

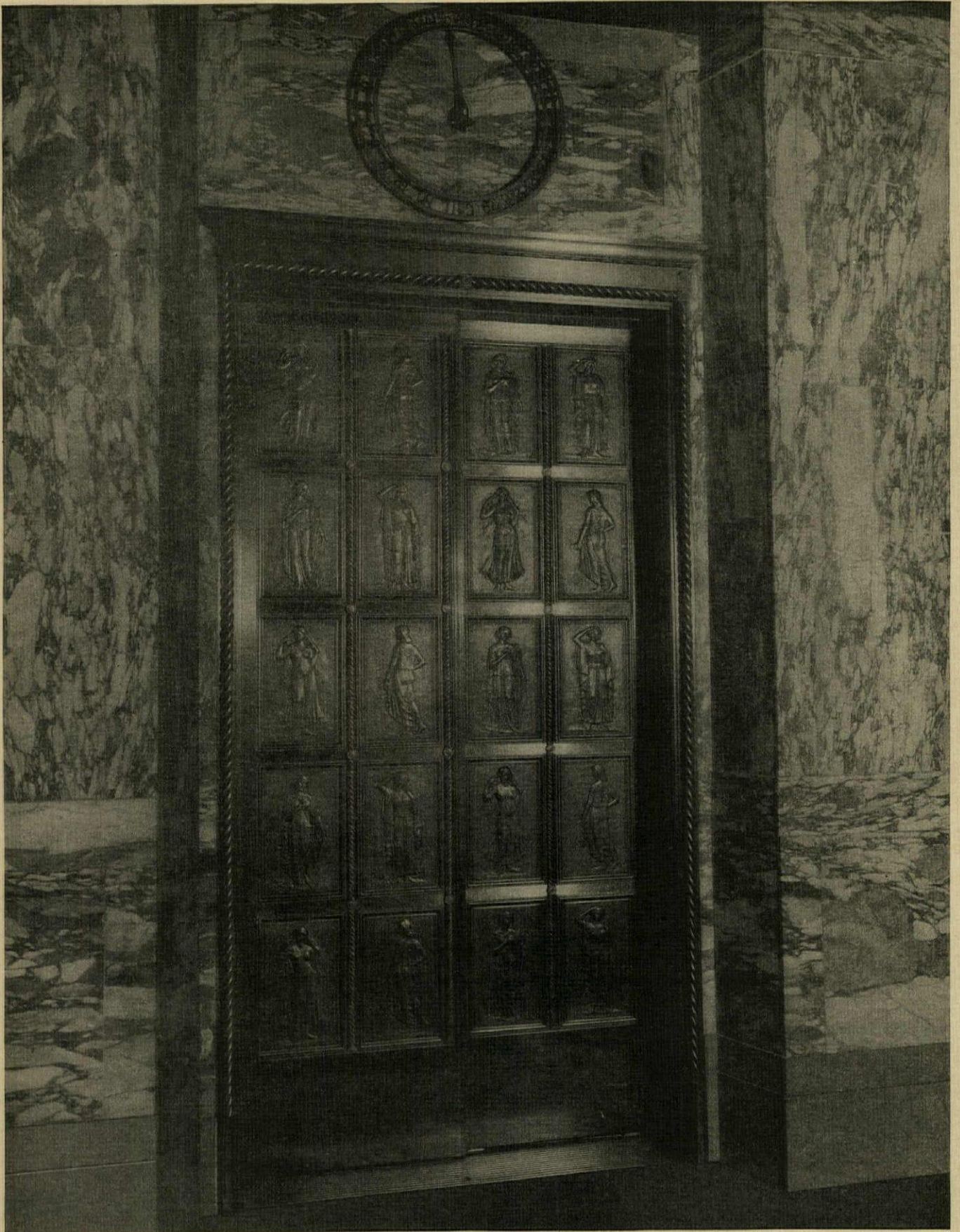
THE  
ARCHITECTURAL  
FORUM

IN TWO PARTS



PART ONE  
ARCHITECTURAL DESIGN  
JULY  
1929





Book-Cadillac Hotel, Detroit

Tyler Bronze Elevator Entrance

Louis Kamper, Architect

**ELEVATOR  
CARS**

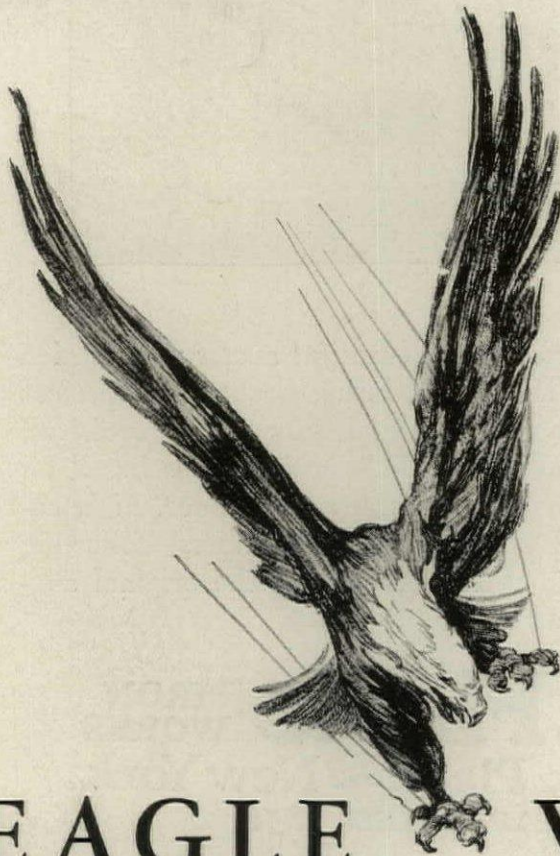
**TYLER**  
THE TYLER COMPANY, Cleveland, Ohio

**ELEVATOR  
ENTRANCES**



# LEAD.....

The simplest formula for eliminating paint troubles: specify high-lead-content paints, preferably *pure* lead. For lasting satisfaction and long-time economy.

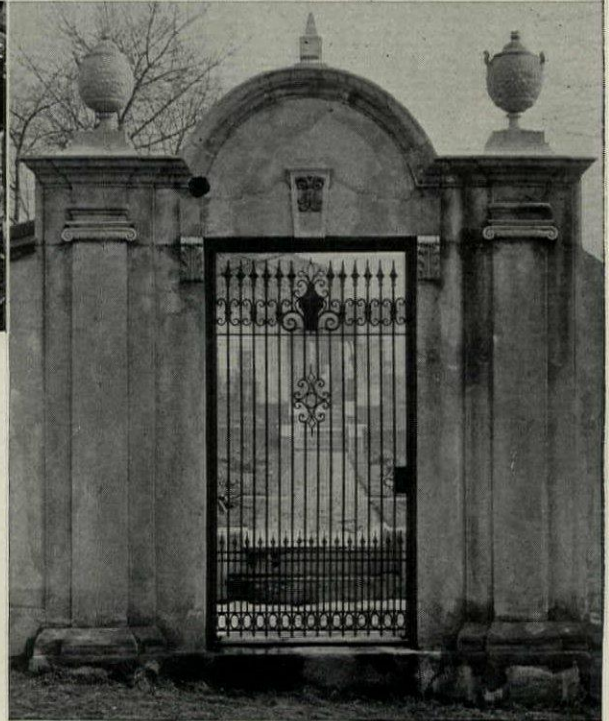


Reg. U. S. Pat. Off.

## EAGLE White Lead

Made by The Eagle-Picher Lead Company, 134 North La Salle Street, Chicago. Producers also of Eagle Red Lead, Eagle Lead Pipe and Fittings, and many lead, zinc and allied products.





## “Gates by FISKE”

DECORATIVE RAILINGS; ENTRANCE GATES; GARDEN AND TERRACE FURNITURE; ORNAMENTAL FENCING (for every purpose, country estate or industrial usage); FOUNTAINS; SUN DIALS; WEATHER-VANES; LAMP BRACKETS; LANTERNS; SPIRAL STAIRS; STABLE FITTINGS; BRONZE TABLETS; ARCHITECTURAL BRONZE; ETC., ETC.

See Our Page in SWEET'S

*M*ANY of America's most beautiful estates are guarded by Fiske gates. Whenever enduring beauty and perfect workmanship in ornamental metal work are prerequisites, Fiske is the natural choice. This preference is based on more than 70 years of dependable performance. Fiske cooperates closely with Architects and Builders—following through designs submitted or offering the original suggestions of skilled artists.

**J.W. Fiske** IRON WORKS  
80 Park Place ~ New York  
ESTABLISHED 1858

SPECIALISTS IN ORNAMENTAL METAL WORK





Cook County Jail and Criminal Courts Building, Chicago. Built of Gray Indiana Limestone. Hall, Lawrence & Ratchliffe, Incorporated, Architects. Great Lakes Construction Company, Builders.

## Chicago Architects Test Indiana Limestone Company Service

IN rapid succession, such major building operations as "333," the Palmolive Building, the Medinah Athletic Club, Willoughby Tower, Chicago Daily News Building and Foreman National Bank, are giving Chicago architects proof of the standard of service now available in the natural stone industry.

On all of these projects, the Indiana Limestone

Company has established a record which merits attention of the architectural profession the country over. On-time deliveries, prompt, unfailing service, can now be given you no matter what the requirements of your building project and no matter where it is located. On small as well as large projects, it will justify you and pay your client to specify Indiana Limestone.

INDIANA LIMESTONE COMPANY

General Offices: Bedford, Indiana

Executive Offices: Tribune Tower, Chicago



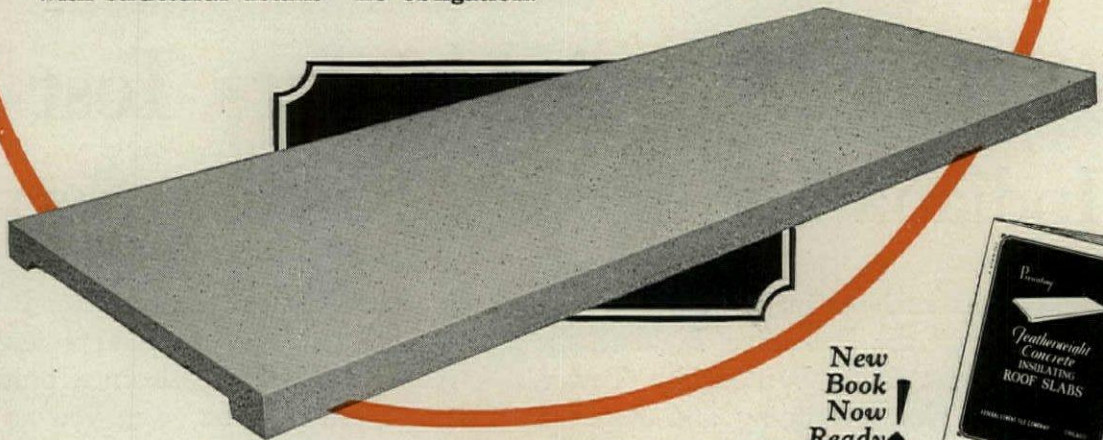
at last

## *Featherweight Concrete* INSULATING ROOF SLABS

A new era in roof construction! Concrete—the dependable—the permanent—now improved, offering a precast slab of great strength that weighs but 10 lbs. per square foot and has in addition excellent insulating value.

Haydite concrete has long been known and used successfully. Federal research has perfected its application to precast roof slabs and now adds new economies in structural steel and new resistance to heat and cold to all the acknowledged advantages of the concrete roof.

Send for this interesting story in our new 32 page book, complete with structural details—no obligation.



New  
Book  
Now  
Ready!



Made, Laid and Guaranteed by

# FEDERAL CEMENT TILE COMPANY

608 South Dearborn Street

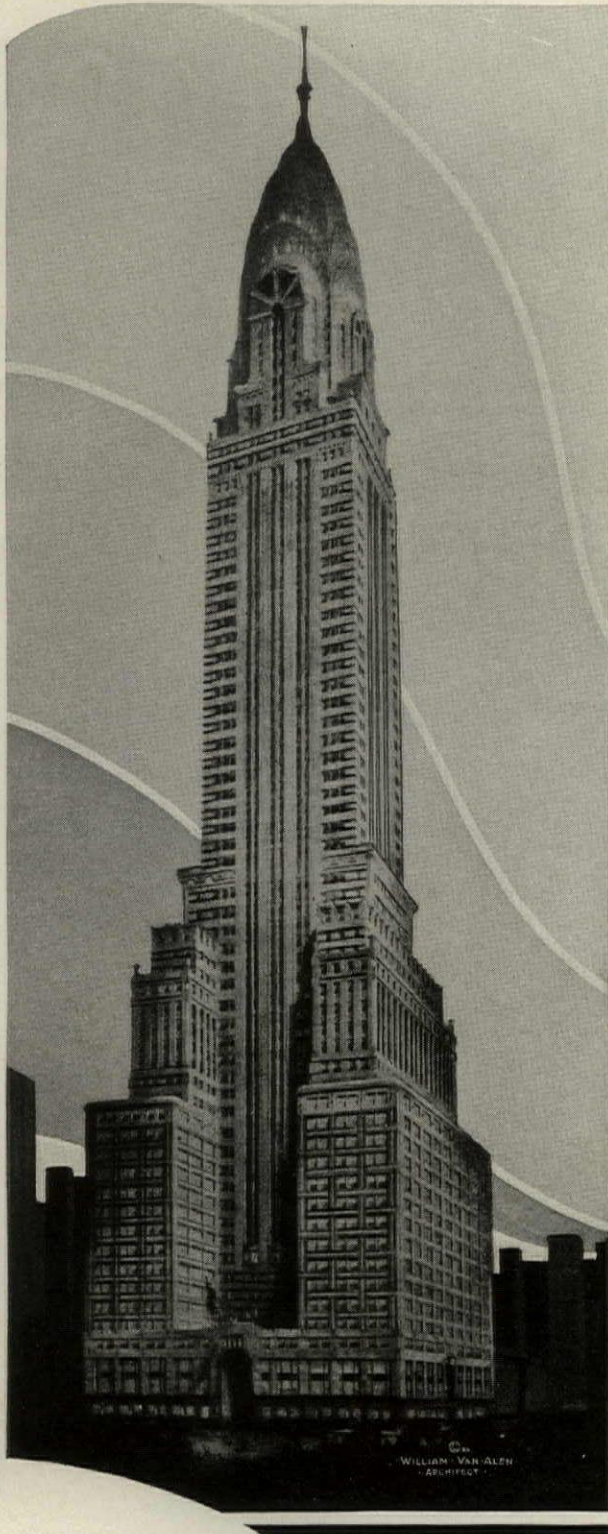
Chicago

FOR OVER A QUARTER CENTURY



# Face Brick Monument

## to Chrysler Enterprise



CHRYSLER BUILDING, NEW YORK CITY

WILLIAM VAN ALLEN, Architect

*Taller than the Woolworth Tower, this new Chrysler Building will dominate the Grand Central District. It is under construction at 42nd Street and Lexington Ave.*

The world's tallest skyscraper, a monument to Chrysler prestige, is to be of Face Brick! The work is already under way. The building will tower above New York's magnificent skyline, 68 stories high, 808 feet from peak to sidewalk. Its style is eloquent of the architectural distinction which it is possible to obtain with Face Brick.

Through the skillful use of more than 3,500,000 Face Brick, in a striking tonal range, the desired artistic effects are being expressively carried out. The trim of black enamel Face Brick, contrasting with polished aluminum spandrels, furnishes an example of the possibilities of Face Brick—used in the Chrysler Building for utmost beauty, individuality and prudent investment.

AMERICAN FACE BRICK ASSOCIATION  
2151 City State Bank Building, Chicago, Ill.

*If you live in Canada, please write to  
26 Queen Street East, Toronto, Ont.*

## FACE BRICK

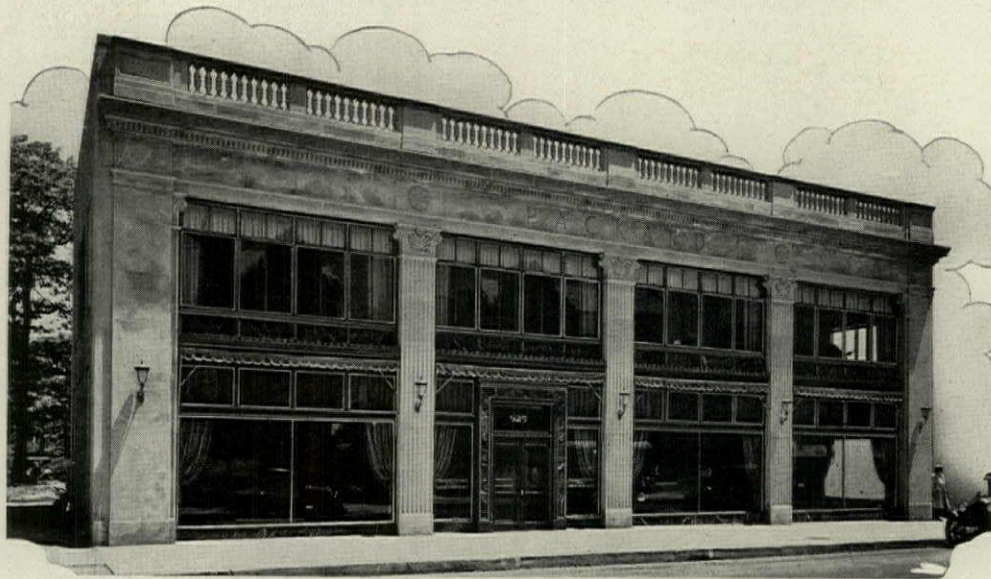


*Presenting*  
**The Truly Modern**  
*Advanced  
 Construction in Distinctive  
 Metal Designs to Fit Every  
 Appropriation*

**H**ERE under one trade-name, distinguished for years by a reputation for the finest in store front construction, you will find new artistry in metals to match the grace and beauty of your modern store architecture.

The new striking chromium-lustre *solid* white metal—the deeply wrought patterned effects of art bronze—the brilliance of copper—the dignity of rich *solid* bronze—all of these built sturdily on proven Brasco principles of permanence, heavy-gauged metals, safety to the plate, ease of installation, adequate ventilation and drainage.

Our complete literature, full sized details and actual samples will be of interest to every architect.

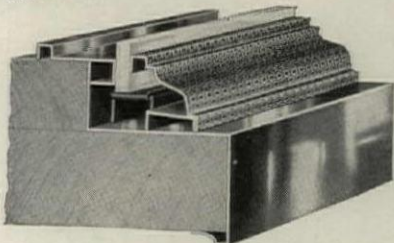


*A Packard display and service building at Hubbard Woods, Illinois, with show windows framed in Brasco. Architects, Puckey & Jenkins. This construction is complete from sidewalk to I-beam, with all members of unified design.*

**Brasco**

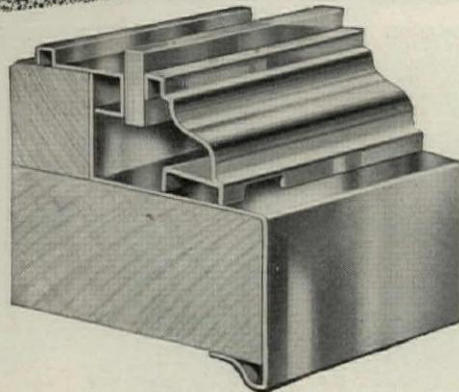


# in Store Fronts



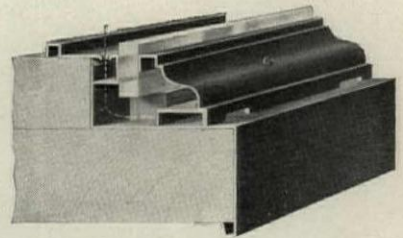
**ART BRONZE**

offering a distinct contribution to modern store architecture with its striking patterned effects in deep relief.



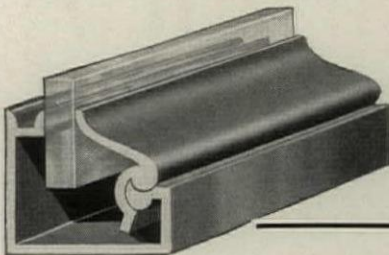
**PERMAWITE**

the new white setting now the vogue. A chromium-lustre solid white metal of marked brilliance and unusual weathering qualities — at lower cost than plated metal.



**COPPER**

or Bronze, the metals of proven merit, serving successfully on thousands of Brasco store fronts all over the country.



**DAVIS  
SOLID BRONZE**

without a par today for the finer stores of modern buildings. Built on the fulcrum principle, it assures utmost safety to the largest plates. All glass is set from the outside without need for putty or plastic cement.

## BRASCO MANUFACTURING CO.

5031 WABASH AVENUE, CHICAGO  
28-14 WILBUR AVE., LONG ISLAND CITY      COMMONWEALTH BUILDING, PHILADELPHIA

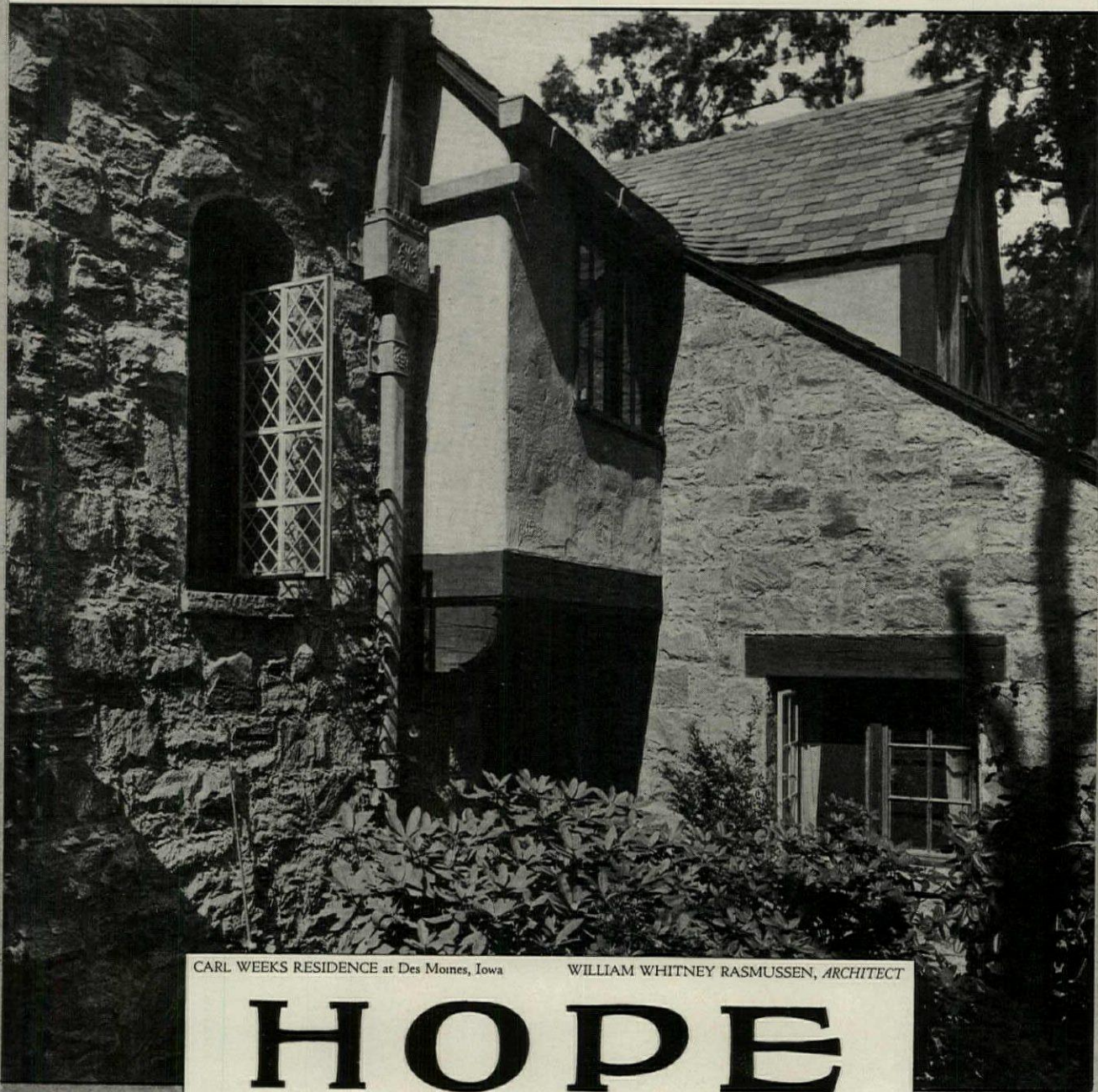


*A close-up of part of the window display of Bucks Booterie at Omaha showing how effectively Davis SOLID Bronze construction is adapted to up-to-date layouts for efficient arrangement of space. Architects, Jas. T. Allen and Noel S. Wallace.*

# Store Fronts



# CASEMENTS



CARL WEEKS RESIDENCE at Des Moines, Iowa

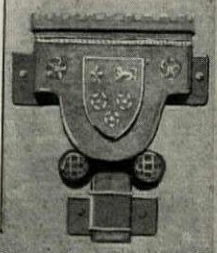
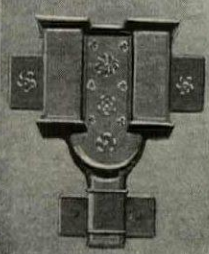
WILLIAM WHITNEY RASMUSSEN, ARCHITECT

# HOPE

For the finest residences in America and Europe, leading architects specify Hope's steel casements and decorative lead work.

**HENRY HOPE & SONS**  
101 Park Avenue New York

CASEMENTS IN STEEL AND BRONZE ✓ LEADED GLASS  
✓ FINE HARDWARE ✓ DECORATIVE LEAD-WORK ✓



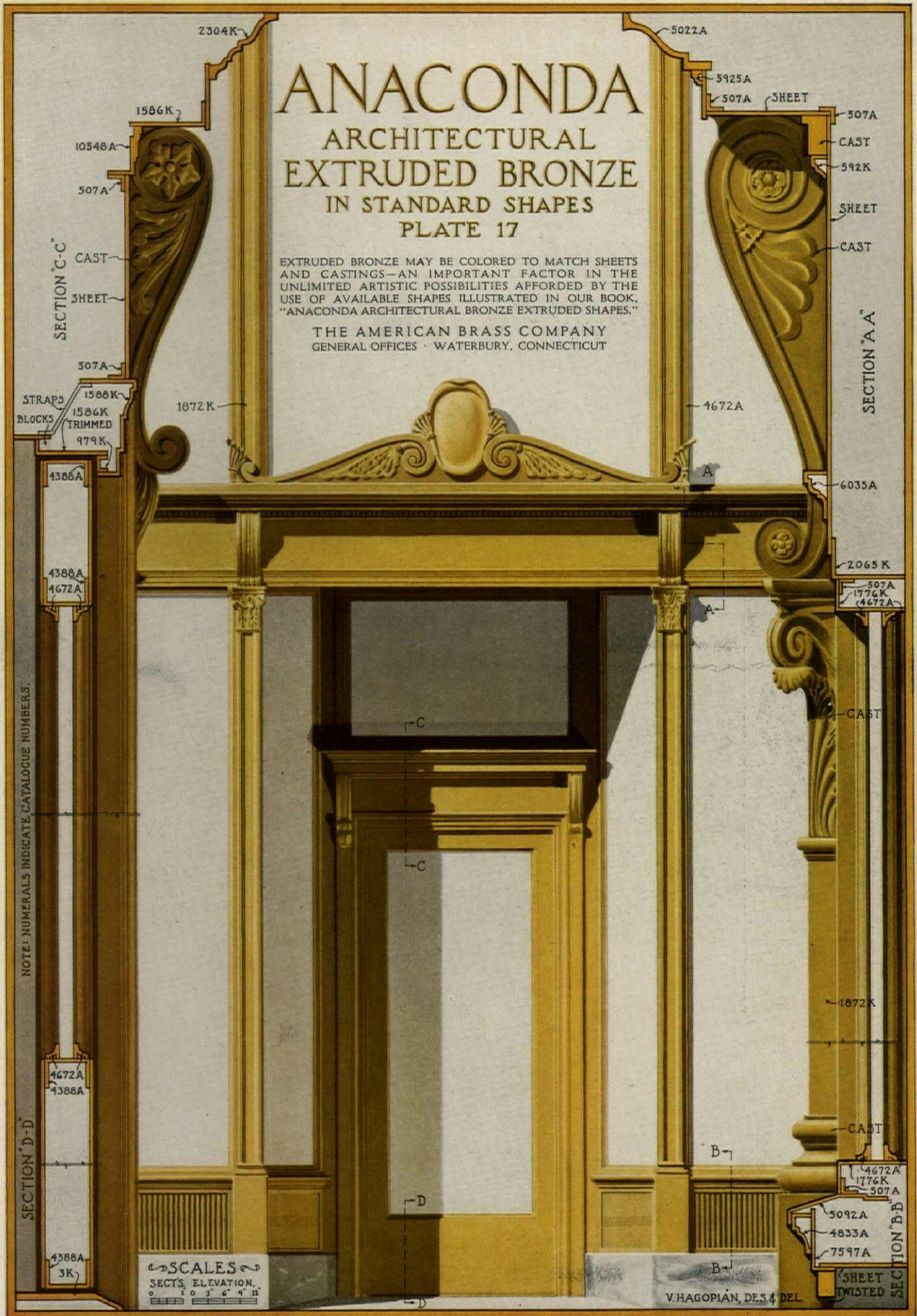


# ANACONDA

## ARCHITECTURAL EXTRUDED BRONZE IN STANDARD SHAPES PLATE 17

EXTRUDED BRONZE MAY BE COLORED TO MATCH SHEETS AND CASTINGS—AN IMPORTANT FACTOR IN THE UNLIMITED ARTISTIC POSSIBILITIES AFFORDED BY THE USE OF AVAILABLE SHAPES ILLUSTRATED IN OUR BOOK, "ANACONDA ARCHITECTURAL BRONZE EXTRUDED SHAPES."

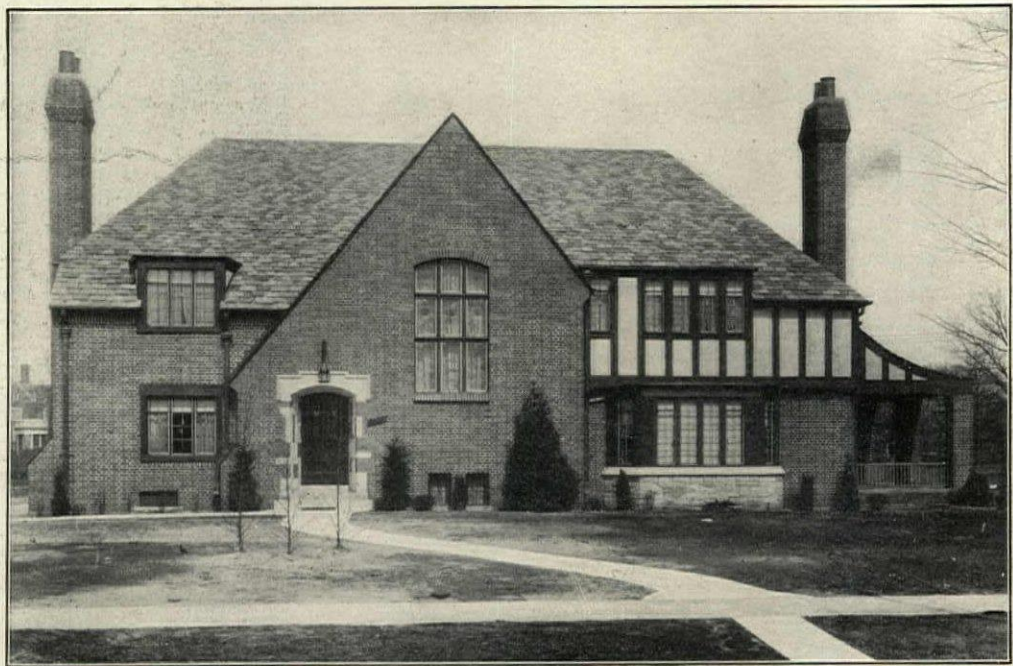
THE AMERICAN BRASS COMPANY  
GENERAL OFFICES · WATERBURY, CONNECTICUT



Complete sets of these plates may be had for the asking



*Honestly, now:  
Wouldn't it have been a shame  
to have given anything but  
"The Roof of Eternal Beauty"  
to this residence ?*



*Residence of Mr. Louis Colombo  
Palmer Woods, Detroit  
Williams & Coughlan, Architects*

*Roofers: Peerless Roofing Co.*

**F.C. SHELDON SLATE CO.**  
GENERAL OFFICES · GRANVILLE · N.Y.  
• BRANCHES IN PRINCIPAL CITIES •



# Pardee Tiles

## The LATEST Architectural JEWEL

Pardee cordially invites you to drop in at your earliest opportunity and inspect New York's latest architectural jewel,—the beautiful new Pardee showrooms. Truly a perfect setting where the charm and usefulness of real tiles are shown to the credit of the highest ideals of the tile makers' art.

You can give your clients the same distinctive beauty and utility by specifying these matchless Pardee tiles,—wide ranges of colors and designs,—from orchid and beige in the satin finishes,—to the green and sapphire depths in the Grueby faience. And the soft gleaming beauty of Pardee's real ceramic tiles endures through generations with no repairs.

Pardee has a special art and designing department for architects. You will find it of real value. Original suggestions, advice on handling difficult or unusual installations, color renderings especially made for your specification, will all be gladly given you without obligation.

*The coupon below is for your convenience.*



THE C. PARDEE WORKS, 101 Park Avenue, New York City

Please send me without obligation your catalogue illustrated in color "Pardee Tiles" showing the many shapes and individual pieces for difficult installations.

Send me original suggestion in color covering tile work as noted on enclosed blue print.

Name ..... Address..... AF 7-29





HOME OF WILEY G. CLARKSON  
RYAN PLACE, FORT WORTH, TEXAS

JOE CAUKER, *Brick Contractor*  
*Designed by*

W. H. HARNES, *General Contractor*

WILEY G. CLARKSON & CO., *Architects*

Use  
Our Display Offices  
for Solving Your  
Color Schemes

OFFICES AND  
DISPLAYS

Abilene, Texas  
Amarillo, Texas  
Beaumont, Texas  
Big Spring, Texas  
Corsicana, Texas  
Dallas, Texas  
Enid, Oklahoma  
Ferris, Texas  
Fort Smith, Ark.  
Fort Worth, Texas  
Galveston, Texas  
Greenville, Texas  
Houston, Texas  
Little Rock, Ark.  
Lubbock, Texas  
Memphis, Tennessee  
Monroe, Louisiana  
New Orleans, Louisiana  
Oklahoma City, Okla.  
Paris, Texas  
Port Arthur, Texas  
San Antonio, Texas  
Shreveport, Louisiana  
Tulsa, Oklahoma  
Vernon, Texas  
Waco, Texas  
Wichita Falls, Texas

ACME PLANTS—  
OWNED AND  
OPERATED

Bennett, Denton and Wichita Falls, Texas; Cleveland, Oklahoma City and Tulsa, Oklahoma; Fort Smith, Little Rock, Malvern and Perla, Arkansas.

## Color Expression in Acme Brick

THE rich, rare colors of our Acme Sand-Finished "Tudor" Face Brick, in their soft old rose, wine red, velvety brown and gunmetal tones, faithfully portray the period architecture of this splendid home.

Thirty-eight years in the art of brickmaking and ten Acme owned-and-operated plants enable us to offer brick of distinction in all tints and textures for every architectural type.

*Let us help you solve your color problems in Acme Brick, for no other material so successfully lends itself to design and natural surroundings.*

# ACME BRICK

ACME BRICK COMPANY

Established 1891

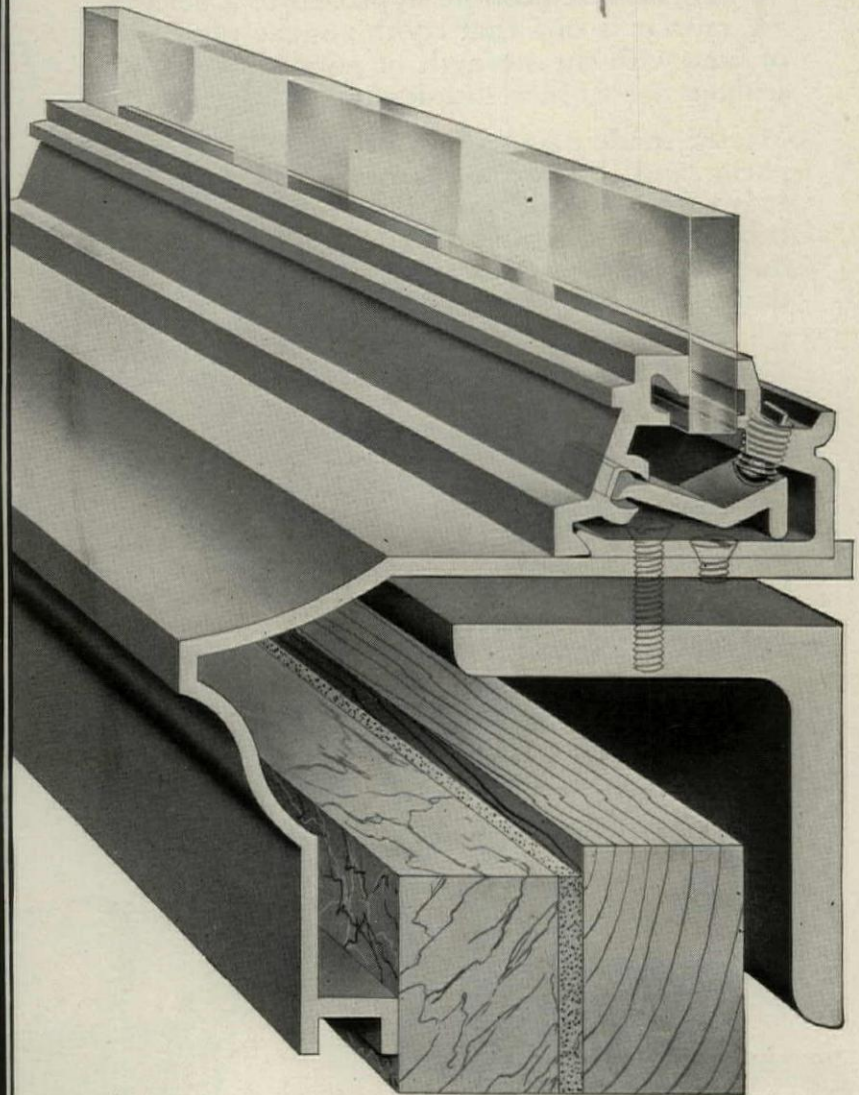
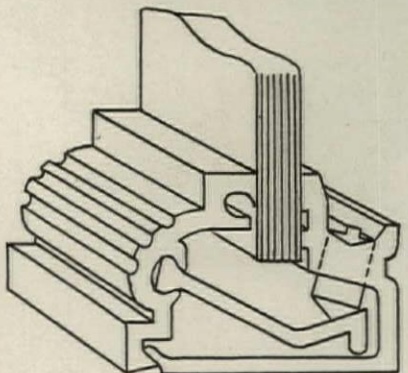
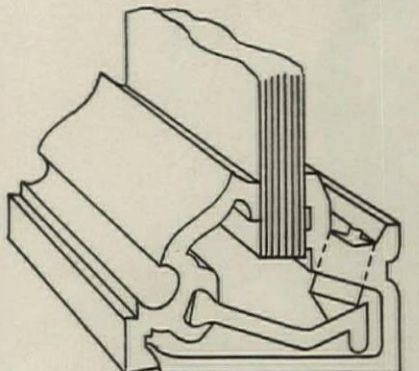
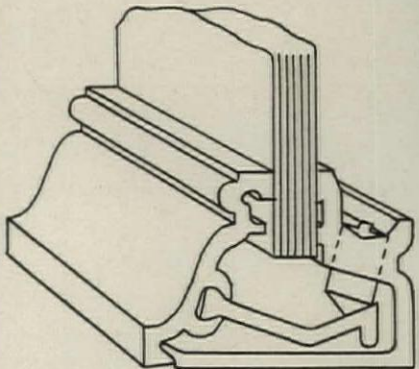
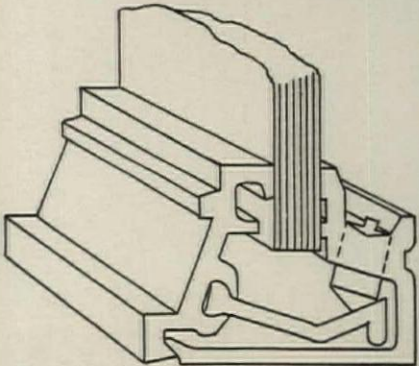
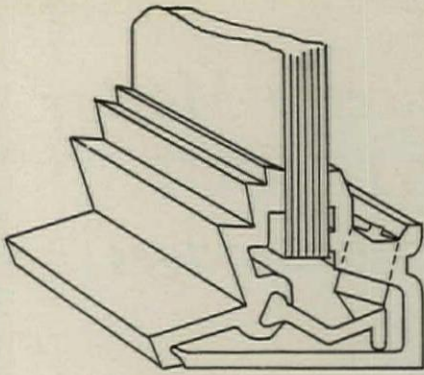
*Manufacturers of the Products We Sell*

OFFICES, PLANTS, DISPLAYS AND DEALERS THROUGHOUT THE SOUTH

"A Brick for Every Type—A Color for Every Color Scheme"



# Ornamental Bronze and Screw Heads



Long experience and expert shop practice have enabled most bronze fabricators to conceal or do away with screw heads on the visible surfaces of ornamental bronze *EXCEPT* in the glass retaining mouldings. It will be noticed in the assembly of the sash sections illustrated that the mouldings provide for outside glazing, yet the screw heads are concealed in the inside member. A patented feature, yet priced competitively with ordinary sash assemblies.

The really fine effects so desirable in the modern use of bronze or *CHROMIUM* are available without the bugaboo of screw heads.

Practically any shape moulding—write for details.

**Modern Bronze Store Front Company**

AND ASSOCIATED COMPANIES:

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

Factory and General Offices: Chicago Heights, Illinois



# The Invisible Superintendent at the Mortar Box Produces a Mortar

## WITHOUT Disadvantages

**T**HE nearest possible approach to a perfect mortar is one that combines the plasticity of lime with the strength of portland cement, *without any of their disadvantages.*

Mortar made of one part BRIXMENT, three parts sand, has both plasticity and strength. It is easy to spread *and sticks to the brick.* It becomes so hard that a nail cannot be driven into the joint; its ultimate strength exceeds that of the brick itself.

Being water-repellent and free from strong acids and alkalis, it helps prevent wet walls, efflorescence and fading of colors. . . Its low price reduces cost of materials. It is easy to mix because it requires no soaking or slaking; it saves the bricklayer's time because of its fine working qualities. It assures the mix you specify, for if oversanded, BRIXMENT mortar works short, and since there is no lime in the mix, the necessary plasticity can be secured only by using the proper amount of BRIXMENT. Louisville Cement Company, Incorporated, Louisville, Kentucky.

District Sales Offices: 1610 Builders Bldg., Chicago; 301 Rose Bldg., Cleveland; 602 Murphy Bldg., Detroit; 101 Park Ave., New York

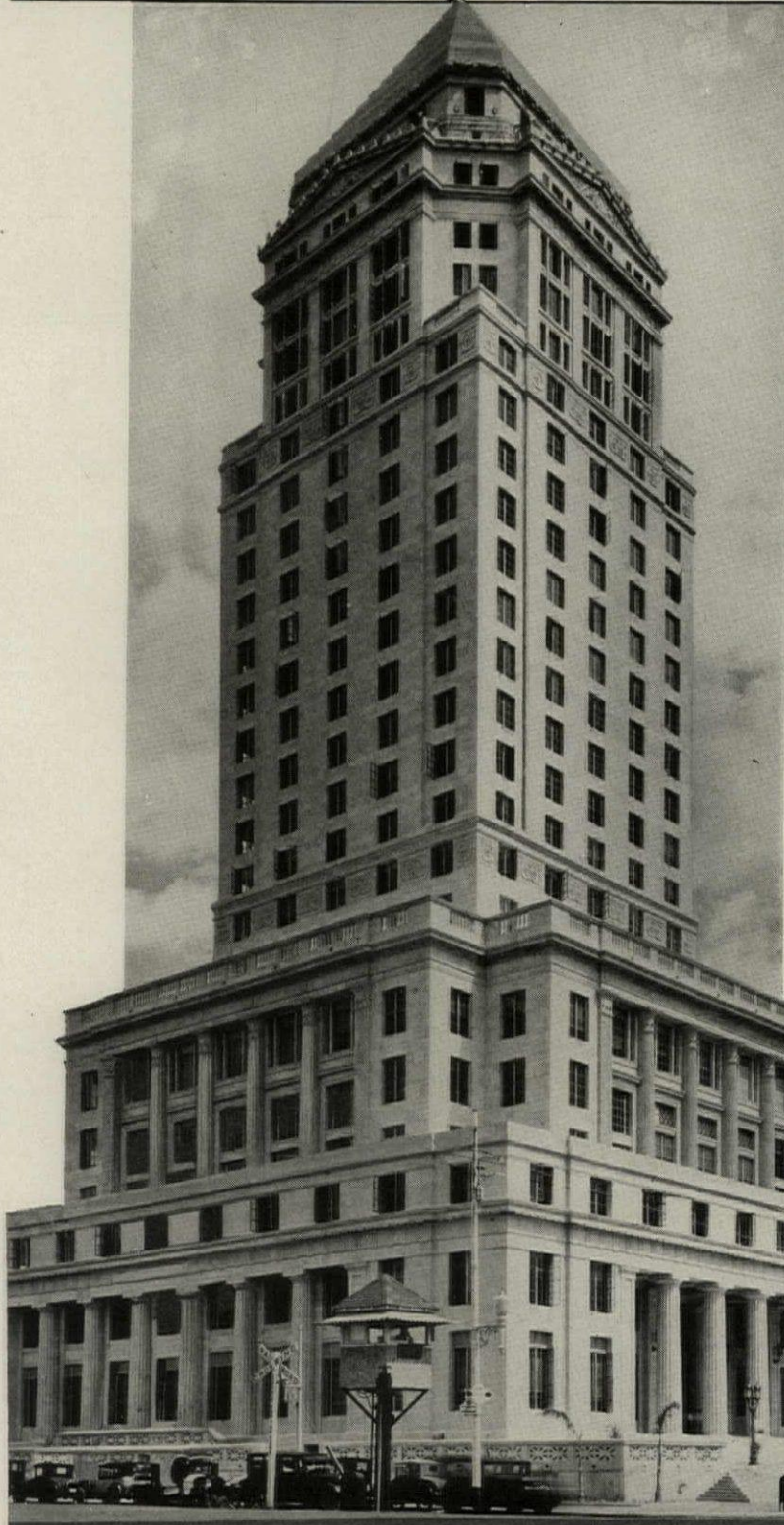
# BRIXMENT

*for Mortar and Stucco*





# Good Buildings Deserve Good Hardware



Something NEW in Court Houses  
*deserves*

Something GOOD in Hardware

UNUSUAL? It certainly is. When Dade County decided they needed a new Court House they also decided it should be unusual—and unusually good!

County Court Houses are custodians of invaluable records. Records that must be kept in well protected rooms.

What a help the Corbin Master-keying system was to the designers! Handsome Corbin Unit Locks, bearing the county insignia, on every door, offered the protection needed. And only one Corbin key was necessary for each official.

Then Corbin Door Checks to quietly and surely close these Corbin-protected doors.

Yes, Dade County's unusually good Court House deserved Good Hardware—and got it when they specified Corbin for locks, butts, door checks and exit fixtures. When the documents now guarded by Corbin Locks have turned yellow with age, the same Corbin locks will, even then, be working smoothly and surely.

DADE COUNTY COURT HOUSE  
Miami, Florida

Architect—A. Ten Eyck Brown  
Atlanta, Ga.

General Contractor—L. W. Hancock  
Louisville, Ky.

Interior Finish Contractor—Fleisher  
Engineering Construction Co., Chicago

Administrative Buildings equipped with Good Hardware—Corbin

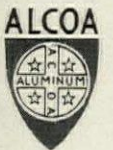
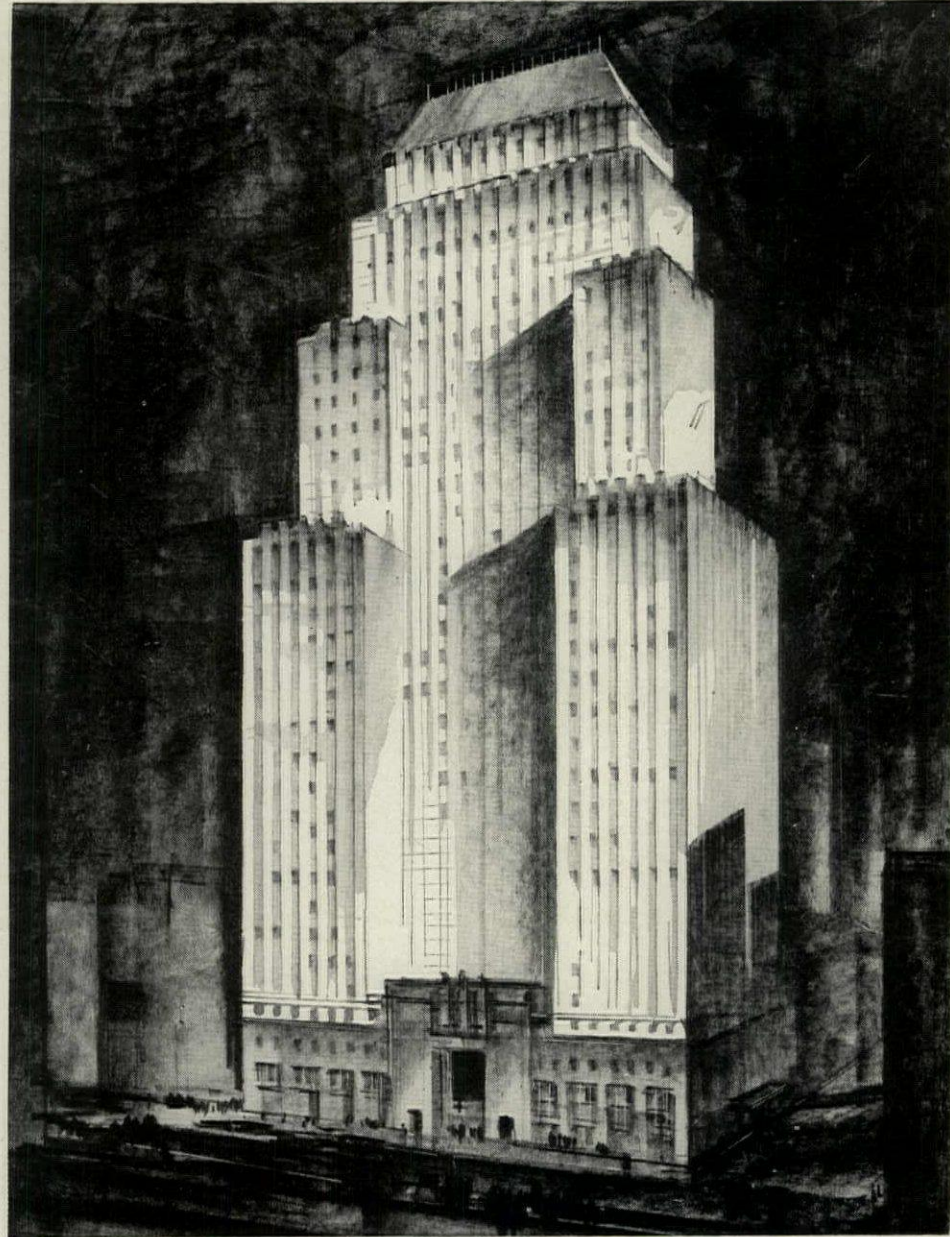
City Hall Buildings	Municipal Buildings
Atlanta, Ga.	Brooklyn, N. Y.
Los Angeles, Cal.	Danville, Va.
Mt. Vernon, N. Y.	Greensburg, Pa.
Columbus, Ohio	Worcester, Mass.
Legislative Building, Olympia, Wash.	
Administration Building, Philadelphia, Pa.	

P. & F. CORBIN SINCE 1849  
NEW BRITAIN, CONNECTICUT

The American Hardware Corporation, Successor

New York Philadelphia Chicago





*The Koppers Building, Pittsburgh, Pa.—Architects—Graham, Anderson, Probst & White, Chicago, Ill. Associate Architect—E. P. Mellon. Erecting Contractors—Rust Engineering Company, Mellon-Stuart Company, P. Larsen Company.*

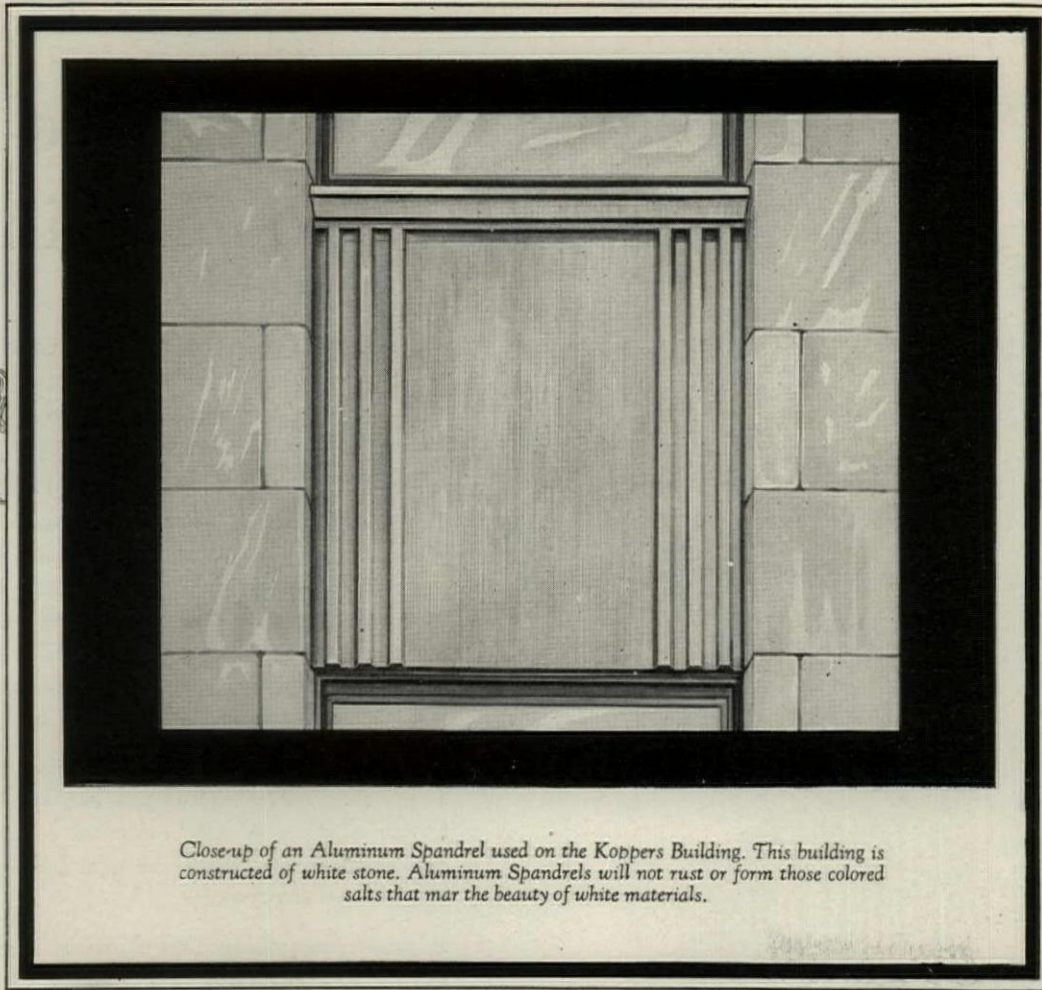
## ALUMINUM SPANDRELS

**M**ORE than one hundred thousand pounds of Aluminum was used in the spandrels placed on this building. The same specifications using iron as the material would have weighed in excess of two hundred thousand

pounds. The economy in handling and erection, together with the fact that Aluminum is non-corrosive and requires no painting caused the architects to specify Aluminum Spandrels for this job.

# ARCHITECTURAL ALUMINUM





*Close-up of an Aluminum Spandrel used on the Koppers Building. This building is constructed of white stone. Aluminum Spandrels will not rust or form those colored salts that mar the beauty of white materials.*

THE Aluminum Spandrel shown here will last as long as the building on which it is placed.

It will never need painting during its entire life—nor will it corrode and streak the adjacent surface. This means that the decorative effect originally planned and secured by the architects will remain permanently—with a substantial annual saving in maintenance cost.

It is less than half the weight of the same spandrel made of iron, and can be erected with much less labor and expense.

\* \* \*

The qualities inherent in Aluminum that make it such excellent material for spandrels

apply to a wide variety of metal parts used in the building field.

Aluminum is very workable, and lends itself admirably to any character of architectural metal design.

It is light, durable, strong, and non-corrosive . . . and its silvery gray color blends beautifully with almost every decorative scheme.

May we send you our booklet, "Architectural Aluminum." It describes and visualizes in a very interesting way many uses of Aluminum in the architectural field.

ALUMINUM COMPANY OF AMERICA  
24993 Oliver Bldg., Pittsburgh, Pa.

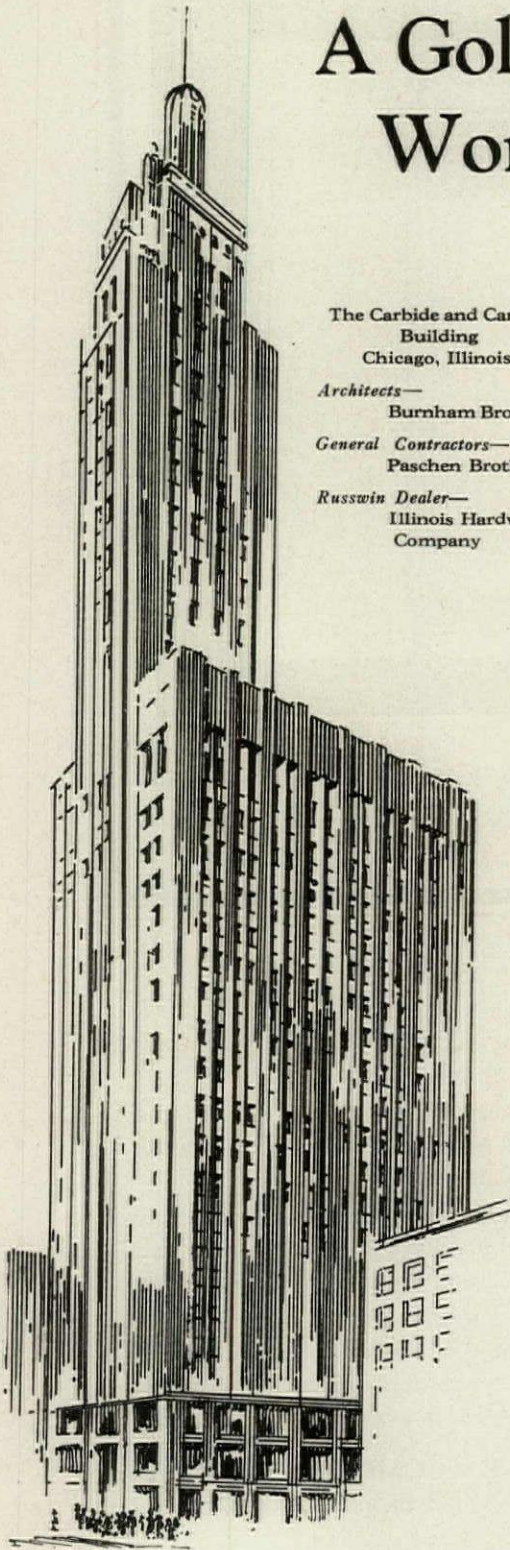
Offices in 19 Principal American Cities

[Details and specifications of this spandrel will be found on page 118 of the Architectural Engineering section of this issue.]

# ARCHITECTURAL ALUMINUM



# A Golden Crown on the World's Greatest Skyline



The Carbine and Carbon Building  
Chicago, Illinois

Architects—  
Burnham Brothers

General Contractors—  
Paschen Brothers

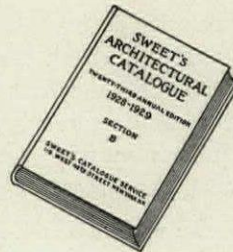
Russwin Dealer—  
Illinois Hardware Company

**T**HE first great structure in Chicago to use color freely in its exterior design, the new Carbine and Carbon Building, is a most successful example of the modern idea in architecture.

Its sides are tiled in varying shades of green terra cotta, with gold terra cotta crowning its tower, more than 500 feet above the street. Gold is also used to relieve the green on the campanile and about the lower stories where polished black granite forms the building's base.

The effect of the great height of this forty-story office building is accentuated by the absence of all horizontal cornices and projections. Sheer vertical lines are emphasized everywhere.

It is not surprising that Russwin Hardware was selected for this building where the architects had to consider beauty of design as well as a quality that will insure trouble-free service, security and convenience, for tenants who will expect the best—even in details.



See pages 2519-2598 for a listing of Russwin Hardware

**RUSSELL & ERWIN MANUFACTURING CO.**

The American Hardware Corporation, Successor

New Britain, Conn.

New York

Chicago

London



*Hardware that lasts—base metals of bronze or brass*




# Make COLOR King in at least One Room..



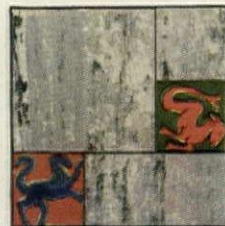
*Once you select an Armstrong Floor for playroom, sun room, or nursery, all other color elements fall harmoniously into line.....*

AT LEAST one room in every house needs color—bold, carefree color to express the spirit of playroom, sun room, or nursery. That is why architects are using brilliant Armstrong's Linoleum for these rooms. Then, color can start at the floor and work up, willingly suggesting the right selections for other decorative features.

This floor also assures warmth, resilience, and permanence. And the new Accolac Process provides a lustrous surface which seals the linoleum body against dirt, grime, and spilled things. Housewives find that floor cleaning becomes easy.

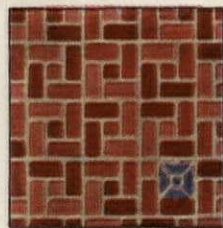
Let us send you colorplates and samples of this new-type linoleum. See what you can do with beautiful Armstrong's Linoleum Floors. Armstrong Cork Company, Floor Division, Lancaster, Pa. 

Look for the  
CIRCLE A  
trade-mark on  
the linoleum



Left—Armstrong's Arabesq No. 9301, an inexpensive type of linoleum in which a design is over-printed on an inlaid marbled base.

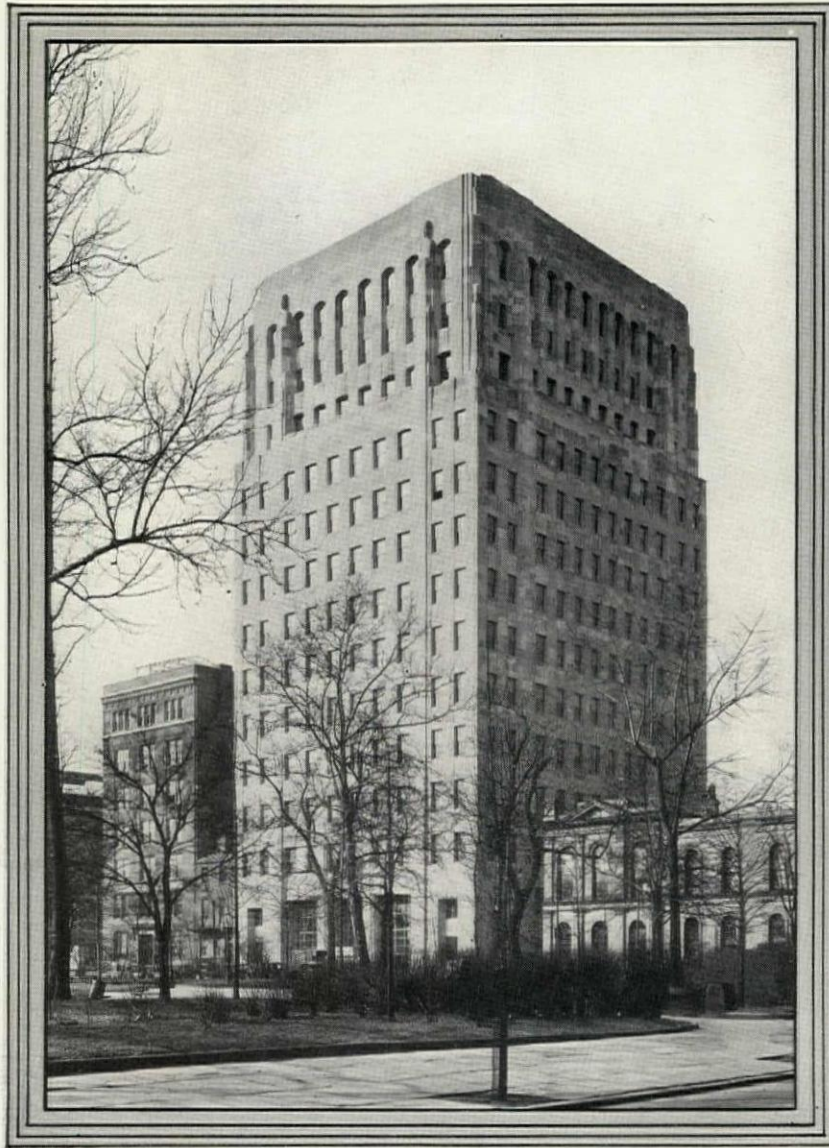
Right—Armstrong's Embossed Inlaid No. 6028 will lend colorful charm to any room where a tile effect is appropriate.



## Armstrong's Linoleum Floors for every room in the house

PLAIN •• INLAID •• EMBOSSED •• JASPÉ •• ARABESQ •• PRINTED and ARMSTRONG'S QUAKER RUGS





## HARDWARE EQUIPMENT BY SARGENT...

*a fitting installation in the Ayer Building*


EVERY detail of construction and every item of equipment in the new home of N. W. Ayer & Son, Washington Square, Philadelphia, Ralph B. Bencker, architect, was selected to further smooth operation and to add to its distinction as a modern business structure.

Hardware is by Sargent. The simplicity of design of this entire equipment contributes materially to the whole building's beauty and strength. Sargent Hardware, of solid brass or bronze, is permanent and smooth in operation. Sargent & Company, New Haven, Connecticut; 94 Centre Street, New York City; 150 North Wacker Drive (at Randolph), Chicago, Illinois.

---

**SARGENT**  
LOCKS AND HARDWARE





ANOTHER MODERN STRUCTURE  
*for*  
UNIVERSITY OF PITTSBURGH

The Cathedral of Learning, now building for the University of Pittsburgh, will house under one roof a complete university. Former work for the University includes the great Pitt Stadium seating 70,000 persons. This client's latest need is a modern hospital—the Falk Clinic—to be built under the supervision of Stone & Webster Engineering Corporation.

Charles Z. Klauder, Architect.

STONE & WEBSTER  
ENGINEERING CORPORATION  
*Builders*

---



# IS YOUR TERRA COTTA FILE COMPLETE?

**P**ROBABLY not—booklets are easily misfiled, borrowed or lost. Why not have the following list checked up against your A. I. A. file No. 9?

Indicate in the coupon below for the booklets that are missing, fill in your name and address and mail to us.

No charge or obligation involved. We simply want to be sure that your file of booklets is up-to-date.

## NATIONAL TERRA COTTA SOCIETY

230 PARK AVENUE

NEW YORK, N. Y.

*(On behalf of the Terra Cotta Manufacturers throughout the United States)*

- 
- The Small Apartment Building
  - Your New Apartment Building
  - Your New Bank Building
  - Building Floodlighting and Its Possibilities with Terra Cotta
  - The Church, Its Architectural Treatment
  - The Church, Its Interior Decoration
  - Your New Club Building
  - Your New Filling Station
  - Your New Hospital Building
  - Your New Hotel
  - Your New Office Building
  - Terra Cotta in Public Utility Buildings
  - Your New School Building
  - Your New Store Front
  - Beautiful Theatres
  - Suggestions for Color Effects in Terra Cotta
  - Standard Specifications, for the Manufacture,  
Furnishing and Setting of Terra Cotta

Please send the publications marked to

Name .....

Street and Number .....

City .....

State .....



# Many English Homes of the Georgian Period Were Roofed with Tiles



**T**HE stately Georgian homes of England, from which came the inspiration for our Colonial architecture, were very frequently roofed with tiles.

Representative of them is the manor house, near Painswick, Gloucestershire, England, which is pictured above. Architects agree that much of its beauty is due to its original tile roof, now mellowed to enchantingly soft grays, reds and greens.

England's charming old tile roofs can now be accurately reproduced in IMPERIAL Crude Shingle Tiles. They are, in fact, actual reproductions of century-weathered tiles taken from Georgian homes.

There are IMPERIAL Roofing Tiles to harmonize with every style of architecture and with every color scheme. And the less expensive ones now cost no more than an inappropriate roof of short life and no fireproof qualities.



*Areproduction in IMPERIAL Crude Shingle Tiles of the old roof shown above. Neither in color or texture is it possible to distinguish these tiles from their ancient originals.*

## LUDOWICI-CELADON COMPANY

*Makers of IMPERIAL Roofing Tiles*

CHICAGO: 104 SOUTH MICHIGAN AVENUE

NEW YORK: 565 FIFTH AVENUE

WASHINGTON: 758 FIFTEENTH ST. N. W.





*Many an architect has figured it out this way . . . .*

**A**DDITIONAL savings to client because adjustable to changing conditions at minimum cost, was the feature that most architects stressed when asked why they specified *steel partitions*. Here are some of their comments . . .

- "Steel partitions are convenient if you want to make changes or revamp floor space."
- "Steel can be put up faster and is more easily changed. It requires less fitting on the job."
- "Electric and telephone wiring is readily accessible yet entirely concealed."
- "Steel is more adaptable to change in location of the partition."
- "Quick dismantling and rearrangement without muss."

To the savings feature add the distinctive beauty of contour and color of *Hauserman Partitions*—20 colors, rich graining, metallic finishes—5 types of partitions for all commercial and industrial purposes. You profit by 13 years' partition experience and nation-wide construction service through direct factory branches. Hauserman—the most widely used of all steel partitions. The coupon will bring you complete information.

**THE E. F. HAUSERMAN COMPANY, *Partition Specialists***  
6865 Grant Avenue CLEVELAND, OHIO

*Direct Factory Branches in 13 Principal Cities—  
Organized for Service Nationally*

Newark Philadelphia Buffalo Boston Hartford Chicago New York  
Pittsburgh Detroit Cincinnati St. Louis Washington, D. C. Cleveland

<h1>HAUSERMAN PARTITIONS</h1> <p>OF MOVABLE STEEL</p>	THE E. F. HAUSERMAN COMPANY, Cleveland, Ohio Send me more information about partitions for.....
	Name .....
	Firm .....
	Address .....



*There's a definite trend toward*  
**ASHTONE**  
TRADE MARK REGISTERED

Although ASHTONE has been merchandised for only a short time, there have been numerous cases of architects and contractors specifying ASHTONE and insisting upon its use. Why?

*First*—because they know that ASHTONE is the finest Random Ashlar obtainable.

*Second*—because under our service policy we will send an expert, entirely at our own cost, to work with the builder in laying ASHTONE.

*Third*—because, although a large organization, this company has always maintained a close personal touch with its customers, catering to the preferences of each.

These are the reasons why the popularity of ASHTONE has increased so startlingly, and why it will continue in growing favor among the building profession.

*Write today for our free booklet, "The Common Sense of ASHTONE." It shows you when and how this beautiful building stone can be used.*

**BLOOMINGTON LIMESTONE COMPANY**  
 Bloomington-Indiana

DETROIT

NEW YORK

DALLAS

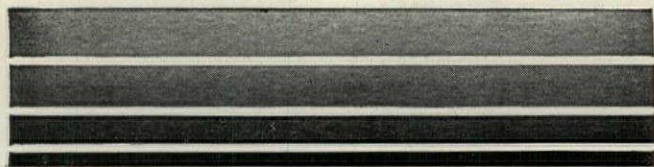
CHICAGO

CINCINNATI

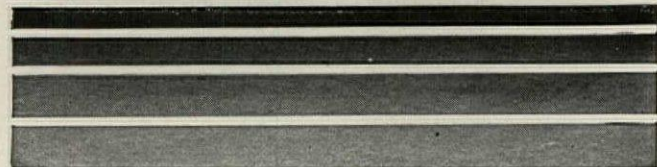
TORONTO

PHILADELPHIA





Always Ready for  
New Office Needs

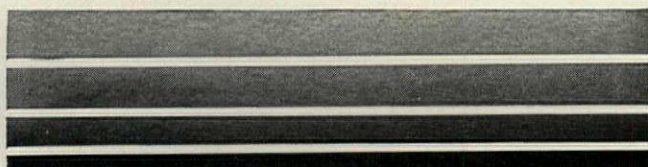


No matter how soon new office layouts are needed—they can be obtained with Circle A Partitions. These sectional and movable office walls are rearranged at an astounding rate of speed. A complete industrial plant can be changed around in a few days' time—at little cost, with no litter, dirt or confusion. Construction is so simple—sembled with tongue and groove joints forming solid, substantial, good-looking walls.

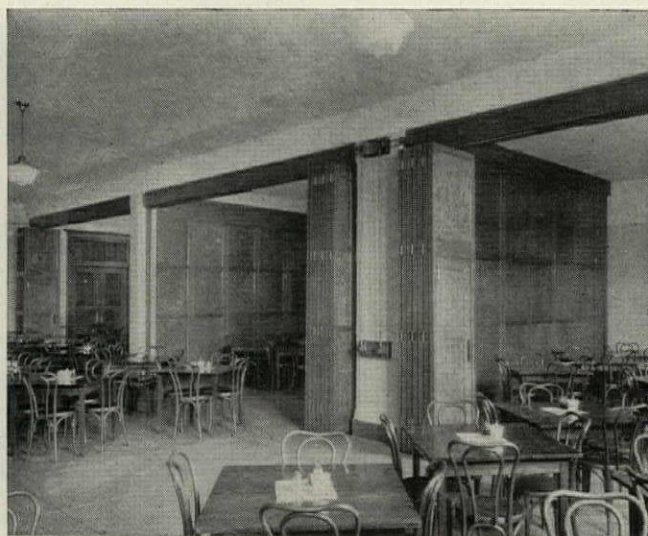
There's a wood and style for every use; from the inimitable beauty of genuine Walnut and Mahogany to harmonious Gum or Birch—Cabinet or Commercial design. Circle A Partitions spell sure satisfaction—economy of space and overhead. (They must be good to be the choice in such huge plants as those of Westinghouse, Bell Telephone, Warner Gear, Robertson Aircraft, Timken, General Electric, etc.) Write for complete illustrated details.

CIRCLE A PRODUCTS CORPORATION  
650 South 25th Street, Newcastle, Indiana  
New York Office: Farmers Loan & Trust Bldg., 475 Fifth Avenue  
New York City

CIRCLE A  
PARTITIONS  
*Sectional...Movable*



CIRCLE A FOLDING  
PARTITIONS (Sound Insulated)



*have a positive  
Roller Chain Drive*

CIRCLE A Folding Partitions are a complete improvement over any folding partitions on the market. Mechanically operated by roller chains—not ropes or cable—hence the drive is positive.

Patented hanging method insures easy operation. A special sealing system at floor, walls and ceiling effectively stops noise, odors and light. Doors are thoroughly insulated against sound.

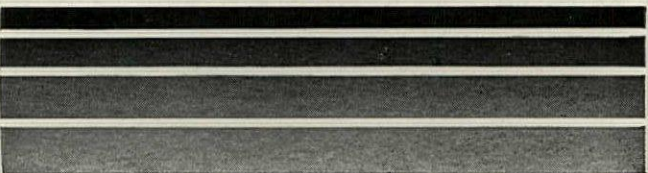
There are no dirt-harboring tracks with Circle A Folding Partitions. All workmanship and materials are in keeping with highest type of cabinet work. Furnished in type of construction suitable for any school, hall or other requirement. Send for details.

Ask also for information on Circle A Rolling Partitions.

CIRCLE A PRODUCTS CORPORATION  
650 South 25th Street, Newcastle, Indiana  
New York Office: Farmers Loan & Trust Bldg., 475 Fifth Ave., New York

CIRCLE A FOLDING  
PARTITIONS

*Sound Insulated*





# BOOK DEPARTMENT

## SPANISH ARCHITECTURE IN SANTA BARBARA

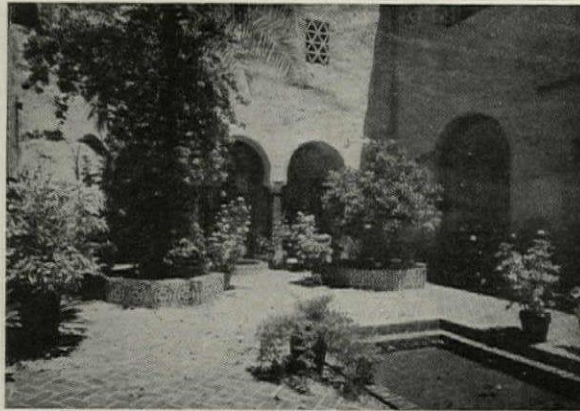
A REVIEW BY  
CLIFFORD WAYNE SPENCER

OF all the different styles of architecture which have been developed in various parts of the United States there is none more distinctive than that based on Spanish influence and found principally in the southern and far western states. The climate and scenic characteristics of these states being somewhat similar to those of southern Europe, it is no more than natural that the architectural ideas introduced by the early Spanish explorers should take firm root in the new soil and undergo a remarkable development. This development naturally has been somewhat different in the widely separated states, such as California and Florida, and each has produced a variation on the Spanish theme distinctly its own. In this respect California has been especially productive of much architectural progress, the so-called "Californian" architecture being quite distinctive and expressive of the conditions and surroundings under which it was developed. It has combined much of the harmony, restfulness and color of its inherited Latin culture with some of the best of that American architecture which in other parts of the country is dominated largely by English precedent.

The rich, luxuriant, semi-tropical vegetation of central and southern California, coupled with the brilliance of the sunlight, makes a delightful setting for buildings whose walls are a sparkling white, relieved by touches of brilliant color and set off by roofs of brightly colored terra cotta tiles. Other characteristics of these houses are the lowness and the flatness of the roofs. Seldom is there a second story, and the roofs rarely ever have a pitch in excess of 30 degrees from the horizontal. This lowness and flatness give the effect of causing the buildings to seem to hug the ground and to nestle picturesquely among the brilliant foliage. The lowness of the structures naturally necessitates a greater area in the ground floor plan, which usually is exceedingly irregular and rambling in form, adding greatly to the charm and interest of the exterior as well as to that of the interior. This distinctive type of architecture may be said to have reached the pinnacle of its development at Santa Barbara, where a large number of the leaders of finance and fashion have made their homes, with the result that this city with its surrounding communities has one of the most notable collections of large country places and fine small houses in the United States. Here also the plant

life reaches its maximum in luxuriance and variety. There is very little difference between the temperature of winter and summer, and the gardens are filled with a profusion of rare and beautiful flowering trees and

shrubs imported from the far corners of the earth to add to the already large variety of native plants and trees. It is said that Santa Barbara has the largest range of ornamental trees and varieties of floral culture to be found outside of botanical gardens anywhere in the United States. This profusion of vegetation provides the right setting for the simple white walled houses so characteristic of the Californian style. As is natural in a community whose residents have come from all sections and



A Patio in Santa Barbara  
Bertram Grosvenor Goodhue, Architect

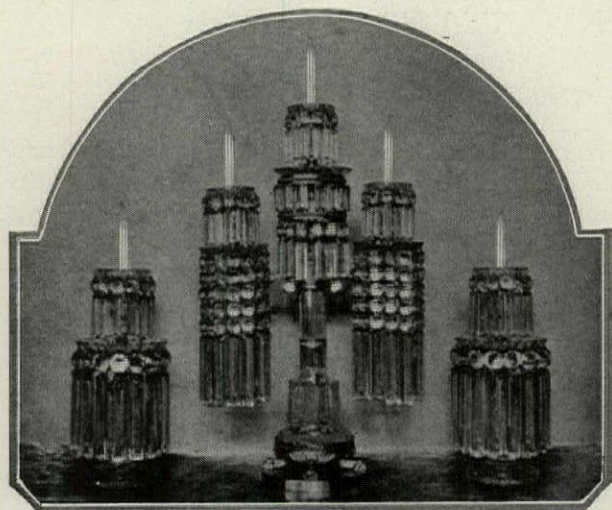
climates, there are many discordant notes and badly conceived ideas, but, taken as a whole, the city presents less of the usual jumbled architectural confusion than most other American communities.

A collection of illustrations depicting a large number of the most worthy examples of the purely Californian architecture of Santa Barbara has been made and published by H. Philip Staats, with an introductory article by Charles W. Cheney. This introduction is in the form of an interestingly written historical and descriptive sketch of the town and its architecture, preparing the way for the illustrations that follow. These were made from photographs by a group of six professional photographers of Santa Barbara, and the pictorial quality and architectural interest of the scenes shown leave little to be desired. Illustrations of four different classes of buildings are presented,—historical buildings, such as the Santa Barbara Mission and several old adobe houses; municipal buildings; churches, clubs and theaters; commercial buildings; and residences. The Mission of Santa Barbara is one of the finest in the state, and has had a very marked influence on the development of the so-called "Mission" style in California. This, together with the *Casa de la Guerra* and the *Carillo Adobe*, is the outstanding example of the architecture which has come down from the Spanish explorers. They depend for their claim to beauty rather on their romantic charm and the mellow quality resulting from age than on any outstanding architectural worth. On the other hand, the Ludington and Heberton houses, the *El Paseo* group and the Lobero Theater, though of a considerably later

Unless otherwise noted, books reviewed or advertised in THE FORUM will be supplied at published prices. A remittance must accompany each order. Books so ordered are not returnable.



## Period Lighting Fixtures



By far the most complete and authoritative work on this important subject, it is a study of lighting fittings of all the historic styles of architecture and decoration. Carefully written by Mr. and Mrs. G. Glen Gould and lavishly illustrated, the volume is a dependable guide in the designing of fixtures for the most severely simple or the most elaborate interior.

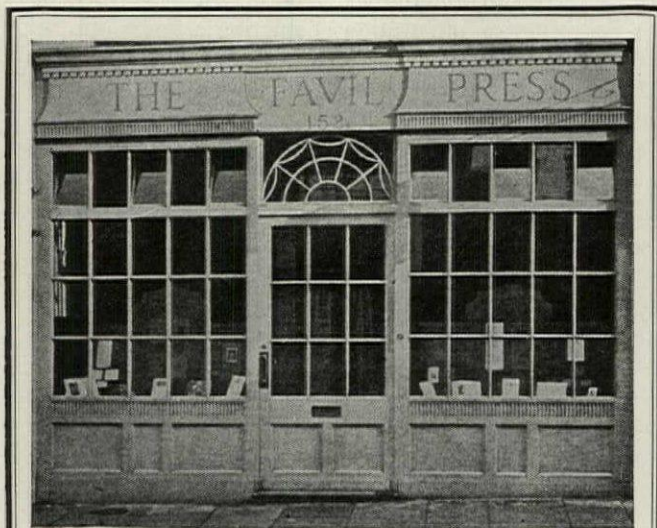
274 pp., 6 x 9 ins.

Price \$3.50

THE ARCHITECTURAL FORUM

521 Fifth Avenue

New York



## SHOP FRONTS

English, American and Continental Examples

Edited by  
FREDERICK CHATTERTON

A study of the modern shop front, drawing for inspiration on the fine old fronts which still exist in England, France, and other countries of Europe. The volume includes in many instances plans and details. This is a work of practical value to architects called upon to plan and design the facades to small buildings, making them practical as well as architecturally attractive.

104 pp., 9 3/4 x 12 inch. Price \$7.50

THE ARCHITECTURAL FORUM

521 Fifth Avenue

New York

period, combine many of the qualities that go to make satisfying architecture. In the Lobero Theater, the dominant note is that of massiveness, while the interior with its odd shaped auditorium, is a welcome exception in a class of buildings whose treatments have been almost consistently bad. Among the most recent additions to the city's skyline is the new court house which is notable for its extravagant bits of design, although the whole is somewhat loosely put together. The group of commercial buildings includes such structures as a railroad roundhouse, a filling station, banks, offices and shops, as well as the magnificent Santa Barbara Biltmore Hotel, combining all the advantages of a great northern hotel with the quaint old world charm so characteristic of the surrounding residential neighborhood. These briefly described examples are but a few of the many interesting and beautiful buildings presented in plan and illustration in this volume. The general type of buildings found in this locality are too well known to the architectural profession to require much description, since a large majority of the examples shown have already been represented in the pages of the leading architectural journals, and those who have seen these isolated presentations will readily realize the value of a work of 125 plates devoted exclusively to the architecture of a town which has the distinction of being one of the few places where a majority of the inhabitants are "architecture" minded.

### CALIFORNIAN ARCHITECTURE IN SANTA BARBARA.

Edited by H. Philip Staats, with a Preface by Charles H. Cheney. 125 pp., 8 x 11 ins. Price \$7.50 Net. Architectural Book Publishing Co., Inc., 108 West 46th Street, New York.

### SKYSCRAPERS AND THE MEN WHO BUILD THEM. By Colonel W. A. Starrett. 347 pp., 6 x 9 ins. Price \$3.50. Charles Scribner's Sons, 597 Fifth Avenue, New York.

THE building industry is fortunate in having Col. Starrett to write its saga. One of the most successful of a remarkable family of builders, he brings to his task an all-embracing knowledge of his subject in its many aspects, a graphic style, and above all, an enthusiasm for his chosen calling which goes far to explain his success; for, as Col. Starrett clearly shows, it is no place for the dilettante or the faint hearted.

Forty-five years ago William Le Baron Jenney commenced his designs for the Chicago office of the Home Insurance Company of New York. This was the first of all "skyscrapers." It was only ten stories high, but in it were incorporated the features which led to the towering structures of today. During the previous 25 years, there had occurred the development of the passenger elevator from an impractical novelty to a serviceable (if slightly hazardous) means of vertical transportation. Cast and wrought iron columns and beams had been built into brick and masonry to lighten dead loads and help reduce the massiveness of lower walls, and already the science of foundations was emerging from the traditions of the middle ages. Wherein, then, did the first skyscraper differ from its predecessors? "Jenney went a long and daring step further," Col. Starrett writes. "He actually carried out what no one ever had done in theory and practice before,—took the dead load off his walls and placed it on a skeleton framework of iron concealed inside the masonry." The upper part of this framework consisted of Bessemer steel beams,—among





Kindergarten floors of *Sealex* Linoleums and *Sealex* Tiles, designed-to-order, will aid in game formations as well as give quietness and durability



# CHEER *and* COLOR — *in the children's rooms*

(Continued from preceding page)

suitable to every space, a floor at once practical and attractive in appearance.

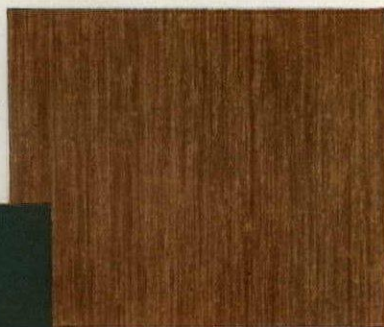
Designing floors is only one side of the complete Bonded Floors service. We will give you expert assistance on every phase of your school-floors problem—will put you in touch with an experienced, dependable distributor of Bonded Floors who knows how to install *Sealex* Linoleums and *Sealex* Treadlite Tiles correctly. We have specially selected and trained our authorized distributors with the sole idea of delivering satisfactory floors. That we have faith in their workmanship, and in *Sealex* materials, is evidenced by our Guaranty Bond against repair expense.

We are at your service for any information you may require in connection with resilient floors—no obligation, of course.

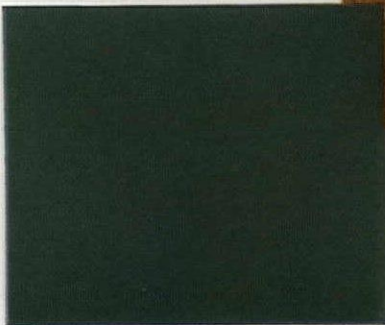
**BONDED FLOORS COMPANY INC.**  
Division of Congoleum-Nairn Inc.

General Office: Kearny, N. J. Authorized distributors in principal cities

AT RIGHT  
*Sealex* Jaspé Linoleum, Tan.  
This soft, two-toned effect is also obtainable in green, brown, dark gray and light gray.



AT LEFT  
Green, obtainable in several grades of *Sealex* Battleship Linoleum and also in *Sealex* Treadlite Tiles. Many other solid colors are available.



This illustration shows how various colors may be assembled to order. *Sealex* Treadlite Tiles of Dark Sienna and Light Sienna are used here. A wide variety of colors Marble-ized and plain is available.

## BONDED FLOORS

Resilient Floors  
Backed by a  Guaranty Bond

*"Facts You Should Know about Resilient Floors in Schools." A booklet prepared by qualified architects. May we send you a copy?*





Well

what of it!

**C**LUMSY fingers—wandering minds—everyday little accidents—now comes an invention which enables us to say “What of it;” an invention which forces us to revise all our old ideas about floors.

In the past, comfortable and quiet floors were hard to clean. Vice versa, easy-to-clean floors were noisy, cold and fatiguing to walk on.

Then came linoleum—a sound and shock-absorbing floor—a really restful floor. And *relatively* easy to clean.

For years, the manufacturers have been working and experimenting to turn that *relatively* into *absolutely*. In 1927, after many failures, and partial successes, came the *Sealex Process*.

Floors of *Sealex* Linoleums and *Sealex* Treadlite Tiles are practically as easy to clean as glazed tile. Every microscopic pore in the material has been *penetrated and sealed*. Dirt cannot be ground in.

Spilled liquids, even ink and ammonia, won't soak in or leave disfiguring marks. A light mopping renders the floor immaculately clean.

This *Sealex Process* comes opportunely—at a time when we are just beginning to recognize the full decorative possibilities of linoleum and other cork-composition materials. Sheets may be cut into separate tiles, long strips for bordering, circles, stars—any shape imaginable. The children's playroom or kindergarten room and the bordered tile pattern (both illustrated on the next page) are examples of what the Bonded Floors designing staff has done and can do.

Bonded Floors have been used to advantage in schools—old and new—all over the country. Entrance hall, corridor, office, classroom, library, gymnasium—there's a Bonded Floor perfectly

(Continued on next page)



the first to be rolled in this country. Many things were still to be done, and many discoveries to be made, before buildings of 30, 40 and 50 stories could be planned and erected, but that these things have come about in the span of a lifetime testifies to the courage, perseverance and ingenuity of the pioneers.

The capacity of the human mind to marvel is strangely limited. We exclaim at the apparent miracle of the radio one year, and complain the next of the quality of the reception or of the programs. In the same way, the replacement of a group of old buildings by an immense modern skyscraper in the space of a few months is so familiar a sight that the spectator may be forgiven for imagining it to be a matter of simple routine. He has seen the old buildings torn apart and removed,—he knows not where,—in trucks; he has watched with fascination the almost uncanny precision of the steam shovel as it scoops and nuzzles its way into the earth; he has heard the sharp staccato of the drills biting into rock; he has marveled at the skill and daring of the ironworkers as they build up the mighty skeleton tier by tier, and he has regarded with less lively interest the closing in of the building by the bricklayers. Of the foresight and planning that have made it possible for these operations to succeed one another without delay; of the engineering and structural problems that have been overcome; of the ways and means that have been devised to save time and money; of the ceaseless vigilance and the watchful attention over a myriad details,—of these the onlooker can have but a slight idea.

From Col. Starrett one learns all this, and more; the planning, designing, financing and estimating of the future structure; the taking of sub-bids and the letting of sub-contracts; the collection and distribution of information; the correlation of drawings, so that materials fabricated at a score of different points over the country will fit to a fraction of an inch when assembled at the building. He takes us through the steel mills, where the white-hot metal is rolled into a thousand shapes and sizes; through the fabricating shops, with the incessant clamor of riveting, where the structural shapes are built up into columns and girders, every one of which has been specially detailed and in which every rivet has been located weeks before. We are shown how a stone quarry operates and see the processes that ensue before the blocks of granite, limestone or marble are made to fit into their appointed places in the building. We learn the history of cement and the exacting requirements of its manufacture. And so on, through every phase of the construction of the building, we observe with him the romance of industry and the spirit of adventure which actuate the rank and file of a building organization. It is a continual fight,—waged against time, the elements, water, quicksand, and a thousand other difficulties which beset the builder at every stage. The parallel that Col. Starrett draws between the marshaling of the builders' forces and those of an army in the field, is well founded.

No book on building would be complete which did not consider the question of labor and the unions. Col. Starrett's criticism is constructive. The failure of the unions to attempt a solution of the intermittency "which stalks as a spectre throughout the building trades mechanic's life" and reduces his yearly earnings to a little over a half-year's earning capacity; the absence of effi-

cient machinery to deal with the problems of old age and sickness, and the economic,—and often senseless,—waste caused by the ever-recurring "jurisdictional" disputes, come under his fire. The benefits the unions have wrung from reluctant employers have been at the cost of hard fighting, and they are still hostilely arrayed in opposing camps. And yet Col. Starrett is not unsympathetic. His personal experience in the field has brought him into contact with the men as individuals, and he pays high tribute to their courage, their loyalty and resourcefulness in a crisis, and their ready generosity to one another when casualties occur,—as they do frequently.

As an economist, Col. Starrett takes a gloomy view of the present building situation, which he sums up succinctly in these words: "The building industry, disjointed, disorganized, with a clientele suspicious and largely uninformed of its complexity; with an architectural profession almost equally uninformed and clamoring for a recognition of superior knowledge of the problem which it never possessed and cannot maintain; with the banking and lending institutions throughout the country taking no stand for a stabilized industry, but relying on an assumed satisfaction with plans and specifications made in a medium they do not comprehend and written in a technical language that they cannot fully understand; with bonding companies as ready to insure the performance of an inexperienced beginner as an experienced builder, so long as the premium is paid; with importunate novices clamoring that they can build cheaper than any one else; with the sheriff waiting in the treasurer's office while frantic collections are being garnered in the banker's office to stave off for another brief period the hand of bankruptcy that overtakes 50 per cent of the kind in every five-year cycle;—is it not a wonder that absolute anarchy in the industry does not completely overwhelm it?" But, on the other hand, his exultation as a builder is contained in his own stirring words: "The thrill is always there, the unexpected is always happening; the satisfaction of planning in the welter of all this activity, and of having the plans come out right, of seeing the beautifully finished building come true and clean out of a complexity of elements that only a trained builder understands,—this is in itself an unparalleled triumph that gives a man the satisfaction of knowing that he is proficient in leadership."

The book, as Col. Starrett is careful to explain, is no attempt to present a technical treatise on building, but is intended primarily for the layman who desires to know something of the fundamentals that govern the science of modern construction, so that his understanding and appreciation, as a monster project takes form before his eyes, may be quickened. The book should do this, and more; it should give to the prospective owner a clearer understanding of the problems which confront him and of the pitfalls into which inexperience might lead him. To the architect, the frank exposition of the builder's viewpoint should bring a more intelligent perception of their mutual relationship to the problem in hand,—a relationship which, too often, is distinguished by antagonism and distrust.

The apprenticeship problem receives careful consideration. The European system of long periods of training for a thorough understanding of all phases of a craft has given way to the modern trend of specialization, and the "all-round" mechanic is a thing of the past. Instead



we have carpenters specializing in the erection of concrete forms, others in the hanging of doors, others in the laying of floors, others in the installation of "trim," and so on. It is only in recent years that concerted action has been taken to raise the standards of workmanship and insure an adequate supply of newcomers to replace those incapacitated by years or injuries. This has been due to the efforts of the late Burt L. Fenner, of the firm of McKim, Mead & White, who devoted a great deal of his time to this important question and sponsored the plan leading to the formation of the Apprenticeship Commission by the New York Building Congress, whose scope is ever widening. The plan, in outline, consists of the training of a period of from three to four years of a certain number of boys as agreed upon between a committee of employers and representatives of the union. The curriculum is divided between work at the trade during the day and class work, usually conducted at night. The wages and scope of the training are determined by the committee, and a careful record is kept of the attendance and progress.

**BUSINESS LAW FOR ENGINEERS.** By C. Frank Allen. Third Edition. 475 pp., 6 x 9 ins. Price \$4. McGraw-Hill Book Company, 370 Seventh Avenue, New York.

**A**RCHITECTS and engineers have much need of a working knowledge of law, particularly in its application to contracting and building. In these days when the activities of both professions need to be undergoing radical change or rather to be extending their spheres of action, an architect (and presumably an engineer) is

often compelled, even against his wishes, to become more or less of a promoter to bring new capital into an enterprise or else to further the development of some sort of a project; and most architects and many engineers know that they are at times called upon to act as arbitrators, referees or umpires between contractors.

This volume represents the third edition of a work already well known to those for whom it was written. Its author is a member of the Massachusetts Bar, of the American Society of Civil Engineers, and was formerly a professor at the Massachusetts Institute of Technology. "The purpose of this book is not to make 'every man his own lawyer,' but rather to give the engineer a sufficient understanding of important fundamental features of law, so that he may have some idea of when or how to act himself and when to seek expert advice, as well as to enlarge his horizon and perhaps encourage him to further study of law. Many engineers will find that there is some chapter which covers ground concerning which they are better informed than the author or even than most practicing lawyers. They will, nevertheless, probably find other chapters with which they are less familiar, and which may prove interesting." The work is divided into two parts, the first entitled "Elements of Law for Engineers," dealing with such subjects as Evidence, Contracts, Equity, Real Property, Agency, Sales, and Negotiable Instruments, while the second discusses Information for Bidders, Proposals, Uniform Contract Forms, Cost Plus Contracts, Bonds, and Specifications. The usefulness which has brought two editions into service should guarantee the favorable reception of a third by architects and engineers.

## "Hotel Planning and Outfitting"

EDITED BY

C. STANLEY TAYLOR and VINCENT R. BLISS

Here is a volume which for the first time adequately reviews the entire subject of the modern hotel,—its planning, designing, equipping, decorating and furnishing. It covers every detail, from the beginning of sketch plans to the registration of guests when the house has been completed and opened. All the different types of hotels are dealt with,—the Modern Commercial Hotel, the Residential or Apartment Hotel, the Resort Hotel, and the Bachelor Hotel. The volume is replete with views of hotels in different parts of the country; their exteriors and interiors, and in many instances their plans are included and fully analyzed.

The editors have been assisted in the preparation of the work by widely known hotel architects and interior decorators and by actual operators of hotels,—practical men, experienced in the management of the "back" as well as the "front" of a hotel. The volume's treatment of hotel furnishing and equipping constitutes the final word on this important subject. There are included views of hotel restaurants, cafeterias, kitchens, pantries, "serving pantries," refrigerating plants and all the departments which are necessary in a modern hotel of any type. The work is of inestimable value to architects and engineers, as well as to practical hotel men.

438 pages, 8½ x 11½ inches—Price \$10

THE ARCHITECTURAL FORUM  
521 Fifth Avenue, New York



# Evidence of Pride on the Pacific Coast



Terminal Sales Bldg., Portland, Ore. Architects: A. E. Doyle Co., Portland.

PORTLAND



Pacific Tel. & Tel. Bldg., Portland, Ore. Architect: A. E. Doyle, Portland.



Russ Bldg., San Francisco, Cal. Architect: Geo. W. Keilham.

SAN FRANCISCO



St. Joseph's College, Cupertino, Cal. Architect: L. J. Devlin, San Francisco.

CUPERTINO



Glendale Sanitarium & Hospital, Los Angeles Branch. Architect: Alfred Puest.

LOS ANGELES

LONG BEACH



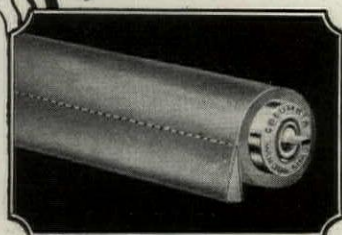
Fine Arts Bldg., Los Angeles, Cal. Architects: Walker & Eiser.



National City Bank Bldg., Los Angeles, Cal. Architects: Walker & Eiser.



Breakers Hotel, Long Beach, Cal. Architects: Walker & Eiser.



COAST architects have reason to be proud of their brain children. And the more pride they feel the more likely they are to specify long-wearing, good-looking trouble-free window shades—*Columbia* Window Shades mounted on *Columbia* Rollers.

Which explains why, up and down "the Coast," *Columbia* Window Shades are found in every window of so many fine hotels, colleges, hospitals, and business buildings—and private homes.

At the left is shown some of the more recent additions to the sky line of the coast line. They are typical of the thousands of buildings from West Coast to East Coast which are *Columbia* equipped from architects' specifications.

Every informed architect knows that *Columbia* Window Shades are a big money's worth—fine window shades that are well-made, durable, good-looking, but not expensive.

## The Columbia Mills, Inc.

225 FIFTH AVENUE, NEW YORK

- |                 |             |                |               |             |
|-----------------|-------------|----------------|---------------|-------------|
| Baltimore       | Boston      | Chicago        | Cincinnati    | Cleveland   |
| Dallas          | Denver      | Detroit        | Fresno        | Kansas City |
| Los Angeles     | Minneapolis | New Orleans    | Philadelphia  | Pittsburgh  |
| Portland (Ore.) | St. Louis   | Salt Lake City | San Francisco | Seattle     |

# Columbia

GUARANTEED

## WINDOW SHADES and ROLLERS

Nationally Advertised—Used Everywhere in Beautiful Homes

Send for your Copy of "Window Shade Specifications"



This interesting book tells all about window shades, window shade rollers and roller brackets, approved methods of hanging window shades and suggests the most suitable type of shade for each kind of building. It also contains the useful "Standard Specification for Window Shades." For your copy mail the coupon to The Columbia Mills, Inc., 225 Fifth Avenue, New York City.

Name.....  
 Street.....  
 City.....





*THESE GRACEFUL WINDOWS  
lend a sprightly modern character to  
the homes you create*

MODERN home design has borrowed the charm of the centuries. Yet it has achieved a liveliness, a sparkling freshness which separates it from the architecture of the past.

Lupton Residence Casements epitomize this crisp animation. They relieve masonry work, and lend vivacity to the ensemble. Solid welding gives enduring strength to the frame. Slim cross-pieces point up the cheerfulness of walls and interiors.

Over years of operation, Lupton Residence Casements will give your clients complete satisfaction. They open and shut smoothly and soundlessly. The Lupton friction-hinge prevents

chatter in a high wind. Both sides of the window can be cleaned from within the room. Made of steel, they will not warp or stick.

Some 50 standard sizes permit a wide choice in determining window-areas. This standardization has brought surprisingly reasonable prices—within range of even your smaller homes.

Your current edition of Sweet's Catalog carries the complete story of Lupton Steel Windows. You can depend upon these nationally known steel windows to give you the best results on every job you put up.

David Lupton's Sons Co.,  
2207 East Allegheny Avenue,  
Philadelphia, Pa.

**L U P T O N**  
WHERE STEEL IS FUSED WITH SINCERITY



## THE EDITOR'S FORUM

### CONTEMPORA EXPOSITION OF ART AND INDUSTRY

IT is now several months since record crowds attended the first Exhibition of Contemporary American Industrial Art at the Metropolitan Museum. The single large gallery in which this exhibition was arranged was totally inadequate to accommodate the enormous number of people who visited the exhibition every day. If any were in doubt as to the growing popularity of and the increasing interest in contemporary furniture and interior decoration, the great number of visitors should have convinced them. The spring exhibition of the American Designers' Gallery also elicited great interest on the part of the general public, and now within a period of six months a third exhibition of modern art in industry has been arranged by Contempora, Inc., in the galleries of the Art Center in New York. Of particular interest in the exhibition, arranged by members of this firm, all of whom are designers of international prestige, are the ensemble rooms which may be bought complete. Each room will be available in any one of six color combinations to suit the individual taste of the purchaser. The rooms are to be sold as units, thus obviating the arduous task of shopping for harmonious accessories. It is planned to create about 12 types of rooms, which will be commercially procurable at moderate prices. This exposition comprises seven harmonized rooms by Bruno Paul, Lucian Bernhard, Paul Poiret and Rockwell Kent, as well as textiles, lighting fixtures, ceramics, and an exhibition of architectural designs by Eric Mendelsohn.

### COLUMBUS MEMORIAL LIGHTHOUSE ARCHITECTURAL COMPETITION

ANNOUNCEMENT was made lately by the Pan American Union of the names of the authors of the ten designs which were placed first in the architectural competition for the Columbus Memorial Lighthouse. The names of the winners are:

Rice Amon, New York.  
Helme, Corbett & Harrison, and W. K. Oltarjevsky and Rogers & Poor.  
Douglas D. Ellington, Asheville, N. C.  
Joaquin Vaguero Palacios, Madrid.  
Josef Wentzler, Dortmund, Germany.  
Filippo Medori, Rome.  
Louis Berthin, Paris.  
Theo Lescher, Paris.  
Donald Nelson, Paris.  
J. L. Gleave, Nottingham, England.  
The selections were made by an international

jury, selected by the competing architects, who met at Madrid and consisted of Raymond Hood for North America, Eliel Saarinen for Europe, and Horacio Acosta y Lara for South America. The authors of the ten designs placed first by the international jury will now re-compete in the second stage of the competition for the final selection of the design for the Lighthouse. Mr. Acosta y Lara, the South American member of the jury, is the president of the Uruguayan Society of Architects, Professor of Architecture at the University of Montevideo, and a member of the Central University Council. Mr. Hood, of New York, is a member of the American Institute of Architects and the Architectural League of New York. He was associated with John Mead Howells in designing and erecting the *Tribune* Tower Building, in Chicago, and he also designed and built the American Radiator Building in New York. Mr. Saarinen is a native of Finland and one of the leading architects of Europe, having specialized in city planning and municipal enterprises. Mr. Saarinen has served on several international juries, including the architectural competition at the Olympiad in 1924; on the competition for a Parliament House at Canberra, Australia; and as a member of the City Planning Competition at Bergen, Norway. He is Vice-president of the International City Planning Conferences and a member of many architectural associations.

The members of the jury were selected by the more than 1,900 architects in all the nations of the world who registered for the competition which is being conducted by the Pan American Union according to the terms of a resolution adopted at the Fifth Pan American Conference. The Lighthouse will be erected on the coast of the Dominican Republic, the scene of the first permanent settlement in America, and will commemorate in an appropriate manner the discovery of the New World by Columbus.

### THE GEORGE G. BOOTH TRAVELING FELLOWSHIP

THE George G. Booth Traveling Fellowship in Architecture at the University of Michigan has been awarded to Frederick J. B. Sevald (1929), of Detroit. The second place was awarded to Jonathan A. Taylor (1929), of Ann Arbor; honorable mention to Livingstone H. Elder (1928), Billings, Mont. There were 12 competitors. The problem this year was "A Municipal Boat House," involving, in addition to facilities for boats, a ball room, lounge, refreshment and service rooms, a roof garden and lookout. Only 11 days were allowed for the competition, the students preparing drawings without criticism.



A  
CLEMCO  
DESK



*Officers' Quarters of the First Trust & Savings Bank, Chicago. Showing the "CLEMCO" Berkshire Suite as Installed by Marshall Field & Company, Chicago. Architects: Graham, Anderson, Probst and White. General Contractors: Leonard Construction Company.*

## In Terms of Profit

CAREFULLY chosen Fine Office Suites that successfully complete your architectural design earn a profit for you by the good impression created.

In Fine Office Suites by "CLEMCO", there is distinction in design, rare beauty of precious woods, exclusive convenience and construction features that win the lasting appreciation of your clients and their friends. You profit.

When requested on your letterhead, we will supply "Pointers in Planning an Office", "CLEMCO" Floor Plan Material, Catalogs and name of "CLEMCO" Representative who will co-operate with you.

THE CLEMETSEN CO., 3433 West Division Street, Chicago, Ill.

Nation-wide Service Through the Better Office Furniture Representatives

A  
CLEMCO  
DESK

This Your Insurance



## PART ONE—ARCHITECTURAL DESIGN

Cover Design: Houses in Florence <i>From a Water Color by Percival Goodman</i>		Rudolf Mosse Building, Berlin <i>Erich Mendelsohn</i>	26
The Editor's Forum	Page 37	Titania Motion Picture Theater, Berlin <i>Schoffler, Schonbach &amp; Jacoby</i>	27
Chase National Bank Building, New York <i>From an Etching by Peter Marcus</i>	<i>Frontispiece</i>	German Bookprinters' Labor Union Building, Berlin <i>Max Taut</i>	28, 29
PLATE ILLUSTRATIONS	Architect	Plate	
Chase National Bank Building, New York <i>Graham, Anderson, Probst &amp; White</i>		1-8	
Smith-Young Tower Building, San Antonio <i>Atlee, B. &amp; Robert M. Ayres</i>		9-12	
University Club, Milwaukee <i>Office of John Russell Pope</i>		13-16	
Anzeiger Building, Hanover <i>Fritz Hoyer</i>		17-19	
Ballinhaus, Hamburg <i>Hans Oskar Gerson</i>		20, 21	
Stadthalle, Magdeburg <i>Johannes Goederitz</i>		22-24	
Exhibition Pavilion, Magdeburg <i>Albin Muller</i>		25	
		LETTERPRESS	Author
		Chase National Bank Building, New York <i>Alfred Shaw</i>	1
		Chase National Bank Building; An Appreciation <i>Matlack Price</i>	6
		Modern Architecture in Germany <i>Edwin A. Horner</i>	41
		William Hood Dunwoody Industrial Institute <i>C. A. Prosser</i>	81
		Notes on Modern Furniture by Herbert Lippmann <i>Parker Morse Hooper</i>	91

## PART TWO—ARCHITECTURAL ENGINEERING AND BUSINESS

Placing Trusses,—Approach to New Cleveland Union Terminal <i>From a Photograph by Margaret Bourke-White</i>	<i>Frontispiece</i>	Photo-visualizing for Architects <i>Leicester K. Davis</i>	105
LETTERPRESS	Author	Page	
Minimizing Heat Losses in Residences <i>P. E. Fansler</i>		97	
A House for Mass Production <i>R. Buckminster Fuller</i>		103	
		Choosing the Structural System and Material— III <i>Theodore Crane</i>	111
		Wall Street Enters the Building Field—II <i>John Taylor Boyd, Jr.</i>	119
		Supervision of Construction Operations <i>Wilfred W. Beach</i>	125
		Building Situation	132

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

KENNETH K. STOWELL, A.I.A., Associate Editor

Contributing Editors:

Harvey Wiley Corbett; Aymar Embury II; Charles G. Loring; Rexford Newcomb; C. Stanley Taylor; Alexander B. Trowbridge

Published Monthly by

## NATIONAL BUILDING PUBLICATIONS

DIVISION OF NATIONAL TRADE JOURNALS, INC.

521 Fifth Avenue, New York

H. J. Redfield, President and Treasurer; Howard Myers, Vice President and General Manager; Joseph E. Browne, Vice President; John Thomas Wilson, Vice President; C. Stanley Taylor, Vice President; James A. Rice, Vice President; Henry J. Brown, Jr., Secretary.

Yearly Subscription, Payable in Advance, U. S. A. Insular Possessions and Cuba, \$7.00. Canada, \$8.00. Foreign Countries in the Postal Union, \$9.00

Single Copies: Quarterly Reference Numbers, \$3.00; Regular Issues, \$1.00. All Copies Mailed Flat  
Trade Supplied by American News Company and its Branches. Entered as Second Class Matter at the Post Office at New York, N. Y.  
Copyright, 1929, by National Trade Journals, Inc.



# The New York Life chooses Telesco Partition



**T**HE new building of the New York Life Insurance Company, New York, is famous not only for its exterior magnificence, but also for its choice of the finest and most beautiful materials throughout the entire edifice.

For example a special effort was made to supply tenants with partition, the appearance and finish of which would blend favorably with desks and furniture. And so for its tenants' needs the New York Life Building standardized on Telesco Partition in rich, full grained walnut, mahogany and quartered oak.

Yet in choosing Telesco, the New York Life must have kept one eye on beauty and the other on practical utility. For Telesco is as flexible as it is handsome. It is made in interchangeable sections, and erected with screws. When alterations are necessary, Telesco can be taken down and re-erected—overnight if necessary—without noise, without damage to the partition . . . without any expense except labor.

If, like the New York Life Insurance Co., you too will take the trouble to compare Telesco with any other partition, you will find: that Telesco is the only partition offering rich walnut, mahogany or quartered oak at a reasonable price . . . the only partition with a specially-durable lacquer finish . . . the only partition with a special process acid-proof, water-proof base . . . the only partition with telescoping posts that raise or lower to various ceiling heights. *Challenge us to prove it!*

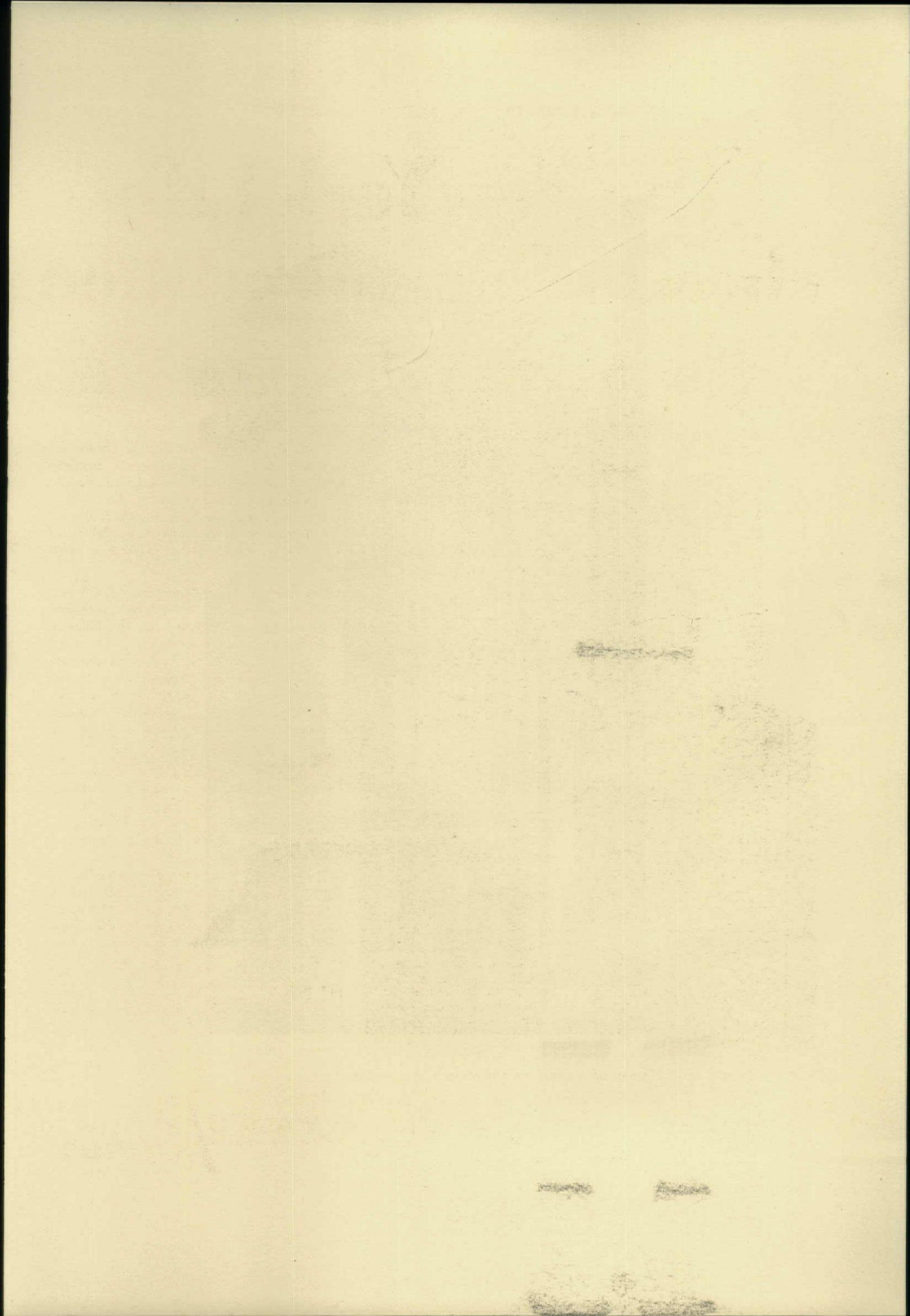
**HENRY KLEIN & CO., INC.**  
with which are consolidated the Improved Office Partition Co.  
and Driwood Corp. (Est. 1909).

Display Rooms and General Sales Office:  
Dept. A, 40-46 West 23rd Street, New York  
General Offices & Plant . . . . . Elmhurst, N.Y.

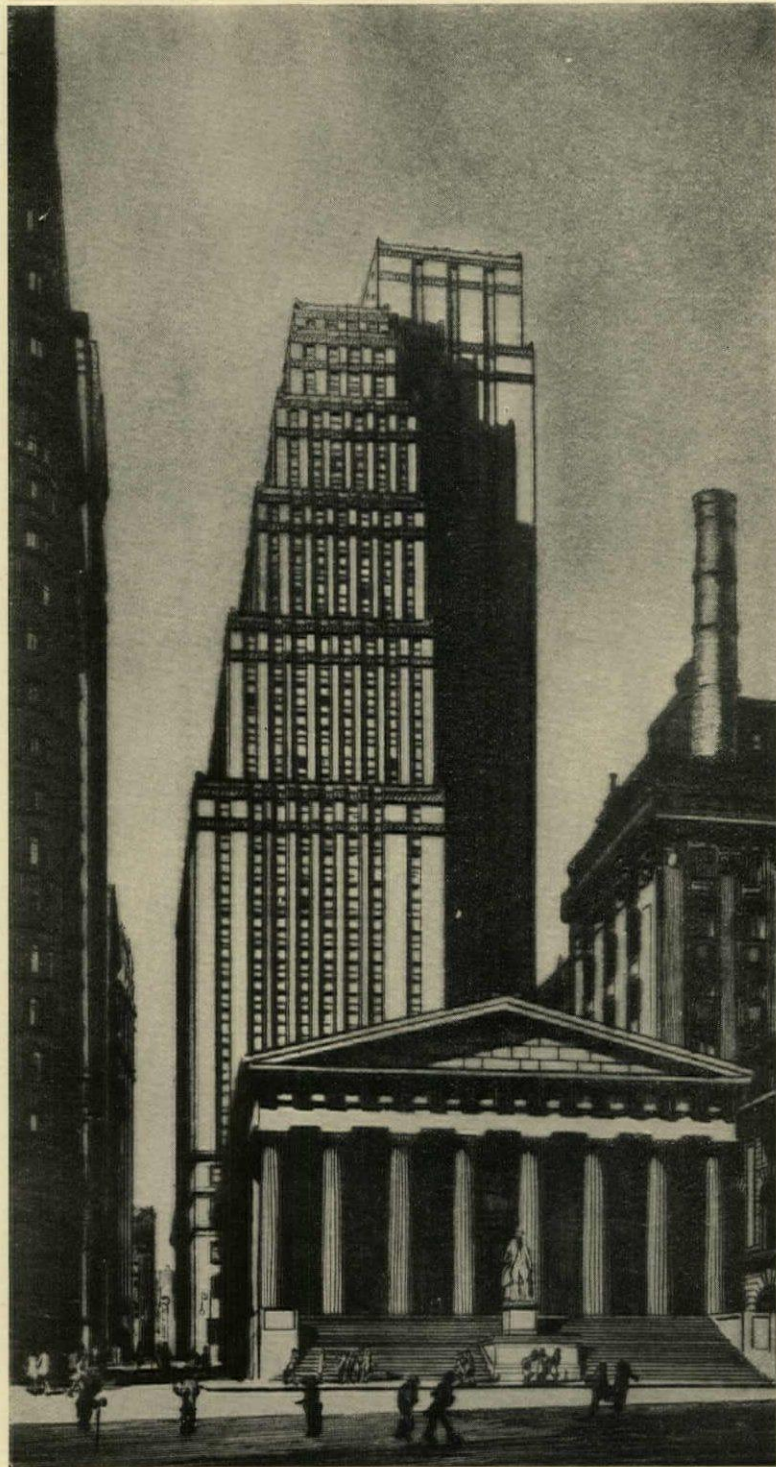
*The New York Life Insurance Company  
Building, New York. Cass Gilbert, Inc.,  
Architects; Starrett Bros., Inc., Builders;  
Mr. S. J. Barnaby, Building Manager.*

**Telesco Partition**  
REG. U.S. PAT. OFF.  
IT TELESCOPES









CHASE NATIONAL BANK BUILDING, NEW YORK

GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS

From an Etching by Peter Marcus



# THE ARCHITECTURAL FORUM

VOLUME LI

NUMBER ONE

JULY 1929

## THE CHASE NATIONAL BANK BUILDING, NEW YORK

BY

ALFRED SHAW

THE Chase National Bank Building, recently completed in New York, fulfills every essential requirement of the modern American commercial problem. It was erected at the foot of Manhattan Island, which has produced the amazing pile of steel and stone that symbolizes America to most Europeans. It was restricted by the new zoning laws of New York; planned on an irregular L-shaped piece of property, in which there was but one square corner, every square inch of which was needed for use by the owner. It was studied as to its economic possibilities during the period of real estate negotiations; and it was erected under the terrific pressure of mounting interest rates and demands for space and use. The engineering difficulties involved the problem of excavating to bed rock on the very toes of ponderous buildings, and of building foundations and basement floors while the bracing necessary to hold adjacent walls was still in place. It was also necessary to make every part of the building easily accessible by elevators, well warmed in winter, well ventilated in summer, and well lighted both by daylight and by electricity. The telephone exchange, large enough to make it possible for any person at any point in the building to talk with any part of the United States and some parts of Europe, is as large as the exchange in Hartford.

The venerable tradition and the present dignity of the Chase National Bank demanded an exterior design of fine architectural character. The officers of the bank as well as the architects realized the significance of creating a building which would not only be expressive of this dignity, but also individual and highly indicative of the new American architecture. As the studies progressed, the pyramidal mass suggested some of the characteristics of the architecture of Egypt, and in this direction the architectural scheme developed. Both the exterior and the interior have been designed with a feeling for the simplicity of Egyptian

detail, and the color which is used in the more important rooms was selected from the same source. The five and one half stories below the street level contain the safe deposit department, the currency departments, and the great vaults which run through three stories, resting on the rock 85 feet below the street. On the first floor are the main banking room and the loan and discount department, which extend through two stories. On the third floor is the credit department, and on the fourth floor are the offices of the chairman of the board, the president, and the chief executives, as well as an extremely interesting board room which is in the form of half an ellipse.

The trust department occupies the fifth and sixth floors, the Chase Securities Corporation the eighth and ninth floors, and the working forces of the bank occupy space extending through seven stories to the 13th floor, from which point up the building is occupied by offices of a general commercial nature. At the very top of the building, on the floors which give magnificent glimpses across and over Manhattan and its rivers and environs, are the club rooms and dining rooms of the executive and junior officers of the bank. The building was first considered in November, 1926, and the property was purchased then; drawings were made; engineering difficulties and architectural problems were solved; plans for workings of the bank down to its most humble employe were completed; contracts were let, furnishings purchased, and the bank was occupied on August 28, 1928. This was due to the realization of all concerned of the extent of the task before them and the whole hearted coöperation of the officers of the bank, the chairman of the building committee, and the entire organization, with the architects and the engineers. Great enterprises of this sort require the thought, enthusiasm and determined courage of many people. Into this structure have been built the ardor and spirit of all of them.

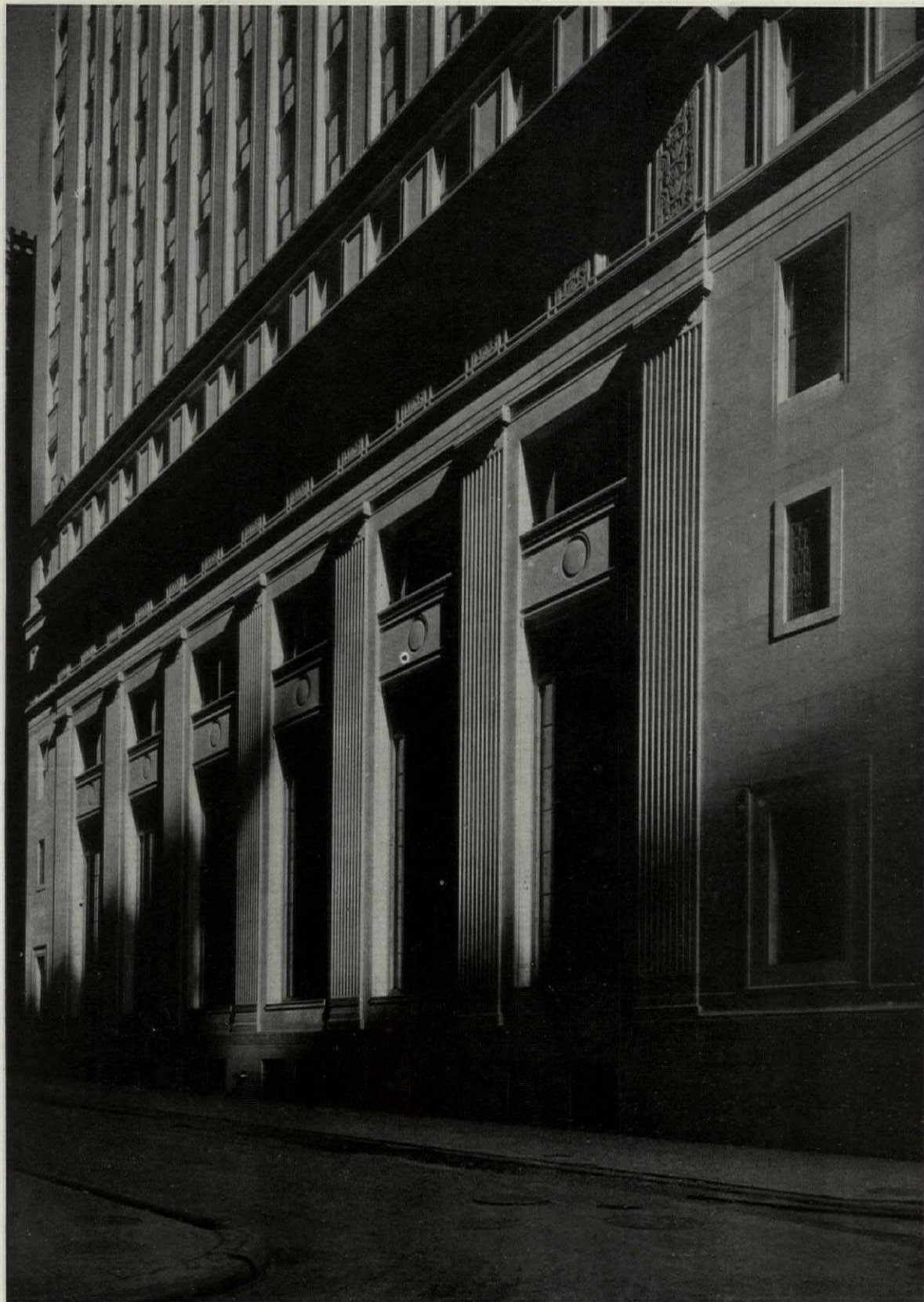




*Photo. Sigurd Fischer*

MAIN ENTRANCE ON PINE STREET  
CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS

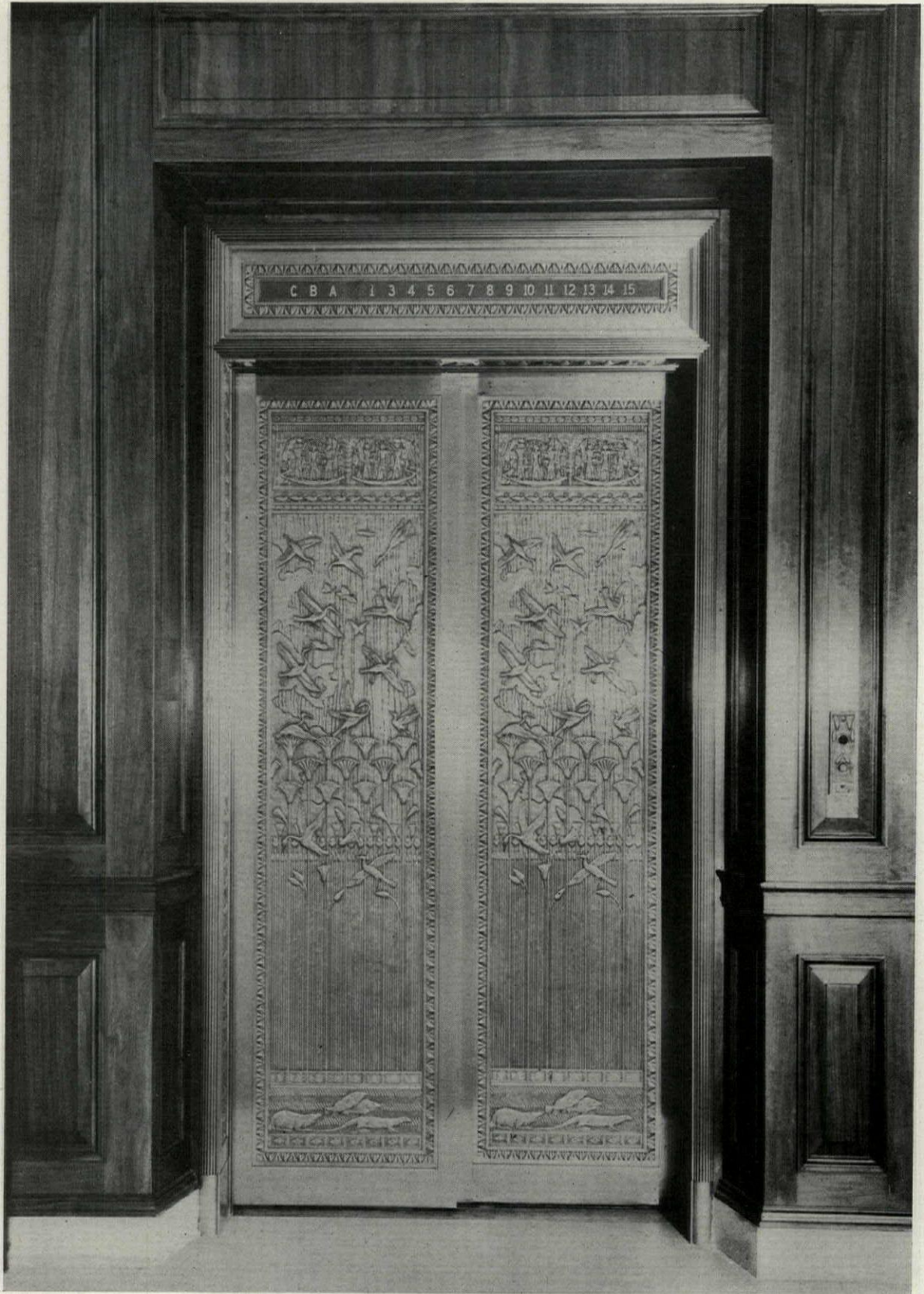




*Photo. Tebbs & Knell, Inc.*

NASSAU STREET ELEVATION  
CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS





*Photo. Sigurd Fäscher*

AN ELEVATOR DOOR  
CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS





*Photo. Tebbs & Knell, Inc.*

INTERIOR OF ENTRANCE DOORS  
CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS





A Dining Room. Chase National Bank Building, New York  
Graham, Anderson, Probst & White, Architects

## AN APPRECIATION

BY  
MATLACK PRICE

FOR all that the attention of New York's island citizens is momentarily focused on the intensive building of great towers in the midtown region, towers of finance and commerce continue to rise shoulder to shoulder in the downtown section. About these acres of the island's lower end a great volume should be written, which might be an architectural book or might be an epic poem in blank verse. "Laid out by Euclid, built by Titans, furnished by Edison" someone wrote 25 years ago. Much has happened since, among other things the set-back requirement in designing tall buildings, first seen as a restriction, but now as an opportunity, and as the point of departure of an entirely new vision of architecture.

One of the newest additions to the now almost solid phalanx of great buildings in lower New York is the Chase National Bank, rising 38 stories to a height of 478 feet behind the old Sub-treasury Building,—classic relic of another age. This is an old Doric temple, symbol of everything that once epitomized architecture. It is still a symbol, but architecture has mounted skyward since the Sub-treasury was built, and has

become at once more complex and more simple,—more complex in its aims, requirements and accomplishments; more simple in its means of providing modern, efficient, urbane housing for vast and intricately ramified organizations such as the Chase National Bank, which is one of this country's greatest banking organizations. The site of the new Chase National Bank Building was not, architecturally, easy to deal with, but it would have presented a much more difficult problem to the architect of 20 years ago than it presented to the architect of today. There is frontage on Nassau and Pine Streets, with a narrow L giving a frontage and entrance on Cedar Street, and only one square corner in the whole plan. In the architecture of yesterday, an architecture having to do mainly with facades, this would have been a desperately unhandy site. Under the terms of our architecture of today, which has to do mainly with masses, the matter finds a more natural solution. A building now can be piled up with all the rugged informality of a natural rock formation. Its diminishing masses may be set at angles oblique with the substructure,—which would have



played havoc with a formal or conventional facade.

With the essential masses of his building determined, the modern architect has now only to concern himself with a manner of treatment, and this, it has been found, is best when it is simplest, and when it abandons, largely, the old "stock" architectural embellishments that have, after years of faithful service, earned a rest in quiet retirement. As was said in these pages last month about the Chanin Building, architects have wisely come to the conclusion that the copings of the great massive shoulders of the new buildings are not good places to set little urns and obelisks. So strong was the habit of using detail for detail's sake that it was first believed that set-backs needed some kind of extraneous embellishment in order not to look bleak or "unfinished." Fortunately, the immutable laws of scale asserted themselves, and demonstrated that no embellishment of set-backs can be trivial or unrelated, and that if any detailed treatment of the great masses is to be attempted, it must be of such heroic mould as that on the New York Telephone Building, the Shelton Hotel or the Chanin tower. Thus, on the corners of the parapet of the first set-back on the Chase National Bank Building, there is a great winged sphinx head, with the wings modeled into the coping, and in lesser set-backs above these are repeated, an interesting motif, and one in conformity with the Egyptian detail used elsewhere.

The main entrance is on Pine Street, a monumental portal to the bank proper and a less architectural entrance for the office tenants. The whole design of the main entrance is unusually interesting,—an elaborate Egyptian design in finely wrought bronze set in a frame of pink Tennessee marble carved with close adaptations of 22 historical coins and an American dollar. These have afforded a decorative motif that is more than symbolical; it is a highly appropriate decoration for a bank entrance, and a reminder that the bank houses the Chase Bank Collection of the Moneys of the World, the famous collection started in 1882 by Farran Zerbe, who is now its curator. The collection is believed to include the greatest number of varieties of exchange media ever collectively displayed, and from this wealth of material many coins were chosen as bas-relief decorations for the enframement of the bank's entrance. Beginning at bottom, left: Roman *sestertius*, *stater* of Metapontum, early Greek coin of Poseidonia, Spartan coin of Tarentum, the Hebrew *shekel*, the *aureus* of Augustus, sixteenth century Dutch coin, *testone* of the Italian Renaissance, colonial Pine Tree shilling, *testone* of Francis I, Spanish milled dollar, the American Peace Dollar, the Joachimthaler, Elizabethan gold pound, New York cent, Japanese *yen*, Russian two-*kopeck* piece, the *florin*, Ptolemaic coin, early

Greek *tetradrachm* of Alexander the Great, *stater* of Corinth, *decadrachm* of Syracuse. The coins represented were selected with the help of the American Numismatic Society, and from plaster casts the enlargements for the marble cutter were made by the sculptor, M. H. Kock, who also modeled most of the Egyptian detail.

This portal of historic coins opens to a landing from which a few steps lead up to the mezzanine floor and down to the banking space, where the tellers are found. The great mezzanine office floor consists mainly of one large room, with private offices in alcoves. The walls, unelaborated, are of Roman travertine, and the ceiling is of dull gold and polychrome, in Egyptian motifs. The whole effect is that of quiet restfulness and dignity,—a perfect environment for the transaction of important business. The bank occupies 13 floors of the building, with a reservation covering five more, and in basements and sub-basements there are vaults as far down as five stories below grade. From the banking space and mezzanine, elevators serve the bank exclusively, while other elevators, local and express, are found in the public lobby that serves the building as a whole.

Architecturally, the most interesting of the bank's floors above the main floor is the fourth, where are located the reception room, directors' room, law library, and offices of the senior executives. The whole atmosphere here is that of dignified repose,—walnut paneling, carpeted floors, the feeling of a distinguished club as opposed to a commercial office environment. Portraits of the principal officers are framed architecturally in simple mouldings that match the woodwork, instead of in heavy gold. A generation ago these interiors would have been pompous and ornate, heavy with grandiose impressiveness; here they are gracious, quietly well bred, admirably expressive of the essential spirit of the organization. The directors' room is patterned very closely after the room of the Supreme Court in Washington. A Georgian ceiling, fan-ribbed in the Adam manner, pilasters of a specially sought green marble, and a great semi-circular table, following the semi-circular shape of the room, with the chairman's seat at the center of the straight wall. A room that is serious without being solemn and suggesting efficiency without ignoring graciousness.

Far above this floor,—on the 33rd and 34th floors,—are dining rooms, with a fully equipped kitchen on the 35th. On the 34th floor are officers' dining rooms, several private dining rooms and a lounge, with furniture not too particularly stylized,—American Chippendale, perhaps, commendably simple, and old with even more of the atmosphere of the most distinguished sort of club than the fourth floor. On the 33rd floor are other





Corner Detail. Chase National Bank Building, New York  
Graham, Anderson, Probst & White, Architects

officers' dining rooms, the larger room pleasantly chintz-curtained, and here, too, is a private dining room in oak, and another entirely papered with old maps, antequely mellowed with shellac.

In this kind of a building there are architectural qualities more or less pictorial,—incidents, details, interiors that lend themselves to description, and there are other qualities, no less architectural and far more important, that cannot well be visualized. Here is an organization of 3,000 people in this one building, engaged in work so important and exacting that much of it must be pursued on a 24-hour daily basis. When a bank clears daily checks aggregating at times \$250,000,-000, efficiency needs to be more than the mere catchword of some office martinet. It must be a very real thing, and in the planning of this structure the architects worked in close coöperation with certain of the bank's officials, three vice-presidents—Messrs. Reeve Schley, James T. Lee, and William H. Moorhead. With the architects these men planned those essentials of the practical

relationships of the different working departments, not only as of today, but with a view to inevitable future growth. There could be no lost motion in the contacts of one department with another, in the location of files and records. The problem departed from architecture, academically considered, and demanded that architecture make an intensive and practical study of bank management in all its varied phases and requirements. Both architects and bankers needed one another's most intelligent and expert coöperation, and to this partnership the Chase National Bank Building stands as a significant monument. The architects and bankers must feel a joint as well as an individual pride of achievement,—a sense that together they have created an intricately articulated whole,—a modern building designed for a modern bank. The structure as it stands adds a new note to New York's financial district, and striking as showing the change to the new from the old is the structure of the Chase Building beyond the Doric porticoes of the old Sub-treasury.



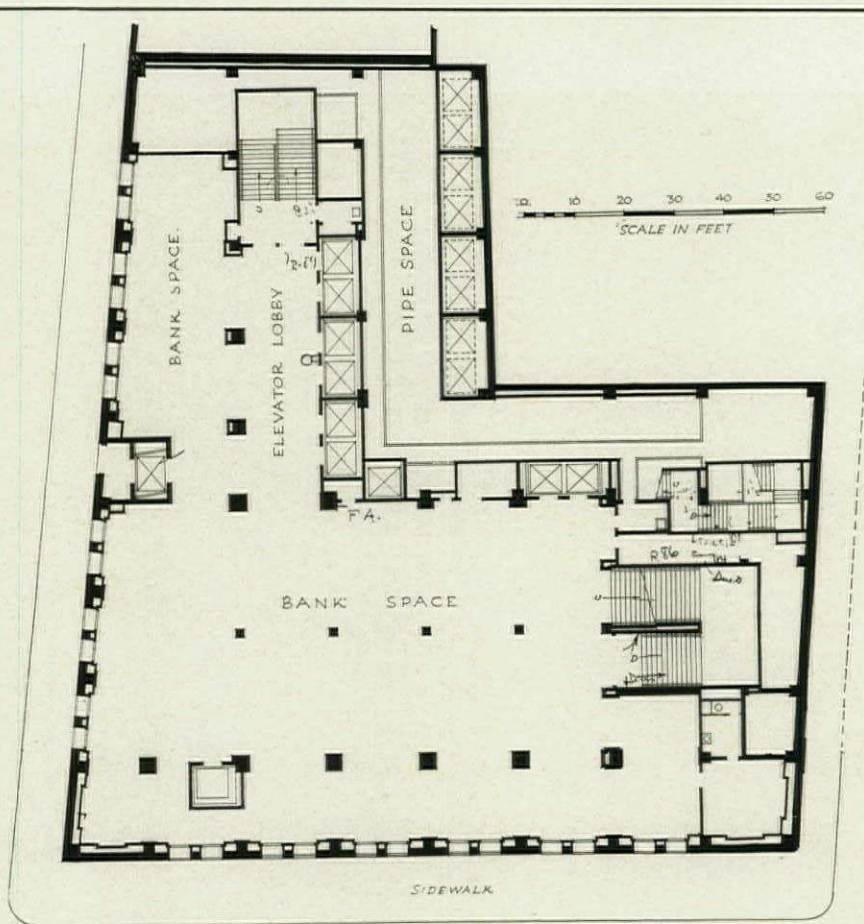


*Photos. Sigurd Fischer*

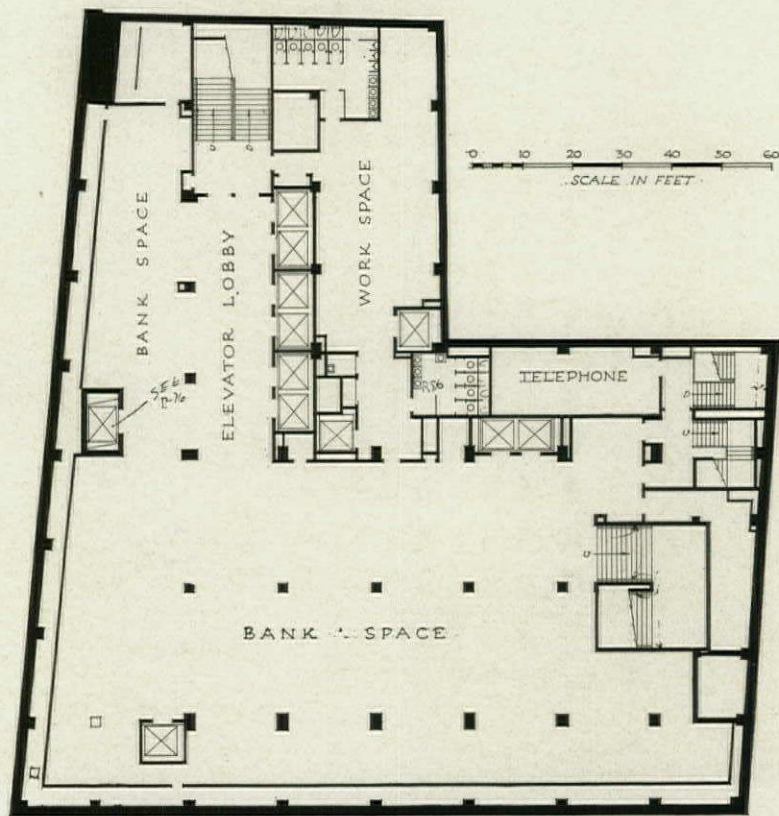
*Plans on Back*

CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS





GROUND FLOOR



BASEMENT "A"

PLANS, CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS

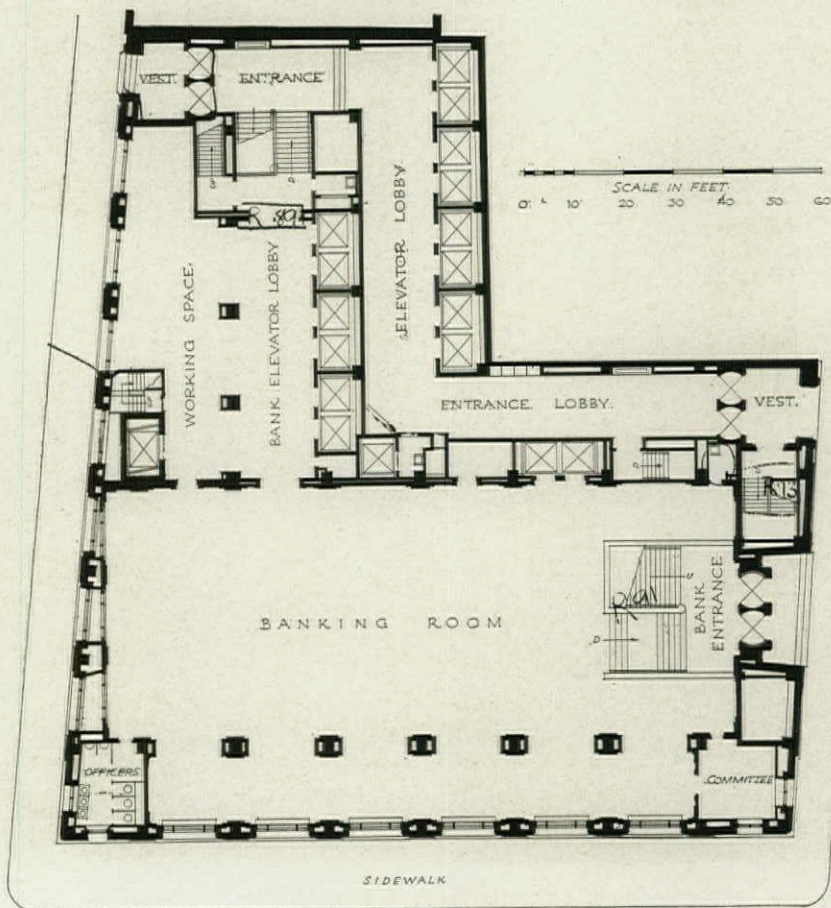
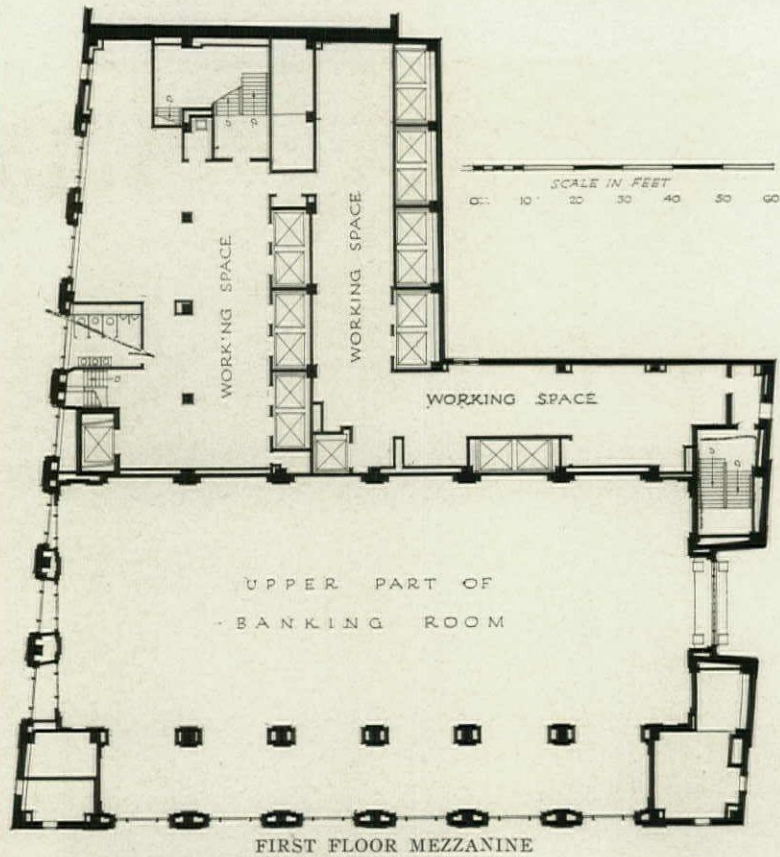




*Plans on Back*

ENTRANCE ON PINE STREET  
CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS





PLANS: CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS

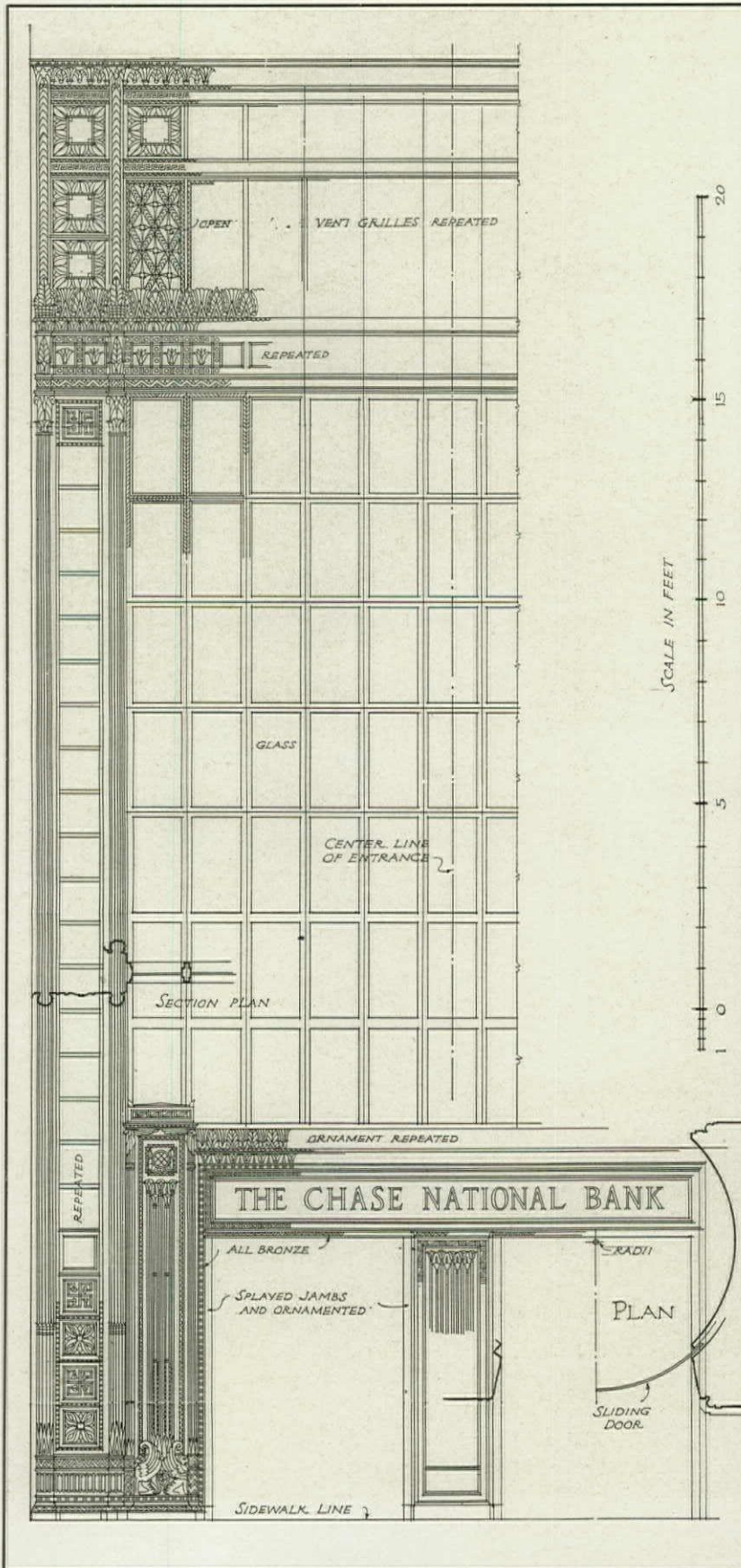




*Details on Back*

MAIN ENTRANCE TO BANKING ROOM  
CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS





No. 1

ENTRANCE DETAIL

CHASE NATIONAL BANK  
NEW YORK CITY

JULY 1929

The ARCHITECTURAL FORUM DETAILS

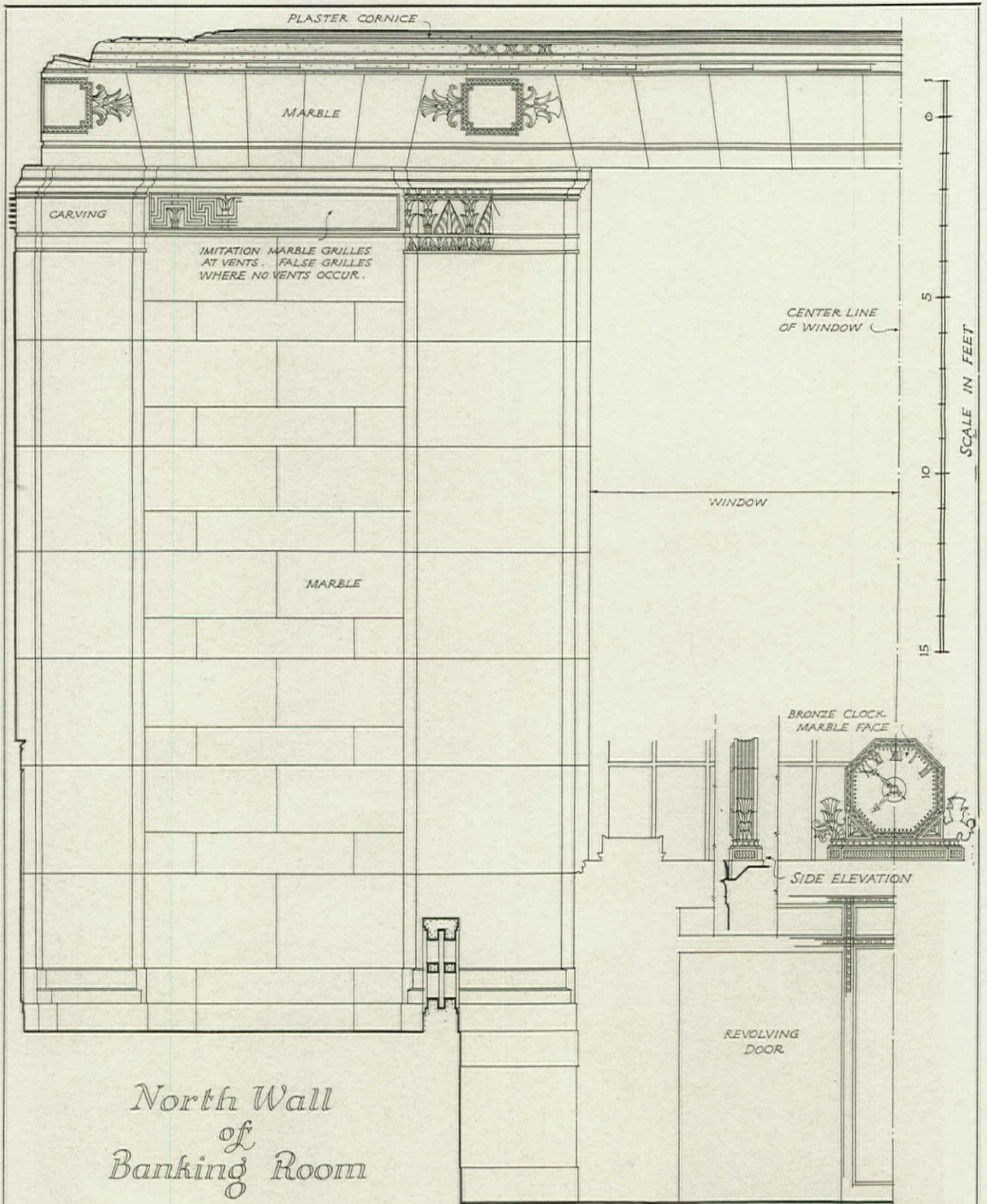




*Detail on Back*

MAIN BANKING ROOM  
CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS





JULY  
1929

DETAIL. CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS

No.  
2

The ARCHITECTURAL FORUM DETAILS

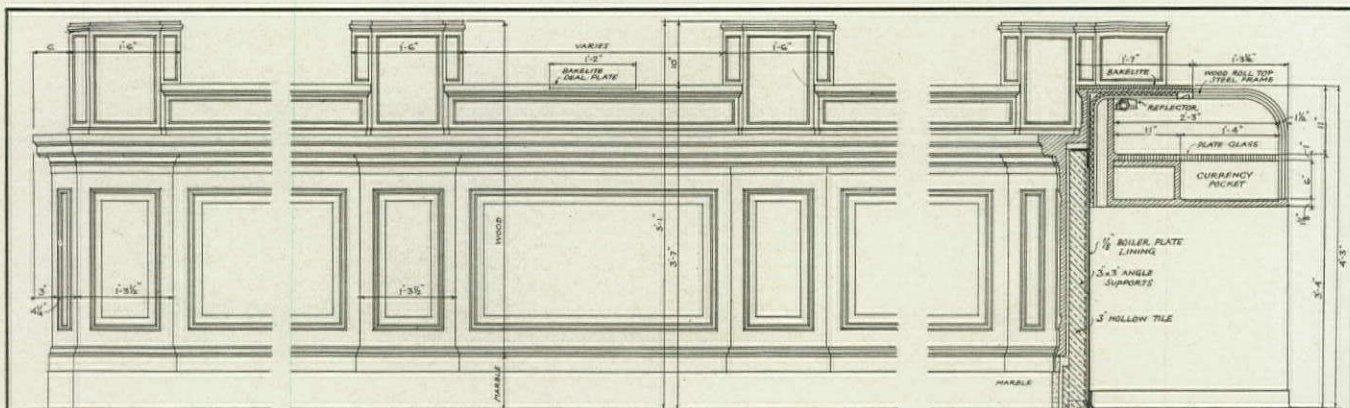




*Details on Back*

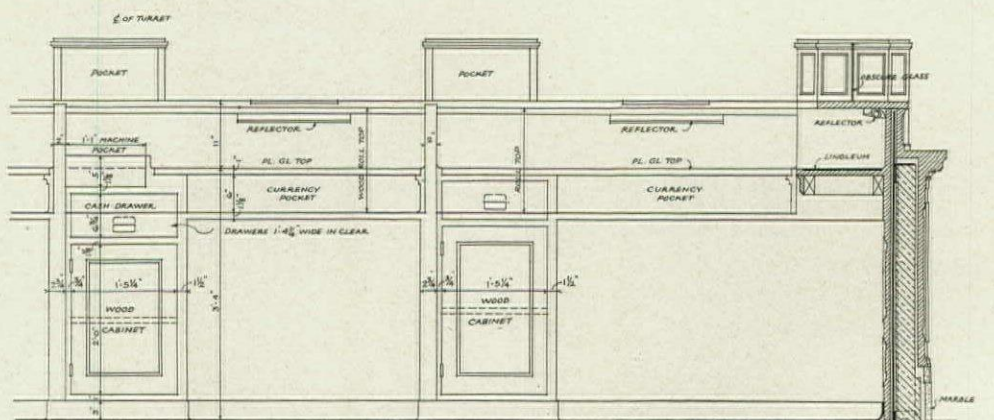
MAIN BANKING ROOM  
CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS



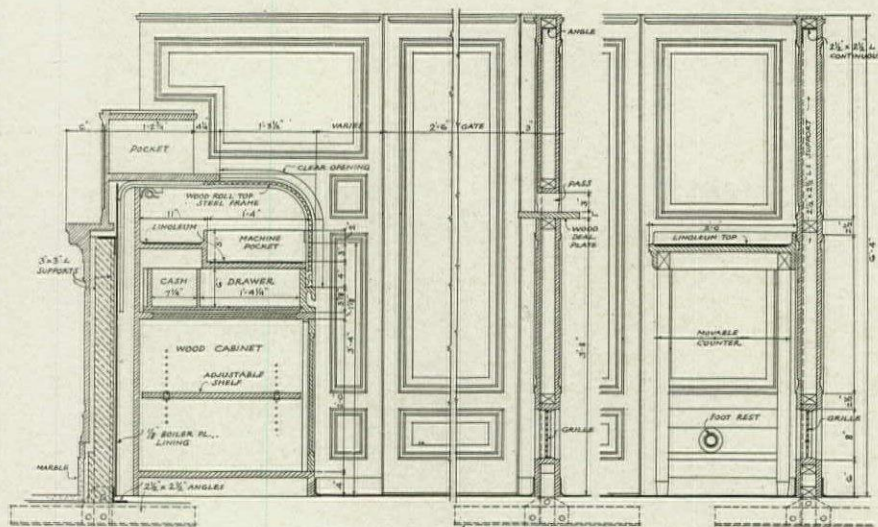


Typical Counter Front

Typical Section



Typical Counter Back



Typical Section

Rear Screen Rear Counter

## TYPICAL COUNTER SCREEN DETAILS

THE CHASE NATIONAL  
BANK BUILDING  
NEW YORK CITY

JULY  
1929

1 0 5 10  
SCALE IN FEET

No.  
3

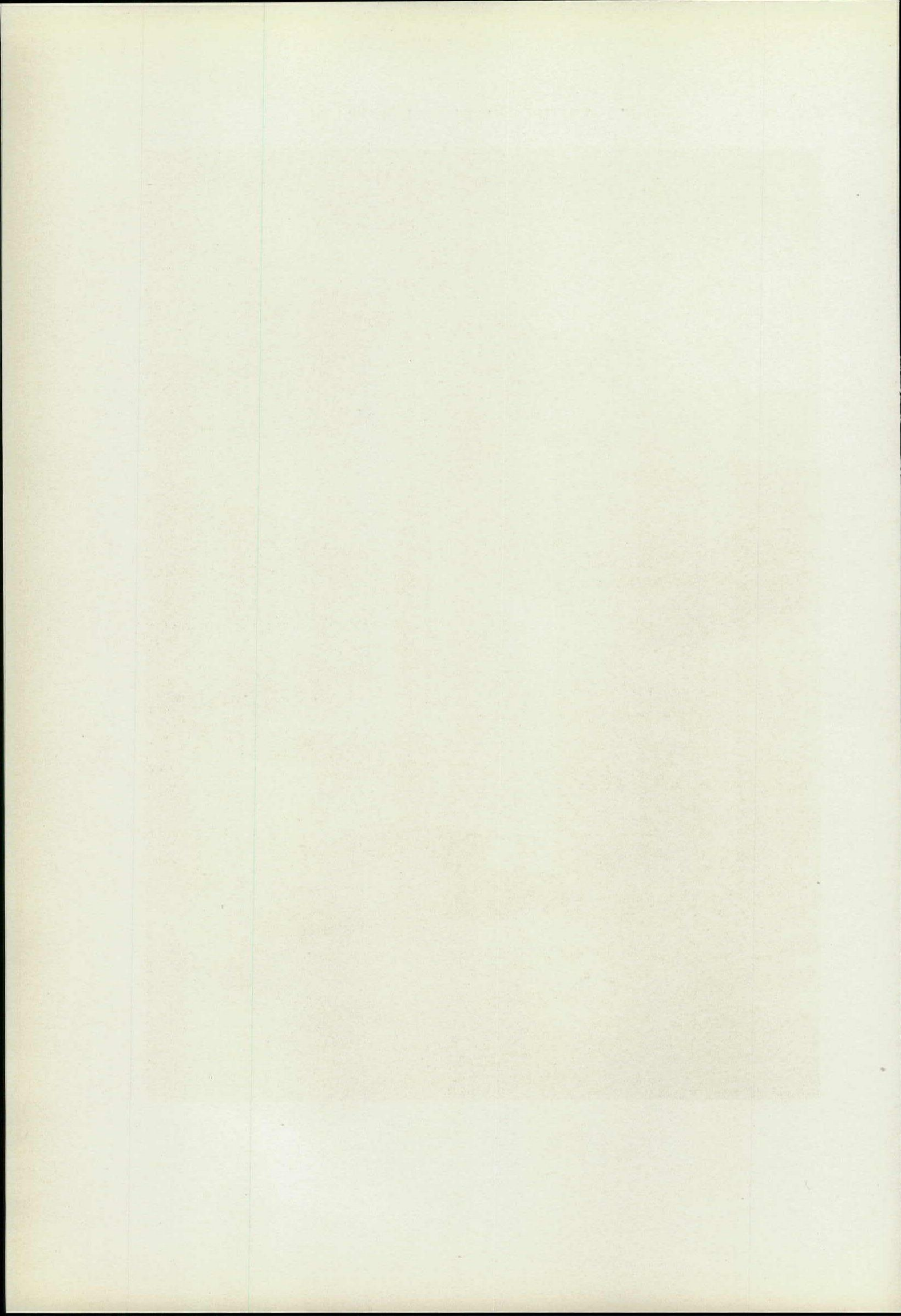
# The ARCHITECTURAL FORUM DETAILS





DETAIL IN BOARD ROOM  
CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS



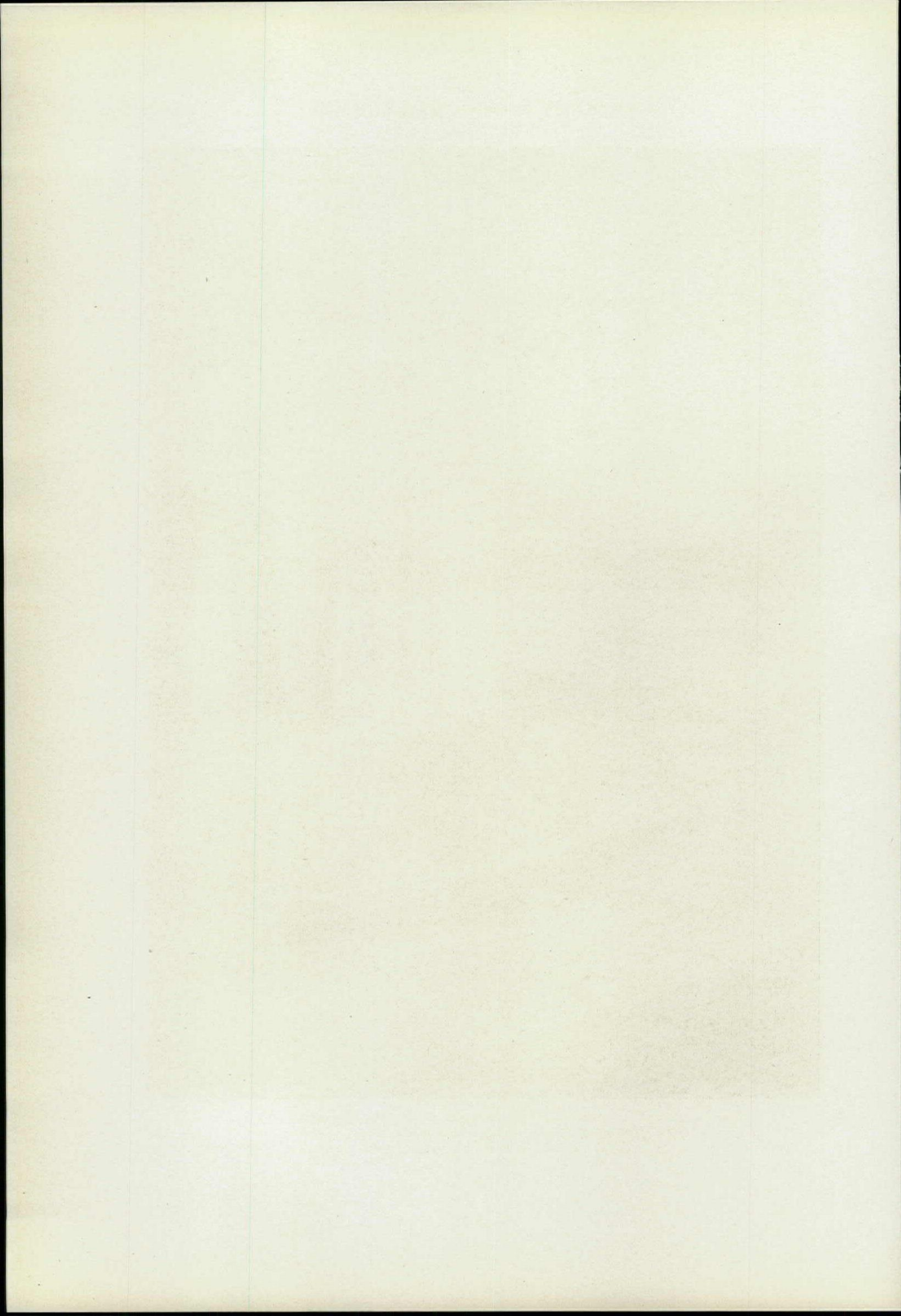






BOARD ROOM  
CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS







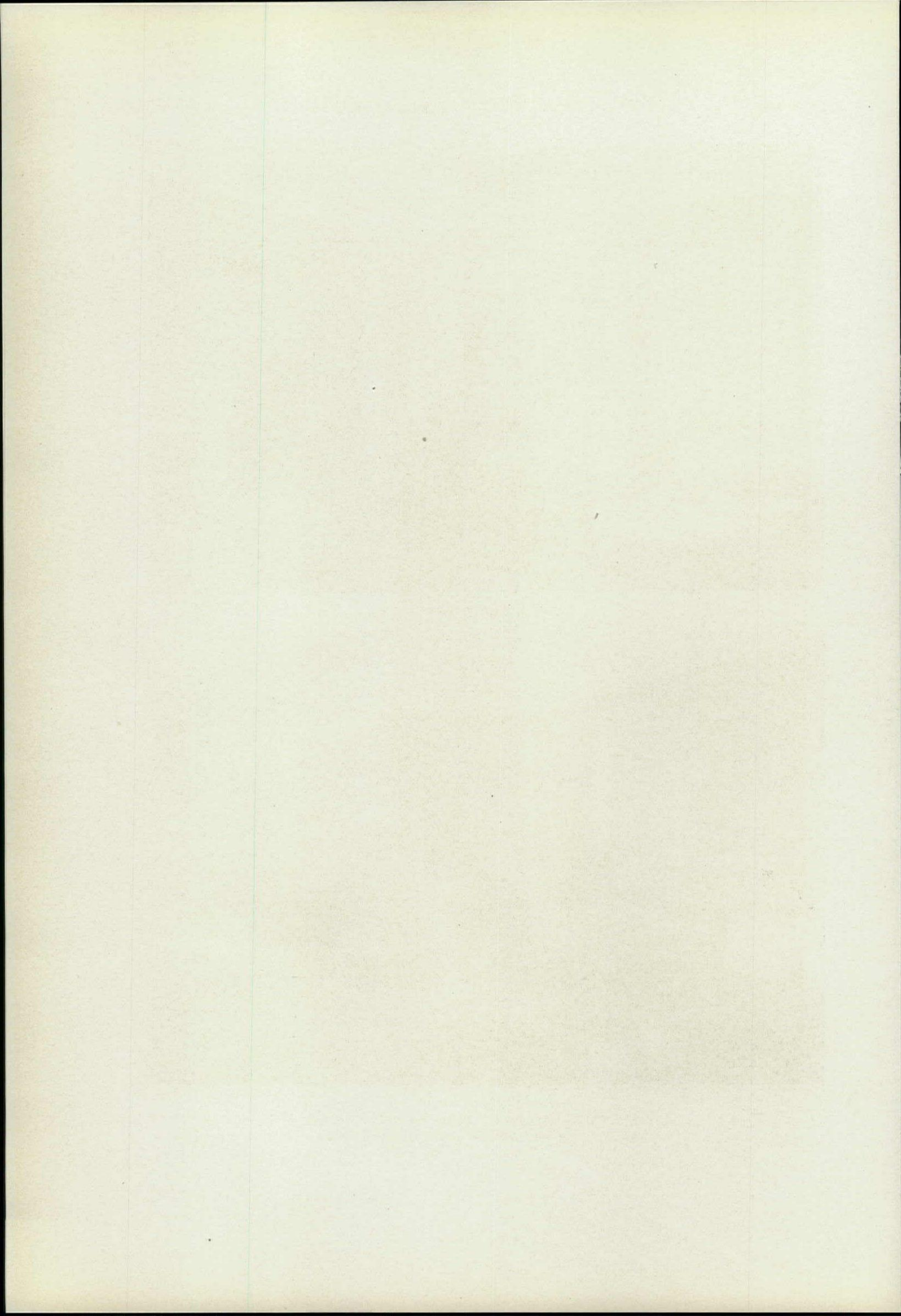


PRESIDENT'S OFFICE



RECEPTION ROOM  
CHASE NATIONAL BANK BUILDING, NEW YORK  
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS







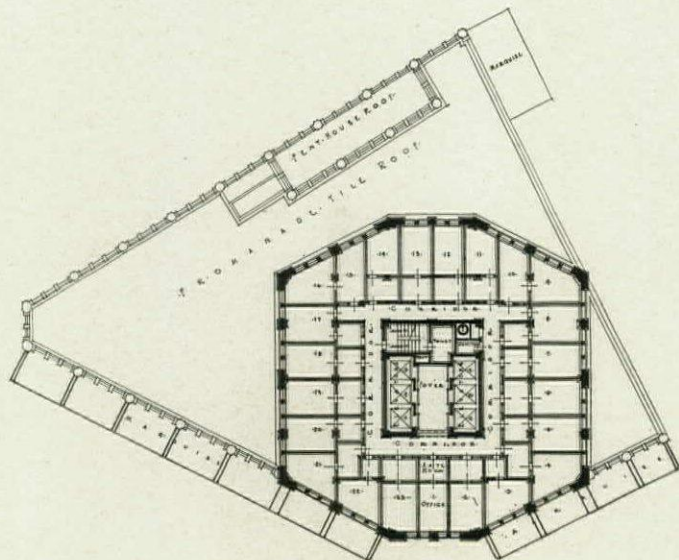


*Photos. Harvey Patteson*

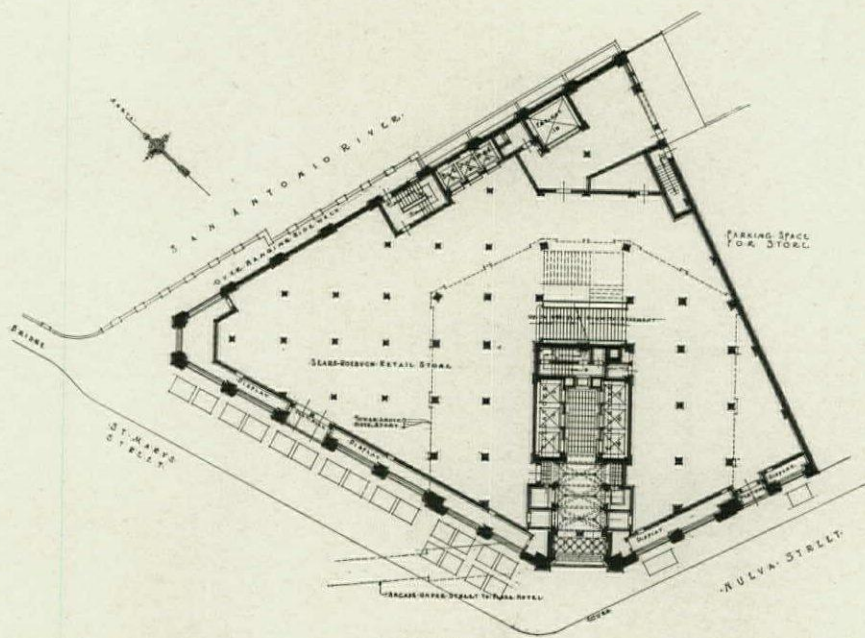
*Plans on Back*

SMITH-YOUNG TOWER BUILDING, SAN ANTONIO  
ATLEE B. & ROBERT M. AYRES, ARCHITECTS





A TYPICAL OFFICE FLOOR



FIRST FLOOR

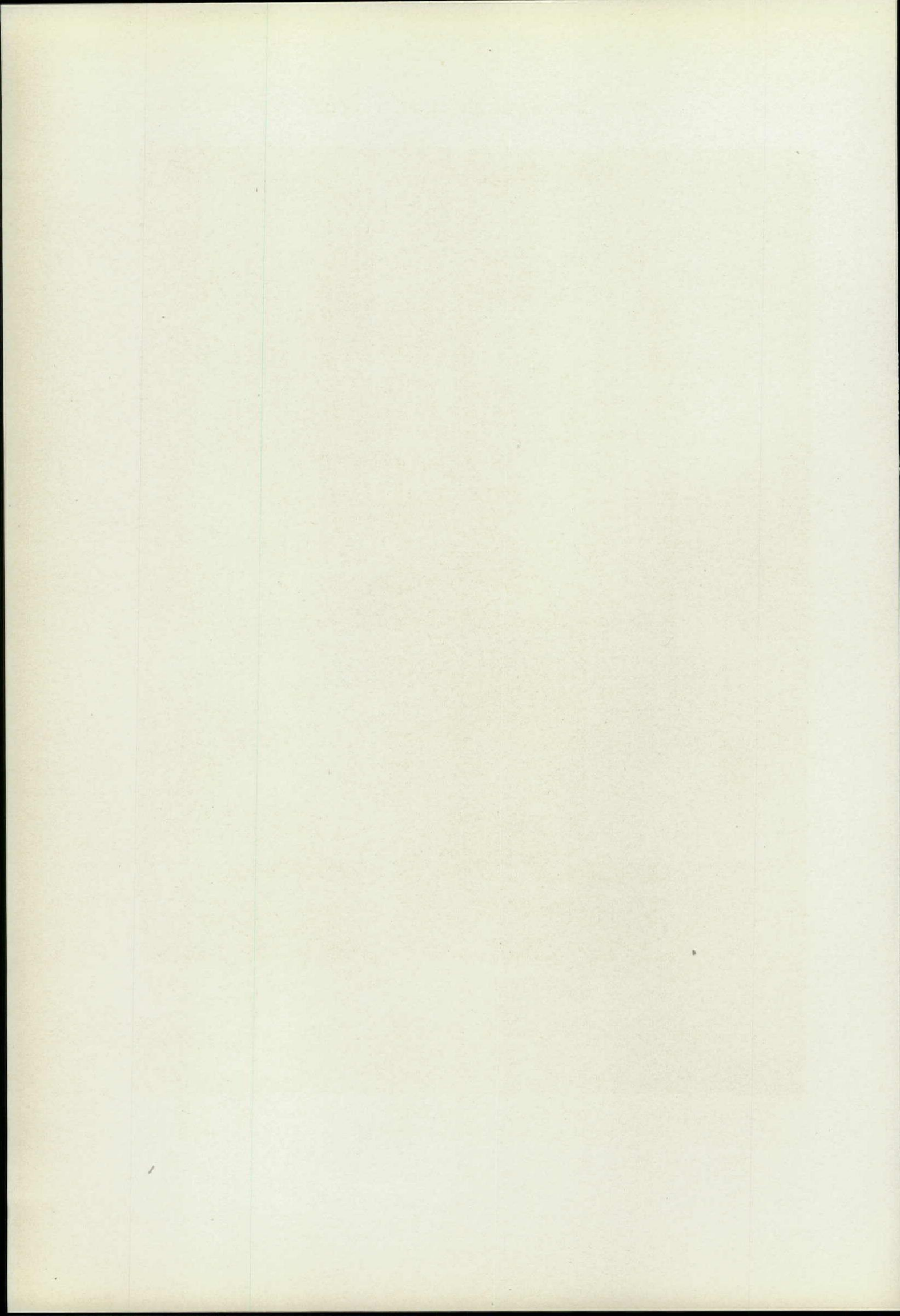
PLANS. SMITH-YOUNG TOWER, SAN ANTONIO  
 ATLEE B. & ROBERT M. AYRES, ARCHITECTS



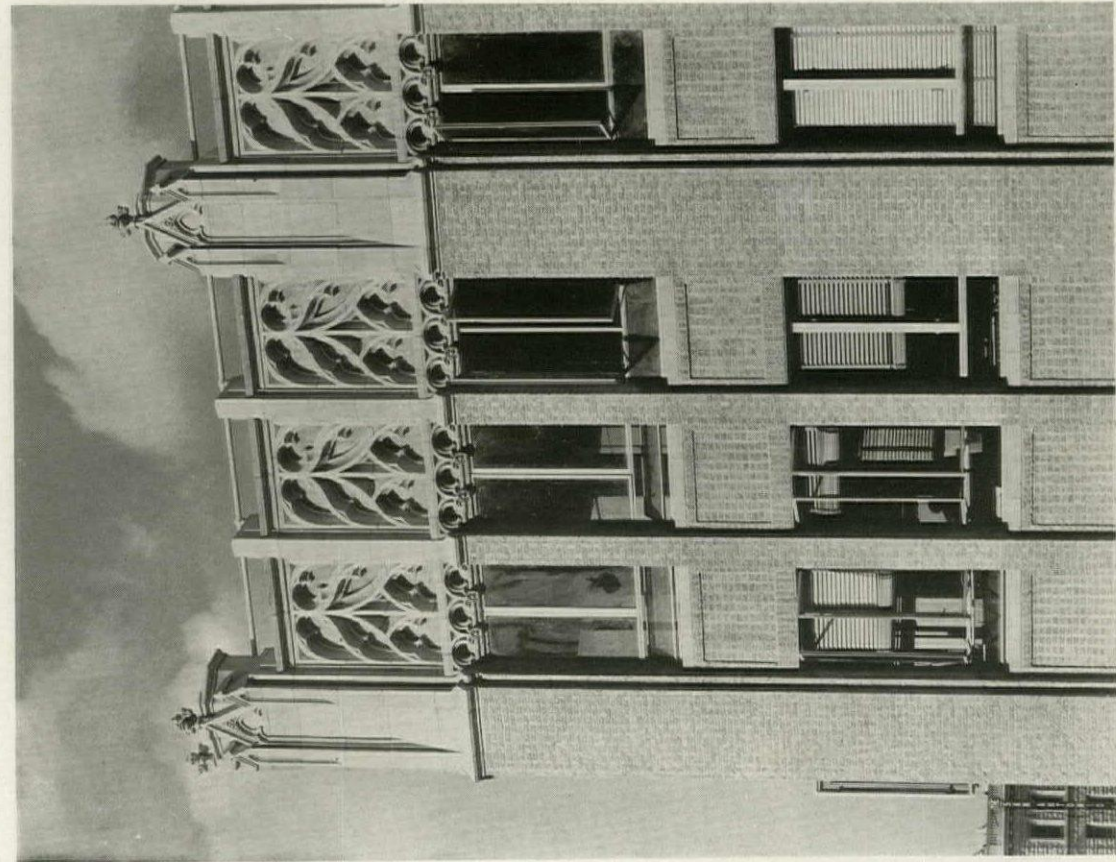
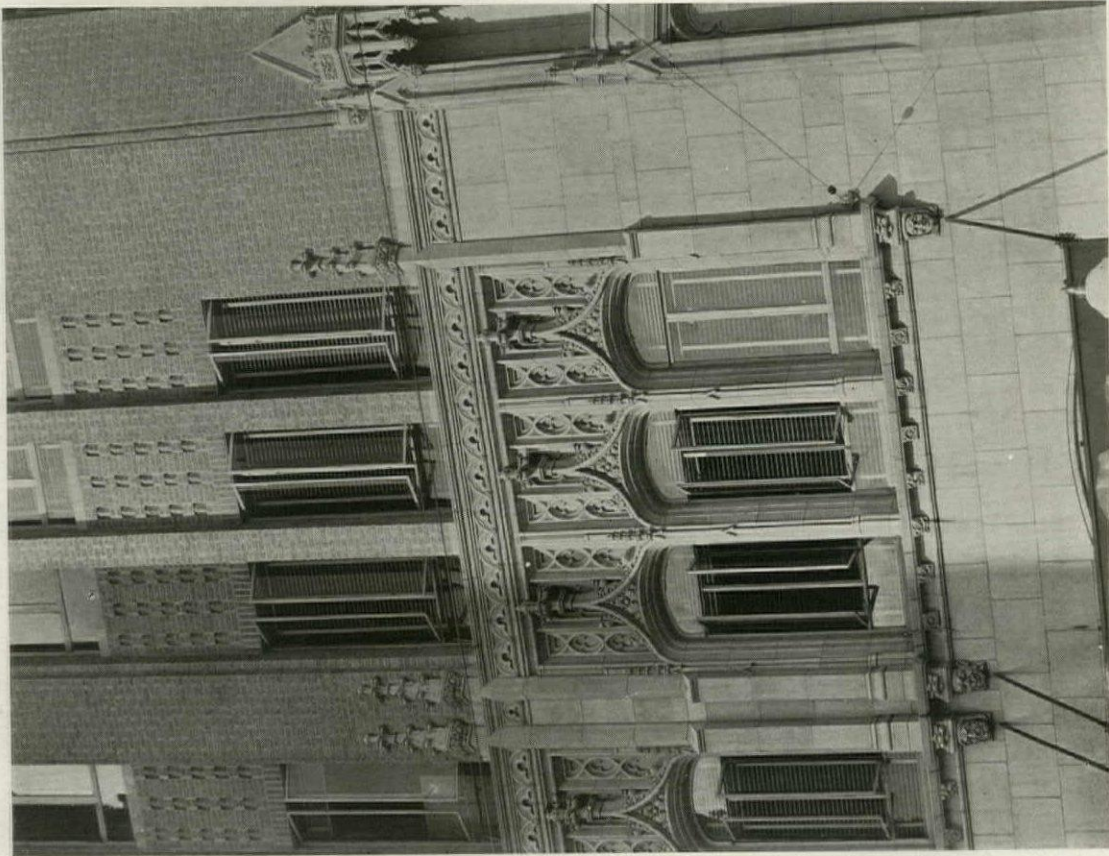


ENTRANCE. SMITH-YOUNG TOWER BUILDING, SAN ANTONIO  
ATLEE B. & ROBERT M. AYRES, ARCHITECTS



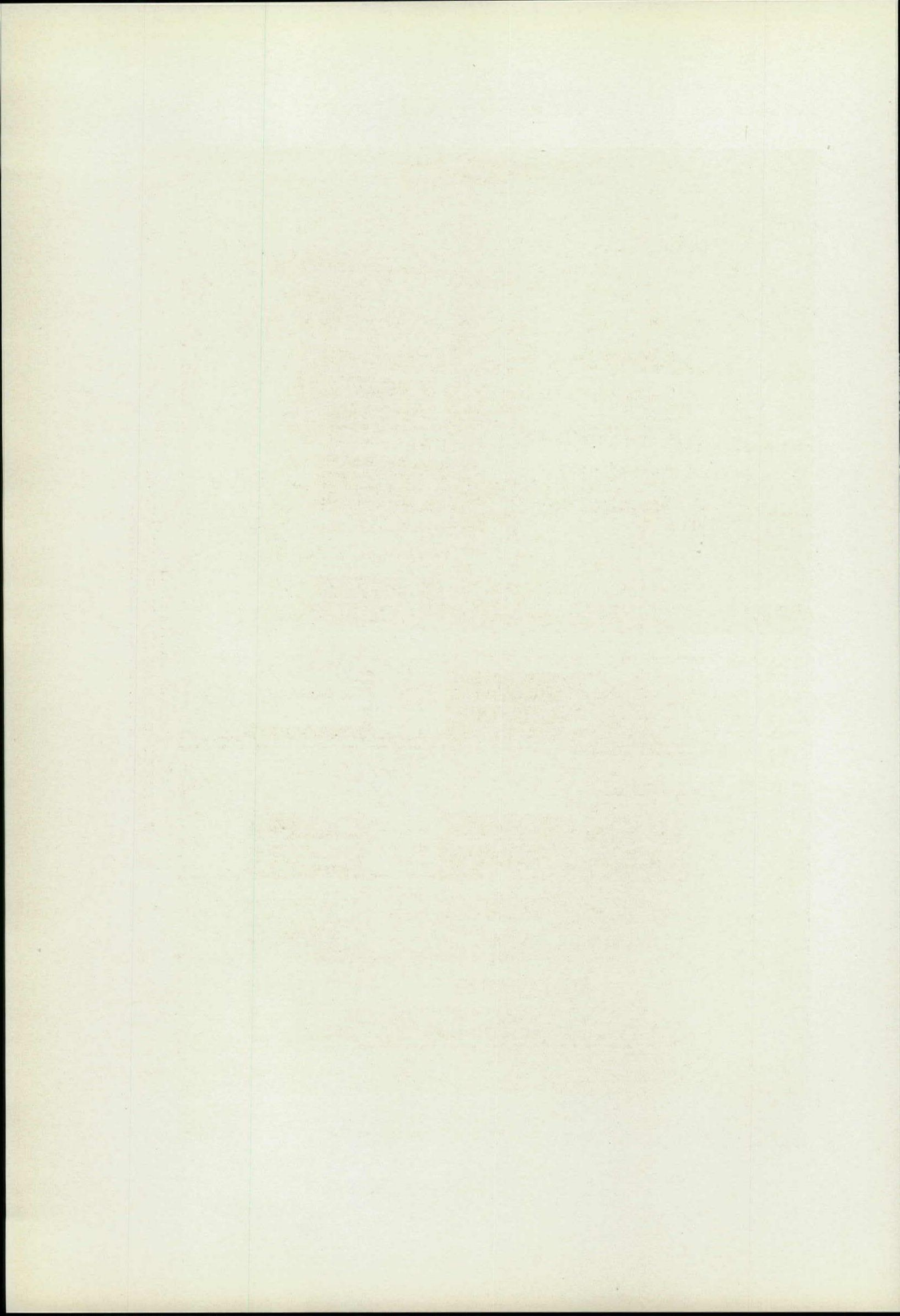






DETAIL OF UPPER STORIES  
SMITH-YOUNG TOWER BUILDING, SAN ANTONIO  
ATLEE B. & ROBERT M. AYRES, ARCHITECTS



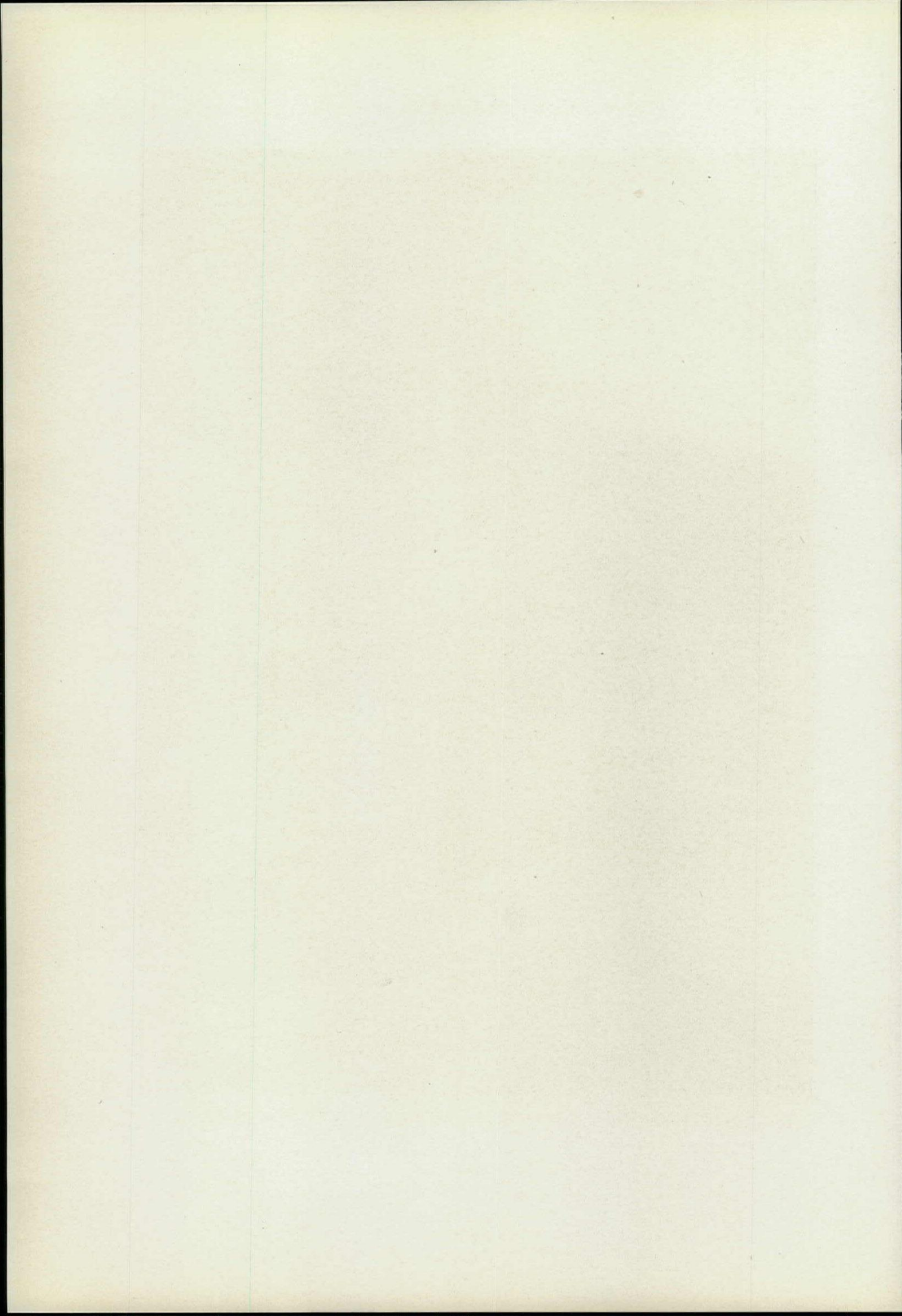




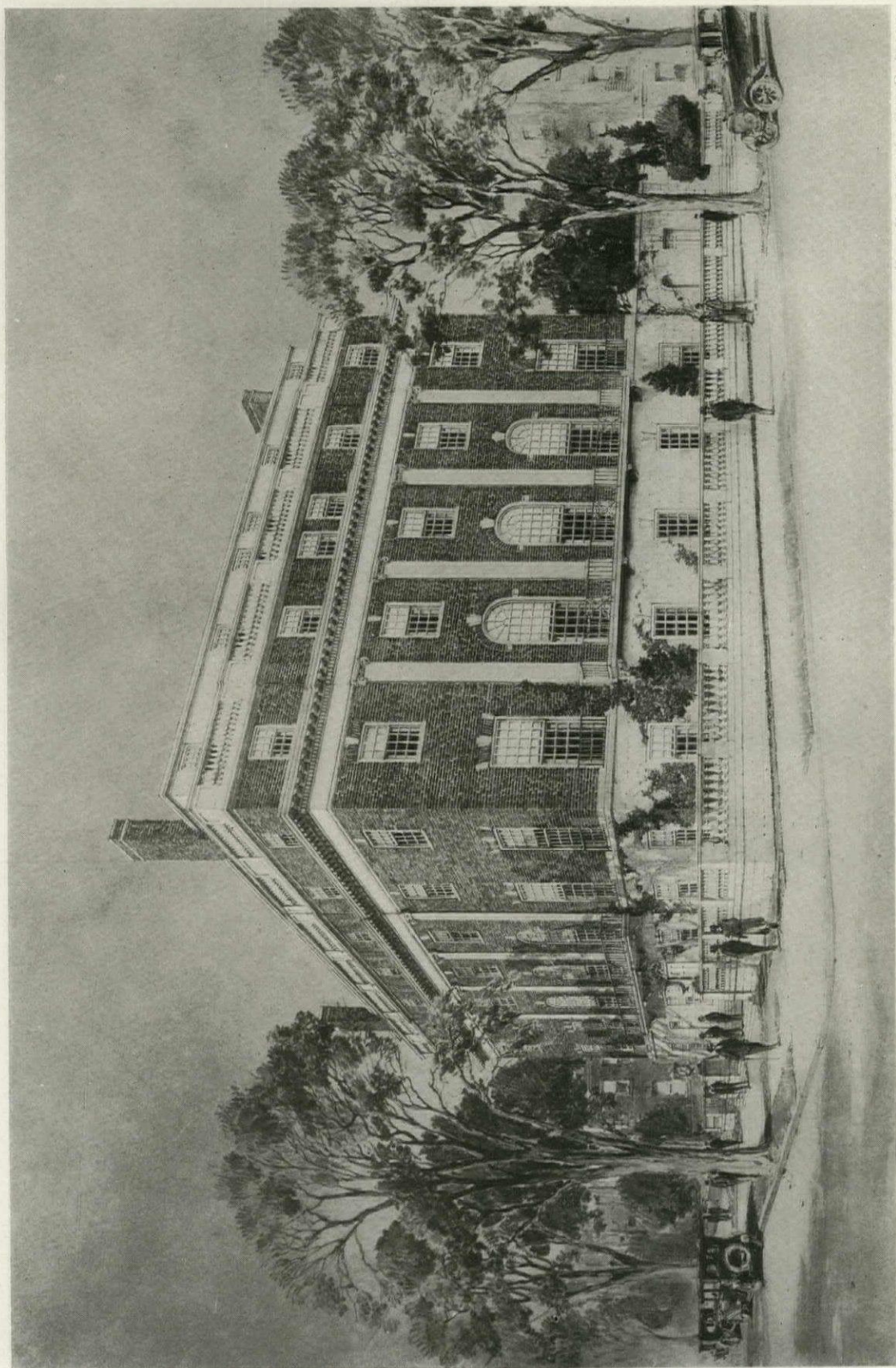


ENTRANCE LOBBY. SMITH-YOUNG TOWER BUILDING, SAN ANTONIO  
ATLEE B. & ROBERT M. AYRES, ARCHITECTS





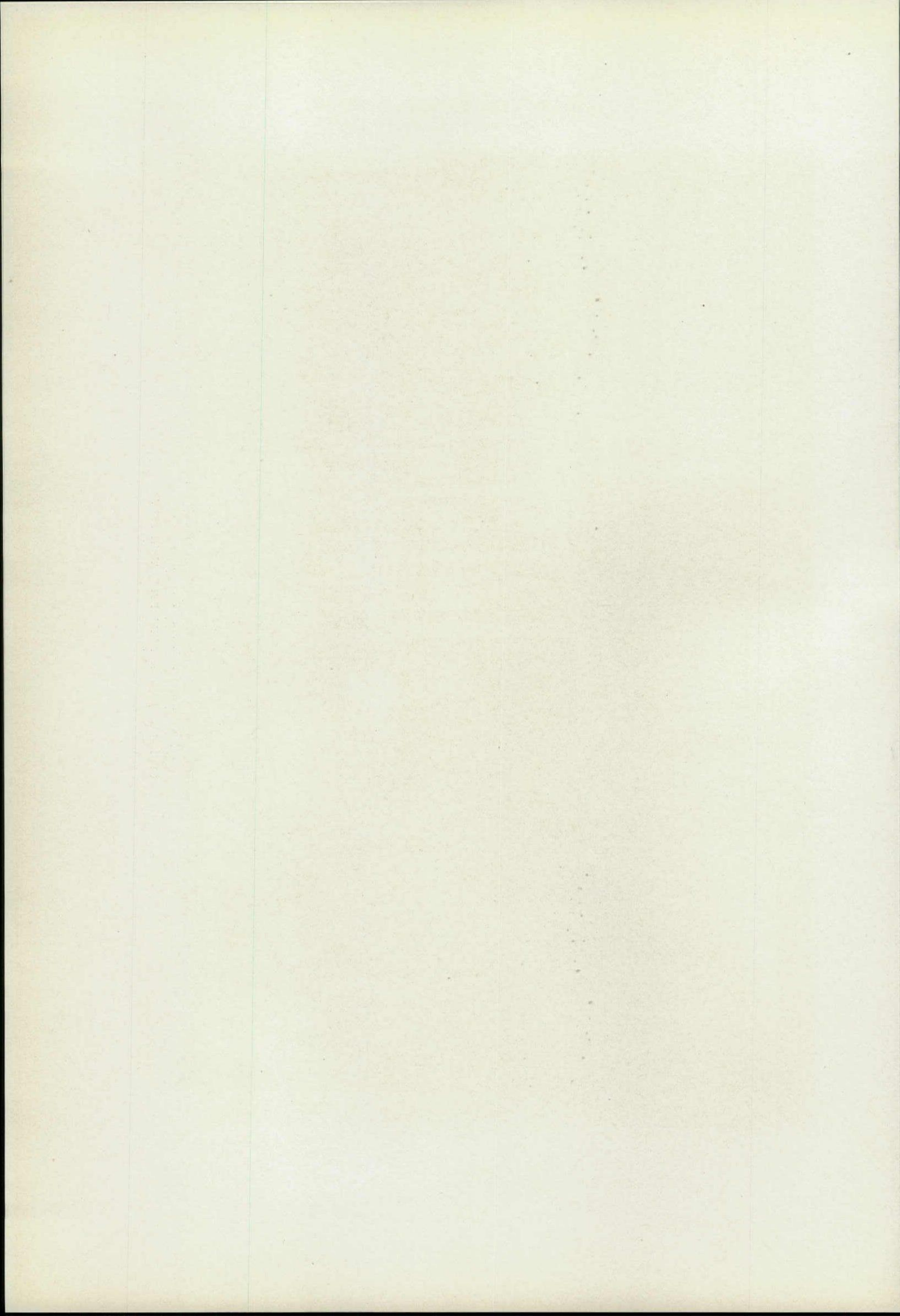




*From Renderings by Otto R. Eggers*

UNIVERSITY CLUB, MILWAUKEE  
OFFICE OF JOHN RUSSELL POPE, ARCHITECT



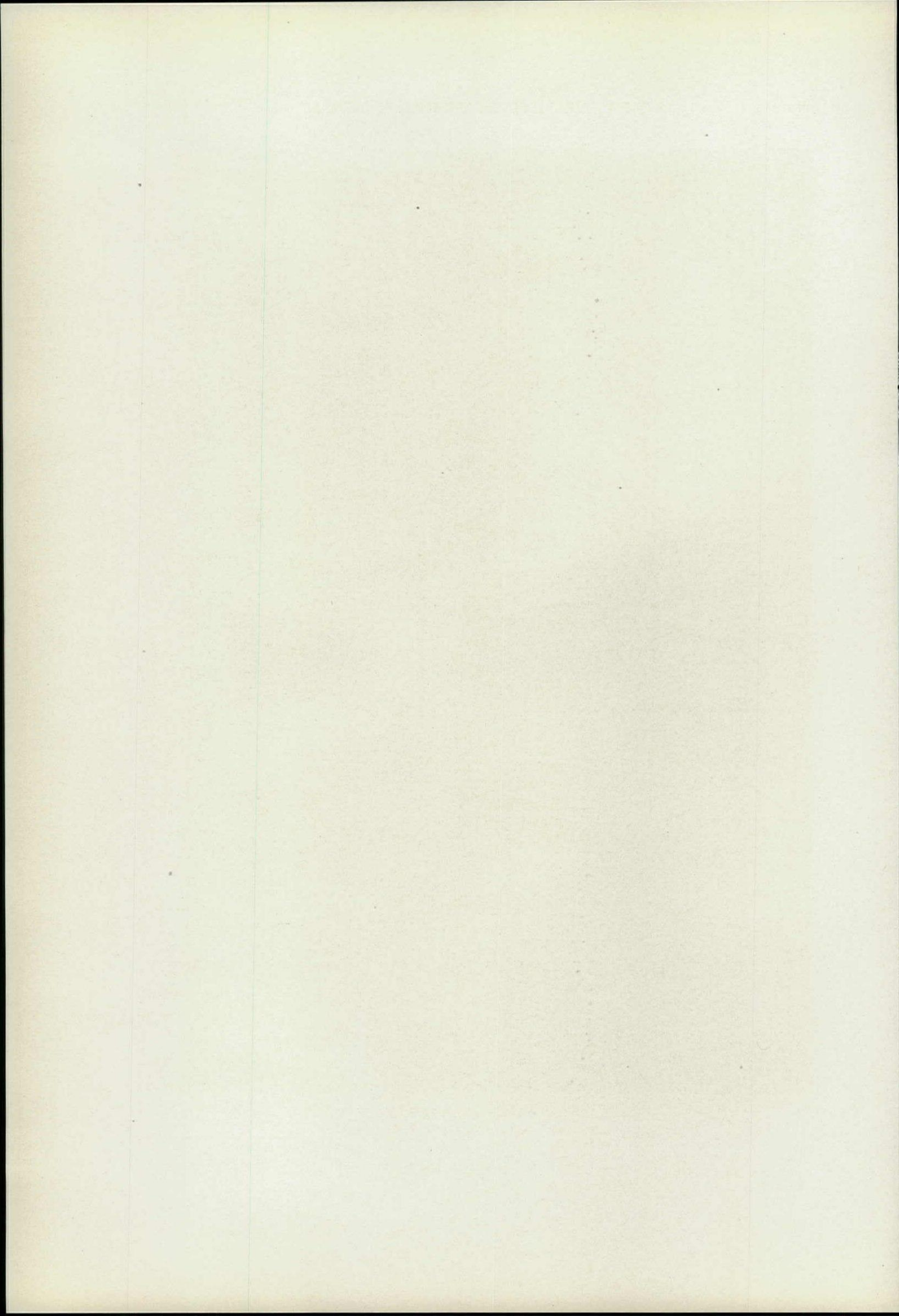




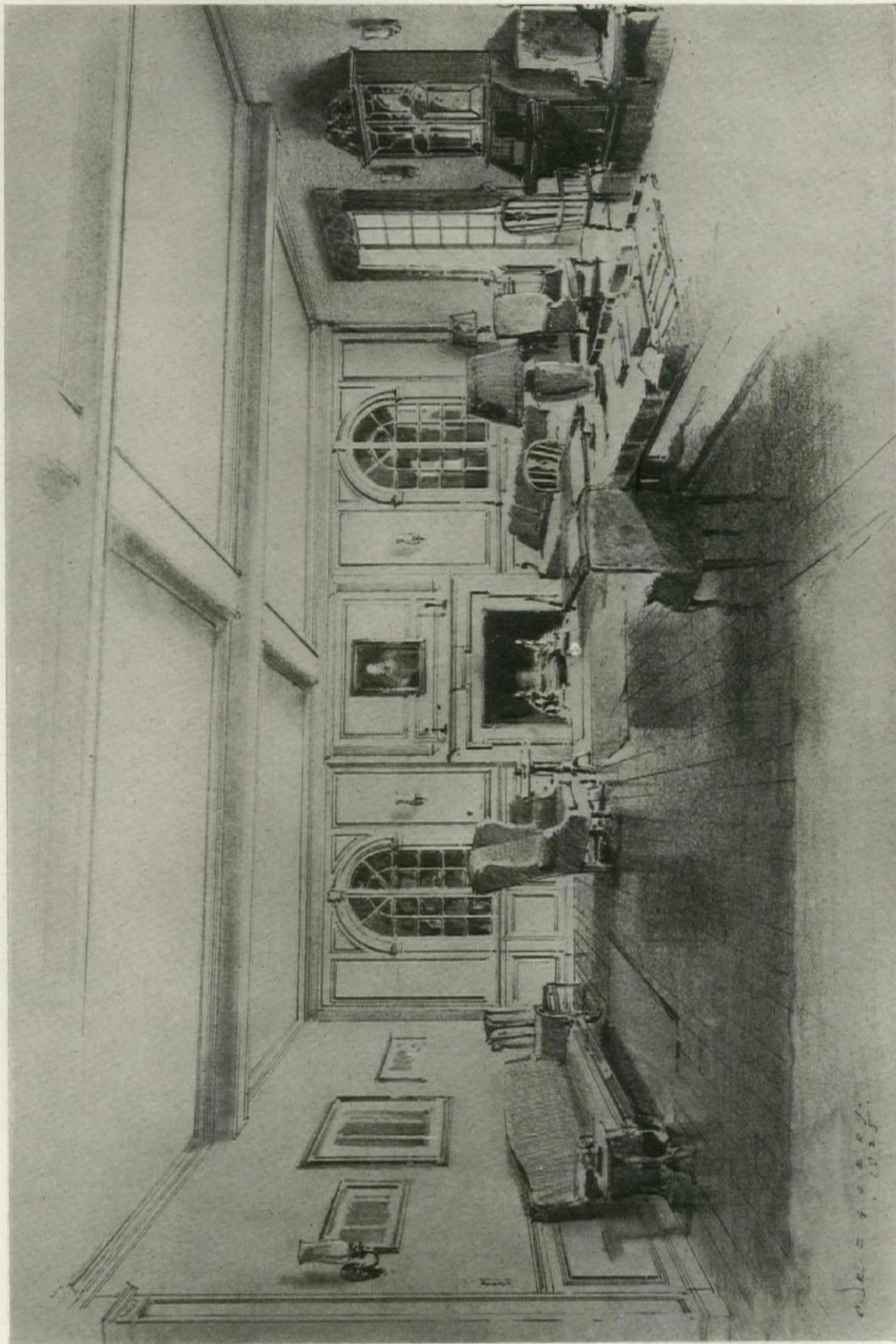


ENTRANCE. UNIVERSITY CLUB, MILWAUKEE  
OFFICE OF JOHN RUSSELL POPE, ARCHITECT



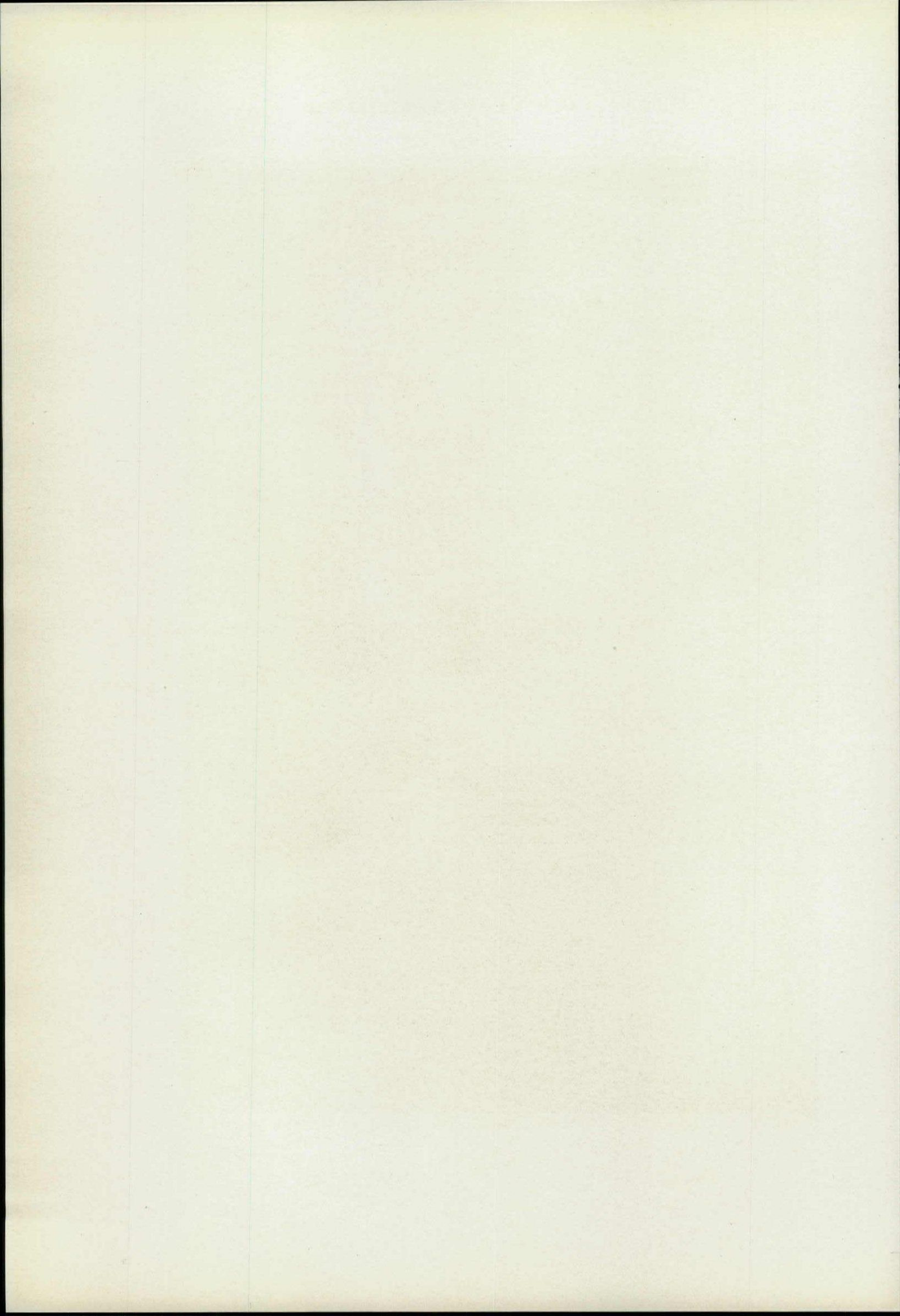




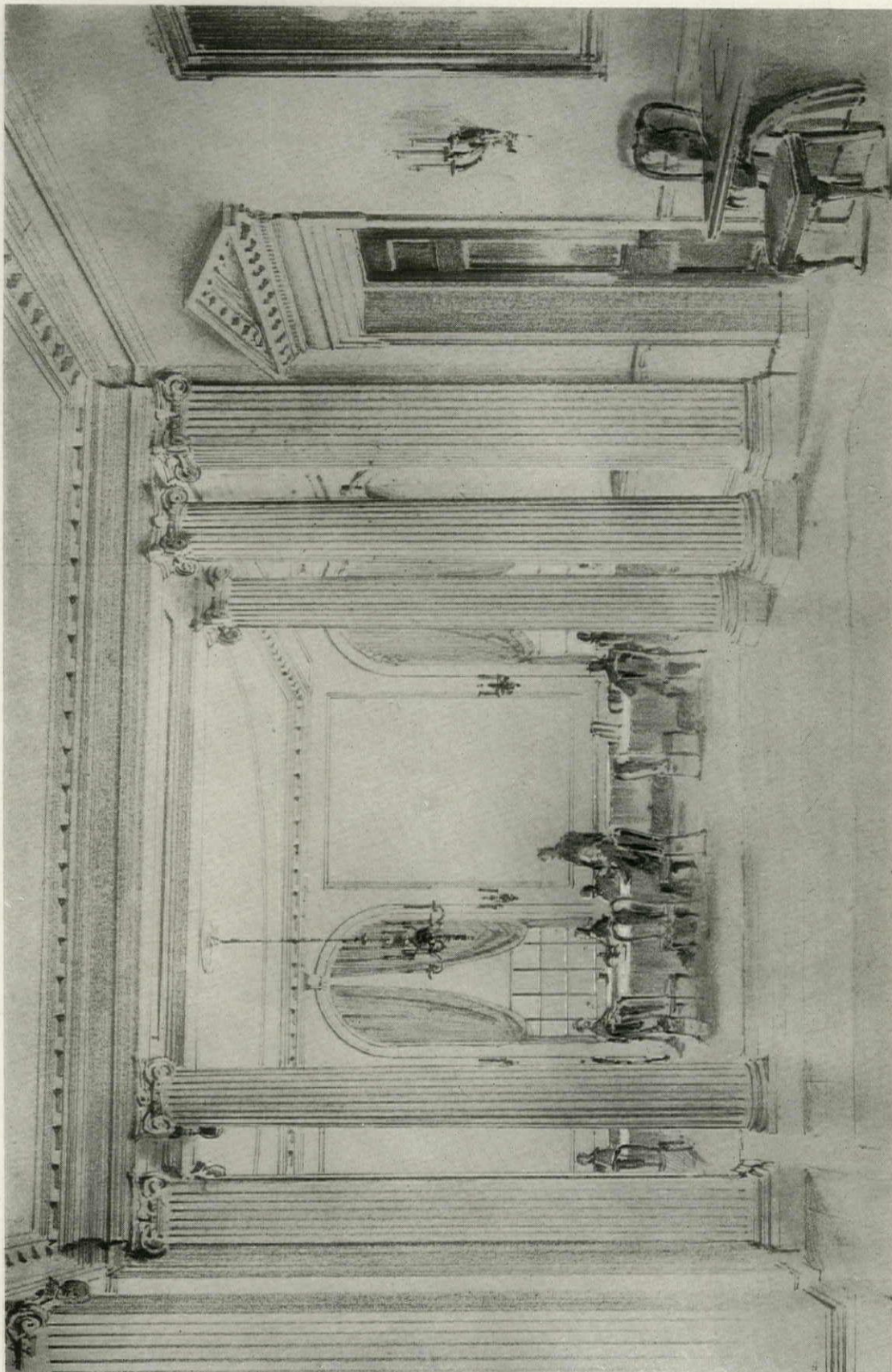


LIVING ROOM. UNIVERSITY CLUB, MILWAUKEE  
OFFICE OF JOHN RUSSELL POPE, ARCHITECT



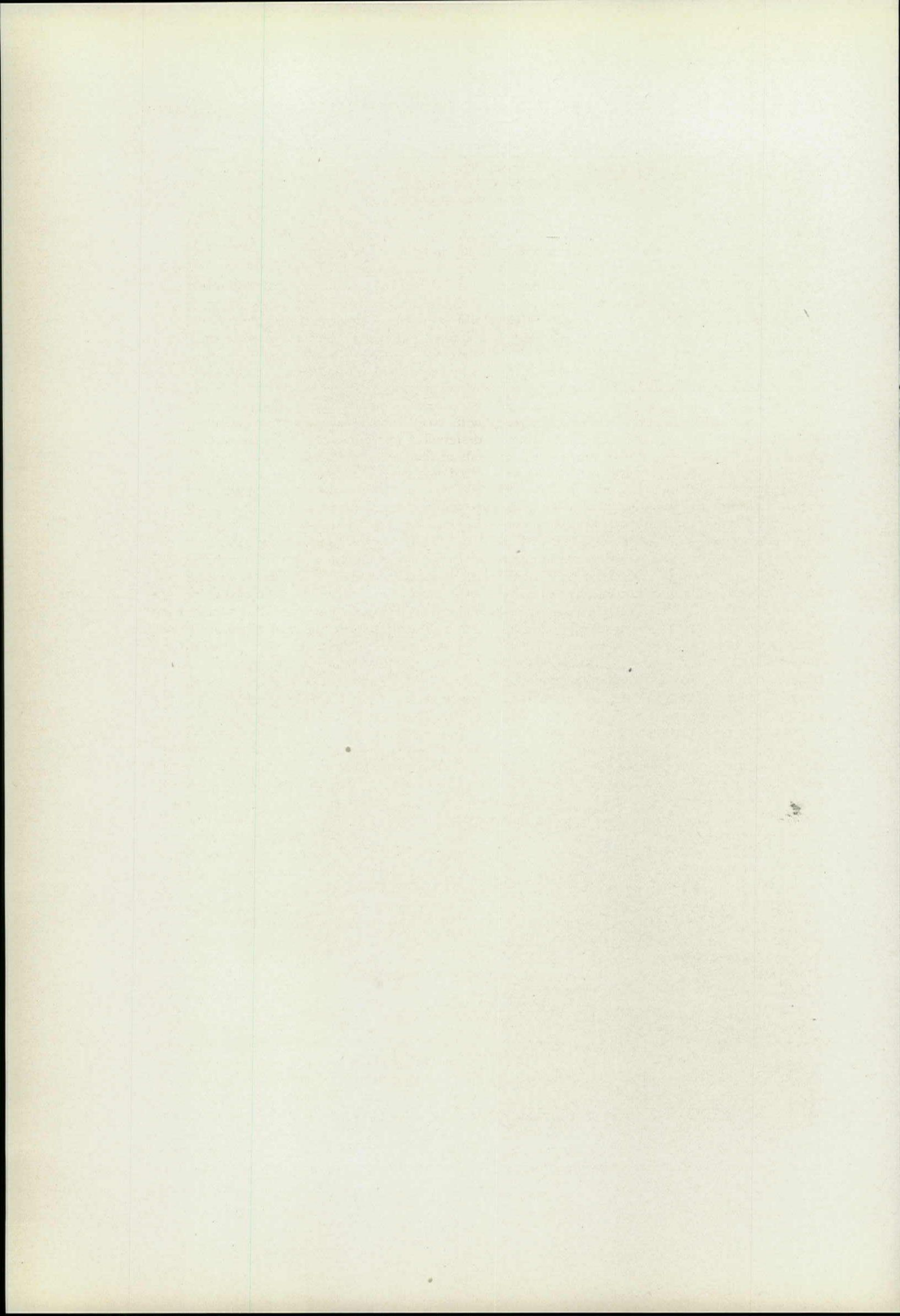






FOYER, UNIVERSITY CLUB, MILWAUKEE  
OFFICE OF JOHN RUSSELL POPE, ARCHITECT







## MODERN ARCHITECTURE IN GERMANY

TEXT BY

EDWIN A. HORNER

PHOTOGRAPHS BY

SIGURD FISCHER

UPON crossing the border from Holland into Germany, one immediately realizes that there is a decided contrast in the prosperity of the two countries, as evidenced in the sudden change in the condition of the roads and the general aspect of disrepair prevailing in Germany. However, after proceeding farther into the country and visiting such cities as Hanover, Magdeburg, Berlin and Hamburg, this first impression gives way to a feeling of admiration for the manner in which the German people with their characteristic thoroughness and directness of purpose have been rehabilitating their country along modern lines, inspired by American methods of efficiency.

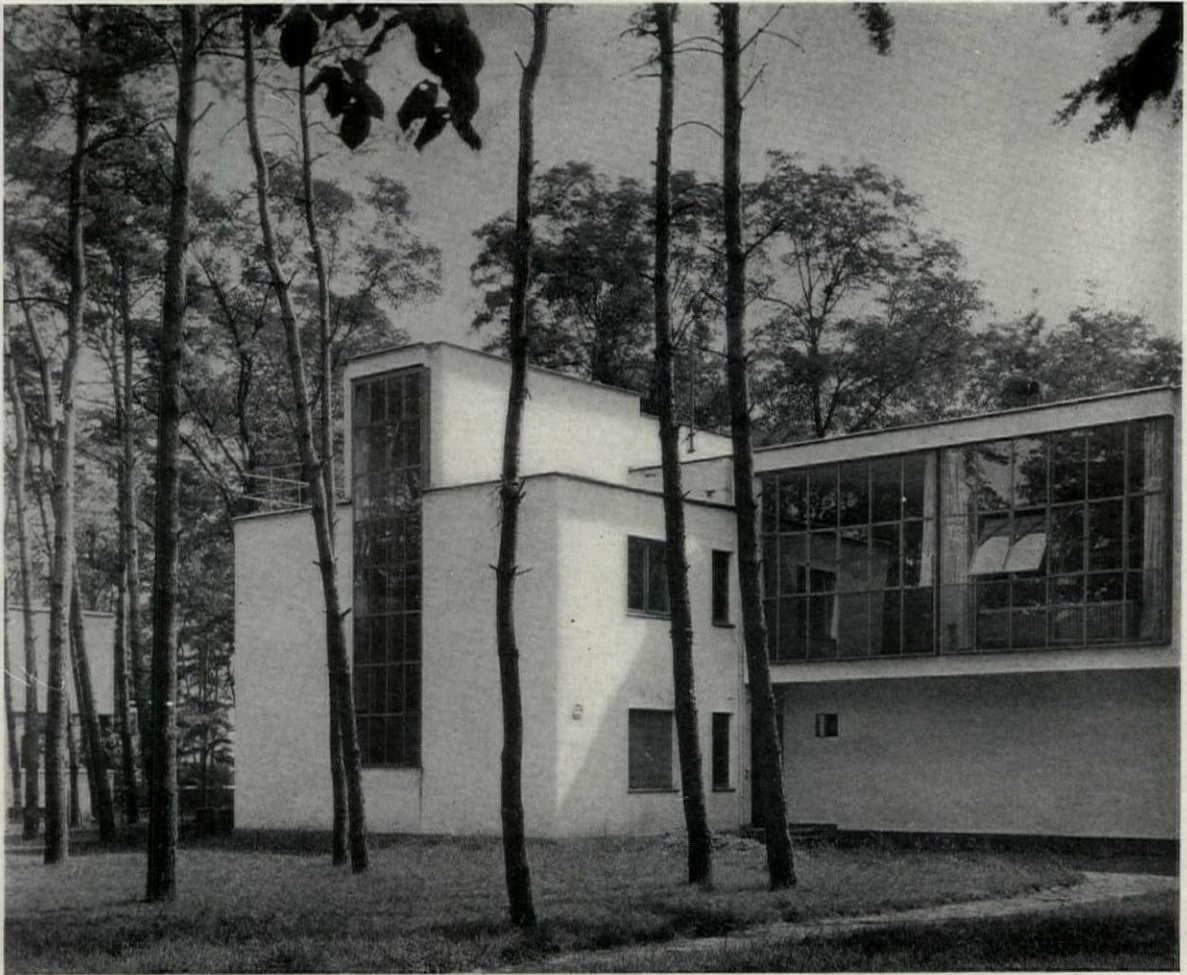
While the volume of new building in Germany is small in comparison to that of Holland, the same ideas of logic and simplicity are the underlying influences in the design, coupled with a necessary third,—economy. The results in many instances, where there has not been an extreme attempt to express the machine age in which we live, have been very good. We find also extremists who maintain that architecture is purely functional, that into it should be incorporated only the barest elements necessary to its functional purpose, and that it will eventually through a process of public education come to be regarded as beautiful for its simple truthfulness. While this theory of simple truthfulness may indicate a fundamental step in the evolution of a modern style of architecture, our own personal feeling is that such residences as those in Dessau by Walter Gropius are devoid of any element of charm which will cause them to endure as monuments of our age. The little residence of Carl Fieger, architect, in Dessau has somewhat the same aspect externally, but when one observes the interior features which literally express this machine age of ours, one sees a logically efficient plan which is commendable. The built-in buffet-closet between the kitchen and the living-dining room, so arranged that it eliminates the necessity of having a serving pantry and saves many steps for the housewife, is a feature that might well be adapted to our small house problem. The living room furniture is of tubular steel frames, the easy chairs having canvas seats and backs, as designed by Marcel Breuer of Dessau.

However, our chief interest is not in the residential architecture of Germany, for we Americans require something more than mere efficiency in a home. Among the best of the commercial buildings that we found is the *Anzeiger Hochhaus* in Hanover, home of the Hanover *Anzeiger*

publications. The architect, Fritz Hoyer of Hamburg, who is also architect of the *Chilehaus* in Hamburg, with which many of us are familiar, has used his favorite medium,—brick pattern work,—as the only form of ornamentation on the exterior. While the building is only ten stories high, with a "planetorium" dome superimposed, it has a decided vertical feeling, which is the essential point of emphasis in a tall building. There is current an opinion that tall structures framed with steel or reinforced concrete should be so designed as to express externally the actual methods of their construction, a theory which if exercised would produce as a result tiers of rectangular units laid horizontally, due to the fact that structural beams are longer than the story heights. This is the theory behind the design of Eric Mendelsohn's *Deukon Haus*, his alterations to the Rudolph Mosse Company's building, and his building for the C. A. Herpich Sohne department stores, all in Berlin. Personally, we are inclined to feel that the results thus achieved are not as pleasing as they might be, when one allows the mass and height of a structure to express the fact that it is made possible only by the use of steel or reinforced concrete, with the resultant height emphasized in the design by vertical lines as has been done with the *Anzeiger Hochhaus*. The interiors of this building are carried out in the same spirit of simplicity that we find throughout Dutch and German architecture. The directors' room is done in plain oak surfaces in alternating dark and light bands, with very few mouldings, such as there are being square in contour and in scale with the plainness of the room. A simple beamed ceiling, lighting fixtures treated in straight lines, and floor and table tops done in parquetry carry out the spirit of the room. On the roof is the "planetorium," a large hemispherical dome under which is a projecting machine to reproduce the various constellations of the heavens on the white "sky," used for public lectures on astronomy.

Another very good *hochhaus*, or high building, is the *Ballinhaus* in Hamburg by Hans Oskar Gerson. The elevations are very plain with the exception of a few sculptured figures, the chief interest being in the handling of corners and offsets. In Dessau we find another example of extreme modernism in the *Bauhaus* by Walter Gropius. The *Bauhaus* is a school of architecture, or "architect factory," as it were. Although well planned and excellently lighted, we hesitate to predict the future of architecture inspired by such



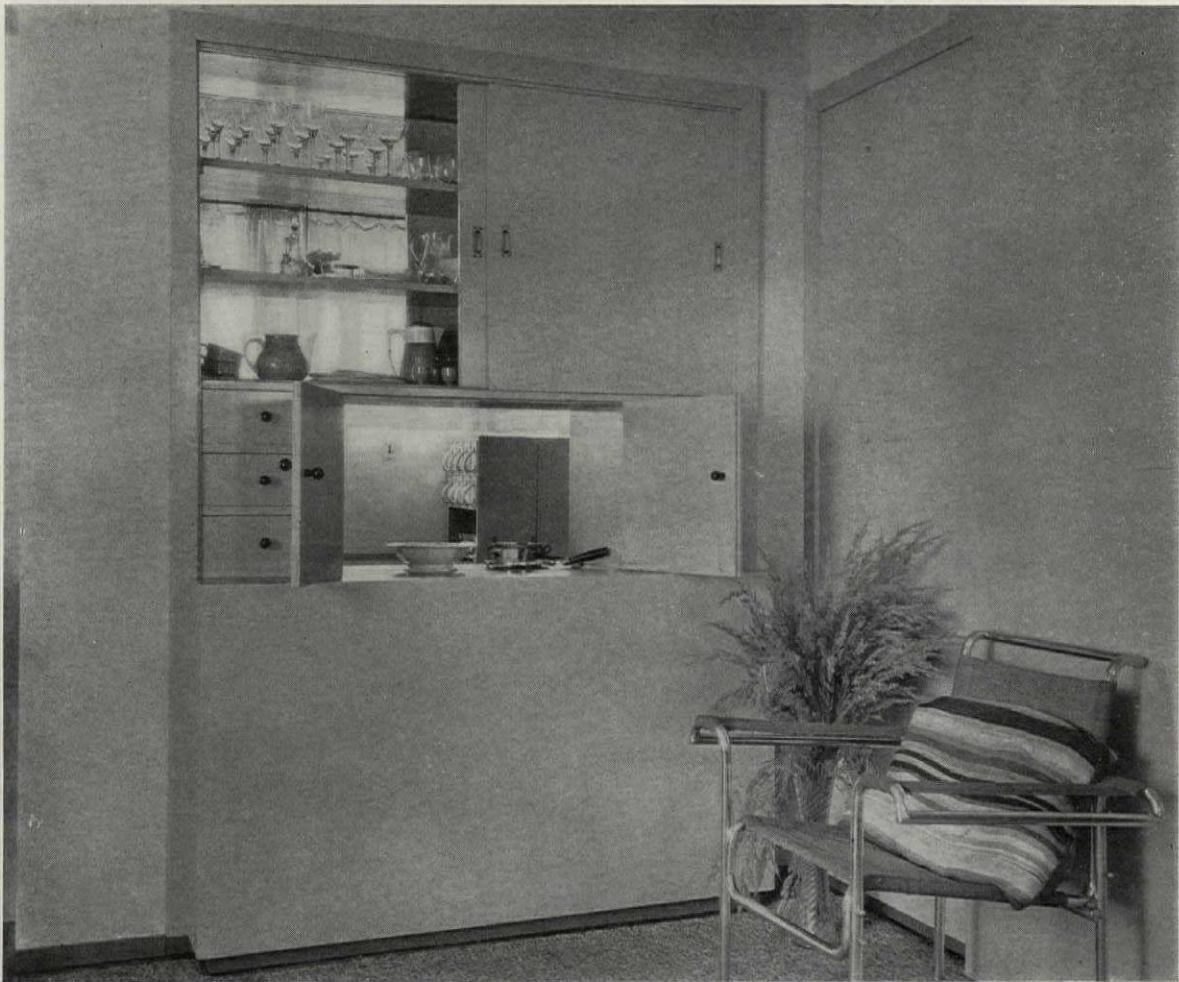


Professor's Residence, Bauhaus, Dessau  
Walter Gropius, Architect

academic surroundings. Contrasted to this is the *Stadthalle* in Magdeburg by Johannes Goederitz, together with its adjacent group of exposition buildings by Albin Muller. Here we have good creative design, simply and economically done, and with excellent effect. Here again we have an interesting use of brick and terra cotta forming the only exterior ornamentation, with a result that is not spotty and which for that reason is more effective than the *Anzeiger Hochhaus*. The interior of the great assembly hall is treated with alternating dark and light bands above the balcony, with a herringbone pattern executed in beaded wainscot stock below and on the rail of the balcony. The lighting fixtures are extremely simple, consisting of three plain white globes suspended at varying heights, each from a single conduit cord, the three being linked together to form a unit. The exposition buildings, in all their plainness, are most excellent in their proportions. One experiences a thrill of delight upon seeing the whole ensemble illuminated at night by the strangely grotesque lighting fixtures which flank the great central paved court of the group.

In Berlin we find another very good example of effective lighting in the Titania motion picture theater. Schoffler, Schonbach & Jacoby are the architects. The alternating dark and light bands which treat the exterior of what perhaps may be a ventilating shaft are illuminated in a way that is not at all unpleasant. We might say, without intending a pun, that the design is quite theatrical, but excellent advertising. The little *Kirche auf dem Tempelhofer Feld* in Berlin, designed by Stadtbaurat Brauning, now dead, illustrations of which appeared in the April issue of *THE FORUM*, is a charming example of modern German ecclesiastical architecture. Externally there is no attempt at ornamentation with the exception of the metal-covered bell cupola which is done in delicate simplicity. The church is circular in plan, a fact which accounts for its peculiarly interesting interior. Around the perimeter of the auditorium is a single row of columns which serve the double function of supporting the balcony and also the ceiling of the auditorium. These columns are plain ten-sided shafts with neither caps nor bases, the corners of





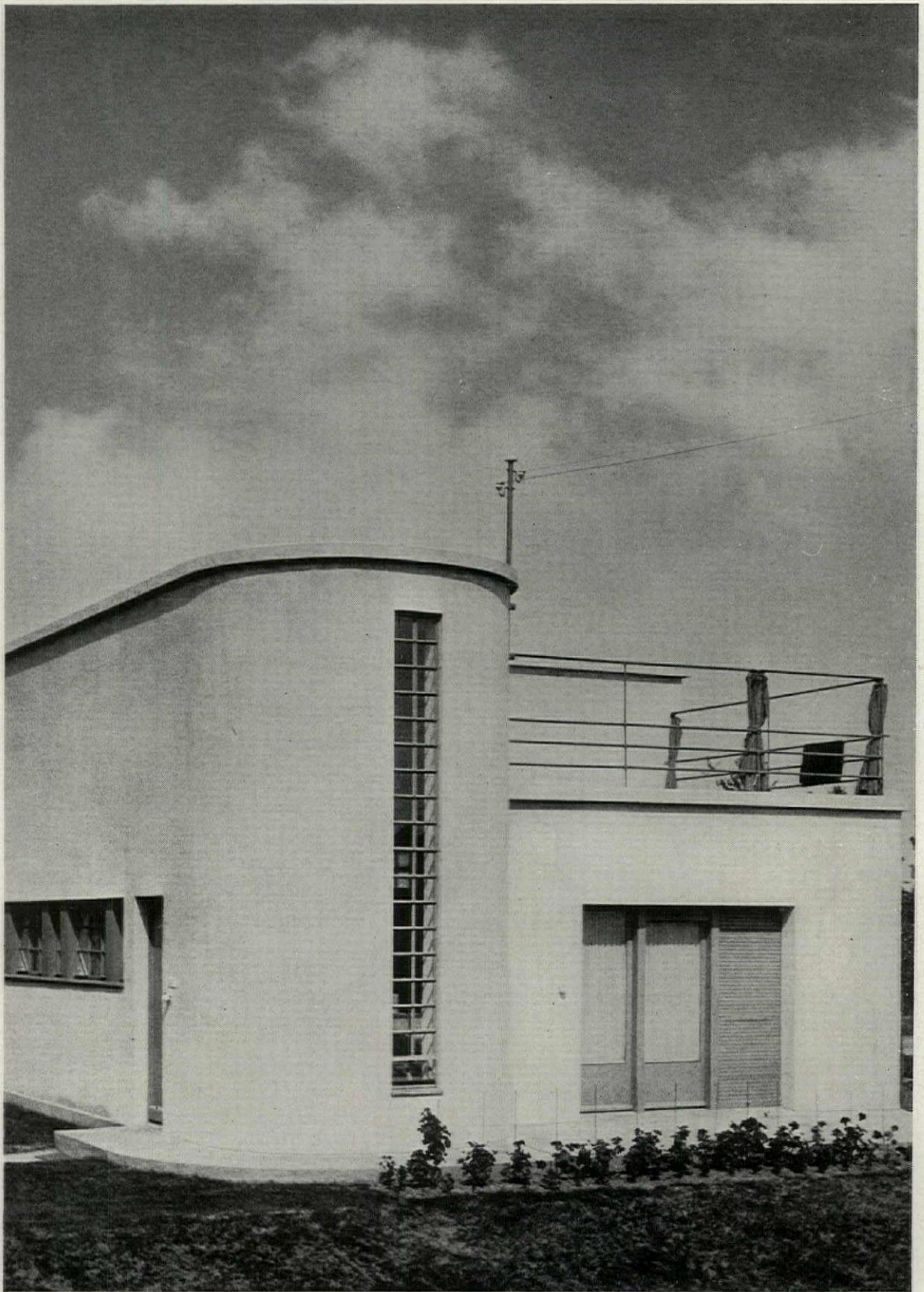
Kitchen Dresser. Residence of Carl Fieger, Dessau  
Carl Fieger, Architect

the shafts merging into the channels between the ribs of the intricate system of plaster vaulting. The ceiling is not unusual in its treatment, the ribs of the intricate design springing from the faces of the column shafts, flowing in graceful curves to converge at the center into a flower of many petals. The entire ceiling is white, depending for its interest on the play of light and shade in diamond-shaped coffers covering the surface.

Two buildings somewhat similar in purpose but very unlike in their design are the structure for the *Verband der Deutscher Buchdrucker* (German Bookprinters Labor Union) and that for the *Ullstein Druckhaus*, both in Berlin. The former was designed by Max Taut, the latter by E. G. Schmohl. The *Verband der Deutscher Buchdrucker* building is of interest chiefly for its interiors which, though quite plain, are at the same time unusual. The assembly hall on the top floor has a wall treatment of flush woodwork, a herringbone effect being worked out by varying the direction of the grain in the veneer. The only interruptions in the plain wall surfaces are the window reveals and the ventilating louvers over

doors and closets. Ceiling beams framing a hip roof are exposed as part of the design. The lighting fixtures, which are a bit restless in a room of such otherwise simple treatment, give the only disturbing element. The principal stair hall is treated with tile wainscoting to the ceiling, the colors being those of the new German Republic,—black, red and yellow. On the ground floor, as one approaches the stairway, one is confronted with a modernistic conception of the official coat of arms of the society executed in metal in high relief. The elevator enclosure is of glass set in a bronze framework, and the elevator itself is automatic, operated without an attendant. This type of elevator is commonly used in business and hotel buildings on the continent in cases where the volume of traffic does not warrant having an operator. Occasionally also one finds a type of continuously moving elevator operating in such a way that a chain of cars goes up one shaft, over a system of rollers, and down an adjacent shaft, each shaft opening into the corridor, so that a passenger need only step into the car of his choice. In spite of the use of carefully arranged





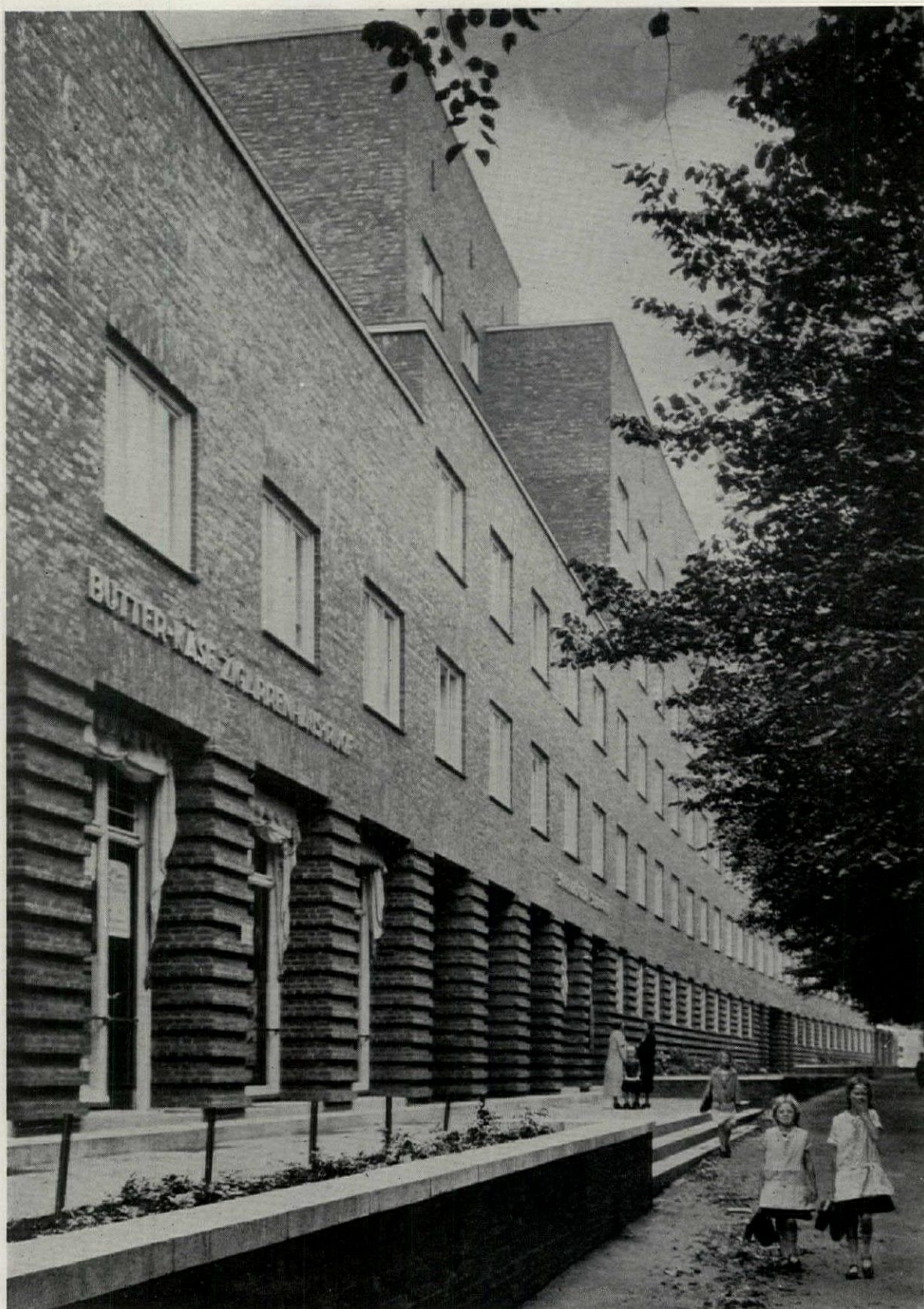
RESIDENCE OF CARL FIEGER, DESSAU  
CARL FIEGER, ARCHITECT





BAUHAUS, SCHOOL OF ARCHITECTURE, DESSAU  
WALTER GROPIUS, ARCHITECT





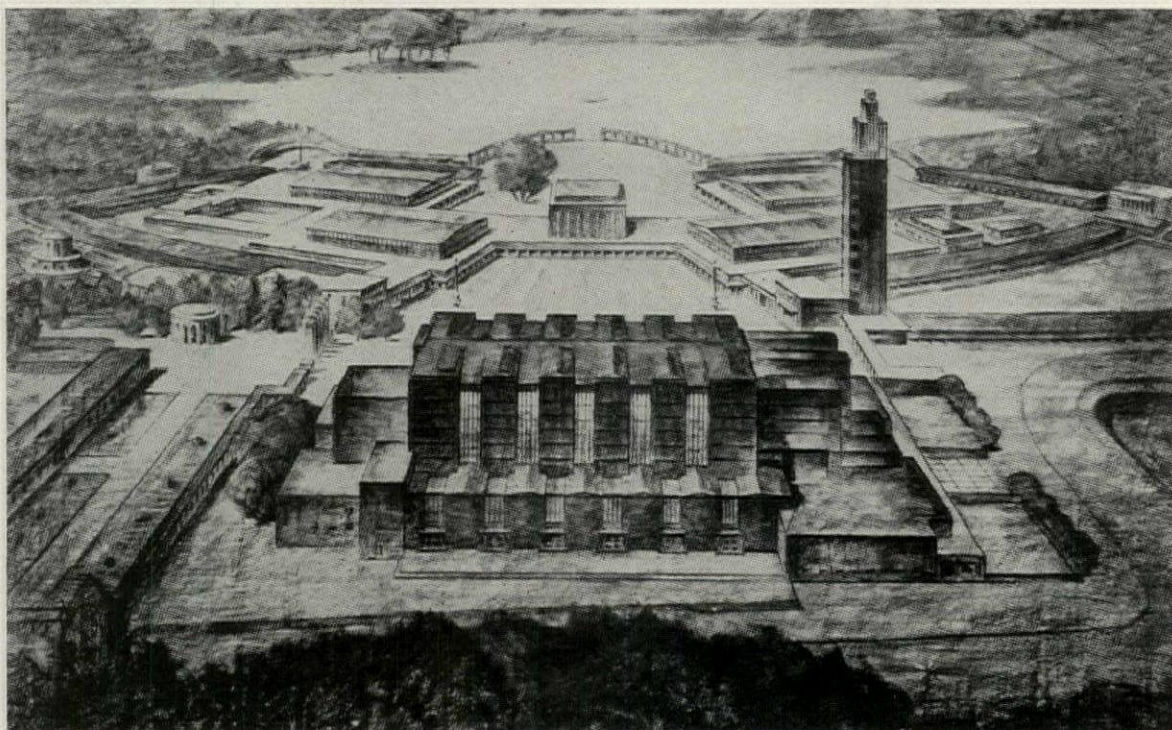
AN APARTMENT HOUSE, HAMBURG





COURT, APARTMENT HOUSE, HAMBURG





Stadthalle Magdeburg

Johannes Goederitz, Architect

Exhibition Buildings in Background, Albin Muller, Architect

safety devices, however, it is at best hazardous.

The *Ullstein Druckhaus*, already mentioned, is one of the best of the new buildings in Berlin. It houses the activities of a very large publishing company, and within its walls are carried on all the processes required by the printing industry. We were cordially received and conducted through the entire building, from basement to roof. Entering the great lobby one is immediately impressed by its simple grandeur. The reader may tire of the reoccurrence here of the word "simple"; nevertheless, simplicity is the keynote of all the best continental European architecture of today. There is no need to continue the application of antedated forms because of their historic excellence, when a straightforward use of the materials best adapted to solving the problem can produce such pleasing results as we have seen throughout Holland and Germany. However, lest we be misunderstood, let us repeat the statement made in a previous article, that in Denmark and Sweden we find a modernism based on classicism, but not by rote or formula.

Other architectural features of interest in the interior of the *Ullstein Druckhaus* are the heavy wrought iron covered doors leading from the principal corridors to all rooms of importance, and the unusual method of lighting the main stair shaft with a heavy wrought iron fixture suspended from the topmost ceiling with globes, or rather with lanterns, interspersed at each story.

In the basement there is a restaurant with an outdoor arcade and terrace where employes may obtain lunch if they wish and where they may enjoy their occasional glasses of beer during working hours. It might be noted that the more attractive portion of the dining room facing the arcade, and the arcade itself, are reserved for the laboring employes rather than for executives. One is impressed by the excellent scale and taste used throughout this building and is inclined to wish for more of both in architecture as a happy medium between extreme modernism and ultra-conservatism.

In subsequent articles of this series we shall deal with modern Danish and Swedish architecture. In both countries one finds a modernism based on classic precedent, but a classicism which is used with structural logic. And here again one finds logic, simplicity and restraint in the creation of new forms with classic feeling playing important roles in the creation of architecture that is refreshing and inspiring without being freakish.

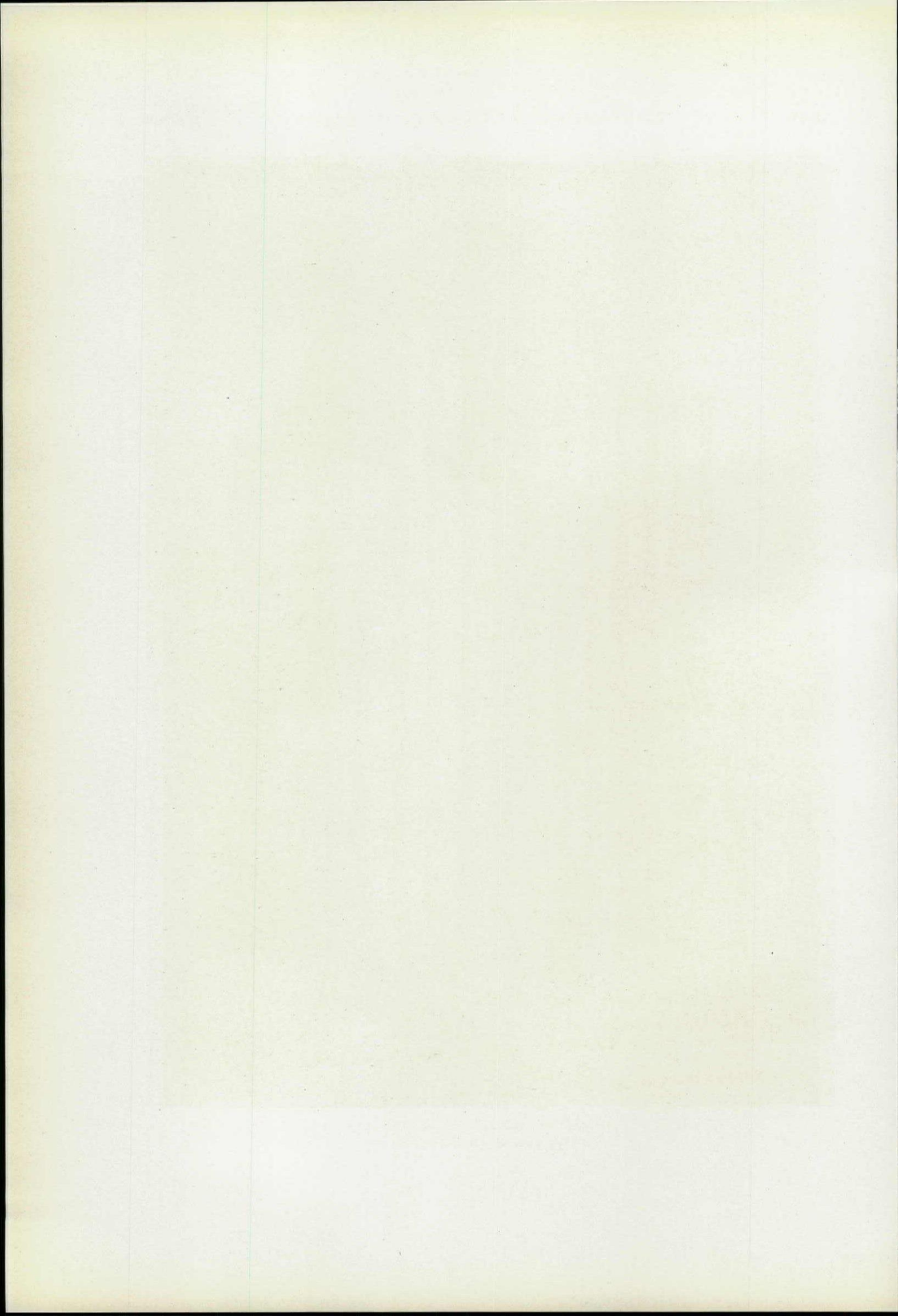
EDITOR'S NOTE. This is the second article in the series on modern European architecture which were written for THE ARCHITECTURAL FORUM by Edwin A. Horner during his trip abroad a year ago this summer. On this trip Mr. Horner accompanied Sigurd Fischer, the well known architectural photographer, who took for special publication in THE FORUM a series of remarkable photographs of some of the best examples of modern architecture in Europe.



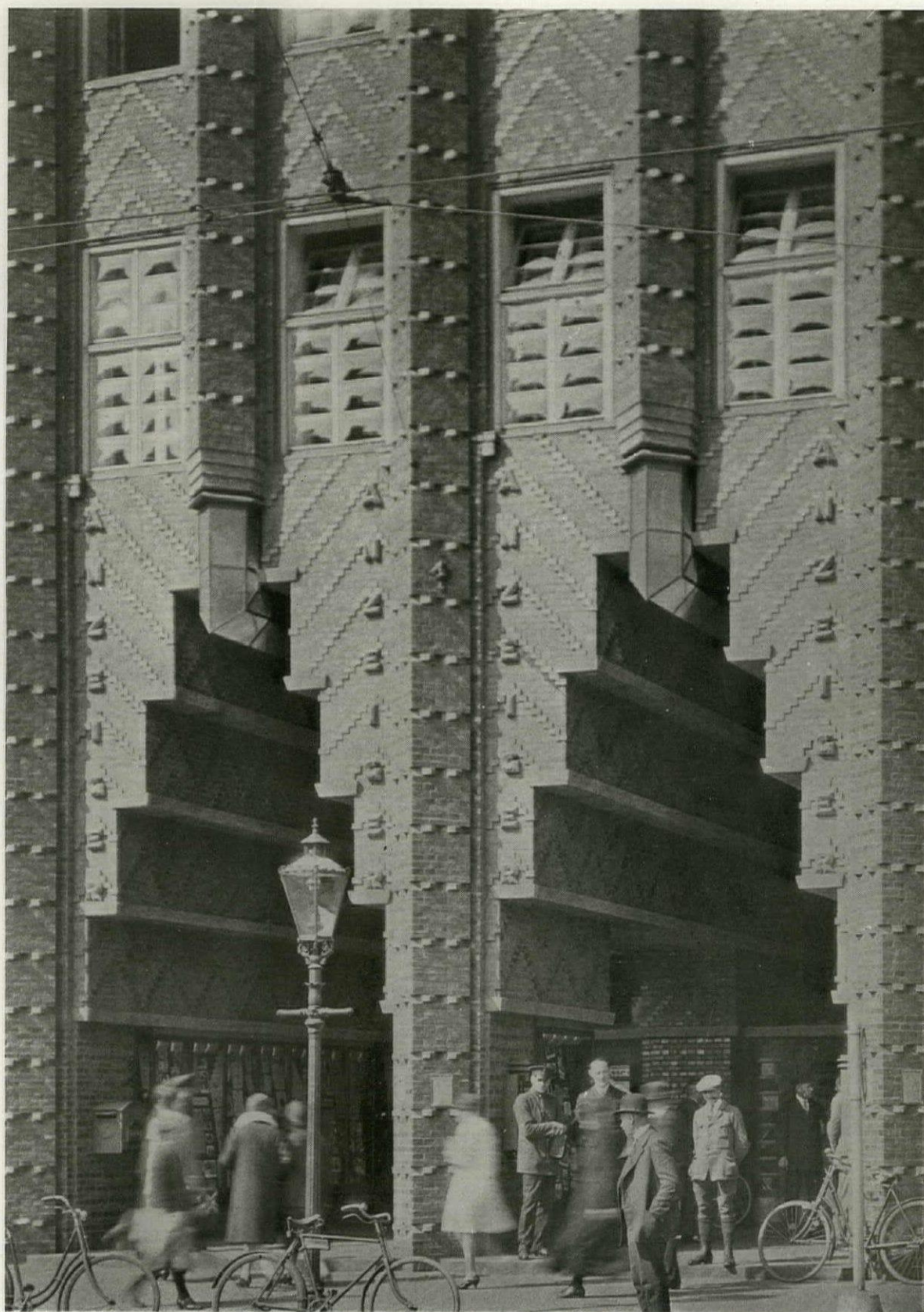


HANOVER ANZEIGER BUILDING  
FRITZ HOGER, ARCHITECT



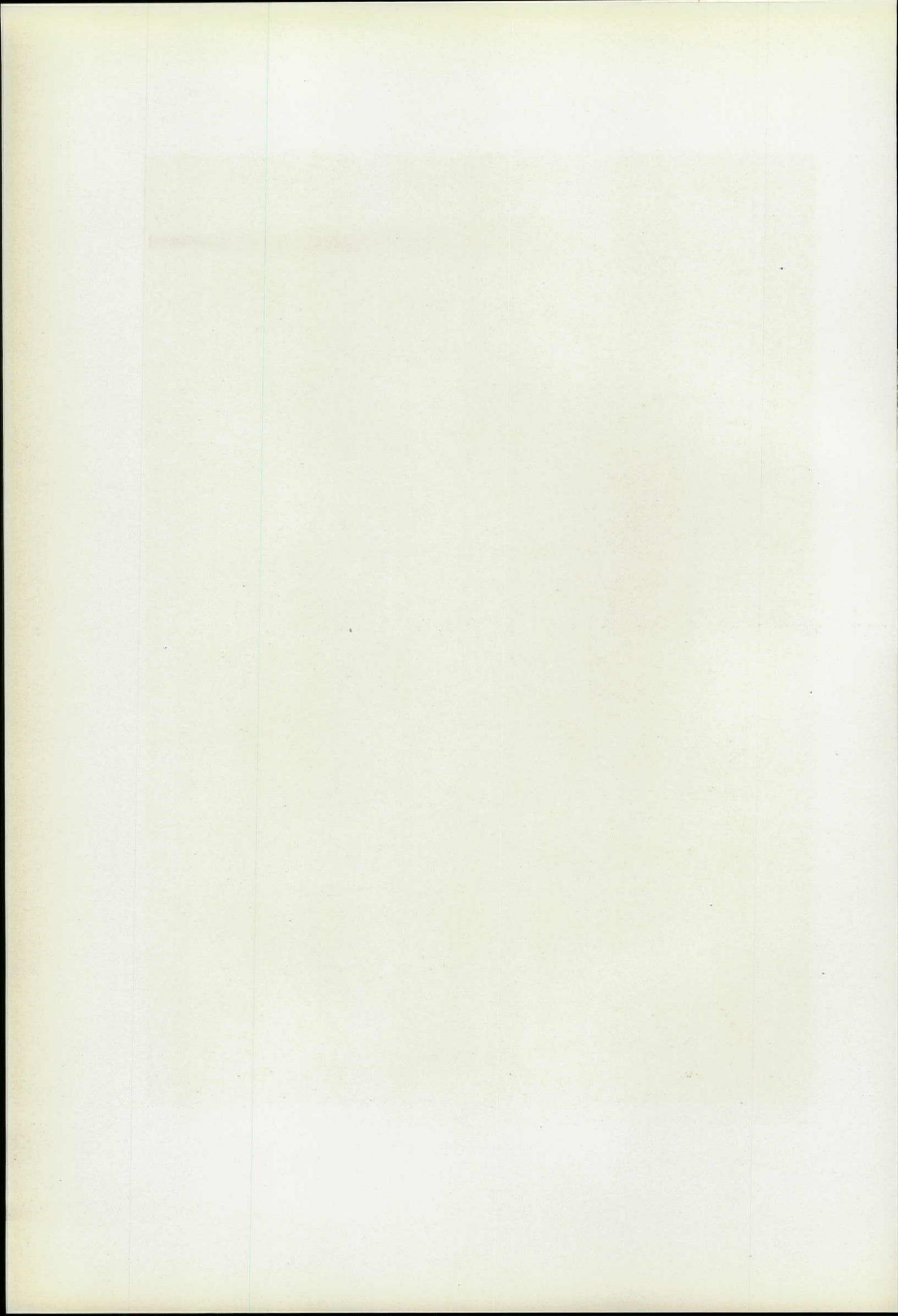




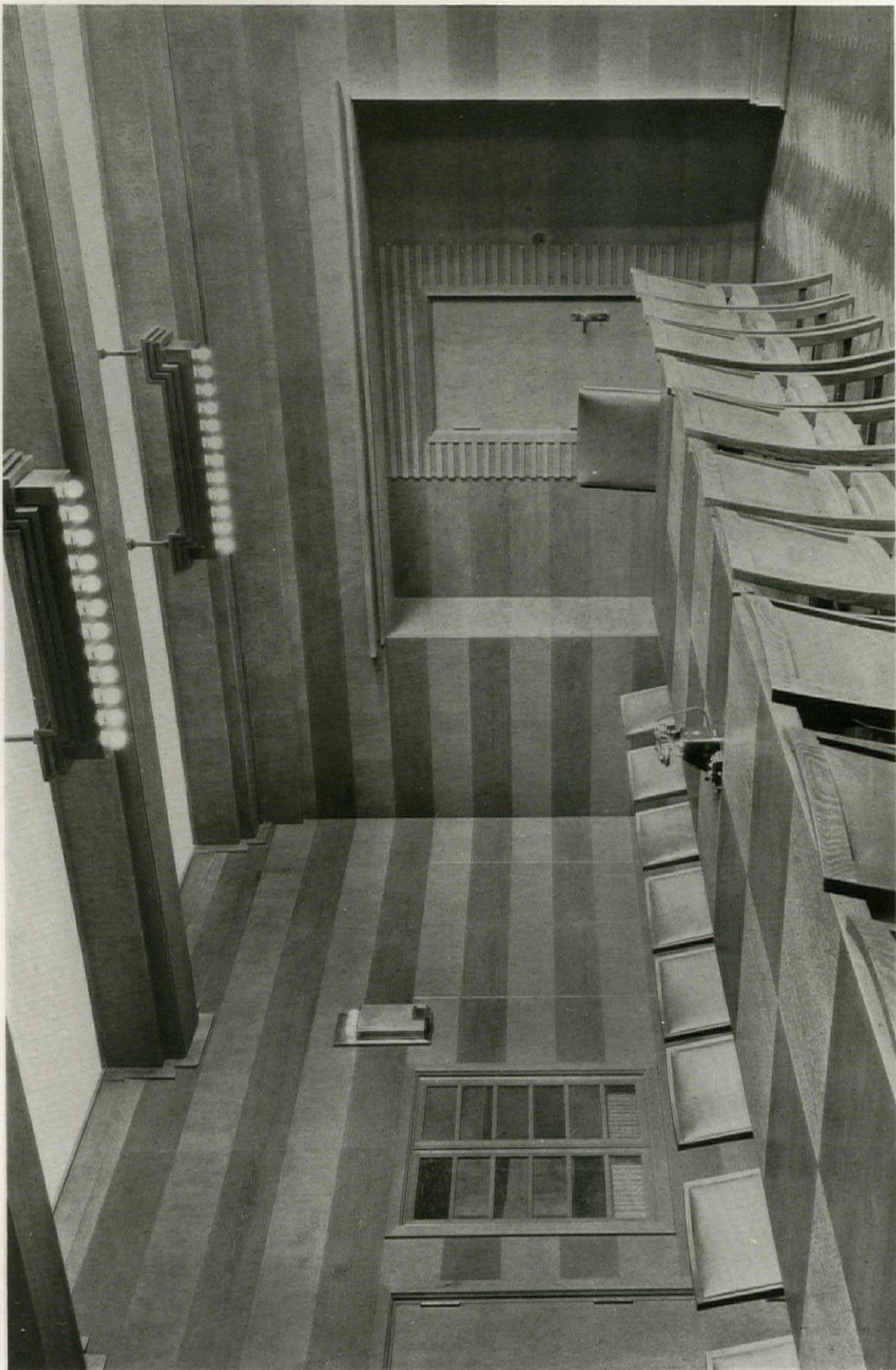


ARCADES AT ENTRANCE. HANOVER ANZEIGER BUILDING  
FRITZ HOGER, ARCHITECT



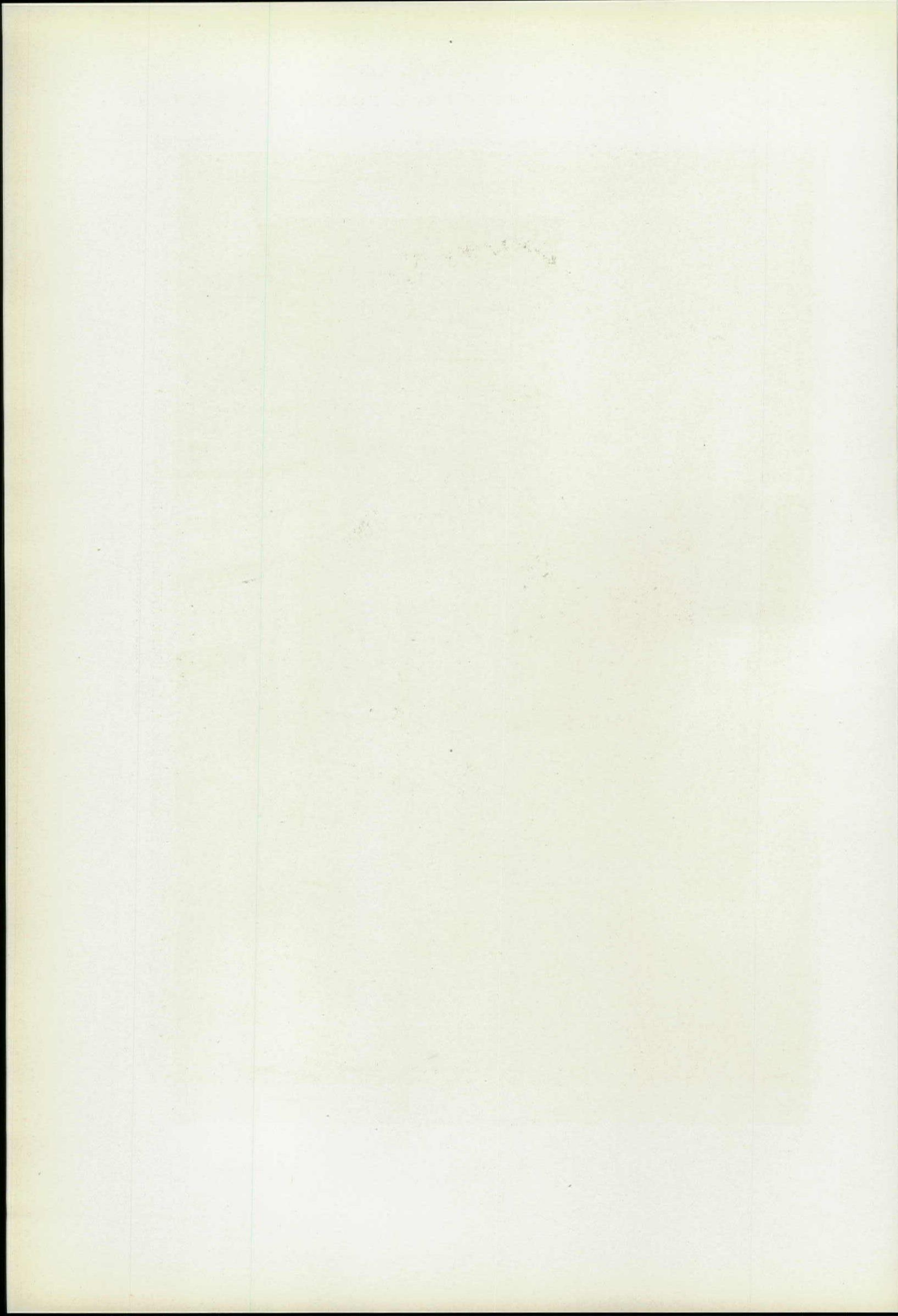






BOARD ROOM. HANOVER ANZEIGER BUILDING  
FRITZ HOGER, ARCHITECT



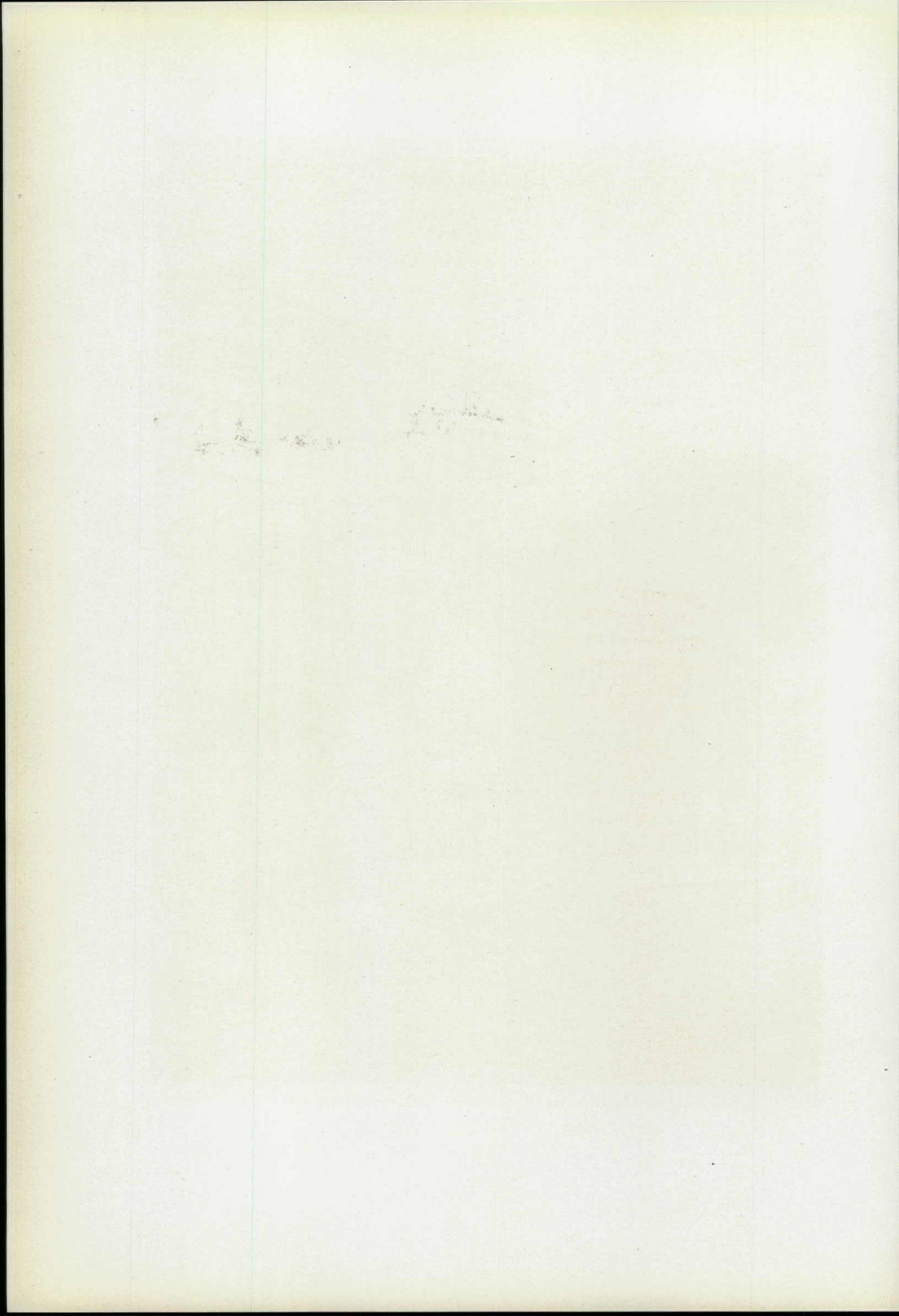






BALLINHAUS; CHILEHAUS IN BACKGROUND, HAMBURG  
HANS OSKAR GERSON, ARCHITECT



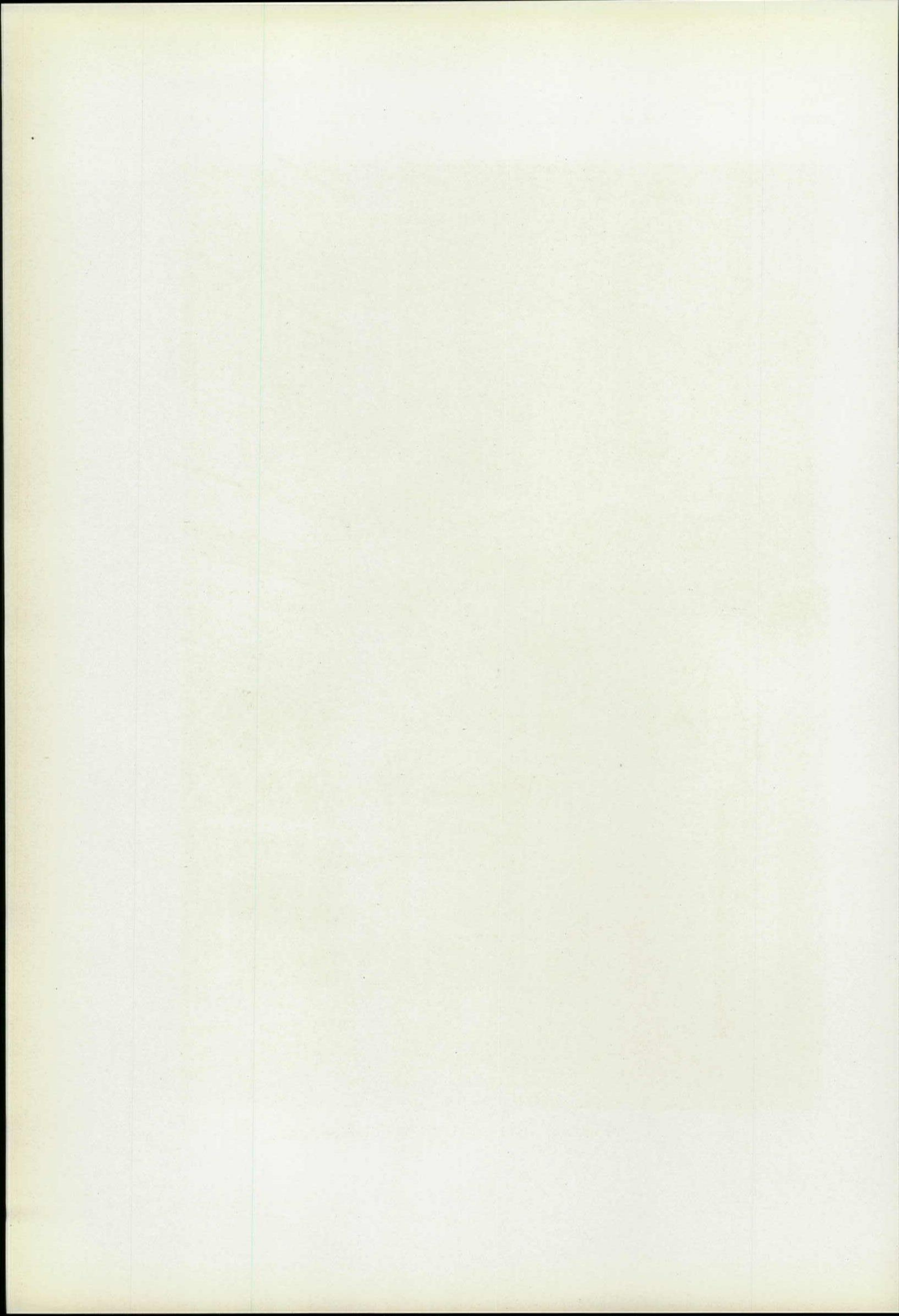




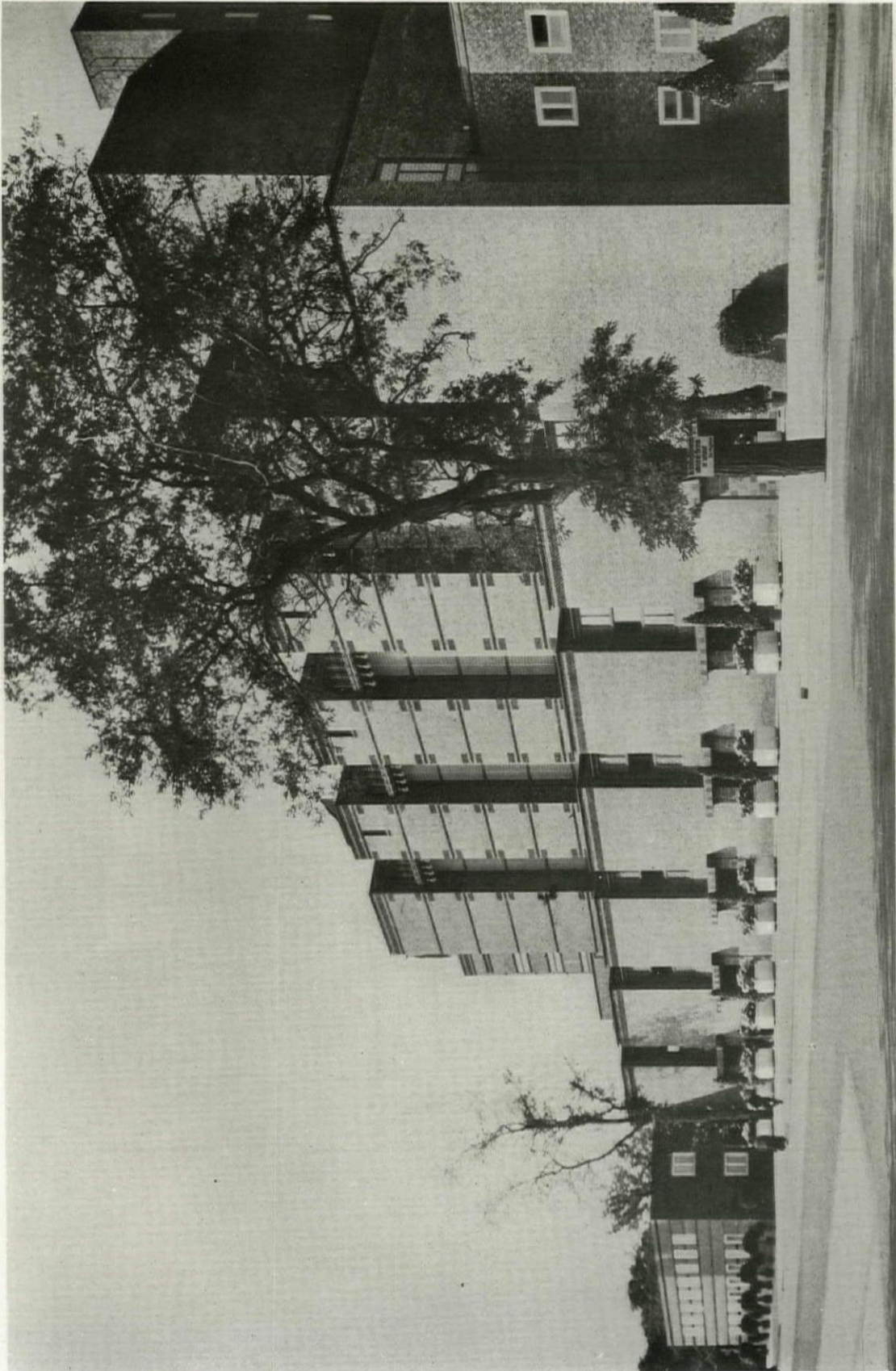


DOORWAY. BALLINHAUS, HAMBURG  
HANS OSKAR GERSON, ARCHITECT





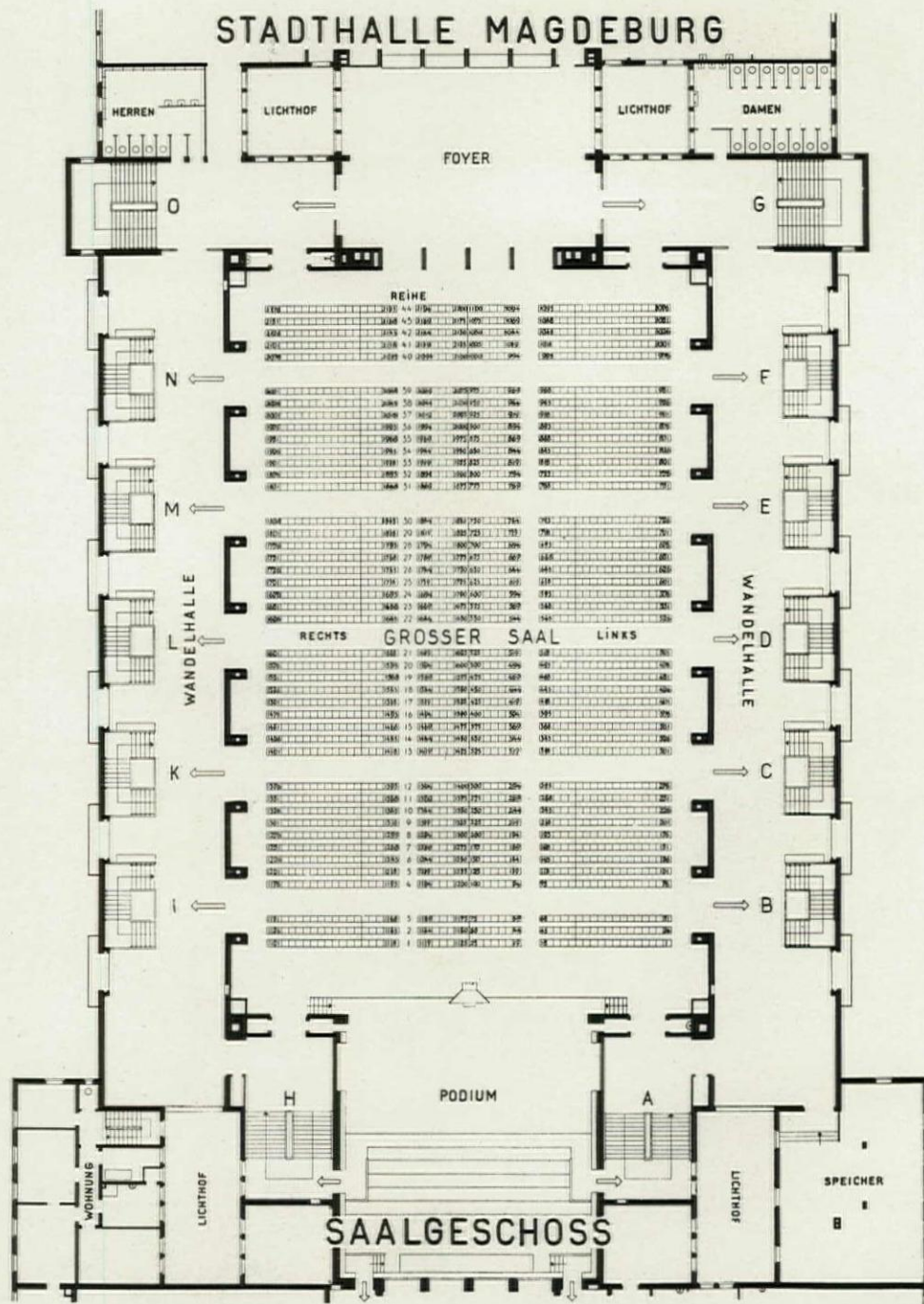




*Plan on Back*

STADTHALLE, MAGDEBURG  
JOHANNES GOEDERITZ, ARCHITECT





PLAN. STADTHALLE, MAGDEBURG  
JOHANNES GOEDERITZ, ARCHITECT



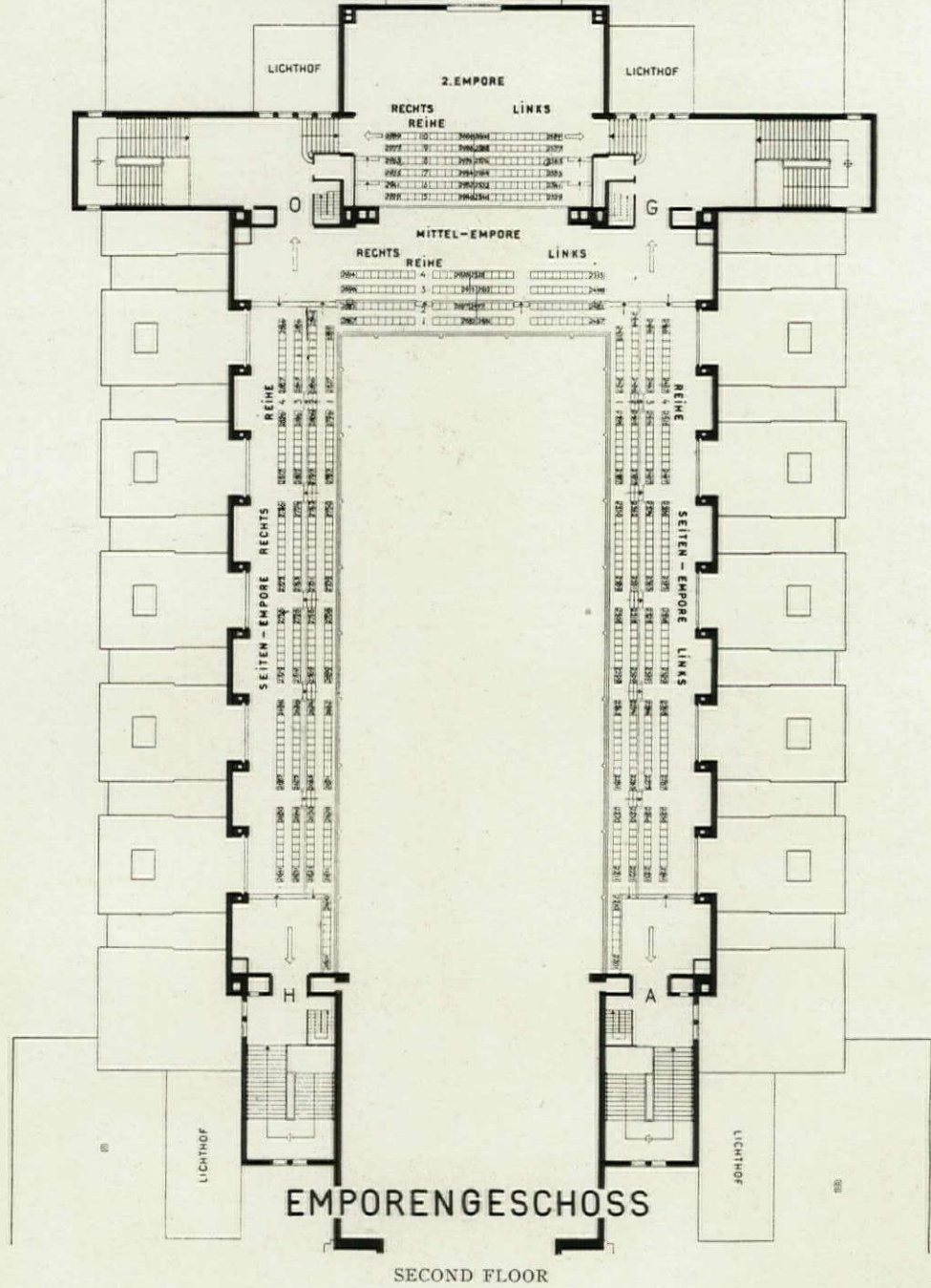


FRONT ELEVATION. STADTHALLE, MAGDEBURG  
JOHANNES GOEDERITZ, ARCHITECT -

*Plan on Back*

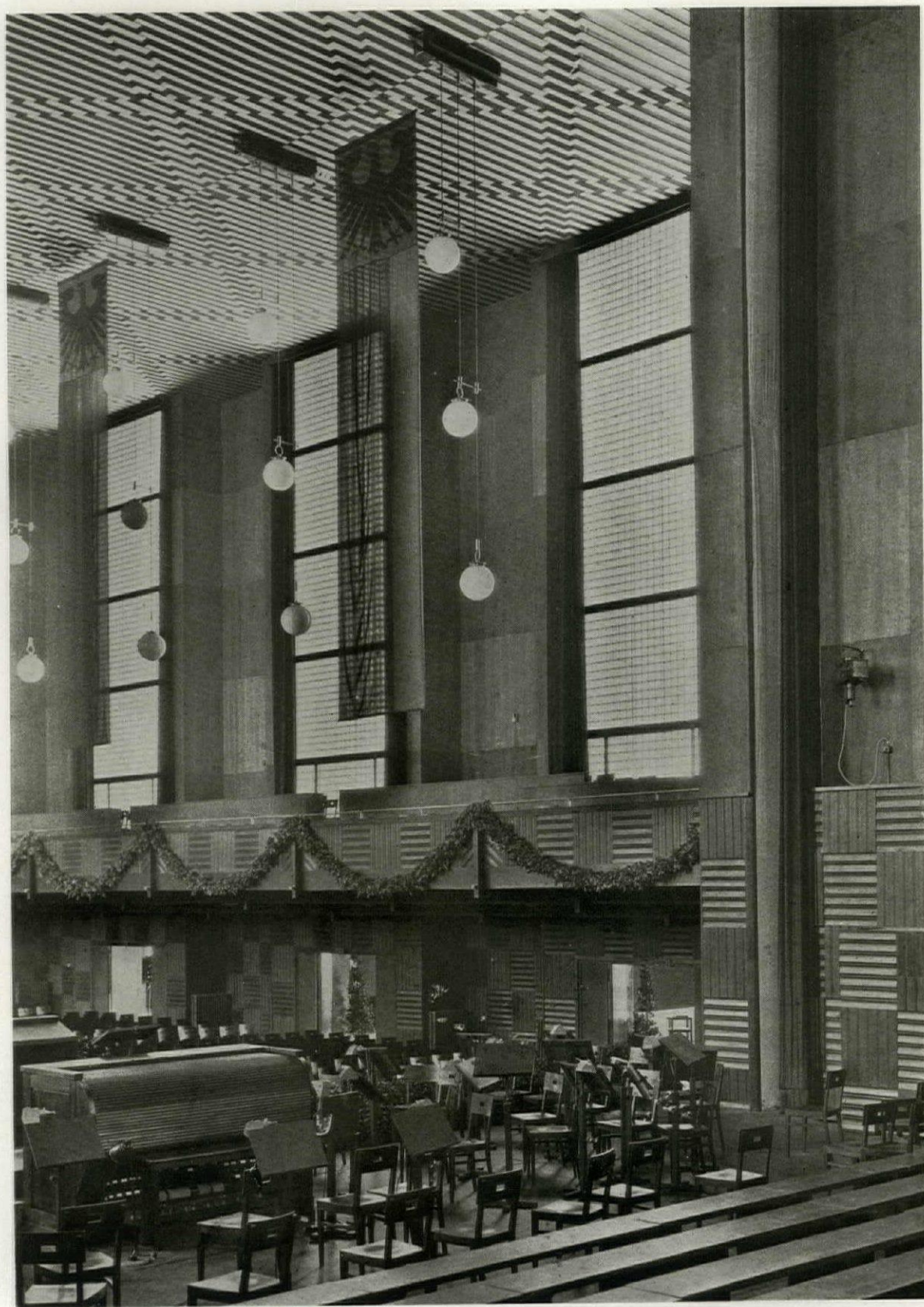


# STADTHALLE MAGDEBURG



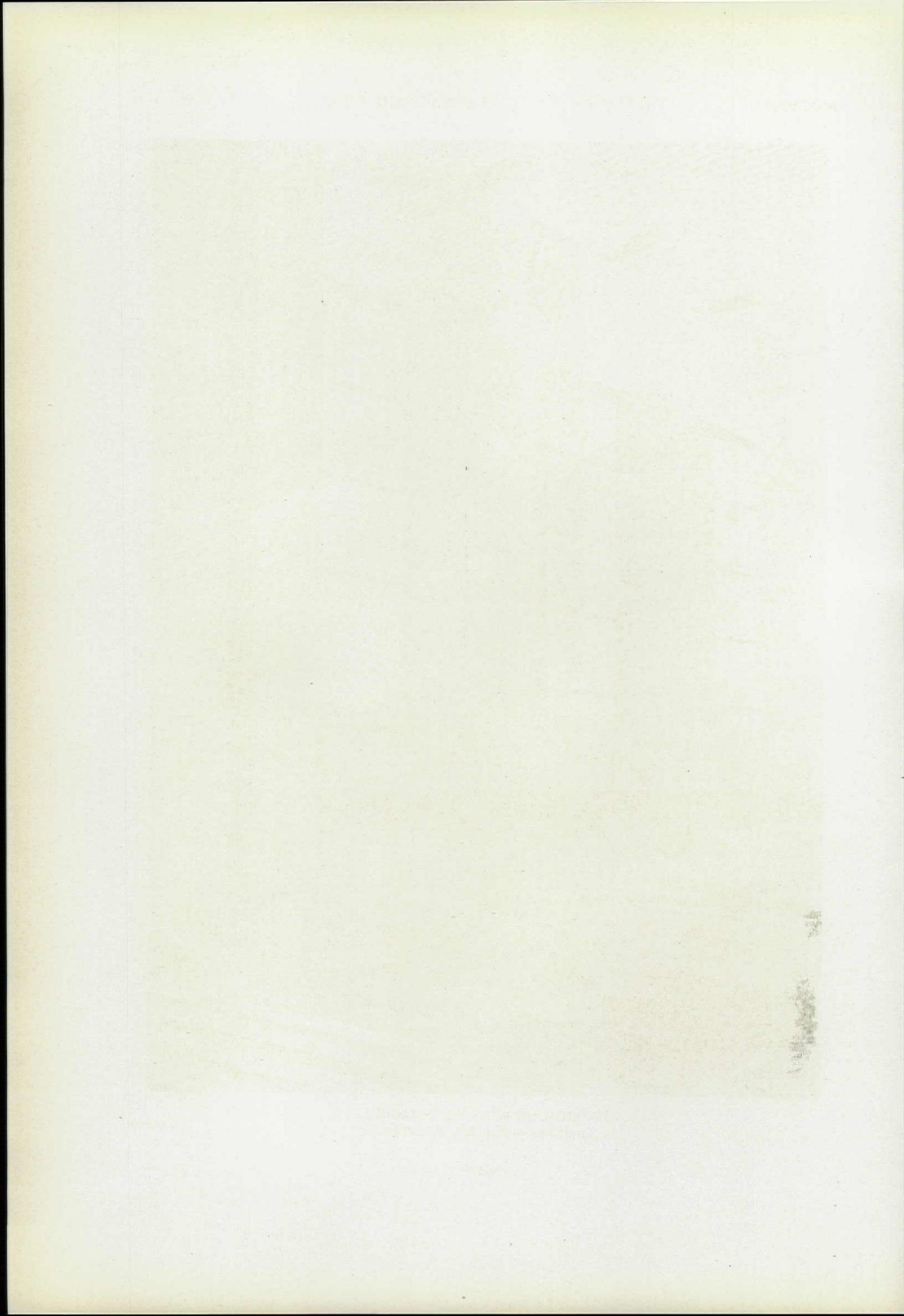
PLAN. STADTHALLE, MAGDEBURG  
JOHANNES GOEDERITZ, ARCHITECT





AUDITORIUM. STADTHALLE, MAGDEBURG  
JOHANNES GOEDERITZ, ARCHITECT



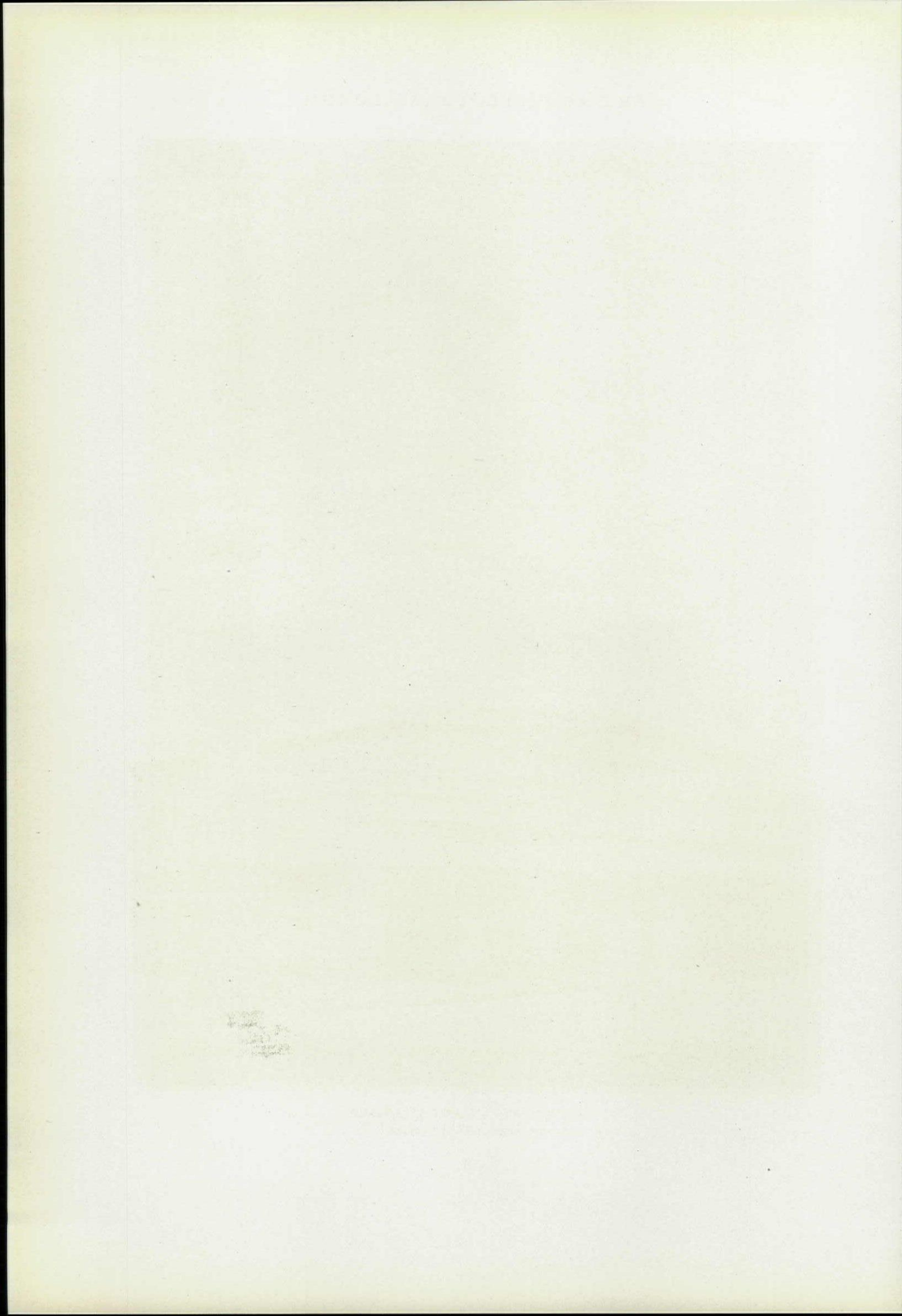






EXHIBITION PAVILION. STADTHALLE, MAGDEBURG  
ALBIN MULLER, ARCHITECT



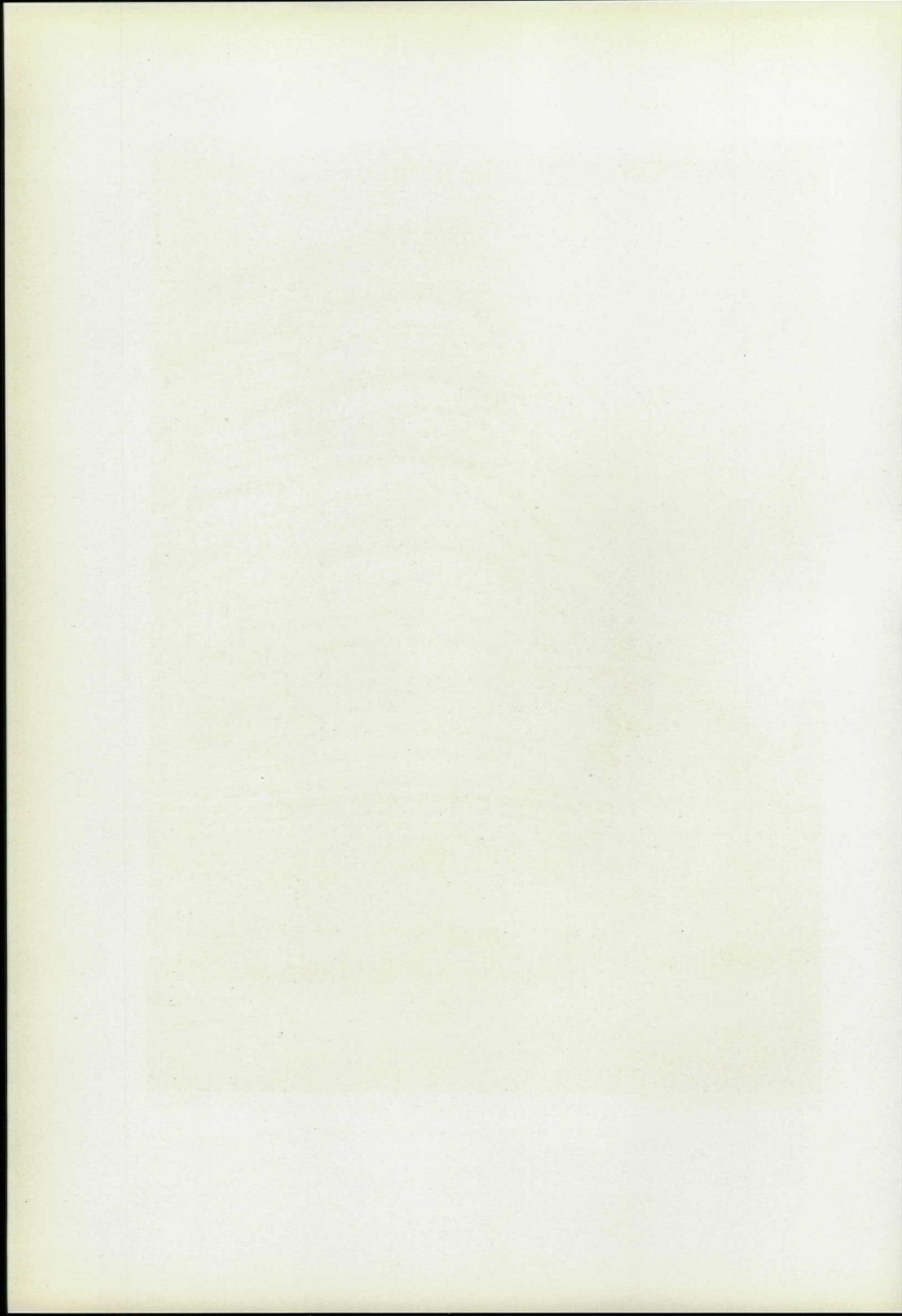






RUDOLF MOSSE BUILDING, BERLIN  
ERIC MENDELSON, ARCHITECT



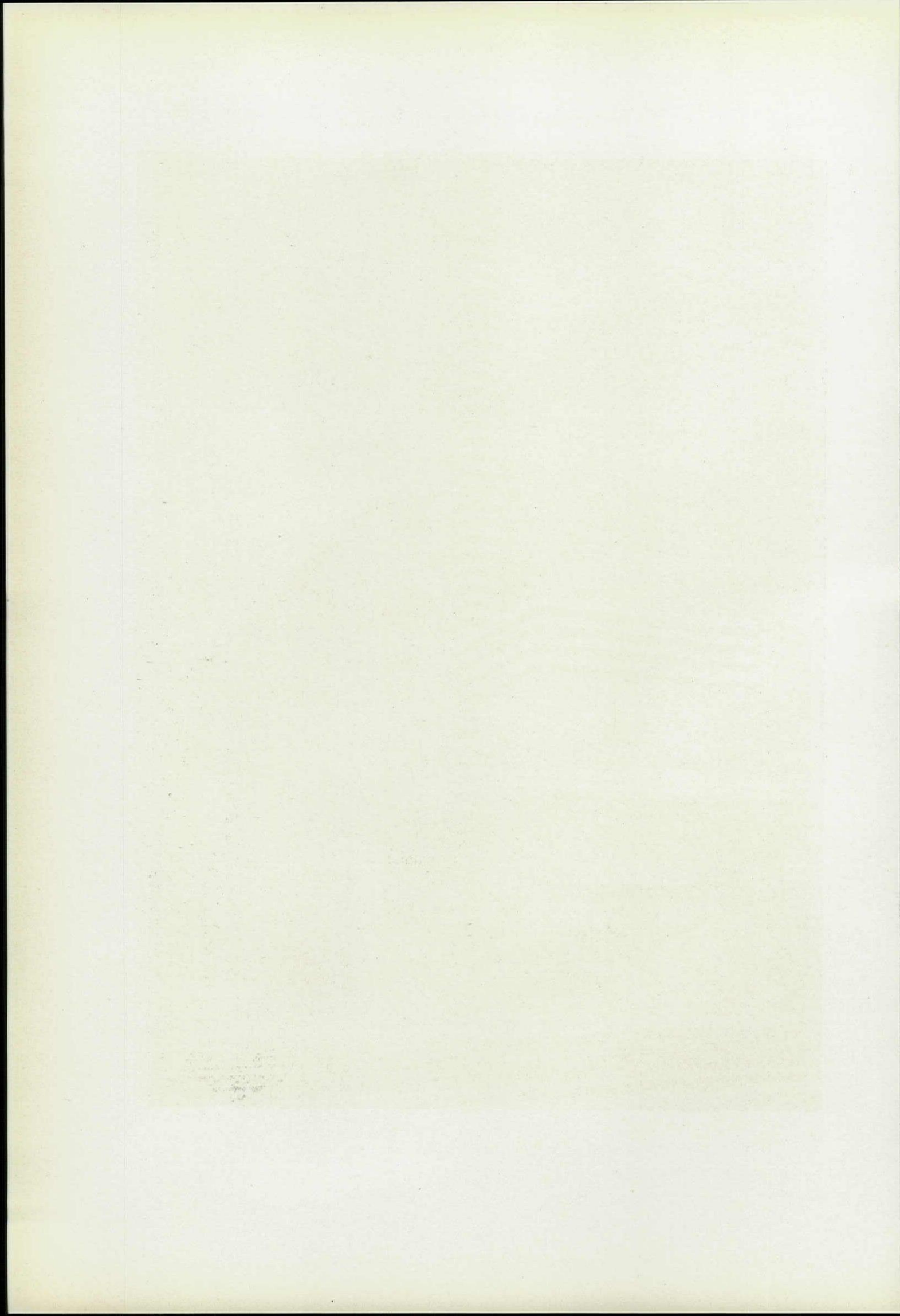




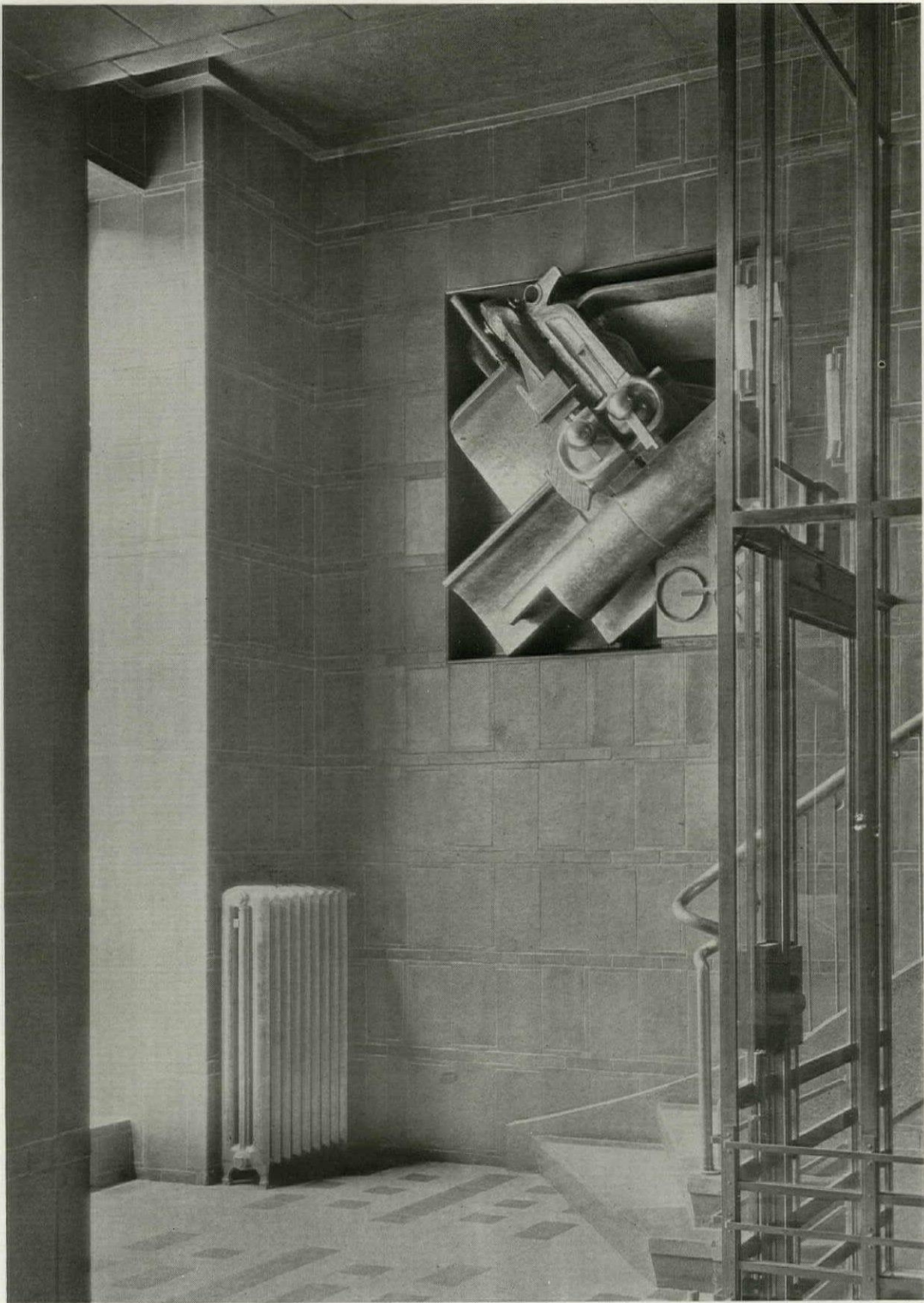


TITANIA MOTION PICTURE THEATER, BERLIN  
SCHOFFLER, SCHONBACH & JACOBY, ARCHITECTS



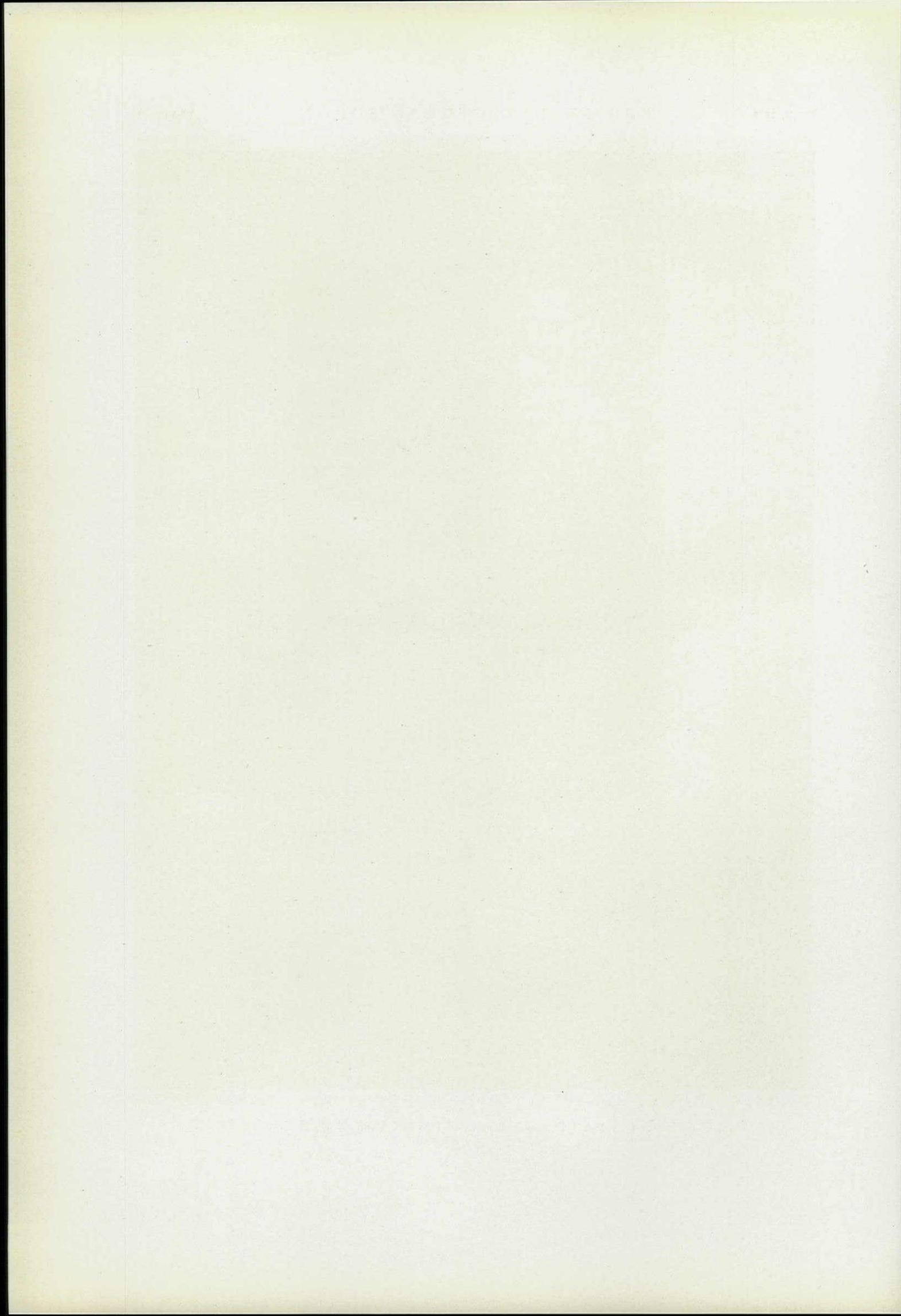






AN INTERIOR. GERMAN BOOKPRINTERS' LABOR UNION BUILDING, BERLIN  
MAX TAUT, ARCHITECT



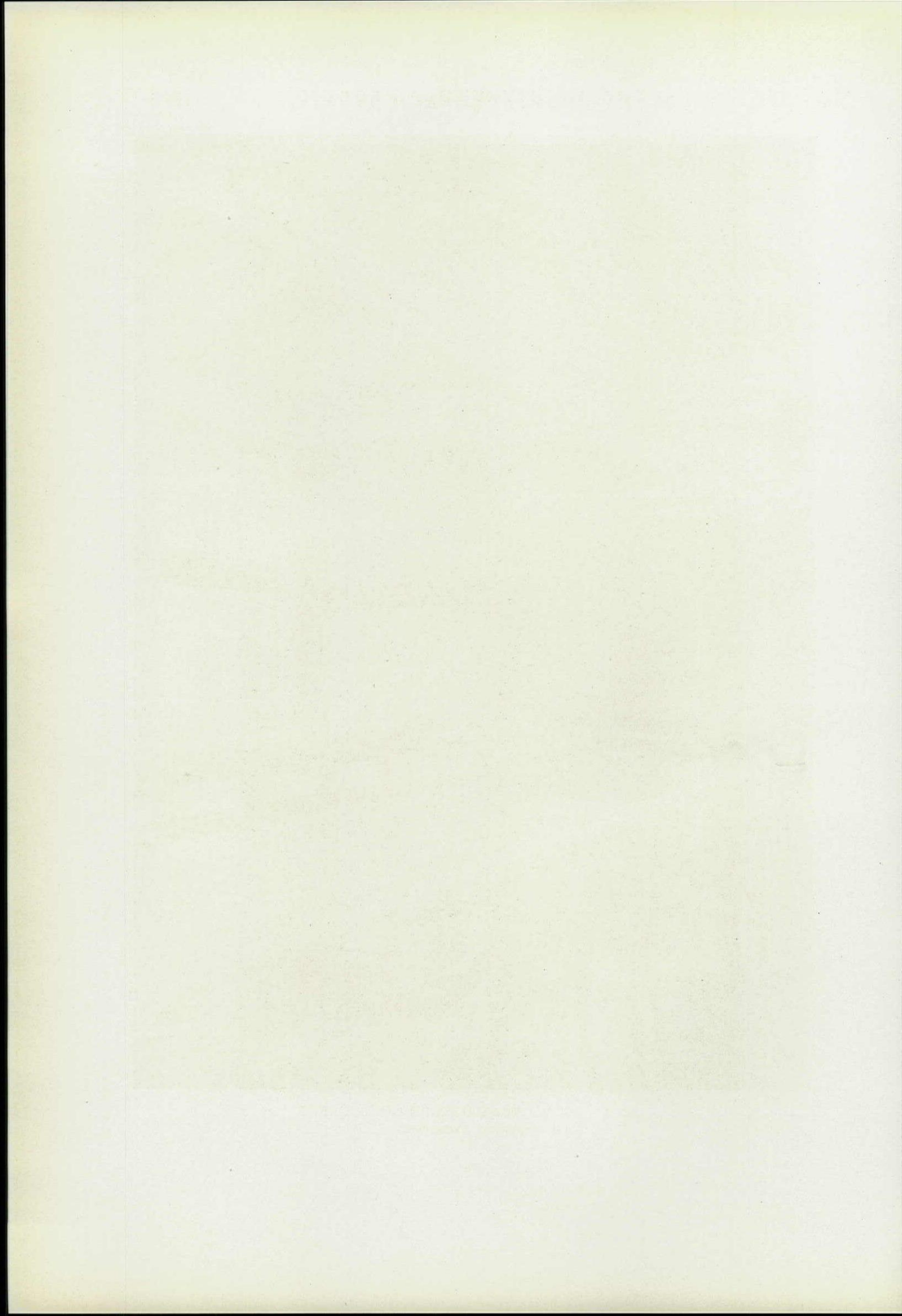






BOARD ROOM. BOOKPRINTERS' LABOR UNION  
MAX TAUT, ARCHITECT



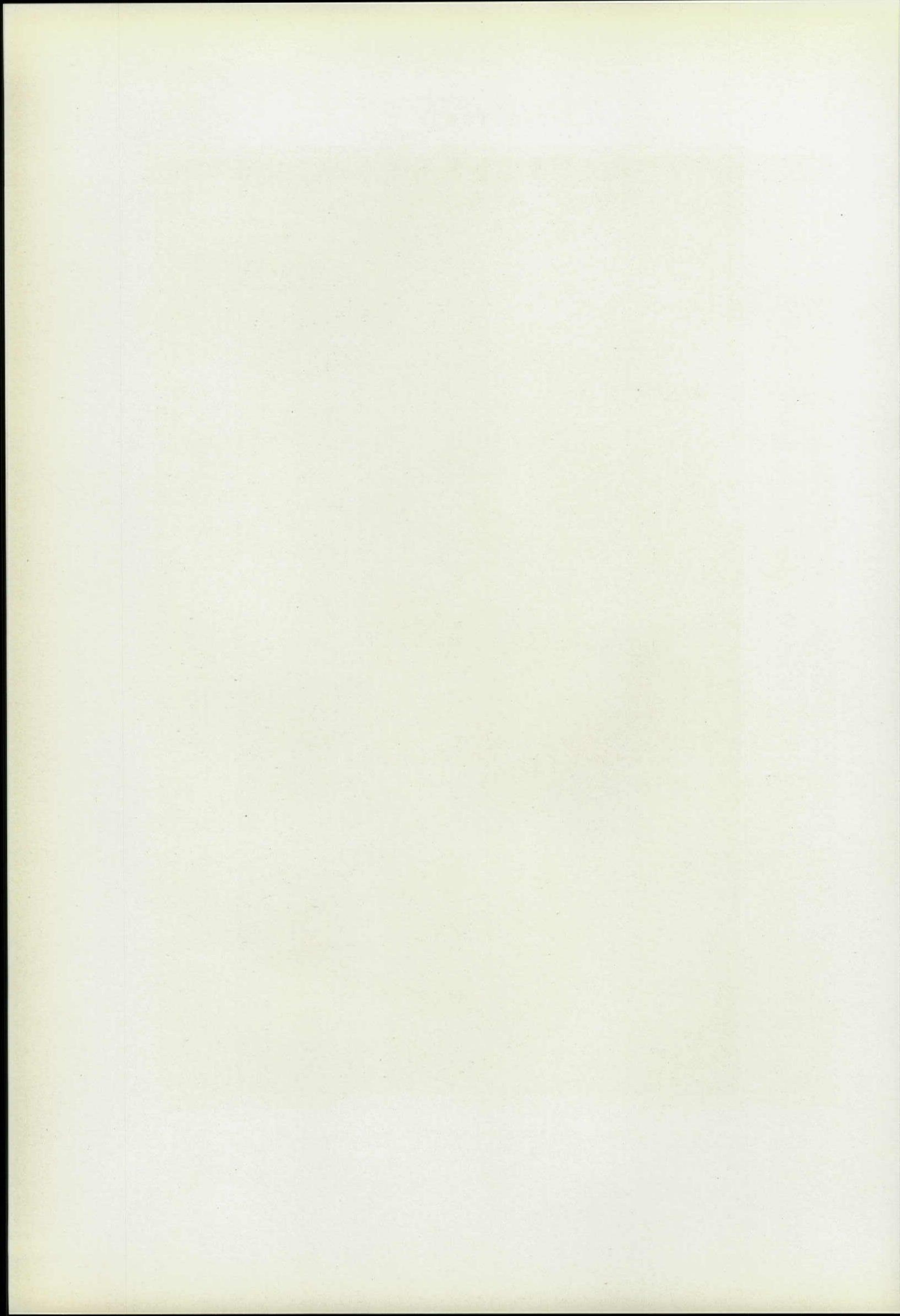




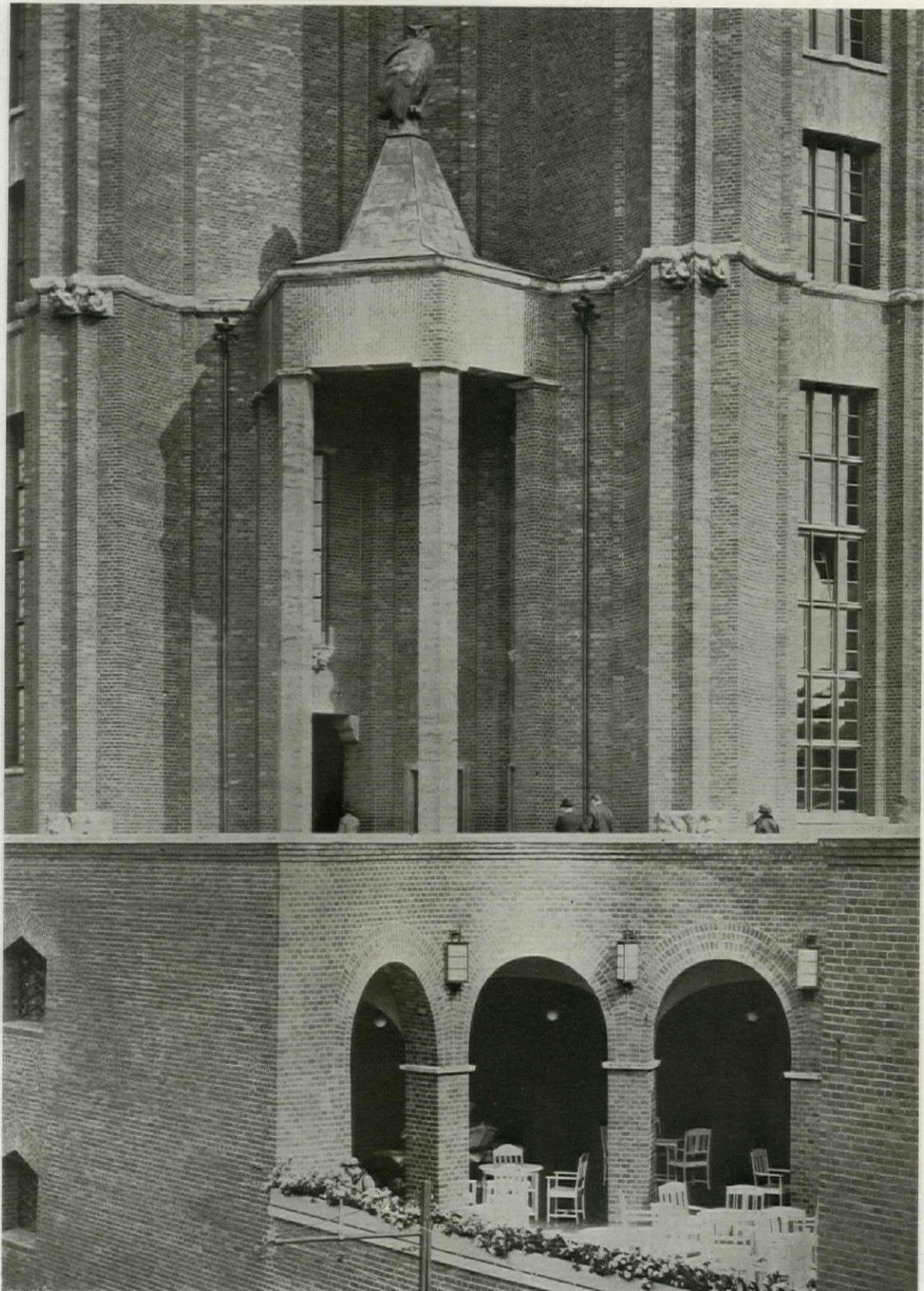


ULLSTEIN DRUCKHAUS, BERLIN  
E. G. SCHMOHL, ARCHITECT



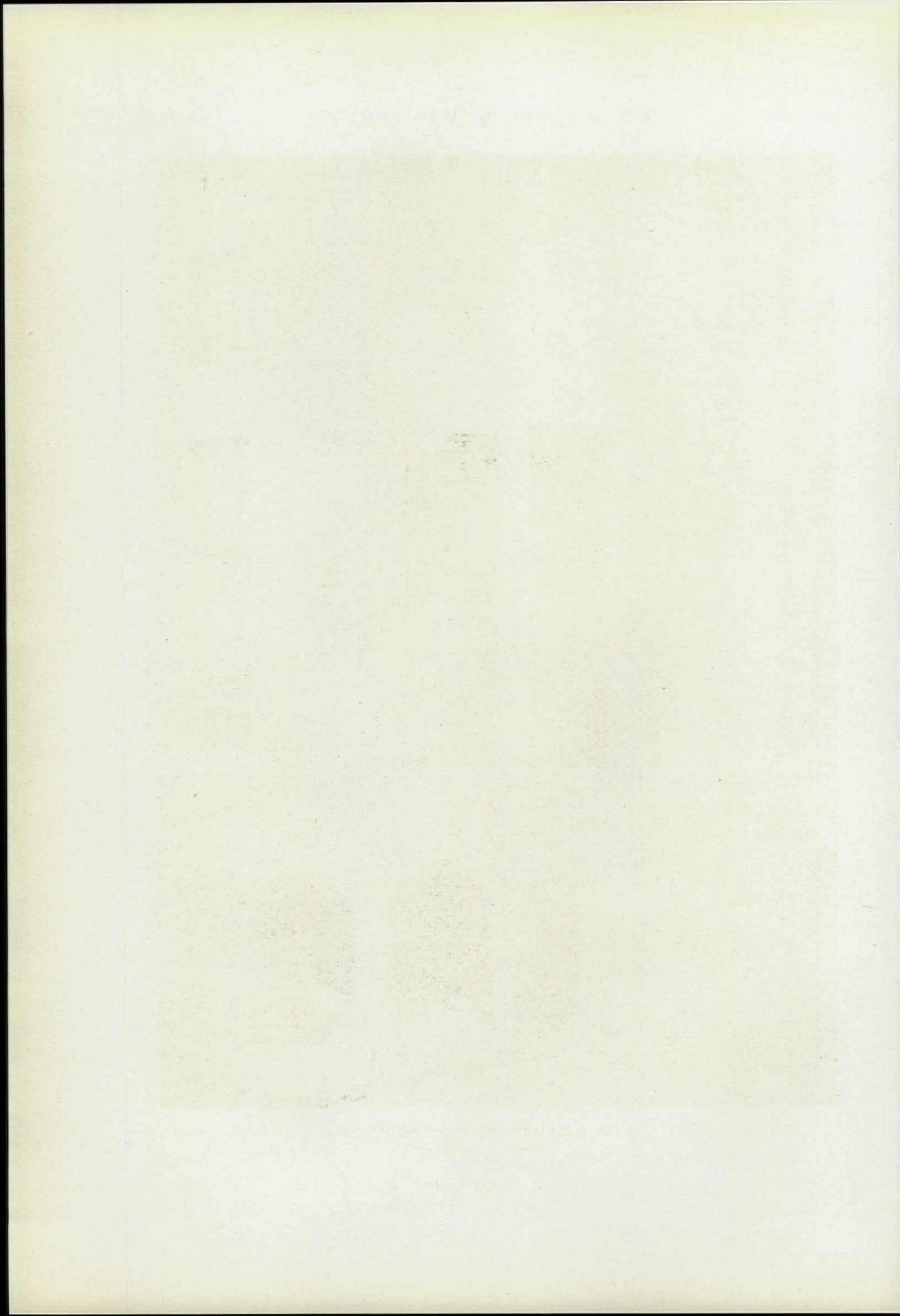






DETAIL. ULLSTEIN DRUCKHAUS, BERLIN  
E. G. SCHMOHL, ARCHITECT



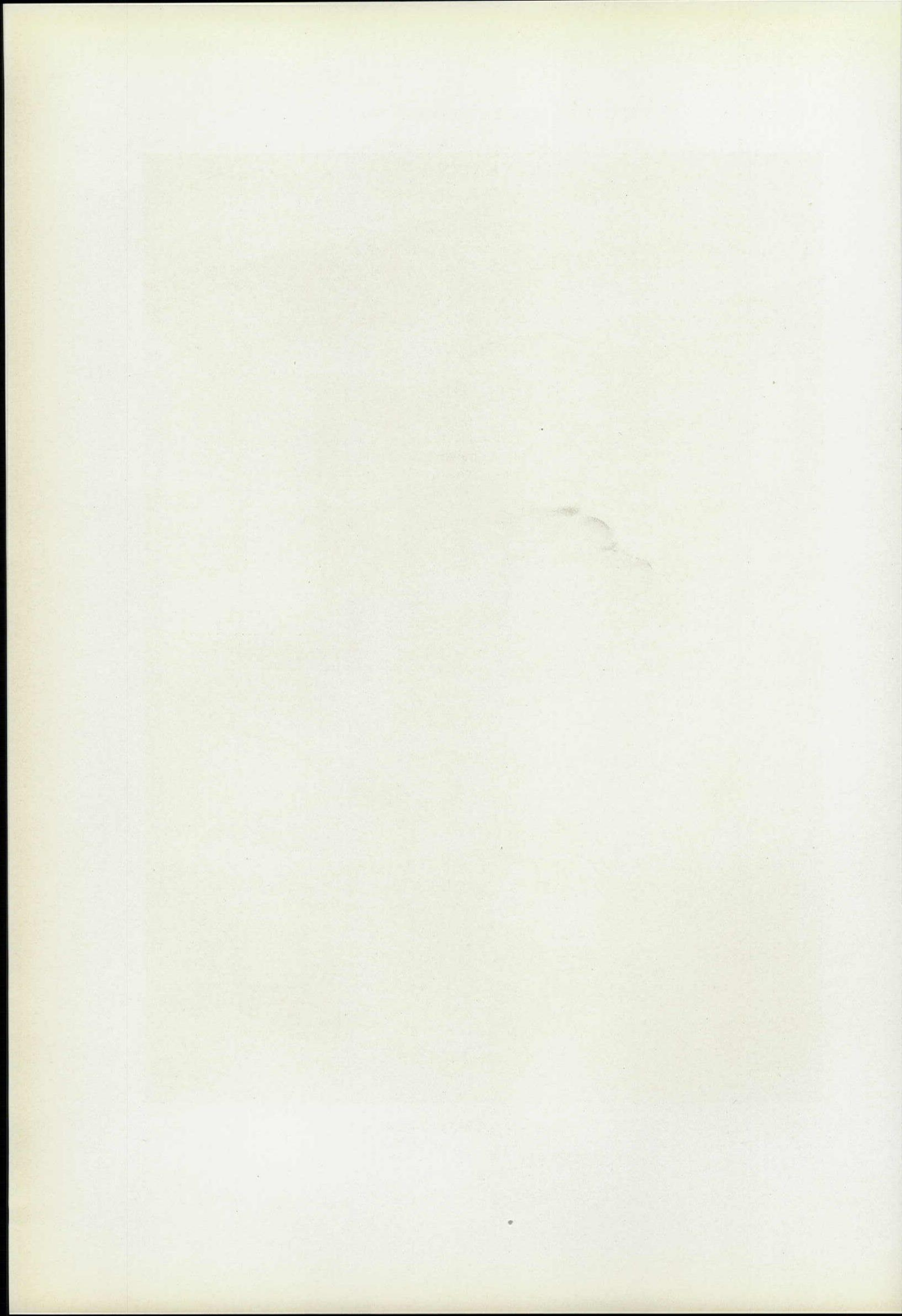






MAIN STAIRWAY. ULLSTEIN DRUCKHAUS  
E. G. SCHMOHL, ARCHITECT







# WILLIAM HOOD DUNWOODY INDUSTRIAL INSTITUTE, MINNEAPOLIS

HEWITT & BROWN, ARCHITECTS

BY  
C. A. PROSSER

WHEN William Hood Dunwoody, a leading business man of the northwest, died, in 1914, he left the greater portion of his large fortune to found a new industrial and trade school. Upon her death, which soon followed, his wife, Kate L. Dunwoody, created a separate trust for the benefit of the new educational institution that bore her husband's name. Those who have studied it, regard his will creating an educational foundation for the William Hood Dunwoody Industrial Institute as a model instrument, particularly in its provisions for the organization and support of the school. Mr. Dunwoody instituted a self-perpetuating board of trustees, composed entirely of leading business men of Minneapolis with whom he had been closely associated, and he placed in their hands, subject only to a very few conditions, the full power to develop the school as they saw fit and as changing conditions might require. While the Institute was to be located in Minneapolis, training was to be free to residents of Minnesota and given without

"distinction on account of race, color or religion."

By an understanding with the Minneapolis Board of Education, the vocational training of girls and women for industrial occupations was taken over by the public schools. As a result, Dunwoody Institute has, from the start, confined its service to males. In the exercise of their discretionary powers, the trustees construed the language of the will so as to serve men as well as youths. For three years the school was housed, through the generous coöperation of the Minneapolis Board of Education, in an old high school building which had been abandoned for regular school purposes. During this period, a site was purchased and two of the three buildings now occupied by the Institute were built. Starting in 1914 with 40 students and provision for training in four occupations, the school now serves about 5,000 students annually and gives instruction through full-time, part-time and evening classes in some 65 different kinds of employment, chief among which are the occupations required

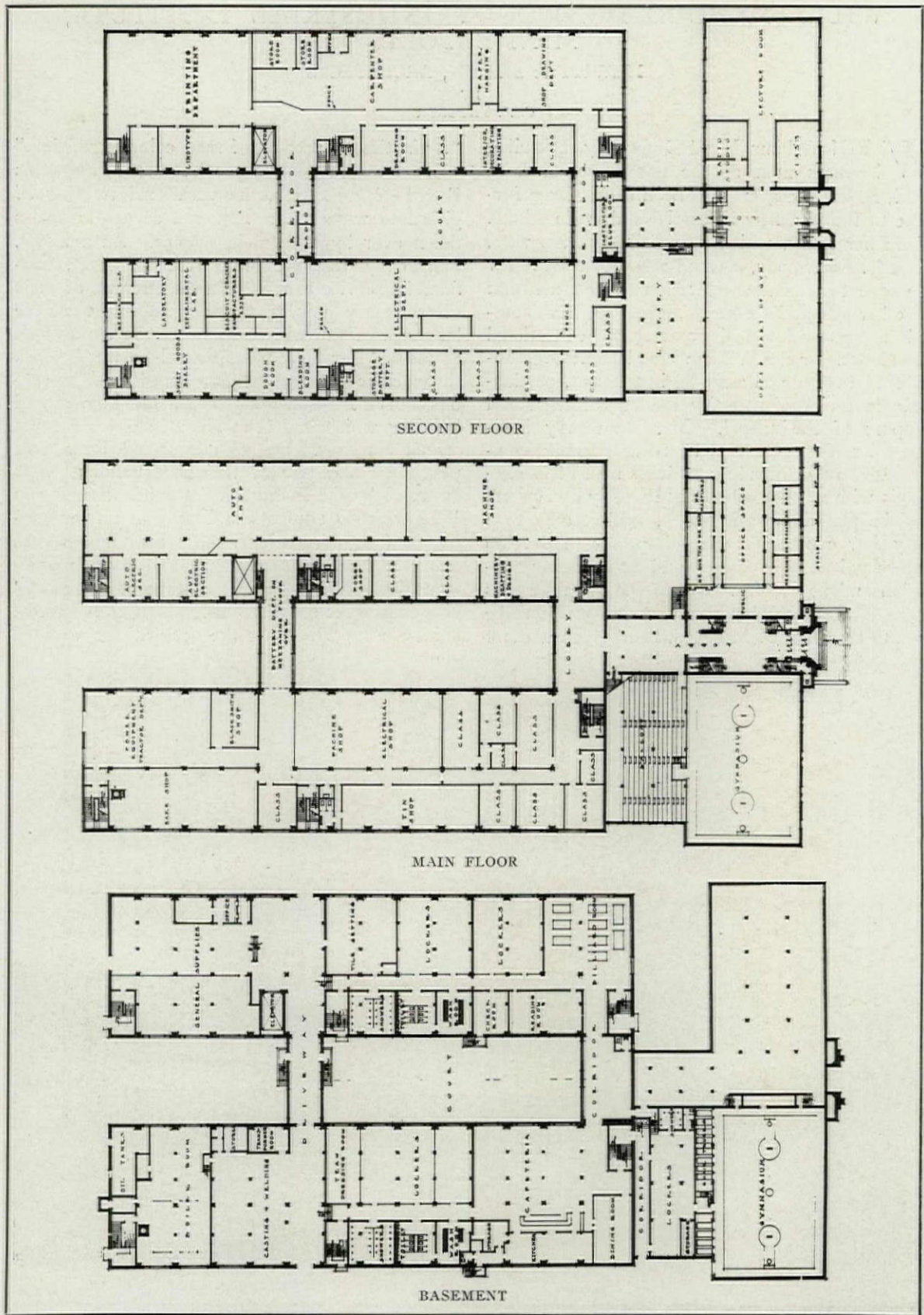


Photos. Hibbard Studio

William Hood Dunwoody Industrial Institute, Minneapolis

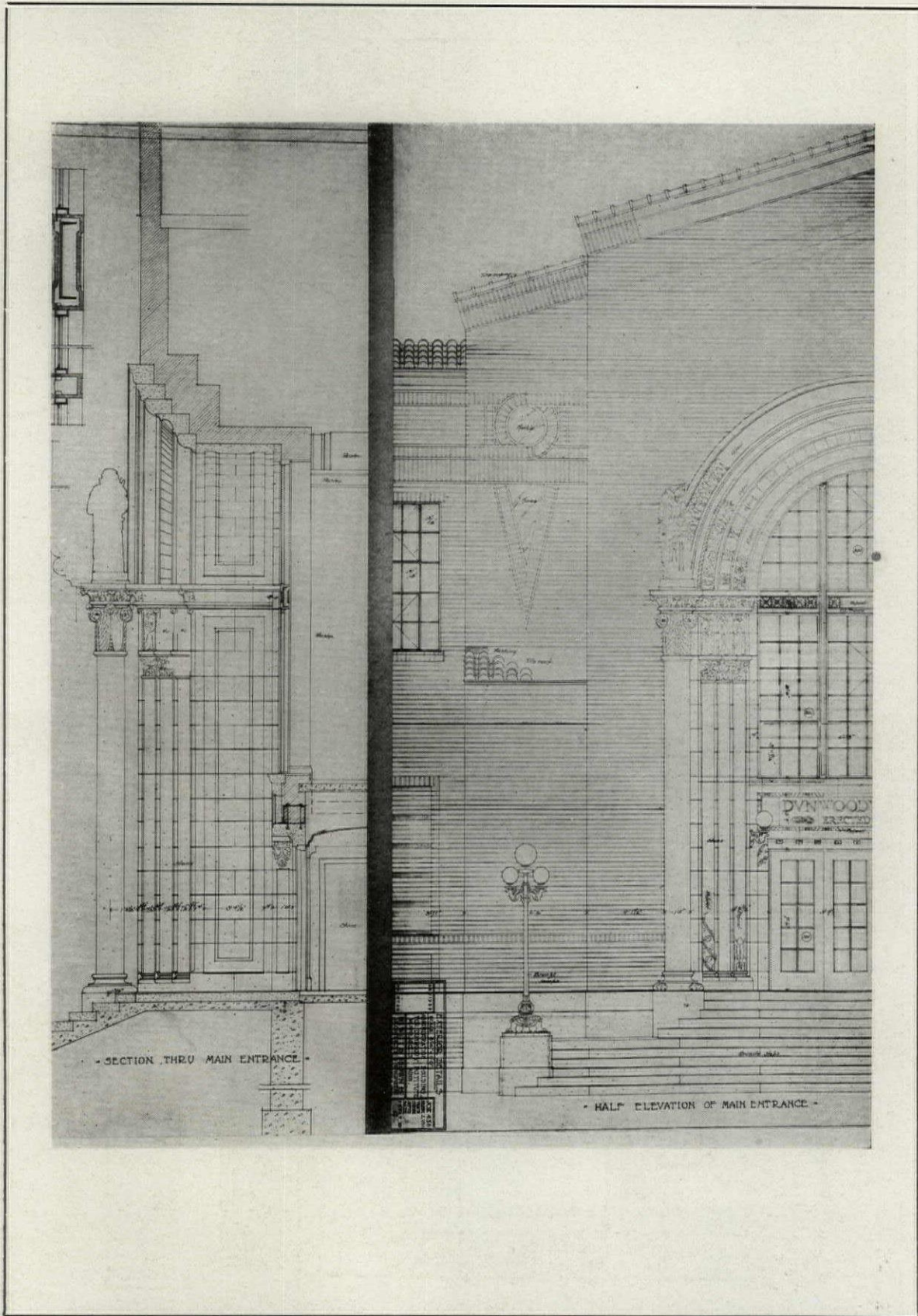
Hewitt & Brown, Architects





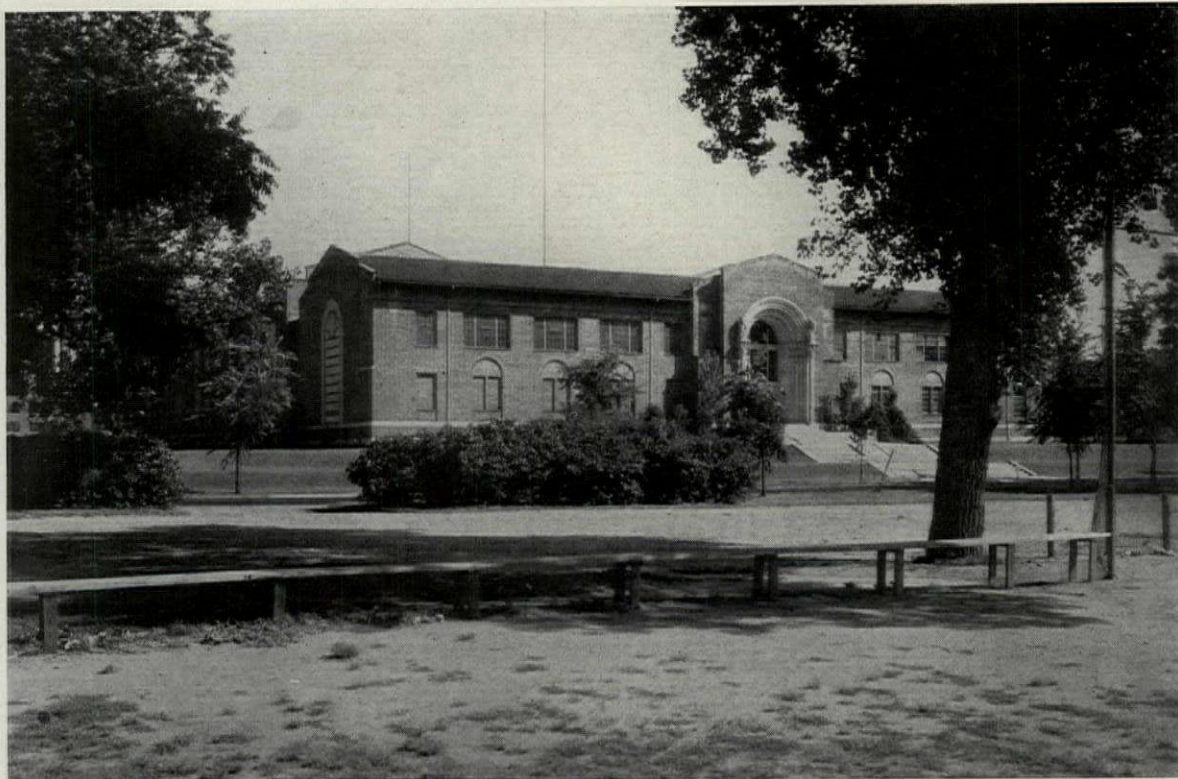
PLANS. WILLIAM HOOD DUNWOODY INDUSTRIAL INSTITUTE, MINNEAPOLIS  
HEWITT & BROWN, ARCHITECTS



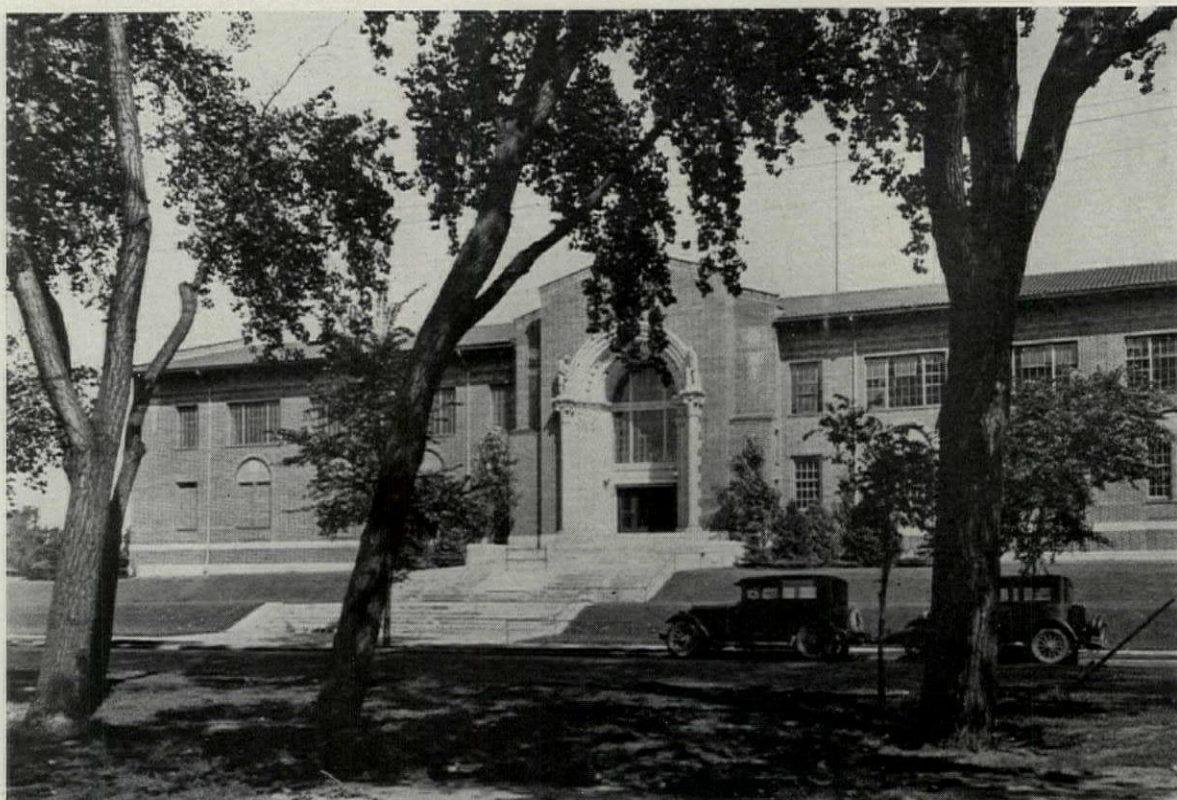


DETAILS. WILLIAM HOOD DUNWOODY INDUSTRIAL INSTITUTE, MINNEAPOLIS  
HEWITT & BROWN, ARCHITECTS





GENERAL VIEW



FRONT ELEVATION

WILLIAM HOOD DUNWOODY INDUSTRIAL INSTITUTE, MINNEAPOLIS  
HEWITT & BROWN, ARCHITECTS





Photo. A. E. Kairies  
Gymnasium, William Hood Dunwoody Industrial Institute, Minneapolis  
Hewitt & Brown, Architects

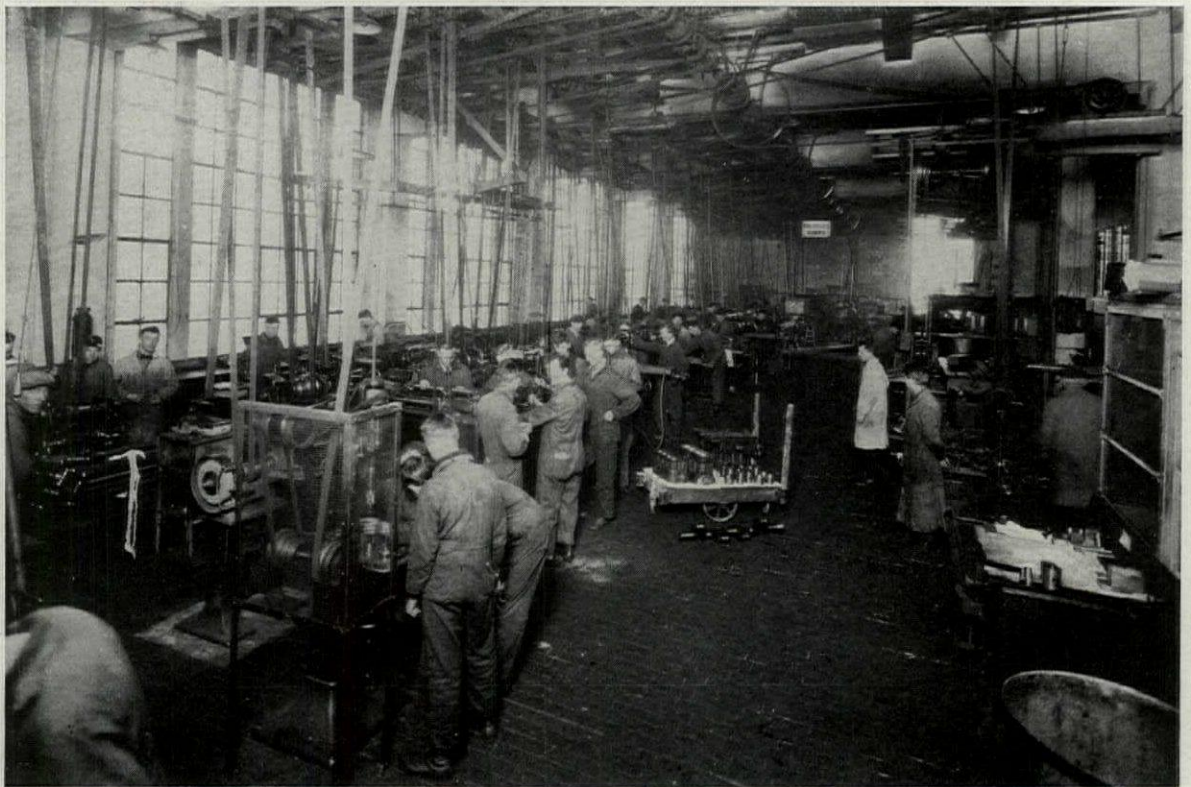
in such lines as automobile repair and operation, baking, building construction, architectural and mechanical drafting, printing, electrical work, machine shop work, sheet metal working, highway construction, farm mechanics, tile laying, railway mechanics, operation of tractors, and the duties of foremanship. In the 14 years since it has been established, the school has enrolled more than 48,000 civilians in its various classes, most of which are conducted in its own buildings, but many of which have been held in the manufacturing plants of cooperating concerns in the Twin Cities. In addition to this, more than 7,000 enlisted men were trained during the World War for special occupations in the army and the navy, making a total of more than 55,000 persons who have thus far been reached and helped by Mr. Dunwoody's benefaction. While the great bulk of this registration came from residents of Minnesota to whom tuition is free, an increasing number of non-resident students, who pay the actual cost of instruction, come from all parts of the United States and from many foreign countries to the schools which the Institute operates in the three lines of baking, printing and tile laying. So rapid has been the growth of the student body that the Institute reached five years ago the maximum attendance which the income from the endowment could be expected to provide for.

Shortly after the site was purchased, the trus-

tees selected the firm of Hewitt & Brown as architects, and a year was spent by these architects, working in close contact with the officials of the Institute, in the development of plans for the buildings. In the purchase of the site, certain considerations were carefully safeguarded. Since the Institute was to be virtually the one center of industrial education for the community, it must be easy of access from every section. Accordingly selection was made of ground in the heart of the city, less than ten blocks from the loop district, less than three blocks from the main traveled car line, and facing a main traveled boulevard which separates it from the city's largest recreation park. Since ample space for known needs and for possible expansion must be provided, six plotted but unoccupied city blocks were purchased, the intersecting streets and alleys being closed by city ordinance and added to the tract. While this tract serves most admirably the purpose of the school, its nature was such as to make it poorly adapted for most uses; hence it was acquired at a low figure. Because the site was in some earlier period an old bed of the Mississippi River, a subterranean stream still flowing through, construction required considerable piling, the additional cost of which was more than offset by the advantages of the location and the unexpectedly small cost of the ground thus rendered available.

During this period, the architects and the di-





MACHINE SHOP



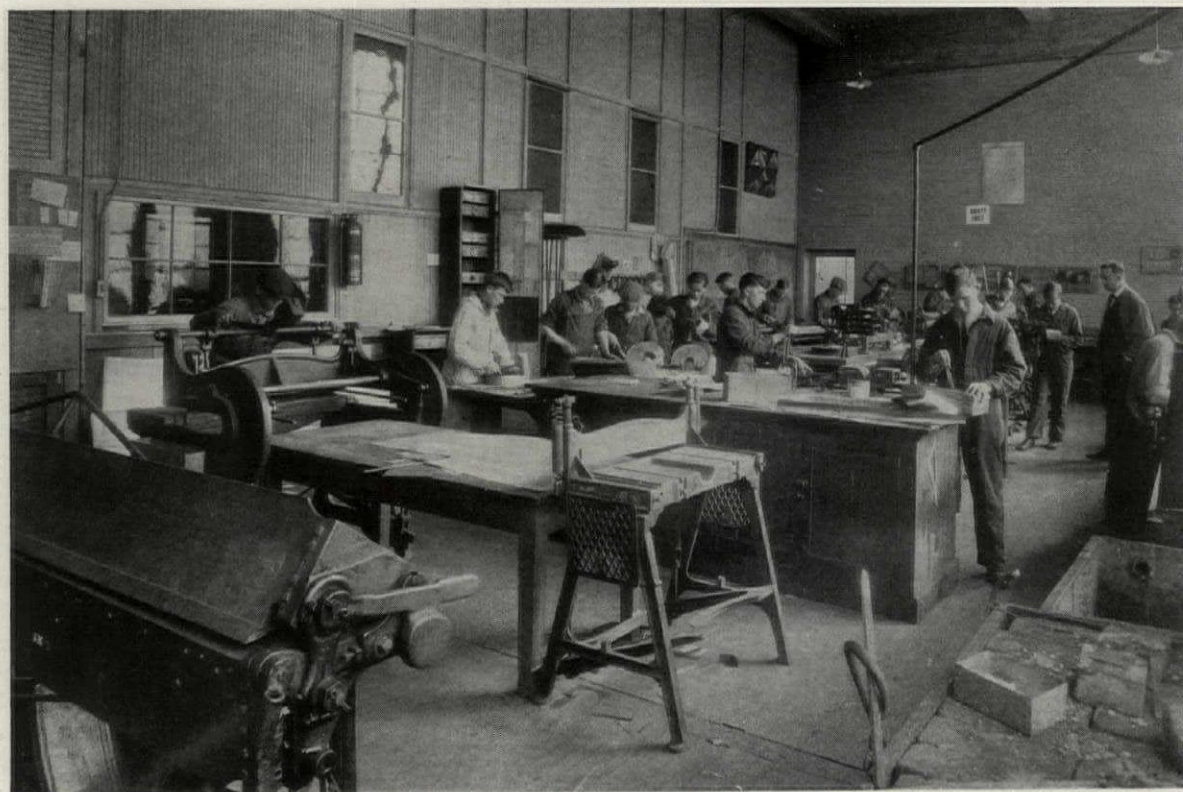
*Photos. Hibbard Studio*

PRINTING DEPARTMENT  
WILLIAM HOOD DUNWOODY INDUSTRIAL INSTITUTE, MINNEAPOLIS  
HEWITT & BROWN, ARCHITECTS





AUTO ELECTRIC SHOP



SHEET METAL SHOP

WILLIAM HOOD DUNWOODY INDUSTRIAL INSTITUTE, MINNEAPOLIS  
HEWITT & BROWN, ARCHITECTS





Tile Setting Department. William Hood Dunwoody Industrial Institute, Minneapolis  
Hewitt & Brown, Architects

rector and assistant director of the school visited virtually all of the larger of the industrial and trade schools which at that time had been established in this country, as well as the shops of a number of engineering and technical schools. From this visit a number of valuable ideas were gained, but they were confirmed in their belief that the plant for the Institute could not be modeled after that of any existing institution. Rather must it be adapted to the ideas of the authorities of the school regarding the kind of training which should be provided and the conditions under which the work must be done. Before any plan could be sketched it was necessary that the Dunwoody authorities should arrive at a meeting of minds regarding certain matters. In this they were helped to some extent by an industrial educational survey for Minneapolis which had been made in 1915 by the National Society for the Promotion of Industrial Education in cooperation with the Minneapolis Board of Education and the trustees of Dunwoody Institute. On the findings and recommendations of this survey the first work of the school was based. To this help should be added the experience gained in working with the problems while the school was housed in temporary quarters. Constantly the remarkable group of business men who composed the board of trustees brought to bear their ripened business experience. They had a deep interest

in the task, were determined to make the school and keep the school true to the declared aims of its founder, and were soon "sold" on the ideas of national leaders as to what constituted real industrial training, which have since gained such widespread acceptance.

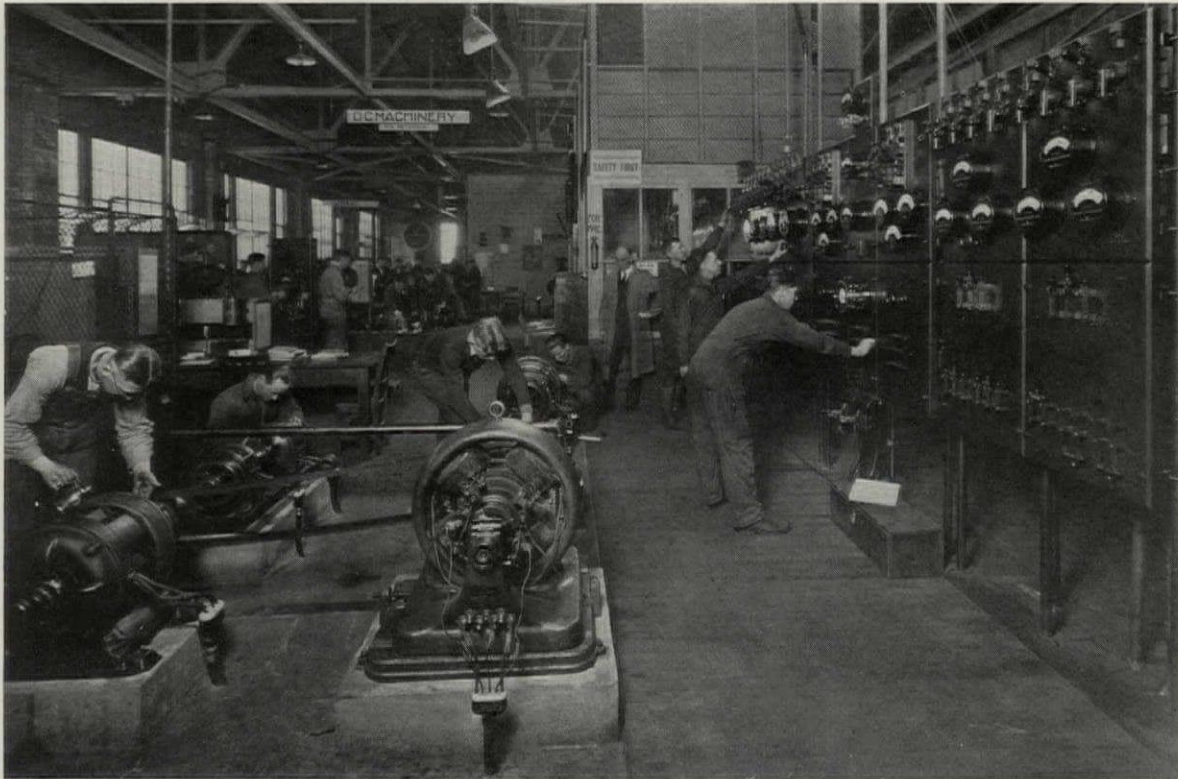
From all these conditions, there resulted certain very clear cut decisions on the basis of which the plans and specifications were drawn:

1. Although only two units were to be constructed, a comprehensive layout must be made which would fit them into the complete plan.

2. As the core of instruction in industrial education is the shop work where practice is given in the use of knowledge to get things done, these two building units should be primarily shop units, leaving to the future the problem of constructing a separate building for administrative offices and additional classrooms and other facilities. Seven years later this step was taken, but only after the growth of the school made it necessary. The trustees were then in a position to profit by experience and were provided with funds acquired by careful savings in their reserves to aid in financing the new construction.

3. Since industrial habits are best formed by actual practice on the kinds of problems on which the learner must use them in occupation, and in the kind of environment in which he is to use them for wage earning, these shops must in every





Electric Department. William Hood Dunwoody Industrial Institute, Minneapolis  
Hewitt & Brown, Architects

respect be made as nearly like those of commercial plants as they can be made under a school roof. Accordingly these two building units are entirely of factory construction. On the day they were completed they consisted virtually of two substantial shells, each having a 9-foot basement and two stories, the floors being 285 feet long and 75 feet wide, with a height in the clear of 18 feet between beams and floor and lighted by large and almost continuous windows. On the interior they are precisely the kind of modern factory buildings to be found in any prosperous industrial district, and indeed they could readily be sold today and used for actual manufacturing purposes.

4. Since the effective training of anyone in doing anything requires a close tie-up between practice and theory, between knowledge and the use of that knowledge to get something done, the classroom work of the school should teach mathematics, drawing, science and trade practice as applied to the trade. In order to do this properly these classes should be held either in the shop itself or in rooms close by. Because each trade has its own body of facts and ideas which pertain specially to that trade, each trade taught by the Institute should be a unit designed to serve those engaged in learning something about some occupation in that trade. Accordingly, the building units are so constructed as to give each trade a distinct home where all the forms of shop and

class work bearing on that trade are centered. By the simple policy of erecting movable partitions instead of immovable walls, there were set up within the space classrooms for each trade, opposite the shop floor, and these partitions have been shifted many times to meet changing conditions.

5. Since the instruction was to be practical fitting for bread winning, such buildings should be simple and not ornate, and should be kept so. Construction should be substantial and meet every demand for use. Equipment should be such as would give real trade experience and should not be allowed to become obsolete. On these two requirements emphasis must be laid in the expenditure of the funds of such an institution. The resources of any endowment must be husbanded because of the application to them of the adage "you cannot eat your cake and then have it." Not only did considerations of rational economy forbid elaboration in these buildings, for it was due to considering the eternal fitness of things as well. Training mechanics to work in marble halls violates reason and good taste. All these buildings, as a result, show from the exterior precisely what they are. They are places of service to those who desire to fit themselves for doing the kinds of things they must do all the days of their lives. Careful attention has been given to perspective and balance. Straight lines are employed instead of curves. Inexpensive but carefully kept lawns



and shrubbery give an attractive setting. On the interior, plain tables and stout chairs take the place of the traditional school room equipment, while the shops are but little more furnished than those of an enterprising commercial concern. Only the entrance to the new administration building provides anything in the nature of what might be called special decoration. There an attractive arch suggests by symbolic figures the principal trades which the school serves, and suggests the necessity that the successful mechanic should combine in his work both knowledge and skill. Any passer-by can see at a glance that here is a shop which is not all shop,—a school which is not all school in the ordinary sense of that word.

6. If the school is to be efficient and is to realize its full possibilities, it must be free to deal with its problems as they arise. Among other considerations, it must not be hampered by physical conditions. The plant, to illustrate, must be of ready access from main traveled thoroughfares and yet be so set within the grounds as to be protected on every side from outside noise, and from interference with light and air from any source. Not only must the grounds be extensive enough for these ends but they must also provide for the future expansion of the Institute as well as afford facilities for athletics, for adequate parking areas to accommodate the maximum number of cars used by instructors and by students, particularly by evening school men. And a spur track through the grounds to oil tank and stock room must facilitate shipments and reduce the cost of the extensive supplies which a school must use when it operates productive shops in order to insure actual trade training.

7. Without doubt, the greatest attention was paid to the need for flexibility. Industrial conditions change frequently, and if the Institute is to meet the real needs of workmen, it must be free constantly to adapt and re-adapt itself to the changing situation. New trades and occupations are continually arising and older trades disappearing, while others are being profoundly modified in their processes. The plant of the school must therefore facilitate and not hamper the effort to adjust itself continually to demands.

It will be impossible to point out here more than a few illustrations of the extent to which this necessity was safeguarded. By making the load-carrying power between beams practically the same at all points on all floors, it is possible to provide for use of almost any kind of equipment at any place, thus making all parts of the building equally available for any kind of training and making it possible to shift any trade to new quarters when conditions require. By installing at the time the building was erected and at regular intervals of about 20 feet facilities for using gas,

electricity, water, compressed air and drainage, these services are ready to be tapped and used at convenient points for every conceivable kind of training the Institute might see fit to undertake.

8. By placing at accurate intervals in all cement ceilings stout rings which are readily uncovered and easily utilized, it is no trouble to hang overhead shafting in new places and to supply for any purpose overhead support for anything desired. Attention has already been called to the use of movable partitions. Separated from one another down the long stretch of open floor only by wire fencing easily moved, the shops of the various trades can readily be collapsed or expanded according to the demands which the enrollment makes upon them, and so readily that this is often done on Saturdays so as to present on Monday morning quite a different allocation of floor space.

Many of the features described here contributed to the comparatively low cost at which the plant was constructed. For the shop units erected in 1916-17, this cost was roughly 19 cents per cubic foot when the cost of construction for similar purposes by other institutions with which the writer is familiar ranged during the same period around 27 cents. This statement is not made in any boasting spirit. Mistakes have been made, and doubtless there are others of which those in charge should be aware. Taken as a whole, however, these are of comparatively small importance contrasted with advantages which have been gained.

From the standpoint of the school man, there are certain convictions which may be worth expressing in closing,—convictions at which the writer has arrived regarding sound procedures to be followed in the construction of any building for any educational purpose, particularly if it be some special purpose such as industrial or trade education. Among these convictions, to mention a few:

1. The responsible school authorities should first arrive at a meeting of minds concerning the kind of service they desire to render in the proposed building.

2. All the helpful experience of others should be collected and brought to bear in planning the service to be performed and the building in which it is to be rendered.

3. The building should be looked upon simply as a device,—a tool to be used in rendering this service efficiently.

4. Every feature of the structure should be planned from the standpoint of the purpose for which the building is to be used.

5. There should be recognition of the changing conditions to which the service must constantly be adapted.

6. Since these changes cannot be forecasted or anticipated, the building should be originally constructed to give the greatest possible flexibility.



## MODERN FURNITURE AND DECORATION

DESIGNED BY HERBERT LIPPMANN, ARCHITECT

BY PARKER MORSE HOOPER

FOR three months during the late winter and early spring of this year record crowds visited the First Exhibition of Contemporary American Industrial Art at the Metropolitan Museum. From the point of view of design, the outstanding fact about this exhibition was that all of the several rooms were conceived and designed by and executed under the supervision of several of the leading younger architects who are particularly interested in modern design. Had the space devoted to this exhibition at the Metropolitan Museum been greater, there is no doubt but that Herbert Lippmann, another one of the younger architects interested in modern design, would have been represented.

THE ARCHITECTURAL FORUM considers it a privilege to publish the accompanying illustrations which clearly show Mr. Lippmann's ability in designing and arranging modern furniture in

an attractive and homelike manner. It has often been said that the rather angular and sometimes austere character of modern furniture does not adapt itself well to domestic interiors. After studying these illustrations of modern furniture and decorations by Mr. Lippmann, it is possible to appreciate the fact that contemporary furniture, if designed with a thought for comfort and convenience as well as simplicity and style, can be successfully used in American homes. Just as the modern style of architectural decoration seems particularly fitting for shops, stores, clubs, restaurants, theaters and hotels,—in other words, for many types of places used by or pertaining to the public,—so also it may be successfully used in city homes, either apartments or houses. The rather severe and formal character of most modern furniture makes it perhaps more appropriate and suitable for urban than for country homes.



Photo. Aveda

This comfortable couch, designed on simple lines in the modern style, has sides of American walnut and patterned woodwork of old Japanese maple and dark Thuya veneers, and upholstery in a Rodier fabric, "Disc," of silver grays and greens. The side table has satinwood veneered drawer fronts, amaranth case, legs and book holders, silver sycamore trim moulding, and dull steel hardware. The other furniture is elsewhere described





The writing desk chair has a semi-hexagonal back of amaranth veneer. The seat cover is a Mercier damask designed by Dufy. The writing desk has solid American walnut legs and sides, including the drawer fronts, with French walnut back and top and veneered front. The desk is of the tip-table variety with drawers of standard typewriter paper size. This piece was designed to fit the smallest possible space and yet serve its purpose as a writing desk which will safely support a portable typewriter. The standing chest seen at the right of the illustration has drawer fronts veneered with satinwood, the case veneered with amaranth, ornamental fluting and trim mouldings of silver sycamore, and hardware of dull steel. This piece was designed to fit the corner where it stands, but is paneled on the hidden sides so that it may be used in any location





The drawers and door fronts of this dressing table are veneered with satinwood. The case itself is veneered with amaranth, with ornamental fluting and trim mouldings of silver sycamore and bands of dull steel. The triangular tray is of plate glass with mirror pattern and German silver edge moulding. The lamps are of Lalique glass with shades of silk. The small chair has a solid French walnut frame, back and legs, with amaranth strips veneered alternately on the legs and a triangular ornament of amaranth and satinwood around the frame. The seat is upholstered in a Mercier damask designed by Dufy. This chair is one of a set of six which can be used for a dining table suite. The upholstered chair is a stock design by Hammond Kroll; the frame and legs are of natural birch, and upholstery is Rowena fabric; the seat in henna and the rest in scarlet





This box chair is an unusual piece of American walnut veneer with the effect of a forest or group of skyscrapers in profile portrayed by the heart wood with lighter cloud effects in the annual rings of the sap wood. The upholstery is of apricot silk velvet. The waste basket is papered in blue, yellow and green. The iron coffee table with black and clear glass shelves was designed by Jules Buoy. The shade on the lamp is of blue tracing linen with silver brocade borders.





Here is a table of French walnut, the top veneered with amaranth and steps veneered with satinwood. The legs are alternately veneered with amaranth, and the triangular ornament on the apron of the table is of alternate veneers of satinwood and amaranth. This is a convenient living room and dining room table. It has a drop leaf at the back, which may be supported on slides so that it can be used as a dining table for four people. In the dining alcove is a small table for the use of two people, so designed with a drop leaf that it may be joined to this table for the use of as many as eight people. The rear legs have been set back from the side edges so that two or more people can be comfortably seated on the sides when the two tables are joined together. The side chair with arms, which is of amaranth veneer, may be used as a dining room chair when occasion requires. This is the third type of chair shown in these illustrations, chairs which, when grouped together, make a set of six for dining purposes





This small writing desk has already been described on page 92. It is here shown with the drop leaf raised. The steel-finished lamp has a parchment shade in green and yellow



# KENSINGTON FURNITURE

AWARDED GOLD MEDAL OF HONOR IN NATIVE INDUSTRIAL ART  
39TH ANNUAL EXHIBITION ARCHITECTURAL LEAGUE OF NEW YORK



17TH CENTURY ENGLISH OAK FARMHOUSE FURNITURE, by KENSINGTON

## The Quaint Charm of the Old English Farmhouse Interior— Eloquently Expressed in its Sturdy and Practical Furniture

THE quaint charm of the old English farmhouse interior is in great measure due to the fact that the old oak furniture expresses so eloquently the homely Anglo-Saxon virtues—love of home, sturdy simplicity, warm hospitality. The dresser with plate-racks, the draw-top table, the hutch and cupboard, the staunch woodseat chairs, all testify that utility, convenience and endurance in service were the prime considerations in their design and construction, yet the individuality and distinctiveness of the Jacobean style give them remarkable decorative quality.

Traditional interest makes this 17th Century English oak furniture, unsurpassed in decorative charm and practical service, especially appropriate for the American country home of today.

Kensington reproductions in the style are authentic in every detail of design and are made of the solid oak by hand throughout in antique construction in a manner to retain the character and the decorative quality of old work.

Kensington Furniture is made in all the decorative styles appropriate for American homes.

*Architects* interested in completing the interiors they design with furnishings harmonious in both character and quality are cordially invited to avail themselves of the service of the Kensington Showrooms and staff.

*Illustrated Booklet F sent on request*

WORK SHOPS  
605-611  
EAST 132ND STREET

**KENSINGTON MFG COMPANY**  
MANUFACTURERS  
DECORATIVE FURNITURE  
NEW YORK

SHOWROOMS  
41 WEST 45TH STREET  
6TH FLOOR



# RHYTHMIC



*A room exhibited by the Metropolitan Museum of Art. Designed by Ralph T. Walker.*

Underlying the development of the modern motifs in interior architecture and decoration is the emphasis on rhythm which has been so lacking heretofore in much of our domestic design.

The repetition of surfaces or planes or figures make possible a restfulness never attained when more attention was paid to individual units of a room and less to the unity of the room as a whole.

Modernists are fortunate in having American

Walnut as a medium with which to attain a harmonious rhythm. The repetition of similar figures in the wood attains at moderate cost the same cadenced effects which would be possible otherwise only through the use of most chastely designed and expensive murals.

The new edition of "The Story of American Walnut" has some interesting examples of modern interiors. A copy is yours for the asking.

American Walnut is natural in color and finish. It may be cut in thousands of varying patterns—and matched in as many more.

Keep it in mind for the next room you do in the modern manner.

AMERICAN WALNUT MANUFACTURERS ASSOCIATION  
 Room 1624, 616 South Michigan Avenue, Chicago, Illinois  
 Please send me "The Story of American Walnut" and "Walnut for Paneling and Interior Trim."

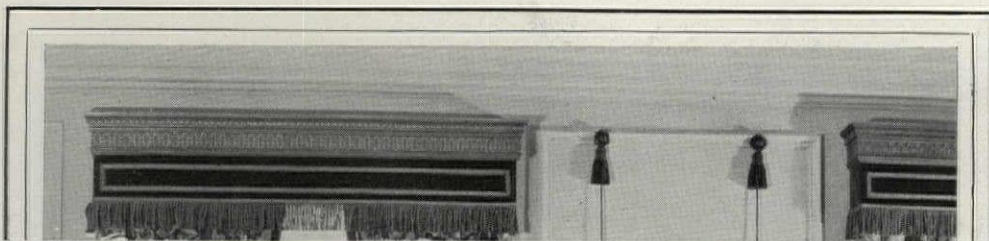
Name .....

Address .....

# AMERICAN WALNUT







## Announcing the Opening of a Kittinger Showroom in Chicago



© 1929 Kittinger Company

ON or about August 15th, Kittinger Company of Buffalo will open their new Showroom in Chicago . . . . located in the Furniture Exhibition Building at 427-435 East Erie Street, directly opposite the entrance to the American Furniture Mart . . . covering the entire 2nd floor, where the complete Kittinger line of Distinctive Furniture will be displayed in an attractive environment.

The Chicago showroom will be conducted in the same fair manner as maintained in our recently opened New York and Los Angeles Showrooms . . . in such a way as to

bring credit to the Kittinger organization as well as being a real help and a sales asset to the dealer or decorator handling the Kittinger line. Showroom representatives under the direction of Mr. Albert H. West, trained in the sale of fine furniture and conversant with interior decoration, will be available to aid you in the sale of Kittinger Furniture to your clients.

A cordial invitation is extended to the Trade to visit the formal opening of this new Kittinger showroom.

Buffalo  
At Factory, Elmwood Ave.  
New York City  
205 E. 42d St.

SHOWROOMS

Chicago  
427-435 East Erie St.

Los Angeles  
At Factory, Goodrich Blvd.  
Grand Rapids  
Keeler Bldg.



# KITTINGER

*Distinctive Furniture*





### 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  
1505 Race Street Philadelphia

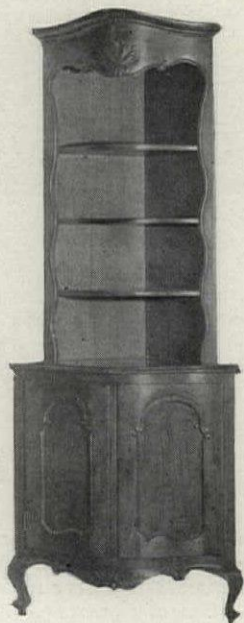
**FURNITURE BY DE LONG**  
FOR CHURCHES ~ FRATERNAL AND PUBLIC BUILDINGS





*French rustic farmhouse bench—a design which has much in common with our own early American craftsmanship.*

**I**T is the aim of the Cassard - Romano Company to co-operate with the architect and to facilitate his decorative work.



*A Provincial corner cupboard of walnut reminiscent of Provence; a faithful reproduction of the old piece, which we recently acquired.*

**A**FINE collection of decorative paintings, antiques, faithful reproductions and accessories may be seen at any of our show-rooms.

# CASSARD ROMANO company, inc

*formerly MERCIER FRERES*

232-236 East 59th Street, New York City

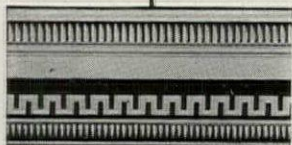
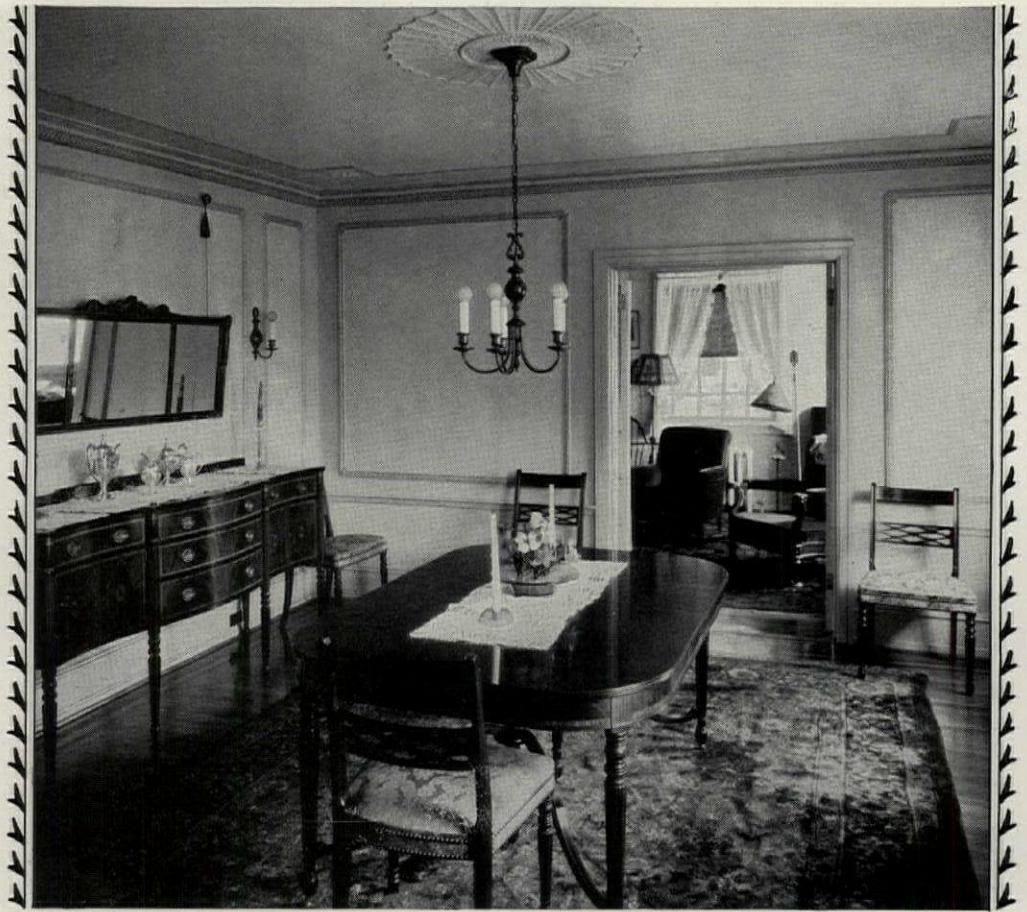
PARIS

CHICAGO  
155 E. Superior St.

CASSARD ET. CIE.  
61 Av. Phillipe Auguste

LOS ANGELES  
7216 Beverly Blvd.

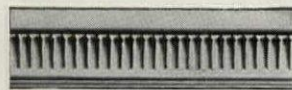




CEILING CORNICE CC-16



WALL PANEL 2091



CHAIR RAIL CR-4



# The Grandeur of Mansions enters the more modest home.

THE room shown in the photograph above is the dining room of a modest suburban dwelling. Yet the treatment of walls and ceilings suggests the grandeur of a great mansion. For notice the use of decorative mouldings for ceiling panel and cornice, for wall panel and chair rail. And notice the dignity which these mouldings add to the room.

These mouldings are not hand carved wood . . . for hand carving would be prohibitive in cost. Nor are they either composition or plaster, which chip or crack and are therefore equally impractical. No, they are Driwood Period Mouldings in Ornamented Wood. And with the introduction of Driwood Mouldings an entirely new medium of interior wall treatments has been afforded to the architect.

To begin with, we ask you to bear in mind one important point: *Driwood Mouldings are made of solid wood.* We emphasize this simple fact because so many architects, after examining a sample, are so impressed with the depth and beauty of these mouldings in comparison with their cost, that they could scarcely believe the material was wood.

Driwood Mouldings are the first wood mouldings ever offered at a cost that makes

them available even for the small home. Yet every one of the 119 individual mouldings is so carefully designed that architects have already specified Driwood Mouldings for large homes, for Park Avenue apartments, for schools, hotels, theatres, etc.

In our new Display Rooms at 40-46 West 23rd St., New York (just west of Fifth Avenue), you can now see Driwood Period Mouldings in a series of completely furnished rooms which will suggest to you many new ideas for wall and ceiling treatments. If you cannot visit our Display Rooms, we shall be glad to send you on request a copy of our thirty-two page catalog showing the 119 individual mouldings in the Driwood line.

## HENRY KLEIN & CO., INC.

Display Rooms and General Sales Office:  
Dept. D., 40-46 West 23rd Street, New York

Branch Offices in Boston . . . . . Chicago  
Philadelphia . . . . . and Pittsburgh  
General Office and Plant: . . . Elmhurst, N. Y.







**American Seating Company**

14 East Jackson Boulevard, Chicago, Ill.  
*Branches in All Principal Cities*

**IDLEWILD PRESBYTERIAN CHURCH**  
Memphis, Tenn.

Fine woodwork and wood carving by American Seating Company. Inserts show enlarged detail of statue and organ screen tracery.

*Pfeil and Awsumb, Architects*







## Art Stone Mantelpieces

*In All Periods*

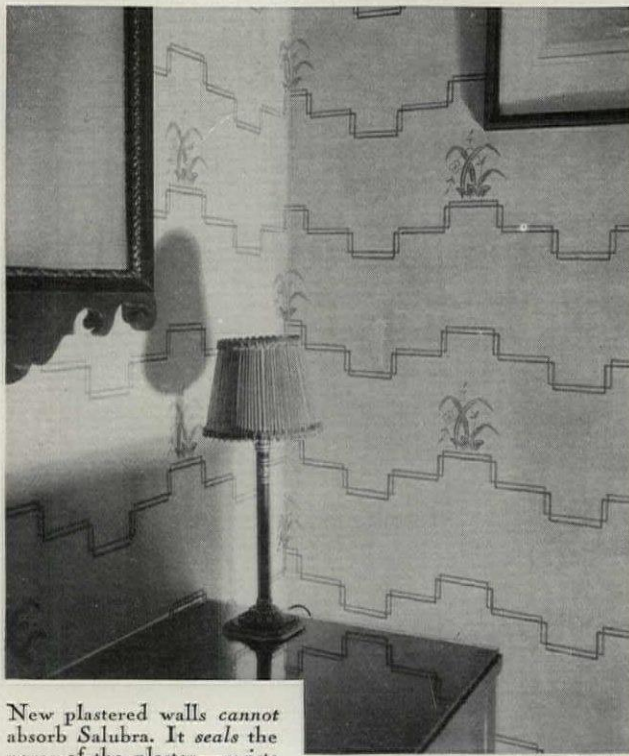
Reproductions of beautiful old world  
mantels that recapture perfectly that  
indefinable attractiveness which gave  
the originals their charm

*Also Compo Ornaments  
For Woodwork*

**Jacobson Mantel &  
Ornament Company**

322 East 44th Street  
New York

LOUIS GEIB                      ARTHUR P. WINDOLPH



New plastered walls cannot absorb Salubra. It seals the pores of the plaster—resists moisture penetration. Fire cracks do not affect its surface. New buildings need Salubra, for economy's sake.

\*

FREDERIC BLANK & CO.  
New York Central Bldg., New York  
24 N. Wabash Avenue, Chicago

**Salubra**

Reg. U. S. Pat. Off.

WON'T FADE—WILL WASH

# BAGVÈS

INCORPORATED

25 West 54th Street  
New York.

BRONZES

LUMINAIRE

FERRONNERIE

VASES

GATES

LAMPS

MANTELS

CLOCKS

CONSOLES

APPLIQUES

ANDIRONS

LANTERNS

FIRE TOOLS

TORCHERES

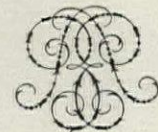
FOUNTAINS

GIRANDOLES

BALUSTRADES

CHANDELIERS

STAIR RAILINGS



LONDON: 22 Grosvenor Square

PARIS: 107 Rue la Boétie



DWIGHT JAMES BAUM, *Architect*

*Authentic  
Plaster  
Ornament*

*Reproduction of*

*Ceiling, Via Latina, Rome, Circa 160 A. D.*

**A**MONG the fragments of Roman architecture still extant, few examples of the modeler's art have been more admired than this Via Latina ceiling. The original, a barreled ceiling in a passage way leading to an underground chamber, is in characteristic *stucco-duro*. The relief of the ornament is extremely subtle, comparable in delicacy to Chinese lacquer work. Although much of this type of modeling was fres-

coed, this particular example was left in plain stucco. In this form it is especially appropriate for plaster effects in severe restraint.

*The new Jacobson catalogue, comprising 3109 new designs never before published, is now ready for distribution to recognized architects and decorators. If you have not already done so, please write to make sure that your copy is forwarded promptly.*

**JACOBSON & COMPANY**

239-241 East 44th Street

New York, N. Y.



Newcomb



Empire Mirror and Console finished in dark green and antique gilt; wood and compo ornaments; mitre cut mirror; console has marbled top.

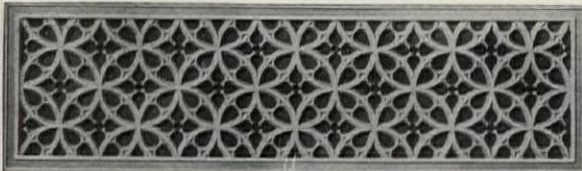
For nearly a hundred years we have specialized in executing architects' designs for decorating and furnishing fine residences, hotels, clubs, theatres and other public buildings.

Extensive permanent exhibit of fine mirrors, picture frames, lamps, chandeliers, furniture and art objects. Genuine antiques, reproductions & original Newcomb creations. English, French, Italian, Spanish.

J. J. Newcomb  
Mfg. Company  
42-54 W. 13<sup>th</sup> St.  
- between 5<sup>th</sup> and 6<sup>th</sup> avenues -  
NEW YORK

Member Antique and Decorative Arts League, Inc.

## FERROCRAFT GRILLES CAST



THE large and varied collection of Special Designs available in Ferrocraft Cast Grilles is a real aid to Architects and Decorators. For it contains designs adaptable to the Periods and motifs most frequently demanded. All of them are obtainable in cast iron, brass or bronze Ferrocraft without the inconvenience of having special patterns made. Send for catalog of The Ferrocraft Line.

### TUTTLE & BAILEY MFG CO.

*Makers of Registers and Grilles  
for 83 years*

441 Lexington Ave.

New York City

## DECORATORS

are invited to send for samples, to call with their clients, or to send such clients to us with the full assurance that every effort will be made to please them and to protect the sender.



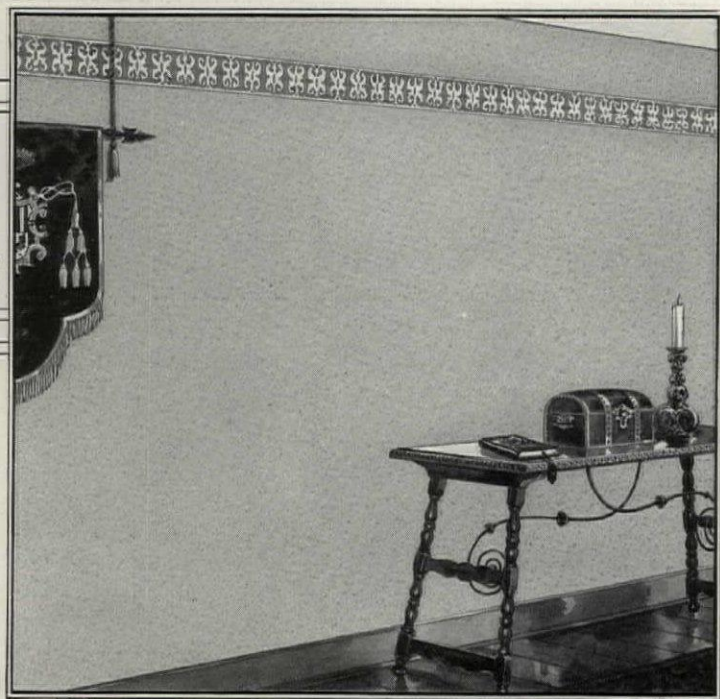
## J. H. THORP & CO., Inc.

250 Park Avenue at 47th Street, New York, N. Y.

*Wholesale Distributors of Upholstery and Drapery Fabrics  
Established in 1819 · Importations Exclusive*

*Boston . . . . H. I. Wood, 420 Boylston Street  
Philadelphia . H. S. Jennings, 1520 Locust Street  
Chicago . A. D. Funk, 1810 Heyworth Building  
Los Angeles . S. A. Davis, 816 S. Figueroa Street*





## The authentic appeal of textured walls...

When architecture or period furnishing inspires the motif, Textone, the plastic paint, is a satisfactory means of enriching walls and ceilings. Texture treatment brings the added depth of three dimensional designs to wall decoration. Authentic ornament and finishes are easily reproduced on such textured surfaces.

Effects obtainable with Textone are practically unlimited. Its mobility as a decorative medium suits it to any interior, from the simplest to the most pretentious. Delicate tints, glazes and two-tone color effects are obtainable in as great a variety as are the textured finishes and patterns with which they combine.

Textone, the plastic paint, can be specified with confidence in its dependability. It is a standard material made by specialists in wall surfacing.

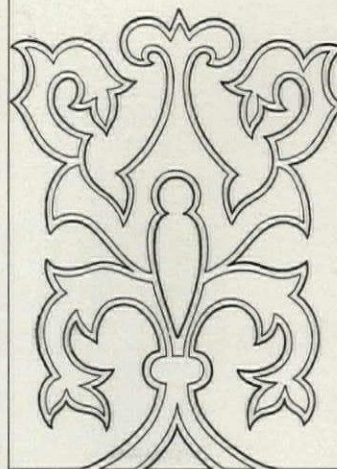
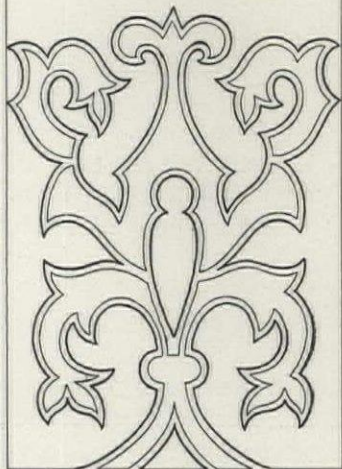
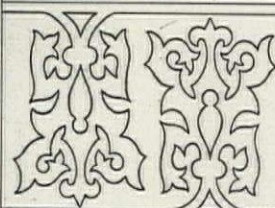
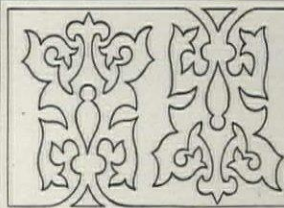
UNITED STATES GYPSUM COMPANY  
General Offices: 300 W. Adams St., Chicago, Ill.

Sole Canadian Distributor:  
Canadian Gypsum Company, Limited  
Hillyard Street, Hamilton, Ont.

# Textone

[Reg. U.S. Patent Office]

The Plastic Paint







# KENT-COSTIKYAN

FOUNDED 1886

485 FIFTH AVENUE • *Second Floor*  
NEW YORK  
(Opposite Public Library)

Oriental Rugs • *Antique and Modern*  
Fine Chinese Rugs  
Wide Seamless Plain Carpets  
Spanish and European Hand-tufted Rugs  
Aubusson and Savonnerie Rugs  
Antique Hooked Rugs

*'Booklet "F" with helpful suggestions on Rugs in Decoration sent on request if accompanied by your decorator's or dealer's name.*

## COVERT

### *Fireplace Construction*

Constant study and experience of a lifetime are necessary to master one business or one profession. Through two generations The Covert Company has been manufacturing fireplace dampers. Throughout all these years Covert Dampers, unseen, yet working perfectly, have proved their dependability in thousands of homes, as the result of thousands of direct specifications from Architects.

## COVERT

FIREPLACE DAMPERS

Write for our latest catalogue

The H. W. COVERT COMPANY  
229 East 37th Street New York

## MAPLEWOOD CLUB

IN THE WHITE MOUNTAINS . . .  
NEW HAMPSHIRE

Season - June to October  
Restricted Patronage -  
Furnished Cottages available -  
New Swimming Pool  
and Tea Room . . . .



New York Office  
THE SPUR TRAVEL BUREAU  
425 FIFTH AVE. - NEW YORK  
Telephone - CALEDONIA 0260

HOWARD V. DALTON  
Sec'y and Manager

18-HOLE - GOLF COURSE - 6480 YARDS



# ANNOUNCING a new WARWICK Jamb-type Bed



The illustration shows the Warwick Jamb-type Bed installed as a twin-bed unit. Single beds are available of course.

THE new Warwick Jamb-type Bed affords the most modern design, the maximum of comfort and the highest degree of mechanical perfection obtainable in this type of disappearing bed. The use of the new Warwick Bed is of special advantage in room layout. It fits neatly into a small closet where it is concealed during the day behind standard doors.

Architects and building owners will quickly recognize the economy and convenience of installing the new Warwick wherever a Jamb-type bed is required. The operating mechanism is surprisingly simple. Like all Warwick disappearing beds, this new model is so perfectly balanced that it will remain suspended at any angle and can be raised or lowered at a touch of the hand.



This is just one of several popular designs in the new Warwick Jamb-type Bed which emphasize the modern trend in bedroom furniture.

All working parts are completely hidden when the bed is in use, giving it the exact appearance of a fine stationary bed. Coil springs are standard equipment on the Warwick Jamb-type bed, providing unexcelled sleeping comfort, which together with its smooth and effortless operation, make it extremely popular with tenants.

Full details and specifications regarding this latest addition to the Warwick line of Roller, Recess, Pivot and Jamb-type Beds will be gladly furnished upon request. A coupon is attached for your convenience. We believe that it will prove to your advantage to mail it without delay.

THE "WHITE" DOOR BED COMPANY  
40 East 49th Street, New York City  
Western Offices: 130 North Wells St., Chicago

# WARWICK

*Disappearing*

# BEDS

THE "WHITE" DOOR BED CO.  
40 East 49th Street, New York City

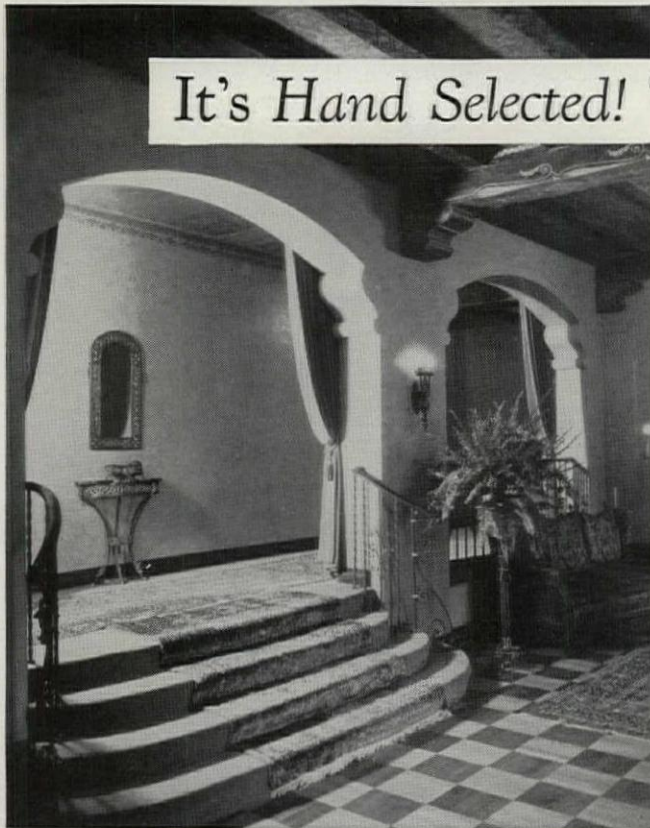
Please send us further details about the new Warwick Jamb-type and other Warwick disappearing beds.

Name.....

Address.....

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





## It's Hand Selected! This Beautifully Matched Parquetry Flooring!

Every block perfect -- every room presenting a rich unblemished beauty -- that's the important advantage Ritter Parquetry Flooring brings you!

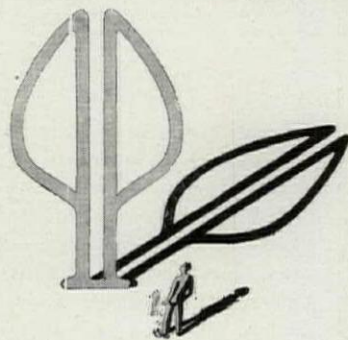
Made exclusively of Appalachian oak, each piece is in itself fine-grained and velvet-like in texture. There's but little likelihood of an "ugly duckling" appearing to mar the ensemble for every block of Ritter Parquetry is *hand-selected* by thoroughly trained specialists. The color *must* be uniform -- the match *must* be perfect before it receives the inspector's final okay.

This method of personal inspection and re-inspection of every piece is an invaluable Ritter procedure. Therefore to insure utmost satisfaction always specify "Ritter" brand, whether your plans call for block or herringbone patterns or plain strip flooring.

W. M. RITTER LUMBER CO., Columbus, O.



Combination of Ritter Appalachian Oak and Walnut Parquetry Flooring, Block Pattern. Apartment Building, Lee Callahan & Son, Los Angeles, Cal., Architects and Builders.



## Pondosa is the premier wood for mouldings

**PONDOSA'S** soft, even texture makes it easy to work into mouldings. Whether in sharp profiles or finely graduated curves, they're always uniformly true, and show no tendency to split in nailing or splinter along the edges. And they are dry.

The wood takes any desired finish—lacquer, stain and varnish, or enamel—easily and smoothly. For white enamel work it is especially favored.

Stock mouldings may be purchased from retail lumber dealers; special patterns from a local mill-work plant. Specify Pondosa for all inside and outside woodwork. It is trademarked for your protection. For further information, address Dept. 75, Western Pine Manufacturers Association, Portland, Oregon.

Pondosa Pine   
The Pick o' the Pines

## Early American Woodwork

*for the homes  
you design*

From Early American homes and public buildings Curtis designers — themselves professional architects — have drawn inspiration for the period reproductions offered you. The stairwork pictured here — from the Burlington County Court House — is one example. Curtis reproductions include mantels, entrances and stairwork from both American and English origins. (Remember too that the same quality workmanship will be found in all Curtis Woodwork items —



doors, windows, trim, moulding, porchwork.)

These period pieces — produced in limited quantities only — can be furnished you for your clients at a cost no greater than that of good ordinary woodwork. Write for details — now!

1866  
**CURTIS**  
**WOODWORK**

The Curtis Companies Service Bureau  
958 Curtis Building, Clinton, Iowa

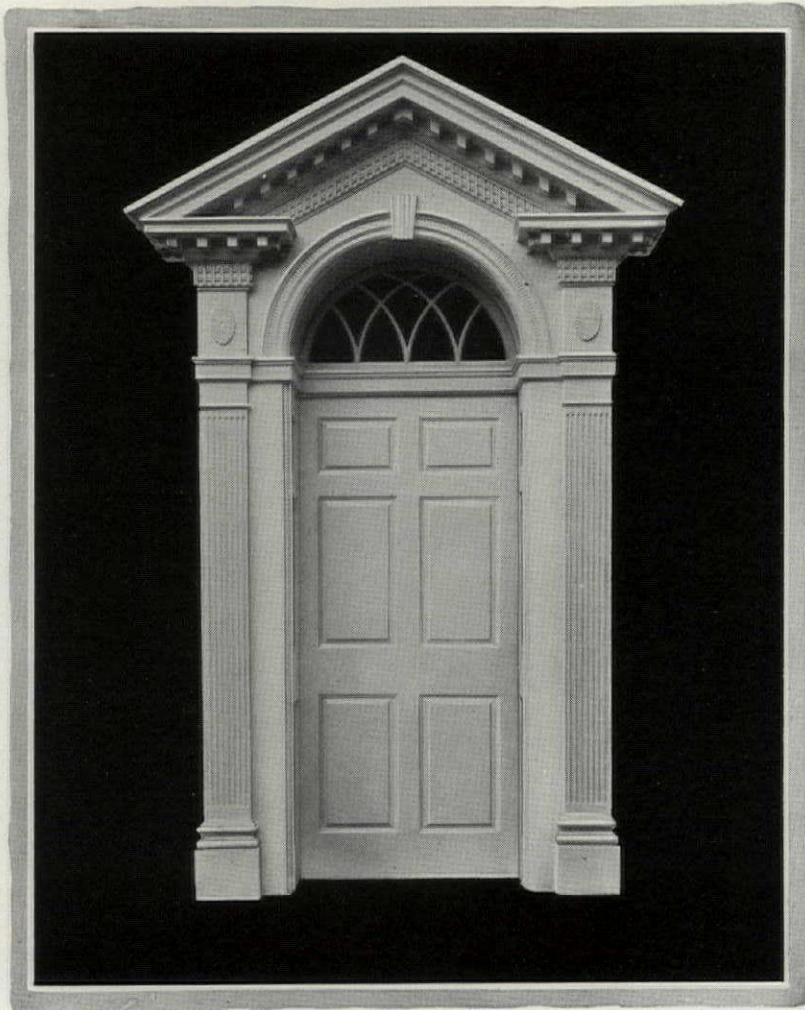




# The famous RIDGEVILLE ENTRANCE - is rich in Colonial tradition

Suggesting the notables and citizenry of the young republic, who passed through it, the Ridgeville, Maryland entrance, shown, has

a curious type of detail under its historic cornice. Originating, no doubt, in the shop of some master craftsman, this treatment creates an effect of contrasting darks and lights, which lend to the entrance unusual warmth and charm.

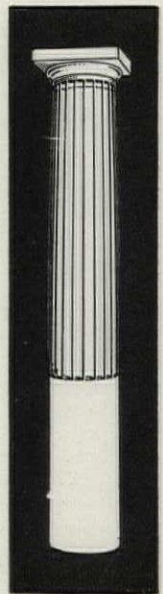


The Ridgeville, Maryland entrance . . . early 19th century

THESE BOOKLETS OF COLUMNS, COLONIAL ENTRANCES AND GARDEN EQUIPMENT GLADLY SENT.



Present day architects, who design homes and other features in the Colonial spirit, will be interested in two booklets recently published by Hartmann-Sanders. The booklets illustrate a notable group of entrances and garden equipment. They also display the complete line of Koll Lock-Joint Columns—the columns that cannot come apart. They tell how Hartmann-Sanders' craftsmen, long schooled in the Colonial tradition, lend correctness and artistry to every detail. Write for the booklets. No charge. Hartmann-Sanders Co., Factory and Showroom: 2151 Elston Ave., Chicago. Eastern Office and Showroom: Dept. I, 6 East 39th St., New York City.



# HARTMANN - SANDERS

PERGOLAS

COLONIAL ENTRANCES

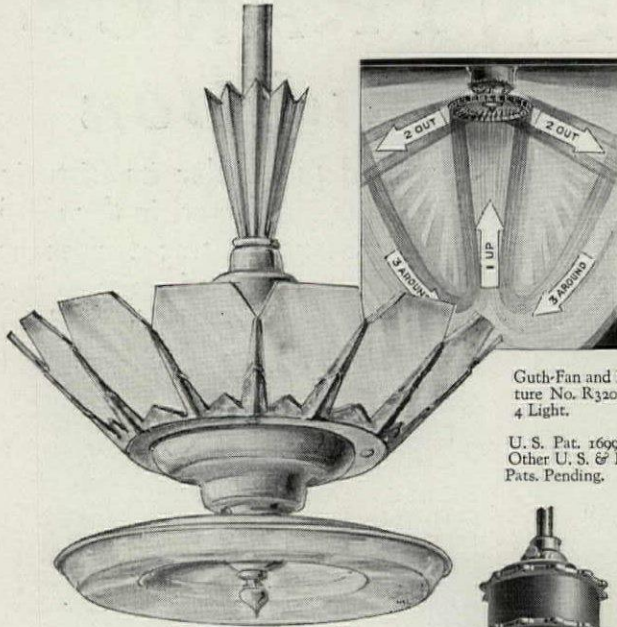
KOLL COLUMNS

ROSE ARBORS

GARDEN EQUIPMENT



*The*  
**Revolutionary**  
**GUTH-FAN**  
circulates air  
without blasts of wind



Guth-Fan and Fixture No. R3205—4 Light.

U. S. Pat. 1699201  
Other U. S. & For.  
Pats. Pending.

**The GUTH-FAN**  
*Patented Principle*

- 1 It draws cool air *up* from below, moving it past you as a gentle current of air.
- 2 It moves air *out* at an oblique angle, in all directions, without blasts of wind.
- 3 It diffuses air *all around* the room, creating a circulating movement of *up* and *out* and *around*.

GUTH-FAN discards the old way of blowing air—and through a revolutionary patented principle creates an air action of *up* and *out* and *around*, revitalizing the air in the whole room without blasts of wind, yet it moves 50% more air per watt than a 16 inch standard fan.

It can be attached to any ceiling outlet as a fan only or it can be had with many modern and artistic lighting fixture designs. It is ideal for homes, hotels, hospitals, offices and other commercial places.

Architects who have seen this fan demonstrated have been enthusiastic about it. Before the first public announcement had been made five had specified GUTH-FAN and fixture combinations for large hotels.

If you have not seen GUTH-FAN, write or wire and we will arrange a demonstration in your own office.

**The EDWIN F. GUTH COMPANY**  
2614 Washington Ave., St. Louis, Mo.

New York City—Phone Wisconsin 2094  
Philadelphia, Pa.—Phone Greenwood 1080  
Columbus, Ohio—Phone University 3432  
San Francisco, Sutter 5020 or Hemlock 7630  
Detroit, Mich.—Phone Garfield 7047-2  
Atlanta, Georgia—Phone Hemlock 7664  
St. Paul Minn.—Phone Emerson 5914  
Los Angeles, Mutual 12702 or Albany 2302

**DESIGNING SAFE and ADEQUATE AIRPORTS**

By HARRY H. BLEE

Reprinted from *Airports* and now available with your order for July, August and September issues.

*Airports*

an authority on the ground phases of aviation places before you each month, in text and pictures, world-wide activities in airport design, construction, and equipment—useful information to architects with airports to plan.

*Airports*, FLUSHING, LONG ISLAND, N. Y.

Send one copy of the book, "Designing Safe and Adequate Airports"; Title-Index of volumes 1 and 2 of *Airports*; an Airport Questionnaire; and *Airports* for July, August and September, 1929. Two dollars, herewith, in payment.

Name.....

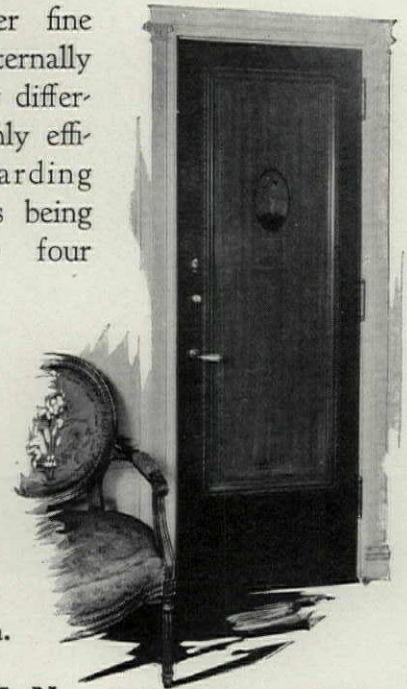
Address.....

**Sound Proof Doors**

look like other fine doors but internally they are vastly different, being highly efficient in retarding sounds, besides being edge-tight on four sides.

*Used in*

- Schools
  - Colleges
  - Hospitals
  - Churches
  - Libraries and
  - Office Buildings
- all over America.



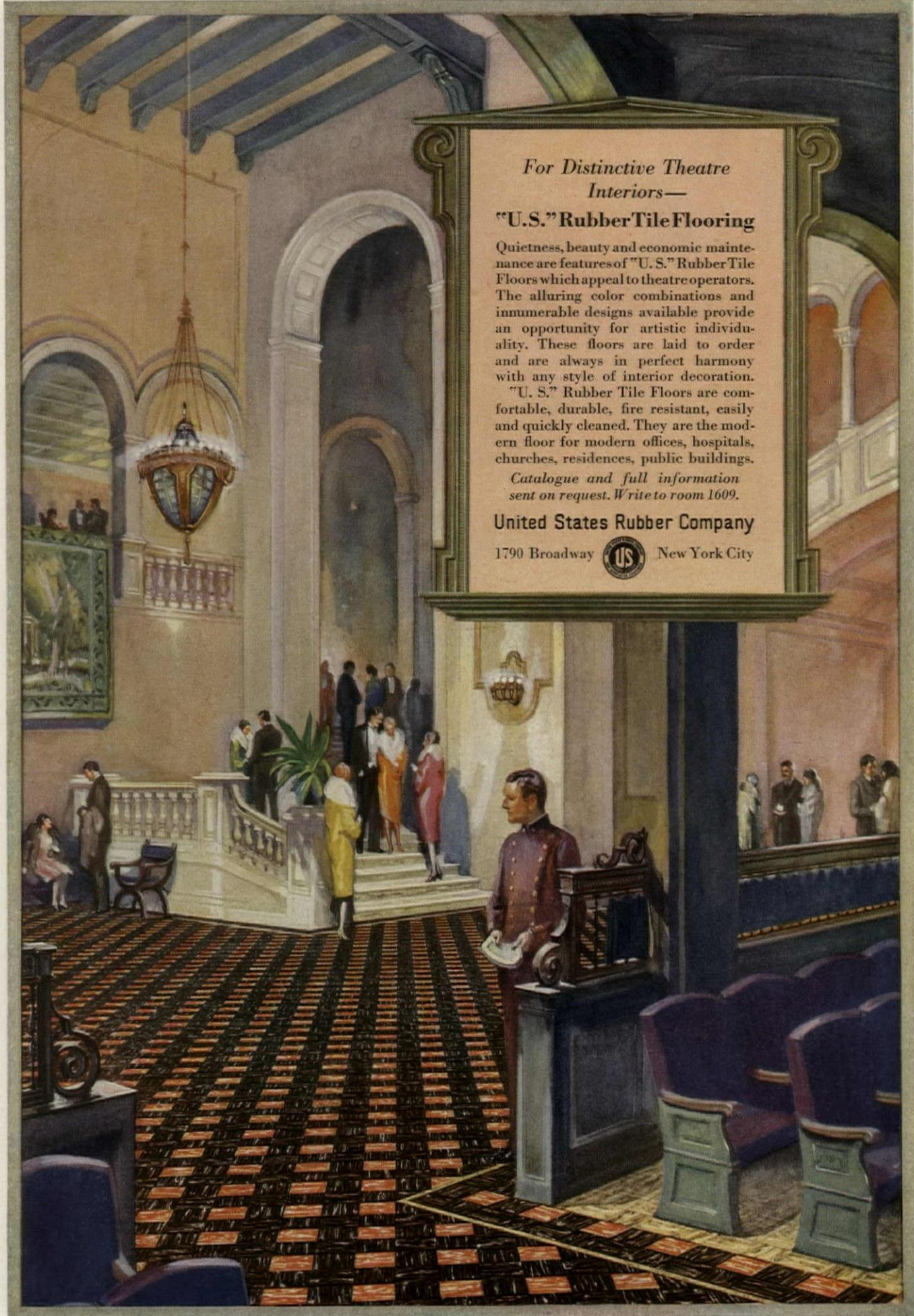
**H A M L I N**  
soundproof doors and folding partitions are made to match any finish, and in sizes up to 19 ft. high x 60 or more in width.

This door is in the private offices at the Blum Women's Apparel Store on Michigan Avenue, Chicago.

Write for details

**IRVING HAMLIN**  
Manufacturer  
1506 Lincoln Street, CHICAGO





*For Distinctive Theatre Interiors—*

**"U.S." Rubber Tile Flooring**

Quietness, beauty and economic maintenance are features of "U. S." Rubber Tile Floors which appeal to theatre operators. The alluring color combinations and innumerable designs available provide an opportunity for artistic individuality. These floors are laid to order and are always in perfect harmony with any style of interior decoration.

"U. S." Rubber Tile Floors are comfortable, durable, fire resistant, easily and quickly cleaned. They are the modern floor for modern offices, hospitals, churches, residences, public buildings.

*Catalogue and full information sent on request. Write to room 1609.*

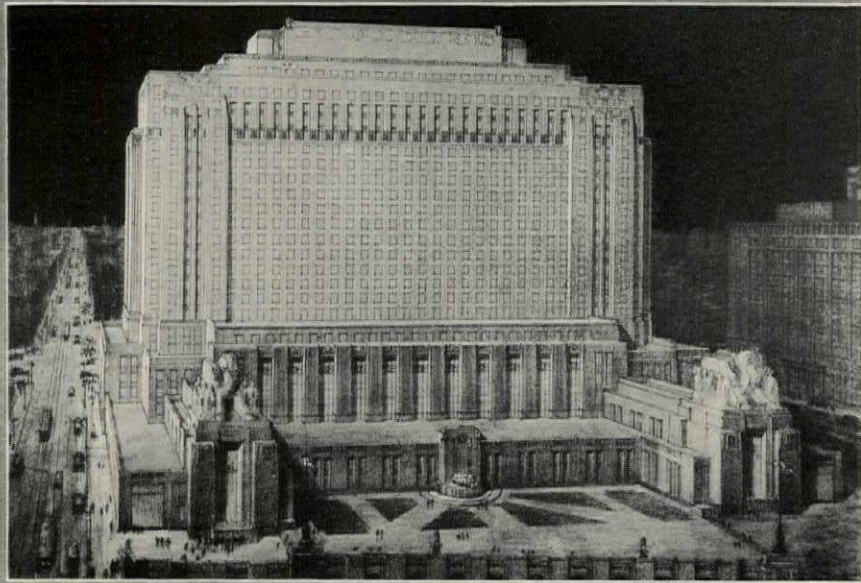
**United States Rubber Company**

1790 Broadway  New York City



# PRATT & LAMBERT

## VARNISH PRODUCTS



### THE CHICAGO DAILY NEWS BUILDING

*Holabird & Root, Architects  
Scott-Graff Lumber Co., Cabinet Contractors*

This building is the first in the midwest to utilize air rights over railroad tracks.

It was erected over the tracks of the Chicago, Milwaukee, St. Paul & Pacific Railroad



**T**HE new 26-story home of The Chicago Daily News is one of the nation's most imposing business buildings. Built with a limestone exterior in set-back design, this impressive structure blends mass and symmetry in the modern manner. Consistent with the striking design and the latest appointments, a modern finish — "61" Spraying Lacquer, Dull Finish — was

used for beautifying and preserving the interior trim because it dries almost instantly, has a pleasing, rich finish comparable to older methods and provides maximum surface protection.

Complete information on lacquer and other architectural finishes will be sent on request. Telephone or write the nearest P&L Architectural Service Department.

Pratt & Lambert-Inc., 122 Tonawanda St., Buffalo, N. Y. (Phone Delaware 6000); 3301 38th Ave., Long Island City, N. Y. (Phone Stillwell 5100); 320 West 26th St., Chicago, Ill. (Phone Victory 1800). Canada: 34 Courtwright St., Bridgeburg, Ontario.



# Selected List of Manufacturers' Publications

FOR THE SERVICE OF ARCHITECTS, ENGINEERS, DECORATORS, AND CONTRACTORS

The publications listed in these columns are the most important of those issued by leading manufacturers identified with the building industry. They may be had without charge unless otherwise noted, by applying on your business stationery to *The Architectural Forum*, 521 Fifth Ave., New York, or the manufacturer direct, in which case kindly mention this publication.

## ACOUSTICS

- R. Guastavino Co.**, 40 Court St., Boston.  
Akoustolith Plaster. Brochure, 6 pp., 8½ x 11 ins. Important data on a valuable material.
- Johns-Manville Corporation**, New York.  
Sound-Absorbing Treatment in Banks and Offices. Booklet, 18 pp., 8½ x 11 ins. Illustrated.
- Sound-Absorbing Treatment in Churches and Religious Institutions. Brochure, 22 pp., 8½ x 11 ins. Illustrated.
- U. S. Gypsum Co.**, 205 W. Monroe St., Chicago, Ill.  
A Scientific Solution of an Old Architectural Problem. Folder, 6 pp., 8½ x 11 ins. Describes Sabinite Acoustical Plaster.

## AIR FILTERS

- Staynew Filter Corporation**, Rochester, N. Y.  
Protectomotor High Efficiency Industrial Air Filters. Booklet, 20 pp., 8½ x 11 ins. Illustrated. Data on valuable detail of apparatus.
- Making the Most of Your Protectomotor. Folder, 6 pp., 3½ x 6½ ins. Illustrated.
- The Protectomotor Industrial Air Filter. Folder, 6 pp., 4 x 9 ins. Illustrated.
- Introducing the Model C. P. Pipe Line Filter. Folder, 8 pp., 4 x 9 ins. Illustrated.

## ASPHALT

- Barber Asphalt Company**, New York, Philadelphia, Chicago, Pittsburgh, Kansas City, St. Louis, San Francisco.  
Specifications for Applying Genasco Asphalt Mastic. Booklet, 16 pp., 8 x 9 ins.
- Genasco Trinidad Lake Asphalt Mastic. Brochure, 32 pp., 6 x 9 ins.
- Specifications for Applying Genasco. Booklet, 16 pp., 8 x 10½ ins.

## BATHROOM FITTINGS

- A. P. W. Paper Co.**, Albany, N. Y.  
Onliwon for Fine Buildings. Folder, 8 pp., 3¼ x 6 ins. Illustrated. Deals with toilet paper fittings of metal and porcelain. Architects' File Card. 8½ x 11 ins. Illustrated. Filing card on toilet paper and paper towel cabinets.
- A Towel Built for Its Job. Booklet, 8 pp., 4¼ x 9½ ins. Illustrated. Paper Towel System and Cabinets.
- Cabinets and Fixtures. Booklet, 32 pp., 5¼ x 4¼ ins. Illustrated. Catalog and price list of fixtures and cabinets.

## BRICK

- American Face Brick Association**, 1751 Peoples Life Building, Chicago, Ill.  
Brickwork in Italy. 298 pp., size 7½ x 10½ ins., an attractive and useful volume on the history and use of brick in Italy from ancient to modern times, 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. Price now \$3.00, postpaid (formerly \$6.00). Half Morocco, \$7.00.
- Industrial Buildings and Housing. Bound Volume, 112 pp., 8½ x 11 ins. Profusely illustrated. Deals with the planning of factories and employes' housing in detail. Suggestions are given for interior arrangements, including restaurants and rest rooms. Price now \$1.00 postpaid (formerly \$2.00).
- Common Brick Mfrs. Assn. of America**, 2134 Guarantee Title Bldg., Cleveland.  
Brick; How to Build and Estimate. Brochure, 96 pp., 8½ x 11 ins. Illustrated. Complete data on use of brick.
- The Heart of the Home. Booklet, 24 pp., 8½ x 11 ins. Illustrated. Price 25 cents. Deals with construction of fireplaces and chimneys.
- Skintled Brickwork. Brochure, 16 pp., 8½ x 11 ins. Illustrated. Tells how to secure interesting effects with common brick.
- Building Economy. Monthly magazine, 22 pp., 8½ x 11 ins. Illustrated. \$1 per year, 10 cents a copy. For architects, builders and contractors.
- Hanley Company**, Bradford, Pa.  
General Catalog. 16 pp., 8½ x 11 ins. Illustrated.  
Bradford Reds. Folder. 8 pp., 3 x 8 ins. Illustrated.

## CEMENT

- Carney Company**, The, Mankato, Minn.  
A Remarkable Combination of Quality and Economy. Booklet, 20 pp., 8½ x 11 ins. Illustrated. Important data on valuable material.

## CEMENT—Continued

- Kosmos Portland Cement Company**, Louisville, Ky.  
Kosmortar for Enduring Masonry. Folder, 6 pp., 3½ x 6½ ins. Data on strength and working qualities of Kosmortar.
- Kosmortar, the Mortar for Cold Weather. Folder, 4 pp., 3¾ x 6½ ins. Tells why Kosmortar should be used in cold weather.
- Louisville Cement Co.**, 315 Guthrie St., Louisville, Ky.  
BRIXMENT for Perfect Mortar. Self-filing handbook, 8½ x 11 ins. 16 pp. Illustrated. Contains complete technical description of BRIXMENT for brick, tile and stone masonry, specifications, data and tests.
- Portland Cement Association**, Chicago, Ill.  
Concrete Masonry Construction. Booklet, 48 pp., 8½ x 11 ins. Illustrated. Deals with various forms of construction.
- Town and Country Houses of Concrete Masonry. Booklet, 20 pp., 8½ x 11 ins. Illustrated.
- Facts About Concrete Building Tile. Brochure, 16 pp., 8½ x 11 ins. Illustrated.
- The Key to Firesafe Homes. Booklet, 20 pp., 8½ x 11 ins. Illustrated.
- Design and Control of Concrete Mixers. Brochure, 32 pp., 8½ x 11 ins. Illustrated.
- Portland Cement Stucco. Booklet, 64 pp., 8½ x 11 ins. Illustrated.
- Concrete in Architecture. Bound Volume, 60 pp., 8½ x 11 ins. Illustrated. An excellent work, giving views of exteriors and interiors.

## CONCRETE BUILDING MATERIALS

- Concrete Steel Company**, 42 Broadway, New York.  
Modern Concrete Reinforcement. Booklet, 32 pp., 8½ x 11 ins. Illustrated.
- Kosmos Portland Cement Company**, Louisville, Ky.  
High Early Strength Concrete, Using Standard Kosmos Portland Cement. Folder, 1 page, 8½ x 11 ins. Complete data on securing high strength concrete in short time.

## CONCRETE COLORINGS

- The Master Builders Co.**, 7016 Euclid Ave., Cleveland.  
Color Mix, Colored Hardened Concrete Floors (integral). Brochure, 16 pp., 8½ x 11 ins. Illustrated. Data on coloring for floors.
- Dychrome. Concrete Surface Hardener in Colors. Folder, 4 pp., 8 x 11 ins. Illustrated. Data on a new treatment.

## CONSTRUCTION, FIREPROOF

- Master Builders Co.**, Cleveland, Ohio.  
Color Mix. Booklet, 18 pp., 8½ x 11 ins. Illustrated. Valuable data on concrete hardener, waterproofer and dustproofer in permanent colors.
- National Fire Proofing Co.**, 250 Federal St., Pittsburgh, Pa.  
Standard Fire Proofing Bulletin 171. 8½ x 11 ins., 32 pp. Illustrated. A treatise on fireproof floor construction.
- North Western Expanded Metal Co.**, 1234 Old Colony Building, Chicago, Ill.  
North Western Expanded Metal Products. Booklet, 8½ x 10¼ ins. 16 pp. Fully illustrated, and describes different products of this company, such as Kno-burn metal lath, 20th Century Corrugated, Plaster-Sava and Longspan lath channels, etc.
- A. I. A. Sample Book. Bound volume, 8½ x 11 ins., contains actual samples of several materials and complete data regarding their use.

## CONSTRUCTION, STONE AND TERRA COTTA

- Cowing Pressure Relieving Joint Company**, 100 North Wells St., Chicago, Ill.  
Pressure Relieving Joint for Buildings of Stone, Terra Cotta or Marble. Booklet, 16 pp., 8½ x 11 ins. Illustrated. Deals with preventing cracks, spalls and breaks.

## CORNICES, METAL

- Sheet Steel Trade Extension Committee**. Terminal Tower, Cleveland.  
This committee will send upon request full data published by its members on sheet steel cornices and specifications for their use.

## DAMP-PROOFING

- The Master Builders Co.**, 7016 Euclid Ave., Cleveland.  
Waterproofing and Damp-proofing Specification Manual. Booklet, 18 pp., 8½ x 11 ins. Deals with methods and materials used.
- Waterproofing and Damp-proofing. File. 36 pp. Complete descriptions and detailed specifications for materials used in building and concrete.

## REQUEST FOR CATALOGS

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

Name ..... Business .....

Address .....



## SELECTED LIST OF MANUFACTURERS' PUBLICATIONS — Continued from page 61

### DAMP-PROOFING—Continued

- Minwax Company, Inc.**, 11 West 42nd St., New York.  
Complete Index of all Minwax Products. Folder, 6 pp., 8½ x 11 ins. Illustrated. Complete description and detailed specifications.
- Sonneborn Sons, Inc., L.**, 116 Fifth Ave., New York.  
Specification Sheet, 8½ x 11 ins. Descriptions and specifications of compounds for dampproofing interior and exterior surfaces.
- Toch Brothers**, New York, Chicago, Los Angeles.  
Handbook of R. I. W. Protective Products. Booklet, 40 pp., 4½ x 7½ ins.
- The Vortex Mfg. Co.**, Cleveland, Ohio.  
Par-Lock Specifications "Forms A and B" for dampproofing and plaster key over concrete and masonry surfaces.  
Par-Lock Specification "Form J" for dampproofing the wall surfaces that are to be plastered.  
Par-Lock Dampproofing. Specification Forms C, F, I, and J. Sheets 8½ x 11 ins. Data on gun-applied asphalt dampproofing for floors and walls.

### DOORS AND TRIM, METAL

- The American Brass Company**, Waterbury, Conn.  
Anaconda Architectural Bronze Extruded Shapes. Brochure, 180 pp., 8½ x 11 ins., illustrating and describing more than 2,000 standard bronze shapes of cornices, jamb casings, mouldings, etc.
- Richards-Wilcox Mfg. Co.**, Aurora, Ill.  
Fire-Doors and Hardware. Booklet, 8½ x 11 ins., 64 pp. Illustrated. Describes entire line of tin-clad and corrugated fire doors, complete with automatic closers, track hangers and all the latest equipment—all approved and labeled by Underwriters' Laboratories.
- Sheet Steel Trade Extension Committee**, Terminal Tower, Cleveland.  
This committee will send upon request full data published by its members on metal doors and trim and specifications for their use.
- Truscon Steel Company**, Youngstown, Ohio.  
Copper Alloy Steel Doors. Catalog 110. Booklet, 48 pp., 8½ x 11 ins. Illustrated.

### DOORS, SOUNDPROOF

- Irving Hamlin**, Evanston, Ill.  
The Evanston Soundproof Door. Folder, 8 pp., 8½ x 11 ins. Illustrated. Deals with a valuable type of door.

### DRAINAGE FITTINGS

- Josam Mfg. Co.**, Michigan City, Ind.  
Josam Products. Booklet, 73 pp., 8½ x 11 ins. Illustrated. A valuable line of accessories.  
Josam-Marsh Grease, Plaster, Sediment and Hair Interceptors. Brochure. 7 pp., 8½ x 11 ins. Illustrated.  
Josam New Saw Tooth-Roof Drain. Folder, 4 pp., 8½ x 11 ins. Illustrated.

### DUMBWAITERS

- Sedgwick Machine Works**, 151 West 15th St., New York, N. Y.  
Catalog and Service Sheets. Standard specifications, plans and prices for various types, etc. 4¼ x 8¼ ins., 60 pp. Illustrated. Catalog and pamphlets, 8½ x 11 ins. Illustrated. Valuable data on dumbwaiters.

### ELECTRICAL EQUIPMENT

- Baldor Electric Co.**, 4358 Duncan Avenue, St. Louis, Mo.  
Baldor Electric Motors. Booklet, 14 pp., 8 x 10½ ins. Illustrated. Data regarding motors.
- General Electric Co.**, Merchandise Dept., Bridgeport, Conn.  
Wiring System Specification Data for Apartment Houses and Apartment Hotels. Booklet, 20 pp., 8 x 10 ins. Illustrated.  
Electrical Specification Data for Architects. Brochure, 36 pp., 8 x 10½ ins. Illustrated. Data regarding G. E. wiring materials and their use.  
The House of a Hundred Comforts. Booklet, 40 pp., 8 x 10½ ins. Illustrated. Dwells on importance of adequate wiring.
- Harvey Hubbell, Inc.**, Bridgeport, Conn.  
Electrical Specialties. Catalog No. 19. 52 pp., 8½ x 10 ins. Illustrated.
- Pick-Barth Company, Inc., Albert**, 1200 West 35th St., Chicago, and Cooper Square, New York.  
School Cafeteria. Booklet, 6 x 9 ins. Illustrated. The design and equipment of school cafeterias with photographs of installation and plans for standardized outfits.
- Westinghouse Electric & Mfg. Co.**, East Pittsburgh, Pa.  
Electric Power for Buildings. Brochure, 14 pp., 8½ x 11 ins. Illustrated. A publication important to architects and engineers.  
Variable-Voltage Central Systems as Applied to Electric Elevators. Booklet, 12 pp., 8½ x 11 ins. Illustrated. Deals with an important detail of elevator mechanism.  
Modern Electrical Equipment for Buildings. Booklet, 8½ x 11 ins. Illustrated. Lists many useful appliances.  
Electrical Equipment for Heating and Ventilating Systems. Booklet, 24 pp., 8½ x 11 ins. Illustrated. This is "Motor Application Circular 7379."  
Westinghouse Panelboards and Cabinets (Catalog 42-A). Booklet, 32 pp., 8½ x 11 ins. Illustrated. Important data on these details of equipment.

### ELECTRICAL EQUIPMENT—Continued

- Beauty; Power; Silence; Westinghouse Fans. (Dealer Catalog 45.) Brochure, 16 pp., 8½ x 11 ins. Illustrated. Valuable information on fans and their uses.  
Electric Range Book for Architects (A. I. A. Standard Classification 31 G-4). Booklet, 24 pp., 8½ x 11 ins. Illustrated. Cooking apparatus for buildings of various types.  
Westinghouse Commercial Cooking Equipment (Catalog 280). Booklet, 32 pp., 8½ x 11 ins. Illustrated. Equipment for cooking on a large scale.  
Electric Appliances (Catalog 44-A). 32 pp., 8½ x 11 ins. Deals with accessories for home use.

### ELEVATORS

- Otis Elevator Company**, 260 Eleventh Ave., New York, N. Y.  
Otis Push Button Controlled Elevators. Descriptive leaflets, 8½ x 11 ins. Illustrated. Full details of machines, motors and controllers for these types.  
Otis Geared and Gearless Traction. Elevators of All Types. Descriptive leaflets, 8½ x 11 ins. Illustrated. Full details of machines, motors and controllers for these types.  
Escalators. Booklet, 8½ x 11 ins., 22 pp. Illustrated. Describes use of escalators in subways, department stores, theaters and industrial buildings. Also includes elevators and dock elevators.
- Richards-Wilcox Mfg. Co.**, Aurora, Ill.  
Elevators. Booklet, 8½ x 11 ins., 24 pp. Illustrated. Describes complete line of "Ideal" elevator door hardware and checking devices, also automatic safety devices.
- Sedgwick Machine Works**, 151 West 15th St., New York, N. Y.  
Catalog and descriptive pamphlets, 4¼ x 8¼ ins., 70 pp. Illustrated. Descriptive pamphlets on hand power freight elevators, sidewalk elevators, automobile elevators, etc.  
Catalog and pamphlets, 8½ x 11 ins. Illustrated. Important data on different types of elevators.

### ESCALATORS

- Otis Elevator Company**, 260 Eleventh Ave., New York, N. Y.  
Escalators. Booklet, 32 pp., 8½ x 11 ins. Illustrated. A valuable work on an important item of equipment.

### FIREPLACE CONSTRUCTION

- H. W. Covert Company**, 243 East 44th Street, New York, N. Y.  
Covert Fireplace Construction. Booklet, 12 pp., 8½ x 11 ins. Illustrated. Valuable data on an important topic.

### FIREPROOFING

- Concrete Engineering Co.**, Omaha, Neb.  
Handbook of Fireproof Construction. Booklet, 54 pp., 8½ x 11 ins. Valuable work on methods of fireproofing.
- Concrete Steel Company**, 42 Broadway, New York.  
Economical Fireproof Floors for Suburban Buildings. Folder, 4 pp., 8½ x 11 ins. Illustrated.
- North Western Expanded Metal Co.**, 407 South Dearborn Street, Chicago, Ill.  
A. I. A. Sample Book. Bound volume, 8½ x 11 ins. Contains actual samples of several materials and complete data regarding their use.

### FLOOR HARDENERS (CHEMICAL)

- Master Builders Co.**, Cleveland, Ohio.  
Concrete Floor Treatment. File, 50 pp. Data on securing hardened dustproof concrete.  
Concrete Floor Treatments—Specification Manual. Booklet, 24 pp., 8½ x 11 ins. Illustrated. Valuable work on an important subject.
- Minwax Company**, 11 West 42nd Street, New York, N. Y.  
Concrete Floor Treatments. Folder, 4 pp., 8½ x 11 ins. Illustrated.
- Sonneborn Sons, Inc., L.**, 116 Fifth Ave., New York, N. Y.  
Lapidolith, the liquid chemical hardener. Complete sets of specifications for every building type in which concrete floors are used, with descriptions and results of tests.
- Toch Brothers**, New York, Chicago, Los Angeles.  
Handbook of R. I. W. Protective Products. Booklet, 40 pp., 4½ x 7½ ins.

### FLOORS—STRUCTURAL

- Concrete Steel Company**, 42 Broadway, New York.  
Structural Economies for Concrete Floors and Roofs. Brochure, 32 pp., 8½ x 11 ins. Illustrated.
- Truscon Steel Co.**, Youngstown, Ohio.  
Truscon Floretype Construction. Booklet, 8½ x 11 ins., 16 pp. Illustrations of actual jobs under construction. Lists of properties and information on proper construction. Proper method of handling and tables of safe loads.
- Structural Gypsum Corporation**, Linden, N. J.  
Gypsteel Pre-cast Fireproof Floors. Booklet, 36 pp., 8½ x 11 ins. Illustrated. Data on flooring.

### FLOORING

- Armstrong Cork Co. (Linoleum Division)**, Lancaster, Pa.  
Armstrong's Linoleum Floors. Catalog, 8½ x 11 ins., 44 pp. Color plates. A technical treatise on linoleum, including table of gauges and weights and specifications for installing linoleum floors. Newly revised, February, 1929.

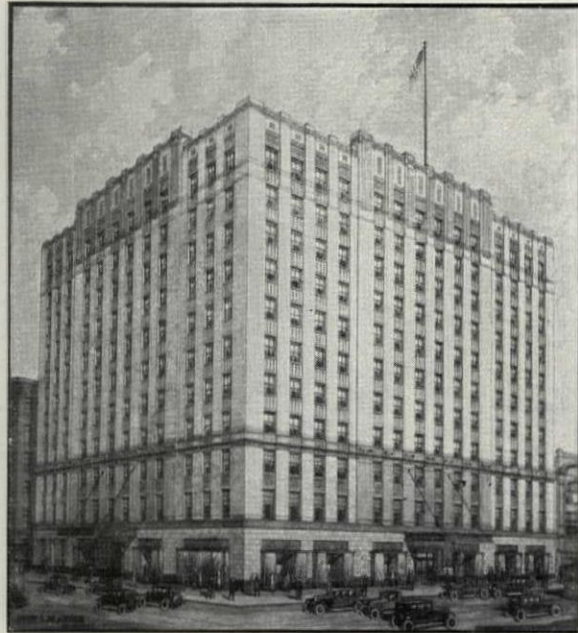
### REQUEST FOR CATALOGS

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

.....  
.....  
.....  
Name ..... Business .....  
Address .....



# For 46 years Carney Cement has rendered faithful service to architects



**PAXTON HOTEL BUILDING**  
 Omaha, Nebraska  
 Architect—Joseph G. McArthur  
 Contractors—Selden-Breck Construction Co.

**A**S PIONEERS in the cement industry, The Carney Company conceived the idea of using a straight cement mortar—eliminating lime from specifications and at the same time relieving the architect from the detail of close supervision at the mortar box.

The rapid and consistent increase in Carney Cement volume has proved conclusively the practicability of a straight cement mortar. Today, the country's biggest projects are laid up in Carney Cement mortar—thousands of them. Architects appreciate the convenience of Carney Cement. Besides, they have found from experience that better bonded walls cannot be produced—even at a much higher labor and material cost.

**T H E C A R N E Y C O M P A N Y**  
 DISTRICT SALES OFFICES: CHICAGO CINCINNATI DETROIT ST. LOUIS MINNEAPOLIS  
 MILLS: MANKATO AND CARNEY, MINN.

Cement Makers Since 1883

**CARNEY CEMENT**  
*for Brick and Tile Mortar*

Specifications  
 1 part Carney Cement to 3 parts sand.



## SELECTED LIST OF MANUFACTURERS' PUBLICATIONS — Continued from page 62

### FLOORING—Continued

- Armstrong's Linoleum Pattern Book, 1929. Catalog, 9 x 12 ins., 44 pp. Color plates. Reproduction in color of all patterns of linoleum and cork carpet in the Armstrong line.
- Linoleum Layer's Handbook. 5 x 7 ins., 36 pp. Instructions for linoleum layers and others interested in learning most satisfactory methods of laying and taking care of linoleum.
- Enduring Floors of Good Taste. Booklet, 6 x 9 ins., 48 pp. Illustrated in color. Explains use of linoleum for offices, stores, etc., with reproductions in color of suitable patterns, also specifications and instructions for laying.
- Blabon Company, Geo. W., Nicetown, Philadelphia, Pa.**  
 Planning the Color Schemes for Your Home. Brochure, illustrated in color; 36 pp., 7½ x 10½ ins. Gives excellent suggestions for use of color in flooring for houses and apartments.
- Handy Quality Sample Folder of Linoleums. Gives actual samples of "Battleship Linoleum," cork carpet, "Feltex," etc.
- Blabon's Linoleum. Booklet, illustrated in color; 128 pp., 3½ x 8½ ins. Gives patterns of a large number of linoleums.
- Blabon's Plain Linoleum and Cork Carpet. Gives quality samples, 3 x 6 ins. of various types of floor coverings.
- Carter Bloxonend Flooring Co., Keith & Perry Bldg., Kansas City, Missouri.**  
 Bloxonend Flooring. Booklet, 3¼ x 6¼ ins., 20 pp. Illustrated. Describes uses and adaptability of Bloxonend Flooring to concrete, wood or steel construction, and advantages over loose wood blocks.
- File Folder. 9¼ x 11¼ ins. For use in connection with A. I. A. system of filing. Contains detailed information on Bloxonend Flooring in condensed loose-leaf form for specification writer and drafting room. Literature embodied in folder includes standard Specification Sheet covering the use of Bloxonend in general industrial service and Supplementary Specification Sheet No. 1, which gives detailed description and explanation of an approved method for installing Bloxonend in gymnasiums, armories, drill rooms and similar locations where maximum resiliency is required.
- Cellzed Oak Flooring, Memphis, Tenn.**  
 Style in Oak Floors. Booklet, 16 pp., 6 x 9 ins. Illustrated.
- Congoleum-Nairn, Inc., 195 Belgrove Drive, Kearny, N. J.**  
 Facts you should know about Resilient Floors. A series of booklets on floors for (1) schools, (2) hospitals, (3) offices, (4) stores, (5) libraries, (6) churches, (7) Clubs and Lodges, (8) apartments and hotels. Illustrated.
- Specifications for Resilient Floors. Booklet, 12 pp. A reprint from Sweet's.
- A New Kind of Floor Service. Brochure, 8 pp. Data on Bonded Floors.
- Sealex Battleship Linoleum. Booklet, 12 pp. Illustrated. Shows typical installations.
- Sealex Treadlite Tiles. Two booklets, 8 and 16 pp. Illustrated.
- Colonial Planks. Brochure, 8 pp. Illustrated.
- Thomas Moulding Floor Co., 165 W. Wacker Drive, Chicago, Ill.**  
 Better Floors. Folder, 4 pp., 11¼ x 13¼ ins. Illustrated. Floors for office, administration and municipal buildings.
- Better School Floors. Folder, 4 pp., 11¼ x 13¼ ins. Illustrated.
- Characteristics, Specifications and Uses. Brochure, 16 pp., 11¼ x 13¼ ins. Illustrated. Data on floors.
- C. Pardee Works, 9 East 45th St., New York, N. Y., and 1600 Walnut St., Philadelphia, Pa.**  
 Pardee Tiles. Bound Volume, 48 pp., 8½ x 11 ins. Illustrated.
- Stedman Products Company, South Braintree, Mass.**  
 Stedman Tile, The Original Reinforced Rubber Floor. Booklet, 16 pp., 8½ x 11 ins. Illustrated. Valuable data on flooring.
- Structural Gypsum Corporation, Linden, N. J.**  
 Gypsteel Pre-cast Fireproof Floors. Booklet, 36 pp., 8½ x 11 ins. Illustrated. Data on floorings.
- U. S. Gypsum Co., Chicago.**  
 Pyrobar Floor Tile. Folder, 8½ x 11 ins. Illustrated. Data on building floors of hollow tile and tables on floor loading.
- United States Quarry Tile Co., Parkersburg, W. Va.**  
 Quarry Tiles for Floors. Booklet, 120 pp., 8½ x 11 ins. Illustrated. General Catalog. Details of patterns and trim for floors.
- Art Portfolio of Floor Designs. 9¼ x 12¼ ins. Illustrated in colors. Patterns of quarry tiles for floors.
- U. S. Rubber Co., 1790 Broadway, New York, N. Y.**  
 Period Adaptations for Modern Floors. Brochure, 8 x 11 ins., 60 pp. Richly Illustrated. A valuable work on the use of rubber tile for flooring in interiors of different historic styles.

### FURNITURE

- American Seating Co., 14 E. Jackson Blvd., Chicago, Ill.**  
 Art Ecclesiastical Booklet, 6 x 9 ins., 48 pp. Illustrations of church fittings in carved wood.
- Theatre Chairs. Booklet, 6 x 9 ins., 48 pp. Illustrations of theatre chairs.
- Kittinger Co., 1893 Elmwood Ave., Buffalo, N. Y.**  
 Kittinger Club & Hotel Furniture. Booklet, 20 pp., 6¼ x 9½

### FURNITURE—Continued

- ins. Illustrated. Deals with fine line of furniture for hotels, clubs, institutions, schools, etc.
- Kittinger Club and Hotel Furniture. Booklet, 20 pp., 6 x 9 ins. Illustrated. Data on furniture for hotels and clubs.
- A Catalog of Kittinger Furniture. Booklet, 78 pp., 11 x 14 ins. Illustrated. General Catalog.
- McKinney Mfg. Co., Pittsburgh, Pa.**  
 Forethought Furniture Plans. Sheets, 6¼ x 9 ins., drawn to ¼-inch scale. An ingenious device for determining furniture arrangement.
- New York Galleries, Madison Avenue and 48th Street, New York.**  
 A Group of Distinguished Interiors. Brochure, 4 pp., 8¾ x 11¾ ins. Filled with valuable illustrations.

### GARAGES

- Ramp Buildings Corporation, 21 East 40th St., New York, N. Y.**  
 Building Garages for Profitable Operation. Booklet, 8½ x 11 ins. 16 pp. Illustrated. Discusses the need for modern mid-city parking garages, and describes the d'Humy Motoramp system of design, on the basis of its superior space economy and features of operating convenience. Gives cost analyses of garages of different sizes, and calculates probable earnings.
- Garage Design Data. Series of informal bulletins in loose-leaf form, with monthly supplements.

### GLASS CONSTRUCTION

- Adamson Flat Glass Co., Clarksburg, W. Va.**  
 Quality and Dependability. Folder, 2 pp., 8½ x 11 ins. Illustrated. Data in the company's product.
- Libbey-Owens Sheet Glass Co., Toledo, Ohio.**  
 Flat Glass. Brochure, 12 pp., 5½ x 7½ ins. Illustrated. History of manufacture of flat, clear, sheet glass.

### GREENHOUSES

- King Construction Company, North Tonawanda, N. Y.**  
 King Greenhouses for Home or Estate. Portfolio of half-tone prints, varnishes, 8¼ x 10½ ins.
- William H. Lutton Company, 267 Kearney Ave., Jersey City, N. J.**  
 Greenhouses of Quality. Booklet, 50 pp., 8½ x 11 ins. Illustrated. Conservatories making use of Lutton Patented Galvanized Steel V-Bar.

### HARDWARE

- P. & F. Corbin, New Britain, Conn.**  
 Early English and Colonial Hardware. Brochure, 8½ x 11 ins. An important illustrated work on this type of hardware.
- Locks and Builders' Hardware. Bound Volume, 486 pp., 8½ x 11 ins. An exhaustive, splendidly prepared volume.
- Colonial and Early English Hardware. Booklet, 48 pp., 8½ x 11 ins. Illustrated. Data on hardware for houses in these styles.
- Cutler Mail Chute Company, Rochester, N. Y.**  
 Cutler Mail Chute Model F. Booklet, 4 x 9¼ ins., 8 pp. Illustrated.
- McKinney Mfg. Co., Pittsburgh, Pa.**  
 Forged Iron by McKinney. Booklet, 6 x 9 ins. Illustrated. Deals with an excellent line of builders' hardware.
- Forged Lanterns by McKinney. Brochure, 6 x 9 ins. Illustrated. Describes a fine assortment of lanterns for various uses.
- Richards-Wilcox Mfg. Co., Aurora, Ill.**  
 Distinctive Garage Door Hardware. Booklet, 8½ x 11 ins., 66 pp. Illustrated. Complete information accompanied by data and illustrations on different kinds of garage door hardware.
- Distinctive Elevator Door Hardware. Booklet, 90 pp., 10½ x 16 ins. Illustrated.
- Russell & Erwin Mfg. Co., New Britain, Conn.**  
 Hardware for the Home. Booklet, 24 pp., 3½ x 6 ins. Deals with residence hardware.
- Door Closer Booklet. Brochure, 16 pp., 3½ x 6 ins. Data on a valuable detail.
- Garage Hardware. Booklet, 12 pp., 3½ x 6 ins. Hardware intended for garage use.
- Famous Homes of New England. Series of folders on old homes and hardware in style of each.

### HEATING EQUIPMENT

- American Blower Co., 6004 Russell St., Detroit, Mich.**  
 Heating and Ventilating Utilities. A binder containing a large number of valuable publications, each 8½ x 11 ins., on these important subjects.
- American Radiator Company, The, 40 West 40th St., N. Y. C.**  
 Ideal Boilers for Oil Burning. Catalog 5½ x 8½ ins., 36 pp. Illustrated in 4 colors. Describing a line of Heating Boilers especially adapted to use with Oil Burners.
- Corto—The Radiator Classic. Brochure, 5½ x 8½ ins., 16 pp. Illustrated. A brochure on a space-saving radiator of beauty and high efficiency.
- Ideal Arcola Radiator Warmth. Brochure, 6¼ x 9½ ins. Illustrated. Describes a central all-on-one-floor heating plant with radiators for small residences, stores, and offices.
- How Shall I Heat My Home? Brochure, 16 pp., 5¼ x 8½ ins. Illustrated. Full data on heating and hot water supply.
- New American Radiator Products. Booklet, 44 pp., 5 x 7¾ ins. Illustrated. Complete line of heating products.

### REQUEST FOR CATALOGS

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

.....

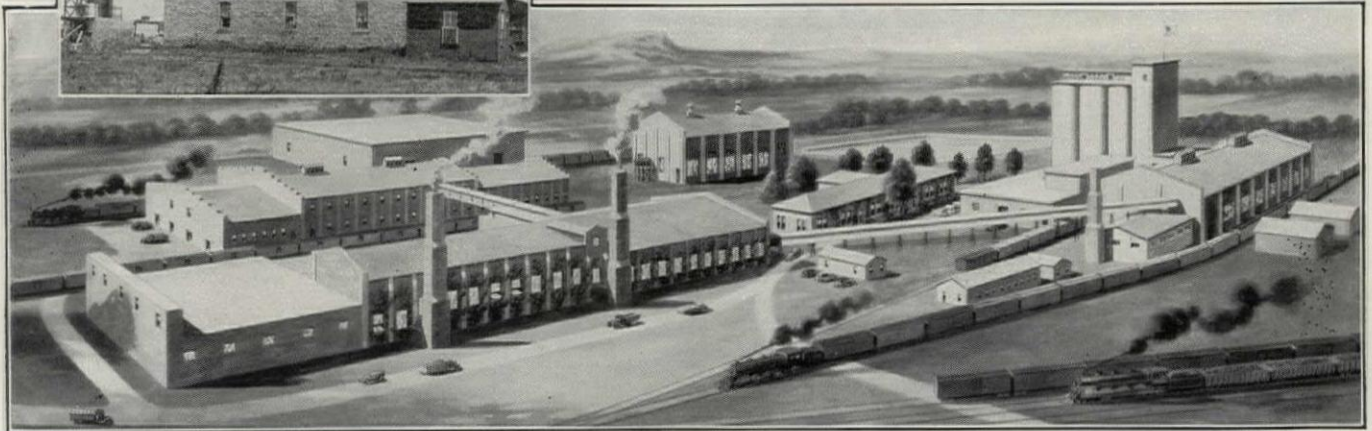
.....

Name ..... Business .....

Address .....



# 40 Years of Service



(Inset) BEST BROS. original plant 40 years ago.  
(Main Illustration) BEST BROS. plant as it is today.

**T**ODAY BEST BROS. Keene's Cement Company looks back upon 40 years of pleasant association with architects, contractors, plasterers and building supply dealers throughout the country.

—Forty years of successful manufacture of BEST BROS. Keene's Cement, made possible through strict attention to quality, and the generous patronage and good-will of builders everywhere.

—Forty years devoted to the making of one product exclusively—and making it well.

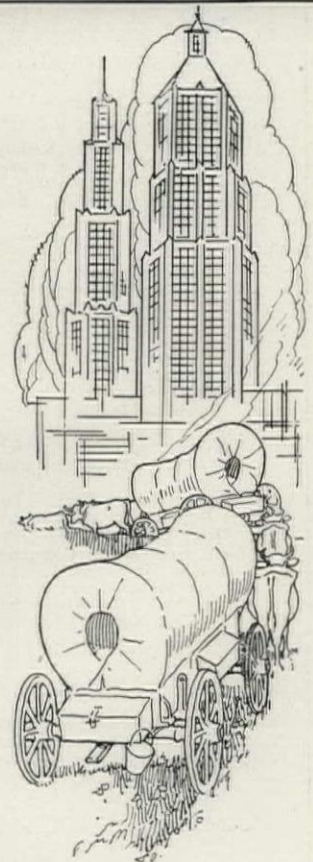
To have contributed this unexcelled gypsum-cement plaster to the development of better building interiors has been a privilege of which the

original manufacturers of Keene's Cement in America are indeed proud.

A product of the purest gypsum deposits, BEST BROS. Keene's Cement differs from ordinary plasters. It retempers. It is easily and quickly applied. Dropped plaster and left over mixes can be re-mixed and used again. And it hardens slowly—develops a tensile strength of over 500 pounds to the square inch in 14 days. Never goes "dead". Always dependable. There's a place for it on every job.

We invite you to write for further information.

BEST BROS. KEENE'S CEMENT CO.  
1050 W. 2nd Ave., MEDICINE LODGE, KANSAS  
Sales Offices in: New York, Chicago, Detroit, St. Louis, San Francisco, Atlanta



**BEST BROS.**  
**KEENE'S**  
**CEMENT**

*Always "BEST" for Plastering*



(27)



## SELECTED LIST OF MANUFACTURERS' PUBLICATIONS — Continued from page 64

### HEATING EQUIPMENT—Continued

- A New Heating Problem. Brilliantly Solved. Broadside, 4 pp., 10 $\frac{1}{4}$  x 15 ins. Illustrated. Data on the IN-AIRID invisible air valve.
- In-Airid, the Invisible Air Valve. Folder, 8 pp., 3 $\frac{1}{2}$  x 6 ins. Illustrated. Data on a valuable detail of heating.
- The 999 ARCO Packless Radiator Valve. Folder, 8 pp., 3 $\frac{1}{2}$  x 6 ins. Illustrated.
- James B. Clow & Sons**, 534 S. Franklin St., Chicago, Ill.  
Clow Gasteam Vented Heating System. Brochure, 24 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated. Deals with a valuable form of heating equipment for using gas.
- C. A. Dunham Company**, 450 East Ohio St., Chicago, Ill.  
Dunham Radiator Trap. Bulletin 101, 8 x 11 ins., 12 pp. Illustrated. Explains working of this detail of heating apparatus.  
Dunham Packless Radiator Valves. Bulletin 104, 8 x 11 ins., 8 pp. Illustrated. A valuable brochure on valves.  
Dunham Return Heating System. Bulletin 109, 8 x 11 ins. Illustrated. Covers the use of heating apparatus of this kind.  
Dunham Vacuum Heating System. Bulletin 110, 8 x 11 ins., 12 pp. Illustrated.  
The Dunham Differential Vacuum Heating System. Bulletin 114. Brochure, 12 pp., 8 x 11 ins. Illustrated. Deals with heating for small buildings.  
The Dunham Differential Vacuum Heating System. Bulletin 115. Brochure, 12 pp., 8 x 11 ins. Illustrated. Deals with heating for large buildings.
- The Fulton Sylphon Company**, Knoxville, Tenn.  
Sylphon Temperature Regulators. Illustrated brochures, 8 $\frac{1}{2}$  x 11 ins., dealing with general architectural and industrial applications; also specifically with applications of special instruments.  
Sylphon Heating Specialties. Catalog No. 200, 192 pp., 3 $\frac{1}{2}$  x 6 $\frac{1}{4}$  ins. Important data on heating.
- Hoffman Specialty Company, Inc.**, 25 West 45th St., New York, N. Y.  
Heat Controlled With the Touch of a Finger. Booklet, 46 pp., 5 $\frac{1}{4}$  x 8 $\frac{1}{4}$  ins. Illustrated.  
How to Lock Out Air, the Heat Thief. Brochure, 48 pp., 5 x 7 $\frac{1}{4}$  ins. Illustrated.
- Janette Manufacturing Company**, 556 West Monroe Street, Chicago.  
More Heat from Any Hot Water System on Less Fuel. Folder, 4 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated. Deals with use of the "Hydro-lator."
- S. T. Johnson Co.**, Oakland, Calif.  
Johnson Oil Burners. Booklet, 9 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated.  
Bulletin No. 4A. Brochure, 8 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated. Data on different kinds of oil-burning apparatus.  
Bulletin No. 31. Brochure, 8 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated. Deals with Johnson Rotary Burner with Full Automatic Control.
- Kewanee Boiler Corporation**, Kewanee, Ill.  
Kewanee on the Job. Catalog, 8 $\frac{1}{2}$  x 11 ins., 80 pp. Illustrated. Showing installations of Kewanee boilers, water heaters, radiators, etc.  
Catalog No. 78, 6 x 9 ins. Illustrated. Describes Kewanee Fire-box Boilers with specifications and setting plans.  
Catalog No. 79, 6 x 9 ins. Illustrated. Describes Kewanee power boilers and smokeless tubular boilers with specifications.
- May Oil Burner Corp.**, Baltimore, Md.  
Adventures in Comfort. Booklet, 24 pp., 6 x 9 ins. Illustrated. Non-technical data on oil as fuel.  
Talking the Quest Out of the Question. Brochure, 16 pp., 6 x 9 ins. Illustrated. For home owners interested in oil as fuel.
- McQuay Radiator Corporation**, 35 East Wacker Drive, Chicago, Ill.  
McQuay Visible Type Cabinet Heater. Booklet, 4 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated. Cabinets and radiators adaptable to decorative schemes.  
McQuay Concealed Radiators. Brochure, 4 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated.  
McQuay Unit Heater. Booklet, 8 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated. Gives specifications and radiator capacities.
- Modine Mfg. Co.**, Racine, Wisc.  
Modine Copper Radiation. Booklet, 28 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated. Deals with industrial, commercial and domestic heating.  
A Few Short Years. Folder, 4 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated. Heating for garages.  
Dairy Plant Heating. Folder, 4 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated.
- Nash Engineering Company**, South Norwalk, Conn.  
No. 37. Devoted to Jennings Hytor Return Line Vacuum Heating Pumps, electrically driven, and supplied in standard sizes up to 300,000 square feet equivalent direct radiation.  
No. 16. Dealing with Jennings Hytor Air Line Heating Pumps.  
No. 17. Describing Jennings Hytor Condensation Pumps, sizes up to 70,000 square feet equivalent direct radiation.  
No. 25. Illustrating Jennings Return Line Vacuum Heating Pumps. Size M, for equivalent direct radiation up to 5,000 square feet.
- National Radiator Corporation**, Johnstown, Pa.  
Aero Radiators; Beauty and Worth. Catalog 34. Booklet, 6 x 9 ins., 20 pp., describing and illustrating radiators and accessories.  
Six Great Companies Unite to Form a Great Corporation. Booklet, 28 pp., 8 $\frac{1}{2}$  x 10 $\frac{1}{2}$  ins. Illustrated. Valuable data on heating.

### HEATING EQUIPMENT—Continued

- Oil Heating Institute**, 420 Madison Ave., New York, N. Y.  
What About the Supply of Oil Fuel? Booklet, 16 pp., 5 $\frac{1}{2}$  x 8 ins. Illustrated.
- Petroleum Heat & Power Co.**, 511 Fifth Avenue, New York, N. Y.  
Heating Homes the Modern Way. Booklet, 8 $\frac{1}{2}$  x 11 $\frac{1}{4}$  ins. Illustrated. Data on the Petro Burner.  
Residence Oil Burning Equipment. Brochure, 6 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated. Data regarding Petro Burner in a bulletin approved by Investigating Committee of Architects and Engineers.  
Petro Mechanical Oil Burner & Air Register. Booklet, 24 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated. Data on industrial installations of Petro Burners.  
Present Accepted Practice in Domestic Oil Burners. Folder, 4 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated. A reprint from Heating and Ventilating Magazine.
- Sarco Company, Inc.**, 183 Madison Ave., New York City, N. Y.  
Steam Heating Specialties. Booklet, 6 pp., 6 x 9 ins. Illustrated. Data on Sarco Packless Supply Valves and Radiator Traps for vacuum and vapor heating systems.  
Equipment Steam Traps and Temperature Regulations. Booklet, 6 pp., 6 x 9 ins. Illustrated. Deals with Sarco Steam Traps for hospital, laundry and kitchen fixtures and the Sarco Self-contained Temperature Regulation for hot water service tanks.
- Spencer Heater Co.**, Williamsport, Pa.  
Catalog. Booklet, 20 pp., 6 $\frac{1}{2}$  x 9 ins. Illustrated. Complete line of magazine feed cast iron sectional and steel tubular heaters.  
The Fire that Burns Uphill. Brochure, 24 pp., 6 $\frac{1}{2}$  x 9 $\frac{1}{4}$  ins. Illustrated in color. Magazine feed heaters for steam, vapor and hot water heating.
- B. F. Sturtevant Company**, Hyde Park, Boston, Mass.  
Tempervane Heating Units. Catalog 363. Booklet, 44 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated. Data on "Heating Every Corner with Maximum Economy."
- Trane Co., The**, La Crosse, Wis.  
Bulletin 14, 16 pp., 8 $\frac{1}{2}$  x 10 $\frac{1}{2}$  ins. Covers the complete line of Trane Heating Specialties, including Trane Bellows Traps, and Trane Bellows Packless Valves.  
Bulletin 20. 24 pp., 8 $\frac{1}{2}$  x 10 $\frac{1}{2}$  ins. Explains in detail the operation and construction of Trane Condensation. Vacuum, Booster, Circulating, and similar pumps.  
How to Cut Heating Costs. Booklet, 18 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated.

### HOSPITAL EQUIPMENT

- The Frink Co., Inc.**, 369 Lexington Ave., New York City.  
Catalog 426. 7 x 10 ins., 16 pp. A booklet illustrated with photographs and drawings, showing the types of light for use in hospitals, as operating table reflectors, linolite and multilite concentrators, ward reflectors, bed lights and microscopic reflectors, giving sizes and dimensions, explaining their particular fitness for special uses.
- Holophane Company**, 342 Madison Avenue, New York.  
Lighting Specific for Hospitals. Booklet, 30 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated.
- The International Nickel Company**, 67 Wall St., New York, N. Y.  
Hospital Applications of Monel Metal. Booklet, 8 $\frac{1}{2}$  x 11 $\frac{1}{4}$  ins., 16 pp. Illustrated. Gives types of equipment in which Monel Metal is used, reasons for its adoption, with sources of such equipment.
- Pick-Barth Company, Inc., Albert**, 1200 West 35th St., Chicago, and Cooper Square, New York.  
Some Thoughts About Hospital Food Service Equipment. Booklet, 22 pp., 7 $\frac{1}{2}$  x 9 $\frac{1}{4}$  ins. Valuable data on an important subject.

### HOTEL EQUIPMENT

- Pick-Barth Company, Inc., Albert**, 1200 West 35th St., Chicago, and Cooper Square, New York.  
Some Thoughts on Furnishing a Hotel. Booklet, 7 $\frac{1}{2}$  x 9 ins. Data on complete outfitting of hotels.

### INCINERATORS

- Home Incinerator Co.**, Milwaukee, Wis.  
The Decent Way. Burn it with Gas. Brochure, 30 pp., 5 $\frac{1}{4}$  x 7 $\frac{1}{4}$  ins., inside. Illustrated. Incinerator sanitation equipment for residence use.  
A. I. A. File, 12 pp., 8 $\frac{1}{4}$  x 10 $\frac{1}{4}$  ins., inside. Suggestions for architect on incineration, showing installation and equipment.  
Specialized Home Comforts Service Plan Book. 40 pp., 8 $\frac{1}{2}$  x 11 ins., inside. Illustrated. A complete outline of the many advantages of incineration.  
Blue Star Standards in Home Building. 16 pp., 5 $\frac{1}{2}$  x 8 $\frac{1}{2}$  ins., inside. Illustrated. Explaining fully the Blue Star principles, covering heat, incineration, refrigeration, etc.
- Josam Mfg. Co.**, Michigan City, Ind.  
Josam-Graver Incinerators. Folder, 4 pp., 8 $\frac{1}{2}$  x 11 ins. Illustrated.
- Kerner Incinerator Company**, 715 E. Water St., Milwaukee, Wis.  
Incinerators (Chimney-fed). Catalog No. 15 (Architect and Builders' Edition). Size 8 $\frac{1}{2}$  x 11 ins., 16 pp. Illustrated. Describes principles and design of Kernerator Chimney-fed Incinerators for residences, apartments, hospitals, schools, apartment hotels, clubs and other buildings. Shows all standard models and gives general information and working data.

### REQUEST FOR CATALOGS

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

Name ..... Business .....

Address .....



# "Favorable comments from everyone . . ."

## says this Interior Decorator



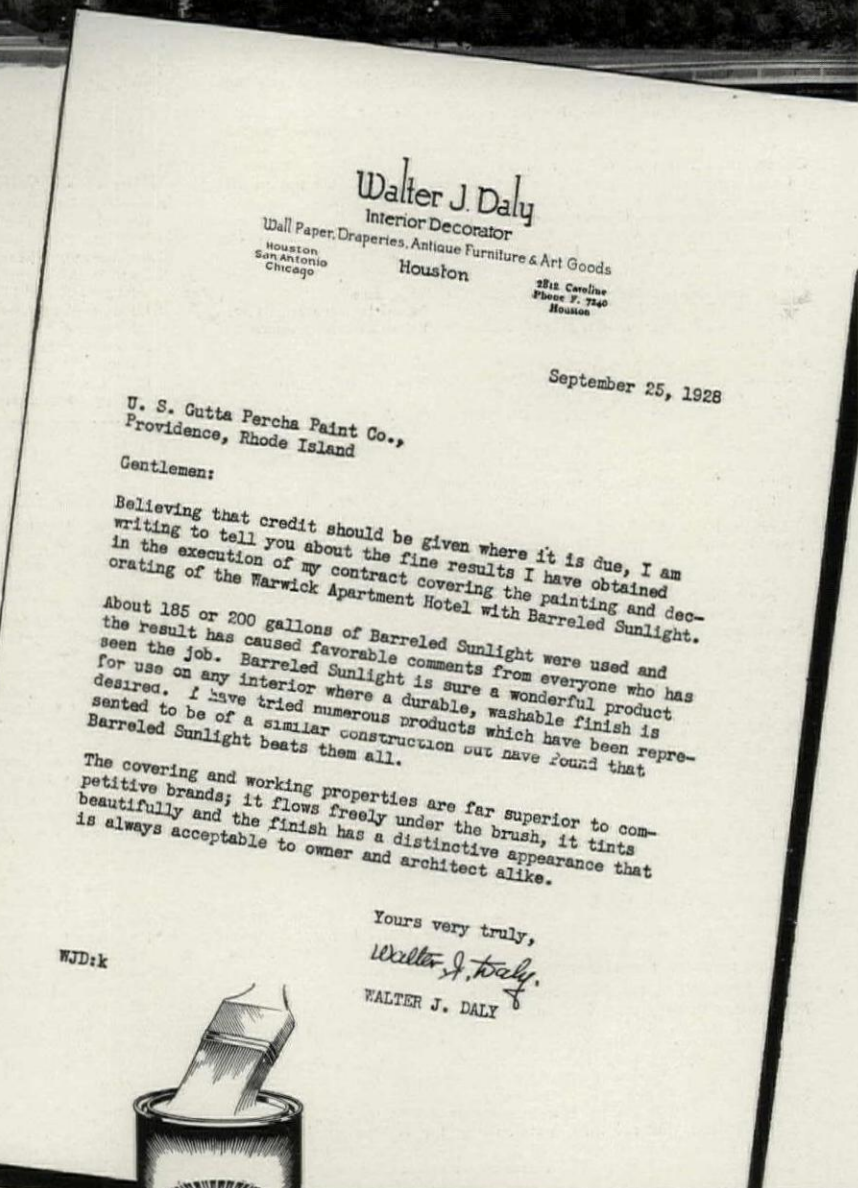
For interiors at the Warwick, fine apartment hotel of Houston, Texas, almost 200 gallons of Barreled Sunlight were used

WITH a smoothness of texture and a richness of depth equalled only by more expensive enamels . . . Moderate in first cost. . . Economical in maintenance . . . Barreled Sunlight is employed for fine interior painting by an ever-growing number of hotels, hospitals, schools, office buildings and homes.

In Full Gloss, Semi-Gloss and Flat. Drums and cans. Easy to tint. For priming use Barreled Sunlight Undercoat.

See our complete catalog in Sweet's Architectural or Engineering Catalog. Note coupon below.

U. S. Gutta Percha Paint Co., 3-G Dudley Street, Providence, R. I. Branches: New York—Chicago—San Francisco. Distributors in all principal cities.



Walter J. Daly  
Interior Decorator

Wall Paper, Draperies, Antique Furniture & Art Goods  
Houston, San Antonio, Chicago  
Houston  
2814 Caroline  
Phone 7, 7240  
Houston

September 25, 1928

U. S. Gutta Percha Paint Co.,  
Providence, Rhode Island

Gentlemen:

Believing that credit should be given where it is due, I am writing to tell you about the fine results I have obtained in the execution of my contract covering the painting and decorating of the Warwick Apartment Hotel with Barreled Sunlight.

About 185 or 200 gallons of Barreled Sunlight were used and the result has caused favorable comments from everyone who has seen the job. Barreled Sunlight is sure a wonderful product for use on any interior where a durable, washable finish is desired. I have tried numerous products which have been represented to be of a similar construction but have found that Barreled Sunlight beats them all.

The covering and working properties are far superior to competitive brands; it flows freely under the brush, it tints beautifully and the finish has a distinctive appearance that is always acceptable to owner and architect alike.

Yours very truly,

Walter J. Daly  
WALTER J. DALY

WJD:k



# Barreled

Reg. U. S. Pat. Off.

# Sunlight

U. S. GUTTA PERCHA PAINT CO.  
3-G Dudley Street, Providence, R. I.

Please send me your booklet, "Information for Architects," and a panel painted with Barreled Sunlight. I am interested in the finish checked here:

Gloss ( )    Semi-Gloss ( )    Flat ( )

Name \_\_\_\_\_

Street \_\_\_\_\_

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



## SELECTED LIST OF MANUFACTURERS' PUBLICATIONS — Continued from page 66

### INCINERATORS—Continued

- Sanitary Elimination of Household Waste. Booklet, 4 x 9 ins. 16 pp. Illustrated. Gives complete information on the Kernerator for residences.
- Garbage and Waste Disposal for Apartment Buildings. Folder, 8½ x 11 ins., 16 pp. Illustrated. Describes principle and design of Kernerator Chimney-fed Incinerator for apartments and gives list of buildings where it has been installed.
- Sanitary Disposal of Waste in Hospitals. Booklet, 4 x 9 ins., 12 pp. Illustrated. Shows how this necessary part of hospital service is taken care of with the Kernerator. Gives list of hospitals where installed.
- The Kernerator (Chimney-fed) Booklet. Catalog No. 17, 20 pp., 8½ x 11 ins. Illustrated. Data on a valuable detail of equipment.

### INSULATION

- Armstrong Cork & Insulation Co.,** Pittsburgh, Pa.  
The Insulation of Roofs with Armstrong's Corkboard. Booklet. Illustrated. 7½ x 10½ ins., 32 pp. Discusses means of insulating roofs of manufacturing or commercial structures.
- Insulation of Roofs to Prevent Condensation. Illustrated booklet, 7½ x 10½ ins., 36 pp. Gives full data on valuable line of roof insulation.
- Filing Folder for Pipe Covering Data. Made in accordance with A. I. A. rules.
- The Cork-lined House Makes a Comfortable Home. 5 x 7 ins. 32 pp. Illustrated.
- Armstrong's Corkboard. Insulation for Walls and Roofs of Buildings. Booklet, 66 pp., 9½ x 11¼ ins. Illustrates and describes use of insulation for structural purposes.
- Cabot, Inc., Samuel,** Boston, Mass.  
Cabot's Insulating Quilt. Booklet, 7½ x 10½ ins., 24 pp. Illustrated. Deals with a valuable type of insulation.
- Structural Gypsum Corporation,** Linden, N. J.  
Heat Insulation Value of Gypsteel. Folder, 4 pp., 8½ x 11 ins. Brochure, by Charles L. Norton, of M. I. T.

### JOISTS

- Bates Expanded Steel Truss Co.,** East Chicago, Ind.  
Catalog No. 4. Booklet, 32 pp., 8½ x 11 ins. Illustrated. Gives details of truss construction with loading tables and specifications.
- Concrete Steel Company,** 42 Broadway, New York, N. Y.  
Structural Economies for Concrete Floors and Roofs. Booklet, 32 pp., 8½ x 11 ins. Illustrated.
- Modern Concrete Reinforcement. Brochure, 32 pp., 8½ x 11 ins. Illustrated.
- Construction Details for Installing Havemeyer Trusses. Data sheets, 8½ x 11 ins. Illustrated.
- Standard Practice for Placing Havemeyer Reinforcement in Columns, Beams and Slabs. Data sheets, 8½ x 11 ins. Illustrated.

### KITCHEN EQUIPMENT

- The International Nickel Company,** 67 Wall St., New York, N. Y.  
Hotels, Restaurants and Cafeteria Applications of Monel Metal. Booklet, 8½ x 11 ins., 32 pp. Illustrated. Gives types of equipment in which Monel Metal is used, with service data and sources of equipment.
- Pick-Barth Company, Inc., Albert,** 1200 West 35th St., Chicago, and Cooper Square, New York.  
School Cafeteria. Booklet, 6 x 9 ins. Illustrated. The design and equipment of school cafeterias with photographs of installation and plans for standardized outfits.

### LABORATORY EQUIPMENT

- Alberene Stone Co.,** 153 West 23rd Street, New York City.  
Booklet, 8¼ x 11¼ ins., 26 pp. Stone for laboratory equipment, shower partitions, stair treads, etc.
- Duriron Company,** Dayton, Ohio.  
Duriron Acid, Alkali and Rust-proof Drain Pipe and Fittings. Booklet, 8½ x 11 ins., 20 pp. Full details regarding a valuable form of piping.

### LANTERNS

- Todhunter, Arthur,** 119 E. 57th St., New York, N. Y.  
Hand-wrought Lanterns. Booklet, 5¼ x 6¼ ins., 20 pp. Illustrated in black and white. With price list. Lanterns appropriate for exterior and interior use, designed from old models and meeting the requirements of modern lighting.

### LATH, METAL AND REINFORCING

- Milwaukee Corrugating Co.,** Milwaukee.  
The Milcor Manual. Booklet, 96 pp., 8½ x 11 ins. Illustrated. Data on metal lath and similar materials.
- Milcor Metal Ceiling Catalog. Booklet, 288 pp., 8½ x 11 ins. Illustrated. Data on metal ceiling and wall construction.
- National Steel Fabric Co.,** Pittsburgh, Pa.  
Better Walls for Better Homes. Brochure, 16 pp., 7¼ x 11¼ ins. Illustrated. Metal lath, particularly for residences.
- Steelex for Floors. Booklet, 24 pp., 8½ x 11 ins. Illustrated. Combined reinforcing and form for concrete or gypsum floors and roofs.
- Steelex Data Sheet No. 1. Folder, 8 pp., 8½ x 11 ins. Illustrated. Steeltex for floors on steel joists with round top chords.

### LATH, METAL AND REINFORCING—Continued

- Steelex Data Sheet No. 2. Folder, 8 pp., 8½ x 11 ins. Illustrated. Steeltex for floors on steel joists with flat top flanges.
- Steelex Data Sheet No. 3. Folder, 8 pp., 8½ x 11 ins. Illustrated. Steeltex for folders on wood joists.
- North Western Expanded Metal Co.,** 1234 Old Colony Building, Chicago, Ill.  
North Western Expanded Metal Products. Booklet, 8½ x 10½ ins., 20 pp. Fully illustrated, and describes different products of this company, such as Kno-burn metal lath, 20th Century Corrugated. Plasta-saver and longspan lath channels, etc.
- Longspan ¾-inch Rib Lath. Folder, 4 pp., 8½ x 11 ins. Illustrated. Deals with a new type of V-Rib expanded metal.
- A. I. A. Sample Book. Bound volume, 8½ x 11 ins. Contains actual samples of several materials and complete data regarding their use.
- Norwest Metal Lath. Folder, 8½ x 11 ins. Illustrated. Data on Flat Rib Lath.
- Truscon Steel Company,** Youngstown, Ohio.  
Truscon ¾-inch Hy-Rib for Roofs, Floors and Walls. Booklet, 8½ x 11 ins., illustrating Truscon ¾-inch Hy-Rib as used in industrial buildings. Plates of typical construction. Progressive steps of construction. Specification and load tables.

### LAUNDRY CHUTES

- The Pfaudler Company,** 217 Cutler Building, Rochester, N. Y.  
Pfaudler Glass-Lined Steel Laundry Chutes. Booklet, 5½ x 7¾ ins., 16 pp. Illustrated. A beautifully printed brochure describing in detail with architects' specifications THE PFAUDLER GLASS-LINED STEEL LAUNDRY CHUTES. Contains views of installations and list of representative examples.

### LAUNDRY MACHINERY

- American Laundry Machinery Co.,** Norwood Station, Cincinnati, O.  
Functions of the Hotel and Hospital Laundry. Brochure, 8 pp., 8½ x 11 ins. Valuable data regarding an important subject.
- Troy Laundry Machinery Co., Inc.,** 9 Park Place, New York City.  
Laundry Machinery for Large Institutions. Loose-leaf booklet, 50 pp., 8½ x 11 ins. Illustrated.
- Laundry Machinery for Small Institutions. Loose-leaf brochure, 50 pp., 8½ x 11 ins. Illustrated.
- Accessory Equipment for Institutional Laundries. Leather bound book, 50 pp., 8½ x 11 ins. Illustrated.
- Dry Cleaning Equipment for Institutional Purposes. Brochure, 50 pp., 8½ x 11 ins. Illustrated.

### LIBRARY EQUIPMENT

- Art Metal Construction Co.,** Jamestown, N. Y.  
Planning the Library for Protection and Service. Brochure, 52 pp., 8½ x 11 ins. Illustrated. Deals with library fittings of different kinds.

### LIGHTING EQUIPMENT

- The Frink Co., Inc.,** 369 Lexington Ave., New York, N. Y.  
Catalog 415, 8½ x 11 ins., 46 pp. Photographs and scaled cross-sections. Specialized bank lighting, screen and partition reflectors, double and single desk reflectors and Polaralite Signs.
- Holophane Company, Inc.,** 342 Madison Ave., New York, N. Y.  
The Lighting of Schools; A Guide to Good Practice. Booklet, 24 pp., 8½ x 11 ins. Illustrated.
- Lighting Specifications for Hospitals. Brochure, 30 pp., 8½ x 11 ins. Illustrated.
- Industrial Lighting. Bulletin 448A. Booklet, 24 pp., 8½ x 11 ins. Illustrated.
- Holophane Catalog. Booklet, 48 pp., 8½ x 11 ins. Combination catalog and engineering data book.
- The Lighting of Schools. A Guide to Good Practice. Booklet, 24 pp., 8½ x 11 ins. Illustrated.
- Pass & Seymour, Inc.,** Syracuse, N. Y.  
Lighting Your Home with Alabox. Folder, 6 pp., 3 x 6 ins.
- Smyser-Royer Co.,** 1700 Walnut Street, Philadelphia, Pa.  
Catalog "J" on Exterior Lighting Fixtures. Brochure, illustrated, giving data on over 300 designs of standards, lanterns and brackets of bronze or cast iron.
- Todhunter,** 119 East 57th St., New York, N. Y.  
Lighting Fixtures, Lamps and Candlesticks. 24 pp., 8½ x 11 ins. Illustrated. Fine assortment of lighting accessories.
- Westinghouse Electric & Manufacturing Co.,** East Pittsburgh, Pa.  
Industrial Lighting Equipment. Booklet, 32 pp., 8½ x 11 ins. Illustrated.
- Commercial Lighting. Brochure, 24 pp., 8½ x 11 ins. Illustrated.
- Airport and Floodlighting Equipment. Booklet, 20 pp., 8½ x 11 ins. Illustrated.

### LUMBER

- National Lumber Mfrs. Assn.,** Washington, D. C.  
Use of Lumber on the Farm. Booklet, 38 pp., 8½ x 11 ins. Illustrated.

### MAIL CHUTES

- Cutler Mail Chute Company,** Rochester, N. Y.  
Cutler Mail Chute Model F. Booklet, 4 x 9¼ ins., 8 pp. Illustrated.

### REQUEST FOR CATALOGS

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

Name ..... Business .....

Address .....



# The Spirit of OLD ENGLAND



borne out in Modified Textures

*made with*  
**WHITE-LEAD**  
*and oil*  
**PLASTIC PAINT**

*Long the standard in making exterior and interior paint, pure white-lead is now used also for artistic plastic finishes...*

Whether the room calls for side wall decoration in the spirit of Old England, in the Spanish mode, or in the modern manner, you can obtain, with white-lead, low relief plastic paint treatments that are entirely in keeping.

Architects are increasingly using white-lead and oil plastic paint, made with Dutch Boy white-lead, Dutch Boy flattening, whitening and drier, wherever there is a call for the interesting modified texture finish.

**Many advantages**

This plastic paint is relatively low in cost. The painter mixes and tints it right on the job. It is easily applied, brushing on smoothly like any other white-lead paint... and easily textured. It sets up overnight. It is made from materials painters use regularly. The finish is thoroughly washable and extremely durable. When applied, the



*The rugged texture shown here, made with an ordinary paint brush, is particularly suited to rooms designed in the Old English mode.*

**FORMULA**

*The formula for white-lead and oil plastic paint is 100 lbs. Dutch Boy White-Lead (heavy paste), 22 lbs. dry whitening, 1½ gals. Dutch Boy flattening oil, ¼ pint drier. Break up the whitening with the flattening oil and drier. Stir this mixture into the white-lead. The "plastic lead" is now ready for application.*



plastic is complete as a finish, though it may be glazed if desired.

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

**NATIONAL LEAD COMPANY**

New York, 111 Broadway

- Buffalo, 116 Oak St.
- Cincinnati, 659 Freeman Ave.
- St. Louis, 722 Chestnut St.
- Chicago, 900 West 18th St.
- Cleveland, 820 W. Superior Ave.
- San Francisco, 235 Montgomery St.
- Boston, National-Boston Lead Co., 800 Albany St.
- Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
- Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.

**DUTCH BOY WHITE-LEAD**



## SELECTED LIST OF MANUFACTURERS' PUBLICATIONS — *Continued from page 68*

### MANTELS

**Arthur Todhunter**, 119 E. 57th St., New York, N. Y.  
 Georgian Mantels. New booklet, 24 pp., 5¼ x 6¼ ins. A fully illustrated brochure on eighteenth century mantels. Folders give prices of mantels and illustrations and prices of fireplace equipment.

### MARBLE

**The Georgia Marble Company**, Tate, Ga.; New York Office, 1328 Broadway.  
 Why Georgia Marble Is Better. Booklet, 3¾ x 6 ins. Gives analysis, physical qualities, comparison of absorption with granite, opinions of authorities, etc.  
 Convincing Proof. 3¾ x 6 ins., 8 pp. Classified list of buildings and memorials in which Georgia Marble has been used, with names of Architects and Sculptors.  
 Hurt Building, Atlanta; Senior High School and Junior College, Muskegon, Mich. Folders, 4 pp., 8½ x 11 ins. Details.

### METALS

**Aluminum Company of America**, Pittsburgh.  
 Architectural Aluminum. Brochure, 30 pp., 8½ x 11 ins. Illustrated. An excellent booklet on the subject.  
**Central Alloy Steel Corporation**, Massillon, Ohio.  
 Sheet Iron Primer. Booklet, 64 pp., 5¼ x 7¼ ins. Illustrated. The Path to Permanence. Brochure, 52 pp., 8½ x 11 ins. Illustrated. Data on sheet iron.  
**The International Nickel Company**, 67 Wall St., New York, N. Y.  
 Monel Metal Primer. 8 folders, 4 pp., 8½ x 11 ins. Illustrated. Valuable data on use of monel in kitchens, laundries, etc.

### MILL WORK—See also Wood

**Curtis Companies Service Bureau**, Clinton, Iowa.  
 Architectural Interior and Exterior Woodwork. Standardized Book, 9 x 11½ ins., 240 pp. Illustrated. This is an Architects' Edition of the complete catalog of Curtis Woodwork, as designed by Trowbridge & Ackerman. Contains many color plates.  
 Better Built Homes. Vols. XV-XVIII, incl. Booklet, 9 x 12 ins., 40 pp. Illustrated. Designs for houses of five to eight rooms, respectively, in several authentic types, by Trowbridge & Ackerman, architects for the Curtis Companies.  
 Curtis Details. Booklet, 19½ x 23½ ins., 20 pp. Illustrated. Complete details of all items of Curtis woodwork, for the use of architects.  
 Curtis Cabinet and Stair Work. Booklet, 48 pp., 7¾ x 10½ ins. Illustrated.  
 Curtis Windows. Brochure, 7¾ x 10½ ins. Illustrated.  
 Curtis Interior Doors. Booklet, 7¾ x 10½ ins. Illustrated.  
 Curtis Entrances and Exterior Doors. Brochure, 7¾ x 10½ ins. Illustrated.  
**Hartmann-Sanders Company**, 2155 Elston Ave., Chicago, Ill.  
 Column Catalog, 7½ x 10 ins., 48 pp. Illustrated. Contains prices on columns 6 to 36 ins. diameter, various designs and illustrations of columns and installations.  
 The Pergola Catalog. 7½ x 10 ins., 64 pp. Illustrated. Contains illustrations of pergola lattices, garden furniture in wood and cement, garden accessories.  
**Klein & Co., Inc., Henry**, 11 East 37th St., New York, N. Y.  
 Two Driwood Interiors. Folder, 4 pp., 6¼ x 9 ins. Illustrated. Use of moulding for paneling walls.  
 A New Style in Interior Decoration. Folder, 4 pp., 6¼ x 9 ins. Illustrated. Deals with interior woodwork.  
 Driwood Period Mouldings in Ornamented Wood. Booklet, 28 pp., 8½ x 11 ins. Illustrated.  
 How Driwood Period Mouldings in Ornamented Wood Set a New Style in Decoration. Folder.  
**Roddis Lumber and Veneer Co.**, Marshfield, Wis.  
 Roddis Doors. Brochure, 24 pp., 5¼ x 8½ ins. Illustrated price list of doors for various types of buildings.  
 Roddis Doors, Catalog G. Booklet, 184 pp., 8½ x 11 ins. Completely covers the subject of doors for interior use.  
 Roddis Doors for Hospitals. Brochure, 16 pp., 8½ x 11 ins. Illustrated work on hospital doors.  
 Roddis Doors for Hotels. Brochure, 16 pp., 8½ x 11 ins. Illustrated work on doors for hotel and apartment buildings.

### MORTAR AND CEMENT COLORS

**Clinton Metallic Paint Co.**, Clinton, N. Y.  
 Clinton Mortar Colors. Folder, 8½ x 11 ins., 4 pp. Illustrated in colors, gives full information concerning Clinton Mortar Colors with specific instructions for using them.  
 Color Card. 3¼ x 6½ ins. Illustrates in color the ten shades in which Clinton Mortar Colors are manufactured.  
 Something New in Stucco. Folder, 3½ x 6 ins. An interesting folder on the use of coloring matter for stucco coated walls.

### ORNAMENTAL PLASTER

**Jacobson & Co.**, 241 East 44th St., New York, N. Y.  
 A Book of Old English Designs. Brochure, 47 plates, 12 x 9 ins. Deals with a fine line of decorative plaster work.  
 Architectural and Decorative Ornaments. Cloth bound volume, 184 pp., 9 x 12 ins., 18 plates. Price, \$3.00. A general catalog of fine plaster ornaments.

### ORNAMENTAL PLASTER—Continued

Geometrical ceilings. Booklet, 23 plates, 7 x 9 ins. An important work on decorative plaster ceilings.

### PAINTS, STAINS, VARNISHES AND WOOD FINISHES

**Cabot, Inc., Samuel**, Boston, Mass.  
 Cabot's Creosote Stains. Booklet, 4 x 8½ ins., 16 pp. Illustrated.  
**Minwax Company, Inc.**, 11 West 42nd St., New York.  
 Color Card and Specifications for Minwax Brick and Cement Coating. Folder, 4 pp., 8½ x 11 ins. Illustrated.  
**National Lead Company**, 111 Broadway, New York, N. Y.  
 Handy Book on Painting. Book, 5½ x 3¼ ins., 100 pp. Gives directions and formulae for painting various surfaces of wood, plaster, metals, etc., both interior and exterior.  
 Red Lead in Paste Form. Booklet, 6¼ x 3½ ins., 16 pp. Illustrated. Directions and formulae for painting metals.  
 Came Lead. Booklet, 6 x 8¾ ins., 12 pp. Illustrated. Describes various styles of lead cases.  
**Pratt & Lambert, Inc.**, Buffalo, N. Y.  
 Specification Manual for Paint, Varnishing and Enameling. Booklet, 38 pp., 7½ x 10½ ins. Complete specifications for painting, varnishing and enameling interior and exterior wood, plaster, and metal work.  
**Sherwin-Williams Company**, 601 Canal Rd., Cleveland, Ohio.  
 Painting Concrete and Stucco Surfaces. Bulletin No. 1. 8½ x 11 ins., 8 pp. Illustrated. A complete treatise with complete specifications on the subject of Painting of Concrete and Stucco Surfaces. Color chips of paint shown in bulletin.  
 Enamel Finish for Interior and Exterior Surfaces. Bulletin No. 2. 8½ x 11 ins., 12 pp. Illustrated. Thorough discussion, including complete specifications for securing the most satisfactory enamel finish on interior and exterior walls and trim.  
 Painting and Decorating of Interior Walls. Bulletin No. 3. 8½ x 11 ins., 20 pp. Illustrated. An excellent reference book on Flat Wall Finish, including texture effects, which are taking the country by storm. Every architect should have one on file.  
 Protective Paints for Metal Surfaces. Bulletin No. 4. 8½ x 11 ins., 12 pp. Illustrated. A highly technical subject treated in a simple, understandable manner.  
**Sonneborn Sons, Inc., L.**, Dept. 4, 116 Fifth Ave., New York, N. Y.  
 Paint Specifications. Booklet, 8½ x 10¼ ins., 4 pp.  
**Toch Brothers**, New York, Chicago, Los Angeles.  
 Architects' Specification Data. Sheets in loose leaf binder, 8½ x 11 ins., dealing with an important line of materials.  
**U. S. Gutta Percha Paint Co.**, Providence, R. I.  
 Barreled Sunlight. Booklet, 8½ x 11 ins. Data on "Barreled Sunlight" with specifications for its use.  
**Valentine & Co.**, 456 Fourth Ave., New York, N. Y.  
 How to Use Valspar. Illustrated booklet, 32 pp., 3¾ x 8 ins. Deals with domestic uses for Valspar.  
 How to Keep Your House Young. Illustrated brochure, 24 pp., 7 x 8½ ins. A useful work on the upkeep of residences.  
 Architectural Four-Hour Varnishes and Enamels. Booklet, 8 pp., 4½ x 6 ins. Data on a useful line of materials.

### PAPER

**A. P. W. Paper Co.**, Albany, N. Y.  
 Here's a Towel Built for Its Job. Folder, 8 pp., 4 x 9 ins. Deals with "Onliwon" paper towels.

### PARCEL DELIVERY DEVICES

**Receivador Sales Company**, Grand Rapids, Mich.  
 Architects' Portfolio. Booklet, 12 pp., 8½ x 11 ins. Illustrated. Deals with delivery problems and their solution.

### PARTITIONS

**Circle A. Products Corporation**, New Castle, Ind.  
 Circle A. Partitions Sectional and Movable. Brochure. Illustrated. 8½ x 11¼ ins., 32 pp. Full data regarding an important line of partitions, along with Erection Instructions for partitions of three different types.  
**Dahlstrom Metallic Door Company**, Jamestown, N. Y.  
 Dahlstrom Standard Steel Partitions. Booklet, 24 pp., 8½ x 11 ins. Illustrated.  
**Hauserman Company, E. F.**, Cleveland, Ohio.  
 Hollow Steel Standard Partitions. Various folders, 8½ x 11 ins. Illustrated. Give full data on different types of steel partitions, together with details, elevations and specifications.  
**Improved Office Partition Company**, 25 Grand St., Elmhurst, L. I.  
 Telesco Partition. Catalog, 8¼ x 11 ins., 14 pp. Illustrated. Shows typical offices laid out with Telesco partitions, cuts of finished partition units in various woods. Gives specifications and cuts of buildings using Telesco.  
 Detailed Instructions for Erecting Telesco Partitions. Booklet, 24 pp., 8½ x 11 ins. Illustrated. Complete instructions, with cuts and drawings, showing how easily Telesco Partition can be erected.  
**Richards-Wilcox Mfg. Co.**, Aurora, Ill.  
 Partitions. Booklet, 7 x 10 ins., 32 pp. Illustrated. Describes complete line of track and hangers for all styles of sliding parallel, accordion and flush-door partitions.  
**U. S. Gypsum Co.**, Chicago, Ill.  
 Pyrobar Partition and Furring Tile. Booklet, 8½ x 11 ins., 24 pp. Illustrated. Describes use and advantages of hollow tile for inner partitions.

### REQUEST FOR CATALOGS

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

Name ..... Business .....

Address .....



---

## MURPHY FINE FINISHES

*Famous for 64 years among architects, master painters, and makers of products requiring a fine finish*



### The new medical center at New Haven

**T**HIS is the New Haven hospital, Department of Pathology (associated with Yale University) and is part of a new and important Medical Center that is developing in this old university town.

The architect is Mr. H. C. Pelton of New York, and the painting contractor is Mr. M. A. Coan of New Haven.

Murphy Transparent Interior Varnish

was used for finishing the interior of this building—the fine varnish which, for over half a century, has been standard among architects for developing the inner beauty of wood; the varnish that lasts and protects the wood for long periods of years. Murphy Transparent Interior Varnish—the varnish that competition and research have been unable to improve.

# Murphy Varnish Company

*Members of the Producers' Council*

Newark

Chicago

San Francisco





## SELECTED LIST OF MANUFACTURERS' PUBLICATIONS — Continued from page 70

## PIPE

- American Brass Company**, Waterbury, Conn.  
Bulletin B-1. Brass Pipe for Water Service.  $8\frac{1}{2}$  x 11 ins., 28 pp. Illustrated. Gives schedule of weights and sizes (I.P.S.) of seamless brass and copper pipe, shows typical installations of brass pipe, and gives general discussion of the corrosive effect of water on iron, steel and brass pipe.
- American Rolling Mill Company**, Middletown, Ohio.  
How ARMCO Dredging Products Cut Costs. Booklet, 16 pp., 6 x 9 ins. Data on dredging pipe.
- Clow & Sons, James B.**, 534 S. Franklin St., Chicago, Ill.  
Catalog A. 4 x  $16\frac{1}{2}$  ins., 700 pp. Illustrated. Shows a full line of steam, gas and water works supplies.
- Cohoes Rolling Mill Company**, Cohoes, N. Y.  
Cohoes Pipe Handbook. Booklet, 40 pp., 5 x  $7\frac{1}{2}$  ins. Data on wrought iron pipe.
- Duriron Company**, Dayton, Ohio.  
Duriron Acid, Alkali, Rust-proof Drain Pipe and Fittings. Booklet, 20 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated. Important data on a valuable line of pipe.
- National Tube Co.**, Frick Building, Pittsburgh, Pa.  
"National" Bulletin No. 2. Corrosion of Hot Water Pipe,  $8\frac{1}{2}$  x 11 ins., 24 pp. Illustrated. In this bulletin is summed up the most important research dealing with hot water systems. The text matter consists of seven investigations by authorities on this subject.
- "National" Bulletin No. 3. The Protection of Pipe Against Internal Corrosion,  $8\frac{1}{2}$  x 11 ins., 20 pp. Illustrated. Discusses various causes of corrosion, and details are given of the deactivating and deaerating systems for eliminating or retarding corrosion in hot water supply lines.
- "National" Bulletin No. 25. "National" Pipe in Large Buildings.  $8\frac{1}{2}$  x 11 ins., 88 pp. This bulletin contains 254 illustrations of prominent buildings of all types, containing "National" Pipe, and considerable engineering data of value to architects, engineers, etc.
- Modern Welded Pipe. Book of 88 pp.,  $8\frac{1}{2}$  x 11 ins., profusely illustrated with halftone and line engravings of the important operations in the manufacture of pipe.

## PLASTER

- Best Bros. Keene's Cement Co.**, Medicine Lodge, Kans.  
Information Book. Brochure, 24 pp., 5 x 9 ins. Lists grades of plaster manufactured; gives specifications and uses for plaster.
- Plasterers' Handbook. Booklet, 16 pp.,  $3\frac{1}{2}$  x  $5\frac{1}{2}$  ins. A small manual for use of plasterers.
- Interior Walls Everlasting. Brochure, 20 pp.,  $6\frac{1}{4}$  x  $9\frac{1}{4}$  ins. Illustrated. Describes origin of Keene's Cement and views of buildings in which it is used.

## PLUMBING EQUIPMENT

- Clow & Sons, James B.**, 534 S. Franklin St., Chicago, Ill.  
Catalog M.  $9\frac{1}{4}$  x 12 ins., 184 pp. Illustrated. Shows complete line of plumbing fixtures for Schools, Railroads and Industrial Plants.
- Crane Company**, 836 S. Michigan Ave., Chicago, Ill.  
Plumbing Suggestions for Home Builders. Catalog, 3 x 6 ins., 80 pp. Illustrated.
- Plumbing Suggestions for Industrial Plants. Catalog, 4 x  $6\frac{1}{2}$  ins., 34 pp. Illustrated.
- Planning the Small Bathroom. Booklet, 5 x 8 ins. Discusses planning bathrooms of small dimensions.
- John Douglas Co.**, Cincinnati, Ohio.  
Douglas Plumbing Fixtures. Bound volume, 200 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated. General catalog.
- Another Douglas Achievement. Folder, 4 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated. Data on new type of stall.
- Hospital. Brochure, 60 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated. Deals with fixtures for hospitals.
- Duriron Company**, Dayton, Ohio.  
Duriron Acid, Alkali and Rust-Proof Drain Pipe and Fittings. Booklet,  $8\frac{1}{2}$  x 11 ins., 20 pp. Full details regarding a valuable form of piping.
- Imperial Brass Mfg. Co.**, 1200 W. Harrison St., Chicago, Ill.  
Watrous Patent Flush Valves, Duojet Water Closets, Liquid Soap Fixtures, etc.  $8\frac{1}{2}$  x 11 ins., 136 pp., loose-leaf catalog, showing roughing-in measurements, etc.
- Maddock's Sons Company**, Thomas, Trenton, N. J.  
Catalog K.  $7\frac{1}{8}$  x  $10\frac{1}{8}$  ins., 242 pp. Illustrated. Complete data on vitreous china plumbing fixtures with brief history of Sanitary Pottery.
- Speakman Company**, Wilmington, Del.  
Catalog K. Booklet, 150 pp.,  $8\frac{1}{2}$  x  $10\frac{1}{8}$  ins. Illustrated. Data on showers and equipment details.
- Trenton Potteries Company**, Trenton, N. J.  
The Blue Book of Plumbing. Bound volume, 182 pp.,  $8\frac{1}{2}$  x  $10\frac{1}{8}$  ins. Illustrated.

## PUMPS

- Kewanee Private Utilities Co.**, 442 Franklin St., Kewanee, Ill.  
Bulletin E.  $7\frac{3}{4}$  x  $10\frac{1}{4}$  ins., 32 pp. Illustrated. Catalog. Com-

## PUMPS—Continued

- plete descriptions, with all necessary data, on Standard Service Pumps, Indian Brand Pneumatic Tanks, and Complete Water Systems, as installed by Kewanee Private Utilities Co.
- The Trane Co.**, La Crosse, Wis.  
Trane Small Centrifugal Pumps. Booklet,  $3\frac{3}{4}$  x 8 ins., 16 pp. Complete data on an important type of pump.
- Weil Pump Co.**, 215 W. Superior St., Chicago, Ill.  
Pumps. Booklet,  $8\frac{1}{2}$  x 11 ins. Illustrated. Individual bulletins with specifications on sewage ejectors, and bilge, house, condensation, booster and boiler feed pumps.

## RADIO EQUIPMENT

- Radio Corporation of America**, Woolworth Building, New York City, N. Y.  
R. C. A. Antenna Distribution System for Multiple Receivers. Booklet, 16 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated. Apparatus for apartment houses and similar large buildings.
- R. C. A. Centralized Radio Receiving Equipment. Brochure, 8 pp., 9 x 11 ins. Illustrated. Radio equipment for hotels, hospitals, etc.

## RAMPS

- Ramp Buildings Corporation**, 21 East 40th St., New York, N. Y.  
Building Garages for Profitable Operation. Booklet,  $8\frac{1}{2}$  x 11 ins., 16 pp. Illustrated. Discusses the need for modern mid-city, parking garages, and describes the d'Humy Motoramp system of design, on the basis of its superior space economy and features of operating convenience. Gives cost analyses of garages of different sizes, and calculates probable earnings.
- Garage Design Data. Series of informal bulletins issued in loose-leaf form, with monthly supplements.

## REFRIGERATION

- The Fulton Syphon Company**, Knoxville, Tenn.  
Temperature Control of Refrigeration Systems. Booklet, 8 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated. Deals with cold storage, chilling of water, etc.

## REINFORCED CONCRETE—See also Construction, Concrete

- North Western Expanded Metal Company**, Chicago, Ill.  
Designing Data. Book, 6 x 9 ins., 96 pp. Illustrated. Covers the use of Econo Expanded Metal for various types of reinforced concrete construction.
- Longspan  $\frac{3}{4}$ -inch Rib Lath. Folder, 4 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated. Deals with a new type of V-Rib expanded metal.
- Truscon Steel Company**, Youngstown, Ohio.  
Shearing Stresses in Reinforced Concrete Beams. Booklet,  $8\frac{1}{2}$  x 11 ins., 12 pp.

## RESTAURANT EQUIPMENT

- John Van Range Company**, Cincinnati.  
Planning Restaurants That Make Money. Booklet, 78 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated. Excellent work on equipment.

## ROOFING

- The Barrett Company**, 40 Rector St., New York City.  
Architects' and Engineers' Built-up Roofing Reference Series; Volume IV Roof Drainage System. Brochure, 64 pp.,  $8\frac{1}{2}$  x  $11\frac{1}{4}$  ins. Gives complete data and specifications for many details of roofing.
- Federal Cement Tile Co.**, 608 S. Dearborn Street, Chicago.  
Federal Nailing Concrete Roof Slabs. Folder, 4 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated.
- Roof Standards. Booklet, 30 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated.
- Federal Interlocking Tile and Glass Tile. Folder, 4 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated.
- Federal Long-Spare Roof Slab. Folder, 4 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated.
- New Federal Light Six Roof Slab. Folder, 4 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated.
- Heinz Roofing Tile Co.**, 1925 West Third Avenue, Denver, Colo.  
Plymouth-Shingle Tile with Sprocket Hips. Leaflet,  $8\frac{1}{2}$  x 11 ins. Illustrated. Shows use of English shingle tile with special hips.
- Italian Promenade Floor Tile. Folder, 2 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated. Floor tiling adapted from that of Davanzati Palace.
- Mission Tile. Leaflet,  $8\frac{1}{2}$  x 11 ins. Illustrated. Tile such as are used in Italy and Southern California.
- Georgian Tile. Leaflet,  $8\frac{1}{2}$  x 11 ins. Illustrated. Tiling as used in old English and French farmhouses.
- Johns-Manville Corporation**, New York.  
The New Book of Roofs. Brochure, 24 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated. Roofing from the Architect's point of view.
- Ludowici-Celadon Company**, 104 So. Michigan Ave., Chicago, Ill.  
"Ancient" Tapered Mission Tiles. Leaflet,  $8\frac{1}{2}$  x 11 ins., 4 pp. Illustrated. For architects who desire something out of the ordinary this leaflet has been prepared. Describes briefly the "Ancient" Tapered Mission Tiles, hand-made with full corners and designed to be applied with irregular exposures.
- Milwaukee Corrugating Co.**, Milwaukee.  
Milcor Architectural Sheet Metal Guide. Booklet, 72 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated. Metal tile roofing, skylights, ventilators, etc.
- Milcor Sheet Metal Handbook. Brochure, 128 pp.,  $8\frac{1}{2}$  x 11 ins. Illustrated. Deals with rain-carrying equipment, etc.

## REQUEST FOR CATALOGS

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

.....

.....

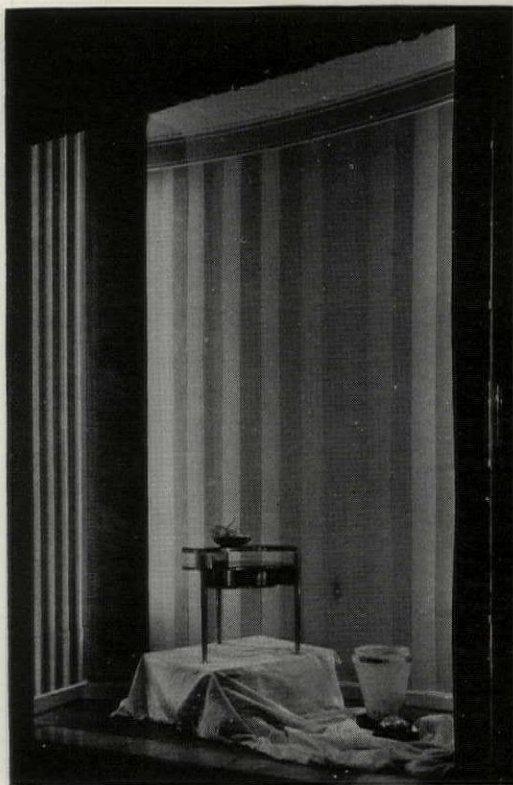
Name ..... Business .....

Address .....





NURSERY AND BEDROOM, EUGENE SCHOEN, ARCH'T



SHOW WINDOW, EUGENE SCHOEN, ARCH'T

EXECUTIVE'S OFFICE, RAYMOND M. HOOD, ARCH'T



It has been our privilege to cooperate, in the creation of lighting effects, with the various architects whose interpretation of the modern manner is now on display at the Metropolitan Museum of Art.

**THE FRINK CORPORATION**  
 369 LEXINGTON AVENUE • NEW YORK

APARTMENT HOUSE LOGGIA, RAYMOND M. HOOD, ARCH'T





## SELECTED LIST OF MANUFACTURERS' PUBLICATIONS — Continued from page 72

### ROOFING—Continued

- Sheet Steel Trade Extension Committee**, Terminal Tower, Cleveland. This committee will send upon request full data published by its members on steel roof decks and specifications for their use.
- Structural Gypsum Corporation**, Linden, N. J. Relative Effectiveness of Various Types of Roofing Construction in Preventing Condensation of the Under Surface. Folder, 4 pp., 8½ x 11 ins. Important data on the subject.
- Gypsteel Pre-cast Fireproof Roofs**. Booklet, 48 pp., 8½ x 11 ins. Illustrated. Information regarding a valuable type of roofing.
- U. S. Gypsum Co.**, Chicago, Ill. Pyrobar Roof Construction. Booklet, 8 x 11 ins., 48 pp. Illustrated. Gives valuable data on the use of tile in roof construction.
- Sheetrock Pyrofill Roof Construction**. Folder, 8½ x 11 ins. Illustrated. Covers use of roof surfacing which is poured in place.

### SEWAGE DISPOSAL

- Kewanee Private Utilities**, 442 Franklin St., Kewanee, Ill. Specification Sheets. 7¾ x 10¼ ins., 40 pp. Illustrated. Detailed drawings and specifications covering water supply and sewage disposal systems.

### SCREENS

- American Brass Co., The**, Waterbury, Conn. Facts for Architects About Screening. Illustrated folder, 9½ x 11¾ ins., giving actual samples of metal screen cloth and data on fly screens and screen doors.
- Athey Company**, 6015 West 65th St., Chicago, Ill. The Athey Perennial Window Shade. An accordion pleated window shade, made from translucent Herringbone woven Coutil cloth, which raises from the bottom and lowers from the top. It eliminates awnings, affords ventilation, can be dry-cleaned and will wear indefinitely.
- Orange Screen Co.**, Maplewood, N. J. Orsco Aluminum Screens. Booklet, 8 pp., 8 x 11 ins. Illustrated. Data on a valuable line of screens.
- Orsco Screens and Other Products**. Brochure, 20 pp., 8 x 11 ins. Illustrated. Door and window screens and other hardware.

### SHADE CLOTH AND ROLLERS

- Columbia Mills, Inc.**, 225 Fifth Avenue, New York, N. Y. Window Shade Data Book. Folder, 28 pp., 8½ x 11 ins. Illustrated.

### SHELVING-STEEL

- David Lupton's Sons Company**, Philadelphia, Pa. Lupton Steel Shelving. Catalog E. Illustrated brochure, 40 pp., 8½ x 11 ins. Deals with steel cabinets, shelving, racks, doors, partitions, etc.

### SOUND DEADENER

- Cabot, Inc., Samuel**, Boston, Mass. Cabot's Deadening Quilt. Brochure, 7½ x 10½ ins., 28 pp. Illustrated. Gives complete data regarding a well-known protection against sound.

### STEEL PRODUCTS FOR BUILDING

- Bethlehem Steel Company**, Bethlehem, Pa. Steel Joists and Stanchions. Booklet, 72 pp., 4 x 6¼ ins. Data for steel for dwellings, apartment houses, etc.
- Sheet Steel Trade Extension Committee**, Terminal Tower, Cleveland. This committee will send upon request full data published by its members on steel partitions and specifications for their use.
- Steel Frame House Company**, Pittsburgh, Pa. (Subsidiary of McClintic-Marshall Corp.) Steel Framing for Dwellings. Booklet, 16 pp., 8½ x 11 ins. Illustrated.
- Steel Framing for Gasoline Service Stations. Brochure, 8 pp., 8½ x 11 ins. Illustrated.
- Steel Frame Standard Gasoline Service Stations. Booklet, 8 pp., 8½ x 11 ins. Illustrated. Three standard designs of stations.
- Westinghouse Electric & Mfg. Co.**, East Pittsburgh, Pa. The Arc Welding of Structural Steel. Brochure, 32 pp., 8½ x 11 ins. Illustrated. Deals with an important structural process.

### STONE, BUILDING

- Indiana Limestone Company**, Bedford, Ind. Volume 3, Series A-3. Standard Specifications for Cut Indiana Limestone work, 8½ x 11 ins., 56 pp. Containing specifications and supplementary data relating to the best methods of specifying and using this stone for all building purposes.
- Volume 1, Series B. Indiana Limestone Library, 6 x 9 ins., 36 pp. Illustrated. Giving general information regarding Indiana Limestone, its physical characteristics, etc.
- Volume 4, Series B. Booklet. New Edition, 8½ x 11 ins., 64 pp. Illustrated. Indiana Limestone as used in Banks.
- Volume 5, Series B. Indiana Limestone Library. Portfolio, 11½ x 8¾ ins. Illustrated. Describes and illustrates the use of stone for small houses with floor plans of each.
- Volume 6, Series B. Indiana Limestone School and College Buildings. 8½ x 11 ins., 80 pp. Illustrated.

### STONE, BUILDING—Continued

- Volume 12, Series B. Distinctive Homes of Indiana Limestone. 8½ x 11 ins., 48 pp. Illustrated.
- Old Gothic Random Ashlar. 8½ x 11 ins., 16 pp. Illustrated.

### STORE FRONTS

- Brasco Manufacturing Co.**, 5025-35 South Wabash Ave., Chicago, Ill. Catalog No. 33. Series 500. All-Metal Construction. Brochure, 20 pp., 8½ x 11 ins. Illustrated. Deals with store fronts of a high class.
- Catalog No. 34. Series 202. Standard construction. Booklet, 16 pp., 8½ x 11 ins. Illustrated, complete data on an important type of building.
- Detail Sheets. Set of seven sheets, 8½ x 11 ins., printed on tracing paper, giving full-sized details and suggestions for store front designs.
- Davis Solid Architectural Bronze Sash. Set of six sheets, 8½ x 11 ins., printed on tracing paper. Full-sized details and suggestions for designs of special bronze store front construction.
- The Kawneer Company**, Niles, Mich. Store Front Suggestions. Booklet, 96 pp., 6 x 8½ ins. Illustrated. Shows different types of Kawneer Solid Copper Store Fronts.
- Catalog K. 1927 Edition. Booklet, 32 pp., 8½ x 11 ins. Illustrated. Details of Kawneer Copper Store Fronts.
- Detail Sheets for Use in Tracing. Full-sized details on sheets 17 x 22 ins.
- Kawneer Construction in Solid Bronze or Copper. Booklet, 64 pp., 8½ x 11 ins. Illustrated. Complete data on the subject.
- Modern Bronze Store Front Co.**, Chicago Heights, Ill. Introducing Extruded Bronze Store Front Construction. Folder, 4 pp., 8½ x 11 ins. Illustrated. Contains full-sized details of metal store fronts.
- Zouri Drawn Metals Company**, Chicago Heights, Ill. Zouri Safety Key-Set Store Front Construction. Catalog, 8½ x 10½ ins., 60 pp. Illustrated. Complete information with detailed sheets and installation instructions convenient for architects' files.
- International Store Front Construction. Catalog, 8½ x 10 ins., 70 pp. Illustrated. Complete information with detailed sheets and installation instructions convenient for architects' files.
- Store Fronts by Zouri. Booklet, 30 pp., 9 x 12 ins. Illustrated.

### TELEPHONE SERVICE ARRANGEMENTS

- All Bell Telephone Companies**. Apply nearest Business Office, or American Telephone and Telegraph Company, 195 Broadway, New York.
- Planning for Home Telephone Conveniences. Booklet, 52 pp., 8½ x 11 ins. Illustrated.
- Planning for Telephones in Building. Brochure, 74 pp., 8½ x 11 ins. Illustrated.

### TERRA COTTA

- National Terra Cotta Society**, 19 West 44th St., New York, N. Y. Standard Specifications for the Manufacture, Furnishing and Setting of Terra Cotta. Brochure, 8½ x 11 ins., 12 pp. Complete Specification, Glossary of Terms Relating to Terra Cotta and Short Form Specification for incorporating in Architects' Specification.
- Color in Architecture. Revised Edition. Permanently bound volume, 9¾ x 12¼ ins., containing a treatise upon the basic principles of color in architectural design, illustrating early European and modern American examples. Excellent illustrations in color.
- Present Day Schools. 8½ x 11 ins., 32 pp. Illustrating 42 examples of school architecture with article upon school building design by James O. Betelle, A. I. A.
- Better Banks. 8½ x 11 ins., 32 pp. Illustrating many banking buildings in terra cotta with an article on its use in bank design by Alfred C. Bossom, Architect.

### TILE, HOLLOW

- National Fire Proofing Co.**, 250 Federal St., Pittsburgh, Pa. Standard Wall Construction Bulletin 174. 8½ x 11 ins., 32 pp. Illustrated. A treatise on the subject of hollow tile wall construction.
- Standard Fireproofing Bulletin 171. 8½ x 11 ins., 32 pp. Illustrated. A treatise on the subject of hollow tile as used for floors, girder, column and beam covering and similar construction.
- Natco Double Shell Load Bearing Tile Bulletin. 8½ x 11 ins., 6 pp. Illustrated.
- Natco Unibacker Tile Bulletin. 8½ x 11 ins., 4 pp. Illustrated.
- Natco Header Backer Tile Bulletin. 8½ x 11 ins., 4 pp. Illustrated.
- Natcoflor Bulletin. 8½ x 11 ins., 6 pp. Illustrated.
- Natco Face Tile for the Up-to-Date. Farm Bulletin. 8½ x 11 ins.

### TILES

- Hanley Company**, Bradford, Pa. Hanley Quarry Tile. Folder. 4 pp., 5 x 8 ins. Illustrated.
- C. Pardee Works**, 9 East 45th St., New York, N. Y., and 1600 Walnut St., Philadelphia, Pa. Pardee Tiles. Bound volume, 48 pp., 8½ x 11 ins. Illustrated.

### REQUEST FOR CATALOGS

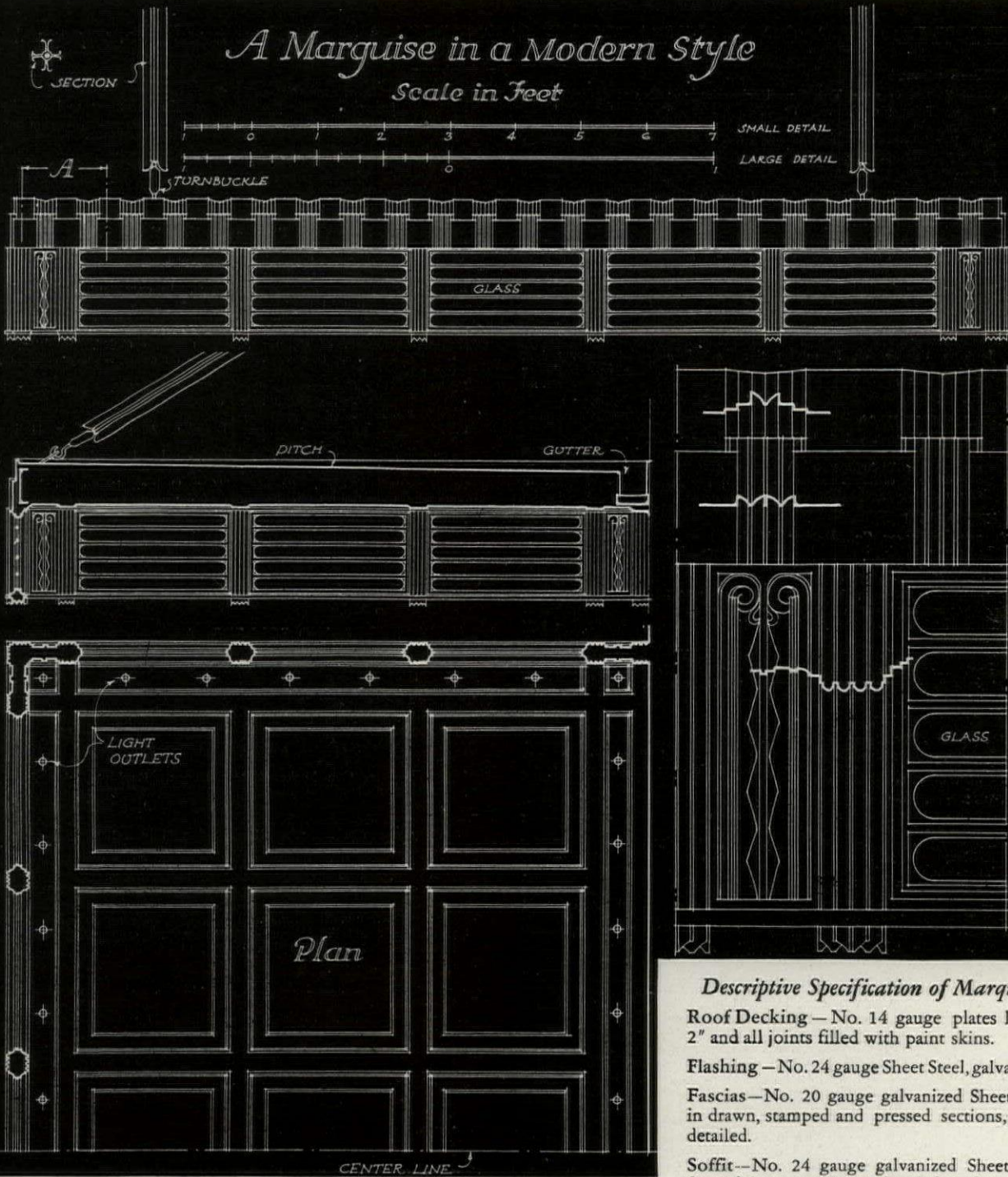
To get any of the catalogs described in this section, put down the title of the catalog desired, the name of the manufacturer and send coupon to THE ARCHITECTURAL FORUM, 521 Fifth Avenue, New York.

Name ..... Business .....

Address .....



*A Marquise in a Modern Style*  
Scale in Feet



*Descriptive Specification of Marquise*

**Roof Decking**—No. 14 gauge plates lapped 2" and all joints filled with paint skins.

**Flashing**—No. 24 gauge Sheet Steel, galvanized.

**Fascias**—No. 20 gauge galvanized Sheet Steel in drawn, stamped and pressed sections, all as detailed.

**Soffit**—No. 24 gauge galvanized Sheet Steel formed into panels as detailed and provided with openings for electric outlets as directed by the electrician.

**Shields for Rod Supports**—No. 24 gauge Sheet Steel, galvanized, formed as detailed.

*All surfaces to be given two coats of decorative paint of desired color.*

**T**HE ornamental possibilities of Sheet Steel are well delineated in the Marquise as designed herewith.

The smooth flexibility, combined at the same time with sturdy rigidity, of Sheet Steel serves your architect-designer in a myriad ways: for marquises, cornices, skylights, entrance doors, elevator car doors, stairways, grilles, radiator enclosures, etc.

Let us send you a large scaled drawing of the Marquise illustrated. Address your request to Department AF., Sheet Steel Trade Extension Committee, Terminal Tower Building, Cleveland, Ohio.

Save  
with Steel

**SHEET STEEL EMPLOYS 500,000 MEN TALK WITH THEM**



## SELECTED LIST OF MANUFACTURERS' PUBLICATIONS—Continued from page 74

### TILES—Continued

- United States Quarry Tile Co.**, Parkersburg, W. Va.  
Quarry Tiles for Floors. Booklet, 120 pp., 8½ x 11 ins. Illustrated. General catalog. Details of patterns and trim for floors. Art Portfolio of Floor Designs. 9¼ x 12¼ ins. Illustrated in colors. Patterns of quarry tiles for floors.

### VALVES

- Crane Co.**, 836 S. Michigan Ave., Chicago, Ill.  
No. 51. General Catalog. Illustrated. Describes the complete line of the Crane Co.
- C. A. Dunham Co.**, 450 East Ohio St., Chicago, Ill.  
The Dunham Packless Radiator Valve. Brochure, 12 pp., 8 x 11 ins. Illustrated. Data on an important type of valve.
- Jenkins Bros.**, 80 White St., New York, N. Y.  
The Valve Behind a Good Heating System. Booklet, 4½ x 7¼ ins., 16 pp. Color plates. Description of Jenkins Radiator Valves for steam and hot water, and brass valves used as boiler connections.
- Jenkins Valves for Plumbing Service. Booklet, 4½ x 7¼ ins. 16 pp. Illustrated. Description of Jenkins Brass Globe, Angle Check and Gate Valves commonly used in home plumbing, and Iron Body Valves used for larger plumbing installations.

### VENETIAN BLINDS

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

### VENTILATION

- American Blower Co.**, Detroit, Mich.  
American H. S. Fans. Brochure, 28 pp., 8½ x 11 ins. Data on an important line of blowers.
- Duriron Company**, Dayton, Ohio.  
Acid-proof Exhaust Fans. Folder, 8 x 10½ ins., 8 pp. Data regarding fans for ventilation of laboratory fume hoods.  
Specification Form for Acid-proof Exhaust Fans. Folder, 8 x 10½ ins.
- Staynew Filter Corporation**, Rochester, N. Y.  
Protectomotor High Efficiency Industrial Air Filters. Booklet, 20 pp., 8½ x 11 ins. Illustrated. Data on valuable detail of apparatus.

### WATERPROOFING

- Master Builders Company**, Cleveland, Ohio.  
Waterproofing and Dampproofing and Allied Products. Sheets in loose index file, 9 x 12 ins. Valuable data on different types of materials for protection against dampness.  
Waterproofing and Dampproofing File. 36 pp. Complete descriptions and detailed specifications for materials used in building with concrete.
- Minwax Company, Inc.**, 11 West 42nd St., New York.  
Waterproofing Stadia. Folder, 4 pp., 8½ x 11 ins. Illustrated. Transparent Waterproofings for All Masonry Walls and Surfaces. Folder, 4 pp., 8½ x 11 ins. Illustrated.  
Data Sheet on Membrane Waterproofing. Folder, 4 pp., 8½ x 11 ins. Illustrated.
- Sommers & Co., Ltd.**, 342 Madison Ave., New York, N. Y.  
"Permantile Liquid Waterproofing" for making concrete and cement mortar permanently impervious to water. Also circulars on floor treatments and cement colors. Complete data and specifications. Sent upon request to architects using business stationery. Circular size, 8½ x 11 ins.
- Sonneborn Sons, Inc., L.**, 116 Fifth Ave., New York, N. Y.  
Pamphlet, 3¼ x 8¼ ins., 8 pp. Explanation of waterproofing principles. Specifications for waterproofing walls, floors, swimming pools and treatment of concrete, stucco and mortar.
- Toch Brothers**, New York, Chicago, Los Angeles.  
Architects' Specification Data. Sheets in loose leaf binder, 8½ x 11 ins., dealing with an important line of materials.
- The Vortex Mfg. Co.**, 1978 West 77th St., Cleveland, Ohio.  
Par-Lock Specification "Form D" for waterproofing surfaces to be finished with Portland cement or tile.  
Par-Lock Specification "Forms E and G" membrane waterproofing of basements, tunnels, swimming pools, tanks to resist hydrostatic pressure.  
Par-Lock Waterproofing. Specification Forms D, E, F and G. Sheets, 8½ x 11 ins. Data on combinations of gun-applied asphalt and cotton or felt membrane, built up to suit requirements.  
Par-Lock Method of Bonding Plaster to Structural Surfaces. Folder, 6 pp., 8½ x 11 ins. Official Bulletin of Approved Products—Investigating Committees of Architects and Engineers.

### WEATHER STRIPS

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

### WINDOWS

- The Kawneer Company**, Niles, Mich.  
Kawneer Solid Nickel Silver Windows. In casement and weight-hung types and in drop-down transom type. Portfolio, 12 pp., 9 x 11½ ins. Illustrated, and with demonstrator.
- David Lupton's Sons Company**, Philadelphia, Pa.  
Lupton Pivoted Sash. Catalog 12-A. Booklet, 48 pp., 8½ x 11 ins. Illustrates and describes windows suitable for manufacturing buildings.

### WINDOWS, CASEMENT

- Hope & Sons, Henry**, 103 Park Ave., New York, N. Y.  
Catalog, 12¼ x 18½ ins., 30 pp. Illustrated. Full-size details of outward and inward opening casements.
- The Kawneer Company**, Niles, Mich.  
Kawneer Solid Nickel Silver Windows. In casement and weight-hung types and in drop-down transom type. Portfolio, 12 pp., 9 x 11½ ins. Illustrated, and with demonstrator.
- David Lupton's Sons Company**, Philadelphia, Pa.  
Lupton Casement of Copper Steel. Catalog C-217. Booklet, 24 pp., 8½ x 11 ins. Illustrated brochure on casements, particularly for residences.  
Lupton Heavy Casements. Detail Sheet No. 101, 4 pp., 8½ x 11 ins. Details and specifications only.
- Richards-Wilcox Mfg. Co.**, Aurora, Ill.  
Casement Window Hardware. Booklet, 24 pp., 8½ x 11 ins. Illustrated. Shows typical installations, detail drawings, construction details, blue-prints if desired. Describes AIR-way Multifold Window Hardware.  
Architectural Details. Booklet, 8½ x 11 ins., 16 pp. Tables of specifications and typical details of different types of construction.  
List of Parts for Assembly. Booklet, 8½ x 11 ins., 16 pp. Full lists of parts for different units.

### WINDOW SCREENS

- Orange Screen Company**, Maplewood, N. J.  
New Vogue Aluminum Frame Screens. Booklet, 12 pp., 3¼ x 8½ ins. Illustrated.

### WINDOW SHADES AND ROLLERS

- Columbia Mills, Inc.**, 225 Fifth Avenue, New York, N. Y.  
Window Shade Data Book. Folder, 28 pp., 8½ x 11 ins. Illustrated.

### WINDOWS, STEEL AND BRONZE

- David Lupton's Sons Company**, Philadelphia, Pa.  
A Rain-shed and Ventilator of Glass and Steel. Pamphlet, 4 pp., 8½ x 11 ins. Deals with Pond Continuous Sash. Sawtooth Roofs, etc.  
How Windows Can Make Better Homes. Booklet, 3¾ x 7 ins., 12 pp. An attractive and helpful illustrated publication on use of steel casements for domestic buildings.
- Truscon Steel Company**, Youngstown, Ohio.  
Drafting Room Standards. Book, 8½ x 11 ins., 120 pages of mechanical drawings showing drafting room standards, specifications and construction details of Truscon Steel Windows, Steel Lintels, Steel Doors and Mechanical Operators.  
Truscon Solid Steel Double-Hung Windows. 24 pp. Booklet, 8½ x 11 ins. Containing illustrations of buildings using this type of window. Designs and drawings of mechanical details.  
Continuous Steel Windows and Mechanical Operators. Catalog 126. Booklet, 32 pp., 8½ x 11 ins. Illustrated.

### WOOD—See also Millwork

- American Walnut Mfrs. Association**, 618 So. Michigan Boulevard, Chicago, Ill.  
American Walnut. Booklet, 7 x 9 ins., 46 pp. Illustrated. A very useful and interesting little book on the use of walnut in Fine Furniture with illustrations of pieces by the most notable furniture makers from the time of the Renaissance down to the present.  
American Walnut for Interior Woodwork and Paneling. 7 x 9 ins. Illustrated. Discusses interior woodwork, giving costs, specifications of a specimen room, the different figures in Walnut wood, Walnut floors, finishes, comparative tests of physical properties and the advantages of American Walnut for woodwork.
- Curtis Companies Service Bureau**, Clinton, Iowa.  
Curtis Cabinet and Stair Work. Booklet, 47 pp., 7¼ x 10½ ins. Illustrated.  
Curtis Windows. Brochure, 7¼ x 10½ ins. Illustrated.  
Curtis Interior Doors. Booklet, 7¼ x 10½ ins. Illustrated.  
Curtis Entrances and Exterior Doors. Brochure, 7¼ x 10½ ins. Illustrated.
- National Lumber Mfrs. Assn.**, Washington, D. C.  
Airplane Hangar Construction. Booklet, 24 pp., 8½ x 11 ins. Use of lumber for hangars.

### WOOD FINISH

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

### REQUEST FOR CATALOGS

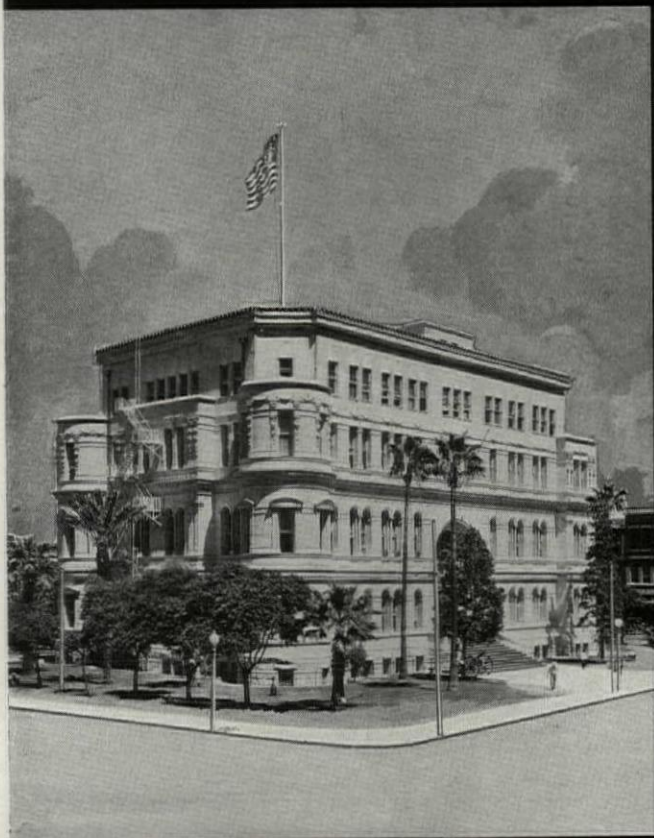
To get any of the catalogs described in this section, put down the title of the catalog desired, the name of the manufacturer and send coupon to THE ARCHITECTURAL FORUM, 521 Fifth Avenue, New York.

Name ..... Business .....

Address .....



**... NO BUILDING IS MORE FIREPROOF THAN ITS DOORS AND TRIM . . . . DAHLSTROM**



In the Municipal Building, San Antonio, Texas, the Elevator Entrances are by Dahlstrom.

Architect: Adams & Adams, San Antonio.

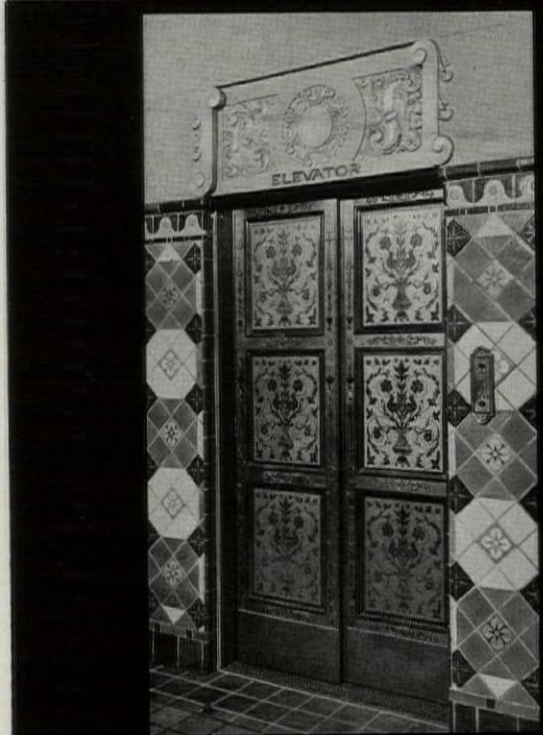
**E**LEVATOR ENTRANCES by Dahlstrom... more than just a specification... rather, an indication of the increasingly recognized fact that Dahlstrom has always set the standards of Style and Value for the industry it pioneered. Excellence of materials... extreme care in structural design and workmanship... all the artistry of modern design... backed by integrity and ample resources... explain a quarter of a century of leadership by Dahlstrom.

**Dahlstrom Metallic Door Co.**

401 Buffalo Street      Jamestown, N. Y.

Established 1904

New York Chicago Los Angeles Detroit Dallas



**■ ■ DAHLSTROM ■ ■**



## A Tip From An Old Timer

We knew an old draftsman who was a keen critic—he used to sum up his disapproval of certain things thus:

"It ain't interestin'." Of what could this be more true than

gray mortar? Take a tip: color adds interest.

Character. For instance, Buff Pecora Mortar Stain makes light brick more lively, as in the W. C. Stripling High School\* of Fort Worth, Texas.

\*Pecora Buff Mortar Stain and Denton Special Blend Buff and Gray Brick furnished by Fort Worth Builders Supply Co.



**PECORA  
PAINT CO.**

Est. 1862 by Smith Bowen  
4th & Venango Sts.,  
Philadelphia, Pa.

## An Attractive Folder

in colors will be gladly sent you on request.

Please use your letterhead or write name and address in the margin—Pecora.

# American Apartment Houses

## CITY AND SUBURBAN

By R. W. SEXTON

A comprehensive study of the modern American apartment house in its various phases, its designing and planning. Fully illustrated with views of exteriors, interiors and plans, and including text which makes plain the entire subject of apartment houses, their planning and management.

316 pages, 9½x12½ inches

Price \$16

**THE ARCHITECTURAL FORUM**  
521 FIFTH AVENUE NEW YORK



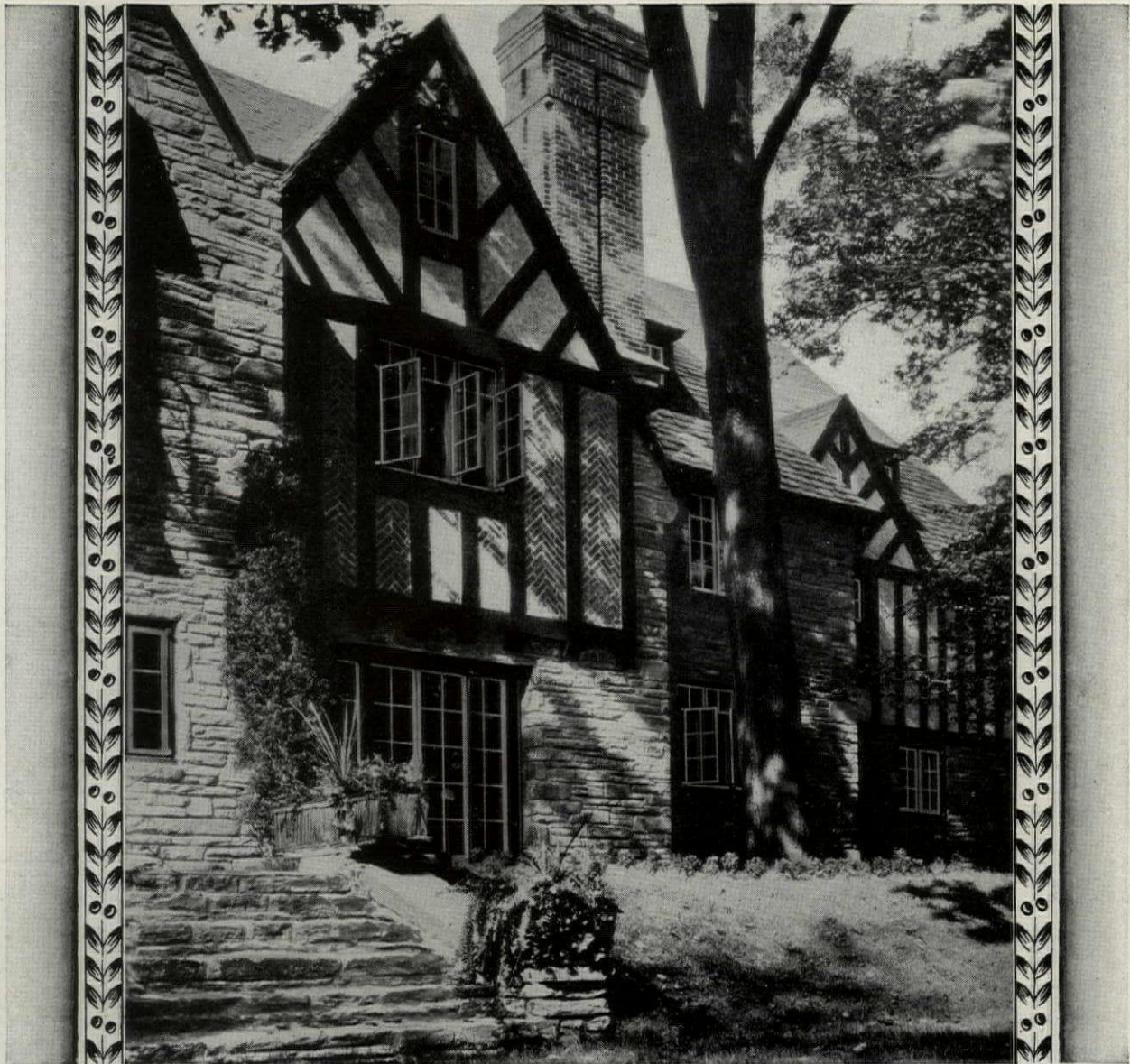
## The Modern English House

An excellent presentation of the different forms being used in modern English domestic architecture,—particularly "small house" architecture. It includes illustrations of exteriors and interiors, and in many instances the floor plans are given. The materials used are wood; half-timber; stone and brick; concrete; stucco over various sorts of masonry or on wood or metal lathing. The volume would be invaluable alike to the architect, builder or home owner or to anyone interested in building.

Text and 192 pages of half-tone illustrations,  
8½x11 ins. Price \$8.50

**THE ARCHITECTURAL FORUM**  
521 Fifth Avenue, New York





Residence of John C. McKeon, Wynnewood, Pa. Architects: Wallace & Warner, Philadelphia

*Through the office of Wallace & Warner, Philadelphia, Fenestra casements were used in this Wynnewood home*

SET into cut stone, panelled brick and stucco, Fenestra Casements of steel find a most appropriate setting in this beautiful home of English design.

These attractive windows retain all the characteristics of their famous prototypes in castles and manors of Old England, but they add many refinements which account for their increasing popularity in the smart, new homes of modern America.

Skillfully designed, with extremely large lighting area, their out-swinging leaves open wide to give 100% ventilation. When closed, they overlap the

frame with a double flat contact and are drawn snug-tight by a cam-acting lock. Being of steel, they are fire resisting, always operate easily—never warp, swell, shrink, stick or rattle. Extension hinges make every inch of outside glass accessible from within the room. Inside screens keep delicate draperies cleaner.

Over 50 standard types and sizes give the architect all possible freedom in design and arrangement. See details in Vol. A, Sweet's Architectural Catalogue.

DETROIT STEEL PRODUCTS COMPANY  
2284 East Grand Boulevard, Detroit, Michigan  
Factories: Detroit, Michigan, and Oakland, California Convenient Warehouse Stocks

*Fenestra*  
casement windows





## What more could be asked of a Switch Plate?

Bakelite Molded Switch Plates are attractive in texture and color, do not corrode or stain, and keep their fresh, new appearance indefinitely. A variety of colors is available, or plates may be obtained in special finishes to match wall decorations.

As Bakelite Molded is a material possessing high insulation value, plates made of it provide complete protection from the live electrical parts of a switch or outlet. They insure against electrical shocks due to short circuits. Their use is approved everywhere, and all of the leading wiring device manufacturers make them. We invite architects to write to us for a list of these as well as the manufacturers of other Bakelite Molded equipment.

**BAKELITE CORPORATION**  
 247 Park Avenue.. New York, N. Y.  
 Chicago Office.. 635 W. 22nd Street  
**BAKELITE CORP. OF CANADA, LIMITED**  
 163 Dufferin Street.....Toronto, Canada

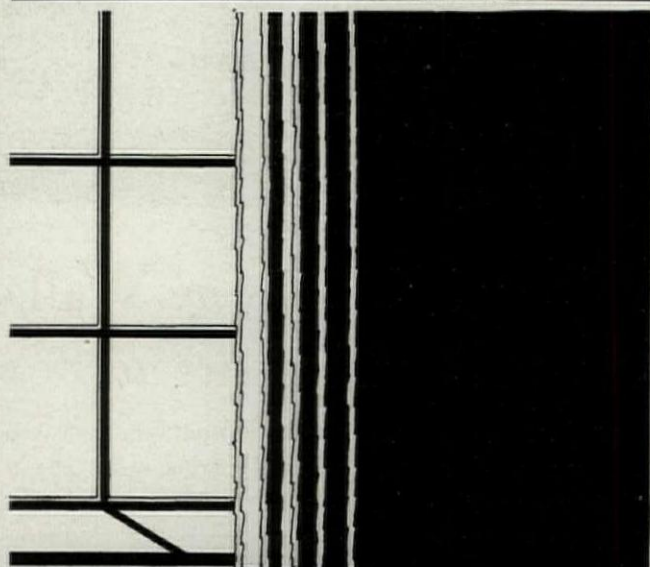
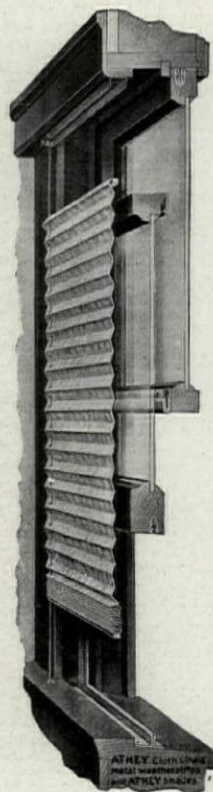
**BAKELITE**  
 THE MATERIAL OF  A THOUSAND USES

Manufactured by Bakelite Corporation, 247 Park Avenue, New York, N. Y. The word Bakelite and products made therefrom are registered trademarks of Bakelite Corporation. "Bakelite" is also a registered trademark of the Bakelite Corporation in Canada. © 1935 Bakelite Corporation

## NO AWNINGS Necessary WITH *Athey* SHADES

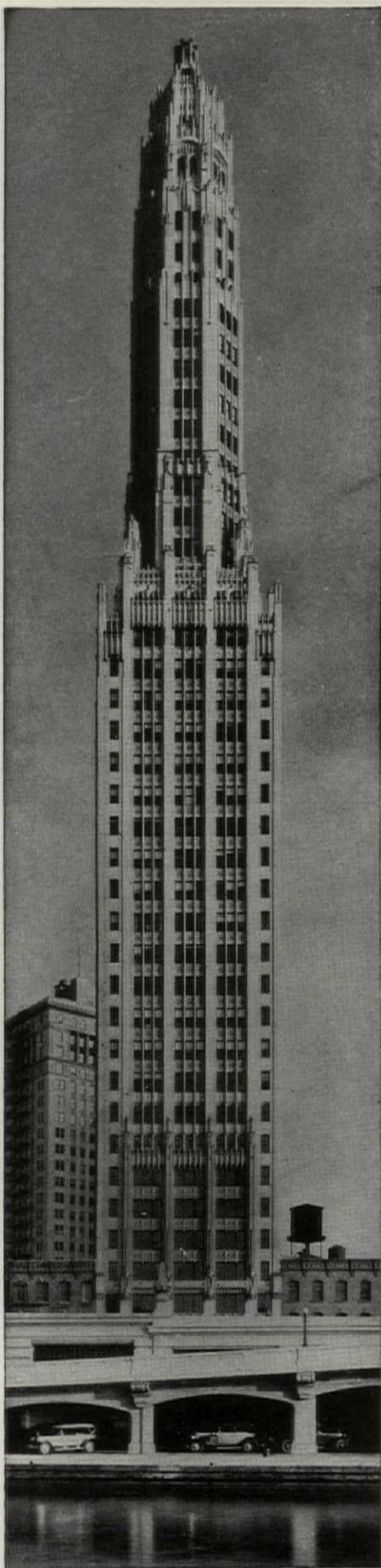
Athey Shades lower from the top which allows hot air to escape and permits soft shaded light to enter when the sun beats hot with windows closed except for six or eight inches at top and shade drawn except for five or six inches from the bottom.

**ATHEY COMPANY**  
 6075 W. 65th St. CHICAGO  
 Representatives in Principal Cities  
 In Canada:  
 Cresswell-McIntosh, Reg'd  
 Montreal and Toronto



**Win-Dor**  
 CASEMENT  
 WINDOW  
 HARDWARE  
 See Sweet's For Details  
**THE CASEMENT  
 HARDWARE CO.**  
 402 PP N. Wood Street  
 CHICAGO, ILL.





# When You Are In C h i c a g o

〔 We will be delighted  
to have you call at our  
new offices 〕

**75 East Wacker Drive**  
**MATHER TOWER BUILDING**

**T**HE ARCHITECTURAL FORUM is pleased to announce that its mid-western staff is now located in new offices in the Mather Tower Building, 75 East Wacker Drive, Chicago, Ill. Together with the staffs of the other fifteen publications which make up NATIONAL TRADE JOURNALS, INC., they are now occupying the entire sixth floor of this beautiful new structure. With all modern facilities now available to make for prompt and efficient service, the members of THE ARCHITECTURAL FORUM staff extend a cordial invitation to all their friends to call.

If visitors wish to make our offices their business headquarters while in Chicago, they will be furnished a private office for conferences and with stenographic, telegraphic and mail service to suit their requirements. Delivery of telegrams and mail will receive most careful attention.

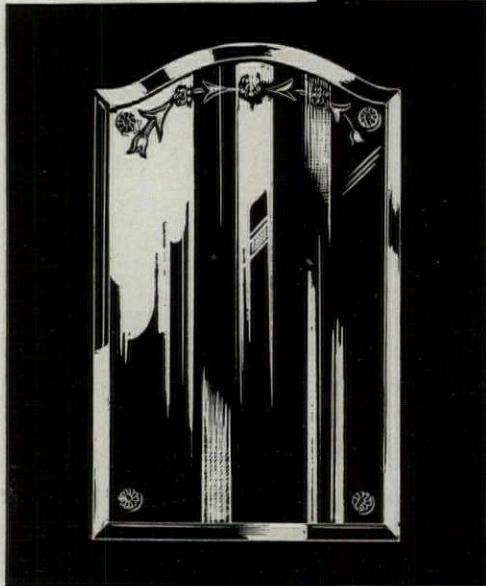
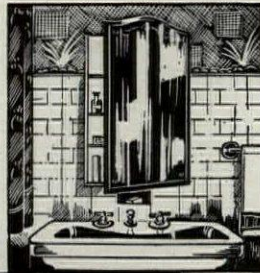
As now organized, there are four groups, and a nucleus for a fifth, making up NATIONAL TRADE JOURNALS, INC., each group having their respective staff in these offices. These groups are: National Building Publications; National Food Products Publications; National Diesel Publications; National Sports Publications; and a National Textile Publication. Specialty Salesman Magazine is also a property of NATIONAL TRADE JOURNALS, INC.

The magazines of NATIONAL BUILDING PUBLICATIONS are: THE ARCHITECTURAL FORUM, BUILDING AGE, HOME BUILDERS' CATALOG, GOOD FURNITURE MAGAZINE, THE HEATING & VENTILATING MAGAZINE.

Mather Tower Building is conveniently located for business visitors to Chicago. THE ARCHITECTURAL FORUM staff will welcome the opportunity to serve you when you are in Chicago.



# In the Modern Bathroom



**I**N keeping with the modern tendency of beauty in the bathroom, the Hess Mirrored Cabinets—in new construction or remodeling—gives that added touch of comfort and luxury that means so much to the house owner. Concealed behind a large mirror of fine beveled glass, beautifully etched, is a cabinet of steel, snow white, containing all the necessities for the toilet. A wide variety of styles and sizes to meet any service—in fact any kind of a cabinet you want is in the Hess line. Mail the coupon below for catalog and prices.

Hess Warming & Ventilating Co.  
1216 South Western Avenue, Chicago

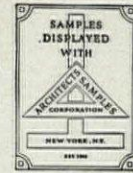


HESS WARMING & VENTILATING CO.  
1216 S. Western Ave., Chicago, Ill.

I am interested in Hess Mirrored Cabinets. Send me your complete catalog.

Name.....

Address.....



The Orange Screen Company  
has installed

**A Complete Line of Fly Screen Samples**  
including the Orange Aluminum Frame Screens, at the Architects' Samples Corporation, 101 Park Avenue, New York.

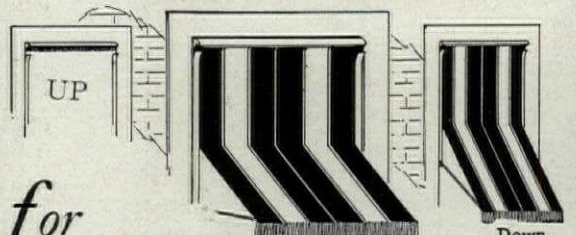
*In a few weeks we shall distribute our Detail and Data Book on Screen Installations to the offices of architects now on our mailing list. We shall be glad to send this book to any other architect's office upon request.*

**ORANGE SCREEN COMPANY**

515 Valley St. . . . . Maplewood, N. J.

MAKES ANY BUILDING MORE ATTRACTIVE

**Shady-way**  
ROLLER  
**AWNINGS**



for

- HOMES
- OFFICES
- STORES
- APARTMENTS
- FACTORIES
- HOTELS
- HOSPITALS
- and
- PUBLIC BUILDINGS

**H**ERE'S the latest double-purpose awning, serving both as an awning and a shade. It rolls up and down like a roller curtain, controlled from the inside and does not need to be taken down in winter.

Easy and economical to install. Makes any home, apartment or building more desirable in comfort and appearance and easier to sell or to rent. It adds the final touch of color to your work as an architect. Get the facts now by sending for FREE awning book.

Shady-way Awning Division  
SHANKLIN MANUFACTURING CO., Inc.  
2796 S. Eleventh Street - Springfield, Illinois

Without obligation on my part, please send me FREE Awning Booklet of 9 special features. 2796

Name .....

Street and Number.....

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

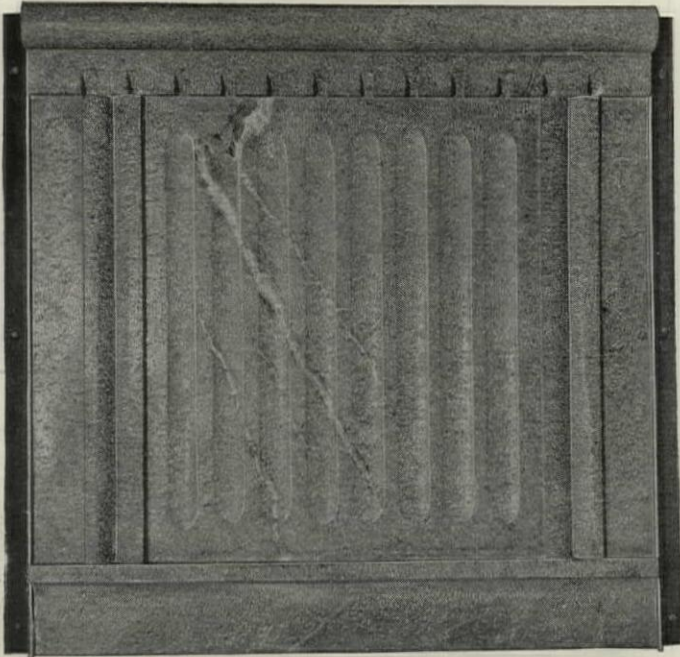




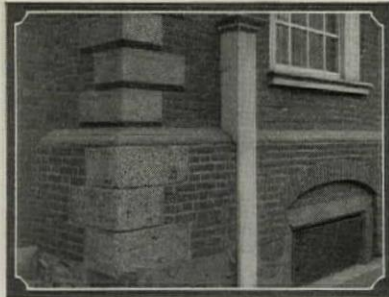
# Soapstone--

## an age-old material

## for the new-day designer



Spandrel, fabricated of soapstone—the natural weather-resisting stone. 11 pieces of stone, jointed with splines and cemented, fastened with hidden bolts to a steel frame. Assembled at the mill, complete, stone and steel, and delivered ready for erection.



Independence Hall, Phila. Erected in 1736. Soapstone used for quoins, water-tables, copings, trim of cellar windows, etc. An examination will prove the weather-resisting qualities of soapstone.

Towers that scrape the skies are carving a new path in architecture.

Seeking new expressions in design, architects are seeking also new materials with which to make their vision permanent.

Soapstone, down through the years, has been waiting for this opportunity to contribute to the greater beauty of buildings.

Today's vertical lines need relief and the deeper reveal possible with soapstone meets this requirement. Soapstone, used as a veneer, saves valuable inches of floor space—important to owners.

Natural, quarried soapstone of superior grade, identified as Alberene Stone, will give your structures effects that cannot be achieved with any other material.

We will welcome the opportunity of submitting facts regarding soapstone's qualities and possibilities.

ALBERENE STONE COMPANY  
153 WEST 23rd ST., NEW YORK

Branches: Chicago Philadelphia Boston Newark  
Pittsburg Cleveland Richmond Washington, D. C.  
Quarries and Mills at Schuyler, Va.

# ALBERENE

## STONE SPANDRELS





*Every window in the new ROYAL YORK HOTEL, Toronto, Canada, is equipped with Hartshorn Shade Rollers*

**I**MPRESSIVE grandeur marks the new Royal York Hotel, recently completed at Toronto, Ontario, Canada, by the Canadian Pacific Railroad Company . . . In every appointment, both exterior and interior, it offers a high standard of service.

That guests may find their window shades always responsive to the hand on the shade cord, the Company has installed Hartshorn Shade Rollers at every window—rust-proof, noiseless, smooth-running rollers with nearly seventy years of manufacturing experience behind them. Hartshorn Shade Rollers have all the new improvements, but the same dependable QUALITY of years ago. When you equip windows, ask for Hartshorn Shade Rollers.

STEWART HARTSHORN COMPANY  
250 Fifth Avenue, New York City

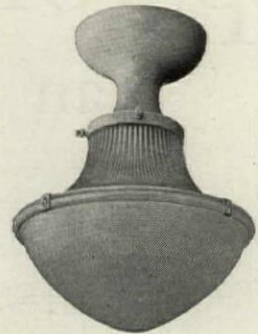
*Hartshorn*  
Est. 1860

SHADE ROLLERS and  
WINDOW SHADE CLOTH



STANDARD THE WORLD OVER

## LIGHT HOSPITAL WARDS WITH



## HOLOPHANE "TWILITES"

**S**MOOTH outside, dirt-tight luminaire—glareless—highly efficient—wide-spread, even reading light. Auxiliary lamps diffuse twilight over ward for night inspections.

HOLOPHANE CO., INC.  
342 Madison Ave. - New York

WRITE FOR BOOKLET

## HOLOPHANE

San Francisco

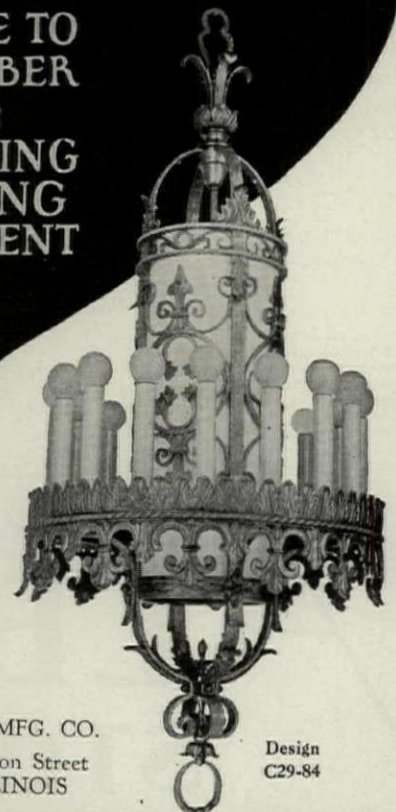
Chicago

Milwaukee

Toronto

## BEARDSLEE

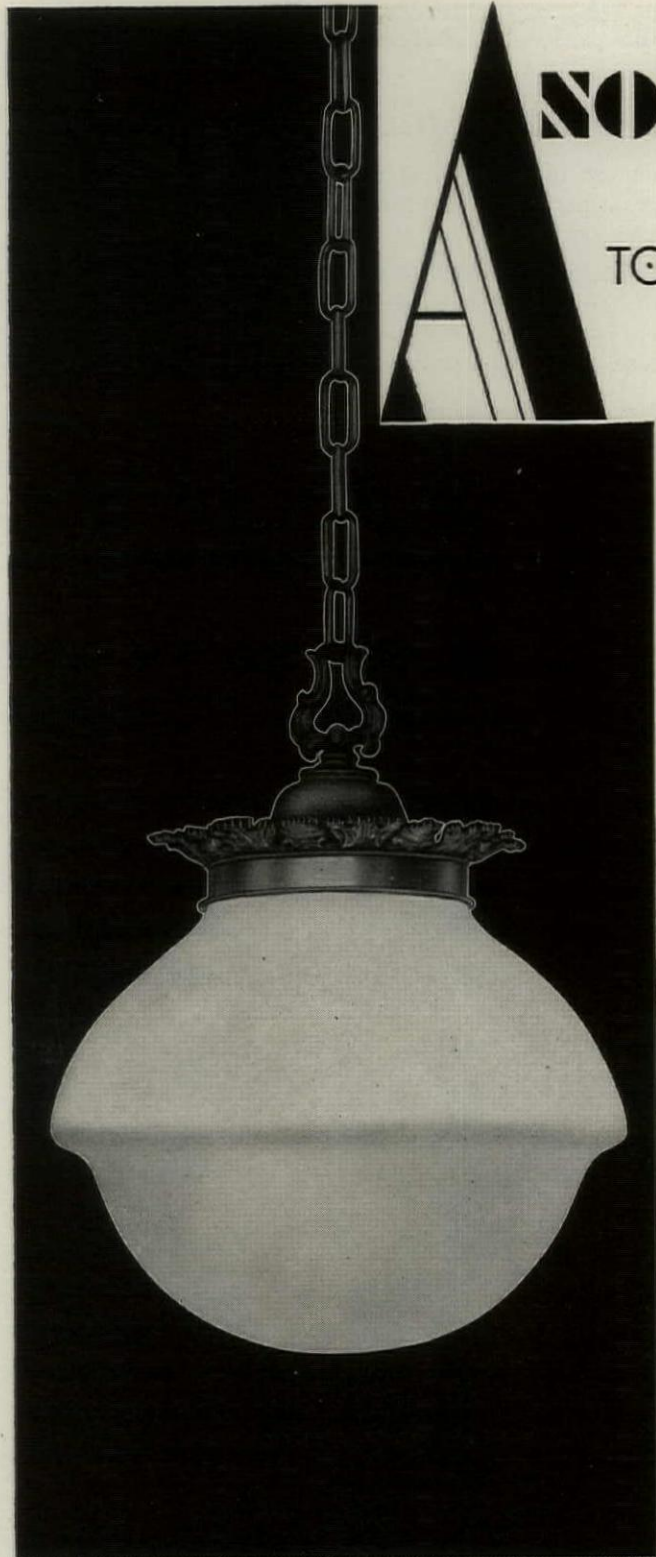
*The NAME TO  
REMEMBER  
when  
SELECTING  
LIGHTING  
EQUIPMENT*



BEARDSLEE  
CHANDELIER MFG. CO.  
210 South Jefferson Street  
CHICAGO—ILLINOIS

Design  
C29-84





# ANOTHER STEP

TOWARD PERFECT ILLUMINATION

ENCLOSING GLOBES OF

# GALAX

AN ENTIRELY NEW IDEA IN  
ILLUMINATING GLASSWARE

GALAX—the newest product of Macbeth laboratories. An illuminating glass developed especially to meet the demand for highly efficient, semi-indirect lighting.

GALAX semi-indirect, dust proof enclosing globes possess the advantages of high efficiency, low depreciation and easy maintenance.

GALAX is unique in the field of illuminating glassware. A single piece enclosing globe of homogeneous glass, dust proof, semi-indirect with white reflecting, glareless bottom and slightly diffusing top of high transmission.

Macbeth-Evans Glass Company · Charleroi, Pennsylvania



GALAX Globes are ideally suited to offices, stores, shops, hospitals, schools, and any place where light must be plentiful but glareless. Write for complete information, including photometric tests. Macbeth - Evans Glass Company, Department J, Charleroi, Pa.



## An important part of the picture

*King*  
GREENHOUSES

Both from the standpoint of beauty and utility—King Greenhouses form an important part in the fine home plans prepared by the country's outstanding architects.

There's a King Greenhouse or Conservatory to harmonize with every home you plan. You'll be interested in our new Portfolio of Plates, showing some of the greenhouses we have built and how they fit into the picture. We shall gladly send them on request.

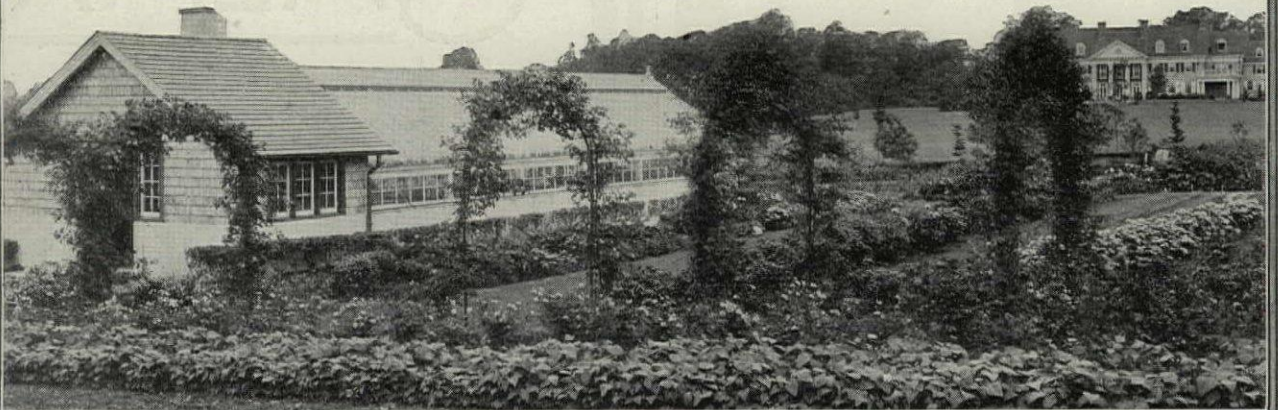
### KING CONSTRUCTION COMPANY

NEW YORK CITY  
45 W. 34th St.  
SCRANTON, PA.  
307 N. Irving Ave.

PHILADELPHIA, PA.  
14 N. 60th St.

TOLEDO, OHIO  
P. O. Box 10, Station "B"

BOSTON, MASS.  
25 Huntington Ave.  
SCHENECTADY, N. Y.  
1023 Parkwood Blvd.



*A* NATURAL  
BRILLIANT  
FIRE POLISH  
ON BOTH  
SIDES

ADAMSTON  
Vertically Drawn  
FLAT GLASS



A BRAND YOU  
CAN DEPEND UPON

ADAMSTON FLAT GLASS COMPANY  
CLARKSBURG -- WEST VIRGINIA

### LUTTON SOLAR V-BAR GREENHOUSES



*Lutton Solar V-Bar Greenhouse built for R. K. Leblond of Cincinnati, Ohio*

EVERY COUNTRY ESTATE  
*Needs a Greenhouse*

A GREENHOUSE nowadays is considered an essential part of every well planned country estate . . . Lutton Solar V-Bar Greenhouses have been especially developed for private estates and are superior to all other types of construction in beauty and permanence . . . If you are not familiar with the Solar V-Bar construction, which is exclusive with us, let us send you a set of sheets which have been prepared for your convenience.

WM. H. LUTTON COMPANY, INC.

E. A. WARD, *President*

222 KEARNEY AVENUE

JERSEY CITY, N. J.





**A** WORLD-WIDE improvement in window glass quality has paralleled almost exactly the phenomenal growth of the Libbey-Owens Sheet Glass Company during the past twelve years.

This is a perfectly logical development. For with the perfection of the Libbey-Owens process of producing flat-drawn clear sheet glass, and its obvious superiorities, new and higher levels of quality were inevitable.

Architects, builders and home-owners have given their enthusiastic approval to this better quality window glass. The Libbey-Owens Sheet Glass Co., Toledo, Ohio.

THE BARBIZON, New York City  
Murgatroyd & Ogden, Architects  
Glazed with Libbey-Owens Glass

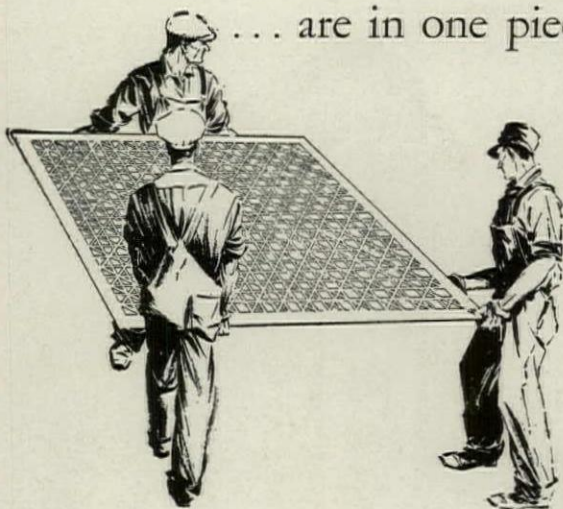


**LIBBEY-OWENS . . .**  
**FLAT DRAWN CLEAR SHEET GLASS**



# Clinton Grilles

... are in one piece



**C**LINTON Perforated Metal Grilles offer the architect the widest scope of selection. Grilles are made in various gages of steel, brass, bronze, monel and Wissco Bronze and are available in *one piece* up to 60 by 156 inches.

Stock designs, combinations of stock designs and special dies provide the architect a means of expressing his ideas in perforated metal at far less expense than with cast grilles.

Then, too, if Wissco Bronze is selected, all colors and finishes are to be had. Grilles may be made to match the hardware or to harmonize with any color scheme.

There is a Clinton representative in your city. Have him call and tell you the whole story.

*See Sweet's Architectural and Engineering Catalogs for Specifications.*

**WICKWIRE SPENCER STEEL COMPANY**

41 East 42nd Street, New York City

- |           |               |             |
|-----------|---------------|-------------|
| Worcester | Chicago       | Los Angeles |
| Buffalo   | Atlanta       | Seattle     |
| Cleveland | San Francisco | Portland    |



WICKWIRE SPENCER STEEL Co.  
41 East 42nd Street, New York City

Send me.....copies of your latest Handbook on grilles.

Name .....

Address .....



Toledo, Ohio Hospital; Schmidt, Garden & Erikson, Chicago, Architects; A. Bentley & Sons Co., Toledo, Contractors.

Kosmortar combines the strength of cement with the plasticity of lime, yet neither of these materials has to be added to it. When mixed with sand and water, it is ready for use. No soaking, no slaking. Uniform in quality and action. Saves time, saves labor, saves money. Securely bonds every type of wall. *The Ideal Cement for Masonry.* Kosmos Portland Cement Co., Incorporated, Mill, Kosmosdale, Kentucky; Sales Offices, Louisville, Kentucky.



## KOSMORTAR

THE IDEAL CEMENT FOR MASONRY

**Nature's Permanent Mineral Colors**

### Colors for Interior Wall Plaster

The quantity of Clinton Mortar and Cement Colors required in interior wall plaster varies, naturally, with the depth of color desired. The suggestions in "Standard Specifications and Recommendations for using Clinton Mortar Colors and Clinton Cement Colors" will assist materially in giving you the color you seek.

*Take the chance element out of the next project by having handy this list for mixing plaster, concrete and cement with "Clinton Colors." It is yours for the asking.*

**Clinton Metallic Paint Co.**  
479 Clinton Road, Clinton, N. Y.

## Clinton Mortar Colors





COURTROOM, WESTCHESTER COUNTY  
COURT HOUSE, WHITE PLAINS, N. Y.  
THE FLOOR IS ARMSTRONG'S CORK TILE  
IN 9 BY 9-INCH BLOCKS.

# SILENCE *in the Courtroom!*



*Doubly assured by  
a hand-laid floor of  
Armstrong's Cork Tile*

**O**YEZ! Oyez! The next case on the docket is "Floors of wood and floors of stone versus floors of quiet Armstrong's Cork Tile—"

Day after day this case is tried in the offices of architects and builders throughout the country, and time after time this decision is handed down:

"Floors of wood and floors of stone have many advantages. But a floor of Armstrong's Cork Tile has all of these advantages, plus a footeasy comfort, and a cushioning tread that deadens every sound—keeps silence unbroken."

Wherever silence and comfort are major considerations, a floor of Armstrong's Cork Tile is

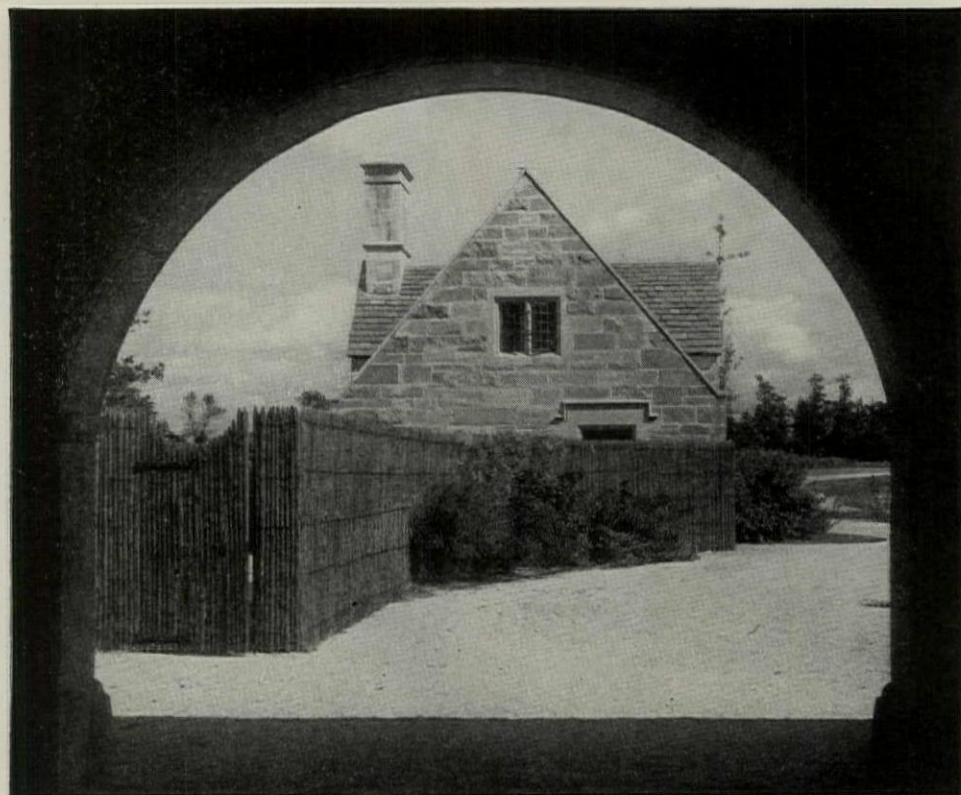
without equal. Furthermore, it is easy to install, in new construction or over old floors, and cost is moderate. The natural durability of compressed cork curlings makes satisfactory wear certain, even under heavy traffic.

But Cork Tile is not only a practical floor. As though laid by the hands of Old World master tilers, these floors of mellow brown combine rich beauty with a pleasing dignity. Armstrong's Cork Tile comes in three shades of brown, and a wide variety of sizes, enabling the architect to create floor designs in keeping with any desired interior effect.

*Judge for yourself!* Send for the 48-page booklet "Custom-Built Floors of Cork." Cork Tile and Linotile designs and installations illustrated in full colors. A wealth of information about these two modern types of resilient floors. Write to the Armstrong Cork Company, Custom Floors Department, Lancaster, Pennsylvania.

**ARMSTRONG'S CUSTOM-BUILT FLOORS**  
*Cork Tile* *Linotile.*





## "HONORABLE MENTION"

At the recent Architectural Exposition, New York, Mr. Roger H. Bullard was awarded Honorable Mention for his design of this Long Island estate, which includes the use of Dubois to screen the laundry yard, as the illustration shows.

The fact that leading architects throughout the country now specify Dubois for a multitude of uses is striking tribute to its artistic merit and versatility.

Full details on request. Ask for Architects' Album, illustrating its wide range of uses, and prices.

ROGER H. BULLARD  
*Architect*  
ELLEN SHIPMAN  
*Landscape Architect*

Made by hand in France of live, split, chestnut saplings woven closely together with heavy, rust-proof, Copperweld wire. It comes in 5 ft. sections, ready to erect, and in three heights: 6' 6", 4' 11", and 3' 10", with charming gates to match.

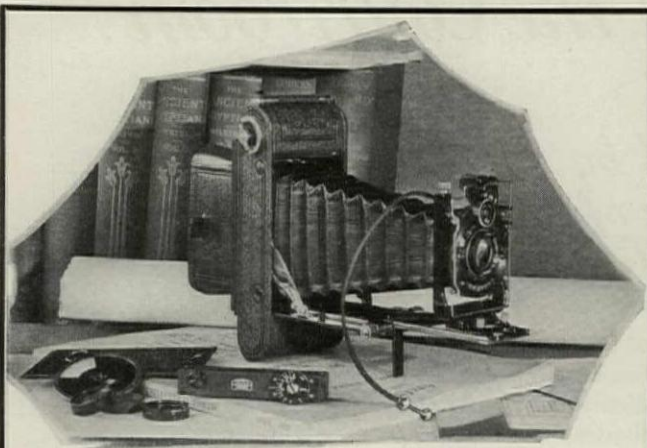
# DUBOIS Woven Wood Fence

MADE IN FRANCE

DUBOIS FENCE & GARDEN CO., Inc.

101 Park Avenue

New York, N. Y.



### The Ideal Camera for Architects, Engineers and Contractors!

The Icarette L takes 2 1/4 x 3 1/4" rollfilms as well as 2 1/2 x 3 1/2" plates or film packs. It has double bellows extension, is compact enough to fit your coat pocket, and its Zeiss Tessar f4.5 Lens fast enough to ensure wire-sharp definition for 8x10" enlargements. Priced at \$64.00, including leather carrying case. Plate back with ground-glass focussing hood, \$3.00 additional.

CUT OFF HERE

CARL ZEISS, INC., 485 FIFTH AVE., N. Y.

Yes, send me particulars and prices on the Icarette L.

My Name .....

My Address .....

*For almost half a century, Higgins' Products have aided in the conception of America's monuments of architectural achievement*



Made Only By  
CHAS. M. HIGGINS & Co.  
271 Ninth Street, Brooklyn, N. Y.

## HIGGINS' Inks & Adhesives

HIGGINS' DRAWING INKS  
Blacks and Colors

HIGGINS' ETERNAL INK  
For Specifications and General Writing

HIGGINS' DRAWING BOARD  
and LIBRARY PASTE

For All Mounting Requirements





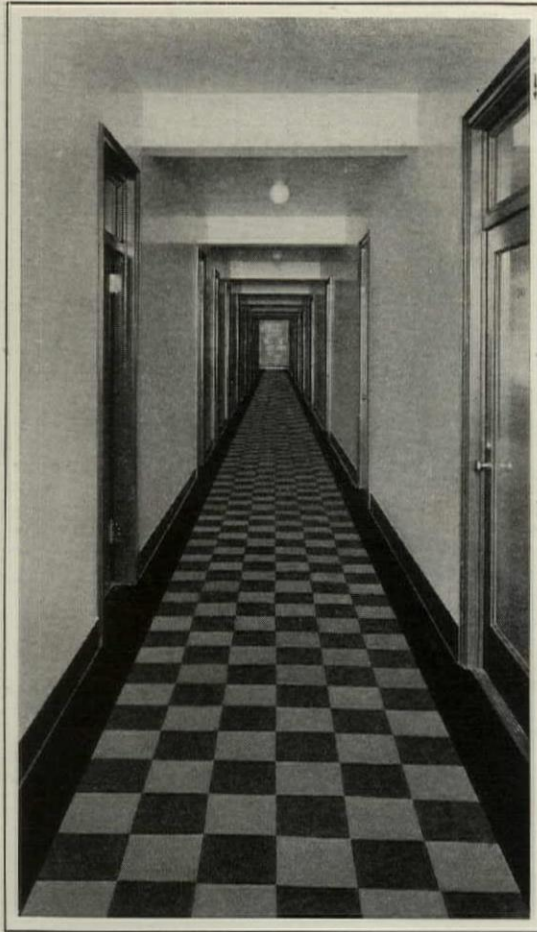
# TILE—THAT *HUSHES* FOOTSTEPS AND DEFEATS WEAR



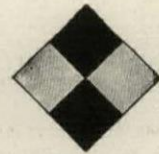
**D**OWN the corridors they go—hundreds of pounding feet a day. Do they make a noisy clackety clatter or merely a muted pitter patter? Wherever Duraflex Tile is used, it's always the latter. For this tile is resilient—quiet underfoot—restful, a joy to walk on.

Yet unlike ordinary resilient tiling, Duraflex tile withstands the effects of countless pounding feet and is impervious to acids, alkalis, fire or water. It will last for years because of the time-tested Duraflex formula of resilient and wear-resistant materials.

Duraflex Tile is a mastic tile made of the same ingredients as Duraflex-A—the permanent, resilient, ductile flooring material that has met the approval of architects, builders and property owners for many years. The principal differences are that the composition has been allowed to set beforehand for cutting



*A Duraflex Tile Installation in the International Magazine Building, 959 Eighth Ave., New York City. Huberth & Huberth, Agents, 2 Columbus Circle, New York City.*



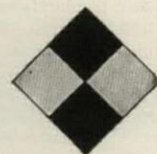
into individual tiles; therefore the floors can be used immediately after laying; and decorative patterns are obtained by contrasting colors.

Duraflex Tile is available in soft shades of red, tan, brown, green, blue, gray and black. All colors are absolutely fade-proof and wear-proof because the pigment is in the tile, not merely on the surface. It is easy to keep clean and sanitary because its smooth surface does not absorb foreign matter. Its initial cost is surprisingly moderate and maintenance costs are negligible.

For modern floors in hospitals, schools, office buildings, apartment buildings, churches, institutions, etc., Duraflex Tile is ideal. Let us send you our Color Chart of different designs, with other detailed information. If a solid, seamless, one-piece floor surface is preferable for your need, ask also for data on Duraflex-A. The Duraflex Company, Inc., Baltimore, Md. Offices in principal cities.



## DURAFLEX MASTIC TILE *and* DURAFLEX-A FLOORING





## REVIEWS OF MANUFACTURERS' PUBLICATIONS

**HOFFMAN SPECIALTY COMPANY, INC.,** 25 West 45th Street, New York. "Controlled Heat." Data on its use.

Architects sometimes have considerable difficulty in explaining to their clients the difference between the various forms of heating, and the difficulty is likely to be even greater where, as often happens, the clients are women. This brochure seems to be calculated to aid a client in understanding the advantages of heating a building by the vapor vacuum system. It deals specifically with the well known Hoffman system, and dwells upon the different points likely to interest a prospective home owner,—the system's being adequate, automatic, dependable, flexible and economical. Several pages of the brochure are devoted to illustrating and explaining the specialties which contribute so greatly to the Hoffman system's excellence,—adjustable modulating valves, return line valves or radiator traps, vapor vacuum valves,—all devices which seem to be highly mysterious until the intending home owner has them properly explained here.

**MODINE MANUFACTURING COMPANY,** Racine, Wis. "Modine, The Unit Heater." A booklet on its advantages.

Until a few years ago there had been comparatively little progress in industrial heating. Deficiencies of the methods often employed were recognized, but there were no alternatives, for nothing better was available. Although great advancement had been made in almost every department of industrial activity, heating had not shown like development. Then came an entirely new method of heating,—use of the "Unit Heater." Heating engineers and factory owners were quick to see that here was equipment far superior to old fashioned means of heating buildings of certain types, for this new method provided more heat at less cost, wider heat distribution, and greater flexibility in operation. And this great advancement has been most significantly marked by the development of the "Modine Unit Heater." In this catalog are found numerous illustrations of the "Modine Unit Heater" and its installation in a building such as a theater, garage, church, department store, show room, factory and so on. Capacity and characteristic data, and diagrams of the "Modine Unit Heater" are given in this brochure.

**BONDED FLOORS COMPANY,** Kearny, N. J. "The Problem of Resilient Floors." A series of valuable booklets.

Modern flooring materials owe much of their popularity and consequent wide use to their "resiliency," a word which might be defined as "elasticity." This means that such floors are easy and pleasant to walk upon and have a tendency to absorb or at least to deaden noise, and when to these desirable qualities there are added their beautiful and distinguished appearance, their lasting qualities, and the ease and moderate cost with which they are kept clean and in good repair, the wonder is not that they are being widely used but that their use is not universal. "The Problem of Resilient Floors" is a series of five brochures. They are prepared for the guidance of architects, builders, decorators and owners on the use of resilient floors in all important types of buildings: Analyzing the Problem of Resilient Floors in Schools. Analyzing the Problem of Resilient Floors in Clubs, Lodges, Apartments and Hotels. Analyzing the Problem of Resilient Floors in Offices. Analyzing the Problem of Resilient Floors in Stores and Shops. Analyzing the Problem of Resilient Floors in Hospitals. This preliminary discussion answers many questions relating to Bonded Floors. Other information such as technical data, of particular interest to architects, and publications such as color charts showing special designs and patterns obtainable in Bonded Floors, illustrations of noteworthy installations, etc.—of interest to owners,—are available upon request. These five booklets, beautifully produced and full of extremely valuable and useful data, should be widely circulated among architects, engineers and interior decorators and among the owners of large buildings or others who are concerned with use of flooring.

**NATIONAL LAMP WORKS,** General Electric Company, Nela Park, Cleveland. "Lighting for the Stage."

One of several useful little brochures issued by these makers of lamps deals with the important subject of stage lighting. "Recent years have seen a rapid development of new stage lighting equipment, such as borderlights, footlights, and striplights, employing the larger and more efficient gas-filled lamps in individual reflectors. These are so superior to the old trough-type and box-type equipment with bare lamps that the latter are fast being replaced, and are now seldom considered for a new building." The booklet contains the floor plan of a stage, with the lighting apparatus of different kinds indicated, and it includes various diagrams and illustrations showing electrical installations, aiding in giving one a correct idea of what adequate stage illumination should be. Architects and engineers need not be reminded of the importance of lighting the stage of any kind of a theater, since its usefulness wholly depends upon it.

**FEDERAL CEMENT TILE COMPANY,** 608 South Dearborn Street, Chicago. "Federal Nailing Concrete Roof Slabs."

The useful material described in this folder, as the term implies, is a slab made of concrete which is of a character to permit nails to be driven into it. These slabs are quickly laid in place on the steel purlins at any time of the year and are ready to receive the weatherproof roofing felt and ornamental covering. No time need be lost waiting until the nailing surface is in suitable condition. The slabs are of standard Federal design precast under ideal factory conditions. The bottom portion is of high quality concrete, adequately reinforced, giving the necessary strength to support the load. The top section is of nailing concrete, 1½ inches thick, cast integrally with the bottom section. It is a true nailing concrete, of such structure as to take nails easily, yet to hold them as firmly as wood. At the same time, being concrete, it is fireproof,—will never deteriorate, never loosen its hold upon the nails. The ornamental covering, therefore, is securely held in place, saving not only the cost of repair and replacement, but preserving the original beauty of the entire roof. The value of the material is evident.

**U. S. GUTTA PERCHA PAINT COMPANY,** Providence. "Interiors of Lasting Whiteness." The way to secure them.

It can be easily understood that certain qualities desirable in paint can be secured by care in the paint's manufacture. Among the chief of these qualities is that of luminosity, which of course means the brightness or brilliance with which a painted surface appears to the eye. This brochure dealing with the well known "Barreled Sunlight" discusses the use of paint for walls or woodwork which are to be white or some light color. "What makes white paint and enamel in so many buildings go off color? Usually it is due to the yellowing tendency of the liquid or vehicle which forms the base of these ordinary white finishes. In Barreled Sunlight, this undesirable tendency has been largely overcome through a specially and exclusive method of manufacture,—the 'Rice' process,—whose remarkable success has made possible this guarantee: *We guarantee that Barreled Sunlight will remain white longer than any gloss paint or enamel, domestic or foreign, applied under the same conditions.*" One page of the brochure deals with use of the "undercoat" or "primer" used where the nature of a surface to be painted requires more than one coat of Barreled Sunlight. "Especially prepared for this purpose, and containing more oil than ordinary priming paints, the undercoat leaves a film that holds out the luster of the finishing coat and allows it to spread easily and evenly, without streaking or spotting. The result is the satin-smooth, uniform white surface which we advertise and claim for Barreled Sunlight. No other primer or flat can be depended upon for this result. Due to the more substantial body and greater opacity of this special primer, much work that would require several coats of ordinary white paints or enamels can be done with one."

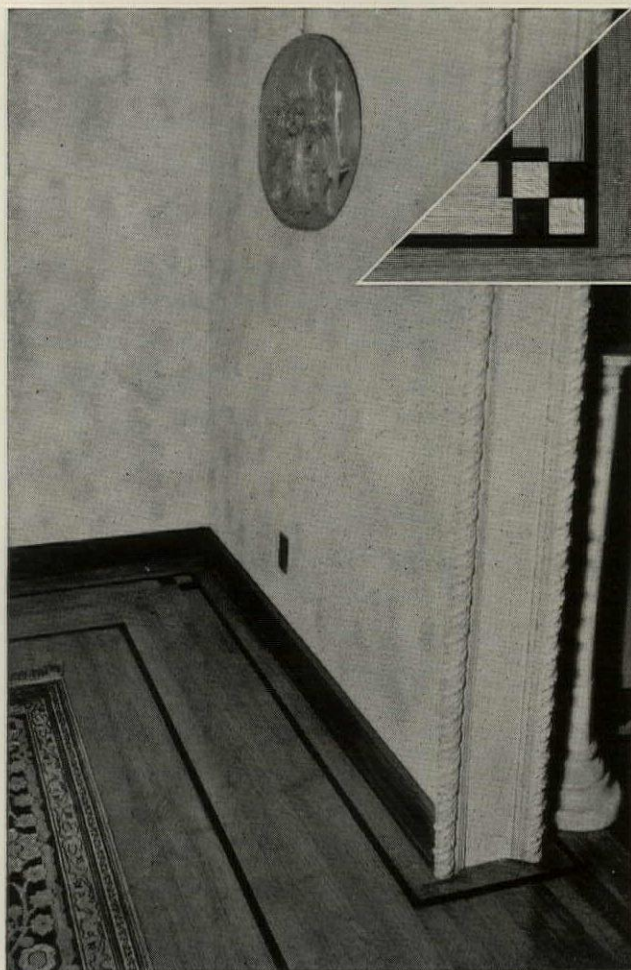


Now, \$10 to \$15 Per Room

Brings Distinctive

COLOR

. . . . To  
Modern  
Floors



**W**ORK out your own design to harmonize with your client's decorative taste.

Then, your builder lays red oak and black walnut blocks side by side, and adds the black walnut strip border. That's *Bloxtrip Borders*. Distinctive, so-much-more-practical, easy to lay . . . today's colorful style for modern floors.

Bloxtrip comes in dust-proof cartons, containing 20 black walnut blocks, 10 quarter sawed red oak blocks and 100 linear feet of black walnut strips, tongued, grooved and machined to match the superior Dierks oak flooring (2 1/4" face by 13/16" thick).

Here's Color appeal—style appeal—variety appeal, in this Dierks Exclusive 1929 innovation — practical alike for offices, homes, apartments and clubs.

**FREE:**

The Dierks thermometer, mounted on a specimen of Dierks superior pine flooring. Send 10 cents for packing and mailing.



**Dierks**  
**Lumber & Coal Co.**  
GATES BLDG. KANSAS CITY, MO.

Please send "Bloxtrip Borders" showing many of the new designs for floors. Also your elaborate brochure, "Early American Notty Pine Paneling," showing many distinctive treatments of modern walls.

I am Architect  Contractor  Realtor   
Prospective Home Owner  Dealer

Name .....

Address .....B-7



## REVIEWS OF MANUFACTURERS' PUBLICATIONS

**THE FLINTKOTE COMPANY, Park Square Building, Boston.** "What Constitutes Roofing Quality?" An answer.

Extremely high costs of building during the past few years have had at least one highly desirable result,—they have led to the close study of building materials and to study likewise of the best methods of using them. Large manufacturers of building materials of many kinds have organized "associations" which maintain staffs of experienced chemists and engineers or specialists of one sort or another whose duties are to analyze, experiment, and conduct research of different kinds, and the results of all this costly effort are to improve the quality of the manufacturers' output, and to publish data likely to increase understanding of the materials by architects and their specification writers and to improve their use by contractors and builders. This brochure contains a study by Lester Kirschbraun, a member of many organizations of technical workers, into the subject of roofing. "What constitutes roofing quality? Is it in the sole possession of unique raw materials, expensive rags, mineral grits or asphalts of occult properties? The answer is of course no, for practically every manufacturer has access to the same sources of supply of raw materials. Discrimination in the selection of raw materials is fundamentally important, but no manufacturer has any particular advantage over others as to access to the basic materials. This being true, upon what, then, are differences of quality in roofings predicated? 1. Upon the scientific and practical knowledge of the behavior of raw materials entering the roofing product, and upon the intelligent use of such materials in their assemblage. 2. Upon the design and operation of most modern machinery with which the predetermined assemblage can be effectively carried out. 3. By the uniformity of quality ideal (standard) which is actually delivered day in and day out by controlled machinery operating under intelligent supervision. These elements make up the difference between roofing of average or passable quality and roofing which delivers most value to the consumer." Then follows a description of the processes used in the manufacture of the valuable roofing materials made by the Flintkote Company. The booklet is illustrated.

**DOMESTIC STOKER COMPANY, 7 Dey Street, New York.** "The Electric Furnace Man Automatic Coal Burner."

The improvement of heating equipment has been gradual. Use of the open fireplace gave way in time to use of the stove, and the primitive stove finally yielded to use of the "base burner," which in fact introduced use of a wholly new principle,—a principle which afforded a basis for considerable development. This booklet deals with the Electric Furnace Man Automatic Coal Burner. "Anthracite of the buckwheat or rice sizes is fed from a hopper (holding 300 to 500 pounds, depending upon the size of the stoker) to a scientifically designed fire pot by means of a simple screw. This is the principle utilized in the household food chopper, and is familiar to all. The screw delivers the coal to the bottom of the fire pot. By thus underfeeding, the valuable gases are distilled beneath the burning coal on the upper surface of the fire. Properly mixed with air, supplied in just the right quantity by a fan, the gases are forced upward through the fire and burned, giving the full heat value from the coal. Only by underfeeding and forced draft can all the combustible gases of anthracite be converted into heat. The upward pressure of the incoming coal gradually pushes the fuel upward and outward, until it finally falls from the edge of the fire pot in the form of ashes. There is no waste. The ashes are removed to a dust-proof container outside the furnace. When they reach this they are cold,—there is absolutely no fire hazard. Temperature control may be either automatic or manual. If automatic, the well known thermostatic principle is employed. Manual control may be obtained in one of two ways: (1) Installation of a so-called 'Distant Manual Control,' which enables the householder to obtain any desired degree of heat by simply turning an indicator conveniently located in any room or hallway. (2) If upstairs control is not wanted, regulation can be made very easily by the movement of one little lever at the stoker." The booklet would be a valuable item in the files of any architect or engineer.

**TOCH BROTHERS, New York, Chicago, Los Angeles.** "Architects' Specification Data." Use of waterproofing.

It would certainly seem to be obvious that if an architect expects of a material the value and advantages claimed for it by the manufacturer, the use of the material should be in strict accordance with the manufacturer's directions. And yet many specification writers persist in directing the use of some materials in their own way, and then blame the manufacturers if the material fails to give the service looked for. In view of this, Toch Brothers issue, in what seems to be a highly acceptable form, the plainest and most explicit specifications for using the great variety of waterproofing compounds, technical paints, etc., which they manufacture and sell. In each instance the specification proper is preceded by a few paragraphs describing the material and enumerating the purposes for which it is intended. The firm offers to its clients the services of its engineering department, prepared as it is to give advice where unusual conditions are met.

**INDIANA LIMESTONE COMPANY, Bedford, Ind.** "The Detroit Masonic Temple." Illustrations of use of limestone.

Study of American architecture during the last few decades shows a steadily increasing use of Indiana limestone, a material which because of its richness of texture, depth of tone, and adaptability to the sculptor's requirements has proved its value in the hands of capable designers and builders. In New York more than one stately church testifies without and within to the value of Indiana limestone, and (to mention but one instance) the beautiful group of French Renaissance dwellings at 52nd Street and Fifth Avenue, lately torn down to make way for a business structure, exemplified the value of limestone as a building material. This brochure deals with the use of Indiana limestone for but a single building,—the Detroit Masonic Temple,—a structure which by reason of its architectural excellence has attracted wide attention. Excellent illustrations show its beautiful exterior designed in Gothic forms, with a wealth of carving to distinguish the entrances and some other important parts.

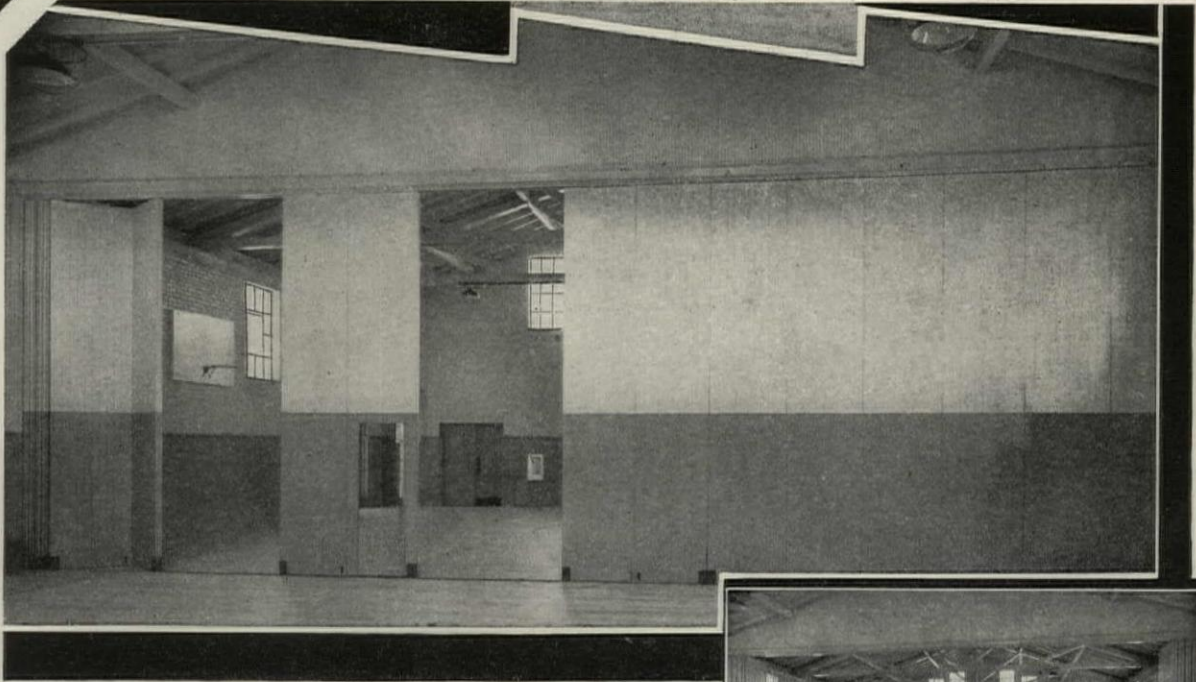
**P. & F. CORBIN, New Britain, Conn.** "Corbin Automatic Exit Fixtures and Hardware." Valuable booklet on their use.

Architects and builders interested in constructing theaters, auditoriums, assembly halls, schools, or other buildings in which large numbers of people congregate, should give careful study to this booklet, one of many issued by the Corbin firm. "The principal purpose of Corbin Automatic Exit Fixtures is to provide for buildings where people assemble, a safe and ready means of releasing the exit doors in time of emergency, to eliminate the possibility of panic which inevitably follows upon the failure of an exit door to swing wide instantly before the onrushing crowd. In the past, there have been regrettable demonstrations of the horrors of panic, disasters in which destruction and mutilation of life and limb were caused by the jamming of a door under the tremendous pressure of a frenzied mob seeking quick exit. We cannot hope to control the course of human reasoning in times of panic. We can merely strive to eliminate the conditions which might increase the tragedy of disaster by means of a mechanism which would instantly and automatically operate under any condition of panic. Corbin has constantly kept in view the problems which would naturally arise in their application, the necessity of easy and assured operation from the inside at all times, and the need for absolute security from without. The assortment of hardware includes fixtures for pairs of doors, for single doors, some to operate from the outside by handle, some by knob, others to be inoperable from the outside, for schoolhouses, where precautions must be taken to safeguard the active little attendants against injury on projecting corners. For dealers' stocks there will be found fixtures which can be readily adapted to any size of door, right or left hand. For hollow metal or fire doors there are devices with three-point bolting features to prevent warping under intense heat. The locks and latches offered for use with exit push bars are of the regular Corbin cylinder and bitted-key types, but with the various functions to suit many exit door requirements."

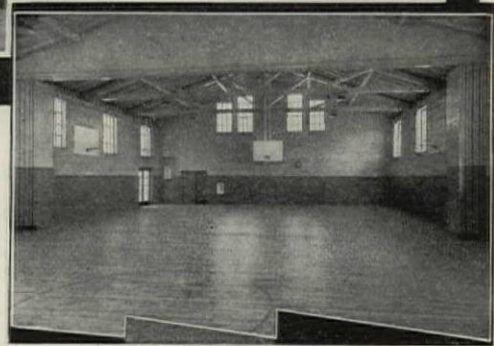


*Wilson*

**SECTIONFOLD  
PARTITIONS**  
(REG. U.S. PAT. OFF.)



Wilson Sectionfold Partitions in Gymnasium of Junior High School, Burbank, California, F. D. Rutherford, Architect



Note how partitions fold back out of the way when not in use.

**YOU** are not experimenting when you specify Wilson Partitions.

They are far past the introductory stage—Profit by our experience of 50 years.

When you specify Wilson Sectionfolds you run no risk of dissatisfaction such as might occur in the case of products which have not been tested and proven during long years of use.

Wilson Sectionfold Partitions are the product of the pioneers in the manufacture of partitions. Experiments, conducted over half a century have resulted in exclusive patented features which give you the utmost in durability, ease of operation and freedom from trouble.

Other outstanding advantages are as follows:

1. Prevent interference between participants of different games.
2. Avoid necessity for permanent hand ball and squash courts. Space for such courts can be sectioned off at will and then made part of the main gymnasium when desired.

3. May be equipped with slate blackboards for classroom use.
4. Small doors in partitions give easy access to all rooms.
5. Panelled differently on both sides, if desired, to harmonize with surroundings.
6. Adapted to old buildings as well as those under construction.
7. Perfect operation because of our own installation and service offices in principal cities.
8. **Woodwork and hardware all products of our Factory and all of best quality obtainable.**
9. **Five year guarantee with each installation.**

Get full details and illustrations showing how SECTIONFOLDS are increasing the gymnasium and classroom facilities of modern schools.

Send for Catalog No. 3

**THE J. G. WILSON CORPORATION**

11 East 38th Street New York City

Offices in all principal cities

Also Manufacturers of Rolling Partitions and School Wardrobes.  
Catalogs on request.

OVER FIFTY YEARS IN BUSINESS



# INDEX TO ADVERTISING ANNOUNCEMENTS

## PART 1—ARCHITECTURAL DESIGN

Acme Brick Company.....	14	Eagle-Picher Lead Company, The.....	3	Macbeth-Evans Glass Co.....	85
Adamson Flat Glass Company.....	86	Federal Cement Tile Company.....	6	Maplewood Club.....	54
Airports.....	58	Fiske Iron Works, J. W.....	4	Modern Bronze Store Front Co.....	15
Alberene Stone Company.....	83	Frink Corporation, The.....	73	Murphy Varnish Company.....	71
Aluminum Company of America.....	18, 19	Georgia Marble Company, The..Third Cover		National Lead Company.....	69
American Brass Company.....	11	Guth Company, The Edwin F.....	58	National Terra Cotta Society.....	24
American Face Brick Association.....	7	Hamlin, Irving.....	58	Newcomb Mfg. Company, F. J.....	52
American Seating Company.....	49	Hanley Company.....	1	Orange Screen Company.....	32
American Walnut Manufacturers Association.....	44	Hartmann Sanders Co.....	57	Pardee Works, The C.....	13
Armstrong Cork Company.....	21, 89	Hartshorn Co., Stewart.....	84	Pecora Paint Company.....	78
Athey Company.....	80	Hauserman Co., The E. F.....	26	Pratt & Lambert, Inc.....	60
Baguès, Inc.....	50	Heinz Roofing Tile Co., The.....	2	Ritter Lumber Company, W. M.....	56
Bakelite Corporation.....	80	Hess Warming & Ventilating Co.....	82	Russell & Erwin Mfg. Co.....	20
Beadslee Chandelier Mfg. Co.....	84	Higgins & Co., Chas. M.....	90	Sargent & Company.....	22
Best Bros. Keene's Cement Co.....	65	Holophane Co., Inc.....	84	Shanklin Manufacturing Co., Inc.....	82
Blank & Company, Frederic.....	50	Hope & Sons, Henry.....	10	Sheet Steel Trade Extension Committee	75
Bloomington Limestone Co.....	27	Improved Office Partition Co.....	40, 48	Sherwin-Williams Co., The.....Fourth Cover	
Bonded Floors Company, Inc.....	31, 32	Indiana Limestone Company.....	5	Sheldon Slate Co., F. C.....	12
Brasco Manufacturing Co.....	8, 9	Jacobson Mantel & Ornament Co.....	50	Stone & Webster, Inc.....	23
Carney Company, The.....	63	Jacobson & Company.....	51	Thorp & Co., Inc., J. H.....	52
Casement Hardware Co., The.....	80	Kawneer Co., The.....	97	Tuttle & Bailey Mfg. Co.....	52
Cassard Romano Company, Inc.....	47	Kensington Mfg. Company.....	43	Tyler Company, The.....Second Cover	
Circle A Products Corporation.....	28	Kent-Costikyan.....	54	U. S. Gutta Percha Paint Co.....	67
Clemetsen Co., The.....	38	King Construction Company.....	86	United States Gypsum Company.....	53
Clinton Metallic Paint Co.....	88	Kittinger Company.....	45	United States Rubber Company.....	59
Columbia Mills, Inc., The.....	35	Klein & Co., Inc., Henry.....	40, 48	Western Pine Manufacturers Association	56
Corbin, P. & F.....	17	Kosmos Portland Cement Company, Incorporated	88	"White" Door Bed Company, The.....	55
Covert Company, The H. W.....	54	Libbey Owens Sheet Glass Co., The.....	87	Wickwire Spencer Steel Co.....	88
Curtis Companies Service Bureau, The	56	Louisville Cement Co., Incorporated.....	16	Wilson Corporation, The J. G.....	95
Dahlstrom Metallic Door Co.....	77	Ludowici-Celadon Company.....	25	Zeiss, Inc., Carl.....	90
DeLong Furniture Co.....	46	Lupton's Sons Co., David.....	36	Zenitherm Company, Inc.....	98
Detroit Steel Products Company.....	79	Lutton Company, Inc., Wm. H.....	86	Zouri Drawn Metals Company.....	15
Dierks Lumber & Coal Co.....	93				
Driwood Corp.....	40, 48				
DuBois Fence and Garden Co., Inc.....	90				
Duraflex Company, Inc., The.....	91				

## PART 2—ARCHITECTURAL ENGINEERING AND BUSINESS

Aerofin Corporation.....	114	General Electric Company.....	167	Peerless Unit Ventilation Co., Inc.....	210
Aluminum Company of America.....	118	General Refrigeration Company.....	194	Pick-Barth Companies, The Albert...106, 107	
American Blower Corp.....	215	Genfire Steel Company.....	186	Radio-Victor Corporation of America..	129
American Brass Company, The.....	135	Gillis & Geoghegan, Inc.....	119	Raymond Concrete Pile Company.....	101
American Institute of Steel Construction, Inc.	132	Hoffman Specialty Company, Inc.....	146	Reading Iron Company.....	147
American Laundry Machinery Co., The..	201	Home Incinerator Company.....	190	Receivador Sales Co.....	188
American Radiator Company.....	111, 197	Housing Company.....	202	Republic Iron & Steel Co.....	159
American Rolling Mill Company, The..	191	Hubbell, Incorporated, Harvey.....	122	Richards Willcox Mfg. Co.....Second Cover	
American Telephone & Telegraph Co.	125	Imperial Brass Mfg. Co., The.....	144	Rome Brass Radiator Corporation.....	208
Armstrong Cork and Insulation Company	175	Insulite Company, The.....	156	Sarco Co., Inc.....	206
Automatic Electric, Inc.....	185	International Nickel Company, The..136, 158		Sedgwick Machine Works.....	194
Barber Asphalt Company, The.....	117	Janette Manufacturing Company.....	188	Servel Sales, Inc.....	200
Barrett Company, The.....	187	Jenkins Bros.....	181	Sonneborn Sons, Inc., L.....	221
Bates Expanded Steel Truss Co.....	163	Johns-Manville Corporation.....	110, 189	Speakman Company.....	143
Berger Mfg. Company, The.....	151	Johnson Co., S. T.....	207	Spencer Heater Company.....	214
Bramhall Deane Co.....	190	Kalman Steel Company.....	155	Standard Conveyor Company.....	203
Brownell Company, The.....	211	Kerner Incinerator Co.....	199	Steel Frame House Company.....	161
Brunswick-Balke-Collender Co., The..	179	Kewanee Boiler Corporation.....	102	Structural Clay Tile Association.....	148, 149
Byers Company, A. M.....	153	Kewanee Private Utilities Co.....	144	Structural Gypsum Corporation.....	166
Carey Company, The Philip.....	173	Kinnear Mfg. Co.....	190	Sturtevant Co., B. F.....	216
Carnegie Steel Company.....	164	Kohler Co.....	139	Titusville Iron Works Co., The.....	154
Carter Bloxonend Flooring Company.....	121	Maddock's Sons Co., Thos.....	138	Toch Brothers.....	219
Central Alloy Steel Corp.....	160	Master Builders Company, The.....	104, 105	Trane Co., The.....	213
Chromium Corporation of America.....	142	May Oil Burner Corporation.....	224	Trenton Potteries Company, The.....	145
Clow & Sons, James B.....	140	McQuay Radiator Corporation.....	209	Troy Laundry Machinery Co., Inc.....	192
Cohoos Rolling Mill Co.....	141	Milwaukee Corrugating Company.....	Fourth Cover	Truscon Steel Company.....	100
Concrete Engineering Co.....	165	Minwax Company, Inc.....	168	United Chromium, Incorporated.....	142
Concrete Steel Co.....	152	Modine Manufacturing Company.....	206	United Metal Products Co., The.....	186
Cowing Pressure Relieving Joint Co..	162	Mueller Co.....	137	United States Gypsum Company..Third Cover	
Cutler Mail Chute Co., The.....	144	Nash Engineering Co., The.....	108-171	U. S. Mineral Wool Company.....	186
Dixon Crucible Company, Joseph.....	127	National Electric Products Corporation	130	Van Range Co., The John.....	106, 107
Domestic Stoker Company.....	204	National Fireproofing Company.....	99	Vilter Manufacturing Company, The... 194	
Douglas Co., The John.....	183	National Lumber Manufacturers Association	223	Vonnegut Hardware Co.....	120
Dunham Co., C. A.....	205	National Radiator Corporation.....	113	Westinghouse Electric & Manufacturing Company	198
Duriron Company, The.....	162	National Tube Company.....	150	Weyerhaeuser Forest Products.....	157
Electric Storage Battery Company, The.	109	Nelson Corporation, The Herman...115, 116		Wickwire Spencer Steel Co.....	188
Electrol, Inc., of Missouri.....	217	North Western Expanded Metal Co....	103	York Ice Machinery Corporation.....	112
Frigidaire Corporation.....	196	Otis Elevator Company.....	195	Youngstown Sheet & Tube Co., The... 193	
Fitzgibbons Boiler Company.....	206				
Fulton Siphon Company, The.....	177				





E.

©1929 THE KAWNEER CO.

# Kawneer

BRONZE

## STORE FRONTS, DOORS AND SELAIR WINDOWS

are made  
by Skilled Craftsmen

to comply with architect's drawings and specifications regardless of design. The new SWEET'S for 1929 contains the Kawneer catalog with complete information on all average store front problems.

THE  
**Kawneer**  
COMPANY

Factories

NILES, MICHIGAN. BERKELEY, CALIFORNIA

B R A N C H O F F I C E S

Atlanta, Georgia  
Baltimore, Maryland  
Boston, Massachusetts  
Buffalo, New York  
Cleveland, Ohio  
Cincinnati, Ohio

Charlotte, North Carolina  
Chicago, Illinois  
Detroit, Michigan  
Kansas City, Missouri  
Louisville, Kentucky  
Memphis, Tennessee

Milwaukee, Wisconsin  
New Orleans, Louisiana  
New York, New York  
Omaha, Nebraska  
Philadelphia, Pennsylvania  
Pittsburgh, Pennsylvania



# ZENITHERM

## Stating

### PROBLEM No. XIX

Required: A material suitable for floors in Y. M. C. A. buildings. Must be eminently practical and wear resistant. Must not be slippery or tiring under foot. Fire resistance is imperative. Texture and color to be such that it is equally in keeping with the decorative schemes of a number of rooms.



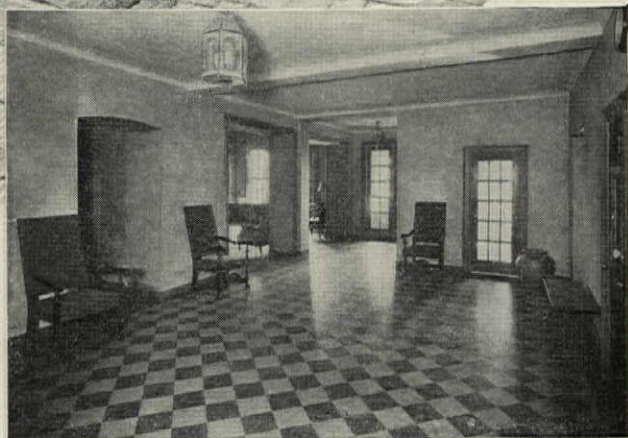
## The PROBLEM Solved

THE architects of the White Plains, N. Y. and Norwalk, Conn. Y. M. C. A.'s, solved this floor problem with Zenitherm. They used it in the lobbies, game rooms and social rooms. All floors harmonized with the decoration of the room in which they were laid, and with each other. That is because the textured, tri-toned colors of Zenitherm, blend so naturally with other colors and with each other.

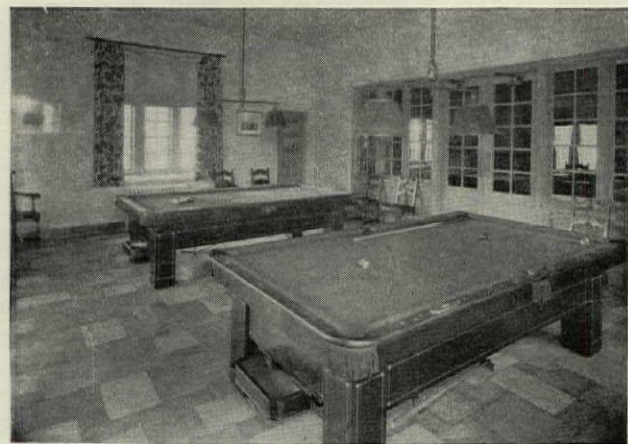
Zenitherm is entirely practical in that it can be hosed or washed without fear of warping. Even when wet, it is not slippery. Its resiliency is greatly appreciated in the game rooms where players can stand around the tables for long periods without tiring.

Zenitherm is fire resistant and exceedingly resistant to wear. Once installed, there are no maintenance costs. Zenitherm is usually cut at the factory to fit the desired pattern. There are nineteen colors available. Special colors can be made up to architects' orders. Page A-337 of Sweet's Catalogue gives full information for specifying.

*A. G. H. Reynolds*, President



The Social Lobby of Norwalk, Conn. Y. M. C. A. is floored with blocks of Drab and Black Zenitherm. May & Hillard, Architects.



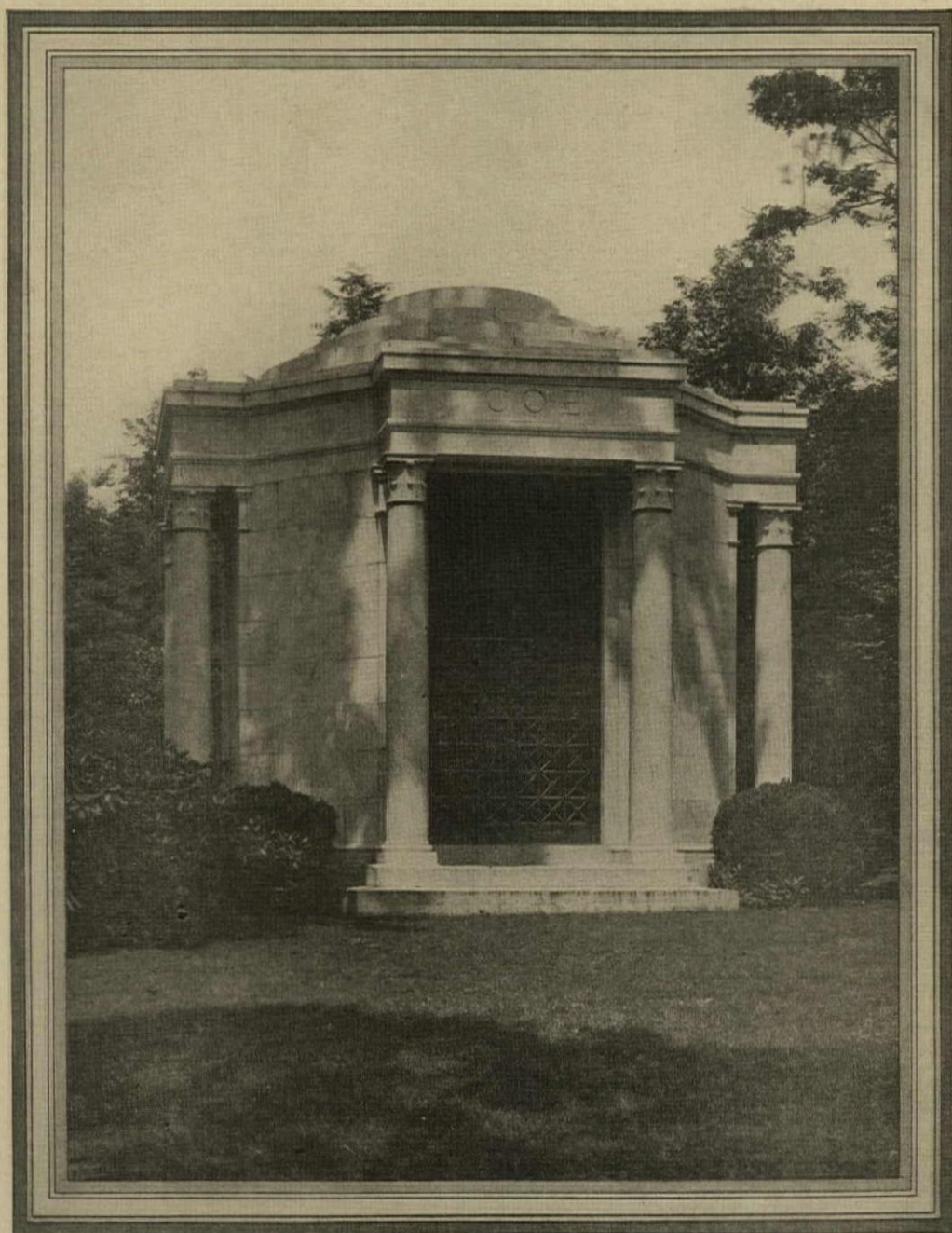
The Game Room in the White Plains Y. M. C. A. The floor is Random "T" pattern in Olive, Gold, Natural, Drab and Green Zenitherm.

**ZENITHERM COMPANY, INC. — KEARNY, N. J.**

110 East 42nd St., New York City — Otis Building, Philadelphia — 612 North Michigan Ave., Chicago, Ill.  
11 Beacon St., Boston, Mass. 55 New Montgomery St., San Francisco



# GEORGIA MARBLE



WALKER & GILLETTE, Architects

PRESBRY-LELAND COMPANY, Contractors

## FOR PRIVATE MAUSOLEUMS

The acknowledged durability of Georgia Marble accounts for its extensive use for fine private mausoleums . . . Because Georgia Marble stands for permanence, it was chosen to perpetuate the memory of three of the presidents of the United States.

THE GEORGIA MARBLE COMPANY · TATE · GEORGIA

1328 Broadway  
NEW YORK

814 Bona Allen Bldg.  
ATLANTA

648 Builders' Bldg.  
CHICAGO

622 Construction Industries Bldg.  
DALLAS

1200 Keith Bldg.  
CLEVELAND





Apartment building at 5000 East End Avenue, Chicago. Architect, R. S. DeGalyer, 307 North Michigan. Painting contractor, W. P. Nelson Co., 614 S. Michigan. Sherwin-Williams materials used: 950 gallons of Wall Primer and Sealer, 1,225 gallons of Heavy Bodied Flat White, 150 gallons of Outside White, 25 gallons of Aluminum Paint, and 200 gallons of Universal Thinner.

# Sherwin-Williams finishes proved economical here

Over 2,500 gallons of Sherwin-Williams Paint Products were used in beautifying this fine new apartment hotel at 5000 East End Avenue, Chicago. These famous old "quality" products impart a *richness and depth* that cannot be found in ordinary finishes—that help to rent exclusive apartments like these.

The superior working qualities of these Sherwin-Williams Paint Products enable painters to do *conomical* work. The "wet edge," the flow, and ability to hide the surface make it easy to do dependable work in shorter time.

Moreover, Sherwin-Williams "Paints" have a long life of beauty and protection that will mean a *decided* saving in upkeep costs. Scores of prominent ar-

chitects specify Sherwin-Williams Paints, Varnishes, Lacquers and Enamels for the buildings and homes they plan—for these same two important reasons, *greater beauty and economy*.

See Sweet's Catalog for Sherwin-Williams complete specifications. When especially difficult problems arise, get in touch with members of our technical staff. They will be glad to assist you.



**THE SHERWIN-WILLIAMS CO.**

Dept. 706—601 Canal Road, N. W.  
CLEVELAND, OHIO

*Largest Paint and Varnish Makers  
in the World*

# SHERWIN-WILLIAMS

PAINTS - ENAMELS  
VARNISHES - OPEX LACQUERS