

Good Architect Translates Your Dream Into Home

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There are, perhaps, few desires among people as prevalent as the desire to own and build a home, and yet, at the present time there is a surprising lack of knowledge as to the proper procedure in translating desires and day dreams into realities. One of the chief principles which we of the architectural profession are trying to put across to the home building public, in achieving this purpose, is the three-fold principle of architectural supervision on homes of all sizes, from the three-room cottage to the palatial mansion.

Cites Three Reasons

There are three main reasons why an architect should be employed to supervise as well as to design. Of these, perhaps the most striking, and yet the least known among the public, is the financial reason. When a house is built under the separate contract method, the architect, as representative and agent of the owner, is able to eliminate from the cost of the house such hidden costs as general contractors' overhead expense and profit, commissions paid to various tradesmen, and extra costs which arise when the loose ends of the building scheme are unaccounted for. It is an established fact that a reputable architect can easily save the owner more than the cost of the architectural fee, and can favorably compete in price with even the most fly-by-night competition.

Artistic Benefits

In the second place, and probably most obvious to most people, there are great artistic benefits derived from architectural supervision. It is well understood that a house, whether of three rooms or thirty, should be designed by one skilled and trained in creating a house suitable to the personality of the owner and beautiful to the observer. But, unless the same mind that has created the design also sees that it is built exactly as designed, the excellence of the design will avail little. Without architectural supervision, there are countless opportunities for workmen, unskilled in design, to change details and materials with disastrous effect.

Finally, the owner should employ an architect to supervise the construction of his home to see that his interests are properly protected in the general engineering of the work. Many building programs have been spoiled by substitution of materials and sloppy installation of equipment.

The ramifications of this subject are too extensive to treat in complete detail. That would require volumes. The point which the writer wishes to make, however, is simply this: Mr. Prospective Home Builder: If

you are intending to build a house, go to a reputable architect, of whom there are several on the North Shore, and retain him to design your house, to handle the construction on the separate contract method, and to supervise the construction from the time the first spade is turned in the earth until the last picture is hung.

Chicago Area Shows Big Building Gains

Engineering work was the feature of the 1939 construction program in the Chicago metropolitan area. Residential and non-residential building moved away from their previous levels. The year-end summary prepared by T. O. Morgan, the Chicago manager of Dodge Reports, a division of F. W. Dodge Corporation, revealed that contracts awarded for all types of construction materials and labor throughout this area reached \$162,758,000 last year. That is 75 per cent ahead of the corresponding 1938 valuation level of \$93,108,000. The largest contract volume of last year was recorded in September. The second and third highest valuations were in August and May, respectively.

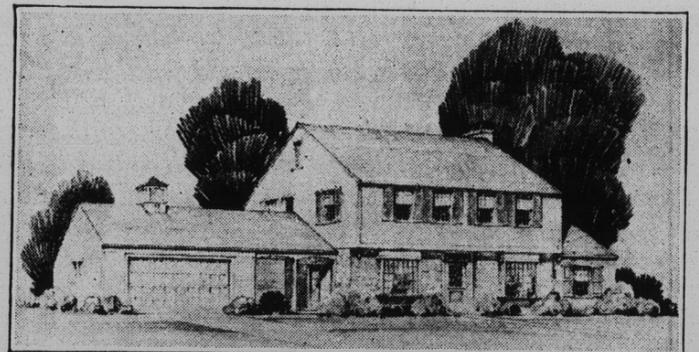


HOMES OF CHARACTER AND BEAUTY

It takes more than good design to instill character and beauty in a home, for the character and beauty of a building are too elusive to grasp from blue prints and sketches.

For it is impossible to sketch such a nebulous quality as "character" in a working drawing.

While design is very important, character and beauty are built into the dwelling by use of appropriate knowledge and experience. To capture just the effect you desire consult James Crabb, for only an organization of such experience can help you to achieve the effects you want.



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