

THE SOUTHERN ARCHITECT AND BUILDING NEWS

VOL. L.

NUMBER 5

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1924 SCHEDULE FOR ADVERTISERS

For Jan. and Feb. issue copy and all cuts must reach us by	Dec. 20th
For March	Jan. 20th
For April	Feb. 20th
For May	Mar. 20th
For June	April 20th
For July	May 20th
For August	June 20th
For Sept.	July 20th
For Oct.	Aug. 20th
For Nov.	Sept. 20th
For Dec.	Oct. 20th

EDITORIAL COMMENT

AN ANSWER WORTHY OF BEING QUOTED.

The spirit of brotherly love prevailing in certain states, toward architects from the larger centers is well illustrated by a satirical post-card recently mailed from Raleigh to prominent New York firms who have designed conspicuous buildings in North Carolina:

"Public prints state that alterations and general repairs are to be made to the venerable building, that perfect example of the Doric order in Raleigh, from which all edicts for the welfare of the people have emanated. What a pity that those in power have not seen fit to secure the assistance of an alien architect in accordance with the prevailing standards of fashion, as have been done by the State College, Meredith College, Wake Forest College, the University of N. C., Saint Mary's School and the schools of Raleigh and Roanoke Rapids, N. C. Is it not a wise and beneficent example to be commended by all those native architects whose livelihood has been annihilated to about \$800,000.00 of architects' commissions paid these alien architects as a reward for not living in N. C.—'OUI NOUS AVONS BANANA NON.'

'Alien Architect.'

Its vulgarity and childishness are only equalled by the cowardice of its anonymity. If good taste has been one of the recommendations observed in the selection of the architects, small wonder that its writer did not secure the lost commissions of which he complains.

There are solid grounds for preferring local architects in many cases, but blind sectionalism of this sort is not one of them. Familiarity with local climate, materials, contractors, and labor conditions, presence on the spot during the development of the project and the execution of the work—these are valid grounds for choosing a local man, other things being equal. If they do not suffice to bring about his selection it must be because other things are not equal. As it is scarcely in human nature for the sufferer to admit this, even to himself, he lays his defeat to the prestige of New York rather than to any difference of merit in the work.

It must be conceded, on the recent showings, that the better-known of the "alien" invaders have

generally justified their prestige, not merely by familiarity with the prevailing tendencies of style, nor by more sensitive handling of the intangible elements of form and proportion, but, where one might expect local architects to be superior, by conformity to local traditions. While many architects in outlying regions have thought only of imitating the latest metropolitan successes, and have given us a plague of two-penny Woolworth buildings in prairie and black-belt tank-towns, the visiting metropolitan designers, charmed by naive old buildings of the region, and imbued with the fruitful idea of fidelity to local tradition, have produced works full of novel variety and racy of the native soil.

Let the disgruntled native sons awake to their own artistic heritage and discipline themselves in the hard school of refinement of form, and their advantage of proximity will surely bring them the local work. But first they must learn the truth of Goethe's saying: "What you have inherited from your fathers—earn it, in order to possess it."

Fiske Kimball.
(Architectural Record.)

NEW ORLEANS CLAIMS THE FIRST APARTMENT HOUSE.

New Orleans claims the distinction of having had erected the first apartment house in America.

In a letter to the National Association, New Orleans, protests a recent news dispatch crediting the first building of the kind to New York in 1868.

The Baroness Pontalba, daughter of the Spanish governor of Louisiana, Almonaster, built the first apartment house erected in America, according to historical data vouched for by the New Orleans Real Estate Agents' Association. Sixteen such houses were constructed by orders of the Baroness, it is claimed. This was in 1846, a row of the houses being built upon either side of the City Plaza, with wide galleries running the full length of the row, and with delicately wrought grill work on iron balconies. The buildings were three stories in height, with provision for a family upon each floor. Shops and living quarters occupied the ground floor.



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Regarding "Trane Data," mentioned to the right, Professor Vaughan of North Carolina State College says: "I think so much of the information given in this booklet that I use it in all my classes in Heating and Ventilating."

TRANE DATA

Official Bulletin of
Trane Engineering
Department.

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Bulletin 11, Trane
Data, giving practical
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PRINGLE & SMITH, ARCHITECTS.

THE SOUTHERN ARCHITECT AND BUILDING NEWS

VOLUME L.

MAY, 1924.

NUMBER 5.

Architect's Relation to Value in Building of Home Discussed

By Fred C. Stone,

Member of Tisdale, Stone & Pinson, Architects, Nashville, Tenn.

We Americans live today in rather a hectic state though there is an undercurrent or background of real seriousness. To some extent, we have apparently lost our appreciation of the true value of the finer things in the hustle and hurry of our living, yet the home is still an important factor in shaping our perspective of things and in determining our moods and even our characters.

If the home is to continue in its dominant po-

sition, projecting into our existence finer sentiments and the appreciation of better things, it should by all means receive more careful and deliberate thought in its planning. It should, of course, be abreast of the times, going back not too far into the past for its prototype or of going too far to the other extreme of being ahead of its day in the uncertain future.

It should, first of all, be American, whether of the English, Spanish or Italian style. It should be



"The Briers"—Down near Natchez, Miss., on what is known as "The Bluff," and overlooking the river, is an interesting example of our early country houses.

appropriate, sensing the pulsation of existing taste and sentiment and last but not least, it should be of sound and substantial construction.

We have seen on every hand in recent years, hundreds of flimsy houses built and thrown on the market as homes, tremendously upsetting values and warning the public idea of what is real and genuine.

To the average mind, architectural service in home building, is regarded as a luxury rather than a necessity. It is perhaps difficult to understand how one is willing in the building of a home, where the investment runs into thousands of dollars, to dispense with trained and intelligent professional advice, when in the matter of legal action, he would immediately consult with his lawyer and not attempt to argue his own case. Yet we find that this same lack of a proper sense of values permeates our American life today in many respects.

Value is not determined in the finer things entirely by weight, size and richness of material. While these contribute fundamentally to value, yet the more important element of value is not so tangible and concrete. Pleasing design and har-

mony in the selection and combination of materials, with the efficient and convenient arrangement of the various units of the home, while not increasing the actual cost, creates favorable attention and a desire for possession, which is also fundamental to real value.

The service, which the architect offers, is the creation of value in its truest sense, by the elimination of the hackneyed and commonplace and the building of individuality and character into his work. If he merely obtains sound construction and eliminates useless extravagance by the judicious use of proper materials and by making intelligent, competitive bidding possible, he has failed in his service, unless he gives the added value of individuality and charm, which creates the pleasure and desire of possession.

The real economy of architectural service is based on this fundamental of value, the creation of appreciation through the charm and convenience of the design and planning of the home. This is not a theoretical or imaginary assumption but is revealed by experience, and proper professional service in home building is sound economy and good business.



Another interesting example of early country houses from which inspiration might be drawn for the design of our modern American house.

PORTFOLIO OF GOOD INTERIORS



ENTRANCE HALL



SOLARIUM



LIVING ROOM



STAIR HALL



LIVING ROOM



STAIRWAY IN LIVING ROOM



LIVING ROOM



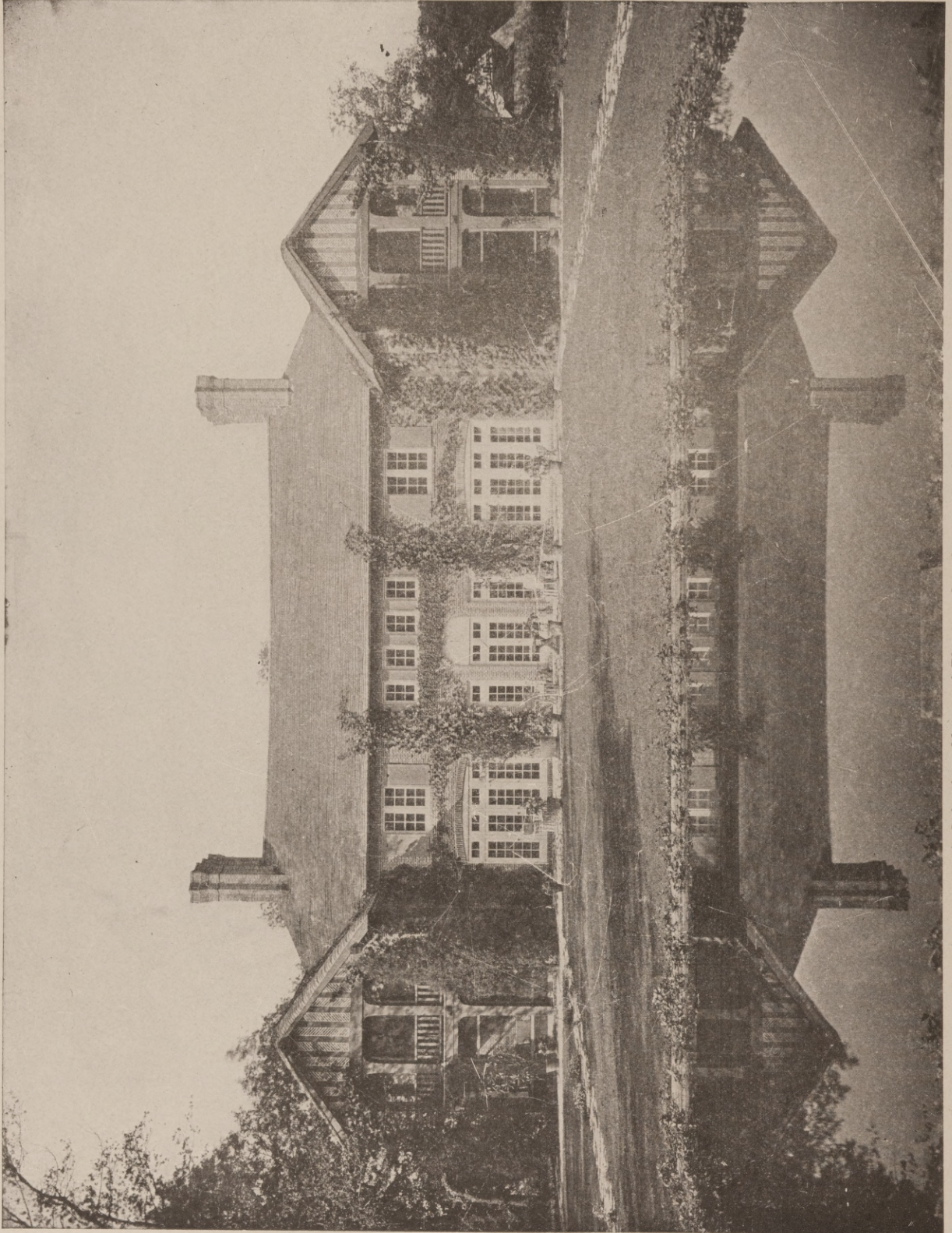
DINING ROOM



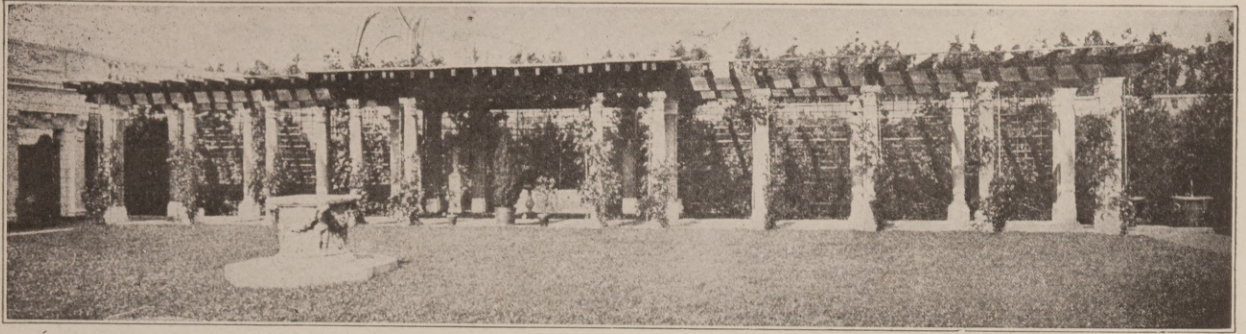
VIEW OF DINING ROOM



VIEW OF ENTRANCE HALL



A Suburban Home of Pleasing Landscape Architecture.



How to Plant the Home Grounds



In planting shrubbery about the house to improve the home grounds, there are a few well-defined rules that should be carefully followed. In the first place, never plant them in irregular lines, but group them in irregular masses or as nearly like nature grouped them as possible.

When using them for foundation plantings up next to the front and side of the house, plant the taller growing varieties back next to the wall with the lower growing varieties out in front. Also do not plant the higher growing varieties directly in front of the windows and door, as it is not desirable for the view from the front to be cut off by these. If the foundation of the house is quite high, little or no attention need be paid to this point, but more often than not, the foundation is not sufficiently high to make this point one that may be overlooked.

Make Pencil Sketch of Ground.

Before selecting the kind of shrubbery to be used and ordering same from the nursery, make a careful pencil sketch of the grounds and indicate where each shrub or tree is to be planted, keeping in mind that the front part of the grounds should be kept almost entirely free of trees and shrubbery. Of course these may be planted on the side front, but not directly in front as this would cut off the view, and that is undesirable.

Never plant shrubbery except in groups, unless it is some of the larger flowering specimens like Crepe Myrtle, which can be used to decided advantage by planting it individually to the sides or to the rear of the grounds.

Never plant the shade trees in straight lines. Group them more or less in the way nature groups them.

Make Extensive Use of Evergreens.

After the tentative sketch is made, indicating where the shrubbery and trees are to be placed, then select the kind and variety desired. It should

be kept in mind that in the South extensive use should be made of the evergreen shrubbery, both the broad-leaved evergreen and the Coniferous evergreen. As a rule one-half to two-thirds of the shrubbery planted on Southern home grounds should be evergreens.

The *Abelia Grandiflora* is probably the leader among the broad-leaved evergreens for use on Southern home grounds. Its leaves are a dark glossy green and stay on throughout the winter. From early spring until frost it is a mass of beautiful flowers. It will stand heavy pruning and may be cut so as to grow high, low, or in any desired shape.

Some of the Leading Kinds.

Of the flowering shrubs that are not evergreens, *Spirea* is one of the leaders, and everyone should plant one or more clumps of this beautiful flowering shrub. *Spirea Van Houtte*, the common name of which is bridal bower, is one of the best. It produces a great mass of white blooms early in the spring. It grows quite high and a good arrangement is to plant the *Spirea Van Houtte* right next to the wall with a lower growing *Spirea* directly in front of it, such as *Spirea Thunbergi*. Then directly in front of the *Spirea Thunbergi*, plant a clump or group of the *Abelia Grandiflora*. This will give a mighty effective arrangement of these three shrubs.

Of course these three are only a few of the many varieties that are especially suited to the South. Others that may be used very effectively are some of the Coniferous evergreens, particularly the American *Arborvitae* and the Golden *Arborvitae*.

Still other flowering shrubs that may be used to advantage are *Weigela*, *Deutzia*, *Hydrangia*, *Golden Bell*, *Lilac* and *Honeysuckle*. There are many others that are well adapted to the South, but these are among the leaders.

It takes more than a house to make a home. Likewise it takes more than a beautiful building to make an attractive place. A simple cottage or bungalow beautified with shrubbery, trees, grass and flowers is far more attractive and homey in appearance than the most luxurious and costly mansion without these plantings.

It is positively pitiful to see the many homes that are without plantings of any kind. Such places may often be seen not only in the country, but in the cities and towns as well. When one can so easily and inexpensively beautify these bare places with a small amount of shrubbery and

trees, grass and flowers, it is nothing short of a calamity for it not to be done.

Everyone Likes Beautiful Grounds.

It is true that one may live just as long in a home that is not properly beautified with trees, shrubbery, etc., but in such a place, one can never get the most out of life. It matters not how little beauty may mean to some people, the person never breathed who would not think more of a home properly beautified with trees, shrubbery, etc., than one built out in the open, with nothing in the way of shrubbery and grass to tie it to old mother earth. We would therefore make an earnest plea that the home grounds be planted.



"DIANA," A BRONZE PROFILE
By Henry Herring, Sculptor



HOUSE OF DAVE STRAUSS, ESQ., ATLANTA, GA.
HENTZ, REID & ADLER, ARCHITECTS.



IVEY & CROOK, ARCHITECTS

HOUSE OF MR. HENRY WAGSTAFF, ATLANTA, GA.

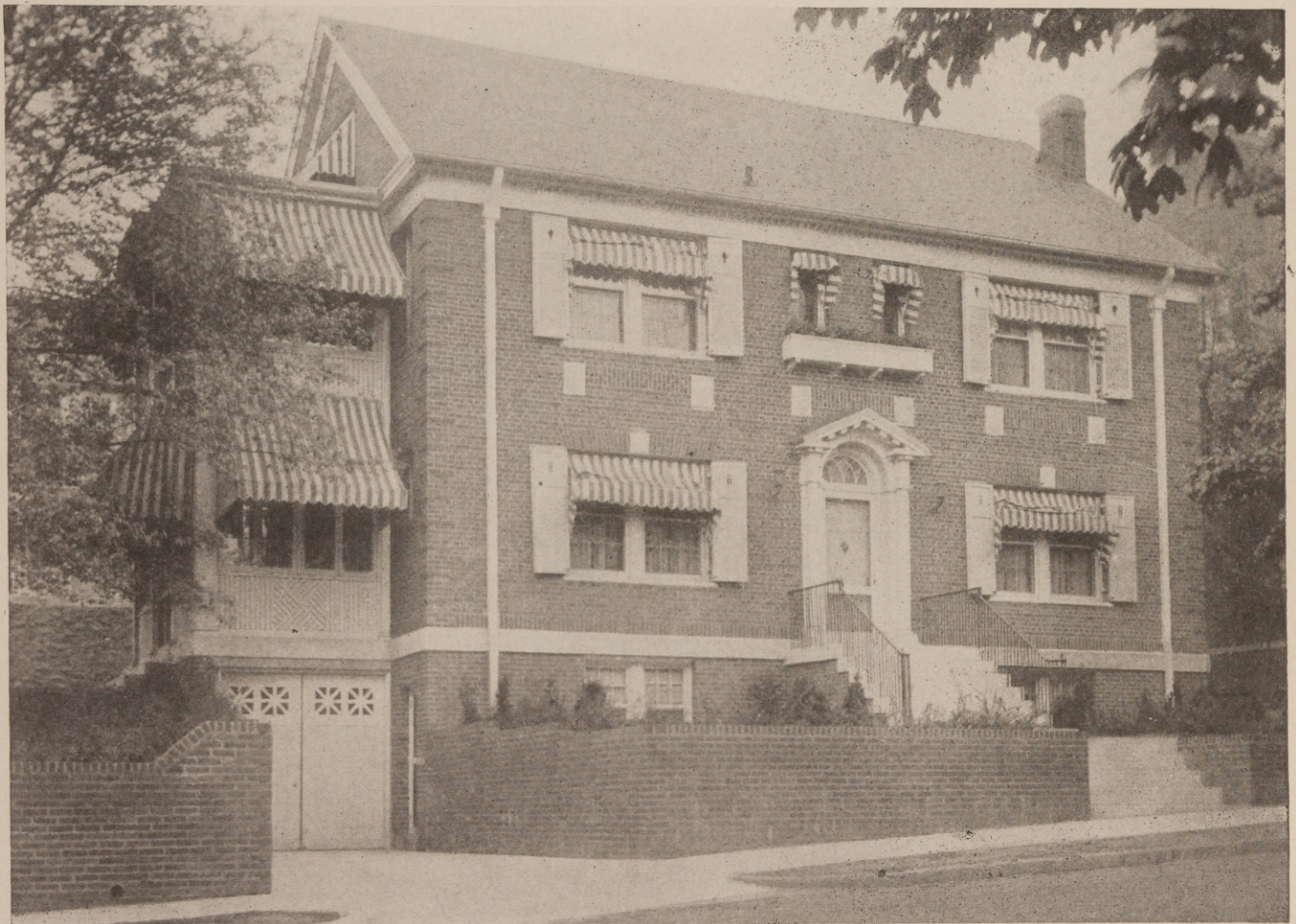


IVEY & CROOK, ARCHITECTS

HOUSE OF MR. BEN NOBLE, ATLANTA, GA.



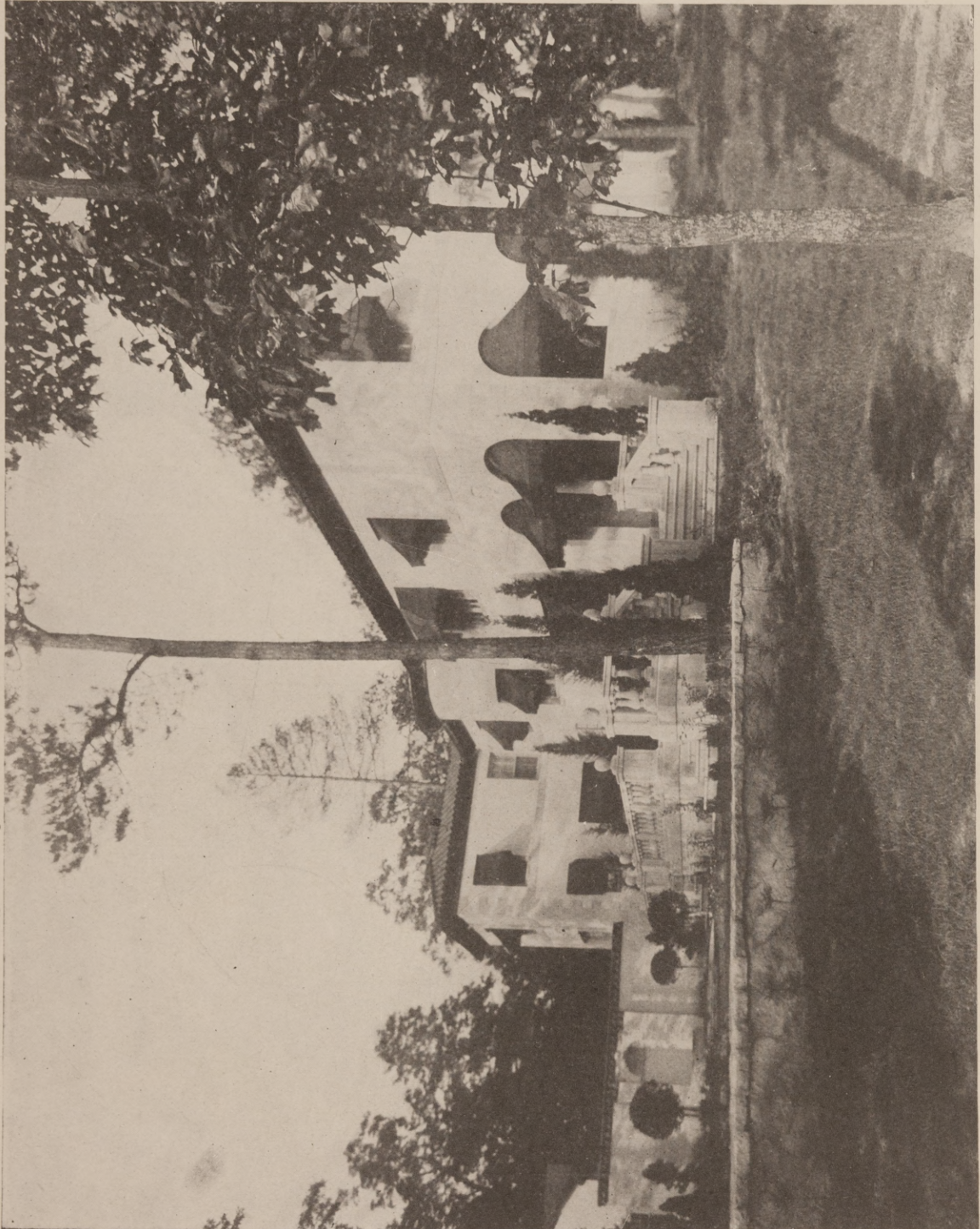
HOUSE OF MRS. M. E. JUDD, DALTON, GA.
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EDWIN B. MORRIS, ARCHITECT.



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GARDEN SIDE
HOUSE OF HAROLD ROGERS, ESQ., ATLANTA, GA.
PRINGLE & SMITH, ARCHITECTS.



C. F. HICKMAN, ARCHITECT
Columbus, Ga.
Winner of the Southeastern Architects Cup.



WILLIAM J. J. CHASE, ARCHITECT
Atlanta, Ga.
Winner of the Atlanta Architects Cup.

Southern Architect's Golf Tournament

The Annual Golf Tournament for the Architects of the Southeast sponsored by the F. Graham Williams Brick Company of Atlanta, Georgia, was won Friday, May sixteenth, by C. F. Hickman of Columbus, Georgia. Mr. Hickman won a victory over about thirty-six contestants playing over the East Lake Country Club links.

Mr. Hickman made a net score of 76 shooting 84 with a handicap of eight. This is considered unusually good since Mr. Hickman had not played over the course in five years. For his victory he received the large cup to be held for one year and as a permanent trophy a small cup was awarded.

The Atlanta Architects' tournament was won by William J. J. Chase, who made a gross score of 98. His handicap made a net score of 69. He

holds a large cup for the period of one year and a smaller cup was awarded as a permanent trophy.

Dan Clark from the office of Burge & Stevens, Atlanta, won a small permanent cup for his 75 net score in the draftsmen's division of the tourney.

Following the tournament a barbecue was given for the 70 architects who attended the play. O. B. Keeler, well known sport writer and follower of the game delivered the cups to the winners. Mr. Keeler in his talk spoke very highly of the wonderful spirit of promoting good fellowship which prompted Mr. F. Graham Williams in establishing for all time this Annual Golf Tournament for the Architects of the Southeast. We venture to say that next year every architect and draftsman that attended the play will be present and with each will be several of his associates.

Functions of the Architect

Every building involves a public question and in all both beauty and utility should be present, it is declared in a statement on "The Functions of the Architect" issued by the American Institute of Architects through its Committee on Public Information.

State legislation prescribing the qualifications of an architect is growing more stringent, says the statement, which, discussing the selection of an architect, informs the public that "except for certain forms of public and semi-public work a 'competition' is not considered by the American Institute of Architects the best means of making such a selection."

"As all building are seen," the statement continues, "society has a right to demand that none be ugly; the life of the community required that none be unsafe or dangerous to health; social economy requires that they be not wasteful of space or ill-suited to the purpose for which they are created.

"Every building is to some extent a public matter—even a private house. No building should be erected that is not an attractive addition to the landscape. A well-designed building is a more valuable property—a better investment. A well-constructed building is a more economical investment.

"No owner however gifted in others ways, no contractor however skilled, can design and build the simplest house equal in beauty, utility and cost to one completed under the guidance of a trained architect.

"An architect should have a fundamental knowledge of his art as an expression of beauty, of structural requirements and of practical design and planning. The practice of architecture requires business executive ability of a high order.

"Inasmuch as the owner's financial interests are deeply involved in the architect's action, the integrity of the latter must be above question. The development of a well equipped architect demands long and careful study and preparation.

"Registration laws in many states require a high school training, graduation from a recognized collegiate school of architecture or ability to successfully pass special state examinations and specified terms of practical experience in an architect's office.

"Such legislation is yearly becoming more widespread and the provisions are increasing in stringency. A very usual preparation for the

practice of architecture includes four to six years in a technical school or college, a year or two of travel and an extended apprenticeship in an established office.

"The architect must be familiar with the history of architecture, with the various 'styles,' and with such allied arts as sculpture, craftsmanship, interior decoration and landscape design.

"Properly to define and supervise the construction of any but the most elementary structure, the architect must either personally or through his organization have knowledge of all kinds of standard building materials and types of construction, with the ways in which different kinds of work are performed, and a competent understanding of the principles of heating and ventilating, plumbing and sanitation, electrical systems and other special departments of the building industry.

"Certain buildings require special ability in exterior design, they must primarily be beautiful. Others require special knowledge of particular methods of construction. Still others require technical familiarity with the peculiar uses for which they are erected.

"Therefore the owner should consider the natural tendencies, training and special experience of the architect he proposes to employ for a specific type of building.

"The ability of the architect properly to perform his duties makes for the success or failure of the building entrusted to him. Moreover, he is the disbursing officer of his client, in control of large expenditures. The architect who wisely administers the duties entrusted to him may greatly reduce the cost of a building.

"If the public realized this fully, they would select with care the architect best fitted to the requirements of each building operation. Except for certain forms of public and semi-public work a 'competition' is not considered by the American Institute of Architects the best means of making such a selection.

"The custom of asking for preliminary sketches before making a selection and therefore before serious study of the problem can take place is deplored and condemned. An architect should be selected with the same careful consideration of his work and reputation as an attorney or physician.

"When this is done, those who build reap the benefit by actually receiving full value for the funds they expend and the public at large is benefitted in more beautiful and useful buildings."

RELIANCE FIREPROOF DOORS



EMPIRE HOTEL, NEW YORK, N. Y.
Frederick I. Merrick, Architect

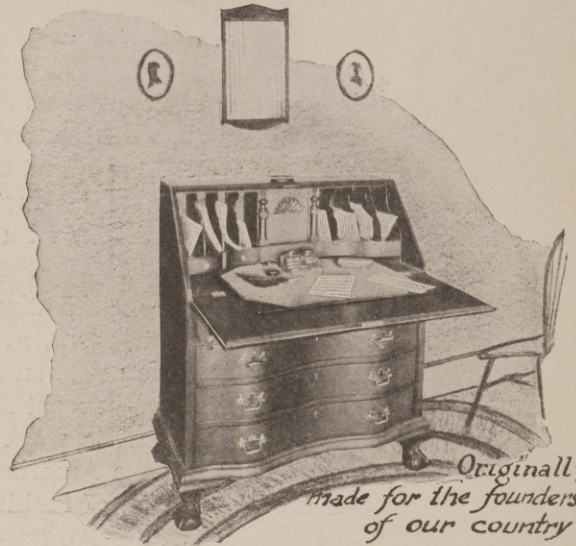
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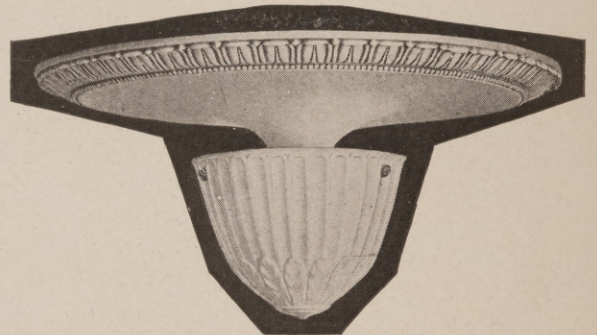
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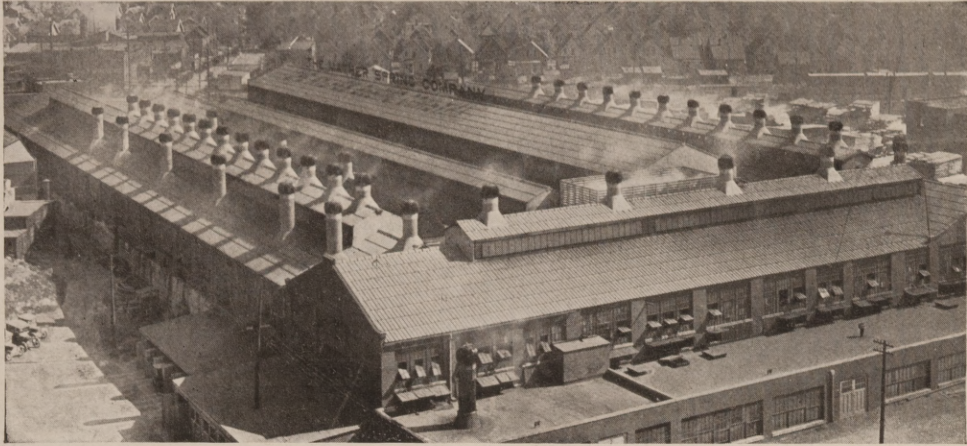


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The fabricating unit of The Mather Spring Co., which is now ideally ventilated, is 400 ft. long and 260 ft. wide, and due to the tremendous business handled necessitates the use of forty-six furnaces, fires and chemical baths, in addition to a large number of oil quenching vats, all of which produce a tremendous volume of smoke and fumes which were so thick that one was not able to discern the features of a person standing at a distance of more than 20 feet.

Ventilating plans were submitted by various manufacturers of exhausting equipment among which was the plan proposed by the engineers of the Allen Air-Turbine Ventilator Co., who counselled with the executives and engineers of The Mather Spring Co., and inasmuch as the installation of Turbine Ventilators did not entail any operative expense, it was accepted and a contract given the Luzius Bros. Co., Toledo, O., covering the installation of forty-three 48" Allen Air-Turbine Ventilators.

A letter received by the Allen Air-Turbine Ventilator Co. from Mr. G. M. Mathers, President of The Mather Spring Co., comments on the installation after several months' service, which is in part as follows:—

"We are very glad to say that the Allen Air-Turbine Ventilators you furnished us several months ago have been very satisfactory as a remover of the smoke and gases from which we suffered. We believe anyone suffering as we did can get absolute relief by the use of these Ventilators as such has been our experience.

Further, they add much to the appearance of our buildings."

This firm who produce quality springs in tremendous quantities for popular makes of automobiles, have eliminated their profit destroying condition and assured themselves of the contentment of their employees and maximum production at no operating cost whatever for this ventilating service.

Sales Engineers of the Allen Air-Turbine Ventilator Co., Eight and Porte streets, Detroit, Mich., are now located in all the industrial centers of the United States and immediately available to anyone wishing a correction of ventilation.

Correct ventilation today is considered essential from the standpoint of maintenance of health and contentment of humans. This fact is universally conceded not only by deep thinking people but also by the casual observer.

God's free air is abundant and healthful. It is ours for the taking. Likewise correct ventilation is obtainable. It is only a question of selection of equipment which will procure these results continuously at reasonable first cost with no operating or maintenance expense.

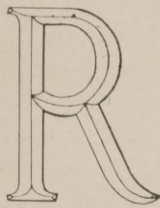
Long years of study and experiment have been given on the subject of ventilation by the Allen Air-Turbine Ventilator Co. with a view of producing an apparatus which would fill the need of anyone requiring correct ventilation. The result of these years of study and experiment resulted in the development and perfection of the Allen Air-Turbine Ventilator.

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(Continued on page 77.)

BRONZE LETTERS

FOR BUILDINGS
DOOR NUMBERS
BRASS SIGNS
DIRECTORY BOARDS
BRONZE TABLETS

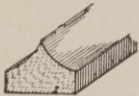


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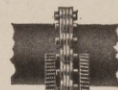
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No. 608 WALTON BLDG.

SPARTAN

*CLAIMS CARRY
CONVICTION*



JAWS: Drop forged tool steel, hardened and "saw tooth tempered," permitting resharpening with a file.

TEETH: Milled at an angle—"UP" and "IN" toward center line of wrench when tool is applied to pipe. This angle tooth gives IMMEDIATE "bite" on pipe even when teeth are dull without "cramping" wrench. The angle teeth force jaws against handle, eliminating "SPREADING" jaws, as in ALL other designs.

The design of teeth on periphery of jaws permit more "grips" for all sizes of pipe within capacity of tool than any other tool of its kind.

BOLTS: Made of special alloy steel in standard sizes, insuring greater strength and easier replacement. Two-bolt construction permits use of lower bolt for repair in the field should upper bolt break. **BOLT HEADS WILL NOT PULL OFF OR THREADS STRIP.**

CHAIN: Of standard flat link design, made of "SPARTAN" special alloy steel. Guaranteed stronger, therefore more reliable than any other flat link chain made. It is impossible to cramp chain when locking jaws to pipe, as a slight pull toward the operator will lock chain immediately. **IMMEDIATE AND POSITIVE "BITING" OF JAWS WITH INSTANTANEOUS LOCKING OF CHAIN IS THEREFORE INSURED.**

HANDLE: Forged throughout entire length, insuring greater toughness than "rolled" steel. All parts are carefully selected wrought steel, interchangeable and guaranteed against inferior material and workmanship.

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in Our Own Factory*

THE DROP FORGING CO. of New York

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Roofing Tile Manufacturing Company Changes Name

Announcement has just been made that the Mid-Continent Clay Company, manufacturers of high grade roofing tile, has changed its name to The Niels Esperson Tile Company.

The company has a large, well equipped plant and sales office at Peru, Kansas, with executive offices at Houston, Texas, and branch office at Atlanta, Georgia. The products of the company, formerly sold under the trade name of "Mideo Products" will in the future be known as "Invincible Tile." The new trade mark of the company shows a reproduction of a medieval castle combined with the trade name.

The company was founded some three years ago by Mr. Niels Esperson, Texas financier. The change in the name of the company is the result of a desire on the part of Mrs. Esperson, surviving wife and new owner, to commemorate the high ideals and progressive policies of Mr. Esperson, and to let the company stand as a worthwhile monument to his memory.

At the time Mr. Esperson took over the plant at Peru, the plant was devoted entirely to the manufacture of face brick. One of the first steps taken to insure the growth of the new company's business was the addition to the personnel of the company of Mr. L. C. Nelson, long identified with the ceramic industry. Mr. Nelson has spent twenty-one years in upbuilding the tile industry, ad-

vancing from the position of a pattern boy to that of plant manager.

After a close survey and analysis of the shale at Peru it was found to be ideal for the manufacture of high grade roofing tile, and it was decided, therefore, to devote the plant entirely to this purpose. The plant has manufactured tile exclusively since January 1, 1923.

The company now makes a full line of roofing tile, including plain, glazed and fire flashed tiles, with distribution over the greater portion of the United States, and has become a real factor in the tile field.

In changing the name of the company Mrs. Esperson emphasized the fact that there is no change whatever in the management of the company, its policies, or the high quality of its products.

The sales department of the company is headed by Mr. L. E. Wallace, who has had extensive experience in the distribution of roofing tile, and associated with him is Mr. B. H. Miles, who has had twelve years' experience as an architect and is entirely familiar with all details of roofing plans. The branch office at Atlanta, Georgia, is under the management of Mr. A. S. Lewis, who has had extended experience in handling roofing tiles.

New Sand Plant to Be Largest in South

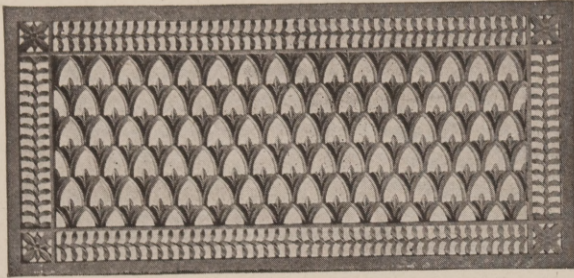
The big gravel and sand plant now being installed by the Montgomery Gravel Company at Arrowhead, Alabama, thirteen miles east of Montgomery on the Western of Alabama Railway, will be completed by February 15th. It is said to be the largest plant washing and sizing gravel and sand in the Southeastern states as it has a daily capacity of 4,000 tons. Its modern equipment includes, in addition to the Link Belt Company's big washing and sizing plant, which is to be electrically operated throughout, two Marion electric shovels on caterpillars and two electric storage battery locomotives, and a locomotive crane for storage service. Five miles of standard gauge track will be required to serve this big plant, which, when in full operation will be shipping from eighty to one hundred cars daily of gravel and sand.

This new plant is located on the quarry site of the Shawnee Indian tribe near the town of Sawanogi, at which point the natives manufactured used in middle Alabama, two hundred years ago, and since starting the construction of

this plant, a great number of arrowheads have been found all over the property. The gravel found on this property, which is of unusual high quality, as discovered by the Indians over two hundred years ago, will be marketed under the trade name of "Arrowhead Gravel" and the name of the new station on the Western of Alabama Railway will be known in railroad circles from now on as Arrowhead, Alabama.

As was announced last November, this company has a contract to furnish the Alabama Power Company with its entire requirement of gravel and sand for the construction of the big hydroelectric power plant on the Tallapoosa river at Cherokee Bluffs, Tallapoosa County, Alabama.

The company, which expects to develop a large commercial business in Alabama, Georgia and Florida has opened offices at 204-5-6 Shepherd Building, Montgomery, Alabama. Mr. C. B. Ireland, general manager, who will make his future home in Montgomery, was until recently assistant general manager of the Birmingham Slag Company in direct charge of their big crushing and screening plant at Alabama City, Alabama, and resided in Gadsden.



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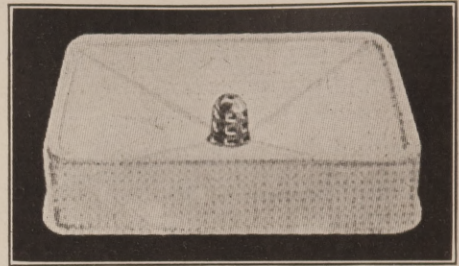
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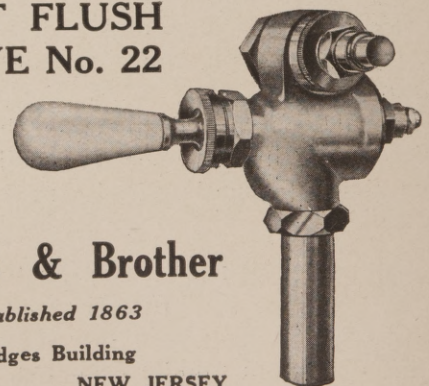
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Southern Construction

Sub-contracts for \$850,000 Professional Building.

Oklahoma City, Okla.—Reinhart & Donovan, general contractors for the erection of the proposed \$850,000 building to be erected here for the Physicians' and Dentists' Building Co., have awarded sub-contracts as follows: For reinforcing steel and removable steel forms, Midwest Steel Co.; ornamental iron and bronze and hollow metal doors, J. B. Klein Foundry Co.; heating and plumbing, Cook & McDonnell Co.; electric wiring and builders' hardware, McEldowney & Son; metal windows, Bissell Builders' Supply Co.; glass and glazing, United Plate & Window Glass Co.; cut stone, O. K. Cut Stone Works; excavating machinery, Wylie Bros.; marble, tile and terrazzo, Taylor Marble & Tile Co.; lumber, Greever-Roberts Lumber Co., and liability insurance, T. E. Braniff & Co., all of Oklahoma City.

Contracts were also awarded to the Oklahoma City office of the Truscon Steel Co., of Youngstown, Ohio, for metal lath; American Sash & Door Co., Kansas City, Mo., for sash and doors and to the Woodbury Granite Co., Hardwick, Vt., for polished granite. The Cook & McDonnell Co. let sub-contract to Tom Dolan Heating Co., Oklahoma City, for heating ducts. Contract was awarded to the Oklahoma City office of the Otis Elevator Co., New York, for elevators.

The building will be 12 stories, 75 by 140 feet, of reinforced concrete and Bedford stone construction. Layton, Smith & Forsyth of Oklahoma City, are the architects.

Bids for \$300,000 Hospital Building.

New Orleans, La.—Bids were received until April 19 by the Board of Administrators of Charity Hospital here, F. W. Evans, vice-president, for the erection of a four-story building to cost about \$300,000. The structure will be fireproof, 60 by 120 feet, of reinforced concrete. Plans and specifications may be secured from the office of Favrot & Livaudais, Ltd., architects.

Sumter School Contracts Total \$300,000.

Sumter, S. C.—Contracts for school buildings here, aggregating nearly \$300,000, have been awarded by the school board. They include a boys' high school, girls' high school, manual training building and negro school. General contract for the first three structures which will cost \$256,714, was let to Derby & Burns of Fayetteville, N. C., and for the negro school to cost \$33,953, to I. F. Broom & Bro., of Sumter and Florence.

Sub-contracts were awarded as follows: Bryce Heating & Plumbing Co., Florence, plumbing for

boys' high school, girls' high school and heating for manual training building; J. L. Powers, Bennettsville, S. C., heating for girls' high school and boys' high school; Lynam Electric Co., Sumter, lighting for boys' high school, manual training building and negro school; Carolina Electric Co., Rock Hill, S. C., lighting for girls' high school; A. J. Ard, Sumter, plumbing for negro school, and W. B. Guimarin Co., Columbia, for negro school.

Wilson Berryman & Kennedy, of Columbia, S. C., Wilson and Gastonia, N. C., are the architects.

\$2,000,000 Hotel for Hollywood Beach.

Miami, Fla.—According to an announcement of J. W. Young, president of the Hollywood Land & Water Co. and the Hollywood State Bank, construction of the proposed \$2,000,000 hotel at Hollywood Beach will be started before next season. Tentative plans for the structure call for 600 rooms and it is estimated that it will require a year to build. Hampton & Ehrman of Miami are the architects.

New \$1,000,000 Store Building for Washington.

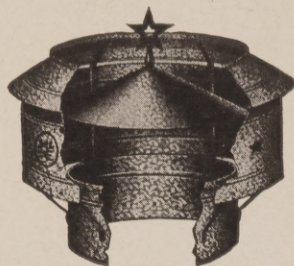
Store facilities in Washington, D. C., will be appreciably increased by the erection of the proposed new building at 8th and E streets, northwest, for Lansburgh & Brother, which will involve an expenditure of \$1,000,000. Plans and specifications for the building have been prepared by Milburn, Heister & Co., and general contract has been awarded to Parsons & Hyman, Inc., both of Washington.

The building will be six stories, of fireproof construction and will be modernly equipped.

\$500,000 Missouri-Pacific Hospital at Little Rock.

Good progress is being made on construction of the new \$500,000 hospital at Little Rock, Ark., for the Missouri Pacific Hospital Association, with headquarters at St. Louis. The hospital is being erected for employees of the Missouri Pacific Railroad Co., and is five stories high, of reinforced concrete and brick construction, with Bedford stone trim. It will have marble, terrazzo and cork tile floors over concrete, promenade tile roof, metal doors, mail chutes and steel sash and trim.

E. M. Tucker of the Missouri Pacific Railroad Co., St. Louis, is the architect, and James Stewart & Co., Inc., also of St. Louis, is the general contractor. Contract for the heating plant has been awarded to the Bradley Heating Co. and for plumbing, to J. M. Wheeler & Co., both of St. Louis.



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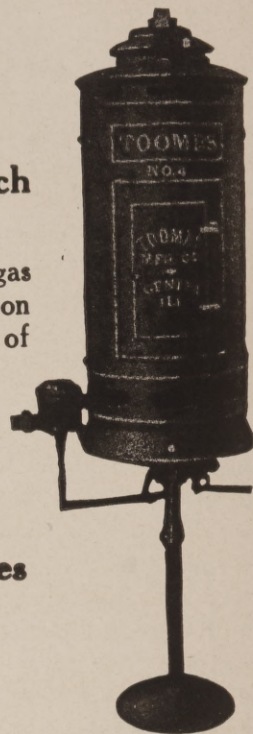
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New \$250,000 Department Store at Augusta.

Augusta, Ga.—Construction of the new \$250,000 department store being erected here for J. B. White & Co., has reached the roof stage. The building is three stories and basement, fronting 76 feet on Broad street and extending a depth of 273 feet to Ellis street. It is a steel frame structure with terra cotta front, and will be equipped with metal ceilings, concrete and hardwood floors, metal doors, rolling partitions, steel windows, etc. Four Otis elevators and a sprinkler system will be installed.

Willis Irvin is the architect and C. H. Van Ormer, general contractor, both of Augusta. Sub-contractors and others supplying work and material, include the following: E. J. Erbelding, plumbing and heating; J. A. Young, electrical work; Augusta Lumber Co., lumber; Woodward Lumber Co., millwork; Whaley Bros., tile and marble; O. J. Barrett, hardwood floors; David Slusky & Son, metal ceiling; R. G. Baronowski, painting; Augusta Roofing & Sheet Metal Works, roofing and sheet metal, and Fox Bros., plastering, all of Augusta; Automatic Sprinkler Corp., sprinkler system; Atlanta Terra Cotta Co., terra cotta, and F. J. Cooledge & Son, store front construction, all of Atlanta. The Carolina Steel & Iron Co. of Greensboro, N. C., has contract for steel work, and the Detroit Steel Products Co. of Detroit, Mich., for steel sash.

New Hotel for St. Louis to Cost \$2,250,000.

Plans and specifications have been completed by Preston J. Bradshaw, architect, St. Louis, for the erection of a new hotel in that city for the Mayfair Investment Co., in which Mr. Bradshaw and associates are interested. The building will be erected at Eighth and St. Charles streets on property owned by J. Lionberger Davis and will cost about \$2,250,000. It will be seventeen stories high, with basement and sub-basement, and will contain 400 rooms, each with private bath.

The exterior of the structure will be faced for three stories with ornamental terra cotta, above which will be kiln-run matt brick with terra cotta trimmings and cornice.

With the intention of specializing on a dining room and cafe business, the management has given particular care to the design of the kitchen which will serve the dining room and coffee shop. There will also be a number of private dining rooms. Provision has been made for several shops on the ground floor level and for a modern barber shop and beauty parlor on the mezzanine floor.

It is expected that contract will soon be awarded for the building and that it will be completed by the first of next year.

Twelve-Story Hotel at Nashville to Cost \$1,500,000—Contract Awarded.

Nashville, Tenn.—General contract has been awarded by the Charles Lorigans Hotel Co. of Atlanta, to the Southern Ferro Concrete Co. of that city for the erection of a 12-story hotel here to cost about \$1,500,000. Marr & Holman of Nashville are the architects for the building which will be of concrete construction and will contain 250 guest rooms, with provision for 100 additional rooms later.

Located on a site of 80 by 175 feet, the first two floors will be devoted to a lobby, mezzanine, dining rooms, and other facilities. The building will be of Georgian architecture, the first two stories to be of stone and the remaining ten of tapestry brick, with stone trimming. Each room will have a private bath and on each floor there will be two suites which may be used as living apartments.

Caldwell & Co. of Nashville are reported handling financial details.

Macon Lets \$600,000 Auditorium Contract.

Macon, Ga.—The Macon Auditorium Commission has awarded contracts for the erection of the proposed municipal auditorium here, to cost about \$600,000. The building will be fireproof, 175 by 175 feet, rising to a height which will be the equivalent of four or five stories, and will provide a seating capacity of 3000. It will be of concrete, steel, brick or tile, with concrete foundations, cement floors and copper and Barrett roof. Egerton Swartwout of New York is the architect, and Dennis & Dennis of Macon, associate architects. The Gunvald-Aus C. of New York is the engineer.

Contractors include the following: Southern Ferro Concrete Co., Atlanta, general contract at \$441,000; O'Pry Plumbing & Heating Co., Macon, direct steam heating and ventilating system; H. E. Lowe Electric Co., electrical work, and American Plumbing & Heating Co., plumbing, all Macon.

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Of the ownership, management, etc., of the Southern Architect and Building News, published monthly at Dalton, Ga., Business Office at Atlanta, Ga., required by the Act of August 24, 1912.

H. E. HARMAN, Business Manager, Publisher and Owner, Atlanta, Ga.

E. R. DENMARK, Editor, Atlanta, Ga.

No bondholders or other security holders.
(Signed) H. E. HARMAN, Owner.

Sworn to and subscribed before me this the 10th day of April, 1924.

A. W. CRENSHAW,

Notary Public, eGorgia, State at Large.

My commission expires April 18, 1925.

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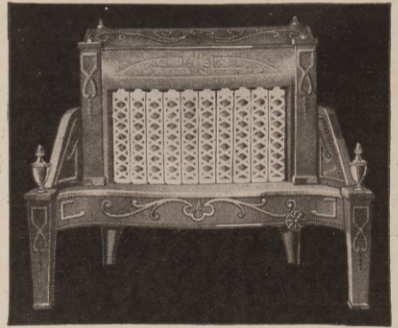
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Literature on Request.

Washington, D. C.

Manufacturers' Literature**W. M. Ritter Lumber Company**
Columbus, Ohio.

The Ritter Lumber Company have recently issued a booklet on "Ritter Oak Flooring, How It Is Made and Where to Use It." The catalogue contains information of value to the home owner, the builder, the architect, and the retail lumberman.

The Standard Textile Products Company
320 Broadway, New York.

This concern has distributed an interesting booklet on "Sanitas: Styles for Every Room in the House." The booklet leads off with the motto of "Make Your Walls an Investment—Not an Expense," and in the following pages shows attractive views of interiors in color. There is an accompanying booklet on Sanitas which contains excellent recommendations from owners and architects.

Eugene E. Nice

272 and 274 South 2d St., Philadelphia, Pa.

"Painting Around and About the House" is a handbook of helpful pointers on painting that is distributed by the Eugene E. Nice Company, of Philadelphia. The handbook contains some interesting data on Neolyte White Enamel, Nice Liquid Wood Filler, Neospar Varnish, and Trokal Floor Varnish.

Curtis Companies Service Bureau.
Clinton, Iowa.

A new piece of literature which has just been published by the Curtis Companies is Vol. XIII of the "Better Built Homes" series, showing exteriors and floor plans for twenty-one houses for two-family occupancy. These attractive buildings

were designed by Trowbridge & Ackerman, of New York, and are in Colonial, English, and Western designs. The booklet is printed in sepia ink on heavy cream-colored paper. The illustrations are by Schell Lewis.

The Curtis Companies also have a very interesting series of plan books concerning good examples of their product, and two small books entitled "Keeping down the Cost of Your Woodwork" and "Keeping Down the Cost of Your Home."

Kerner Incinerator Company

1029 Chestnut St., Milwaukee, Wis.

The Kerner Incinerator Company are issuing for the use of the architect and his office standard layouts of the Kernerator. The layout sheet contains all the information an architect needs for the selection of the proper model for any particular building, and also gives him a choice of six possible layouts of the model selected. This concern also issues booklets on "The Sanitary Disposal of Waste in Hospitals" and "The Elimination of Household Waste."

The Ripolin Company
Cleveland, Ohio.

The Ripolin Company issues a 12-page specification booklet giving complete suggestions as to the best undercoats for Ripolin on a great variety of surfaces; also a handsome booklet showing buildings in which Ripolin is used. These should be of interest and value to the architects' offices.

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Two new catalogues on Cabot's Quilt have recently been published, one applying to heat in-

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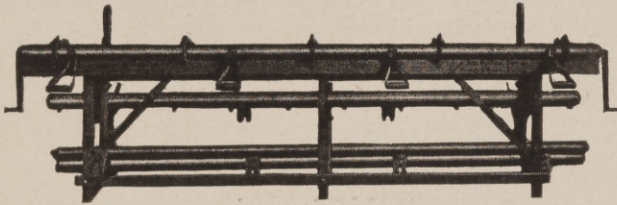
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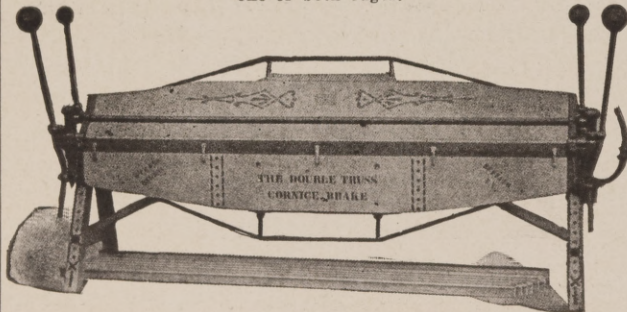
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sulation and the other to sound-deadening. This concern is also issuing a new Double-White circular, introducing a novel material into the Cabot line. Cabot's Double-White is a new flat white combination of pigments, giving brilliancy, hiding power, and wearing qualities.

Armstrong Cork Company (Linoleum Division) Lancaster, Pa.

The Armstrong Company have distributed a great deal of instructive material to the architectural profession, among which is a recent catalogue, 8½ x 11, with the A. I. A. classification, containing specifications for linoleum floors together with samples of the material, telling where to use linoleum, and explaining some interesting tests. The Armstrong Company have also issued booklets on "The Story of Linoleum," "Detailed Directions for Laying and Caring for Linoleum," and a resume of a conference of editors at the linoleum factory in Lancaster.

The Richardson Company Lockland, Ohio.

The Richardson Company announce that a new color in slate has been found which makes possible a richer beauty in the multi-tone roof. This new color, weathered brown, is especially distinctive when combined with red or green slate surfaced shingles, and it can be used very effectively to harmonize with red or brown brick walls and with stucco.

Milwaukee Corrugating Company 36th Avenue and Burnham Street, Milwaukee, Wis.

A beautiful two-color circular on the 915 Gable Block Finial is being issued by the Milwaukee Corrugating Company. This new gable finial is

formed from a copper-bearing terne plate. The seams are carefully lapped, and it is galvanized both inside and out to insure the longest possible life. The details of the finial are distinctive and carefully formed.

Oak Flooring Bureau.

1014 Ashland Block, Chicago.

The "Oak Flooring Memogram" illustrates some interesting examples of the use of oak floors. The Oak Flooring Bureau also distribute a 15-page booklet on "How and Where to Use Oak Floors," together with an article by W. L. Claffey on "Oak, the Sturdy."

Lord & Burnham Co. Irvington, New York.

This concern has issued an attractive piece of sales literature concerning its manufacture of glass gardens of standard sizes. The construction of the greenhouse is fully described along with drawings and illustrations of fine-looking houses.

Materials for the standard widths of greenhouses are constantly in stock. Manufactured in quantity, they can be furnished considerably lower than those for special widths.

The Ventilouvre Company. Bridgeport, Conn.

A four-page folder issued by the Ventilouvre Company describes the main features concerning the Ventilouvre, including views and names of installations and detail drawings.

Just what the Ventilouvre is, is succinctly told in this paragraph:

"The Ventilouvre is a louvred ventilator for use in doors and transom space. While providing for ventilation it affords privacy, as it excludes vision and the possibility of ingress. It pre-

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Western Brick Company Danville, Ill.

"Cloister Brick" and "Doric and Gothic Brick" are two handsome booklets issued by the Western Brick Company. The booklets tell the story of Western Brick by illustrating attractive buildings which have been constructed of Cloister, Doric, and Gothic Brick. Some very interesting data is included on Gothic and Doric architecture, and the photographs that are shown are excellent. Further sales publications of the Western Brick Company will be announced later.

Monarch Metal Products Company 5020 Penrose Street, St. Louis, Mo.

The Monarch Metal Products Company are issuing two folders, 8½ x 11 inches, with the A. I. A. classification, one on Monarch Casement Hardware and the second on Monarch Metal Weather Strips. The booklet on Monarch Casement Hardware consists of data on the Monarch Control Lock, Monarch Automatic Stay, and the Monarch Check. The architects will find helpful drawings of window sections in the second booklet. There are also specification data concerning Monarch Weather Strips and information on double-hung casement and door equip-

ment. Stephen E. Voorhees and Henry C. Meyer, Jr., have written an interesting illustrated article on "Window Leakage."

(Continued from page 65.)

tors are serving diversified interests situated in all parts of the country.

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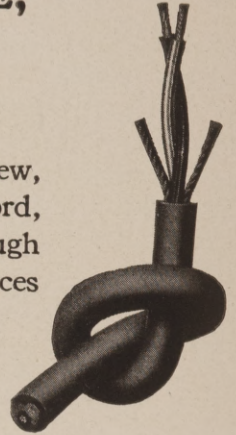
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