Making the Bathroom the Showroom of the Home

Since architects began to develop the bathroom it has risen from a cramped, gloomy closet to a bright, colorful, beautifully designed room—rightfully called the "most important room in the home". Originality and individuality can be displayed in the bathroom as nowhere else. There is no end to the distinctive color combinations that can be created with tile or composition floors. Such artistic designs naturally increase the owner's investment—but his money is fully protected when Washington Guaranteed Plumbing Fixtures are specified. The Plumbing Merchant will furnish, with each installation, the signed Washington Guarantee which agrees to replace free of charge any Washington fixture that develops any factory defect after installation!

Sold Only Through this Label
Washington Plumbing Merchants Protects You
Where **Quality** is Demanded

W. H. Weeks
Architect

Hotel Leamington,
Oakland, Calif.

Leamington Hotel
Corporation
J. K. Leaming, Pres.

CALIFORNIA STEEL WINDOWS,
Architectural Awning Type,
throughout this building.
THE "NEW FREEDOM" IN SCHOOL ARCHITECTURE

By John J. Donovan

After reviewing the illustrations of this issue it is indeed a pleasure to pay tribute to the architects whose work graces this number, for a time and pleasing note is added to the scale of California School Architecture which is already notable by many recent achievements. It is interesting to observe the absence of severe formality and the freedom from rigidity of hard-listed technicalities in the simplicity and ease of the compositions, and yet the tenestrations are handled with such skill as to show that the principles of modern school hygiene haven't suffered in the least. This is indeed commendable and a tribute to the intelligence and training of the authors, for they have molded pleasing forms about indisputably hard facts and rigid rules, sacrificing nothing of the principles in the doing.

A school is of necessity an institution, consequently its architecture will always be institutional in character, but the trend of effort and the spirit in accomplishment prevailing to day are towards the softening of the hard lines of formalities and to make more yielding the fixed requirements necessitated by group or class instruction.

This issue shows a number of good examples blessed with touches of domestic architecture introduced here and there in the designs and compositions. And well it is so, for the purpose of the school is simply to enrich and expand the life and training of the home. Too, it recalls pleasantly a period in the history of American Education, especially that of the Dame Schools of Colonial times, privately conducted by Dames as the name implies, who taught reading and writing to the small children in their parlors and kitchens, many of whom had very little education to qualify for the responsibilities as we know of them today.

Naturally, with the growth and development of the country, this primitive, inadequate and unsatisfactory method of providing instruction for the child gave way to the communities or townships assuming the obligations of compulsory education, and consequently, institution of large groups and large classes followed. For many years, hardly more than walls, windows and roofs constituted the buildings called schools. The rooms were large to sere and were crowded, with pupils of all grades and ages, a "potpourri" as it were. Very little, if any, thought was given to ventilation or illumination, to say nothing of aseptic grades or absence of matter classification. Until about 1870 when the latter was first attempted in the Quincy and Bowdoin Schools in Boston, three and four story buildings of no special merit except that they were the first school buildings in this country to establish graded classes.

Some time about 1870 the teaching and medical professions were directing public attention to the badly lighted and wretchedly ventilated school buildings being built and existing over the land. Helpful and honest suggestions followed fast on the heels of criticism. Hard and fast rules were adopted and with very little scientific data to substantiate the truths of doctors disclose the fallacies in them. The position of restraint swung far to the side of building schools by rules and regulations, leaving common sense initiative, good taste, human values in the soul and mind, and good architecture to shift as it might in other fields, because the rules and regulations were more important in the minds of the authorities legally equipped to spend the money.

There is so much more to this and there are so many profitable and interesting lessons to learn and pass on to posterity that somebody should write a treatise on the Growth and Development of American School Architecture, for there are so many worthy objectives yet to be attained and this can be done only by shedding light upon many of the crudities still prevalent which impede progress for spiritual and practical education. But for this brief comment it suffices to call attention to the fact that the architects have sensed the problems of hygiene and are embodying the angular lines into lovely forms, yielding delight and charm to the eye and mind.

The architects of California are indeed fortunate in living and working in a country where there is so large a sense of length and breadth to
SOUTH COURT,
BELMONT
HIGH SCHOOL,
LOS ANGELES,
CALIFORNIA.
EDGAR H. CLINE,
ARCHITECT
ABOVE—CLOISTER, NORTH COURT, BELOW—WEST PORCH, BELMONT HIGH SCHOOL, LOS ANGELES.
TINEO & CLINE, ARCHITECT
MAIN ENTRANCE, JOHN BURROUGHS JUNIOR HIGH SCHOOL, LOS ANGELES. EDGAR H. CLINE, ARCHITECT
ABOVE—JOHN BURROUGHS JUNIOR HIGH SCHOOL, CENTRE—BLYTHFORD JUNIOR HIGH SCHOOL, BELOW—LE CENTRE JUNIOR HIGH SCHOOL, LOS ANGELES, JENNER & CLARK, ARCHITECTS.
AUDITORIUM ENTRANCE, WILTON PLACE ELEMENTARY SCHOOL, LOS ANGELES. (ARCH. W. F. C. HERTFORD.)
The architect may spend many precious hours preparing and writing specifications for painting and decorating and then be grievously disappointed in the finished result unless the men who execute those specifications are imbued with the sympathetic spirit of the true craftsman. A slight variation from the exact shade desired may comply with the written specifications and yet be far from the beautiful conception in the mind of the architect. Whether it be a school such as that pictured here, whether it be a museum, a small home or a mansion, Quandt craftsmen seek for and carry out the "unwritten" specification as well as that which is written. This is more than an ideal with us—it is an obligation and a tradition forty years old. And that priceless ingredient called craftsmanship need not be expensive; in the long run it actually costs less. Pictured here, Bell Unit, Huntington Park Union High School. Train and Williams, Architects, Los Angeles.

"Co-operation for Quality"

A. Quandt & Sons

374 Guerrero Street • San Francisco • 3319 Central Avenue • Los Angeles
[Painters and Decorators • Since 1885]

Quandt quality is available for the small job as well as the large. Our operations are State-wide.
WEST ATHENS ELEMENTARY SCHOOL, A. M. EDelman AND A. C. ZIMMERMAN, ASSOCIATE ARCHITECT.
NATHANIEL A. NARBONNE HIGH SCHOOL, LOMITA, CALIFORNIA.  A. C. MARTIN, ARCHITECT

NOTHER School of Beauty. This building recently completed in the South is trimmed with Pulsichrome Standard Terra-Cotta, with background color in ornament.

GLADDING · McBRAIN · & · CO.
GENERAL OFFICE: 660 MARKET STREET, SAN FRANCISCO

Los Angeles Office: Los Feliz Boulevard and S. P. Tracks
Seattle Office: Dexter Horton Building
Portland Office: U. S. National Bank Building
Oakland Office: Twenty-second and Market Streets
Photographs by Marv Studios

ABOVE—REAR ENTRANCE, BELOW—MAIN ENTRANCE, WEST VISTAS ELEMENTARY SCHOOL.
A. M. EDELMAN AND A. C. ZIMMERMAN, ASSOCIATE ARCHITECTS
FIFTY SECONDS STREET
SCHOOL, LOS ANGELES,
HONOR AWARD,
A.T.A. 1951
A. M. COPELAND AND
A. C. ZIMMERMAN,
ASSOCIATE ARCHITECTS.
Architectural Terra Cotta

Not only is Terra Cotta the most beautiful and permanent of building materials but it is most economical in the reproduction of architectural detail. Beauty, permanence and economy are three of the most desirable qualities in the modern school.

N. CLARK & SONS

MANUFACTURERS OF

Architectural Terra Cotta, Pressed Brick, "Ramona" Roof Tile and Kindred Clay Products

112-116 NATOMA STREET * SAN FRANCISCO
MAIN ENTRANCE, TUSTIN UNION HIGH SCHOOL, ORANGE COUNTY, CALIFORNIA. MOTT M. MARSTON, ARCHITECT.
ABOVE—TUSTIN UNION HIGH SCHOOL, ORANGE COUNTY, CALIFORNIA; BELOW—AUDITORIUM, TUSTIN UNION HIGH SCHOOL. MOTT M. MARSTON, ARCHITECT.
Auto Association Building Has Walls of Dickey Mastertile

The trend is toward Dickey Mastertile wall construction. Probably no other material is showing such an increase in popularity.

George W. Kelham is the latest eminent architect to recognize its merits, and so the California State Automobile Association has walls of Dickey Mastertile.

It saves cartage, weight, labor and mortar—therefore money. Fire-safe; decay-proof.

DICKEY
BURNED CLAY PRODUCTS

DICKEY MASTERTILE • FACE BRICK • FIRE BRICK

Partition Tile, Furring Tile, Paving Brick, Sewer Brick, Step and Walk Brick, Drain Tile, Flue Lining

Made by

CALIFORNIA BRICK COMPANY and LIVERMORE FIRE BRICK WORKS, INC.
Associated Companies
SAN FRANCISCO AND OAKLAND
Experience in Face Brick Construction

The photograph shows the east side of Olive Street, Los Angeles, looking South from Sixth. The arrows point to buildings faced with brick from our kilns. Look down most any street and the story is the same.

DURING the construction of the small brick building as well as the large, questions often arise that can be answered from past experience by men who have specialized for many years in this type of work.

The experience of this company dates back to 1887 and covers every use of face brick, roofing tile, hollow tile and other products of clay. Most of the noteworthy buildings of Los Angeles and many of the larger structures of other western cities came from our kilns.

Practical advice and cooperation is an important part of our service.

LOS ANGELES PRESSSED BRICK CO
145 South Broadway ······ TRinity 5761
LOS ANGELES

FACE BRICK · HOLLOW TILE · ROOFING TILE · TERRA COTTA · REFRACTORIES
The Conaty Memorial High School of Los Angeles is an excellent example of modern school architecture in plan and architectural composition. Its facades show how the fenestration is handled in a most pleasing way, using the "Donovan"-Universal Window. Superintendents of Schools regard this window as a positive contribution to health and school hygiene in view of the fact that it may be operated most easily by teachers and pupils without having to resort to the clumsy window pole, thereby providing fresh air ventilation at all times to classrooms. One eminent School Superintendent of California remarks: "The big point is this—we have a mechanical window that works permanently, and we have no further cost of maintenance with which to concern ourselves."

All requests for detailed information will be given prompt attention.

Information about the Donovan Awning Type Steel Window may be secured from the Truscon Steel Co., Youngstown, Ohio.

Universal Window Co.

General Sales Offices: 1916 Broadway, Oakland, Calif.

Agents in All the Principal Cities of the United States.
CONVITY MEMORIAL SCHOOL, LOS ANGELES. A. C. MARTIN, ARCHITECT.
CHICAGO will soon have another great hotel—the new Bismarck, now building. Rising eighteen stories and planned for the later addition of eighteen more, the Bismarck is an integral part, together with an office building and a theater, of a greater structure which occupies an entire city block in the heart of the “Loop.”

The Bismarck’s 492 built-in baths are of Kohler make and “Viceroy” pattern—a not undeserved tribute to the beauty and excellence of this ware, and, more particularly, to the exceptional quality and uniform, immaculate whiteness of the Kohler enamel.

KOHLER CO., Founded 1873, KOHLER, WIS.
Shipping Point, Sheboygan, Wis., Branches in Principal Cities

KOHLER of KOHLER
Plumbing Fixtures
The Beauty of a Building
—depends on its design, texture and color.
The Architect supplies the design, the
craftsmanship of the plasterer the texture,
we the Colored Stuccos to make possible
the realization of the Architect's
dream of beauty.

Colors created or copied.
PLASTITE

is a plastic, watertite cement. It makes waterproof concrete and stucco. It contains no oils, fats or soaps, therefore its waterproof character is permanent. It is remarkably plastic, saving labor and insuring better workmanship. Concrete or stucco made from Plastite grows stronger and more waterproof with age.

Write for specifications covering swimming pools and reservoirs. The illustrated magazine PLASTITE PROGRESS also will be sent free on request.

RIVERSIDE PORTLAND CEMENT CO.

Manufacturers of "PLASTITE" Waterproof Plaster Cement, "RCAI" and "RIVERSIDE" Portland Cement

724 So. Spring St. LOS ANGELES Trinity 9322
SANTA MARIA UNION HIGH SCHOOL, SANTA MARIA, CALIFORNIA, ALLISON & ALLISON, ARCHITECTS
New Individual Bungalow, Hotel Del Monte
Architect: Lewis P. Hobart, San Francisco · Contractor: Lindgren & Swinerton, San Francisco
Painters and Decorators: A. Quandt & Sons, San Francisco

The Magnetic Name
"Del Monte" draws a discriminating Clientele from all over the Nation. In their recently built series of Individual Hotel Bungalows

**Perma-Light**
Wall Finishes and Enamels
were used. Their prestige in the architectural and decorative field parallels that of Del Monte in the World of Travel and Recreation.

-Made exclusively by
**HILL, HUBBELL & COMPANY**
Paint Specialists
EXECUTIVE OFFICES AND WORKS · SAN FRANCISCO
Los Angeles · Oakland · Portland · Seattle · New York · Tulsa
A roof of Simons Spanish Tile on a building of Simons Brick

LAGUNA SCHOOL
LOS ANGELES

DAN CALLAHAN - General Contractor

SIMONS BRICK COMPANY - LOS ANGELES - WALTER R. SIMONS, PRES. AND GENL. MGR.
NEXl MEETING
The next meeting of the San Francisco Chapter, The American Institute of Architects will be held on Tuesday, January 19, 1926. The exact time and place of meeting will be announced later.

DECMBRER MEETING
A special meeting of the Institute members of the Chapter was called by President John Reid, Jr., for Tuesday afternoon at the Bohemian Club. The meeting was for the purpose of conferring with President D. L. Ward and the Board of Directors of The American Institute of Architects. President Reid called the meeting to order at 5 p.m.


President Reid gave a short introductory address.

It was moved, seconded, and carried that all business be laid on the table until the Directors meeting immediately before the January meeting.

President Reid turned the meeting over to President Ward of the Institute. Mr. Ward made a short address in which he asked for suggestions on Institute policies.

There was an open discussion of certain policies and Institute matters which did not call for definite action.

After the discussion President Ward returned the chair to President Reid of the Chapter.

There being no further business, the meeting adjourned.

Respectfully submitted,

ALBERT J. EVERS, Sec. EX.

CONCERNING MEMBERSHIP
Some of the members of the Chapter have noted the varieties of membership listed in the recently published roster of members and have asked an explanation. The following gives the main facts:

There are at present three classes of regular memberships, in addition to various types of honorary and corresponding members.

The type and benefits class in full membership in the Institute, which includes the holder as member of the Institute Journal and the various publications issued in connection which are sent to most Institute headquarters in Washington. Applications for full membership are sent to all members of the United States and it rests with the privilege of holding office and making important matters. Those desiring the class of officers are necessarily full Institute members.

The second type of membership is Association in the Chapter Association are elected yearly by the Chapter for the Chapter and home the policies of the institute and various business matters and important. It is called the class of officers and those desiring the class of officers are necessarily full Institute members.

The third class is called Charter membership. Those members are those who desire the charter as December 7, 1916, which are the Institute members who fail to become Institute members, shall have their present status and other advantages.

No further membership of this class will be granted, however, and those existing will gradually disappear.

It is most desirable that all those in the Associate and Chapter membership classes should become members of the Institute. There are privileges within the Institute for which you should be sharing. The Secretary will be glad to send out application for Institute membership at your request.

GLADDING, McBEAN LUNCHEON
Gladding, McBean & Co. entertained a buffet luncheon at the company's saloons, San Francisco, December 17, in honor of San Francisco Chapter, A. J. A. The event was well attended and an interesting feature was the display of the studies made by Mr. P. C. Kawamura during his recent European travel, with his collection of pottery and tile.

Kirk M. Reid of the engineering department, National Lamp Works, General Electric Co., Nela Park, Cleveland, O., invited architects and others interested in hotel lighting to send for his company's new booklet on that subject. The booklet gives a detailed plan of modern practice in hotel illumination.

One of the most interesting and helpful handbooks on its subject for architects and builders that has been published has been issued by the American Stone Company, St. Louis, Mo. It is deserving of a place in the library of every architect.
American Face Brick Leads the World

NOWHERE else as here in America have the color possibilities of brick for beautiful wall designs been so highly developed. Traveled foreigners are astonished and delighted with the results.

A correspondent of the Manchester Guardian, in an article entitled “The City of Wonderful Heights” (August 14, 1925) thus gives his impressions:

“Discriminating people had never told me that New York had so much beauty. The famous silhouette of New York did not impress me [possibly because I saw it first in a Scotch mist] so much as some individual buildings, notably the Shelton Hotel, and the gay, delicate handsomeness of Park Avenue and Lexington Avenue, with their charming brickwork. The newer the buildings the better in this happy city. The combinations of marble or Indiana stone and brick are usually simple and effective.
The American architects seem to have given themselves to the study of brick with characteristic cleverness and intelligence, and everywhere one came on new signs of their mastery of the subject.

"Owing to the millions of bricks required for these vast buildings the architects and brick makers find it economically possible to co-operate to produce particular kinds of bricks, and as the bricks have no structural office in these steel-framed cages all sorts of devices can be used to give variety and quality to the surface; passages of slightly projecting bricks, bricks with the joints scraped out at the front leaving the brick edge open, and other devices for an enrichment by shadow of the huge brick surface. In many of the new buildings the influence seems to be Bologna, particularly in the intersecting arches forming a cornice and the use of projecting bricks. The addition of gargoyles, cartouches, and other separate enrichments high up on the face of the building are usually in perfect scale, suggesting careful experiment with models.

"The brick varies in color from an unsuccessful lemon white to deep red, with some particularly fine oatmeal tints in the later buildings that take the sunlight with a radiant sweetness. One had the ridiculous fancy about the Americans that after a generation of breakfast food eaters the oaths were now coming out in their architecture. In the clear, gay atmosphere of Manhattan these oatmeal palaces are delightful, even lovely at times, as they take the glow. [Why should our own new Regent Street not have been of brick?]

Europe can show many fine examples of brickwork but these in no way compare in the scope of color and texture with the varied product our manufacturers offer.

In fact so great is this range that it really presents a new material to the American architect who is thus challenged to develop to the fullest possibilities this wonderful structural and artistic material.

American Face Brick Association
1767 Peoples Life Building · Chicago
Ask the man who owns a brick house...

"DELIGHTED 100%!"—that's what he'll tell you. And his enthusiasm for brick will increase with the passing of the years. The greatest boosters for brick are the thousands of Californians who live in brick houses.

Brick homes are more comfortable summer and winter, rain or shine. They are vermin-proof and fire-proof. Age only makes them more beautiful and more permanent.

Even at the start, brick pays its way because of the saving in paint, plastering, fuel, insurance and freedom from that dread "Third Mortgage"—depreciation and repair.

CALIFORNIA COMMON BRICK MANUFACTURERS ASSOCIATION

Los Angeles • San Francisco

Notice to Contractors—if you are interested in building brick houses get in touch with us.

BRICK FOR BETTER BUILDING
Build for the future with Pacific Face Brick

Pacific Clay Products

SUITE 650 CHAMBER OF COMMERCE BLDG.
1151 SO. BROADWAY
LOS ANGELES
Telephone TWinney 3631
The growing practice in Southern California office building construction is to equip each room with an individual heating unit. This new method is the result of demands from building owners for a heating system which will relieve them of the burden and expense of old-fashioned, cumbersome central plants.

Tenants of office buildings and apartment houses equipped with individual Pacific Gas Radiators or Pacific Gas-Steam Radiators get clean, healthful heat in just the right amount. There is no need to fire up a big central plant when only a few rooms are to be heated.

You can get the full details from a Pacific Heating Engineer. He will be glad to help you on any heating problem you may have, for this company manufactures gas heating equipment for every possible need.

See listing in Sweet's 1926 Architectural Catalog—Pages 2220-1 and 2116-7

Pacific Gas Radiator
Gas Heating Company Headquarters
1740 W. Washington St., BEacon 2190; 616 W. 8th St., METropolitan 2398
HE dwell-in-the-wood Florida railroad says that there was ever a town in Florida and that at this time the rapid transit, fifty to sixty years of development is being crowded into five years. The only difference is that gold-seekers of '49 blazed a trail, leaving behind bono to mark their passage, whereas on Florida's Dixie Highway, in place of houses, are found the scattered remnants of many cars of a certain well known nation.

Pessimists may ask, "What has Miami to ship from its limited 18-foot deep harbor outside of tourists, mosquitoes, and alligators, and why should they petition to change the name of the little town known as Mosquito Inlet when it is so obviously correct?" But, according to a recent speech of the Governor of Florida, the resort and playground facilities of the state are equal in value to the coal mines of Pennsylvania. The alligators keep in the background of the swamps, but in spite of being assured that there were no mosquitoes in many sections and that on account of the sea breezes they flew 2 miles a day, those we encountered had ceased to be interested in long distance flights, or else they had completed their daily 2 miles and crawled food.

One scarcely enters a garage in Florida before one hears a conversation like, "Yes, he would not sell even for a big profit, so they are going to pay $25,000 a year for less than a five-year lease." The Pullman conductor said he bought a lot for $8,000 in Miami and now, three years later, has resold $25,000, having put up cheap flats out of which he receives $250 a month rent.

No one there seems to be worried and if one watches the mad mob pouring from trains and buses, seeking any kind of shelter for the night, it is possible to understand why inferior hotels are asked such outrageous prices for the poorest rooms already inhabited by dusty cooks, roaches, and pitchers. Twelve dollars a night for a room of the "bowl and pitcher" variety is often paid. No wonder it is said: "There are no hotels in Miami, only ashtrays!"

Some pay $25 to $35 for kitchenette apartments and for three-room apartments from $250 to $1,000. A single room with packing box furniture over a store or in an attic often brings $3 a week.

In spite of the congestion, thousands are rushing to get into Florida. The highways are jammed with enormous busses, private cars, houses on wheels, motorcycles and every kind of conveyance. There are trains that run on schedule, but most trains are from one to eleven hours late and it is not unusual for passenger trains to be set aside for freight trains to pass.

From the Spanish names, one would think this was California. Every California name seems to have a Florida namesake in some new subdivision. And while there is some that is good in new Florida building, there is much that looks suspiciously like it had been "adapted" from California, by copying. Many of the successful California operators are now in Florida, running huge buses full of prospective purchasers from many states.

The old residents regret the loss of their quiet and peaceful days before the subdividers arrived on the scene and that beautiful girl Florida in their lack of lined overgrown scenery, mountain and lake. They seem a little resentful of their close proximity to New York and point out that the tired business man can be landing on semi-tropical waters at hours after he leaves the city.

There is no doubt that California can learn some lessons in cooperation from Florida. The big operators say they are making Florida values substantial by offering inducements to those seeking factory sites, and to capitalists who will utilize the state's resources in giving employment to the masses. They declare Florida will be the world's sugarbowl and want that Florida's prosperous activities, the better made, the double track railroad, the new harbor facilities and the drawing of the swamp will all contribute to national values.

To prove that they are "getting away with it," the vision is shown lovely, wooded islands. There are pleasantes usually with Australian one at it crosses sea to coast in a year, making beautiful key islands. We are told that the purchasers of these islands are taken out on ocean boats and shown the spit of the water where their future homes would be. Certainly, many people love Florida, in spite of the fact that books and novels are always to be sent frequently to the ladies in response to the growth of najres, while advertising and real estate prices are plentiful.

But the Florida operators and people do appreciate the value of cooperation and the value of advertising.

The restrictions in most of the subdivisions require houses from $2,500 up. Many are of the Mediterranean type, although the Spanish influence is predominant. One of the "Mediterranean" dwellings we saw was a large, old fashioned California house, moved bodily and set down in Florida. Hedges of cypress and palms. The owners of these houses, of course, do not live in them, as few do, but the few who do, can be removed to a new home at any moment. The remaining houses are sold as fast as they are completed.
Good Printing

_in the long run, costs less than the other kind._

The same high quality of typography that helps to make this magazine a thing of beauty may be yours in every printed thing that bears your name.

Recorder Printing and Publishing Co.
693 Stevenson St. - San Francisco
Telephone Market 1190

Haws Model No. 6A
There is a Haws model for every architectural purpose.

**HAWS SANITARY DRINKING FAUCET COMPANY**
1808 Harmon St.
Berkeley, Cal. U.S.A.

_HESS CABINETS and MIRRORS_
_Snow-White Steel_

**HESS Snow-white Steel Cabinets are unequalled for their fine workmanship and for the beautiful satin like enameled finish, hand rubbed like the finest furniture. Used in high class apartments, hotels and homes everywhere. Samples submitted without charge.**

See Sweet's Index; or write for booklet and prices.

**HESS WARMING & VENTILATING CO.**
Makers of Hess Welded Steel Furnaces,
1218 S. Western Avenue, Chicago
NEW FREEDOM IN ARCHITECTURE

The achievements of the architects responsible for this work have acquired the technique of school hygiene and with that as their guide they have departed from the old roads of travel and have found new ways, modes and forms more pleasing.

Observe from the illustrations the pleasant results in the landscape treatment of the grounds in lawns, shrubs and trees. While the illustrations do not fully convey the color schemes and their harmony, yet there is sufficient of the texture evident in the photographs to enable one to visualize to his own delight how far the architect has advanced in consummation of his problem.

The people of the State have been generous to education. Great sums of money have been provided for educational buildings and equipment and the tendency is for more to follow and of greater proportions. I think this generosity is largely due to what has been accomplished by the architects in the executed work. A pride in attainment and a sense of intimate possession has permeated the minds of the people and they are accordingly generous to Education. Isn't this selling education for enriched citizenship and selling it by the most tangible means possible.

That seems an excellent reason why a fellow architect should feel a sense of pride in the achievements and accomplishments of his co-workers working along the same lines.

The Modern Home, with its Keynote of Simplicity, Demands Good Plastering

ARCHITECTS have long realized the importance of clean and uniform color in good plastering in the modern high limit of finishing. The Modern Home Demanding the expression of good plastering and the need for fine materials in origin.

This idea is today added by the many building architects by the Blue Diamond Company's ready and compound products which combine economy of good plastering with impermeability and are particularly favored among architects. The owners are learning that a "cheap" wall covering is a fine investment in the case of the finishing materials of today. Dependence in the building industry is further secured by the Blue Diamond company.

BLUE DIAMOND COMPANY

1650 Alameda Street - Los Angeles

"FYER-WALL"
ALL METAL FIRE DOORS

High Grade Sheet Metal and Kalamazoo Work

FIRE PROTECTION PRODUCTS CO.
3117 Twentieth Street, San Francisco
Building an Entire City of CONCRETE

Less than three years ago Longview, Washington, existed only as one man's dream. Today it is a thriving city of seven thousand people!

Seldom has a municipality been as carefully planned and built.

Longview is built of concrete, the highest type of fire-resistant material. Longview is a city that cannot burn.

Not only are streets, walks, sewers, waterworks and garbage-disposal plant of this permanent material, but all buildings as well.

These include the beautiful Hotel Monticello, the Longview National Bank, a $125,000 Community Church, a $150,000 Public Library, the manufacturing plants of the Long-Bell Lumber Company, and block after block of fine, modern homes.

In every section of the country architects are creating permanent beauty with marked economy through the medium of concrete.

Write the nearest District Office listed below for any help you want in the use of concrete.

PORTLAND CEMENT ASSOCIATION
A National Organization to Improve and Extend the Uses of Concrete

Atlanta
Birmingham
Boston
Charlotte, N. C.
Chicago
Columbus
Dallas
Denver
Des Moines
Detroit
Indianapolis
Jacksonville
Kansas City
Los Angeles
Milwaukee
Minneapolis
Nashville
New Orleans
New York
Oklahoma City
Parksburg
Philadelphia
Pittsburgh
Portland, Ore.
Salt Lake City
San Francisco
Seattle
St. Louis
Vancouver, B. C.
Washington, D. C.

Our Booklets are sent free in the United States, Canada and Cuba only
California WHITE FIR
A mill-seasoned softwood of STRUCTURAL USEFULNESS

Grayish white in color, light in weight, soft and uniform of texture, and with very moderate shrinkage, California White Fir, in many of its mechanical properties, compares closely with Sitka Spruce and Eastern Hemlock. The U.S. Forest Products Laboratory places White Fir in the same class with airplane spruce in weight. In strength as beam or post, in hardness and stiffness, it is classified with spruce and hemlock. It has much the same shrinkage as hemlock and slightly less than spruce.

Because of its classification by government tests with spruce (the wood used for airplane construction during the war), White Fir is given a very favorable position as a construction lumber.

Supply and Production

The present stand of California White Fir is estimated at 33 billion feet. The annual cut is now 225 million feet, or, at the present cutting rate the available supply should last for well over two centuries.

Advantages in Use

Rapid, efficient construction work is materially aided by the light weight of White Fir, and by the ease with which it is cut and handled. Seasoned and dressed at the sawmill, this wood reaches the buyer clean and smooth. Seasoning eliminates loss by dealers from defects which develop during seasoning. Mill-seasoned White Fir reduces speculation cost to the dealer’s yard and saves him money. And it absolutely eliminates the danger of putting green lumber into construction work. Dressing at the mill, after the wood has been seasoned, contributes a direct advantage to the buyer and user. For example, framing lumber that has been dried while green requires no more work by carpenters to saw as they dress, and work of uniform thickness. Those pieces dressed while green and then seasoned often vary from one-quarter to one half inch in width. Unless the carpenter allows the notches down posts of different widths, a wrong finish will result. Mill-seasoned, mill-dressed, California White Fir eliminates these dangers—and materially increases rapid and accurate construction.

California White Fir Grades

California White Fir is graded under the direction of the California White & Sugar Pine Manufacturers Association, which operates closely to American Lumber Standards. Seasoned grades are secured by an efficient corps of American inspectors who constantly visit among all mills maintaining a high degree of uniformity in the product.
Preferred for its beauty, uniformity of coloring and freedom from flaws.

RAYMOND GRANITE is specified for the West's finer buildings by leading architects.

Handsome New Aluminum Jacket

The new Model 30 Hoyt Heater has been made an attractive fitting for small homes and apartments.

The same high standards of efficiency which have caused it to give satisfactory service in over 40,000 homes have been maintained.

The wall model, so popular because it Saves Space and can be installed up out of the way, is also equipped with the beautiful aluminum Jacket.


HOYT Automatic WATER - HEATER

HOYT HEATER COMPANY

2146 E. 25th STREET
LOS ANGELES

321 13th STREET
OAKLAND

285 O'FARRELL STREET
SAN FRANCISCO

SECURITY BUILDING
PORTLAND, ORE.

Show Rooms in the Principal Cities
"Burning out" and lime burns are forever eliminated on over 100,000 school, many public and office buildings and countless private properties with

**Oakley Wall Paint**

used as a scientific two coat system for plastered wall painting where the highest quality washable finish is desired. This system by a chemical reaction prevents the many difficulties presented by the alkaline condition of the plaster when walls are to be painted. Complete specifications are included in our Architects' Specification Manual, a real reference book on paints and how to use them. Requests for copies will be gladly honored by our Architects' Service Department.

OAKLEY PAINT MANUFACTURING CO.
711-737 Antonia Street · Los Angeles
Paint and Varnish Makers
Lighting is a part of architecture

The Lighting Equipment of any building should be a first consideration and regarded as an integral, essential part of the structure, not as a mere "accessory." In this way complete harmony and adequate lighting are assured—the Equipment is in sympathy with, and a part of, the architecture and the decorative scheme.

The Forve-Pettebone Company believes in planned lighting and offers its cooperation to Pacific Coast Architects in designing, executing and installing Lighting Equipment that reflects the character of the structure it embellishes. Our every facility is at your disposal. Designs and estimates will be submitted upon request. Our beautiful new home contains Spanish, English and French rooms that permit visualization of the equipment as it would appear after installation.

The modern trend in Lighting Equipment design is well illustrated in an unique file folder which will be mailed to architects upon request.

Forve-Pettebone Company
818 South Figueroa
Los Angeles, California
Established 1901
Is Chosen by
One of America’s Finest Theaters

The magnificent new Paramount Theatre, Times Square, New York, designed by C. W. and Gen. L. Rapp, Architects, contains every modern in theater equipment — including an All-Master All-Master System, of course.

MORE and more it is becoming a standard practice among leading architects to include an All-Master Major System in the specifications of fine theaters. Installations now serving in America’s most modern theaters dot the map from coast to coast.

In the All-Master Major System the most flexible and economical control of theater lighting possible is offered. One, ten, twenty, thirty or as many lighting scenes as desired can be pre-selected on the All-Master" and at the proper cue any scene can be automatically changed by one All-Master Switch.

All-Master All-Master Systems are all of the same high grade construction. Unit assembly provides a size for every need. Not only are "Major" systems suited to larger theaters, but to the moderate auditorium's requirements as well.

Complete estimates and details on all theater and auditorium needs are furnished without obligation. Our represent and consulted on the Paramount, The Orpheum, the Orpheum and many other fine theaters across the land.

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

Our Branch Offices Are Fully Equipped to Offer Valuable and helpful Service

Atlanta
Baltimore
Boston
Chicago
Cincinnati
Dallas
Denver
Detroit
Kansas City
Los Angeles
Minneapolis
New Orleans
New York
Philadelphia
Pittsburgh
Portland
Seattle
San Francisco
Winnipeg
London, Ontario
WHITCO—and Screens

The fact that WHITCO takes the place of both butts and adjusters and holds the sash in any position WHITCO insures a better installation, but being entirely concealed, WHITCO makes it possible to place the screens much closer to the sash than when butts and adjusters are used—thus economizing jamb space. In the case of single sash and pairs of sash, the screens may be hinged to swing in, either at side or top, or double-sliding, vertically. With multiple sash in wide openings without mullions, the screens may be hinged to swing in, or arranged to slide horizontally, as illustrated. The screen frames may be wood or metal as desired.

You can buy WHITCO from your hardware dealer
8-inch—12-inch—16-inch

The
"White Bear"
Shower Head Combination
Fig. 21

This Porcelain Shower Head has the loose face feature making it possible to clean the spray holes if foreign matter should accumulate. Swing Joint allows free adjustment of head, but will not leak. Ideal installation for clubs, schools, etc.
The Los Angeles Evening Express Sponsors the Building of This “MODEL HOME”

BUTTRESS PLASTER LATH

Used Throughout For Walls and Ceilings

This beautiful home is now being built in Holly Vista, in the popular West Hollywood section of Los Angeles. The materials are the best and most dependable that the market affords, regardless of price. They are what you, yourself, would want used in the construction of your own home. The fact that Buttress Plaster Lath was selected for the walls and ceilings speaks volumes in favor of this high quality material. It is not only a dependable, durable plastering base, but is sold at a price that makes it economical to use in small homes as well as in large residences, hotels, etc.

SOLD BY ALL BUILDING MATERIAL DEALERS

With the Description Card and Full Sample of Buttress Plaster Lath.

Buttress Manufacturing Co.
7110 South Alameda Street
Los Angeles, California
greenish blue with irregular gold balls, dotted here and there. Perhaps it was a pawnbroker's conception of a Mediterranean villa.

Does it pay to give people a free ride of hundreds of miles to sell them real estate? It must or they could not afford to put $15,000,000 in harbor development, a half-million-dollar clubhouse with a glass floor beneath which varicolored lights play, a roof that rolls off with a sound like distant thunder, letting in the tropical moonlight, a casino with a vast pool and an arch entering the ocean, miles of board walks, boulevards a hundred feet wide, a golf course lighted by electricity and many equally amazing innovations.

Everyone says values are stable. But is this believed by the New Jersey tailor, for instance, who just sold his hotel for $170,000 at 100% profit or the Nebraska contractor who made a profit of $30,000 on a quick turnover of his $2,000,000 apartment house? Their money is said to be tucked away in their home town banks while they say they are waiting to build until they can get materials more easily and to give boom prices a chance to catch up with the great tourist influx.

Yes, Florida is drawing people from all over the world, but that there are some who believe the drawbacks offset the advantages is evidenced by the sign on the automobile of a tourist returning in the hot season who had painted on his car in letters for all the world to see: "I may go to hell, but never again to Florida."

Our trip was interesting, of course, but California never looked so good as at the end of it.

Harry Kenneth Vaughn, architect, announces his removal from 736 S. Flower St. to 2512 W. Seventh St., Los Angeles.

---

Byron Jackson Fire Pumps Underwriters win approval

The National Board of Underwriters has approved the Byron Jackson 500, 750 and 1000 Gallon Underwriters Fire Pump.

This approval by the National Board of Underwriters is of particular significance to the purchasers of such pumps in the West as it makes the Byron Jackson Pump Mfg. Co. the only manufacturer of approved fire pumps on the Pacific Coast. For the first time, purchasers now have the advantage of local service after installation, eliminating tedious and costly delays.

Byron Jackson Underwriters Fire Pump with full set of Underwriters fittings

Byron Jackson Pump Mfg. Co., Inc.
Factory and Main Office, Berkeley, California
Branches:
San Francisco, Los Angeles, Visalia, Salt Lake City, Portland, Ore.

The quality of Pacific Plumbing Fixtures never varies

PACIFIC PLUMBING FIXTURES

PACIFIC SANITARY MANUFACTURING CO.
Main Offices: 67 New Montgomery St., San Francisco
Factories: Richmond and San Pablo, California
Branches: Los Angeles, Oakland, Portland, Seattle
THIS building is designed to fulfill a very
definite need in the business life of Los
Angeles. The equipment, including Dahl-
strom Hollow Metal Doors and Trim, follows
the trend of modern requirements.

We shall be pleased to put your name on
our list to receive our architectural literature

DAHLSTROM METALLIC DOOR COMPANY
INCORPORATED 1903
JAMESTOWN, NEW YORK

NEW YORK - 21 Broadway - CHICAGO - 39 So. LaSalle Street - DETROIT - 1331 Dime Bank Bldg.
SAN FRANCISCO - J. K. Murby - 1214 Hearst Building - SEATTLE - E. H. Camp - 515 Bell St.
LOS ANGELES - G. R. Brandin - Transportation Building - Cor. 7th and Los Angeles Sts.
PACIFIC-COAST
ARCHITECT
WITH WHICH IS INCORPORATED THE BUILDING REVIEW

VOLUME XXIX - SAN FRANCISCO AND LOS ANGELES - FEBRUARY - 1907 - NUMBER 1

CONTENTS

- New School - New Work
- Libraries
- Architectural Notes
- Monthly Review
- A Brief History of Rizal
- Instability
- Santa Barbara Construction
- Technical Building Question

ILLUSTRATIONS

Entrance, Pacific Heights School, S. F.
Saint Mary's, San Francisco
Brookes Lane Church, London
Library, Stanford University
Parkside School, San Francisco
Commodore Stockton School, San Francisco
Commodore Stockton School, San Francisco
Commodore Stockton School, San Francisco
Plaza, Commodore Stockton School
Horace Mann School, San Francisco
Horace Mann School, San Francisco
Horace Mann School, San Francisco
Pacific Heights School, San Francisco
Galileo High School, San Francisco
Galileo High School, San Francisco
Studebaker Mission High School, San Francisco
Studebaker Mission High School, San Francisco
High School of Commerce, San Francisco
High School of Commerce, San Francisco
Amano School, San Francisco
Sketch for Le Creoue School, San Francisco
Hillside School, Berkeley, California
Pacific School of Religion, Berkeley, California
St. Mary's College, Oakland, California
Plan, St. Mary's College

An Illustrated Monthly Magazine for the Architect, Contractor and Home Builder

HARRIS ALLEN, A. I. A., EDITOR
CHARLES B. BEAUFANCE, GENERAL MANAGER

Address all communications to Pacific Coast Architect, 117 West Sixth Street, San Francisco, California.

SUBSCRIPTION PRICE: 1 YEAR, $3.00; 2 YEARS, $5.00. Remittances at The Post Office in San Francisco, California.

ESTABLISHED DECEMBER 1897.

LOM ANGELES, 117 WEST SIXTH STREET, PHONE TUCKER 1045.

Design by William Strover, Jr.
For Quality Installations
California Copper Steel Casements

PROVIDENCE HOSPITAL, OAKLAND, CALIFORNIA
R. A. Herold, Architect  
C. C. Cuff, Associate Architect
Barrett & Hilp, Managers of Construction

Michel & Pfeffer Iron Works
HARRISON & TENTH STREETS
SAN FRANCISCO, CALIF.

TELEPHONE HEMLOCK 3080
DUN GRAY SKY, the sun an apricot disc hanging low above the Monument. To the left the beautiful spire by Gibbs, of Saint Martins in the Fields, seen between the columns of the National Gallery. Across the square and in the hazy distance loom the towers of the House of Parliament, all softened by the silver gray mist.

Westminster Bridge, the river, now lighted by the sun escaping for a moment from behind a bank of clouds, is transformed into a magic stream of molten gold, with the shipping in purple silhouette, a subject that cannot be described in words and could only be interpreted by the brush of Turner.

The Embankment sweeping in a graceful curve towards Blackfriars Bridge, wheeling gulls in seemingly never-ending flight, and faintly outlined in the distance the beautiful dome of St Paul's.

As we pass along New Bridge street, we chance to glance down a narrow passage, Brides Lane, and there, at the end standing clearly against the gray of the sky, Saint Brides, one of Wren's finest examples. We make our way down the lane and around the church through an arched passage into Salisbury Square to obtain another view of this masterpiece, and then hunt out other points of vantage along Fleet street.

One cannot but regret that this gem should be so encroached upon by other buildings that it is almost impossible to obtain point of view from which a comprehensive grasp of the entire mass can be obtained, and in fact this difficulty surrounds nearly all of Wren's work. How much more fitting it seems from the viewpoint of an architect that these encroaching buildings should be removed instead of eighteen of these works of Wren, as is being strongly advocated, the arguments being that as there are thirty-five of these churches and that as the land upon which the eighteen stand is so extremely valuable for commercial purposes, that they should be removed.

An American upon hearing this can not help but feel that we who are charged with being so very commercial in our viewpoint would certainly hesitate before we would destroy these beautiful examples of architecture. What a pity it is that if these churches are demolished that it is not practical for them to be restored upon some other site. A strong country influence is at work, and there is hope that many of the condemned will be saved.

Wren's city churches are a never-failing source of delight to one interested in architecture. While his problem was in most cases basically the same, he was invariably confronted with an irregular outline to his site and it is very interesting to study the manner in which he overmounted the difficulties imposed. In cases where the exterior, on account of surrounding buildings, would not show to advantage, he shielded the interior and in most cases where display could be made to advantage upon the elevation the interiors were treated in a more simple manner. In nearly all cases, however, the spire was the crowning glory of the design, and out of the great number that he erected no two are alike, varying from the lead-covered spire of Saint Martins, Ludgate, to the bronze spire of Saint Mary-le-Bow in Cheapside, the dignified and statly mass of Saint Paul's—and truly indicate the marvelous versatility of the man—when one considers that several of these churches were under construction during the period when the cathedral was building, it makes the wonder all the greater. Each one different from the other, yet all architectural gems, and well worthy of careful and individual study.

What a quaint charm one finds in the streets and byways of old London, all excitement muffled and subdued at this time of the year. Odd bits of architecture when you least expect to find them. Down a narrow crooked passage, through a low archway opening into a tiny square with an old doorway at one side, the last vestige of a once pretentious building, along another street, a bit of old wall rather crowded in between modern work. In St. Anne's Lane a little
Illustrating "London—December—An Impression."

SAINT MARTINS IN THE FEILDs—BETWEEN THE COLUMNS OF THE NATIONAL GALLERY
BRIDES LANE—AND SAINT BRIDIS—ONE OF WHEN S LIRTHY EXAMPLES.
Responsibility

Quality painting at moderate cost is essential if the decoration of a school or any other public building is to be wholly successful. More often than not, the School Board has a $300,000 edifice in mind and a $100,000 appropriation in hand. How he shall reconcile the two is a problem they are all willing to leave to the Architect. That he solves it so many times to the satisfaction of all is indeed a credit to the profession. And it is when such situations confront him that the Architect most appreciates a painting and decorating establishment whose complete responsibility is unquestioned. For more than forty years this firm has been practicing cooperation, developing craftsmanship, perfecting an organization with the technical knowledge and practical training to keep down cost while keeping up quality. Of course, there is a point below which every dollar saved in price is lost in quality and we strive to deserve the respect of those we serve by declining ever to go below that point. We will not accept a profit at the possible expense of our reputation for responsibility.

"Co-operation for Quality"

A. QUANDT & SONS

374 Guerrero Street • San Francisco • 3319 Central Avenue • Los Angeles

Painters and Decorators • Since 1885

Quandt quality is available for the small job as well as the large. Our operations are State-wide.
NEW SCHOOLS—NEW WINDOW-CONSCIOUSNESS

The conditions which have been made to school design during the past few years have materialized in the minds of those who plan schools a sense, greater window space. Architec
turally as well as practically speaking, school windows are receiving more consid-
eration in California than ever before—consideration that extends beyond mere appearances to durability of materials, efficiency of operation, management, lighting and ventilating capacities, and management of light.

To this growing knowledge of function, the most perceptive of window industry has been a practical contribution, and has led the way in the adaptation of windows due to building architecture and light and ventilation requirements. Three distinct types of window for school buildings have been developed—the reversible, the counterbalanced, and the horizontally-pivoted—each fulfilling a mission of its own.

All three types possess in equal measure the recognized advantages of steel windows, which include maximum glass area for the masonry opening size, freedom from warping or sticking, adequate ventilation and ease of control. Such differences as there are among the three types arise from the general design and the arrangement of ventilators, corresponding to the sash of wood win-
dows.

The type most generally used in California schools is the reversible, and this is really divided into two classes designated for convenience, "Type A" and "Type B." The units are located as to form a border of glass all around the large central portion, which may or may not be divided hori-

zontally. The muntins, being of rolled steel, are trim, narrow lines that blend beautifully with any surrounding. This is the type of window to be preferred for severely plain exteriors. Excellent ventilation is provided by the "Type A" win-
dow, as it is easily adjusted to any desired size of opening.

The case with which the ventilators are controlled means less expenditure of energy by the teacher whose respon-
sibility it is to look after the comfort of her pupils.

An ingenious mechanism of the simplest sort is respon-
sible for the perfect control of the sash. The large ventilators are attached at their upper corners by pivoting on shoes which slide in channels in the vertical muntins. These sliding shoes remain in the plane of the window and make the sash slide in such a way as to reverse them-

selves. This reversing process, from which the window gets its type designation, presents the exterior face of the ventilator or sash to a window-cleaner on the inside, making it a simple manner to wash the glass. At the same time simple opening is permitted one to reach out and polish the fixed panels.

The other member of the reversible family, the "Type B" window, appears to be a favorite with California school architects, and has been used in three schools in Oakland alone—the Columbia Park, Crocker Highland, and Prescott buildings. The McKim-Slay School, at Stock-

ton, has similar fenestration. Incidentally, the Detroit Steel Products Co. has established a Pacific Coast factor-
y at Oakland, Cal., for the manufacture of steel windows ex-

clusively.

In general, it can be said that reversible windows of this type are particularly well adapted for buildings of the more ornate sort, with stone or terra cotta trim, for "Type B" windows are cut up into 12 in. by 18 in. or 12 in. by 20 in. lights. The ventilators operate in the same manner as those of "Type A"—on sliding planes, with a low-moving action—and are as easily cleaned from the outside of the building.

The small lights make the reversible windows so essential to modern, as building plans call at slight expense.

Moreover, it is available in order which provides not one but two ventilators, a fact which especially recommends it for the arrangement of schools. Also, reversible windows, when placed on the upper side as windows, do not interfere with draperies.

If taste in arrangement call for steel-window advantages with wood window appearance, the combined steel-wood window is the answer. As in the case indicated, the two vertically sliding sash are balanced against each other, as the lower one is raised, the upper one is lowered, until the upper and lower edges of both coincide. Construc-
tion of any in that manner through some accidents, may result in the ruin of the building.

Flexibility in the arrangement of several windows has been increased, with consequent saving of the space of glass, the expression of building height is strengthen-
ed, the lower the muntins and lower the casement lights, the greater the apparent height. This is fundamental in a window for a severe, classic appearance.

The counterbalanced windows must be cleared from the outside. Whatever advantage is possessed in the reversi-
ble type is in the simplicity of its mechanism and the greater freedom of its operating mechanism, with a resultant lower upset cost.

Similar in appearance to "Type B" reversed window, yet, with ventilation being definitely the most pronounced ventilator window in the largest field of usefulness in libraries and auditoriums, as well as in general training and shop construction buildings. In this window, the ventilator is raised to permit horizontal ventilation, so that the lower half extends outward and the upper half inward when opened.

This window is easily handled, although it has the
PARKSIDE SCHOOL, SAN FRANCISCO. JOHN REID, JR., ARCHITECT

Photograph by Gabriel Moulin.
COMMODORE STANTON SCHOOL, SAN FRANCISCO. JOHN R. REID, Jr., ARCHITECT.
COMMODORE STOCKTON SCHOOL, SAN FRANCISCO. JOHN REID, JR., ARCHITECT
ABOVE—COMMODORE STOCKTON SCHOOL, SAN FRANCISCO—BELOW—PLAN. JOHN REID, JR., ARCHITECT
Terra Cotta For the School

Beautiful in delicacy of form and color, of unmeasurable permanence, economical in first cost, fireproof and easily cleaned—these features make Architectural Terra Cotta the logical material for the clothing of the modern school.

N · CLARK · & · SONS
MANUFACTURERS OF
Architectural Terra Cotta, Pressed Brick, "Ramona" Roof Tile and Kindred Clay Products
112-116 NATOMA STREET · SAN FRANCISCO
HORACE MANN SCHOOL, SAN FRANCISCO. JOHN REID, JR., ARCHITECT
STRUCTURAL BEAUTY is never accidental, but is the result of careful forethought and meticulous planning. It depends primarily on nobility of design, but even this may be lost if it is not executed in sympathetic materials. The rich shades of the Medium Cordova Tile that roofs the school shown above, add immeasurably to the beauty of the building.

GLADDING • McBEAN • & • CO.
GENERAL OFFICE: 660 MARKET STREET, SAN FRANCISCO

Los Angeles Office: Los Felis Boulevard and S. P. Tracks
Seattle Office: Dexter Horton Building
Portland Office: U. S. National Bank Building
Oakland Office: Twenty-second and Market Streets
THE BEAUTIFUL EFFECT of this handsome school and its happy harmony with the setting it occupies are largely due to the intelligent selection of Stucco color and texture. It is California Stucco, Color No. 25 Float, in an appropriate texture. Whatever your preference among period textures and colors, it can be satisfied with California Stucco—permanent, fire-safe, economical and richly beautiful.

CALIFORNIA STUCCO PRODUCTS COMPANY
SAN FRANCISCO AND LOS ANGELES
Six New Oakland Schools Have Dickey Mastertile Walls

Six Oakland schools, just completed, have walls of Dickey Mastertile. The plans of others call for the same type of wall construction.

Thus is Oakland putting its school children behind fire-safe, decay-proof walls and, at the same time, effecting great economies in school construction.

**Dickey**

**BURNED CLAY PRODUCTS**

**DICKEY MASTERTILE • FACE BRICK • FIRE BRICK**

Partition Tile, Furring Tile, Paving Brick, Sewer Brick, Step and Walk Brick, Drain Tile, Flue Lining

*Made by*

CALIFORNIA BRICK COMPANY *and* LIVERMORE FIRE BRICK WORKS, INC.

*Associated Companies*

SAN FRANCISCO AND OAKLAND
GALILEO HIGH SCHOOL, SAN FRANCISCO  JOHN REID, JR., ARCHITECT
ABOVE—STUDY, MISSION HIGH SCHOOL, SAN FRANCISCO; BELOW—STUDY, DUDLEY STONE SCHOOL, SAN FRANCISCO.

JOHN REID, JR., ARCHITECT
HIGH SCHOOL OF COMMERCE, SAN FRANCISCO  JOHN REID, JR.  ARCHITECT
SAINT VINCENT’S CHURCH
IN LOS ANGELES

ROOFED WITH
BURNED
CLAY
TILE
FROM OUR KILNS

Albert
Martin
Architect

LOS ANGELES
PRESSED BRICK CO
FACE BRICK • ROOF TILE • TERRA COTTA • FLOOR TILE • REFRactories • HOLLOW TILE
FROM one end of the state to the other, Simons Spanish Tile roofs are year after year protecting valuable school property and enhancing the beauty of beautiful buildings.

Simons Spanish Tile
ABOVE—ALAMO SCHOOL, SAN FRANCISCO. J. R. MILLER AND T. E. PHELPS, ARCHITECTS, BAY OF BAY—ARKER FOR
LE CONTE SCHOOL, SAN FRANCISCO. JOHN GALLEN HOWARD AND ASSOCIATES, ARCHITECTS.
HILLSIDE SCHOOL, BERKELEY, CALIFORNIA. W. H. RATCLIFF, ARCHITECT
BATCHELDER Tiles offer infinite possibilities for creating effects that are at once thoroughly artistic and completely practical. Their soft, subdued colorings, or contrasting glazes and textures together with the originality and distinction of their designs enable the architect to accomplish remarkable results in the creation of distinctive fountains, mantels, pavements, wainscotings or baths.

The tiled bathroom has come to be considered a decorative feature of the modern home, calling for colorful effects to displace the cold, cheerless white bath of yesterday. Batchelder Tiles are a welcome relief—a splendid means of obtaining unique and distinctive results.

Many designs in a variety of colors, finishes and glazes to choose from.

See Sweet's Catalogue or write for complete information.

BATCHELDER-WILSON COMPANY
2633 Artesian Street, Los Angeles
101 Park Avenue, New York City
ABOVE—ST. MARY'S COLLEGE, BELOW—PLAN, ST. MARY'S COLLEGE, SACRAMENTO, CALIFORNIA
JOHN J. DONOVAN, ARCHITECT
At the left—the new Medico-Dental Building at Eighth and Francisco Streets, Los Angeles; Walker and Eisen, Architects, and William Simpson Construction Co., Contractors. At the right—the new Textile Center Building at Eighth and Maple, Los Angeles; Douglas Lee, Architect, Andrew Sea-bloom, Contractor. Both of these beautiful buildings used special selections of Pacific Clay Face Brick.

Enduring Beauty

COLOR is every year an increasingly important element in architectural designing. In Pacific Clay Face Brick, all tones and shades are accomplished by scientific mixing of clays—not by artificial coloring. Fierce heat then fixes this color forever. Pacific Clay Face Brick have enduring beauty—rich harmonies of old gold, old rose and other hues which mellow and blend with added charm as years pass.

Pacific Clay Products

Suite 650, Chamber of Commerce Building 1151 South Broadway Phone Trinity 3621 Los Angeles

Manufacturers of FINE FACE BRICK, VITRIFIED SALT GLAZED SEWER PIPE, FIRE BRICK, FIRE CLAY, FLUE LINING, DRAIN TILE, ELECTRIC CONDUIT, STONEWARE, ETC.
A Uniform Building Code

PROGRESS toward a uniform building code for the Pacific Coast is definite and encouraging. Such a code has been under preparation for some time by the central section of the Building Inspectors' Conference, and has been amended in accordance with suggestions from the South. After consideration by Northern officials, it will be put into final shape at a general conference, then submitted for approval to the various States and cities.

At present no two codes are alike. Moreover, it is next to impossible to keep up with the changes that are being made, here, there, everywhere. It does not take the genius of a Hoover to realize the gain in time, money and effort which standardization will bring about. Certainly architects will hail a uniform code with relief, and, to hardly a less extent, the producers of building materials.

The Architect's Responsibility

LAYMEN generally, and architects perhaps too frequently, fail to realize the responsibility which a professional man owes to the public. All architects of standing realize their obligation to their clients, and to the building industry as judges and arbitrators, but there is a larger obligation which is just as binding upon every architect. In a recent address at the Royal Institute, Dr. Raymond Unwin, F. R. I. B. A., brought out one phase of this responsibility so clearly that American architects would do well to consider these words of our English brother:

"If there is even a measure of truth in my view that this approach to architecture from the dwelling is best for the architect, and that the interest and appreciation of the people can best be stirred in their home whence it will spread in widening areas until it embraces the whole town, then I suggest that in our architectural training greater emphasis might be laid on this work. Let every student study the life of the home and learn to plan and design the small house thoroughly. Let him follow this with some study of the combination of small houses into buildings composed of two, three, four or more dwellings, and the further combining of these larger units both in plan and elevation into more extensive groups, developing by the arrangement, architectural relations and unity, in harmony with the contours or other features of the ground. This affords a truly fascinating field of design which few have yet explored, and fewer mastered. From this he will proceed to the development of sites and their relation to the town plan; when in due course he comes to exercises in monumental design he will at least have some idea of their place in the city, and the background against which they should stand. Incidentally, as our schools must turn out many architects whose opportunities for monumental work will be largely in coming, and some whose gifts do not seem to them to be suited to it, and if unaided have trained men to do their best work, that is not the least of the teaching of the schools, even apart from the training for home building and site planning which alone are worth the time of very earnest thinkers.

"Finally, we must not forget that, as we advance in the technical art of practical science, we are entering on a new phase of design and to the newer crafts we are specially qualified to make in such matters are the true responsibility in review for postersity that our code should come down to them in treated methods and in legible form, or nothing.

"There is no get together of more appreciate in at the present time than the architects of this country. Our opinion in his address, which will now close my paper. In one town I know excellent work is being done on another line; the真正的 architects have been a bond under the leadership of one of their number who acts as consultant to them and to the town council, insuring their work and aiding the author. He approaches the building among them, bound upon building but cooperating with the authority and their engineers in the town or city planning.

"From the high average of work resulting I judge the arrangement to have so much combined value for the architects, as it certainly renders much valuable service. There are many ways in which the influence of the architect may extend. The best and the surest under the control is a thorough knowledge of the work and what is required. That is not all, but it is our duty, and I say to the younger architects and the students, you must qualify that you can do this work sufficiently well. Here is today a better chance than has existed for many years, that the opportunities for work towards the improvement of the homes and the betterment of the city will come to those who are ready for it. But it can hardly be doubted that we are entering a period of planning and combination of work in many places, a period when I believe the architect and the designer will have an opportunity to strike out from the original into the new system of life and play a more important and a more worthy part than they have often played in the recent past."

Adequate Inspection

FOR some time efforts have been made by architects' and engineers' associations to secure an increase in the number—and ability—of building inspectors in our growing cities. Whatever the cause, whether it be "publicity" or a sincere desire for economy in public administration, there has been little or no response to these efforts.

Two recent calamities are the direct result of this short-sighted policy. In San Francisco, a building wall fell over and in Pasadena, a temporary grandstand collapsed, bringing in each case, death and suffering to human beings. Adequate inspection could have prevented these disasters. Is it possible that the lesson will go unheeded?
Plastite is made and tested under the strict supervision of our chemical laboratories. The ingredients are scientifically proportioned. Nothing is left to chance or individual judgment. The product is uniform.

Plastite is plastic and watertite.

The use of admixtures on the job to obtain these qualities is dangerous. The chemist’s rigid formula is more to be relied upon than necessarily unscientific methods of mixing by hand.

Plastite therefore is a SAFE cement, possessing all the properties of plain portland, plus plasticity and imperviousness to water.

Riverside Portland Cement Co.
224 So. Spring St. Los Angeles
Manufacturers of "PLASTITE" Waterproof Plastic Cement, "HEAR" and "RIVERSIDE" Portland Cement
Trinity 5811
NEXT MEETING
The next meeting of the San Francisco Chapter, The American Institute of Architects, will be held on Tuesday, February 16, 1926, at 6:30 p.m. at the new quarters of the San Francisco Architectural Club, 515 Pine street. Dinner will be served at 75 cents per plate.

The regular meeting of The American Institute of Architects San Francisco Chapter was held on Tuesday evening, January 19, 1926, in the rooms of the San Francisco Architectural Club, 77 O'Farrell street. The meeting was called to order at 7:45 p.m., President John Reid, Jr., in the chair.

The following members were present: Stanton D. Willard, Earl B. Berz, Sylvain Schnaittacher, Albert Schroepfer, E. H. Hildebrand, Frederic H. Reimers, Morris M. Bruce, William Mosser, John Reid, Jr., John G. Howard, Harris Allen, Henry T. Howard, P. J. Herald, Frederick H. Meyer, Chas. F. Maury, Albert J. Evers.

MINUTES
The minutes of the previous meeting were accepted as published.

UNFINISHED BUSINESS
The Secretary reported that the financial report of the visit of Institute Directors could not be completed until all the bills were received.

REPORTS OF STANDING COMMITTEES
Chairman Frederick H. Meyer reported for the Committee on Legislation and Building Laws chiefly regarding the recommendations to the Board of Public Works of San Francisco regarding the changes in organization of the Building Department. The Committee cooperated in this work with representatives from the American Society of Civil Engineers, the American Association of Engineers, the Builders' Exchange and the Industrial Association of San Francisco.

Moved, seconded and carried that the committee be tendered a vote of thanks and that the report be received and placed on file.

Chairman Harris Allen of the Committee on Public Information and Entertainment reported that he had submitted articles for the Builders' Exchange Journal.

GENERAL BUSINESS
Regional Director Schnaittacher reported on the question of Institute policies regarding the Small House Service Bureau, the Association of Architects and the Institute Journal. It was tentatively decided to obtain Chapter opinion by means of a questionnaire.

Mr. Harris Allen read a digest of the Santa Barbara Community Arts Association Report on the Small House Problem.

Moved, seconded and carried that the digest be laid on the table until the next meeting.

The proposal of membership in the National Fire Protection Association was brought up for discussion. It was recommended by the Executive Committee that membership be accepted.

The question of cooperation with the San Francisco Architectural Club was brought up, and it was the opinion of the members present that such cooperation was desirable.

Moved, seconded and carried that the Chapter join with the S.F.A.C.

Request of the Regional Plan Association for recognition was brought before the meeting.

Moved, seconded and carried that the Secretary draw up and send a letter of endorsement to the Regional Plan Association.

There was some discussion of the preservation of the Exposition Fine Arts Palace. Mr. Frederick Meyer explained methods proposed and the expense of this preservation.

After some discussion, it was moved, seconded and carried that a committee be appointed to ascertain conditions of the Civic Center Plan and report to the Chapter their findings.

Question regarding the signature of plans by architects or engineers when submitting plans for permits was brought up. No action was taken. Discussion to be carried on at the next meeting.

Mr. Hildebrand read a resolution on the death of Mr. August Headman on August 9. It was moved, seconded and carried that the resolution be printed upon the minutes.

August G. Headman, born April 15, 1881, died at the San Francisco Chapter A. I. A. November 16, 1926, admitted to the bar in May, 1908, and October 28, 1921.

In the passing of Mr. August G. Headman at the age of 45, on October 29, 1921, the San Francisco Chapter of The American Institute of Architects and the profession of Architecture have lost a man of singular capacity in his chosen profession.

He was taken from his work in his prime and when manhood was seeming almost touched and while the shadows still were falling far towards the west.

As a young man, Mr. Headman was full of ambition and enthusiasm and this youthful enthusiasm never left him. After receiving his education in the San Francisco Public Schools, he entered the profession at the age of 18 as a student draughtsman through the offices of Sage and Gilbert and Loose and Hassman and Trowpee, in the evenings attending the Mechanics Institute Art Classes, the Hopkins Art Institute and the Household Electric Technical School. Recognizing the need for a greater educational training among the student Architects, he organized the San Francisco
The Only Way
to produce that rich, smoky appearance of a true Eggshell Finish like

**Perma-Light**
Eggshell Enamels

is to use—Perma-Light Eggshell Enamel. Easily applied. Certain to secure effect desired.

“In witness whereof” inspect, for example, the newest and most prominent Club Buildings erected in the Bay Region—Athens Athletic Club, Oakland; Elks Club, San Francisco; Olympic Golf and Country Club, San Francisco.

Have you one of these Perma-Light Specimen Panels? The remarkable scale of inviting shades and tints was determined upon in consultation with Architectural and Decorating Authorities.

Made exclusively by

**HILL, HUBBELL & COMPANY**
Paint Specialists

EXECUTIVE OFFICES AND WORKS · SAN FRANCISCO

Los Angeles · Oakland · Portland · Seattle · New York · Tulsa
A BRIEF HISTORY OF BRICK

BY JOHN LEWIS BOURNE

The first brick building in the United States was erected in 1639 on Manhattan Island by a government of the Dutch West India Company. The bricks used in the building were made in Holland, and it was not until a century later that American brick was used. The first brick works in America were established at New London, Connecticut. 

The history of the use of brick in America is an interesting one, and at the same time, a mystery. Only a narrow area of the country has used brick extensively, and even there, in the early nineteenth century, it was not used on a large scale. 

The burning of bricks is the most important factor in their production. Their strength, stability, and durability depend very largely upon the character and degree of burning to which they have been subjected. The action of the heat produces a chemical decomposition and rearrangements which entirely alter the physical character of the dry clay. Years of continued experimentation have brought about processes which have left little, if any, room for improvement. Today, burning temperature ranges from 1350 to 1800 degrees, Centigrade, or 2732 to 3302 degrees, Fahrenheit. Such heights allow many stages of temperature to be used in building construction.

In California, a brick is best coming into popular favor for general residential purposes. There are two general reasons for this. First, architects have found that brick lends much grace and beauty to the Mediterranean type of homes, which, as we all know, include the Italian and Spanish. And again, because of the great population which the use of extreme kiln fired bricks has attracted.

Extreme kiln fired bricks are the term that for years has been applied to bricks that take on the deeper shades in the process of burning. Such bricks range in colors from...
I Guarantee
To Take All
Heating Problems
Off Your Shoulders

I am a Pacific Heating Engineer. My firm pays me real money to help you please clients with the right kind of heat. My services will never cost you a cent, either directly or indirectly.

Just show me the plans of your building and I will select from Pacific’s complete line the type of heating equipment that will give greatest satisfaction. You can then include my suggestions in your specifications. The Pacific Gas Radiator Company will back my judgment to the limit. When the building is ready, installation will be made, on time, and if your client isn’t pleased we will take the consequences.

More Pacific Installations Than Any Other!
Pacific has installed far more gas heating equipment in Southern California than any other firm. This is largely because our line is complete, and we can therefore give each customer what he ought to have.

Call me in on your next job. Make me responsible and I’ll guarantee to deliver, without another moment of worry on your part.

Pacific Gas Radiator
Company
1740 W. Washington St., BBeacon 2190; 616 W. 8th St., MEtropolitan 2398
Factory and Foundry, 7541 Roseberry St., Los Angeles. Branches in principal Cities of Coast.

Here are the Five Leading Types of Pacific Gas Heating Appliances—
they ventilate while they heat.

Pacific Pressed Metal and Cast Iron Radiators
An exclusive air circulation system—develops greater heat at a 25% saving in gas. Sturdier construction. Special features.

Pacific Gas-steam Radiators
Provide steam heat at lower cost than a central steam heating plant. Automatic control.

Pacific Floor Furnaces
No basement needed; just turn a key. A pilot light ignites the gas. Instant heat! Two different systems of heating and air circulation are scientifically combined to give greater heat with less gas.

Pacific Unit Furnaces
Installed in basement or recess and supplies heat through pipes to all rooms. Unusually compact. Automatic temperature regulation if desired.

Pacific Gas Recess Radiant Heaters
Furnished in any desired finish. An air duct supplies a continuous stream of fresh air to the flue. Outer casing is always cool.
LONDON—DECEMBER—AN IMPRESSION

triangle of land, three or four graves with moss-covered headstones, and so on, and on—it is all like a journey of exploration. If these old buildings could but speak, what tales they could tell! The very names of the streets have an appeal. Paternoster Row, Ave Mary Lane, Creed Lane, Deans Court, all suggested an ecclesiastical character. While Poultry, Fish street and Bread street indicate vicinities taken over by merchants in the respective lines. The two districts in which the Jews were permitted to reside still retain the names of the Old Jewry and Jewin street and thus it is with nearly every street name in London. If one will but take the time to trace it through, there will be found an historical reason for the name.

One often hears that London is lacking in color, that she is dingy and dull, but today, and it is December, she is full of color. True, it is not the color that one finds under conditions of bright sunlight with the resulting brilliant highlights and deep shadows, for here everything is softened by the low-hanging mist that imparts an opalescent tone over all. While the general hue is gray, it is a wonderful combination of grays changing constantly and relieved by dashes of bright color. As twilight falls and night comes on you may chance to glance down some side street and see the glare of torches lighting up the barrows of hucksters, piled high with green and red and amber of their wares, and all set off against the deep velvety black, or on the more traveled ways the shop lights casting their golden reflections from the wet pavements, and through it all that wonderful haze that seems to blend the scene into one harmonious scheme.

And this is particularly true of the city at night, whether you may be in rushing, surging precariously with its lighted shop fronts and brilliant red busses giving a gay note to the scene or whether you may be in some little by-street with the dim lights of some small shop reaching out fingers of color through the mist, or you stand upon the Embankment and look out upon the Thames with the arches of a bridge showing black against a luminous sky and reflected in the steam barges in mid-channel appearing dark upon the water, and a myriad of lights like jewels dancing upon the surface of the river. At such a time one longs for the gift to transpose the scene into color in a manner accomplished by—Whistler.

For the first time in the history of the plate glass industry in the United States, a total of over 10 million square feet of polished plate glass has been made in one month. This new high record was made during August.

"Plastic Progress," a miniature magazine of extreme interest and helpfulness, is being issued each month by the Riverside Portland Cement Co. of Los Angeles.

New Model 30
Aluminum Jacket
Saves Space

Architects on the Pacific Coast know the efficiency of the Hoyt method of heating water and have been specifying them for the past 15 years.

The leg type is compactly built, and the wall model can be installed up out of the way in homes where every inch of space counts.

"Within a Day"
SERVIC
The slightest interruption of performance is corrected by trained service men.

Price $60
Wall or Leg Type

Hoyt Automatic
WATER HEATER
HOYT HEATER COMPANY
2146 E. 25th STREET
LOS ANGELES
301 10th STREET
OAKLAND
285 O'Farrell STREET
SAN FRANCISCO
SECURITY BUILDING
PORTLAND, ORE.

"Plastic Progress." A miniature magazine of extreme interest and helpfulness, is being issued each month by the Riverside Portland Cement Co. of Los Angeles.
MATCHED beauty! When both bath and lavatory are of Kohler Enameled Plumbing Ware, they match perfectly in color, texture, and grace of line.

Kohler Ware is remarkable for its uniformity of color — for an immaculate snowy whiteness that says "Kohler" almost as plainly as the faint blue lettering fused into the enamel of every fixture.

Kohler lavatories are worthy of the finest bathrooms. With a wealth of patterns from which to choose, it is easy to find the pattern to insure for every installation the matched beauty that is so much to be desired.

Kohler Co., Founded 1873, Kohler, Wisconsin
Shipping Point, Sheboygan, Wisconsin

BRANCHES IN PRINCIPAL CITIES

KOHLER of KOHLER
Plumbing Fixtures
SANTA BARBARA CONSTRUCTION LESSONS

WHAT A BUILDING INSPECTOR LEARNED

[BY OSCAR G. KNIGHT]

THIN forty-eight hours after the quake I arrived in Santa Barbara, wearing a special deputy sheriff’s badge which gave me permission to visit the different buildings and make close inspection of the damage without being challenged by those on guard duty. We had no regard regarding the property loss and the collapse and destruction of many buildings. Judging from the exaggerated reports and rumors one would be led to believe that half of the city of Santa Barbara lies in ruins, nothing could be farther from the truth. Relative to the entire city as a whole, only a small area was seriously affected, principally the retail business and commercial districts and the lower levels near the ocean. Structures on alluvial soil, sand and sedimentary till suffered far worse than those built on solid, firm clay, hardpan or rock.

I estimate the total loss relative to buildings will subsequently be found out to be somewhere near $1,000,000, however, fully 75 per cent of this loss could have been prevented in the first place had good judgment, skilled labor, appropriate materials and sound, conservative, structural engineering practice been resorted to when building the Santa Barbara structures.

All types of building construction experienced at least partial failure. Three important reinforced concrete buildings were very severely damaged, one large reinforced concrete building being practically a complete failure. The remaining portion still standing is so severely damaged that demolition will no doubt be necessary. A number of masonry buildings, such as brick, stone, hollow tile, hollow concrete block, brick veneered and adobe structures, wholly or partially collapsed, and even several large open wood frame buildings and sheds were shaken down. We must not forget, however, that most of the above failures were due to poor construction and poor materials, and no doubt a lack of proper inspection or supervision when first built.

I made very careful examination of the mortar used, and numerous samples were brought along for testing purposes. We find most of the mortar to be very ordinary lime mortar with an excess of sand in most cases. I must admit that some of the mortar used was the poorest mortar ever witnessed by me in all my experience. It is a mistake to use straight lime mortar of any kind on important masonry work, all lime mortar should have mixed with it a sufficient amount of Portland cement to cause the mortar to adhere to the masonry units, thereby giving elasticity to the wall, and causing same to act as a single unit. Mortar should not merely serve as an equilibrium for the inherent moisture through the units but be bound together.

The errors in largely responsible for the propagation of some ready mixed mortar plants which in some instances are advocating ready-mixed lime mortar without the addition of cement, for on other than those of a very impractical in their business to sell the cement. To use ready or factory mixed mortar is a good idea and ensures the best mixed lime mortar possible, the cement must be added on the job in every case, just before using.

Many of the masonry walls in Santa Barbara were not anchored or tied to any manner to the poor, rather weak, wood framework. The masonry units supported lintels over large openings were entirely too slender for proper strength of stability, and we found numerous lintels spanning wide openings, both reinforced concrete and stucco, which had fallen in in their lower part, and in some cases the bearing plates and large lintels were entirely omitted. In a few other instances the units were excessive, causing wide deflection in the lintel.

Lack of masonry bonding was another principal factor assisting the many failures. In one particular building I counted 10 courses of face brick which had fallen away from the backing. There were no bonding, bond heading or ties whatsoever between the face brick and the backing; naturally such failure must fall away from the backing. Much veneering fell away owing to the various reasons, and, in some cases the facing plates were larger than those we were at first aware. In a few other instances the face was too thick, causing wide deflection in the lintel.

Ordinary plain light-weight hollow or walls, and light-weight hollow concrete block walls with mud piers, bonding or ties, were, in general, a complete failure. It is a dangerous practice to use such light-weight, thin wall building units or in bearing walls or tall unsupported bearing walls. We are not referring to well designed and bond-holding walls, they are not designed especially for load-bearing walls, but relatively hollow tile and concrete block manufacturers.

Poor concrete and insufficient reinforcing were the principal causes of the several reinforced concrete wall failures. Engineering design in a few cases was not properly. In some of these the bond or reinforced concrete walls were too thin and too light to resist to thickness, and consequently were not anchored in any ordinary manner to assure the back of the wall. On the other hand, some of these were carefully worked and designed, a great number of them having fallen in the earthquake, showing that walls of reinforced concrete with proper thickness are no more subject to collapse due to the structural stability, unless the necessary extended web was not given them. The Department of City Planning.

William H. Whiting, Ret. Cal State Board of Architects, Consulting Engineer.

March 5th, 1925.
Adroit use of space adds interest to this unusual bathroom—adapting it to small apartments, bungalows and rebuilt houses where room for an extra bath may be very limited.

Only six feet by six, the plan provides for a full-size Tarnia tub of cream-white enamel, with a storage closet above, an Idalia lavatory of twice-fired vitreous china and a quiet Sancto. Facing the lavatory, a shallow dressing table, reflected in the cabinet mirror, is recessed into the wall below the window. Wainscot, floor and upper border are in faience tiles. The walls are covered with cretonne or paper, sized with shellac.

Architects are invited to visit the Crane Exhibit Rooms nearest them, to inspect the complete line of the newest, compact Crane fixtures, and heating materials, valves, and fittings.

CRANE

Address all inquiries to Crane Co., Chicago
GENERAL OFFICES: CRANE BUILDING, 836 S. MICHIGAN AVENUE, CHICAGO
Branches and Sales Offices in One Hundred and Fifty-five Cities
National Exhibit Rooms: Chicago, New York, Atlantic City, San Francisco and Montreal
Works: Chicago, Bridgeport, Birmingham, Chattanooga, Trenton, Montreal and St. John, Que.
CRANE EXPORT CORPORATION: NEW YORK, SAN FRANCISCO, MEXICO CITY, SHANGHAI
CRANE LIMITED: CRANE BUILDING, 386 BEAVER HALL SQUARE, MONTREAL
CRANE-BENNETT, Ltd., LONDON
CE CRANE: PARIS, BRUSSELS
The brick factories through the bowers to the fields and meadows. Their walls give a uniquely planned architectural color to the land. Many of the latest developments in California for residential dwellings were based on those charming red brick walls.

The largest brickmaking plant in the world is in Southern California. It is located just outside the limits of Los Angeles, in the industrial city of Vernon. In this plant, which is a wonder of modern machinery and efficiency, methods are produced common bricks at an annual rate of three-quarters of a million a day.

The climate of California is of the very finest to be found anywhere. This, together with the high percentage of clear days to facilitate the preliminary sun-drying, make the State a natural leader of the brickmaking industry.

The title of a informative and helpful booklet for architects just published by the Stevens System of Soundproofing Co., 14 E. Jackson Boulevard, Chicago, Ill., is "Silent is Golden." It is a comprehensive treatise on sound-proofing in modern building construction as accomplished under the Stevens System of Sound and Vibration Control and may be had by those in the profession upon application to the company's offices at Chicago.

"Fyer-Wall"
ALL METAL FIRE DOORS
High Grade Sheet Metal and Kalamazoo Work
FIRE PROTECTION PRODUCTS CO.
3117 TWENTIETH STREET, SAN FRANCISCO

Announcing—
New Kitchen Plans Service

We now have a department to prepare complete kitchen plans for homes or apartments.

Just send us a sketch of the room plan and any suggestions you wish to make regarding special requirements and we will submit a carefully planned kitchen arrangement.

There is no cost whatever for this service and no obligation on your part to use the Peerless fixtures specified, although their convenience and very high quality will commend them to you.

Use this service!
Building an Entire City of CONCRETE

Less than three years ago Longview, Washington, existed only as one man's dream. Today it is a thriving city of seven thousand people!

Seldom has a municipality been as carefully planned and built.

Longview is built of concrete, the highest type of fire-resistant material. Longview is a city that cannot burn.

Not only are streets, walks, sewers, waterworks and garbage-disposal plant of this permanent material, but all buildings as well.

These include the beautiful Hotel Monticello, the Longview National Bank, a $125,000 Community Church, a $150,000 Public Library, the manufacturing plants of the Long-Bell Lumber Company, and block after block of fine, modern homes.

In every section of the country architects are creating permanent beauty with marked economy through the medium of concrete.

Write the nearest District Office listed below for any help you want in the use of concrete.
IN THIS SPLENDID STRUCTURE

EMPIRE
HARDWALL AND FINISHING
PLASTER
WAS USED EXCLUSIVELY

A tribute to the easy working, pure whiteness, plasticity, strength and uniformity of
EMPIRE PLASTER

PACIFIC PORTLAND CEMENT COMPANY, CONSOLIDATED

Manufacturers of
Golden Gate Cement  •  Empire Gypsum Tile  •  Empire Insulex  •  Empire Plaster
San Francisco  •  Los Angeles  •  Portland, Ore.
WHITCO
"The Easy Hardware"

The average carpenter can fit a casement sash to the opening, equip it with WHITCO, and install it complete and in perfect working order in less than thirty minutes.

IT CAN BE DONE!

Your specifications can positively insure against the remotest possibility of difficulty with wall painting.

1. There is not a single instance of "lime-burning", scaling, peeling or hot spots, on hundreds of projects completed with THE OAKLEY SYSTEM OF WALL PAINTING either Three-Coat or Two-Coat as desired.

2. If your experience with Wall Painting suggests the advisability of an investigation, we await the opportunity to

Place in your files a copy of our Architects' Specification Manual, with samples and proof. Arrange an actual demonstration either through any contracting painter you may designate or through our own organization. Assist in preparing specifications on any pending project, or assume your problems on projects under construction.

Our Architects' Service Department Performs rather than Promises

OAKLEY PAINT MANUFACTURING CO.
715-737 Antonia Street • Los Angeles

Make us of Better Paints, Varnishes Stains and Enamels

Originators of Successful Systems of Painting
The Los Angeles Evening Express sponsors the building of this "Model Home"

Buttress Plaster Lath

Used Throughout For Walls and Ceilings

This beautiful home is now being built in Holly Vista, in the popular West Hollywood section of Los Angeles. The materials are the best and most dependable that the market affords, regardless of price. They are what you, yourself, would want used in the construction of your own home.

The fact that Buttress Plaster Lath was selected for the walls and ceilings speaks volumes in favor of this high quality material. It is not only a dependable, durable plastering base, but is sold at a price that makes it economical to use in small homes as well as in large residences, hotels, etc.

SOLD BY ALL BUILDING MATERIAL DEALERS

Buttress Manufacturing Co.

7110 South Alameda Street

Los Angeles California
ARCHITECTURAL Club on September 28, 1901, and brought to the new organization an enthusiasm and inspiration which soon made itself felt in a higher standard of architectural draftsmanship and artistic design. This club ever since has been one of the leading architectural clubs in the United States. To the younger members of the club, Mr. Headman was ever counsellor and friend and gave to them freely of his time.

His perseverance, study and hard work made it possible for him to go east four years later and enter the University of Pennsylvania. He graduated from the Department of Architecture in 1907, after which he worked for Walker & Gilette in New York and then went to Paris and studied at the Ecole des Beaux Arts, after which he made a sketching trip through all of Western Europe, studying its architectural monuments.

Upon his return to San Francisco, he went into partnership with Perseo Righetti. In 1914 he withdrew and established himself in independent practice which was extremely varied in character, both commercial and public buildings and a grist of apartments and dwellings, all of which, however simple, showed a sincerity and a picturesque charm.

Mr. Headman was a facile draftsman of unusual skill and an architect of distinction who had the rare combination of an artistic temperament coupled with executive ability. His high ideals and fine character were an inspiration to all who knew him and his ability and integrity were a never-failing source of strength and assurance to those with whom he worked and those whom he served. Few architects have labored more conscientiously and intelligently for the upholding of the traditions of faithful service and devotion to the client and the community.

Our loss is irreparable, but it is not complete; his spirit lives on in the memory of his friends, his architectural monuments, and in the abiding joy of many years of sweet association.

In his death we, as a body and as individuals, have suffered a loss beyond expression. Our loss is second only to that of those to whom he occupied a still more intimate family relationship.

Resolved, That the members of the San Francisco Chapter of The American Institute of Architects, in chapter assembled, extend to his widow and the other members of his family their sincere sympathy, and be it further

Resolved, That these resolutions, together with the preamble expressing our love and appreciation, be spread upon the minutes of the San Francisco Chapter and a copy thereof be sent to his family.

ERNEST H. HILDEBRAND,
MORRIS M. BRUCE, Committee.

There being no further business, the meeting adjourned.
Respectfully submitted,
ALBERT J. EVERS, Secretary.

After adjournment, Professor A. C. Alvarez of the University of California presented a series of slides and an address upon the Santa Barbara earthquake.

The Oakley Paint Manufacturing Company of Los Angeles has recently published an excellent and informative specification book for the information of architects. The Oakley System of wall painting was used on the following schools: Wilton Elementary School, Belmont High School, John Burroughs Junior High School, Le Conte Junior High School, Belvedere Junior High School, Edgar H. Cline, Architect.
Distinctive and durable garages and garage doors

The garage is practically a necessity these days. Hence it is incumbent that this important adjunct to the home, conform in architecture, in construction, and outside finish with the house itself.

That is why the wood-qualities that recommend California Pine for the home, also recommend it for the garage. Chief among these qualities are—freedom from warping and shrinking resulting in permanently tight joints; soft, even texture making cutting and fitting easy, joinery accurate and architectural designs sharp of line and contour; remarkable affinity for paint; lightness of weight.

Garage doors of California Pine especially, have many advantages. Among these advantages are lightness of weight and consequently less strain on hinges; freedom from swelling in damp atmosphere, nail and screw-holding ability and resistance to hard usage.

California Pine qualities recommend its use for many building purposes. Complete technical data on this fine building lumber is contained in a set of California Pine Information Sheets. These sheets are printed in standard size and are contained in a convenient folder for filing. If you have not received a set, please write us. They will be gladly sent you free.

California White and Sugar Pine Manufacturers Association
685 Call Building - San Francisco
The Allerton Club is worthy of the careful study of the designer who is interested in beautiful brickwork. The building fairly bristles with interesting details, which have been skillfully worked into an exceptionally pleasing composition. Space does not permit even a catalog of these striking details, but they are readily apparent to the trained eye.

One of the outstanding features of this building is the fact that the architects have depended almost entirely on face brick for their effects.

You will find many splendid examples of the modern use of face brick in "Architectural Detail in Brickwork," a portfolio of many halftone plates, showing various treatments of the brick wall surface, ready for filing. It will be sent postpaid to any architect making request on his office stationery.

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

American Face Brick Association
1767 Peoples Life Building · Chicago, Illinois
Q. Is it advisable to waterproof the concrete foundation of a residence?
A. Unless you have a basement it is not necessary to waterproof your foundation as it is taken for granted that your architect has graded your property so as to allow water to drain away. All basement walls should be waterproofed.

Q. Can a contractor not draw plans and proceed with the work so as to save the fees of the architect?
A. The state law does not require an architect to be employed, but the usual practice to obtain good results is to employ an architect. Some states have a law stating that an architect must be retained.

Q. How important is the strength of a brick itself in relation to the strength of the wall, and is it necessary to protect it? 
A. Practically all tests indicate that, other conditions being equal, the compressive strength of brick masonry is roughly proportional to the strength of a single brick.

Q. Should sidewalks be protected after they are in place?
A. Sidewalks should be covered over, as soon as completed, with canvas, tar-paper or boards, which should be kept a few inches above the surface of the sidewalk. This will protect the walk from the effects of dust, dirt, wind, hot sun and traffic. After the pavements have been finished for a day or two, they should be thoroughly sprinkled with water and kept wet for a week or more. A covering of sand, one-half inch thick and kept thoroughly wet forms a good protection, but should not be applied before the surface has set.

Q. Can I obtain a fair millwork bid if my drawings are detailed at 1/4 inch to the foot?
A. The suggested scale is satisfactory for the general elevations and plans of all casework, mantels, balustrades, newel posts, cornices, brick chimneys, and in the principal architectural features. It is not advisable to endeavor to furnish a bid on the details on this scale.

Q. How important are excess elevations at detailed points?
A. Excess elevations at detailed points are not important. The elevation of the window is that point made to represent the finished work and shall be filled in a box to a height of 1-2 inches and the excess shall not be cut away in setting, making it a good practice for filling chases and holes in repair work.

Q. Should the qualities of mud be considered in a foundation for a building of moderate weight?
A. Yes; for example, for a building of moderate weight erected on soils, gravelly soils, the bearing power of the latter may be considerably increased by spreading layers of sand, gravel or broken stone, and placing a sheet of metal over it.

Q. What is a kalamosed door?
A. The kalamosed door is made by frame building a thick sheet of metal over a wood door. To do this requires a good deal for the shafts, panel and frame. The trim should also be kalamosed in as to afford full fire protection. As these doors are heavy, the jambs are erected on wood blocks or frames.

NEW SCHOOLS—NEW WINDOW-CONSCIOUSNESS

The architectural development of our time, the modern era, is the culmination of the Renaissance, a period when the rediscovery of classical proportions and forms had a profound effect on Western civilization. The Renaissance was characterized by a renewed interest in the principles of proportion and harmony, and a desire to create buildings that were not only functional but also aesthetically pleasing. This interest in classical forms and proportions led to the development of the Classical Revival style, which became popular in the United States in the 19th century. The Classical Revival style is characterized by a combination of Greek and Roman elements, such as columns, pediments, and pediments, and is often used in public buildings such as government offices, schools, and universities.

Q. Is it advisable to build a house on a stilts? 
A. No, it is not advisable to build a house on stilts. Stilt foundations are not strong enough to support the weight of a house and are not recommended for most construction projects.

Q. What are the advantages of steel windows?
A. Steel windows are durable, energy-efficient, and can be easily customized to fit any style and design. They are also more resistant to weather and temperature changes than other types of windows.
Haws Model No. 6A
There is a Haws model for every architectural purpose.

HAWS SANITARY DRINKING FAUCET COMPANY
1808 HARMON ST.
BERKELEY, CAL. USA.

BECAUSE we have one of the largest and most complete printing establishments in the West, and print magazines such as this and others, running into the hundreds of thousands of copies, small buyers of printing sometimes get the impression that Recorder service and craftsmanship are not available for "the little job." This is not true. It is a fact that we welcome any printing order, and, regardless of size, we give it the best we have. On such service have we built our reputation for quality printing.

Recorder Printing and Publishing Company
693 Stevenson St. San Francisco
Telephone Market 1190

HESS CABINETS and MIRRORS
Snow-White Steel

HESS Snow-white Steel Cabinets are unequalled for their fine workmanship and for the beautiful satin-like enameled finish, hand rubbed like the finest furniture. Used in high class apartments, hotels and homes everywhere.

Samples submitted without charge.

See Sweets' Index; or write for booklet and prices.

HESS WARMING & VENTILATING CO.
Makers of Hess Welded Steel Furnaces.
1218 S. Western Avenue, Chicago
RAYMOND GRANITE is specified for the West's finer buildings by leading architects.

A building of RAYMOND GRANITE is one to which both its owners and the public point with pride.

RAYMOND GRANITE COMPANY
INCORPORATED
CONTRACTORS
GRANITE 'STONE' BUILDING 'MEMORIAL
2 PITNER STREET, SAN FRANCISCO
550 PALMETTO STREET, LOS ANGELES

BLUE DIAMOND COMPANY
1650 Alameda Street • Los Angeles
The "third mortgage"

--- and how to eliminate it when you build

EXPENSIVE repairs, rapid depreciation, high painting charges, frequent renewals — these are the things that constitute the "Third Mortgage" in building. This constant drain of depreciation is the price you pay if you build with perishable materials.

Fortunately, this costly "Third Mortgage" is becoming obsolete in California. Builders have found a better way to save money without mortgaging the future. Brick is the answer. Brick builds beautiful, comfortable homes that defy time and depreciation.

And brick is cheap, too, as every architect knows. If it's a $5,000 home you can buy all the brick required to build it for approximately $350. What other material will give you so much for so little?

Brick literature mailed free on request.

CALIFORNIA COMMON BRICK MANUFACTURERS ASSOCIATION
Los Angeles · San Francisco

BRICK
FOR BETTER BUILDING
PACIFIC COAST ARCHITECT
WITH WHICH IS INCORPORATED THE BUILDING REVIEW

VOLUME XXIX - MARCH 1926 - NUMBER THREE
PRICE 50 CENTS
An Open Letter
To the American Society for Testing Materials.

Gentlemen:  Subject: PLASTICITY STANDARDS

In judging Portland Cements, plasticity is admittedly a highly important qualification. But so far no standard has been established for it.

We believe some measurable scale of Workability will be devised and officially adopted in the near future -- just in what form, we do not presume to predict.

We do know, however, through extensive tests and reports from Users of Old Mission PLASTIK WATERTITE Portland Cement that its unprecedented degree of Workability does make a vast difference in the achievement of architectural effects and engineering results at a decided saving definitely and clearly shown in cost sheets.

Respectfully yours,

OLD MISSION PORTLAND CEMENT COMPANY

HC W
Sales Manager
PACIFIC-COAST
ARCHITECT
WITH WHICH IS INCORPORATED THE BUILDING REVIEW
VOLUME XXIV - SAN FRANCISCO AND ENVIRONS - MARCH, 1918 - NUMBER 165

CONTENTS

Illustration

St. Paul's Cathedral, Los Angeles
St. Paul's Cathedral, Los Angeles
St. John's Church, Los Angeles
St. John's Church, Los Angeles
Pulpit, St. John's Church, Los Angeles
Cathedral, St. John's Church, Los Angeles
St. John's Church, Los Angeles
Libertee Chapel, St. John's Church, Los Angeles
St. John's Church, Los Angeles
Altar, St. John's Church, Los Angeles

All Saints Church, Los Angeles
All Saints Church, Los Angeles
Van Nuys, Los Angeles
San Antonio, Texas
Max Field, San Francisco

HARRIS ALLEN, A. I. A., EDITOR
CHARLES W. WILKINSON, GENERAL MANAGER
S. P. REEVES-STARR, GENERAL MANAGER SOUTHERN CALIFORNIA OFFICE

ILLUSTRATION

An Illustrated Monthly Magazine for the Architect, Contractor, and Home Builder

Design by W. F. W. Winsor, Jr.
CALIFORNIA STATE AUTOMOBILE ASSOCIATION
150 Van Ness Avenue, San Francisco

P. J. WALKER CO.
Builders

GEO. W. KELHAM
Architect

H. J. BRUNNIER
Structural Engineer

Stair Work, Elevator Enclosures, Fire Escapes, Etc., by

Michel & Pfeiffer
Iron Works
Harrison and Tenth Streets
San Francisco, Calif.

TELEPHONE HEMLOCK 3080
ARLY in the history of this country there was a revival of interest in Romanesque architecture, which was caused by the outstanding ability of a single man—Henry Hobson Richardson—and which practically died with him. Like other great men, he had a host of imitators. Instead of going to the source of his inspiration, they copied him directly, and the changes necessary to suit the site and to disguise their plagiarism were almost universally for the worse.

Now, again, a wave of Romanesque adaptation is sweeping over the country, but it is much more intelligent and based upon a much more thorough study of original sources. Its appropriateness, especially in the East and Midwest, may be questioned, but the skillful use of motives and materials in many of our recent large buildings is manifest, and the excellent training of modern architects in the principles of composition leads one to believe that these buildings will not become passé so soon as the earlier efforts in this style.

Undoubtedly the greatest number of Romanesque treatments are to be found in ecclesiastical work. It was, perhaps, a natural thing that Roman Catholic church builders should turn to the cities of Northern and Central Italy for their inspiration. There were to be found numerous lovely churches, with the added advantage—for this country—that many of them were comparatively small, and so the easier adapted for the needs of many small congregations, in a land where great cathedrals are few and far between.

With our national acquisitiveness, nothing prevented other denominations from appreciating—and appropriating—the virtues presented by these Romanist buildings. In spite of the tremendous influence exerted by Cram. Goodhue and Ferguson and our other ardent Gothicists, this Romanesque "propaganda" has spread, more and more widely; today one might almost say there is hardly an architect who is not consumed by the desire to turn out a brand-new medieval Italian Romanesque design.

Much of this is very well done. Some of it is perhaps a bit overdone: one can not help thinking that "ornament has been constructed" instead of following the old dictum that ornament is to the ornamentation of construction. Nevertheless, it is quite good ornament, different, indeed, from the crude and meaningless effort that followed the Richardson epoch.

The churches here illustrated are in the prevailing fashion (shall we say up-to-date) and show varying degrees of elaboration—one quite "Central Italian" in its richness, one with the austere dignity of North Italy, one with the stark (and refreshing) simplicity of the hill towns, with perhaps a suggestion of Spain before that country was seized with the frenzy for intricate ornament.

The interiors of these churches are admirably and suitably treated, and the detail excellent, whether of stone or metal or wood. Surely no one can be so iconoclastic as to say that so much of beauty and harmony—so successful in expressing devotional atmosphere—may not be welcome.

* * *

ALL SAINTS CHURCH,
BEVERLY HILLS

THE church is a rather interesting construction, being built entirely of reinforced concrete with hollow walls. There was no plaster used on the entire job, beamed ceilings occurring throughout the building, and in all cases these are the actual structural members. The concrete walls were whitewashed on the interior as well as the exterior of the building. The floors are of tile, laid on a concrete slab, which in turn rests upon the earth.

The photographs of course do not give an accurate indication of the color on the interior. The altar is done entirely in gold, and the hangings which occur over the choir walls and at the west end of the church are also of an old gold color. These hangings serve very successfully in eliminating any trouble from faulty acoustics.

The church seats one hundred and twenty, and was finished last April.
PISA, THE UNINTERESTING

[BY WILLIAM M. CLARKE]

(OFFICIAL TOUR TO PRACTICAL BRICK).-In 1902, the Pacific Coast Architect began an extensive tour of study, with a special representative of the Los Angeles Pressed Brick Company. - Editor's Note.

LONDON is always connected in our thoughts with the Thames, as with Rome we associate the Tiber, but with Pisa how many of us ever give a thought to the Arno that is such a dominant note in the make-up of this quaint old city; but we are running ahead of our story.

We were motoring down from the north along the Ligurian coast, our first venture into this country, and were advised by many as to the great interest in Genoa, old palaces, monuments and other objects of interest, and were looking forward to our visit there with great expectations. It may have been our state of mind, but we found Genoa of very little interest generally speaking, excepting the cathedral and two or three of the palaces which possessed considerable architectural interest. The same persons who had spoken of Genoa in such glowing terms had advised us that Pisa was very uninteresting and would hardly pay us to stop. That if they were traveling by train they would not stop over even for part of a day, as all there was to see was the Duomo group. Naturally after being so disappointed in Genoa after their glowing description we looked forward to our visit to Pisa with a feeling of dread, expecting to find a dirty and uninteresting town.

From Genoa south we enjoyed a most interesting ride along the coast, with wonderful views out across the Mediterranean and such color, from the white of the breaking surf through all the colors of blue, azure, ultramarine, indigo and violet, beautiful beyond description. And then back inland up sharp grades over winding and ever-winding roads, views of peaceful valleys and terraced hill sides and little villages with the ever-present graceful campanile giving a striking note in their composition.

As we come into the vicinity of Carrara we begin to encounter quaint, heavy, two-wheeled carts always drawn by sleek cream-white oxen with long white horns tipped with black, the carts loaded with great blocks of white marble. At intervals along the road, yards, in some cases designated as studios, for the preparation of the marble into slabs or carved work. The slow-moving oxen and the pick, pick, pick of the hammer and chisel (pneumatic tools were not in evidence) were very soothing after the crowding, rush and noise of Genoa and really prepared us for our entrance into the quiet town of Pisa.

We approached the city at twilight, which is always a good time to enter any city, for all harsh lines and forms are then softened and one is more apt to be favorably impressed and first impressions are in many cases lasting. In the distance, dimly shining against the sky, the Duomo group, which we lose sight of shortly, due to turnings in the road and intervening objects, and do not see again until we drive through the gate and into the Piazza del Duomo, when the whole wonderful mass lay before us. I say mass in this case for the light had so failed that detail could not be distinguished and it was only the general form that could be made out. We did not stop, but treated ourselves to only a fleeting glance, promising an early return upon the morrow.

Driving through narrow, winding streets, we finally reach our hotel, which as we enter does not seem quite like an hotel, the plan does not seem just right, but all this is very easily and quickly explained. The building was formerly a palace of the Guelphs and has only recently, from the continental point of time, been made into an hotel, that is to say, it has only been used as such for the past one hundred years.

Upon entering a strange room one's natural impulse is to look from the window to see what chance may have in store, and obeying this reaction, we stepped to the casements and there before us was the Arno—the Arno that is hardly ever associated in our thoughts with Pisa; to the left Ponte Mezzo with its graceful arches showing darkly across the stream; Palazzo Gambacorti, one of the principal palaces of the Ghibellines, now a municipal building, the lights showing through the Gothic tracery of its windows and all along the sweeping curve of the Lungarno Gambacorti, from the old palaces and the bridge a myriad of lights, picked up and reflected upon the surface of the placidly moving stream—and this was Pisa the uninteresting. If there was no other sight in Pisa, this view from our window was alone worth the journey. Looking out upon this colorful scene of lights and reflections one's thoughts flow back to the times of old Pisa, a city divided against itself, Guelph against Ghibelline, civic conflict and strife, poetry and romance, and through it all the dark thread of tragedy. Again you see the city peopled as of old, silks and velvets, leather and steel, hose and doublet, with rapier and poniard at side, but time passes and only the memory remains.

When we retire for the night we wonder what the next day will bring forth; of course there is the Duomo group, and of that we are quite sure.
ST. PAUL'S CATHEDRAL, LOS ANGELES. JOHNSON, SALTMANN & COATS, ARCHITECTS.
LOGGIA, ST. PAUL'S CATHEDRAL, LOS ANGELES. JOHNSON, KAUFMANN & COATE, ARCHITECTS
ALTAR, ST. PAUL'S CATHEDRAL, LOS ANGELES. JOHNSON, KAUFMANN & COATE, ARCHITECTS
What architects and all who build have learned to expect from Quandt craftsmen:

Co-operation for Quality

A. QUANDT & SONS

[374 GUERRERO STREET · SAN FRANCISCO]
[PAINTERS AND DECORATORS SINCE 1885]
ST. JOHN'S CHURCH, LOS ANGELES. PIERPONT AND WALTER A. DAVIS, ARCHITECTS.
ST. JOHN'S CHURCH, LOS ANGELES. PIERPONT AND WALTER S. DAVIS, ARCHITECTS
PULPIT, ST. JOHN'S CHURCH, LOS ANGELES. PIERPONT AND WALTER S. DAVID, ARCHITECTS.
ST. JOHN’S CHURCH, LOS ANGELES, CALIF.; AND WALTON & DAVIS, ARCHITECTS.
LIBERTY CHAPEL, ST. JOHN'S CHURCH, LOS ANGELES. PIERPONT AND WALTER S. DAVIS, ARCHITECTS
NAVE, LOOKING FROM LIBERTY CHAPEL, ST. JOHN'S CHURCH, LOS ANGELES.
PIERPONT AND WALTER S. DAVIS, ARCHITECTS
ALTAR, ST. JOHN'S CHURCH, LOS ANGELES. PIERPONT AND WALTER S. DAVIS, ARCHITECTS
ALL SAINTS CHURCH, BEVERLY HILLS, CALIFORNIA. ROLAND R. COATE, ARCHITECT.

Photograph by Allen Hunt.
ALL SAINTS CHURCH, BEVERLY HILLS, CALIFORNIA. ROLAND E. COATE, ARCHITECT

Photograph by Miles Bernd
MEDiUM CORDOVA TILE crowns this beautiful residence, planned by one of the Southland's foremost architects for his own occupancy. This is one of the types of Latin Tile developed by this company. They give all of the essential qualities of a good roof—beauty of color and form, fire-proof and water-proof, and they are everlasting.

GLADDING • McBEAN • & • CO.
GENERAL OFFICE: 660 MARKET STREET, SAN FRANCISCO

Los Angeles Office: New Pacific Finance Building,
621 South Hope Street
Seattle Office: Dexter Horton Building
Portland Office: U. S. National Bank Building
Oakland Office: Twenty-second and Market Street
PISA, THE UNINTERESTING

we have a very good idea as to the rest of the city; we feel quite certain that there cannot be very much to see. The wonderful view of the Arno being just a mere accident in its combination of lights and shadows and reflection.

It is Sunday morning, bright sunlight and soft fleecy clouds are in the sky, sounds of distant bells—must be from the Duomo, as that is the only church. We start upon our quest of the only point of interest, the leaning tower and the Duomo. Well, incidentally, there is the Arno flowing between the graceful curves of its stone embankment toward the Ponte Sillerino and beyond a campanile or two that we did not know existed. On our right we discover a Renaissance palace, Palazzo Apezzimghi, that has very interesting detail well worthy of careful study, and in the Piazza San Niccola we find another leaning campanile belonging to the church of San Niccola, but we hurry on and note in passing many interesting bits of Renaissance work and at last come to the famous Duomo group. I will not attempt a description, it is too well known to describe again, but will merely state that from the wonderful mass of the Baptistery to the detail of the west front of the cathedral, and the graceful proportions of the campanile, it is beautiful.

One feature might, however, be mentioned and that is the manner in which the marble has been employed: of course the combination of black and white marble and marble mosaic is very much in evidence, but one will note that no particular selection as to color of the white marble has been exercised. This great variation in color may be due in part to the weathering of the individual blocks, which at times have been more uniform in color, but the present effect is most pleasing and restful, as a surface that might be monotonous is now broken by a various range of color from white to cream, buff, and in some cases brown.

Upon our return we take a different route and chance to observe a brick campanile in the distance and hunt it out. We find that it is San Sisto, unimportant but of pleasing outline. We continue our explorations to the east along winding streets, opening out suddenly into beautiful piazzas, often well planted with trees containing fountains, and in practically all cases dominated by an interesting Gothic or Renaissance church, in some instances of brick and again in marble, with their ever-present campaniles, tall and graceful, producing the dominant note in the composition.

Wandering on through clean and orderly streets without a single jarring architectural note, we finally reach the Lungarno Mediceo and again come upon the yellow flood of the Arno, spanned by its graceful bridges and lined by its buildings and palaces, centuries old.

And this is Pisa, Pisa the uninteresting.

* * *

ENGINEERING EMPLOYMENT

An employment office for professional engineers has been opened in San Francisco for the benefit of all engineers employing men requiring technical training and experience. It is intended to make the office a clearing house for information concerning engineering opportunities on the Pacific Coast and in the foreign countries bordering on the Pacific. Inquiries should be directed to Newton D. Cook, Manager, 57 Post Street.

* * *

O. J. Brewer, architect, Los Angeles is now located at 4022 Council Street.
Photograph by William M. Clarke

CAMPANILE AND DUOMO, PISA
PIAZZA DEI CAVALIERI AND TORRE D’FANE, PISA

Photograph by William M. Clarke
NEW LOS ANGELES GENERAL HOSPITAL ADDITION, DESIGNED BY ALLIED ARCHITECTS ASSOCIATION
Ramona Roof Tile

Beauty • Versatility • Permanence

Ramona Tile readily duplicates the beauty and texture of the variegated medieval tile roof while modern methods in manufacture and laying give an additional strength and adaptability unapproached by hand made tile.

N. CLARK & SONS
MANUFACTURERS OF
Architectural Terra Cotta, Pressed Brick, "Ramona" Roof Tile and Kindred Clay Products
112-116 NATOMA STREET • SAN FRANCISCO
THE LOS ANGELES GENERAL HOSPITAL

BY EDWARD G. DAVIES

In the new hospital grounds will be located the Los Angeles General Hospital, which will be devoted to the treatment of acute medical and surgical cases, and will comprise construction, elective operations, and an emergency ward. The construction of the hospital is designed to be a model of completeness equipped with modern and efficient machinery, and the building will be constructed of reinforced concrete throughout. The building will be provided with an emergency ward, a surgical operating room, a pathological laboratory, an bacteriological laboratory, an obstetrical department, and a complete and comprehensive surgical and medical equipment.

The Allied Architects Association was invited to make plans for the construction of the hospital and the present building, which is nearing completion, is an example of the excellence of the plans submitted by the architects. The building is being erected under the supervision of Mr. E. W. Wallis, who is the architect of the project.

The hospital is being built on a site which has been selected for its location and its accessibility to the hospital grounds. The building is designed to accommodate a large number of patients, and it is expected to be ready for occupancy in the near future.

The Los Angeles General Hospital is being constructed to serve as a model hospital for other cities in California and the West. The architects have worked closely with the hospital administration to ensure that the building will meet the needs of the hospital and its patients. The hospital is expected to be completed in the near future.
A Dickey Mastertile School

The San Rafael Grammar School* has load-bearing walls of Dickey Mastertile veneered with brick. Thus were architectural beauty, fire-resistance and permanence secured with economy.

*Architect, B. S. Haynes; General Contractor, W. P. McGrath. First of three units has just been completed, consisting of five classrooms cost, $50,000. Architect's sketch shows how the school will look when all units are erected.

DICKEY BURNED CLAY PRODUCTS

DICKEY MASTER TILE • FACE BRICK • FIRE BRICK

Partition Tile, Furring Tile, Paving Brick, Sewer Brick, Step and Walk Brick, Drain Tile, Flue Lining

Made by CALIFORNIA BRICK COMPANY and LIVERMORE FIRE BRICK WORKS, INC., Associated Companies

SAN FRANCISCO AND OAKLAND
NEXT MEETING
The next meeting of the San Francisco Chapter, The American Institute of Architects, will be held on Tuesday, March 16, 1916, at 6:30 P. M. at the rooms of the San Francisco Architectural Club, 531 Pine Street. Dinner will be served at 75 cents per plate.

FEBRUARY MEETING
The regular meeting of The American Institute of Architects, San Francisco Chapter, was held on Tuesday, February 16, 1916, at the rooms of the San Francisco Architectural Club, 531 Pine Street. The meeting was called to order by President John Reid, Jr., at 7:20 P. M.

The following members were present: Wm. Mooser, Morris M. Bruce, G. F. Ashley, Albert Schroeder, John Galen Howard, J. S. Fairweather, Chas. F. Maury, H. H. Allen, Ernest Coxhead, A. J. Evers, John Reid, Jr., Wm. G. Corlett, Jas. H. Mitchell, E. H. Hildebrand, and B. B. Burtz.

MINUTES
The minutes of the previous meeting were accepted as published.

UNFINISHED BUSINESS
Discussion of the question of the Small House Service Bureau was resumed from the January meeting. It was moved, seconded, and carried as follows:

That, while it is recognized that the Small House Service Bureau may be of great benefit to the general public, it is the sense of the San Francisco Chapter that it is contrary to the spirit and interest of the Institute to lend its name or to endorse in any other than a friendly and professional way such undertakings and organizations.

The results of the questionnaire on the Journal were discussed. It was moved, seconded, and carried that the questionnaires be referred to the Board of Directors of the Chapter to formulate a constructive suggestion to submit to the Board of Directors of the Institute or the Convention.

The question of signatures of plans by Architects or Engineers was referred to the Committee on Legislation and Building Laws.

COMMITTEES
Chairman Bakewell of the Committee for the Report on the Civic Center Plan advised through the Secretary that no report had been prepared. President Reid instructed for a report at the March meeting.

President Reid appointed Mr. E. H. Hildebrand delegate to the Central Council of the Builders Exchange, and Mr. M. M. Bruce as alternate.

NEW BUSINESS
The question of increased dues to the Institute was brought before the meeting. It was moved, seconded and carried that this question be referred to the Finance Committee, to be reported on at the next meeting.

The Secretary reported, with deep regret, the death of Albin B. Johnson on January 19, 1916, and of Associate Director Sylvain Schmitt, on February 12, 1916. The President announced that he would appeal to members to draw up resolutions.

It was moved, seconded and carried that a communication be sent to Mr. Athol McBean, commending his efforts for better building laws and better construction.

The Secretary announced a special lunch meeting for March 13, at a place to be announced later, for the purpose of meeting Mr. J. F. Gowen of the Scientific Research Department of the A.I.A.

There being no further business, the meeting adjourned.

Respectfully submitted,

ALBERT J. EVANS, Secretary.

Attention of the members of the Institute is called to President Ward's letter on pages 85 and 86 of the February number of the Journal, which covers the matter of allied architects' associations.

The Chapter will be especially fortunate at the March meeting in having Past President William B. Faville present to give his impressions of an extended trip to Europe. The talk is to be purely informal, and all members of the Chapter will find that Mr. Faville will, as usual, have something worth while to give us.

BOOK NOTICES
POLYCHROME
A foreword by Ralph Adams Cram emphasizes the significance of this careful study of the Greek decorative rise of color, in view of the manner in which color is coming into use in our modern architecture. It confines itself to the polychromatic treatment of architecture and sculpture by the Greeks, giving the facts and the theory that underlay them. Not only a definite historical document, but stimulating to modern usage.


STEAM HEATING
This latest work on steam and hot water heating covers the subject thoroughly with review of the gradual changes and improvements, description of various systems, methods of estimating, radiant, complete data for piping, apparatus, fuels, etc., with chapters on special problems such as greenhouses and swimming pools and a discussion of ventilating systems. A valuable reference book.

The Higher Price is Proof of the higher quality and exceptional merits of—

**Perma-Light**

*washable Wall Finishes*

They cost more because they are worth more. This is evidenced in the large number of representative buildings (two of which are illustrated above).

Perma-Light Wall Finishes provide—

- durability  — protection against
- washability  — possibility of suction, lime-burns
- long-run economy  — air-checking
- a perfect seal

Applied under our two coat or our three coat system.

All facts stated and pictures shown in connection with Perma-Light are 100 per cent authentic.

M **ade exclusively by**

HILL. HUBBELL & COMPANY

Paint Specialists

**EXECUTIVE OFFICES AND WORKS · SAN FRANCISCO**

Los Angeles · Oakland · Portland · Seattle · New York · Tulsa
California Schools

The architectural quality of schoolhouses improves. However true this may be in other parts of the country, California certainly has cause for pride in the remarkable development of her school architecture, structurally, technically, aesthetically—and, for the most part, efficiently.

In a recent letter to the director of the Cliff Hotel, San Francisco, from Louise Bacon Mitchell, a distinguished writer of Boston, was a very graceful tribute to this feature of California life. It is worth quoting:

"Small wonder that so much in beauty and perfection an architecture is being born in California, for I noticed the schools in each town as I motored South from San Francisco. They all seemed designed with a distinction that should remain forever in the memory of impressionable youth. The boy or girl who has attended a school where the architect has combined beauty, dignity and restfulness will, in after years, cherish the mental picture and unconsciously find inspiration in whatever life work is undertaken, because of their early environment of good taste in line and color. In your beautiful enchanted land, this evidence of creative inspiration is everywhere apparent, and as age mellows the structure of these halls of study they will stand monuments to the artist architects of California.

"In striking contrast to these schools are those of New England, the first having been built of hewn logs a year after the landing of the Pilgrims at Plymouth, Massachusetts, in 1620. Later the little red brick schoolhouses, now famous in prose and song, with its primitive lines and flat facades, became the regulation school building in New England.

"The children born of Pilgrim parents had much for which to thank their forefathers, whose thought of education was foremost at a time of peril and deprivation. In these crudely built cradles of learning many a later-day statesman, orator or merchant received his first tuition in the rudiments that spell success.

"We are bound to respect the traditions of pioneers in any land, and many schools now standing are revered, not from the point of architecture, but because of the material of human fiber that went into the building.

"Old things are beloved in New England, and so many of the schools still used in the country districts stand clear against a winter sky—piled about with snow and a beaten path leading to each door.

"The modern schools of New England are massive structures of stone and cement, but the severity of line still prevails.

"To the beauty of the California, old mission type of school is added the practical point of safety, the fire menace being minimized by the one-story building in an open space, so different from schools in Eastern cities—story upon story—where ground is so great a material consideration and heating a necessity."

Mexican Sketches

The Pacific Coast Architect takes pleasure in announcing the publication of a series of sketches made recently in Mexico by Mr. H. B. Schary.

Not only are these drawings interesting in themselves, for their artistic merit, the brilliance of their execution, their pictorial charm, but they open up a comparatively new field of opportunity to the California architec. It has been quite well known that Mexico abounded in churches, and some fine volumes of photographs have been issued, but outside from religious architecture, there is inspiration to be found there for a tremendous variety of uses, remarkably adapted for California climate and landscape. Mr. Schary's delightful bits of composition, gathered from this inexhaustible store house, suggest the possibilities that are waiting and available for use in the future development of the land of El Dorado.

Main Floor Plan, Chase Munsen Union High School, San Francisco

John Balfour, Architect
WHITCO is manufactured in solid brass and rustproof steel, brass trimmed. It is inexpensive and the labor cost of installation is much less than when any other type of hardware is used.

WHITCO is easily and quickly applied to single sash, pairs of sash and to multiple sash and wide openings without mullions. When installed it is entirely concealed.

You can buy Whitco from your retail dealers in builders' hardware.

Another BEAR BRAND

Removable Face
You can clean it!

China Shower Head Combination
4-inch Size

Same high grade construction as in the 5-inch White Bear Shower Head Combination that we have been manufacturing for several years. Correspondingly lower cost.

Catalogue and descriptive matter on Bear Brand Brass Goods gladly furnished on request.

Fig. 18
IN MEMORIAM

SYLVAIN SCHNAITTACHER - HARWOOD HEWITT - ALBIN R. JOHNSON

SYLVAIN SCHNAITTACHER
1875-1926

The architectural profession of California has suffered a great loss in the passing of Sylvain Schnaittacher.

No other architect of this State has devoted so much of his time and energy to unselfish work for the good of the profession.

From 1906 to 1916, he served as secretary of the San Francisco Chapter, A. I. A. For two years he was vice-president, two years president, three years director. Then he was called to a larger field, to act as Regional Director of the Western States for the national body. His death leaves this office vacant, as well as that of secretary of the California State Board of Architecture, of which he had been a member since 1910.

All who met Sylvain Schnaittacher were impressed by his sincerity, his straightforwardness, his kindliness. Those who were associated with him in Institute affairs found him wise in counsel, staunch in principle, considerate in discussion; always helpful, truthful, modest, loyal. His was a sterling character, and he will be remembered by his brother architects with affection, with gratitude, with respect.

HARWOOD HEWITT
1874-1926

But a little over a week ago we were all stunned by news of the sudden death of Harwood Hewitt. The shock was greater because many of us had seen and talked with him within the two or three days prior to his death.

He came amongst us first, twelve or thirteen years ago, from the East, after having equipped himself with the fullest and best preparation in architecture that the schools can give, having graduated from the Massachusetts Institute of Technology and taken his diploma from the Beaux Arts.

He was endowed with an enthusiasm for his work, a frank, attractive personality, and a gift for friendship that immediately won him a place in the hearts of all of us. He carried with him always the enthusiastic spirit of the teacher, was never happier than when called on to be one of us to discuss a problem in design or when we should visit his office for a little purpose. His enthusiasm was of a kind that led him to give largely of his time and energy to the criticism of student work in the Atelier, of which he was for some time patron.

Many beautiful works have come from his hand, all characterized by a fine feeling for design and adaptation to climate and conditions. Few individuals have contributed as much as he to the development of a satisfying residential type for Southern California.

Passing on as he has in the prime of life, at the age of fifty-two years, there can be no doubt that many important things in larger fields would have come from his pencil, as is fully evidenced by the beautiful preliminary sketches, well on their way, for his last and largest project, the Ebell Club. It is to be hoped that this building may be carried out by his successors in such manner as to constitute a fitting memorial to his splendid service—though to those of us who knew and loved Harwood Hewitt must always remain a sense of irreparable loss in the passing of this honorable, talented and stimulating friend.

ALBIN R. JOHNSON
1879-1926

For some thirty years Albin R. Johnson has been engaged in the practice of architecture in the San Francisco district, for most of this time associated with Frederick H. Meyer. A great many buildings show his handiwork, including some of the most important—both as to size, purpose, and architectural excellence.

Mr. Johnson was of a quiet, retiring disposition, but counted numerous friends both in the profession and in the building world. His attitude toward younger men, student draftsmen, was especially helpful, and the influence he exerted will be felt for years to come. His premature death will be felt as a distinct loss to the profession.
PROVIDENCE HOSPITAL, OAKLAND, CALIFORNIA
R. A. Herold, Architect  ·  C. C. Cuff, Associate  ·  Barrett & Hilp, Contractors
Empire Gypsum Tile Used Exclusively For Interior Partitions

QUIET—STRONG—FIREPROOF

These requirements, together with light weight and economy, so essential in modern hospital, office and hotel construction are outstanding characteristics of

EMPIRE GYPSUM TILE

Manufactured by

Pacific Portland Cement Company, Consolidated
Los Angeles  ·  San Francisco  ·  Portland, Ore.

Golden Gate Cement
Empire Plasters

Empire Gypsum Tile
Empire Insulex
(Gypsum Aircell Insulation)
Away with Makeshifts!

“Watertiteness” is desirable in every structure. Extraneous admixtures to concrete under field conditions are makeshifts that have cost enormous sums.

Old Mission
Plastik Watertite
Portland Cement

makes Waterproof Concrete without extra cost.

Old Mission PLASTIK WATERTITE represents the goal for which the entire Cement Industry has striven for the past twenty years.

Old Mission
Portland Cement Company
Manufacturers of Old Mission Portland Cement and Old Mission PLASTIK WATERTITE Portland Cement
Main Office: Standard Oil Building
San Francisco
PACIFIC-COAST
ARCHITECT
WITH WHICH IS INCORPORATED THE BUILDING REVIEW
VOLUME XXIX - SAN FRANCISCO AND LOS ANGELES - APRIL - 1925

CONTENTS

Community Living in Beautiful Lounges
Gullane-Side Porch, in the Home
An Earthquake-Proof Building
Editorial
Monthly Bulletin, American Institute of Architects
San Francisco Architectural Club Notes
The Enlarged Cliff Hotel, San Francisco
Modern Heating, Lighting and Power Problems

ILLUSTRATIONS

From The Roof Lounge, Enlarged Cliff Hotel, San Francisco, Schultze & Weaver, Architects
The Portals, Community Apartments, San Francisco
Entrance, The Portals, San Francisco
The Portals, San Francisco
Hyde Street Community Apartments, San Francisco
The Gothic Community Apartments, San Francisco
Massonettes Community Apartments, San Francisco
Interiors, Cluster Community Apartments, San Francisco
Roof Lounge, Enlarged Cliff Hotel
Entrance, Roof Lounge, Cliff Hotel
A Corner of the Roof Lounge, Cliff Hotel
Enlarged Lobby, Cliff Hotel

An Illustrated Monthly Magazine for the Architect, Contractor and Home Builder
Published by Harris Allen, A.I.A., Editor, and Charles W. McGahan, General Manager
SAN FRANCISCO, CALIFORNIA

Los Angeles: 111 West Ninth Street, Phone Tucker 1245

Design by William Moorer, Jr.
Over a Mile
of California Steel Windows (Warehouse Type)
used in this installation

WESTERN PIPE & STEEL CO. OF CALIFORNIA

W. W. Breite, Engineer

When durability is demanded,
California Copper Steel
Windows are used.
COMMUNISTIC LIVING ON BUSINESS LINES

T

HE economic principles of "communism" provide, from a theoretical standpoint, an ideal condition of living. But practical experiments have shown that pure theory is based upon an equality of conditions that has never yet existed.

The keen intelligence of the American business man, however, has grasped the value of combination to increase purchasing power and production while decreasing waste and duplication, he has demonstrated that these principles can be carried out in commerce and industry, and has proceeded to apply them to the housing problem in congested communities. As yet something of a novelty, the development of cooperative home ownership is quite evidently destined to become a large factor in the adjustment of city life to its increasing complications.

The first, and probably the most potent, of the causes behind this "movement" is to be found in the almost prohibitive cost of real estate in the high-class districts of large cities. It is obvious that for ten, twenty families to divide the cost of one desirable building site is economy for the individual and furthers the growth of the city in a way which is undoubtedly of economic advantage to the city.

With the process of construction there comes, of course, a cost saving which varies according to the size and the degree of standardization, but which in any case is bound to be considerable in comparison with the amount required to erect individual buildings of equal quality.

When it comes to maintenance, as much of the operating expense is due to service shared in common, such as elevator and janitor service, lighting and heating, insurance and taxes, the proportionate cost to each family is much less than would be the case with a separate home. Compared with the operation of a commercial apartment house, naturally the expenses com-
WORTH QUOTING AND NOTING

A COMMITTEE representing the Industrial Association of San Francisco, American Society of Civil Engineers, Builders' Exchange, San Francisco Chapter of Architects and American Association of Engineers, has submitted a report on the Santa Barbara earthquake to the San Francisco Board of Supervisors that reads in part as follows:

"Impartial investigation by competent observers of the results of the recent catastrophe at Santa Barbara indicates that a considerable portion of the failure of structures was due to faults in design, materials and workmanship.

"In order that no similar condition shall arise in San Francisco, a committee consisting of delegates from the American Society of Civil Engineers, San Francisco Chapter of the American Institute of Architects, American Association of Engineers, the Builders' Exchange, Industrial Association of San Francisco, etc., has been meeting to determine what additional steps should be taken to safeguard the lives and property of the citizens of San Francisco."

"In effect, the report recommends:

"That a chief engineer and a sufficient number of engineer assistants be employed to guarantee that the plans submitted to the Board of Works be properly checked before a building permit is granted and to carry on competent field inspection.

"That a trained analyst be added to the testing laboratory to secure samples of rock, gravel and sand at regular intervals, test and grade the same and establish standards for materials.

"That there be made tests of cement, structural steel, reinforcing bars, masonry and brick through the regular agencies that now exist. That test sheets covering these materials be secured and placed on file at the building by the contractor or owner and made available to the inspectors.

"That on buildings of Classes A, B, and C the owner employ an inspector to be on the job while structural elements are in progress.

"That there be differentiation in inspection procedure between those types of buildings where operations involve structural elements continuously and those types where they are only occasional. On the former type, that inspection be provided by the owner continuously. And on the latter inspection to be made during actual incorporation in the building of definite structural elements, or, in other words, that the owner have an inspector on the job during such times as materials which may affect the safety of the structure are being put in place.

"That no structural elements be concealed until a certificate of inspection has been posted on the job.

"The committee further recommended that six inspectors be added to the force of the Board of Works to care for the growing demands in the Building Department."

"In concluding, the committee states that its recommendations are offered with a view only toward the best interest of the community in order that persons and property may be adequately protected and suggests there be created an advisory board to consist of three members in addition to the chief inspector and the chief engineer of the Building Department. The board to be appointed from recommendations made by the American Society of Civil Engineers, American Institute of Architects and the Builders' Exchange."

*Reprinted from The Inspector*
THE PORTALS, MISS G. A. SHAFFER'S COMMUNITY APARTMENTS, SAN FRANCISCO
WEEKS & DAY, ARCHITECTS.
LEFT—TYPICAL FLOOR PLAN, THE GOTHIC APARTMENTS, SAN FRANCISCO.
C. A. MEUSSDORFER, ARCHITECT

RIGHT—FLOOR PLANS, "THE PORTALS" COMMUNITY APARTMENTS
WEEKS & DAY, ARCHITECTS
IN A HOTEL WITH THE FAME AND THE QUALITY OF THE CLIFT, NOTHING LESS THAN THE BEST COULD BE CONSIDERED IN THE FINISH OF WALLS AND WOODWORK, BOTH FOR DURABILITY AND FOR BEAUTY. THE ENLARGED CLIFT HOTEL, SAN FRANCISCO, CAL., SCHULTZE & WEAVER, ARCHITECTS. P. J. WALKER CO., BUILDERS. A. QUANDT & SONS, PAINTERS AND DECORATORS.

"Co-operation for Quality"

A. QUANDT & SONS

374 GUERRERO STREET • SAN FRANCISCO
PAINTERS AND DECORATORS SINCE 1885

All interior walls finished with Carter White Lead and Dutch Boy Flattening Oil, producing a beautiful velvet finish in a rich, deep stipple.

Our operations are State-wide
ROOF LOUNGE, ENLARGED CLIFF HOTEL, SAN FRANCISCO. SCHULTE & WEAVER, ARCHITECTS.

Photograph by Edward U. Young.
ENTRANCE, ROOF LOUNGE, ENLARGED CLIFT HOTEL, SAN FRANCISCO. SCHULTZE & WEAVER, ARCHITECTS.
Photograph by Lothers & Young.
A CORNER OF THE ROOF-LOUNGE, ENLARGED CLIFF HOTEL, SAN FRANCISCO.

SCHULTZE & WEAVER, ARCHITECTS.

PHOTOGRAPH BY L. H. VAN WYNG.
Terra Cotta for the Hotel

That the modern hotel architect realizes the value of good masonry construction is amply testified by the increasing use of Architectural Terra Cotta—the lightest, most beautiful and, in the end, most economical of permanent building materials.
LEFT—ENTRANCE TO MAIN DINING ROOM; RIGHT—FIREPLACE, MR. CLIFT'S ROOF BUNGALOW, ENLARGED CLIFT HOTEL, SAN FRANCISCO. SCHULTZE & WEAVER, ARCHITECTS.
LIVING ROOM, MR. CLIFT'S ROOF BUNGALOW, ENLARGED CLIFT HOTEL, SAN FRANCISCO.

Photograph by Lathrop & Young.

SCHULTZE & WEAVER, ARCHITECTS.
A CORNER OF THE LIVING ROOM, ROOF BUNGALOW OF MR. CLIFT, ENLARGED CLIFT HOTEL.
SAN FRANCISCO  SCHULTZ & WEAVER, ARCHITECTS.
COFFEE SHOP, ENLARGED CLIFT HOTEL, SAN FRANCISCO. SCHULTZE & WEAVER, ARCHITECTS.

Photograph by Leberic & Young.
ALL artificial stone, artificial marble, ornamental plaster and composition work in the Clift Hotel, shown in this and other illustrations of this magazine, were executed by the MacGruer & Simpson organization of plastering craftsmen. Where the plastering requirements are most exacting, where permanence and beauty are paramount, we pride ourselves on intelligent cooperation with the architect. Consider these recent plastering achievements: Biltmore Hotel, Biltmore Theater, Hellman Bank, Pacific Mutual Building, Pershing Square Building, W. M. Garland Building, Los Angeles Gas and Electric Co., all of Los Angeles; Pacific Southwest Bank, Pasadena; Mitchell Art Gallery and Museum, Bridges Art Gallery, San Diego; Matson Building, California Palace of the Legion of Honor, Main Bank of Italy, New Pantages Theater, San Francisco; and, now in progress, $650,000 plastering contract, The Breakers Hotel, Palm Beach, Florida.

MacGRUER & SIMPSON
CONTRACTING PLASTERERS FOR
Plain and Ornamental, Cement, Stucco, Artificial Stone and Art Plaster,
Highgrade Scagliola, Latin Textures and Other Hand Finishes
San Francisco Office and Showrooms: 266 Tehama Street. Telephone Garfield 512
Los Angeles Office and Showrooms: 1438 East 18th Street. Telephone Westmore 5602
All ornamental iron and bronze in the Clift Hotel addition was executed by us.

It is a fact that we welcome any order regardless of size, and though it be small and simple in design or elaborate and difficult, it receives our most conscientious care. From conception to execution, we offer sympathetic cooperation with the architect.

FEDERAL ORNAMENTAL IRON & BRONZE COMPANY
Sixteenth Street and San Bruno Avenue
San Francisco, California
Telephone Hemlock 4180
Los Angeles Pressed Brick Co’s Face Brick

Beverly Vista School, Beverly Hills
Gable & Wyant Architects

Los Angeles Pressed Brick Company’s Face Brick, with their varied colors and unusual adaptability to design, lend themselves naturally to the creation of unique architectural effects. Forty-eight varieties are burned in our kilns.

Los Angeles Pressed Brick Co
621 South Hope Street... TRinity 5761
Los Angeles
THE day has been filled with pleasing discoveries and adventures. Starting early this morning from Salerno, under a sky filled with beautiful cumulus clouds with bits of most intense blue showing between, we began working our way back into the hills, on every hand were frame buildings of most unusual interest, walls of stone or lava, and always roofed with tile. The tile in this section is almost always the typical Italian tile of flat pan and half-round cover tile placed over the joints. Hips are formed by using the pan tile. An unusual treatment is frequently given to the ridge by raising it about a foot above its normal position and protecting the top with the usual pan and cover tiles; the tiles in this case being placed at right angles to the ridge, which is in width nearly equal to the length of the tile, about 16 inches.

Many interesting and picturesque bits of detail are to be found about these old buildings, well curbs often being carried up and roofed over with a dome and an opening being left in the side wall giving access to the windlass and wooden buckets. Nearly all of these well structures are of pleasing form and add an interesting note to the general scheme. The primitive bake-oven is in evidence and in practical use and one must admit that the bread made from coarse flour and baked in these ovens does possess a wonderful native quality, and this same quality is to be found in all of the simple farm-made products, from amply stuffed olives preserved in oil to the many different forms of cheese that one will have served to him.

As the day advances we work our way farther back into the hills, the bleating of sheep, soft tinkling of bells, and the song of the birds instill into one a feeling of profound peace and quiet. As we wander along we chance upon a farm building of somewhat larger proportions than others we have observed. This estate is enclosed by a wall and a heavy wooden gate. At the farther end of this court is the house proper, one of the eight quarters for those employed upon the land, while upon the left a low-roofed shed for the storage of farm vehicles and implements occurs. The padrone, as soon as he learned of our mission and nationality, could not do enough for us. First, as a matter of course, must be the glass of wine—the making of wine was the principal work of this estate—and after partaking of other refreshments we were conducted about the house. All of the living rooms occur up on the second floor and in practically all cases give onto large balconies or terraces the floors of which
ROWNED with Medium Cordova Tile, this novel and interesting business structure, the Administration Office of the J. Harvey McCarthy Co., Los Angeles, presents a striking contrast to buildings usually erected for such purposes. It goes to show that beauty and utility need not be strangers.

GLADDING · McBEAN · & · CO.
GENERAL OFFICE: 660 MARKET STREET, SAN FRANCISCO

Los Angeles Office: New Pacific Finance Building, 624 South Hope Street
Seattle Office: Dexter Horton Building
Portland Office: U. S. National Bank Building
Oakland Office: Twenty-second and Market Street
A TYPICAL FARM BUILDING IN THE VICINITY OF GIPPSON VALLEY, FLA.
ENTRANCE GATEWAY TO A LARGE FARM GROUP NEAR SALERNO.

Photograph by William M. Clarke.
COURTYARD IN FARM GROUP NEAR SALERNO.

Photograph by William M. Clarke.
An Interesting and Useful Book for the Architectural Profession

BRICKWORK IN ITALY

TABLE OF CONTENTS

Frontispiece .................................. Facing Title
Introduction and Preface ....................... VII-XIX

PART I

Brick in Roman Antiquity
Manufacture and Sizes .......................... 1-5
Brick in Construction .......................... 5-8
Walls ........................................... 8-11
Arches .......................................... 12-13
Vaults .......................................... 13-23
Brick in Decoration ............................ 23-26
Leading Examples .............................. 26-46

PART II

Brick in the Middle Ages
Manufacture and Construction .................. 47-48
The Ravenna Period ............................ 48-65
Longobard and Pre-Lombard Periods .......... 65-89
Lombard-Romanesque Period ................... 89-140
Gothic Period .................................. 141-177

PART III

Renaissance and Baroque Brickwork
Manufacture and Construction .................. 178-170
Arches, Vaults, and Cupolas .................... 180-182
Brick in Decoration ............................ 182-185
Period I of the Renaissance .................... 185-215
Period II of the Renaissance ................. 215-228
The Baroque and the XVIII Century .......... 228-245

PART IV

Brick in the Modern Period
Manufacture .................................... 246-248
Example of Modern Domestic Architecture .... 248-250
Sacred Architecture ............................ 251-285
Restorations .................................... 285-297
Map and Index .................................. 298-299

THAT "Brickwork in Italy" has accomplished what it was intended to do—to present the beautiful brickwork of Italy in a comprehensive way—is clearly indicated by the enthusiasm with which architects have received this book. We quote from a few of many commendations:

"We do not believe there is a book in our library with more interesting plates and information between its covers."

"I know of no book which gives such an exhaustive study of brickwork and it will be of great assistance in our work."

"We find the work one of the most thorough and exhaustive of anything that has come to our attention and shall find it a source of considerable inspiration."

"There is a tremendous amount of interesting material in this book and it should prove valuable in an architect's library."

"It is unlike anything we have and will prove very useful to us."

"It is a splendid book and will prove of value in my practice."

The table of contents indicates the scope of the book. The text, which is illustrated with 20 four-color illustrations, 300 halftone plates and 69 drawings, is the work of two Italian scholars, Prof. Carlo Roccattelli and Prof. Enrico Verdozzi. The preface is written by Comm. Prof. Gustavo Giovannoni.

"Brickwork in Italy," bound in linen, will be sent postpaid upon receipt of $6.00.

A 24-page prospectus will be sent free, upon request.
Address, American Face Brick Association, 1767 Peoples Life Building, Chicago, Illinois.
AN EARTHQUAKE-PROOF BUILDING

BY ARCHUO S. GRAYBEZ

19th Annual Convention of the American Institute of Architects, 1895.

The term 1895 marks the beginning of the historical period of earthquakes in California. Since then, major earthquakes of varying intensities have occurred in different parts of the state, including a number of major shocks which have occurred with a sort of periodicity that justifies the assumption that they will continue to occur at intervals. For instance, in the northern Coast Range, shocks of intensity VIII, on the Mercalli scale, occurred during the years 1869, 1871, 1875, 1881, 1884, 1885, and 1891, as well as in Southern California, shocks of intensity VIII occurred during the years 1872, 1873, 1877, 1878, and 1890. Furthermore, during the interval of 156 years, between 1749 and 1905, more than fifty earthquakes of intensity VIII occurred in various localities of California. Intensity VIII is defined by the "fall of chimneys, cracks in walls of buildings," intensity IX means "great disasters; overturning of rocks, fissures in surface of earth, mountain slides." These facts are mentioned to show the need for considering earthquake forces when designing buildings. Experience has shown that it is possible, within limitations for each type, to construct buildings having frames of timber, or reinforced concrete or of structural steel, that will successfully resist the most severe earthquake that has occurred in California during the last century and a half. When buildings are well constructed, earthquakes need not be feared. Good construction depends on three factors: correct design, good materials, and good workmanship. A serious deficiency in any one of these three factors may be sufficient to spell ruin for a building in a severe earthquake.

One of the conclusions reached by the writer as a result of extensive observations made at Santa Barbara immediately after the earthquake of June 29, 1906, was that a properly designed and braced timber frame house on a concrete foundation, extending high enough above the surface of the ground to prevent decay of the underpinning, with fire-resistant roof covering of light weight, and woodshed-like exterior walls covered with reinforced stucco, constitutes the ideal dwelling of moderate price from the standpoint of resistance to earthquakes. Since this type of dwelling is so well suited to conditions in California, this article has been written briefly to outline the chief features of its structural design in order to reduce the earthquake hazard to a minimum. To accomplish this, two requirements must be satisfied: 1. The natural foundation must be reliable; all parts of the building must be of an essentially rigid character and securely fixed against instrument motions that may affect the entire structure. 2. The mass of the building must be such that the effects of a given earthquake will not be exaggerated in the foundation. A broad classification is to regard the masses of the houses and buildings during an earthquake in proportion to their total weight. When a large earthquake occurs on the earth's surface, the buildings and materials on which it is built are subjected to a force proportional to the entire weight of the building and to the intensity of the shock. Those vibrations which result in violent earth movements, of horizontal duration, "landslides" or "landslides," create those lines of material to be regarded as such a structure as to make buildings and masses violently "in a two-fold" more than when the buildings rest directly on solid rock. It is the character of the vibration or duration of the entire foundation of the building, and its nature of foundation that the buildings are most severely shaken. The buildings in a region somewhere between one-third and two-thirds of their height.

Because of the nature of a building, the mechanical effect of rapid vibration on its natural foundation is equivalent to the application of horizontal thrusts such as H1, H2, and H3 in Figure 2. When the frame is in line, as shown in Figure 1, the greatest strain occurs at the base in the underpinning. When the frame is in line, as shown in Figure 1, the greatest strain occurs on the entire structure, the frame, and the foundation. The entire building also tends to slide from its position, particularly when the top of the foundation is slightly continuous, but not rigidly continuous, during an earthquake. In a severe earthquake, sudden shaking of a building may be anticipated if it is founded on sand, or alluvium, or Recent alluvium on a subsoil. If possible, such locations should be avoided.

Assuming a natural earthquake well-defined generic shaking...
Don’t let the roof mar the beauty or safety of the structure you design.
Many beautiful California buildings owe their charm and permanence to the architect’s wise insistence that the builder use Simons Spanish Tile.

Simons Brick Co.
125 W. Third Street
Los Angeles

Simons Spanish Tile
and as a natural foundation, the excavation for the concrete foundation should always be stepped, as shown in Figure 4, rather than sloped, as shown in Figure 3, in order to retard the building or its foundation from sliding. In order to prevent decay of the sill and underpinning, the height ho in Figure 4 should be a minimum of 6 inches, and to obtain reliable bearing on the natural foundation, the depth he should not be less than 12 inches. The foundation should contain at least five bags of Portland cement per cubic yard of concrete. In order to tie its different parts together, the concrete foundation should be reinforced with two steel rods not less than 3/8 inch in diameter, as shown in Figures 4 and 8. The ends of the separate lengths of these rods should have 18 degree hooks, they should overlap at least two feet and the overlap should not be placed at the corners of the foundation. The internal transverse and longitudinal concrete foundations should be similarly reinforced so as to be well tied to the exterior foundation. Particular care should be taken to dimension the various bearing areas between concrete and natural foundations so that they will be in proportion to the superimposed vertical loads from the building. This will prevent unequal settlement with consequent damage to plaster when the natural foundation yields during the vibration caused by an earthquake.

At intervals of about four feet, bolts 1/2 inches long by 3/8 inch in diameter should be imbedded vertically in the concrete foundation, as shown at AB in Figures 4 and 8, to provide for anchorage of the redwood sill which should be bolted tightly with nuts and washers. The eight anchor bolts shown in Figure 4 give that side of the building alone a resistance against slipping from the concrete foundation about 80,000 pounds greater than the resistance of the side shown in Figure 3. In Figure 7 the plan of the top of the concrete foundation is outlined by dashed lines but neither reinforcement rods nor anchor bolts are shown.

UNDERPINNING. The sill should be 2 by 6 inches in location and of redwood, because direct bearing through the sill to decay than that on posts. The position properly given in the underpinning, which should consist of a pair of 4 by 8-inch redwoods placed in such manner to be well braced by diagonal members at the same time arranged as shown in Figure 4, rather than as shown in Figure 3 which illustration may be used for reference to Figures 1 and 2. The frame in Figure 1 may become distorted as in Figure 2, but if the distance ah in Figure 1 may become shortened at the distance of Figure 2. The insertion of a number about as, called a diagonal stud brace, prevents this change in distance and hence may to prevent distortion of the frame. It removes the ends of the diagonal stud braces at c and d, at any intermediate point in the brace, but not at either end. To prevent such slipping, the diagonal braces of the underpinning in Figure 4 are made continuous rather than not continuous as in Figure 3, and stay, 4, 6, and inches in section, are welded between the vertical studs at their ends, as shown at in Figures 4 and 8. Furthermore, the ends of the diagonal braces in Figures 4 and 5 have an angle not the blunter angle than are the ends of the braces in Figure 3, this increases their resistance. To prevent inverting bolts should be drilled in the stays for the large nuts that should be used. After the diagonal braces are in place, the stays should be tightly wired into position and each stay should have ten 1½-inch nails driven in line to split the sill. The underpinning of each side of the building should have at least two diagonal stud braces sloping in each direction as shown in Figure 4.

Assuming the common practice of using 12-penny nails at each joint of the braces in Figure 1, the underpinning as braced in Figure 4 can withstand a horizontal thrust at the level of the plate, ten times greater than that which may be resisted by the underpinning in Figure 3. This great increase in resistance is accomplished at small cost by employing more efficient timber joints.
BEAUTIFULLY designed, tastefully decorated and thoroughly modern and comfortable in every detail, the new Los Altos Apartments, in Los Angeles, is a credit to its builders—Luther T. Mayo and Preston S. Wright.

With Super Locklath used exclusively on all interior walls and ceilings their beauty is made permanent by a base that is fire safe, insulated against heat and cold, moisture proof, soundproof and strong. And Super Locklath retains these qualities under any and all conditions.

Our new booklet—"Planning Your Walls for Comfort"—is not technical but may give you many valuable ideas concerning wall construction. It will be sent without charge.

SUPER LOCKLATH
"Plastoid-Made"

PLASTOID PRODUCTS, INC.

Northern Division Office
318 Builders' Exchange Bldg.
Oakland, Calif.

Southern Division Office
1725 South Downey Road
Los Angeles, Calif.

SUPER LOCKLATH IS SOLD BY ALL BUILDING MATERIAL DEALERS
The first of a series of original sketches made in Mexico by Mr. F. A. Tulle.
PLASTITE

Goes further—does not tire the workman—makes a permanently watertight job.

PLASTITE meets all the requirements of portland cement, with the addition of waterproof and plastic qualities. Because it is so plastic it can be worked easily and without fatigue. A man will get more yardage in a day with Plastite—and the job can be permanently watertight besides. The use of admixtures to make concrete or stucco waterproof is dangerous. Plastite is scientifically made at the mill, and continuously tested by laboratories. Its waterproofing qualities endure forever because it contains no oils, fats or soaps.

Architects, engineers, contractors and building material dealers recommend Plastite. Its use throughout Southern California is growing each month.

If you do not know all about Plastite, ask the nearest dealer. Or write direct to us for data on any character of work in which you are specially interested.

"Plastite Progress"—an illustrated monthly magazine—will be sent on request.

RIVERSIDE PORTLAND CEMENT CO.

Manufacturers of "PLASTITE" Waterproof Plastic Cement, "BEAR" and "RIVERSIDE" Portland Cement and of "BEAR" Oil Well Cement

724 So. Spring St. LOS ANGELES Trinity 3951
EDITORIAL

Architectural Education

A LARGE and handsome volume has recently been published giving the proceedings of the first international congress on architectural education.

Thoughtful study of these proceedings will no doubt be indulged in by those in charge of our academic departments, and, perhaps, our ateliers. Very few actively practicing architects will give time to anything which is apparently no longer a concern to them.

Yet this subject does concern them, not alone as to the supply of draftsmen able to carry out their designs, but as to the standing, the continuity of the entire profession. Hear what William Emerson of the Massachusetts Institute of Technology has to say of the present, and F. H. Bosworth of Cornell of the future.

"We are working for one great objective—the more general recognition of architecture as a profession for the practice of which adequate preparation is essential."

"We are eliminating the unessential."

"In brief, our major effort is being directed toward:

(1) The teaching of fundamental principles rather than the study of countless details;

(2) The teaching of the orders and elements of architecture in their normal relation to structures rather than as isolated features;

(3) The producing of programs that are illustrative of modern problems in our own country based upon intrinsically sound principles of composition in plan and decoration;

(4) The adaptation to our local conditions of the atelier system and with it of that logical procedure in the study of design, for both of which we are indebted to the Ecole des Beaux-Arts in Paris; and finally

(5) The coordination of our teaching whether it be of history, construction, drawing or modeling so that each and all unite in emphasizing the transcendental value of design as the keystone in our arch of Architectural Education."

"These are the traits which we would wish should be education's inheritance. From practice, the knowledge that no school can teach by system alone, that teaching in fact is only possible when it is learning, an act not of the teacher but of the pupil; that books and curricula are of use only so long as they serve as the crucibles in which teaching is transmuted into the precious gold of learning by the fire of imagination and enthusiasm kindled by contact with great personality. The awakening of the imagination is an act of the spirit rather than of the mind."

The New Spirit

IN a recent magazine devoted to American business was printed the resume of many answers received to the question, "What was the greatest contribution to the development of business in the first quarter of the Twentieth Century?"

The consensus of opinion, by a heavy majority, is to an effect that will at first seem extraordinary to most people. Instead of naming inventions, electricity, financial methods, advertising, education, transportation—the greatest factor in business development has been something intangible, indestructible, difficult to describe, but which is an undeniable fact. Using such words as "morale," "honesty," "spirit of service," "ethics," "cooperation," the general meaning may be put as "a scientific and professional spirit in business."

To the architect, as to other professional men, this spirit which governs conduct has long been familiar, as laid down in his professional code of ethics, as "mandatory" upon him in his practice. Gradually, the conduct of business and the professions is growing closer, governed more nearly by the same principles and ideals. In spite of the gloomy denunciations of our socialist and bolshevistic friends, the world do be growing better.

A complete showing of the distinctive California homes designed by George Washington Smith of Santa Barbara will be made in the pages of this magazine for May.
HOLLOW Metal Elevator Fronts, Nonpareil Skylights, Kalomine and Sheet Metal Work for the Clift Hotel manufactured and installed by the Forderer Cornice Works.

Campbell Metal Windows · Nonpareil Skylights
Sheet Metal Work · Baked Enamel Finish
Hollow Metal Doors and Trim
Met-Elec Base

FORDERER CORNICE WORKS

Executive Offices and Factory:
Potrero Avenue and Sixteenth Street, San Francisco

Los Angeles Office:
927 W. M. Garland Building, 9th and Spring Streets
SAN FRANCISCO CHAPTER AMERICAN INSTITUTE OF ARCHITECTS
MONTILHY BULLETIN

OFFICERS
John Reid, Jr., President
Harris Allen, Vice-President
Albert J. Evans, Secretary

DIRECTORS
J. E. Farquharson, three years
W. C. Healy, three years
Frank H. Burke, two years
Willis G. Cory, two years
George W. Eckbo, one year
Arthur Remmey, one year

NEXT MEETING
The next meeting of The San Francisco Chapter, The
American Institute of Architects, will be held on Tues-
day, April 28, 1926, at 6:30 p.m., at the rooms of the
San Francisco Architectural Club, 524 Pine street. Diners
will be served at 75 cents per plate.

MARCH MEETING
The regular meeting of The American Institute of Archi-
tects, San Francisco Chapter, was held on Tuesday,
March 16, 1926, at the rooms of the San Francisco Archi-
tectural Club, 524 Pine street. The meeting was called to
order by President John Reid, Jr., at 7:00 p.m.

The following members were present: John Reid, Jr.,
Ernest L. Norberg, Earle B. Bertz, Harris Allen, Stanton
D. Willard, G. F. Ashley, Edgar B. Hutt, Howard E.
Burnett, Albert Schroeder, B. S. Hirschfeld, Morris M.
Bruce, W. B. Faville, Ernest Hildebrand, John Galen
Howard, James H. Mitchell, William Mosser.

In the absence of the Secretaries, Mr. G. F. Ashley was
appointed Secretary pro tem.

MINUTES
The minutes of the previous meeting were accepted as
published.

REPORTS OF STANDING COMMITTEES
Neither Mr. Bakewell, chairman, nor Mr. Fairweather,
of the Standing Committee on Civic Developments, was
present to report upon the improvement of Fulton street
in the Civic Center.

Mr. Harris Allen, chairman of the Committee on Pub-
lie Information and Entertainment, reported progress.

Mr. Earle B. Bertz, for the Executive Committee, pre-
sented a resolution as follows:

"That it is the sense of the members of the San Francisco
Chapter that it is undesirable for the Institute to increase
the annual dues five dollars, that the delegates to the
convention be advised of the above, and that they use
their own judgment as to their voting, after they have
obtained further information on the subject."

After some discussion by Messrs. Faville, Mosser and
Allen and President Reid, it was moved, seconded and
carried that the resolution be adopted as indicative of the
sentiment of the Chapter.

NEW BUSINESS
The delegates to the Fifty-ninth Annual Convention were
elected as follows: E. B. Bertz, Ernest Cowxhead, Wm. B.
Faville, John Galen Howard and Jas T. Narbett, with the
understanding that Albert J. Evors, as Secretary of the
Chapter, would be a delegate ex officio. It was moved,
seconded and passed that all other Institute members of the
Chapter were elected as alternative delegates to the
convention.

The Secretaries read communications from the Board of
Directors of the A. I. A., inviting the Chapter for their
entertainment on the occasion of the opening of the new
building of the San Francisco Chapter. Also a communica-
tion from Mr. P. Evetts Willard, President of the A. I. A.
behalf of the trustees and Sorummary of the Trustees, in
the form of a tribute to the memory of the late Hyman
Schnittman.

Letters of appreciation were read from the families of the late
Messrs. Hesselman and Schnittman who were present in the
Audience.

Announcement was made of the death of Mr. William
J. Wyeth, a Chapter member, on March 19.

The Secretary announced the election of Mr. C. Harold
Hopkins, Woodland, Calif., an Institute member.

The Luncheon meeting for March 16, at which Messrs.
A. Lowden, of the Scientific Research Department of the
A. I. A. was verified, the place of meeting to be announced
later.

At the request of Mr. Smith of the Board of Directors,
the Secretary advised the Chapter that a new Section, on Art and
Architecture, had been elected to the Commonwealth Club.
Commonwealth members of the Chapter were urged to
join.

The Secretaries informed that the Civic Planning
Commission has a new height limit for unrestrained,
uncontrolled height-zoning for San Francisco, and that the Com-
mission has acted in accordance with the Chapter's
recommendation, and that President Reid advised that he would
appoint a committee to confer with the Civic Planning
Commission and the Civic Planning Section of the Comm-
monwealth Club on this connection.

A communication from the San Francisco State Building
Association of the Builders' Exchange, April 1926, and
requesting that the clause "all stair density" be construed by a
responsible state board, was read. The Secretary was instructed to
read a communication from the Builders' Exchange, that the matter
had been brought before the Board.

SPECIAL COMMITTEES
The report of the Committee on Resolution on the death of
the late Albert J. Evors was presented by Mr. Harris
Allen and adopted by the Chapter, as follows:

The San Francisco Chapter, The American Institute of
Architects, hereby recommends, that the following
resolution be read, and the accompanying letter be
enclosed in the Minutes of the A. I. A. Board Meeting,
and an appropriate letter be sent to the Commentary of
the late Mr. Albert J. Evors, as Secretary of the
Chapter, who served as a delegate ex officio.

A. Mr. J. E. Farquharson, in his capacity as President of the
American Institute of Architects, has decided to establish a
series of "Memorial Lectures" in the memory of the late
Albert J. Evors, as Secretary of the Chapter, and to
encourage the Committee on Civic Developments to
consider this idea, so that the members of the
Institute may feel that they are contributing to the
welfare of the city and country, through their
participation in the development of problems and
questions which will be discussed at these lectures.

He also desires that the Institute and all its members
shall feel that Albert J. Evors, as Secretary of the
Chapter, shall be honored by the establishment of
such a series of "Memorial Lectures," and that the
members shall feel that they are contributing to the
welfare of the city and country, through their
participation in the development of problems and
questions which will be discussed at these lectures.
The Corner Stone of the Electrical Equipment

EVERYTHING else is hidden from view. The Panelboard stands alone to represent the quality of the job. It is, indeed, not far fetched to visualize this unit as the corner stone of the electrical work.

The high importance of a truly worthy panelboard was realized when the first Panelboard was built. Thirty-five years later the safety type, molded section panelboard came into being. It was an original of its kind. Six years have been devoted to its manufacture.

Through its high quality of material and workmanship, its standardized construction, its oversize parts, its ability to render long usefulness and wear—the Panelboard stands alone—the panelboard to most adequately represent your efforts. It is well to specify Panelboards, for they cost less installed and are "the sign of a better job."

The Catalog has long been conceded to be the manual of correct panelboard practice. It is furnished on request, without obligation.

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

DISTRICT OFFICES

Atlanta, Ga.
Baltimore, Md.
Boston, Mass.
Chicago, Ill.
Cincinnati, Ohio

Dallas, Texas
Denver, Colo.
Detroit, Mich.
Kansas City, Mo.
Los Angeles, Calif.

Minneapolis, Minn.
New Orleans, La.
New York City, N. Y.
Pittsburgh, Pa.

London, Ont., Canada
Portland, Oregon
Seattle, Wash.
San Francisco, Calif.
St. Louis, Mo.
Winnipeg, Canada
ULL to inadequate accommodations and unfavorable location the old club quarters at 77 O'Farrell street were recently abandoned. A club building of their own—a dream long cherished by the members—became a reality when, by a stroke of good fortune, the club was able to secure the three-story building at 524 Pine street. Around the corner from Chinatown, in the heart of the financial and commercial districts, the new club stands—an oasis for those who will avail themselves of the new quarters during their "off" hours.

The first floor has been devoted to a banquet hall, large stage and kitchenette, with ample storeroom, and will be the scene of our future club activities, exhibitions and the famous S. F. A C. "JINX." The second floor has been laid out with offices, wardrobe accommodations and a roomy lounge room.

The entire third floor is occupied by the Atelier, with a spacious library across one end. A novel and original feature of the Atelier is that the walls have been left bare and will soon be covered with sketches and decorations of the students.

The stairway leading up from the sidewalk admits one to the club proper, that is, the second floor containing the offices and lounge room. Here may be found all the desirable features of club life. The aspect of formality presented by the mahogany desks and office is nicely contrasted by the air of leisure and informality which prevails in the adjoining lounge. Here easy chairs are conveniently placed, conducive to pleasant social and professional intercourse, or wherein the current architectural periodicals may be perused at leisure. The lounge is further graced by the usual pool and billiard tables, (without which some of the members would not feel at home).

Well-placed stairways connect the lounge room with both the Atelier and the hall below.

The elegant appearance of the new club quarters is due entirely to the generosity of the various contractors and building materials companies of San Francisco. The club is especially grateful to Messrs. Fink and Schindler, who, through Mr. Fred Monk, donated and installed the handsome paneled office; the hardwood for this work was donated by the Kirschman Hardwood Company; the walls and ceilings of the first and second floors were covered with sheet rock finished with Textone furnished and installed by the United States Gypsum Company through their representative, Mr. Robertson; the hardwood floors were donated by the Higginson Lumber Company through their Mr. Watts; the tile floor in the office was donated by Gladding McBean & Company, through Mr. Cole, and laid by Malott and Peterson, the latter firm also furnished and installed the composition floors in the kitchen, lobbies, etc., the handsome stone mantel was made especially for us by P. Grassi & Company and under the direction of our contractor, Mr. Stanton Willard, the lighting fixtures were donated by the Roberts Manufacturing Company through their Mr. W. J. Kerr, the iron stair

rails by Messrs. Fair; the electrical heaters are of the Magnatone type and were furnished by the club to Mr. H. R. Johnson; the plaster work was donated by the San Francisco plaster company, the electrical work by the H. E. Titus Company, plumbing by the Pacifica Company, Doctors for the stage was furnished by Mr. O. N. Chestnut of the Chestnut Company.

The entire work was carried on under the direction of Mr. George Wagner, consulting one of the charter members of the club, who to date has laid up no less than five different club quarters. There were numerous other donations in the nature of material and labor for which the club is very grateful.

With the establishment of our new home an accomplished, it is hoped that the members will take equal interest in club activities. Our standing at an architectural club must be preserved, and if we are to gain the recognition that is justly ours every member must do his bit for the good of the club.

The new building will be officially opened the third week of April. An entire week will be devoted to the grand opening and will be known as Open House Week, extending from Monday, April 11, to Saturday, April 16. It will be a week of entertainment programs being arranged for each night by the Entertainment Committee, C. Trudell and C. F. Shill.

The officers for the coming year, who inaugurated this new building, are President, Ernest E. Weibe, Vice-President, Howard E. Burner, Secretary, Clyde F. Trudell, Treasurer, Ira H. Springer, and Directors, Lawrence C. Sten, Harry Langley and Arthur D. Janssen.

Atelier work is already well under way, and rapid progress is being made in the Beaux Arts problems. Due to the untiring efforts and able criticism of the two persons, Mr. E. L. Frick and Mr. E. E. Weibe, both of whom have studied in Paris and toured the continent and who in every way are striving to perfect the Atelier. The work of the patrons is very satisfactorily supplemented by the hearty assistance of Messrs. H. Andrews and Swanson, R. Blas. "The Order Class" under Mr. J. Martin is once again producing fine work.

Activities which will soon be under way are:

An extensive members' drive conducted by Art. Janssen, for the purpose of building up the museum and also to bring the club benefits from insurance and similar concerns.

A "greater-than-ever" ball and tournament under the supervision of Harry Langley and with the assistance of Al Williams.

The organization of a club orchestra. The "band" has already met several times for practice and is making rapid strides in harmony and violin under the recent guidance of Prof. Ira Springer, who also handles the club bank "notes."

Several exhibitions of architectural work, house sketches, etc., will be held at the club in the near future, the dates to be announced later.

The next regular monthly business meeting will be held, as usual, on the first Wednesday of the month.
ARCHITECTS are giving more and more thought to the practical and mechanical elements of building construction as compared with the purely aesthetic features. As a result the selection of materials and equipment is now based on the service which they will render in the way of security and comfort to the guests or tenants of the building, as well as for architectural treatment. In line with these new concepts Dahlstrom Metal Doors and Trim are being used to a great extent to furnish security of life and property and to cut down the annual drain of maintenance expense.

We shall be pleased to put your name on our list to receive our architectural literature.

DAHLSTROM METALLIC DOOR COMPANY
INCORPORATED 1904
JAMESTOWN, NEW YORK.

LOS ANGELES, CAL., G. R. Brandin, Transportation Bldg., 7th and Los Angeles Sts.
SAN FRANCISCO, CAL., J. K. Murphy, 1914 Hearst Building.
PORTLAND, ORE., McCracken & Ripley, 61-67 Albina Ave.
SEATTLE, WASH., E. H. Camp, 511 Bell St.
SALT LAKE CITY, UTAH, Manufacturers Specialties Co., Boston Building.
THE ENLARGED CLIFT HOTEL, SAN FRANCISCO

[BY CHARLES W. MURTHAW]

Last why a "job of remodeling" should attract so much attention in a city where building enterprises include the Standard Oil Building, Mission Building, California Palace of the Legion of Honor, Huntington Apartments, the new Lenox, new Telephone Company Building, and many others, is a question which seems puzzling. But there is no denying that from its inception to its completion the Clift Hotel addition has been very much in the public eye and, what is more to the point, has been watched with more than ordinary interest by the architectural profession and the building industry.

At a time when such great projects as the Russ Building, the Hunter-Dulin Building, Mark Hopkins Hotel and many other notable structures are actually going forward in San Francisco, it seems singular that the completion of the enlarged Clift Hotel should not have been submerged in the greater architectural "goings-on," almost in the same neighborhood. But there can be no denying that this "job of remodeling" has been the center of keen interest on the part of the profession, of the building industry and of the lay public.

The fact that the enlargement of the Clift Hotel represents an expenditure in excess of three million dollars is not enough to account for the extreme interest that San Francisco has shown in this undertaking, for there are many other building projects which exceed it greatly in cost. We must look elsewhere for the explanation.

To some extent, the professional interest may have been due to the unusual feat of adding some 250 guestrooms to a hotel already completed and occupied, the addition of three entire stories to the original structure and the erection of a complete new wing, 17 stories in height, the completed whole to be entirely harmonious, the new with the old and the old with the new. No doubt some part of the interest in the Clift project was due, too, to the fact that this was the first commission of magnitude undertaken in San Francisco by Schultze & Weaver, the architects.

As for the general public, we need not seek far for an explanation, for it is doubtful whether any hotel on our coast has endeared itself or established itself more firmly as a part of the life of the city it occupies than has the Clift since its opening in the year of the Panama-Pacific Exposition in San Francisco. In fact, it was the increasing popularity of the hotel which made it necessary to undertake the enlargement.

Speculate as we may on the reasons for the unusual degree of interest displayed in the Clift, there is no denying that it existed, and now that the new Clift has been finally opened and submitted itself to inspection, there can be no question that the work has been done. There may be flaws for the critical to delight in, but even these are surprising few and hard to detect and fade into nothingness when one reflects that here is a structure, not built complete and anew from the ground up, but enlarged and expanded and improved without even an interruption of the complex regular business going on twenty-four hours a day within its walls. For it is a fact that guests were comfortably housed at the Clift during all of the building operations.

The most surprising feature of the Clift of today is the fact that those who knew it best have great difficulty in detecting in any detail where the old leaves off and the new begins. And that, after all, is the real test of this three-million-dollar "job of remodeling." That was the

Structural Steel

for the enlarged

Clift Hotel

fabricated and erected by

DYER BROTHERS
GOLDEN WEST IRON WORKS ( INC.)

Office and Works: 1940 Mission Street, San Francisco

PALACE HARDWARE CO.
SAN FRANCISCO SPECIAL HARDWARE STORE

CORBIN LOCKS and STANLEY BUTTS
for the new Clift Hotel addition, San Francisco

551 Market Street - Telephone number 5063
Permanent beauty and utility—with economy—can be achieved with California Stucco Products in any structure the architect may elect to design. Buildings in all parts of the country prove it. Pictured here is a leading bank in Hawaii in which the entire exterior finish, including all cast work and ornaments, was executed with California Stucco of a light stone color and texture. The stone imitated was surpassed, the structural value of the building was increased, and a considerable saving in cost over stone veneer was effected.

CALIFORNIA STUCCO PRODUCTS COMPANY
SAN FRANCISCO AND LOS ANGELES
Precious Books have worthy bindings. Great Paintings hang in fitting frames.

So the cultural treasures of Los Angeles are harmoniously housed in the Los Angeles Museum of History, Science and Art.

**Perma-Light**

Wall Finishes

were used exclusively in this structure.

Have you a set of our Working Specifications?

Every statement by word or picture, expressed or implied, appearing over our firm name is guaranteed to be 100 per cent authentic and dependable.

HILL. HUBBELL & COMPANY

Paint Specialists

EXECUTIVE OFFICES AND WORKS · SAN FRANCISCO

Los Angeles · Oakland · Portland · Seattle · New York · Tulsa
WALLS OF DICKEY MASTERTILE
Veneered with Dickey Face Brick

Here is a type of construction that combines the distinction of Dickey Face Brick with the economy of Dickey Mastertile. The walls cost substantially less than solid masonry walls because of the savings possible through the use of Dickey Mastertile—savings in cartage and handling, savings on labor and mortar.

This type of construction is now being widely used by Central California architects.

DICKEY BURNED CLAY PRODUCTS
DICKEY MASTERTILE • FACE BRICK • FIRE BRICK
Partition Tile, Furring Tile, Paving Brick, Sewer Brick, Step and Walk Brick, Drain Tile, Flue Lining

Made by CALIFORNIA BRICK COMPANY and LIVERMORE FIRE BRICK WORKS, INC., Associated Companies
SAN FRANCISCO AND OAKLAND
GIFFONI-VALLE-PIANA IN THE HILLS

form the roots of the buildings in the court. In conjunction with these terraces it is interesting to note an unusual method employed for supporting the vertical poles used in conjunction with the arbor. In place of using a stone column or post or a wooden post resting upon the wall, a stone corbel was built into the outer face of the wall about eight feet from the top and above this corbel another stone was set out from the wall, through this stone a hole was drilled through which the pole was passed, the base of the pole resting upon the corbel, these poles with their supports being placed along the face of the walls at proper intervals for the support of the arbor covering the terrace.

The ceilings in this house were about fifteen feet in height and showed the beams, which were timbers left in the round. The walls, both exterior and interior, would average two feet in thickness and were of stone. All of the rooms were well and simply furnished with a few old pieces of good design. The kitchen was of unusual interest, with its open fire for cooking, with spit and crane and a wealth of fine old hand-wrought copper utensils hanging upon the walls. Suspended from the ceiling sides of dried salt meats, meat in casings, onions, garlic and various other dry articles of food, and all this not for show but for practical daily use.

In this vicinity most of the stairs are upon the exterior, in many instances leading to an arched balcony that extends along the front of the building and upon which all of the rooms open. In this building the stairs are upon the interior and are of stone, which is the usual material employed. We descend the stairs then, out into the court, from which we descend into the wine vaults, the floors of which are about ten feet below the level of the courtyard. The ceilings of the vaults are stone vaulted and form the floor supports for the second floor. A system of tunnels extends under the court and forms space used in the storage of aging wine. In the cellar proper are many elliptical casks six or eight feet in diameter.

The entire land is given over to the raising of wine grapes, except a small area for garden and the raising of lemons and oranges. Upon leaving, the owner loaded us down with delicious fruit and gave us a most cordial and sincere invitation to visit him again. And all this to mere strangers who chanced to knock at, or rather walk through, his gate. Such indeed is Italian hospitality in the hills.

We journey on and on, along winding roads, not knowing where night may overtake us, but trusting to that kind Providence and the Saints who watcheth over wanderers, we at last enter a beautiful valley with great hills upswathed with the fiantest of mountain training. The Annmarie, tearing down between the valley of the Asi and just around a bend in the road a quiet little town standing against the side of the hill, about the village the great stumps of a noble tree towers and wall and down some fallen pine decay. Along the road we pass flocks of chickens, attended by feeders in quaint hay-carts, whose faces light up with a smile as we sound of greeting slow moving carts, women with great burdens carried gracefully upon their heads, walking with a clean, free stride, shoulders well back. A pool in the black cloud, a young woman whose gay scarlet gives a bright touch of color to the scene, and such is the entry into Giffoni-Valle-Piana. And now for lodgings for the night. What has fate in store for us? An inn or tavern—it is too small to be called by any other name—a bed with the cleanliness of white linen, and supper, one should not call it by any other name. A soup with hickory hams, Parmesan cheese. A joint of mutton roasted upon a spit before a charcoal fire, white cheese, bread and wine, what more could one ask?

Out upon the terrace we look across the valley and see the yellow, twinkling lights of another village, the mountain standing out purple, dark against the moonlight, cloud-banked sky. The day passes before us in a retrospect of sight and sound. Glorious sky, green hillsides, bleeding of sheep, tinkling of bells, songs of birds, quaint and harmonious buildings, a gracious welcome by a stranger, winding roads, strange touches of color, the sweet sound of distant bells, the end of the road Giffoni-Valle-Piana.

The Enlarged Cliff Hotel, San Francisco

THE ENLARGED CLIFF HOTEL, SAN FRANCISCO (Continued from March issue)

roof lounge, commanding a magnificent view of the city and bay.

Seventeen stories above the street, it is in ten long and 10 feet wide. The vaulted, hand-decorated ceiling is 20 feet above the floor. It is completely fitted and equipped for the "last word" in modern service. A children's "toddle" with a nurse at charge is also provided on this floor, while another unique feature is the song-bunting stair at top of the stairway, complete with harmonium, piano and organ, which is the private toilet of Mr. Frederick C. Clark. A job of remodeling the enlarged Cliff Hotel may be, but it is one that must stand as a tribute in the estimation of the owners, the responsiveness of the architects and proof that such undertakings may be carried on sympathetically with more of the usual earmarks of remodeling in compromises with the expenses at the sacrifice of the things worth while. It is a good job.

ADAMS AND HERDING

George J. Adams, A. I. A., and Frank Herding, A. I. A., have opened an office in Hollywood. Mr. Adams has acted as production manager for the Allied Architects Association of Los Angeles for the past three years. Mr. Herding has a national reputation as an authority on city planning and subdivision work.
When it comes time to decide on heating equipment, call in a Pacific Heating Engineer. Show him your plans, let him assemble all the facts, then if his suggestions are in accord with your own judgment, hold him responsible for correct results.

Each New Job is Different!

Every building has heating problems all its own. Why not make the Pacific Heating Engineer solve each one for you? He has the training and facilities to select the most satisfactory type from Pacific’s complete line, and you can use your own time to better advantage.

Satisfaction Guaranteed!

Pacific Gas Radiator Co. has made more installations than any other company in the Southland. Every installation is guaranteed. You will never have to make excuses, for Pacific makes good.

See listing in Sweet’s 1920 Architectural Catalog—
Pages 2220-1 and 2116-7
HEATING REQUIREMENTS OF MODERN APARTMENTS

Because more apartment houses of four, six and eight units are being built than any other size, and more engineers and architects are interested in the heating and construction of this type, this brief discussion will concern itself with the following requirements of such structures.

In population centers, the pronounced trend today is toward apartment houses of these sizes. Since the heating and every other factor that enters into their design and construction are governed by certain fundamentals, let us see why the trend and whence.

The primary governing factor with which the designer must deal is "net income." Often before his plans receive final approval, he may have to sacrifice many cherished ideas to these two small words and even to throttle his artistic inclinations more than once, but he finds out very early that "net income" actually governs all that he does.

The great final test of whether this specification stays in or that one is substituted is "Will it pay its way? Will it earn something?"

The reasons for this are clear. From the outset the owner is only interested in the greatest possible income from the smallest initial investment. Buildings of four, six or eight apartments require no expensive elevator installation, ground area requirements are not so great as for larger structures and they lend themselves in other ways to savings in initial outlay.

But keeping in mind "net income"—most important of all—locates the fact that four, six or eight apartments may be operated with a minimum monthly outlay for maintenance and service, once they are built and occupied.

When the owner goes above that number, it becomes essential that he have a manager on his property at all times, a continuous expenditure for janitor service, elevator service and many other items of operating overhead. And this goes on forever as long as the building stands.

So, as every architect knows, the whole cry of the owner is not only for the lowest possible initial outlay but for economy in operation thereafter. Many a designer of such buildings has secretly cursed the meagerness of the owner when called upon to meet the expediences of such a situation while recognizing that it is a condition for which no one is actually to blame.

It is a situation created entirely by the limits of a purse which must be governed by the anticipated net income over a period of time. The problem is not alone one of keeping within a set figure in the actual construction nor of so designing the structure that the maintenance cost each month thereafter will be as low as possible, but it must also be made attractive enough so tenants will be plentiful, for it goes without saying that the apartment must be livable, comfortable, modern in every respect in order to rent easily and stay rented.

All of which brings us to a consideration of the most matter of heating. A careful examination of those who make a business of owning apartment buildings indicates that the properly heated apartment is the one which costs least and stays warmest in the winter and that steam heat is the type of heating most desired by the public. Yet, it would seem one to discover so many systems and methods of heating have been devised after the building is completed. To the reader of the profession it is not that this is not often the case where an architect is engaged but that there is an eminently large proportion of apartment houses in the design of which the architect has had a hand which seem to have been thrown up without due consideration for this essential factor.

Since the design of the four, six, or eight apartment building must consider space-saving, the cost, location, and economy in installation and upkeep, at the same time hearing in mind that adequate, comfortable heating is a fundamental, it is quite typical that gas is coming into the accepted field. Experience is that in many of the tremendous recent developments of recent years, practically all residences, single-family homes, and gas-controlled boilers and furnaces for heating with gas. For these cut out operations costs an absolute minimum.

There is no denying that there is a greater public acceptance for apartments heated with steam than there is for less expensive or an apartment house on heating. Add to this the fact to which many designers of such structures are not awakening that gas-fired steam heating installations are not only the most clearly the most economical from a standpoint of space-saving, ease, and convenience, but are actually the cheapest to install, maintain and operate.

QUERIES AND ANSWERS

You are free to adapt your property to the installation in this article, which applies in general, by the facts and suggestions which will return the correct unit and general principles of the Pacific Gas and Electric Company and will be answered by them.

Question: Will it pay to have a central boiler and storage tank for hot water supply to all of the apartment units or separate individual automatic gas heaters for each?

Answer: For any number of apartments up to and including 12, individual gas water heaters of the automatic type are better. It will cost less for installation and its maintenance and will be more satisfactory, as each individual tenant will pay for the hot water he actually uses, neither more nor less. This is true even in cases where storage tank is heated by coils from main boiler because of operating conditions.
3000 Crane bathrooms in new Stevens Hotel

A great hotel man is building the world’s greatest hotel. Fronting the lake, it will stretch one full block along Michigan Avenue, Chicago, rising majestically to twenty-eight stories.

In every room of that busy city of 3000 guest chambers, will be the glistening beauty and luxurious comfort of the Conch, the bath so frequently installed in finest residences. The lavatories and closets, in matching white, are of sparkling twice-fired vitreous china. You may finally judge how completely Mr. E. J. Stevens has achieved his ideal of quality in every detail, from the fact that all exposed metal parts are of genuine white metal, which can never wear brassy.

Crane counts it a marked tribute that its plumbing and piping materials will be used exclusively in the magnificent Stevens Hotel. Let the long experience of Mr. Stevens and the choice of his engineers guide your own specification for your new construction.
EL REY
Asphalt
ROOFING
A Grade for EVERY Requirement

Within a month after we began manufacturing El Rey Asphalt Roofing, our output was sold 60 days in advance! And there has been no let-up in the demand.

This wonderful reception we trace to our announcement that only our own felt—the felt known for 25 years as the finest made on the Pacific Coast—is used in El Rey roofing products. Another factor which has won widespread favor is the completeness of the line. Glance at the list below. You will see that there is a grade of El Rey to meet every requirement:

**EL REY ROOFING**—Smooth surfaced, corrugated roofing that is positively the finest made. It carries this unequalled guarantee: 5 years for the light and 10 years for the medium and heavy weights WITHOUT RE-PAINTING.

**EL REY SLATE SURFACE ROOFING**—Twins of the above. The only slate roofing on the Coast using genuine Vermont and Virginia slate. Red, Green and Blue Black.

**TIoga Smooth Surface Roofing**—Made of specially prepared felt and selected asphaltum. TioGA is unequalled in dollar-for-dollar value.

**Palomar Sanded Roofing**—A superior brand, coated on one side with white Monterey sand. Possesses a strength and durability not found in any of the supplied comparative grades.

**Palomar Mineral Roofing**—Comes in Vermont Red and Green and is made of selected materials.

**Rancho**—A standard brand of roofing corrugated and tar surfaced on both sides.

**Navajo**—Made to meet the lowest price requirements.

*Prices on any of the foregoing roofings will be sent promptly upon request.*

LOS ANGELES PAPER MFG. CO.

1633 No. San Pablo St. Los Angeles, California
Kohler of Kohler in the Tribune Tower

When you visit Chicago you will visit the Tribune Tower. When you visit the Tribune Tower you will visit the new Kohler Exhibition Room.

Fronting upon famous Michigan Avenue, this commandingly situated room affords a fitting setting for the display of Kohler plumbing fixtures and private electric plants. It is one of the most beautiful and impressive exhibition rooms in America.

You will be a welcome visitor.

Kohler Co., Founded 1873, Kohler, Wisconsin
Shipping Point, Sheboygan, Wisconsin
BRANCHES IN PRINCIPAL CITIES

KOHLER OF KOHLER
Plumbing Fixtures
Economical Ceiling Insulation Is Important

Nearly 60 per cent of the heat supplied by the furnace in the average residence is wasted. Nearly all of it passes through the thin plastered ceiling and out into the roof and ventilators. In summer the heat of the sun easily penetrates, making the rooms hot and stuffy.

Most insulating materials, on account of cost, are prepared in sheets too thin to give effective insulation. FULK THICKNESS is one of the greatest requirements of insulating effectiveness.

EMPIRE INSULEX possesses all the qualities of an ideal insulator. It is extremely light in weight. Being a mineral compound—gypsum—it is fire-proof, decay-proof, vermin-proof. It comes in powdered form and is simply mixed with water and poured in place, forming a tight, strong product containing millions of tiny aircells. Its cost in place is much less than sheet or roll material; ITS INSULATING VALUE MUCH HIGHER.
There is an unquestionable distinction about a Hockadayed wall surface that has made it the quality favorite among large users of paint for the last 15 years. This distinction is apparent from the first day the wall is Hockadayed. The usual accumulation of dirt and grime that collects at once on the walls of every city building is, for a time, unnoticeable. There is no place for it to take hold on Hockaday’s glasslike surface. What dirt is able to cling is washed off at intervals, and Hockaday’s original lustre beams forth in its former freshness. Beside being washable, Hockaday prevents limeburn and consequent checking and cracking. It preserves a plastered wall for years of service, and allows a generous discount in the amount laid aside for maintenance. That’s why we say, “Hockaday is the Wallmark of Quality.”

THE HOCKADAY COMPANY
1823-1829 Carroll Avenue, CHICAGO
The Hockaday Co. of San Francisco, Los Angeles Hockaday Co.,
76-78 Eighth Street, 450 Douglas Building,
San Francisco, Cal. Los Angeles, Cal.

D. E. Fryer Co.,
Seattle, Tacoma, Spokane and Portland

Book Tower Building,
Detroit
Louis Kamper, Architect
William Wright Co.
Painting Contractor

You can see this demonstration in your own office, if skeptical. A postcard to us brings the Hockaday salesman to you.
A Distinct Type of Plaster Base
—Not a substitute for
Wood Lath or Metal Lath

Buttress Plaster Lath is made of gypsum rock plaster — recognized everywhere as the ideal material for plastering, both from a standpoint of economy as well as utility — because it is sound deadening, fire resistive, an insulator against heat and cold, and extremely durable. In manufacturing this lath, the gypsum plaster is compressed for strength between two sheets of tough, heavy paper — specially processed on one side with rough bumps which grip the wet plaster and rivet it to the wall in an unbreakable grip.

**BUTTRESS PLASTER LATH**

is 16x48 inches in size and spreads over four studs, permitting an efficient breaking of joints and acting as a splendid bracing for the framework of the building. Its size also makes it easy for the lather to apply it swiftly and thereby speed up construction.

**Makes Walls and Ceilings of Enduring Charm**

Because of the unusual construction of this "solid" lath any plasterer can make an absolutely smooth surface with less hard work than formerly. It does not absorb moisture and therefore dries out evenly. It will not leave a spotted surface even in the driest weather. Also, because it is thoroughly "cured" in the manufacturing process, Buttress Plaster Lath never buckles or shrinks after being applied and thereby prevents the appearance of unsightly cracks in the walls, ceilings and corners.

**SOLD BY ALL BUILDING MATERIAL DEALERS**

Write for Free Sample and Description Cautiously about Buttress Plaster Lath.

**Buttress Manufacturing Co.**

6010 South Alameda Street

Los Angeles California
More and more, the finer buildings of the West are being built of 

RAYMOND GRANITE

RAYMOND GRANITE is quarried at Knowles, California, where exists one of the largest deposits of this high grade granite in the world.

The Raymond Granite Company is the only company dealing in the trade marked RAYMOND GRANITE. It is the largest and oldest company of its kind in the West.

RAYMOND GRANITE COMPANY INCORPORATED
CONTRACTORS

GRANITE • STONE • BUILDING • MEMORIAL

3 POTTERO AVENUE, SAN FRANCISCO
1350 PALMETTO STREET, LOS ANGELES

MONTHLY BULLETIN, A. I. A.

[Concluded from page 45]

architectural practice on important work in the San Francisco district, applying himself conscientiously, cheerfully and enthusiastically at all times, although handicapped in later years by poor health. Continued or greater achievement was prevented by his premature death at the age of forty-seven years.

The members of the San Francisco Chapter, A. I. A., extend to his widow and immediate family their sincere sympathy.

Committee:

WILL G. CORETT, HARRI C. ALLEN.

The report of the Committee on Resolutions on the death of the late Sylvain Schnaittacher was presented by Mr. Faville and adopted by the Chapter, as follows:

Elected to membership in The American Institute of Architects in 1905.

Died in San Francisco February 11, 1926.

In the death of Sylvain Schnaittacher the City of San Francisco has lost a notable figure from the architectural profession.

Born November 30, 1874, in the city which he loved so well, he received his training in its Grammar and High Schools and at the Mark Hopkins Institute of Art. He entered the office of A. Page Brown for practical experience, and before beginning his independent practice spent a year in European travel and architectural study.

Among the buildings of note designed and erected by him may be listed Paige Motor Car Company Building, Argonaut Club Building, Beresford Country Club and many apartment houses. In association with other architects he designed and erected Temple Emanu-El, State Agricultural Building and Mt. Zion Nurses' Home.

He acted as a member of the jury with Henry Bacon and William Mitchell Kendall for the Capitol Extension Building at Sacramento, California, and as advisor in several important private building competitions.

Ever generous in giving his time to public service, and in the interest of his profession, he served for many years on the Examining Committee for the State Civil Service Commission for the examination of architectural draftsmen, was Secretary of the California State Board of Architecture for sixteen years, Secretary of the San Francisco Chapter of the A. I. A. ten years, and served as its Vice-President, and finally as President during the years 1918-1920. At the time of his death he was a member of the Board of Directors of the American Institute of Architects, with its headquarters at Washington, D. C., acting as Regional Director of the Ninth District.

It is difficult to realize that he is no longer with us, for we always liked him and trusted him and had faith in his wisdom and good sense and stability, and though he achieved distinction in his profession and created many beautiful buildings to testify to his skill, he left to us, besides these, a richer heritage—memories filled with thoughts of his fine qualities and loyalty, mellowed by gracious kindliness. And we shall go forward cherishing in our hearts this heritage.

Committee:

W. B. FAVILLE, WM. MOORER.

There being no further business, the meeting adjourned at 9:32 p. m.

Respectfully submitted,

ALBERT J. EVANS, Secretary.

Following adjournment, Mr. Wm. B. Faville, F. A. I. A., delivered informally an absorbingly interesting account of his personal experiences and impressions of peoples, manners, customs, art and architecture in France, Italy, Spain and North Africa. He dwelt at some length on the sculpture of Donatello and the stained glass of Chartres Cathedral. During the exposition of Mr. Faville's theme some very unusual photographs of distinguished examples of sculpture and details of architecture, mural painting and stained glass were passed around the table. These served very admirably to illustrate the discussion, but made it difficult to follow the speaker at the same time. It is to be hoped that Mr. Faville will find time to have slides made which will enable him to present his illustrations simultaneously with his very illuminating remarks.

The meeting was considered by all who attended one of the most profitable and enjoyable of recent years.
There is a considerable saving in first cost in the installation of a gas-fired steam heating boiler for the same building, house, or right apart in the same building, but the saving in annual outlay is a nothing compared with the saving in a period of years. With the same piping to every apartment or a central boiler, automatically controlled, the continuous expense of a furnace or other attendant is eliminated entirely when gas is used.

In the matter of first cost, it has been shown conclusively that the gas-fired steam heating equipment for each apartment house is less expensive than with any other type of fuel for the reason that storage space—either below or underground—for fuel is not required where gas is used. The expensive fireproof room necessary with oil or fuel is not a legal requirement, while otherwise the installation is much the same with gas as with types of steam heating where other fuels are used. In no case is any part of the equipment more expensive with gas. Of course, there should be complete insulation of all steam pipes and of the boiler itself as well as the piping to eliminate heat waste and this is good standard practice whatever type of fuel is used. The thoughtful designer accustomed of the times is giving more and more care to the insulation of walls, floors and ceilings against heat loss, too.

Then there are apartments which provide the individual vented gas radiators controlled by each tenant and these are popular and satisfactory. But we are here considering the heating problem from a viewpoint of "net income" over a period of years. Since net income depends on gross income and the gross income of a property depends wholly on "selling" every apartment, whether four, six or eight, to the public and keeping them "sold", and since uniform, continuous steam heat is the greatest factor in such a sale, it becomes apparent at once that correct heating installation is vital to the success of the property. The prospective tenant wants steam heat. It is also the first demand made by a renter.

If the small apartment lacks steam heat, however great its attractions otherwise, the tenant is apt to go where he can get it. Now, thanks to the automatic gas-fired boiler, even the smallest building can have a real steam heating plant, guaranteeing adequate and satisfactory heating, with a low first cost and no expense thereafter for maintenance. With gas, one gets a heating system flexible enough to meet any sudden demands, one that makes the apartment more readily rentable at higher rental, one that gives lasting satisfaction in operation, since it may be lighted at the time of installation and will function automatically for a long period of time thereafter. Certainly every heating requirement of that "net income" hoy has thus been met.

COURSES IN ARCHITECTURE
As a result of the demand that has been developing during the past few years, courses in architecture, it is announced, are receiving special attention in the plans for the summer session this year at the Carnegie Institute of Technology in Pittsburgh. Under the plans for the coming summer, the Department of Architecture of the College of Fine Arts will give intensive six weeks' courses from June 14 to July 24 to meet the needs of students who desire to continue their work in architecture in the vacation, whether to make up credit, obtain advanced credit, or to prepare themselves better for entrance.

Angus McL. McSweeney, 3245 Octavia street, has been awarded prizes to the amount of $1,520 in a nation-wide architectural competition for design of fireproof concrete and masonry houses of moderate cost.

Note the Hair-felt Texture of Califelt

It's the Recognized Standard for Acoustical Correction

ARCHITECTS, contractors, and acoustical engineers, the nation over, recognize Califelt as the standard material for perfect acoustical correction. That is why the majority of Pacific Coast Architects and Contractors choose Califelt.

Whether school, church, auditorium or smaller buildings—you can make certain of proper acoustics when Califelt is used. Specify it in every building where correct acoustics are essential.

CALIFELT
Insulation Mfg. Co.
1615 McKee St. - Los Angeles, Calif.
San Francisco Branch: 107 Rialto Bldg.
Also Manufacturers of "OZITE"
Introducing "Cal" Pine

"Cal" Pine is official guardian of the grades. He heads the corps of inspectors and mill graders of this association and carries the responsibility of assuring a grade uniformity in an annual cut of a billion and a half feet of lumber.

The uses to which lumber is put are really the determining factors in grading. "Cal" Pine's long and varied experience with many woods in the building field together with his grading and lumber manufacturing experience equip him to discuss your problems intelligently and helpfully.

"Cal" Pine will answer any question concerning the properties, uses and specifications of California White Pine and Sugar Pine. His information is accurate and dependable.

"Cal" Pine in succeeding messages in this magazine will discuss with you the practical uses of these woods. Read his messages, remove them from the magazine and place them in your California Pine Lumber Data Information Folder which we sent you. Send for "Cal" Pine's illustrated grade book—another useful specification reference.

California White and Sugar Pine Manufacturers Association
685 Call Building • San Francisco

Also producers of California White Fir • California Douglas Fir • California Incense Cedar

Look for "Cal" Pine's message next month on "Construction"
Every Architect Knows That
The Finest Felt Makes the Finest Roofing

EL REY
Asphalt
ROOFING

A GREAT reputation preceded El Rey Asphalt Roofing to make it welcome in the roofing industry of California.

The reputation of the Los Angeles Paper Manufacturing Company for making the highest grade roofing felt on the Pacific Coast.

That reputation was well founded. This concern was one of the pioneers in the production of roofing felt. For more than a quarter of a century it has been building up a huge plant and perfecting its processes to the highest point of efficiency.

All this long experience it carries over into the manufacture of the finished product — El Rey Asphalt Roofing. There is maintained also the same strict regard for painstaking care and genuine quality. As a result, from raw materials to the final process, the superiority of El Rey Asphalt Roofing is positively assured.

When you specify El Rey Roofings, your judgment is backed by hundreds of Pacific Coast Roofers — men who have had experience with the felt which the Los Angeles Paper Mfg. Co. has been producing for over 25 years and therefore have the best of reason for knowing the quality that is in El Rey Roofings.

1633 No. San Pablo St., Tel. Angelus 5236
Los Angeles
PACIFIC-COAST
ARCHITECT

WITH WHICH IS INCORPORATED THE BUILDING REVIEW

VOLUME XXIX • SAN FRANCISCO AND LOS ANGELES • MAY • 1910

CONTENTS

Spanish Attics

An Earthquake-Proof Building

Editorial

Monthly Bulletin, American Institute of Architects

San Francisco Architectural Club Notes

Horticultural Glimpses

Modern Heating, Lighting and Power Problems

ILLUSTRATIONS

Buildings by George Washington Smith, Architects

Paris, Residence of Mrs. Arthur Rose Vincent, Pebble Beach, Calif.


Residence of Mr. Grenville S. Steele, Santa Barbara, Calif.

Garden Gates, Residence of Mr. Grenville S. Steele, Santa Barbara, Calif.

Garden Wall and Courtyard, Residence of Mr. Grenville S. Steele, Santa Barbara, Calif.

Residence of Mrs. Edward G. Carlham, Santa Barbara, Calif.

Garden Wall, Residence of Mrs. Edward G. Carlham, Santa Barbara, Calif.

Details, Residence of Mrs. Edward G. Carlham, Santa Barbara, Calif.

Library Window, Residence of Mr. Edward G. Carlham, Santa Barbara, Calif.

Library, Residence of Mrs. Edward G. Carlham, Santa Barbara, Calif.

Window in Hall, residence of Mrs. Edward G. Carlham, Santa Barbara, Calif.

Living Room, Residence of Mrs. Edward G. Carlham, Santa Barbara, Calif.

Dining Room, Residence of Mrs. Edward G. Carlham, Santa Barbara, Calif.

Residence and Plan, Mrs. Arthur Rose Vincent, Pebble Beach, Calif.

Residence of Mrs. Arthur Rose Vincent, Pebble Beach, Calif.

Stairs from Patios, Residence Mrs. Arthur Rose Vincent, Pebble Beach, Calif.

Arcade in Parlor, Residence Mrs. Arthur Rose Vincent, Pebble Beach, Calif.

Residence and Plan of Geo. Washington Smith, Arch. of Santa Barbara, Calif.

Terrace, Residence of Geo. Washington Smith, Arch. of Santa Barbara, Calif.

Garden Front, Residence of Geo. Washington Smith, Santa Barbara, Calif.

Louvino Room and Dining Room, Residence of Geo. Washington Smith, Santa Barbara, Calif.

Downstairs in Garden and in Stairs, Residence Geo. Washington Smith, Santa Barbara, Calif.

Sketch in Mexico

An Illustrated Monthly Magazine for Art Work, Commerce, and Home Beauty

PUBLISHED BY THE WASHINGTON SQUARE PRESS COMPANY

HARRIS ALLEN, A. I. A., EDITOR

AND DEVOTED TO THE CULTIVATION AND ADVANCEMENT OF ALL MEANS OF ARCHITECTURE, INTERIOR DECORATION, AND DESIGN

Address all communications to: WM. B. WOOD, LITTLE N. 10, NEW YORK

LOS ANGELES: 117 WEST NINTH STREET, PHONE TUCKER 1145

Design by William Mower, Jr.
Permanence—a requisite

SACRAMENTO MEMORIAL AUDITORIUM
SACRAMENTO, CALIFORNIA

DEAN & DEAN
Architects

MATHEWS CONSTRUCTION CO.
Contractors

California Copper Steel Casements throughout this building.
THE traditions of California have developed very largely from memories of its early Spanish settlers and life on the great ranches of those days, feudal in character, picturesque to the Anglo-Saxon eye, alluring in its combination of placid indolence and gay fiesta.

As setting for this “dolce far niente” existence, the ranch houses were well adapted. Simple, almost primitive, from force of local circumstances, there was yet a rather lordly air of spaciousness, of hospitality to the guest, of privacy for intimate family life, of security against marauders. Farm houses as they were, the influence of inherited customs dictated certain forms of arrangement and construction. The balmy climate, the luxuriant growth of trees and plants, the gently rolling contours of the country, all affected the general scheme of plantation architecture, while time mellowed the ensemble and helped to produce that charm which has now become so familiar by the means of photograph and highway.

It is not strange, therefore, that when the era of unprecedented, almost incredible growth began in Southern California, these early traditions should have been seized upon and welded into the architecture of the day. Modeled of necessity to suit modern requirements, exaggerated and adorned and abused at first (and, alas! even yet, in commercial housing operations), we have been coming closer and closer to the achievement of that Spanish atmosphere which was the glory of early California.

No one has approached more closely to the ideal than Mr. George Washington Smith, of Santa Barbara, some of whose recent buildings are shown in this issue. The “ideal” differs according to the individual viewpoint, but it may be broadly defined as a dwelling which might have been built by one of the Spanish colonists.
Mr. Smith is an artist. It is useless to try to analyze his compositions in cold blood, to call attention to the proportions of wall and window, the sense of informal balance, the vistas in house and garden. I suspect much of this is intuitive rather than intentional; not that his plans are not well studied, for it is obvious from the happy relations his houses bear to their sites, and from the easy sequence of interior apartments, that observation and thought have been used with discretion. But there is no effort of effect; indeed, there is a naiveté which is consummate art in itself.

Photographs of these houses convey but a meager impression of their delightful and virile quality. Mass and detail—yes, and the effect of sunshine and shadow; but of color, of texture, of the values of materials, and reveals, and craftsmanship, it is difficult to judge without actually seeing the buildings themselves.

The beauty and traditional quality of Mr. Smith's work has, of course, set a style of which there are now hosts of examples. For this we may well be thankful. Copies of good things are better than poor originals; and our quick growth of foliage makes most of these more than just acceptable. You may be quite sure, however, that Mr. Smith's own work is unmistakable. Vary it as he may, there is always a quality, an atmosphere about it which speaks the language of traditional California as no one else has yet been able to do.

in California. Such accessories as iron, tile, modeled ornament, need not destroy the California character of the place so long as their use is not forced. Size has nothing to do with it; substance does; but it must have that intangible quality we call "atmosphere," and to create atmosphere one must be an artist.
Residence of Col. D. C. Jackling, Woodside, California
George Washington Smith, Architect
FORECOURT, RESIDENCE OF COL. D. C. JACKLING, WOODSIDE, CALIFORNIA

GEORGE WASHINGTON SMITH, ARCHITECT

Photograph by Gabriel Mount.
GARDEN FRONT, RESIDENCE OF COL. D. C. JACKLING, WOODSIDE, CALIFORNIA
GEORGE WASHINGTON SMITH, ARCHITECT
GARDEN GATE, RESIDENCE OF MR. GEO. F. STEEDMAN, SANTA BARBARA, CALIFORNIA
GEORGE WASHINGTON SMITH, ARCHITECT

Photograph by J. W. Collinge
GARDEN WALL AND CORNER, RESIDENCE OF MR. GEO. F. STEEDMAN, SANTA BARBARA, CALIFORNIA
GEORGE WASHINGTON SMITH, ARCHITECT

Photograph by J. W. H."
MR. GEORGE WASHINGTON SMITH IS AN ARTIST AS WELL AS AN ARCHITECT. WE ARE PROUD OF THE FACT THAT WE HAVE COOPERATED WITH HIM IN SOME OF HIS BEAUTIFUL WORK, WITH RESULTS THAT WERE MUTUALLY SATISFACTORY

"Co-operation for Quality"

A. QUANDT & SONS

374 Guerrero Street • San Francisco
Painters and Decorators since 1885
GARDEN WALL, RESIDENCE OF MRS. EDWARD CUNNINGHAM, SANTA BARBARA, CALIFORNIA
GEORGE WASHINGTON SMITH, ARCHITECT

Photograph by J. W. Collinge
DETAILS, RESIDENCE OF MRS. EDWARD CUNNINGHAM, SANTA BARBARA, CALIFORNIA
GEORGE WASHINGTON SMITH, ARCHITECT
LIBRARY WINDOW, RESIDENCE OF MRS. EDWARD CUNNINGHAM, SANTA BARBARA, CALIFORNIA
GEORGE WASHINGTON SMITH, ARCHITECT

Photograph by J. W. Collins
LIBRARY, RESIDENCE OF MRS. EDWARD CUNNINGHAM, SANTA BARBARA, CALIFORNIA

GEORGE WASHINGTON SMITH, ARCHITECT

Photographs by J. H. Collage
WINDOW IN HALL, RESIDENCE OF MRS. EDWARD CUNNINGHAM, SANTA BARBARA, CALIFORNIA
GEORGE WASHINGTON SMITH, ARCHITECT

Photograph by J. W. Collings
LIVING ROOM, RESIDENCE OF MRS. EDWARD CUNNINGHAM, SANTA BARBARA, CALIFORNIA
GEORGE WASHINGTON SMITH, ARCHITECT

Photograph by J. H. Mudge
DINING ROOM, RESIDENCE OF MRS. EDWARD CUNNINGHAM, SANTA BARBARA, CALIFORNIA
GEORGE WASHINGTON SMITH, ARCHITECT

Photographs by J. W. Collinge
RESIDENCE AND PLAN, MRS. ARTHUR ROSE VINCENT, PEBBLE BEACH, CALIFORNIA

GEORGE WASHINGTON SMITH, ARCHITECT
This stately residence, situated in Montecito, one of California's famed beauty spots, is crowned with Latin Tile. It is another fine example of "a roof that blends with the landscape."

GLADDING · McBEAN · & · CO.
GENERAL OFFICE: 660 MARKET STREET, SAN FRANCISCO

Los Angeles Office: 621 South Hope Street
Seattle Office: Dexter Horton Building
Portland Office: U. S. National Bank Building
Oakland Office: Twenty-second and Market Streets
RESIDENCE OF MRS. ARTHUR ROSE VINCENT, PEBBLE BEACH, CALIFORNIA

Photographed by J. W. Currier

GEORGE WASHINGTON SMITH, ARCHITECT
STAIRS FROM PATIO, RESIDENCE MRS. ARTHUR ROSE VINCENT, PEBBLE BEACH, CALIFORNIA
GEORGE WASHINGTON SMITH, ARCHITECT

Photograph by J. W. Collinge
On the roof of this beautiful residence, designed by America’s eminent architect of Spanish homes, George Washington Smith, Ramona Tile was used. Wired to the roof with great irregularity the tile grades from light buff at the eaves to the dark brown at the ridge, over which the ridge tile are set high on a bed of white mortar. It is the ability of Ramona Tile to meet exacting requirements that accounts for its popularity.

Ramona Roof Tile

Beauty • Versatility • Permanence

N. CLARK & SONS

MANUFACTURERS OF
Architectural Terra Cotta, Pressed Brick, "Ramona" Roof Tile and Kindred Clay Products

11416 NATOMA STREET • SAN FRANCISCO
RESIDENCE AND PLAN OF GEO. WASHINGTON SMITH, ARCHITECT, SANTA BARBARA, CALIFORNIA
Photograph by J. W.uzzer.
TERRACE, RESIDENCE OF GEO. WASHINGTON SMITH, ARCHITECT, SANTA BARBARA, CALIFORNIA

Photograph by J. W. Collinge
GARDEN FRONT, RESIDENCE OF GEO. WASHINGTON SMITH, ARCHITECT, SANTA BARBARA, CALIFORNIA.

Photograph by J. W. Reaugh.
LIVING ROOM AND DINING ROOM, RESIDENCE GEO. WASHINGTON SMITH, SANTA BARBARA, CALIFORNIA

Photographs by J. W. Collings
HOME OF DR. Q. O. GILBERT, OAKLAND. DICKEY FACE BRICK VENEER
Architects, Schirmer & Hugbee; General Contractor, George J. Maurer; Masonry, P. Breitkopf.

DICKEY FACE BRICK VENEER
gives the home distinction
at small cost

Veneering this house and garage on all sides with DICKEY RED RUFFLED FACE BRICK made the house cost only about 5% more than it would have, had a cheaper exterior finish been used.

Isn't the added distinction that the DICKEY FACE BRICK gives worth that?

And consider the economy—the DICKEY FACE BRICK will never crack or peel, will never require painting, will stand without attention as long as the house itself endures.

DICKEY
BURNED CLAY PRODUCTS
DICKEY MASTERTILE • FACE BRICK • FIRE BRICK
Partition Tile, Furring Tile, Paving Brick, Sewer Brick, Step and Walk Brick, Drain Tile, Flue Lining

Made by CALIFORNIA BRICK COMPANY and LIVERMORE FIRE BRICK WORKS, INC., Associated Companies
SAN FRANCISCO AND OAKLAND
The interest aroused by "Brickwork in Italy" in the architectural profession is a reflection of the book's usefulness as well as of the charming manner in which the subject is presented. The feeling among many prominent architects toward this instructive and entertaining volume is indicated by a few typical commendations quoted here:

"I assure you that this book will see many years of use and hold a prominent place in our library."

"It is a very interesting piece of history and am looking forward with pleasure to its use with my work."

"This book is a very valuable addition to any architect's library and is one of the most complete treatises on brickwork of its period that I have ever had the pleasure of seeing."

"It is a very interesting and useful book."

"It is certainly a work of art and will be most useful in an architect's office."

The table of contents indicates the scope of the book. The text, which is illustrated with 20 four-color illustrations, 300 halftone plates and 69 drawings, is the work of two Italian scholars, Prof. Carlo Roccatelli and Prof. Enrico Verdozzi. The preface is written by Comm. Prof. Gustavo Giovannoni.

"Brickwork in Italy," bound in linen, will be sent postpaid upon receipt of $6.00. Half morocco, $7.00.

A 24-page prospectus will be sent free, upon request.

AMERICAN FACE BRICK ASSOCIATION
1767 Peoples Life Building - Chicago, Illinois
AN EARTHQUAKE-PROOF BUILDING

[By Arthur C. Clausen]

In Figure 7 the underpinning is shown to be reinforced with joist plates. To do this, the joist plates are placed between the floor joists and the wall plate, as shown in Figure 7. These plates are nailed to the floor joists and the wall plate to provide additional support. The plates are designed to bear the weight of the building and distribute the load to the underpinning. This reinforcement helps to prevent the building from collapsing during an earthquake.

The underpinning should be reinforced at every floor level and at the foundation. The reinforcement should be in the form of joist plates or similar structural elements. These elements should be securely attached to the foundation and the wall plate to ensure stability.

The reinforcement should be designed to withstand the forces exerted by an earthquake. This includes the load of the building and the seismic forces. The reinforcement should be strong enough to prevent the building from sustaining damage during a seismic event.

The underpinning should be checked regularly to ensure its integrity. This includes inspecting the joist plates and other reinforcement elements for any signs of damage or wear. If any issues are found, they should be addressed promptly to prevent potential failure during an earthquake.

The underpinning is an essential component of an earthquake-proof building. It provides the necessary support to resist the forces exerted by an earthquake and protect the building's structural integrity. By properly designing and reinforcing the underpinning, the building can be made safer for its occupants.

Figure 7

Plan
Corner Tips for Sill and Plate of Underpinning Method of Attaching and Bracing Floor Joists.
GEO. BAKER RESIDENCE, PIEDMONT, CALIF. SYDNEY B. AND NOBLE NEWSOM, ARCHITECTS

California Stucco Color No. 231-B. [Warm yellowish cream color.]
Harmony of color—tile, green shrubs, lawn, vari-colored stepping stones, etc. Hills in background for setting.

CALIFORNIA STUCCO PRODUCTS COMPANY

SEATTLE, WASH.
California Stucco Co.
of Washington
4513 Shilshole Ave.
DENVER, COLO.
Heimbecher Bros.
210 Guardian Trust Bldg.
ALLENTOWN, PA.
Hollywood Building Rock Co.
North Plymouth Ave.

SACRAMENTO
California Stucco Products Co.
4918 J St.
SALT LAKE CITY, UTAH
Utah Stucco Products Co.
907 Continental Bank Bldg.
CAMBRIDGE, MASS.
California Stucco Products Co.
of New England
414 Walden St.

PHILADELPHIA, PA.
California Stucco Products Co.
807 Cheesman St.
PORTLAND, ORE.
California Stucco Co.
of Oregon
210 Thompson St.
ST. LOUIS, MO.
St. Louis Material &
Supply Co.
314 North Fourth St.

CASTLE SHANNON, PA.
Crestone Builders'
Supply Co.
Box 555
CHATTANOOGA, TENN.
Dixie Concrete Products
Company
1013 James Bldg.
INDIANAPOLIS, IND.
R. A. Shelton
College Ave. and 49th St.
verse plates, EF, AB and GH, by properly designed joints rather than by mere "toe nailing," a method commonly followed by carpenters but one which produces a very weak joint. A very effective joint may be arranged by using a piece of 2 by 6 inch pine about two feet long, as shown in plan by p in Figure 7 and in elevation by p in Figure 8. The joint should be drilled for four 20-penny nails properly staggered and the piece t should be drilled for four 20-penny nails to the plate. The joint-plate joints should be made in this manner at the first and second floors and at the ceiling of the second floor.

The 5/8 inch rough flooring boards should be laid at an angle of 45 degrees with the sides of the house. Eightpenny nails are large enough. By laying the flooring at an angle of 45 degrees instead of parallel to the sides, the house becomes more effectively braced against twisting by an earthquake. The boards of the roof also, when that is flat, should be laid at 45 degrees.

EXTERIOR WALLS. All the studs and plates in stories above the underpinning should be of 2 by 4 inch pine or fir, the studs being spaced usually 16 inches between centers. The upper plate of every story should be doubled and advantage of this fact should be taken to give its joints a large well nailed overlap as shown in Figure 8. In each side of each story there should be two lines of 2 by 4 inch stud bracing sloping in each direction, like CD and EF in Figure 8. To be effective, this bracing should make an angle with the horizontal not greater than 45 degrees and should extend from plate to plate, rather than as shown by GH, because a stud brace like GH is only about 40 per cent as effective as the brace EF. In the stories above the underpinning, it is better to fit the wall bracing between the studs otherwise the many studs that be left will then not be necessary at the ends of the wall braces which terminate at the plates.

Tests made by the writer during the early part of this year at the Civil Engineering Laboratories of the Universities of California show that when a 2 by 6 inch board used for sheathing is nailed to the studs at an angle of 45 degrees with the horizontal instead of horizontally, the resistance of the wall to earthquakes is increased about 40 per cent, when the studs are also braced as shown in Figure 8 by diagonal stud braces. Moreover, since such diagonal sheathing bonds the framework of the several stories and the underpinning, such a way as to cause the entire building to act as a unit, it is generally recommended where resistance to earthquakes is a factor to be considered. Eight-penny nails are sufficient in the sheathing. To obtain the best bracing, the joints in the sheathing, if required, should be made on the studs and midway between the floor levels, if the joints occur at the floor levels, much of the advantage of the continuity in bracing is lost.

Pieces marked J, K, and L in Figure 8, called the stops, are required by the building codes in some cases but are entirely unnecessary in the outside walls of a building erected one story at a time, if sheathing is used. In exterior partitions, however, such so-called the stops help to stiffen a wall that is covered on each side with plate only.

Openings marked M and N in Figure 8 are correctly framed M, because the upper header missing is stiften. (Continued on page 41)
The Measure of Merit

of any architectural product, is the fidelity with which performance backs the truth of the claims made for it, either by actual statement or by inference. When you specify

**Perma-Light**

2 or 3 coat system

Washable Wall Finishes

you can rely on a product that will justify its higher price by greater ultimate economy, by preventing trouble and disappointment and by yielding all the artistic possibilities you have a right to expect.

No sizing required. Perfect Seal. Prevention of Lime Burns, Air Checking, Suction, etc. Durability and Washability. Ease of application.

All these are guaranteed by the Perma-Light Label on each original container. Further data and co-operation gladly furnished.

Made exclusively by

**HILL. HUBBELL & COMPANY**

Paint Specialists

San Francisco • Los Angeles • Oakland • Portland • Seattle • New York • Tulsa

"Dependable as a Lighthouse"
Words to the Wise

At a recent meeting of the R. I. B. A. President E. Guy Dawber delivered to students of architecture an address so comprehensive, containing so much wise and practical advice, that not only the student but the average architect, wherever he may be located, may find therein much food for profitable thought. Some excerpts follow:

"The first, and a very important point in our profession, and indeed in any profession, is the acquisition of a sound education, for without it an architect, how ever gifted as a designer, can neither cope with the difficulties which continually arise in his daily work nor meet his clients on equal ground. At the same time, although I am a believer in the advantages of an academic training, I am equally certain that an academic education only will not be of any use unless you have practical knowledge and understanding as well. If you study the lives of the men who have been successful, you will observe that they have achieved success primarily through love of their work, but you will also realize that for the chosen pursuit is not by any means sufficient, and that the most important thing is the absolute determination to pass nothing as understood which is not understood.

"At the outset of my career I always found that one of the most difficult things was to realize the ideas of my clients, not because I was incapable of doing so, but because my enthusiasm for my own conceptions blocked the view. I have learned in years of practice the absolute necessity of concentrating all of one's efforts on the complete understanding of one's clients' views and wishes, though I am not suggesting the advisability of carrying out all their ideas. Far from it.

"Another difficulty which confronts one is the necessity of disregarding the opportunities of small details and subordinating them to the main conception. The difficulty of knowing what to do is often nothing compared to the difficulty of knowing what not to do. I am reminded of the admirable advice given me years ago by a very great and shrewd man of the world who had both knowledge and a great love of art. He told me when I started practice for myself never to neglect the smallest task that went wrong in any commission that I had to execute, and, however arduous and tiresome it seemed, to give it my own personal attention at all costs. He also urged me never to delay the immediate settlement of the smallest detail, or the answering of letters, for absence of correspondence and small things to be attended to, allowed to accumulate, worry and depress like unpaid debts.

"Another of the difficulties of the calling you have adopted, which comprises so wide and various a scope and requires such an exacting apprenticeship, is the necessity for fitting in one's artistic ideas with the stern realities of everyday business.

"Neither genius nor ability will avail if the practical side is neglected. What credit will you gain for your charmingly designed rooms, your beautiful elevations, or your well-chosen materials if the rain gets through the walls, or the chimneys smoke, or your work costs more than is reasonable? Never mind that for the whole of your output and all of your expectations, the friendship and patronage of a client will be of little value unless you do your best to make your clients satisfied, and in doing so to the best of your ability.

"In the attempt to make your mark and not merely produce goods for your contemporaries, while your own work is the only thing you can do to attract to the largest number, it is just as well for you to observe certain causes and effects. For example, for the moment choosing the suitable color of the walls, and if to a certain idea it seems amiss, then do not carry it off, but sooner work on it until you will find that the best buildings from every point of view are those in which the architectural treatment is combined with a continuous matter. The most solid ground on which any profession should be built is proportion, and all the happiest effects in plan and execution are obtained in the simplest and most direct way.

"Today the public is of all classes largely indicated in its own requirements. It comes not from the demand of an architect for its influence upon him, but from the necessity for its public to discriminate between the good and the bad; to separate the two. This can only be done by education, and when it is done we should not attempt to turn our students into mere good architects, no use were the best possible education in the world if the public generally should be permitted to understand what architects are doing and meaning.

"The teachers in our art schools and educational institutions, and for that matter in our public schools, as a rule know nothing about architecture or its importance in the community or its educational and aesthetic value as an art form, most ill-equipped in their instruction. I do not suggest that these are proper material or apprentices to be taught architecture in the technical sense, but I do believe that we should try to get into the different schools some element of recognition of the importance of architecture and town planning in the necessary courses. The student should be taught the value of desired buildings, of well-arranged streets and open spaces, of picturesque lines, and, that is one of the most important, of the maintenance of the simple in the ornate of the town or village in the result. Had I time enough to do it years ago I would have undertaken it, the decoration of the ornate part of the ornament of the town, in order to help the better出身 of the towns right which is so necessary. The most considered buildings placed with regard to their environment, would deserve a thousand times more than the most ornate.

Mr. Guilbert Westmore was, at one time in New York, an architect, and I shall be glad to receive any letters of advice or helpful information at his house which he has just opened at 132 West 32nd Street, New York.

* * *

Edward J. Sarracs, Architect, announces the completion of his San Francisco office in the Stockton Building, and

* * *

Kearns, Editor.
PERSHING SQUARE BUILDING, LOS ANGELES, CALIFORNIA
Scafield Engineering & Construction Co., Contractors. Carletti and Beelman, Architects

HOLLOW Metal Elevator Fronts and Hollow Metal Doors and Trim to stairways, manufactured and installed by us.
567 Campbell Metal Windows furnished and installed by us.

Campbell Metal Windows • Nonpareil Skylights
Sheet Metal Work • Baked Enamel Finish
Hollow Metal Doors and Trim
Met-Elec Base

FORDERER CORNICE WORKS

Executive Offices and Factory:
Potrero Avenue and Sixteenth Street, San Francisco

Los Angeles Office:
927 W. M. Garland Building, 9th and Spring Streets
SAN FRANCISCO CHAPTER AMERICAN INSTITUTE OF ARCHITECTS
MONTHLY BULLETIN

OFFICER
John Reid, Jr., President
Harris Allen, Vice President
Albert J. Evers, Sec. Treas.

DIRECTORS
J. S. McLaurin, three years
R. C. Harris, three years
Charles E. Bruyn, two years
Wills, G. L. Martin, two years
George W. Mallon, two years
Arthur Back, two years

NEXT MEETING
The next meeting of the San Francisco Chapter, The American Institute of Architects, will be held on Tuesday, May 18, 1926, at 6:30 p.m., at the rooms of the San Francisco Architectural Club, 123 Pine Street. Dinner will be served at 75 cents per plate.

APRIL MEETING
The regular meeting of The American Institute of Architects, San Francisco Chapter, was held on Tuesday, April 20, 1926, at the rooms of the San Francisco Architectural Club, 123 Pine Street. In the absence of the President, Mr. J. S. Fairweather took the chair. The following members were present: Wm. Musser, W. B. Fawville, Ernest Coxhead, Wm. O. Rinehart, Henry H. Guterson, J. J. Donovan, G. F. Ashley, J. S. Fairweather, Morris M. Bruce, W. G. Hays, Albert Schropp-fer, A. J. Evers.

MINUTES
The minutes of the previous meeting were accepted as published.

UNFINISHED BUSINESS
There was no unfinished business.

COMMITTEES
Mr. Coxhead, chairman of the City Planning Committee, reported that the committee had been in touch with the City Planning Commission of San Francisco, and seconded and carried that a letter be sent out to all members of the Chapter, giving the sense of the discussion, for the purpose of bringing the matter up at next Chapter meeting.

Mr. Coxhead reported on the Plan of Washington Committee.

A letter was read from Mr. Noel H. Green, of the Architectural and Allied Arts Exposition, asking, and request, that the letter be published in this form.

An invitation was read from the Board of British Architects for the meeting in London, June 12 to 19.

The Secretary reported that President Reed had appointed an Exhibition Committee consisting of Messrs. Earl B. Berry, Harris Allen and Louis H. Mudensky. Also, Mr. G. F. Ashley was appointed to fill the place of Mr. J. R. Miller on the Committee.

It was moved, seconded and carried that a committee be appointed to draw up resolutions for the death of Mr. Ralph A. Harrell, who passed away on April 10.

After discussion of Allied Architects Association, the meeting adjourned.

Respectfully submitted,
A. N. Evers
Secretary.

OCCUPY NEW BUILDING
Tuesday, April 20, the newly completed Dunham Building, 450 East Ohio Street, Chicago, was occupied by the administrative and general offices of the C. A. Dunham Co. This building is a handsome mammy structure, but a stone's throw from Chicago's Oster Lake Shore Drive, on Ohio Street, on the near North Side. It was designed by D. H. Burnham & Co., and is a splendid addition to the architecture of the area in which it is located.

SUPER-ILLUMINATOR FOR COMMERCIAL USES
A change in efficient commercial lighting has recently been made by The Edwin F. Guth Co. of St. Louis, who have perfected a new totally enclosed unit known as Guthlite. An adjustable white porcelain enameled reflector directs the light so as to secure a wide distribution with uniform intensity on the working plane. The upper part of the globe extends through the reflector, giving adequate, shadowless illumination of the ceiling. There are no spots of light intensity at ceiling, but very low brilliancy at the floor. The lamp housing is proportioned high in the globe so that most of the light is diffused through the narrow neck of the globe through the reflector surface, which causes it to illuminate a wide area. Electrical engineers who have seen the unit state that it is the nearest approach to perfect illumination.

CONSOLIDATION
A news from that vast interest in the fact that The Stewart Electrical Manufacturing Co. and the Electrical Steel Metal Works will combine with the Frank Adam Electric Co. The new company will be known as The Stewart Works of the Frank Adam Electric Co. The new company will manufacture and sell the FA panel boards and Stewart safety type deadlock switches. For the present the Electrical Steel Metal Works will remain at No. 81 Story street, and the Stewart Panel Board Works at No. 59 Columbia Square, San Francisco.
Quiet Rooms

are essential for the comfort of guests and patients in modern hotels and hospitals.
Tests show gypsum tile to be 60% more resistant to sound transmission than other partition tile—lighter in weight and fireproof.

Empire Gypsum Tile

Manufactured by
Pacific Portland Cement Company, Consolidated
Los Angeles    San Francisco    Portland
OUTLINE OF A SMALL HOUSE PLAN BUREAU

FROM A SURVEY prePARED BY C. A. TRUEDELL, AIA

FAC TORS OF PLAN BUREAU

1. To establish liaison between home-building factors.
2. To coordinate their interests.
3. To develop an efficient service medium.

EXISTING BUREAUS, THEIR HISTORY

1. Architects' Small House Service Bureau
2. Los Angeles Architectural Club Plan Guild
3. Santa Barbara Community Arts Plan Service
4. One-type plan service
5. Commercial plan service

ANALYSIS OF EFFICIENT PLAN BUREAU

1. Needs and interests of each factor.

FINANCE

1. Plan endowment, material producers to endow Bu-
BEAUTY WITH CONCRETE CAN BE ACHIEVED IN ANY STRUCTURE THE ARCHITECT MAY ELECT TO DESIGN. BUILDINGS IN EVERY SECTION OF THE COUNTRY PROVE IT.

WILSHIRE BOULEVARD CHURCH
One of the many fine examples of monolithic exposed concrete
Architects—Allison & Allison—Los Angeles

Concrete for Permanence
PORTLAND CEMENT ASSOCIATION
A National Organization to Improve and Extend the Uses of Concrete

Atlanta
Birmingham
Baltimore
Chicago
Columbus
Dallas
Denver
Des Moines
Detroit
Indianapolis
Jacksonville
Kansas City
Los Angeles
Milwaukee
Minneapolis
Nashville
New Orleans
New York
Oklahoma City
Pittsburgh
Pittsburgh, Pa.
Portland, Oreg.
Richmond, Va.
Salt Lake City
San Francisco
Seattle
St. Louis
Vancouver, B. C.
Washington, D. C.
GEORGE WASHINGTON SMITH

THE year 1914 was notable for two reasons—the start of the World War, and the start of George Washington Smith's career in California.

As might be discerned from his name, he was born in East Liberty, Pennsylvania. After courses in the Pennsylvania Academy of Fine Arts and Harvard School of Architecture, Mr. Smith browsed about France, Italy and Spain, studying architecture, painting and sculpture, until he had the "feel" of the Romance builders under his skin—and especially the charm of Castile absorbed him and was absorbed by him. On his return to this country he told himself that patios and restraint and deep, cool courtyards could mate charmingly with a given climate, and everyone knows that California has been practically married to a climate for years. So that was that.

George Washington Smith has been called the "Father of the Hispanic Development in California," which has not only been the one significant development in that State since the days of the old Mexican-Spanish Missions, but also has influenced all the recent development in Florida.

His first accomplishment in California was the residence for Mr. Craig Heberton, completed in 1916. Since then he has been and is bus in creating residences of great distinction: a "George Washington Smith house" is as distinctive in its way as a Christopher Wren church.

Like Mr. Charles A. Platt, Mr. Smith broke into the architectural game—and it is safe to say that he enjoys it as much as a game, and by no means looks upon it as work—through painting pictures and designing gardens. The building of houses, to put in the gardens, and to complete the pictures, followed logically, in order to satisfy his own standards, and it also followed that many people who saw those early houses wanted Mr. Smith to design houses and gardens for them.

He belongs to the A. I. A., the Paris A. A., N. A. C., the Santa Barbara Club, the Monte Carlo Country Club, the Beach Club. Besides being a great artist, he is a very delightful gentleman to meet. He once stated as his hobby, "Eliminating all useless ornament from a design," but we suspect it is more than a hobby, it is a creed.
Individual Light, Water, Air—and now—HEAT!

A Radiator for every room

Pacific Pressed Metal Radiators
Patented construction permits circulation of heated gases to contact with 40% greater heating surface than possible with any other design. Made in sizes of 4 to 16 sections.

Pacific Cast Iron Radiators
Have the same circulation system as the Pressed Metal Radiators and are preferred for buildings where extremely durable construction is desired to withstand rough usage.

Pacific Gas Steam Radiators
Each radiator is a miniature steam-heating plant. Provides individual heat in rooms where wasted. Automatic control. Eliminates expense of central boiler, plant, installation and operation.

Pacific Pipeless Floor Furnaces
No basement required. Heat from 1 to 4 rooms. Just turn a key for instant heat. 0.25w. air for combustion from outside.

Pacific Recess Radiant Wall Heater
An air duct supplies a continuous stream of fresh air to the room. Outer casing is always cool. Any finish desired.

Pacific Warm Air Basement Furnaces
Installed in basement or furnace pit. Delivers warm air quickly to each room, automatic upstairs control. Require no attendance.

In this balmy Coast climate, more architects every year are favoring individual heating equipment for each room in large buildings—in office buildings, apartment houses, hotels, etc. Our number of installations of this character is twice as great as five years ago.

A very sensible, logical plan! Heat where and when you need it! No expensive, cumbersome central plant. No troublesome upkeep problem. You turn on the heat as you turn on the light—and get results almost as instantly!

Pacific manufactures six kinds of gas heating equipment. One of these types will fill every requirement you can ever have.

Pacific Heating Engineers will be glad to help you with suggestions. Under your direction they will prepare complete specifications for inclusion in your plans. There is absolutely no charge for their services. And no obligation!

Telephone BEacon 2190, or write

Pacific Gas Radiator
Gas Heating Company
Headquarters

1732-1740 W. Washington St., BEacon 2190; 616 W. 8th St., MEtropolitan 2398
Factory and Foundry, 7541 Roseberry St., Los Angeles. Branches Throughout the West
ELECTRICITY in the Modern Home

BY THOMAS B. HUNTER

HUNTER & HUNTER Consulting Engineers

ELECTRICITY is to the household as convenience, cleanliness, comfort and labor saving, the modern servant to the home. She is always peacefully awaiting your orders and is on duty 24 hours every day of the year. She never asks you to call her off or evenings out. You only have to turn the switch and she goes to work. The only demand she makes is that you have the proper wires to feed her.

Electricity is a fuel for light, heat and power. In the planning of a new house or remodeling the old, it is important that the assistance of an electrical expert be obtained to assist you in this important work. For your convenience we will briefly touch upon the main electrical applications which should be considered in the modern home. The home without these devices is not modern.

Correct illumination is dependent upon two factors which are the elimination of (first) glare and (second) shadows. This is accomplished by the shading of properly located fixtures. Floor and table lamps are advocated by the illumination engineer, as a part of correct lighting, and by the interior decorator, to add to the beauty and harmony of the room. A little higher intensity of light in such places as the kitchen, bath room, dressing room, laundry, etc., is desirable. This is accomplished by special fixtures directing the light where desired.

We have all had the experience of bumping our way through a dark room in search of the lighting switch. This can be eliminated by installing what are called three-way switches. By means of these switches it is possible to light dark rooms when entering and turn lights off when leaving. These switches should be used in the hall, and in all rooms with more than one entrance. By these installations many steps are saved not forgetting the bumps.

A small night light should be installed in the hall which can be left burning during the night. It will prove to be a convenience and a safeguard.

Lights should be installed in all closets, garage, basement and garage. It is also a convenience to have the house number illuminated during the night. You have had the experience of searching for a house number during the night, and have undoubtedly rung the bell at the wrong house, thus inconveniencing not only yourself, but the people in the house.

A master switch located at the head of your bed which will turn on lights in the main rooms of the house is certainly your best friend in times of emergency or danger. The cost will be very small when compared with the feeling of safety and security which it will give you.

Convenience outlets should be carefully located to provide the convenience of such devices as the portable lamp, electric sweeper, radio battery charger, radio battery illumination, water heater, with biscuit, wash, sink, toilet, and bath in the bathroom, and careful lighting and heat control in the parlor, bedroom, etc.

These outlets may be found in the immediate kitchen outlet. Careful planning should take into consideration the probable location of furniture. To many a modern home it is possible that you will want to use room appliances at the same time, and clever outlets should be used. Outlet for lamps may be located in breakfast or dining rooms. Good practice to locate outlets which will be used for portable appliances at a height of from three feet to five feet from the floor, so that you illuminate the room and the path of stopping over. The dining room table outlet should also be wound with a common extension. A kitchen outlet should be installed at the range to permit the use of the utility motor and to prevent a loss of heat in working on the range.

We are now ready to consider the work shop of the home. Men have long recognized the necessity of using devices in their business, and the household man should also apply labor saving devices in his tasks. In the modern home furnishes basic attractive furniture for the kitchen as well as for the balance of the home. The days of the dirty old stove are gone, and the household can take the same pleasure in her kitchen as in any other room.

The electric range has been invented by tens of thousands of housewives. By means of the proper controls and the automatic controls for the oven, it is capable in itself to operate. It eliminates the idea of the hot work of cooking. One household worker, whose electric range has a white enamel concealed wall about six feet high, has said, "I never knew the use of my range as clean as the chinese place.

The electric water heater will give a perfect hot water service. These heaters are usually located in the basement with a boiler of from 30 to 40 gallon capacity. The heater is automatic, and as soon as the water in the boiler is heated and held to the desired temperature the water will not exceed that temperature. When the hot water is drawn off, the heater will automatically heat the cold water which has replaced the hot water drawn off. All copper sinks in the house should be connected in this manner. The gas is stored in special copper tanks at the head of the house.

Dish washing is perhaps one of the most irksome tasks in the home. The laborious tasks can be eliminated by means of the electric dishwasher.

Refrigeration by water is the most modern development in the home. The electric refrigerator connects with the necessary the house, and the water, after being stored for the hot tank. There is no dirt and no danger, and necessary with this modern appliance. The automatic water works automatically maintains a constant cold, dry temperature in the box. There is no contaminating where ice cubes are frozen for the table, and where the water is drawn off automatically.
Edison steam plant at Power, Calif., between Terminal Island and Long Beach, with total capacity of 287,600 horsepower.
At left is shown a cooling tank on top floor. This tank receives the return from the water jackets around generator bearings.

This Plastite-lined tank is proof against boiling sea water!

SEA water is used in water jackets around the generator bearings in this modern plant of the Edison Company. The salt water returns to this tank boiling hot. The tank was waterproofed inside with three coats of plaster made with Plastite.

Plastite was also used to waterproof the basement walls of the plant, some of these walls being under water at high tide.

Concrete and stucco can be made permanently waterproof by using Plastite—which has all the strength and characteristics of Portland cement, besides being waterproofed and plastic.

Write for complete Plans and Specifications for Swimming Pools and Reservoirs.

Riverside Portland Cement Co.
Manufacturers of "Plastite" Waterproof Plastic Cement, "Bear" and "Riverside" Portland Cement and of "Bear" Oil Well Cement
724 So. Spring St. LOS ANGELES TRINITY 5951
OUR NEW ADMINISTRATION BUILDING serves a three-fold purpose that it exemplifies the growth of this Company, it furnishes a memorial to its founder, and, finally, it proves a suitable home for its administrative branch. Visiting architects, engineers, and contractors will not fail to note the various designs of metal doors and trim with their varieties of finish. On the different floors we have featured several types of jamb constructions. The varieties of finish will demonstrate practical applications of not less than a dozen color selections. Come and let us show you.

We shall be pleased to put your name on our list to receive our architectural literature.

DAHLSTROM METALLIC DOOR COMPANY
JAMESTOWN, NEW YORK

SAN FRANCISCO, CAL.  KANSAS CITY, KANSAS  ST. LOUIS, MO.  PHILADELPHIA, PA.  NEW YORK, N.Y.

SEATTLE, WASH.  DALLAS, TEX.  PORTLAND, ORE.

SALT LAKE CITY, UTAH  PHOENIX, ARIZ.  SEATTLE, WASH.
HARDLY a week passes without the addition of some new name to the blue book of hotels in which Kohler Plumbing Fixtures are used.

Now comes the Neil House, just completed in Columbus, Ohio, with its 625 Kohler built-in baths—one more tribute to the fineness of this ware and to the regard in which it is held by the architects of America.

Kohler fixtures will maintain and extend that regard—by manifesting as in the past those quiet evidences of superiority which distinguish the exceptional from the merely good.

KOHLER CO., Founded 1873, KOHLER, WIS.
Shipping Point, Sheboygan, Wis. · Branches in Principal Cities

KOHLER OF KOHLER
Plumbing Fixtures
YOU will be unable to find any other assemblage of so many good features equal to the ☞ Panelboard. That is true in respect to all leaders; an ☞ Panelboard is the leader in its field as well as the original of the safety type sectional molded panelboard.

☞ Panelboards are standardized: they are constructed of oversized parts and built complete in our own factory—not on the job. Therefore, they always fit ☞ Steel Cabinets—even though installed months apart; they give abundance of satisfaction through constant good service and their installation cost is minimized.

The ☞ pride-mark stamped on each panelboard shows our faith in a product behind which there are thirty-five years of panelboard manufacturing experience. Your specifications are met by our pledge of good service.

May we send the ☞ Catalog? Possibly you need estimates at once. Both are gratis. Let us serve you without obligations.

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

DISTRICT OFFICES
Atlanta, Ga. Dallas, Texas Minneapolis, Minn. Portland, Oregon
Cincinnati, Ohio Los Angeles, Calif. Pittsburgh, Pa. Winnipeg, Canada
London, Ont., Canada

☞ Panelboards are made in plug and cut-off fuse types, with and without controlled branches. Four to standardized construction all sizes and types can be delivered on the job very quickly.
In Oakland's Showplace

All interior walls and ceilings of Oakland's new showplace -- the Howden Building -- are lathed with Super Locklath. This modern material not only contributes to the beauty of the walls but also makes them fire-safe, waterproof, soundproof, permanently strong and insulated against heat and cold. Super Locklath is neither the cheapest nor the most expensive but it combines every good quality obtainable from any lath at any price!

"Planning Your Walls for Comfort" is not a technical booklet but you'll find it both interesting and helpful. It will be sent without charge or obligation.

**Plastoid Products, Inc.**

Northern Division Office
318 Builder's Exchange Bldg.
Oakland, Calif.

Southern Division Office
1725 South Downey Road
Los Angeles, Calif.

--SUPER--

**LOCKLATH**

"Plastoid-Made"

Super Locklath is sold by all building material dealers.
AN EARTHQUAKE-PROOF BUILDING

The front of the building on a more labor cost than N. The single turn A by the than the doubled 2 by 4 inch header in O.

Q. The double 2 by 4 inch header in O. Q., because it will support the earth in O and Q. Q. very poor for a seat frame because the wall above is supported at its ends by nothing else. The tests mentioned above also show that the resistance of a building may be increased considerably by placing at least six 8d. nails instead of two, for instance each board of sheathing across a stud, a stud brace or a plate.

INTERIOR PARTITIONS. The main cross partition should have by 4 inch studs, they should be well stabilized by diagonal stud braces and their plates should be adequately tied to the plates of the exterior walls, so that the cross partitions will serve to tie and brace the latter.

PROVISION FOR PIPING. It is exceedingly important that the architect make provision for all piping in the framing plans, so that they will not be compelled to mutilate or remove important supports, braces or ties in order to install their fixtures. This duty of the architect should not be delegated to the carpenter. The best method is to run the piping between double walls. Because of lack of space, a discussion of the stucco exterior and construction of chimneys must be omitted.

In conclusion, the adoption of the structural details in regard to framing outlined in the preceding paragraphs will add only a trifling amount to the cost of construction of a two-story dwelling, yet the writer believes that such framing is worth the additional cost.

SKETCHES OF NORTHERN SPANISH ARCHITECTURE

By SAMUEL CHAMBERLAIN

In his charming European sketches, published after the events of various eruptions, have made a profound impression and have a delightful firmness and mass in their simplicity, but mainly drawn from the experiences of little-known Spanish architectural gems, with which the writer is familiar. These sketches are not only such as are needed by architects are making so well adapted to many types of buildings here especially in California and the South.

No Pacific Coast architect could use his imagination in sketching such a house in California, without doing it for one reason or another in the way we know today.


UNIQUE HEATING UNIT

A heating system which is unique in the history of home heating has just been installed in the office building of A. S. Therberg, a two-story structure at 105-7 S. Los Angeles street, by the Pacific Gas Radiator Company. Instead of a central plant, a special central gas radiator has been installed in each of the rooms and a special suction exhaust fan on the roof assures perfect ventilation and removal of gases from the room. This installation is said to be the only one of its kind in Southern California.

WINDOWS

CASEMENTS

WHITCO HARDWARE

ECONOMICAL

ATTRACTIVE

NON-RATTTLING

SELF-ADJUSTING

OBTAINABLE THROUGH YOUR HARDWARE DEALER

WESTERN OFFICES
365 Market Street
San Francisco

LOS ANGELES SALES OFFICE
1886 Lemoyne Street

BOSTON OFFICE
Massachusetts Trust Building
Boston

For Catalogs and Details Write

VINCENT WHITNEY COMPANY
MANUFACTURERS HARDWARE SPECIALTIES

DOUBLE HUNG

SIDE AND TOP PATTERNS

SASH RANGE 4 TO 105 POUNDS

NO WEIGHTS. CORDS OR POCKETS

NARROW TRIM AND MULLIONS

Pullmanize Your Windows
LIGHTING equipment designed by Forve-Pettebone was selected for the fine interiors of the Asbury...Los Angeles Superb new 13-story apartment home.

In this new structure Forve-Pettebone specialists have demonstrated how lighting can add to the beauty of architecture. Each design follows the motif of decoration. Each detail harmonizes with its surroundings. Always co-operating closely with the architect, effects have been achieved which add sheer beauty to The Asbury interiors.

For a quarter of a century The Forve-Pettebone Company has specialized in lighting. The benefits of this long experience is always available to architects. Designs and estimates for any type of building will be furnished cheerfully. Upon request a file folder showing latest designs in lighting equipment will be sent without charge.

FORVE-PETTEBONE COMPANY
818 South Figueroa
Los Angeles
Established 1901
The WALL-MARK of Quality

A Hockadayed room has a radiance that makes it easy to identify without inspection. You can feel the difference; inwardly, in its effect upon the disposition; outwardly, by a touch of the fingertips on its smooth surface.

If Hockaday 170-White is your choice, you have a white that rivals the snowdrift. Its pureness of color is a result long sought of makers of paint. And because it is Hockaday you are assured that its original brilliance will endure, for Hockaday is the foe of all plaster ills—limeburn, checking, cracking and peeling. It is washed with the ease and thoroughness of porcelain.

No wonder Hockaday is the WALL-MARK of Quality.


THE HOCKADAY COMPANY
1823-1829 Carroll Avenue, CHICAGO

HOCKADAY
THE WASHABLE PAINT FOR ALL INTERIORS
Buttress Lath insures beauty and strength in the walls you design

Plasterers prefer to work over Buttress Lath because it affords an even, rigid, plastering surface.

Buttress Exterior Stucco Backing with 2" mesh 16 gauge wire netting, furred out 3/4" from the face of the board is the logical base for outside stucco construction. It gives a 100% bond, and an even suction which prevents spotting of the stucco. Buttress backing means a beautiful, even-colored and permanent stucco job. Buttress Manufacturing Co., 6910 So. Alameda St., Los Angeles, Calif.

THE skill, technique and artistry which you put into your designs may easily be defeated through inferior materials or construction. Particularly is this true in walls.

Buttress Interior Lath is an insurance for you against unsightly cracks, buckling, chipping and falling of plaster, and other defects which so often appear during the life of the average home. Very often these defects are in no sense the fault of the architect, yet the home owner is prone to expect absolute protection from him, and perhaps with reason.

Specify Buttress Interior Lath and insist upon the carrying out of your specifications! It will mean absolute assurance of satisfactory results.
THE BEAUTY and safeness of California school buildings are famed throughout the country. From cellar to roof the new Dakota-Street School was fabricated largely in the great Simons kilns. The whitewashed walls are of Simons Brick and the beautiful roof of Simons Sorrento Tile.
The 90\% that costs only 12\% 

USUALLY we pay for what we get. But in good plastering we get more than we pay for, because plastered walls and ceilings which cost approximately 12 per cent of the average building budget, represent 90 per cent of all the home that is visible.

Quite often your clients are willing to take good plastering for granted. Thoughtful architects have learned from experience that such a practice is not always safe. Because this 90 per cent that costs in comparison so little plays such a big part in the finished home, architects usually find it wise to insure good plastering, not only by writing it into the specifications, but by impressing firmly on their clients the importance of paying enough to cover good work.

Disturbing a Dangerous Practice

Taking good plastering for granted hasn’t resulted satisfactorily here in California, as every experienced builder knows. And that the inexperienced individual may be equally protected by this knowledge is the purpose of these advertisements and others like them, appearing regularly in leading newspapers and trade magazines, educating the public on the importance of good plastering.

Blue Diamond Company

Producers and Manufacturers of Quality Fireproof Building Materials

Los Angeles
Financial Center
Another Important San Francisco Building
Being Constructed of Cannon's Face Brick

The Financial Center Building, California and Montgomery Streets, San Francisco, will be of Cannon's Variegated Pink Face Brick. This is the third large building in California Street of Cannon's Face Brick. The others are the Mark Hopkins Hotel and Huntington Apartments. All are decidedly different in appearance and color scheme. California Street may continue indefinitely to build of Cannon's Face Brick without duplication.

CANNON & CO.
"Makers of America's Finest Face Brick"

Branches
San Francisco—Cal Building
Oakland— Builders Exchange Building
Los Angeles—Douglas Building

Distributors:
Knoxville Fast Mortar Colors

Executive Offices
400 Forum Building
Sacramento
More and more, the finer buildings of the West are being built of

RAYMOND GRANITE

RAYMOND GRANITE is quarried at Knowles, California, where exists one of the largest deposits of this high grade granite in the world.

The Raymond Granite Company is the only company dealing in the trade marked Raymond Granite. It is the largest and oldest company of its kind in the West.

RAYMOND GRANITE COMPANY
INCORPORATED

CONTRACTORS

GRANITE • STONE • BUILDING • MEMORIAL

3 POTRERO AVENUE, SAN FRANCISCO
1350 PALMETTO STREET, LOS ANGELES
"Tell me, 'Cal' Pine, why do you believe California Pines should be specified for framing of houses and other ordinary frame buildings?"

"Well, you, as an architect, must have good framing as a basis for the entire construction. You can be sure of strength, rigidity and good workmanship where California Pines are used. The builder and the carpenter like to work with these woods because their uniformly soft texture and close, even grain make easy cutting and sawing, and permit precise joinery without wasting material. California Pines do not warp or twist, hold nails tightly. Also their light weight makes handling easy, thereby permitting more material to be placed in a given time than is possible with almost any other framing wood."

"What about the strength of California Pine as framing lumber?"

"It is of sufficient strength for framing, in proof of which statement, I would refer you to the book on house construction issued by the U. S. Bureau of Standards, compiled from data supplied by the U. S. Forest Products Laboratory, Madison, Wisconsin, in which California White Pine, as structural material, is rated favorably in comparison with those eastern structural pines, which, as you know, were for generations your main construction material."

"What are the standard grades of California Pine Dimension lumber?"

"Well, in general, No. 1 Common Dimensions is suitable for all ordinary framing purposes. It is sound wood, well manufactured, and free from waste. No. 2 Dimension I would suggest for cheaper framing, it has larger knots and more pronounced defects. No. 1 and No. 2 Dimensions are most often sold under the combined grade of No. 2 and Better Dimensions, suitable for all ordinary building conditions. However, carpenters should be careful in selecting the grade of the material for different parts of the structure according to the stresses required to which it is subjected."

The subject of grades and sizes is treated in detail in my illustrated book of grading rules, which should be in your office."

Send a postcard today for "Cal" Pine's book—a real working tool for the drafting room.

CALIFORNIA WHITE AND SUGAR PINE MANUFACTURERS ASSOCIATION

Also producers of CALIFORNIA WHITE FIR - CALIFORNIA DOUGLAS FIR - CALIFORNIA INCENSE CEDAR

685 CALIF BLDG, SAN FRANCISCO

California White Pine (cedar-like) California Sugar Pine
Advantages of the DUNHAM Vacuum System

To the architect who appreciates quality and service in a heating plant the Dunham Vacuum Heating System will make a strong appeal. It uses piping of minimum diameter. It operates with great success on exhaust steam. It may be installed on large jobs with absolute certainty of successful and satisfactory operation. It operates with marked efficiency and with an entire absence of noise. Worth looking into, Mr. Architect!

C. A. DUNHAM CO.
Dunham Building
450 East Ohio Street
Chicago

HEATING, LIGHTING AND POWER PROBLEMS
(Continued from page 49)

cream, sherbets, parfaits, mousses and salads may be frozen. Due to its constant low temperature foods are kept longer, and under ideal sanitary conditions. The housewife with the electric refrigerator can always have “frozen dainties” prepared which can be served to the unexpected guest, with little effort and no delay.

Electric room heating is somewhat of a confused subject in the minds of many people. This confusion arises because of the many small portable socket heaters which are on the market. These small heaters have a very definite field, but they are not the best type to heat rooms. Anyone purchasing this type of heater for heating rooms is bound to be disappointed, and might condemn electric air heating because of this experience.

Heavy duty electric air heaters of radiant convection (or convection type) are manufactured which will eliminate all need for any other forms of heating. These heaters require special wiring, and cannot be used on the ordinary convenience outlet. The principle of electric room heating is to locate heaters of correct size in various convenient places throughout the home. It is advisable to have each heater of sufficient size to heat the required space to 70°F on the coldest day.

The heaters are equipped with three heat switches, which provide for full, one-half or one-quarter capacity operation. The heaters may also be controlled by thermostat. For hand control the best method of operation is to turn the heater on full until the desired temperature is reached, and then cut the heat down to one-half or one-quarter, depending upon the outside temperature to maintain the inside temperature. These heaters are built in two types for use in the home, one of the flush type, which is built in the wall, and the other portable, which can be moved from room to room. The advantages of electric heating are many, including cleanliness, speed, reliability, long life, and flexibility; it is possible to heat any desired portion of the house without heating other, unoccupied rooms. The speed also is a great attraction, as there are many days when a little heat is desired for a short period of time.

It is imperative that heater sizes be computed by a specialist experienced with electric heating.

You are, no doubt, thinking that this is all very fine, but how much does it cost? To cover thoroughly the question of cost was not the intention of this article. However, you should know that special rates are offered by all Electric Service Companies for this class of service.

The installation cost of electric heating compares favorably with that of other good systems, and after a little experience in regulating heat controls, using common sense in avoiding waste heat as we have learned to do with our electric lighting systems, the cost of operation can be kept surprisingly low, in spite of frequent statements to the contrary. As the great development of water power grows, rates will undoubtedly be correspondingly decreased. You should also consider that in such homes as outlined herein, a servant is often eliminated, and even if this is not true, that there is a great saving in the amount of work done by the housewife. Surely this time saved has a value, and if it is considered, the cost of the electrically operated home will be found decidedly economical.

The intention of this article is to point out the importance of the electrical wiring in the home. Even though all applications of electrical servants may not be made immediately, it is important that provision in wiring be made. The electric service which includes the wires leading from the first point of contact on the building to the meter location is the electrical foundation.

To assure that this foundation is large enough to carry
The election of local, it is unnecessary to work from the inside toward the meter. When the inside requirements are determined, it is a simple matter to determine the correct size for the foundation.

**GRAPHIC ARTS PRINTING EXHIBITION AT LEGION OF HONOR PALACE**

From May 12 to May 30 inclusive, there is to be on view at the California Palace of the Legion of Honor, an exhibition of fine printing. This exhibition consists of recently issued books and contemporary printing for commerce, both arranged by the American Institute of Graphic Arts, New York City. Under the title of "Fifty Books of 1905," the institute is showing the fifty books that it has selected as being the fifty best printed books in the whole United States during the year preceding, and under the title of "Contemporary Printing for Commerce" what it considers to be the best representative examples in this field produced last year by American printers and designers.

San Franciscans will be interested to know that four of the fifty books were printed here in San Francisco, as well as ten of the 200 specimens shown of commercial printing—a very large proportion as compared with the whole United States.

From the aesthetic standpoint typography and fine printing are, in the Graphic Arts, a branch of the art of design. For this reason the present exhibition is of serious interest not alone to every printer, every advertising agent, and every buyer of printed matter, but also to every business man or manufacturer into whose product there enters applied industrial art in any form.

The installation in the California Palace of the Legion of Honor opened on Wednesday, May 12th, and will close Sunday evening, May 30th. On the evening of the opening day Mr. Andrew J. Wood delivered an address on the significance of the exhibition, followed by a musical program rendered by the Museum's official organist, Marshall W. Giselman.

**NEW BOOK ON SHINGLES**

A new development in asbestos shingles, which gives "color texture" tone gradations and the random widths, broken butts and tapered thicknesses that add charm to the roofs is described in a booklet issued by The Asbestos Shingle, Slate, and Sheathing Company, of Ambler, Pa. The booklet is handsomely printed in four colors and shows examples of the color effects that are obtainable with the new medium.

OUTLINE OF A SMALL HOUSE PLAN BUREAU

[Continued on page 64]

**CALIFELT Solves This Problem**

**CALIFELT Insulation Mfg. Co.**

1615 McKee St. • Los Angeles, Calif.
San Francisco Branch: 107 Rialto Bldg.
Also Manufacturers of "OZITE"
Here you have it!
—all in one concise, convenient loose-leaf binder (made to fit your files)

ARCHITECT'S SPECIFICATION MANUAL on PAINTS and VARNISHES


SENT TO ARCHITECTS FREE UPON REQUEST

WHY dictate specifications, or rely on old copies which must be revised to cover the project in hand? Let your stenographer copy from large, clear type the specifications in the Oakley Specification Manual.

YOU will appreciate this authoritative information on paints, varnishes and finishes of every description; you will welcome the ease with which the Manual fits your file; you will be glad you sent for it!

OAKLEY PAINT Manufacturing Company
715-737 Antonia Street
LOS ANGELES CALIFORNIA

Specify
This Fixture for use in Hospitals

This convenient fixture may be used to advantage in connection with an ordinary closet bowl, where cost or space does not permit the installation of a special fixture.

The 18-inch Swing Spout is made to swing out of the way, either horizontally or vertically, but is instantly available when required. Furnished for ½-inch I. P. S. pipe connection.

Can also be supplied for cold water only.

BEAR BRAND

FIG. 48
"BEAR BRAND" BED PAN WASHER

STANDARD BRASS CASTING COMPANY, Manufacturers of High Grade Plumbing Brass Goods
THIRD AND JEFFERSON STREETS, OAKLAND, CALIFORNIA
PACIFIC GAS AND ELECTRIC BUILDING
San Francisco
Bakewell & Brown, Architects
Frederick W. Snook Co., Plumbing Contractors
Crane Company, Plumbing Fixtures

You Can't Waste Water by Holding a Sloan Valve Open
because
You Can't Hold a Sloan Valve Open and Waste Water

SLOAN VALVE CO.
CHICAGO, ILL.
with Branches in the Principal Cities of the United States and Canada
Ornamental Iron, Steel Stairs, Elevator Fronts, etc.
California Steel Windows (Galvanized) on sides and rear.
NEW SPAIN

HE whole country is familiar with the miracles being worked in Florida. Ponce de Leon's idea has been reversed, instead of youth, age has been produced, with the magical speed which is supposed to typify American methods.

The Old World traditions which have influenced so strongly, and so successfully, the development of an Hispanic type of architecture in California, apply with quite as much force in Florida. Climatic conditions are sufficiently like to justify a structural similarity. There are two obvious points of difference, which, without changing the general style, have certainly affected its treatment, so that while both Florida and California have caught the spirit of Old Spain to a remarkable degree, their versions are by no means identical.

The contours of the land in Florida are with but little exception flat, and water plays an important part in its architectural development, the uses to which its buildings are put (save for governmental and public utility buildings) are based on a different method of living. Although California has many tourists, and tourist resorts, the great mass of building is for permanent residents, for the all year round. Apparently the Florida coast has become a vast and lovely playground, where provisions for the housing and entertainment of guests is essential, indeed of paramount importance. Numbers of big and little estates have been established to serve as winter homes, or even for week-end or vacation resorts. The shortness of the trip (compared with that to the Pacific Coast) from the large cities of the East makes this feasible and attractive.

To neglect the possibilities of water in concert...
tion with architecture would be short-sighted. It is natural that suggestions of Venetian Gothic should creep in, and many charming and not incongruous features of these Florida buildings can be traced to this inspiration. There is much akin between the rich detail of Venetian ornament and the Spanish Plateresque or Churrigueresque, with their Moorish background.

Undoubtedly the architect whose personality is most strongly stamped on this new development of Hispanic Florida is Addison Mizner. Palm Beach owes many clubs and homes and hotels to his genius for scenic effect, his familiarity with European architecture, his expert knowledge and excellent taste in decoration and furniture. To him came the chance of which every architect has dreamed, realized by few, indeed: the designing and building of an entire city. Not one bit of construction to be started without his approval—what a soul-stirring, heart-warming opportunity!

From photographs of the work already completed or under construction in Boca Raton ("The Mouth of the Rat"—derived from an odd-shaped lake, with outlet to the ocean) and sketches for a multiplicity of buildings contemplated, it is clear that Mr. Mizner will add materially to his fame in the creation of this unique project. Granted that this is architecture which may be called theatrical or archaic—it is certainly a most superb and appropriate stage setting for the Comedic Humaine in its most pleasing aspect—an apotheosis of "Joie de Vivre."

Houses done by Mr. Mizner in Palm Beach have matured enough to indicate what may be expected of Boca Raton in its entirety, with the picturesque romanticism and the harmony of feeling which appeal so much to the traveler in the communities of Old Spain. America (including California) will owe a debt of gratitude to the creator of Boca Raton, a noteworthy example of artistic unity in design.

MORE ARCHITECTS AND ENGINEERS NEEDED FOR PUBLIC BUILDINGS

The United States Civil Service Commission states that the $165,000,000 public buildings program now pending before Congress has passed the House and has been favorably reported to the Senate, where it is expected to come to a vote within the next two weeks. The indications are that the bill will become a law.

The bill provides for new construction work amounting to $100,000,000 outside the District of Columbia and $50,000,000 in the District of Columbia. It includes $15,000,000 to complete the unfinished portion of a building program ordered in 1913.

The Civil Service Commission has extended until June 30 the date for the close of the receipt of applications for positions of architects and engineers.

The age limit for all these positions has been raised from 45 to 50 years.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or from the Secretary of the United States Civil Service Board at the post office or customhouse in any city.
ANTIKIQUING A WALL

Appreciation for the charming architecture of Spain has been increasing rapidly in America, particularly in California and Florida. More and more the Hispanic influence is shown in the designs now being executed. A salient feature in producing the atmosphere which makes the original Spanish building so fascinating, is the warm, mellow "patina" with which time has coated the typical plastered wall; and in order to reproduce this effect on a modern wall your painter must be a real craftsman who uses good materials with the expertness of experience and who cooperates willingly and intelligently with your architect. Our reputation for quality and cooperation in painting and decorating has stood unchallenged for forty years. A. Quandt & Sons. San Francisco, Calif.
ARCADE AND DINING ROOM, "THE COURSE" INN, ORANGE BEACH, FLORIDA.

FREDERICK G. MOORE, ARCHITECT.
ADMINISTRATION BUILDING, BOCA RATON, FLORIDA
ADDISON MIZNER, ARCHITECT
PATIO, ADMINISTRATION BUILDING, RANCHO PALOS VERDES
ADDISON WENNER, ARCHITECT
12. •8 PACIFIC COAST ARCHITECT

INTERIORS, GULF STREAM GOLF CLUB, PALM BEACH, FLORIDA. ADDISON MIZNER, ARCHITECT
ABOVE—GULF STREAM GOLF CLUB, BELOW—GATES TO RESIDENCE OF W. E. WREN, PALM BEACH, FLORIDA. ADDISON MIZNER, ARCHITECT.
RESIDENCE OF W. G. WORDEN, PALM BEACH, FLORIDA
ADDISON Mizner, Architect
ABOVE—DINING ROOM; BELOW—BED ROOM, RESIDENCE OF WM. G. WORDEN, PALM BEACH, FLORIDA
ADDISON MIZNER, ARCHITECT
ABOVE—LUNCH LOGGIA, BELOW—LIVING ROOM, RESIDENCE OF W. L. WARDEN, PALM BEACH, FLORIDA
ADDISON MizNER, ARCHITECT
THE STUCCOED WALL

The charm of Spanish architecture is due in no small measure to stuccoed walls, both without and within. Their beauty of texture, with wavering shadows; their mellow coloring, tinted by time; their weatherproof density of surface, making for warmth in winter and coolness in summer—all can be reproduced today, at no excess of cost, under proper methods of construction. Most careful study has been made, with experiments in laboratory and field, to determine the exact proportions and the process of application to produce best and most durable results. We are always ready to collaborate with architects, give them benefits of our research, and make up samples to their satisfaction. California Stucco Products Company, Los Angeles and San Francisco.
REVERENCE or ARTIFICER

ADDISON Mizner, ARCHITECT

RESIDENCE OF ARTHUR B. CLAFLIN, PALM BEACH, FLORIDA

ADDISON MIZNER, ARCHITECT
LOGGIA, RESIDENCE OF EDWARD T. STOTESBURY, PALM BEACH, FLORIDA.
ADDITION Mizner, ARCHITECT.
A new architectural gem added to the crown of Nob Hill, San Francisco—the Brocklebank Apartments, Sacramento and Mason Streets. The steep-pitched roof is laid with Gladding, McBean & Co.'s Berkeley Pan Tile, giving an effect of unusual distinction. As the result of a studied combination of green tile with the russet brown shades, the roof has an antique green overtone.
RESIDENCE OF H. P. McGIVNEY, PALM BEACH, FLORIDA
ADDISON Mizner, ARCHITECT
Residence of H. P. McGinley, Palm Beach, Florida. Addison Mizner, Architect
DINING ROOM, RESIDENCE OF CHARLES JUDD, PALM BEACH, FLORIDA. JOHN N. SHIPLEY, VH.
Ramona Roof Tile

Beauty

Versatility

Permanence

 unquestionably, much of the charm of this beautiful home is centered in its Ramona Tile Roof. Perfect workmanship is displayed in the grading of colors and in the method of laying, features always present in a roof laid by N. Clark & Sons. Such a roof is a wise investment in beauty and permanence.

N. CLARK & SONS

Manufacturers of
Architectural Terra Cotta, Pressed Brick, "Ramona" Roof Tile and Kindred Clay Products
112-116 NATOMA STREET - SAN FRANCISCO
"VIA MIZNER," PALM BEACH, FLORIDA
ADDISON MIZNER, ARCHITECT
Random laid in variegated shades of reds and russets, this Sierra Tile roof lends a charm of restfulness and age to the eye, is a source of complete satisfaction to the architect, and lasting joy to the home owner. When roofing tiles are concerned our complete organization is always at the service of the designer and builder.

Manufacturers

California Pottery Company

Executive Offices: Mills Building, San Francisco
Telephone Kearny 87

Oakland
2265 East 12th Street
Fruitvale 588

Fresno

Merced
Towering above aristocratic Nob Hill and overlooking the city of San Francisco and the bay, is being reared one of the finest hotels on the Pacific Coast—the Mark Hopkins.

Typical of the handsome appointments which will distinguish this great hotel when it is completed, is the installation of 307 Kohler “Viceroy” built-in baths and numerous other Kohler fixtures.

The beauty of Kohler fixtures and the excellence of their uniformly white enamel—always signed with the name “Kohler”—supply two good reasons for the frequency with which eminent architects specify this ware. A third reason is that Kohler fixtures cost no more than others of acceptable quality.

Kohler Co., Founded 1873, Kohler, Wis.
Shipping Point, Sheboygan, Wis. Branches in Principal Cities

Kohler of Kohler
Plumbing Fixtures
POOL, ESTATE OF HAROLD VANDERBILT, PALM BEACH, FLORIDA

ADDISON MIZNER, ARCHITECT
You will find many splendid examples of the modern use of Face Brick in "Architectural Detail in Brickwork," a portfolio of many halftone plates, showing various treatments of the brick wall surface, ready for filing. It will be sent postpaid to any architect making request on his office stationery.

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

"Brickwork in Italy," 298 pages, an attractive and useful volume, especially for the architect, profusely illustrated with 69 line drawings, 300 halftones, and 20 colored plates with a map of modern and XII century Italy. Bound in linen, will be sent postpaid upon receipt of six dollars. Half morocco, seven dollars.

AMERICAN FACE BRICK ASSOCIATION
1767 Peoples Life Building - Chicago, Illinois
TWO MANY of the beautiful apartments these days are decorated in gray, for it is an excellent background for pictures and ornamentation. Of course gray and all the tones of gray are not decorating in themselves, but some contrasting color, which is to form the real color note in a room, but which is too strong to use in any but small quantities, can safely be used with it. It is therefore neutral.

Neutral tints and grays can not be obtained satisfactorily by plain painting in thick color. They must be done by combinations of color either stippled or glazed, and not by some mixture, which is usually the best method. A neutral tint or gray tending in the blue direction should be over a bright light-blue foundation, and one in a brownish tone over scarlet. The blue foundation may be stippled with white and grays to bring out the desired tint, and the scarlet with browns and whites. Several coats of stippling will be needed, but it is worth while, as one will get quite a different and a far more interesting result.

One can say that the pure grays range from white through all tines to black, the other neutral tints soon cease to be neutral and become brown or blue or green according to their alliance with these colors.

A north room should never be "done" in gray nor should a badly lighted room, as it will only look dirty, and when working in grays one must always bear in mind that an unpleasant effect is to be avoided at all costs.

The surface of light gray walls is important. It should be flat, as glossy gray is too drab in effect. A ceiling should never be gray. A neutral tint tending towards brown may, however, be glossy in surface, also many walls that are blue but almost gray.

Given a gray background, certain colors at once suggest themselves to work with—pink—a bluish pink, not an orange pink—is excellent, and very effective. Pale blue may be charming, but it should be a pinkish blue and not a green one if the gray is light. Bright green also is delightful, but brown and yellow are to be avoided as being antipathetic and not sufficient in themselves to quell the gray. Pure vermilion and pure emerald green are beautiful with light gray, but with dark gray they fail, and one must turn to crimson and to richer greens. However, the same bright blues will go with all shades of gray.

White is good with all grays up to a point, but where they are dark the white should be slightly toned and nearly be a pale gray. Black is good with light gray, but good with dark gray, provided it is a blue black and not a brown black which must only come near the browner tints of neutral tone.

One of the best backgrounds for sitzungs and for etchings may be had by painting a wall white and then glazing lampblack and gold mixed and stippled. The result should be dark and varnished, and such may be brocaded or white paper with a dark surface; the frames of the pictures being the same color as the doors, etc.

Gray curtains, cushions, etc., need care. Gray carpets need no care, and can be, and are, pure everywhere where nothing else is called for.

If gray curtains there be they must be covered with another expensive material. Cotton should be avoided. Gray curtains are better self-colored and should not have a colored design on them. Their beauty should lie in their color, like that of gray. Also gray cushions should be self-colored. Gray should never be florally decorated, and therefore all "extras" should not be done in gray.

Fringes and braids of gray can be very good and they may be made of very fine silk or artificial silk to give a glow that will make them represent silver.

Unpainted woodwork can be gray and be very lovely. The wood may be bleached by a publisher and then left. It is better unwaxed, but if it be waxed, then white wax should be used, as one wishes to keep it as silver as possible.

Gray floors are always effective. They can be done and sustained with naphthalene and, though bleaching is useless for furniture, it is much, as grease and oils destroy the bleached.

Outside, gray paint is of little value, white is usually far more serviceable. Gray bricks on a white house with a gray tiled roof are pleasing, and a very highly varnished brown or grey in a white archway is charming.

Silver light fixtures and candle holders also blend beautifully with gray. Gray paper for a bathroom is delightful.

NATIONAL CAPITAL PARKS AND PLANNING COMMISSION

The bill which recently passed Congress creating the National Capital Park and Planning Commission was signed by the President and passed the Senate in the interests of the American Institute of Architects and the Western coast, now able to tell their representatives in Washington on its support. To be an appropriate Government agency, it is to include three "representatives well qualified and experienced in city planning." This means is it a very wise one; it will protect the interest of our National Capital and tend to make it an adequate expression of the country's greatness.
The Architect and "Cal" Pine
Discuss Window Frames and Sash

"You say, 'Cal' Pine, that California Pine has certain natural advantages that adapt it especially for window frames and sash. Just what do you mean?"

"I mean this: As an Architect you realize the necessity for strength in window frame construction. Well, California Pine has the necessary strength, all right. But, after meeting this primary requirement, California Pine offers the additional and practically exclusive quality of soft texture and close, even grain."

"Yes, but in what way do softness and even grain contribute to better frames?"

"Easy cutting without splintering and the ability to take nails anywhere without splitting, and to hold them tightly. The advantage, of course, lies in the resulting accurate and precise joinery and consequent permanently tight seams and joints. No opening up afterward, you know, and allowing water and refuse to accumulate, to say nothing of making waterproof frames and sash."

"The ability of California Pine to take and hold paint, and its slight contraction and expansion, of course, add greatly to the durability and ease of operation of sash made from these fine woods."

"Can sash and frames of standard sizes and designs, made from California Pine, be secured anywhere in the United States?"

"Indeed, yes. The largest standard frame and sash manufacturers use California Pine exclusively. Millions of California Pine sash and frames are installed every year in all kinds of buildings."

"In case I may want special sizes or designs milled, locally, what grades of California Pine should be specified?"

"Any of the select grades will be satisfactory. These are No. 1 and No. 2 Clear, C Select and D Select. My illustrated book of grading covers the entire subject of grades, sizes and uses. You should get a copy for your specification files."

CALIFORNIA WHITE AND SUGAR PINE MANUFACTURERS ASSOCIATION
Also producers of CALIFORNIA WHITE FIR - CALIFORNIA DOUGLAS FIR - CALIFORNIA INCENSEcedar
685 CALI BUILDING, SAN FRANCISCO
EDITORIAL

The American Plan

After several years of industrial peace in San Francisco, which brought the com-
plement of peace—prosperity—another struggle has started between some of the
BUILDING TRADES unions and that large element among the contractors of San Francisco who
have adopted the American Plan.

Architects should not, and in reality they cannot, remain neutral on such a subject. It affects
them too vitally as individuals, whose livelihood depends upon a healthy condition in the
building industry, it concerns them too deeply in a broader way, as members of a profession
committed to a code of ethics based upon justice, fair play, and the sanctity of contracts, and as
citizens who have received unconditional opportunities for training and practice, they are
bound to uphold the inalienable right of every American to obtain a living by his own efforts,
under no conditions as to membership in any private organization.

Every architect knows how he stands on these points. There is no real question in his mind
Here is no dispute about wages or hours—all architects object to craftsmen being underpaid
or overworked, for buildings cannot be well constructed under such conditions, there must
be loyal cooperation, with a square deal for all concerned, to achieve our ideal. But to deny a
man the right to work is not a square deal.

The acts of violence which have been accessory to this strike, deplorable as they are, are not
needed to show architects their duty. Public opinion always forces government, sooner or
later, to control such situations. Architects, with their fuller knowledge of facts, should
anticipate public opinion, not only in denouncing violence, but in condemning the dog-in-the-
manger, un-American policy which refuses to let men work because they do not belong to
some organization. They should enforce their principles in their private practice so far as is
in their control, and should endorse and support the bodies who are resisting this unfair demand.

It must be clear that definite settlement of this matter is essential, not only for the future in-
dustrial life of San Francisco, but as an example for the rest of the country.

A. I. A. 59th Annual Convention

WASHINGTON, on the 5th of May, was just beginning to have the promise of its fervent summer, but
the delegates to the Convention found that the time
HILLS BROS. BUILDING, SAN FRANCISCO, CALIFORNIA
P. J. Walker Co., Builders
Geo. W. Kelham, Architect

HOLLOW Metal Doors and Trim, Hollow Metal Elevator Fronts and Cars, manufactured and installed by us. Campbell Metal Window Frames and Sash furnished and installed by us.

Campbell Metal Windows • Nonpareil Skylights
Sheet Metal Work • Baked Enamel Finish
Hollow Metal Doors and Trim
Met-Elec Base

FORDERER CORNICE WORKS

Executive Offices and Factory:
Potrero Avenue and Sixteenth Street, San Francisco

Los Angeles Office:
927 W. M. Garland Building, 9th and Spring Streets
SAN FRANCISCO CHAPTER AMERICAN INSTITUTE OF ARCHITECTS
MONTHLY BULLETIN

OFFICERS
John Reid, Jr., President
Harry Allen, Vice President
Albert J. Evens, Sec. Treas.

DIRECTORS
J. S. Frearson, Hon. Architect
W. C. Hare, three years
Earle B. Brewer, three years
Will G. Gompper, three years
George W. Meek, three years
Arthur F. Bridge, three years

NEXT MEETING
The next meeting of the San Francisco Chapter, The American Institute of Architects, will be held in Toronto, September 21, 1926, at 6:30 p.m. At the rooms of the San Francisco Architectural Club, 531 Pine St. Dinners will be served at 75 cents per plate.

MAY MEETING
The regular meeting of the American Institute of Architects, San Francisco Chapter, was held on Monday, May 18, 1926, in the rooms of the San Francisco Architectural Club, 531 Pine St. President John Reid, Jr., called the meeting to order at 7:45 p.m. The following members being present: President Reid, Messrs. Allen, Ashley, Bruce, Coghead, Gutierrez, Hans, Maurer, Mitchell, Mousner and Schroeter. In the absence of Mr. Evers, Mr. Ashley acted as Secretary.

MINUTES
The minutes of the previous meeting were accepted as published.

UNFINISHED BUSINESS
There was no unfinished business.

REPORT OF STANDING COMMITTEES
Mr. Coghead, chairman of the Committee on Washington City Plan, reported on a cooperation with Mr. Peasley in Washington to obtain the desired legislation in regard to the creation of the National Capitol Park and Planning Commission.

GENERAL BUSINESS
Letters of appreciation from Mrs. Sylvan Schmutter, and Mrs. Alphon R. Johnson were read.

A communication from Mr. J. B. Host and Sierra Madre, Calif., requiring some action by the Chapter in establishing relations with the Central Society of Architects of Buenos Aires, was read and referred to the Board of Directors.

The communication from Mr. Charles G. Green of New York dated March 31, 1926, regarding the possibility of holding an architectural exposition in San Francisco, was referred to the Committee on Exhibitions for report and recommendation.

Extracts from a letter from Mr. Evers, giving his impressions of the 1926 Convention of the Institute, were read.

A letter from the Department of Commerce, transmitting a copy of a recently issued publication on "Recommended Practice for Arrangement of Building Cosles," was read and referred to the Committee on Building Laws and Legislation.

A communication from the New Jersey Chapter, A. I. A., dated March 22, regarding the attitude toward the Small House Service Bureau, was read and ordered filed.

A communication from the Building Engraving of San Francisco, dated March 24, referring to the meeting in their annual banquet at the Alhambra Hotel, Thursday, May 20, 1926.

A communication from the Building Engraving, Department of Trade, regarding the coming meeting of the Committee on the export of building materials, and the matter of establishing a committee on the export of building materials.

Communications from Mr. W. H. Morey of the San Francisco Architects' Association, and from Mr. Clifford, Education Secretary, regarding the death of Mr. Ralph H. Horn, were read and filed. Mr. Horn was appointed to try as a temporary case in order to provide opposition on the death of Mr. Horn.

President Reid appointed a committee on nominating for the death of the late Matthew C. Simpson, composed of Mr. Marven chairman and Mr. Schmutter.

A letter from Mr. Fred DeMougeon of the Regional Plan Association to Mr. Reid, regarding the cooperation of organizations in making a study of the problems of forestation and the protection of buildings in connection with the topography of San Francisco, was read and referred to the Committee on City Planning.

A communication from Mr. C. C. Bald, from the Central Market Street Association, regarding the proposed construction of new railroad lines on Market Street from Civic Center, was read and referred to the Committee on City Planning.

REPORT OF SPECIAL COMMITTEES
Mr. Harry Allen presented and read a communication on the death of Mr. William J. Warren, which was ordered filed on the committee and report filed to the President.

M. I. WILSON, CHAIRMAN

Mr. W. J. F. Hoff, President of the American Institute of Architects, delivered a letter to Mr. Reid, dated March 25, 1926, congratulating the San Francisco Chapter on its successful operations, and urging the Chapter to support the national program of the Institute.

Mr. Reid read a letter from Mr. W. J. F. Hoff, President of the American Institute of Architects, dated March 25, 1926, congratulating the San Francisco Chapter on its successful operations, and urging the Chapter to support the national program of the Institute.

Mr. Reid read a letter from Mr. W. J. F. Hoff, President of the American Institute of Architects, dated March 25, 1926, congratulating the San Francisco Chapter on its successful operations, and urging the Chapter to support the national program of the Institute.

Mr. Reid read a letter from Mr. W. J. F. Hoff, President of the American Institute of Architects, dated March 25, 1926, congratulating the San Francisco Chapter on its successful operations, and urging the Chapter to support the national program of the Institute.

Mr. Reid read a letter from Mr. W. J. F. Hoff, President of the American Institute of Architects, dated March 25, 1926, congratulating the San Francisco Chapter on its successful operations, and urging the Chapter to support the national program of the Institute.

Mr. Reid read a letter from Mr. W. J. F. Hoff, President of the American Institute of Architects, dated March 25, 1926, congratulating the San Francisco Chapter on its successful operations, and urging the Chapter to support the national program of the Institute.

Mr. Reid read a letter from Mr. W. J. F. Hoff, President of the American Institute of Architects, dated March 25, 1926, congratulating the San Francisco Chapter on its successful operations, and urging the Chapter to support the national program of the Institute.

Mr. Reid read a letter from Mr. W. J. F. Hoff, President of the American Institute of Architects, dated March 25, 1926, congratulating the San Francisco Chapter on its successful operations, and urging the Chapter to support the national program of the Institute.
For the small Spanish bungalow, Simons Tile Roofs are establishing a reputation for unusual beauty at an exceptionally moderate cost. The superior strength of Simons Tile adds permanent economy to these advantages that make it the choice of quality builders.

SIMONS BRICK CO.  
125 West Third Street  
LOS ANGELES

SIMONS  
Spanish Tile
The San Francisco Architectural Club is now nearing the end of the season. With the good work of this season we have hopes of beginning the Fall Term with a lot of pep and vigor. A hearty welcome will be extended to anyone desiring to enter the Atelier for the next Art Season. Our Class A group is gradually growing. K. E. Ponsford was awarded a mention on his Class A Project, which is published in this issue. The character of the Club is attested to this year by the fact that two of its members have won distinction. R. J. Bliss, our Senior Massier, just won a special student scholarship to Harvard, and will leave this Fall. Orin Bullock, who received last year's scholarship given by the Harvard Alumni of San Francisco, won his second scholarship for another term as a special student at Harvard. George Travis, also representing our Club at Harvard, received a similar scholarship in the past.

An interesting collection of pencil and water colored sketchings of old Mexico by H. A. Schary, a graduate of the University of California, was appreciated by all those who visited the exhibit at our quarters last month.

This popular monthly meeting will be held the last Wednesday of the month. Representatives of the Board of Education will be present to outline the directions which are to be taken on these grounds, and plans are to be made with the committee of the City

J. H. Bessmer.
Publishing Manager.

**IMPROVEMENTS IN LOS ANGELES CODE**

The Chamber of Commerce, acting in the capacity of an Architectural Institute Committee, of whom W. N. Simpson is chairman, has appeared before the Board of Building and Safety Commissioners of Los Angeles, two additional recommendations relative to changes in the City Building Code.

The sections suggested by the Chamber committee of the following:

That the reinforcing steel in small columns be one per cent minimum and one per cent maximum, and that the reinforcing steel in specially reinforced columns be two per cent minimum and six per cent maximum, and that the maximum spacing of steel in specially reinforced columns be six inches.

That the compressive stress in the concrete, in specially reinforced columns be six hundred pounds for one per cent of spiral reinforcement.

The present provisions regarding reinforcement of spiral columns permit eight-inch spacing of steel instead of six-inch and allows one per cent minimum of reinforcing steel. Consequently the effect of the present provision is a material strengthening of columns and thus considerable addition to the stability of buildings.

The provision respecting the allowable compression in concrete follows closely recommendations of other technical societies.

The sub-committee of the Constitution Committee, which framed the present general provision of C. C. Thomas, chairman, F. J. Tobar, Paul E. Jeffers, Ely, W. Corson, and J. J. Mckee, forwarded the following:\n
**COLORED INTERIOR PLASTER**

To meet the demand of the0 plaing the3r. Aeren and builders for an inexpensive and durable material, which can be applied to the walls of a house or office, the manufacturer of the plasterer with a minimum of machinery and materials, the United States Gypsum Company has developed a colored water float finish plaster, called Plascon, in two colors, with permanent color in it. It is washable with soap and water, and the application of a surface coat of it. It is made in two colors—cream, yellow, tan, gray, red, blue, green, brown, and white.
It Seldom Rains Horizontally in California . . . but it could without damage to Buttonlath Walls

Driving rains, such as recently experienced in California, place a severe test on stuccoed and plastered walls. Unless there is a practical, waterproof backing between the exterior stucco and the interior plaster, the latter is almost certain to suffer.

In determining the waterproof quality of exterior Buttonlath, which is used as a base for stucco in thousands of California homes, (taking the place of both wood sheathing and building paper) a sheet of Buttonlath taken from stock was subjected to a constant "head-on" stream of water, greater in both volume and velocity than any driving rain California ever has known. At the end of 4 1/2 hours the under surface of Buttonlath remained perfectly dry.

You May Discount Demonstrations Conducted for a Purpose

Nor do we place great reliance on tests made under abnormal conditions. But we do have confidence in the record of millions of feet of Exterior Buttonlath, used as a stucco base under the most trying conditions that California can develop. And it is because of this record that we unconditionally guarantee a good job of stucco or plastering, where Buttonlath is used according to specifications—The Buttonlath Manufacturing Co., Corner Vernon and Boyle Avenues, Los Angeles.

An Unconditional Guarantee, Supported by an Experienced Free Inspection Service, Offers you Cooperation you Should Know About
PERSONAL GLIMPSES

In few professions is the individual as important as in this particular. Rarely does he realize the impression that a building leaves. Nor does he seek it. As a result, most of us see only a portion of the complete picture—of an architect's life, and glimpse little of anything of the processes behind it. In this column we try not to leave an impression of mere name or measure, to hold the eye of "Author, Author," albeit in the building architecture of the West as styled, as well as other outstanding figures in the building industry. In presenting photographs of them and sketches from life, Nominations for this "personal column" may be accepted from time to time.

W. H. GEORGE

San Francisco architects are well acquainted with Mr. W. H. George, one of the leading figures of the building industry in that city. Mr. George is not one of those "acquired habits," for he was born in San Francisco in 1872, although he does not look it. As a boy of 14 he started to work for the Cowell Lame and Cement Co., and he has been with them ever since—a record of 40 years connected with the growth of the concern to great proportions, until now he has under his supervision one of the largest manufacturing, farming and cattle interests in the West.

For the past five years he has been president of the Builders' Exchange of San Francisco, standing solidly for principles which have played a large part in stabilizing the prosperity of the community, and second vice-president of the National Association of Builders' Exchanges. For several years he served as president of a San Mateo County bank, and as president of a Contra Costa County Farmers Company. He is married, with one daughter, a member of the Olympic and Press Clubs, Elks, Masonic orders, through to the Shrine, Woodmen of the World, National Union, and other fraternal orders. His hobby is horseback riding and cattle raising—but this does not include throwing the bull.

ADDISON MIZNER

Mr. Mizner was born in California, some time in the 1880s, being one of four brothers well known to San Francisco as "the Mizner Bros."—Elmer, Wilbur, Leon and Addison. They were almost as well known in New York, and that is where Addison eventually settled. As long as he stayed long enough to record, he would write delightful quarters for himself. That none of his friends commanded his appreciation is not for want of their own guidance, and eventually, one of them urged him to design a house in Palm Beach. The result was that Mr. Mizner's health and his Happenings moved him to the climate, so he stayed on in Florida, installing himself with the smugness of a product of the "streamlined coast line" into a few Spanish Revivals. The Mizner buildings may be put down as "marking the beauty of popular"...

J. Walter Heberle has installed his studio at the Arti
cultural Association, 176 Broadway, Building Paulson 3-A, and would be glad to receive calls any number of times...

Adler & Weeks Architects, have moved to number 41, the Underwood Building, 350 Market Street. Their tele
telphone number remains as it present—Douglas 336.
New Trends in Heating!

California architects wield an influence all over the world. Through their genius and originality a new type of architecture has been created—California architecture—and the rest of the world is taking it up.

Now, California's leadership is manifested in another detail—heating. Instead of the old-fashioned, cumbersome central plant of the East and Middle West, California architects are specifying individual heating units for apartment houses, office buildings, lofts and factories. Greater simplicity! Greater efficiency! More satisfaction to both owner and tenants!

Pacific Gas Radiator Company has been in the lead in designing and perfecting equipment to meet the demands of Coast architects. In the Pacific line is found every type of gas heating equipment that experience has proved practical.

Pacific Heating Engineers work hand in hand with architects whenever desired. They can take a great amount of detail off the architect's hands. Their assistance in planning heating installations and estimating costs is absolutely FREE. And there is no obligation. Just phone BEacon 2190.

See Listing in Sweet's 1926 Architectural Catalog, Pages 2220-1 and 2116-7

Pacific Gas Radiator
Gas Heating Company
Headquarters

1732-1740 W. Washington St., BEacon 2190; 616 W. 8th St., MEtropolitan 2398
Factory and Foundry, 7541 Roseberry St., Los Angeles. Branches Throughout the West
SPECIAL HEATING REQUIREMENTS FOR THE MODERN HOME

In practically every home that the architect of today designs for his client it is desirable to have a hearth. This is not only for ornamental purposes and to carry out a scheme of architecture, or else to have a hearth in every fireplace for the installation of radiant type gas heater or for the installation of a gas piping stub or outlet. The cost of this gas outlet is negligible, and it is good foresight to specify that it be provided in every fireplace.

Radiant type gas heaters installed in fireplaces are quick and ever-ready in action. They have perfect combustion, are safe, clean and give intense heat at a surprisingly small expense. These heaters are flexible in operation, and may be turned down low and will burn that way when only a moderate heat is required. Being installed in a fireplace, as the heater operates all products of combustion pass up the chimney, thus accelerating the natural ventilation of the room. It is interesting to note that doctors recommend this appliance for healthful use, because it serves to drive out a touch of cold or a bit of dampness any morning or any night.

A variety of designs in the andiron and hearth trimmings, provide harmonious equipment for rooms and fireplaces of various decorative treatments, and afford a selection to suit your taste and in keeping with the architecture.

For Various Rooms of the Bungalow

The problem of heating the various rooms of a bungalow or small house where there are not enough central heating rooms or clearances to allow for a central heating system is solved by the installation of a small combustion appliance using gas fuel. The simplest form is a combustion appliance installed in the basement as a half way to heat two rooms, or a whole house.

They are inexpensive, and in proper proportion require a small electric fan in the basement. The required air can be taken from the basement and be drawn through the space created by the fireplace, or cornice, or anything else that will suit the purpose. The electric fan takes care of all the ventilation of the rooms. Gas is burned as the fuel and its use makes it absolutely safe. The flexibility of operating in the basement makes possible the acceptance of gas in the morning or at any time during the day, so that any quick heat by simply turning on a gas valve. Architects are finding it satisfactory to specify and recommend this type of small, pipeless, warm-air heating in recent homes because it is a means of maintaining a healthy heat, with a constant circulation of pure warm air in every corner of the room. Because of its convenience in heating and adjustment to give any desired room temperature, the use of operation is economical.

Thus the problem of how to heat a bungalow or small house where there are not enough central heating rooms or clearances is solved for the architect, even though there is but very little basement space available. The radiant type gas heater, that has proved so popular in solving this problem, may be installed where the basement clearance is not more than 20 inches. In many cases, especially in bungalows, architects specify a combination of two or three pipeless warm-air furnaces to solve the heating problem. As mentioned above, the electric fan circulates the heat and are run through the basement to a chimney packer which should be provided for this purpose.
Architects

Write for these Specifications

EL REY ASPHALT ROOFING
10-Year Guarantee

EL REY ASPHALT ROOFING
20-Year Guarantee

It is important to remember that behind these guarantees stands the Los Angeles Paper Manufacturing Co., one of the oldest and largest producers of roofing materials in the West. For over a quarter of a century this company has been noted for the unequalled quality of its felt—a product whose superiority is a prime factor in the superiority of the finished.

EL REY
Asphalt
ROOFING

We are emphasizing our service to Architects. You are cordially invited to avail yourself of it.

1633 No. San Pablo St., Tel. Angelus 5136
Los Angeles
Yielding its full beauty to the skill of the Architect, this tile roof adds much to the stately splendor of the new Herald building. These clay tile were burns in the kilns of the Los Angeles Pressed Brick Company, from whence have come materials for many of California's fine buildings during the last 39 years.

Los Angeles
Pressed Brick Co
621 South Hope . . . . . Trinity 5761
Los Angeles

Face Brick - Roof Tile - Terra Cotta - Floor Tile - Refractories - Hollow Tile
Triple Adaptability

The ever-widening use of Perma-Light Washable Wall Finishes is explained by their three-fold adaptability to architectural requirements.

Perma-Light
2 or 3 coat, Washable Wall Finishes

combine comprehensive aesthetic possibilities, with ultimate economy (despite higher initial cost), and with these structural advantages:

Require no sizing. Prevent Lime Burns. Prevent air checking, etc.

Provide perfect seal, eliminating suction. Combine Durability with— Easy Washability.

Specifications, Further Data, and Conscientious Cooperation at your Disposal.

Our Firm name and Label are a Certificate of Authenticity for all statements and claims made on behalf of Perma-Light or any other product sponsored by this firm.

Made exclusively by

HILL, HUBBELL & COMPANY
Paint Specialists
San Francisco • Los Angeles • Oakland • Portland • Seattle • New York • Tulsa

“Dependable as a Lighthouse”
ENHIBIT OF DOMESTIC ARCHITECTURE

From April 26 to May 8, taking in “Better Homes Week,” an exhibition of photographs of domestic architecture was held by the Architects’ Bureau of Barker Brothers’ new establishment in Los Angeles. It was given under the auspices of the Southern California Chapter, A.I.A., and the photographs were carefully selected from the material submitted. Approximately 200,000 people viewed the exhibit.

The Architects’ Bureau has been created to assist the patrons of a great furniture store, both by showing them examples of various architects’ work and in co-operating with architect and client. It is a department of personal service, which centralizes calls, appointments, prevents unnecessary solicitation, and acts as an information center for all matters connected with the furnishing and decoration of new homes. Mr. Guy Humphreys is manager of the bureau.

CORRECTION

Due to a typographical error in our May issue, the advertisement of the Buttonlath Manufacturing Company read, “And if 8-inch walls and ceilings are Buttonlathed,” etc. This should have been:

“... if walls and ceilings are Buttonlathed, three 100-pound men may walk on them, or stand in one spot, without seriously damaging the plaster, for in a recent test made by the Raymond G. Osborne Laboratories, an 8-inch unsupported surface plastered over Buttonlath showed a deflection of only 8-inch under a weight of 100 pounds... metal lath, which costs much more, bore a weight of only 80 pounds.”

A noticeable increase in the use of gas steam radiators for heating apartment houses is reported by A. J. Hartfeld of the Pacific Gas Radiator Company, whose statistical department keeps an accurate check on all gas heating installations in Los Angeles.

Frankly, you will not find the same collection of good features elsewhere. Floor Boxes are adjustable. They can be installed at any angle, yet the top can be adjusted to the proper floor level. Floor Boxes are substantial. They cost less than two-center type. They become a permanent floor connection for lights, bells, buzzers, telephone, etc. A quick change from “out of service” to “in service,” or vice versa, can be made at any time. Floor Boxes are water-tight. A heavy, round, long-life gasket gives full protection from all moisture. The insides are always dry. The wiring can never be damaged... You should be interested to learn more—

Specify FA Floor Boxes
(with reversible covers)

Send for the FA Catalog. It gives full details and is entirely free. Complete estimates furnished gratis; ask for them.
The Unexpected Writing on the Wall!

No hand-writing expert is needed here... too clearly the wavy, uneven angles, the thin spots, where the lath shows through, the washboard effects, and other plastering blemishes reads: "SKIMPED!"

The specifications called for a good job of plastering... but there is one requirement that cannot be written into the specifications. This is that the owner and general contractor be ready to pay a price that will cover good plastering.

Much as the public has learned about the importance of good plastering, there are still builders who believe they can economize and still avoid paying the penalty of cheapness. Thoughtful architects are protecting themselves and doing their clients a genuine service by discouraging this fallacy wherever they find it.

Blue Diamond Company
Producers and Manufacturers of Quality Fireproof Building Materials
Los Angeles

Paving the Way for Better Building

These advertisements and other like them, appearing regularly in leading newspapers and home builders' magazines, are working for the cause of better building... by making it plain that "You get what you pay for in Plastering." As a result of this campaign builders are avoiding the pitfalls of the too-low plastering bid, and skimped jobs are becoming rarer. Neither Blue Diamond Company nor Blue Diamond plaster is mentioned in this advertising.
A paint you can forget, but don't!

When Hockaday leaves the factory, it does not leave factory supervision. No, sir! Though it is shipped away to distant cities in airtight cans, we follow and make sure of a good paint job.

But—

When Hockaday has been applied, when, according to our specifications, it is on the wall and has hardened with a smooth, eggshell surface, we forget it!

The story from there on is an old one to us. We know how through the years it will retain its freshness, how with each washing it will shine out again like new, how it will resist limeburn, checking, cracking and peeling.

Yes, sir. Hockaday is a paint you CAN forget, but one you don't! Only time does.

THE HOCKADAY COMPANY
1823-1829 Carroll Avenue, CHICAGO

The Hockaday Co. of San Francisco, 571 Folsom St., San Francisco
Los Angeles Hockaday Co., 320 Biltmore Building, Los Angeles
D. E. Fryer Co., Seattle; Tacoma; Spokane and Portland
Why Buttress Exterior Backing is the Logical Stucco Base

Many different methods and materials are in use today for the application of stucco to exterior walls. Consider the Buttress method:

Specifications:
Buttress Exterior Stucco Backing with sixteen-degree wire netting, furred out one-fourth inch from the face of the board.

Advantages:
This construction is economical because it uses less plaster, less labor, and less lathing material.

It provides a stronger bracing for the studding, with its sixteen by forty-eight-inch sheets, covering four studs with strong Buttress Lath.

It thoroughly insulates against heat, cold, and sound.

It defies fire.

It insures against spotting and discoloration of the stucco finish, and will not crack.

The cost of the finished job is no greater than that of any other form of construction.

These are not mere assertions—they are statements of fact. Each is based on definite experiments, comparative tests, and carefully worked-out cost sheets—too long a story to tell here. Our representative can give you the whole picture in a few minutes. Phone or write, Buttress Manufacturing Company, 6910 So. Alameda Street, Los Angeles, Calif., Phone Delaware 4935.

SOLD BY ALL BUILDING MATERIAL DEALERS.
Announcing—

New Kitchen Plans Service

We now have a department to prepare complete kitchen plans for homes or apartments.

Just send us a sketch of the room plan and any suggestions you wish to make regarding special requirements and we will submit a carefully planned kitchen arrangement.

There is no cost whatever for this service and no obligation on your part to use the Peerless fixtures specified, although their convenience and very high quality will commend them to you.

Use this service!
That beauty can be created by simple means is suggested in this engaging bathroom. The clear white fixtures harmonize with the cool greens and tans of walls and floor; their graceful lines and unusual contours add further charm and distinction.

The Corwith bath is distinctive. Its outer surfaces are moulded in receding planes; in design and color, it matches the Revere lavatory of twice-fired vitreous china. A direct-lift Securo waste provides quick and cleanly draining. In keeping with the painted plaster walls and cement floor, the Corwith, the Revere and the Saneto are not expensive.

The wide range of styles and prices in which Crane fixtures, valves and fittings are supplied enable architects to plan distinctive bathrooms for homes large or small, expensive or inexpensive. Write for new book of color scheme suggestions.

Address all inquiries to Crane Co., Chicago

GENERAL OFFICES: CRANE BUILDING, 835 S. MICHIGAN AVENUE, CHICAGO
Branches and Sales Offices in One Hundred and Fifty-five Cities
National Exhibit Rooms: Chicago, New York, Atlantic City, San Francisco and Montreal
Works: Chicago, Bridgeport, Birmingham, Chattanooga, Trenton, Montreal and St. Johns, Que.
CRANE EXPORT CORPORATION: NEW YORK, SAN FRANCISCO, MEXICO CITY, HAVANA
CRANE LIMITED: CRANE BUILDING, 36 BEAVER HALL SQUARE, MONTREAL
CRANE-BENNETT, Ltd., LONDON
CRANE: PARIS, BRUSSELS
Two Highly Important “High Lights”

From a recent issue of Engineering News-Record (pages 246-247) — “The most important business...in placing field concrete is workability...”

The facts are: The engineer who designs his concrete mix so that it is workable to place properly, and who is enabled to control that workability, can achieve success.

OLD MISSION

PLASTIK WATERTITE
PORTLAND CEMENT

at the plant under strict laboratory control. This is done under the exacting Old Mission Standards. The resulting density of the mix gives you waterproof concrete without extra cost.

Shipped in 100 lb. sacks
Data Bulletin on request

Old Mission Portland Cement Company
Manufacturers of Old Mission Portland Cement and Old Mission PLASTIK WATERTITE Portland Cement
Main Office: Standard Oil Building, San Francisco

FOR BETTER CONCRETE

MORE THAN

600

ARCHITECTS are now using The Oakley Specification Manual on paints and varnishes

Send for yours

69 Authoritative Painting and Varnishing Specifications, Completely Covering Every Phase of Modern Painting.
No lengthy discussion of products—all Specifications tabulated for QUICK Reference.
BEAUTY WITH CONCRETE CAN BE ACHIEVED IN ANY STRUCTURE. THE ARCHITECT MAY ELECT TO DESIGN BUILDINGS IN EVERY SECTION OF THE COUNTRY PROVE IT.

WILSHIRE BOULEVARD CHURCH
One of the many fine examples of monolithic exposed concrete
Architects - Allison & Allison - Los Angeles

Concrete for Permanence

PORTLAND CEMENT ASSOCIATION
A National Organization to Improve and Refine the Uses of Concrete

Atlanta
Birmingham
Boston
Chicago
Columbus
Dallas
Denver
Durham
Kansas City
Los Angeles
Milwaukee
Minneapolis
Mobile
New Orleans
New York
Oklahoma City
Philadelphia
Pittsburgh
Portland
Richmond, Va.
San Diego
San Francisco
Seattle
St. Louis
Toronto, B.C.
Washington, D.C.
Lantern Top for street lighting system in San Francisco Chinatown built in our shops for the Joshua Hendy Iron Works.

To reproduce in material form the designer's ideal is our sincere endeavor.

FEDERAL ORNAMENTAL IRON & BRONZE COMPANY
Sixteenth Street and San Bruno Avenue - San Francisco
Telephone Hemlock 4190

BEAR BRAND TUB FILLER

"THE PIEDMONT"

This Tub Filler or Sink Combination is especially desirable for installations where there is a minimum of nickel plated metal showing. With All China Spout, Raised China Flanges and All China Handles this fixture is easy to keep clean as the tiled wall itself.

Detail of Rear View of the Fig. 37 Fixture, showing By-Pass Stops. This arrangement makes it convenient where a shower is used above the bath, or where hum tubes are desired.

Haws Model No. 9

There is a Haws Model for every architectural purpose

HAWS SANITARY DRINKING FAUCET COMPANY 1808 HARMON ST. BERKELEY, CAL. USA
Locs

Locks

the plaster to

a fire-safe

waterproof,

soundproof

base!

NOTHER fine example of beautiful
plastering on Super Locklath is ap-
parent in the interiors of the new
Y. W. C. A. Blue Triangle Club of
Oakland.

This beauty is more than skin-deep . . .
Super Locklath makes these walls and
ceilings dampproof and immune to heat
and cold transmission. Due to the dove
tail grooves these are permanent qualities,
regardless of unfavorable conditions.

"Planning Your Walls for Comfort" is not
a technical booklet but you'll find it
both interesting and helpful. It will
be sent without charge or obligation.

SUPER LOCKLATH

"Plastoid-Made"

SUPER LOCKLATH IS SOLD BY ALL BUILDING MATERIAL DEALERS
INTRODUCING "CAL" PINE
An interesting booklet has just been published by the California White and Sugar Pine Manufacturers Association, San Francisco, which gives a deal of useful information as to uses, sizes and forms of pine, through the medium of a unique personality, "Cal" Pine, head of mill inspectors, "Guardian of the Grades." The book will be welcomed in architects' and builders' offices, both for the matter and the form, and may be had on application without cost.

FIFTY-NINTH ANNUAL CONVENTION
Mr. Frank C. Baldwin of Washington, D. C., secretary, Mr. Edwin Bergstrom of Los Angeles, treasurer.

At luncheon on Friday, Harvey W. Corbett gave a talk illustrated with colored lantern slides of his drawings of the restoration of King Solomon's Temple. The restoration proved to be interesting, showing the grand scale of and the magnificence achieved in the architecture of the Assyrian, Babylonian and others selected by Mr. Corbett as being styles contemporaneous with King Solomon. His description of the development and methods of research were amusing as well as instructive. It is to be hoped that this wonderful dream may some day be converted into an exposition, as has been suggested, and that we shall have the privilege of seeing it in three dimensions as well as in two.

All the delegates at the Convention were well satisfied that they had made the effort to attend and felt fully repaid by the inspiration received from contact with their fellow architects and a knowledge of the tremendous work for the profession and the nation which is being accomplished by The American Institute of Architects.

ALBERT J. EVERHARDT,
Delegate, San Francisco Chapter A.I.A.

NEW WINDOW BOOK
"The New Window Vogue for the Home Beautiful" is the title of a very attractive new booklet just published by the Detroit Steel Products Company, Detroit, manufacturers of Fenestra windows. The booklet is profusely illustrated, and contains many useful suggestions for interior decoration. It is sent free on request.

POMONA ARCHITECTURAL COMMISSION
First announcement of the personnel of the Architectural Commission of Claremont Colleges was made today, following confirmation of appointments at the meeting of Claremont Colleges Board of Fellows held this week. The new commission is one of the first college commissions of its kind in the West, and is made up of nationally-known architects and laymen. The commission is composed of five men, including George Spearl, Carleton M. Winslow and David C. Allison.

The two lay members of the commission are Edward C. Harwood of Uplands and Bernard Hoffman of Santa Barbara.
NEW!

Golden Gate Plastic Waterproof Cement

ENSE CONCRETE—permanently water resistant, easy working, high strength concrete which flows quickly and smoothly around a multitude of reinforced bars and into difficult corners without excessive tamping—is now made possible economically. Most will agree that sufficiently watertight concrete using ordinary Portland cement is possible, but requires workmanship and methods too exacting for practical application in construction. Admixtures added to concrete at the mixer generally give indifferent results—the precision necessary in mixing and placing falls outside the possibilities of field control. Exterior coatings of waterproof materials or the use of membrane systems are usually either ineffective or uneconomical. So, finally, the problem has been handed to the cement manufacturer himself for solution. “Golden Gate” engineers and chemists early decided that cement which contains oils, fats, or soaps, would not do. The apparent waterproofness was not sufficiently permanent and strength was reduced. Not until a cement, which had inherent water resisting qualities, which were permanent and at the same time retained the high strength and uniformity for which Golden Gate cements have always been noted, could be produced, would they attempt to offer to the builder an answer to his problem. Nor were water resistance and strength alone sufficient. Modern methods of mixing and placing concrete with definite control of the cement-water ratio, require that cement have plasticity and workability not attainable in ordinary Portland cement.

In announcing the perfection of Golden Gate Plastic Waterproof Cement, our engineers and chemists have painstakingly adhered to the high quality standards of Golden Gate Portland Cement. These standards have been rigidly maintained for over twenty years. Plasticity and water tightness have been built in at the factory under definite exacting laboratory control. Golden Gate waterproof plastic cement makes stucco and concrete that is permanently water resistant and of unusual plasticity and workability. Uniform density and strength are thus built in throughout the mass. Patching, checkcracks, and shrinkage are practically eliminated. Construction is speeded up. Concrete pours easier and requires less tamping. Stucco spreads faster and more smoothly.

Golden Gate Plastic Waterproof Cement can be obtained from your dealer or in straight or mixed carloads with Golden Gate Portland Cement direct from the factory.
Test data and Bulletin on request.

Pacific Portland Cement Company, Consolidated
Los Angeles, Cal. • San Francisco, Cal. • Portland, Oregon
Manufacturers
Empire Plaster • Empire Gypsum Tile • Empire Insulex • Golden Gate Portland Cement
Golden Gate Plastic Waterproof Cement
INDEX OF ADVERTISERS
This index is an editorial feature maintained for the convenience of Pacific Coast Architect's readers.

Adam, Frank, Electric Co. ........................................... 49
American Face Brick Ass'n ........................................ 34
Burrus Mfg. Co. .................................................. 32
Blue Diamond Materials Co. ....................................... 50
Buttonlath Mfg. Co. .................................................. 42
California Stucco Products Co. ....................................... 41
California Pottery Co. ............................................... 30
Clark, N., & Sons ................................................... 26
California White & Sugar Pine Ass'n ............................. 36
Crane Co. .............................................................. 54
Dahlstrom Metallic Door Co. ......................................... 64
dunham, C. A., Co. ................................................... 63
Federal Ornamental Iron & Bronze Co. ............................. 57
Fuller, W. P., & Co. .................................................. 2
Forderer Cornice Works ............................................. 38
Gladding, McBean & Co. ............................................. 22
Guth, Edwin F., Co. .................................................. 1
Hill, Hubbell & Co. ................................................... 48
Hockaday, The, Co. ................................................... 51
Hoyt Heather Co. .................................................... 61
Hess Warming & Ventilating Co. .................................... 63
Haws Sanitary Drinking Faucet Co. ............................... 57
Kohler Company ...................................................... 32
Los Angeles Paper Mfg. Co. .......................................... 46
Los Angeles Pressed Brick .......................................... 47
Michel & Pfeffer Iron Works ....................................... 4
National Terra Cotta Society ....................................... 3rd Cover
Old Mission Portland Cement Co. ................................. 55
Oakley Paint Mfg. Co. .............................................. 55
Pacific Gas & Electric Co. ......................................... 45
Pacific Gas Radiator Co. ........................................... 44
Pacific Portland Cement Co. ....................................... 60
Peerless Built-in Fixtures ....................................... 53
Plastoid Products .................................................. 58
Portland Cement Ass'n .............................................. 56
Quadt & Sons, A. ..................................................... 8
Raymond Granite Co. ............................................... 59
Riverside Portland Cement Co. ...................................... 62
Slome Valve Co. ..................................................... 2nd Cover
Standard Brass Casting Co. ......................................... 57
Simons Brick Co. ..................................................... 49
Vincent Whitney Co. ............................................... 53
Washington Iron Works ............................................. 5th Cover

Built to Endure
For over 15 years Hoyt Automatic Water Heaters have been delivering fresh, pure, hot water instantaneously.

Simple in construction and built upon our time-tested design the new Model 30, with the beautiful half-hard finish Aluminum Jacket, is kept efficiently working by our Corps of Service Men who give "Within-a-day" Service for the slightest interruption of performance.

This efficient heater is a most attractive fitting for small homes and apartments, and to save space the Wall Model may be installed up out of the way.

Over 40,000 HOYTS giving splendid service on the Pacific Coast

Hoyt Automatic WATER ~ HEATER
HOYT HEATER COMPANY
6216 East 25th St. 3211 Hill Street
LOS ANGELES OAKLAND
255 O'Farrell St. 
SAN FRANCISCO PORTLAND, ORE
Show Rooms in the Principal Pacific Coast Cities.
This photograph shows basement walls of the Edison plant at Long Beach being permanently waterproofed with Plastite cement.

Plastite Protects These Walls From the Sea!

At high tide the sea water pushes against these basement walls of the Edison Steam Plant at Long Beach. These walls are being waterproofed with mortar made from Plastite. This work will be permanently water-tight, because Plastite properly used is a cement that repels water, becoming more and more impervious with the passage of time.

Do not attempt to secure waterproof concrete or stucco by the use of admixtures in connection with plain portland cement. Oils, fats and soaps are only relatively waterproof, and their efficiency diminishes with age.

Plastite has the strength and durability of plain portland cement, and is waterproofed and plastic besides.

Be sure to use Plastite for basements, floors, swimming pools, reservoirs, tanks, and all other forms of construction where the work must be absolutely water-tight.

Riverside Portland Cement Co.

Manufacturers of "PLASTITE" Waterproofed Plastic Cement, "BEAR" and "RIVERSIDE" Portland Cement and of "BEAR" Oil Well Cement

724 So. Spring St. LOS ANGELES Trinity 5951
The proposed ordinance for the limitation of heights of buildings in San Francisco was presented to Mr. Conklin, chairman of the Committee on City Planning, and discussed at length by all present. The matter was referred back to the Committee for the consideration of a communication to the City Planning Commission, arranging the amendments of the Chapter. No formal resolutions on the subject were passed.

The meeting adjourned about 9:30 p.m.

Respectfully submitted,

Albert J. Ever, Secretary

* * *

**REDUCING STEEL COST**

How standardization and the introduction of better business methods are lowering the cost of steel frame building construction is being explained to structural steel fabricators, engineers, architects, contractors, bankers and municipal officials, at a series of meetings which, following the first one in Philadelphia, Pa., on March 1, will be held in sixteen of the largest cities in the United States. The meetings are being conducted under the auspices of the American Institute of Steel Construction, the association of the structural steel fabricators of the United States and Canada.

---

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS**

UP AUGUST 24, 1921

PACIFIC COAST ARCHITECT AND BUILDING REVIEW

303 Market Street

San Francisco, California

No. 2273

**Advantages of the DUNHAM Return Heating System**

**C. A. DUNHAM CO.**

159 Exchange Street

Boston, Mass.

**Hess Cabinets and Mirrors**

**Snow-White Steel**

Write for catalogue or See Suster's Index.

**Hess Warming & Ventilating Co.**

Manufacturers of Hess Warming, Steam Piping, Etc.

120 S. Western Avenue, Chicago

Since the issuance of the above statement in March, 1918, Mr. John G. Robinett has superseded Charles W. Marchman as Business Manager.
THE new Aeolian Building on upper Fifth Avenue, New York, is a noteworthy example of present-day Commercial architecture. Unusually pleasing in design, strict adherence to the latest, most approved equipment, gives assurance that it will remain a modern building for many years.

Dahlstrom Elevator Inclosures and Trim — eighty complete units, in plain enamel and stipple finish — will be installed in the new Aeolian Building together with other Dahlstrom doors and Conduo-Base.

We shall be pleased to put your name on our list to receive our architectural literature.

DAHLSTROM METALLIC DOOR COMPANY
INcorporated 1891
JAMESTOWN, NEW YORK

LOS ANGELES, CAL.: G. R. Brandin, Transportation Bldg., 7th and Los Angeles Sts.
SAN FRANCISCO, CAL.: J. E. Murphy, Sharon Building
PORTLAND, ORE.: McCracken & Rider, 61-67 Albina Ave.
SEATTLE, WASH.: E. H. Camp, 515 Bell St.
SALT LAKE CITY, UTAH: Manufacturers Specialties Co., Boston Building
Sloan Valves

Over A Million Installed

The First Still Rendering Faithful Service

Sloan Valves are installed throughout the Athens Athletic Club
Oakland, Cal.

William Knowles, Architect
Carl T. Duell, Plumbing Contractor
R. W. Kinney Company,
Plumbing Fixtures

SLOAN VALVE CO.
CHICAGO

With branches in the principal cities of United States and Canada
## PACIFIC-COAST ARCHITECT

WITH WHICH IS INCORPORATED THE BUILDING REVIEW

### CONTENTS

- **Sports and Safety**
- **Sutter-Clark Building**
- **Monthly Bulletin, American Institute of Architects**
- **San Francisco Architectural Club News**
- **Palatial Olympics**
- **Al-Malikah Temple**
- **Index of Advertisers**

### ILLUSTRATIONS

- **Holloman Commercial Trust and Savings Bank Building, Los Angeles**
- **Holloman Commercial Trust and Savings Bank Building, Los Angeles**
- **Burlington Hotel, Holloman Commercial Trust and Savings Bank Building, Los Angeles**
- **Palmer Southwest Trust and Savings Association Building, Pasadena**
- **Safe Deposit Vault, Palmer Southwest Trust and Savings Association Building, Pasadena**
- **Entrance Details, Standard Oil Company Building, Los Angeles**
- **Standard Oil Building, Los Angeles**
- **Al-Malikah Temple, Los Angeles**
- **Flemish Plaza, Al-Malikah Temple, Los Angeles**
- **Entrance, Al-Malikah Temple, Los Angeles**
- **Main Entrance Lobby, Al-Malikah Temple, Los Angeles**
- **Banquet Hall and Auditoriums, Al-Malikah Temple, Los Angeles**
- **Main Vestibule and Lobby, Al-Malikah Temple, Los Angeles**
- **Los Angeles Tennis Club, Los Angeles**
- **Lakeside Country Club, Los Angeles**
- **Lakeview Country Club, Los Angeles**
- **Lounge, Lakeside Country Club, Los Angeles**
- **Oakmont Country Club, Glendale**
- **Oakmont Country Club, Glendale**
- **Residence of Mr. E. J. Longstreth, Pasadena**
- **Living Room, Residence of Mr. E. J. Longstreth, Pasadena**
- **Sketch of Mexico, H. A. Snelson**

---

### Contributors

- **Harris Allen, A. I. A., Editor**
- **Louis F. Bieder, Executive Secretary**

---

Design by W. F. Mapes, Jr.
Mark Hopkins Hotel

S. E. Corner California and Mason Sts., San Francisco

Weeks & Day
Architecture and Engineering

MacDonald & Kahn
Managers of Construction

All Ornamental Iron and Bronze
furnished by

Michel & Pleffer Iron Works
Harrison and Tenth Streets
San Francisco, Calif.

TELEPHONE HEMLOCK 1080
SERVICE AND SAFETY

A Guarantee for Adequate House Wiring

The value of electric service to the home owner is generally admitted. The home owner appreciates the comfort and convenience of proper illumination and of electrical household helps. The electric range has become an accepted fact. But to have the home properly illuminated and to use the many electric appliances that are practically necessities, the home must be adequately wired. If convenience outlets are omitted, the attachment of floor lamps and appliances is awkward or impossible. If outlets are not provided in each room, a vacuum cleaner, for instance, cannot give the full service of which it is capable. If switches are not provided in convenient locations, home owners must grope about in the dark or blunder against heavy furniture. If there are no bracket outlets near dressing tables or by the kitchen sink, proper illumination of the task is impossible. In short, the convenient use of electric service is entirely dependent upon proper wiring and the proper layout of that wiring. It is an essential feature of the modern home as proper plumbing.

As a service to the home designers, builders, and owners of California, the California Electrical Bureau, an educational, non-profit making institution, representing all branches of the electrical industry, has inaugurated the Red Seal Plan, which is a program to promote adequate wiring for convenient electric service in the home. It is not an elaborate plan, neither is it expensive, for it is no "give-em-everything" specification. It simply establishes a minimum and conservative list of wiring requirements, it sees that these are rigidly followed, and marks each "Red Seal Home" in an unmistakable way.

The Red Seal Plan, which is a national movement inaugurated by the Societies for Electrical Development, the California Electrical Bureau being the licensee for the State of California, is being advertised generally. Many prospective home builders are inquiring about it and many home owners are asking whether the wiring in their present homes is up to its specifications. For your information we are giving these specifications.

Service—1/4 inch conduit or larger, carrying three No. 4 wires, or larger. At the meter location space must be provided for a meter box or board not less than 30 by 30 inches for the main switch and meters.

Switches—All switches shall be of the flush type, conveniently located, and where two or more are brought to the same location, they must be grouped under a single plate.

Convenience Outlets—All convenience outlets shall be complete with receptacles of the flush interchangeable type. Unless otherwise stated in requirements, multiple receptacles under one plate will be counted as one outlet. A conservative minimum of outlets for each room is listed and they are, of course, conveniently located with regard to furniture spaces.

Range Outlets—A one-inch conduit, or larger, must be provided from the meter board to the range location.
HELLMAN COMMERCIAL TRUST AND SAVINGS BANK BLDG., LOS ANGELES, CALIFORNIA. SCHULTZE & WEAVER, ARCHITECTS.

Photography by The Mott Studios
BANKING ROOM, HEILMAN COMMERCIAL TRUST AND SAVINGS BANK,
LOUIS ANHEUSER BUSCH BUILDING.

SCHUTZE & WEYER, ARCHITECTS.
ONWARD & UPWARD

In the new Hunter-Dulin Building the finest of materials and the best of craftsmanship will be used. No effort will be spared to make this great building one of the monumental milestones in the progress of San Francisco. Schultze & Weaver, Architects. Lindgren & Swinerton, Inc., Builders. A. Quandt & Sons, Painters and Decorators Since 1885, 374 Guerrero Street, San Francisco, California.

Quandt quality is available for the small job as well as the large.
Our operations are State-wide.
ENTRANCE DETAIL, STANDARD OIL COMPANY BUILDING, LOS ANGELES, CALIFORNIA
GEORGE W. KELHAM, ARCHITECT
EL MALAIKH TEMPLE, LOS ANGELES, CALIFORNIA  JOHN C. HOFF, ARCHITECT  R. A. LAMADRID, CONSULTING ARCHITECT
FLOOR PLANS, AL MALAIKAH TEMPLE, LOS ANGELES, CALIFORNIA
JOHN C. AUSTIN, ARCHITECT; G. A. LANSBURGH, COLLABORATING ARCHITECT
MAIN ENTRANCE LOBBY, AL MALAIKAH TEMPLE, LOS ANGELES, CALIFORNIA
JOHN C. AUSTIN, ARCHITECT; G. A. LANSBURGH, COLLABORATING ARCHITECT
LOS ANGELES TENNIS CLUB, LOS ANGELES, CALIFORNIA. HUNT & BURNS, ARCHITECTS.

Photographed by THE MINT STUDIO.
THIS monumental structure is clothed in terracotta and brick, manufactured by Gladding, McBean & Co. and Los Angeles Pressed Brick Company. The terracotta is light buff in color, with unglazed, smooth surface, and deeply rusticated. The brick is ruffled old-rose, laid in Dutch bond.

GLADDING • McBEEAN • & • CO.
GENERAL OFFICE: 660 MARKET STREET, SAN FRANCISCO

Los Angeles Office: 621 South Hope Street
Seattle Office: Dexter Horton Building
Portland Office: U. S. National Bank Building
Oakland Office: Twenty-second and Market Streets
LAKESIDE COUNTRY CLUB, LOS ANGELES, CALIFORNIA, WILLIAM L. WOODS, ARCHITECT.
LOUNGE, LAKESIDE COUNTRY CLUB, LOS ANGELES, CALIFORNIA. WILLIAM L. WOODLETT, ARCHITECT.
Photographs by Eero Aarnio.
Architectural Terra Cotta

Dignity, Strength and Solidarity such as expressed in the exterior of this fine office building can only reflect favorably on the character of the occupant. Clothed entirely in Architectural Terra Cotta, this building is in addition a wise investment in beauty and permanence.

N. CLARK & SONS
MANUFACTURERS

Los Angeles Office
1186 DETWILER BUILDING

Main Office
116 NATOMA ST., SAN FRANCISCO
OAKMONT COUNTRY CLUB, GLENDALE, CALIFORNIA. CHARLES CHERRY DESIGN.
OAKMONT COUNTRY CLUB, GLENDALE, CALIFORNIA. CHARLES CRESSEY, ARCHITECT

Photograph by The Matt Studios
RESIDENCE, MR. E. J. LONGEAR, PASADENA, CALIFORNIA. WM. L. WOOLLET, ARCHITECT

Photographs by The Mott Studio
LIVING ROOM, RESIDENCE MR. E. J. LONGMAN, PASADENA, CALIFORNIA. WM. J. WERELEY, ARCHITECT
Photograph by The Stieglitz.
When the Janss Investment Company of Los Angeles decided to build a Model House to show the public how attractive a Westwood home could be made—it is a significant fact that they selected Simons Spanish tile for the roof.

SIMONS BRICK CO.
125 West Third Street
MAin 0126
LOS ANGELES

Simons Spanish Tile
ANY frame buildings and structures shook from the wood post underpinning in the quakes at Santa Barbara. Such failures would not have occurred had the underpinning been properly braced diagonally. Several large frame steel buildings and roof canopies on posts and barns collapsed on account of insufficient diagonal and cross bracing. The four-story reinforced concrete Santa Ynez building was one of the principal failures, fully 90 per cent of the building was a complete failure and was shaken down. The concrete used in some of the important members was none too good. The walls in some cases were not sufficiently reinforced, and there was a lack of proper crosswall bracing and ties in general, especially such as would be used in resisting wind stresses or earthquake vibrations.

The Arlington Hotel is another bold example of what might be termed inadequate earthquake or wind bracing construction. The reinforced concrete section lacked stiffness on account of the several long spans, and lack of cross bracing. And in many cases the hollow shell brick walls and panel walls displayed an absence of proper bonding and insufficient anchoring to the reinforced concrete structural frame. The big pilasters and piers in numerous instances were merely hollow, nonsupporting so-called decorative features, insufficiently tied or anchored to the main structure.

The many well-built and properly designed structures withstood the earthquake fairly, there being no apparent damage other than a few unimportant cracks and some falling plaster. In connection with this statement we call particular attention to St. Vincent's Academy. This building was built upon an extra heavy reinforced concrete foundation with numerous reinforced concrete cross walls. The main superstructure being a three-story skeleton reinforced concrete building, this building experienced no damage other than some cracked plaster and the shaking loose of some of the tile roofing. In this instance it may be said that the extra precautions, and the little extra expense originally added for the sake of safety and stability, were the direct and only reasons that the Orphanage safely withstood the earthquake vibrations, and consequently prevented the loss of life, or sever injury, to at least some of the many little occupants.

Another outstanding example of good construction is the eight-story reinforced concrete Granada Theatre and office building. This, the tallest building in Santa Barbara, withstood the earthquake remarkably well, outside of a few filler wall and panel wall cracks and some falling plaster. The building is practically unharmed and remains structurally safe and sound. A large extra heavy foundation with widespread footings is also a characteristic of this structure. Particular attention is called to the fact that the St. Vincent's Orphanage and the Granada Theatre were built located within two of the main quakes zones where the shocks and vibrations were the most severe.

Regarding steel buildings, it may be said that there was no structural steel framed buildings in Santa Barbara and this thereby saved the structural steel frames, with external walls of masonry. This building construction is more suitable, inasmuch as a result of the quakes. However, the Santa Barbara earthquake turned the salicy of reinforced steel buildings.

Prior to the earthquake Santa Barbara had no modern building codes or building ordinances, and I am further informed that the city provided no authorities or building inspectors for local inspection. Consequently some of the buildings by night contractions and spandrels in buildings built by them were not up to the usual or required of an architect of the superior of a structural engineer. Judging from a few of the structural members and support I saw on some of these buildings, the buildings must have used a rule of thumb, guess, and the standard method of calculations in arriving at the size and shape used.

The earthquake and the damage thereto in part another lesson of what might happen to any town when the cheap builder and inexperienced contractor can build any old way. Had a severe thunderstorm visited Santa Barbara the damage would have been not as bad or worse. Santa Barbara learned her lesson in building and has now adopted new and modern building regulations, and experienced competent building inspectors and designers have been appointed. In the future, the general public, good builders, architects and contractors will no longer be molested not have their lives saved or reduced, jeopardized by this by-laws, when specifying upon the superstructure.

Ordinary hollow tile and brick buildings when not need to be built in extra strong manner, the walls should be well bonded into and to the foundation plinth, and the walls should be further strengthened by providing using horizontal reinforcing corner bondings, spanning beams, or both, at all story levels below ground level immediately below the roof.

The average well-built house, residence, stone-braced, or solid framed when not exceeding three stories in height, would be little affected by such earthquakes as occur in California. There is always a possibility, however, of some paralysis taking off unless heavy metal ties or approved metal is used.

CONCLUSIONS

1. All steel, steel, and concrete walls should be unbonded with steel or reinforcing metal in the same.
Quiet Rooms

are essential for the comfort of guests and patients in modern hotels and hospitals. Tests show gypsum tile to be 60% more resistant to sound transmission than other partition tile—lighter in weight and fireproof.

Empire Gypsum Tile
Manufactured by
Pacific Portland Cement Company, Consolidated
Los Angeles  San Francisco  Portland

PROVIDENCE HOSPITAL, OAKLAND, CALIFORNIA
R. A. Herbert, Architect  C. C. Cott, Associate  Barrett & Belp, Contractors
Empire Gypsum Tile used exclusively for interior partitions
NEAR THE PRISON, MEXICO CITY. SKETCH BY H. A. SCHARY.
The people of California have demonstrated their faith in the American Free Public High School by the erection of hundreds of adequate school plants, embodying the best architecture and all modern improvements. We are proud of the important part we have had in the erection of some of these beautiful buildings. Nearly 500 squares of California Large Spanish Tile were used in roofing the school building above pictured, and its addition recently completed.

CALIFORNIA POTTERY COMPANY

SAN FRANCISCO - 11th & Harrison Sts. - Telephone Market 5880
OAKLAND - E. 12th St. & Park Ave. - Telephone Fruitvale 588
FRESNO - MERCED
**Editorial**

**Electrification**

If the "Age of Electricity" has not yet fully arrived, no one doubts that it is just around the corner. To prophesy may be foolhardy, but many of us believe sincerely that the next generation will see practically all mechanical services performed by electric power.

In California, certainly, the increase in supply of hydro-electric current is found to be so great that costs will be lowered—and it is the cost which is undoubtedly the present chief obstacle to full electrification of the home.

The wiring system recently adopted by the California Electrical Bureau, described elsewhere in this issue, is a Sign of the Times. It is by no means a hasty or radical step, rather is it a compromise, a safeguard against premature depreciation in property value. The standard it furnishes is a minimum one, and the foresighted builder will provide for more than is required in this plan "Comes the Dawn!"

---

**The Craftsman's Point of View**

One marked influence that modern intensive business development has exerted upon architects, is the urge to speed. With mechanical products this produces no bad results, but in those parts of the work which still depend upon the manual artisan, much of the old-time cooperation between architect and craftsman has been lost.

There are many signs that this condition is being recognized by the profession and that a reaction is in process of accomplishment. The appreciation of handcraft is spreading, also, outside the profession.

In a recent symposium, published in the R. I. B. A., were some comments from the standpoint of the craftsman that are interesting and worth repeating:

"I should like to have more constant visits from architects, to watch the progress of the work being executed for them on buildings, and in the workshops, provided they come with the intent to be helpful, to assist in making the work more beautiful, and the men more enthusiastic. They will find that their advances are reciprocated, and a sense of unity of purpose will be created, which will go far towards united cooperation. Most of our deficiencies arise from the craftsman not being enough of an architect, or the architect enough of a craftsman."

"It is only when one knows the architect personally, and feels that one is being trusted, that the architect can get the best work out of a craftsman. Shyness, fear of giving offense, or the dread of being thought presumptuous may keep back suggestions which might be of great use, for it sometimes happens that a suggestion provided, through our agency, may be the cause of some upon the designer's mind."

As in the making of designs for modeling or scoring, the hand of the draftsman is the hand of the architect. The draftsman, too, should meet the architect at every point in the drawing, and not work on a mechanical plan. He must be trained in that material thought. The engineer, for example, is a true mechanic, and counsel, because they are trained in every art and an architect trained for the effect of the work as a whole."

"As a librarian, I would like to say that when any change which comes to us in mechanics and devices which is practically impossible to carry out as a single device is a suggestion for the architect, and the same. It does not mean that some examples of good character."

"Will it be a great thing for the future of the present school of young architects to be brought into contact with craftsman? I think that is certainly a great pleasure that we need to take as work on the present. We have a public which is interested in the work, and that very willing for the work as a whole, but in it is older than any architectural firm, it is something very deep in our minds. We have here in the mind that the craftsman on a certain building asked for permission to take their women around for a second afternoon so that they might see the work. I think that is very clear evidence of the craftsman can be interested in his work. It is a very important point not only in the education of the schools, or that should include some training in craftsmanship."

The entrance salary for assistant architects is $18 per year. Promotion may be made to higher grades in accordance with the civil service rules. Application will be treated as received until August 15th.

Competition for this position must be graduated from a college or university of recognized standing with a major work in the usual courses required for a knowledge of the fundamentals of the theory and practice of architecture, and in addition, must have had at least one year's experience in the preparation of architectural drawings for buildings. For each year lacking in the completion of the required college course, applicants may substitute an additional year of experience meeting the history of architecture, architectural design and the theory of architecture, composition and drawing.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D.C., or from the secretary of the United States Civil Service Board at the post office or post office in any city.
HOLLOW Metal Elevator Fronts manufactured and installed by us. Five hundred eighty-six Campbell Metal Window Frames and Sash furnished and installed by us. Hollow Metal Elevator Fronts and Campbell Metal Window Frames and Sash were furnished and installed by us in the Standard Oil Building, Los Angeles, and the Pacific Southwest Trust and Savings Bank, Pasadena, also featured in this issue.

Campbell Metal Windows • Nonpareil Skylights
Sheet Metal Work • Baked Enamel Finish
Hollow Metal Doors and Trim
Met-Elec Base

FORDERER CORNICE WORKS

Executive Offices and Factory:
Potrero Avenue and Sixteenth Street, San Francisco

Los Angeles Office:
927 W. M. Garland Building, 9th and Spring Streets
The next meeting of the San Francisco Chapter of the A.A.A. will be held in the third Thursday in September. There will be no meeting during the summer months.

SAN FRANCISCO ARCHITECTURAL CLUB

HE first weekly luncheon was held on Thursday, June 12, at our club quarters, and I state without any fear of successful contradiction that these events are to be one of the coming features in the club. Some fortunate members were present at the feast, and little wonder. The food was excellent, and the price just about right for a struggling draftsman. Arrangements will be made for better accommodations in the future. So remember, ye hopeful, hungry draftsmen, on Thursdays, at 12 o'clock, luncheon is served in our banquet room. Make reservations in advance and help our committee to put this feature "over the top.

Bring your dice boxes, to help digest your noon hour lunch. I am sure Mr. Weir will permit this act.

WARNING TO BUILDERS AND GENERAL PUBLIC

Building Inspector Oscar G. Knecht of San Diego, California, issues this warning — Don’t be misled by the many so-called patent, improved methods of construction, new and special construction systems, concrete-proof construction, new and special cement block machines, etc. It is seldom that any of the above have any real merit or prove a success.

In most cases, the party who buys the county right finds that the device, special block, or new or patented construction method cannot be used and has not been approved by the Building Department. Even in some cases when approved by the Building Inspector’s office, the new device or method is so costly that it has no sale. Ask the agent or promoter if he can show a letter from the Building Inspector’s office, stating that the device, or method, has been approved.

Be cautious about the fellow who tells you that his special block, building unit, or method is used in several cities. As a rule, they may have been used in Hicksville, where everything goes, whether it falls down, or not.

LOS ANGELES MAN INVENTS
NEW HEATING SYSTEM

A dual gas heating unit by which rooms in large homes can be heated from a single furnace by Mr. Hansen has been invented by A. J. Harrell, president of the Pacific Gas Radiator Company, and is now being placed on the market. The new unit results in considerable economy, becaus the number of new furnaces required to heat a greater number of rooms is approximately cut in half.

The new furnace is equipped with an electric pilot, and in stead of a pilot light this and automatically ignites the gas as soon as the flow is turned on. All the heat exerted by the single furnace may be thrown over one room or divided among several, as occasion demands. Gas furnaces for heating homes are becoming more popular every month," said Mr. Harrell. "Because they eliminate the need for a chimney and because they need no attention. Now by using one of the efficiency of our furnaces, they should dominate the market in future years."

SAN FRANCISCO CHAPTER AMERICAN INSTITUTE OF ARCHITECTS
MONTHLY BULLETIN

OFFICERS
John Reid, Jr., President
Harvey Allen, Vice-President
Albert J. Evers, Sec-Treas.

DIRECTORS
J. H. Gardiner, Third Vice-President
W. C. Hay, Third Vice-President
James B. Barte, Secretary
Will C. Gresham, President
Geoffrey W. Karam, President
Arthur Brand, First Vice-President
Why Architects Favor Portland Cement Stucco

Because it has a charm of texture, color and finish all its own.

When applied over a concrete masonry backing it bonds perfectly because both of these enduring products are made of the same materials.

Concrete masonry construction—the twentieth century method of building—is the most economical form of masonry construction.

Write today for your free copy of "A Book of Beautiful Homes"

PORTLAND CEMENT ASSOCIATION
A National Organization to Improve and Extend the Uses of Concrete
SUMNER P. HUNT

No one who has come within the (large) radius of Los Angeles building activity during the last quarter of a century, needs to be told who Sumner P. Hunt is. Perhaps that is why our staff artist has given him a dignified of years which is not in evidence in the flesh, for Mr. Hunt possesses a superabundance of energy and zest in life for which many a recent graduate might envy him.

Born in Brooklyn, New York, he received architectural training with C. P. Cutler, in Troy, N. Y., for six years and with Calkins and Haas in Los Angeles for three more years from 1889 to 1892. Since then Mr. Hunt has gradually become more and more closely identified with the development of Los Angeles as a great city. He was president of the Los Angeles chapter of the American Institute of Architects, 1922-1923, and of the Los Angeles City Planning Commission, 1923-1924. No movement along architectural or engineering lines for the good of the community is complete without the aid of Mr. Hunt as advisor and co-worker. He has been especially active in the study of earthquake-resisting construction, and is a member of the Seismological Society of America and representative of the A.I.A. on the National Committee on Building for Safety Against Earthquakes.

For many years in partnership with Silas R. Burns, P. A. I. A., Mr. Hunt is identified with many important buildings. They have uniformly been designs that have won the approval of Los Angeles civic and professional leaders. His club is much in work at the Automobile Club of Southern California, the Western Counties Club, the South Coast, the West Hollywood, the Biltmore, and the present school and club buildings, and residential work of some importance.

Mr. Hunt is married with one daughter, and belongs to the California Club, the Sunset Club, and the Los Angeles Country Club, and other organizations.

His personal lovely is golf; his recreation is being acting as President to the exposition, and, indeed, as president of the whole building industry of Los Angeles.

EXPOSITION

All that goes to make up the history and importance of the modern home will be displayed at the Los Angeles Trade Exposition, to be held in the Shrine Auditorium from August 16 to August 22, under the auspices of the Los Angeles Chamber of Commerce.

From the covering of the roof to the foundation of the house and the intricate arrangement of heating and lighting apparatus, the visitor at the exposition will step into the serenity of a modern home.

In this restful mood of the exposition the visitor may become acquainted with the latest in home machines and appliances, for a number of exhibitors are being shown to erect a booth complete in all details. Invitations have been extended to 66 exhibitors in the Western states. Sessions of the exposition from 10 a.m. to 3 p.m. will be open only to visitors. Late afternoons and evening sessions, however, will be open to the public and it is anticipated that fully 200,000 will attend.

The exposition is planned to emphasize the importance of Los Angeles as a market place through the development of dealer distribution and consumer acceptance.

ANNOUNCEMENTS

T. C. Kister and Company, archit.-s, announce the removal of their office from the Spreckels Building, San Diego, to 1111 Dinsmore Building, Los Angeles, California.

Louis Cowles, architect, announces the removal of his office from 1215 West 9th Street, Los Angeles, to 3542 Second Street, East San Diego, California.

Arthur E. Harris, architect, 373 N. Grove Street, Los Angeles, leaves in July for a four months' stay in Europe. He will devote special attention to Mediterranean architecture in southern Spain and Italy.

George J. Adams, architect, announces the opening of the office for the practice of architecture and architecture with Franz Herding, city planning architect, at 101 Stanley Avenue, Los Angeles, California.
AFTER design, it is color and texture that counts most in stucco exteriors. The variety of textures that can be created with California Stucco is limited only by the plasterer's skill. Color can be controlled perfectly...even the faint tints. And each effect is lasting, for California Stucco is made from portland cement.

FOR DETAILED INFORMATION WRITE THE DISTRIBUTOR NEAREST YOU

<table>
<thead>
<tr>
<th>Location</th>
<th>Distributor</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOS ANGELES, CALIFORNIA</td>
<td>California Stucco Products Co.</td>
</tr>
<tr>
<td>SAN DIEGO, CALIFORNIA</td>
<td>California Stucco Products Co.</td>
</tr>
<tr>
<td>SAN FRANCISCO, CALIFORNIA</td>
<td>California Stucco Products Co.</td>
</tr>
<tr>
<td>PORTLAND, OREGON</td>
<td>California Stucco Products Co.</td>
</tr>
<tr>
<td>SEATTLE, WASHINGTON</td>
<td>Hollywood Building Supply Co.</td>
</tr>
<tr>
<td>SALT LAKE CITY, UTAH</td>
<td>California Stucco Products Co.</td>
</tr>
<tr>
<td>USA Stucco Products Co.</td>
<td>Hollywood Building Supply Co.</td>
</tr>
<tr>
<td>DENTON, TEXAS</td>
<td>California Stucco Products Co.</td>
</tr>
<tr>
<td>HOUSTON, TEXAS</td>
<td>California Stucco Products Co.</td>
</tr>
<tr>
<td>POTTSTOWN, PA</td>
<td>California Stucco Products Co.</td>
</tr>
<tr>
<td>CAMBRIDGE, MASS</td>
<td>California Stucco Products Co.</td>
</tr>
<tr>
<td>KANSAS CITY, MISSOURI</td>
<td>California Stucco Products Co.</td>
</tr>
<tr>
<td>St. Louis Morten &amp; Supply Co.</td>
<td>California Stucco Products Co.</td>
</tr>
<tr>
<td>CHATTANOOGA, TENNESSEE</td>
<td>California Stucco Products Co.</td>
</tr>
</tbody>
</table>

FOR DETAILED INFORMATION WRITE THE DISTRIBUTOR NEAREST YOU

<table>
<thead>
<tr>
<th>Location</th>
<th>Distributor</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINLANDIA, OHIO</td>
<td>California Stucco Products Co.</td>
</tr>
<tr>
<td>CLEVELAND, OHIO</td>
<td>Cleveland Building Supply Co.</td>
</tr>
<tr>
<td>DETROIT, MICHIGAN</td>
<td>Cleveland Gypsum Co.</td>
</tr>
<tr>
<td>PITTSBURGH, PA</td>
<td>Pittsburgh Building Supply Co.</td>
</tr>
<tr>
<td>PHILADELPHIA, PA</td>
<td>Philadelphia Building Supply Co.</td>
</tr>
<tr>
<td>SAN FRANCISCO, CALIFORNIA</td>
<td>California Stucco Products Co.</td>
</tr>
</tbody>
</table>
Why our campaign for **BETTER WALLS** helps the architect and all concerned.

As a conscientious builder of "Better Homes," the architect knows the essential importance of good construction and materials, from the foundation up. But, he also knows that the public is prone to demand beauty on the surface, even at the expense of the underlying structure.

It is a mistake to demand "Better Plastering," for example, unless the necessary preliminary steps have been taken. Better Plastering is only one of the results of good, solid foundations, well-built framework and lathing material that will not damage framework or plaster through reactions to heat, moisture or other elements.

That's why we are campaigning for "Better Walls" and better construction generally. That's why we are dedicating thousands of advertising dollars to educate the public to the facts ... to show them that better homes, better walls and better plastering can only be obtained by the best of construction and materials under expert supervision, such as the architect's. Such a campaign will not only help protect the home owner's interests but will react in a greater appreciation of the architect's skill in the selection of materials and supervision of construction.

---

Plastoid Products, Inc.
Northern Division Office
118 Ollie. Exchange Bldg.,
Oakland, Calif.

Southern Division Office
17258, Downes Road
Los Angeles, Calif.

SOLD BY ALL BUILDING MATERIAL DEALERS
You can heartily recommend this stronger, fire-proof, sound-proof plaster lath!

You are often called upon to express an opinion as to the best and most economical materials for wall construction. Have you really investigated the comparative costs and merits of the different laths now available?

You might find interesting some of the figures and facts which we have on file. Of course we want to show you why Buttress is superior, but will you let one of our salesmen tell you the story?

We feel confident that after receiving the facts you will agree that the best and most economical lath is the stronger, fire-defiant, sound-deadening plaster lath—Buttress. Phone or write Buttress Manufacturing Co., 6910 So. Alameda St., Los Angeles, Cal. DElaware 4935.

Because—

1. It is made of pure gypsum compressed between two layers of strong chipboard, and carefully tested for uniform thickness and weight.
2. Its strength prevents breakage and consequent waste.
3. There are 3500 punched, rough bumps to the square yard, providing the best kind of a mechanical key and an ideal plastering surface.
4. Buttress provides an even, unbroken suction to plaster after application and will not spot, crack, crawl or buckle.
5. The big 16"x48" sheets cover four studs and provide a rigid bracing for the entire structure.
6. In lathing a saving in both labor, nails and material is effected.
7. A similar saving in plaster results from the fact that the plaster slab is of uniform thickness throughout, and no plaster is forced back through crevices, as is the case with other laths.
8. The finished job is more satisfactory to the owner, more profitable to the builder and contractor.
THE Medical Arts Building, in Omaha, is equipped with 68 sets of two-leaf, two-speed elevator doors of Dahlstrom construction.

This type of door offers a maximum opening to the car and, as both doors move in the same direction, the sill need be extended on one side only to provide for the travel of the doors.

The two-leaf, two-speed inclosure is admirably adapted for service in office buildings, where the rapid and efficient handling of many passengers is most essential.

We shall be pleased to put your name on our list to receive our architectural literature.

DAHLSTROM METALLIC DOOR COMPANY

JAMESTOWN, NEW YORK

LOS ANGELES - CAL. G. R. Brandt
SAN FRANCISCO, CAL. J. K. Murphy
PORTLAND, ORE. M. E. Jordan & Ladd
SALT LAKE CITY, UTAH. Manufacturers' Confectioners, Inc.
Controls and Directs Light

The problem of controlling and directing light is solved by the GuthLite—proclaimed by experts the greatest illuminating achievement in years. Adjustible reflector and scientifically designed globe provide control of light vertically and horizontally.

Features never before obtained are here combined in a new and better, totally enclosed commercial lighting unit. A super-illuminator!


Write for Folder Showing Various Styles

Your request will bring an attractive folder illustrating the various types of GuthLite. It is regulation size. Bears A. I. A. file number.

Prices and Sizes:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>75 to 150</td>
<td>Med.</td>
<td>12 1/4&quot;</td>
<td>8 1/8&quot; x 4&quot;</td>
<td>No. 2850 . . $ 5.90</td>
<td>No. 2823 . . $ 6.45</td>
<td>No. 2826 . . $ 8.10</td>
<td>No. 2829 . . $ 7.55</td>
</tr>
<tr>
<td>200</td>
<td>Med.</td>
<td>17&quot;</td>
<td>11 3/8&quot; x 5&quot;</td>
<td>2821 . . 8.35</td>
<td>2824 . . 8.90</td>
<td>2827 . . 11.10</td>
<td>2830 . . 10.55</td>
</tr>
<tr>
<td>300 to 500</td>
<td>Mog.</td>
<td>21&quot;</td>
<td>14 1/8&quot; x 6&quot;</td>
<td>2822 . . 11.65</td>
<td></td>
<td>2828 . . 15.55</td>
<td></td>
</tr>
</tbody>
</table>

(1) Adjustable white porcelain enameled reflector controls direction of light vertically and horizontally. Wide light distribution. Uniform intensity on the working plane.

(2) Adequate, shadowless illumination of the ceiling by portion of globe which extends above the reflector. Light reflected to the ceiling as well as to the useful plane over a wide area.

(3) Ceiling light increased or diminished by raising or lowering reflector.

(4) Low brightness at the source. No spots of high intensity. No glare.

(5) Lamp filament positioned so that most of the light rays are diffused through neck of globe toward reflector, which directs them to the working plane over a wide area.

(6) Adaptable for installation to any type of electric outlet or ceiling construction.

(7) Glass globe scientifically designed to produce efficient total output and low brightness at the visible part of the globe.

(8) Easily and quickly installed. Open-link hanger—additional chain can be added if desired.

(9) Self-adjusting spring globe holder permits expansion of glass, preventing rattling or breakage.

(10) Globe quickly applied or released for cleaning or re-lamping. Cleaned in a minute.
FROM its dignified entrance to the roof garden which commands a sweeping panorama of Houston, the Warwick qualifies as one of America's notable apartment buildings.

The Warwick is admirably equipped in every respect. The 171 Kohler "Viceroy" built-in baths and numerous other Kohler fixtures do their part in realizing the high standard set by the builders.

Though made in only one excellent quality, Kohler Plumbing Fixtures cost no more than any other acceptable ware. The name "Kohler" fused in the enamel of every Kohler fixture is an index of value that fully warrants writing the same name in the specifications.

KOHLER CO. Founded 1873, KOHLER, WIS.
Shipping Point, Sheboygan, Wis. Branches in Principal Cities

KOHLER OF KOHLER
Plumbing Fixtures
WORKING SHEET— for the convenience of the Architect, we present this concise Summary of the working Qualities and Adaptabilities of SALT GLAZE BRICK

ORIGIN Salt Glaze Brick are made of carefully selected plastic fire-clays, and are thoroughly vitrified.

GLAZE The glaze of Salt Glaze Brick is an integral part of the brick, developed on the clay itself during the process of burning. It is inherent in the nature of the brick and is glossy, impenetrable, indestructible and clear as crystal.

COLORS Owing to the careful selection of light burning clays, Salt Glaze Brick develop a full range of fine buff tints running from Light Straw to Golden Brown.

SHAPES Salt Glaze Brick are made in a great variety of shapes, corresponding to practically every architectural need in Wainscots, Cap Molds, Cove Bases, Sills, Jambs, Heads, etc.

SANITATION Salt Glaze Brick are the complete and economical answer to the demands of the modern Sanitary Interior. Their glaze is not only impenetrable, but indestructible. They leave no dust catching projections. They do not absorb grease or grime. They can be kept surgically clean.

DURABILITY Made of vitrified fire-clay, Salt Glaze Brick are practically indestructible. Their glaze is integral with the body of the brick, and will not scale or peel under the most severe conditions.

BUILDING ECONOMY Salt Glaze Brick fulfill two functions: 1—They form a necessary and integral part of the load-bearing, fireproof wall structure. 2—They constitute at the same time an impervious, sanitary, permanent and beautiful surface decoration. This double function is secured by one material cost and one labor cost instead of two.

ARCHITECTURAL ADAPTABILITY With the range of beautiful colors and practical shapes, in combination with various bonds, patterns, mortar colors and treatments, Salt Glaze Brick put a practical, artistic and economical resource of the greatest value at the command of the architect.
GOOD LIGHTING
Is a Part of Architecture

The grandeur of the interior of the New Elks' Temple in Los Angeles this magnificent chandelier adds its share of beauty. The appropriate design was conceived by Forve-Petebone architects. Its intricate handiwork was done by Forve-Petebone craftsmen. Both from the standpoint of effective lighting and architectural ornamentation, its excellence is typical of Forve-Petebone artistry.

Forve-Petebone Company specializes in lighting equipment as a part of architecture. Its designers and craftsmen, expert in their field, stand ready to give full assistance in any lighting problem you may have.

FORVE-PETEBONE COMPANY
818 South Figueroa
Los Angeles
**If a GIANT OCTOPUS clamped his suction-cups onto your walls...**

**they'd stand, if they were BUTTONLATHED**

**THERE ARE SEVERAL REASONS** why plaster pulls away from the lath. One of these reasons is lack of adhesion; another is lack of chemical affinity; another is lack of sufficient mechanical key. Lath may lack one of these properties and still hold the plaster safely under normal conditions, but lath that has *all* these properties is safest under *all* conditions.

**BUTTONLATH** possesses all of the properties of adhesion, chemical affinity, and positive mechanical key required to provide an absolutely safe base for hardwall plaster. In a test reported by Virgil G. Marani, C. E., a 93-pound pull was required to tear of piece of plaster half the size of a postal card from a backing of BUTTONLATH. The pull was 10.12 pounds per square inch, or more than 500 times the load of a standard ½-inch plaster wall.

**You may contend that even the most official test is open to question**

We agree with you that the real test is: “What does the product do in actual use?” A careful check-up of 20,000,000 yards of BUTTONLATH, which have been put into service in the last twelve years, answers this question so satisfactorily that we can unconditionally guarantee a good job of plastering where BUTTONLATH is used according to specifications, provided no structural defects develop in the building itself. May we send details of this guarantee for your files? The BUTTONLATH Manufacturing Co., Vernon and Boyle Avenues, Los Angeles, California.

**For Your Complete Protection We have Developed a Free Inspection Service. Ask us about it.**

**SHEATHING**
**FIRE PROOFING**
**INSULATION**
**MOISTURE PROOFING**
**VERMIN PROOFING**
**SOUND DEADENING**
**REINFORCING**
**PLASTER BASE**

---

**SIERRA HollowGypsum TILE**

For non-bearing partitions and stairway enclosures in fireproof construction. Fireproof; non-conductor of heat and sound; easy to cut; light in weight; reducing dead load; economical in price and handling cost; has high salvage value. Let us send you details.
Architectural Ideals vs. Expedience

The problem of the manifold, physical and chemical reactions between new wall surface and paint, has been solved in the light of modern progress by

Perma-Light
2 or 3 coat system
Washable Wall Finishes

Their ready approval by Architects proves they prefer permanent results to mere commercial expedience; for Perma-Light Wall Finishes cost MORE per gallon, but less per square foot of surface per year. Perma-Light Wall Finishes mean—

no sizing;  
no suction;  
no air checks;  
no lime burns, etc.;  
perfect seal;  
easy washability;  
ease of application;  
economy based on durability.

All statements by Hill, Hubbell & Company are made with full regard for accuracy.

Conscientious Cooperation and the full service of our Laboratories at your disposal.

Made exclusively by

HILL. HUBBELL & COMPANY
Paint Specialists
San Francisco • Los Angeles • Oakland • Portland • Seattle • New York • Tulsa

"Dependable as a Lighthouse"
The Architect and "Cal" Pine Discuss Siding and Exterior Trim

"Now then, 'Cal' Pine, tell me, in what ways can California Pine be used to best advantage as siding and exterior trim?"

"Well, for exterior wall coverings, California Pine lends itself readily to artistry in design. Its soft, uniform texture and close, even grain assure sharp, clean edges, accurate contouring and permit close fitting. "California Pine is obtainable in all widths of bevel, wide Colonial and every pattern of 'drop' siding. Porch columns, pilasters, newell posts, mouldings and all sorts of trim are readily milled from this soft-textured wood.

"And you can depend on California Pine to preserve accuracies of construction and fitting, owing to its freedom from warping, end-shrinking and twisting."

"How about nail-holding and paint-taking qualities, 'Cal' Pine?"

"You have touched upon two of the outstanding advantages of California Pine. You can drive nails anywhere in California Pine siding or trim and they will hold tight without splitting. California Pine is a 'smooth' painting wood and readily takes any color paint because of the light natural color of the wood. Paint-oils are readily absorbed and retained, thus requiring less frequent re-painting."

"What are the standard grades of California Pine siding?"

"Well, Bevel Siding comes in four grades—'B and Better,' 'C,' 'D,' 'E.' Drop Sidings are milled from either 'Select' or 'Common' grades. And there is wide Colonial milled from the same grades of California Pine as Bevel Siding.

"Send for a free copy of my illustrated book of grades. It also contains full information on sizes and uses of California Pine lumber and is a mighty valuable working tool for the drafting room."

CALIFORNIA WHITE AND SUGAR PINE MANUFACTURERS ASSOCIATION

Also producers of California White Fir, California Douglas Fir, California Incense Cedar.

695 Call Building, San Francisco
walls should be limited to two stories in height. The pilasters or piers should not be placed more than 6 feet apart.

Six-inch masonry bearing walls should be prohibited in all buildings. Six-inch concrete walls required both horizontally and vertically with 4-inch square for 4 foot. Both ways may be permitted in one story buildings when the above stability pilasters or piers are added. Under no condition should wood bearing plates be embedded within any wall.

Adobe walls should never be less than 12 inches thick in one story buildings and 16 inches thick for the first story and 12 inches thick for the second story when two stories in height, building with a lobe bearing walls should never exceed two stories in height. And all walls should be plastered both sides, and reinforced with mesh.

Joist anchors should not be more than 6 feet apart on all sides of building, and anchors in 8-inch walls should extend through walls in every case. Parapet walls must be built to withstand a wind pressure of 12 pounds per square foot. Stability pilasters are necessary when walls exceed six times the least thickness, and an approved method of anchoring is necessary.

Hollow walls, bonded or tied together with metal ties only, are a real source of danger, stucco masonry bonding plates, ties or headers must be used in every case regardless of the fact that in perhaps a few cases there is a possibility of dampness coming through or on said bonding stones, brick or tile. Structural strength and stability are the real essentials.

Full masonry bonding is necessary to properly tie face brick to the brick or stone backing. It appearance is one of the essentials, then full Flemish bond should be used every third or fourth course. Blind diagonal headers, metal ties and similar makeshift bonding should be prohibited by law. This also applies to ashlar stonework, in fact, full masonry bond is essential in all forms of stone or brick.

Special precautions and careful mixing must be insisted on in all concrete work. Specifications for concrete must be definite and to the point. Such specifications as one to six are ridiculous and meaningless. It might mean one of cement, part of sand, and one of rock, or it may mean one of cement, one of sand and five of rock, or some other foolish proportion.

Good mortar is essential. Straight lime mortar should always be prohibited, regardless of the propaganda of one or two ready-mixed mortar plants. When I hear them tell about the strength of old walls laid up in the "olden days with ye old time lime mortar" I must recall a lime that has slacked for over a year, and I also recall that the walls were about twice as thick as need be. Our walls are thinner nowadays, and the mortar must bind or tie the different bricks or building blocks together, giving us a continuous, elastic, almost monolithic, unit.

Ready factory mixed lime mortar certainly is a fine high-grade well-mixed mortar, but same must be well tempered on the job with plenty of Portland cement.

If we heed and follow out the precautions suggested herein, we need have no great fear of earthquakes or severe winds such as occur in California.

The passing of the years simply adds new dignity and richness to the building constructed of RAYMOND GRANITE

RAYMOND GRANITE COMPANY

CONTRACTORS

GRANITE • STONE • BUILDING • MEMORIAL

R. A. HEROLD COMPANY, ARCHITECTS AND ENGINEERS, FORUM BUILDING, SACRAMENTO, AND HEARST BUILDING, SAN FRANCISCO.
Lantern Tops for street lighting system in San Francisco's Chinatown built in our shops for the Joshua Hendy Iron Works.

To reproduce in material form the designer's ideal is our sincere endeavor.

FEDERAL ORNAMENTAL IRON & BRONZE COMPANY

Sixteenth Street and San Bruno Avenue - San Francisco

Phone Hemlock 4189

Haws Model No. 9

There is a HAWS Model for every architectural purpose

HAWS SANITARY DRINKING FAUCET COMPANY

1806 Harmon St., Berkeley, Cal. U.S.A.

D. Everett Waid, President of the American Institute of Architects, said before the recent 59th Annual Convention of the Chamber of Commerce of the United States:

"It is one duty of the Institute to establish a kind of cooperation with manufacturers which will promote the use of materials suitable to a given purpose—not the sale for the sake of the sale regardless of results."

OLD MISSION PLASTIK WATERTITE PORTLAND CEMENT

Patent Pending

was perfected in this spirit to meet the oft-expressed wishes of the Profession for increased Workability and watertite density in concrete and mortar: for a product made under strict laboratory control at the Mill, to avoid the inevitable pitfalls of admixtures under field conditions.

Old Mission Portland Cement Company

Manufacturers of Old Mission Portland Cement and
Old Mission PLASTIK WATERTITE Portland Cement

Main Office: Standard Oil Building, San Francisco

FOR BETTER CONCRETE AT LOWER COST
A Better
Flush Service Switch to Specify

(A Closer Link Between the Central Station and the User)

Here is a combined flush type service switch with meter test connections and protective cover with an @ Type R Panelboard all in one compact, serviceable unit. This new development in Panelboards is suited for either one or two fuse branch circuits on a grounded neutral system having two service feeders. It has, however, been designed primarily for communities which have adopted the national electrical code rulings permitting single fuse protection. It is also provided with meter seal fastening. Hinged in front are two neat doors. The upper door gives access to the main fuse and meter test switch. This door can be sealed by the Lighting Company. The lower door permits the user to readily renew branch circuit fuses. A protective formed steel cover conceals the meter wires and also prevents malicious tampering with these wires by an unauthorized person. The occupants of a residence have safe accessibility to the branch fuses and to the operation of the service switch—but nothing more. All else is protected and guarded.

A new @ Bulletin, No. 51, describes the NRSS Flush Service Switch Residence Panelboard in detail. Send for it! It's free! No cost or obligations for estimates.
The outdoor swimming pool—what a source of pride and wholesome enjoyment! In California the swimming pool pays big dividends in health and happiness all year 'round. The construction of a swimming pool is not difficult or expensive. It's all in knowing how—using the right materials in the right way.

Plastite waterproofed cement is the best material known for swimming pools and all other construction where strength and permanent resistance to water penetration are important considerations.

Write for complete detailed plans and specifications for swimming pools and reservoirs. Address Plastite Dept., Riverside Portland Cement Co., 724 South Spring St., Los Angeles, Calif.

Plastite
CHANGf-S IN PORTLAND CEMENT ASSOCIATION ORGANIZATION

J. E. Jellick, who since December 1, 1913, has been district engineer in charge of the Los Angeles section of the Portland Cement Association, was on June 11 named manager of Pacific Coast office.

The territory under Mr. Jellick's supervision includes Arizona, California, Oregon, Washington, British Columbia, northern Idaho, and southern Nevada. Association district offices in this territory are located at Los Angeles, San Francisco, Portland, Seattle, and Vancouver.

Mr. Jellick's headquarters will be in the San Francisco office of the Portland Cement Association, 751 Market Street.

Amos H. Parits has been appointed district engineer in charge of our Los Angeles office, 548 South Spring Street, succeeding J. E. Jellick.

Mr. Parits has been an Association representative in southern California for two and a half years.

Both Mr. Jellick and Mr. Parits were engaged in various engineering work with prominent organizations in the Pacific Coast states for a number of years before entering the employ of the Portland Cement Association. They are therefore particularly qualified to render effective service to the many users of cement in the Pacific Coast states.

NEW BUILDING FOR L. A. PAPER MFG. CO

Construction of the new administrative building of the Los Angeles Paper Manufacturing Company at Alhambra boulevard and San Pablo Street will be completed July 15.

The company expects to move their general offices into the new modern structure about July 15th, thereby releasing additional space badly needed for increasing production on El Rey toilet products.

Several shipments of El Rey products have been made to Hawaii in the last thirty days from the Los Angeles Harbor and another large cargo went north to supply the demand in that section, while many carloads have been shipped to surrounding territory and the local demand in the vicinity of Los Angeles is keeping the "El Rey" trucks busy every minute.

ESTABLISH PACIFIC COAST COMPANY

The Massillon Steel Joist Company of the Pacific Coast has been organized, with headquarters at 359 Rialto Building, San Francisco.

The company will handle the complete line of Massillon materials produced by the Massillon Steel Joist Company of Canton, Ohio. This includes Massillon bar Joists, Massillon bank vault reinforcing, Massillon curved chord roof trusses and Massillon metal lath. These steel building materials are manufactured in standardized sizes and shipped from stock.

Massillon products will be conveniently stocked on the Pacific Coast so as to insure rendering satisfactory service. As soon as a dependable adequate volume of business has been developed, a West Coast manufacturing unit will be established.

Mr. J. E. Clymer, vice-president and general manager of the Pacific Coast Company. He has been identified for many years in California in executive work, having resigned from the position of executive director of the California Institute of Steel Construction to take up his new duties.

NEW BULLETIN ON AIR FILTERS

For the information of architects and specification writers, a new bulletin on Tanglildust Air Filters has just been issued by the Colling Tower Company, Inc., 15 John Street, New York City.
Sump Pumps for House and Municipal Use

Byron Jackson Sump or Bilge Pumps are built in single and duplex units, both for wet and dry pit service, and for house and municipal work. These pumps have many points of superiority; runners are enclosed; there is no packing gland; the internal pump bearings have been eliminated. The material being pumped does not come in contact with the shaft or bearing.

Write for particulars or send us your pumping problem.

Byron Jackson Wet Pit Sump Pump

Byron Jackson Pump Mfg. Co.
Factory and Main Office, Berkeley, California
Branches:
San Francisco, Los Angeles, Visalia, Salt Lake City, Portland, Ore.
Sloan Valves

Over A Million Installed

The First Still Rendering Faithful Service

Sloan Valves are installed throughout the Athens Athletic Club Oakland, Cal.

William Knowles, Architect
Carl T. Drell, Plumbing Contractor
R. W. Kinney Company, Plumbing Fixtures

SLOAN VALVE CO. CHICAGO

With branches in the principal cities of United States and Canada
PACIFIC-COAST ARCHITECT
WITH WHICH IS INCORPORATED THE BUILDING REVIEW
VOLUME XXX - SAN FRANCISCO AND LOS ANGELES - OCT. 1, 1910

CONTENTS

COMMUNICATIONS

Editorial

MONTHLY REVIEW

PERSONAL GLEANINGS

ILLUSTRATIONS

Résidence by John Brown, Bachelor

House for Mr. Donald Armstrong, Santa Monica, California

Residence of Mr. H. L. Fuller, Bonsall Park, Santa Monica, California

House for Mrs. H. M. Goughan and Miss Maria Hallock, Santa Monica, California

House for Mr. Earl Gilmore, Hollywood, California

Residence of Mrs. W. W. Zimmer, Santa Monica, California

House for Mrs. H. M. Goughan and Miss Maria Hallock, Santa Monica, California

Residence of Mr. W. S. Thompson, Santa Monica, California

House for Mrs. J. B. Price, Santa Monica, California

House for Mr. Clifford Cash, Santa Monica, California

House for Mrs. A. M. Abery, Santa Monica, California

House for Mr. Edward Mertitt, Santa Monica, California

House for Mr. Harvey L. Wood, Pomona, California

House for Mr. C. J. Burns, Santa Monica, California

House for Mr. H. L. Fuller, Bonsall Park, Santa Monica, California

House for Mrs. H. M. Goughan and Miss Maria Hallock, Santa Monica, California

Hall, House for Mrs. H. M. Goughan and Miss Maria Hallock, Santa Monica, California

Stairs from Living Room, House for Mrs. J. B. Price, Santa Monica, California

Hall, House for Mr. Edward Merritt, Bonsall Park, Santa Monica, California

Living Room, House for Mr. Harry J. Bowers, Bonsall Park, Santa Monica, California

Sketch in Mexico, Mr. H. A. Schary

An Illustrated Monthly Magazine for the Builder, Contractor and Home Owner

E. J. ALLLEN, A. I. A., EDITOR

NOT REPRINTed, ILLUS. ONLY. EAT. AND CALIFORNIA

PUBLISHED BY E. J. ALLLEN, A. I. A., 4028 6th St., Los Angeles, California

Copyright 1910, By Pacific-Coast Architect and Building Review Company

Design by W. Francis Mowers, Jr.
California Copper Steel Windows
are designed to meet all building requirements

A Few Prominent Buildings in which California Architectural Windows have been selected due to their Adaptability:

HOTEL LEAMINGTON . . . W. H. Weeks, Architect
PROVIDENCE HOSPITAL . R. A. Herold & C. C. Cuff
LATHAM SQUARE BUILDING . . . . M. I. Diggins
BRET HARTE SCHOOL . . . . Wright & Satterlee
SACRAMENTO MEMORIAL AUDITORIUM . . . . Dean & Dean
PATTISON STATE HOSPITAL . . . State of California
TERMINAL HOTEL . . . . . . . . O'Brien Bros.
LAKE DRIVE APARTMENTS . . . . M. I. Diggins
SACRAMENTO STADIUM . . . State of California

MARK HOPKINS HOTEL . . . . Weeks & Day
BANK OF NEW CASTLE . . . . Chas. Kuehn
ALL NATIONS BOYS' CLUB . . . . H. L. Pierce
BANK OF ALVARADO . . . . . . Chas. Kuehn
HOTEL RESETAR . . . . . . . . W. H. Weeks
SAN QUENTIN PRISON, WOMEN'S WARD
HART BUILDING . . . . . . . . State of California
ST. PAUL'S EPISCOPAL CHURCH . W. C. Gillam
VETERANS' HOSPITAL, SAWTELLE, U.S. Government
SOME years ago there appeared an article in this journal describing experiments in the use of adobe for modern house construction by John Byers of Santa Monica, California. Several cottages were shown, small and severely plain, but permeated with the character of the early California settlements. Not only the use of native materials, but the naivete of design, the absence of self-conscious effort, caught the flavor of the early days.

Since that time Mr. Byers has found abundant opportunity to continue and expand his experiments. Santa Monica and its environs are dotted with "Byers houses," and there are beginning to appear buildings of more public character, country clubs, community houses. All of this work remains true to type, indigenous to the soil, although the size and cost of these buildings has increased vastly from the days of the first experiments. Many of them are no longer simple in form; but the treatment is still unaffected and the detail for the most part still simple and vigorous. The occasional ornamental feature, woodwork or iron grille or stenciled border, is always of sturdy character, almost primitive, sometimes playful, never "out of the picture."

There are to be found some faults in architectural composition. As Mr. Chesterton would say, this is a virtue. One of the chief charms of medieval villages is the unconscious violation of architectural rules of balance and form and tenuous treatment. When you deliberately try to get an effect it is almost sure to be artificial, and obvious and painful. But when it "just happens," as a result of the requirements of the plan or of additions to the original building, it is often delightfully picturesque and烘托s all your theories with acocked hat. To admit this cannot be dangerous for as I said before it is next to impossible to get away with it deliberately, by intent and purpose. To accomplish it at all, you must approach the problem not as those builder fellows did in the past, sincerely with the sole idea of serving the comfort of the family and making the structure strong and durable, to resist heat and cold and weather.

Something like this, consciously or not, must be the attitude of Mr. Byers. Possibly it is fortunate that he did not receive the long technical training which most architects undergo. It
might well have smothered the creative instinct of the craftsman which he undoubtedly possesses—and which is so adapted to this type of work. As it is, he has gradually grown into sufficient knowledge of construction and material, drafting and detail, for his purposes.

(This theory of Mr. Byers’ development should not be taken as a guide by any one with architectural ambitions. It happens once in a blue moon. The late Willis Polk, brilliant, eccentric genius, “Master-Builder,” as he liked to call himself, was another example, although with a quite different gift of design. But without a combination of unusual ability and lucky opportunity, a man who is not thoroughly trained has small chance of success in the competition and complication of life today.)

Among the buildings shown herewith it would be hard to select the best—one of the simplest, the Zimmers house, is so delightful and so truly Californian that comment in detail is quite superfluous. The Earl Gilmore group looks like a stage setting—by no means theatrical; but one expects Don Pedro de Peralta to ride out of that gateway with spurs clicking and serape flying—a few years will perfect the picture with weather stains and the growth of shrubbery.

The house for Mrs. Byers is extraordinarily effective in mass. It is hard to believe that the two views are of the same house—which does not work for architectural unity; but there is no denying the charm of both façades, nor of the main entrance, casually tucked away at one corner.

The double house designed for Mrs. Gorham and Miss Halliday has more decorative features than any of the others. From the quaint details, and the great “studio” windows, it seems reasonable to infer that the owners are artists. A stairway, in this house, is formed in a bold flying arch; I should like to have seen this arch end straight against the wall, not carried down in small curve to a pilaster.

The one view of the Donald Armstrong house (shown on the cover) leads one to wish for more. What can be seen of the house is provocative and somewhat puzzling. It seems to be impossible to describe these houses in technical terms—they are not technical houses; but they are honest and straightforward and look like real homes—and, one and all, they are unmistakably Californian.

The sketches shown for a country club and a Memorial building convey the same effect.

There is nothing forced in these designs. The masses, the lines, are satisfactory; they “compose” well; but the composition seems to be—the logical result of the plan, of the conditions to be met, and is in no sense “stuntly.” In buildings of this character, devoted to purposes of entertainment, of relaxation, the intro-
duction of some special decorative features, curving stairs, towers, jalousied balconies, may be pardoned, may even add a grateful touch of the picturesque, but in these buildings, there is so much variety of motif, so well related and so easy in sequence, that the most captious critic would hardly suggest any extraneous features. Mr. Hunt has shown us in the Flintridge Club

THE SENDED-CENTENNIAL EXPOSITION

It is fitting that the eightieth Anniversary of the Declaration of Independence of the United States of America be celebrated in Philadelphia, the place where the stirring events of 1776 were centered by an International Exposition. In 1876, one year after the Centennial Exposition was held in Philadelphia and this year the Sesqui-Centennial International Exposition marks the passing of another half century of American Independence.

The many exhibit buildings, together with the Forum of Founders with its memorial statues to the Signers, the Tower of Light supported by its 3,000,000 cubic feet of arches, the huge Liberty Bell adored by 25,000 separate lamps, the Auditorium and Stadium, the Gladiolus, etc., present a dignified, balanced well arranged Exposition. The main exhibit buildings, the largest of which is the Palace of Agriculture & Foods Products, 775 ft. by 100 ft., will contain, combined, approximately 1,000,000 square feet of space. The immense Auditorium containing 125,000 square feet will seat 50,000 persons and the Municipal Stadium (which contains the permanent structures), 100 feet long by 700 feet wide, will seat 100,000. There are also various Foreign, State and City exhibit buildings. John Molitor, Philadelphia City Architect, designed most of the large exhibit buildings, also the Auditorium. Mr. Molitor is Supervising Architect and is assisted by a staff headed by William S. Covell and J. Horace Frank, Louis Kahn, Architectural Designer, Giuseppe Donato, Architectural Sculptor. De L. Douglas. Colliet. The Municipal Stadium was designed by Simon & Simon.

NEW OFFICE BUILDING IN HONOLULU

Preliminary plans for the design of the new Alexander & Baldwin building to be erected in the heart of Honolulu's business section are in the process of preparation by the offices of Architects C. W. Becker and Hunt Wood.

Construction will probably begin within the year and it is estimated that the total cost of the building will be approximately $1,000,000. Out of the basement of the structure will be an open basement upon the upper automobiles. The building will be constructed of brick with both masonry in white and of the Alexander & Baldwin Company's building is as well as covered portions of the roof with a pyramidal cornice.

The design of the new building to be erected will be kept with the Castle & Cooke building, the First National Bank building and the Hunt & Wood building all in the same block.
Residence of Mrs. E. W. Zimmer, Santa Monica, California. Designed by John Byers.
HOUSE FOR MRS. H. M. GORHAM AND MISS MARIE HALLIDAY, SANTA MONICA, CALIFORNIA. DESIGNED BY JOHN BYERS

Photos by Margaret Craig
HOUSE FOR MR. W. N. THOMPSON, SANTA MONICA, CALIFORNIA. (SHELTER by BOOTH MEDER.
From the Architect's Journal.)
Nothing finer in the way of mural decorations is to be found in San Francisco than the reception hall of the Huntington Apartments, designed by Mr. Charles Peter Weeks. [See page 47 of this issue.] To execute decorative work of such exceptional quality requires the most expert craftsmanship, and the most complete cooperation between architect and decorator. Our reputation in these respects is maintained by the results of our work. Huntington Apartments, San Francisco; decoration and color designed by Weeks & Day, Architects, and executed by A. Quandt & Sons, Painters and Decorators [Since 1885], 374 Guerrero Street, San Francisco, California

Quandt quality is available for the small job as well as the large.
Our operations are State-wide
HOUSE FOR MISS JOHNS BYERS, SANTA MONICA, CALIFORNIA  DESIGNED BY MISS BYERS

PHOTO BY W. H. RUSSELL
HOUSE FOR MRS. JOHN BYERS, SANTA MONICA, CALIFORNIA. DESIGNED BY JOHN BYERS

Photos by Milette Bernet
HOUSE NO. 1 FOR MR. CLIFFORD COLE, SANTA MONICA, CALIFORNIA. DESIGNED BY JOHN RICE.

PHOTO BY ALVA HURLBUT.
HOUSE NO. 2 FOR MR. CLIFORD COLE, SANTA MONICA, CALIFORNIA. DESIGNED BY JOHN BYERS

Photos by Miles Berné
ABOVE—HOUSE FOR MRS. A. M. AHERN. BELOW—HOUSE FOR MR. EDWARD MERRILL.
SANTA MONICA, CALIFORNIA. DESIGNED BY JOHN BOOTH.
HOUSE FOR MR. HENRY C. WOOD, PASADENA, CALIFORNIA. DESIGNED BY JOHN BYERS

Photo by Milca Berné
HOLD FOR MR. V. L. HENRY, SANTA MONICA, CALIFORNIA. DESIGNED BY JOHN WILSON.
HOUSE FOR MR. H. H. FULLER, BRENTWOOD PARK, SANTA MONICA, CALIFORNIA. DESIGNED BY JOHN BYERS
THIs decorative wall fountain panel adorns a residence at Palm Springs, California. It is Persian type tile, specially designed by our architectural department at Tropico. The architects for the residence were Dodd & Richards. A striking example of the special tile work this company is prepared to execute.

GLADDING • McBEGAN • & • CO.
GENERAL OFFICE: 660 MARKET STREET, SAN FRANCISCO

Los Angeles Office: 631 South Hope Street
Seattle Office: Dexter Horton Building
Portland Office: U. S. National Bank Building
Oakland Office: Twenty-second and Market Streets
Your Own Idea of Color and Texture

A residence at 622 Maple Street, Beverly Hills, Calif.

You have your own individual ideas of stucco color and texture. You may now obtain exactly what you want thru California Stucco service.

We will make samples, in accordance with your individual ideas of color and texture, which you may have in your office, leaving only to specify "color and texture as per sample," thus closing all doors to misunderstanding.

Our service goes further: Our experts will go to the job without expense to you or your client, and direct the application of the desired sample.

Ask the Distributor Nearest You About This Service

ASK THE DISTRIBUTOR NEAREST YOU ABOUT THIS SERVICE

A residence at 622 Maple Street, Beverly Hills, Calif.

Your Own Idea of Color and Texture

A residence at 622 Maple Street, Beverly Hills, Calif.

You have your own individual ideas of stucco color and texture. You may now obtain exactly what you want thru California Stucco service.

We will make samples, in accordance with your individual ideas of color and texture, which you may have in your office, leaving only to specify "color and texture as per sample," thus closing all doors to misunderstanding.

Our service goes further: Our experts will go to the job without expense to you or your client, and direct the application of the desired sample.

Ask the Distributor Nearest You About This Service
FLOOR tile ... with its deep rich colors and interesting shapes, produces an effect that no other feature of interior decoration can provide. Palacio Floor Tile, burned in our kilns, is used in the beautiful setting shown here. It forms a pattern whose charm and individuality is instantly felt.

LOS ANGELES PRESSED BRICK CO.
GLADDING, McBEAN & CO.
Los Angeles

Home of Mrs. Frances Marion Thomson
Beverly Hills

Wallace Neff
Architect
STAIRS FROM LIVING ROOM, HOUSE FOR MRS. JOHN BYERS, SANTA MONICA, CALIFORNIA.

DESIGNED BY JOHN BYERS.
Are you using these Information Sheets on California Pine?

We want to be sure that every architect and building contractor’s files contain these valuable reference sheets.

They give the facts about California Pine for all building purposes, and come to you enclosed in a handy standard-size folder all ready for filing.

If you have not received your set, or if your set is not complete—send for them today. They are free.

Architects and contractors—clip the coupon below and paste on a one-cent government postal and send to

California White and Sugar Pine Manufacturers Association
685 Call Building • San Francisco

Please send me your standard-size lumber information filing folder with complete set of California Pine Information Sheets enclosed therein.

Name

Address

Occupation
HALF, HOUSE FOR MR. EDWARD MERRITT, BRONTWOOD PARK, SANTA MONICA, CALIFORNIA
DESIGNED BY JOHN BYRNE
Ramona Roof Tile

Beauty • Versatility • Permanence

Under the skillful hands of the tile setter the individual Ramona Tile are as strokes of the brush in the hand of an artist. It is because of the quality, the wide, harmonious color variation available and the skill of our workmen that there is always a distinctive individuality in a Ramona Tile roof.

N. CLARK & SONS

MANUFACTURERS OF
Architectural Terra Cotta, Pressed Brick, "Ramona" Roof Tile and Kindred Clay Products

111-116 NATOMA STREET • SAN FRANCISCO
Chicago's first permanent settler

had his house here

Where Jean Baptiste Point de Sable, from San Domingo, used to paddle his birch canoe, a double-deck bascule bridge jackknives open to the flow of Great Lakes shipping. Clustered about the very spot on which in 1779 he erected the first house in Chicago—in which John Kinzie later lived—is a notable group of towering buildings.

In the spirit of the newer skyscraper architecture, each is a contribution to the City Beautiful plan of Chicago. Every detail of the equipment in the massive structures shown in the etching above was...
Sketch in Mexico, Mr. H. A. Bohm
TWELVE hundred and fifty rooms will be added to the great Manger chain of hotels in New York City with the completion this fall of the Hotel Manger.

The bathtubs in this fine hotel will be of Kohler make, in the well-known "Viceroy" built-in pattern. The installation will number 456 tubs, the remaining bathrooms being equipped with showers only. In addition there will be 1050 other Kohler fixtures.

The exceptional quality of Kohler Plumbing Fixtures, their beauty of design, their uniform whiteness of enamel (always signed with the name "Kohler"), and the fact that they cost no more than any other acceptable ware—these considerations give ample warrant for writing "Kohler" into any specification.

KOHLER CO., *Founded 1873, KOHLER, WIS.*
*Shipping Point, Sheboygan, Wis.* Branches in Principal Cities
N approaching the subject of correct illumination for home architecture, one asks himself, what is a correctly lighted home? What standards and what rules are there by which to be guided to achieve such an end?

The definition of a correctly lighted home has been given and generally accepted, as one whose lighting is nearest to ordinary daylight. This is a good definition, if, in accepting it, one bears in mind that any artificial lighting system should supply not only a quantity of light, but also a quality of light, approaching daylight conditions. That is to say, the system should provide enough light by which to carry on the activities of the home without eye-strain or mental fatigue, and it should make provision for the play of light, color and shadow—color and shadow being factors that allow human beings to live with natural daylight throughout their waking hours.

To perceive the necessity of color and shadow, one has only to observe for a period of a day or even an hour or two any given stretch of landscape or view. The view would grow wearily monotonous and impose a strain on the eyes, if it lay continuously under a steady heat of unchanging light. The charm of the landscape is largely due to the changing, shifting light conditions. Early morning, high noon, late afternoon—the subtle play of light, shadow and color give the outdoor scene the moods that so charm the lover of nature.

Home illumination, therefore, that stops at the point of providing enough light by which to see and work, fulfills only half the function of a correct lighting system. Home illumination must appeal to the imagination; must have light values; tint blendings and color tones, varying degrees; high and low lights, or the structure, as a whole, has a serious flaw.

Naturally enough, the first point to consider in achieving a correctly lighted home, is an adequate supply of outlet for ceilings and wall fixtures and enough baseboard plugs. Unless the room is unusually large, a single ceiling outlet suffices and the number of wall outlets is, of course, governed by size and proportions of the room.

Ample baseboard outlets for living room, dining room and bedrooms, is a point that cannot be stressed too strongly, for these facilities for portable lamps and similar units provide the only means that the home owner or housewife has, to vary readily and change the light values and effects in any room. A safe minimum rule is to allow one plug for every 50 square feet of floor space. Thus a living room 14 by 24 feet would take six plugs; while a small living room 12 by 19 feet, would require four baseboard outlets.

In living rooms this quota may be safely exceeded to assure provision for electrically operated pianos, Victrolas, etc. In bedrooms it is not wise to yield to the temptation to cut down on base plugs. Portable lighting units are coming more and more into favor for these rooms, and the use of portable electrical heaters, curling irons, warming pads, small water heaters and what not is increasing so rapidly that in a few years, the home with wire lengths strong hither and thither and living about the floors because it lacks baseboard facilities, will be a monument to the shortsightedness of the one who planned it.

At this juncture, the question of installation and operating costs may arise. To cut corners on wiring a home, is to depreciate its present convenience and future value.

The day is not far off when the insufficiently wired home will be under a serious resale handicap in competition with the completely wired home. It will be costly operation to bring the wiring up to standard.

On the other hand, the cost of a thorough wiring job, at the time of construction, is an insignificant one in relation to the cost of the whole and its future value. It is not trifling for serious consideration. As to operation—it costs no more to operate a correctly installed system than one poorly done. In fact, it may cost less, for in the correct work all factors are so intelligently adjusted that maximum efficiency is obtained from the current consumed.

Mechanical facilities having been provided, fixtures are the next important consideration. In selecting fixtures, one should determine whether the principle of light diffusion in the fixture under consideration will produce the effect desired in the room for which it is intended. Fixtures in their outward forms come in an infinite variety of sizes, shapes, designs and colors, but principles of light diffusion for the home are relatively few and simple, and in choosing a fixture one should first determine if its principle of light diffusion is well adapted to the purposes of the room. If the principle is correct, the fixture may take any outward form that harmonizes with the architectural and artistic theme of the home and the room.

A direct lighting unit is generally understood as one whose globes are not in any way enclosed, and there are available any number of well designed fixtures embodying this principle. Perhaps the most popular design this unit takes, consists of several rather small globes or clusters of globes, often in candle-stick form. Another expression of this principle is a base hung from the ceiling or attached directly to it, from which hang or protrude two, three or more globes.

Bowl fixtures completely enclosing the light globes are a form of direct-indirect lighting very often used to good effect. The downward bowl, of top and sides only, also has its place and uses, but there are instances where it may produce too much concentrated glare, and where this happens, it is, of course, not a desirable fixture to use. Indirect lighting is much in favor in home illumination, and to produce this the inverted bowl principle is very satisfactory. The inverted bowl throws and diffuses light over the general ceiling area and light is also diffused through the bowl itself. It frequently happens that this type of fixture has inward fittings of mirrors and reflecting agents, and globes are placed at angles and juxtapositions to produce various effects. If these devices are well handled, they frequently result in greater volume of light, without objectionable glare.

However, the selection of this type of unit should be made with care. It is well to see that the material from which the bowl is made is translucent enough to diffuse a volume of light, approximating that which the ceiling reflects, and to note the light absorbing and reflecting properties of the ceiling. If there is too great a difference between the volume and intensity of the upper and lower light areas, the room will have the effect of being sliced in two horizontally. The blend between the two should be perfect and even.

Wall-bracket fixtures may embody, on a small scale, the principles found in the larger units, but the most universal types are simple, direct designs, which may or may not be shaded.

To secure what change and variation is possible in side light and central units, they should be equipped with double switches and the two should work independently of each other. Thus the volume and intensity of light can be increased or lessened to suit the moods of various occasions.

[Concluded on page 12]
In harmony with the modern Spanish design of this beautiful residence is its colorful roof of California Tile, irregularly laid in a studied variegation of reds and russets. Whether it be for a fine residence, church edifice, office building or school, there is a size, shape and color in California Tile adaptable to every type of roof.

The excellence of the natural clay deposits controlled by this company is an important factor in the high quality of its roofing tile.

CALIFORNIA POTTERY COMPANY

SAN FRANCISCO - 11th & Harrison Sts. - Phone Market 9270
OAKLAND - E. 12th St. & Park Ave. - Phone Fruitvale 588
FRESNO - MERCEDES
Sunshine and Shadow

The summer season comes, and it is hard to confine one’s attention to desk and drafting board. The windows are open; the warm air, the shafts of sunshine, pour in; visions of open road, of rippling stream, of wooded glade, come stealing between eye and hand.

But for architect and draftsman this is a busy season. Clients of delayed decision are now in a rush to get under way. Details must be completed for work under construction. Mistakes must be corrected; deliveries must be speeded; craftsmanship and draftsman’s musk be checked.

Still, with all the rush of the mid-season’s activities, the lights and shadows of the summer are to leave their indelible impression on the sensitive retina of the artist’s visual memory. It is for this time of year that he really designs his masses and details, his voids and solids. Let us turn back again to that wise old sage, Ruskin, never to be obsolete:

“It is a noble thing for men to make the face of a wall look infinite, and its edge against the sky like an horizon; or even if less than this be reached, it is still delightful to mark the play of passing light on its broad surface, and to see by how many artifacts and gradations of tinting and shadow, time and storm will set their wild signatures upon it; and how in the rising or declining of the day the unbroken twilight rests long and luridly on its high lineless forehead, and fades away untracceably down its tiers of confused and countless stone.

“Among the first habits that a young architect should learn, is that of thinking in shadow, not looking at a design in its miserable tinfoil skeleton, but conceiving it as it will be when the dawn lights it, and the dusk leaves it; when its stones will be hot, and its crannies cool; when the lizards will bask on the one, and the birds build in the other. Let him design with the sense of cold and heat upon him; let him cut out the shadows, as men dig wells in unwatered plains; and lead along the lights, as a founder does his hot metal; let him keep the full command of both and see that he knows how they fall, and where they fade. His paper lines and proportions are of no value; all that he has to do must be done by spaces of light and darkness; and his business is to see that the one is broad and bold enough not to be swallowed up by twilight, and the other deep enough not to be dried like a shallow pool by a noon-day sun.

“It is certain, that the relative majesty of buildings depends more on the weight and vigor of their masses, than on any other attribute of their design; mass of everything, of bulk, of light, of darkness, of color, not mere sum of any of these, but breadth of them; not broken light, nor scattered darkness, nor divided weight, but solid stone, broad sunshine, starless shade.”

The Labor Situation

In the June issue of this journal there appeared an editorial paragraph entitled “The American Plan,” which has received much comment, both from members of the profession and from leaders in the building industry. Its text was reprinted in full in the July 16th issue of “American Plan Progress,” the organ of the Industrial Association of San Francisco, with the following comment: That the endorsement and support of the architects “is important because the architect is really a liaison officer between the owner and builder, a disinterested professional man with a high ethical code upon whom the owner and investor can depend for accurate advice.”

The Industrial Association reports that the present labor situation is rapidly clearing up, except for occasional attempts at intimations and attacks; that construction has not been held up in San Francisco, as shown by the building figures for the first half of 1926 (given in detail elsewhere in this issue) which indicate that building permits amounting to $52,223,117.00 were issued during this period as against $27,217,641.00 for the first six months of 1925. In June, building permits established a record for any one month in the history of the City, amounting to $8,479,059.00, $117.00 greater than the total for June, 1925.

Let us hope that definite settlement of the whole matter will take place in the near future, and that we will again enjoy the industrial peace that prevailed in San Francisco for several years under the American Plan.

**SCRIPPS’ COLLEGE COMMISSION AWARD**

One of the most coveted of recent architectural commissions in Southern California has been awarded to Gordon B. Kaufmann, A. I. A., of Los Angeles, by the Scripps’ College for Women board of trustees. Mr. Kaufmann has been given the commission to handle the architectural plans for the first building, a women’s dormitory, to be erected this fall and for subsequent buildings.

It is the plan of the board of trustees of the new institution that Scripps’ College for Women will be constructed along Spanish-California designs, which will harmoniously fit into the architectural plan of Pomona college buildings.

From 1918 to 1921, Mr. Kaufmann was affiliated with Reginald D. Johnson of Los Angeles and from 1921 to 1924 he was a member of the firm of Johnson, Kaufmann and Coate, during which time the firm designed and executed St. Paul’s cathedral, Los Angeles, All Saints’ church, Pasadena, and other important civic, business and residential buildings. Since 1924 Mr. Kaufmann has conducted his own practice.
Federal Reserve Bank of San Francisco, San Francisco, California

P. J. Walker Co., Builders

George W. Kelham, Architect

HOLLOW Metal Doors and Trim, Hollow Metal Elevator Fronts and Sheet Metal Work manufactured and installed by us.

Campbell Metal Windows · Nonpareil Skylights
Sheet Metal Work · Baked Enamel Finish
Hollow Metal Doors and Trim
Met-Elec Base

FORDERER CORNICE WORKS

Executive Offices and Factory:
Potrero Avenue and Sixteenth Street, San Francisco

Los Angeles Office:
927 W. M. Garland Building, 9th and Spring Streets
The next meeting of the San Francisco Chapter, A. I. A. will be held the third Tuesday in September. There will be no meetings during the summer months.

SAN FRANCISCO ARCHITECTURAL CLUB
MEMBER ARCHITECTURAL CLUBS' TRANSFER SYSTEM WESTERN STATES HEADQUARTERS: SOCIETY BEAUX ARTS ARCHITECTS
Directors: Lawrence Stiers Harry Langley Arthur Janssen

Ome forty-five members have been present at each of the four luncheons held to date, and all attest to the excellence of the cuisine. These noon gatherings of the boys are tremendously popular and each Thursday is looked forward to with eager anticipation. The success of the feuds must be attributed to the endeavors of C. Trudell and his assistants and to the good fortune of the Club in securing the services of a dictator of international repute—a former chef of Monte Carlo. The generosity of Ed Count of Duichert-Post Co., has also been a mighty influence towards making the dinners the success that they are. Ed conducts a free raffle at each luncheon which culminates in the distribution of valuable drawing instruments, supplies, etc.

George Travis is with us again, having completed his studies at Harvard. He is once more "over the board" at Bakewell-Brown's, back with his old gang. The club, as a whole, regrets the absence of Stanton Willard, who is now located at Los Angeles where he is manager of Walker and Ewen. Good luck, Tuppy!

The membership drive is still on for draughtsmen and new members are being welcomed into our ranks.

Massier Anderson has plans under way for a huge gathering of the Atelier. An elaborate dinner and entertainment par excellence will mark the occasion, which will take place the latter part of July.

The semi-annual election at the July meeting resulted in the selection of J. Devitt for treasurer, H. Langley and Ira Springer for directors. James Magee was appointed chairman of the Minstrel Show Committee with Ira Springer and C. J. Sly as his aides. The Minstrel Show will be held October 19, to commemorate the club's twenty-fifth year of existence.

—J. H. DEVITT.

CALAYERAS CEMENT CO. STARTS PRODUCTION
Representing an investment of $1,000,000, the Calaveras Cement Company's plant near San Andreas, Calaveras County, produced its first cement in June. Vast deposits of Limestone and shale in the hills of Calaveras County are controlled by this Company. Twelve miles of railroad, as an extension to the Southern Pacific lines from Valley Springs, was built to the plant.

The process is a modern, wet-blending process. The plant is equipped to produce a uniform Portland Cement to meet the highest requirements and has a daily capacity of 1,600 barrels.

Chiefly responsible for the success of this enterprise are men well known in the mining and cement world: William Wallace Mein, president; Stuart L. Rawlings, vice-president; G. B. Poore, vice-president and chief engineer; William Macbride, sales manager; E. A. Henry, a cement engineer of successful record both local and foreign, has been engaged as Superintendent of production. The chemical end is handled by H. D. Dunton, who has extensive experience in several Middle Western plants. Executive offices of the company are located at 315 Montgomery Street, San Francisco.

The industry has revived Calaveras, and is the dawn of a new era for that country.

ADVERTISING CLUBS TROPHY WON BY W. P. FULLER & CO.
The trophy offered for "the best advertising campaign by a Pacific Coast manufacturer," in competition held during the recent Pacific Coast Advertising Clubs Association Convention at San Francisco, has been awarded to W. P. Fuller & Co. "Paints and Varnishes, since '39." The campaign, which included practically every medium of advertising, was conducted by the Johnston-Ayres Company, advertising agency, and in competition with many of the most important manufacturing concerns on the Coast, was adjudged to be the most complete.
The Barry Apartments are a striking example of the use of delicate tints in beautiful brickwork. The Face Brick is in light buff. Its color and texture is emphasized by the terra cotta trim.

You will find many splendid examples of the modern use of Face Brick in "Architectural Detail in Brickwork," a portfolio of many halftone plates, showing various treatments of the brick wall surface, ready for filing. It will be sent postpaid to any architect making request on his office stationery.

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

"Brickwork in Italy," 298 pages, an attractive and useful volume, especially for the architect, profusely illustrated with 69 line drawings, 300 halftones, and 20 colored plates with a map of modern and XII century Italy. Bound in linen, will be sent postpaid upon receipt of six dollars. Half morocco, seven dollars.

AMERICAN FACE BRICK ASSOCIATION
1767 Peoples Life Building · Chicago, Illinois
CHARLES PETERS WEEKS

Ohio produced Charles Peters Weeks, as it has produced other men of "Presidential Timber" quality, and will doubtless produce more. After going through the University at Akron, Mr. Weeks studied at the "Ecole des Beaux Arts" and traveled extensively through Europe and, in fact, around the world, wherever men had piled up stones in forms of beauty. Pencil and Brain absorbed and recorded.

Back in America, Mr. Weeks secured office experience in Cleveland and New York (it is interesting to note that for a while he worked with Joseph McHugh, decorator) until, in 1901, he came out to join the force of John Galen Howard. A partnership with Albert Sutton was followed by practise alone, until the firm of Weeks and Day was established, to begin the execution of work whose sterling quality has been well maintained, has secured the reputation of the firm. Winning prizes in several competitions has not damaged their good name.

People are inclined to think of them as "Apartment House Specialists" on account of the Huntington, the Brocklebank, the Portal, the Mark Hopkins, etc.; but that is not quite fair when one regards their other work, such as the Don Lee Building, the new State Buildings at Sacramento, Loew's Theater and office building in Los Angeles, the Fireman's Fund office building, the Shriners' Hospital and numerous other jobs. One of the first, and still one of the best, fraternity houses at the University of California, is the Zeta Psi house, a kindly Italian façade of brick, tile roofed, which Mr. Weeks designed, largely a labor of love, no doubt.

Socially Mr. Weeks is well known, as surely ought to be the case with the descendant of Leonard Weeks who came to America from England in 1656. He belongs to the A. I. A., the S. F. Architectural Club, the Beaux Arts Society of New York, the University Club of S. F., the S. F. Golf and Country Club. His hobby is golf, with a permissible indulgence in sketching—water colors, pencil, wash; old habits will persist.

R. F. HAMMETT

Richard Fox Hammett is a man whose interest in good architecture should be known and appreciated by the profession.

He was born in Newton, Massachusetts. After graduating from Harvard in 1906, he entered the U. S. Forest Service, coming to California in 1907 as Dept. Forest Supervisor for the Shasta National Forest in Sisson, Shasta County. Later he became Forest Supervisor, and then District Forester in charge of the Office of Public Relations, in San Francisco. (This sounds imposing—and the position must have demanded considerable tact and patience—good training for a Diplomat or an Architect.)

In 1921 Mr. Hammett left the Forest Service to become Secretary-Manager of the California Redwood Association, which position he continues to hold. Readers of this journal will remember the issue of June, 1925, which contained the prize-winning designs of the California Redwood Association Small House Competition. The exceptional quality of these plans was probably due to Mr. Hammett's fairness, appreciation, cooperation. Many of them have been carried out, and the great demand for the book of plans shows that good results are to be expected to an increasing degree.

Mr. Hammett belongs to the Harvard Club, the Society of America Foresters, the California Academy of Sciences, the Commonwealth Club. For some years his family life has centered around his wife and his two daughters in their pleasant Berkeley home, where (of course) Mr. Hammett has found, as a hobby, interest in tennis. But he owns to a still unsated curiosity about the early history of California, especially of its Indian tribes. It is possible this may eventually lead to a Popular Patent Portable Redwood Teepee—or Wigwam—in which case Mr. Hammett's hobby may be changed from Lobbying to Lobbying.

* * *

Henry Palmer Sabin, A. I. A., has moved from the Citizens National Bank Building, Los Angeles, to 217 Fremont Street, South Pasadena, California.
The New Glendale Y.M.C.A.

Clarence L. Jay
Architect

H. W. Baum Co.
Genl. Contractors

J. A. Drummond
Roofing Contractor

Beauty and utility go hand in hand. Simons Tile make beautiful roofs that outlast any structure on which they are used.

Because tile roofs must have strength as well as beauty, Simons Tile are today specified by more architects and builders than ever before in the forty years since they were first made.

SIMONS BRICK CO.
125 West Third Street
LOS ANGELES

SIMONS
Mission Tile

[BY J. J. ROSSDALE]

Consulting Safety Engineer, San Francisco

J. J. Rosendale, a pioneer in the accident prevention movement, who was in 1901 was chief construction engineer for the California Industrial Accident Board and since that time has been in private practice, has consented to write a series of articles for this magazine. Mr. Rosendale has had charge of the work of inspecting the construction for the Pacific Coast Telephone Co., the Pacific Telephone & Telegraph Co. Building. On these, as well as on other construction jobs, Mr. Rosendale has made remarkable records, not a single or fatal accident having occurred. The object of these articles is to bring home the important part the architecture plays in accident prevention on buildings, and in the course of construction. "The prevention of accidents is not only good business, but good, sound business, for the business man who has a person on his job, the owner is his compensation insurance rate, and the savings brought about by taking every necessary precaution to ensure safety work reduces the cost of the building." His achievement in not having a fatal nor serious accident on the tallest building on the Pacific Coast was accomplished by using plans, putting in the rendering of safety engineering and inspector service. The first article below deals with the history of the accident prevention movement.

HE Bible tells us, "When thou buildest a new house, then thou shalt make a battlement for thy roof, that thou bring not blood upon thine house if any man fall from thence."

The type of homes man has built through the ages depicts the hazards that have been extended until that he has had to face and his attempt to provide safety for himself and his dependents. As the social order changed, the problem of safety has changed, finally necessitating the application of science and engineering and the art of organizing and directing men and controlling the forces and materials of nature. Industry, developing and expanding, has brought its own peculiar problems and the safety problem is one of the most important, while construction work is one of the most hazardous of industries. It is only recently that any attention has been given to safety work in this industry and there is still much room for improvement in this field.

The modern accident prevention movement is now more than fifty years old. The first Employers' Liability Law was passed in Germany in 1871, but this law made no provision for safeguarding workers against occupational hazards. It merely increased the employers' liability which resulted in the creation of hostile relations between employer and worker.

In 1884, the first law covering both accident prevention and compensation was enacted and by 1887, this law had been extended until it covered all industries. The burden of affording adequate protection to workers was properly placed on industry.

The Scandinavian countries and Great Britain passed similar laws next and France, Russia and other European countries followed suit launching the movement between 1894 and 1900. The legislation in the various European countries has certain basic similarities and one of the most interesting and valuable features of the European practice has been the safety museum. In these museums, exhibits are shown of the best types of practice in safety work and the museums are used as lecture halls and laboratories for students, safety engineers, employers and employees as well as being open to the general public.

THE COMPENSATION MOVEMENT IN THE UNITED STATES

The accident prevention movement was started in America by a few progressive employers and some of the railroads. Maryland passed the first Workmen's Compensation Law in 1902, and several of the other states followed suit. None of these laws were very satisfactory, however, as some of the courts had adopted the "fellow servant clause," which originated in England and provided for a legal interpretation as follows: "If two plumbers built a scaffold and worked on it and it collapsed, killing one of the plumbers, the dependents of the dead man could not recover anything because the accident was the fault of his fellow workman and not of the employer." If the fellow servant doctrine failed, the lawyers for the employer fell back on a common law principle called, "assumption of risk," which held that a workman had voluntarily assumed the risk which had proved fatal.

If both of these doctrines failed, there was still another, called "contributory negligence." In towns where labor was in control, lawyers did a big business in industrial injury suits. Thousands of widows, orphans and families of injured workers became destitute for even in the cases where corporations paid, most of the money went to the lawyers and the little that finally did go to the injured man or his dependents might be paid five years after the accident, when the period of greatest need had passed.

Such a situation existed in California also, until 1913. Under the Workmen's Compensation Law of 1913, and its amendments, however, an injured man is compensated even though he falls off a scaffold or is injured by a machine and even if his vigilance did relax, contributing to the accident. But if his own negligence is such as to constitute serious and wilful misconduct, he receives only 50% of the compensation instead of the full 100%.

More important, however, the question of what the injured worker or his dependents are entitled to, is taken out of the hands of lawyers and courts and is settled immediately by the Industrial Accident Commission. In the meantime the injured worker is given necessary medical attention. Also every employer must provide a safe place of employment. He must carry compensation insurance. The ACT provides that if the employer neglects to provide safe working conditions for his employee, he is liable to be charged with serious and wilful misconduct, which exposes him to payment of one-half extra compensation, not coverable by insurance, to an injured employee through such misconduct, or to his dependents, up to $2,500; to proceedings to compel a safe place of employment, and to possible criminal prosecution.

Recently, among several employers who were each penalized $2,500 additional compensation, was one large contractor who had failed to provide a safety railing on a scaffold and this resulted in a fatality.

The Workmen's Compensation, Insurance and Safety Act of California, covers the situation, as far as legislation is concerned, but the important need now is to educate builders to the fact that the prevention of accidents should be carried on in a scientific way. Someone should be delegated for the supervision of the safety work and held responsible. The architect can do a great deal by stipulating in his building specifications that such safety supervision should be provided for.

NEW CATALOG ON STEAM SPECIALTIES

Announcement is made by the Mueller Steam Specialty Company that their new catalog, No. 22, illustrating and describing their high grade and modern steam, water, air, oil, and gas specialties, consisting of pressure reducing and regulating valves, steamers, boiler controls, steam traps, back pressure and vacuum regulators, excess pressure relief valves, float valves, quick opening balance valves, pump governors, air traps, liquid level controllers, etc., is now ready for distribution. For copies address Mueller Steam Specialty Co., 102 W. 126th St., N. Y.
Two Ways to Solve Heating Problems
Which is Easier for You?

You can search for hours through catalogs, folders and blue prints—or you can call in a Pacific Heating Engineer and put it up to him like this:

"I can’t guarantee that this job will go to Pacific—but I’d like your recommendations on the most economical and efficient heating system."

That’s all the P.H.E. asks. He’ll analyze your sketches. If the job is complicated he’ll call in other Pacific heating experts. And he’ll then suggest an ideal heating installation.

**Is Pacific Qualified to Offer This Help?**

In making many thousands of heating installations Pacific has learned by experience which types of appliances are best for different needs. And as one of the oldest gas heating organizations in the West, Pacific has acquired a staff of thoroughly experienced heating engineers.

The recommendations of these men are absolutely unbiased. Because Pacific manufactures all types of gas heating appliances, recommendations are based on giving the most efficient and economical installation. There is no effort made to sell an appliance which is unsuited to the job.

**You’re Not Obligated at All!**

While our recommendation will give you a definite specification on which to get bids, we expect to put in a bid, too, and we ask no favors. So call in a Pacific Heating Engineer as often as you want.

---

**Pacific Gas Radiator**

**Gas Heating Company Headquarters**

1732-1740 West Washington St., Los Angeles. Phone BEacon 2190

Representatives in Principal Cities of the West.

Write for address of the Pacific Heating Engineer nearest you.

Manufacturers of Every Type of Gas Heating Appliance
BUILDING permits totaling $1,604,444 and involving $261,041,391 in building costs were issued during the first half of 1916 in 35 major cities comprised in the Pacific Coast section of the National Monthly Building Survey of S. W. Straus & Co.

A grand total of 13,294 permits to cost $49,109,154 issued during June in these 35 cities reflects a 20% increase over the May figures and but a 2% reduction from the heavy building program of last June. All of the groups except Idaho and Oregon show gains over May and all but California and Oregon report substantial increases over June of 1915.

The greatest individual increase reported comes from Lewiston, Idaho, where the first half-year's total is $17,157,075, higher than any previous comparable figure, and $1,879,180, or 15% over that of 1914. The June figure is 426% above that of last June. Substantial gains for the half-year period were also made in Glendale, San Bernardino, San Jose, Ventura, Vernon, Klamath Falls, Salem, Ogden, Walla Walla, and in all of the Vancouver area cities.

Los Angeles, issuing 19,328 building permits during the first half of this year, totaling $64,161,395 in building costs, shows a 22% reduction from the 1915 comparative figure. It represents 14% of the total for 57 California cities and 24% of the total for 95 cities. The June figure, $11,856,532, shows a 10% gain over that of May.

NEW SAN FRANCISCO RECORD

San Francisco, although somewhat embarrassed by a walkout of carpenters, issued 5,189 permits to cost $32,223,117 during the first half-year, higher than any previous comparable figure, 18% above that of 1915 and 23% above that of 1914. The June total, $8,479,058, is the highest monthly total in the city's history, 221% above the May figure and 81% above that of last June.

Seattle issued 5,633 permits calling for $16,330,470 in building costs during the first six months of this year, 8% more than in 1914, but 1% below the comparable figure for 1915. The total for June, $2,670,380, is 23% above the record for last June, but 9% below May.

Portland's half-year total, 6,710 building permits to cost $17,257,075, shows a 14% gain over 1914, but a 24% reduction from last year's comparable figure. The June total, $3,859,186, shows a 4% reduction from May's figure and a 35% reduction from last June.

Oakland, issuing 5,597 permits for buildings to cost $15,489,615, during the past six months, shows a 19% loss from the 1915 record, but a 4% gain over 1914. In June, $2,674,636 in permits issued, reflect an 11% gain over May, but a 3% reduction from last June.

San Diego, reporting 4,202, permits for $9,534,446 in buildings, during the half-year, shows gains of 15% and 30% over comparable figures for 1925 and 1914. The $1,493,441 issued in June is 19% below the May total, but 15% above last June.

Vancouver, British Columbia, reports an active building program with 1,901 permits totaling $7,756,525, which is 9% above the 1924 comparable figure and 58% above that of last year. The $1,779,524 in June permits show gains of 42% and 47%, respectively, over May and over last June.

Complaining the chain of distributing warehouses on the Pacific Coast, the United States Gypsum Company has recently opened warehouses in San Francisco and Oakland. Warehouses are also located in Los Angeles, Portland, Seattle and San Diego.

IN THE PROFESSION

Harry Wood, A. I. A. of Honolulu, T. H., paid a recent visit to this office. Mr. Wood reports great building activity in "The Paradise of the Pacific." He has recently formed a partnership with C. W. Dickey, A. I. A., with offices in Honolulu.

Announcement is made of the election of A. H. Albertson, Seattle, as director of the eight district, A. I. A., which comprises Oregon, Washington, Idaho, Utah and Colorado.

State Architect Geo. B. McDougall has been made a member of the Board of Directors of the American Institute of Architects and is also director of the ninth district, comprising California, Territory of Hawaii, Arizona and Nevada.

Contracts have recently been awarded by Architect Carl Werner, Santa Fe Building, San Francisco, for the construction of a twelve-story class "A" steel and concrete community apartment building on Vallejo, near Laguna Street, San Francisco.

Architects Morrison and Stimson have moved their Bellingham office to the new Herald Building, Bellingham, Wash. The Seattle and Everett offices remain in their present locations.

Lloyd Raly, architect, announces the removal of his offices to 1101 Subway Terminal Building, Los Angeles.

Bids will be called in December for the erection of the first unit of a group of new schools in Hawaii, according to advice to the Department of Commerce from the Secretaries, Chamber of Commerce, Honolulu.

Specify

EVERHOT

Electric Heaters

For Residences, Hotels, Restaurants, Clubs, Ranches, Estates, and Industries.

Nine years of electrical manufacturing experience has perfected the EVERHOT Heating Unit so that it is today the most durable and quickest-heating unit made.

Electric water heating is gaining popularity due to its great convenience, elimination of attention to maintenance and in reduced cost of current.

EVERHOT Water Heaters are furnished completely assembled with tank, and with the insert or exterior type of heating unit. Made in all sizes and ready for instant installation.

EVERHOT Electric & Mfg. Company

116 Llewellyn Street

Los Angeles, California
IN THE OFFICE BUILDING WORLD—

HOCKADAY FOR THE LAST 17 YEARS HAS BEEN SPECIFIED AND USED BY THE ARCHITECT CONTRACTOR AND OWNER

THE HOCKADAY COMPANY
1823 CARROLL AVENUE
CHICAGO

The Hockaday Co., of San Francisco
76-78 Eighth St., San Francisco, Cal.

Los Angeles Hockaday Co.
420 Douglas Bldg., Los Angeles, Cal.

D. E. Fryer Co., Seattle, Tacoma, Spokane and Portland

THE WASHABLE PAINT FOR ALL INTERIORS

WRITE FOR YOUR COPY OF "PAINT MILEAGE"
This store and office building is a new addition to the list of Dahlstrom equipped buildings. Its elevator shafts, stair wells and pipe shafts are protected by steel doors of Dahlstrom manufacture. The elevator shafts alone have 88 two-leaf two speed door units.

The investment represented by an office building must be protected by up-to-date, fireproof, and durable construction.

This protection is provided by the use of Dahlstrom Products with a record of nearly a quarter century unfailing service.

We shall be pleased to put your name on our list to receive our architectural literature.

DAHLSTROM METALLIC DOOR COMPANY
INCORPORATED 1867
JAMESTOWN, NEW YORK

LOS ANGELES, CAL., G. R. Brandin, Transportation Bldg., 7th and Los Angeles Sts.
SAN FRANCISCO, CAL., J. K. Murphy, Sherman Building
PORTLAND, ORE., McCraken & Risley, 818 Albina Ave.
SALT LAKE CITY, UTAH, Manufacturers' specialties Co., Boston Building.
Making Panelboards for a Nation...

The panelboards constructed under the famous @ guarantee-mark are not built for today or tomorrow, but for the years to come. We realize the constant change in bettering building conditions and so strive to supply panelboards to successfully cope with the improvements yet to be made.

Hence @ Panelboards are not made to stand on the huge quantity that are produced yearly. They are made as if we were only making one and upon that one rests the responsibility of our success. And that one panelboard is any one of our entire output.

You will readily appreciate the advantages of standardization, of oversize parts, of oversize service and of safety that are to be found in @ Panelboards at a price that is entirely in line for every job. Superior construction has favored @ Panelboards with being "The Sign of a Better Job." We furnish estimates without charge.

Frank Adam ELECTRIC COMPANY
ST. LOUIS
DISTRICT OFFICES

Atlanta, Ga.
Baltimore, Md.
Boston, Mass.
Buffalo, N. Y.
Chicago, Ill.
Cincinnati, Ohio
Dallas, Texas
Denver, Colo.
Detroit, Mich.
Kansas City, Mo.
Los Angeles, Calif.
Minneapolis, Minn.
Miami, Fla.
New Orleans, La.
New York City, N. Y.
Omaha, Neb.
Pittsburgh, Pa.
Portland, Oregon
Seattle, Wash.
San Francisco, Calif.
St. Louis, Mo.
Winnipeg, Canada
London, Ont., Canada

For all requirements, the small home, the skyscraper or the factory building. There is an @ Panelboard for every service. Type "NTF" is shown above.

This catalog is the handbook of correct panelboard practice. It is a compact data book that finds a prominent place in any architect's desk library. May we send it free?

No matter how late @ Panelboards are specified on the job, deliveries can be made with promptness. For, although @ Panelboards are not made in haste our shipping departments operate on an entirely different principle.
The next problem is to put the right fixture into the right room, and here the basis from which to work is the purposes of the room. For example, the living room is a center of family social life; a room for rest, relaxation and reading. The central fixture may be of the indirect bowl type, chandelier or base and globe type, supplemented by side lights, portable floor and table units.

In such a room, by the use of double switches, it is possible to create readily backgrounds and foregrounds of light; spots of light and color—in fact tones and values suitable to the desires of each member of the family for reading, relaxation or conversation; or the whole may be brightly lighted for the general festive gathering.

In the dining room the problem is a little different, since the table is usually the point of central interest. Indirect units are very often used in this room, as are direct types of fixtures. There is no hard and fast rule, and any fixture which gives good illumination to the table area, without attracting attention to itself, can be used in the dining room. In this room, it is permissible for the ceiling and walls to be comparatively dark in relation to the table area, but, of course, they should not be gloomy.

For bedrooms, an enclosed bowl central fixture, using a globe of fairly high wattage, can usually be depended upon to supply a well-diffused, yet glareless light. When this is supplemented by portable dresser and floor units, a variety of effects and changes is possible.

For bathrooms, kitchens, closets, halls, passageways and porches, the first thought is utility. There are on the market any number of simple fixtures that give a clear, well-diffused light to these rooms.

Color is yet another phase of home lighting. Obviously, the possibilities that this illusive quantity affords to create effects and illusions are limited only by the worker’s artistic resourcefulness and knowledge of the subject.

Frosted globes may now be obtained in almost any shade or tint fancied and practically all bowl fixtures are slightly colored; while small and large lamp shades of silk, parchment, glass and what not, run the whole gamut of colors, suggesting all manner of interesting contrasts with wall finishes and decorations.

Thus it would be possible in a room, whose wall finish and furnishings were a nice study in grays and rose, to carry out the scheme with rose colored lights and secure an altogether enchanting effect. Or a theme of delicate greens and rose could be helped wonderfully by just the right tone of green in the lighting. The point is—it must be just the right tone. Overdo it or do the job badly and the illusion would vanish, leaving only a sense of confusion and evidence of the amateur’s work.

Therefore in color lighting, it is well to make no snap judgments. But by judicious experimenting and changing about of globes and fixtures, it is frequently possible to secure lovely effects that are a welcome relief from the prosaic and beaten paths in home lighting and an eternal credit to the originality of the man conceiving them.

And certainly this spirit of experimentation is a good one by which to be guided in the lighting throughout the home. A fixture raised and lowered a bit; a smaller or larger unit; a lamp of greater or less wattage; a note of color—any one of these trifles may work a miracle in the effect of a room. Light is such a flexible and fluid medium, so vague, yet so distantly definite when indifferently handled; so productive of sensitive beauty, that his rewards are rich indeed, who works with it intelligently, who approaches each home and room as an individual problem in light and illumination.

Beiser Brothers, architects, have recently established offices at 580 Market Street, San Francisco.

Complete description of all Haws Models is contained in our Catalog"K" which will be mailed to you upon request.

HAWS SANITARY DRINKING FAUCET COMPANY 1808 HARMON ST. BERKELEY, CAL. USA.
He'll never butt against your walls ... but he could if they were BUTTONLATHED

Many a good job of plastering or stucco has failed because of lack of structural strength in the walls. Plaster and stucco, being perfectly rigid, cannot adjust themselves to the diagonal strains which occur in weak walls that are not properly braced.

BUTTONLATH is not designed to take the place of sound construction in a wall, but recent tests in the Osborne Laboratories prove that a diagonal strain of 5500 pounds is required to cause appreciable damage in a standard wall finished with cement stucco over BUTTONLATH. Only wood sheathing, among all the types of construction used in this test, showed an approximate bracing strength.

Actual Laboratory Conditions may Never be Duplicated on one of your Jobs

But, some of the conditions under which twenty million yards of BUTTONLATH has stood up and given a good account of itself during the last twelve years may be duplicated any day in your work, and you will find it a great satisfaction to know that you have built into your walls a material of such bracing strength that a good job of plastering or stucco can be guaranteed, where BUTTONLATH is used according to specifications. ... The BUTTONLATH Manufacturing Co., corner Vernon and Boyle Avenues, Los Angeles, California.

Are you making use of BUTTONLATH's Free Inspection Service? You will find it a Great Protection
Greater Artistic and Structural Value

The manifold merits of Perma-Light Wall Finishes assure greater decorative value and facilitate better work, for their perfect seal eliminates suction, lime burns, and air checks. In addition

Perma-Light

2 or 3 coat system

Washable Wall Finishes

require no sizing and afford permanent results that convert their higher initial cost into superior economy, figured on a "per year" basis.

Broadminded Laboratory and Service cooperation is gladly extended to all Practitioners who request it.

Made exclusively by

HILL, HUBBELL & COMPANY
Paint Specialists
San Francisco • Los Angeles • Oakland • Portland • Seattle • Tulsa • New York

P. S. All statements of Hill, Hubbell & Company are tested as to accuracy BEFORE publication.

"Dependable as a Lighthouse"
"Better Plastering" begins with better walls underneath the plaster!

The side of the plaster the owner never sees is the most important side of all! The home owner knows that the visible plaster surface should be beautiful and free from flaws. But, he doesn't know, as you do, that nearly 100% of the flaws in the plastering are directly due to defects in the underlying construction.

We believe in showing the public exactly what must precede "Better Plastering." It begins with good foundations, good construction throughout and lathing that contributes strength, protection and permanence instead of damaging the framework or plastering.

That's why our entire advertising appropriation is being used to educate the public to the necessity of better construction and "Better Walls" first. With the demand for "Better Walls" there will be a growing demand for better architectural design and expert supervision -- and architect, owner and plasterer find Super Locklath a shortcut to the desired end.

PLASTOID PRODUCTS, Inc.
Northern Division Office
318 Bldrs. Exchange Bldg.
Oakland, Calif.

Southern Division Office
1725 So. Downey Road
Los Angeles, Calif.
AN-5002

"Plastoid-Made"

SOLD BY ALL BUILDING MATERIAL DEALERS
NEW L. A. PAPER MFG. CO. BUILDING

Above is pictured the new home of the Los Angeles Paper Manufacturing Company at Alhambra Blvd. and San Pablo Streets, Los Angeles, recently completed.

The general offices of the company are now located in this building and through increased production are better able to keep up with the rapidly increasing demand for El Rey roofing products.

* * *

BETTER BATHROOM DISPLAY OPENED

A complete display of guaranteed bathrooms at different prices, showing the principal types of plumbing fixtures and the newest effects in colored tile, has just been opened by the Washington Iron Works of Los Angeles in the new Hollywood Building Material Exhibit, 6916 Santa Monica Boulevard, Los Angeles.

"As today's bathrooms are much more elaborate than those of a few years ago," explained G. B. Schneider, general manager of Washington Iron Works, "we have reflected the latest trends in design by using unique tile effects. Some of the bathrooms in the exhibit are brilliantly colored. Others reflect simple, dignified beauty. The tile used was made in Los Angeles by the American Encaustic Tile Co. and is representative of the latest modes."

According to the management of the Hollywood Building Material Exhibit, many interested visitors have visited the bathroom display since the opening. It should be particularly interesting to the architects of Southern California who have the opportunity of paying a visit to the exhibit.

* * *

OIL HEATING—WHAT IT MEANS TO THE ARCHITECT

The above is the title of an interesting and instructive booklet on Oil Heating, from the architect's point of view, which is offered by the Oil-O-Matic of California. A copy will gladly be forwarded by addressing either of the following offices of the company: 135 New Montgomery Street, San Francisco, or 576 Grand Avenue, Oakland.

Oil-O-Matic of California is headed by Mr. Raymond F. Bierbaum, and are Bay district sales distributors for the Williams Oil-O-Matic Heating Corporation, Bloomington, Ill., producers of Automatic Oil Burners.

The booklet offered is especially prepared for A. I. A. file, and is most comprehensive, containing much valuable information on the subject.

* * *

KOHLER CO. EXHIBIT

Announcement is made by the Kohler Co. that a direct factory branch has been opened at 1100 Santa Fe Avenue, Los Angeles, in charge of Mr. T. G. Otis. A display room, showing Kohler of Kohler Plumbing Fixtures, has also been opened at 2212 West 7th St., Los Angeles, which architects and builders are invited to inspect.

Rich! Dignified! Everlasting!
The ideal building stone—

RAYMOND GRANITE

RAYMOND GRANITE COMPANY
INcorporated
CONTRACTORS
GRANITE • STONE • BUILDING • MEMORIAL
1 Potosi Avenue, San Francisco
1360 Palmetto Street, Los Angeles
A Dominant Architectural Achievement

is the $5,000,000 Hunter Dulin Bldg.* in San Francisco's skyscraper district. The rapid pace of its construction was facilitated by the delivery of

Old Mission Portland Cement

"Sound as a Bell"

in paper sacks, which were slashed open and emptied instantly.

Old Mission "quality vigilance" assures a superior product at the price of ordinary brands.

Old Mission Portland Cement Company

Manufacturers of

Old Mission Portland Cement and
Old Mission PLASTIK WATERTITE Portland Cement

Standard Oil Building • San Francisco

*Schulze & Weaver, New York, San Francisco, Los Angeles, Architects;
H. J. Brunner, San Francisco, Consulting Engineer;
Lindgren & Swinerton, Inc., San Francisco, Contractors.

---

Your painting contractor undoubtedly uses DRI SEAL in his priming paints but to INSURE all the benefits that this reinforcing oil affords . . . specify it as it SHOULD BE USED . . . ALWAYS "50-50 with pure paints for priming, both exterior and interior." Send for folder.

The Dri Seal Company, 1903-13 Alhambra Ave.
Los Angeles, California

For Sealing in Pitch, stopping suction and waterproofing Stucco/
Volumes of books but not volumes of water

The non-hold-open feature is found exclusively in the Sloan Valve. This feature, in a valve embodying the highest quality of materials and workmanship results in a combined initial and upkeep cost so low as to demand first consideration in matters of economy. In fact, without this vital non-hold-open feature, maximum economy is impossible.

Make This Test When You Select Flushing Equipment

First—Press the handle of Sloan Valve in any direction. Hold it—or let it go. In either case, the Sloan Valve delivers a fixed amount of water—just the right amount for a complete flush—but no more!

Second—Try this same experiment with any other valve. Not one has this automatic feature which saves building-owners hundreds of dollars in reduced water-bills.
PACIFIC-COAST
ARCHITECT

WITH WHICH IS INCORPORATED THE BUILDING REVIEW

VOLUME XXX • SAN FRANCISCO AND LOS ANGELES • SEPTEMBER • 1926 • NUMBER THREE

CONTENTS

Harris Allen, A.I.A... 9
Roberts Lewis J. Newman... 14
Arthur Brown, Jr., A.I.A... 31
J. H. Deist... 51
Index of Advertisers... 75

ILLUSTRATIONS

Temple Emanu-El... Cover
Pylon and Fountain in Atrium... 21
Temple Emanu-El from Lake Street... 12
Temple Emanu-El from Arguello Boulevard... 13
Plants, Temple Emanu-El... 14
Longitudinal Section, Temple Emanu-El... 16
Elevation on Arguello Boulevard... 17
Main Portal from Atrium, Temple Emanu-El... 18
Main Portal to Atrium, Temple Emanu-El... 19
Arguello Boulevard Entrance to Atrium... 20
First Congregational Church, Oakland, California
First Congregational Church... 31
Floor Plans, First Congregational Church... 34
Campanile, First Congregational Church... 35
Detail of Entrance Porch, First Congregational Church... 36
Facade of Auditorium, First Congregational Church... 37
Church Offices... 38
Auditorium and Campanile, First Congregational Church... 38
Sketch of San Juan de Dios, Mexico City, by H. A. Schary... 45

An Illustrated Monthly Magazine for the Architect, Contractor and Home Builder

HARRIS ALLEN, A. I. A., EDITOR
J. LESLIE MYK, GENERAL MANAGER

Address all communications to BUSINESS OFFICE, 501 MARKET STREET, SAN FRANCISCO. Telephone KENT 3-84613. Price, mailed flat to any address in United States, Mexico or Cuba, $1.50 a year; single copies, 15c. In Canada, $1.00 a year, foreign countries, $5.00 a year. Entered at the Post Office in San Francisco as second class matter

EASTERN REPRESENTATIVES: JOHN W. ROSS, 606 OTIS BUILDING, CHICAGO, ILLINOIS
WILLIAM N. NELSON, TRIBUNE BUILDING, NEW YORK CITY
LOS ANGELES: 1037 WYATT STREET, PHONE EMPIRE 2606

Design by William Mooser, Jr.
Another Beautiful Effect
in Ceilings

Created by a delightful design on a background of stained CALIFORNIA REDWOOD

The ceiling of the display room of the Dodge Motor Car Company, San Francisco, is lovely with its broad expanse of Redwood. The wood is treated with a soft gray-tan stain and the massive beams are broadly stenciled.

Here again Redwood’s values are well illustrated. The ceiling is 42 feet by 120 feet. So it is important that the wood be light but strong.

Its softness aids materially where the hand-hewn effect is desired. And for balconies and decorative railings it is the finest of all woods. Easy to work, stays put, and is durable even without the protection of paint. For detailed information about Redwood and its uses, write our Architectural Service Bureau. We will gladly furnish data and assistance of any available type.

CALIFORNIA REDWOOD ASSOCIATION · Dept. 79
24 CALIFORNIA STREET · SAN FRANCISCO, CALIFORNIA

California Redwood
SERMONS IN CAST STONE

Much has been written condemning the insincerity of modern architecture as regards the use of materials in exterior design; and, to some extent, interior treatment as well. That there is an uncomfortable foundation of truth in this attitude cannot be denied, although "sincerity" can be carried to an extreme that becomes absurd. The use of concrete to cover a steel frame is certainly quite as legitimate as the application of plaster to a masonry wall, providing it is not "ornamented" with shallow lines purporting to be the joints of stone construction.

The two buildings illustrated herewith are, to all intents and purposes, solid masses of masonry, but this is far from being a matter of mere surface appearance. That the stone of these walls is poured instead of cut, and that it has its ferruginous element in articulated rather than veinous form, makes no vital difference. What does count, is the essentially sincere use of material and the architectural unity of design and construction.

The Temple Emanu-El is one of the great monuments of San Francisco—perhaps the greatest. Designed in the spirit of the Byzantine branch of Romanesque architecture, it is obvious to the student of architecture that the building is by no means adapted from some ancient masterpiece; as Mr. Brown says in his interesting article printed elsewhere in this issue, "it is a straightforward and sincere development of the requirements of the program." Unquestionably the designers profited by close and sympathetic study of Sancta Sophia's superb dome and mighty masses of entourage. But where the Constantinople dome seems to brood, this modern dome
appears to float. To achieve such an effect, a
great golden bubble, lofty, soaring, in the sky,
and still to preserve a feeling of architectural
unity with the solid substance of its substructure,
comes little short of being a triumph.

While the dome is the crowning glory of the
composition, many other features merit men-
tion. The various projecting elements not only
bear their parts in building up a splendid, vig-
orous silhouette, but the relationships of ma-
terials and colors, tile roofs, crisply modeled cor-
nices, broad wall surfaces, massive buttresses,
window traceries, have been so carefully pro-
portioned that a constant play of light and
shade and color prevents any suggestion of bald
austerity.

It was a happy thought that inspired the en-
 trance court, or Atrium. Its emotional and tra-
ditional appeal need not be considered in this
paper, although their connection with true ar-
chitecture is intimate. The technique of its treat-
ment is flawless; not in the least hackneyed, per-
fected in scale, and in harmony with the style of
the Temple, it is difficult to imagine how this
could be improved as an approach, a connecting
unit, a feature impressive and beautiful in itself,
admirably suited to its esthetic and practical
functions. In this court can be appreciated best
the exceptional quality of the sculptural and
other detail, the work of Edgar Walter and Rob-
ert Howard (about whom I shall have more to
say later). This work not only shows an unusual
grasp of the traditional, symbolic character re-
quisite for such ornament, but also a crispness of
modeling hardly to be found even in cut stone—
probably secured by finishing the cast work with
careful hand tooling.

The low arcades of the Atrium “build up” to
the Temple by a skilfully graded series of breaks—pylons (boldly conceived, extremely in-
teresting), stair pavilions, buttresses. The main
portal of the Temple, thus framed, is a virile and
strikingly original composition. The powerful,
projecting porch, the richly framed niche shel-
tering its symbolic lamp, and the crowning
Tablets of the Law, all form a definite unit in
design, which conveys the proper impression of
authority, magnificence, aspiration.

Within the Temple, one finds a contrast be-
tween the sumptuous, glowing Narthex—or
vestibule—and the great, quiet audiorium,
which is so impressive as to be almost startling.
The effect of these unbroken curves of dull ivory-
toned plaster sweeping majestically from wall to
wall—almost from floor to floor—is that of the
utmost dignity, power, peace. I cannot agree
with any suggestions for decoration of these
walls. Where should it begin? Where end? The
Stanford Memorial Chapel is a sad object lesson
of the results of unrestrained decoration. Let us

[Concluded on page 49]
TEMPLE EMANUEL, SAN FRANCISCO, CALIFORNIA
BAKEWELL AND BROWN AND SYLVAIN SCHMUTTAHER, ASSOCIATED ARCHITECTS

Photo by Adam F. F. Jr.
ABOVE—KEY PLAN

LEFT—MAIN FLOOR PLAN OF TEMPLE HOUSE

BELOW—MAIN FLOOR PLAN OF AUDITORIUM AND ATRIUM

TEMPLE EMANU-EL, SAN FRANCISCO, CALIFORNIA
BAKEWELL AND BROWN AND SYLVAIN SCHNITTACHER, ASSOCIATED ARCHITECTS
THE NEW TEMPLE EMANU-EL OF SAN FRANCISCO

[BY RABBI LOUIS I. NEWMAN]

HE new Temple Emanu-El of San Francisco is one of the four or five most interesting synagogue buildings in the world. In Florence is perhaps the most attractive European Jewish house of worship. In the United States, the Temple (Congregations Tifereth Israel) of Cleveland, Ohio, is one of the outstanding ecclesiastical buildings of the country. An article in the "Architectural Forum" (November, 1915) by Richard R. Stanwood describes this structure. In Detroit, Congregation Beth El, and in Chicago, Isaiah Temple, are of the new and fine synagogues. Temple Emanu-El of New York City, which recently sold its historic home on Fifth avenue at Forty-third street, contemplates the erection of a new building on the site of the old Astor Estate at Sixty-fifth street and Fifth avenue. The last decade has witnessed the rise of several remarkable temple buildings throughout the United States. It is a significant epoch in the history of American Israel. Descriptive of this Renaissance is an article by Lewis Mumford, entitled "Towards a Modern Synagogue Architecture," in the "Menorah Journal" (June, 1915); Louis Lozowick has illustrated the essay with five drawings portraying the Rodeph Shalom Synagogue of Philadelphia; the Euclid Avenue Temple, Cleveland; the Temple B'nai Abraham, Newark; Temple Emanu-El, San Francisco; Temple Tifereth Israel, Cleveland. Not only the Reform group, but the Orthodox and Conservative Jews of America have erected beautiful structures. Thus in Brooklyn, Cleveland and New York, the so-called "Jewish Center" is to be found, not strictly Jewish in its architectural design, but highly important as a focus for Jewish communal, religious and cultural life.

TEMPLE EMANU-EL OF SAN FRANCISCO

Temple Emanu-El of San Francisco is an old and distinguished congregation. Its first edifice was built on old Broadway in 1850, soon after the formation of the congregation by the Jewish '49ers. In 1864 the splendid Sutter Street Temple was built, the cornerstone of which was recently discovered and opened up. In 1906 the Sutter Street Temple was damaged by fire in the great earthquake and conflagration; it was repaired and reconstituted in 1927. In 1923 the congregation left its Sutter street home, and on April 16, 1926, dedicated its present house of worship.

The new Temple at Arguello boulevard and Lake street is the work of the associated architects, the late Sylvain Schnaittacher, John Bakewell and Arthur Brown, Jr., with B. R. Maybeck and G. Albert Lunsburgh, consulting architects. Mr. Henry L. Mayer is President of the Temple and Mr. Louis Bloch, chairman of the Building Committee. At the present writing only the Temple edifice itself has been complete, the so-called Temple House or Activities Building is in process of construction, and, it is hoped, will be ready for occupancy by January, 1927. Three buildings, the Temple proper, the Administrative Building and the Temple House, constitute the new home of Congregation Emanu-El.

The style of architecture is Levantine, representing a fusion of the architectural styles of Asia Minor, Palestine and the Mediterranean world, based upon a Byzantine-Roman tradition. The architects are to be congratulated upon their choice of this style. Too many ancient and modern synagogues have adopted the Levantine motif, but have sought to adapt themselves overmuch to the dominant architectural style of the environment. Thus the Synagogue at Petrograd, completed in 1893, re-

The worshiper enters the Temple group through a monumental arch or gateway which opens into the Temple
LONGITUDINAL SECTION, TEMPLE EMANU-EL, SAN FRANCISCO, CALIFORNIA
BAREWELL AND BROWN AND SYLVAIN SCHNITZER, ASSOCIATED ARCHITECTS
MAIN PORTAL FROM ATRIUM, TEMPLE EMANU-EL, SAN FRANCISCO, CALIFORNIA
BAKEWELL AND BROWN AND SYLVAIN SCHNAITTACHER, ASSOCIATED ARCHITECTS

Photo by Fixon Ahtiania
MAIN PORTAL TO ATRIUM, TEMPLE EMANUEL, SAN FRANCISCO, CALIFORNIA.
Bakewell and Brown and Sylvain Schnittacher, Associated Architects.

Photo by Francis Atherton.
PYLON AND FOUNTAIN IN ATRIUM, TEMPLE EMANU-EL, SAN FRANCISCO, CALIFORNIA
BAKEWELL AND BROWN AND SYLVAIN SCHNITTCHER, ASSOCIATED ARCHITECTS.
CLOISTER, TEMPLE EMANU-EL, SAN FRANCISCO, CALIFORNIA
BAKEWELL AND BROWN AND SYLVAIN SCHNITTACHER, ASSOCIATED ARCHITECTS

Photo by Gabriel Alonzo
INTERIOR OF TEMPLE EMANUEL, SAN FRANCISCO, CALIFORNIA
BAKEWELL AND BROWN AND SYLVAIN SCHNAITIACHER, ASSOCIATED ARCHITECTS.

Photo by Gahrut Moulin
CIBORIUM, TEMPLE EMANU-EL, SAN FRANCISCO, CALIFORNIA
BAKEWELL AND BROWN AND SYLVAIN SCHNITTACHER, ASSOCIATED ARCHITECTS

Photo by Faxon Albertho
CIBORIUM, TEMPLE EMANU-EL, SAN FRANCISCO, CALIFORNIA
BARTWELL AND BROWN AND SYLVAIN SCHWARTZCOPER, ASSOCIATED ARCHITECTS

Photo by August Petersen
The cloister is floored in red Promenade tile of Moresque design. The flower pots, of glazed Terra-Cotta, are also a product of this company.

GLADDING • McBRAIN • & • CO.
General Office: 660 Market Street, San Francisco

Los Angeles Office: 621 South Hope Street
Portland Office: U. S. National Bank Building

Seattle Office: Dexter Horton Building
Oakland Office: Twenty-second and Market Streets
WORKS of art should explain itself and the emotions which it arouses should be direct impressions. It is not exactly the role of one directly involved in the production of an artistic creation to express an appreciation of its character. This should rather be the work of a sympathetic spectator to whom the language of architecture has a definite appeal and who can express his impressions in the medium of words.

However, I myself have always been very curious to know what has been going on in the minds of those who create, and I have in my library a whole shelf of books of biography and memoirs of famous artists, and I find it a most absorbing source of interest to read the discussions of the whys and wherefores of great works.

Charles Garnier, after the completion of the Opera in Paris, wrote his impressions, which read like a romance, and are invaluable as a guide to anyone undertaking a similar venture.

To try to discover from their own testimony, as well as from the results of their labors, what has led men to act in certain ways, is one of the objects of historical study. This method is very fruitful in the study of the various arts and sciences.

Some account of the genesis and development of the Temple may therefore be of interest to you whose house of worship it is, and who have made sacrifices that it may be a worthy structure.

When the committee was first formed and the architects called in, my colleagues and myself, the ideas of what form the Temple should take were very hazy. The committee had a plot of land and they knew that they wanted a sumptuous building. They also had hanging over them the very hundred necessity that even with the self-sacrifice of the members of the congregation, there was a limit to the amount of money to be spent, and only with greatest care could the funds available be made to house suitably all the congregation activities.

The program, however, was clear enough and was the expression of many years of experience at the old Synagogue on Sutter street and the hopes and dreams that were there inspired.

The dominating need was, of course, a great auditorium to seat not less than 1700 people, and to be clothed in as glorious form as the funds would permit. In the second place was to be a Temple House, hardly less important in the eyes of the Rabbi and the trustees, to include another auditorium of about half the capacity of the great Temple itself, and 25 Sunday school class rooms. The Temple House was to have also a vast recreation hall for the children and accommodation for the social gatherings of the grown-ups.

In addition to these elements was to be a third group to house those who have to do with the religious and administrative work of the congregation, the Rabbi's study, the Cantor's study, the board room of the directors, with the secretaries' office and the library. Accompanying all this, of course, were a quantity of accessories, vestries for the choir, store rooms, et cetera.

The general distribution of these elements as you now see them was adopted because no other suggested arrangement seemed to present such possibilities both from a decorative point of view and from that of convenience.

The cloistered court preceding the great mass of the body of the Temple afforded a marvelous chance to attain a powerful contrast and play of masses. It appealed also as a very desirable transition from the outside world to the seclusion of the House of God. The low buildings of the cloister provide the necessary space for the library and the administrative offices. The placing of the Sunday school with its auditorium enclosed by the schoolrooms comes as a natural consequence in the grouping of the major masses.

After these preliminaries, a number of puzzling questions arose:—What construction material would be best? What general type of architecture would be appropriate and financially possible? What steps should be taken to ensure good acoustics? Should the floor of the Temple slope? Should there be pews or folding seats? And dozens of other limiting conditions.

After the first sketches of the masses involved were made, it became apparent that the group was to be of very imposing dimensions (the volume included in the auditorium is considerably greater than that of the Paris Opera House) and that great caution would have to be used not to exceed a reasonable sum in the cost of construction.

After careful consideration it was decided to abandon the idea of such sumptuous materials as cut granite or marble for the execution of the fabric, and to adopt steel and concrete, which insure stability and permanence without the staggering cost of solid mass. Construction also brought up visions of those superb monuments in the Levant—such as Santa Sophia in Constantinople—which have that Southern flavor which seems to touch a sympathetic chord in those that live in California. I might say at this point that, although the Temple may suggest Byzantine models, it is not a pastiche or plagiarism in any way, but is a straight-forward and sincere development of the requirements of the program.

I feel confident that the capable modernist critic, although he may find faults in the result, will find little in the spirit of its design for his sincere disapproval.

These conclusions set the palette of our design, the elements of the composition began to define themselves, great walls of simple plaster, columns, arch forms, low tile roofs, the splendid dome motive, and all that goes with these to enhance their decorative values and to glorify their form. Of all architectural forms yet imagined by the mind of man, the dome is, I feel very strongly, the most superb, the most noble and most deeply inspiring. There are other forms of great and importance—giant spires, Roman basilicas, great temples, but the dome surpasses them all in impressive nobility and beauty. It is most appropriately used when men wish to give material form to their most exalted sentiments. The Near East has many beautiful domes—in fact, it was in Persia that the dome on pendentives was first conceived, and it was slowly developed in the lands about the Mediterranean until its culmination in Santa Sophia, which many keen critics consider the high-water mark of antique art. The composition was established, and the work of development was the joyful work of the artist.

The masses were proportioned and pulled and twisted (on paper, of course) in very much the way that a sculptor works, the parts subordinated to the whole, the details planned to contribute to the general effect and at the same time to be interesting in themselves. Unity, harmony, rhythm, appropriateness, these were the aims always present in our minds. The result is a work of a distinctly religious character. Just why this is so I shall leave to some more skilled in psychological analysis.

After the majestic form of the dome with its four great arches had been set, the forms of the traceries of the windows, the fish scale leads, the minor arches of the galler...
RICHLY DECORATED CEILINGS are coming into vogue rapidly. As sumptuous Oriental rugs give elegance to an ordinary dwelling, even more will the skillful treatment of color and design on a ceiling give distinction and beauty to an otherwise severely plain room. In such a case the proper execution of the decorative work is most important. The ceiling here shown is of California redwood, 40x120 feet, and is in the display room of the Dodge Motor Car Company, San Francisco. Miller & Pflueger, Architects; A. Quandt & Sons, Painters and Decorators [Since 1885], 374 Guerrero Street, San Francisco

Quandt quality is available for the small job as well as the large. Our operations are State-wide
FIRST CONGREGATIONAL CHURCH, OAKLAND, CALIFORNIA. JOHN GALEN HOWARD AND ASSOCIATES, ARCHITECT.
CAMPAINE, FIRST CONGREGATIONAL CHURCH, OAKLAND, CALIFORNIA
JOHN GALEN HOWARD AND ASSOCIATES, ARCHITECTS

Photo by Walter & Homer
DETAIL OF ENTRANCE PORCH, FIRST CONGREGATIONAL CHURCH, OAKLAND, CALIFORNIA
JOHN GALEN HOWARD AND ASSOCIATES, ARCHITECTS

Photo by Waters & Hainlin
FACADE OF AUDITORIUM, FIRST CONGREGATIONAL CHURCH, OAKLAND, CALIFORNIA

JOHN GALLEN HOWARD AND ASSOCIATES, ARCHITECTS

Photo by Water & Hanson
SIDE ENTRANCE TO AUDITORIUM, FIRST CONGREGATIONAL CHURCH, OAKLAND, CALIFORNIA
JOHN GALEN HOWARD AND ASSOCIATES, ARCHITECTS

Photo by Walter & Brindley
SIDE ENTRANCE TO CHURCH OFFICES, FIRST CONGREGATIONAL CHURCH, OAKLAND, CALIFORNIA
JOHN GALEN HOWARD AND ASSOCIATES, ARCHITECTS
CHOIR AND ORGAN SCREEN, FIRST CONGREGATIONAL CHURCH, OAKLAND, CALIFORNIA
JOHN GALEN HOWARD AND ASSOCIATES, ARCHITECTS

Photo by Waters & Hamlin
INTERIOR OF AUDITORIUM, FIRST CONGREGATIONAL CHURCH, OAKLAND, CALIFORNIA
JOHN GALEN HOWARD AND ASSOCIATES, ARCHITECTS

Photo by Water & Hendin
DIGNITY and PERMANENCE with ECONOMY

using Architectural Terra Cotta

A MARKED ADDITION to the architecture of the city, the Sonoma County National Bank of Petaluma, California, stands out as a monument to the farsightedness of its directors. In Architectural Terra Cotta they found a material reasonable in first cost, low in upkeep, beautiful in color and texture and of unsurpassed permanence.

N · CLARK · & · SONS
MANUFACTURERS

116 Natoma Street, San Francisco, Calif. · Factory: West Alameda, Calif.
1106 Detwiler Building, Los Angeles, Calif.
TEMPLE EMANU-EL
LOS ANGELES, CALIFORNIA

Russell & Alpaugh, Architects
MacDonald & Kahn, General Contractors
Tiltz Engineering & Equipment Co., Ventilating Contractors

This beautiful edifice dedicated to the Jewish faith in Los Angeles is heated by a battery of four large Payne Gas Furnaces, the washed warm air being delivered to all parts of the building by means of a motor-driven blower. The congregation is pleased with the heating system in every way — heating results, first cost and cost of operation.

Fifteen other churches, thirty-one theatres and several other miscellaneous large buildings similarly heated this year

PAYNE FURNACE & SUPPLY CO.
[INCORPORATED]
338 FOOTHILL ROAD, BEVERLY HILLS, CALIFORNIA

Branch office: 2247 GROVE STREET, OAKLAND, CALIFORNIA

Agencies in all principal Pacific Coast Cities. Names furnished upon request
Church Architecture

THE sensational press—and most of it is sensational—gives the impression that society is in a very dangerous state. Headlines proclaim scandal, law breaking, crime.

Little space is devoted to the announcement of a new church building. The real estate page may, perhaps, publish a sketch, sandwiched between a store and a theater. It hardly ranks as "news."

But churches do keep on going up, and each new church building, regardless of creed or tenet, means a growth, a stretching out, of those tentacles or roots upon which our whole social structure is planted. The power of a single congregation may not be noticeable—although it has been known to change the policy of a whole community; but the accumulated force exerted quietly and steadily by a number of congregations is a very powerful factor in preserving the safety and decency and fundamental respect for law which characterize any live, growing community.

Furthermore, it is a fact, that needs no longer to be argued, that the influence produced, both upon its own communicants and upon the community at large, by a beautiful church building is uplifting, inspiring. A rightly designed church possesses a "religious atmosphere," conducive to devotion; there is a subtle influence in the noble proportions, the dignity of design, to which we humans are peculiarly susceptible.

The Temple Emanu-El of San Francisco, and the First Congregational Church of Oakland, illustrated in this issue, are very notable examples of these fundamental truths. Judged by all our standards, their architecture is fine: it is distinctly religious in character; and both congregations have established what might be called a social "plant" or factory to supply to its members of all ages a means for developing the qualities of better citizenship, not so well provided, as yet, by any other kind of organization.

Architectural Scholarships

A MOVEMENT has been started to raise $40,000.00 among Alumni of the Architectural Department of the University of California, to provide for scholarships. The reputation of this school has spread far beyond the confines of the State. Its graduates have become widely scattered; and wherever they are, they have produced a strong effect upon the architecture of their environment. Most of them, doubtless, have prospered during our era of great building activity, and it will be a fine tribute to their Alma Mater to join in creating this fund. The value of the department, to the University and to the public generally, will be so much the greater.

Importance of the Building Industry

ACCORDING to the U. S. Department of Commerce, it is only recently that the production of buildings of all types, that produce a more or less fixed structure or alteration of natural topography, has been clearly recognized as a single industry.

Six billion dollars is a reasonable estimate of what the nation is spending for construction each year. In value of product the industry ranks considerably over the automobile industry—the largest manufacturing industry, and about on a par with railway operating receipts. It underlies the whole economic organization of the country. Living standards, health, education, progress as a whole are largely dependent upon it. The investment of capital for future income, corporate and individual, is to a very great extent involved in construction.

It behooves the building industry to justify these great responsibilities by its integrity and efficiency.

San Francisco Safety Week

ONE of the few worth while "Weeks" celebrated during the year, with a definite purpose behind it and accomplishing much good in promoting sober thought for the betterment of our fellow man, is Safety Week, which was held in San Francisco during the week of September 4th.

Under the auspices of the Society of Safety Engineers of California, the International Mine Rescue and First Aid Contests were held, also the fourth annual California Industrial First Aid Contests. Separate sessions were held by the Construction Section; a report on the interesting developments of these sessions will be contained in the October issue of this journal.

All of the departmental sessions were held in the Civic Auditorium, San Francisco, and accident prevention covering almost every industry was discussed.
Hollow Metal Doors and Trim for entire building, manufactured and installed by us.

Campbell Metal Windows • Nonpareil Skylights
Sheet Metal Work • Baked Enamel Finish
Hollow Metal Doors and Trim
Met-Elec Base

FORDERER CORNICE WORKS

Executive Offices and Factory:
Potrero Avenue and Sixteenth Street, San Francisco

Los Angeles Office:
927 W. M. Garland Building, 9th and Spring Streets
hope that the grandeur of this Temple will not be diminished by similar attempts. Against such a background, the Giborium with its jewel-like Ark will be most truly effective.

Passing to some practical notes of the architecture of the Temple, it may be said that the acoustics, ventilation, lighting of the auditorium have been brought to a point nearing perfection—no small achievement in an undertaking of such magnitude.

In connection with the other religious edifice here shown, it is interesting to know that during its construction the congregation was the guest of an Oakland Synagogue, and held all its services there until the completion of its own building. Starting with this example of mutual good will, we find the Congregational church has several features in common with Temple Emanu-El. In construction and finish there is the same essential sincerity; in style it follows also the Romanesque school, although its inspiration is to be found in the Western rather than the Eastern branch; its sculpture is equally true to tradition and beautifully executed. Here, too, Mr. Robert Howard, in this case son of the architect, is responsible—and special comment should be made of the remarkably fine panel of the Apostles, over the main entrance, in which he has caught so perfectly the naive spirit of the early Christian era.

The church proper employs a motif to be found in the cathedrals of Pavia, Pisa and Lucca, but in such manner as to preserve the integral character of the material, and to blend the various members of the group—for it must be considered more than a single building—into a unity and harmony of treatment extremely successful. A glance at the key plan shows the problem involved. An irregular corner had to be covered with connected buildings of varying requirements; unequal contours had to be treated to provide approaches, drives and walks, parking space, and so on; certain fine trees were to be preserved. To solve all these problems and produce a resultant group which should be an architectural unit, beautiful in mass and in detail, suitable to its setting, convenient and comfortable in its operation, was no mean task.

That it has been accomplished may be readily seen from pictures and plan. The buildings "compose" well from every point of view. The main portion, containing the church auditorium, occupies the highest, the focal, point, and receives the richest architectural treatment. Its main façade is very lovely. There is this to be said about the detail: nowhere, even where it is most concentrated, is there an excess of ornament, but rather a restraint and simplicity. The unques-

**GAS APPLIANCE EXHIBITION**

The 19th of September will mark the opening of an educational campaign on the advantages of gas appliances for heating purposes, water heating, etc., to be carried on during the balance of the year. This is under the auspices of the Gas Appliance Society of California and plans embrace a central exhibit by the various dealers and manufacturers to be conducted for the purpose of supplying information and making demonstrations; no sales will be made. The location and dates for the central exhibit will be announced later.

During the week of September 19 to 25, special exhibits and displays will be made by the various dealers and all architects are invited to visit and inspect these exhibits, also the central exhibit to be held later.

The Italian Government is planning for the erection of some 25 new buildings and extensions in Rome, according to a decree recently issued by the Premier.

The convention of the Artistic Lighting Equipment Association was recently held at Montreal, Canada.
HOTEL EL-TEJON, BAKERSFIELD, CALIFORNIA

H. L. Stevens Co.
Designers and Managers of Construction

Kern County Roofing Co.
Roofing Contractors

The distinctive architecture of this beautiful structure is given the crowning touch by its roof of California Tile. The rich natural colorings of this tile are permanent and the roof forever free from repair cost.

Skilled craftsmanship plus the finest clays result in the fine quality tile produced by this company.

CALIFORNIA POTTERY COMPANY

SAN FRANCISCO - 11th & Harrison Sts. - Telephone Market 9270
OAKLAND - E. 12th St. & Park Ave. - Telephone Fruitvale 588
FRESNO - MERCED
S. F. ARCHITECTURAL CLUB NOTES

CLASS in Structural Engineering for architects will be organized Friday evening, September 17, 8 S., for the benefit of the members of the S. F. A. C. The course will be held weekly in the Atelier of the club, and will include instructions in the theory and practice of the design of modern buildings with frames of timber, reinforced concrete and structural steel. Special attention will be given to the relation of architecture and engineering in structures.

This will qualify members for their architect certificate, providing they have the experience required by the State Board of Architects. Mr. C. Jefferson Sly was appointed instructor of the class.

Last aud an acquaintances be forgotten—Fred Kramer, while here from New York, on a vacation, visited one of our Thursday luncheons. Fred was formerly "one of us," and the noonday crowd enjoyed his friendly talk on the architectural conditions and problems in the East. Since living in the city of skyscrapers, Fred said our City of Fog and Sunshine does not seem as large to him as when he left. He leaves us again shortly for New York, but assured us that San Francisco is his final destination. We shall look forward to having him again permanently in our midst.

SH'MA YISROEL.*

"Sh'ma Yisroel, Adonoi Eloheinu, Adonoi Echad." "Hear, Israel, the Lord is our God. The Lord our God is One." The declaration of the faith of Judah; the words which every Jew repeats on his deathbed.

How many thousands times I have sung them in the old Temple Emanu-El before the earthquake and fire. How they rang in my ears again as I looked at the interior of that post-cubistic yet immensurable ancient piece of Byzantine architecture, the new Temple Emanu-El. How like the powerful, round head of a red bull it looks from a distance. How well the smile is carried out in the blunt strength and massiveness of the whole structure. A magnificent fortress is this Temple of our God. A very exemplification of the lighting Jew in every age from the dawn of the world. The walls look immensely thick. In their deeps are sunk a myriad of the high, narrow arches of ancient castles and fortresses. Four-square is everything built; the symbol of strength and resistance, always crowned with the tall arch of aspiration. Everywhere one sees the warrior. In the screen of the organ, back of the altar, is the chain-mail design of the warriors of Oriental battlegrounds. In details of ornamentation all about there is the overlapping fish-scale of ancient armor. The lamps, great and small, resemble the steel caps of the first Asiatic fighting men, pointed, strong, and savage. The very altar is high and pointed like the helmet of a Saracen. Savage the whole interior is; stark and savage and barbarous as the temples of Nebuchadnezzar himself, back in Babylonia, five hundred years before Christ. A wonderful altar that is. Slim and straight on four powerful pillars of malachite, soaring above the Ark of the Covenant, wonderful in itself in an amazing enamel of blue and golden Byzantine scrolls, and holding the Torah, or sacred scroll of Jewry, under its perpetual light of crimson.

Go out to First avenue and Lake street, some Saturday morning at ten o'clock and listen to all of it, and to all of an incredibly strange and beautiful service in the new Temple Emanu-El. You will be welcome—the service is open to Jew or Gentile. Sit and look at the most marvellous example of interior architecture in San Francisco, and the most daring and simple: all the Oriental mysticism of the Jew is there; all the savage ancestry of the days of Moses and the tablets.

*From an article by Homer Helmer in 'The Argonaut.'
COLOR and TEXTURE
as you like it

YOU have a definite idea of how color and texture should appear on each stucco building you design. Through our service it is now possible to have the finished stucco walls just as you have pictured them in your mind.

We will make you special samples, showing your own ideas of color and texture. Then you simply specify "color and texture as per sample," and keep the sample in your office. Contractors and plasterers can see from it just how the finished wall must appear. There can be no guess-work. No chance for argument on the job. The finished walls...both in color and texture...must appear just as you have ordered them, when produced by competent, experienced craftsmen.

ASK THE DISTRIBUTOR NEAREST YOU ABOUT THIS SERVICE

California Stucco

Los Angeles, California
California Stucco Products Co.
San Francisco, California
California Stucco Products Co.
San Diego, California
California Stucco Products Co.
Portland, Oregon
California Stucco Co.
Seattle, Washington
California Shores Co.
Salt Lake City, Utah
Utah Stucco Products Co.
New York City
California Stucco Products Co.
New Haven, Connecticut
California Stucco Products Co.
Houston, Texas
California Stucco Products Co.
Cincinnati, Ohio
California Stucco Products Co.
Cleveland, Ohio
Cleveland Gypsum Co.
Pittsburgh, Pa.
Concrete Builders Supply Co.
Indianapolis, Ind.
California Stucco Products Co.
Pittsburgh, Pa.
California Stucco Products Co.
Atlanta, Ga.
California Stucco Products Co.
Kansas City, Mo.
California Stucco Products Co.
St. Louis, Mo.
St. Louis Material & Supply Co.
Chattanooga, Tennessee
Dove Concrete Products Co.
Indianapolis, Ind.
California Stucco Products Co.
Pittsburgh, Pa.
California Stucco Products Co.
Albany, N.Y.
Boulder Building Supply Co.
Cambridge, Mass.
California Stucco Products Co.
PERSONAL GLIMPSES

ERNEST COXHEAD

FEW Californians interested in architectural education and ideals are unfamiliar with the name of Ernest Coxhead. Born in England, trained in the Architectural Institute, the Royal Academy of Fine Arts, various London offices (where he specialized in ecclesiastical work) and by European study, he has been in California nearly thirty years. He participated in the Phoebe Hearst Competition for the University of California, and later in preliminary planning for the P. P. I. E.

His first executed work here was the original Y. M. C. A. building in Los Angeles. Many churches, schools and office buildings have been designed by Mr. Coxhead, but he is best known for his residence work, all of which is scholarly, and much that is outstanding in architectural merit and refined charm. Of recent houses those built in Berkeley for Mr. Calkins (governor of the Federal Reserve Bank), Mr. Fulton, and Mr. Bishop are worth special mention. Some years ago he was made a Fellow of the A. I. A., and is an Institute Silver Medalist.

After the Armistice in 1918 Mr. Coxhead had charge of the A. E. F. School of Architecture in France, directing field work among old buildings and ruins. He secured Mr. John Galen Howard for a series of lectures in this course. At present Mr. Coxhead is a member of the Board of Architects for the S. F. War Memorial.

He belongs to the Sketch and the Commonwealth Clubs; and his hobby is certainly architecture, the Art, and not the Business. He is perhaps the Prize Juror of the Profession; pains-

DAVID JULIUS WITMER

MR. WITMER is a Native Son—born in Los Angeles so recently as 1888—but he deserted us for Boston during a period of time sufficient to permit him to go through Harvard University, the Harvard School of Architecture, and five years’ office experience in Boston, four years with C. H. Blackall; later, for himself. In 1916 he returned to Los Angeles where he has built up a reputable practice in partnership with Loyall F. Watson. While the firm has a number of schools to its credit, due to the overwhelming demand of Los Angeles for fine homes, their work has been largely of residential character. In 1922, 1923 and 1924 the firm received honor awards from Southern California Chapter, A.I.A.

It is through his service to the Institute that Mr. Witmer is especially known outside his own city. Since 1922 he has acted in the various capacities of secretary, director, president. How he escaped being vice-president is a miracle. But he has plenty of time before him yet, and the Southern California Chapter will assuredly not let him retire permanently after his present term of office expires.

With his characteristic affable modesty, Mr Witmer fails to state his hobby—or other personal statistics. But we suspect he plays golf—and we are sure his record of devotion to the profession indicates a deep interest in upholding the standard of good architecture.

takingly thorough, rigidly honest, excellent judge of technique, quick to recognize talent, originality, organic merit.
Beautiful Harmony in Face Brick

These handsome bachelor apartments for university men is a distinguished example of the pleasing effect to be obtained by the use of a fine gray mat brick in mingled shades with which the stone and terra cotta trim admirably harmonize.

The wide range in color and texture of Face Brick, offered by the American Manufacturer, makes it a new material with endless possibilities for the American architect in exquisite polychromy.

You will find many splendid examples of this modern use in "Architectural Detail in Brickwork," a portfolio of halftone plates showing various treatments of the brick wall surface. It is ready for filing and will be sent postpaid to any architect making request on his office stationery.

Of interest to the architect may also be, "English Precedent for Modern Brickwork," a 100-page book, beautifully illustrated with halftones and measured drawings of Tudor and Georgian types and American adaptations. Sent postpaid for two dollars.

"Brickwork in Italy," 298 pages, an attractive and useful volume, especially for the architect, profusely illustrated with 69 line drawings, 300 halftones, and 20 colored plates with a map of modern and XII century Italy. Bound in linen, six dollars; half morocco, seven dollars. Every member of the association will be glad to aid the architect in helping to solve his brick problems.

AMERICAN FACE BRICK ASSOCIATION
1767 Peoples Life Building. Chicago, Illinois
This court or patio, suggestive of a similar court in the new mosque dedicated in Paris, is in the Byzantine-Roman style, it is surrounded by arcades and porches with vaulted ceilings, these furnish the necessary shelter and form a frame around the court. In the court, the worshiper meets the entrance to the Temple House at his left, and the entrance to the Temple in front. The court serves as a gathering place before and after services, its clustered walls inspire a mood of seclusion and prepare the worshiper for meditation and praise. On the Feast of Tabernacles, the blue dome will be erected the next day through the children pass in procession, carrying palms and fruit offerings, prior to entering the Temple singing "Hosannah." At Pentecost, the Temple portals are opened wide, and the confirmation procession enters bearing beautiful flowers and blossoms.

A russet-red tile covers the floor of the court. In the center is a fountain, consisting of a thick straight column with a bowl ornamented by several lions' heads through which streams of water pour. The basin of the fountain is decorated with a blue, green and white tile of rare and striking shades. The court is adorned with carefully chosen trees, including the yew, cypress, almond, olive, rubber and various types of potted plants and flowers.

The worshiper passes through a porch of Travertine marble, decorated with a rich carpet of mosaic, the design of which includes two small circles with conventionalized olive-leaf pattern, and one large circle with the symbols of the Twelve Tribes of ancient Israel and Judah, following the suggestions given in the Illustrated Bible of the Jewish artist, Lilien. A lion-head motif is used on the capitals of the court colonnades and other designs on the exterior of the Temple, in a mood reminiscent of primitive pre-Hispanic or Canaanitish models. Above the central portal, which consists of three doorways in a majestic arched niche, are two larger lion heads—the lions are biting their paws—supporting two columns and an arch which form a niche for an Outer Everlasting Light, one of the prominent ritualistic symbols of Jewish tradition. These sculptured designs are the work of Mr. Edgar Walter and Mr. Robert Howard. Mr. Ernest Weisse cooperated in the preparation of plans and designs for the Temple and Temple House. The golden glow from this Outer Everlasting Light casts a mellow and mysterious gleam throughout the court, and on moonlit nights is fused with the white light from the heavens. Above the arch rest the Two Tablets of the Law, on which are inscribed in Hebrew characters the first word of each of the Ten Commandments. Behind are several arches with latticework, in which is the amber-colored glass used in the windows of the Temple. In addition to the lion heads in the cornice, floral motifs are used for the capitals of the columns supporting the main portal, and a whorl design is used on the wall at the side of the portal. On the colonnades above the capitals a scale design is used throughout. At each side of the great arched vault of the portal is a turret suggestive of a minaret, or the spires at the Panama-Pacific Exposition of 1915. The bronze gates with simple circular designs, the bronze lamps with their six-pointed star and fixtures of special design, are additional features of beauty in the court.

The Temple Dome

The foremost feature of the Temple group is the great dome, rising 150 feet above the street level, and covering the main auditorium of the synagogue. The attention of the worshiper is drawn upward by the play of the masses of masonry and color. The surrounding group of buildings has a tendency to support the greater mass of the Temple and the dome. The four great arches with flanking buttresses, the corner piers with separate roofs, and finally the dome itself are covered by the color of the various roofs at different levels built up to the dome itself with its variegated red or mustard hues. Thus a beautiful tapering effect is achieved in the scheme of the exterior attaining the dramatic quality of a climax. The Temple House, the Administrative Building and the Temple combine into one noble pre-planned unit, each part of which contributes to the dominant symbol of worship, the dome.

If a worshiper stands in front of the bronze gates of the Lake-street entrance, and looks upward, he sees the vast dome clearly cleft against the pale blue of the California sky, seeming to float on the soft cream-colored walls below. At times a gull wings its way close to the dome, lending an additional touch of beauty. The effect is of surpassing beauty. Visitors from the Orient say that they are reminded of famous buildings in Damascus now, alas! wrecked by the cruel bombardment. Seen from Presidio terrace with its lovely foliage and palm trees, or from the summit of Arguello boulevard at the entrance to the Presidio, the Temple assumes even greater grandeur. The dome can be noticed at any elevation in the city, glistening in the sun, and can be seen from San Francisco Bay, as the ferry passes Alcatraz island, nestling like the setting sun in a bend of the hills. In the Temple interior there are steps leading to the dome, which has a circular floor above the ceiling of the Temple auditorium, and through the windows of which one can obtain a view of the surrounding country for many miles.

The Great Vestibule

On entering through the main portal the worshiper finds himself in a great Narthex or vestibule; the ceiling of which is in a strong cerulean blue, with an octagonal design traced in yellow gold, in the heart of which is a bright yellow spot with a red center. At each end of the vestibule are two columns in Verde antique marble, used also in the columns of the Temple auditorium. Four lamps on Travertine bases stand next to the wall, two in front of the latticework which conceals the heating and ventilating system. The bronze outline of the design for the amber-colored windows and doors adds to the beauty of the effect. A large arch with two smaller arches at each side stands at opposite ends of the vestibule, over which four Hebrew words are inscribed in six-pointed stars: "Love," "Justice," "Truth" and "Peace." Five doors lead from the vestibule into the Temple, these doors are covered with blue leather in a checkerboard arrangement. Over the center door leading into the main aisle of the Temple are two lines in Hebrew script which in translation arc: "Enter His Gates with Thanksgiving and into His Courts with Praise," and "This Is the Gate of the Lord, Let the Righteous Enter In."

The Interior of the Temple

The interior of the Temple has the same climactic treatment as the exterior. The great auditorium holds over 1750 seats, placed on a sloping floor, thus enabling worshippers to see from all points. Chairs can be placed against the walls when needed, bringing the capacity to nearly 2500. Each worshiper has an individual seat which folds back like a theater seat, but the pew back is used, giving effect, from the rear, of the customary ecclesiastical pew, a design of the opened scroll of the Law is carved on the pew end at an interval of every four rows. The floor is of cork, in a checkerboard pattern of light and dark brown. Balconies run on two sides and the rear of the Temple auditorium, supported by arcades of columns of Verde antique marble. The capitals of these columns are treated after Byzantine models, no two of which are alike, and without parallelism of design on opposite sides of the auditorium. The top of the capitals employs the motif:
MANY of America’s leading architects have collaborated in the designing of houses for Mariemont, the new town near Cincinnati, Ohio. The well-known firm of John Nolen, Philip W. Foster, Associate, Cambridge, Mass., has developed the “town plan” for this garden suburb. And the fine fruition of this notable project is attracting growing notice from architects, builders, and all interested in town or community development.

It is a distinct source of satisfaction to Kohler Co. that Kohler Plumbing Fixtures are being extensively used in the houses of Mariemont. The selection of this ware—always marked by the name “Kohler” fused in immaculate enamel, and always representative of highest worth at no higher cost—again shows the suitability of Kohler fixtures for large installations where both quality and economy must be considered.

KOHLER CO., Founded 1873, KOHLER, WIS.
Shipping Point, Sheboygan, Wis.· Branches in Principal Cities

KOHLER OF KOHLER
Plumbing Fixtures
of gods. The balconies are in a powerful Late-Gothic effect. The four great and the two smaller chandeliers are of particular beauty of pattern, embodying the six pointed star design. The great vault of the dome springs ninety feet from the floor. The ceiling and walls of the four huge arches are all in a light buff color, sprayed on by hand in order to give the effect of old plaster. "Sabinite" plaster is used to aid the acoustics.

The central niche of the auditorium has six massive columns of Verde antique, between the three arches. It is a grille work, behind which is the organ. Light enters the auditorium through two great windows at the side, made of special antique glass of tempered color, the enclosing arch of the windows embraces several smaller arches which in turn bear a tracery of simple design in a dark color. In front of the central niche is a platform on which rests the preaching-reading desk, and the steps and canopy for the Ark with the Scrolls of the Law.

THE PULPITS AND THE ARK

The preaching-reading desk is curved with a fluted pattern from one solid block of marble. The pyramid-shaped canopy is supported by four Verde antique marble columns, and from its center is suspended the Everlasting Light, a lamp of simple design with straight lines. On each side of the altar is a marble base, on which stands a Menorah or seven branched candlestick, patterned after design on the Arch of Titus in Rome. Behind these, two rows of steps lead up to the scroll-desk, in front of the Ark of the Law, situated on a massive base of marble. The Rabbi and the Cantor, accompanied by two laymen who are officers of the congregation, ascend these steps at a point in the Sabbath morning service, while the choir renders appropriate music. The Rabbi takes from the Ark the Scroll of the Law, and, after reciting the Ten Commandments, descends with the Cantor and laymen to the lower reading desk. After reading from the Law the Scroll is returned to the Ark with fitting ceremonies.

The Ark now being used in the Temple is only temporary, the permanent Ark being now in process of creation by Messrs. Ingerson and Dennison in London. It will be of cloisonné enamel, in the shape of a jewel box, expressive of the precious nature of its contents, the Scrolls of the Law. It will be the crux of the interior decorative scheme, the one resplendent jewel of striking color and design. The bronze metal work of the Ark will be recalled by the bronze in the Menorahs, the great candlesticks being suspended from the dome, the choir rail and the Everlasting Light. The Ark will be reminiscent in design of the Ark of the Law which the ancient Israelites carried in the Wilderness and into battle against the Philistines.

It will employ the same insignia of the Twelve Tribes used in the mosaic on the porch in front of the main portal, but immeasurably beautified. The scale motif will be followed for the roof of the Ark.

THE ORGAN

Behind the Ark is concealed the console of the organ. The choir rail is at the rear of the altar, and behind is the choir loft with accommodations for a large chorus. The great niche, penetrated by arches in which the auditorium terminates, represents as well the organ space. The organ itself is a notable instrument, manufactured by the Skinner Organ Company. The "Diapason," an official monthly magazine of the National Association of Organists, has written:

"The architects of the new Temple have prepared a ton per cent organ space, which, in its relation to the auditorium, organist, Cantor and choir, is in some respects unique. It is on a slight arc, of great width and height, with entire expansion of tone directed toward the organist and center of the auditorium. The screen has no show pipes, but is a beautifully designed grille."

Everything the central organ demands in grand, imposing beauty, in its height and position is a part of the finest ecclesiastical architecture. The Ark and the potent barbaric splendor in the altar, which is achieved with an almost too great splendor of decoration. Whether free work or medallions on the arches would improve the character of the auditorium as yet an open question. The chief impression of the Ark holder is of vast and almost primitive power. This heroic mood of the ancient Hebrew warrior is fused with the mysticism and rationalism of the modern Jewish worshipper.

THE TEMPLE HOUSE

The Temple House is a four-story building with a fifth story set back from the street. It serves as the religious schoolhouse and as a cultural, recreational and religious center for the children, young people and adults of the Temple, and their friends. We believe that religion should be more than a Sunday or Sabbath morning concern; it should be a seven-day-week interest in the life of the Temple family. We wish, also, to secure the maximum utility from our equipment.

SCHOOL CLASS ROOMS, CLUB ROOMS

Thirty class rooms will house the religious school, including a kindergarten room, and special rooms for the high school and graduate departments. These rooms are equipped with the best modern school facilities. By means of sliding doors, rooms on the mezzanine and the fifth floors can be thrown into auxiliary assembly rooms. During the week several of these class rooms will be used for a variety of purposes as committee rooms for the Men's Club, the Women's Guild, the Board of Directors, and associated Temple organizations, as lecture rooms when required, as reception and club rooms for junior clubs, such as the "Temple City," the student or-
Concrete Building Units Establish New Masonry Standards

Once the masonry home was considered beyond the means of the average purse. That is no longer true.

Concrete building units have introduced new economies in masonry construction. Everywhere today you see homes being built with concrete tile or concrete block. These express fully the inbuilt value always recognized as characteristic of masonry.

Concrete building units assure you a home of enduring strength, firesafeness and economy.

With portland cement stucco exterior finish in any one of a wide variety of colors and textures, the beauty of any admired type of architecture is easily secured.

Ask for your free copy of "A Book of Beautiful Homes"

PORTLAND CEMENT ASSOCIATION

A National Organization to Improve and Extend the Uses of Concrete
This page discusses the activities and facilities of the Temple House, a community center in San Francisco. It includes details about the school, religious activities, recreational spaces, and administrative provisions. The main auditorium and theater are highlighted, along with the library and various other facilities. The text also mentions the ornamental iron and bronze work executed by the Sartorius Company, including doors, frames, grilles, and gates. The company offers intelligent cooperation in meeting ornamental iron and bronze requirements.
They cost more per gallon, but

less per square foot per year

Perma-Light Wall Finishes provide a dependable seal, immune to suction, checking, lime burns; immune to disappointment.

Perma-Light

2 or 3 coat system

Washable Wall Finishes

have set a new standard of artistic and decorative achievement impossible to measure in money. As far as we know, no other family of architectural paints have won such wide approval so quickly, as Perma-Light products.

Specifications, whole-hearted cooperation, and any test you wish, gladly on request.

Made exclusively by

HILL, HUBBELL & COMPANY

Paint Specialists

SAN FRANCISCO

115 Davis St.

LOS ANGELES

331 W. Eleventh St.

SEATTLE

316 Western Ave.

PORTLAND

51 First St.

Baltimore

600 E. Lombard St.

NEW YORK

15 Moore St.

Wilshire Congregational Church, Los Angeles; a splendid example of religious architecture.

Architects, Allison & Allison, Los Angeles; General Contractors, McDonald & Driver, Los Angeles; Decorating Contractors, Ellis Reed Studios, Los Angeles.

Hill, Hubbell & Co.'s Perma-Light Wall Finishes and Vesta-Light White Enamel used in this structure.
The First Thing to Consider in Planning a Home!

Comfort! Upper floors and attic rooms must be cool and pleasant when the thermometer registers 95 degrees outside and warm and cozy when it gets down to zero if comfort is to be built into the home. Insulex, the fireproof gypsum insulation applied over the ceilings and in the walls provides the best and easiest method of maintaining even temperatures and eliminating draughts. It comes in powdered form and is simply mixed with water and poured in place, forming a light weight mineral insulation containing millions of tiny air cells. It cannot rot or decay. It bonds with wood, metal or plaster and effectively reinforces and fireproofs the walls and ceilings. It is easily applied either during construction or after. Best of all it is not expensive. Let us tell you more about it.

EMPIRE

INSULEX

GYPSUM-ARICELL-INSULATION

Manufactured by

Pacific Portland Cement Company, Consolidated

Los Angeles, Cal. · San Francisco, Cal. · Portland, Oregon
The PAGE GAS FURNACE
Clean, Odorless, Gas-Tight, Noiseless, Healthful

HERE is the heating system for your client. Five stages of heat extraction, cast iron construction with casing of heavy galvanized iron, lined with corrugated asbestos and corrugated bright tin, insures everlasting life and maximum economy by using all the heat. Users testify to its efficiency and economy.

We will gladly explain in detail the features and operation of the Page Gas Furnace. Write for descriptive folder, or, better still, ask us to call.

Manufactured by

MONTAGUE FURNACE CO., INC.
376-386 SIXTH STREET, SAN FRANCISCO, CALIF. PHONE MARKET 4845

The Dri Seal Company, 1903-13 Alhambra Ave.
Los Angeles, California

For Sealing in Pitch, stopping suction and waterproofing Stucco/
BUILDING A TEMPLE

The form of the organ apse, all this variety of curves, like the recurring theme of a symphony, followed as a corollary of the greater forms and become recalls of the design.

The arrangement of the Theba was the result of experience at the old Temple, and led to the placing of the Ark in its present focal point. It only remained to beautify and give value to this holy spot which is the supreme objective of the ensemble. The Ark, which will be of gilt bronze and cloisonné enamel, suggested itself as being the most precious possible form. The canopy was designed to frame and shelter the Ark. The austerity of the surrounding walls and vaults, depending on their form and proportion alone to give them beauty, serves as a contrasting foil to the splendors of the Ark itself. The same care was taken with the accessories, such as the Menorah and the electric chandeliers, which were planned to contribute to the general scheme.

The great surfaces of the dome and vaults presented a puzzling problem, one which perhaps may be restudied later on. For the present it was thought worth while to use the simplest possible treatment and depend on the pure form and the neutral color of the stained plaster to gain an adequate effect.

The design of the cloistered court, the fountain and the grandiose portal was made in the same spirit of a general harmony. The possibilities of the play of light and shade in the niche-like portal framing the main entrance were eagerly studied, as there was here, evidently, a rare chance to make a truly powerful architectural effect.

The court, aside from its purely utilitarian merits, is an element which evokes recollections and has a romantic as well as traditional significance. Solomon's Temple was preceded, so we are told, by a series of courts in one of which was a fountain serving in the ritual. The decoration of the column capitals was the result of the close study of an endless number of antique, Byzantine and Romanesque models and they were designed to give what the artist calls the proper color and value to the various parts which they adorn. Another part which has a strikingly decorative quality is the vestibule, or, as it is traditionally called, the Narthex. This low, vaulted gallery with its fresh blue color makes a sharp contrast—a frequent device of the designer—both with the sky-covered court without and with the old ivory tones of the lofty Temple within.

After the main lines of the composition were crystallized, it was necessary to take heed of the realization of all these ideas, and elaborate drawings and computations had to be made for the steel and concrete, and careful and scientific studies made of the mechanical equipment.

If, when the Temple House has been completed and furnished, the spirit of harmony and unity is found to be present throughout the fabric and down to its minute details, and if, moreover, the noble forms of this lofty dome and the beauty of the cloistered court inspire those that enter here with emotions of peace and religious fervor, and lead them to lofty thoughts, then we shall feel that our goal has been honorably achieved.

EXHIBIT AWARDS ANNOUNCED

Prizes for the best exhibits in the Building Material Section of the Industrial and Trade Exposition, held August 16 to 22 in Los Angeles, were awarded to: Washington Iron Works, first; A. J. Bayer, ornamental iron work, second; Malibu Pottery, tile, third. All three of these were particularly well arranged and instructive exhibits.

The Exposition closed August 22 and was pronounced a complete success by the thousands of visitors and by the various exhibitors.
The Architect and "Cal" Pine

Discuss Doors

"You say California White and Sugar Pines make fine doors, most inexpensive to install. Why is this so?"

"Well, as you know, a door is made by cutting and assembling several pieces of wood of various shapes and sizes. For that reason, the service a door gives depends upon both the natural qualities of the wood and their adaptation to door construction.

"These soft pines have proved to be ideal ‘working’ woods. They have a uniformly soft, easy-cutting texture with straight, even grain, making them easy to ‘mill.’ Designs, lines, contours, come from the knives sharp in detail and profile. Surfaces and edges are clean and smooth."

"But how about service-qualities, and the cost of installation of California Pine doors?"

"That’s the real test of door-value, I believe. And California White Pine and Sugar Pine have an enviable record on door-service and installation costs. These woods take and hold glue remarkably well, which is immensely important in holding fast together the various parts of the doors, so that they can be depended upon to give permanent service under hard usage. Also they have great freedom from tendency to shrink or swell under variable conditions. And the costs of installation are lowest. Carpenters save time cutting, fitting and hanging California Pine doors."

"To what extent do door manufacturers use California Pine lumber?"

"More than any other wood. Millions of California Pine doors are made every year. Most door manufacturers prefer California Pine because of its ideal working qualities, ample supply and the high-class finished product it makes."

"My illustrated book of grading rules covers the entire subject of grades, sizes and uses of California Pine. You’ll find this book very useful in the drafting room. A postcard will bring you a copy gratis."

CALIFORNIA WHITE AND SUGAR PINE MANUFACTURERS ASSOCIATION
Also producers of CALIFORNIA WHITE FIR - CALIFORNIA DOUGLAS FIR - CALIFORNIA INCENSE CEDAR
655 CAL BUILDING, SAN FRANCISCO
There's a Simons Tile for every roof

MISSION
—available in two sizes, machine or hand-made finish; for residences or public buildings.

SIMONA
—preferred by many for homes; especially adapted for random laying.

SPANISH
—an economical tile in large or small sizes; appropriate for small roof areas.

SORRENTO
—ideal for schools and public buildings; a popular tile for random laying.

"Since 1886"

Simons Brick Co.
Walter R. Simons, President and General Manager
125 W. Third Street - Los Angeles
Mutual 4181
CEMENT is the seed from which great cities rise. The chemical engineer is the modern sower. To his skill and labors modern civilization owes the monumental majesty of cities.

Chief among the chemist's great discoveries is Plastite, the waterproofed plastic cement. Plastite has all the strength and permanence of ordinary portland cement. But it has also other valuable properties. Concrete or stucco made with Plastite can be everlastingly waterproof.

The unusual plasticity of Plastite renders it economical in labor and convenience. It improves with age, becoming harder, denser and increasingly impervious. These virtues are inherent properties of Plastite, due to special chemical formulas and processes of manufacture.

The remarkable success of Plastite has invited many imitations, whose relative merits only time and experience will determine.

For safety's sake and to insure permanent satisfaction insist on the genuine Plastite Waterproofed Plastic Cement, manufactured exclusively by Riverside Portland Cement Co.

For complete information address Plastite Department, 724 South Spring Street, Los Angeles, Calif.
What the Owner Can Expect of the Dunham Heating System

Adaptability — it can be adapted to a comfort degree in the coldest weather.

Adaptability to meet sudden changes quickly.

Adaptability of the material and construction to give trouble-free service through out an average lifetime.

Adaptability of all units to function uniformly as a whole to give an abundance of heat when heat is desired.

Adaptability and Flexibility are two reasons for the wide spread acceptance of Dunham Heating. Another will follow in the next advertisement of this series.

C. A. DUNHAM CO.
DUNHAM BUILDING
450 East Ohio Street Chicago

Everhot Electric Water Heating

Specify EVERHOT Electric Heaters

For Residences, Hotels, Restaurants, Clubs, Ranches, Estates, and Industries.

Nine years of electrical manufacturing experience has perfected the EVERHOT Heating Unit so that it is today the most durable and quickest-heating unit made.

Electric water heating is gaining popularity due to its great convenience, elimination of attention to maintenance and in reduced cost of current.

EVERHOT Water Heaters are furnished completely assembled with tank, and with the insert or exterior type of heating unit. Made in all sizes and ready for instant installation.

Write us requirements and details of any special water heating problem. Send for illustrated literature and price list.

EVERHOT ELECTRIC & MFG. COMPANY
116 Llewellyn Street
Los Angeles, California
"What's the Best Way to Heat This Building?"

You can answer this question in several ways—by digging through reference files—by talking with dozens of salesmen—by personal investigation—but there is an easier way which most architects in the West are adopting.

They call in a Pacific Heating Engineer and ask for his suggestions. They know that he represents a firm which is the acknowledged leader in the manufacture and installation of all types of Gas Heating appliances. They know that the P. H. E. and the Company he represents are interested solely in giving the most efficient and satisfactory heating system possible—regardless of the type of appliance used.

You, too, can depend on the recommendations of the P. H. E. who calls upon you. He can give unbiased advice because he is not interested in selling one particular type of appliance regardless of whether or not it fits your needs.

Use the P. H. E. Get his recommendations and then ask other companies to bid on his specifications. Pacific asks no favors because of this service.

Pacific Gas Radiator Company

1732-1740 West Washington St., Los Angeles. Phone BEacon 2190

Representatives in Principal Cities of the West.

Write for address of the Pacific Heating Engineer nearest you.
Partial List of Hockaday Users

HOSPITALS

California
Stanford University
Los Angeles County
California Sanitarium
Children's Hospital
Glendale Sanitarium
District of Columbia
St. Elizabeth's (Govt.)
Florida
Duval County
Georgia
Davis Fisher Sanitarium
Illinois
Augustana College
Evanston
North Carolina
New Charlotte Sanitarium
North Carolina
Ohio
Cincinnati General
Oklahoma
Eastern Oklahoma
Pennsylvania
Methodist Episcopal
Wisconsin
St. Joseph's College
Marquette College
Central State

SCHOOLS

Public Schools, Chicago
U.S. Naval Academy
Annapolis
Public Schools, Minneapolis
University of Pennsylvania
Philadelphia
Ohio State University
Columbus
Ohio State University
Columbus
Indiana University
Bloomington
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columbus
Ohio State University
Columb
Specify this Safety
For Your Smaller Homes

"All That is Necessary in One Unit"

The ® Flush Service Switch Panelboard is just what the name implies: A panelboard with service switch, main switch, meter test connections, main and branch line fuse receptacles and provision for meter—all in one neat, compact unit that fits flush on the wall. Everything necessary for the home owner; all that is required by the lighting company. The home owner has ready access to renewing fuses and to operating the service switch in absolute safety. All else is guarded under seal by the lighting company. The cost of the ® "NRSS" Flush Service Switch Panelboard is well in line.

May we send the ® Bulletin No. 37 free? It gives full data and illustrates the "NRSS" unit completely. Estimates furnished gratis.

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

DISTRIBUTION OFFICES

Atlanta, Ga.
Baltimore, Md.
Boston, Mass.
Buffalo, N. Y.
Chicago, Ill.
Cincinnati, Ohio
Dallas, Texas
Denver, Colo.
Detroit, Mich.
Kansas City, Mo.
Los Angeles, Calif.
Minneapolis, Minn.
Miami, Fla.
New Orleans, La.
New York City, N. Y.
Omaha, Neb.
Pittsburgh, Pa.
Portland, Oregon
Seattle, Wash.
San Francisco, Calif.
St. Louis, Mo.
Winnipeg, Canada
London, Ont., Canada
FIRE RETARDANT WALLS EXPLAINED

New Book for Builders Points Out Advantages of a Solid, Incombustible Backing for Plaster or Stucco

When is a wall fire retardant? is an important question raised in a new booklet for home builders recently published by The Dutton Lath Manufacturing Co., of Los Angeles.

The authors contend that a wall is fire retardant only when the plaster or stucco is backed up by a solid, incombustible base which will resist the passage of the flames even should the plaster or stucco fall, under the action of intense heat, or the force of the fireman's hose.

Generally speaking, the booklet points out, there are two types of lath: open lath and solid lath. Open lath, it is contended, may be incombustible, or fire resistant, but because it would permit the passage of flame, should the plaster or stucco fall, it is not fire retardant in a strict sense. Solid lath, which also is incombustible, is claimed to be truly fire-retardant.

The book presents an interesting series of tests, purporting to show the various desirable properties of a rocklike core of gypsum plaster composition, encased in two heavy sheets of building paper. Among these advantages are said to be fire resistance, moisture-proofing, sound-deadening, insulation against heat and cold and the bracing strength of sheathing.

The Dutton Lath Manufacturing Co. is mailing this booklet without cost to prospective builders, and, regardless of one's personal preferences as to the various types of lath discussed, the book is said to offer much information of general interest on the subject of better walls.

The erection of a fifteen-story building to contain offices, hotel rooms, apartment suites, and an auditorium seating 6000 persons, to cost approximately $6,000,000, is being planned for Vancouver, B. C.

There is a Haws Model for every architectural purpose

Haws Model No. 17

Practical · Efficient · Graceful

The above Haws Drinking Fountain comprises a vitreous china bowl, Mueller nickel plated self-closing valve with concealed regulating screw, Haws vitreous china 2½-inch ball drinking fountain head, service step and iron standard to floor. Aluminum bronze finish.

HAWS SANITARY DRINKING FAUCET COMPANY

1806 HARMON ST.

BERKELEY, CAL. USA.

6 Features of the New Model 30

—Aluminum Jacket

1. Low First Cost
Simple Construction Reduces Manufacturing Costs.

2. Economy
Heats only the water to be used immediately.

3. Durable
15-Year-Old Hoyts still giving Dependable Service.

4. Saves Space
The Wall Model may be placed up out of the way.

5. Service Department
"Within-a-Day" Service for slightest interruption of Performance.

6. Pure, Fresh Water
Heats live running water only.

Over 40,000 HOYTS giving splendid service on the Pacific Coast


HOYT HEATER COMPANY

2146 East 25th St. LOS ANGELES

255 O'Farrell St. SAN FRANCISCO

321 13th Street OAKLAND

PORTLAND, ORE.

Show Rooms in the Principal Pacific Coast Cities.
At Lower Cost

The unprecedented Workability and flowability of Concrete and mortar made with

OLD MISSION
PLASTIK WATERTITE
PORTLAND CEMENT
Patent Pending

would well justify higher costs for this type of construction. But the contrary is the case. Old Mission PLASTIK WATERTITE yields a decided saving in labor, time and material.

Old Mission PLASTIK WATERTITE is a laboratory-controlled product. Its uniformity cannot be approximated by admixtures under field conditions.

Old Mission Portland Cement Company
Manufacturers of Old Mission Portland Cement and Old Mission PLASTIK WATERTITE Portland Cement
Main Office: Standard Oil Building, San Francisco

WET PIT SUMP or SEWAGE EJECTOR
Single or Duplex

Enclosed runners are a feature of this pump. Given sizes of pumps will pass given sizes of solids without danger of clogging. Sewage does not come in contact with shaft, due to surrounding column which also supports weight of pump and keeps it in alignment. Bearings are lubricated from surface. The space below lower bearing is so ported that sewage cannot get into the bearing.

BYRON JACKSON
PUMP MFG. CO.
Factory and Main Office, Berkeley, California

HESS CABINETS
and MIRRORS
Snow-White Steel

THERE are other cabinets; but none so good at our prices—none better at any price. We would like to submit a sample.

See Sweet's Index; or write for catalogue.
HESS WARMING & VENTILATING CO.
Makers of Hess Welded Steel Furnace.
1218 S. Western Avenue, Chicago
You can hold a Sloan Valve down but you can't hold a Sloan Valve open

Saved: A Gallon of water per second

Should, by error or intention, the handle of a Sloan Valve be held down, there would be no waste of water as is the case with other flush valves. This gives you an idea of the saving of water effected by Sloan Valves as compared with other valves. You can install Sloan Valves in a hotel or public building where they will be subject to careless usage and know that, regardless of the treatment to which they are subjected, they will not waste water.

Always make this test in selecting flush-valve equipment:

First: Press the handle of a Sloan Valve in any direction. Hold it or let it go. In either case, the Sloan Valve delivers a fixed amount of water—just the right amount for a complete flush—but no more!

Second: Try this same experiment with any other valve. Not one has this automatic feature of the Sloan Valve which saves building-owners hundreds of dollars in reduced water-bills. The non-hold-open feature explains the overwhelming preference for Sloan.

SLOAN VALVE CO.
CHICAGO
BRANCHES IN ALL PRINCIPAL CITIES OF THE UNITED STATES AND CANADA
PACIFIC-COAST
ARCHITECT

WITH WHICH IS INCORPORATED THE BUILDING REVIEW

VOLUME XXX - SAN FRANCISCO AND LOS ANGELES - OCTOBER, 1926 - NUMBER FOUR

CONTENTS

Saving Lives and Reducing Building Costs
J. J. Rosedale, Consulting Engineer

The New Del Monte
Harris Allen, A. I. A.

Illumination Problems and Principles in Commercial Buildings
Ze A. Bettle

Editorial

Monthly Bulletin, American Institute of Architects
Albert J. Everts

San Francisco Architectural Club
J. H. Devitt

Personal Glimpses

Index of Advertisers

ILLUSTRATIONS

Buildings by Morgan, Walls & Clements, Architects

Store Building for Vernon Goodwin, Los Angeles, Cal.

Building for W. P. Fuller & Co., Los Angeles, Cal.

Entrance Detail, W. P. Fuller & Co., Los Angeles, Cal.

Addition to Polytechnic High School, Los Angeles, Cal.

Store Building for Mrs. James W. Reed, Los Angeles, Cal.

Entrance Shop for Mullin and Bluet, Pasadena, Cal.

Courtyard Shop for Mullin and Bluet, Pasadena, Cal.

Rear Window Shop for Mullin and Bluet, Pasadena, Cal.

Interior Shop for Mullin and Bluet, Pasadena, Cal.


Store, Garage and Safe Building for Paul W. Meyer, Hollywood, Cal.

Henry’s Rotisserie, Los Angeles, Cal.

Shop Fronts, Building for Vernon Goodwin, Los Angeles, Cal.

Store and Loft Building for Vernon Goodwin, Los Angeles, Cal.


Building for Franklin Motor Car Co., Los Angeles, Cal.

Building for Star Motor Car Co., Los Angeles, Cal.

Carter De Haven’s Music Box Theater, Building for C. B. Bronson, Hollywood, Cal.

Office Building for Riverside Finance Co., Riverside, Cal.

Store Building for Elco V. and Mildred F. Rosenkilde, Hollywood, Cal.

Hollywood Chamber of Commerce Building, Hollywood, Cal.

Hotel Del Monte, Lewis P. Hobart and Clarence A. Tantau, Associated Architects

Aerial View of Hotel Del Monte, Monterey, Cal.

Remodeled Wing, Hotel Del Monte, Monterey, Cal.

Pavilion, Hotel Del Monte, Monterey, Cal.

Fireplace in Lounge, Hotel Del Monte, Monterey, Cal.

Fireplace in Lobby, Hotel Del Monte, Monterey, Cal.

Lobby, Hotel Del Monte, Monterey, Cal.

Lounge, toward Lobby, Hotel Del Monte, Monterey, Cal.

An Illustrated Monthly Magazine for the Architect, Contractor and Home Builder

Published by the Western States Publishing Corporation

HARRIS ALLEN, A. I. A., EDITOR

J. LESLIE SIEK, GENERAL MANAGER

111 BRYDNER-JACK, MANAGER SOUTHERN CALIFORNIA OFFICE

Address all communications to BRYDNER OFFICE, 701 MARKET STREET, SAN FRANCISCO. Telephone Kline 7304. Price, mailed first to your address in United States, Mexico or Cuba, $1.00 a year; single copies, 10c; to Canada, $1.50 a year; foreign countries, $1.00 a year. Entered as second class matter at the Post Office at San Francisco under Act 3232 of March 3, 1879. EASTER REPRESENTATIVES: JOHN D. ROY, 604 STH BUILDING, CHICAGO, ILLINOIS

WILLIAM B. WARD, TRIENE BUILDING, NEW YORK CITY

SAN FRANCISCO: 1517 WEST THIRTEENTH STREET, PHONE EMPIRE 2497

Design by William Moorer, Jr.
COASTEEL Standard Buildings, manufactured on the Pacific Coast, are in every sense permanent buildings. They are constructed of completely standardized units, of a specially manufactured steel. Every member is hot dip galvanized after fabrication.

In such places as window sash, where complete protection from weathering is essential, copper bearing steel is used and all of it is galvanized.

COASTEEL Buildings are made in various types—in all sizes—and are entirely suitable wherever a one-story industrial building is desired.

MICHEL & PFEFFER IRON WORKS

Tenth and Harrison Streets
San Francisco
SALVING LIVES AND REDUCING BUILDING COSTS

BY J. J. ROSEDALE
Consulting Safety Engineer, San Francisco

THE construction industry is probably the second largest industry in the United States, and yet this industry has given comparatively little thought to the matter of accident prevention. It is difficult to understand this, especially as there is so much to be gained thereby.

In discussing this matter with contractors they bring up various arguments against it, such as the fact that changes take place from day to day so that the worker finds himself in a different environment; that construction work is of a more or less temporary nature; that the labor turnover is so heavy that it is impossible to carry on safe practices, etc. These obstacles, however, can all be overcome if the contractors will inaugurate a safety department which will inculcate the safety idea into the minds of the workers in any environment in which they find themselves, and provide safe working conditions on every job.

When the accident-prevention movement first came into being, the same objections were raised by other industries, but we find now, after fifteen years of carrying on accident-prevention work in manufacturing plants, railroads and in the steel and iron industry, that accident prevention has brought about a reduction in accidents as well as having paid good dividends to these industries.

The United States Steel Corporation in ten years expended over $9,000,000 for accident prevention and this netted them a return of $14,000,000, while saving 250,000 employees from injuries and 40,000 from fatal injury. This is a splendid record in that the iron and steel industry was classed at one time as the most hazardous industry.

The construction industry is now the most hazardous of industries and it was pointed out in the report of Secretary Hoover's Committee on Waste in Industry that the cost of accidents on construction work in the United States annually is $120,000,000 and, according to the last report of the Industrial Accident Commission, California contributes $3,000,000 worth of accidents to this amount, which is 10 to 15 per cent of all industrial accidents in the State.

It has only been within the past four years that some of the leading contractors in the United States have carried on organized safety work which has resulted in a money saving to them as well as eliminating the old idea, "a death to a dollar," which was the common experience on tall buildings in the course of construction.

One large contractor, working 581,614 man-hours in 12 months lost 6 hours per 1000 man-hours worked, while another contractor, working 529,000 man-hours in 12 months, lost four hours per 1000 man-hours worked. This latter contractor worked three months, a total of 135,945 man-hours, without a single lost-time accident. One large contractor in the East who has done organized safety work has a credit of 64 per cent on his insurance rate, or a cash saving of $2,800 on each $100,000 payroll. Another Eastern contractor has reduced his accident rate 76 per cent.

The manual rates for compensation insurance are made up by actuaries representing all insurance companies combined, so that the insurance companies will receive what is considered an adequate premium based on the combined total experience of all the contractors in the construction industry. The insurance companies maintain the California Inspection Rating Bureau for the purpose of establishing rates and the experience of each individual contractor. A contractor actually makes his own rates, for his rates are reduced if he has good experience and increased by bad experience.

A contractor with an estimated payroll of $200,000 per year, at the manual rate of 4 per cent of $4 per $100 payroll,
BUILDING FOR W. P. FULLER & CO., LOS ANGELES, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
BUILDING FOR W. P. FULLER & CO., LOS ANGELES, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
ENTRANCE DETAIL, W. P. FULLER & CO., LOS ANGELES, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
STORE BUILDING FOR MR. JAMES W. REED, LOS ANGELES, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
Entrance, Shop for Mullen and Bluett, Pasadena, California
Morgan, Walls & Clements, Architects
REAR WINDOW, SHOP FOR MULLEN AND BLUETT, PASADENA, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
INTERIOR, SHOP FOR MULLEN AND BLUETT, PASADENA, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
PAVILION, STORE BUILDING FOR PAUL W. MEYER, HOLLYWOOD, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
STORE, GARAGE AND LOFT BUILDING FOR PAUL W. MEYER, HOLLYWOOD, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
STORE, GARAGE AND LOFT BUILDING FOR PAUL W. MEYER, HOLLYWOOD, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
HENRY'S ROTISSERIE, LOS ANGELES, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
STORI AND LOFT BUILDING FOR VERNON GOODWIN, LOS ANGELES, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
STORE AND LOFT BUILDING FOR C. E. TOBERMAN AND C. E. BOAG, HOLLYWOOD, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
BUILDING FOR FRANKLIN MOTOR CAR CO., LOS ANGELES, CALIFORNIA
MORGAN, WALLS & CLEMENTS, ARCHITECTS
BUILDING FOR STAR MOTOR CAR CO., LOS ANGELES, CALIFORNIA. MORGAN, WALLS & CLEMENTS, ARCHITECTS
GENERALLY speaking, the commercial world today recognizes the subtle connection between the illusive qualities of light and the tangible and material qualities of dollars and cents. For the public, it is not enough that a merchant offers goods of sterling worth. He must present his wares in an atmosphere artistically in keeping with the nature and quality of the merchandise. The lure of bargain prices for fine lingerie might tempt a woman once in a bare, unadorned, crudely lighted place. But one can test reasonably assured that the same woman would not give that shop her continued patronage, because, unconsciously, she craves to make the purchase of lingerie a luxurious adventure in a luxurious atmosphere, and the lingerie thereby gains in her sight a value not to be lightly estimated.

Even when spending its nickels and dimes, the public demands suitable light on the subject. The Woolworth Company discovered this very early in its career, and proper illumination has been reduced to a fine point by the scientific and merchandising experts of this organization. From coast to coast, it is impossible to find a poorly lighted Woolworth Store. There is nothing involved, fancy or spectacular about the methods employed, but without exception the Woolworth Stores are notably well lighted and without glare or gloomy areas.

But to concentrate upon the actual planning of commercial lighting systems, it would perhaps be well to determine what is to be accomplished. What results in lighting must be achieved in order that a store or shop best fulfill its purposes.

One of the first objects of a commercial lighting system is to aid in the sale of goods. For this reason the quantity and quality of the light must be such as to enable a customer to see the merchandise without difficulty and perceive its true colors, texture and proportions. Lighting that tends to produce optical illusions in any way, or misleading has no place in the merchandising scheme of things.

Utility having been served, provision must be made for the artistic aspects of illumination. Elements of shadow must be introduced in order that the principal light areas will have areas of contrast that are restful to the eye and pleasing to the artistic sense.

And, finally, operating costs for the lighting system must bear a right relation to the general overhead expenses of the business. If it costs too much to operate a lighting system, it can hardly be considered an asset, no matter how elaborate and striking are its fixtures and effects.

In planning a commercial lighting system, it is obvious that the architect can profitably collaborate with an illumination engineer for a solution of the scientific and physical angles involved. This is especially true in the large department store or building of any size. The services of such a specialist are usually available through various public utility and electrical equipment concerns. These companies have made exhaustive studies and lab-

The main floor display room of the new Kohler & Chase Building is a work in which all details — architectural features, color, decorations, furnishings and lighting — are blended into a balanced and related whole.
THE "GOLD ROOM" IN THE COTTAGE OF MR. CARL STANLEY, MANAGER OF HOTEL DEL MONTE, HAS TROVELED PLASTER WALLS COVERED WITH GOLD LEAF, AND ANTIQUED. THE WARM GLOW THUS PRODUCED IS BOTH BEAUTIFUL AND UNIQUE. CLARENCE A. TANTAU, ARCHITECT; LINDGREN & SWINERTON, INC., BUILDERS; A. QUANDT & SONS, PAINTERS AND DECORATORS [SINCE 1885]; 374 GUERRERO STREET, SAN FRANCISCO

Quandt quality is available for the small job as well as the large. Our operations are State-wide.
HOME views of the new Del Monte Hotel are published herewith. The public is interested in the renaissance of this historic hostelry, with which so much of California-Spanish sentiment and tradition are interwoven, and sympathetic allowance must be made for the conditions under which these first photographs were taken.

The new Del Monte Hotel is still too new to be entirely satisfactory. It is stark, white, raw-looking; one remembers with a bit of regret the comfortable, shabby old hotel, inartistic, if you please, but calm and dignified in its verandah setting, really rather of an old aristocrat after all. Unless the new building acquires a thick coat of vines, or a large tree or two be transplanted to closer proximity, I doubt if it will ever impress the visitor with quite the same sense of charm as the old Del Monte.

However, that applies only to the main approach. The sunken gardens will be very lovely, are new, indeed, with their surrounding balustrades and flower pots and gay awnings. Of course these are much more Italian than Spanish—not that that should count for anything, for it is very nice Italian; and if you call it Mediterranean, what's the difference? Especially as one of them gives, almost directly, into the Pompeian Pool. This is now on axis with the main lobby, from which one looks out through a huge square of plate glass, a decided improvement over the old scheme.

In fact, it is quite obvious that the architects have studied this problem of reconstruction and readjustment very carefully and very lovingly. The old wings (which used to be the new wings) surviving the fire have been masked with stucco and capped with tile, and screened discreetly behind pleasing pavilions, terminals of connecting corridors. Every advantage has been taken of the lovely vistas on all sides, in arranging the public rooms, lobby, lounge, dining room, sun room. The airplane view shows very well how skillfully the various elements have been grouped around the dining room as a dominating central focus. Architecturally as well—gastronomically, shall we say?—this is the important feature, as shown by the scale of wall treatment. It is merely incidental that the tower happens to be at the juncture of the front wings. Logically it should be in the center. But doubtless it is more effective as it is, since the surrounding trees prevent any distant view.

Leaving the exterior to time, and entering one of the undoubtedly Spanish doorways, one finds an equally indubitable Spanish atmosphere within. Here is a series of very splendid rooms, opulent in finish and furniture, and warm in color. Their great size and real dignity of proportion and design are so impressive, so convincing, that not the slightest effect of “hotels” ornament exists. Quite the opposite; although these interiors cannot be called simple, nevertheless the broad expanses of rough plastered wall and dull-red floor tile provide an essential unity of treatment, relieved by the richness of detail in ceilings, doors, mantels, columns, and by the beauty of furniture and rugs. One should not overlook, in this connection, the extremely fine and appropriate mural decorations, painted by Francis McComas, Dan Savre Groesbeck, Ferdinand Burgdorff and Armin Hansen.

The nine new guest cottages scattered through the hotel grounds, although separated from the main building, form, of course, a definite part of the hotel system. These are wholly admirable, and do not suffer in the least from the loss of natural landscape. They are entirely too charming to be dismissed with a word, and will be illustrated in a later issue.

Since the hotel is now safe from another fire risk, its ancient prestige will doubtless continue and will be realized by the healing old scars and mellow new walls. Even aside from sentiment, the Del Monte is a notable addition to the architecture of California.

WAR MEMORIAL CORNER STONE LAYING

Armistice Day, November 11, has been set as the date for laying the corner-stone of the San Francisco War Memorial. The ceremony will be conducted jointly by the Board of Trustees of the War Memorial, the American Legion and other veteran and military organizations and cities and State officials.

A committee headed by Charles Kendriek has been appointed to carry out the necessary arrangements.

The group of buildings when completed will cover two city blocks bounded by Grove street, McClain street and Franklin street to Van Ness avenue, and will contain the San Francisco Opera House, Hall of the S. F. Symphony Orchestra, American Legion and other War Veteran Headquarters, and Museum of the California Institute of Fine Arts.

Plans are being completed by the collaborating architects Bakewell & Brown and G. Albert Lansburgh.

GAS FURNACE INSTALLATION CODE

A new standard code for Gas Furnace Installation has recently been issued by the Gas Furnace Association of Southern California, with offices in the Chamber of Commerce Building, Los Angeles.

The prime object of this Code, according to Geo. Finney, secretary and treasurer of the association, is to protect the furnace user, and through this assurance to reflect good to the industry. The booklet contains much valuable information, including general observations on warm-air heating, with recommendations on certain essentials of good practice; provisions to be made by owner, architect or builder, for the reception of gas-fired warm-air furnace heating plants, recommendations regarding sizes of heat pipes, vents and air supply to gravity systems.

Gogerty & Weil, architects of Hollywood Play House which is to be completed in December, have introduced a number of innovations in the theater building. One of these is a grand staircase which supports the balcony and leads to a mezzanine patio to be used as a promenade. Building, ground and furnishings will represent an investment of approximately $1,000,000.

The Hermann Safe Co., manufacturers of fire and burglar proof safes, vaults etc., have recently moved into their new building at Howard and Main streets, San Francisco.

Thomas M. Edwards, architect (formerly Kuhn & Edwards), announces the removal of his office to 525 Market street, San Francisco.

John P. Krempel, architect, has his office at 504 South Broadway, Los Angeles.

Frank V. Mayo, architect, has moved to 421 E. Miner avenue, Stockton, Calif.
THIS wall fountain of decorative tile, in the dining room of the new Hotel Del Monte, is the dominant feature of a room of amazing beauty. The work was executed at our Tropico Plant. Entrance arch and windows are trimmed with the same tile, while wainscot cap and base give unity to the whole.
ABOVE—AIRPLANE VIEW; BELOW, REMODELED WING, HOTEL DEL MONTE, MONTEREY, CALIFORNIA
LEWIS P. HOBART AND CLARENCE A. TANTAU, ASSOCIATED ARCHITECTS
PAVILION, HOTEL DEL MONTE, MONTEREY, CALIFORNIA. LEWIS P. HOBART AND CLARENCE A. TANTAU, ASSOCIATED ARCHITECTS
FIREPLACE IN LOUNGE, HOTEL DEL MONTE, MONTEREY, CALIFORNIA
LEWIS P. HOBART AND CLARENCE A. TANTAU, ASSOCIATED ARCHITECTS
FIREPLACE IN LOBBY, HOTEL DEL MONTE, MONTEREY, CALIFORNIA
LEWIS P. HOBART AND CLARENCE A. TANTAU, ASSOCIATED ARCHITECTS
LOBBY, HOTEL DEL MONTE, MONTEREY, CALIFORNIA. LEWIS P. HOBART AND CLARENCE A. TANTAU, ASSOCIATED ARCHITECTS
LOUNGE, TOWARD LOBBY, HOTEL DEL MONTE, MONTEREY, CALIFORNIA. LEWIS P. HOBART AND CLARENCE A. TANTAU, ASSOCIATED ARCHITECTS
Illumination problems in buildings

The lighting of the new Kohler & Chase Building reveals a happy blending of utility, beauty and suggestiveness. The main floor display room has a color scheme of blue, gold, cream and very light buff. The lighting of the direct type; the fixtures graceful and airy in line, with dainty crystal pendants. Frosted globes of white are in use. Ceiling height permits the fixtures to be hung some distance from the ceiling, yet out of the line of vision. Further notes of artistry are introduced by the portable floor units and lamps.

The result—since the lighting is direct, and the fixtures hung well below the ceiling, the upper areas of the room are distinctly darker than the lower, but the whole has a well-diffused volume of light. There is neither glare nor gloomy spots. The presence of the floor units creates spots of light and color that tend to focus the customer's attention to eye levels and the merchandise within those levels. The decorated columns, the color scheme and the fixtures with their crystal pendants give rise to an endless association of ideas. They suggest the great rooms of a more stately, opulent and gracious age, they bring to mind memories of the formal opera house and concert hall.

On the upper floor of the Kohler & Chase Building and in the smaller display rooms are more individual lighting and decorative treatments, a period in which display conditions in the average home. Thus the room throughout the building has been recapitulated back ground that has a definite relation to the spirit of space and the natural instruments. There is a connection between the lighting of the merchandise and the general architectural theme of the structure, yet all the requirements of good visibility have been adequately met.

The Emporium presents a wholly different lighting problem, due to the size of the building, the presence of the dome, the many pillars and the wide variety in merchandise carried, requiring that every article be played to the best possible advantage. In this store an indirect lighting system is employed to good advantage.

Eight 75-watt lamps are concealed in the wide flanges of the inverted bowls, which are hung quite close to the ceiling. The bowls are of an open work design without any glass, allowing a plentiful downward diffusion of light. Since the ceiling is a dull white, it has good reflective powers. The artificial light, augmented by that from the dome, results in illumination sufficient in volume to render every object in the place entirely visible, yet of a quality singularly clear, restful and soothing. Proper relief of shadow is provided in the pillars, which lie just beyond the brightest area of ceiling diffusion. The upper parts of the pillars are therefore, in shadow and in addition produce cast shadows.

It is possible to cite numerous other examples of well-lighted commercial buildings, but the sum total of such investigations invariably reveals that the most successful examples employ simple direct or indirect principles. To be sure, there are stores and shops where all manner of devices and fixtures are skillfully utilized to produce clever and striking effects. Frequently concealed lights in moldings or other spots create a lovely play of light and shadow, while spotlights have endless possibilities.

If these things are well handled, there can be no objection to them, but every care must be taken to avoid extremes—to conspicuous areas of light and shadow. There is, as well, the danger that such lighting will attract attention to itself and its methods, rather than the building and chambers it is supposed to illuminate. In commercial buildings this is absolutely undesirable, and, speaking from a strictly architectural standpoint, the whole takes precedence over any unbalanced detail.
A home in the Wilshire District, Los Angeles, California

What kind of heating should be specified and installed in a home like this?

SHOULD it be as advanced as radio and air mail? Should it reflect in the highest degree your best judgment? Should its visible features assist you in gaining the artistic effects you are striving for in your interiors? Should it be backed by a strong manufacturer to assure continuous and satisfactory service so that your client will appreciate your selection? Should it promote the health and comfort of your client in the highest degree?

Are you familiar with the Payne System of Heating which heats this and 15,000 other homes such as this? We will gladly familiarize you with it upon request.

PAYNE FURNACE & SUPPLY CO. [INCORPORATED]
Established 1914

338 Foothill Road, Beverly Hills, California

Branch office: 2247 Grove Street, Oakland, Calif.
Branch office: 115 E. Union Street, Pasadena, Calif.

Agencies in all principal Pacific Coast Cities. Names furnished upon request
The Rising Standard

WHEN architects meet, there is one topic of conversation which is bound to come up and to which each can contribute some discouraging experience; it concerns the lack of appreciation for good architecture on the part of our good friends and sometime clients—our "meal tickets"—the Public.

Not only do we see buildings erected on every hand, obviously sprung from no architectural source, of crude and horrid design (or lack of design), shapeless or overshadowed, commonplace or bizarre; but even in one's own practice, too often a good composition is injured, sometimes ruined, due to the direct orders of the owner. An architect can explain the principles of architectural design up to a certain point; beyond that, the client's "amour propre," his ignorance or indifference in regard to aesthetics, endangers the relationship. Rather than lose the commission, the architect submits.

It seems a hopeless task to change the attitude of the layman in this respect. He will not question the prescription of his physician or the advice of his lawyer; but, with no special experience, he considers his judgment on matters of building design as good as that of a man who has had years of study and special training.

Yet there are indications of a change in this attitude. More and more frequently happen significant incidents which tend to show a growing appreciation, keener discrimination, on the part of an ever larger percentage of our population. There is certainly enough to encourage those who are sincerely, doggedly, working hard with high motives, aiming to produce nothing which will not measure up to a definite standard of architectural merit.

As a sign of the times, the following letter is interesting enough, and significant enough, to be quoted in full:

"Editor, Pacific Coast Architect, San Francisco, Cal.
Dear Sir:
The following information may be of interest to you. It is, I believe, apropos of the questions:
'Does the General Public appreciate good architecture in small house design?' and
'Does the Public's taste in architecture coincide with the judgment of architects?'
You will remember that the jury awarded prizes, based on architectural merit, for the designs 'Cranford,' 'Chateau,' 'Pioneer,' 'Belmont,' 'Westover' and "Puritan."
I remember that the committee remarked, informally, that 'Tudor' would also have received a prize had not the architect used color in his rendering.

Sales of working instruments made during the last four months show on our records as follows:

- 'Belmont'
- 'Westover'
- 'Tudor'
- 'Pioneer'
- 'Patrician'
- 'Chateau'
Total

If, then, we consider 'Tudor' as especially worthy from an architectural standpoint, the Public has agreed with the Jury of Award in that 72 percent of the Public demand has been for designs which the Jury considered worthy of special merit from an architectural standpoint. Please note in this connection that there is only one design out of the six which were awarded prizes which is not included in the above list; that design being 'Cranford'.

Turning now to the designs which did not win prizes—"Tudor" excepted—we find that the public demand for (Sacramento) and for "Twosome" is 7 percent of the total and that the balance of public demand (in small percentages) lie with 'Cottage,' 'El Nido,' 'Thatchaway,' 'Seguro,' 'Europea' and 'Puritan.'

The above record pleases me very much because it indicates pretty conclusively, I believe, that the General Public does appreciate architectural merit in small-house design. It encourages me in my determination to continue to make available small-home designs of architectural merit.

Very truly yours, R. F. HAMMART,
Secretary-Manager, California Redwood Association."

Building Activity

THE fact that building permits issued in San Francisco during the month of August showed an eight per cent increase over the same month a year ago is conclusive evidence of building activity in that city.

On Montgomery street, the center of San Francisco's financial district, work is progressing at a rapid rate on the Russ Building, the Hunter-Dulin Building and the Financial Center Building. In this district alone twenty million dollars is being invested in new structures. The Mark Hopkins Hotel is being rushed to completion and new apartment buildings and residences are being erected throughout the city. During the month of August 826 building permits were issued in San Francisco, involving $4,163,510. The East Bay Cities issued building permits totaling $3,197,775 during August; two new apartment buildings to cost well over $2,000,000 are soon to be erected in Oakland.

Other Coast cities are contributing to a building program which will undoubtedly complete a highly satisfactory year for the West Coast. The outlook for 1927 is already indicative of still greater activity.
Hotel Del Monte, California. L. P. Hobart and Clarence A. Tantau, Architects. Lindgren & Swinerton, Inc., Contractors.

Hollow Metal Elevator Fronts and Sheet Metal Work furnished and installed by us.

Campbell Metal Windows • Nonpareil Skylights
Sheet Metal Work • Baked Enamel Finish
Hollow Metal Doors and Trim
Met-Elec Base

FORDERER CORNICE WORKS

Executive Offices and Factory:
Potrero Avenue and Sixteenth Street, San Francisco

Los Angeles Office:
927 W. M. Garland Building, 9th and Spring Streets
NEXT MEETING
The next regular meeting of the San Francisco Chapter, The American Institute of Architects, will be held in the rooms of the San Francisco Architectural Club, 523 Pine street, on Tuesday, October 19, 1926. Dinner will be served at 7:30 p.m. This will be the annual meeting of the Chapter.

SEPTEMBER MEETING
The regular meeting of The American Institute of Architects, the San Francisco Chapter, was held on Tuesday, September 21, 1926, at the rooms of the San Francisco Architectural Club, 523 Pine street. The meeting was called to order by President John Reid, Jr., at 7:30 p.m. The following members were present: Messrs. A. Schroepfer, Morris Bruce, B. Hirschfeld, Wm. C. Hays, Harris Allen, Albert J. Evers, John Reid, Jr., G. B. McDougall, Wm. G. Corlett, Earl B. Bertsch, Wm. B. Faubel, Ernest Coxhead, Edgar B. Hurt, Frederick Wm. Williams, J. S. Fairweather, G. F. Ashley, Frederick H. Reimers, Raymond W. Jeann, John B. Mc Cool and William Mooser.

The minutes of the previous meeting were accepted as published. There was no unfinished business reported.

Mr. Coxhead reported for the City Planning Committee regarding the limitation of height of buildings. A letter to the City Planning Commission was read. Mr. Mooser reported progress for the Committee on the State-wide Building Code. Mr. Coxhead reported for the Committee on the Plan for the City of Washington. Report of Mr. Horace Peaslee, Chairman of the Standing National Committee was read, announcing that many of the objects of the committee have been accomplished. Mr. Allen reported for the Entertainment Committee that Mr. Maloney, plastering expert, would address the Chapter at the October meeting. President Reid reported for the Executive Committee that approval had been given to the transfer of members to the proposed new Hawaiian Chapter.

Mr. Harris Allen spoke regarding the formation of an Architectural Society in Alameda county. It was moved, seconded and carried that he be a sense of the meeting that the name of the San Francisco Chapter be changed to the Northern California Chapter and that proper steps be taken for taking a vote at the next meeting.

Regional Director Geo. B. McDougall made a short address to the Chapter.

A suggestion was made regarding the feasibility of placing the educational work of the San Francisco Architectural Club under the University Extension Division. President Reid referred the matter to the Education Committee and instructed the Secretary to notify the committee.

A letter from the Builders' Exchange regarding plumbing was read and ordered placed on file. The Secretary was instructed to reply.

The Secretary read a memorial for the late Rudolph A. Herold, as follows:

"In the passing of Mr. Rudolph A. Herold, who died in San Francisco on April 14, 1926, the San Francisco Chapter of The American Institute of Architects has suffered the loss of one of its most able and respected members, one who stood unalterably for the best ethics of his profession. Mr. Herold was born in San Francisco on December 25, 1870. From his early boyhood he was interested in architecture, and we find him teaching architectural drawing in the Lincoln Evening School at the age of 19 years. In 1895 he went to Europe for three years of study. After his return he engaged in practice, chiefly in the City of Sacramento, where many buildings bear witness to his talent. In later years, after an extended tour of the Orient, he brought back with him many splendid examples of oriental art and architecture, both in photographs and in line drawing, some of which have been published.

Be It Resolved, That the San Francisco Chapter at its regular meeting express to his family their high regard for and deep sense of loss which they feel in the passing of Rudolph A. Herold, and

Be It Further Resolved, That this memorial be spread upon the minutes of the Chapter."

Albert J. Evers

The memorial was passed by a rising vote of the Chapter.

The report of the Nominating Committee, nominating officers for the ensuing year, was presented by Mr. Fairweather, as follows:

Your committee met on September 21, 1926, and nominated the following ticket for the ensuing year:

President, John Reid, Jr.
Vice-President, Harris C. Allen
Secretary and Treasurer, Albert J. Evers
Directors for three years, Fred H. Meyer, Henry H. Gutterson, chairman, J. H. Fairweather, Morris M. Bruce, Chas. F. Maury.

It was moved, seconded and carried that the report be accepted.

There being no further business, on proper motion the meeting adjourned.

Respectfully submitted,
Albert J. Evers, Secretary

After the meeting, Mr. J. C. Beswick, State Supervisor of Trade and Industrial Education, addressed the Chapter in a most interesting way on "Instruction in the Building Trades."
A Tile Roof made and laid by N. Clark & Sons is an assurance of true beauty and permanence. In addition the Roof Tile Department is always ready to consult with Architects or Owners and advise as to how these desirable qualities may be most economically obtained.
FOLLOWING is the official list of members of San Francisco Chapter, A. I. A., together with addresses and telephone numbers. The secretary should be notified at once of any change in address or other correction.

FELLOWS, AMERICAN INSTITUTE OF ARCHITECTS, SAN FRANCISCO CHAPTER

Allen, Harris C., Rad Bldg., Oakland, Lakeview 9014.
Baker, A. E., 69 Post St., San Francisco, Sun 4922.
Berger, Harry, 234 Market St., San Francisco, Douglas 2219.
Bull, John Albert, 321 Kearny St., San Francisco, Keen 428.
Buss, Earle R., 110 Post St., San Francisco, Keen 2264.
Bliss, W. D., Haffen Bldg., San Francisco, Keen 929.

MEMBERS, AMERICAN INSTITUTE OF ARCHITECTS, SAN FRANCISCO CHAPTER

Acheson, John B., 1040 California St., San Francisco, Keen 434.
Barnes, Robert, 223 California St., San Francisco, Keen 202.
Barlow, John, 223 California St., San Francisco, Keen 202.
Bennett, J. W., 401 Market St., San Francisco, Keen 432.
Bogart, C., 211 Market St., San Francisco, Keen 63.
Daly,旅, 215 California St., San Francisco, Keen 777.
Erickson, Nestor O., 215 California St., San Francisco, Keen 777.
Forsythe, John F., 221 Market St., San Francisco, Keen 777.
Genung, H. T., 221 Market St., San Francisco, Keen 777.
Gifford, George W., 225 Market St., San Francisco, Keen 777.
Gulberg, H. J., 223 California St., San Francisco, Keen 777.
Hill, George F., 223 California St., San Francisco, Keen 777.
Hunt, E. W., 223 California St., San Francisco, Keen 777.
Jackson, William H., 223 California St., San Francisco, Keen 777.
Johnson, Albert, 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
Kerr, W. W., 223 California St., San Francisco, Keen 777.
C
alifornia Stucco, with its unlimited versatility, is an ideal creative medium for the architect. It has the plasticity of sculptor's clay with the solidity and permanence of rock. It can be fashioned to any shape. To massive surfaces or intricate details it lends itself with equal ease. It is adaptable to any style. The architect's ideals of beauty are unchecked by limitations of the material. This versatility applies not only to form, but to color and texture. And its beauty is as enduring as the concrete walls it covers, for basically California Stucco is Portland cement.

The Shrine Auditorium Los Angeles, finished with California Stucco.
Architect
John C. Austin F.A.I.A.
Fred E. Potts Plastering Contractor

ASK THE DISTRIBUTOR NEAREST YOU ABOUT THIS SERVICE

California Stucco

The picture shows the Shrine Auditorium in Los Angeles, finished with California Stucco.
MR. SUMMERELL has taken to California as a duck takes to water. This is natural, as he came from Cleveland, Ohio, where water is plentiful. For two years he was Commissioner of Buildings in Cleveland, after being a deputy in that department for four years. He superintended the erection of the Cuyahoga (take nothing but water before pronouncing this name) County Courthouse. He acted as special representative of the owner during the erection of the $3,500,000 B. F. Keith Building, a 21-story office and theater building in Cleveland. For four years he was superintendent of construction for the Cleveland Board of Education. Mr. Summerell received training with several well-known Cleveland architects, and at one time conducted an architectural office of his own.

With a record of such varied but special, practical and technical experience, it can be understood that Mr. Summerell brought to his present position as secretary-manager of the California Common Brick Manufacturers' Association a fund of invaluable information as well as a tremendous missionary spirit and a trained capacity for organization. Within three years he has already accomplished a great increase in the use of brick and a great increase of harmony among its producers. If this example of an efficient human machine has a hobby, it may be said to be Organization and Cooperation.

MR. SIMONS is a typical product of California—Southern California—Los Angeles. In other words, he does not do things by halves. As president of the Simons Brick Company, he owns and operates the largest brick-making plant in the world. This gigantic factory, one of five operated by the company, is located at Simons, California, and has a daily capacity of approximately three-quarters of a million brick. Adjoining the plant is the industrial town of Simons with a population of 3,000, all employees or dependents of the company. Schools, churches, stores, postoffice, theater, all are supported by the Simons million-dollar payroll.

At present Mr. Simons is touring Europe and the Mediterranean countries with Mrs. Simons. Far from being a stony-hearted man, his many friends affectionately call him a brick. Besides being president of the California Common Brick Manufacturers' Association, he is vice-president of the Common Brick Manufacturers' Association of America. His hobby? Boosting a Bigger and Better Brick Business.
The variance of color in Simons Tile is never "jazzy," never overdone, never offensive to the eye or good taste.

Simons Tile are accurate adaptations of original California designs, made attractive and durable by scientific design and burning.

Simons Brick Co.
125 W. Third Street
Los Angeles

Simons
Spanish Tile
FACE BRICK

...architectural beauty that is permanent

For nearly forty years we've been making Face Brick. If this experience can be utilized in your work, our resources are at your service.

LOS ANGELES
PRESSED BRICK COMPANY
GLADDING, McBEAN & CO.
LOS ANGELES
MILWAUKEE'S handsome new apartment building, "The Shorecrest," affords one more example of the high type of installation with which Kohler Plumbing Fixtures are associated.

In this instance there are ninety Kohler "Viceroy" built-in baths of the recess pattern, and sixty-three other Kohler fixtures—fixtures characterized by the superior worth and beauty which are always linked with the name "Kohler" fused in purest-white enamel.

To specify this ware is to obtain quality which can not be excelled—at a cost no higher than that of any other acceptable ware. Is it not worth while to specify "Kohler"?

KOHLER CO., Founded 1873, KOHLER, WIS.  
Shipping Point, Sheboygan, Wis. • Branches in Principal Cities  

KOHLER OF KOHLER  
Plumbing Fixtures
WORLD'S LARGEST OFFICE BUILDING TO TAKE GRAYBAR NAME

Announcement was made recently from the New York executive offices of the Graybar Electric Company that a contract had been signed leasing offices in what will be the largest office structure in the world, to be known as the Graybar Building. It will be located adjacent to the Grand Central Terminal, facing Lexington avenue between Forty-third and Forty-fourth streets. The building will occupy over an acre and a half of ground and will be ready for occupancy May 1, 1927.

The new Graybar Building will be thirty stories high and, exclusive of below-ground level space available in other New York structures, it will have more office room than any other building of its kind in the world. The new structure will exceed in size above ground such famous edifices as the Equitable and General Motor buildings.

Sloan and Robertson are the architects; and the engineers and contractors for the project are Todd, Robertson, Todd, builders of such famous edifices as the Canard and Postum buildings. In speaking of the significance attached to the move, William S. Berry, manager of the local Graybar House, says:

"It is singularly apropos that the Graybar Electric Company, conceded to be the largest electrical merchandising company in the country, should have for its executive offices a building of its own name and one which in turn enjoys the unique distinction of being the largest edifice of its kind.

"This company has an authorized capitalization of $14,000,000 and serves at the present time more than 35,000 customers. Sales for the company for the year 1925, when it operated as the Supply Department of the Western Electric Company, were $66,000,000."

* * *

A. E. Doyle, architect, has moved his office to 1041 Pacific Building, Portland, Oregon.

MARK HOPKINS HOTEL

Under Construction in San Francisco

Architects, Weeks & Day
Plumbing Contractors, Wm. J. Forster Co.
General Contractors, McDonald & Kahn

Being equipped throughout with the

Watrous Flush Valve

THE Watrous Flush Valve promotes correct sanitation and prevents water waste by delivering the exact quantity of water required by the bowl with which it is used. A thorough flush is assured without expending more water than is necessary. The regulating port which determines the flow is very easy to adjust, and is prevented from clogging by automatic, self-cleansing mechanism which clears itself of foreign matter in the water whenever a flush takes place.

When the Watrous Flush Valve is installed in combination with the Watrous Duojet Closet, the water-saving is much augmented, as the latter requires only a very limited supply of water for a thorough flush and refill. Also, its design avoids the danger of clogging.

Write for full details on the Watrous Flush Valve and Duojet Closers to

Wm. P. Horn Co., 237 Rialto Bldg., San Francisco
L. C. Coombs, 1234 South Broadway, Los Angeles
Wm. P. Horn Co., L. C. Smith Building, Seattle

Pacific Coast Representatives of

THE IMPERIAL BRASS MFG. CO.
1200 West Harrison Street

Chicago

Watrous Flush Valves—Duojet Closers—Self-Closing
Basin Cocks—Combination Lavatory Fixtures—
Pop-Up Wastes—Liquid Soap Fixtures—Etc.
Conventional bathrooms no longer are the rule in homes of refinement. Even limited or awkward space is redeemed by thoughtful planning and choice of fixtures in new designs that unite convenience and beauty in compact and charming styles.

In this simple yet effective room, lacquer red borders key up the rich tints of the wallpaper, subdued by a protective coat of varnish or shellac. Against this gay background, the cool grace of the Idalia lavatory and Tarnia bath stands out in refreshing contrast. The Idalia may be had in two sizes, the Tarnia in four. The mirror-front cabinet and all-white Mauretania are also supplied by Crane.

Crane plumbing and heating materials and Crane suggestions on color and arrangement help architects plan distinctive bathrooms. Write for a copy of booklet, "New Ideas in Bathrooms."
A Complete Line

The @ line of Panelboards includes a kind and type for every panelboard service. Each is of sectional standardized molded unit construction and have features not found in any other make.

There is no equal to @ Panelboards; they are distinctively different and beyond comparison.

Because of manufacturing economies and large volume the cost of @ Panelboards is, value considered, so fair that there is no reasonable reason for not including them on every job. Certainly the service they give is greater.

Send for the complete @ Catalog—practically indispensable.
Financial Center Building, San Francisco

MEYER & JOHNSON
ARCHITECTS

MacDONALD & KAHN
BUILDERS

REED & REED
Masons

INTERIOR PARTITIONS BUILT WITH

EMPIRE GYPSUM TILE

Quiet • Strong • Lightweight • Fireproof

 Manufactured by
Pacific Portland Cement Company, Consolidated

Los Angeles, Cal. • San Francisco, Cal. • Portland, Oregon
SAVING LIVES AND REDUCING BUILDING COSTS

[An excerpt from a newspaper article]

...pays a premium of $8,000 per year, but if he spends a little money on safety work and reduces his accidents, he may obtain a 10 per cent credit, thereby saving $800. Most contractors pay a rate averaging nearer 6 per cent than 4 per cent because of bad experience. A contractor paying the manual rate of 6 per cent on a payroll of $200,000 would be paying $1,200 more for his insurance than the contractor who has the rate of 4 per cent and a 10 per cent credit due to good experience. A few contractors who are doing organized safety work in California have reduced their compensation insurance costs to 4 per cent, and in addition to this they have reduced their labor turnover to a minimum. Serious accidents cause a cessation of work and labor turnover, all of which increases the cost of production.

It is predicted that if contractors do not voluntarily get busy and organize a safety department to do some genuine safety work in the industry, they will probably be forced to do so by rigid legislation which will be an unpleasant and costly method as well as arousing public sentiment. Safety is coming more and more to the forefront in the public eye and it is to be deplored that the real progressive contractor who is doing his bit has to suffer condemnation along with the "Don't give a darn" type of contractor, for the general public, judging by the appalling list of accidents, puts the whole industry in the latter class.

A safety program for the construction industry must begin with the management, and as soon as they are sold to the idea, some competent safety engineer should be employed to direct the safety work for each contractor or a group of contractors. It is most advantageous to operate a safety department for an entire group of contractors in a city, as this gives a wide opportunity for spreading the safety gospel among all the workers and provides the same working conditions on every job. As it is now, we'll say, one contractor in San Francisco who is doing organized safety work finds that, when his employees go to work on other jobs, they acquire bad habits, due to unsafe conditions existing. A safety program for the entire industry in a city would educate all the workers in safe practices so that workmen would observe the same rules and regulations on each and every job and maintain the same good habits. An organized program of safety in the construction industry would include safeguarding the physical conditions as well as carrying on a campaign of education by lectures, posters, etc.; supervising the inspection of machinery, equipment and tools and the organization of safety patrols and committees.

It is hoped that contractors will become safety conscious, as accident-prevention work is not only good morals and good ethics, but good sound business as well. Besides reducing compensation insurance costs, accident-prevention work increases the loyalty and cooperation among the employees, minimizes the labor turnover and improves the morale of the men, all of which helps to keep down the cost of building.

* * *

NEW PASADENA STORE
The Mullen & Bluett store building at Pasadena, featured in this issue, is impressively beautiful. It is intended to conserve in full measure the health and comfort of visitors and employees. An important feature to these ends is the heating and humidifying system. A discriminating clientele appreciates such provisions. The CLOW System of Steam Radiators using gas for fuel provides the required humidity as well as evenly distributed, pleasant warmth.

The radiators for the most part are concealed. The temperature throughout is uniform. The air is of the most pleasant, healthful quality. This is one of many beautiful stores heated by the CLOW System of Steam Radiators.

For heating—
Every type of building

CLOW
"GASTEAM" EQUIPMENT
Steam heat with gas
(No central plant)

For sale by
WILLIAMS RADIATOR CO.
1860-1868 W. Washington Street
LOS ANGELES

PACIFIC GASTEAM CO.
571 Mission Street
SAN FRANCISCO
When concrete is used throughout—

ARCHITECTURAL beauty is permanently linked with the economic, functional and firesafe requirements of the modern structure. That is why concrete, either with an applied finish of portland cement stucco or with its natural surface exposed, is being used for a steadily increasing number of fine clubs, churches, schools, auditoriums, banks, hotels, apartment buildings and homes.
Heavy freight trains may not pound past your walls
...but they'd stand it if they were Buttonlathed

Vibration cracks and falling plaster often are due to a lack of affinity between the plaster and its backing. There is no close, natural bond between the plaster and its base. There always remains a clearly defined point of cleavage which constitutes a danger line.

This does not occur when plaster and lath have a natural affinity for one another, as has hardwall plaster, with its gypsum base, for Buttonlath with its gypsum core. These natural affinities form a compact, cohesive mass. They expand and contract at practically the same rate, even when allowance is made for sand in the plaster; they react in the same way to vibration shocks, heat and moisture, cold and dryness. Each lends strength to the other, and the result is a durable, dependable wall.

Perhaps You Are More Interested in Practical Results Than in Chemical Reactions

We feel the same way about it, and it is due to the practical results secured in the application of 20,000,000 yards of Buttonlath, over a period of twelve years, during which not a single instance has been reported of plaster, properly applied, pulling away from Buttonlath, rather than to the results of chemical analyses, that we can guarantee a good job of plastering or stucco with Buttonlath, when used according to specifications. Details of the guarantee (Institute filing standard) will gladly be mailed on request... The Buttonlath Manufacturing Company, corner Vernon and Boyle Avenue, Los Angeles, California.

Back of BUTTONLATH’S Guarantee is a Friendly, Cooperative Free Inspection Service You Will Appreciate

SIERRA HollowGypsum TILE
For non-bearing partitions and stairway enclosures in fireproof construction. Fireproof; non-conductor of heat and sound; easy to cut; light in weight, reducing dead load, economical in price and handling cost; has high salvage value. Let us send you details.
The PAGE GAS FURNACE
Clean, Odorless, Gas-Tight, Noiseless, Healthful

HERE is the heating system for your client. Five stages of heat extraction, cast iron construction with casing of heavy galvanized iron, lined with corrugated asbestos and corrugated bright tin, insures everlasting life and maximum economy by using all the heat.

Users testify to its efficiency and economy.

We will gladly explain in detail the features and operation of the Page Gas Furnace. Write for descriptive folder, or, better still, ask us to call.

Manufactured by

MONTAGUE FURNACE CO., INC.
376-386 SIXTH STREET, SAN FRANCISCO, CALIF. PHONE MARKET 4845

Fittings Built Into the Wall Must Be the Best

SPECIFY
BEAR BRAND
Shower Valves and Stops

A fitting for every building need.
Catalogue furnished on request.

STANDARD BRASS CASTING COMPANY, Manufacturers of High Grade Plumbing Brass Goods
THIRD AND JEFFERSON STREETS, OAKLAND, CALIFORNIA
NEW SOCIETY OF ARCHITECTS

With the object of promoting high standards in architectural design and construction, and in professional ethics and conduct, meetings were held September 16 and 17, which resulted in the formation of the Society of Alameda County Architects.

John J. Donovan was elected president, Chester H. Miller vice-president and Ralph Wastell secretary-treasurer. The board of directors consists of W. G. Corlett, Walter Ratcliffe, Roger Blaine and Carl Warnecke.

Among other plans for ensuring architectural distinction to cities east of the bay, exhibitions will be held at which the Honor Award System will be used, so successful in Los Angeles. Awards will be made for best exhibits in various classes, not only to the architect but to the owner of the building. This system has awakened keen public interest where it has been tried, and unquestionably works for improvement in architectural treatment.

Mr. John J. Donovan, president of the new society, is the most distinguished of our local architects. For years he has been a member of the American Institute of Architects, active in national committee work. He is on the Schoolhouse Building Committee of the National Education Association, and honorary member of the National Council of School Officials. His book on "School Architecture" is the standard authority on that subject. Mr. Donovan is also a member of the California State Board of Architecture, before which all applicants for certificates to practice as architects must appear. His work as Oakland City Architect is commemorated in the City Hall, the Auditorium, the Technical High School.


*A* * *

COLORED FIXTURES WIN PRIZE AT EXHIBIT

An exhibit of pink bathtubs—and lavatories softly tinted in yellow, blue and other colors—which made Visitors to the Los Angeles Industrial Exposition stop, rub their eyes and look again, won first prize as the most interesting exhibit in its class, for the Washington Iron Works.

It was the first time that colored plumbing fixtures have ever been made or exhibited on the Pacific Coast. Although innumerable requests were received from spectors and builders, Mr. Christensen, sales manager, reported that the colored fixtures are not for sale. The expense of manufacturing them makes it impractical to sell them at a price at all comparable with that asked for the regulation white enameled fixtures.

ALL ornamental iron and bronze in the new Hotel Del Monte was executed by this Company, including all steel and iron stairs with their railings, the exterior balconies and flag holders and all the interior iron and bronze grilles.

Sartorius Company
Ornamental Iron & Bronze

2530 Eighteenth Street · Telephone Park 2888
San Francisco, California
Partial List of Hockaday Users

Railroads

Pennsylvania R. R.
Union Station, Baltimore
Union Station
Chicago, Ill.
Baltimore & Ohio
R. R.
Baltimore, Md.
Northern Pacific Ry.
Co.,
St. Paul, Minn.
Chicago Rapid Transit Elevated
Chicago, Illinois
Boston Elevated Ry.
Co.
Boston, Mass.

Manufacturers

Western Electric Co.
Cleveland, Ohio
Remington Typewriter Co.
New York, N. Y.
Detroit Edison Co.
Detroit, Mich.
American Tool Works Co.
Cincinnati, Ohio
E. L. Waterman Pen Co.
Chicago, Ill.
Wahl Eversharp Co.
Chicago, Ill.
Schulte Baking Co.
Chicago, Ill.
Aluminum Goods Co.
Montgomery, Wis.
N. Y., Queens Electric Lt. & Power Co.
Plumbing, N. Y.
Brooklyn Edison Co.
Brooklyn, N. Y.
H. C. Boshak Co.
Brooklyn, N. Y.
Mayo Furniture Co.
Tulsa, Okla.
A. Stein & Co., Paris
Garters
Chicago, Ill.

Packers—Refrigeration

U. S. Cold Storage Co.
Chicago, Ill.
Harry Goldman & Vehle, Inc.
On Main, Iowa
Harry Manaster & Bros.
Chicago, Ill.
Grain Exchange Bldg.
Oklahoma City, Okla.

IN THE INDUSTRIAL WORLD

HOCKADAY FOR THE LAST 17 YEARS HAS BEEN SPECIFIED AND USED BY THE
ARCHITECT CONTRACTOR AND OWNER

THE HOCKADAY COMPANY
1823 CARROLL AVENUE
CHICAGO

The Hockaday Co. of San Francisco
76-78 Eighth St., San Francisco, Cal.
Los Angeles Hockaday Co.
420 Douglas Bldg., Los Angeles, Cal.
D. E. Fryer Co., Seattle, Tacoma, Spokane and Portland

HOCKADAY
THE WASHABLE PAINT FOR ALL INTERIORS

WRITE FOR YOUR COPY OF "PAINT MILEAGE"
A Resolution by the Board of Directors

The Banker
I vote for Plastite, because it helps to maintain the collateral value of a building.

The Realtor
The Plastite-built building has a better resale value.

The Architect
I feel safe in specifying Plastite because it is a tested material of known standards.

The General Contractor
I know from experience that any product of the Riverside Portland Cement Co. can be depended on.

The Plastering Contractor
I vote for Plastite because it gives greater yardage and a satisfactory job.

The Plasterer
I can do more work in a day with less labor when I use Plastite.

The Building Supply Dealer
Plastite must be a superior material because its use is steadily increasing.

Whereas, It is our duty at all times to keep in mind the best interests of the Owner, and

Whereas, The Owner relies upon our expert technical knowledge of the best materials and practices,

Be It Resolved, That we will specify and use Plastite Waterproofed Plastic Cement on all concrete and stucco work requiring permanent resistance to water.

PLASTITE is a Portland cement of the highest quality, having also waterproof and plastic qualities that make its use real economy.

Detailed information regarding the many uses of this remarkable material, Plastite, will be sent free on request. Write Plastite Department, Riverside Portland Cement Co., 724 South Spring Street, Los Angeles, California.

"Plastite Progress," an interesting illustrated monthly magazine, will be mailed without charge.
Built-up Asphalt Roofs
—backed by a guarantee that counts.

YOU are relieved of all detail when you recommend an El Rey built-up roof to your client. And you give him the benefit of materials and service that are guaranteed by one of the oldest and largest roofing concerns in the country.

We submit to the architect complete specifications for two types of built-up roofs...

El Rey 10-year Guaranteed Roof
El Rey 20-year Guaranteed Roof

We supervise the installation, check it carefully when completed and then issue a written guarantee that includes periodical inspection and maintenance for the full term specified.

To protect us in that guarantee, we use only the finest grade of El Rey Asphalt Roofing and the most careful workmanship. The actual result is a roof that will last much longer than the period for which it is guaranteed.

We shall be glad to call and give full particulars of this service at any time.

LOS ANGELES PAPER MFG. CO.
1633 North San Pablo Street Telephone ANgelus 5236
LOS ANGELES, CALIFORNIA
VETERANS' BILL UP IN NOVEMBER

California enjoys the happy distinction of having enacted a unique piece of cooperative legislation for its veterans that has proved in actual practice to be the most economically sound measure for ex-soldiers ever devised in any state or country. The finest endorsement of Proposition No. 1 on the November ballot, which provides an additional $20,000,000 to finance homes and farms for veterans without cost to the taxpayers, is the splendid record made by the Veterans' Welfare Board in the administration of the original $10,000,000 appropriated in 1922.

The figures taken from a recent report of the Welfare Board show that more than $5,000,000 were saved to veterans by simply using the credit of the State to enable the veteran to benefit by the buying power of cash and by obtaining for him a five per cent interest rate rather than the usual seven per cent.

With only 2,200 of the 15,000 applicants for the benefits of this bill accommodated by the original $10,000,000 bond issue, it is imperative for our State to carry on the good work started and to see that every deserving veteran be given the privilege of owning a home or farm with State aid. The additional $20,000,000 bond issue, which appears on the November ballot as Proposition No. 1, will adequately care for these men and is deserving of the support of every California voter.

PARAFFINE CO. EXPANDS

Further growth of this California company is shown by the recent announcement that a controlling interest has been acquired in the Schumacher Wall Board Corporation. A. R. Moylan, who has been with the Paraffine Companies, Inc., for eleven years, is executive vice-president and general manager of the wall board company.

Dining room entrance doors of Philippine mahogany, together with all other millwork in the new Hotel Del Monte, furnished by

PACIFIC MANUFACTURING CO.
Main Office: Santa Clara, California
150 Stevenson Street, San Francisco
The West's leading Architects are using this better way to build stronger walls

All the big jobs now-a-days have a plaster lath backing on the walls—and despite price and keen competition most of these jobs are using Buttress Lath.

Especially the more important jobs where architects have learned by experience that they can depend on Buttress Lath to make sound-insulated fire-defiant and stronger walls.

Nothing pleases the plasterer more than to have you specify "Buttress Lath" for interior and exterior walls. He knows he can do a better job with less grief over Buttress than any other backing.

If you want to know why Buttress Lath is jumping to leadership, let the Buttress representative give you a demonstration when he calls and show you a list of the bigger jobs that "are going Buttress." Buttress Manufacturing Company, 6910 South Alameda Street, Los Angeles, California.

Sold by all building material dealers
No wasted water with Sloan Valves

SAVINGS in maintenance costs brought about by the exclusive features of the Sloan Valve, such as the non-hold-open feature illustrated above, make it the acknowledged leader in the field. When you decide upon Sloan, you endorse the judgment of the world’s foremost builders. Ninety per cent of the noteworthy buildings of modern construction are Sloan-equipped.

Always make this test in selecting flush-valve equipment:

First: Press the handle of a Sloan Valve in any direction. Hold it or let it go. In either case, the Sloan Valve delivers a fixed amount of water—just the right amount for a complete flush—but no more!

Second: Try this same experiment with any other valve. Not one has this automatic feature of the Sloan Valve which saves building-owners hundreds of dollars in reduced water-bills. The non-hold-open feature explains the overwhelming preference for Sloan.

SLOAN VALVE CO.
CHICAGO
BRANCHES IN ALL PRINCIPAL CITIES OF THE UNITED STATES AND CANADA
The Miami Hurricane

Mary Architecture

Small-House Plan

Editorial

Monthly Bulletin, American Institute of Architects

Personal Glimpses

San Francisco Architectural Club Notes

Building Survey

Index of Advertisers

ILLUSTRATIONS

Map of Early California (1642), designed by J. Lloyd Currey.

Residence of Mr. Ben Warne, Los Angeles, California. Koenig and Gage, Architects.

Entrance, Residence of Mr. C. F. Smith, Beverly Hills, California. Koenig and Gage, Architects.

Service Entrance, Residence of Mr. C. F. Smith, Beverly Hills, California. Koenig and Gage, Architects.

Residence of Mr. C. F. Smith, Beverly Hills, California. Koenig and Gage, Architects.


Residence of Mr. Robert Gilmore, Beverly Hills, California. Koenig and Gage, Architects.

Residence of Mr. J. F. Stone, Beverly Hills, California. Koenig and Gage, Architects.

Residence of Mr. J. F. Stone, Beverly Hills, California. Koenig and Gage, Architects.

Residence of Mr. J. J. Smith, Beverly Hills, California. Koenig and Gage, Architects.

Library, Residence of Mr. J. J. Smith, Beverly Hills, California. Koenig and Gage, Architects.

Living Room, Residence of Mr. J. J. Smith, Beverly Hills, California. Koenig and Gage, Architects.

Beverly Hills Woman's Club, Beverly Hills, California. Gable and Wyant, Architects.

Beverly Hills Woman's Club, Beverly Hills, California. Gable and Wyant, Architects.

Lounge, Beverly Hills Woman's Club, Beverly Hills, California. Gable and Wyant, Architects.

Lounge, Beverly Hills Woman's Club, Beverly Hills, California. Gable and Wyant, Architects.

Women's Club, Beverly Hills, California. Gable and Wyant, Architects.

Women's Club, Beverly Hills, California. Gable and Wyant, Architects.

Monterey Community Hotel, Monterey, California. Robert H. Stuck, Architects.

Monterey Community Hotel, Monterey, California. Robert H. Stuck, Architects.

Monterey Community Hotel, Monterey, California. Robert H. Stuck, Architects.

Monterey Community Hotel, Monterey, California. Robert H. Stuck, Architects.

Monterey Community Hotel, Monterey, California. Robert H. Stuck, Architects.

Monterey Community Hotel, Monterey, California. Robert H. Stuck, Architects.

Sketch in Mexico, by H. A. Schum.

Huntsman Building, San Francisco, California. Schultze & Weaver, Architects.


An Illustrated Monthly Magazine for the Architect, Contractor and Home Builder

HARRIS ALLEN, A. I. A., EDITOR

J. LESLIE STIER, GENERAL MANAGER

M. BRYDON-JACK, MANAGER SOUTHERN CALIFORNIA OFFICE

Contains all communications to Publishers Office, 701 Market Street, San Francisco, California. Price, mailed flat to any address in United States, three dollars a year. In Canada, four dollars a year; Foreign countries, five dollars a year. Entered at the Post Office in San Francisco, California, as second-class matter.

SOUTHERN OFFICE: 1044 S. Spring Street, Los Angeles, California.

LOS ANGELES: 404 West Sixth Street, Phone Empire 2435.
COASTEEL Standard Buildings, manufactured on the Pacific Coast entirely of standardized steel units, fill every requirement in one-story industrial buildings. They are adaptable to any industry, permit of any desired interior arrangement and fit any size and shape of lot.

COASTEEL Buildings are permanent, being fabricated of special steel, and are hot-dip galvanized from floor to roof peak after fabrication. They have 100% salvage value, too, as they may be extended at any time, or dismantled, moved and re-erected at a new location with no loss of material.

COASTEEL Building units are carried in stock in San Francisco. This means the fastest service in shipment, prompt delivery at destination and speed and accuracy in erection.

MICHEL & PFEFFER IRON WORKS
10th & Harrison Streets  
SAN FRANCISCO
THE MIAMI HURRICANE

[BY HENRY LA POINTE, A. I. A.]

Miami, deluged, tempest-torn, swept by the full force of meteorological storm center, emerges from devastation and chaos to renascence. Normalcy has come to the minds of the people and while yet somewhat dazed they are sane and animated with indomitable courage. It is quite probable that property loss would have been materially less if some of the construction, in past years, had been more substantial. Many years of exemption from severe storms had lulled the people into a sense of security from devastating disturbances, and led to the belief that almost any structure that would protect from normal weather conditions was all that was necessary in this semitropical climate. The consequence has been that thousands of these homes, comfortable and sufficient during normal weather, when suddenly swept by a tempest of gigantic force, were entirely demolished or so utterly crippled that they will have to be rebuilt.

The storm intensity may be partially realized from the knowledge that the barometer reading was the lowest in this country's history and that the wind attained a velocity of 130 miles per hour. The storm first broke around midnight and continued until in the early morning of September 18; thence came a calm of about an hour; then, with renewed force and almost reverse direction, it swirled with demoniac fury for several hours. It was during this last period that the greatest damage was done.

The Miami building code requires that wind pressure be figured at twenty pounds per square foot and, as all plans have to pass a rigid examination by our efficient Building Department, there is no doubt in my mind but that our buildings were so designed.

The formula used by the United States Signal Service is $p = \frac{0.004 V^2}{1}$. This means that a wind pressure of 20 pounds per foot is attained at a wind velocity of 70 miles per hour and that with a velocity of 130 miles the pressure would be 67.6 pounds. This enormous pressure was the direct cause of the sway in buildings in excess of eight stories in height.

Buildings constructed with steel frames and reinforced frames of concrete withstood the pressure remarkably well, so well that only one building with steel frame suffered severely and this building, from a superficial examination, appears to be inadequately wind braced. Several steel frame buildings that I have examined show the result of sway, but not to any serious extent. Reinforced concrete structures, as far as my examinations have progressed, show no structural damages. The highest reinforced concrete structure is but fourteen stories and several twelve stories. The bulk of construction is of reinforced concrete from four to twelve stories and the major number of steel structures have been erected in the past three years. Aside from the one steel structure seriously damaged there is no structural damage to steel and concrete of a serious nature.

The principal damage to the business buildings in the city was confined to water damage, plate glass breakage, ripping off of roof coverings, blowing in of sash frames and sash and in many cases the blowing in of panel walls. The residence sections of the city and suburbs were greatly damaged. Frame buildings of flimsy construction were entirely demolished, as were also poorly constructed cement block structures. The demolition of sash frames and sash that were insecurely anchored in masonry resulted in opening the building to the full lifting force of the wind, ripping off roofs and overturning walls. A survey of the residential sections shows that well-designed buildings, honestly constructed, resisted the impact of the storm with but little damage, and that principally loss of roof coverings and broken glass.

A superficial examination of the situation proves, conclusively, that much of the loss sustained by Miami people might have been avoided if their homes and business buildings had been built by competent architects and builders instead of speculators. I venture to say that eighty per cent of all building damage can be laid to the door of the incompetent architect, the speculative builder and the owner who cheats himself when he builds otherwise than for permanency.

Structural steel and reinforced concrete, properly designed, will function safely even in such a tempest as recently occurred.
RESIDENCE OF MR. BEN WARNER, LOS ANGELES, CALIFORNIA. KOERNER AND GAGE, ARCHITECTS

Photo by Miles Berné
ENTRANCE, RESIDENCE MR. C. F. SMITH, BEVERLY HILLS, CALIFORNIA
KOERNER AND GAGE, ARCHITECTS

Photo by Miles Bourn
SERVICE ENTRANCE, RESIDENCE MR. C. F. SMITH, BEVERLY HILLS, CALIFORNIA
KOERNER AND GAGE, ARCHITECTS

Photo by Miles Berné
ABOVE—RESIDENCE MRS. JENNIE DODGE, BEVERLY HILLS, CALIFORNIA
BELOW—RESIDENCE MR. BARNEY OLDFIELD, BEVERLY HILLS, CALIFORNIA
KOERNER AND GAGE, ARCHITECTS

Photos by Miles Berne
ABOVE—RESIDENCE MR. FREDERICK BILLMEYER, BEVERLY HILLS, CALIFORNIA

BELOW—RESIDENCE MR. J. F. STONE, BEVERLY HILLS, CALIFORNIA

KOERNER AND GAGE, ARCHITECTS

Photos by MilesReady
ABOVE—RESIDENCE MR. W. J. GAGE, BEVERLY HILLS, CALIFORNIA
BELOW—RESIDENCE MR. L. J. SMITH, BEVERLY HILLS, CALIFORNIA
KOERNER AND GAGE, ARCHITECTS

Photos by Miles Berné
LIBRARY, RESIDENCE MR. A. L. GÜDE, LOS ANGELES, CALIFORNIA
KOERNER AND GAGE, ARCHITECTS

Photo by Mules Berné
Fleishhacker Pool, San Francisco, is the largest swimming pool in the world—300x1000 feet. Close to the ocean, the bathhouse is subject to continual assault of salt air and salt water; both for appearance and for durability its painting was required to be the very best in quality, in application. Ward and Blohme, Architects for the bathhouse; A. Quandt & Sons, Painters and Decorators.

"Co-operation for Quality"

A·QUANDT·&·SONS

374 Guerrero Street - San Francisco
Painters and Decorators since 1885

Quandt quality is available for the small job as well as the large.
Our operations are State-wide
LOBBY, BEVERLY HILLS WOMEN'S CLUB, BEVERLY HILLS, CALIFORNIA.
GABLE & WYANT, ARCHITECTS.
The dignified beauty of this unique dining room is enhanced by the use of red octagonal Promenade tile with rectangular inserts. Architects will be interested to know that we have prepared a collection of plates covering the entire range of designs and sizes of Promenade tile that will be sent on request.

GLADDING · McBEAN · & · CO.
General Office: 660 Market Street, San Francisco
Los Angeles: 621 South Hope Street  Seattle: Dexter Horton Building  Oakland: Twenty-second and Market Streets
MONROVIA COMMUNITY HOTEL, MONROVIA, CALIFORNIA
ROBT. B. STACY-JUDD, ARCHITECT

Photo by Whittington
Some serious students claim that the city of Chichen Itza in Yucatan is one of the world's greatest examples of pre-Columbian architecture. Spinnden, on the other hand, in his "Incidents of Travel in Central America, Chiapas and Yucatan," published in two volumes in 1841, and his later work, "Incidents of Travel in Yucatan," in 1843, and after diligently reading these fascinating works, I could not help but remark with surprise why so very little interest seemed to have been created among the general public at that time and throughout the years to follow. Either the world of thought put little value on the discoveries or the time was not ripe. Articles and volumes have appeared from time to time, but general apathy prevented the display of curiosity one would expect.

It was not until comparatively recently that a revival of interest among students of art and architecture, the sculptured monuments and other objects found in the ruined cities. Apparently many students of Maya art have noticed the similarity of ornament and architectural principles to Indian, Chinese, Greek and Egyptian, and, to say the least, it is certainly disconcerting to meet with so many replicas and not believe they are due to a common origin. Yet, Dr. Spinden repudiates any such thought and emphatically states that the Mayas, ancient though they be, reject none of the dignity of Eastern antiquity.

On the other hand, Le Ploygeon claims the Maya period of power in the neighborhood of 14,500 years ago. Spinden ridicules this assertion and reduces the period to a mere 2000 years. However, this only goes to show how little is actually known of historical or chronological facts appertaining to the early civilization on this hemisphere. Some day when Toltecans and Maya hieroglyphics have been deciphered, perhaps all theories may be overthrown and an age established which will make the great pyramids of Cheops appear youthful by comparison.

To my comparatively lay mind, the remarkable resemblance of details in Maya art to the recognized styles of ancient architecture seems to be conclusive of either borrowed principles or a point to a common origin. For instance, the ruins of a gateway at Labna, Yucatan, contain a fine example of a stone carved chevron pattern belt, similar to Romanesque stone carving, or a decorative motif in Byzantine or Egyptian ornaments.

Again, the Acrotiterion Ridge tile or the Antefixes eaves tile of the Greeks could easily claim origin in the ruins of Labna.

Strange, too, that the Greek fret pattern, the Arabian, the Celtic, the Chinese, the Moorish, all resemble the fret pattern used by the Mayas.

At first glance, the temples and, in particular, the principal buildings at Labna resemble a Greek temple. Same broad piers, same trabeated openings, same architrave surrounds, same continuous decorated frieze. The only main feature which seems to have no duplicate is the beautiful, tall, straight-jambed tapering arch.
MONROVIA COMMUNITY HOTEL, MONROVIA, CALIFORNIA
ROBT. B. STACY-JUDD, ARCHITECT

Photo by Whittington
FLOOR PLANS, MONROVIA COMMUNITY HOTEL, MONROVIA, CALIFORNIA
ROBT. B. STACY-JUDD, ARCHITECT
LOBBY, MONROVIA COMMUNITY HOTEL, MONROVIA, CALIFORNIA
ROBT. B. STACY-JUDD, ARCHITECT

Photos by Whittington
LOBBY, MONROVIA COMMUNITY HOTEL, MONROVIA, CALIFORNIA

ROBT. B. STACY-JUDD, ARCHITECT

Photos by Whitington
MOSKOVITZ RESIDENCE, SEACLIFF, SAN FRANCISCO.

E. B. BERTZ, ARCHITECT

Ramona Roof Tile

Beauty • Versatility • Permanence

The Specification of Ramona Tile is an assurance of true artistry in a Tile Roof. It embodies such advantages as splendid color variation, exceptional strength with light weight, symmetry of shape, economy of laying and, above all, absolute permanence.

N · CLARK · & · SONS

MANUFACTURERS

116 Natoma Street, San Francisco, Calif. • Factory: West Alameda, Calif.

1106 Detwiler Building, Los Angeles, Calif.
Comment by Walter L. Moody, Architect

Regardless of architectural style, we may generally say that the more successful houses are those of simple masses, good proportions, pleasant color, a simple and just use of materials and in all a proper adaptation to usefulness.

The sketch published above has a suggestion of English precedent. It stands the test of simplicity in design and is appropriate for the needs of the average small family. The plan is not one picked from the latest bungalow book. The plan and elevations are a combined unit, designed to fit an average city lot. Inspection of the arrangement of rooms will disclose convenience and accessibility of the various elements. The more important living room and dining room are located to give privacy to the family, with a pleasant vista on the garden. In this way we are able to realize, by careful planning, the full possibilities of a small city lot.

There are about 1100 square feet of floor area and the house need not cost over $4,500. The working plans are available at the Small House Plan Service.
EVERLASTING COLOR

Look for the Trademark on every sack

CALIFORNIA STUCCO
PORTLAND CEMENT

SINCE 1914

NOTHING can take the place of experience in the manufacture of Stucco, and only thru years of work do we get experience. Thirty years working with plastic material are behind “California Stucco.”

Twelve years ago it was placed on the market, and today thousands of all types of buildings finished with it, speak convincingly of its permanency, plasticity and its color beauty.

This invaluable experience is a distinct part of “California Stucco,” the vital ingredient that insures its dependability.

For further information write the distributor nearest you

FOR FURTHER INFORMATION WRITE THE DISTRIBUTOR NEAREST YOU

LOS ANGELES, CALIF. California Stucco Products Co.
SAN DIEGO, CALIF. California Stucco Products Co.
SAN FRANCISCO, CALIF. California Stucco Products Co.
PORTLAND, OREGON California Stucco Company
SEATTLE, WASHINGTON California Stucco Company

NEW YORK CITY California Stucco Products Co.
141 1st Ave., New York

SALT LAKE CITY, UTAH Utah Stucco Products Co.

DENVER, COLORADO

BOSTON, MASS. California Stucco Products Co.

HOUSTON, TEXAS California Stucco Products Co.

CINCINNATI, OHIO California Stucco Products Co.

ST. LOUIS, MISSOURI
St. Louis Material & Supply Co.

INDIANAPOLIS, INDIANA

BARTON, CLAY, PARKER & DOUGLAS, INDIANA

COLUMBUS, OHIO

INDIANAPOLIS, INDIANA

CLEVELAND, OHIO

CLEVELAND, OHIO

CLEVELAND, OHIO

CLEVELAND, OHIO

PITTSBURGH, PA.

Cleveland Building Supply Co.

PHILADELPHIA, PA.

California Stucco Products Co.

POTTsville, PA.

California Stucco Products Co.

ALLENTOWN, PA.

California Stucco Products Co.

CARMEL, INDIANA

California Stucco Products Co.

CARMEL, INDIANA

California Stucco Products Co.

CARMEL, INDIANA

California Stucco Products Co.

CARMEL, INDIANA

California Stucco Products Co.
The Crown of Beauty

The Casa del Mar Beach Club signalizes everything smart in the fashionable world that throngs Southern California’s magic strand. These are the fastidious, and they demand perfection.... perfection in every appointment.... perfection in the magnificent clubhouse structure.... above all, perfection in the roof that crowns all.

Nothing less than the best would do for this crown of beauty.... the choice was SIMONS SORRENTO TILE.

"Since 1886"

SIMONS BRICK CO.
Walter R. Simons, President and General Manager
125 West Third Street • Los Angeles
Telephone MUtual 4181

SIMONS SORRENTO TILE
The Public Value of Art

RECENTLY Mr. Otto Kahn, banker and art patron of international fame, delivered an address to the Commonwealth Club of San Francisco which made a profound impression on the eight hundred business leaders assembled to hear him. Besides pointing out the great financial returns constantly accruing to the Old World countries through their treasures of architecture, sculpture, painting—which all the New World travels to see—he advanced the theory that much of modern American restlessness, with its accompanying crime, is caused by the dullness, the routine of most people’s lives and the lack of any “food for the soul.” He believes that art must be brought to the people, and that America, which has written such great pages in the world’s history on civilization, science, invention, economics—is just about starting to write another great page, along lines of art, music, culture.

Mr. Kahn may be an idealist, but he has certainly proved that he has an intensely practical vision in the realm of finance. That his views on this subject were so enthusiastically received by a group of “hard-headed” business men augurs well for the rosy dawn of the new day of Art in America.

The Liability of Architects

A PROPOSAL has recently been made by a committee of the Royal Institute of British Architects to form an Architects’ Defense Union for legal protection. Such a movement has interesting possibilities. Many an architect, especially among the younger members of the profession, has been compelled to put up with grave injustice through ignorance of his legal rights, or through inability to finance a legal action. The objects of the proposed Union are briefly:

(i) To defend actions brought against members for professional negligence, default or error.
(ii) To recover fees earned by members where the R. I. B. A. Scale has been brought to the notice of their clients.
(iii) To support or defend actions for libel or slander brought by or against members.
(iv) To support actions brought by members to defend their ownership of designs.

An objection may be made to the term “Union,” as in the public mind even the Institute is confused with a Union in the common interpretation of that form of organization. Although such an association would be formed solely to protect its members’ interests, yet there could not possibly exist any element of propaganda, boycott or pressure of any extra-legal kind. It is in fact a form of insurance for due protection by law.

Importance of Good Construction

THE interesting article on the effects of the Florida hurricane, published in this issue of the Pacific Coast Architect, emphasizes the same point brought out so forcibly by Santa Barbara’s experience last year—the economic wisdom of good building construction.

It is folly to assume optimistically that no earthquake or hurricane is going to visit this region, and therefore cheap and lax methods of construction are “good enough.” No one expects to be caught in a motor accident; but thousands of people are killed by motor cars, each year. When we, as a nation, going to invest in the best kind of building insurance—honest, intelligent construction, which can be made, with so little extra cost, reasonably proof against fire and the forces of Nature?...

RELIEF COMMITTEE FOR OSCAR WENDEROTH

A committee has formed for the relief of Oscar Wenderoth, formerly Supervising Architect of the United States Treasury Department, who some time ago suffered the total loss of his eyesight. The committee believes the efforts Mr. Wenderoth is making to regain a real measure of independence, despite the handicaps under which he is placed, warrant the encouragement of those who know him, or know of the work he accomplished during the years he gave to the Federal Government in various technical capacities. He has taught himself to read and write in Braille so as to further develop his skill in writing.

Contributions should be sent to H. J. Lucas, Treasurer, Committee for Relief of Oscar Wenderoth, care of The Northwestern Terra Cotta Company, 2525 Clybourn Avenue, Chicago, Ill.

HOUSE BEAUTIFUL COVER COMPETITION

The publishers of House Beautiful announce the fifth annual competition for cover designs. Prizes ranging from $100 for the first are offered for the best designs submitted. All entries must be received by January 14, 1926. Full information regarding the competition may be secured from The House Beautiful Publishing Co., 8 Arlington street, Boston, Mass.

Have you copies of FEBRUARY, 1926, or AUGUST, 1926?

As our files are nearly exhausted on the above two numbers of Pacific Coast Architect we will gladly pay for copies returned to our Business Office, 265 Market Street, San Francisco.
Hollow Metal Doors and Trim and Elevator Cars for this building manufactured and installed by us.

MEDICAL-DENTAL BUILDING, SEATTLE, WASHINGTON
A. W. Quist Co., Contractor  J. A. Creutzer, Architect

Campbell Metal Windows · Nonpareil Skylights
Sheet Metal Work · Baked Enamel Finish
Hollow Metal Doors and Trim
Met-Elec Base

FORDERER CORNICE WORKS
Executive Offices and Factory:
Potrero Avenue and Sixteenth Street, San Francisco
Los Angeles Office:
927 W. M. Garland Building, 9th and Spring Streets
NEXT MEETING
The next regular meeting of the San Francisco Chapter, The American Institute of Architects, will be held in the rooms of San Francisco Architectural Club, 523 Pine St., on Tuesday, November 16, 1926, at 6:30 p.m. Dinner will be served at 7:15 cents per plate.

ANNUAL MEETING
The annual meeting of the San Francisco Chapter, A. I. A., was held on Tuesday, October 19, 1926, in the rooms of San Francisco Architectural Club, 523 Pine St. In the absence of President Wm. Reid, the meeting was called to order by Vice-President Harris Allen at 7:30 p.m. The following members were present:


Mr. E. E. Johnston, junior member of the Institute, was present. The guests present were Mr. R. C. Buell and Mr. E. J. Kennedy of the Portland Cement Association, Mr. Walter Bates of the California Stucco Products Co. and Mr. J. Leslie Meek of the Pacific Coast Architect.

MINUTES
Minutes of previous meeting were accepted as published.

In the absence of President Wm. Reid, Jr., there was no annual address of the President and for the same reason no report was read from the Executive Committee.

The report of the Secretary-Treasurer was delayed, and it was moved, seconded and carried that a committee be appointed to receive these reports and report to the Chapter at the next meeting.

REPORTS OF STANDING COMMITTEES
Committee on Practice:
Chairman Wm. G. Corlett made a brief verbal report.

Committee on Relations with Coast Chapters: No report.

Committee on Building Laws and Legislation:
Chairman Frederick H. Meyer announced that he would give a written report at the next meeting. He gave a brief verbal report.

Committee on Public Information and Entertainment:
Chairman Harris Allen submitted a written report with recommendations, which was received and placed on file.

Committee on Education and Library of the Architectural Club:
Chairman Warren C. Perry made a written report on the possibility of placing the courses of the Architectural Club under University Extension. The report was ordered received and placed on file for further action.

Committee on Membership: In the absence of Chairman Wm. C. Hays, Mr. Henry Gutterson reported verbally on the progress of the Membership Committee.

Committee on Uniform Code: No report.

Exhibition Committee: In the absence of Chairman Earle B. Bertz, Mr. Harris Allen made a verbal report.

Committee on Civic Development: No report.

Committee on City Planning: Chairman Coxhead submitted written report, which was received and placed on file.

UNFINISHED BUSINESS
The Secretary reported on the various steps taken as directed at the last meeting in regard to changing the name of the Chapter. It was moved, seconded and carried that the following amendment to the Constitution, published for twenty days and approved by the Board of Directors, be adopted and that the Executive Committee be empowered to take the necessary steps to effect its provision legally:

Amendment
The second sentence of Article I shall be amended to read as follows:

"It exists by authority of a charter granted by the Institute in accordance with its By-Laws and the corporate name of the society is the Northern California Chapter of The American Institute of Architects, and it is so incorporated under the laws of the State of California."

ELECTION OF EXECUTIVE COMMITTEE AND OFFICERS
The Chairman announced that, as no further nominations had been received, a motion was in order to instruct the Secretary to cast the ballot for the nominations of the Nominating Committee. It was moved, seconded and carried that the Secretary cast the ballot as follows: President, John Reid, Jr.; Vice-President, Harris C. Allen; Secretary and Treasurer, Albert J. Evers, Directors for three years, Fred H. Meyer, Henry H. Gutterson. Other Directors remaining on the Board are J. F. Fairweather, two years; Wm. C. Hays, two years, Earle B. Bertz, one year, Wm. G. Corlett, one year.

NEW BUSINESS
The Secretary read a letter from the Committee for the Relief of Oscar Wenderoth. Since all Institute members had received the communication, it was called to the attention of the Chapter and placed on file.

There being no further business, the meeting adjourned.

Respectfully submitted, Albert J. Evers, Secretary.

After adjournment, members of the San Francisco Architectural Club and others joined with the Chapter, and Mr. Buell of the Portland Cement Association introduced Mr. E. J. Kennedy, who showed a film illustrating stucco textures and later demonstrated in actual material beautiful color work in stucco. Those present were indeed fortunate to see such an instructive demonstration, and the thanks of the Chapter are due to the Portland Cement Association.
The Residence of John J. Madden, Sr., Indianapolis, Ind.       Herbert Foltz, Architect

The Substantial Beauty of Face Brick Country Houses

This sumptuous suburban home is built of a delicate semi-smooth Face Brick and exemplifies the substantial air so necessary in achieving distinction in the country, always so effectually expressed through the use of colorful Face Brick. Its durable charm and characteristic permanence especially adapt it to the difficult requirements of the better class of Suburban and Country Residences.

The proper use of Face Brick insures the essential exterior beauty and dignity, combined with permanent safety and freedom from upkeep. Any member of the Association will be glad to aid the architect in solving his Face Brick problems.

"Architectural Details in Brickwork," a portfolio of many halftone plates showing excellent examples of fine brickwork. Sent postpaid to any architect making a request on his stationery.

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

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

AMERICAN FACE BRICK ASSOCIATION
1767 Peoples Life Building
CHICAGO
PERSONAL GLIMPSES

[Sketch from life in this issue by Ramsey]

IN THE PROFESSION

Appreciation of good architecture is being developed in the Portland public schools by a contest between students, prizes going to those who succeed in naming the types of architecture expressed in the city's best-known buildings. The movement is being sponsored by the Oregon Chapter of the American Institute of Architects.

Work is progressing on a fifteen-story insurance office building at Sansome and Pine streets, San Francisco. The building is to be of Gothic type and especially constructed to take care of the needs of insurance brokers. Powers and Ahlden are the architects.

Preliminary sketches have been prepared by Architect Frederick H. Meyer for a fifteen-story building to be erected at Mission and New Montgomery streets, for the San Francisco Builders Exchange.

A new Grace Cathedral is to be erected in San Francisco at a cost of $4,000,000. Lewis P. Hobart is the architect and Gram & Ferguson, Boston architects, are associate architects.

Willis Polk & Co. have prepared plans for a group of community apartments to be erected at Chestnut and Larkin streets, San Francisco.

A new high school, to cost $600,000, is soon to be constructed at San Mateo. Earnest and John Norberg are the architects.

The Los Angeles office of the firm of Schultze and Weaver, architects, is now located in the Pacific Mutual Building, Los Angeles.

Lloyd Rally, architect, is now located at 1411 N. Stanley avenue, Hollywood, Cal.

Reginald Johnson, architect, Pasadena, is preparing plans for the new Biltmore Hotel, Santa Barbara.

Paul R. Williams, architect, has removed his office to the Wilshire Arts Building, Los Angeles.

John C. Dearborn, architect, is now located at 539 Altura Place, San Diego.

Luther Fentress, architect, has moved from Los Angeles to 1822 Camden avenue, South Pasadena, Cal.

Arthur E. Harvey, architect, has moved to 33 N. Gower street, Los Angeles.

Construction has started on the new Masonic Temple in Burlingame, Carl Werner, architect.

The Montague Furnace Co., Inc., San Francisco, manufacturers of the Page gas furnace, announce the appointment of E. J. Hilscher, 91 Columbia street, Seattle, Wash., as Northwestern sales representative. Mr. Hilscher is prepared to supply full information regarding the Page gas furnace and its installation.

THE PROFESSION

AUSTIN BLACK

The reader is doubtless familiar with the genial, rugged lineaments of "Cal" Pine. Unlike as it may seem from the above sketch, Mr. Black is the father of "Cal" Pine and responsible for his wise saws (if such a term be applicable to a lumberjack).

Rooting around for statistics, the fact was dug up that Mr. Black first saw the light in Tuckahoe, New York, in 1884. He graduated from Jersey State college and dedicated himself to producing more light, through Publicity and Publication. For seven years he was advertising manager for the Trenton Pottery Co., then ten years with the "American Architect," then the "Architectural Record" and the F. W. Dodge Co. publications. Coming west, he became advertising manager of the Pacific Lumber Co. and since 1924 has been with The California White and Sugar Pine Association.

Mr. Black is married and lives in Piedmont, California. He owns to more than one hobby; music—such diverse audiences as a church congregation and the Bohemian Club both enjoy his fine baritone—motoring, gardening, and good architecture. It is not inappropriate to say that he takes pride in a Growing Business.

* * *

The Vincent Whitney Company on November 1st acquired the ownership of the Richard Spencer Co., distributors for Sedgwick dumb waiter, Watson metal screen, Reese metal weather strip, Inviso roller screen and other lines. The Richard Spencer Co. will continue as a separate organization and through its connection with the larger company will be in a position to extend even better service to its customers.
RUSSELL BUILDING, SAN FRANCISCO—GEORGE W. KENNAM, ARCHITECT. On this and the following pages are views of the Russell Building located at Second and Market Streets, San Francisco, completed 1907. The Russell Building was designed by George W. Kennam, an architect who designed many notable buildings in San Francisco. The building was completed in 1907 and is located at Second and Market Streets. It is a fine example of the architectural style of the time.
HUNTER DULIN BUILDING, SAN FRANCISCO
SCHUYLER AND WEAVER, ARCHITECTS

FINANCIAL CENTER BUILDING, SAN FRANCISCO
FREDERICK H. MEYER, ARCHITECT
Partial List of Hockaday Users

Textile Mills

South Carolina
Mollehan Mfg. Co.
Newberry
Oakland Cotton Mills
Newberry
Grendel Mills, No. 1
Greerwood
Woodside Cotton Mill
Greenville
Mills Mfg. Company
Greenville
Clifton Mills, 1-2-3-4
 Spartanburg
Saxon Mill
 Spartanburg
Arcadia Mills
 Spartanburg
Pacoh Mfg., 1-2-3
 Spartanburg
Crescent Mfg. Company
 Spartanburg
Equinox Mill
 Anderson
Chuck Mill
Anderson
Riverside Mfg. Co.
Anderson
Ory Cotton Mill
Anderson
Easley Mill No. 1
Easley
Easley Mill No. 2
Easley
Easley Mill No. 3
Easley
Alice Mill
Easley
Cowpens Mfg. Company
Guthrie
Fairmont Mfg.
Fairmont
Menarch Mills
Lackhurst
Liberty Cotton Mills
Liberty
Jackson Mills
Jackson
Kollman Mfg. Co.
Newnan
Banana Mfg. Company
Gadsden
Ninety Six Cotton Mills
Ninety
twelve
Highland Park Mfg. Co.
Rock Hill
Ware Shoals Mfg. Co.
Ware Shoals
Clinton Cotton Mills
Clinton
Watts Mills
Londes
Drayton Mills
Spartanburg

North Carolina
Florence Mills
Forest City
Alexander Mfg. Co.
Forest City
Gastonia Cotton Mills
Gastonia
Gantt Mills
Gastonia
Bonnie Cotton Mills
Gastonia
Klotz Mill
Gastonia
Genesis Mills
Kings Mountain
Ella Mfg. Company
Shelby
Pomona Mills
Greenvale

ADVERTISEMENT NUMBER FOUR OF A SERIES

IN THE MILL WORLD

HOCKADAY FOR THE LAST 17 YEARS HAS BEEN SPECIFIED AND USED BY THE ARCHITECT CONTRACTOR AND OWNER

THE HOCKADAY COMPANY
1823 CARROLL AVENUE
CHICAGO

The Hockaday Co. of San Francisco
76-78 Eighth St., San Francisco, Cal.

Los Angeles Hockaday Co.
420 Douglas Bldg., Los Angeles, Cal.

D. E. Fryer Co., Seattle, Tacoma, Spokane and Portland

HOCKADAY
THE WASHABLE PAINT FOR ALL INTERIORS

WRITE FOR YOUR COPY OF "PAINT MILEAGE"
S. F. ARCHITECTURAL CLUB NOTES

On WEDNESDAY evening, October 6, the quarterly initiation of the San Francisco Architectural Club was held in our club rooms. It was the most successful initiation in the history of the Club. The Banquet Room was crowded to the full capacity. The master of ceremonies and his four masters initiated thirty members into our organization. The ceremony was entertaining as well as interesting and the enjoyment of the evening was heightened by refreshing served over the "Bar." A set of drawing instruments was raffled off and our old friend Mr. Wm. Watson held the lucky number.

A collection of water-color sketches by Mr. Juan M. Arellano, a prominent Philippine architect, was on exhibit at the Club last month, and as a result some of the members have spent their spare week-ends sketching. You will be interested to know that Mr. Arellano is the Consulting Architect of the Philippine Government and that he has studied abroad besides being a graduate of one of our American colleges. His stop-over in our city, while on a tour to study our modern day building construction, was to the Club's advantage.

Through the courtesy of the San Francisco Chapter of the American Institute of Architects the members enjoyed the demonstration of Portland cement stucco on Thursday evening, October 19. Those who were present received some practical hints in the art of plastering. It has been said by a member of the Institute that a similar demonstration will be held in the future in the hope of securing a larger attendance to receive this educational benefit.

On October 21 we held our eighteenth weekly Thursday luncheon at the Club's Banquet Room under the new management of Mr. C. H. Singleton, former manager of the Claremont Hotel. The weekly luncheon has proven a successful event of the Club's life and an average of twenty-five of its members attend weekly.

The first problems of the season were sent east for judgment and the Atelier is well under way under the leadership of Don Works, Massier who succeeded H. J. Anderson, and Alfred Johnson, Sous Massier, who fills the vacancy of R. J. Bliss, who left for Harvard.

The report of the problems will be published in the next issue. Mr. K. E. Ponsford has taken over the Order Class of Mr. James A. Magee, who left town for an indefinite length of time.

Our Twenty-fifth Anniversary will be celebrated at one of our famous jinks some time in December. The Entertainment Committee is beginning on a program that will make up for the one we missed last year.

J. H. Devitt, Publicity Manager.

Building Survey

(Prepared from figures furnished by S. W. Straus & Co.)

National: Reports from 43 cities and towns show a loss of 16 per cent for the month of September, compared with September, 1925. The same cities lost 17 per cent during the first nine months of the year compared with the same period last year. The volume of building permits for the three quarters of the year was $1,281,755,879. New York, Los Angeles, Cleveland, Boston, St. Louis, Milwaukee, Pittsburgh, Portland, Ore., and Oakland, Calif., all reported declines for September as compared with the same month a year ago. Important gains were shown in Chicago, Detroit, San Francisco, Newark, N. J., Baltimore, Albany, Cincinnati, Buffalo and Columbus, Ohio.

Pacific Coast: The nine months' total for 36 principal cities in the Pacific Coast States is $3,841,430,274, a 27 per cent reduction from the total for the same period last year. Fifty-one cities report gains over last year's total. which indicates the building industry is in excellent condition on the Pacific Coast.

San Francisco: Building permits issued during the last nine months of the year totaled $43,932,787, that is an increase of 13 per cent over last year's figures. This is one of the best showings made by any city in the country and proves the architects' strike has not curtailed building activity in this city. The September total shows a 26 per cent gain over the total for September of last year.

Los Angeles: The three-quarter total for this city amounted to $56,493,000, a 17 per cent reduction from last year's activity. This figure shows, however, Los Angeles is still doing a tremendous amount of building.

Seattle: Total for the nine months period is $26,403,800, a slight gain over 1925.

Portland: Issued $26,493,800 in building permits during the nine months, 15 per cent less than the unprecedented record of last year.

San Diego, Santa Monica, Pasadena and San Jose report gains over 1925, for the nine months' period, Oakland and Long Beach report a decline in permits issued.

RUS BUILDING CORNER-STONE LAID

The corner-stone for the thirty-story Russ Building now under construction on Montgomery street, San Francisco, was laid November 1st, at which ceremony Mayor James Rolph and President Clay Miller of the San Francisco Chamber of Commerce spoke.

The steel frame of the Russ Building is now being erected, when completed the building will contain 9,000 tons of structural steel. It is planned to have the building ready for occupancy by November 1, 1927. George W. Kelham is the architect. The cost of the building will be more than $6,000,000.

Hardware Worthy of Doors of Distinction


Whether your doorways call for hardware of English inspiration, or for a Mediterranean, Colonial, Mission, or French motif, you can depend upon Earle craftsmen to intelligently interpret your ideas. Simply suggest what is wanted, and sketches will be submitted gladly.

Earle Hardware Mfg. Co.
Los Angeles, Calif.
THE Better Architects
Are Specifying

SUPER LOCKLATH
for "Better Walls"

--- because

- Super Locklath has 41 per cent greater bracing strength.

- Super Locklath has an absolute mechanical key.

- Super Locklath has a perfect bonding surface.

- Super Locklath is 100% waterproof on both sides.

- Super Locklath has greater sound proofing function than most sound proofing materials.

- Super Locklath, made of gypsum rock, is not only non-inflammable, but has enormous fire resisting capacity.

Super Locklath is Sold by all Building Material Dealers

PLASTOID PRODUCTS Inc.
1725 South Downey Road
Los Angeles, Calif.
The Favorite of the Building World seems to be the Lowest Bidder. Yet, in the face of such a situation, special consideration is awarded to a product like—

**Perma-Light**

*2 or 3 coat system*

**Washable Wall Finishes**

craftsmanship as well as ultimate economy, and facilitate the resourcefulness of those who stand for sound construction progress. Full data and painstaking cooperation at your command.

Made exclusively by

**HILL, HUBBELL & COMPANY**

Paint Specialists

**SAN FRANCISCO**  
115 Davis St.

**LOS ANGELES**  
331 W. Eleventh St.

**SEATTLE**  
816 Western Ave.

**PORTLAND**  
51 First St.

**BALTIMORE**  
600 E. Lombard St.

**TULSA**  
P. O. Box 1483

**NEW YORK**  
15 Moore St.
"Cal" Pine and the Architect
Discuss Cabinets and Built-in Conveniences

What are the chief merits, 'Cal' Pine, of California White Pine and Sugar Pine for built-in cabinets, bookcases, and kitchen and laundry conveniences?

Well, you as an architect, like to see your designs carried out accurately. You can depend upon the most delicate lines and contours being reproduced as drawn when California Pine is specified. The uniformly soft texture and close, even grain of this wood assures easy planing, chiseling and sawing without splinttering; precise fitting with joints that 'stay put' whether nailed or glued; remarkable freedom from warping and shrinking; no splitting even when nails and screws are driven right up to the edges, saving time and material. You can always expect, and get, a neat, craftsman-like job where California Pine is used. Doors will hold their shape, fit snugly and open and close easily. Manufacturers specializing in standard types of built-in cabinets and conveniences favor California Pine and use large quantities of it.

How about the painting and enameling qualities of California Pine?

Easier, quicker work for the painter, cheaper for the owner. That's because California Pine has a natural light color which requires fewer coats for a fine job and because the smooth, satiny surface offers little resistance to the brush. Both of these qualities save time and money in painting. Paint and enamel hold their original beauty and smoothness, they don't show discoloration, crack or streak because California Pine is so free from pitch and the grain of the wood does not raise and cause ridges in the enamel.

What grades of California Pine are used for cabinets and built-in conveniences?

For cabinet work constructed on the job, use either 'No. 1 and 2 Clear', 'C Select' or 'D Select'. These are all select board grades for fine paint or enamel finish. My illustrated book gives full data on sizes, grades and uses. A postcard will bring you a free copy.

CALIFORNIA WHITE AND SUGAR PINE MANUFACTURERS ASSOCIATION
Also producers of CALIFORNIA WHITE FIR • CALIFORNIA DOUGLAS FIR • CALIFORNIA INCENSE CEDAR
685 CALL BUILDING, SAN FRANCISCO

California White Pine (trade name)  California Sugar Pine
Massive ornamentation was torn to satisfy the most satisfactory. Buildings should be designed for a higher wind pressure. I find built-up roofing, mopped to the roof and covered with gravel or slag, the most satisfactory. Built-up roofing with dry-sheet nailed to the roof, and metal roofs, pulled away from the roof by suction. Cap and base flashings were torn out, but where roofing was carried up the face of parapet walls and under well-constructed copings there was very little damage.

Long parapet walls were destroyed and in future buildings such walls should be built with stub columns extending up from columns below. Pitched roofs covered with clay tile, grouted with cement mortar and laid in cement mortar, proved the best. Wood and asbestos shingles were fairly good, but gave way at the nails. Asphalt shingles had the least resistance, tearing away from the nailing. Panel walls of reinforced concrete, brick and interlocking tile had the greatest resistance. Residence walls of brick, tile, cement blocks and properly timbered wood construction stood well.

We have had a lesson in construction and should heed it. Materials that we are using to-day are sufficiently good to withstand hurricanes, provided they are properly used. The great need is for stability, thorough and honest construction. Miami is proud of its architects, engineers and builders. Were it not that the majority of architects, engineers and builders are men of integrity and ability, Miami would be laid flat and the loss of life would have been stupendous. My heart has been filled with gladness that, in the small part that I have had in building Miami, I have builted well. I have lost many commissions by refusing to design inefficiently, but my compensation is taken in the gratification that my buildings suffered but minor injuries. I have, also, to thank a number of my clients who have, personally, come to me to express their thanks for efficient service. I also know that many other architects have been rewarded for their service as I have. It is a gratification and something for which the profession as a whole should be proud and thankful that our services are so well appreciated, although we are prone to believe that architects receive little merit for their work. There is a world of gratitude in the hearts of Miami architects that they have been faithful to the trust their profession stands for, and a cordial love and sympathy for Miami people.

Aside from the physical appearance, one would never know that Miami had been visited by a catastrophe. Miami people have remained sane as few people have under similar circumstances. Mental normality is a good omen of the future.

THE NEW

HUNTER DULIN BUILDING

Under Construction in San Francisco

Architects, Schultz & Weaver
Engineers, Ralph E. Phillips
Plumbing Contractors, Latourrette Fical Co.
Plumber Jobbers, Lally Co.

Being equipped throughout with the

Watrous

Flush Valve

THE Watrous Flush Valve promotes correct sanitation and prevents water waste by delivering the exact quantity of water required by the bowl with which it is used. A thorough flush is assured without expending more water than is necessary. The regulating port which determines the flow is very easy to adjust, and is prevented from clogging by automatic, self-cleansing mechanism which clears itself of foreign matter in the water whenever a flush takes place.

When the Watrous Flush Valve is installed in combination with the Watrous Duojet Closet, the water-saving is much augmented, as the latter requires only a very limited supply of water for a thorough flush and refill. Also, its design avoids the danger of clogging.

Write for full details on the Watrous Flush Valve and Duojet Closets to

Wm. P. Horn Co., 237 Rialto Bldg., San Francisco
L. C. Coombs, Rm. 506, 110 W. 11th St., Los Angeles
Wm. P. Horn Co., L. C. Smith Building, Seattle

Pacific Coast Representatives of

THE IMPERIAL BRASS MFG. CO.
1220 West Harrison Street

Financial Center Building, San Francisco

MEYER & JOHNSON
ARCHITECTS

MacDONALD & KAHN
BUILDERS

REED & REED
MASONS

INTERIOR PARTITIONS BUILT WITH

EMPIRE GYPSUM TILE

Quiet • Strong • Lightweight • Fireproof

Manufactured by

Pacific Portland Cement Company, Consolidated

Los Angeles, Cal. • San Francisco, Cal. • Portland, Oregon
Are your clients ever wrong?

When it comes to selecting the heating system—a lot of clients have their own pet ideas which run contrary to their architect’s best judgment.

Then is a good time to have a Pacific Heating Engineer call—at your office or on your client—and analyze the plans to suggest the most efficient types of appliances.

Because his recommendations are unprejudiced, the P.H.E. wins the confidence of your client. Because Pacific manufactures all types of gas heating appliances, your client readily sees that the sole desire of the P.H.E. is to insure a satisfactory heating system, regardless of the type of appliance used.

Use the experience of the Pacific Heating Engineer who calls on you.

Pacific Gas Radiator
Gas Heating Company
Headquarters

Largest in the West. Representatives in Principal Western Cities.
General Offices & Exhibit at 1732-40 West Washington St., Los Angeles
Telephone BEacon 2190

Manufacturers of Every Type of Gas Heating Appliance
THE wind-driven rain beats vainly against walls protected by Plastite waterproofed cement. No moisture can penetrate these flint-like surfaces. Nor will the hot sun crack them.

Furthermore, Plastite protection is permanent. Concrete or stucco made from this material grows harder, more dense and impenetrable.

Use Plastite for walls, basements, swimming pools, reservoirs, and all work where permanent resistance to water is desirable.

Plastite has all the properties of the best portland cement in addition to being waterproofed and plastic.

Plastite is for sale by the leading building material dealers in Southern California.

Plastite is particularly suitable for concrete exposed to water pressure. It is being successfully used for floors, tunnels, basements, reservoirs, and swimming pools.

Plastite Progress, an interesting illustrated monthly magazine devoted to better building, will be mailed free on request.

RIVERSIDE PORTLAND CEMENT CO.
Manufacturers of "PLASTITE" Waterproofed Plastic Cement, "BEAR" and "RIVERSIDE" Portland Cement and of "RIVERSIDE" Oil Well Cement.

724 So. Spring St. LOS ANGELES TRinity 5951
As you enter is a modification of the famous wall panel "The Kingdom of Darkness" of the "Middle of the Earth." To the left of the painting is the "God of Death" and on the right is the "Goddess of Death." In the center is the figure of a man falling into the nether regions, and over him is the moon. To the left and right of the center will be seen the turkey and the eagle representing demons of darkness.

The mural painting on the east wall of the outer vestibule and the one on the east wall of the inner vestibule are original compositions of mine and represent "Feast of Good Harvest" and the "God of Joy" respectively.

The stone carved effects on the four walls of the lobby are merely original designs of mine based on Maya art. It will be noticed that the arch over the entrance from the vestibule to the lobby has an uncanny similarity in general outline to the common arch of the Chinese. This likeness was not discovered until after I had completed the colored drawing of the lobby interior. It is interesting to note the remarkable resemblance of Maya details to details of practically all the established styles of architecture throughout the world.

The murals on the south wall of the lobby are original adaptations of mine. The one next to the inglenook fireplace represents the Sun God blessing the crops. The mural next to the ladies' room entrance represents the God of Lust with the symbols of the days linked to his body.

The ceiling is an adaptation of an intricate mosaic of the Mayas. The three pendant electric fixtures in the ceiling are original conceptions of mine representing carved stone.

The main dining-room is treated in crude colors with... [Concluded on page 57]

**EVERHOT**

**ELECTRIC WATER HEATING**

The great economy and durability of the Everhot Electric Unit has started a new era of domestic hot water supply.

Easy to install in an old tank, or complete with new combinations, it is the safest and most convenient method.

Architects are invited to investigate this great convenience, and send for literature and specific information.

Everhot Electric & Mfg. Co.
116 Llewellyn Street · Los Angeles, Cal.

**LIGHT - the new medium of the architect**

Good lighting is being recognized more and more as an integral part of architecture... as a new creative medium for the Architect.

Correct lighting can vividly express the spirit of architecture... emphasize its motif... intensify its feeling.

For 25 years this company has been working with the profession in producing effective architectural lighting and correctly designed equipment. These years of experience and the service of our artisans are always at your disposal.
KOHLER OF KOHLER announces the Kohler Electric Sink, a most important addition to the labor-saving equipment of the modern home kitchen. The perfected electrical dishwasher, built into Kohler sinks of special design, in models for all installations... You are urged to investigate. Please write for descriptive literature.

KOHLER CO., Founded 1873, KOHLER, WIS. Shipping Point, Sheboygan, Wis. Branches in Principal Cities

KOHLER OF KOHLER
Plumbing Fixtures
Protection and Beauty for Hospitals

Milwaukee is famous for its fine hospitals. The new Milwaukee Hospital was planned with architectural skill to be in keeping with the other institutions of the city.

Along with the beauty desired, protection of patients was not overlooked. For the elevator inclosures, stair hall and fire exit doors, Dahlstrom metal doors were used—and Milwaukee is delighted with the results obtained by the architects in planning and building this institution.
COOPERATION

COOPERATION is a powerful force which produces results of greater value than individual effort can hope for.

If you feel that cooperation in the preparation of heating plans and specifications for your more important residences would benefit you, our specialized experience along these lines will be gladly given.

There is probably no other heating system on the Pacific Coast which ranks so high generally in the estimation of architects as the PAYNE Unit System of Healthful Gas Furnace Heating, electrically controlled.

Over thirty thousand Payne Gas Furnaces installed in the last twelve years.

PAYNE FURNACE & SUPPLY CO.
[INCORPORATED]
Established 1914

338 FOOTHILL ROAD, BEVERLY HILLS, CALIFORNIA
Branch office: 2247 GROVE STREET, OAKLAND, CALIF.
Branch office: 115 E. UNION STREET, PASADENA, CALIF.

Agencies in all principal Pacific Coast Cities. Names furnished upon request.
two crude metal paintings. The one on the north wall, being 28 feet long, represents the progress in commerce and art of the races from the southern influx of the Mayas till the period of the Spanish Inquisition. The ship painting seaward represents the birth of modern commerce.

On the south wall is an allegory representing the transition of the early races on this continent and the advent of the white races.

The electric fixtures are my weird conceptions based on Maya details.

The Zapon Company, manufacturers of lacquers and lacquer enamels, offers to all architects interested a specially prepared booklet on architectural specifications. It is illustrated and prepared for A. I. A. filing. Copies may be secured by addressing any of the several offices of the company.

A comprehensive catalog on hollow metal doors, elevator enclosures and cars has been published by the Forderer Cornice Works, San Francisco and Los Angeles. Typical details and specifications covering standard construction make it a useful book to which the architect and engineer may refer for information regarding standard practice in hollow metal construction. Sections of the catalog are devoted to metal moldings, Metelec Base (a metal base for use in office buildings), hollow metal doors and trim, sectional partitions, elevator enclosures and cars, including color illustrations.

---

The PAGE GAS FURNACE

Clean, Odorless, Gas-Tight, Noiseless, Healthful

Here is the heating system for your client. Five stages of heat extraction, cast iron construction with casing of heavy galvanized iron, lined with corrugated asbestos and corrugated bright tin, insures everlasting life and maximum economy by using all the heat.

Users testify to its efficiency and economy.

We will gladly explain in detail the features and operation of the Page Gas Furnace. Write for descriptive folder, or, better still, ask us to call.

Manufactured by

MONTAGUE FURNACE CO., INC.
376-386 SIXTH STREET, SAN FRANCISCO, CALIF. PHONE MARKET 4845

Oregon and Washington Representative: E. J. Hilscher, 94 Columbia Street, Seattle
Even in the north, construction work put under contract now continues in large volume throughout the year. In the dead of winter awards are two-thirds as great as at the spring peak. The high fall awards are strong evidence that winter construction pays, as they must largely represent work to be carried on through the cold months.

No Need to Wait Until Spring

Building construction is now carried on throughout the winter as successfully as in any other season.

Think what the quicker occupancy of these winter-built structures means to their owners! If you need a new building, don’t wait until spring. Start plans now for winter construction.

And use concrete for speed and economy. It will pay you.

Write nearest office listed below for booklets on “Winter Construction.” There is no obligation.

PORTLAND CEMENT ASSOCIATION
A National Organization to Improve and Extend the Uses of Concrete

Atlanta
Birmingham
Boston
Chicago
Columbus
Dallas
Denver
Des Moines
Detroit
Indianapolis
Jacksonville
Kansas City
Lincoln, Nebr.
Los Angeles
Milwaukee
Minneapolis
Nashville
New Orleans
New York
Oklahoma City
Parkerburg
Philadelphia
Pittsburgh
Portland, Or.
Richmond, Va.
Salt Lake City
San Francisco
Seattle
St. Louis
Vancouver, B. C.
Washington, D. C.
Press the handle of the Sloan Valve in any direction. Hold it or let it go. In either case, the Sloan Valve delivers a fixed amount of water—ample for a thorough flush—but no more. Only Sloan has this automatic feature which saves building owners hundreds of dollars in reduced water bills.

The way to Greater Profits

LIKE EVERY OTHER INVENTION, the Sloan Valve went through pioneer days. Only by proving itself through faithful service did it win success. That in twenty years 90% of the better buildings have installed Sloan Valves shows as nothing else can do the outstanding superiority of this valve. In this 20-year period Sloan has developed a large and growing market for flush valves from which every plumbing contractor and jobber benefits. For the plumbing trade, the way to still greater profits in the sale of flush valves is clearly through cooperating with Sloan. No other flush valve offers the mechanical superiorities which are found in the Sloan Valve. And no other flush valve has Sloan's twenty-year record of uninterrupted success to guarantee your satisfaction in promoting the sale of this product.

SLOAN VALVE CO.
CHICAGO

E. C. Whalen
301 Security Bldg.,
Los Angeles, Calif.

W. J. Driscoll
471 Monadnock Bldg.,
San Francisco, Calif.

S. D. Cochran
1426 L. C. Smith Bldg.,
Seattle, Wash.

BRANCHES IN ALL PRINCIPAL CITIES OF THE UNITED STATES AND CANADA
CONTENTS
The Small Shop .......................................................... 9
H. J. Schwizer, Chief Engineer of the Gypsum Industries
Facts About Gypsum ..................................................... 13
J. Lester Merk
Practical Training .......................................................... 18
Editorial ........................................................................ 19
Monthly Bulletin, American Institute of Architects .......... 41
Personal Glimpses .......................................................... 41

ILLUSTRATIONS
Residence of M. L. Frank, Portland, Ore. Herman Brookman, Architect .......................................................... 11
Cover
Building for J. H. L'Hommedieu, Inc., Oakland, Calif. Chas W. McCall, Architect ................................................. 11
"The House of Crane" Restaurant, Oakland, Calif. Chas W. McCall, Architect .......................................................... 11
Hymn's Shop, Oakland, Calif. Frederick H. Reimers, Architects .............................................................................. 13
Interiors, "The House of Crane," Oakland, Calif. Chas W. McCall, Architect ............................................................... 13
Interior, Hymn's Shop, Oakland, Calif. Frederick H. Reimers, Architect ................................................................. 14
Shop for Tupper and Reed, Berkeley, Calif. W. R. Yelland, Architects ................................................................. 16
Building for E. P. Soule, Oakland, Calif. Frederick H. Reimers, Architects .............................................................. 16
Interiors, Shop for Tupper and Reed, Berkeley, Calif. W. R. Yelland, Architect .......................................................... 17
Studio Shops Building, Palo Alto, Calif. Pedro J. Lemos, Designer ............................................................... 18
Hughes Building, Palo Alto, Calif. John C. Branner, Architect ................................................................. 19
Patio Details, Studio Shop Building, Palo Alto, Calif. Pedro J. Lemos, Designer ....................................................... 21
Joss Martin Shop, San Francisco, Calif. Lois Martin, Designer ............................................................... 22
"French" Apartments, Oakland, Calif. Frederick H. Reimers, Architect ................................................................. 25
Entrance Detail, "French" Apartments, Oakland, Calif. Frederick H. Reimers, Architect ............................................... 26
Residence of Mr. M. Lloyd Frank, Portland, Ore. Herman Brookman, Architect ...................................................... 33
Terrace, Residence of Mr. M. L. Frank, Portland, Ore. Herman Brookman, Architect .................................................. 33
Gate Lodge, Residence of Mr. M. L. Frank, Portland, Ore. Herman Brookman, Architect ........................................... 34
Living Room, Residence of Mr. M. L. Frank, Portland, Ore. Herman Brookman, Architect ........................................ 35
Front Door, Residence of Mr. M. L. Frank, Portland, Ore. Herman Brookman, Architect ............................................. 35
Cottage for Mr. J. Wheeler, Portland, Ore. Herman Brookman, Architect ........................................................... 36
Congress Hotel, Portland, Ore. Herman Brookman, Architect .................................................................................. 36
Entrance, Cottage for Mr. J. W. McHolland, Portland, Ore. Herman Brookman, Architect ......................................... 37

An Illustrated Monthly Magazine for the Architect, Contractor and Home Builder
Published by the Western States Publishing Corporation
HARRIS ALLEN, A. I. A., EDITOR
J. LESTER MERK, GENERAL MANAGER
NED BRYDON-JACK, MANAGER SOUTHERN CALIFORNIA OFFICE
Address all communications to Business Office, 201 Market Street, San Francisco, Telephone Kenmore 7494.
Price, mailed flat to any address in United States, Mexico or Canada, $2.00 a year, single copies, 50c; to Canada, $3.00 a year, foreign countries, $5.00 a year. Entered at the Post Office in San Francisco as second-class matter
EASTERN OFFICES: JOHN P. ROSE, 608 Ode Bldg., MONTGOMERY ST., BOSTON; 402 COLUMBUS BLDG., NEW YORK; 606 FAIRFAX AVE., WESTWOOD BLDG., PORTLAND, ORE.
NORTHWEST OFFICES: ARTUR H. STEFFES, SECURITY BLDG., PORTLAND, ORE.
LOS ANGELES: 1911 WEST FOURTH STREET, PHOENIX EMPIRE 225.

Design by William Mooser, Jr.
The Manufacturing Organization behind COASTEEL Buildings

COASTEEL Standard Buildings, in their entirety, are the product of a specialist organization. Years of experience in steel manufacture, steel fabrication and steel erection go into each individual job.

All of the steel—for trusses and columns, side wall and roof and window sash—is manufactured by the Coast pioneer, Pacific Coast Steel Company. The sheets for doors, side wall and roof are rolled by Pacific Sheet Steel Corporation. All sash in Coasteel Buildings is “California” Steel Sash, manufactured by Michel & Pfeffer Iron Works. Fabrication of COASTEEL Buildings is done by Pacific Coast Steel Company.

Backing up this manufacturing arrangement is the combined service given by the capable, experienced engineering staffs of the three contributing companies.

MICHEL & PFEFFER IRON WORKS
10th & Harrison Streets
SAN FRANCISCO
THE SMALL SHOP
[BY ZOE A. DATTU]

Apparently this is the day of the skyscraper, of city skylines whose towers and masses seem like the houses of a race of giants. Nothing less than the stupendous seems to have any hold on the imagination of American Business. It appears, almost, that there is hardly any logical place for the small commercial and shop building. In an age dominated by mass, the small scale building and enterprise appears to have no good reason for being.

But really, this is a mere surface impression. As a matter of fact, the small shop building and the type of enterprise it houses have a definite niche in the present-day business scheme. The exclusive shop structure has a reason for being that is economically, artistically and architecturally sound and practical.

Briefly, it is this—both large and small businesses have a sphere in which they can operate. Each has a market in which it serves. Owing to the increasing wealth of the country, the purchasing power of the individual grows yearly, and this continually widens the spheres and markets wherein the large and small shop operate. As the individual gains ground financially, he usually acquires discrimination and a desire for the finer things of life. He is not content with ordinary merchandise bought in ordinary surroundings. He seeks out the smaller shop, whose stocks are notable for their excellence and unique craftsmanship.

At this point the practical advertising value of the well and distinctively designed exclusive shop structure becomes evident. If the skyscraper and very large store identify themselves and their location by their very mass, the small shop building can do likewise through the possession of originality, artistry and nicety of detail. It may even be tucked away in a side street, but if it has architectural character, the side-street location ceases to be a liability and becomes an asset.

In short, the small shop building can be made a spot apart to which the customer comes with anticipation, lingers pleasantly, departs reluctantly and treasures his purchase the more because it came from a certain shop of unquestioned prestige. With the passage of time the building mellowls; its merchandise, customers and its owner himself fuse themselves into an inseparable and charming whole. The march of efficiency may well leave the large retail structure awkwardly out of step with a newer day of time and labor saving installations, but this hardly befalls the smaller place, because it is built to serve the moods of the leisurely shopper rather than the clamor of the hurried buyer.

And it must not be overlooked that even the great department stores realize the imaginative and sales appeal of the small shop building. De-
partment stores go to endless expense to create stores within stores; small shops within great buildings. Model homes for the display of furniture are built. Sportwear shops are duplicates of pretentious golf and country clubs. It has come to the pass that if one cannot afford the time or money for a vacation of touring, camping, hunting and fishing, he need not exactly miss all the fun. Occasionally he can spend an hour or two in the camping and sporting goods section of the nearest department store. This substitute may not be entirely satisfactory, but it will at least relieve the pressure and make life in summer, without a vacation, endurable.

The idea behind all this is to appeal to the imagination; to create a background and stage setting in keeping with the spirit of the merchandise offered. Thus by clever suggestion the impersonal, mechanical atmosphere of the very large institution is given human interest appeal. It is self-evident that the device pays hugely in sales and profits, and the architect with a client who is prone to cling to beaten paths may win his case by pointing out these facts.

The several shop fronts and interiors featured in the forthcoming pages are not offered as a model collection. Doubtless there are many more examples of this type of structure about San Francisco Bay, and throughout the West, more pretentious and possibly of greater architectural excellence than those we show herewith. Whatever may be the limitations of the collection, as a collection, they will hardly be found in the individual examples. For, as a whole, the build-

ings have good advertising value, as well as architectural merit, and the principles they embody will no doubt be a source of many ideas that can be profitably adapted and applied to the designing of small commercial and shop structures.

* * *

COMPETITION FOR WOOD HOME DESIGN

A prize of $2500 is offered by C. W. Stimson, Seattle lumberman, for an all-wood home design which will best present the possibilities of woods native to the Pacific Northwest. Mr. Stimson has offered this prize through the West Coast Lumber Trade Extension Bureau, this city. It is to be awarded in a nation-wide contest open to all interested persons. The contest will begin in January and close July 1, 1927. Other prizes in proportion, the Bureau stated, will be made available.

"This prize," Mr. Stimson said today, "is offered to bring out ideas. I have no idea what kind of a design will result and I do not much care. I want to emphasize the beauty and the permanence in the oldest and most artistic building material we have—wood."

The contest will be conducted, the Bureau stated, under the competition code of the American Institute of Architects. The conditions will be as follows:

1. The prize is offered for the design of a dwelling of wood, with broad latitude in size and cost;
2. It must be based on the use of woods native to the Pacific Northwest;
3. It must develop the unusual possibilities of Pacific Northwest woods;
4. Conventional style will not be considered as important and the greatest leeway will be allowed in this respect.

Mr. Stimson is manager of the Stimson Timber Company, which operates a lumber manufacturing plant on Lake Union in Seattle. He has been identified with the lumber business in Washington State since boyhood. His company is an active member of the West Coast Lumber Trade Extension Bureau.

* * *

"Driwall Waterproofing and Decorative Coatings for Cement, Stucco, Brick and Stone Walls" and "Clear Driwall for Cut Stone Application—Specifications" are the titles of two very interesting and informative booklets offered by the Billings-Chapin Co., 1163 E. 40th street, Cleveland, Ohio.
ABOVE—"THE HOUSE OF CRANE" RESTAURANT, OAKLAND, CALIFORNIA
CHAS. W. MCCALL, ARCHITECT

BELOW—"HYMAN'S SHOP," OAKLAND, CALIFORNIA
FREDERICK H. REIMERS, ARCHITECT
INTERIORS, "THE HOUSE OF CRANE," OAKLAND, CALIFORNIA
CHAS. W. McCALL, ARCHITECT
INTERIOR, HYMAN'S SHOP, OAKLAND, CALIFORNIA. FREDERICK H. REIMERS, ARCHITECT
INTERIORS, SHOP FOR TUPPER AND REED, BERKELEY, CALIFORNIA
W. R. YELLAND, ARCHITECT

Photos by Ford H. Sayres
ABOVE—STUDIO SHOPS BUILDING, PALO ALTO, CALIFORNIA
PEDRO J. LEMOS, DESIGNER
BELOW—HUGHES BUILDING, PALO ALTO, CALIFORNIA
JOHN C. BRANNER, ARCHITECT
PATIO DETAIL, STUDIO SHOPS BUILDING, PALO ALTO, CALIFORNIA
PEDRO J. LEMOS, DESIGNER
GOTHAM SHOP, STUDIO SHOPS BUILDING, PALO ALTO, CALIFORNIA. PEDRO J. LEMOS, DESIGNER.
PSUM is known chemically as hydrous calcium sulphate. Its chemical formula is CaSO₄·2½H₂O. In the calcining process approximately one and one-half parts of water are driven off leaving CaSO₄·½H₂O or hemihydrate.

Gypsum was discovered in New York State in 1792, and in 1808 a stock company was formed to quarry and market land plaster. However, it was not until 1852, that the first calcined gypsum plaster was produced in New York State. In 1895 the tonnage of crude and calcined gypsum amounted to 265,000 tons, which was produced in thirteen States. In 1915 over five million tons of gypsum were mined with a valuation in excess of forty-two million dollars. From these figures, which are quoted from government reports, you can realize the tremendous growth of the gypsum industry.

During the past few years a number of new products have been developed. One of them is gypsum sheathing board. With gypsum sheathing board to protect the studs from fire from the outside and with gypsum lath or gypsum wall board to protect it from the inside, these materials will go far toward reducing our annual fire loss.

Tests conducted by Columbia University, Armour Institute of Technology, Chicago, and the building departments of Detroit and Indianapolis, show that gypsum sheathing board is many times stronger than wood sheathing from the viewpoint of lateral distortion.

Another new product is gypsum concrete, which is composed of one and one-half parts of a special gypsum cement, one part sand, and three parts of broken stone, gravel or cinders. This special cement has a compressive value of 2000 pounds per square inch and the concrete provides a total compressive strength of from 800 to 1300 pounds per square inch depending upon the aggregate used. Gypsum concrete is being used for exterior walls and partitions in one and two story residences so that it is now possible to build an all fireproof house at a cost not much greater than ordinary construction.

In an all fireproof house, the floor construction is either a Portland cement concrete joist system or metal lumber joists are used spaced not to exceed thirty inches on centers, on top of which is placed either ribbed lath or gypsum wall board, which acts as a centering for reinforced concrete floor construction.

Another development is cellular gypsum. This material is used in exterior walls between the studs and in attic ceilings between the joists as an insulating medium, and being a mineral insulator it is not subject to disintegration. At present there are four different weights of this material—twelve, eighteen, twenty-four, and thirty pounds per cubic foot, the lighter weight materials being used between the studs or joists where they are not subjected to any loads or stresses, while the heavier materials are used as floor fill between wood sleepers or as a base underneath cement finished floors, or as drainage fill and insulation on a roof.

With regard to fireproofing there are eight essentials which a material should possess in order to be classed as a fireproof building material. Gypsum possesses all eight of the essentials. These I have divided into two groups, the first four are termed absolute essentials and the second four economic essentials.

The absolute essentials are: (1) it must not burn, (2) it must not transmit heat at high temperatures, (3) it must not expand or contract unduly; (4) it must maintain the first three for the duration of the fire.

The four economic essentials are: (1) it must not cost more than its weight, (2) it must be easily cut and bored in order to provide a good base for plaster, (3) it must be readily obtainable.

It is a well known fact that all material will fall apart, that is, if the temperature is high enough and the duration long enough. The method of failure, however, varies with different types of materials. The method of failure in gypsum is by calcination. Gypsum behaves in a way unlike any other building material, because it possesses a characteristic inherent in no other material. It possesses its own sprinkler system. When a fire strikes a gypsum wall, calcination begins—that is, the water of crystallization chemically combined in gypsum is driven off. However, the depth of calcination is not proportional to the temperature or duration of the fire, but calcination proceeds more and more slowly as the time goes on. As the water evaporates it leaves the calcined portion on the surface, which adheres tenaciously to the balance of the material, thus providing a barrier or retarder to the fire.

Where the calcination is in progress the water is being driven off, thus leaving a wet, steamy, soggy mass which acts as a blanket to uncalcined portion of the material.

The big advantage in gypsum as a fireproofing medium is that as long as there is any water of crystallization left in the material the temperature on the unexposed side cannot exceed 212° Fahrenheit, the boiling point of water, regardless of the temperature on the exposed side.

At a test conducted in 1918 at the Underwriters Laboratories, Inc., Chicago, on a five-inch solid gypsum block partition plastered with gypsum plaster, the temperature on the exposed side at the end of four hours was 2300° Fahrenheit. The temperature on the unexposed side was, however, only 150° Fahrenheit. Figuring a room temperature of 70° Fahrenheit, this would mean an increase of but 80° Fahrenheit, or that less than four per cent of the temperature on the fire side was transmitted through the partition.

The third point of the absolute essentials is that it must not expand or contract unduly. The reason for this is that any material that will expand or contract to any great extent in a fire will disrupt itself by expanding and thus fail. Tests conducted by the Underwriters' Laboratoryclue to actual fires show that the contraction and expansion of gypsum in a fire is practically negligible. The reason for this is because it is impossible to heat the gypsum appreciably above 212° Fahrenheit, while there is any water of crystallization left.

The four economic essentials hardly need to be discussed. It is a well-known fact that gypsum is lighter in weight than most any other structural building material. Due to the light weight of gypsum products, in the Statler Hotel at Cleveland the saving in dead load was in excess of 2400 tons, and in the Cleveland Athletic Club in Cleveland the saving amounted to more than 1700 tons. This means a saving in cross-sectional area in beams, girders and columns and other supporting members including the footings. When we take into consideration the fact that a 4-inch reinforced gypsum slab weighs but sixteen pounds per square foot, we can readily see that the saving in dead load as compared with any other type of fireproof floor is tremendous.

Calcined plaster has a great affinity for water. It is said as trying to revert to its original rock formation, consequently if stored on the ground or in a damp place it will draw the moisture from the soil or atmosphere as the case may be and the result will be short working.
Few people realize the expert speed and craftsmanship which is required to apply gold or silver leaf properly to a ceiling. The scene here shown took place in the Directors' Room of the Coast Division Building, Pacific Telephone and Telegraph Co., San Francisco. An antique glaze was later applied in tone with the walnut walls. Miller and Pflueger, Architects; A. A. Cantin, Associate. A. Quandt and Sons, Painters and Decorators, 374 Guerrero St., San Francisco. Painters and Decorators since 1885.

"Co-operation for Quality"
"FRENCH" APARTMENTS, OAKLAND, CALIFORNIA. FREDERICK H. REIMERS, ARCHITECT

Phot. by Waters and Hanson
ENTRANCE DETAIL, "FRENCH" APARTMENTS, OAKLAND, CALIFORNIA
FREDERICK H. REIMERS, ARCHITECT

Photo by Waters and Hainlin
ENTRANCE DETAIL, "FRENCH" APARTMENTS, OAKLAND, CALIFORNIA
FREDERICK H. REIMERS, ARCHITECT

Photo by Waters and Hamilton
Tudor Shingle Tile

This illustration shows the first California house roofed with Gladding, McBean & Co.'s new Tudor Shingle Tile. The tile is of variegated russet brown and rose shades, laid irregularly. Not only in color, but in form, the Tudor Tile harmonizes perfectly with the design of this charming house. Tudor Shingle Tile is the latest of a long line of clay products developed by this company in its fifty years of manufacturing experience.

GLADDING • McBEAN • & • CO.
General Office: 660 Market Street, San Francisco
Los Angeles: 621 South Hope Street  Seattle: Dexter Horton Building  Oakland: Twenty-second and Market Streets
MAIN ENTRANCE, RESIDENCE OF MR. M. L. FRANK, PORTLAND, OREGON.
HERMAN BROOKMAN, ARCHITECT

Photo by S. Ninamiyo
DETAIL, RESIDENCE OF MR. M. L. FRANK, PORTLAND, OREGON
HERMAN BROOKMAN, ARCHITECT

Photo by S. Ninamaya
Photo by S. Yungman

TERrace. Residence of Mr. M. L. Franx, Portland, Oregon. Herman Brosnan, Architect
GATE LODGE. RESIDENCE OF MR. M. L. FRANK, PORTLAND, OREGON
HERMAN BROOKMAN, ARCHITECT

Photos by S. Ninamigo
ABOVE—COTTAGE FOR MR. J. WHEELER, PORTLAND, OREGON
BELOW—MAIN ENTRANCE, CONGRESS HOTEL, PORTLAND, OREGON
HERMAN BROOKMAN, ARCHITECT

Photos by S. Ninamigo
LOBBY, CONGRESS HOTEL, PORTLAND, OREGON.
HERMAN BROSSMAN, ARCHITECT.

Plates by S. Minamijo
School Design

THE California State Superintendent of Public Instruction, Mr. W. C. Wood, in his last biennial report criticizes boards of school trustees for employing inexperienced architects. An excerpt: "It is not true, as many trustees assume, that any architect can plan a school building economically. The planning of school buildings is a highly specialized and technical business. We have reached a point when we should not let architects learn at public expense how to plan schoolhouses."

Mr. Wood does not go quite deeply enough into the subject. The condition he criticizes is almost sure to follow from the lack of a competent architect acting as advisor to the board of trustees. Strange as it may seem, many of these boards, responsible for the expenditure of many million dollars of public money, and the adequate housing of public instruction, proceed without expert advice, sometimes without any architectural advice at all. It is not difficult to understand that under such conditions many of our school buildings are badly arranged, poorly designed, faultily constructed. Mr. Wood’s remarks should receive the attention of all Boards of Education in California.

Regulation of Architecture

In the November issue of "The Inspector" is printed an interview with Mr. A. J. Evers, secretary of the California State Board of Architecture and also of the S. F. Chapter, A. I. A., urging greater safeguards for the public in the regulation of architects and engineers. It is so much to the point that we quote it almost in full:

"The relation of the architect and engineer to the owner and the public in the field of building is not always fully appreciated, or perhaps it should be said that the relation of this professional service to private investment and public safety is misunderstood.

"The necessity of employing competent trained professional services such as can be rendered only by specialists whose education, training and practical experience fit them to perform this function must not be underestimated when the safety of life and property is being considered, without even mentioning the benefit of good design in a financial sense as well as the intangible yet real aesthetic values.

"Yet, this necessity seems to be ignored in our building laws. Under existing conditions, structures designed for public use, such as theaters, auditoriums, schools, hospitals, and other large buildings housing thousands of human beings, may be built without the advice or aid of architect or engineer.

"That no other catastrophe in building has occurred might be attributed to the overuse of materials amounting to that not too well determined factor of safety which is not in building laws to regulate maximum allowable stress."

"This procedure, however, tends to encourage a work instead of the employment of engineering principles. This kind of practice adds to the cost of building and leaves for posterity ugly and fast deteriorating structures.

"Costs of building can be cut when the building is planned by a trained architect, designed by a competent structural engineer, materials used carefully inspected for quality, and the entire assembly carefully supervised. The hidden and visible qualities and values will be infinitely increased with proper design and supervision."

"Most of us are particularly interested in conditions as they exist in California and I wish to commend to the earnest consideration of all building officials and others of the building industry the necessity for amendment of the law in California to better regulate the practice of architecture and, if possible, the enactment of a similar law to license structural engineers. The use of professional services in the design and construction of buildings might be made compulsory for buildings of certain size and for certain purposes."

BUILDING SURVEY

Reports from 492 cities in the S. W. Strauss & Co. National Survey indicates that the building industry is closing the year on a reasonably stabilized basis. An increase of twenty-four per cent in volume of permits was reported for October over September of this year. Total permits were $2,458,759, a four per cent decline from October, 1925. There has been a notable increase in building activity in the large cities.

The Pacific Coast reports an increase of 11 per cent over September of this year and a decrease of 6 per cent from October, 1925. This is based on a total of $34,948,721 issued in 92 cities of the Pacific Coast area. San Francisco continues to report large increases. The total for October being $5,694,629, a 41 per cent increase over September and 29 per cent increase over October last year.

Los Angeles reports an increase of 21 per cent over September this year—$9,910,269, which is 14 per cent below October, 1925. Portland and San Diego report substantial increases, while Oakland and Seattle report considerable falling off in permits issued.

The Pacific Gas Heating Co. announces the enlargement of its plant in Los Angeles to take care of increased production on all gas heating appliances, including the manufacture of gas water heaters. According to A. J. Hartfield, president, the company now has the largest plant of its kind in the West.

The 25th Anniversary Jinx of the San Francisco Architectural Club was held December 11th. A reunion of old members and a general "get together" for the draughtsmen and their friends, the affair was pronounced a complete success.

The National Exhibition and Convention of the Artistic Lighting Equipment Association will be held January 31 to February 5, 1927, in Cleveland, Ohio.
Hollow Metal Doors and Cars for this building manufactured and installed by us.

CALIFORNIA STATE LIFE INSURANCE BUILDING, Sacramento, Calif.
Lindgren & Swinerton, Inc., General Contractor. G. C. Sellen, Architect

Campbell Metal Windows • Nonpareil Skylights
Sheet Metal Work • Baked Enamel Finish
Hollow Metal Doors and Trim
Met-Elec Base

FORDERER CORNICE WORKS
Executive Offices and Factory:
Potrero Avenue and Sixteenth Street, San Francisco
Los Angeles Office:
927 W. M. Garland Building, 9th and Spring Streets
NEXT MEETING
The next regular meeting of the San Francisco Chapter, The American Institute of Architects, will be held in the rooms of the San Francisco Architectural Club, 523 Pine street, on Tuesday, December 21, 1926, at 6:30 p. m. Dinner will be served at 75 cents per place.

NOVEMBER MEETING
The regular meeting of the San Francisco Chapter, A. I. A., was held on Tuesday, November 16, 1926, in the rooms of the San Francisco Architectural Club, 523 Pine street.

The meeting was called to order by President John Reid, Jr., at 7:30 p. m. The following members were present: Morris M. Bruce, John Reid, Jr., E. H. Hildebrand, Chas. F. Masten, G. F. Ashley, J. S. Fairweather, Frederick H. Meyer, and A. J. Evers.

MINUTES
The minutes of the previous meeting were accepted as published.

UNFINISHED BUSINESS
The Auditing Committee reported that the Secretary-Treasurer’s report and the report of the Executive Committee had been examined and approved. Moved, seconded and carried that the reports be accepted and placed on file.

The Education Fund showed a balance of $397.85 and was raised by subscription to over $1,000.00.

REPORT OF COMMITTEES
Mr. Hildebrand reported on the Builders Exchange Council regarding the minimum wage.

GENERAL BUSINESS
The Secretary reported the granting of a charter by the Board of Directors of the A. I. A. to the Hawaiian Chapter and the transfer of certain members of our Chapter to the new organization.

The Secretary read a letter from the San Francisco Architectural Club regarding University Extension. It was decided to confer further with the Club in regard to the idea.

There being no further business, the meeting adjourned.

Respectfully submitted,

Albert J. Evers, Secretary.

Edwin J. Symmes, A. I. A., has removed his offices to 713 Shreve building, San Francisco.

The Alameda Society of Architects held their regular meeting November 1. Monthly meetings will be held on the first and third Monday of each month in the Athens Athletic Club Building, Oakland.

John Galen Howard, architect, has resigned from the faculty of the School of Architecture at the University of California, effective June 30, 1927. Professorization was approved with regret by the University.

Most of the buildings erected under the Phoebe Apperson Hearst plan were designed by him. Mr. Howard plans on spending the next few years in travel in Europe.

Announcement is made that James W. Plath, architect, has been appointed as a member of the State Board of Architecture to succeed J. B. Miller, whose term has expired.

W. C. F. Gillam, architect, has designed a beautiful new edifice for the Episcopal Church in Burlingame. The building is of Gothic design and is in process of construction, to be completed in January, at a total cost of $70,000.

TILES
supplied by
Rudolph C. Greiner, Inc.
Importers and Dealers
Colored Bathroom Tiles
of Distinction
Depositors in Sales Room
50 Temple St., Cor. S. of 6th, Los Angeles
Telephone: 4902
Ramona Roof Tile

A Ramona Tile Roof expresses individuality. It has an unequaled color variation, a remarkable adaptability and superior strength. Laid by the manufacturer, and in the home territory under the personal supervision of the roof tile department, a combination of color and texture is assured which gives a distinctive charm.

N. CLARK & SONS
MANUFACTURERS

116 Natoma Street, San Francisco, Calif. · Factory: West Alameda, Calif.
1106 Detwiler Building, Los Angeles, Calif.
O. A. MALONE

Mr. Malone needs no introduction to architects. He is the Daddy of Modern Plaster—so far as color and texture are concerned—and as president of the California Stucco Products Co., directs 26 plants throughout the United States. He is honorary life member of the International Journeyman Plasterers' Association and the Master Plasterers' Association, member of Committee C-3, American Concrete Institute, and member of the Planning Commission, International Exhibit, Atlantic City (on which board are also Harvey Corbett, California-born architect of New York skyscrapers, and Jules Guerin).

Mr. Malone's own story of his career is more interesting than any editorial comment. Read this Odyssey of a real American:

"My grandfather and my father were plasterers. In my father's family there were four brothers, my father being the third child. At the breaking out of the Civil War these four brothers were plastering a courthouse in Virginia.

"All four of them being raised in Virginia, their sympathies differed, and after an argument at night, two of the brothers started for Richmond and the other two for Washington. My oldest and youngest uncles went into the Confederate Army, my father and his next oldest brother went in the Union Army.

"The four brothers went through the war without any of them receiving a wound. My father was stationed at Potomac under Phil Sheridan at the close of the conflict. His regiment being mustered out of service, he settled in Kentucky, where he resumed the plastering trade. It was there he met and married my mother, returning again to Virginia, where I was born. When I was two years of age he moved back to Kentucky.

"From the time I was six years old I attended public schools until the summer I was ten years old. At that time my father put me to work as a helper, which meant I was to carry the mortar to the building while he did the plastering. From that early age I was given the greatest opportunities to learn the trade.

"The summer that I was 16 years old, my father being away, I took a contract myself to plaster a residence in Virginia, where I remember that I received $6 for the job. The owner was tickled and carried to me in the room by the owner of the house, and a girl she had as a help held a sheet out for him.

"Before I was 21 years old I was contracted to do the plastering work on residences in the same town.

"I soon realized that the little town of Virginia, where I lived, did not afford any great opportunity in development. Realizing that greater changes were in the larger cities, I went to Cincinnati, Ohio, and worked for several years as journeyman plasterer, then went into the contracting business until 1911, when I moved to Los Angeles, California, and continued the contracting business for several years. My first contract in California was the Ventura county courthouse.

"At this time stucco was only very sparingly used and what was used was usually painted in order to get color. One day I observed this paint peeling off of a building to such an extent that the walls resembled a canvas patch. It was then that the thought occurred to me that it was possible to incorporate color in the plaster that it would not only be unnecessary to use this artificial means of getting color such as painting, but it would be a lasting and permanent way of making color a part of the walls.

"However, there had been handed down from father to son, a journeyman apprentice, the supposed fact that it had almost become a legend that there was no coloring matter that would stand in lime or cement. And I wondered if this was true. I sufficiently doubted this supposed theory enough to make some experiments. I first carried on this experiment in my own back yard.

"After about four years of hard work, in which thousands of experiments were made, I was successful in obtaining three colors, white, cream and gold.

"I told several architects, whom I had been working for as a contractor, of my experiments and I was surprised at the interest that they seemed to display. And I was more than pleased when they suggested that I use it on some of the work that they were doing. The results obtained from the use of this material was to pleasing that several of the leading architects began to specify it, which means that they were virtually specifying me.

"Being a member of the Master Plasterers Association, at one of our meetings they proposed that I just contract and go into the manufacturing of this material and allow them all to use it, since, up to that time, when the material was specified it excluded them from having on the work and they promised me their full support if I would make it possible for them to secure and use the material. It was then I started the manufacture for sale to the public of California Stucco.

"Also at this time there started for me a peculiar and unique education, since I was called on to make up samples of both color and texture for the different architects, and when I found that they would ask for my opinion on color and texture, and after giving it to them, find that they would use this opinion, just naturally made me study the harder to be able to give them advice that would be worth their consideration.

"This work brought me in close touch with many very unusual people."

PERSONAL GLIMPSES

(Sketch from life in this issue by Rau)
FORTY-EIGHT varieties of Face Brick are pouring from our kilns... providing the architect with a range of colors and textured surfaces that make for architectural effects not only new and interesting, but permanent.

LOS ANGELES
PRESSED BRICK COMPANY
GLADDING, McBEAN & CO.
621 South Hope
TRinity 5761
LOS ANGELES
PRACTICAL TRAINING [BY J. LITTLE MS]

FOUNDATIONS are laid and construction work is well under way on a five-room home which is being built entirely by the students of the Alameda High School in Fremont, a subdivision of East Oakland, California.

The plans for the dwelling were drawn up by advanced students in the drafting and building classes of the school's Vocational Training Department. Specifications and estimates are also the work of the students, as are the blueprints for the home. Charles Boddy, Walter Hoffman, Harold Elrod and Joseph Nichols are the four young "architects" who collaborated in planning the house and are now supervising construction work.

An examination of the plan reveals that the students have done their work in a capable manner and have an intelligent understanding of the problems such simple construction work presents. The house is of frame and styled after the Old English cottage. Its floor plan has been well handled to provide ample wall spaces, sunlight, air and accessibility for all rooms. The two bedrooms are assured the necessary privacy by putting them on a raised deck. The garage is in the basement. Estimated costs run around $2,500 and the home stands on a $2,600 lot. May of next year is set as the probable time of completion.

The only labor about the building that will not be done by the students of the school will be the plastering and the building of the chimney. All the carpentering, plumbing, wiring, finishing, woodworking, built-in bookcases, etc., will be in charge of students, whose practical work in the several shops of the school enable them to handle the jobs in a manner that will meet all requirements of Oakland's building ordinances.

Upon completion of the home, it will be sold for around $6,500. The Alameda Realty Board will have charge of the sale. This organization bought the lot and is financing the house, and the proceeds of the project will go toward a fund for the advertising and development of the island city.

The whole plan is part of an aim to make the school and vocational work actually, rather than theoretically, practical. Charles W. Cox, head of the school's vocational activities, points out that, while the building of small scale model homes has a certain value, the experience and training gained in the present undertaking will be worth infinitely more to the students. At its best, the small scale model is a toy; the work is tedious and interest is apt to lag. But when the students are working together to plan and build a real, life-size home that will be actually sold and lived in, it is an entirely different matter. They feel as if they have a job on their hands worthy of their mettle and best efforts. They are vastly interested in all the problems it presents and take the responsibility for the success of such a work seriously. This attitude, of course, is a most desirable one in the creation of a sense of orderly planning and sound craftsmanship in the execution.

As a means of assuring architectural standards in keeping with the high standards of the tract, the St. James Wood Homes Association, Piedmont, Calif., have appointed a committee of three architects, which is headed by Charles McCall, Oakland architect. Every home in this East Bay subdivision must be designed by an architect and the plans submitted to the supervising architectural committee for final judgment as to its fitness for topography of the lot and harmony with any other homes about it.

FACTS ABOUT GYPSUM

It is well known that the average plaster, that is, it will not, the usual plaster and it will be difficult to apply. In working with plaster, one can be satisfied by using any material such as common mud, and with a sack of the short working plaster in a mix necessary to use 2 sacks of fresh material and 1 sack of old plaster.

In laying a wall of plaster, it will be necessary, for the first application to cover the wall with a thin coat of plaster. See that the plaster is applied to the proper thickness, as a thin coat is much more liable to dry out.

If plastering on wood lath, wet down the lath the day before plastering and again an hour or so before plastering. If the plaster is applied to dry lath, the plaster should be drawn to draw the water from the plaster and a dry spot will result. Also, wood lath are bound to swell when they get wet and if they have not been wetted previously so that they have had a chance to expand, they will expand, and perhaps buckle when the plaster is applied. Reclaim either cracked walls due to the buckle, or loosen plaster due to the keys being sheared off. However, when using gypsum lath do not wet it before the application of plaster as there is a natural bond between gypsum plaster and gypsum lath.

Dry-outs can be corrected. All that is needed is water. Spray the walls with clean water until the plaster is saturated and it will be hardened. Then it will be possible to apply more plaster to the wall. If the wall is to be adjusted to its proper thickness, it will need additional plaster to bring it up to the right level.

To see a drinking faucet creates the desire to drink. Have Haws Faucets installed in every office.

Model 2B, shown above, is designed for lavatory installation.

HAWS SANITARY DRINKING FAUCET COMPANY 1408 HARMON ST. BERKELEY, CAL. USA
MONOLITHIC CONCRETE

St. John's Episcopal Church, Los Angeles. Both exterior and interior are monolithic exposed concrete—except the facade, which is Tufa. Architectural ornaments were cast in place. Architects: Pierpont and Walter S. Davis, Los Angeles. Contractors: Clinton Construction Co., San Francisco. New, illustrated booklet, "The Concrete of the Architect and Sculptor," will be sent promptly on request. In writing, please address the nearest office listed below.

Concrete for Permanence—and for Beauty

PORTLAND CEMENT ASSOCIATION
A National Organization to Improve and Extend the Uses of Concrete
WHERE walls must express a definite spirit and feeling, California Stucco can always be depended upon as the creative medium. Infinite in its plasticity, it yields readily to any texture. Warm, friendly colors are provided by Nature's own mineral pigments. They will not fade. And being made with a true portland cement, any effect created with this stucco is permanent. . . Used successfully for more than sixteen years.

For further information write the distributor nearest you.

California Stucco

Los Angeles, Calif.
California Stucco Products Co.
San Diego, Calif.
California Stucco Products Co.
San Francisco, Calif.
California Stucco Products Co.
Portland, Oregon
California Stucco Company
Seattle, Washington
California Stucco Company

New York City
California Stucco Products Co.
140 E. 36th St., Room 50
Salt Lake City, Utah
Utah Stucco Products Co.
Denver, Colorado

St. Louis, Missouri
St. Louis Masonry & Stucco Co.
Indianapolis, Indiana
Indiana Stucco Products Co.
Chattanooga, Tenn.

Cleveland, Ohio
Cincinnati, Ohio

California Stucco Products Co.

Santa Fe, N. M.

Get the Distributor nearest you now! A great success is guaranteed!...
**Built-in Comfort**

Insulex, the fireproof mineral insulation, poured over ceilings, in the sidewalls and under floors, provides cool, comfortable rooms in the warmest weather—and recovers its cost in fuel savings in winter. Fireproof, vermin proof and sound deadening, Insulex provides real comfort permanently built in. Let us tell you more about it.

**EMPIRE INSULEX**

**GYPSPM-AIRCELL-INSULATION**

Manufactured by

Pacific Portland Cement Company, Consolidated

Los Angeles, Cal. · San Francisco, Cal. · Portland, Oregon
prominent and great architects and artists. I would like to have the time and space, or in some way tell many of these wonderful men how much I appreciate their interest and cooperation. However, since that is not possible, I will only speak of one very great man. I refer to the late Bertram Goodhue. I remember my first meeting with him, and how woebegone I got when I was informed that I was to meet this very wonderful man. For I could not think of anything that he might have in common with me. I remember, too, how quickly he made me feel perfectly at ease in talking to him, and how carefully and minutely he explained to me what he had hoped to get in the way of texture and color on a group of buildings which, up to that time, he had been very much disappointed in the attempts made.

"After I had talked to him and had taken charge of this work and had a sufficient amount of it finished for him to see for his approval, I shall never forget how intimately I watched his face when he was looking at the work and what a wonderful satisfaction it was when I discovered that he was pleased and that I had been able to understand him and put the feeling of color and texture into the wall that he had desired.

"In late years I have searched the histories of the building of many of the architectural gems, even buildings that have been unearthed in the ruins of Pompeii. There is absolutely no doubt that color plaster was used in these times and that the workmanship was far advanced from what they use today, so much so as to make me feel that the art of plastering and using color materials is really a lost art and now again in its infancy.

"The plasterer's future, in my opinion, lies greatly in his understanding of the main usages that these color materials can be put to."

---

**Dunham Low Pressure Steam Insures Economy**

*Economy due to every bit of steam being made to give up its full share of heat in the radiators.*

*Economy from the use of Dunham Traps that keep the steam in the radiators where it belongs instead of letting it escape in the return pipes.*

*Economy through the elimination of air and water from the system which gives the steam a clear road for free circulation.*

*Economy, Durability, Simplicity, Adequacy and Flexibility are the five main reasons for the widespread acceptance of Dunham Heating. It has been specified for all types of buildings ranging in size from one to fifty stories.*

---

**The Breakers**

Long Beach, California
Owner, F. B. Dunn
Architects, Walker & Eisen
Plumbing Jobbers, Western Wholesale Plumbing & Supply Co.
Plumbing Contractor, F. C. Schilling
Being equipped throughout with the

**Watrous Flush Valve and Duojet Closet**

Non-Clogging — Water-Saving

The design of the Watrous Duojet Closet prevents clogging and overflowing by eliminating the narrow passage needed by many types of closet to maintain syphonic action. It is also very economical with water.

The Watrous Flush Valve delivers the exact quantity of water required by the type of bowl with which it is used. Therefore, when used in combination with the water-saving Duojet Closet, it assures a substantial saving of water at every flush.

Write for full details on the Watrous Flush Valve and Duojet Closets to

Wm. P. Horn Co., 237 Rialto Bldg., San Francisco

L. C. Coombs, Rm. 506, 110 W. 11th St., Los Angeles

Wm. P. Horn Co., L. C. Smith Building, Seattle

Pacific Coast Representatives of

**The Imperial Brass Mfg. Co.**

1220 West Harrison Street

Chicago

Wm. P. Horn Co. — Shopping Stores — Retail Stores — Industrial and Commercial

Wm. P. Horn Co. — Duojet Closets — Self-Closing Basin Cock — Combination Lavatory Fixtures

Pop-Up Wastes — Liquid Soap Fixtures — Etc.
Plastite Waterproofed Plastic Cement was used throughout in the construction of the pedestrian tunnel under Sunset Boulevard at Logan Street, Los Angeles. For the approaches, Riverside Portland Cement was used. Many such tunnels are being constructed in the city for the protection of pedestrians, and particularly school children.

**PLASTITE Protects!**

WHEREVER construction work requires positive and permanent resistance to penetration by water, Plastite Waterproofed Plastic Cement is the safest material known to science. Its waterproof properties are due to special processes of manufacture, and not to the use of so-called waterproofing admixtures.

The leading architects and builders of Southern California are using Plastite in increasing quantity. Practically every dealer in building materials sells Plastite and recommends it for particular work.

Plastite is manufactured by the Riverside Portland Cement Company, whose main offices are at 724 South Spring Street, Los Angeles. Correspondence invited.

"Plastite Progress" is an interesting illustrated monthly magazine which will be found valuable to everyone interested in building. It will be sent without charge on request.
Damp-Proof Walls

for your Clients and for You!

Long after the cost of construction is forgotten your clients will still enjoy and appreciate the benefits of Super Locklath walls...walls that are damp proof, unstained and non-sweating. Incidentally, Super Locklath walls are also sound-proof, doubly fire resistant, well insulated against heat and cold and as permanently strong and flawless as it is possible to build plastered walls.

But these are by no means all that Super-Locklath walls will do for your clients. They will help you finish construction in the best possible time...particularly during the rainy season. You will avoid time lost, waiting for rain-soaked wood lath to dry...you will avoid sagging, bulging and slow drying of the plaster...you will avoid all wet weather troubles if you specify Super-Locklath.

Because Super-Locklath is 100% waterproof on both sides, it assures smooth, even, flawless drying regardless of weather. Because Super-Locklath means so much to your clients and to your plastering contractor...it should mean more to you!

Plastoid Products, Inc.
1725 South Downey Road
Los Angeles, Calif.

249 MONADNOCK BLDG.
SAN FRANCISCO, CALIF.

SOLD BY ALL BUILDING MATERIAL DEALERS
YOU are relieved of all detail when you recommend an El Rey built-up roof to your client. And you give him the benefit of materials and service that are guaranteed by one of the oldest and largest roofing concerns in the country.

We submit to the architect complete specifications for two types of built-up roofing for flat roofs—

**El Rey 10-year Guaranteed Roof**  
**El Rey 20-year Guaranteed Roof**

We supervise the installation, check it carefully when completed and then issue a written guarantee that includes periodical inspection and maintenance for the full term specified.

To protect us in that guarantee, we use only the finest grade of El Rey Asphalt Roofing and the most careful workmanship. The actual result is a roof that will last much longer than the period for which it is guaranteed.

*We shall be glad to call and give full particulars of this service at any time.*

LOS ANGELES PAPER MFG. COMPANY  
1633 North San Pablo Street - LOS ANGELES, CALIF. - Telephone ANgelus 5236
Facts about Plaster

Thisquire several of couple iibsorbing scraping off winter than as water. This color. plaster act as it carried around box or cause naturally out can be be will clean of circulation such a circulation of copies plaster has prepared walls the moisture more application and and allowed to remain damp for five or six days, the walls will never attain their full strength. To remedy such a situation open the windows so as to provide a circulation of air and introduce heat. Warm air will carry more moisture than cold air, consequently with a free circulation of air the excess water in the plaster will be carried away.

The Gypsum Industries, 844 Rush street, Chicago, Ill., has prepared standard specifications covering the mixing and application of gypsum plaster and will be pleased to send copies to anyone interested, on request.

Lighting is a Part of Architecture

Duplex-a-lite

illumination is playing an important part in the architecture of Southern California. It provides soft, indirect light. The rays are diffused. There is no glare. Light is evenly distributed and eye strain is reduced to a minimum.

Among the Duplex-a-lite installations in Los Angeles are the Pacific Finance Building, Subway Terminal Building, Pacific Mutual Building, relighted. Contract recently awarded for the new Mayfair Hotel which is now under construction.

This company is sole distributor for Duplex-a-lites in Southern California. Complete information upon request.

The FORVE Company Inc.
818 South Figueroa
Los Angeles, Calif.

Advertisements
Build Everlasting Memorials of Beautiful Face Brick

HERE a living monument to Masonic War Veterans has been built of sturdy colorful Face Brick. As a result its stately dignity will be enhanced by the passing years.

Ever since the days of ancient Chaldea, Babylon and Egypt, through all the centuries, in every land, men have erected their revered and hallowed Memorials of hard-burned brick because of its eternal beauty.

Today, as ever, the enduring qualities of Face Brick make it exceptionally well-suited to the requirements of important Memorial Buildings.

"Architectural Details in Brickwork," a portfolio of many halftone plates showing excellent examples of fine brickwork. Sent postpaid to any architect making a request on his stationery.

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

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

AMERICAN FACE BRICK ASSOCIATION
1767 Peoples Life Building
CHICAGO