

IT’S DANGEROUS BUSINESS

WHEN some reckless speed maniac drives his eight-in-line down main street of the town at sixty miles an hour, you can confidently count on a certain number of similarly hare-brained individuals to follow his example, despite the fact that they know their foolhardy action to be highly dangerous to the public welfare and in violation of the law. Is their action excusable on the grounds that they follow the example of another? Is their guilt the less because it was merely the guilt of imitation? Plain common sense furnishes an instant and obvious answer to these questions. Yet many people, like the small boy who follows the leader to a favorite swimming hole knows full well that a hickory stick will be the price of disobedience, seek to escape the responsibility of independent thought and integrity of action by offering the lame excuse that they were simply following the example set by another. No more fallacious ground for action could be conceived than this blind and unreasoning tendency to “follow the leader.”

If this “follow-the-leader” philosophy were practiced generally, the law of expediency would supplant the law of reason, moral perversion would take the place of moral responsibility, the social order would be transformed into chaos, mental decadence would gradually rob men of their power to think and progress would not only halt, but the world would be swept back into the very slough of conditions from which it has struggled to escape.

In its worst manifestation this “follow-the-leader” tendency is exemplified in the foolish, unprofitable and demoralizing practice of cutting prices. The president of the Josam Manufacturing Co. is here pleading for sound thinking in the plumbing industry of which they are a part.

Let us apply this reasoning to the architectural profession, for we know that here in the South, like every other section there are those who would stoop...
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to conquer, not knowing perhaps the folly of their way. Charles Kyson in his report of the Architects' League of Hollywood, investigation of the Architect's Profit and Production Cost, presents the folly of price cutting so convincingly there can be no argument. "The elated young architect thinks he has struck something rather soft, where the flow of easy money is going to put him in the class of possessing a real bank account. He thinks he can do his work and still cut way below the A. I. A. schedule, but disillusionment invariably awaits him! The time comes when he gets so much work he can not do it himself, he must then have draftsmen to help him, and to his surprise he finds that he can not operate so economically. He is in the sad position of having educated his clientele to demand a cut rate charge from him and he finds that he can no longer make money at these figures—if he tries to raise his prices he discovers it to be exceedingly difficult to get business from his old clients or their friends, so he virtually has to start all over again and establish a new set of customers."

Do you think the feeble practice of bidding for business on a price basis is likely to succeed in gaining the respect of the buyer of architectural service? Do you think the spectacle of witnessing a bitter and vindictive struggle, which is sure to result if price cutting continues, on a price basis will prove effective in impressing the buyer with the importance of the architectural profession? Remember, in the final analysis, the buyer has absolutely no other means of judging the profession than by the action of its members, whether they be honest and worthy or base and unworthy, of the representatives of architecture.

AN ARCHITECTURAL CLINIC

The majority of people can tell whether a building is beautiful, mediocre or ugly, but in completed buildings nothing can be done about it. The trained eye can detect potential ugliness in blueprints. At this stage, it may be eliminated from proposed buildings. If trained eyes can be brought to bear upon buildings in the blueprint stage, and if even a minority of people will support the findings, then there is no longer any reason why entire sections need be repeatedly injured either by endless rows of exact duplications of mediocrity or by a single "eyesore" in well ordered neighborhoods. Well designed buildings need cost no more than mediocre structures. They are better investments for the purchasers and for a community as a whole.

To accomplish these results, there has been developed in Washington an Architects' Advisory Council. The underlying idea of this council is to aid in the development of a more beautiful Washington,—not by indulging in generalities but by focusing technical opinion and public sentiment on each building as it is erected. For five years it has been going through experimental stages of the technical criticisms, going it alone; now it has asked for the support of the Citizens' Associations, and cooperation has been promised by the Federation.

The Council was launched by the Washington Chapter of the American Institute of Architects, and is now supervised by a committee of the Chapter. The membership represents almost the entire roster of the ablest Washington architects, subject to service by assignment, whether or not members of the Institute. The service is wholly voluntary, and given without charge. It is an "architects' clinic." The architects are giving their services for the good of the city as a whole.

Once each week, a jury of three architects,—one man added each week and one dropped,—meets in the office of the Assistant Engineer Commissioner and there reviews the current plans on file for building permits. There are no delays. Plans are examined and criticized whether or not permits have been granted. The criticisms are intended to be constructive. If followed, they would tend to make good buildings better, mediocre buildings less insignificant, ugly buildings less painful.

The comments are regularly transmitted to each owner or architect, but there is nothing compulsory about following the advice. Many have disregarded it to the city's detriment; many have co-operated and benefited both themselves and their city. This is where the citizens and the Council join.

Architects are also invited to bring their problems to the attention of the juries in the sketch stages, in order to get other viewpoints before, rather than after, working drawings are made. We all know how closeness to a problem makes impartial judgment difficult, and we have all benefited by the casual suggestions. This system of sketch review means professional consultation without cost; and some of the ablest confreres have not been too proud to bring their sketches for review, so there is no worry about inferiority or superiority complexes.

This movement might well be followed by other cities throughout the South. Does it not offer a suggestion to other chapters of the A. I. A.?

DO YOU NEED DRAFTSMEN?

The Southern Architect and Building News, through its editorial department, endeavors to maintain a contact between architects and draftsmen whose mutual service is desired. At the present moment we are in touch with several draftsmen who wish to become connected with leading architectural offices in the South and if you are in need of draftsmen kindly communicate with us.
CHURCH OF NOTRE DAME, PARIS
From a Pencil Sketch by Milton S. Osborne
The Early American Church

By Thomas M. Boyd*

The centuries beginning with the sixteenth, witnessed the building of few if any outstanding church edifices anywhere on earth. There were centuries of bitter warfare and often bitter religious strife, during which men did not have either the time or the repose to plan and build beautiful structures in which to worship. There were centuries during which there was in many quarters a distinct hatred of all that is beautiful and comfortable.

The old world strifes had their reactions in America. Then, too, the bulk of the brave men and women who emigrated from Europe to the new world were poor or were artisans or farmers in quest of a livelihood. The immigrants did not bother themselves much about art, beauty or culture. They had no time to spare for higher pursuits of the leisure classes. However, all were deeply religious, from the Puritans who settled in New England to the followers of the Church of England who settled in Virginia and the other southern colonies. In fact, religion was a part of the state. Churches were supported by general taxation and attendance was compulsory, whether one believed in the particular dogma taught by the sect in control of the immediate community, or not.

None of the first churches erected in any of the settlements have been preserved to this day, but there are numerous structures built in a fairly early day which are still being used by various denominations. There is a close architectural similarity between all the early edifices, and one authority who spent years in the study of church architecture tells us that the changes in design from 1638 to 1830 are far less noticeable than those in the quarter century after 1830.

The expedition sent out by the Virginia Council of London, or the London Company, established itself in Virginia, on an island in the James River, forty miles from its mouth, in 1607. From the beginning the Virginia church was an integral part of the Church of England and technically under the jurisdiction of the Bishop of London. Naturally the church architecture of the early Virginia Colony was not dissimilar from that they had known in the Mother Country. As in the old country, abuses crept in, and before long the best pews were reserved for magistrates and their families, and private galleries were erected at their own cost by rich men of the parish. The church thus assumed an aristocratic aspect and the middle class entered its objection to being discriminated against. The abuses happily worked for the better, and about 1740 permission was granted to the dissenters from the established church to worship according to their own desires. Then at the time of the Revolution, the church voluntarily disestablished itself, becoming the Protestant Episcopal Church of the United States.

The oldest building in the United States of English construction is St. Luke's Episcopal Church near Smithfield, Virginia. This structure was erected in 1632 and was used as a house of worship continuously for two hundred years. It was abandoned in 1836 and gradually became dilapidated, but it was restored about 1884. This structure is of brick, quite like some of the English parish churches of the sixteenth century. Although built when the Renaissance style was in favor in England St. Luke's is reminiscent of the older Gothic. The tower is the only part of the building showing the renaissance influence.

St. Paul's at Norfolk, Virginia, was originally built in 1638-41, but the present church on the site was erected in 1759. St. Peter's in New Kent County, Virginia, was built in 1700 and 1701. It is much like St. Luke's at Smithfield. St. John's at Roanoke is a sister church in style and is quite like the parish churches of England. The walls were built of granite laid in clay and pointed in lime mortar.

Trinity Church at Wilmington, Delaware, has the same dimensions as the famous Gloria Dei at Philadelphia, being sixty feet long, thirty feet wide and twenty feet high. It also was built by the early
Swedish settlers and dedicated on Trinity Sunday in 1699. The walls of this church were of granite laid in clay and pointed up in lime mortar. It cost 800 pounds sterling, a large sum to be raised in those days by the poor Swedish worshippers, who enjoyed no state aid as did the churches of Virginia and New England.

Church architecture advanced in the southern states during the eighteenth century as it did in New England. Quite a number of edifices from that century survive. One of the oldest is the Bruton parish church at Williamsburg, which city became the colonial capital of Virginia in 1699. The present edifice in Williamsburg was completed in 1715. Exclusive of the wings it is twenty-eight feet by seventy-five feet. In this church the old pulpit is preserved, as well as the canopy and velvet curtain embroidered with the name of Alexander Spotswood, which hung over the governor's pew. The tower was added in 1769.

Most famous, perhaps, of all old southern churches is St. Michael's at Charleston, S. C., the cornerstone of which was laid in 1752. It is entirely of brick covered with stucco, its length with portico being 130 feet, its width 60 feet and its tower 168 feet high.

Our interest in all the early American churches is almost wholly historical. The pioneer architects and builders proved themselves capable and resourceful, accomplishing remarkable results with the materials with which they had to work. As has been said, America was settled at a time when mankind was taking a backward step, when wars and religious conflicts were wiping out whole populations and when art, beauty and culture were considered of no particular value by the great majority of mankind. The reaction lasted through several centuries, during which few outstanding structures, especially churches, were erected anywhere on earth. The American church edifices of those centuries will compare very well with those built in other countries. The Colonial style was at least positive and it had a meaning. It is characteristic of America, even though it is based on classic models.
ENTRANCE, BRUTON PARISH CHURCH, WILLIAMSBURG, VIRGINIA. BUILT 1715
ST. JOHNS EPISCOPAL CHURCH, ROANOKE, VIRGINIA. EARLY 18TH CENTURY
AN EIGHTEENTH CENTURY GOTHIC CHURCH IN SOUTH CAROLINA
There is no style, perhaps, so profoundly ecclesiastical as that of the Gothic and not one that is more difficult to master. In former times, that age which produced so many outstanding Gothic churches in the world, it was the custom of aspiring young architects to serve an apprenticeship of a stated period. It is certain that outstanding excellence of design cannot be obtained with a superficial study of the subject, and it is exceedingly hard for the architect who has established a good general practice to devote the time to study the subject as it deserves.

Over a long period of years the American public have recognized in the Gothic their highest ideal for a place of worship and yet to those who know there has never been so many crimes committed as in the name of Gothic. The architects are not wholly to blame for such a situation. There is a limit always to what even an exceptionally skilled architect can accomplish with a given sum of money and Gothic is not an economical style in which to deal if we are looking for architectural perfection. So, the average architect, and it is the average architect who is doing the majority of churches in this country, when called upon to do a Gothic church is up against a problem that requires a great deal more serious study than it is usually necessary to give to any other type of project.

It seems there is a general failing among church building committees to discuss at great length the type and size of the church structure, its general accommodations, materials of construction, and the features of its equipment, long before cost limita-
tions are finally fixed or even before an architect is considered or engaged. It is here that the architect must display both tact and ingenuity to bring about an adjustment of the requirements and the budget until the two are so related that further work can proceed upon his part with some assurance that satisfactory results can be accomplished.

In the Evangelical Lutheran Church of the Resurrection, erected at Augusta, Georgia, early in 1928, the architects, Scroggs & Ewing, were able to accomplish an unusually satisfactory church plan and at the same time give their clients a building whose exterior is inspirational and quite expressive of its function. These two prime results were had at a nominal cost. The cubic foot cost was approximately forty cents.

The main auditorium has a seating capacity of five hundred. The plans for the Sunday School department call for a Junior Department of seven class rooms, an Intermediate Department of five class rooms, two Junior class rooms, one Men's class room, one Women's class room, one Mothers' class room, one Cradle Roll room, one Beginner's room, and one large Primary class room. All of these rooms were not built, however, on account of a lack of funds, but to obtain the same accommodations, temporary partitions were installed in the large Sunday School auditorium under the main auditorium. Adjoining the Sunday School auditorium are a kitchen, pantry, store room. On the main floor is a serving room, containing a dumb waiter for service from the kitchen below. Also pastor's study, library, vestment rooms. The finish of the auditorium floor is cork tile, and special treatment was given walls and ceiling so that the acoustics are perfect. The auditorium and chancel lighting is wholly indirect, no fixtures being visible. The exterior walls are of Georgia granite with Indiana limestone trim. The roof is of blue-black slate.
ENTRANCE DETAIL
EVANGELICAL LUTHERAN CHURCH OF THE RESURRECTION, AUGUSTA, GA.
SCROGGS & EWING, ARCHITECTS
ENTRANCE DETAIL

THE NEW CITY HALL, ST. JOSEPH, MISSOURI

ECKEL & ALDRICH, ARCHITECTS
FIRST FLOOR PLAN

SECOND FLOOR PLAN

THE WOODROW WILSON HIGH SCHOOL, DALLAS, TEXAS
MARK LEMMON, ARCHITECT
FORMERLY DEWITT & LEMMON, ARCHITECTS
ACADEMIC BUILDING

COLUMBIA THEOLOGICAL SEMINARY. DECATUR, GA.

EDWARDS & SAYWARD, ARCHITECTS
Evidence of a new service which architecture is rendering for American business is rapidly becoming apparent. On every hand lately have grown up structures of various types which, in beauty and freshness of design, no less than in efficiency and appropriateness of planning, are lending their expressive qualities of art and decoration to the success of business.

Entrance Lobby, Candora Marble Company Building, Knoxville, Tenn.
THE CANDORA MARBLE COMPANY BUILDING, KNOXVILLE, TENN.
BARBER & MCMURRAY, ARCHITECTS
It is rather significant that the Candoro Marble Company, Knoxville, Tenn., should have engaged the services of an architectural firm to design their recently erected office building or show rooms. In doing so, they showed excellent judgment as the photographic illustrations in this issue of the Southern Architect and Building News, so well indicates.

The problem of the architect was not a simple one of doing a small building just to satisfy the utilitarian needs of the working forces of this organization. The Candoro Marble Company being manufacturing contractors of foreign and domestic marbles it was most important that the building to house their working forces should be a standing advertisement for the company's products. It was necessary that they take the material at hand and use it in such a way in the completed structure as to bring out the qualities of the product in the most attractive manner.

The direct requirement was that the building should be immediately attractive to the eye of every one coming near the company's properties. This attention must be held and create in the mind of the observer a desire to come closer and actually examine the material. This problem was at once a stimulating as well as a governing factor in the design.

Marble when used exclusively is not an altogether easy medium in which to work, especially is this true in a small structure where mass can not be depended upon entirely for interest as can be done in a large building of monumental character. To meet the requirements of the building squarely the architects chose to keep their design as simple as possible using only such decorative detail as would focus attention at the strategic points, such as the entrance doorway and the window motifs along the side wall. The style, if one must hitch onto every building a particular style name, might be called Italian Renaissance. The writer would much prefer to designate it simply as a building with all the characteristics commensurate with the purpose for which it was designed. Fitness and harmony between the products that are sold and the building that houses the show rooms are faithfully carried out in this small building. The atmospheric note struck by the exterior design and the interior decoration and correct architectural embellishment of the entrance lobby makes for a successful and satisfactory solution of the problem involved.
Southern Architectural Exhibit

By M. H. Furbringer, Chairman

Committee of Southern Chapters A.I.A.

It will be hard, indeed, to conceive of anyone who would not find something to engage and hold their interest at an exhibition such as will be held in the Memphis Municipal Auditorium, next November, under the auspices of the Southern Chapters of the American Institute of Architects. This Exposition will embrace the materials of which buildings are constructed, the finish and decorations of rooms and the embellishments of interiors and exteriors and the mechanical appliances which have within recent years come into use and which have in a large measure removed the drudgery from housekeeping. The designing of small and large homes and the landscape treatment in connection, the design and finishing of the rooms, and the treatment of the backgrounds and the proper grouping of the furniture, will be shown by drawings and photographs illustrative of the work of the leading architects of the South.

Public, mercantile, and ecclesiastical buildings as yet not developed beyond the embryonic stage are interesting as showing the trend of the times and when presented, as they will be in the galleries of the exhibition by perspective drawings, renderings in colors, and in various other mediums, they can not fail to attract the attention of those who will avail themselves of the opportunity which this undertaking will afford to see at first hand and amidst pleasant surroundings the handicraft of Southern Architects.

Likewise on display and artistically grouped will be photographs of both large and small buildings and as the exhibits will be sent from all over the South, it will be possible with but a slight stretch of the imagination, while strolling through the halls of the exhibition, to visit the cities and rural communities of the surrounding states and to compare with a fair degree of success the measure of accomplishment which characterizes the development of other sections adjacent to our own city and state, and, on the other hand to acquaint our citizens with the growth of the city in which we live and which only too often is taken for granted and not fully realized. In this day and age of large undertakings, success is only assured when the vision and determination to accomplish a task is equal to the merit which an enterprise warrants and for this reason the plan of this Exposition was conceived on a broad scale and the men who are giving of their time to complete the work undertaken are untiring in their efforts to fulfill the promise their participation suggests.

The size and arrangement of the Auditorium makes possible a wonderful scheme of grouping the exhibits of the allied and industrial arts. A series of rooms will be constructed in which the exhibits will be placed and these with the galleries containing the drawings and photographs will form a structure erected within the main arena which will be as unique as it will be complete and artistic. Exhibitors from all over the country have been invited to take part in this affair and many concerns of national renown have engaged space in which to build their exhibits, while the architects from every section of the South are exerting themselves to make their part of the exhibition truly representative of the profession.

Members of the American Institute of Architects and the Producers' Council, an affiliated organization, have been invited to visit here during the week of the Exposition. Then, too, the Chapters of the Institute located in the South and under whose auspices this Exposition is to be held will meet here, and other groups like the Associated General Contractors of America and the Engineering Society, through their local chapters, will take part in this undertaking.

Arrangements will be made to accommodate the public by keeping the Exposition open at night and the school children will be enabled to take advantage of the educational opportunities afforded by this Exposition in Appointing special days for them to visit the building. In selecting Memphis as the city in which to hold the first Southern Architectural and Industrial Arts Exposition, due consideration was given to its geographical location and the facilities afforded by the auditorium for an undertaking of this kind and the ample hotel accommodations in the city.

An elaborate and interesting programme for the entertainment of the visiting architects has been planned by the members of the Tennessee Chapter and arrangements have been completed which will assure all the visitors who accept the cordial and sincere invitation to visit the city and the Exposition extended them by the Committee of Southern Chapters and the local architects, a pleasant and profitable stay and the hope is expressed that everyone interested in the progress and development of architecture in the South will come to Memphis during the week of November 9th to 16th.
Recognition of Craftsmanship

BY WILLIAM ORR LUDLOW, F. A. I. A.

It is not difficult to understand why Recognition of Craftsmanship appeals to the imagination as well as to the judgment of an Architect and has attracted the attention of a number of the Chapters of the Institute.

First of all, the better class of architects are men who appreciate the higher motives of life, as well as a better quality of workmanship. Then, some of these chapters have felt that this kind of activity, with its attendant publicity, gives them a standing in the eyes of their community as a group of men interested not only in their fees, but interested likewise in quality work and the welfare of the men who produce it. Many chapters also feel that they need an activity that will command the interest and enthusiasm of their members.

Perhaps, also, the rather remarkable spread of this work is further due to the comparative simplicity of setting up the necessary machinery either by a Building Congress, where such exists, or by a chapter of the American Institute of Architects.

The question is often asked, "How do you start such a program?" I venture these suggestions:

1. Obtain full information as to aims and methods from D. Knickerbocker Boyd of the Philadelphia Building Congress, F. H. Murphy of the Portland Oregon Building Congress, or from the writer, Chairman of the Committee on Industrial Relations of the Institute.

In Philadelphia not only mechanics but contractors, architects and others connected with the building industry are honored. In New York we have found it advisable to confine the awards to the mechanics.

2. The whole plan should be placed before the Chapter in such a way that the members will not only see its advantages but shall really become enthused. A committee should be appointed to take charge of the work, and I should like to make emphatic that its success will depend on whether or not the head of the committee has outstanding ability and a real enthusiasm for the cause.

3. The step that the committee should first take is to get the whole-hearted interest of some of the best builders in the city, and also to get the interest of labor, for unless these two elements are brought in "on the ground floor," the processes of "co-ordination" are more difficult. There should be a real feeling of partnership among the Architects, Builders, and Labor to obtain wholehearted co-operation.

This partnership is necessary also to prevent the feeling on the part of the workmen that they are being patronized; labor will not be patronized. Moreover, the workmen are likely, at first, to be suspicious of some ulterior motive,—suspicious particularly of an attempt to "speed up." Enlisting labor leaders on the partnership basis dispels this.

4. Awards are of two general types. (a) On large buildings, to the best mechanic in each trade, with appropriate ceremonies of presentation held in the building while under construction,—one ceremony about the time of enclosure, with awards to the structural trades, and another shortly before completion with awards to the finishing trades. (b) Individual awards, the honor men being selected irrespective of the building where employed. The (b) method is most useful where few large buildings are erected.

5. In type (a) awards, nominations are requested from the architects and contractors in co-operation with the superintendents and foremen.

In type (b) awards it is advisable that nominations be received only on solicitation by the committee from trusted individuals.

6. The awards are made to encourage workmen to better effort and are not made to foremen or to those in executive or supervisory capacities.

7. Nominations are of value only as coming from nominators who have been thoroughly informed as to the real purpose of the awards. In selecting the candidates for awards, favoritism or any appearance of favoritism must be carefully avoided.

8. In type (a) awards, when a building has been selected, a special "Committee of Award" should be appointed, this committee to consist of the owner, the architect, the builder, a representative of labor and a representative of the awarding organization. In type (b) awards the general committee functions.

9. In type (a) awards the best means of selecting the men to be honored is to explain the idea very fully to the superintendent and to the foremen on any particular building which is of such character as to merit the awards. The foremen should be instructed to select with great care one or two of the best men working in each of their particular trades. These names are then passed on to the superintendent for approval and then should go to the Committee of Award for final determination. It is highly advisable to have some outstanding labor man on the Committee of Award in order that the names may be vized by labor, and in order that nothing may be inadvertently done which would be unfortunate from the worker's angle.

Editor's Note: At the recent Convention a number of delegates requested information as to the best methods of starting the work of Recognition of Craftsmanship. The Chairman of the Institute's Committee on Industrial Relations, William O. Ludlow, has written for The Octagon this statement of the points he believes most important.
In type (b) awards the best information as to deserving men can be obtained from their employers. Except where artisanship is concerned, seeing a man's work does not give adequate information, particularly as quality alone should not be the criterion.

10. Ceremonies of award should be made as impressive and as important as possible. Awards are public; in the type (a) awards all workmen on the operation, their wives, their friends and the general public are invited. In type (b) awards a special occasion should be arranged.

11. Photographs of presentation ceremonies, news items, and articles on the value of craftsmanship featured in the public press, and the widest publicity possible for the awards and their purposes are essential.

12. It is quite possible for the entire work to be conducted without expense to the organization which sponsors it. In New York practically the entire cost is borne by the owners of the buildings. A charge of about $10 to cover the cost of each certificate, gold button and clerical work is borne by the owner of the building. It has been found that there is no difficulty in persuading owners to do this, as a matter of $100 or so is a comparatively small item on a building enterprise involving hundreds of thousands of dollars. Moreover, the owners readily recognize the considerable advertising advantage which they get when awards are won by those engaged on their buildings, even though they may not have a broader vision of the ideals upon which the movement is founded.

Where awards are of type (b) a sustaining membership may be advisable, which is usually not difficult to arrange on account of the peculiar appeal of the work.

In New York we have found it surprisingly easy to enlist the sympathy and co-operation of owners, architects, builders and labor, for all of these elements, if not interested principally from an altruistic motive, see at least other advantages of great possibilities. It is most desirable, however, to put the whole matter where it deserves to be placed—on the high plane of great and splendid service not only to the building industry, but to every individual concerned—for the stirring of ambition to do nothing but a high grade of work ennobles a man's whole life, brings him a contentment that he has not known before, makes him a man of finer ideals, and in a word does something to create a better citizenship as well as a worthier nation.

**Incineration in The Home**

Perhaps the most frequent cause of difficulty arising between the client and the architect after the house has been completed is the failure of the designer to anticipate his clients needs other than those actually laid down. To do this with any marked degree of success imposes upon the architect a problem not dissimilar to that of the professional “mind reader” whose clientele imparts nothing and ask to be told everything. The really successful architect has learned not to depend entirely upon his clients statements as to what is needed in the home, but rather to take their wishes into consideration and then through mental suggestion lead the client into wanting such equipment included which the architect himself knows full well will later be needed if it is not put in at the time of erection.

It is not every architect who has the happy faculty of being able to bring his clients around to his way of thinking, especially is this true regarding the smaller items of equipment which more often than not make for a successful home. For this reason every architect should make it a point to study every new product that is put on the market and thoroughly familiarize himself with the advantages offered. The building industry has developed so rapidly within recent years and so many very worthwhile products have been put on the market until the whole scheme of things has been completely revolutionized, and the architect who fails to take cognizance of this fact is failing to give his clients the kind of service they deserve.

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