

# THE SOUTHERN ARCHITECT AND BUILDING NEWS

VOL. LI.

NUMBER 12

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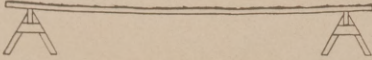
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# Synonyms!

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# EDITORIAL COMMENT

## EXPOSITION AT PHILADELPHIA.

The building plans for the Sesquicentennial International Exposition, to be held in Philadelphia in 1926 in celebration of the 150th anniversary of American Independence, show a comprehensive exposition plant, to be built expeditiously and with attention to ornate detail and minimum of cost.

The plans are rapidly nearing completion in the office of the exposition architect in the headquarters of the exposition, which are located in the historic old Philadelphia City Hall, adjoining Independence Hall.

John Molitor, city architect of Philadelphia, is architect for the exposition, having accepted that commission at the request of Mayor W. Freeland Kendrick, who is also president of the Sesquicentennial, the body of leading Philadelphia citizens which is preparing the Sesquicentennial celebration and exposition.

## BOSTON SETS UP COLONIAL ROOMS.

Press despatches state that restoration of the homes of our ancestors through furnishing genuine rooms from their old houses with the household goods which they actually used is one of the most interesting developments of the exhibition of antiques, and the Boston Museum of Fine Arts is the latest organization to attempt this on a large scale.

Work is in progress on a three-story wing to be used for this purpose. It will be completed in about a year from the present time, according to present plans, and the installment of these old rooms will take six months more. It will be a worthy rival of the famous new American wing of the Metropolitan Museum of Art of New York, but with distinct differences.

Boston will not confine itself to America in showing the art and homes of earlier days in this wing. Other countries will be represented. The ten rooms in which the home life of America will be shown will all be from New England. Another departure in the Boston Museum will be that the exhibits will not be confined entirely to the rooms, but adjoining each room will be a gallery containing many other things of the period.

## ARTISTS TO FINGERPRINT PICTURES.

Artists hereafter will be able to register their pictures so that proof of their authenticity may always be available. With the object of curbing the alleged vast trade in spurious pictures, the Minister

of Fine Arts, Paris, is organizing an office at which artists may register their works, deposit photographs of them, and, as an additional precaution, put their fingerprints on the back of them.

## LARGEST LIBRARIES.

Of the sixteen libraries in the world containing more than 1,000,000 volumes, six are to be found in the United States, and of the fifty-three libraries containing over 500,000 volumes, sixteen are in this country. The largest of all libraries is the Bibliotheque Nationale, in Paris, which contains 3,500,000 volumes. Ranking second in size is the Library of Congress, with 2,918,256 volumes. The New York Public Library ranks third with 2,637,505, the library of the British Museum fourth with 2,500,000. Harvard's library is fifth, with more than 2,000,000 volumes.

## INCREASE IN ZONED CITIES.

According to statistics compiled by the Division of Buildings and Housing of the Department of Commerce, the number of zoned municipalities has increased more than seven times during the past four years. No longer may zoning be regarded as a dream that can not be realized. While New York may perhaps be able to show by example what zoning accomplishes in the way of an actual and satisfactory solution of the vital problems of light and air, other cities throughout the country are as rapidly as opportunity will permit, enacting zoning laws that will solve present problems and in a large measure correct the many early errors in a city's plan.

There has been in the past five years an increase of more than thirteen per cent in the number of people living in zoned cities and towns in the United States. On July 1st of this year, carefully prepared statistics by the Department of Commerce show that 26,000,000 people were living in 366 zoned cities.

It is encouraging to learn that zoning has been adopted more generally by the larger cities. Of the thirty-three largest cities in the United States, having a population of over 200,000 inhabitants, twenty-seven of them have adopted zoning laws.

It is in cities of that size where zoning is of greatest importance. It marks out a future development along well considered lines, and it is in these smaller municipalities where zoning may be put in force with the least amount of inconvenience and money loss in a re-adjustment to new conditions.





AUBUSSON TAPESTRY USED AS WALL DECORATION  
THE PROMENADE, MAYFLOWER HOTEL, WASHINGTON, D. C.



# THE SOUTHERN ARCHITECT AND BUILDING NEWS

VOLUME LI.

DECEMBER, 1925.

NUMBER 12

## The Mayflower Hotel, Washington, D. C.

Robert F. Beresford, Architect.

Warren & Wetmore, Associate Architects.

THE Mayflower, one of the country's finest hostelries, is located on "The Fifth Avenue of Washington," between Seventeenth and De Sales Streets, midway between the White House and Du Pont Circle, in the heart of the new business zone and adjacent to the exclusive downtown residential section.

When in July, 1922, ground was broken and excavations begun, it was discovered that between the surface and bedrock—the same strata, by the way, as that on which rests the Lincoln Memorial—

there lay an ancient swamp, buried under the debris of the centuries. Interest in this discovery was heightened when there was unearthed thirty feet below ground a number of huge stumps, remains of prehistoric trees, some of which were more than eight feet in diameter, and of an age estimated by scientists to be at least 30,000 years, an almost incalculable time.

Here was a problem of unusual difficulty to be coped with by the engineers. Due to the existence of this swamp it became necessary to set the



PERSPECTIVE DRAWING SHOWING ENTIRE BUILDING.



foundations of the building on bedrock in a "tub" of concrete 40 feet high, 13 feet thick at the base, and covering an area of about one and a half acres. In this the structure rests upon 286 columns imposed upon a foundation containing 95,000,000 pounds of concrete.

The structure rises eleven stories on the main entrance side and due to certain zoning restrictions of the city the remainder of the structure had to be made only nine stories. The building is of the Georgian Period in design. The exterior is of Indiana limestone in the first stories. Above this is rough texture buff brick with terra cotta trimmings to match the limestone. All entrances to the building are sheltered by handsome marquises extending

to the curb. On entering the building from Connecticut Avenue there is revealed a vista over 400 feet long extending through the hotel to the entrance on Seventeenth Street. At its narrowest point, which is the width of the gallery or Promenade, this view has a width of 26 feet, broadening into the Main Lobby and Palm Court. This Gallery extends for a tenth of a mile from the lobby to the street and provides a place of exhibition surpassed by no regularly constructed museum. Here are found some of the finest pieces of sculpture, painting, and other objects of art. This promenade is 475 feet long and throughout its entire length are ranged these masterpieces, all from privately owned collections, where the public may enjoy them.



ENTRANCE FACADE ON CONNECTICUT AVENUE.



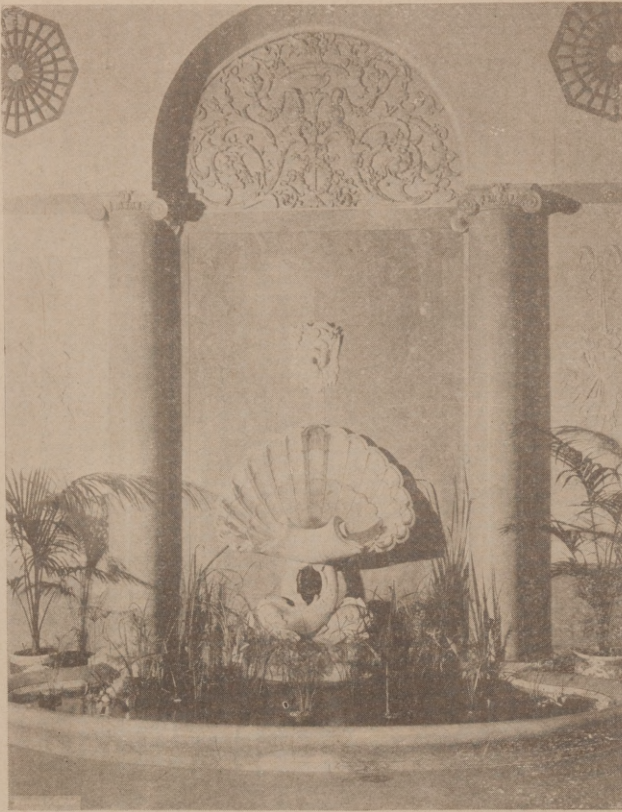


VIEW OF PROMENADE SHOWING ART TREASURES.



VIEW OF BALLROOM WITH RICHLY ORNAMENTED VAULTED CEILING.





DETAIL OF FOUNT IN PALM COURT

Noteworthy among the contributing artists to this gallery are, Denys Puech, sculptor, now director of the French Academy at Rome; William Couper, sculptor and a native of Norfolk, Virginia; Randolph Rogers, another American sculptor whose work is well known. Besides rare and original productions of the old masters of Italy are paintings by James G. Tyler, contemporary American artists.

Opening from the Palm Court is the main restaurant, a room 48 feet wide by 169 feet long. It is lighted by a series of nine long windows opening on the De Sales Street side. The keynote of this room is the semi-official atmosphere created by the wall decoration which consists of the coat of arms of the States of the Union, and oil portraits of George Washington, John Adams, James Madison and Thomas Jefferson.

The ballroom has a richly ornamented vaulted ceiling. The floor, for dancing purposes, is of patterned maple, selected especially for color. At one end of the ballroom is a stage which by concealed apparatus may be extended several feet into the room and when not in use retired to the wall line. At the opposite end of the ballroom is a motion picture booth, a unique feature of whose complete equipment is a periscoping device by which pictures are projected to the screen from the balcony without interference from the huge crystal chandeliers that hang from the ceiling.



VIEW OF THE PALM COURT



At the east end of the ballroom and serving as an assembly hall as well as a room for private dances, luncheons, or banquets, is the foyer or small ballroom. The decorative treatment of this room is in the French Chinoise style—the French interpretation of the ceiling being in the form of a large oval dome decorated with Chinese figures.

Outside of the interesting and well handled architectural treatment of the entire building, the Mayflower stands out as one, if not the most luxurious, public hostelry in America in its appointments. Its furnishings are the selection of an impeccable taste and discretion ranging without stint among art collections and the products of factories famous for the authenticity of their reproductions in period style. The rooms and apartments are not furnished with "sets," no two are alike; they are appointed with carefully chosen individual pieces, each having its special beauty and refinement, and in strict harmony with the color schemes of the rooms.

The building represents an investment of \$11,000,000, including the land value and equipment. It contains more than a thousand guest rooms and residential suites, an entire addition devoted to state apartments and suites de luxe; three restaurants; a promenade or gallery, a tenth of a mile long, a spacious lobby; mezzanine and a palm court. The architects have given us in the Mayflower, a perfect expression of the modern tendency in American hotel building.



DETAIL OF FOUNT IN GRILL.



THE GRILL OR ITALIAN GARDEN ROOM.





LIVING ROOM OF PRESIDENTIAL SUITE



DINING ROOM OF PRESIDENTIAL SUITE.



# Southwestern Bell Telephone Building, St. Louis

Mauran, Russell & Crowell, Architects.

I. R. Timlin, Associate Architects.

THE building for the Southwestern Bell Telephone Company, St. Louis, Missouri, now under construction, is emblematic of a new spirit in the field of skyscraper architecture, a spirit that has taken a rational step forward and for once freed itself from the shackles of traditional "classic" influence. It gives every promise of being a real architectural achievement. Here is an honest attempt at combining form and mass in a simple cubic formula with an understanding of the potential possibility of a modern commercial problem that presents a comprehensive example of a tall building covering a city block, designed on the set back principle, that points the way to a logical ideal solution of a typical American structure.

The site, bounded by Pine, Chestnut, Tenth and Eleventh streets, has an area of 52,075 square feet. The building, which has a total floor space of 965,000 square feet, reaches a grand mass of 11,967,000 cubic feet, aspiring upward in the form of a pyramid of monumental grandeur to the height of 357 feet above the street.

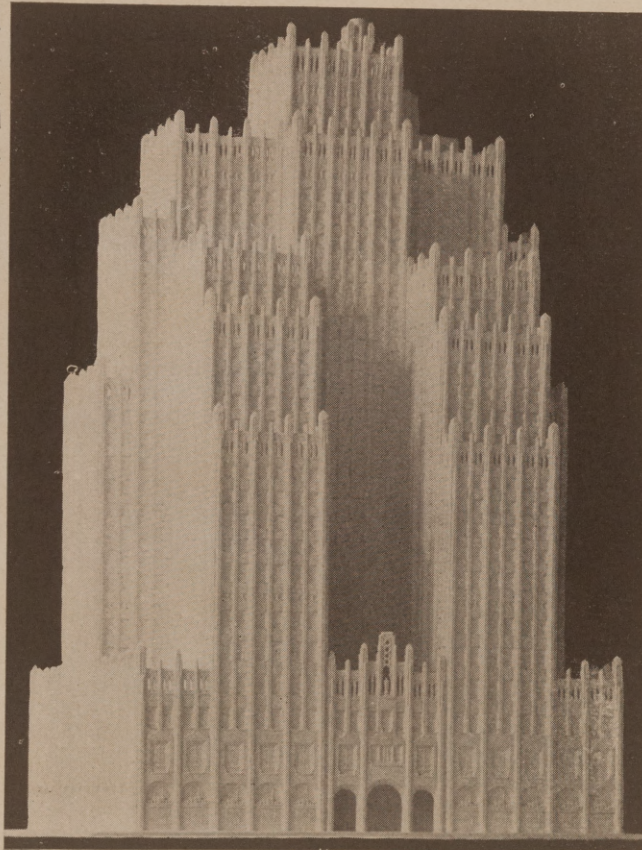
The original requirement of the owner called for a building in the down town section of sufficient size to take care of his needs for the next twenty-five years. He wanted one that would provide for the Telephone Exchange with its manifold mechanisms located in the lower stories and, above that, a sufficient amount of office space to take care of the administrative forces for the entire district.

The requirements thus imposed called for a building nineteen stories high. This problem could have been solved easily in the old ordinary way of treating a building of the same height. A square

vertical shaft capped with the usual projecting cornice could have been employed.

The Telephone Company being a public service corporation depending upon the good will of the public and profiting thereby, it seemed to the owner advisable to construct a building that would not only serve its material needs but would give more desirable office space, impress the public with the importance of the organization, and be a source of pride to the citizens as well as to the owner. This, then was the problem presented to the architect.

How could he make it impressive? With materials, color, or form? Happy, indeed would he be if he could combine all three! And with this idea in mind he began cutting off at the sides and piling on top until he had the equivalent of the nineteen floors, in a building that was about forty stories high—decidedly impressive but too extravagant. Besides this, there was a City Ordinance which prohibited him from having a building over 250 feet high and also a Zoning Law that had been



PLASTER MODEL

BY VICTOR BERLENDIS

knocked out by the Supreme Court, but which still remained in the affections of the people. So the owner decided that he would get along with less than his nineteen stories of required floor space, reduce the height as much as possible and still retain the spirit of the original. Study after study was made until a form was evolved that seemed mutually satisfactory.

The next step was to find out whether or not it could be erected, because the City Building Ordinance remained in effect and it would be necessary to convince the city officials that while it was a good

(Continued on page 69.)





*Drawing by Hugh Ferriss.*

SOUTHWESTERN BELL TELEPHONE CO. BUILDING, ST. LOUIS, MO.

MAURAN, RUSSELL & CROWELL, ARCHITECTS.

I. R. TIMLIN, ASSOCIATE ARCHITECT.



# P O R T F O L I O

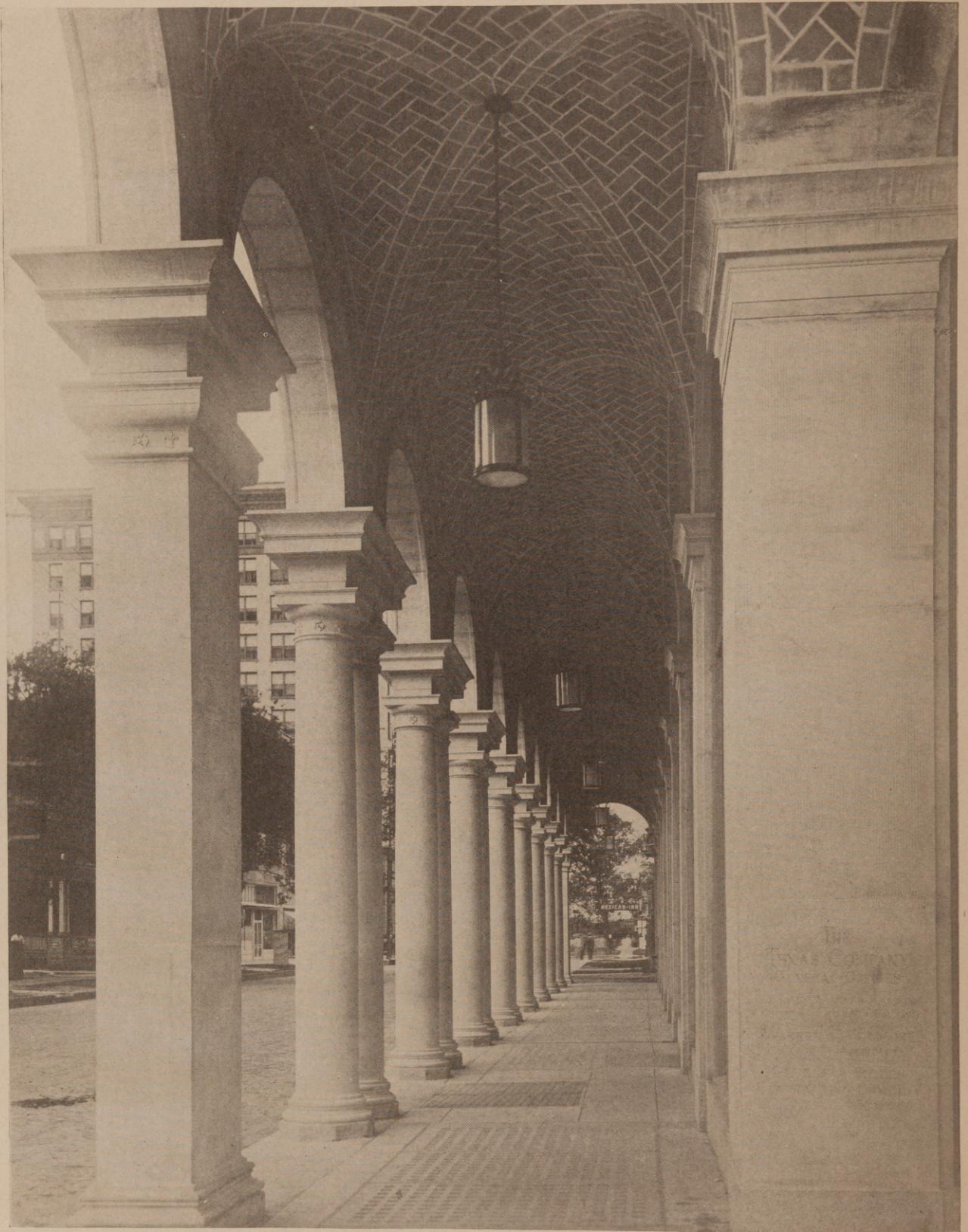
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THE TEXAS COMPANY BUILDING, HOUSTON, TEXAS.

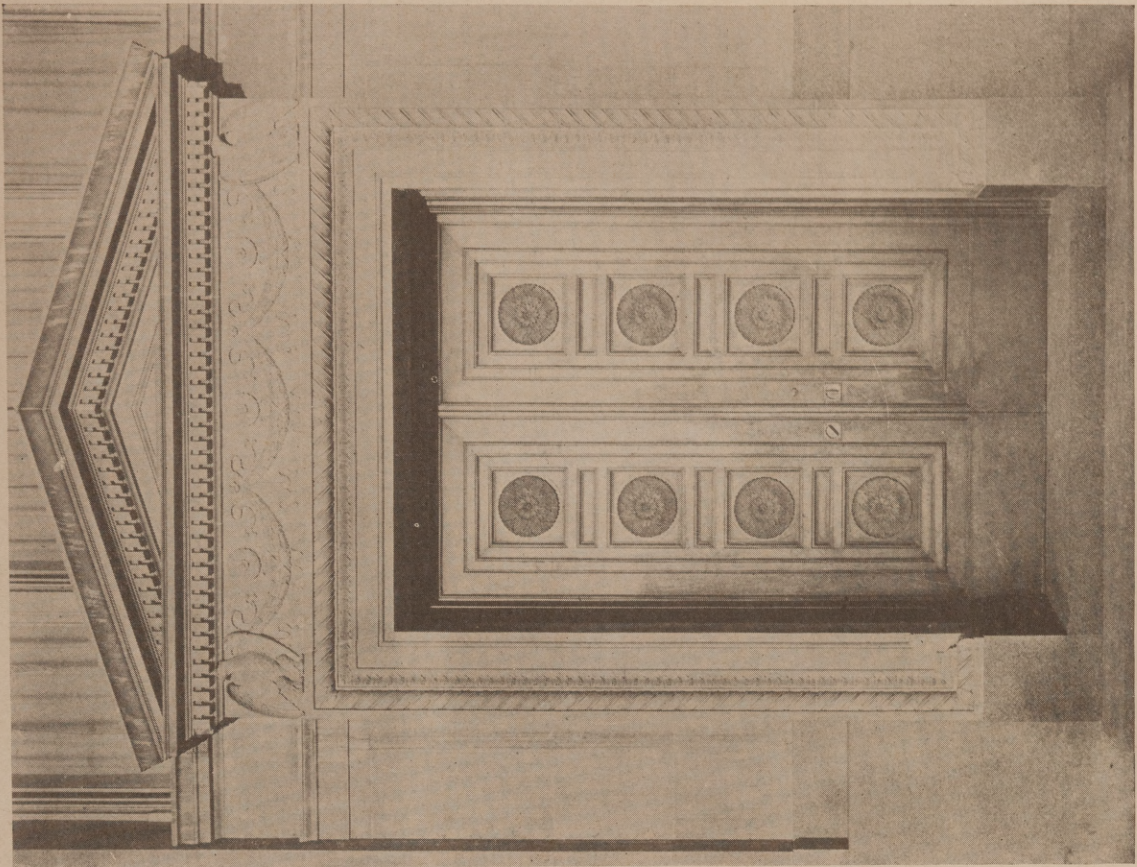
WARREN & WETMORE, ARCHITECTS.



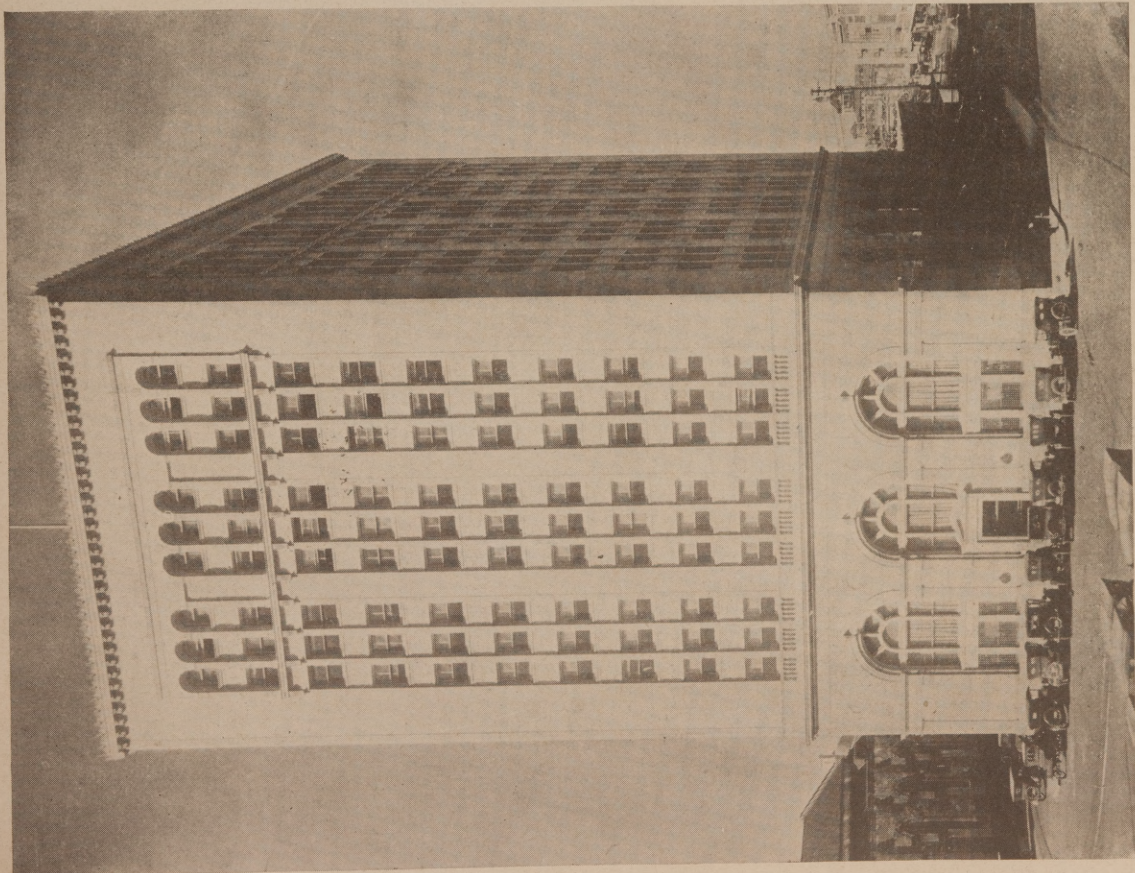


THE COLONNADE  
THE TEXAS COMPANY BUILDING, HOUSTON, TEXAS.  
WARREN & WETMORE, ARCHITECTS





ENTRANCE DOOR



MAIN FACADE

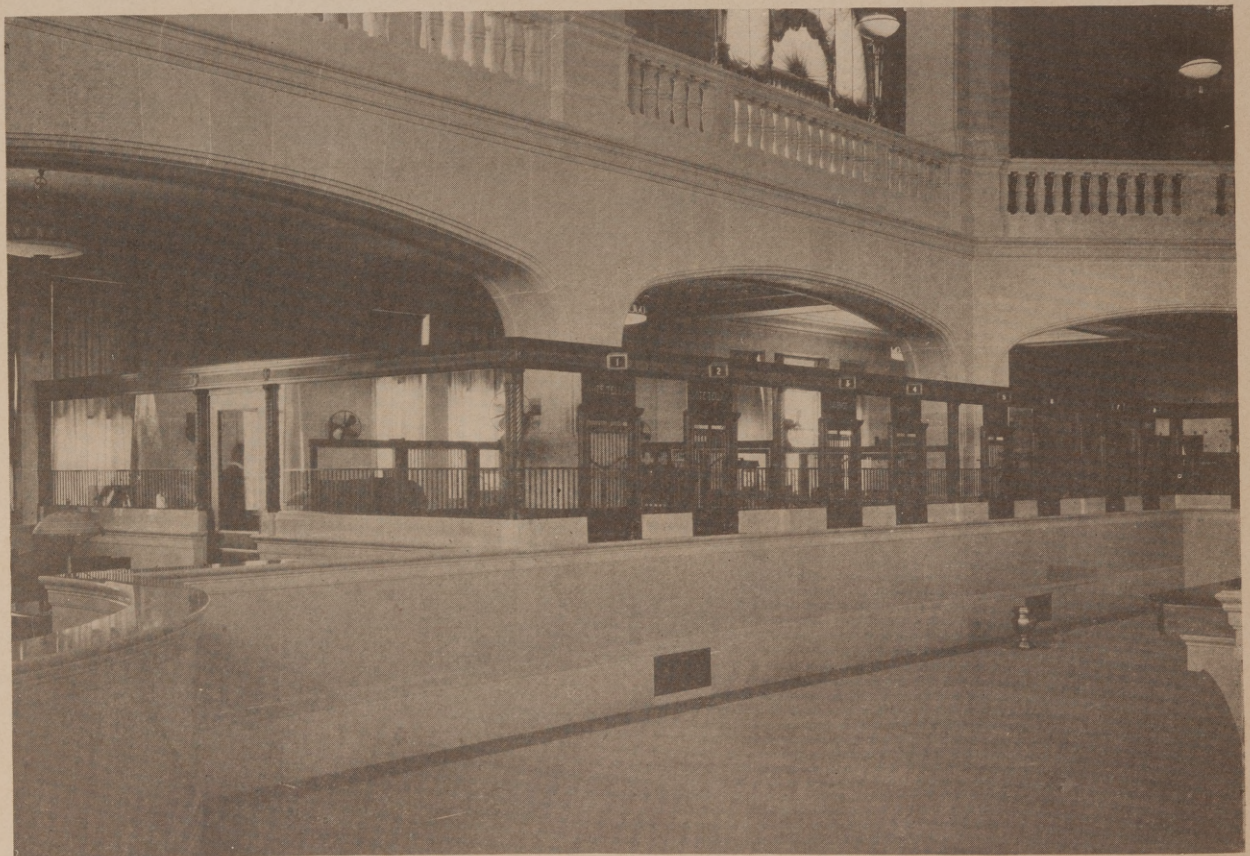
THE FROST NATIONAL BANK, FORT WORTH, TEXAS.

SANGUINETT, STAATS & HEDRICK, ARCHITECTS.





MAIN BANKING ROOM



SECTION OF SAVINGS DEPARTMENT  
THE FROST NATIONAL BANK, FORT WORTH, TEXAS.  
SANGUINETT, STAATS & HEDRICK, ARCHITECTS.





EXECUTIVE QUARTERS



COLLECTION DEPARTMENT  
THE FROST NATIONAL BANK, FORT WORTH, TEXAS.  
SANGUINETT, STAATS & HEDRICK, ARCHITECTS.





DIRECTORS' ROOM



ELEVATOR LOBBY  
THE FROST NATIONAL BANK, FORT WORTH, TEXAS.  
SANGUINETT, STAATS & HEDRICK, ARCHITECTS.



# The Alabama Power Company Building, Birmingham

Warren, Knight & Davis, Architects.

S. Nesselroth, Associate Architect.

THE building for the Alabama Power Company, just completed, strikes a new note in office building architecture in the South. The architects have given us a design that is inherently Gothic in feeling, however, by treating the building in a purely vertical manner, eliminating all belt courses, cornices and unnecessary ornamentation a structure has been produced at a minimum cost that solves the problem of a commercial building in a pleasing manner. It is entirely free of all the characteristics of Gothic that have predominated our office building architecture for so many years. By the use of brick in full color and texture of creams and tan with stone as a trim the color effect produced adds dignity to the structure. With step-backs at the 12th, 13th and 14th stories the general lines are broken and the roof has been worked out in such a way as to eliminate the usual effect of the building being chopped off at the top. It is a massive structure typical of the strength and character of the organization it represents.

The building is located at the corner of 6th and 18th Streets on a lot 62 x 140 feet. White granite has been used as the base to a height of six feet, and above this limestone to the third story windowsills. The frieze at the top has been treated in a ornamental manner by the use of colored brick tile and stone trim worked out in a pleasing pattern. A high pitched roof covered with full range of red tile caps the building. The front of the roof is hipped and a ridge runs back into a stepped gable which contains the elevator penthouse and storage space. This constitutes one of the most interesting features of the building as the elevator penthouse, huge tank and

the usual excrescences on most office buildings, all are concealed in the roof space and the stepped gable in the rear, giving an unmarred silhouette. There is a rich copper cresting on the ridge of the roof. The building has its own heating plant and a feature of the exterior treatment at the rear is the

chimney or flue stack of brick and stone. The fenestration has been well handled and all windows are of metal construction.

Of unusual interest is the main entrance detail which constitutes the only decorative feature of the lower facade. The stone and brick facing around the entrance like the remainder of the building gradually merge together by diminishing the stone quoins at intervals. Edward Field Sanford, a noted American sculptor of New York has contributed some beautiful sculptured figures over the main entrance. Mr. Sanford is well known for his successful use of sculpture in architecture and has just recently completed the sculptural work on the new state capitol of Sacramento, California. There are three figures, nine feet in height that



ENTRANCE DETAIL  
ALABAMA POWER CO BUILDING  
SCULPTURE BY EDARD FIELD SANFORD.

adorn the top of the entrance. On the left is male figure, "Power," holding dynamo; center is female figure, "Light," with sunburst on breast, hands raised to shield light from eyes; on the right is male figure, "Heat," holding resistance coil from which heat waves arise at which he warms his hands. Mr. Sanford is now preparing an 18 foot bronze statue on pedestal to be placed on front peak of roof. Beautiful, undraped female figure, standing on tip-toe with conventional streaks of lightning, or thunderbolts in each hand. This bronze to be covered with gold leaf and floodlighted at night by means

(Continued on page 69.)





OFFICE BUILDING FOR THE ALABAMA POWER COMPANY, BIRMINGHAM, ALA.

WARREN, KNIGHT & DAVIS, ARCHITECTS

S. NESSELROTH, ASSOCIATE ARCHITECT.





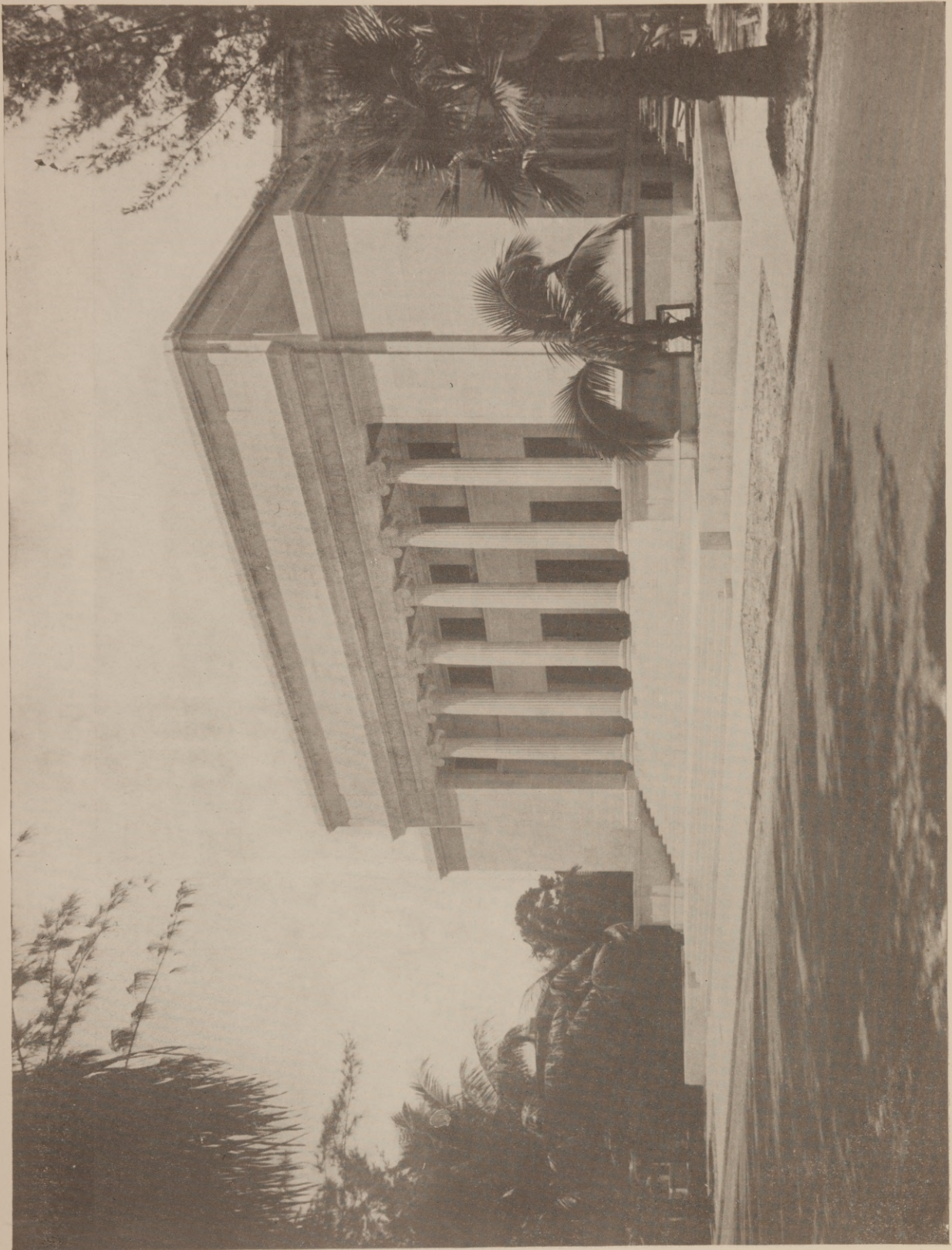
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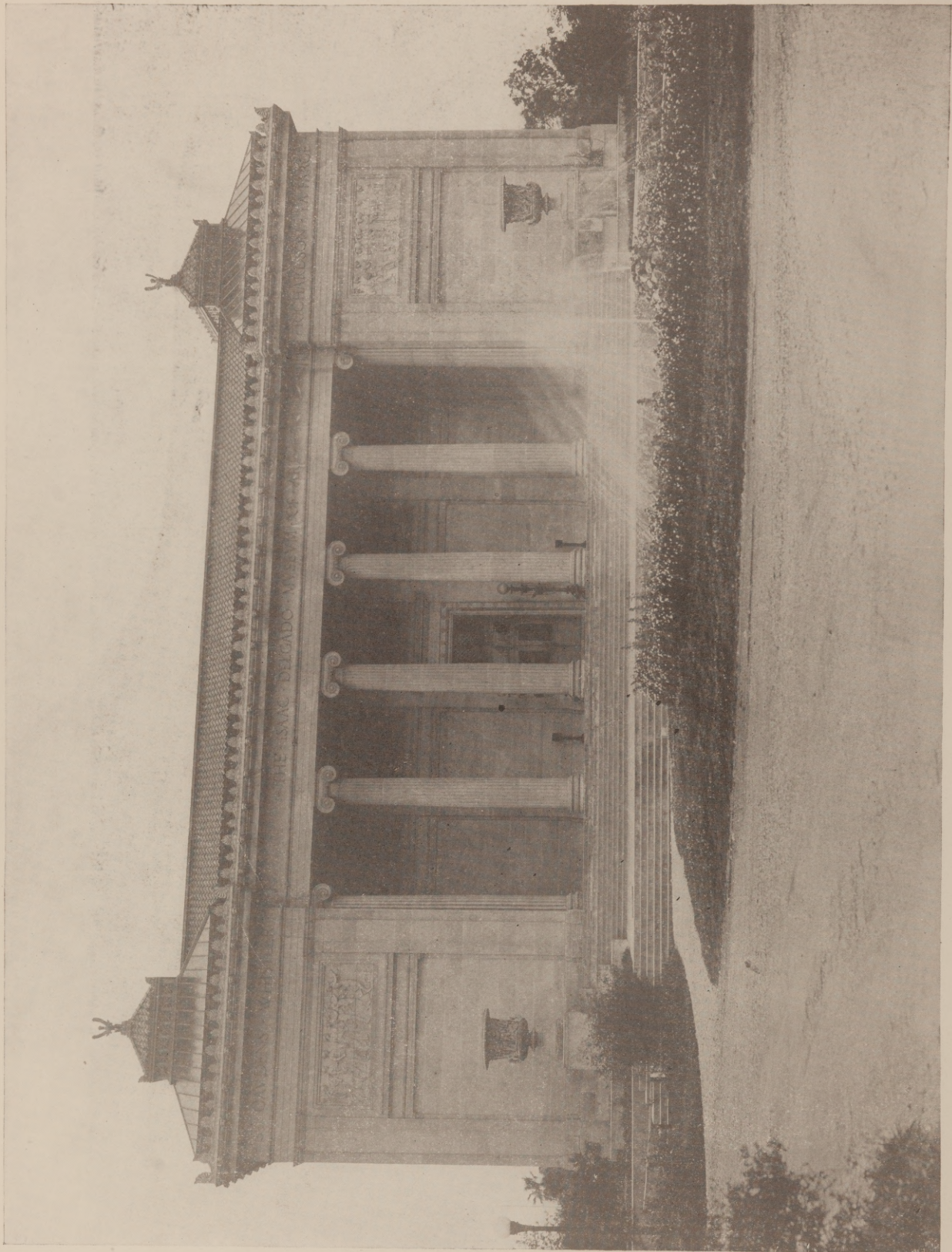
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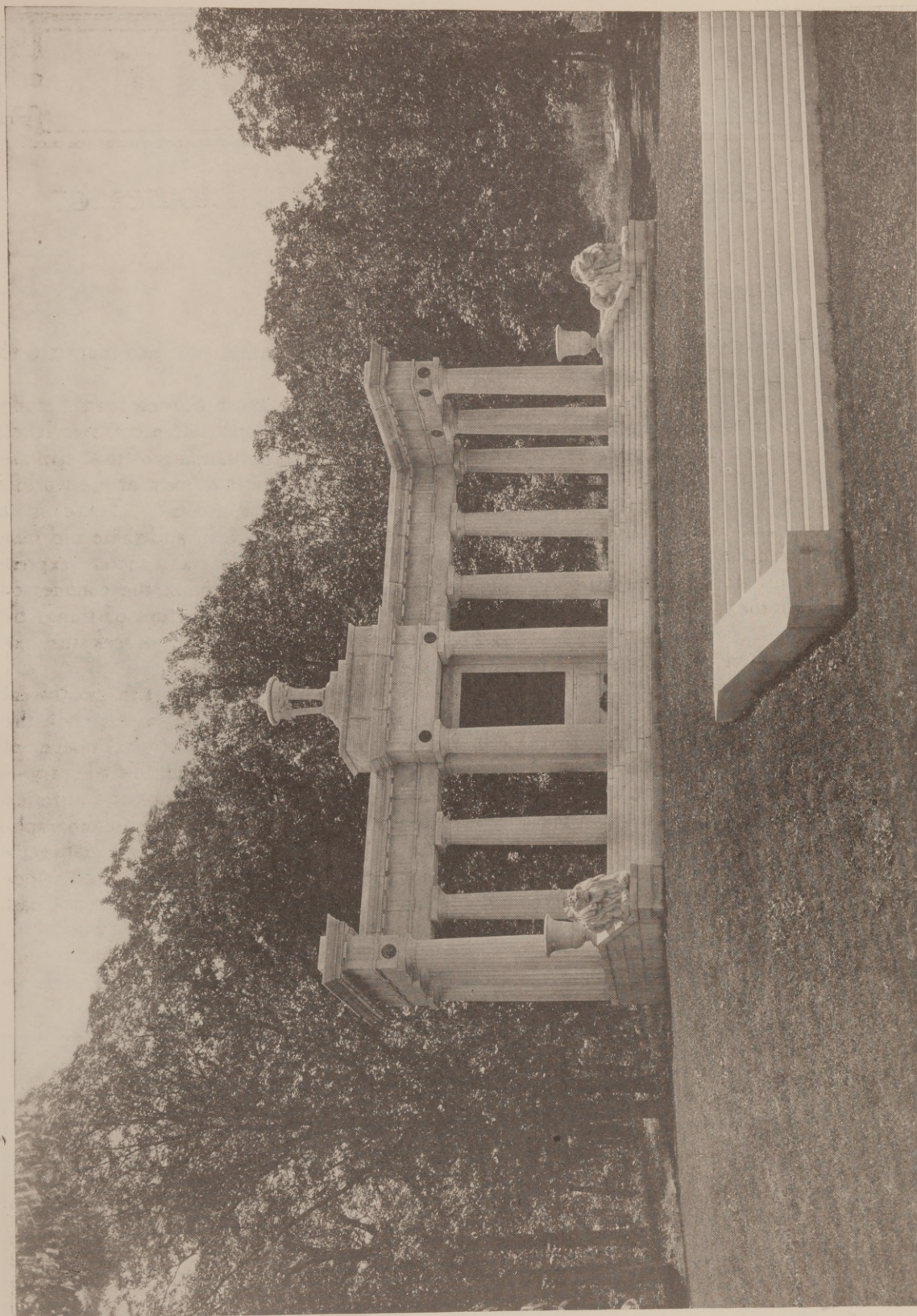
FIRST CHURCH OF CHRIST, SCIENTIST, MIAMI, FLA.  
AUGUST GEIGER, ARCHITECT





DELGADO MUSEUM OF ART, NEW ORLEANS, L.A.  
LEIDENBAUM & MARX, ARCHITECTS.





*Lions Modeled by Keck, New York City.*

THE SWOPE MEMORIAL, KANSAS CITY, MISSOURI.

WIGHT & WIGHT, ARCHITECTS



# BOOK DEPARTMENT

## The Old Mission Churches and Historic Houses of California

By Rexford Newcomb, M. A., M. Arch., A. I. A.

This book, the result of six years' field work in California and continuous research throughout a period of thirteen years, is intended for both the architect and the general reader. While a great deal has been written of the Colonial architecture of our Atlantic Seaboard, little or no serious work has heretofore been spent upon the architectural expression of that interesting politico-social movement which resulted from Spanish occupation of the southwestern United States. This work in no small way helps to fill this great gap in the literature of American architecture.

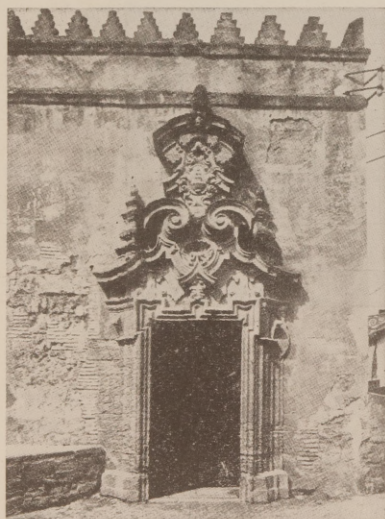
Rarely are Americans given an opportunity of examining very old architectural monuments without leaving the confines of their own land. This opportunity, however, the Hispanic Southwest, that broad area (now within the United States) which was originally explored and claimed by the priests and soldiers of Old Spain, does provide, for the remains of the buildings erected by these pioneers are still to be seen in Texas, Arizona, New Mexico, and California. Through the pages the writer takes us on a pilgrimage to the Hispanic shrines of California, the ruins of which recall for us, as nothing else can, that interesting political and religious movement of the late eighteenth century that brought

our Pacific Coast for the first time into contact with European civilization.

And what could be more alluring than a study of this touch of the old world within our own land; than a quest after an understanding of that civilization which brought influences of most of the world's previous art epochs to our shores? There is a charm about all things Spanish, and these old missions and homesteads, standing as concrete expressions of Spanish civilization within the confines of our country, must in the very nature of things be exceedingly interesting to those who seek the historic or the romantic.

The Spanish Architecture of the Southwest merits our study and interest, and in this book the author has given us a treat—an historical document alone worthy of a place in any architect's library—an expression of the early architecture of California in text and numerous sketches as well as photographic illustrations that add interest and valuable information for the profession. A chapter on Modern Hispanic Architecture of the Pacific Coast shows the character of the contemporary work.

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Cordova—Side Door Court Of The Mosque

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**Southern Architect & Building News**

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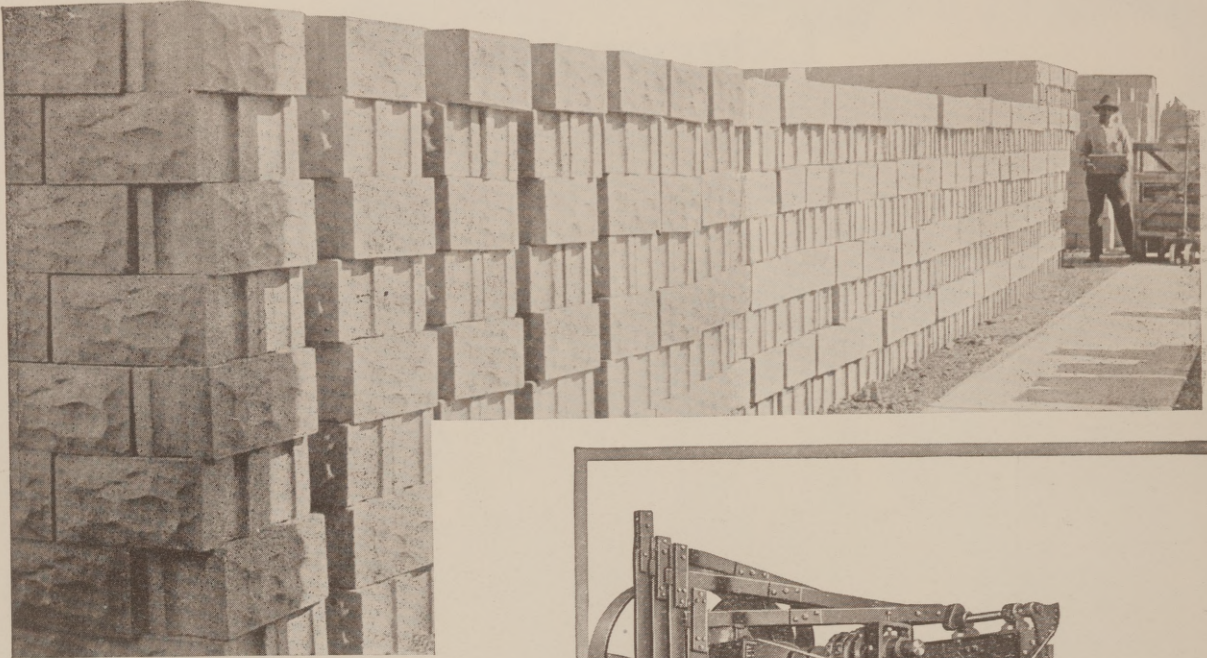
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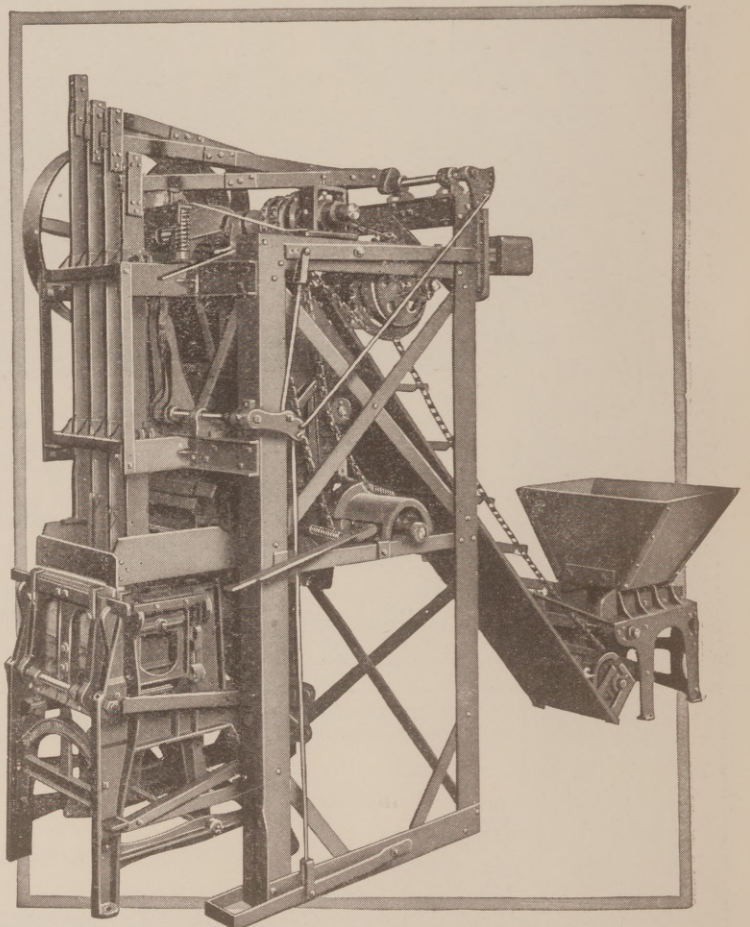
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## ENGLISH INTERIOR WOODWORK OF THE XVIth, XVIIth & XVIIIth CENTURIES.

By Henry Tanner, Jr., A. R. I. B. A.

The Architectural Profession knows full well the character and exquisiteness of the exterior treatment of a number of the palaces, castles and even small houses from which the illustrations in this book have been taken, but to our knowledge they have not hitherto been so fortunate as to have the interior details of the lavish woodcarving set forth in so practical a manner as is done in this volume.

The author, Henry Tanner, Jr., A. R. I. B. A., has contributed his knowledge of the better work of English Interiors of the XVI, XVII and XVIIIth centuries with an unusual carefulness as to value of the subjects selected and the manner of presentation. Each detail has been thoughtfully measured and drawn to scale with an accuracy and understanding of line values that gives the reader a clear conception of the subject treated.

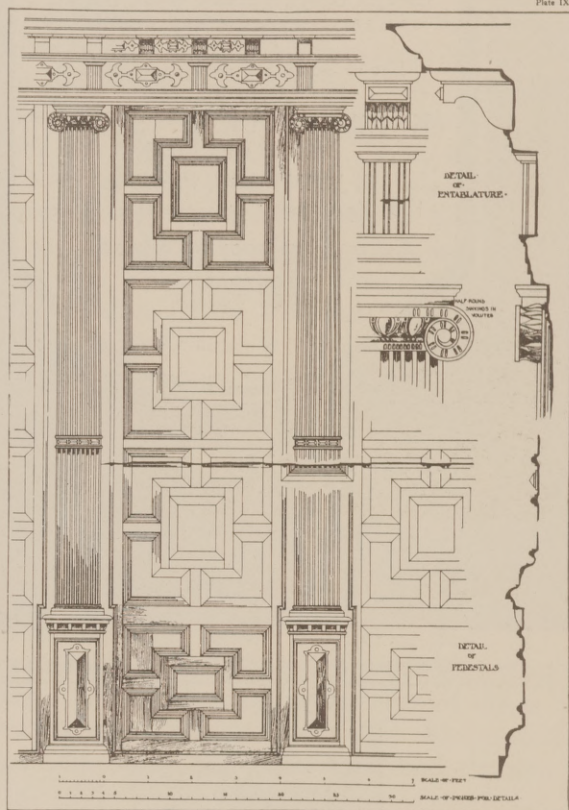
Delving further into this portfolio we find illustrations from such houses as The Charterhouse, London; a fireplace from an old house in Fore Street, Ipswich; Hardwick Hall, built by the Countess of Shrewsbury in 1587; Merton College Library, Oxford; Bromley-by-Bow and Exteter contribute some very fine panelling of the seventeenth century, as well as carving that is markedly Italian in character from an old house at Exeter; the Drawingroom at Broughton Castle which was decorated by the Fienneses in 1599; the Staircase screen at Canterbury and the Long Gallery at Haddon Hall are other interesting details; Knole House, Wadham College, Oxford; Hatfield House, Bolsover Castle, Derbyshire; Abbots Hospital, Guildford; the Starngers's Hall, Norwich; Chapel of Peterhouse College, All Hallows Church, Barking; St. John's College, Oxford; Clopton House, Stratford-On-Avon; Thorpe Hall, Peterborough; Pembroke College, Cambridge; Trinity College, Cambridge; Farnham Castle, Hampton Court Palace, Chelsea Hospital and Burford Priory, Oxon, all contribute illustrations to this important document.

The architect who has under consideration a house of English design or who works in this style at all should find this portfolio of more than 50 plates exceedingly valuable as a working reference book. Chimney-pieces, Paneling, Staircases, Doors, Screens included herein are the best and most characteristic of the periods.

**GARDENS IN AND ABOUT TOWN.** By Minga Pope Duryea. 183 pages, 6 x 9¼ ins. Price \$5. E. P. Dutton & Co., New York.

Those who make an effort to keep abreast of the progress of architecture,—even of domestic architecture alone,—are sometimes inclined to marvel at the hold upon popular fancy which has been obtained by gardens and gardening. It is as though

## English Interior Woodwork of the XVI, XVII and XVIII Centuries



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SOUTHERN ARCHITECT & BUILDING NEWS  
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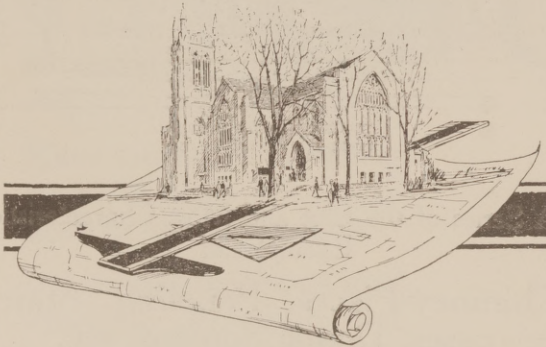
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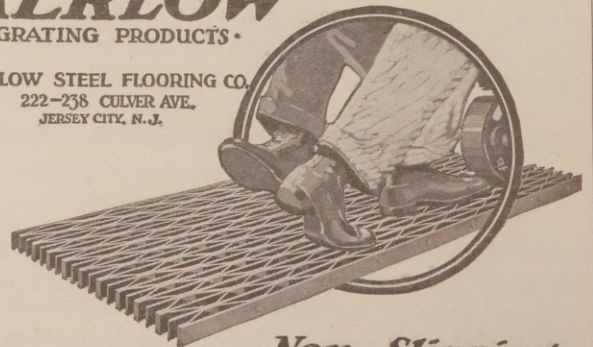
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Americans had taken a leaf from the book of their European cousins, particularly their English cousins, to whom a dwelling of any size, anywhere, without its garden is unthinkable. Travelers to Italy or Spain bring away pleasant memories of the glimpses of a cool, green cortile or patio had as one passes an open door or gate in some apparently unpromising brick or stucco wall, and many remember the pleasant little breathing places tucked away behind or between some of the old houses in New Orleans,—relics, perhaps, of the French or the Spanish *regime*, both of which have existed in New Orleans.

So prevalent and widespread, in fact, is interest in gardens that they are being made even in cities. One never dreams of the possibilities latent in even the most ordinary of city backyards until one such dreary area has been transformed into a spick and span little garden, and the possibilities are multiplied when many such backyards are combined to form, for example, such a glorious garden as one which exists in the heart of the East Side of New York, hidden away between Third Avenue and Second, a number of individual gardens, but so separated by low parapets that the effect is that of one magnificent garden in which are fountains, old Spanish or Italian ironwork, and some fine old trees which have somehow managed to survive the vicissitudes which beset plant life in New York. Some of the most interesting gardens are those which cover the smallest areas, and when one has no area at all in which to garden, there are always the possibilities (by no means to be despised!) held forth by window boxes.

Mrs. Duryea's book is calculated to increase the number of gardens in and near cities; in fact many of the number already existing are probably due to her stimulating and encouraging teachings, which are calculated to point out the possibilities which lie hidden in even the tiniest area of ground or roof in the wilderness.

#### PRE-ROMANESQUE CHURCHES OF SPAIN.

By Georgiana Goddard King. Volume VII, Bryn Mawr Notes and Monographs. Illustrated. 248 pp., 38 floor diagrams. 4¼ x 6½ ins. Price \$2.50 Net. Longmans Green & Co., New York.

Study of the architecture of the Iberian peninsula possesses all the interest which attaches to study of the antiquities of any land of which the culture represents a fusion of that of many races. Spain is a Mediterranean country, peopled from the outset by Mediterraneans. From all the countries which lie about the Mediterranean basin,—not from the Greek and Latin empires alone and from ancient Carthage, but from Asia Minor, Syria, Constantinople, with whatever came with the Arabs from Persia and Mesopotamia, the culture of Spain was derived, and this fusion produced a rich and splendid civilization, which has left a priceless legacy.

In this volume, by the Professor of History of Art at Bryn Mawr, there is given an inquiry into such of the churches antedating the beginning of the Romanesque period as yet remain in Spain. Churches, convents, and monasteries lined the roads which traversed southern France and northern Spain, leading to the great pilgrimage shrines, and popular devotion provided means for the erection and adornment of buildings in accordance with the best taste of the day. For purposes of study, these churches are divided into three groups in order of time: (1) Those which survive from the time of the Visigothic monarchy; (2) Those built at the time of the reconquest by the Austrian kings; (3) Mazarabic churches built during the ninth, tenth and eleventh centuries. The work, which is quite as much historical and literary as architectural, is an important contribution to a department of study which during the last few years has attracted students, and not the least valuable details of the work are its excellent documentation and its complete bibliography, which are calculated to encourage study.

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### Some Books You Should Have in Your Library

Villas of Florence & Tuscany—Eberlein. Price \$15.00.

Spanish Gardens & Patios—Byne. Price \$15.00.

Minor Ecclesiastical, Domestic & Garden Architecture of Southern Spain—Whittlesey. Price \$10.00.

Historic Wall-Papers—McClelland. Price \$25.00.

Spanish Farmhouses & Minor Public Buildings—Soule. Price \$10.

The Architecture of John Russell Pope. Price \$7.50.

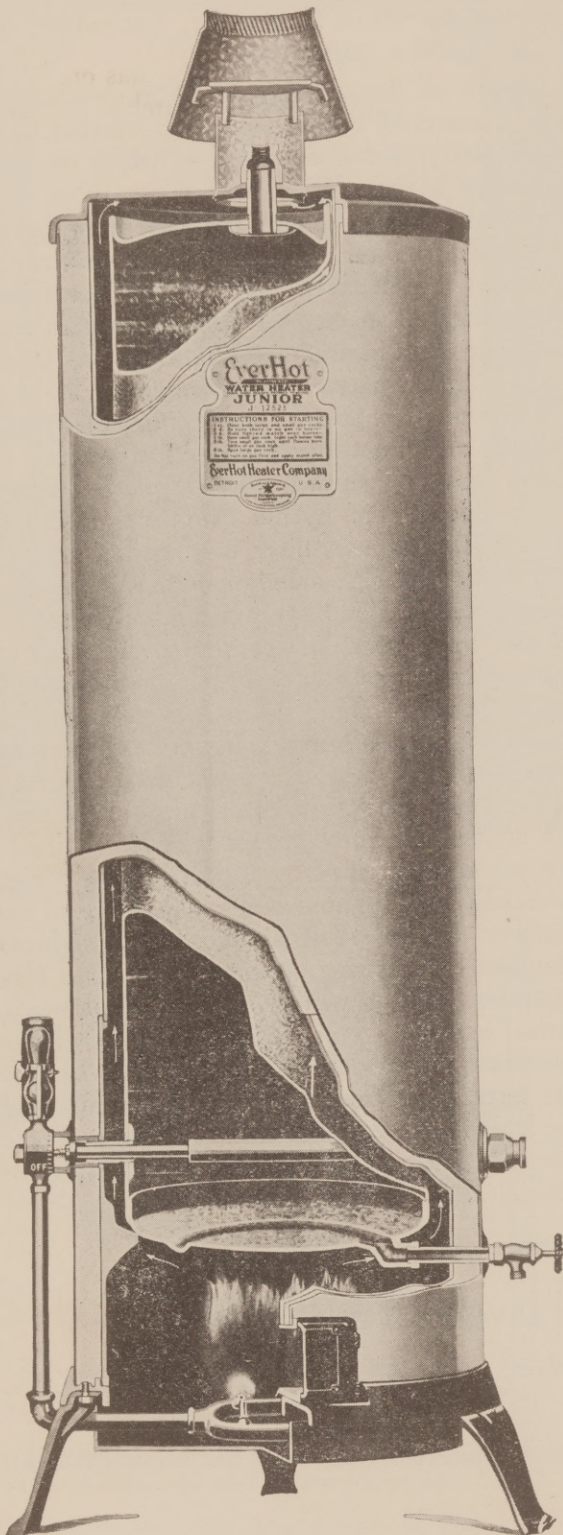
Farmhouses & Small Provincial Buildings of Southern Italy—Hooker. Price \$13.50.

The Architecture of the Renaissance in Tuscany—Guymueller. Price \$27.50 Per Volume. I. II.

English Decoration & Furniture of the Early Renaissance—Jourdain. Price \$25.00.



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Subjects 1-2-3-4 were treated in July, August, September and October issues of Southern Architect and Building News. Subject No. 6 will be treated in the next issue.

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# ARCHITECTURAL MEMORANDA

## COMPETITION FOR HOUSE BEAUTIFUL COVER DESIGNS.

The House Beautiful Cover Competition has been an annual event now for the past 3 years. The announcement of the Fourth Competition contains an addition to the usual quota of prizes. The First Prize is \$500, the Second Prize, \$250. In addition to these, this year, and in addition also to the possible purchase price of a design, is offered a Special Prize of \$100 with a Certificate of Merit, for the best design submitted by a student of any School of Art. The competition closes January 29, 1926. Full particulars regarding it may be obtained from the Competition Committee, House Beautiful, 8 Arlington Street, Boston, Mass.

## GERMANY FOLLOWS AN AMERICAN EXAMPLE.

Recent despatches from Berlin states that wooden houses, modeled upon American patterns, are beginning to be popular in Berlin, states *Housing Betterment*. A whole section of wooden houses, a sight hitherto unknown in large German cities, is springing up on the extreme west end of the German metropolis. Heretofore the Germans have ridiculed the idea of wooden houses. Anything that did not last through several generations did not seem worth building to them. But today economic necessity has driven them to study the problem of cheaper construction and to their surprise they find that the wooden house has stood the test of time in America where there are houses still in existence dating back to Colonial days. They are, therefore, trying out the wooden house which they find much cheaper than the houses built of brick or stone.

It is also reported that the Germans are adopting the American form of two, three and four room apartments designed along American lines with modern conveniences and that these are proving very popular.

Hubert Marion Garriott and William Gregory Rammel have severed connections with the firms Allen & Garriott, Indianapolis, and Allen, Garriott & Rammel, Logansport, Ind., and will continue the practice of architecture under the firm name of Garriott & Rammel, architects and engineers, with new offices at 1151-52 Consolidated Building, Indianapolis, and 4 Masonic Building, Logansport, Ind. New catalogs and samples are desired in both offices.

Robert B. Crowe, architect, has opened an office for the general practice of architecture in Suites 2 and 3, Plaza Building, Tampa, Fla. Manufacturers' catalogs and samples are desired.

## ALEXANDER TROWBRIDGE ELECTED PRES- IDENT OF THE ARCHITECTURAL LEAGUE OF NEW YORK.

Alexander B. Trowbridge has been elected president of The Architectural League of New York, to succeed the late Donn Barber.

Albert B. Groves, architect, has moved his office from the Stock Exchange Building to Suite 2021, Railway Exchange Building, Sixth and Locust Streets, St. Louis, Mo.

Murphy Door Bed Company, of Atlanta, announces the removal of its offices and display rooms, November 1st, 1925, to Number 33 Luckie Street, Atlanta, Georgia.

Warren, Knight & Davis, Architects, Birmingham, Alabama, wish to announce the opening of a branch office with Mr. Chandler C. Yonge, associate architect, at Room No. 500, American National Bank Building, Pensacola, Florida.

The Cecil R. Lambert Company, of Detroit, has just issued a very interesting brochure on Conveyor Applications. This book is of interest to every executive who wishes to lower his material handling costs. Copies may be secured by writing Cecil R. Lambert Company, 3454 Denton St., Detroit, Mich.

H. L. Reynolds Co., Inc., Contractor, announces the removal of their office from 306 Guaranty Bldg. to 112 Da-Na-Ra Arcade, West Palm Beach, Florida.

The firm of Nutter & Moe, Architects, announces that they will be in their new office at 112 Da Na-Ra Arcade, West Palm Beach, Fla., after November 1st, 1925.

Sutton & Routt, Architects & Engineers of Vincennes, Indiana, announce the opening of an office in the Maxwell building, Fort Lauderdale, Florida, and also in the Morse Arcade building, Hollywood, Florida, for the general practice of architecture. Manufacturers catalogs and samples will be appreciated.





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## FINE GROUND CEMENT MAKES STRONG CONCRETE.

New light on how fine-grinding of cement makes concrete stronger is given by a ten-year research just completed at the Bureau of Standards, Department of Commerce. Experiments prove that fine-grinding makes concrete stronger, especially if greater amounts of cement are used with the sand and gravel. The same increase may be obtained as economically through the use of more cement.

The research is part of a larger program of bureau research on useful properties of materials and how they may be enhanced. That fineness is a vital characteristic of Portland cement has long been known, but data were lacking as to the exact effect of such fineness on Portland cement over long periods of time. These data are now available.

Ten years ago test cylinders of concrete were made up of five brands of cement and Potomac river sand and gravel. These were first kept in moist air 28 days, then exposed to Washington weather for periods up to 10 years. Specimens broken after six months, and one, two, three, five and ten years showed greater strength compared with similar specimens made of normal cement. The older specimens showed less increase, but the result is conclusive; fine grinding of the cement increases the strength of the concrete, especially with rich mixes.

As the industry grew, the fineness has increased until at present under the national specification or quality standard 78 per cent passes through a standard cement sieve having 40,000 openings per square inch.

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Samuel Biderman, formerly with Lang & Witchell, announces the opening of his office for the general practice of architecture at 927 Athletic Club Building, Dallas, Tex.

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Phineas E. Paist, A. I. A., has opened up a new office in Coral Gables, Florida, and would be pleased to receive literature and catalogs from manufacturers and dealers in building materials and the allied trades.

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Munroe Walker Copper, Jr., architect, has moved his office from the Cuyahoga Building to 4500 Euclid Avenue, Cleveland, Ohio.

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The Building Equipment Department of The Duriron Company, Inc., is announcing the appointment of a representative to cover the State of Georgia—Mr. John C. Candler, 315 Glenn Building, Atlanta.

## THE SOUTHWESTERN BELL TELEPHONE BUILDING.

(Continued from page 45.)

advertisement for the owner it was an equally good one for the city, and the owner in this case was not trying to get more than the law allowed in floor space or in cubical content but was really trying to improve upon the conditions as laid down by the law. While the building is actually twenty-six stories high it contains the equivalent of only seventeen stories of the owner's original requirements. In addition to this the structure is cut away from the building line and in stepping back does infinitely less harm to the properties across the streets because there is less obstruction of light in a structure of this type than there would be in a straight up and down building of nineteen stories. The city officials agreed with the point of view of the owner and not only granted the permit but were so impressed with the possibilities that they decided to use the principle established in working out their contemplated new zoning law. Hence that rare condition exists where everyone is not only satisfied but pleased.

Next came the question of material, as the steel skeleton had to be clothed and all materials suitable for the purpose were considered. A number of large samples of brick were laid up and met with favor, but the design was so simple and singularly free from ornament that stone was not out of the question, and when it was found that the increased cost for this material was not insurmountable, Indiana Limestone was selected. Thus the three elements of form, material and color were achieved.

The building will be completed the middle of 1926. The cost will be approximately \$8,000,000.

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## THE ALABAMA POWER COMPANY BUILDING

(Continued from page 53.)

of powerful lights at each corner of the roof. This statue is now in process of manufacture and it will be some time before erection can be made.

The Alabama Power Company deserves great credit because at the earnest solicitation of the architects, they agreed to erect this beautiful statue on the roof instead of a huge electric sign as originally planned. This too in the face of the fact that they are in the electrical business. Verily art is coming to the front in the South.

On the interior we find a main corridor two-stories high with railing at the second floor level giving a mezzanine on each side of the main corridor. Two stairs and four elevators run through the full height of the building.

The Alabama Power Company is to be congratulated upon the building they have raised as an everlasting tribute to their organization and the commercial strength of the growing South.



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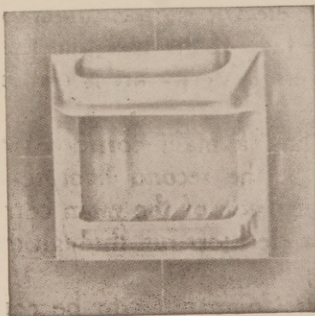
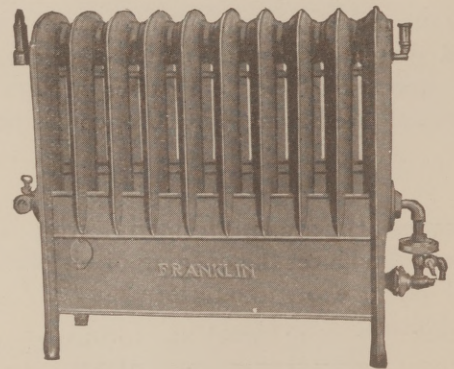
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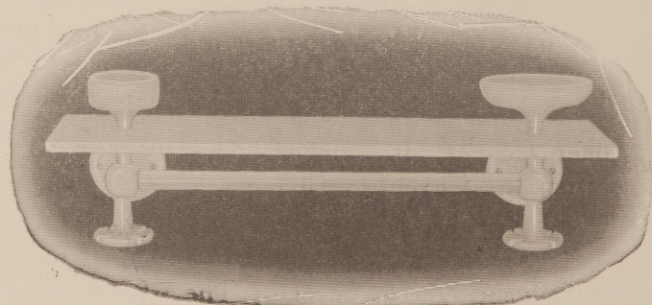
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# CURRENT BUILDING ITEMS

Permits recorded by 123 cities showed a total of \$75,165,710, against \$53,561,056 for October, 1924, or a gain of forty percent. The month showed a slight loss, amounting to one and a half percent, from September, due principally to a seasonal slackening of construction activity.

During the month of October, both Miami, Fla., and Houston, Texas, exceeded all previous totals for building permits recorded during a single month, according to figures compiled by the survey department of G. L. Miller and company. Miami's figures exceeded ten millions, while the Houston metropolitan area were nine millions and a half.

Contracts on \$2,000,000 Miami Building.

Miami, Fla.—General contract for the erection of the Venetian Arcade Building here has been awarded to the George W. Lankford Co. of this city and Louisville, Ky. The building, to be erected by the Venetian Arcade Corporation, will be of steel frame construction, with granite base and Indiana limestone facing. It will cost about \$2,000,000. Anthony De H. Zink is architect; F. S. Marlow, consulting architect, and E. E. Seelye, consulting engineer, all of Miami.

Sub-contracts have been awarded as follows: Structural steel, Lehigh Structural Steel Co., Allentown, Pa.; cut stone, Peter & Burghard Stone Co., and terrazzo, marble and tile, Peter & Burghard Marble Co., both Louisville, Ky.; granite base, New England Granite Works, Westerly, R. I.; millwork, Anderson Manufacturing Co., Des Moines, Iowa; elevators, Otis Elevator Co., and ornamental iron, Wells Architectural Iron Works, both of New York; plumbing, Riggs-Distler & Co., Baltimore; electrical work, Howard P. Foley Co., Miami.

Plans for \$3,000,000 Hotel in Baltimore.

Plans are now being made for the erection of the Baltimore Shelton Hotel at North and Maryland avenues, Baltimore, at a cost of approximately \$3,000,000, brief details of which were published previously in the Manufacturers Record. It is stated that details of design are being worked out by the Continental Engineering & Construction Co., and drawings are being made by Arthur Loomis Harmon, architect, both of New York.

The new hotel will be 18 stories, to contain 600 rooms, and will be operated by the Continental Hotel Co. of New York, Frank H. Anderson, presqu岸ed to erect it. A number of Baltimore capitalists are declared to be interested in the enterprise, including Israel Silberstein, to whom title to the hotel site will be conveyed.

\$1,750,000 Hotel for Birmingham.

Work is expected to begin soon on construction of the proposed Hotel Bankhead at Birmingham, Ala., according to a reported statement by officials of the Bankhead Hotel Co., which will erect the building. H. L. Stevens & Co., of Chicago, who will handle the design and construction of the hotel, wire the Manufacturers Record that the building will be fireproof, of steel and concrete construction, and will be located on a site 105 by 100 feet. It will be 15 stories high, to contain 350 rooms with bath, and will cost approximately \$1,750,000, including ground, construction and furniture.

\$10,000,000 Additional for Duke University.

Durham, N. C.—According to the terms of the will of the late James B. Duke, a total of \$10,000,000 more has been provided for Duke University here. Of this total, \$4,000,000 will be used to provide buildings and facilities for a medical school and hospital and \$6,000,000 for an endowment for these institutions. Work is expected to begin soon on the construction of necessary buildings.

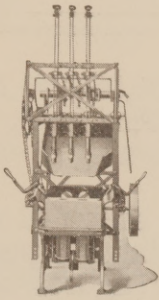
In addition to the \$4,000,000 for buildings for the medical school and hospital, the will also provides an additional sum of \$7,000,000 for the building fund of the university, and these sums, added to \$8,000,000 previously provided, make a total of \$19,000,000 available for buildings.

New \$500,000 Bank and Office Building.

Plans are being considered by the Fourth and First National Bank and the Fourth and First Bank & Trust Co., Nashville, Tenn., for the erection of a new building in that city. Outlining details of the proposed structure, James E. Caldwell, president of the two institutions, wires the Manufacturers Record that the building will be located on a lot 85 by 100 feet, and will be 10 stories high, to cost approximately \$500,000. Ludlow & Peabody of New York are the architects.



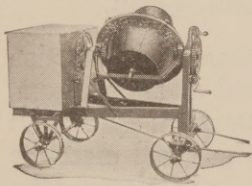
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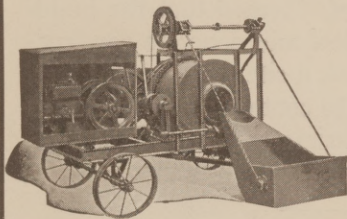
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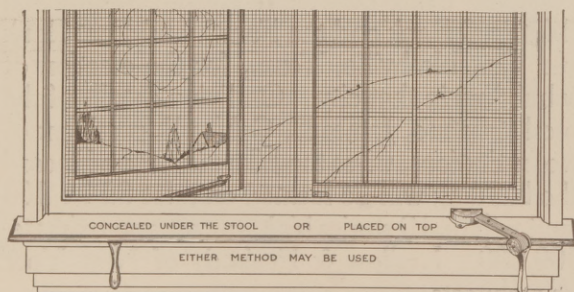
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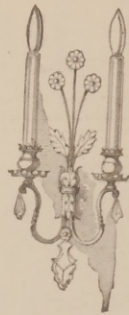
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### \$700,000 Insurance Building at Baltimore.

General contract has been awarded to J. Henry Miller, Inc., a local contractor, for the proposed building to be erected at Charles and Chase streets, Baltimore, by the Mutual Life Insurance Co. of Baltimore at a cost of approximately \$700,000. The structure will be five stories and basement, 175 by 75 feet, to consist of a steel skeleton, with limestone on the two street fronts and brick on the remaining two. It will have a slag roof, reinforced concrete floors, treated with cement, terrazzo, wood and linoleum. Steam heat, electrical work and plumbing are included in the general contract. Parker, Thomas & Rice of Baltimore are the architects.

### \$1,500,000 Theater for Jacksonville.

Jacksonville, Fla.—According to an announcement by Harold B. Franklin of the Famous Players-Lasky Corporation of New York, a seven-story theater and office building will be erected at East Forsyth and Newnan streets in this city at a cost of \$1,500,000. The structure will be built by Southern Enterprises, Inc., a subsidiary of the Famous Players Company, and which operates a number of theaters in Jacksonville. Plans being prepared by the R. E. Hall Engineering Co., Inc., New York, call for a theater auditorium to seat 2500, seven storerooms on the ground floor of the office portion of the building and a roof garden.

### \$1,000,000 Building Corporation at Tavares.

Tavares, Fla.—To relieve the shortage of homes and business buildings in this city, the Lake County Investment & Construction Co. has been organized here with a capital stock of \$1,000,000 for general building operations in Tavares and later throughout Lake county. Milton Goldbacher is vice-president and general manager. Building operations are expected to begin within two weeks.

### Utilities Expending \$15,000,000 in Dallas.

Dallas, Tex.—It is estimated that expenditures made and immediately contemplated in Dallas and vicinity will reach a total of nearly \$15,000,000. These will include \$5,000,000 by the Southwestern Bell Telephone Co. for a central office building recently announced, \$5,000,000 by the Lone Star Gas Co. for an improvement and extension program under way, \$2,500,000 for additions to power facilities in Dallas of the Dallas Power & Light Co. and \$800,000 by the Dallas Gas Co. on improvements made during the past year.

### City Hall and Courthouse Contract \$1,679,000.

Miami, Fla.—Contract has been awarded by the Dade county Commissioners at \$1,679,000 to L. W. Hancock of this city and Louisville, Ky.,

for the proposed county courthouse and city hall to be erected here. Plumbing, electric work, elevators, plastering and finishing have not been awarded. The building will be 30 stories, with a 3-story base and basement, about 168 by 168 feet; sub-base, 138 by 138 feet, four stories, surmounted by a tower, 78 by 78 feet, 18 stories, and topped by a stepped pyramid about 50 feet high. A Ten Eyck Brown of Atlanta is the architect and August Geiger of Miami associate architect.

### \$1,200,000 Amusement Project at Port Tampa.

The Tampeete Corporation of Tampa, Fla., William D. Simmons, president, wires the Manufacturers Record that it will establish an amusement park at Port Tampa between Tampa and St. Petersburg on a tract of 67 acres of waterfront land. Modern equipment will be installed, including amusement devices, swimming pool and dancing pavilion, the structure to be of the Miller dome roof type. The John A. Miller Co. of Tampa is the designer and builder.

Reports state that the project will cost about \$1,200,000.

### Bids on \$1,500,000 Cotton Exchange Building.

Dallas, Texas.—Bids will probably be invited about November 1 by the Dallas Cotton Exchange, N. W. Nolley, secretary, on the erection of its proposed 14-story building at St. Paul and San Jacinto streets. The structure will be 200 by 100 feet, of reinforced concrete construction, and is estimated to cost \$1,500,000. Lang & Witchell and Thompson & Swaine, both of Dallas, are the architects.

### Ten Residences to Cost \$1,000,000.

Coral Gables, Fla.—With the purchase of 10 lots in the Riviera section of Coral Gables at a reported cost of \$120,000, it is stated that G. Glover Boake, builder, of Cincinnati, Ohio, plans to erect 10 residences, the whole investment to amount to \$1,000,000. This will be the initial unit of an extensive building program, it is said, as Mr. Boake has arranged to take over 13 additional lots in Coral Gables. H. George Fink of Miami is the architect.

### For \$800,000 Convent at Tampa.

Tampa, Fla.—Plans are being considered by the Sisters of the Holy Name for the erection of a Catholic convent here to cost \$800,000. It will be located on a tract of 16½ acres of land on Bay Shore boulevard, between the Kreher and Beckwith estates, and will be erected in three units. One will contain an auditorium and music hall; another, administration offices, grade school, high school and boarding school, and another, a college. The boarding school will be equipped to accommodate from 150 to 200 students.



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## \$1,000,000 Warehouses for Houston.

Details have been worked out by the Channel Warehouse Extension, Inc., Houston, Texas, for the erection of two warehouses in that city, James A. Schiller of Houston, engineer, advising the Manufacturers Record that contracts have been awarded at \$1,040,000, but that he is not ready to announce names of contractors. Plans for the structures are in progress and building materials are being purchased. One building will be 177 by 460 feet, four stories, and the other 130 by 460 feet, one story, both of flat-slab concrete and steel construction, with concrete foundations and floors and built-up asphalt roofs. Major items of material to be purchased include structural steel, reinforcing, cement, steel sash, rolling steel doors, sprinklers, conveyors, platform elevator, electric wiring, etc.

## Contract for \$2,000,000 Hotel at Tampa.

Tampa, Fla.—Contract has recently been awarded to Logan Brothers of this city for the hotel to be erected here by the Pulver Plant Hotel Co. at a cost of more than \$2,000,000, including site, building and equipment. The structure will be 13 stories, to contain 344 rooms and 334 baths. A Spanish grill and large ballroom will be important features. B. C. Bonfoey of Tampa is the architect.

## Bids on Two Baltimore Schools.

Bids opened by the Board of Awards, Baltimore, for the foundations of the proposed new City College to be erected on the Gilman-Cate property on Gorsuch avenue in Northeast Baltimore, at a cost of approximately \$1,500,000 discloses that Charles L. Stockhasen, Inc., submitted the lowest estimate at \$143,800. It is expected that foundations will have been completed for this building by April 1, 1926, and that the erection of the superstructure will begin soon after.

Lowest bid for the erection of the proposed Lyndhurst School was submitted by De Cou & Davis, Baltimore, at \$151,800.

## Considering \$5,000,000 Sewer System.

Plans are being considered by the city of West Palm Beach, Fla., for a sewer and sewage-disposal system estimated to cost \$5,000,000. Discussing the proposed installation, Fuller & McClintock, engineers, of Toledo, Ohio, advise the Manufacturers Record they have recently submitted a report to the city which recommends a system of intercepting sewers, with sewage pumping stations and force mains, as well as purification works, of the activated sludge type, to provide for a population of 100,000, with an average daily sewage flow of 24,000,000 gallons.

## Co-operative Apartment to Cost \$8,000,000.

Miami, Fla.—By the terms of a contract recently entered into by Carl Fisher, developer of Miami Beach, and the Co-owners Apartment Corporation, New York, a co-operative apartment building is to be erected at Miami Beach at a cost of \$8,000,000. It is planned to erect the building on the Biscayne Bay side of Miami Beach, near the Argonaut Club, on La Gore Island. It will be of Venetian-Italian architecture and will contain 216 apartments, 150 servants' rooms, 200 garage spaces and 40 small shops. The main section of the building will be 200 stories, while other sections will be 6, 9 and 12 stories. A feature of the structure will be two campaniles, each nine stories, to contain one apartment on each floor. Schultze & Weaver of New York are the architects.

## Contract for \$250,000 Apartment at Tampa.

Tampa, Fla.—General contract has been awarded to H. G. Flemming & Co. of this city by D. Collins Gillett for the erection of a \$250,000 apartment building at Temple terrace, Tampa. The building will front 175 feet on the river drive and will extend back for a distance of 75 feet. It will be of hollow tile and stucco, with hardwood floors, and will be equipped with electric ranges, electric refrigeration, automatic passenger elevators and other modern facilities. William Lawrence Bottomley of New York is the architect.

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