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**SEVEN ESSENTIALS IN BUILDING GIVEN**

Prospective Owner Should Be Informed Concerning Several Important Points

by Noble Foster Hoggson, President Hoggson Brother, New York, Chicago

The instinct to build with blocks, to tinker with the hammer, which is born with us, is only once removed, when we grow up, to the penciling of plans on the backs of old envelopes and pieces of scratch paper.

No single laymen, about to build one or two or three buildings, can acquire, without years of study, even a fairly good working knowledge of the multitudinous details involved in the average building operation. To gain this knowledge would necessitate the study of architecture, not only in this country but abroad, and for a sufficient length of time to become expert in the fullest, truest sense of the word. This would include the exhaustive study of interiors of every description, and their relationship to the surrounding conditions, so essential to insure the proper arrangement of interior space and the necessary conveniences. Also knowledge of color, woods, fabric, rugs, leather, mosaics, tile, marble, bronze, leaded glass, and all the details that enter into the decoration and furnishing of a well appointed building, would be necessary.

In order that the actual work be directed efficiently so as to insure uninterrupted progress, a thorough mastery of mechanics would be required.

And above all, perhaps it would be necessary that he have a practical executive knowledge of costs in every particular, so that he would know beyond a doubt that he was receiving value for every dollar he was spending.

Now, it is admitted that the average man has not all of this detailed information nor is it necessary for him to acquire that knowledge.

There are, however, several important points which every prospective building owner should be fully informed upon. These can perhaps be grouped into the following seven essentials which every owner should be fully satisfied regarding before proceeding with construction and which will also serve as an excellent basis for a review of the completed operation:

1. Cost. The building to be worth all that it cost, and, if a renting building, to produce a satisfactory yield on the total investment.

2. Appearance. The building to possess architectural character suitable to its location and purpose, and to deserve admiration as long as it stands.

3. Arrangement. The building to afford maximum facilities to its occupants.

4. Decoration and Furnishing. The interior of the building to possess artistic unity, appropriateness and to afford comfort and convenience.

5. Stability. The building to withstand properly the wear and tear of time and use.

6. Speed. The building operation to be so controlled that it will occupy the shortest time consistent with the quality and extent of the work.

7. Service. The building operation to be conducted in such a manner as to leave the owner free from every care and responsibility, excepting the approval of plans and materials, and the meeting of payments.

Any building may measure up to one, or perhaps several, of these essentials. Few buildings measure up to all of them. The analysis of these seven essentials which will show clearly what an owner must do in order to combine them will be considered in later articles of this series.

**FORESTRY EXPERT IS ADDED TO PUBLIC SERVICE**

His Function Will Be The Supervision of Tree Trimming Along Power Lines

The Public Service Company has recently added to its organization an expert in forestry, who is a graduate of the Michigan Agricultural College, and who will report to the Engineer of Electrical Distribution.

Experience has shown that in the territory of 5,800 square miles, covered by the Public Service Company in suburban and rural districts, the matter of tree-trimming assumes considerable importance. Its bearing on electric service is appreciated in those localities where the Company's transmission or distribution wires must pass through or over a number of tree branches. In wet weather especially the result of branches blowing into the lines is seen in flickering lights or unsteady voltage, which is naturally very disagreeable to customers. In many cases this happens where the Company has not been able to secure the property owners' consent to trim his trees sufficiently to clear the wires. The owner sometimes feels that his trees will be damaged or disfigured by possibly unskillful trimming and for that reason is reluctant to consent to it.

The employment of a specialist to organize and supervise this class of work, it is believed, will result in securing the confidence of tree-owners to the mutual advantage of customers and the Company.

**ASK CHILDREN TO AID RELIEF WORK**

APPEAL IS ENDORSED

State Superintendent F. G. Blair Favors Appeal to Schools For Near East Relief Fund

Chicago — (Special) — Francis G. Blair, state superintendent of schools, who is chairman of the Illinois educational advisory board for the Near East Relief has endorsed an appeal to the school children of Illinois to help save and educate the war orphans in Bible lands. The appeal is also signed by Edward J. Tobin, Cook county superintendent of schools and by D. Walter Potts superintendent of school at East St. Louis.

The movement to enlist the interest of the school children of the state is part of a campaign in the state for \$1,000,000 being conducted under the direction of a general committee of which former Governor Frank O. Lowden is the state chairman.

Many of the schools have already responded to the appeal and have adopted war orphans whose support is being provided by the gifts of the children. In some schools, the children have decided to abstain from purchasing and eating candy in order that the hungry children in the Bible lands may get their daily soup with a crust of bread and a plate of beans.

Folders containing the appeal signed by Mr. Blair and the other members of the committee together with ship posters are being distributed through the various county and township or city committees to the schools all over the state. These folders and ship posters are used to explain and visualize the urgent needs of the helpless children in those lands made famous by the stories in the Bible. Other folders entitled "Questions in Geography" are used by the teachers and principals in teaching the geography of Asia Minor to classes.

The ship poster has holes cut in it representing portholes, into which the children may deposit their contributions to help feed the starving children. The inscription on the poster is "help load the good ship of feed hungry children. Drop your coins in the port holes. Six dollars will put out barrel of flour on this ship. How many barrels will your school send?"

In the folder is told the story of one relief ship of the Near East Relief that arrived at the port of Batum on the Black Sea just in time to save thousands of children from starving in the largest orphanage in the world which is located at Alexandropol, Armenia. Then is made an appeal that other relief ships be loaded by the school children that other thousands of famished children in the Bible lands may hear the dinner bell in the orphanages.

"There are so many children who need food, nearly 120,000 altogether, that it is hard to find enough for all" is some of the information given in the folder. "These poor children know all about the school children in America. They know that in the past year thousands of dollars have been given by the American children to buy food and clothes and shelter for them."

"The Good Ship" must be loaded again and again. Many times must it cross the ocean with food for the children of the Near East. Contributions may be sent to Geo. M. Reynolds, treasurer of the Near East Relief, 19 South La Salle St.

**OUT OF FUNDS; RED CROSS HELPED HIM**

"I'm a college man," admitted the latest arrival in the Chicago Red Cross office, one cold afternoon in December. He wore a week's growth of beard on his face and his bleary blue eyes and unpressed condition bore out the fact that he had just been on a severe "bat", although his height, bearing and shell-rimmed glasses still gave him an air of distinction. "I used to be a newspaper man before the war," he continued. "My father is an official in —"

"I'm sorry," said the interviewer, "but we are only allowed to help men who were disabled by the war."

"Oh, I'm getting a pension from the English Government," said the stranger, "I was hit by a shrapnel in the head, here and here, and in this hand. They are paying me what amounts to about 86c a week."

It was after hours but the worker stayed on and got the whole story. Our friend showed a telegram offering him a position and stated that he was on his way there by way of Chicago when friends (?) tempted him with some of the real bonded stuff. The party ended three days later with the worst variety of home brew. Our friend had walked the streets all the night before and showed a pocket full of pawn checks to account for all his possessions that he did not have with him.

Last week the worker met him on the street. He was dressed "like a million dollars" and greeted the worker almost with tears in his eyes. "I'm in the — Company," he said, "and I haven't touched a drop since the last time I saw you. I can never thank you people enough for the way you took care of me and collected my things."

The difference between this situation and many others is that in this instance the emergency was satisfac-

torily met and the Red Cross was fully repaid. With multitudes of families there is no emergency, but a chronic condition which the Red Cross can only relieve—for months and sometimes for years.

**AGRICULTURE BODY FOR STATE NAMED**

Committee Represents all Farm Interests of Illinois; Program is Planned

Urbana, Ill.—Because it is obviously impossible for any person or group of persons to point out offhand what the agricultural program for the state of Illinois should be for the next quarter century, there was appointed at the close of the Agricultural Conference held at the University a committee to be known as "The University of Illinois Committee on Agricultural Development."

This committee is composed of G. A. Ewing, Decatur, as chairman; F. T. Mann, Gilman; E. D. Funk, Shirley; W. S. Corsa, Whitehall; Geo. A. Fox, Sycamore; W. S. Perrine, Centralia; W. N. Rudd, Morgan Park; A. N. Abbott, Morrison; J. R. Fulkerson, Jerseyville; H. T. Rainey, Carrollton; J. V. Stevenson, Streator; H. J. Sconce, Sidell; H. W. Mumford and W. F. Handschin, College of Agriculture, Urbana.

The committee represents all the agricultural interests of the state—soil improvement, crop improvement, livestock industry, dairy industry, horticulture, ornamental planting, marketing, transportation, domestic and foreign trade, rural life problems, reclamation, College of Agriculture and Experiment Station, Agricultural Extension Service.

It will hold meetings, analyze conditions, study the present and future needs of agriculture, and submit a report, perhaps in the form of a recommendation, in regard to an Illinois agricultural program and the part the University is to play in carrying out the program in the next twenty or twenty-five years.

According to President Kinley, "it is inevitable that people should expect a discussion of present agricultural depression whenever a conference on agriculture is called." This, however, was not the purpose of the conference, he stated. It was rather "to consider the direction or trend of the development of agriculture in Illinois in the next decade or two, with special consideration for the part that the University's College of Agriculture and Experiment Station can or may play in that development."

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