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Paint and Varnish Makers

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The Spectrum

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FORTY-EIGHT YEARS' GROWTH

THESE last few years have seen some remarkable changes in our religious organizations. The church is awakening to the advantages of system and up-to-date business methods in conducting its work, and many parishes are being conducted with the precision and systematic practicability equal to that used by our large manufacturing concerns.

The Grand Avenue Methodist Episcopal Church, of Kansas City, Mo., has developed along this line more than most of its associates. This is probably due somewhat to the peculiar conditions under which it exists.

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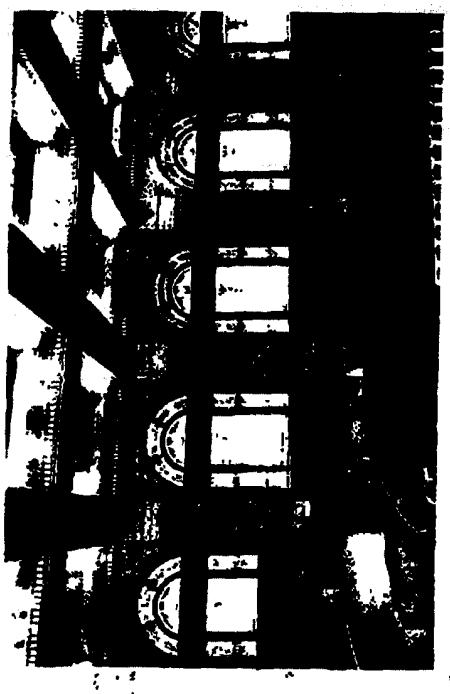

The Main Auditorium, showing Beautiful East Windows and Illuminated Ceiling

At any rate the trustees have been alive to the possibilities of the situation and have taken advantage of them to the fullest extent.

The Grand Avenue Church was formed about the time the Civil War ended: 1865. A year later the Society bought for $1000 several plots of ground at the corner of Grand Avenue and 9th Street. These plots form the present site. In 1870 a church was erected on this land, and the building was used for thirty-nine years, until it became necessary to secure larger and better equipped quarters. As the church was by that time situated in the heart of the growing business section it was decided to erect an office building on part of the land, and a more commodious church on the other part.

This has been done, and a most beautiful church with a seating capacity of fifteen hundred, as well as a handsome office building, are the results. Mr. J. W. McKechnie was chosen as architect, and his excellent work was well seconded by the skill and good taste of Mr. J. B. Winters, the decorator.

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The Main Auditorium and Part of Balcony

The latter used S-W *Products* extensively, and in speaking of the work, he says:

"I used through the interior of the building (the Grand Avenue Temple) on plaster surfaces—which was a smooth plaster - your *Flat-tone Wall Paint*. I also used your sizing and your *Concrete Floor Coating* on the cement floor, all of which have done all you claim. I have found *Flat-tone* to be superior to the various so-called 'flat paints' on the market in covering, spreading, and in wearing qualities. I think you have the best wall size in quality and price I have ever used. Your *Cement Coating* also is a good, durable piece of goods. I used the same goods on the Young Women's Christian Association Building with the same results as on the Temple Building."

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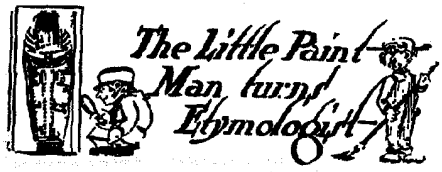

PTOLEMY EUERGETES, King of Egypt, had long been absent. Many days and nights had passed since he had led his army, the pride of Egypt, into the hostile Asian fastnesses. Day followed day, and still no word. Berenice, Euergetes' Queen, grew troubled, and being a religious heathen, sought in prayer the aid of Venus, Goddess of Love.

"Give me," she prayed, "my husband safe and sound, and I will give thee that which I value above all: my beautiful hair."



Venus, with her accustomed weakness for anything pertaining to feminine beauty, readily accepted Berenice's offer. Back came Ptolemy hail and hearty from the wars. Off came Berenice's beautiful tresses to be laid forthwith upon the altar of Venus.

That night the lustrous locks disappeared, and for many weeks mystery enshrouded their whereabouts. Then a watchful and



diplomatic astronomer discovered them shining down from the midst of the "Milky Way."

"Like unto the sacred golden tresses of Berenice" sang the ancient Grecian Bards, when they first beheld Amber, the yellow translucent mineral from the unknown north.

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Thus did this varnish ingredient first receive its name, and for many centuries Grecian and Roman merchants haggled over various quantities of the much desired gum.

As time and Rome progressed, "Berenice" became "Veronice," and finally "Vernix," from whence comes our English word "Varnish."



SIMPLICITY IS THE KEY-NOTE OF THIS LIVING-ROOM

WHEN warm and cool tints have been as effectively combined as in this case, where the lower wall and brick of the fireplace facing are in strong contrast with the woodwork stain and tone of the hangings and upholstering, it is easily understood that the architect, decorator and owner have worked together harmoniously. The construction, decorating and furnishings are all of the simplest character, but so refined, low-toned and lacking in pretentious display that the result is highly artistic and the completed room charming. The flat tints, which predominate, are, however, pleasingly relieved by the richly blended lower wall. The stencil in the green and dull red gives just the necessary finishing touch.

It is in decorating just such apartments as this where good taste prevails that the unobtrusive, restful tints of *Flat-tone* are employed to best advantage. They not only produce charming effects, but give surfaces which are so durable and lasting that exposure to the bright sunlight has no tendency

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A MISSION [illegible]NG-ROOM

A MOUNTED PROOF OF THIS COLOR PLATE, WITH FABRICS ATTACHED, WILL BE SENT UPON REQUEST

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to fade or discolor them. Moreover, the fact that *Flat-tone* can be cleaned by ordinary soap and water washing, makes it perfectly sanitary and hygienic. By simple care, *Flat-tone* walls can be always bright and spotless.

SPECIFICATIONS

Ceiling—S-W Flat-tone Cream.

Upper Wall—S-W Flat-tone Buff Stone.

Lower Wall—S-W Flat-tone System Effect No. 9.

Stencil No. 109—Leaves, Olive Lake reduced. Flowers, Orange Lake 1 part, Raw Sienna 1 2 part and Stencil White 1 10 part, mixture applied thinly.

Woodwork—S-W Handcraft Stain Weathered Oak.

Floor—Woodwork Stain reduced with 4 parts S-W Handcraft Stain Reducer and varnished with three coats S-W Marnot.

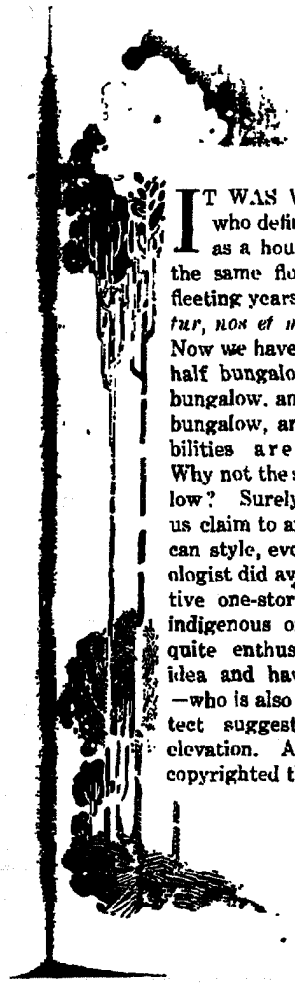
Curtains—Quaker-craft Lace, deep ecru.

Over-curtains—"Quality-A-Tapestry" Tiffany Gauze, Pattern No. 1, Color No. 1.

Portiere—Figured Moire, Pattern No. 8x, Color No. 10.

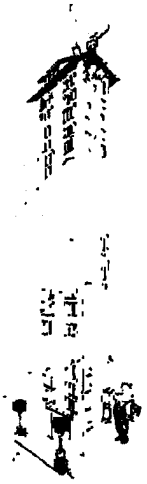
Rugs—Whittal in dull browns.

Furniture—Modern English type in Weathered Oak.



GOING UP

IT WAS Weber and Fields wasn't it?—who defined the indispensable bungalow as a house with the attic and cellar on the same floor. And this was only a few fleeting years ago. Truly, *Tempora mutantur, nos et mutamur in illis.* Now we have our story-and-a-half bungalow, the two-story bungalow, and the two-family bungalow, and still the possibilities are not exhausted. Why not the skyscraper bungalow? Surely this would give us claim to an original American style, even if some archeologist did aver that the primitive one-story bungalow was indigenous of India. We are quite enthusiastic over this idea and have had our artist—who is also a bit of an architect suggest a suitable front elevation. As yet we have not copyrighted the idea.



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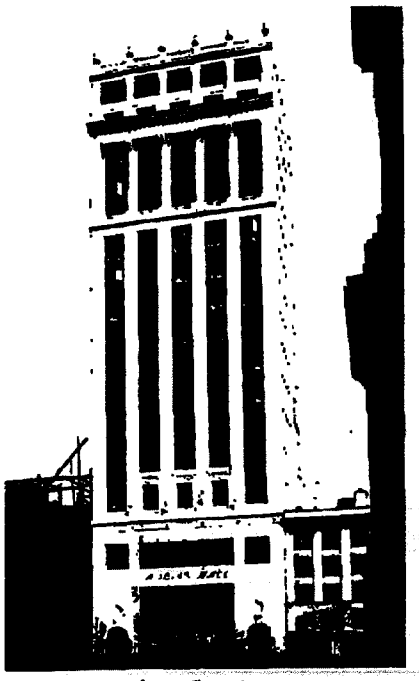

Aeolian Hall
New York City
Warren & Witmore, Architects

PRACTICE MAKES PERFECT

EACH year sees marked improvement in the architecture of that typical American building the skyscraper. The experience gained in past accomplishments is evidently being used to advantage by our architects with the result that our latest skyscrapers are much more beautiful architecturally as well as more perfect structurally than their predecessors.

Aeolian Hall is a fine example. The very nature of the building and the uses to which it will be put, have allowed of greater freedom in its design and ornamentation than would be the case in the average business block. The exterior is of Indiana limestone and pressed brick. The interior is richly finished in marble and terrazo, with soundproof walls. The architects, Messrs. Warren & Witmore, have succeeded well in designing a building worthy to serve as a gathering place for the musicians of the metropolis.

Aeolian Hall is finished with *S-W Flat-tone*, Messrs. Charles Grimmer & Son, being the decorators. The George A. Fuller Co., were the general contractors.

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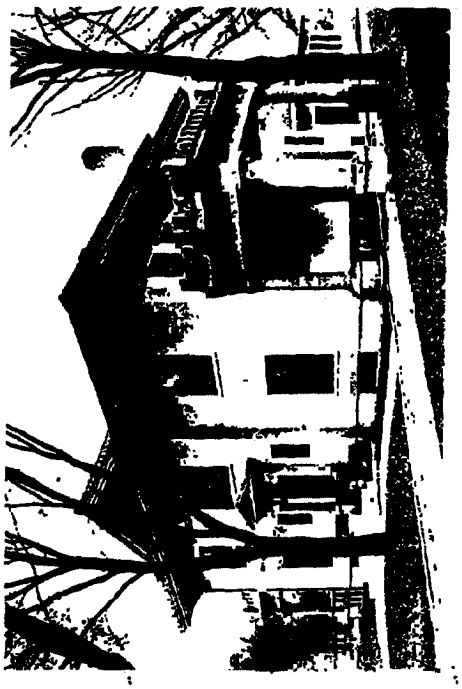

Residence of Mr. M. C. Clapp, Wichita, Kansas
C. W. Terry, Architect *Edw. Spangenberger, Decorator*

ONE OF WICHITA'S ATTRACTIVE HOMES

THE residence of Mr. M. C. Clapp, reproduced on the opposite page, has an individual touch that marks the architect, Mr. C. W. Terry, as a man well versed in the many fine points of his profession. There is a simplicity about the building that is pleasing and yet the small touches here and there show that much careful study has been taken in securing the final result.

Notice, for instance, the interesting treatment of the broad overhanging roof with its unusual supports. The gable; the design of the central doorway and the low foundation, all show careful planning and add materially to the pleasing effect of the house. The porte-cochere, also, is well handled.

Well designed as is the exterior, the interior is fully as attractive. Mr. Edward Spangenberger, the decorator, has carried out his part of the work skilfully and tastefully. *S-W Products*, including *Handcraft Stain*, *Flat-tone*, *Kopal*, *Mar-not* and others were used.

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Little Lessons for Aspiring Architects

IN RESPONSE to many urgent demands, *The Spectrum* has recently added to its staff of eminent literati at enormous expense - the renowned Jeremiah Cobbledick, Esq., R. S. V. P., who is acceded by the crowned heads of Europe to be the foremost living authority on all subjects architectural and decorative. But his accomplishments are in no way limited to things mundane.

For many years Professor Cobbledick has specialized in the proper setting of diadems and nimbuses, and through his influence the fashionable nautical tilt in the wearing of halos has lately become the fad.

In this issue of *The Spectrum*, we offer to our grateful readers the first of a series of illuminating articles which the Professor has written. We wish also to announce that

plans are under way for binding the entire series in limp linoleum and presenting them to readers of this journal.

SERIES NO. 1 -- THE UTILIZATION OF INEXPENSIVE ARTICLES FOR DOMICILE DECORATION

Nothing adds more to the charm and hospitality of the reception-hall than an individual coat-hanger. Ask your butcher for a *meat-skewer, gild it neatly* and tie with pink messaline in a roguish bow. This clever little article can be made by the rankest amateur - in fact, the ranker the better.



A rusty flat iron can be made an adorning feature of the home when upholstered with peacock blue plush. It may serve the dual purpose of keeping the door open in Summer, and cracking chestnuts on a Wintry eve. This would also make a novel and striking gift at Christmas.

Now that artistic pottery of the sturdy type is all the rage, it is a capital idea to

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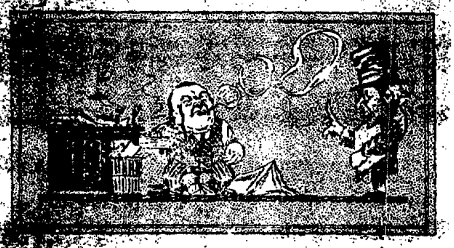
save your old china cheese and jam jars. By painting a dainty bunch of Rhododendron Catawbiense or for-get-me-nots or other floral design in the left-hand corner, they can be made to resemble the most expensive ceramic ware.

If you want a distinctive umbrella-stand, steal a three-foot length of stove-pipe; fasten a metal bottom to it and then decorate with colored figures cut from odds of wall-paper. If a stove-pipe is not available, a neat drain-pipe is perhaps even more serviceable; although I always recommend a new one.



Passed by the National Board of Censorship.



ANY MANUSCRIPTS FOR SALE?

[illegible] even if the stony-hearted editor of [illegible] MONTHLY does not appreciate your [illegible] won't be so fastidious. Send us your [illegible] it be vagrant verse or playful prose, and [illegible] get a prize. There's no telling [illegible] happened before. But "editing" is an awful [illegible] job, so please make your contributions funny.

Seriously, we are anxious to get some real humor for [illegible] Magazine, and so offer ten almighty dollars as a first prize for suitable material. Try to make it an architectural or decorative subject. Contest closes: Noon, June 1st.

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